



FORD MEDIA CENTER

All-New Ford F-Series Super Duty Earns 2017 Motor Trend Truck of the Year

- 2017 Ford F-Series Super Duty – the toughest, smartest, most capable Super Duty ever – has been named 2017 *Motor Trend* Truck of the Year
- All-new Super Duty features best-in-class towing and hauling capability along with 17 segment-first productivity technologies including adaptive steering and 360-degree camera system
- 6.7-liter Power Stroke[®] V8, with best-in-class 925 lb.-ft. of torque and 440 horsepower, earns *Motor Trend* recognition as one of the best engineered, most capable diesel engines – outperforming its competitors

Los Angeles, Nov. 14, 2016 – The all-new 2017 Ford F-Series Super Duty – the toughest, smartest, most capable Super Duty ever – has won the 2017 *Motor Trend* Truck of the Year title – the first time the Super Duty has taken home this prize.

“We are honored to win this year’s *Motor Trend* Truck of the Year Award as it underscores how the all-new 2017 Ford Super Dutys are the toughest, smartest and most capable trucks we’ve ever built,” said Joe Hinrichs, Ford’s president of The Americas. “For 39 consecutive years, Ford F-Series has been America’s favorite truck, and now *Motor Trend* has given one of our F-Series top honors for the fifth time.”

Using advanced materials to reduce weight, Super Duty introduces all-new segment-exclusive smart technology features to help increase customer productivity, comfort and convenience.

The backbone of the truck is an all-new fully boxed frame comprising more than 95 percent high-strength steel that’s up to 24 times stiffer than the previous frame – enabling best-in-class towing and hauling capability. High-strength, military-grade, aluminum alloy for the body is more dent- and ding-resistant than outgoing steel and not subject to red rust corrosion.

These materials combine to help reduce weight by up to 350 pounds, with Ford engineers reinvesting that savings everywhere it counts to give customers more towing and hauling capability than ever.

The all-new F-Series Super Duty also features heavier-duty four-wheel-drive components, driveline, axles and towing hardware.

With towing central to the mission, driving and work situations are made easier and more comfortable with 17 segment-first productivity technologies. Up to seven cameras help drivers see angles and monitor conditions surrounding the truck to make not just conventional towing, but gooseneck and fifth-wheel towing simpler and more efficient than ever. Available adaptive steering also results in improved efficiency and effort.

With more power than ever, the Ford-designed, Ford-engineered, Ford-built 6.7-liter Power Stroke[®] turbo diesel V8 now delivers a best-in-class combination of 440 horsepower and a staggering 925 lb.-ft. of torque. That power is standard for every diesel pickup, from F-250 to F-450, with no special tuning or unique hardware required – making the all-new F-Series Super Duty the undisputed powerhouse.

“We judge the contenders based on six categories – from design to efficiency to performance – characterizing the things consumers want most in their next vehicle,” said Ed Loh, *Motor Trend* editor-in-chief. “The all-new 2017 Ford Super Duty met and exceeded our criteria, truly proving it is the undisputed leader in towing, capability and power – exactly what truck customers want. *Motor Trend* is excited to crown this purpose-built machine this year’s Truck of the Year.”

About Ford Motor Company

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