
R150



DOUG SCOTT

GROUP MARKETING MANAGER, FORD TRUCK


38
YEARS
FORD
F-SERIES
AMERICA'S BEST
SELLING TRUCK
Hornell, Inc Construction
SUPER DUTY

INNOVATION MINDSET

Challenge Custom and Question Tradition

Take Risks

Take Nothing for Granted



Go Further

Move Fast and Constantly Innovate

Ride the Technology Curve

Focus on the Consumer Experience

INNOVATIVE MINDSET – IN EVERY PART OF OUR BUSINESS




F150
TOUGHEST
SMARTEST
MOST CAPABLE
F-150 EVER


BEST-IN-CLASS
TOWING
UP TO 12,200 LBS
BEST-IN-CLASS
PAYLOAD
UP TO 3,300 LBS
MOST FUEL-EFFICIENT
F-150 EVER
UP TO 26 MPG

AWARDS AND ACCOLADES



LAUNCH STATUS



Dearborn

- Plant changeover complete
- Full-scale vehicle production – Three Crews
- Shipping all output to customers

Kansas City

- Plant changeover complete
- Job 1 Ceremony – This Friday: March 13, 2015
- Adds 8-foot cargo box and heavy payload package production to meet volume fleet customer needs

All-New 2015 F-150 Launch On Track.
Full Production In 2Q 2015

SALES MOMENTUM

- Strong retail demand! 2015 F-150 was Ford’s fastest turning vehicle on dealer lots in February
- Averaging just 18 days-to-turn on dealer lots – more than four times faster than the overall half-ton pickup segment
- We have not begun to ship F-150 to our fleet customers in any large quantities - as we first fill dealer network inventories
- Fleet deliveries will start in more volume during the second quarter


HIGH-STRENGTH STEEL
(FRAME)
HIGH-STRENGTH, MILITARY-GRADE, ALUMINUM ALLOY
(CAB, BOX AND FRONT END)

