



FORD MEDIA CENTER

New 2018 Ford F-150 Named Truck of Texas at Annual TAWA Texas Truck Rodeo, Marking the 14th Win for F-Series

- The even tougher, smarter, more capable 2018 Ford F-150 is named Truck of Texas, the most prestigious award presented by the Texas Auto Writers Association; this marks the 14th time F-Series has won the award
- Ford F-Series (F-150 and Super Duty) has now won back-to-back Truck of Texas awards, an accolade that represents the collective favorability of more than 70 TAWA journalists
- Texas truck journalists named the high-performance F-150 Raptor their Off-Road Pickup Truck winner; Raptor shined with its competition-proven chassis, 450-horsepower high-output EcoBoost[®] engine and advanced Terrain Management System[™]

AUSTIN, Texas, Oct. 18, 2017 – Ford, America’s truck leader, has once again secured top honors at the Texas Auto Writers Association Texas Truck Rodeo. The 2018 F-150 earned Truck of Texas at the 24th annual competition, marking the 14th time F-Series has roped in the most prestigious award. Additionally, F-150 Raptor won the Off-Road Pickup Truck category and earned the highest overall personal appeal score and best overall exterior score across all participating vehicles.

“With the new 2018 F-150, we’re honored to earn back-to-back Truck of Texas awards for F-Series, a recognition that speaks to the truck team’s dedication to our hardworking customers,” said Raj Nair, Ford executive vice president and president, North America. “That’s especially true in Texas – truck capital of the world.”

At the Texas Truck Rodeo at Longhorn River Ranch, journalists evaluated trucks on both on- and off-road courses over a two-day period. The panel previously awarded Truck of Texas honors to Ford F-Series in 1993, 1997, 1999, 2003-09, 2011, 2014 and 2016.

“The competition was incredibly fierce at this year’s Texas Truck Rodeo,” said Nic Phillips, TAWA president. “More than 70 member journalists put in more than 300 hours of driving time evaluating the vehicles presented. The results in several categories are separated by the narrowest of margins, just tenths and hundredths of a point, confirming just how competitive the trucks and utility vehicles are today.

“Ford’s 2018 F-150 pickup, boosted by its extreme-performance 2018 Raptor, along with updated EcoBoost[®] engines and 10-speed transmissions, convinced our journalists to bestow the trophy,” he added.

New 2018 F-150 is even tougher, smarter and more capable

The new Ford F-150 – from America’s truck leader – is tougher, smarter and more capable than ever for 2018.

New features include standard Auto Start-Stop for all engines, all-new 3.3-liter V6 with port and direct-injection technology and flex-fuel capability, and electronic six-speed automatic transmission with selectable drive modes – normal, tow/haul and sport. Electronic 10-speed automatic features selectable drive modes – normal, tow/haul, snow/wet, eco-select and sport (standard with all-new 2.7-liter EcoBoost, 3.5-liter EcoBoost and 5.0-liter V8 engines).

Second-generation 2.7-liter EcoBoost now has advanced dual port and direct-injection technology. Enhanced 5.0-liter V8 brings significant upgrades including advanced dual port and direct-injection technology, plus spray-on bore liner technology. Major exterior freshening across the lineup includes new grilles, bumpers, lighting, tailgate outer, appliques and wheels.

Interior freshening on XLT Sport, XLT Special Edition, Lariat, King Ranch, Platinum and Limited includes color and material changes for seats, instrument panel and console trim. For King Ranch trucks, the new interior leather color is Kingsville, while Platinum gets Dark Marsala and F-150 Limited gets Navy Pier. Leather-trimmed bucket seats with flow-through console are now available on the base Lariat truck. All-new B&O PLAY™ premium audio by HARMAN is also available.

For 2018, SYNC® Connect is optional on XLT and Lariat trucks, and standard on King Ranch, Platinum and Limited; it includes a Wi-Fi hotspot for connecting up to 10 devices. Adaptive cruise control with stop-and-go functionality and Pre-Collision Assist with Pedestrian Detection are available. A Technology Package is now available with the 2.7-liter EcoBoost engine.

With an EPA-estimated rating of 20 mpg city, 26 mpg highway and 22 mpg combined, the 2.7-liter EcoBoost-equipped F-150 returns best-in-class fuel economy. Powered by the 3.5-liter EcoBoost, F-150 offers best-in-class towing of 13,200 pounds. The enhanced 5.0-liter V8 brings a best-in-class payload capacity of 3,270 pounds.

Built at Dearborn Truck Plant in Michigan and Kansas City Assembly Plant in Missouri, the 2018 F-150 is available at Ford dealerships nationwide now.

Ford F-150 Raptor stands alone in the high-performance off-road truck segment

The purpose-built, off-road F-150 Raptor builds on the success of its predecessor with performance gains and new technology. The 2018 Raptor stands alone among high-performance off-road trucks, featuring a high-output 3.5-liter EcoBoost engine generating 450 horsepower and 510 lb.-ft. of torque, plus a segment-first 10-speed automatic transmission and six-mode Terrain Management System™. Its high-strength, military-grade, aluminum-alloy body saves 500 pounds over the previous model.

F-150 Raptor's competition-proven chassis sets the performance bar with its second-generation BFGoodrich KO2 tires designed exclusively for the truck's extended off-road capabilities. In addition, upgraded FOX shocks, jointly engineered by Ford Performance and FOX, are 44 percent larger with three-inch-diameter shock canisters (2.5 inches previously) and nine-stage bypass damping to deliver improved suspension control. F-150 Raptor's shock design enables an increase in suspension travel to 13 inches at the front and 13.9 inches at the rear, a gain of 0.8 inch and 1.9 inches in wheel travel compared to its predecessor.