

2005 F-Series Super Duty Exterior/Interior

FORD SUPER DUTY DESIGN DRAWS INSPIRATION FROM ‘MIGHTY F-350 TONKA’ CONCEPT

The 2005 Super Duty’s appearance – inspired by the popular ‘Mighty F-350 TONKA’ concept truck – caps off the host of improvements under the skin. The new exterior look projects more confidence than ever, with a bolder grille and bigger wheels leading the way, while more subtle changes to the interior and exterior refine the design theme.

“Even a hard-working truck should clean-up well,” said Gordon Platto, chief designer.

Taking both of those concepts – confidence and refinement – to extremes is the new Ford Harley-Davidson™ F-Series Super Duty, with three appearance options including a bold new factory-painted flame that uses a show-quality wet-on-wet process.

Highlights of design changes for 2005 include:

- **Interior** – The instrument panel is more refined and modern, with appliques that match the door panels. The industry’s first factory-installed optional trailer brake controller and upfitter switches are integrated into the instrument panel. The message center moves to the gauge cluster, as in other Ford vehicles.
- **Exterior** – The new, larger dominant grille takes its cue from the Mighty F-350 TONKA concept, with horizontal bars that appear to have been milled from a block of steel, and a centered nine-inch Ford blue oval. The bumpers have been refined to match the lowered “waterline” of two-tone trucks. New jeweled headlamps modernize the front profile.
- **Ford Harley-Davidson™ F-Series Super Duty** – The 2005 Harley-Davidson™ Super Duty has special touches that cement the bonds between Harley enthusiasts and their machines, such as stitched leather-trimmed seats. The wet-on-wet paint process for the “flame” trucks, available later in the model year, does full justice to the customizer’s art.

Exterior Builds on Super Duty Strengths

The most dominant exterior feature of any Super Duty truck is the bold, imposing grille. For 2005, that statement gets even bolder, with more height, more presence and a more machined appearance.

The new grille owes its inspiration to the “Mighty F-350 TONKA” concept, which was unveiled at the 2002 North American International Auto Show in Detroit. At the time, Ford Group Vice President of Design J Mays hinted “someday you might see a truck like this in your driveway.”

Design changes to the 2005 Super Duty are carefully targeted toward the areas customers will notice and appreciate most – such as the grille.

“The horizontal bars of the new grille are designed to appear as though they were machined from billet steel,” Platto said. “We were able to make the grille larger by extending the bottom of the grille and nesting it within the bumper fascia, rather than sitting on top of the bumper. This allowed us to enlarge the proportion of the grille to make it the dominant focal point of the front end.”

The grille retains the Ford Tough Trucks “nostrils” that flank the horizontal bars. A large blue Ford oval is centered in the grille. The large spaces, with honeycomb mesh between the chrome bars provide detail and help to reinforce the sense of strength and power of the engines beneath the hood.

Larger Wheels – Up to 20 Inches

New forged wheels also make a statement of strength on the 2005 Super Duty. The standard wheel

size grows an inch to 17 inches, while 18-inch wheels are available on several models. All of the wheel designs are new, with new center caps.

“You look for strength in a wheel – both visually and to handle the load,” Platto said. “That’s why you’ll see a lot more surface area on some of the wheels, to communicate that strength. We went for a machined look to harmonize with the grille. The new wheels look very structural.”

Super Duty customers will find a lot more selection, particularly in the 18-inch size, with a choice of 14 different steel, chrome and forged aluminum designs.

The Ford Harley-Davidson™ Super Duty breaks new ground by offering the first 20-inch wheels in the heavy duty pickup segment.

But the 2005 Super Duty design is not just about boldness – it’s about refinement. That’s apparent in the new, jeweled headlamps and turn signals. The lamps are stacked vertically, with complex reflectors. The new turn signal treatment uses a clear lens and amber bulb.

Another design refinement that traces its roots to Ford’s “Mighty F-350 TONKA” is the new bumper treatment.

“We reversed things – we now have a chrome steel lower bumper, with a painted upper fascia,” Platto said. “This helps to establish a lower ‘waterline’ and allows us to align with the two-tone pattern on the Lariat and King Ranch models. It’s a cleaner, more refined look.”

The lowered waterline and revised two-tone treatment are carried through to the rear bumper. New two-tone color combinations on the Lariat trucks include Arizona Beige paired with Dark Stone, Dark Copper or Dark Green Satin.