2011

SELECTED THREE OF OUR TOUGHEST CUSTOMERS
DIFFERENT GEOGRAPHIES – TERRAINS – INDUSTRIES









5500 LBS BASE CURB WEIGHT

+1500 LBS PAYLOAD

7000 LBS GVWR

F150



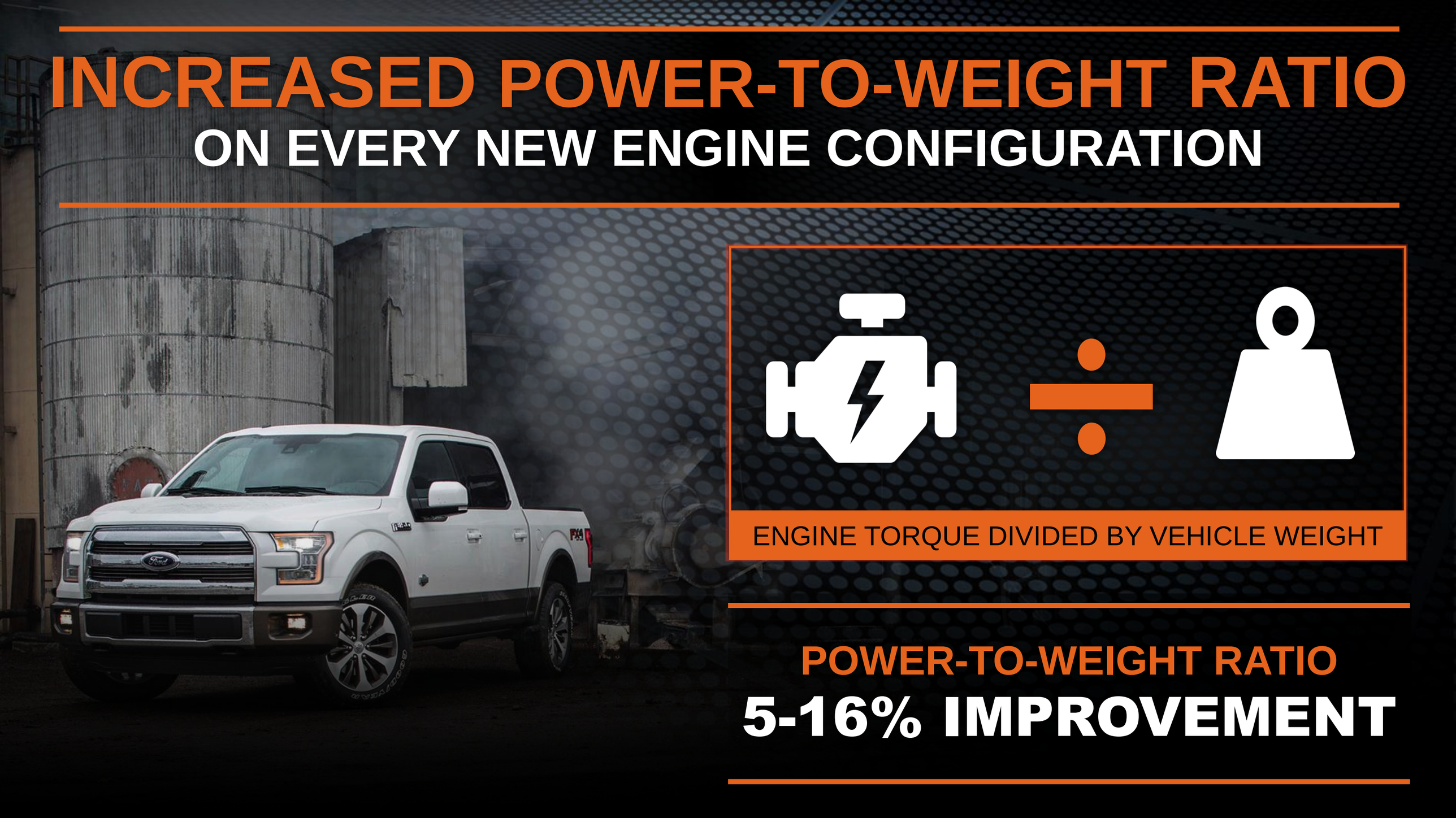
5000 LBS BASE CURB WEIGHT

+2000 LBS PAYLOAD

7000 LBS GVWR

INCREASED POWER-TO-WEIGHT RATIO

ON EVERY NEW ENGINE CONFIGURATION



ENGINE TORQUE DIVIDED BY VEHICLE WEIGHT

POWER-TO-WEIGHT RATIO

5-16% IMPROVEMENT

WEIGHT SAVINGS



BEST-IN-CLASS TOWING

BEST-IN-CLASS PAYLOAD

IMPROVED HANDLING

FASTER ACCELERATION

BETTER BRAKING

MORE CUSTOMER PRODUCTIVITY

