

2011 F-Series Super Duty Featured Technology

NEW LCD SCREEN GIVES 2011 FORD SUPER DUTY CUSTOMERS MORE CONTROL, IMPROVES PRODUCTIVITY

- A new 4.2-inch LCD productivity screen allows even novice drivers to feel like pros when using the best-in-class towing and payload capabilities of the new 2011 Ford Super Duty
- Five-way button on the steering wheel allows customers to navigate through menu options – several relating to fuel economy and towing convenience – never before available; an off-road message center is added as well
- Industry-exclusive Ford Work Solutions™ part of available technology to help users stay connected with their business from the job site and track tools

The 2011 Ford Super Duty contains a wealth of new technologies – from all-new powertrains to software designed to take full advantage of the truck’s continuing best-in-class towing and payload capability – so that customers can get the job done efficiently. Ford research shows that 97 percent of Super Duty customers tow, underscoring the importance of the new Super Duty’s best-in-class towing capability.

Key to helping customers of the all-new Super Duty take advantage of this capability is an all-new available 4.2-inch LCD (liquid crystal display) productivity screen. This screen offers menu options, giving the customer important information related to fuel economy and towing performance. The menu is navigated through a five-way button on the steering wheel.

“Our research told us that Super Duty customers use their vehicle as a mobile office every day to get the job done, and they want technology that will help them be more productive,” said Dante Williams, applications engineer.

“Our new LCD productivity screen helps them manage their trucks and their work for the benefit of their customers through more visual data, text data and displays,” Williams said. “The information is more complete and more detailed, but presented in an engaging, easy-to-use manner.”

Ford used this extensive customer feedback to develop the system, which interfaces easily to meet their needs. The new LCD is positioned between the tachometer and speedometer, and the familiar Built Ford Tough “slam” greets the customer at key-on. A closer look at the six base menu options, each of which can be customized by the customer:

1. Gauge mode: Checking direction and temperature

- Graphical compass display can be configured to rotate directions
- Actual temperature of the oil and transmission (gas engine); turbo boost gauge for diesels

2. Trip computer: Counting the miles

- Information on two trips available
- Trip time and mileage
- Gallons of fuel used and miles per gallon

3. Fuel economy: Up-to-the-second information

- Fuel history can be broken down to three time periods
- Five resets are available to track fuel history
- Fuel economy displays miles to empty, as well as average and instantaneous mpg

4. Truck applications: Engaging off-road mode; towing functionality

- Off-road screen allows customers to see the lateral, vertical and turning radius of their maneuvers
- Customers can access information about various features, depending on the model, such as Electronic Locking Differential, Hill Descent Control™, 4x4 system and traction control to help make informed decisions on what technologies might be of use in a given situation
- Trailer tow customers can:
 - Name and change a trailer, allowing customers to track mileage and store gain settings via the Trailer Brake Controller on the instrument panel
 - Delete trailers
 - Access information on features such as Trailer Brake Controller or Tow Haul
 - Choose the type of trailer connected and go through a connection checklist – conventional, fifth wheel and gooseneck options are supported

“The checklist can be especially helpful to a novice tower,” said Williams. “The screen takes customers through the process, so no matter what sort of connection they are using, they can tow with greater confidence.”

Three distinct checklists can be accessed, and include:

- Ball coupler connected and locked?
- Tongue jack raised?
- Mirrors adjusted?
- Electrical wiring connected?
- Lights functioning correctly (running lights, left/right turn and brake lights)?
- TBC (Trailer Brake Controller) gain setting adjusted?
- Wheel chocks removed?
- Safety chains connected?

5. Settings: Customers are able to

- Turn features on or off
- Change duration of lamps
- Change compass zone
- Change operating condition for maintenance schedules
- Set oil life percentage

6. Information: Set MyKey, navigate and view warnings

- The MyKey™ feature allows the owner to set driver preferences
- The System Check screen displays information such as oil life, engine hours, engine idle hours and open doors
- Warnings, such as “left rear door ajar,” can be displayed graphically
- All-new messages and warnings include Trailer Sway Control, Hill Descent Control, tire pressure monitoring system and diesel-specific messages

All-new powertrains enable enhanced productivity and convenience

All-new powertrains join the lineup for the 2011 Super Duty. Available are the all-new 6.7-liter Power Stroke® V-8 turbocharged diesel engine and the new 6.2-liter V-8 gasoline engine. Each will deliver significantly improved torque and horsepower as well as class-leading fuel economy. Managing those new engines is the new 6R140 heavy-duty TorqShift® six-speed automatic transmission, which has SelectShift™ capability and several enhanced customer-driven features, like Progressive Range Select and Tow Haul capability.

The Progressive Range Select feature allows a customer, through a toggle on the shift lever, to reduce the range of gears while in Drive. When the customer “taps” down into Range Select mode by pressing the toggle switch on the shift lever, the display shows the gears available for the transmission to shift to, and also continuously updates the current transmission gear.

Customers also can switch to manual mode and use the same shift toggle to select the gear desired. The torque converter aggressively locks up while in this manual mode and holds the gear to provide manual transmission-like control, yet is smart enough to downshift if the driver comes to a stop and forgets to downshift.

Enhanced Tow Haul mode with integrated engine exhaust braking

This feature provides better control when hauling a heavy trailer load, especially when going down grades. Downshifts are commanded through brake pressure; enhanced customer control is enabled by a brake pressure transducer, which monitors the actual brake pressure applied. For even greater trailer control, the 2011 Ford Super Duty harnesses the power of the all-new Power Stroke diesel, which increases engine exhaust back pressure to help slow down the vehicle and trailer. There’s no button to push; the diesel powertrain calibration automatically increases the engine exhaust back pressure, making it seamless to the customer.

Technology and connectivity features

The 2011 Ford Super Duty includes a wealth of features to aid productivity at the job site and provide more conveniences to customers. Standard and available 2011 F-Series Super Duty technology features include:

- Ford Work Solutions, which features in-dash computer, Tool Link™, Crew Chief™ and Cable Lock
- MyKey (standard on all Super Duty pickups)
- Auxiliary audio input jack
- SIRIUS® Satellite Radio
- SYNC® with Traffic, Directions & Information
- Voice-activated navigation system with touch-screen display
- Reverse Vehicle Aid Sensor
- Rear View Camera
- Power Code™ Remote Start System
- PowerScope™ trailer tow mirrors
- Integrated Trailer Brake Controller

Technology to make work easier

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

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

SYNC has been expanded to include Traffic, Directions & Information, an application that leverages industry-leading voice-recognition software, integrated GPS technology and a customer’s Bluetooth®-capable mobile phone. New SYNC 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.