

2007 F-150 Pricing

2007 FORD F-150: NEW MODELS, LOWER PRICES, A LONGER WARRANTY AND NOW RATED TO TOW UP TO 10,500 LBS.

- The Ford F-150 will enter the 2007 model year with suggested retail prices up to \$1,400 lower than 2006, and the best warranty and roadside assistance package of any new full-size pickup truck.
- F-150's maximum tow rating is up 600 lbs. to a class-leading 10,500 lbs.
- F-150's best-in-class maximum payload is 3,050 lbs.
- New models include the Ford F-150 FX2 Sport unveiled in April, and the Ford Harley-Davidson™ SuperCrew, which will be unveiled in August at the 66 th annual Sturgis Rally.
- Ford, which has been gaining share in the full-size pickup truck segment in 2006, is on the road to its 30 th consecutive year of leadership, having sold 85,407 more trucks than its closest competitor.

DEARBORN, Mich., Aug. 2, 2006 - The Ford F-150 – the flagship American pickup truck – will enter the 2007 model year with two new body styles, 600 pounds greater towing capability, the best warranty and roadside assistance package of any full-size pickup truck and suggested retail prices that will be up to \$1,400 lower, including destination charges.

By cab style, the average price reductions are \$720 for Regular Cab models, \$830 for SuperCabs and \$949 for SuperCrews. Prices including destination will now begin at \$19,120 for the F-150 XL Regular Cab 4x2 and range up to \$39,565 for the F-150 Lariat King Ranch SuperCrew 4x4.

New models for 2007 include the Ford F-150 FX2 Sport, unveiled in April, which will begin at \$29,470, and the Harley-Davidson SuperCrew, which will be unveiled at the 66 th annual Sturgis Rally in Sturgis, SD – the largest gathering of motorcycle enthusiasts in the world – which begins Aug. 7.

The F-150 FX2 Sport features a dark billet grille, clear headlamps with platinum bezels and a sporty, deep front valance. The monochromatic paint scheme adds body color to exterior components such as the bumper fascias, side mirror caps and door handles. Unique 18-inch wheels and a chrome exhaust tip complete the exterior package. The interior features black captain's chairs in cloth or leather, and a flow-through center console with a floor shifter.

“The Ford F-Series has been gaining market share this year and we are well on our way to our 30 th consecutive year as the full-size truck leader, thanks to a philosophy of putting the customer's needs first,” said John Felice, Ford Brand Group Marketing Manager. “It's a philosophy that has helped shape the Way Forward plan and our drive to systematically improve the value and appeal of all Ford products through bold design, more standard features, greater capability, straightforward pricing and superior warranty and roadside assistance coverage.”

Last week, Ford announced that the redesigned 2007 Ford Expedition would launch in September with suggested retail prices an average of \$4,300 lower than 2006 models, and a starting price of only \$29,995, including destination.

On July 14, the company announced that it would offer the best warranty and roadside assistance package of any full-line automaker by increasing its powertrain limited warranty and complimentary roadside assistance package on all Ford and Mercury vehicles to 5 years or 60,000 miles – 66 percent longer than the powertrain warranties offered on most General Motors and Chrysler Group

products. On Lincoln products, the powertrain warranty and roadside assistance package is even longer – up to 6 years or 70,000 miles.

In addition, the company has made side curtain air bags standard equipment on 14 additional Ford and Mercury nameplates for the 2007 model year