**For immediate release**

**All-New 2021 Ford F-150 Arrives in the Middle East – with More Tech, More Power, More Capability and The Region’s First Hybrid Electric Powertrain in a Pickup**

* All-new Ford F-150 takes work and recreation to the next level, targeting customers who demand ultimate capability with best-in-class towing, payload and more power and torque
* New exterior design has a bolder and even tougher look, and an all-new interior provides more comfort, technology and functionality for truck customers, along with enhanced materials, new colour choices and more storage
* New available Tailgate Work Surface boosts productivity at the back of the truck, while new optional Interior Work Surface makes using a laptop or eating a meal more comfortable; available Max Recline Seats with nearly 180 degrees of recline help customers rest between adventures
* All-new technology features to help customers be more productive, the all-new 2021 F-150 is the first Ford to feature SYNC® 4 with wireless Apple CarPlay and Android Auto connectivity
* Class-exclusive 3.5-litre PowerBoost™ full hybrid engine delivers Built Ford Tough capability with an incredible 772Nm torque
* Pro Power Onboard™ available on PowerBoost models with 2.3kW output – enough to run a camp site or power your DIY projects

**DUBAI, UAE, 15 February 2021** *–* With a reputation for toughness and a proven track record of 44 consecutive years as America’s favorite truck, the Ford F-series lineup has continually raised the standards expected of all light duty trucks. And the all-new F-150 – launched in the Middle East today – is purpose-built to be the toughest, most productive F-150 ever.

The all-new F-150 raises the standard for all light-duty trucks. It boasts best-in-class towing and payload capability, introduces all-new features to increase customer productivity, and an available all-new 3.5-litre PowerBoost™ hybrid powertrain with Pro Power Onboard™ – an integrated power generator.

“We see it as our duty to deliver not just what our customers want and need, but what they might have never thought possible,” said Pedro Simoes, Middle East Marketing Director, Ford Direct Markets. “The F-150 is tougher than ever, packed with more advanced technology, and loaded with features that encourage owners to get out and enjoy their trucks more.”

**Toughest F-150 ever**
The all-new F-150 starts with a durable, proven foundation – a fully boxed high-strength steel frame with a high-strength, military-grade, aluminium alloy body. Every panel of the distinctive, rugged exterior is redesigned while maintaining its bold and tough signature look, including an updated headlamp design, new power dome hood and wrap-around bumpers. Higher front fenders, a tucked-in midsection and larger-diameter tyres pulled out three-quarters of an inch create a stronger, more powerful stance on and off the road.

There are nine grille options available across the series lineup, all differentiated in their design and all unmistakably F-150, plus new tailgate appliqués. Functional upgrades throughout include available LED headlamps and taillamps, and available full-length extended power running boards with kick switch that provide better truck-side cargo box accessibility.

The all-new F-150 is also the most aerodynamic ever. New active grille shutters and new cab and tailgate geometry all work together to reduce drag and improve fuel consumption on every truck.

The interior is completely redesigned to elevate truck owners’ experience with style, comfort, utility and technology. Featuring enhanced materials, new color choices and more storage, it is built around the functional needs of truck customers. Every surface has been thoughtfully designed, such as more soil-resistant two-tone seats for XL or the new standard dual glovebox.

F-150 introduces an all-new 12-inch centre screen – standard on XLT high series and above – that allows customers to split the screen and control multiple functions simultaneously, including navigation, music or truck features. The landscape design strikes a balance between demands for technology accessibility and the greater convenience of physical buttons. An 8-inch touch screen, standard on XL and XLT standard and mid-series trucks, means every customer gets touch screen functionality and better rearview camera vision. Both screens feature access to the new digital owner’s manual, which can help all customers find the information they need more easily.

An available new 12-inch digital gauge cluster features a large information-on-demand area, along with truck-specific graphics and animations that respond to the all-new F-150’s selectable drive modes and can display off-roading data and turn-by-turn navigation.

**Most productive F-150 ever**
Ford’s deep understanding of truck customers informs new features on the all-new F-150 that help take productivity to the next level.

Creating the ultimate durable, anywhere office, F-150’s new optional Interior Work Surface is ideal for signing documents, working on a laptop or enjoying a meal when parked. It is available in both bench and captain’s chair seating configurations on XL to Limited. Knowing many customers prefer a console shifter, Ford has created a stowable unit for F-150, which easily folds into the centre console with the push of a button and allows full access to the large work surface when in park.

Class-exclusive Max Recline Seats available on Platinum and Limited models provide ultimate comfort during downtime. Max Recline Seats fold flat to nearly 180 degrees, with the bottom cushion rising to meet the back cushion and the upper back support rotating forward up to 10 degrees for maximum comfort.

Available lockable, fold-flat rear storage adds a vault to the F-150 that extends the width of the rear seats. It’s as easy as lifting the bottom cushion of the rear seat, dropping valuables in and locking them away for safe keeping.

Every all-new F-150 comes standard with new cleats mounted to the sides of the tailgate to act as tie-down locations for extra-long items in the bed, while new clamp pockets are built in to the tailgate of every truck. An available flat Tailgate Work Surface also includes integrated rulers, a mobile device holder, cupholder and pencil holder for those who use the F-150 for work or DIY projects around the home.