UP TO 29% BETTER FUEL ECONOMY RATINGS

THE POWER OF CHOICE
THE RIGHT ENGINE FOR EVERY CUSTOMER

3.5L V6 Ti-VCT

VALUE AND LOWEST OPERATING COST





2.7L V6 ECOBOOST

MID-RANGE V8 PERFORMANCE WITH MAXIMUM EFFICIENCY





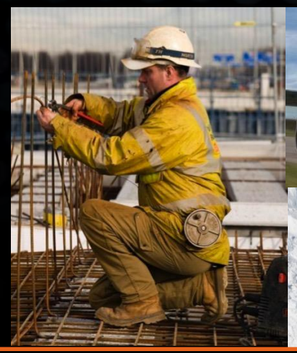




5.0L V8 Ti-VCT

CONVENTIONAL POWER AND PERFORMANCE IDEAL FOR FREQUENT HEAVY TOWING



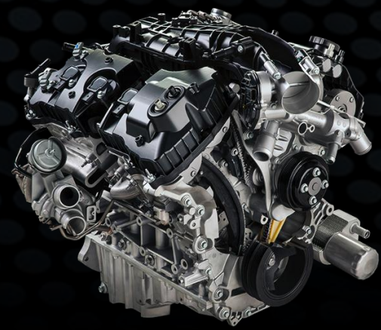






3.5L V6 ECOBOOST

MAXIMUM CAPABILITY WITHOUT SACRIFICES







SMARTER

11 CLASS-EXCLUSIVE TECHNOLOGIES
MOST PATENTED TRUCK IN FORD HISTORY



360° Camera System

