

2010 F-Series Super Duty Overview

2010 F-SERIES SUPER DUTY REMAINS TOUGH TRUCK OF CHOICE FOR COMMERCIAL AND PERSONAL USE CUSTOMERS

- Industry exclusive Ford Work Solutions™ technology keeps tabs on the job site and on your tools
- New Tough Bed spray-in bedliner (subject to late availability) protects the truck bed from damage and provides customers with the security of a factory-applied product
- SYNC® with Traffic, Directions and Information helps owners avoid backups, find their way to the job site and get the best price on gas or diesel

For 2010 the F-Series Super Duty lineup continues as the benchmark in the heavy-duty pickup segment from the industry's truck leader. An unparalleled variety of cab styles and tow/payload capacities mean Super Duty customers can configure exactly the truck they need; by grouping that variety into a handful of full-featured packages, Ford has made picking a Super Duty easier.

Ford also has expanded its relationship with Cabela's, the world's largest outdoor outfitter, by offering a new Cabela's trim level. The truck features not only a unique two-tone paint scheme, but specially embossed interior features and – for the avid outdoor enthusiast – additional lockable storage perfect for keeping equipment secure and out of sight.

All four Super Duty trim levels – XL, XLT, Cabela's and Lariat – come with a host of standard features for 2010, from air conditioning, SecuriLock® and power-heated trailer tow mirrors to privacy glass, an integrated trailer brake controller and remote keyless entry.

Technology to Make Work – And Play – Easier

The industry-exclusive PowerScope™ side mirrors, power-fold and power-telescope, which enhance the towing experience, are now standard on some Super Duty models, as is the reverse camera system and SYNC, Ford's industry-first, voice-activated hands-free communications and entertainment system.

For 2010, SYNC has been expanded to include Traffic, Directions and Information, an application that leverages industry-leading voice-recognition software, integrated GPS technology, and a customer's Bluetooth®-capable mobile phone. SYNC's new applications provide simple hands-free access to personalized traffic reports, precise turn-by-turn driving directions and up-to-date information including business listings, news, sports, and weather.

Ford Work Solutions™, which features an in-dash computer that provides full high-speed Internet and wireless accessories that include a mouse and printer; Tool Link, a Radio-Frequency Identification (RFID) asset tracking system that enables customers to maintain a real-time inventory of tools or equipment stored in the vehicle; Crew Chief, a fleet telematics and diagnostics system; and Cable Lock security system to secure large tools or equipment in the cargo area.

Ford also offers Tough Bed, a unique, military-grade, factory-installed, spray-in bedliner on the 2010 F-Series Super Duty (subject to late availability). The polyol-based elastomeric film and isocyanate hardener are applied to the pickup box by a precision high-pressure automated sprayer to ensure one thin, smooth, even coat – unlike the traditional hand-spray application of aftermarket bedliners.

The finer application ensures the bedliner materials won't run or sag on the inside walls of the box, and also minimizes unnecessary weight. Its uniformly textured surface also helps minimize load slippage while delivering a premium appearance.

F-Series Super Duty Safety Technologies

Standard and available 2010 Ford F-Series Super Duty safety features include:

- Air bags, driver and front passenger
- Air bag deactivation switch, passenger side
- Belt Minder®
- Traction Control
- Four-wheel ABS brakes
- SecuriLock® passive anti-theft system
- SOS Post Crash Alert System™
- SecuriCode™ Keyless Entry Keypad

F-Series Super Duty Technology and Connectivity Features

Standard and available 2010 Ford F-Series Super Duty technology features include:

- Ford Work Solutions
 - In-dash computer
 - Tool Link™
 - Crew Chief™
 - Cable Lock
- Auxiliary audio input jack
- SIRIUS Satellite Radio
- SYNC with Traffic, Directions and Information
- Navigation system with touch-screen display
- Reverse Vehicle Aid Sensor
- Rear View Camera
- Power Code™ Remote Start System
- Power Scope™ Trailer Tow Mirrors
- Integrated Trailer Brake Controller

All Ford F-Series Super Duty trucks are built at Ford's Kentucky Truck Plant in Louisville, Ky.