

2008 F-Series Super Duty Overview

2008 FORD SUPER DUTY: MORE CAPABILITY, MORE FEATURES AND MORE REFINEMENT FOR AMERICA'S LEADING WORKHORSE

- **Most Capable:** New Ford F-450 pickup offers industry-leading towing capacity in excess of 24,000 pounds and maximum payload of more than 6,000 pounds
- **Clean Diesel Technology:** New 6.4-liter Power Stroke® V-8 turbo diesel delivers quiet, clean power
- **Industry-First Innovation:** Integrated Tailgate Step and stowable bed extender offer customer-driven solutions for cargo-hauling flexibility
- **Confident Ride:** Refined chassis and suspension improve ride and handling with available options that give the Ford F-350 the segment's best turning radius
- **Exclusive Towing Features:** PowerScope™ power-fold, power-telescoping trailer-tow side mirrors improve rear visibility while towing at the touch of a button. TowCommand™ System features integrated trailer brake controller. TorqShift™ transmission improves towing performance
- **Rear View Video Camera Backup System:** Enhances visibility at the rear of the box to help drivers maneuver in tight spaces or line up the truck's hitch with trailers

The 2008 Ford F-Series Super Duty, the industry's most capable full-size heavy-duty work truck, comes equipped with even more capability, thanks to new features added within months of its initial launch.

Ford has added new features to respond to strong initial customer demand for the highest-end, most capable Super Duty models, including the all-new Ford F-450 – the first-ever Class 4 pickup from the factory. Upgrades include select F-350 dual-rear-wheel (DRW) models that can be outfitted with the F-450's front suspension with the segment's best turning radius. The heavier-duty front suspension also has larger axles that give the truck more payload and towing capability.

The new Super Duty also is available with a new Rearview Camera System with a unique rear-view-mirror-mounted display, allowing customers to clearly view objects behind the vehicle in their natural sightlines while reversing. The camera is mounted in the tailgate handle bezel and is activated when the vehicle is shifted into reverse.

The easy-to-view video image displays green lines that mark the width of the vehicle so drivers can back up with confidence. The lines turn red when the system detects the truck is getting too close to an object. As an added benefit, the rearview camera system is designed so the truck's tailgate can be removed without needing to unhook or unplug the camera.

Redefining heavy-duty pickups

The F-Series Super Duty pickup builds on Ford's full-size truck capability leadership by offering best-in-class payload, gross vehicle weight ratings (GVWR) and trailer tow ratings. Super Duty is offered in three cab styles – Regular Cab, SuperCab and Crew Cab – and two bed lengths – 6 ¾ and 8 feet. Super Duty features a bold look inside and out, an all-new, more powerful, state-of-the-art Power Stroke® V-8 Turbo Diesel and a host of innovative features not found on any other truck.

Ford's Super Duty set the standard in the over 8,500-pound truck segment when it was launched in 1998 as a 1999 model. Unlike competitors who simply modify their existing light-duty trucks, Super Duty features a unique architecture, designed and developed to meet the needs and demands of the over 8,500-pound truck customer.

All-new F-450 pickup adds capability for customers who demand the most

Today's Super Duty customers are consistently searching for more capability. Ford research shows that more than 90 percent of Super Duty owners tow and that their towing needs are growing. To meet the need, Ford introduced the new F-450 pickup model. It combines the right axle, powertrain and suspension to pull a heavier trailer while maintaining a refined, comfortable ride.

The F-450 pickup rides on a unique chassis. It incorporates a new rear leaf-spring suspension while using the radius arm front suspension from the F-450 chassis cab. This set-up provides for the tightest turning radius in its class, greatly improving maneuverability when towing. Select F-350 DRW models also can be outfitted with the F-450's front suspension, offering the same tight turning radius.

The F-450 pickup further widens the capability gap, offering a maximum payload of more than 6,000 pounds and towing capacity of more than 24,000 pounds – a 5,000-pound increase over the class-leading F-350.

All-new 6.4-liter Power Stroke® Diesel is cleaner, quieter and more powerful

A more powerful 6.4-liter Power Stroke® Diesel joins a powertrain lineup that already includes the segment's most powerful gasoline engine, the 362-horsepower 6.8-liter V-10 Triton.

