

2008 Harley-Davidson F-150 Overview

MOST POWERFUL F-SERIES TRUCK EVER CELEBRATES FORD AND HARLEY-DAVIDSON 105TH ANNIVERSARIES

- Ford and Harley-Davidson celebrate 105th anniversaries with special-edition F-150 featuring new color and trim packages.
- Available supercharged 5.4-liter V-8 delivers 450 horsepower and 500 pounds-feet of torque.
- Menacing Black or two-tone Black with Vintage Copper exteriors accented with ample chrome, massive 22-inch wheels and numerous Harley-Davidson ® motorcycle cues.
- Ford Harley-Davidson brand alliance flourishes with more than 60,000 pickups sold since 1999.

DEARBORN, Mich., Aug. 29, 2007 - The 2008 Ford Harley-Davidson™ F-150 – the most powerful factory F-Series truck ever – races onto streets this fall to help the famed motorcycle maker and automaker kick off their 105 th anniversary celebrations. The new, limited-edition truck is the third supercharged Ford Harley-Davidson™ F-150, following the best-selling 2002 and 2003 models that were part of more than 60,000 of the specialty trucks sold since 1999.

“Ford Harley-Davidson™ trucks have turned a shared passion for open roads into one of the most successful alliances in the industry,” says Todd Eckert, Ford Truck and SUV communications manager. “The new 2008 Ford Harley-Davidson™ F-150 perfectly blends the flexibility and capability of F-Series trucks with the free spirit and raw power of Harley-Davidson® motorcycles – the principles that continue to drive both companies after 105 years.”

This anniversary edition F-150 honors the humble beginnings of two American icons in 1903. The truck is available as SuperCrew 4x2 or all-wheel-drive models and features a choice of Black monochromatic exterior with custom stripe running along the beltline or an available Black and Vintage Copper two-tone exterior paint.

The purposeful exteriors are complemented by other features that signal the truck’s connection to Harley-Davidson® motorcycles. They include:

- Unique chrome billet grille and lower front valance.
- Body color bumper, mirror caps, ground effects, door and tailgate handles.
- Blacked-out headlamps with black bulb shield and dark tinted, smoked-out taillamps.
- Windshield with Bar & Shield logo dot pattern and Alliance logo.
- New 22-inch polished forged-aluminum wheels with the Bar & Shield logo on center caps.
- Forged aluminum “105 th Anniversary Harley-Davidson F-150” Medallions on the fenders and tailgate.
- Chrome dual exhaust tips and tie-down hooks.
- Rubber bed mat with HARLEY-DAVIDSON Bar & Shield logo.

The Vintage Copper and Black color scheme is carried onto the interior that features Black/Dusted Copper leather-trimmed front captain’s chairs and rear bench seat with die-cast Bar & Shield logos embedded in the leather. Other interior features are:

- Two-tone leather shifter, console lid and steering wheel.
- High-gloss piano black floor console and center stack with the Bar & Shield logos, as well as chrome vent rings and unique instrument cluster.
- Serialized nickel plate displaying the production VIN and number.
- Brushed stainless steel pedals.

The center stack, matching door-trim panels and lower part of the windshield feature numerous miniature Bar & Shield logos. In fact, the center stack panel was inspired by similar panels found on certain Harley-Davidson ® motorcycles.

Powertrain options include a standard 300 horsepower 5.4-liter Triton™ V-8 or an available SALEEN intercooled, supercharged, V-8 that pumps out an impressive 450 horsepower and 500 lbs.-ft. of torque. Along with the engine upgrades, the SALEEN performance package, available on the 4x2 only, includes an available gauge pod with boost and air-charge temperature gauges.

The 2008 Ford Harley-Davidson™ F-150 truck is the tenth model to emerge from a Ford Harley-Davidson Alliance that began in 1999. The co-branding of the two storied companies has proven to be a successful formula with sales of Ford Harley-Davidson™ F-Series trucks totaling more than 60,000 units.

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.