Adaptive Cruise Control

Active Park Assist

LED Headlamps and
Sideview Mirror Spotlights

Smart Trailer Tow Module

Twin-Turbocharged, Direct-Injection
EcoBoost Gas Engine Technology

Remote Release Tailgate

BoxLink Cargo Management System

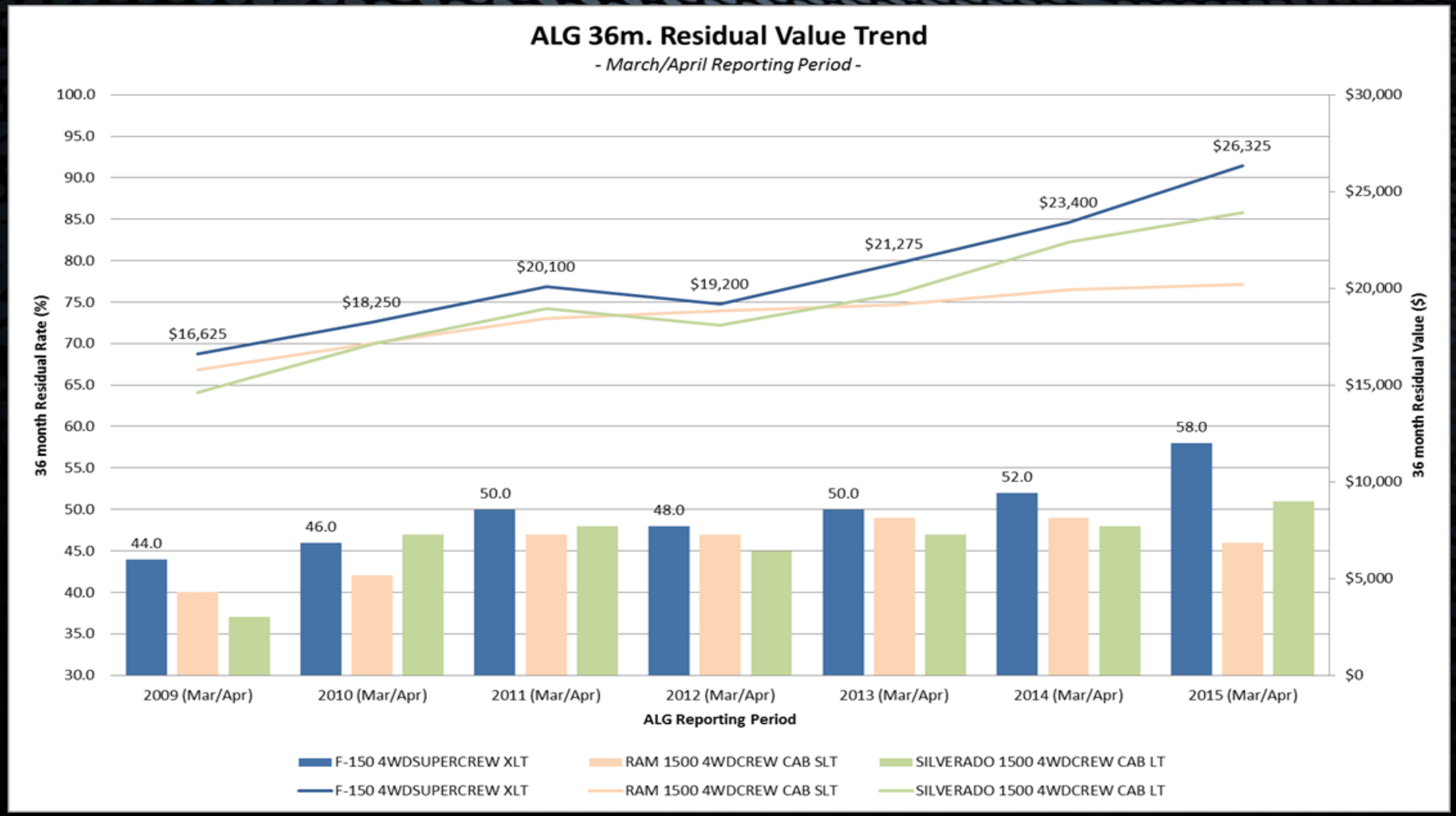
Next-Generation Tailgate Step

Inflatable Rear Safety Belts

Multi-Contour Seats



F-150 RESIDUAL VALUE



WHAT'S NEXT?




F150
TOUGHEST
SMARTEST
MOST CAPABLE
F-150 EVER



PETE FRIEDMAN

Senior Technical Leader for Body Construction Research, Ford Research and Advanced Engineering