Wheel lip moldings are used to provide series differentiation. Optional 5-inch polished tubular step bars or running boards, depending on model, help to ease entry and exit. Optional reverse sensors assist with parking.

Larger three-dimensional series badges on the vehicle sides identify the series. The V-8, V-10 and Power Stroke Turbo Diesel badges are larger and more prominent, as well.

Interior Proves Toughness Can Be Comfortable

Changes to Super Duty’s interior design concentrate on the areas where customers will benefit most – especially the driver’s “working environment.”

“The interior is much richer,” Platto said. “All of the elements work well together, and we were able to create more series differentiation.”

That’s important to satisfy the growing number of customers who buy Super Duty trucks for personal use. This part of the market has grown dramatically since 1994 – reflected in the increasing popularity of Crew Cab trucks, which have seen nearly 70-percent growth in share of sales in the past 10 years. Sales of the Lariat series have grown more than 50 percent since 1998.

For 2005, new accent trim panels surround the central and driver’s side portions of the instrument panel and match the inserts on the doors. King Ranch and Lariat trucks are available with unique wood-grain appliques. King Ranch sports a straight-grained Dark Mandarin Teak pattern, while a warmer Cherry Zebrano grain is used on Lariat.

A more technical, fine-patterned surface appearance is used on XLT, while XLT Sport trucks use a pewter metallic finish.

A new gauge cluster is cleaner and easier to read, with the circular vehicle speed and engine speed

gauges flanking the message center and gear selector display. Modular design allows more differentiation in the gauge package.

“The gauges are an important element of creating the interior environment,” Platto said. “This area is right in the driver’s line of sight, whenever they are in the vehicle. It has to be a high priority.”

The new dual-zone climate control system features barrel-shaped vents with contours that match the instrument panel face. More controls, such as speed, audio and climate control buttons, are right at the driver’s fingertips on the steering wheel spokes on selected series. A power sliding rear window is offered on XLT and Lariat.

Super Duty offers more interior space than any other pickup. Front seats are available with a split 40/20/40 bench that offers a fold-down center armrest with storage bin and two cup holders. On King Ranch trucks, a fixed center console features an armrest wrapped in distinctive Castaño leather, to match the steering wheel, seats and leather-wrapped grab handles on the A-pillars.

The King Ranch logo appears on the armrest, instrument panel and floor mats.

The Flex Fold rear seats offer convenient interior cargo options. The split-fold rear seats, introduced in the 2004 model year, allow the user to fold down one or both seatbacks to create a flat shelf, or fold the seat bottoms up to create more floor space. Another convenience feature introduced in 2004 allows the rear doors of Crew Cab models to swing open 5 degrees farther than previously, for better access to the rear seating area.

Designed for Commercial Users

Adding to the clean interior appearance, the optional four upfitter switches and integrated trailer brake controller are flush-mounted into the instrument panel. These switches are used by upfitters, who add accessories such as light bars, dump bodies, cargo boxes or tow equipment onto the Super Duty chassis.

They are a marked difference from Super Duty’s competitors – where these elements have had a “tacked on” appearance, as aftermarket installers are forced to locate these switches beneath the dash.

It also assures that these key controls are within easy reach of the driver, with placement and operation confirmed by Ford’s ergonomics engineers.

Ford Harley-Davidson™ Super Duty Has True Custom Feel

For 2005, the Ford Harley-Davidson™ F-Series Super Duty kicks it up a notch, with two bold new optional flame paint jobs – the first factory-painted flame trucks in the industry – and a host of distinctive comfort and appearance features.

“These are truly custom vehicles and the biggest, baddest, boldest trucks out there,” said Platto.

The custom appearance starts up front, with a unique black-and-chrome billet-like grille and blacked-out headlamps. Chrome tow hooks and fog lamps add pinpoints of light, particularly evident on black trucks.

The bright-polished forged aluminum wheels – now at a 20-inch size that is another first for the segment – feature dimples around the rim, precisely milled spokes and distinctive “Harley-Davidson” script on center caps that show off the locking chrome lug nuts. Between the wheel wells, a tubular chrome step bar with the Harley-Davidson Bar & Shield logo now features a black-out backer for a cleaner, more integrated appearance.

