

# 2013 F-150 Overview

## Ford Sets Truck Standard Again with New F-150 Limited, Offering Class-Leading Luxury and Capability

- Building on three decades of truck leadership and a decade of luxury pickup innovation, Ford marks the 2013 model year with its most refined F-150 yet
- Offering standard SYNC<sup>®</sup> with MyFord Touch<sup>®</sup>, navigation with SiriusXM<sup>®</sup> Travel Link<sup>™</sup>, rain-sensing windshield wipers and high-intensity discharge (HID) headlamps, F-150 Limited features an unprecedented level of customer convenience and connectivity technologies
- Featuring series-specific Limited details on the exterior like dimensional box-side lettering and unique 22-inch polished aluminum wheels, F-150 Limited has stylish red and black full-grain leather and genuine aluminum and piano black finishes

Ford, the industry's truck leader, marks the launch of the latest F-150 with a new statement on pickup luxury for 2013 – the F-150 Limited.

“The F-150 Limited signifies the highest levels of design refinement, luxury and technology that we've ever offered in a Built Ford Tough pickup truck,” said Ford Group Vice President for Product Development, Raj Nair. “The F-150 Limited reflects a growing trend – more and more customers today have high expectations for luxury and convenience, yet their needs call for a truly capable truck.”

Ford leads the luxury truck segment. In 1999, the company introduced the special-edition 2000 Harley-Davidson F-150. In 2001, the first King Ranch F-150 arrived. The 2009 F-150 took truck luxury to new heights with the Platinum model.

Today, more than 30 percent of F-150 sales are from these high-end trims, with MSRPs that start at more than \$35,000 and reach almost \$50,000.

Limited meets the still untapped and growing luxury needs of customers and dealers interested in exclusivity and fine craftsmanship who want to differentiate themselves from other high-end options. F-150 Limited surpasses the well-appointed Lariat, western-themed King Ranch and contemporary Platinum.

### Refined exterior design

The 2013 Ford F-150 Limited design combines unique 22-inch polished aluminum wheels and center caps with a monochromatic exterior theme available in three handsome hues – Ruby Red Metallic Tinted Clearcoat, Tuxedo Black Metallic and White Platinum Metallic Tri-Coat.

The theme carries through the F-150 Limited exterior design with body-color front and rear bumpers, front bumper valance, sideview mirror caps, wheel-lip molding, upper fascia and grille surround.

Segment-first HID headlamps provide a signature look while delivering two and a half times more light than conventional halogen lamps. Lamp detailing even incorporates F-150 insignias.

Jewel-like chrome highlights the bold three-bar grille, tie-down hooks lining the cargo box, the single tip of the tuned exhaust and the tow hooks on 4x4 variants. “LIMITED” dimensional lettering

accents the box sides.

F-150 Limited is available exclusively with a SuperCrew four-door cab configuration.

### **Inside Limited**

Rich red and black full-grain leather-trimmed seats take luxury and style to new heights in trucks – capitalizing on a trend seen in other high-end luxury vehicles. The seats also offer cooling and heating with memory functionality to remember seating preferences for two different drivers. Head restraints are four-way-adjustable and second-row seats are heated, too.

Aluminum trims the center panel and console, lending a sophisticated yet technical touch that complements the piano black accents. Ambient lighting can shift the mood of the F-150 Limited interior, offering five accent colors.

A standard moonroof provides the upward view, while the rear view camera aids maneuvering visibility. Voice-activated navigation offers a bird's-eye view via a centrally mounted 8-inch LCD screen. A power-sliding rear window features privacy tint and defrost functionality.

Connectivity comes standard with MyFord Touch<sup>®</sup> powered by SYNC<sup>®</sup>. Designers have optimized the physical interface for MyFord Touch to accommodate truck users who may be wearing work gloves by providing easy access to climate controls and audio presets on the center stack.

Limited offers a unique gauge cluster design with a 4.2-inch driver-programmable productivity screen that can be customized to monitor various vehicle systems. The new series level also includes a media hub with USB ports, an SD-card reader and RCA video input jacks. A powerful Sony<sup>®</sup> Audio System is standard.

### **Built Ford Tough**

F-150 Limited brings uncompromised capability for entrepreneurial and lifestyle pursuits with an electronic six-speed automatic transmission with tow/haul mode, trailer tow package, trailer brake controller, Reverse Sensing System, power-deployable running boards and a 110-volt power inverter.

PowerFold side mirrors keep warm and dry in inclement weather and help ensure driver visibility with heated glass, memory position functionality, puddle lamps, turn signals and self-dimming actuation.

F-150 Limited is powered exclusively by Ford's ground breaking 3.5-liter Ti-VCT EcoBoost<sup>®</sup> engine, featuring:

- 365 horsepower at 5,000 rpm on regular fuel
- Unsurpassed 22 mpg highway for 4x2 model
- Twin independent variable camshaft timing for improved fuel economy
- Best-in-class 420 lb.-ft. of torque at 2,500 rpm vs. premium V8 competitors
- Up to 90 percent peak torque available from 1,700 rpm to 5,000 rpm

To complement that power, sport-tuned dampers are fitted front and rear for confidence-inspiring road dynamics.

F-150 Limited arrives at dealerships this fall.

