Ford F-Series and HISTORY Launch Six-Hour Programming Event – ‘Truck Weekend in America’

- Kicking off this Saturday, November 10th, a first-of-its-kind collaboration between Ford F-Series and the HISTORY® channel – “Truck Weekend in America” – exclusively features Ford as prime-time sponsor of original storytelling; the event airs throughout the weekend
- Six-hour programming event puts the automaker at the center of original storytelling focused on Ford’s legacy of toughness, heritage and performance
- All-new prime-time shows include “Truck Night in America,” “Truck Hunters,” “Born Tough: Inside the Ford Factory,” “American Restoration: Truck Edition,” “Trucks Transformed: Custom Culture” and “Rescue Trucks”; plus, 60-second vignettes will air all weekend long and on HISTORY’s digital and social channels

DEARBORN, Mich., Nov. 5, 2018 – Beginning Saturday, November 10, the HISTORY® channel and Ford F-Series are launching “Truck Weekend in America” – a six-hour prime-time programming event that puts the automaker at the center of original storytelling throughout the weekend. This first-of-its-kind collaboration highlights Ford’s truck legacy of toughness, heritage and performance.

Ford F-Series is America’s best-selling truck for 41 straight years and America’s best-selling vehicle for 36 straight years.

“More than a century ago Ford put America on wheels, and today our trucks are a vital part of the way people work, play and live,” said Mark LaNeve, Ford vice president, U.S. marketing, sales and service. “‘Truck Weekend in America’ is a tribute to the passion of our engineers as well as our customers, and to both the history and the future of the pickup truck.”

Paul Buccieri, president, A+E Networks Group, said “‘Truck Weekend in America’ breaks with the traditional media mold with a programming event built on stories that are steeped in history, with an eye to the future. From the latest truck technology to vintage vehicles to totally unique modifications and everything in between, this outstanding collaboration delivers a weekend full of nonstop content, the likes of which truck lovers have never seen before.”

The all-new prime-time shows premiere this Saturday and Sunday. In addition, custom vignettes will air on HISTORY and its digital and social channels. “Truck Weekend in America” programming includes:

“Truck Night in America” – Saturday, 8 p.m. EST

It’s truck versus terrain, as truck owners from across the United States compete in grueling challenges to test their ingenuity and driving ability in the opening segment, “Truck Night in America.”

“Truck Hunters” – Saturday, 9 p.m. EST

Two top truck builders compete for a sale as they find, restore and put their personal stamp on two classic trucks. Each shop must design with a buyer in mind and, with limited direction, blend its craftsmanship and style with personalized details to gain the buyer’s favor. These shops are putting it all on the line, as only one truck will be good enough to earn the sale.

“Born Tough: Inside the Ford Factory” – Saturday, 10 p.m. EST
This one-hour special event lifts the veil on operations inside Ford’s historic Rouge Complex, where F-150 pickup trucks come to life. From stamping raw aluminum to the body shop to final assembly, cameras go behind the scenes and follow the high-tech descendants of Henry Ford’s groundbreaking assembly line. “Born Tough” reveals how a culture of manufacturing innovation has kept F-Series as America’s best-selling truck for 41 years.

“Truck Night in America” – Sunday, 8 p.m. EST

The truck-versus-terrain competition series returns, celebrating toughness and craftsmanship with everyday people who truly love their trucks and push them to the maximum level in the most grueling challenges.

“American Restoration: Truck Edition” – Sunday, 9 p.m. EST

Rick Dale is traveling the country looking to restore America one project at a time, now with his eye on a long-forgotten 1956 Ford pickup. Nick, a California grape farmer, bought the beat-up truck when he was 16 but never got around to completing the restoration because his family and farm came first. With a tight budget and just 30 days to restore it, Rick and his team work around-the-clock overcoming one challenge after another to bring this American classic back to life.

“Trucks Transformed: Custom Culture” – Sunday, 10 p.m. EST

America’s growing community of truck customizers are going to never-imagined levels of performance, utility and just plain awesomeness. How far are they willing to go? This show features far-out custom trucks like rally racer Ken Block’s snow-conquering RaptorTrax and drifting champ Vaughn Gittin Jr.’s “ultimate fun-haver.” Plus, there’s a guide to how customization has come to the masses on budgets from small to huge. “Trucks Transformed” shows just how the pickup game has gotten picked up to the extreme.

“Rescue Trucks” – Sunday, 10:30 p.m. EST

This half-hour special event follows our nation’s toughest first responders and their souped-up custom trucks, told from the perspective of these very heroes who put their courage, resourcefulness and vehicles to the test and the men and women they’ve saved. The first responders in “Rescue Trucks” share some remarkable stories of survival – and the trucks that came to the rescue.

Click here for a sneak peek into this weekend’s special programming event, “Truck Weekend in America.”

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 201,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit www.corporate.ford.com.

About HISTORY

HISTORY®, now reaching more than 96 million homes, is the leading destination for award-winning series and specials that connect viewers with history in an informative, immersive and entertaining manner across all platforms. The network’s all-original programming slate features a roster of signature series including “Pawn Stars,” “American
Pickers,” “The Curse of Oak Island,” “Alone” as well as the hit drama series “Vikings.” The HISTORY website is located at history.com. Follow us on Twitter at twitter.com/history and Facebook at facebook.com/history. For more press information and photography, please visit us at http://press.aenetworks.com.