BUILT Ford TOUGH


Ford
1992
TAURUS BIW

1992

TAURUS



1995

LINCOLN TC



CONTOUR BIW



1997

F-150



X179 BIW



1999

LINCOLN LS



2001

ALUMINUM



SUV

2002

FORD GT



JAGUAR



2014

EXPEDITION



2015

F-150



BODY WEIGHT SAVING TARGET – 40%

X0 PROTOTYPE
WEIGHT SAVINGS – 36%



X1 PROTOTYPE
WEIGHT SAVINGS – 40%



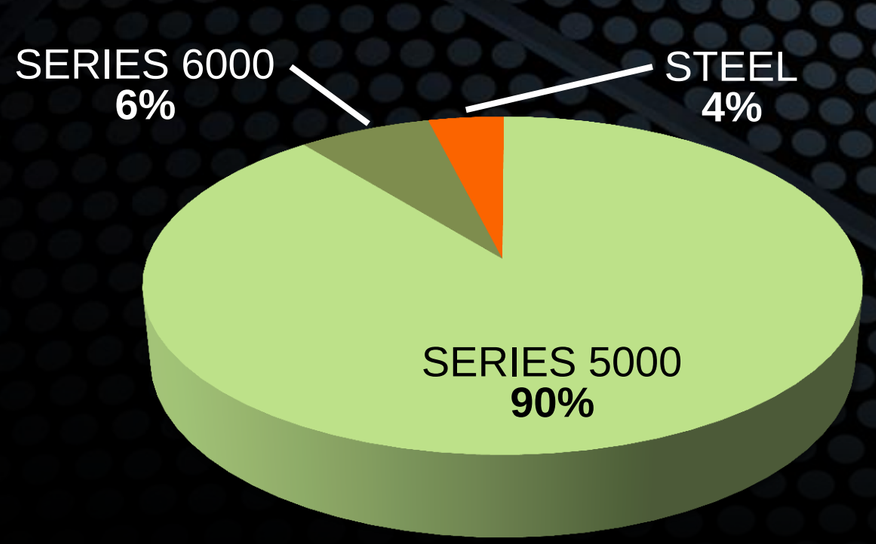


F-150
WEIGHT SAVINGS – 45%

MATERIAL STRENGTH

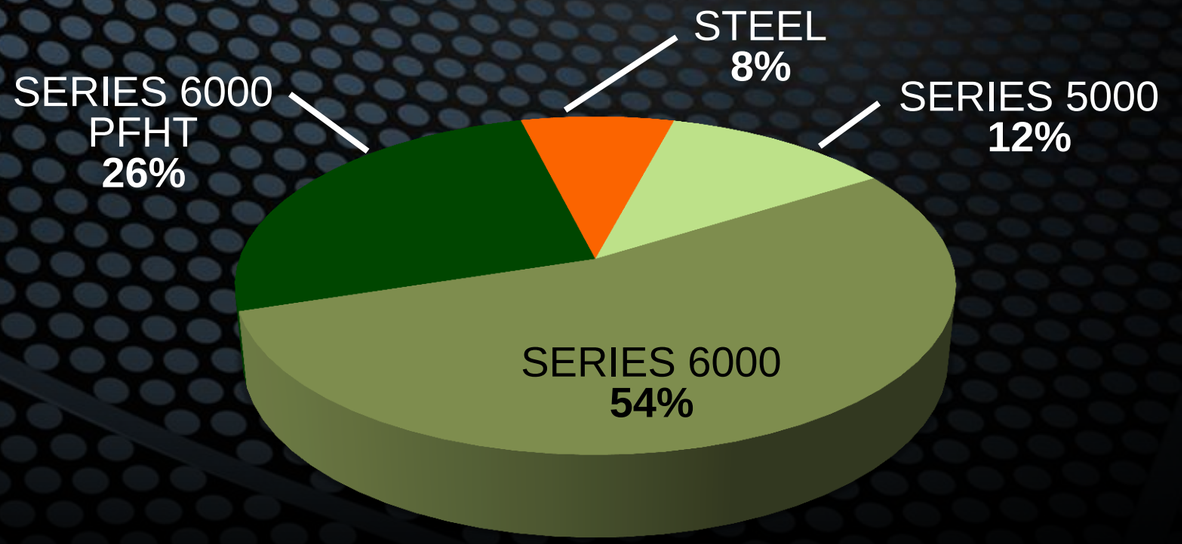
1992 AIV SABLE
BODY STRUCTURE





2015 F-150
BODY STRUCTURE





INCREASED
MATERIAL FORMABILITY





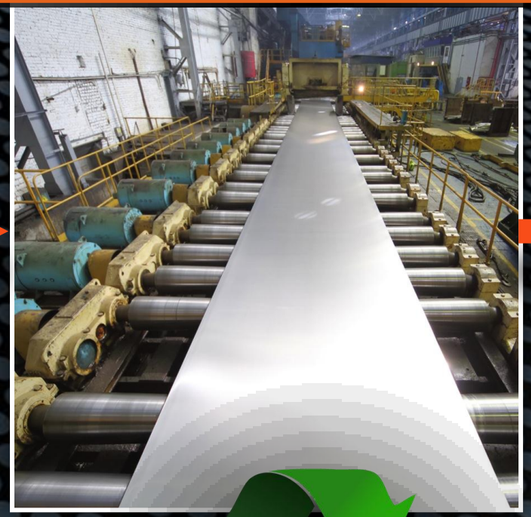





5XXX
6XXX-T81
6XXX-T82
6XXX-T81 EXTRUSION
6XXX-T82 EXTRUSION
STEEL
F150

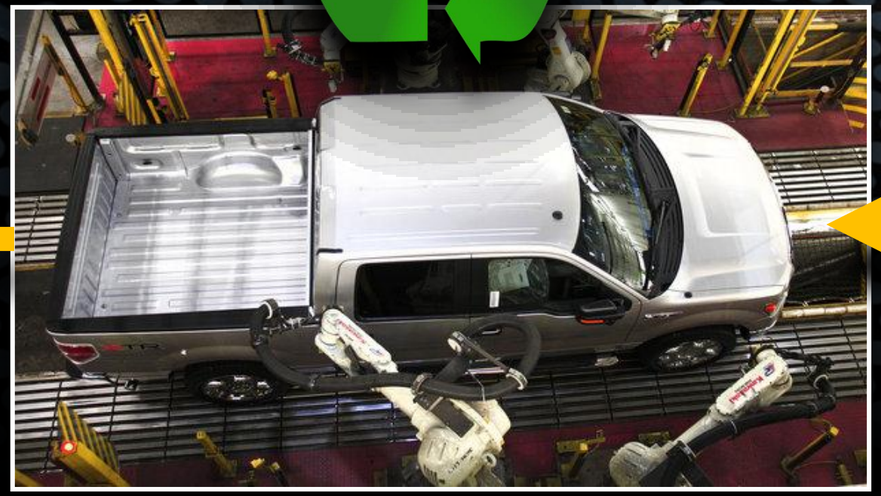
CLOSED LOOP RECYCLING

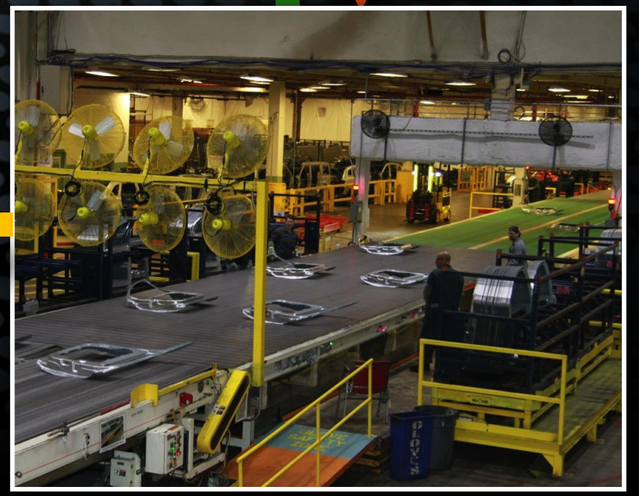














