

2009 F-150 Exterior/Interior

NEW 2009 FORD F-150: MOST CHOICE

The new 2009 Ford F-150 offers customers the most choice with more configurations than any other full-size pickup on the market. With three cab styles, four box options and seven unique trim levels, the F-150 comes in 35 different configurations to meet the widest range of customer needs and wants.

New All Around

“When we talk with truck owners, they tell us about all of the ways we can improve the functionality of their trucks and they always tell us not to mess with the design,” said Patrick Schiavone, Design director, Ford Trucks and SUVs. “We’re listening to our customers, adding grille treatments to give each trim level in the series a distinct appearance while still maintaining the signature tough look F-150 fans have come to know and love.”

Inspired by the 2008 Ford F-Series Super Duty, the new F-150 three-bar grille is flanked by large nostrils and new jeweled headlamps that wrap into the edges of the fenders. A sculpted power dome hood raises the truck two inches adding to its presence.

The basic grille design has been tailored to reflect the character of each of the trim levels:

- The XL workhorse features the simplest execution of the new grille design – this no-fuss look is ready for the toughest jobs.
- Rugged black grilles on the STX and FX4 with body color surrounds signal a sportier character.
- A chrome grille and bumper give mid-range XLT models a tough, confident appearance.
- The higher series Lariat, King Ranch and Platinum models are differentiated by the refined toughness of the fine mesh grille inserts and unique finishes.

Every series of the 2009 F-150 features a new tailgate, which features a graphic abstraction of the three-bar grille. The three feature lines stamped into the tailgate tie to the tail lamps and curves up at the top, forming a lip that improves the truck’s aerodynamic performance and provides space for the Tailgate Step.

“Pickup trucks all look the same from the back,” said Schiavone. “We wanted to do something that would set the F-150 apart, add visual interest and provide another detail to reward truck fans who pay as much attention to the details as we do.”

The 2009 F-150’s badges are new, too. Displayed on the front fenders, the new badges are reminiscent of hand-crafted belt buckles. The new design features a bold, italic F-150 on a sculpted silver base with the trim level series designation inset in smaller type.

F-150 Goes Platinum

Toughness comes standard with the new 2009 F-150. But Ford is offering truck buyers still more choice with a broader truck lineup that now provides a new answer to the question: Just how high-end do truck customers want to go?

Reaching beyond even Lariat and King Ranch models, the new F-150 Platinum offers even greater levels of tough luxury without compromising any ‘Built Ford Tough’ truck capabilities.

The F-150 Platinum wears its own unique satin chrome grille with fine egg crate mesh set into the

three horizontal chrome bars.

Monotone paint is accented by chrome-capped mirrors, and standard 20-inch, 16-spoke polished aluminum wheels.

Power-deployable running boards are also available.

The Platinum tailgate features a satin chrome appliqué that adds an extra touch of luxury to the back of the truck.

Inside, F-150 Platinum features upscale luxury appointments.

Rich Stone or Dark Sienna 10-way power captain's chairs and console cover are upholstered in one of the finest leathers available in Ford Motor Company vehicles.

Tuxedo stitching and embroidered logos on the headrests add an additional touch of luxury to the interior.

Satin Gloss Rippled Lacrosse Ash wood grain accents the center of the dash, center console and doors. Architectural elements on the dash, doors and console trim are finished in stamped, brushed aluminum – a detail usually reserved for top-line luxury cars.

Interior Sets New Standards for Comfort and Flexibility

The full lineup of new F-150s will redefine the standard for truck interiors, delivering unexpected levels of refinement, quality, comfort and craftsmanship.

“Customers tell us that they spend an awful lot of time conducting business from their trucks, so we've worked hard to ensure the new F-150's interior is both functional and comfortable,” said Michael Arbaugh, F-150 interior design chief. “We raised the bar on ourselves, pushing even beyond what we delivered on the game-changing interiors in 2004 and brought home the new trucks with architectural elements finished in real woods and metals that help the new F-150 interior look like it's been ‘built,’ rather than designed.”

The new F-150's flow-through center console is lengthened by approximately 2 inches and is large enough to stow a two or more small laptop computers. Special ridges are molded into the edges of the bin to accommodate file folders. The console also has a multi-tiered, removable tray and locks to protect valuables.

More than 30 storage areas are built into the interior, ranging from a bin on the top of the instrument panel to a number of small spaces designed to accommodate tools like cell phones, MP3 players, PDAs and gate access cards.

A redesigned, more ergonomic shifter remains on the console. The interior also retains the circular air vents that have become a hallmark of F-150 design, but they now feature a small tab mounted inside to help more easily direct air flow.

New, larger buttons and switches are ergonomically designed and within easy reach and view of the driver. A USB port and auxiliary MP3 player input are conveniently mounted on the dash. Two 12-volt outlets are conveniently located, one on the dash and one in the center console.

Door panels are designed to provide more elbowroom for passengers, and large map pockets stretch the full width of all four doors on SuperCab and SuperCrew, higher series models have real metal speaker covers in the doors, a feature often reserved for high-end luxury SUVs and the aftermarket.

All-new seats are made with upgraded materials and expertly trimmed with fine stitching. The new seat design is more comfortable and offers available power recline, power adjustable lumbar and

heating and cooling functions.

“Ford customers are passionate about their trucks, whether it’s a base work truck or top-of-the-line Platinum,” **said Schiavone**. “On the new F-150, we’re delivering higher-quality materials and finishes on every series, so each customer enjoys an interior that looks a cut above what they previously had – and it will be more durable, too.”

Designers used easy-to-clean materials on all the touch points – spots where boots may scuff the door and where dirty hands will use knobs and toggles. Seats wear more durable fabrics that feature a textured weave with a softer feel. Satin-finished leathers create a different take on tough luxury, while the obsidian paint and wood and textured trim patterns are deeper and richer.

Wheels, Wheels, Wheels

More than 50 percent of truck owners modify their vehicles in some way for work, for play or to simply make a personal statement. With that in mind, the new Ford F-150 makes the largest selection of high-quality wheels in the segment available with 13 unique offerings.

The base workhorse XL model offers two 17-inch wheel options; the sportier STX model offers 17- and 18-inch wheel options; the XLT model adds a 20-inch wheel option in addition to a 18-inch option; the FX4 features a standard 18-inch wheel with an optional 17-inch off-road wheel and a 20-inch wheel; Lariat models offer unique 18- and 20-inch wheels; the King Ranch model offers 18- and 20-inch unique painted wheels and the Platinum comes standard with 20-inch wheels.

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