



## Ford Wins Best Value Awards from Vincentric, Takes Home Honors for Truck Brand, F-150, F-350 Super Duty and Taurus

**DEARBORN, Mich., April 5, 2016** – Ford, America’s truck leader, is winning recognition for trucks that offer the best value. Ford Taurus was honored with a value award as well.

Ford is named Best Value Truck Brand in America for the second time by Vincentric, an automotive data analysis firm that specializes in lifecycle cost measurement. Ford first earned the truck brand award in 2013.

Ford F-150 wins the Best Value in America award among full-size half-ton pickups for the fifth time – reclaiming the title it held from 2011 through 2014.

The 2016 Ford F-150 – the toughest, smartest, most capable F-150 ever – introduces segment-first Pro Trailer Backup Assist™. The technology makes it easier for drivers of all skill levels to back a trailer up instinctively by turning a knob left or right to indicate direction – the truck controls its steering and limits vehicle speed.

Ford F-350 Super Duty is honored for the fifth time with the Best Value in America award for the full-size one-ton pickup segment. It had previously won in 2010, 2007, 2006 and 2005.

The all-new 2017 Ford F-Series Super Duty – the toughest, smartest, most capable Super Duty ever – goes on sale this fall.

Ford F-Series Super Duty, America’s best-selling heavy-duty pickup truck, continues its leadership with best-in-class 440 diesel horsepower and standard 860 lb.-ft. of torque.

Along with the Ford-designed, Ford-built 6.7-liter Power Stroke® V8 turbo diesel, Super Duty is available with a powerful 6.2-liter V8 engine that produces best-in-class standard horsepower of 385 along with 405 lb.-ft. of torque.

### **Ford Taurus honored for best value in large sedan segment**

Ford Taurus wins the Best Value in America award among large sedans from Vincentric.

The 2016 Taurus is designed to respect your comfort and respond to your needs, with a standard 3.5-liter V6 and two available EcoBoost® engines, a Lane-Keeping System that alerts you when your vehicle starts to drift from its lane and available voice-activated SYNC® that helps keep you connected.

The Vincentric Best Value in America awards are model-specific honors that determine the best value in each segment. Value is determined using a statistical analysis that incorporates the total cost of ownership of all vehicles for the 2016 model year, along with the current market price of those vehicles.

In the model-level analysis, results are compiled using nine different scenarios based on combinations of annual driving mileage (10,000, 15,000 and 20,000 miles) and driving experience (three or fewer years, four to six years and more than six years).

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; mobility solutions, including self-driving services; and connected services. Ford employs approximately 188,000 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).