



2010 FORD F-150



The 2010 Ford F-150 rises to the challenge of tough jobs, featuring a fully boxed frame constructed with hydroformed and high-strength steel side rails for increased durability and safety. The sturdy chassis also delivers class-leading towing and hauling capability across all cab configurations, while still returning fuel economy of 15 mpg city/21 hwy on 4x2 models with the 4.6-liter 3V V-8 engine.

F-150 comes in a number of different configurations to meet the widest range of customer needs and wants – all delivered with quality. Customers can choose from the no-fuss XL workhorse, to the sporty STX and off-road capable FX4, to the midrange XLT. For those looking for tough luxury, Ford offers the high-end Lariat, King Ranch®, and Platinum F-150 models.

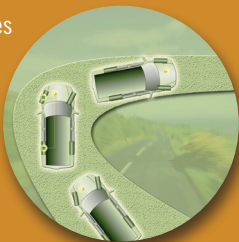
FORD WORK SOLUTIONS™

Exclusive to Ford, these technologies include an in-dash computer with high-speed Internet; wireless accessories including a mouse and printer; Tool Link™, a Radio-Frequency Identification (RFID) asset tracking system that enables customers to maintain a real-time inventory of tools and equipment stored in the vehicle; Crew Chief™, a fleet telematics and diagnostics system; and the Cable Lock security system to secure large equipment in the cargo area.



ADVANCETRAC WITH RSC

AdvanceTrac® with RSC® utilizes a roll-rate sensor to determine the vehicle's body roll-rate and roll angle, along with yaw rate sensing for Trailer Sway Control. If the unique roll-rate sensor detects a significant roll angle, the system can apply the brakes to one or more wheels or reduce engine output to help the driver maintain control of the vehicle.



High-tech features help ensure the F-150 is surefooted in all driving and load conditions. F-150 offers standard AdvanceTrac® with RSC® (Roll Stability Control™) and Trailer Sway Control, plus an available Rear View Camera System and Integrated Trailer Brake Controller.

MyKey

MyKey™ helps encourage safer teen driving, allowing parents to program the key through the vehicle message center to incorporate features such as:



- Persistent Belt-Minder® chime
- Limited top speed of 80 mph
- Traction control system that limits tire spin cannot be deactivated
- Audio system mute until safety belt is buckled; volume then limited to 44 percent of maximum volume
- A speed alert chime at 45, 55 or 65 mph

NEW IN 2010

- All F-150 4x2 models with the 4.6-liter 3V V-8 engine boast fuel economy of 15 mpg city/21 hwy – previously the domain of SFE models
- King Ranch® and Platinum models now feature:
 - Second-row heated seats
 - Power sliding window with defrost
 - Sony® 6-disc in-dash CD changer
- MyKey™ programmable vehicle key standard on all models except base XL



SAFETY/STANDARD

- Air bags, driver and front passenger
- Safety Canopy® side curtain air bags
- Dual stage front seat-mounted side air bags
- AdvanceTrac® with RSC® (Roll Stability Control™)
- Four-wheel Anti-Lock Brake System (ABS)
- SecuriLock® passive anti-theft system
- SOS Post Crash Alert System™
- SecuriCode™ Keyless Entry Keypad
- MyKey programmable vehicle key

VITAL STATS

Production locations: Dearborn Truck Plant, Dearborn, Mich.; Kansas City Assembly Plant, Claycomo, Mo.

Powertrains: 5.4-liter, 3V Triton® V-8; 4.6-liter, 3V V-8; or 4.6-liter, 2V V-8

Series: XL, STX, XLT, FX4, Lariat, King Ranch®, Platinum, Harley-Davidson™

Fuel Economy: 4x2: 15 mpg city/21 hwy.; 4x4: 14 mpg city/19 hwy.

MSRP: Starting at \$21,380