The 6.4-liter Power Stroke® Diesel delivers 350 horsepower at 3,000 rpm and 650 lb.-ft. of torque (on F-250 & F-350) starting at 2,000 rpm. It leverages Ford Clean Diesel Technology, a series of special components that deliver clean, quiet, performance. These include:

- High-tech, series dual-sequential turbochargers that provide improved response and better low-end performance.
- A high-pressure, common rail fuel system, Piezo-electric fuel injectors and an advanced diesel particulate filter system that deliver strong performance while reducing particulate output by more than 90 percent and posting emissions numbers on par with gasoline engines.

Available in both two- and four-wheel-drive models on Super Duty, the powertrains use a new mounting system that better isolates the powertrain and reduces vibration. Transmission choices including a 6-speed manual with overdrive or a TorqShift™ 5-speed automatic.

Exterior design maintains bold, American look, improves capability

Super Duty is synonymous with capability – and so is the design of the new heavy duty truck.

- The grille sits on a horizontal cut line that defines the top of the bumper and also serves as a base for the stacked headlamps, delivering a clean, more refined look.
- The step pad on the front bumper is specifically textured and designed for the customers who use the bumper while servicing the truck.
- Air vents, mounted on the fender just behind the crisply defined wheel arch, dissipate engine compartment heat and designate the type of powertrain beneath the hood – red for diesel, black for gasoline.
- The distinctive dropped beltline, a Ford truck design cue, improves visibility.
- The revised tailgate, with a standard Lift-Assist System, is flanked by redesigned taillamps.
- Five all-new wheel designs including standard 18-inch premium chromed steel wheels on Lariat and 20-inch polished forged aluminum wheels join a list of 10 wheel options across the lineup.

Along with XLT, Lariat and high-line King Ranch models, the 2008 Super Duty now offers an FX4 model available on 4x4 SuperCab and Crew Cab. The FX4 includes skid plates, Rancho-branded dampers, a special body-color billet-style grille and other features. The FX4 is available in five colors.

Customers also may choose from several appearance packages, including the King Ranch with

Chrome Package, an option available late in the model year.

The King Ranch Chrome Package adds an even richer appearance to the top-of-the-line truck, with chrome touches throughout the exterior on the exhaust tip, tow hooks, mirror caps, pickup bed tie downs and 5-inch tubular step bars.

New interior provides quiet comfort and improved ergonomics

The all-new interior builds on the successful “*tough luxury*” design established by the Ford F-150 and advanced for Super Duty, boosting refinement and quietness to unprecedented levels in the segment.

Super Duty’s interior was designed to be functional and capable while still delivering quality and craftsmanship with a luxurious look. For instance:

- The modern design features all-new materials and includes luxury touches like contrast stitching on the seats and rich, Chaparral leather on the King Ranch.
- The prominent center stack houses most of the vehicle’s switches, integrating all functions into one easy-to-reach central area.
- Rings surrounding the gauges and air vents are notched, more angular and defined. Gauges also are better organized and easier to read.
- A large center console is designed to hold file folders and keep laptop computers out of sight.

Super Duty utilizes several innovative technologies to provide an ultra-quiet cabin. Quiet Steel®, a unique composite laminated steel sheet, used in the vehicle’s dash panel works with extra sound padding in the dash and floor, a rear bulkhead panel and thicker side glass to help minimize cabin noise.

A redesigned climate control system provides more balanced airflow and quieter operation that improves cabin comfort. The system uses a more reliable, durable, higher-capacity compressor, one of the components that helps improve the A/C system performance. Floor ducts for the heater now run under the seat, out of site of the rear-seat passengers.

Dual-zone Electronic Automatic Temperature Control (EATC) has been added as a standard feature on the Lariat and King Ranch for 2008, allowing the driver and front passenger to set individual temperatures. Diesel customers can opt for the innovative Rapid Heat supplemental heating system –

the first of its kind in North America – that augments the diesel truck’s heater to provide faster warm up on cold mornings.

