



FORD MEDIA CENTER

Toughest, Smartest, Most Capable F-150 Ever Is Truck Trend Magazine's 2015 Pickup Truck of the Year

- The 2015 Ford F-150 has been honored with the inaugural Truck Trend 2015 Pickup Truck of the Year award from the truck experts at the magazine
- F-150 outperformed all other contenders in various tests evaluating truck design, capability, performance and fuel efficiency
- The 2015 F-150 – featuring the toughest, smartest, most capable F-150 lineup ever – includes the highest EPA-estimated fuel economy ratings of any full-size gasoline-powered pickup on the market

The 2015 Ford F-150, which has established a new standard for full-size pickups with best-in-class gasoline fuel efficiency and capability, today was named Truck Trend's 2015 Pickup Truck of the Year.

"The 2015 Ford F-150 is our toughest, smartest and most capable F-150 ever, and Truck Trend's Pickup Truck of the Year award reinforces that this is truly the best choice for America's truck buyers," said Joe Hinrichs, Ford president, The Americas. "We are proud to receive this award."

Each contender was evaluated against key criteria, including design, capability, performance and fuel efficiency.

"Ford has found a sweet spot in the half-ton pickup segment, delivering a compelling mix of efficiency and capability, while still delivering an enhanced driving experience that American consumers demand," said Sean P. Holman, Truck Trend content director. "What we put these trucks through was nothing short of grueling, and it was the F-150 that consistently impressed our experts."

With 753,851 sales in 2014, more than 220,000 over its nearest competitor, Ford F-Series has now extended its leadership to 38 straight years as America's best-selling truck and 33 straight years as America's best-selling vehicle.

Toughest, most efficient F-150 ever

The all-new F-150's improved performance is enabled by weight savings achieved through the use of high-strength steel and high-strength, military-grade, aluminum alloy, as well as smart engineering. The weight savings not only improve fuel efficiency, but capability and performance, too. Combined with EcoBoost[®] engine technology, F-150 now tows as much as 1,100 more pounds and hauls as much as 530 more pounds than the current model, with a 5 percent to 16 percent better power-to-weight ratio.

Up to 700 pounds lighter than current models, the new F-150 returns an EPA-estimated 5 percent to 29 percent better fuel economy, depending on engine and driveline configuration on the combined cycle.

New technologies mean smartest F-150 ever

Numerous groundbreaking features debut in the all-new F-150, including 11 available class-exclusive technologies. Highlights include:

- 360-degree camera view uses exterior cameras to create a bird's-eye view of the truck to help drivers park, maneuver in tight spots, and navigate narrow roads and trails
- Integrated loading ramps enable easy loading of ATVs, motorcycles and mowers
- BoxLink™ combines metal brackets and custom cleats to secure a variety of accessories in the cargo box – from ramps to storage bins to bed dividers
- LED headlamps and taillamps provide excellent nighttime visibility and illumination
- Trailer hitch assist adds a new rearview camera feature that incorporates a dynamic line based on steering wheel angle in the display to help owners line up their truck and trailer with no spotter or need to exit the vehicle
- Remote tailgate release allows for tailgate to be not only opened but also locked and unlocked with the key fob

Four engine choices ensure most capable F-150 ever

The all-new F-150 lineup includes four engine options for more power, and to meet most any customer need:

- 2.7-liter EcoBoost with standard Auto Start-Stop: New six-cylinder engine design produces 325 horsepower and 375 lb.-ft. of torque. The 2.7-liter EcoBoost 4x2 has a maximum payload rating of 2,250 pounds and maximum tow rating of 8,500 pounds – ideal for meeting mid-range capability requirements – and EPA-estimated fuel economy ratings of 19 mpg city, 26 mpg highway and 22 mpg combined
- 3.5-liter EcoBoost: Twin-turbo EcoBoost engine delivers V8-like 420 lb.-ft. of torque and 365 horsepower to enable towing of up to class-leading 12,200 pounds – more than enough to handle a fully loaded, three-horse trailer or large boat. Delivers maximum payload rating of 3,180 pounds, and has EPA-estimated ratings up to 17 mpg city, 24 mpg highway and 20 mpg combined
- 5.0-liter V8 with twin independent variable camshaft timing: Improved power and efficiency, delivering 385 horsepower and 387 lb.-ft. of torque. Smart engineering enhancements such as a new long-runner intake manifold, revised intake cam duration and new pulse-separated exhaust manifolds help raise towing capability 1,100 pounds, to a maximum 11,100 pounds, and payload to a best-in-class 3,300 pounds, plus EPA-estimated fuel economy ratings up to 15 mpg city, 22 mpg highway and 18 mpg combined
- 3.5-liter V6 with twin independent variable camshaft timing: 3.5-liter V6 produces 283 horsepower and 255 lb.-ft. of torque. It has a maximum payload rating of 1,910 pounds and maximum tow rating of 7,600 pounds – unsurpassed for standard V6 light-duty pickups and EPA-estimated ratings up to 18 mpg city, 25 mpg highway and 20 mpg combined

Awards and accolades earned

The 2015 Ford F-150 has won the following awards and accolades:

- Detroit Free Press 2015 Truck of the Year
- Detroit News 2015 Vehicle of the Year
- Kelley Blue Book Best Buy Truck
- Kelley Blue Book Best Buy Overall
- Popular Science Automotive Grand Award Winner Best of What's New
- Texas Auto Writers Association Truck of Texas
- Texas Auto Writers Association Luxury Pickup Truck
- Texas Auto Writers Association Full-Size Pickup Truck
- Texas Auto Writers Association Best Technology Feature for high-strength, military-grade, aluminum alloy
- New England Motor Press Association Yankee Cup
- Automotive Fleet Magazine 2014 Fleet Truck of the Year
- Motor Press Guild 2014 Innovation Vehicle of the Year Over \$30K

- AutoGuide 2015 Reader's Choice Truck of the Year
- Automobile Journalists Association of Canada 2015 Best New Pickup Truck
- New Car Test Drive 2015 Truck of the Year
- Ruedas ESPN Best Full-Size Pickup Truck

“In addition to these awards, we’re most proud that customers are voicing their strong support too, with 2015 F-150s staying on dealer lots an average of just five days – the fastest-turning vehicle in the Ford product lineup,” said Hinrichs.

About Ford Motor Company

Ford Motor Company is a global company based in Dearborn, Michigan. The company designs, manufactures, markets and services a full line of Ford cars, trucks, SUVs, electrified vehicles and Lincoln luxury vehicles, provides financial services through Ford Motor Credit Company and is pursuing leadership positions in electrification, autonomous vehicles and mobility solutions. Ford employs approximately 203,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit www.corporate.ford.com.

About Truck Trend

Truck Trend[®], a media brand of TEN: The Enthusiast Network, was founded in 1998 as an offshoot of Motor Trend, an internationally recognized automotive brand. Truck Trend, the authority on light trucks, is an industry leader in the truck category and currently has a total audience of 2.1 million. The brand tests and reports on sport-utility vehicles and crossovers, with an emphasis on pickup trucks, providing vital information to new-model shoppers and avid truck enthusiasts alike. For more information, please visit www.trucktrend.com.