**For immediate release**

**With Torque-Loaded Engines And Pro Power Onboard, The All-New F-150 PowerBoost Hybrid Provides The Power You Need For Your Next Adventure**

**DUBAI, UAE, 30 June 2021 –** The Ford F-Series – America’s best-selling truck for 44 years – has once again redefined the full-size light-duty truck market with a pickup that encourages owners to go further and do more than ever before.

The PowerBoost full hybrid powertrain seamlessly combines the 3.5-litre V6 EcoBoost® engine with a 44-horsepower (33-kilowatt) electric motors, regenerative braking and a lithium ion battery, providing the power customers need to tow or haul their equipment and gear to the campsite or worksite.

Not only is the 2021 F-150 the only truck in its segment to come with the option of a full hybrid powertrain, but all PowerBoost-equipped trucks are also fitted with Pro Power Onboard as standard. With 2.3 kilowatts of exportable power on tap at outlets in the cabin and cargo box, owners can now run electrical equipment remotely without having to carry an additional generator with them.

Pro Power Onboard operates when the vehicle is parked or in motion which means you can charge items while you’re driving to your camp or worksite. And, once you get there, you can tap into the power outlets in the truck bed to get started on a project, or set up the ultimate campsite.

The secret to the success of the F-150 – and indeed, all Ford vehicles – lies in the work Ford puts into getting to know what its customers really want from their truck and using customer-centric design to drive product innovation.

With hundreds of hours of video, more than 18,000 photos and 1,800 pages of notes, the team behind the 2021 Ford F-150 developed a clear picture of how customers used their trucks and how the team could help make truck ownership more convenient and enjoyable.

Pro Power Onboard is an example of that customer-centric design focus. The design team noticed that many owners carried generators with them, and that the units not only took up a lot of space in the cargo box, but were also cumbersome to load and unload.

Ehab Kaoud, Ford Chief Designer, Trucks said, “Our engineers came back and said that we could fit a built-in generator that would sit inside the wall of the truck and wouldn’t take up any space. It’s inside the wall of the truck and you can use it for powering machinery. I thought this was a really exciting part. It’s not a really a design feature, it’s more from the engineering side, but it is a feature that customers really appreciate.”

The 2021 Ford F-150 is available in showrooms across the region now.

Visit me.ford.com for more details.

***About Ford Motor Company***

*Ford Motor Company (NYSE: F) is a global company based in Dearborn, Michigan, that is committed to helping build a better world, where every person is free to move and pursue their dreams.  The company’s Ford+ plan for growth and value creation combines existing strengths, new capabilities and always-on relationships with customers to enrich experiences for and deepen the loyalty of those customers.  Ford designs, manufactures, markets and services a full line of connected, increasingly electrified passenger and commercial vehicles:  Ford trucks, utility vehicles, vans and cars, and Lincoln luxury vehicles.  The company is pursuing leadership positions in electrification, connected vehicle services and mobility solutions, including self-driving technology, and provides financial services through Ford Motor Credit Company.  Ford employs about 186,000 people worldwide.  More information about the company, its products and Ford Motor Credit Company is available at* [*corporate.ford.com*](https://urldefense.com/v3/__https:/corporate.ford.com/__;!!Gajz09w!TDdh0l5riRs6pdraGmB9WyO5QgYCGaYa-nVV6L7gbW4fLkJ1eChyxRzzjXYjdg1K1ZfFMA$)*.*

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