All audio systems are now MP3 capable and feature a standard auxiliary audio input. Super Duty customers also can now opt for a premium Audiophile system, featuring eight speakers with subwoofer and six-disc CD changer.

A DVD-based navigation system with an in-dash screen is available on FX4 and Lariat SuperCabs and Crew Cabs. Rear seat passengers can enjoy the DVD Entertainment System – available on XLT, FX4 and Lariat Crew Cabs – with an 8-inch video screen, two wireless headphones and remote control.

Innovative ideas: industry-unique Tailgate Step and stowable bed extender

Ford’s unique relationship with the Super Duty customer has fostered the kind of innovation that creates products like the Tailgate Step and stowable bed extender.

The Tailgate Step is fully integrated into the tailgate and virtually invisible when not in use. The 16.7-inch by 4.5-inch flip-down step is housed in the tailgate. To use the step, simply drop the tailgate into the down position, grab the bottom step, pull it straight out and drop it down into the step position – all in one easy motion.

A unique grab handle folds up and out of the tailgate to provide extra support when using the Tailgate Step, supporting up to 350 pounds. When not in use, the grab handle fits snugly into a channel molded into the tailgate inner liner. The tailgate liner has an added coating creating a non-slip walking surface.

The Stowable Bed Extender works like others, extending storage space to the end of the bed, or it can sit inside the tailgate leaving a small, enclosed section that keeps cargo from sliding forward near the cab. But the similarities end there. Ford's extender separates into two pieces that fold and snap securely to the sides of the bed, allowing full space and functionality of the bed when the extender is not needed.

Industry-first PowerScope™ integrated power-fold, power-telescoping mirrors

Super Duty continues to lead the pack when it comes to towing and capability by offering innovations such as the industry's first power-fold and power-telescoping side mirrors.

The large mirrors extend outward up to 2.75 inches and feature a power-adjustable main mirror with a manually adjusted spotter mirror that is more than double the size of the previous generation, improving visibility. The mirrors telescope or fold at the touch of a switch mounted to the windowsill and are integrated into the vehicle's seat-position and pedal-memory system.

Proven chassis and revised suspension deliver refined capability

Super Duty's superior ride and handling and class-leading capability are the result of a rugged chassis and refined suspension designed specifically to meet the growing needs of today's customers.

Every 2008 Super Duty frame has been engineered with safety in mind. The front portion of the frame has been lowered 7 inches, allowing the new frame to meet vehicle compatibility standards without the need for add-on components. The new design also improves cooling and provides a solid foundation for the hydroformed body structure.

The newly designed leaf-spring rear suspension delivers superior ride and handling in all load situations. Eight-inch longer springs attach farther forward on the frame, giving the vehicle more balance and better control. New damper tuning further improves Super Duty's confident feel on the road.

The Super Duty is the first truck in the industry to use a high-strength steel front body structure. The patented structure, made up of two side rails welded to the bulkhead and frame, creates a rigid foundation, eases assembly and delivers higher quality and better fit and finish.

The revised frame and front-end structure enables a Front Gross Axle Weight Rating (FGAWR) increase to 5,250 pounds on 4x2 F-250 and F-350 trucks. A 12.5K trailer hitch is now standard on F-250/350 SRW and some F-350 DRWs. A 15K hitch is standard on most F-350 DRWs and all F-450 pickup models receive a 16K hitch.

Exclusive features add to Super Duty's towing prowess

Ford's available TowCommand™ System still includes the industry's first factory-installed and warranted electronic trailer brake controller, offering smoother operation and stronger trailer brake activation when the Anti-lock braking system (ABS) is operating.

Ford's TowCommand™ System also includes the TorqShift™ transmission with tow-haul mode and trailer tow mirrors. TorqShift™ with tow-haul mode changes shift points under acceleration, keeping the truck at a higher rpm and further up in the power range. Tow-haul also prevents the transmission from upshifting when the vehicle crests a hill, and it provides downhill braking that allows the transmission to downshift, letting engine-compression braking slow the vehicle and maintain a

steady speed while going downhill.

