

2007 Harley-Davidson F-150 SuperCrew Overview

NEW 2007 FORD HARLEY-DAVIDSON™ F-150 SUPER CREW REVS UP STREET ROD APPEAL

- New Harley-Davidson™ F-150 Super Crew model targeted at one of the fastest growing truck segments – 4-door pickups – of the truck market
- Menacing Monotone Black exterior boasts 22-inch polished forged-aluminum wheels with unique split five-spoke design
- New Dark Amethyst exterior color, interior features high-gloss Piano Black detail, rich black aniline leather seating surfaces and lots of chrome
- Available with 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 2007 Ford Harley-Davidson™ F-150 Super Crew. 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 Cisco Codina, Ford group vice president, Marketing, Sales and Service. "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 forged-aluminum wheels and an interior that will take your breath away."

The 2007 Ford Harley-Davidson™ F-150 Super Crew is the ninth 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 six F-150 models, as well as Super Duty F-250 and F-350 offerings.

Hot-Rod Inspired Custom Looks

For 2007, the Ford Harley-Davidson™ F-150 Super Crew 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 stripe running along the beltline. The custom stripe adds to the overall performance feel of the vehicle, creating a sense of motion and speed. "Harley-Davidson" script is featured along the bed side in three dimensional chrome letters. The new model also features a unique color option, Dark Amethyst, with a complimentary stripe color.

The custom appearance begins with the bold front-end design, featuring a unique chrome billet grille and blacked-out headlamps. Based on a Super Crew configuration with a 5-1/2-foot Styleside box, the new 2007 Ford Harley-Davidson™ F-150 cuts a menacing profile. Beefy 22-inch polished forged-aluminum rims – unique for 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 ground effects help create an integrated appearance and enhance the truck's powerful stance. The ground effects 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 tail lamps and headlamps, a blacked-out bumper and the "Harley-Davidson F-150" badge distinguish the rear. Chrome tie-down hooks and a slash-cut, twin-tip chrome exhaust add even more street-rod appeal.

Rugged and Refined

Harley-Davidson heritage resonates throughout this new vehicle. Inside, the 2007 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.

"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.

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 2007 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 2007 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-pound of torque at 3,750 rpm.

Vital statistics

Ford will build the 2007 Ford Harley-Davidson™ F-150 Super Crew limited-edition trucks for sale throughout North America beginning September 2006. The vehicle will be produced in Michigan at Ford's Dearborn Truck Plant.

In addition to the 2007 Ford Harley-Davidson™ F-150 Super Crew 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 325,000 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.