



All-New F-150

Fireside Chat With Citi Research

Customer-Driven Decisions

18,000 Photos + 1,000 Hours Research/Observation + 600 Hours Video = New Needs Met



Powerful New Electrical Platform

Business Benefits

- Speed to market for features and capability
- Rapid issue identification and resolution over-the-air
- Prognostics to reduce service visits and improve satisfaction
- Increased collaboration with businesses



Engineering Benefits

- Platform architecture enables faster feature development and deployment
- Connected vehicle data, analytics and diagnostics enables customer understanding
- Integrated vehicle, mobile and cloud ecosystem enables consistent experiences

Customer Benefits

- Available cloud-connected digital assistant with natural language voice recognition
- Available cloud-connected navigation / updated maps / real time traffic / POI
- Available cloud-connected parking, weather and restaurant reviews
- Enhanced cybersecurity
- Continuous feature and capability updates post-sale

Connected Cockpit



- Introducing SYNC®4
- Wireless smartphone connection
- 2x computing power of SYNC®3
- Hands-free to minimize distractions
- Available enhanced voice recognition
- Available Pro Power Onboard screen analytics



- Standard over-the-air updates
- All-new functions and additional features throughout the life of the truck
- Preventative maintenance, reduced repair trips and improved performance
- More vehicle up-time



- Ford Telematics for commercial customers
- Improve utilization
- Maximize vehicle availability
- Optimize running costs
- Protect vehicles
- Monitor driver behavior



Pro Power Onboard power generation

4th generation hybrid technology optimized for truck customers

1.5 kilowatt-hour liquid-cooled lithium-ion battery

Targeted best-in-class horsepower and torque ¹

3.5-liter twin-turbo EcoBoost V6 engine

35-kw electric motor integrated in 10-speed transmission

PowerBoost™ Full Hybrid

The class-exclusive¹, available powertrain brings new levels of productivity and power to the all-new F-150



Pro Power Onboard

First-ever, fully integrated Pro Power Onboard generator
Available across series lineup

F-150 becomes a mobile generator with a built-in power source providing:

- 2.0 Kilowatts output available on optional gas engines
- 2.4 Kilowatts standard on PowerBoost equipped F-150
- 7.2 Kilowatts optional on PowerBoost equipped F-150



7.2-Kilowatts Available On F-150 PowerBoost Hybrid

Framing A House

Tool	Wattage
12-Inch Compound Miter Saw	1,800
Circular Saw	1,000
Gang Battery Charger	1,200
Hammer Drill	1,200
1/2-hp Air Compressor	1,000
Flood Lights	800



10 New Driver-Assist Technologies Available

- Active Drive Assist²
(available summer 2021)
- Intersection Assist
- Active Park Assist 2.0
- Auto Hold
- Intelligent Adaptive Cruise Control
- Lane Centering Assist
- Speed Sign Recognition
- Evasive Steering Assist
- Post-Collision Braking
- Reverse Brake Assist





Available Trailer Technologies

Trailer Reverse Guidance

Pro Trailer Backup Assist

Blind Spot Information System with Trailer Coverage

Trailer Light Check

Trailer Theft Alert

Smart Trailer Navigation



Available Interior Work Surface

The shift lever folds down into the console - freeing up space for a large work surface; available with both bench seating and Captain's Chairs



Available Max Recline Seats³

They recline nearly 180 degrees



Tailgate Work Surface

The available tailgate work surface creates a workbench with a built-in ruler and built-in areas to hold tablets, cups and pens





Available Lockable, Fold-Flat Rear Storage

Store long items or use divider for
split storage



Most Aerodynamic F-150 Ever

Active grille shutters

First Ford application of an active air dam





Disclaimers

- ¹ Class is Full-Size Pickups under 8,500 lbs. GVWR.
- ² Active Drive Assist is a hands-free highway driving feature. Only remove hands from the steering wheel when in a Hands-Free Zone. Always watch the road and be prepared to resume control of the vehicle. See Owner's Manual for detail and limitations. The Active Drive Assist Prep Kit contains the hardware required for this feature. Software for the feature will be available for purchase, expected third quarter 2021. Separate payment for feature software required to activate full functionality at that time. Driver-assist features are supplemental and do not replace the driver's attention, judgment and need to control the vehicle. They do not replace safe driving.
- ³ Not to be used while driving.