GEORGE SHARP

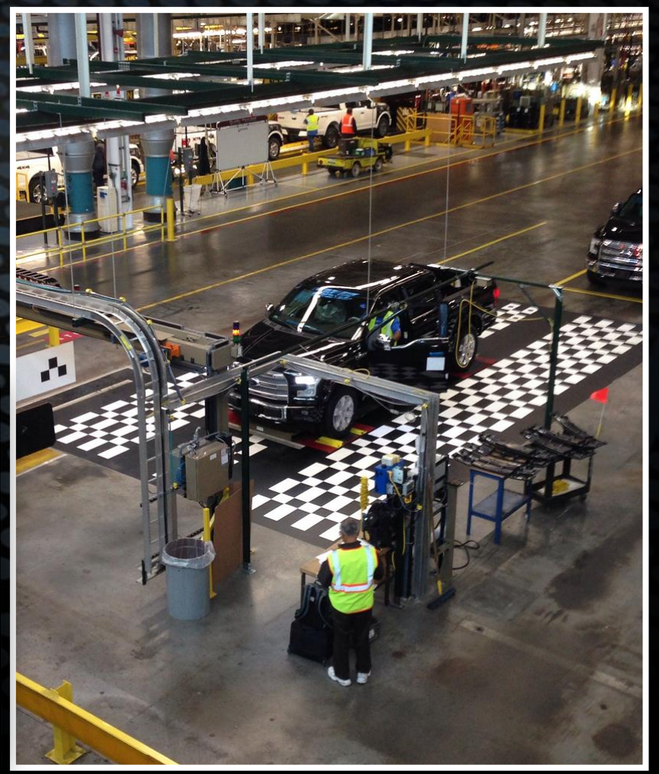
Executive Director, Ford Investor Relations

MANUFACTURING

- Approximately 2,700 Jobs Added for F-150 Production Since 2014 Due To:
  - Increased capacity to meet strong demand
  - Segment-first content, from 360 degree camera system to BoxLink
  - Insourcing of jobs from suppliers to control output and protect intellectual capital

- 900 at Kansas City Assembly Plant
- 850 at Dearborn Stamping and Dearborn Diversified
- 500 at Dearborn Truck Plant
- 300 at Lima Engine
- 150 at Sterling Axle



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TOUGHEST
SMARTEST
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F-150 EVER
#2015F150



ONE FORD

ONE TEAM • ONE PLAN • ONE GOAL




BUILT
Ford
TOUGH


BUILT
Ford
TOUGH