

2006 Harley-Davidson F-150 Overview



"No one understands their customers better than Ford and Harley-Davidson. We're proud to share the spirit of Harley-Davidson authenticity in a unique interpretation of America's favorite truck, the Ford F-Series."

– Joanne Bischmann, Vice President Marketing, Harley-Davidson

- Menacing Monotone Black exterior boasts 22-inch polished forged aluminum wheels with a unique split 5-spoke design.
- Dramatic interior features high-gloss Piano Black detail, rich black aniline leather seating surfaces and lots of chrome.
- 2006 Ford Harley-Davidson™ F-150 gives customers a choice of 4x2 or all-wheel drive capability - a first for any F-150.

Ford's king of the road joins another motoring giant to give performance enthusiasts a new definition of custom cool – the 2006 Ford Harley-Davidson™ F-150. This limited-edition vehicle draws inspiration from more than a century of tradition at Ford and Harley-Davidson to give customers an F-150 with more attitude than any other truck on the road.

"This truck builds on the legacy of toughness that's been the hallmark of the Ford brand," says Ford President Steve Lyons. "Now, we're giving customers more of everything they love with the boldest Ford Harley-Davidson™ F-150 ever – with all-wheel-drive capability, 22-inch polished aluminum wheels and an interior that will take your breath away."

The 2006 Ford Harley-Davidson™ F-150 SuperCab is the seventh model to emerge from the alliance that was first forged in 1999. The successful collaboration between these two icons of the open road has produced four F-150 models, as well as Super Duty F-250 and F-350 offerings. This is the first Harley-Davidson™ edition vehicle built off the award-winning new Ford F-150 platform.

Hot-rod Inspired Custom Looks

For 2006, the Ford Harley-Davidson™ F-150 SuperCab visually communicates power, dressed in all black, oozing chrome and sporting distinctive Harley-Davidson visual cues. The Black Monotone exterior is accented with a hot-rod inspired custom scalloped red stripe outlined in electric blue running along the beltline, punctuated with the "Harley-Davidson" script. The custom stripe adds to the overall performance feel of the vehicle, creating a sense of motion and speed.



The custom appearance begins with the bold front-end design, featuring a unique chrome billet grille and blacked-out



Dressed in black and chrome, the 2006 Ford Harley-Davidson™ F-150 is the seventh collaboration between two of America's most historic – and celebrated – brands.

headlamps. Based on a SuperCab configuration with a 6-1/2-foot Styleside box, the new 2006 Ford Harley-Davidson™ F-150 cuts a menacing profile. Beefy 22-inch polished forged aluminum rims – a first for any F-150 – sport a split five-spoke design, exposed lug nuts and the distinctive Bar & Shield logo on the center cap. The massive wheels give this ride undeniable attitude.

Between the wheel wells, chrome-accented side tubes help create an integrated appearance and enhance the truck's powerful stance. The side tubes and the unique lower front valence, or chin spoiler, help create a lowered look. Heavyweight genuine zinc die-cast badges on the fenders celebrate the Ford Harley-Davidson alliance. Dark tinted smoked-out taillamps, a blacked-out bumper and the "Harley-Davidson F-150" badge distinguish the rear. Chrome tie-down hooks and a slash-cut chrome exhaust tip add even more street-rod appeal.

Rugged and Refined

Harley-Davidson heritage resonates throughout this new vehicle. Inside, the 2006 Ford Harley-Davidson™ F-150 makes a strong statement of custom-inspired refinement, with an underlying tone of authenticity and genuineness that has been the hallmark for all Ford Harley-Davidson™ trucks.

"For the new Ford Harley-Davidson™ F-150, we've designed a cockpit that's a tribute to the open road," says Ford F-Series Chief Designer Gordon Platto. "We've introduced high-gloss Piano Black cues along the instrument panel, center stack and console to bring in a feeling of visual motion. Combine that with the rich leather and bright chrome that's been such an essential part of all our Harley™ trucks, and you're surrounded with styling that salutes motorcycle culture."

Rugged and supple black aniline leather seating surfaces create a distinctive, inviting interior. The captain's chairs are unique, sporting a die-cast HARLEY-DAVIDSON Bar & Shield logo embedded in the leather. Elegant high-gloss Piano Black surfaces on the center stack and door panels are flanked by a Bar & Shield logo-patterned graphic treatment. The striking instrument panel – and the overall vehicle interior – features a stunning display of chrome, including unique chrome-ringed instruments, chrome handles, vent rings, floor shifter and door pulls. Adding to the overall custom feel of the interior is a serialized nickel plate showing the vehicle's production date and number.



Elegant high gloss surfaces, chrome highlights and rich black leather create a striking interior environment in the 2006 Ford Harley-Davidson™ F-150.

Built for Performance

Enthusiast events such as South Dakota's Sturgis Motorcycle Rally and Daytona Bike Week in Florida, along with everyday customer feedback, helped shape the performance story for the new 2006 Ford Harley-Davidson™ F-150. Customers said they wanted bigger wheels and all-wheel-drive capability. Besides boasting 22-inch wheels, this truck includes a performance sport handling suspension that's tuned to deliver a more precise driving feel. Customers now also have the choice between 4x2 and all-wheel drive, with the capability to handle more challenging driving conditions and road surfaces – ranging from dry pavement to winter weather. The new AWD system continuously monitors the wheel speeds and throttle position to determine the appropriate amount of power to send to the front of the truck to help prevent slip. Customers also can choose to override AWD by simply selecting the locked mode.

Lurking under the hood of the 2006 Ford Harley-Davidson™ F-150 is a 5.4-liter, three-valve Triton® V-8 featuring a specially tuned exhaust system that delivers a more powerful, throatier rumble. It turns out 300 horsepower at 5,000 rpm and 365 foot-pounds of torque at 3,750 rpm.



The 300-horsepower Triton V-8 engine powers the 2006 Ford Harley-Davidson™ F-150; a specially tuned exhaust system delivers a throaty rumble.

Vital statistics

Ford will build up to 10,000 of the 2006 Ford Harley-Davidson™ F-150 SuperCab limited-edition trucks for sale throughout North America beginning next fall. The vehicle will be produced in Michigan at Ford's Dearborn Truck Plant.

In addition to the 2006 Ford Harley-Davidson™ F-150 SuperCab and other vehicles in the Ford Harley-Davidson™ truck lineup, the companies' alliance has produced other products such as co-branded clothing and vehicle accessories.

About Ford Motor Company

Ford Motor Company, a global automotive industry leader based in Dearborn, Mich., manufactures and distributes automobiles in 200 markets across six continents. With more than 327,000 employees and 110 plants worldwide, the company's core and affiliated automotive brands include Aston Martin, Ford, Jaguar, Land Rover, Lincoln, Mazda, Mercury and Volvo. Its automotive-related services include Ford Motor Credit Company and Hertz. For more information regarding Ford's products, please visit www.fordvehicles.com.

About Harley-Davidson

Harley-Davidson, Inc. is the parent company for the group of companies doing business as Harley-Davidson Motor Company, Buell Motorcycle Company and Harley-Davidson Financial Services. Harley-Davidson Motor Company produces heavyweight street, custom and touring motorcycles and offers a complete line of motorcycle parts, accessories, apparel and general merchandise. As a subsidiary of Harley-Davidson, Inc., Buell Motorcycle Company produces sport motorcycles in addition to motorcycle parts, accessories and apparel. Harley-Davidson Financial Services, Inc. provides wholesale and retail financing and insurance programs to Harley-Davidson/Buell dealers and customers.