Key Features and Options:

XL: 5.4-liter three-valve SOHC Triton® V-8 gas engine with 6-speed manual transmission; Four-wheel anti-lock braking system (ABS); Stationary Elevated Idle Control (SEIC); Tire pressure monitoring system (TPMS); Black painted bumpers; Black painted grille; Halogen sealed beam headlamps; Black manual fold away side view mirrors; 12.5K trailer hitch receiver with 2-inch hitch; Trailer tow package; 2-ton mechanical jack; Manual fold-away side view mirrors; Tow hooks; 17-inch Argent painted steel wheels; AM/FM stereo/digital clock with two speakers; Black, full-length vinyl floor covering; Auxiliary power point; Front full bench seat with recline.

XLT adds: Chrome front and rear bumpers; Grille with chrome surround and medium platinum insert; Dual beam jewel effect headlamps; Black manual fold-away side view mirrors with power glass; 17-inch chrome-clad steel wheels with bright hub covers/center ornaments; Air conditioning; Auxiliary audio input jack; Premium electronic AM/FM stereo with digital clock, Single CD/MP3 player and four speakers; Cruise control; Color coordinated full carpet floor covering; Power windows and locks; Front, high series cloth; 40/20/40 split bench seating.

FX4 adds to XLT: 4x4 only; limited slip rear axle; Rancho-branded shocks; skid plates; Dark Shadow Grey bumpers; Dark Shadow Grey wheel lip moldings; Body color billet-style grille surround with medium platinum insert; Body color door handles; 18-inch premium chrome-clad steel wheels with bright hub covers and center ornaments; Black full carpet floor covering; All-weather floor mats; Black leather wrapped steering wheel; Advanced Security Group; SecuriLock® Anti-Theft Ignition.

Lariat adds to XLT: 18-inch premium forged polished aluminum wheels; manual sliding rear window; Dual-zone Electronic Automatic Temperature Control (EATC); metallic-faced instrument cluster with enhanced message center and trip computer with compass; electrochromic self-dimming rearview mirror with electronic compass; premium leather 40/20/40 split bench seating; power drive and front passenger seats; color coordinated leather wrapped steering wheel with redundant audio and climate controls; Advanced Security Group; SecuriLock® Anti-Theft Ignition.

Optional Equipment: 5.4-liter 3-Valve Triton® V-8 with 5-speed manual with Tow/Haul Mode; 6.8-liter 3-Valve Triton® V-10 with 6-speed manual; 6.8-liter 3-Valve Triton® V-10 with 5-speed automatic; 6.4-liter Power Stroke® Diesel V-8 with 6-speed manual transmission; 6.4-liter Power Stroke® Diesel V-8 with 5-speed automatic transmission; 17-inch chrome clad steel wheels; 18-inch premium chrome-clad steel wheels; 18-inch premium forged polished aluminum wheels; 20-inch premium polished forged aluminum wheels; Dual alternators; Extra heavy duty alternator; Electronic shift-on-the-fly; Engine block heater; SecuriLock® Anti-Theft Ignition; Traction control; PowerScope® Trailer Tow Mirrors; TowCommand integrated trailer brake controller; Transmission power take-off-provision; Privacy glass; Power sliding rear window; Bodyside molding; Lower accent two-tone paint; Power slide moonroof; Reverse camera system; Stowable bed extender; Tailgate step; Adjustable pedals; SIRIUS® Satellite Radio; Audiophile AM/FM Stereo with in-dash six-disc CD/MP3 player and eight speakers; Navigation radio with in-dash screen and DVD ROM and Audiophile AM/FM stereo with in-dash six-disc CD/MP3 player; Rapid-Heat Supplemental Cab Heater; Heated seats; Power seats; Universal garage door opener; Upfitter switches.

Package options: 4x4 Off Road Package; Advanced Security Group; Camper Package; Chrome Package; Driver's Memory Package; Heavy Service Suspension Package; King Ranch Package; King Ranch with Chrome Package; Power Equipment Group Rear Seat DVD Entertainment System; Snow Plow Prep Package; Stabilizer Package; TowCommand System; XL Décor Group; SLT Sport Package.

The F-Series Super Duty is built in Louisville, Ky.

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