Customers can keep going into the night with exclusive available Zone Lighting. This allows occupants to turn on and off individual sections of exterior lights through the SYNC® 4 screen or remotely with the FordPass app on their phone, so they never have to work, camp or do anything in the dark.

The all-new F-150 is the only light-duty full-size pickup to offer available Trailer Reverse Guidance and Pro Trailer Backup Assist. Trailer Reverse Guidance, made popular on Super Duty, uses the truck’s high-resolution cameras to provide multiple views along with helpful graphics that tell drivers which way to turn the steering wheel while backing up. Pro Trailer Backup Assist, which makes backing up a trailer as easy as turning a dial, continues on F-150.

**Powertrain choices for all**The all-new 2021 launches with a choice of four engines – three V6 options, including the segment's first ever full hybrid powertrain – and a naturally aspirated V8.

The all-new 3.5-litre PowerBoost full-hybrid V6 powertrain is targeted to deliver the most torque and horsepower of any light-duty full-size pickup. Available on every trim level from F-150 XL to Limited, the no-compromise PowerBoost system – the only light-duty full-size pickup to offer a full hybrid – adds instant electric torque to Ford’s 3.5-litre EcoBoost® V6. It is targeting an estimated range of approximately 1,100km on a single tank of gasᶧ and will deliver at least 5,400kg of available maximum towing – equivalent to the average weight of ten fully grown dromedary camels.

PowerBoost combines Ford’s proven EcoBoost engine and 10-speed SelectShift® automatic transmission with a 35-kilowatt (47-horsepower) electric motor integrated into the transmission, as well as software calibrated specially for truck use, including drive modes like tow/haul mode to help customers better manage towing heavy trailers.

The electric motor applies regenerative braking energy capture to help recharge the 1.5-kilowatt-hour lithium-ion battery. The battery is efficiently packaged underneath the truck, leaving the cab and cargo box of PowerBoost F-150 as spacious for passengers and cargo as other comparably equipped F-150 models. The system is capable of sustained battery usage at extreme outside temperatures or under heavy loads.

Power isn’t only important under the hood. Available Pro Power Onboard expands F-150’s capability by bringing generator levels of exportable power to work sites, camp sites and everyday life. Pro Power Onboard is available on the PowerBoost-equipped F-150, providing 2.3 kilowatts of output to help drive productivity. Power is accessible through in-cabin outlets and up to four cargo bed-mounted outlets, including one 230V three-pin socket for Middle East markets. There’s enough power to run a heavy-duty air compressor, or power your campsite for the evening.

Other engine options include the 3.5-litre EcoBoost twin-turbo V6 engine which produces 400horsepower and 677 Nm torque, and the naturally-aspirated 5.0-litre V8 engine that develops ~~4~~00 horsepower and 555 Nm of torque to give it best-in-class payload capabilities.

**Most connected F-150 ever**
All-new SYNC 4 debuts in the F-150 and is standard across all trim levels, helping keep owners connected and make their days more productive with more natural voice control available as well as customisable information on demand. The technology builds on more than 10 years of SYNC innovation by helping minimise distractions with hands-free voice control as well as core features such as making phone calls and selecting music. With twice the computing power of the previous-generation system, new SYNC 4 can wirelessly connect smartphones without the USB cord for seamless integration of Apple CarPlay™ or Android Auto™ compatibility as well as SYNC AppLink® apps like Waze.

The new eight-speaker B&O Sound System by Bang & Olufsen is available starting on F-150 XLT, while the optional 18-speaker B&O Unleashed system with speakers in the headliner and front headrests is available on F-150 Lariat and Platinum, and standard on Limited.

**Driver-assist technologies**
All-new F-150 offers the latest driver-assist features as part of Ford Co-Pilot360™ 2.0. More features are now standard on XL, including Pre-Collision Assist with Automatic Emergency Braking and Pedestrian Detection to help avoid a possible collision with another vehicle or a pedestrian, rearview camera with dynamic hitch assist, auto high-beam headlamps and auto on/off headlamps.

F-150 also adds 10 new driver-assist features that include Intersection Assist, which detects oncoming traffic while the driver is attempting a left turn. If there is risk of a collision with an oncoming vehicle, F-150 will apply the brakes to mitigate or avoid it. F-150 is the only light-duty full-size pickup with available Active Park Assist 2.0, which handles all steering, shifting, braking and accelerator controls during a parallel or perpendicular parking maneuver while the driver holds down a button.

The all-new 2021 F-150 is available in showrooms across the region. Visit me.ford.com for more details.

*Final specifications and feature availability for international markets may differ from those highlighted here. For market specific specifications, please check with your local Ford distributor.*

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***About Ford Motor Company***

*Ford Motor Company (NYSE: F) is a global company based in Dearborn, Michigan. The company designs, manufactures, markets and services a full line of Ford trucks, utility vehicles, and cars – increasingly including electrified versions – and Lincoln luxury vehicles; provides financial services through Ford Motor Credit Company; and is pursuing leadership positions in electrification; mobility solutions, including self-driving services; and connected vehicle services.  Ford employs approximately 186,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit corporate.ford.com.*

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