The distinctive custom flames – in Toreador Red on black, or True Blue with Medium Wedgwood Blue – use Ford’s patented new wet-on-wet paint process to produce factory-painted graphics that are as smooth and seamless as those applied in a custom motorcycle shop.

Ford’s production team knew right away that this process would open up exciting new possibilities, especially for the Harley-Davidson™ Ford Super Duty.

Willie G. Davidson, Harley-Davidson Senior Vice President of Styling and Chief Styling Officer; Louie Netz, Vice President - Director of Styling; and Ray Drea, Styling Manager, came to the Ford Design Studios in Dearborn to see the new Super Duty and review an early concept with Platto.

They studied the truck, discussed flame philosophy, then Drea pulled a China marker from his pocket and drew the flame pattern right on the sheet metal. Digitized templates were pulled directly from his flowing lines.

Industry-Leading Wet-On-Wet Paint

In the wet-on-wet paint process, a special primer allows a second coat of paint to be applied while the first layer is still wet. In the case of the black flamed truck, the Toreador Red layer is painted first, across the lower half of the truck.

An ultra-thin mask in the shape of the flame pattern is applied over this red paint, and the black topcoat is sprayed immediately. The thin mask is pulled off, a clear topcoat is sprayed on, and chemical bonding between the layers produces a smooth, durable, seamless finish.

The standard Ford Harley-Davidson™ Super Duty package pairs black exterior paint with a thin, competition-orange tape stripe that extends fully around the vehicle. Heavyweight zinc die-cast metal badges celebrate the Ford Harley-Davidson Alliance, and a large Harley-Davidson Bar & Shield logo marks the standard rubber bed mat.

Chrome tie-down hooks and a bullet-style welded-on chrome exhaust tip, with dimples to match the wheel design, provide bright relief at the rear of the vehicle.

New Two-Tone Leather Seating

All Ford Harley-Davidson™ Super Duty trucks sport a distinctive interior, with stitched two-tone black leather trimmed seats bearing the Harley-Davidson Bar & Shield logo. Interior door panels are Dark Flint – darker than the standard Super Duty interior, to create a warm persona.

The door inserts and instrument panel applique feature a technical pattern that resembles carbon fiber – until you look very closely and see the hundreds of tiny Harley-Davidson Bar & Shield logos.

The unique gauge cluster features twin chrome-ringed instruments with spun-metal faces and a contoured chrome “bridge” joining them. Most touchpoints, including the power seat controls, are chromed. Brake and accelerator pedals resemble the chrome-and-black footboards of a custom big V-twin cruiser. The ignition key has a Harley-Davidson Bar & Shield logo on one side and a Ford oval on the other.

The truck features a serialized nickel plate atop the black-leather-wrapped center console, showing the truck’s production date and number. Rear seats are available as a bench or captain’s chairs with center console.

The 2005 Ford Harley-Davidson™ Super Duty is available in F-250 and F-350 4x4 configuration with either the 6.0-liter Power Stroke diesel or 6.8-liter Triton V-10 engine. Production begins in the fourth quarter of this year.

Limited-Edition Amarillo Super Duty Blazes New Trail

The new F-Series Super Duty is no shrinking violet – especially not when it's painted Blazing Yellow.

The bold, distinctive yellow monochromatic paint scheme identifies the Super Duty Amarillo – a limited-edition pickup to be sold in the Southwest, Denver and California markets.

Amarillo was inspired by the Mighty F-350 TONKA concept vehicle, which likewise featured a bright yellow exterior.

“We thought that since the 2005 Super Duty uses Mighty TONKA design cues, we could create more buzz with a limited-edition production truck that captures more of that excitement,” said Phil O'Connor, F-Series Super Duty marketing manager.

“It will certainly generate excitement on the showroom floor and call attention to the fact we have a new Super Duty this year,” he said.

The Amarillo package, available on diesel-powered F-250 and F-350 XLT SuperCab and Crew Cab pickups, features:

- Monochromatic Blazing Yellow exterior, including door handles and body-color moldings.
- Chrome bumpers with fog lamps, and chrome tow hooks, tubular step bars and muffler tip.
- Black interior, with black leather-wrapped steering wheel, black leather seating surfaces on the front captain's chairs and rear bench, black carpet, ebony and platinum-colored trim.
- Four-wheel-drive with LT275/70R18 outline-white-letter all-terrain tires on 18-inch forged aluminum wheels.
- Options include the reverse sensing system and roof marker lights.

May 24, 2004