

2008 Harley-Davidson Super Duty Overview

2008 FORD HARLEY-DAVIDSON™ F-SERIES SUPER DUTY: HEAVY METAL EDITION POWERS 105-YEAR JOURNEY

- 2008 Ford Harley-Davidson™ F-Series Super Duty arrives this fall, packaged with the raw attitude of Harley-Davidson® motorcycles.
- Super Duty model shares same design as the 2008 Ford Harley-Davidson™ F-150 for the first time.
- The truck is available with Ford's powerful 10-million-mile tested 6.4-liter Power Stroke™ diesel that helps make the Super Duty the hands-down capability champ.

The successful alliance between American icons Ford Motor Company and Harley-Davidson Motor Company rolls on with the launch the 2008 105th Anniversary Edition Ford Harley-Davidson™ F-Series Super Duty.

Henry Ford started his production models the same year that William S. Harley and Arthur Davidson began to produce motorcycles – and since 1903, both companies have been rolling out superstars. Now, for the first time, the twosome is producing Harley-Davidson™ editions of the F-150 and Super Duty pickups in the same model year – and with the same design features.

“This is a great opportunity for Ford and Harley-Davidson – two American icons – to celebrate 105 years of shared passion for the open road,” said Tom Aubrey, marketing manager, Ford F-Series Super Duty. “Truck and motorcycle customers share the same values and dreams: they work hard, believe in genuine products and love experiencing the nation’s highways and byways.”

The 2008 Ford Harley-Davidson™ F-Series Super Duty is the 11th model to emerge from a Ford Harley-Davidson alliance that began in 1999. The co-branding of these two storied companies has proven to be a successful formula, with sales totaling more than 60,000 units.

Metal, Chrome and Leather

The 2008 Ford Harley-Davidson™ F-Series Super Duty draws its design theme from the special-edition 105 th Anniversary Harley-Davidson® motorcycle and its distinctive Vintage Copper paint. A special “105 th Anniversary Harley-Davidson F-Series Super Duty” badge adorns the exterior and interior of the truck. The unique paint options, graphic treatments and singular wheel design work together with Super Duty’s strong, distinctive looks to give the vehicle a bold attitude that unmistakably connects the truck to the rich history and tradition of Harley-Davidson® motorcycles.

“The design of the side vent and grille on the Super Duty represents the heat stakes on a cylinder head of a Harley-Davidson® V-Twin engine,” said Brad Richards, design manager, Ford Harley-Davidson™ trucks. “That was intentional as we wanted to thematically tie these trucks directly to the bikes in ways that enthusiasts would appreciate.”

The 2008 Ford Harley-Davidson™ F-Series Super Duty offers a choice of black monochromatic exterior paint with a custom Vintage Copper stripe running along the beltline – or a black and Vintage Copper two-tone paint scheme.

The Vintage Copper color accents are carried through the interior as well, accenting specially designed leather seats. A unique instrument cluster and one-of-a-kind 105th Anniversary badge round out the interior.

“These trucks are pure customs – right from the factory,” said Pat Schiavone, design director, Ford trucks. “I’ve been involved with Harley-Davidson™ trucks since day one, and this is my favorite.”

Other unique special equipment includes:

- “105th Anniversary Harley-Davidson F-Series Super Duty” fender vents and badges
- Chrome billet-style grille with body-color surround
- Unique headlamps and illuminated molded running boards
- Chrome exhaust tips
- Rubber bed mat with HARLEY-DAVIDSON Bar & Shield Logo
- PowerScope trailer tow mirrors
- Unique 20-inch polished forged-aluminum wheels
- Power sliding rear window
- Memory power-adjustable performance pedals
- Black and dusted copper leather-trimmed front and rear Captain’s chairs; a 60/40 split, flip-up rear bench is optional – with the Bar & Shield logo mounted to the top of the seat backs
- Memory heated power driver seat and heated power front -passenger seat

Ford Truck Leadership

Since its debut in 1948, Ford has sold more than 32 million F-Series trucks. Today, there are more F-Series pickups on the road with 250,000 or more miles on them than any other brand. F-Series also is the best-selling truck in America for 30 years running and the best-selling vehicle for 25 years in a row.

The new 2008 Super Duty features the 6.4-liter Power Stroke V-8 Turbo Diesel – the most powerful, cleanest, and quietest Ford pickup diesel engine ever; a new exterior and interior design; and innovations including an industry-first Tailgate Step™ that allows easy access to the pickup box. In addition, the all-new F-450 pickup offers industry-leading towing capacity of 24,500 pounds and maximum payload of 6,120 pounds.

The Ford F-150 half-ton pickup, like the Super Duty, is the capability leader in its segment with best-in-class payload and towing capacities.

New for the 2008 model year, Ford has added to an unmatched lineup of more than 60 unique F-Series offerings, including new F-150 Lariat Limited and SuperCrew XL models.

About Ford Motor Company

Ford Motor Company, a global automotive industry leader based in Dearborn, Mich., manufactures or distributes automobiles in 200 markets across six continents. With about 260,000 employees and about 100 plants worldwide, the company’s core and affiliated automotive brands include Ford, Jaguar, Land Rover, Lincoln, Mercury, Volvo and Mazda. The company provides financial services through Ford Motor Credit Company. 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.