



## Ford Gives Real-World Truck Customers Insider Access to All-New F-Series Super Duty Testing

- Five F-Series Super Duty customers will witness all-new F-Series Super Duty development, testing and capabilities before anyone else and share their stories through We Own Work video series
- Customers chosen from industries that rely on heavy-duty pickup trucks, including forestry; manufacturing; heavy construction; electric, gas and sanitation; and oil and gas extraction
- First We Own Work video debuts next month; the six-part series will demonstrate Super Duty's tough, smart and capable attributes, including how weight savings from high-strength, military-grade, aluminum alloy are reinvested to make the truck stronger

**DEARBORN, Mich., Jan. 27, 2016** – No actors, no stunts. Five real-world heavy-duty truck customers have an all-access insider pass to see how the all-new Super Duty – the toughest, smartest, most capable Super Duty ever – lives up to its Built Ford Tough promise.

These truck customers will witness torture testing of the all-new F-Series Super Duty before anyone else in the six-part We Own Work video series. The first video – to be posted next month at [ford.com](http://ford.com) – will introduce these truck customers and provide background on their businesses and how they use their fleet of Super Duty trucks.

“We’re taking these customers behind the scenes to witness what goes into development and testing of the new Super Duty,” said Craig Schmatz, Ford F-Series Super Duty chief engineer. “Every day these customers work hard and rely on our trucks. They know better than anyone what it takes to get the job done and how Super Duty can make that happen.”

Each participant represents an industry where workers trust F-Series Super Duty more than any other truck to get the job done, including forestry; manufacturing; heavy construction; electric, gas and sanitation; and oil and gas extraction.

- 58 percent of electric, gas and sanitation workers use Super Duty trucks
- 50 percent of forestry workers use Super Duty trucks
- 50 percent of oil and gas extraction workers use Super Duty trucks
- 48 percent of heavy construction workers use Super Duty trucks
- 42 percent of manufacturing workers use Super Duty trucks

Each work experience brings unique insight into the capabilities of Super Duty.

Later episodes will explore how weight savings from high-strength steel and high-strength, military-grade, aluminum alloy are reinvested to create a Super Duty that can tow and haul more than ever with innovative new driver-assist technology developed specially for heavy-duty truck customers.

“There’s no better way to demonstrate the power and capability of Super Duty than through the hands and eyes of our toughest customers,” said Schmatz. “We’re letting them put Built Ford Tough to the test.”

Each video in the series will demonstrate key attributes of the Ford F-Series Super Duty.

### **Toughest, smartest, most capable Super Duty ever**

The all-new F-Series Super Duty pickup is Ford’s toughest, smartest, most capable Super Duty ever.

Built on an all-new, high-strength steel frame, the truck has a segment-first, high-strength, military-grade, aluminum-alloy body with stronger axles, springs and suspension that work as hard as Super Duty customers.

Additionally class-exclusive new driver assistance features make Super Duty the smartest of the heavy-duty lineup, including all-new SYNC<sup>®</sup> 3 in-vehicle connectivity, Trailer Reverse Guidance and Adaptive Cruise Control. F-Series Super Duty tows and hauls more than ever with its capable and powerful Ford-engineered, Ford-built gasoline and diesel engines and transmissions – outperforming the outgoing truck’s 31,200 pounds of maximum towing capability and best-in-class 40,400-pound gross combined weight rating.

### **F-Series leads the pack**

Ford F-Series has a long-standing reputation as a leader and innovator in the heavy-duty truck industry, proven by its popularity among customers. F-Series has been the top-selling truck in the United States for 39 consecutive years and the best-selling vehicle for 34 consecutive years.

Super Duty underpins Ford’s commitment to continuously provide advanced powertrains and innovative technologies that answer customer demands.

### 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 199,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit [www.corporate.ford.com](http://www.corporate.ford.com).