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## Ford's Blueprint for Sustainability Advances to Next Level; New F-150 Lineup Includes Highest EPA-Estimated Fuel Economy Ratings Among Full-Size Gas-Powered Pickups

- The new 2015 F-150 lineup – featuring the toughest, smartest and most capable F-150s ever – now includes the highest EPA-estimated fuel economy ratings of any full-size gasoline pickup on the market
- When equipped with available 2.7-liter EcoBoost<sup>®</sup> engine, new F-150 4x2 has EPA-estimated 19 mpg City, 26 mpg Highway and 22 mpg Combined fuel economy ratings
- 2015 F-150 can tow as much as 1,110 pounds more, haul as much as 530 pounds more, has a 5 percent to 16 percent better power-to-weight ratio and new F-150 EPA fuel economy ratings are 5 to 29 percent better than current models, depending on engine

Ford advances to the next level in providing customers with more fuel-efficient vehicles, as the new 2015 F-150 lineup includes the highest EPA-estimated fuel economy ratings of any gasoline-powered full-size pickup sold in America.

Up to 700 pounds lighter than current models, the new F-150 4x2 with Ford's 2.7-liter EcoBoost engine has EPA-estimated ratings of 19 mpg City, 26 mpg Highway and 22 mpg Combined. That is 5 percent to 29 percent better than current F-150 models, depending on engine and driveline configuration on the combined cycle.

"We set out to create the future of tough with the new F-150," said Raj Nair, Ford group vice president, Global Product Development. "We are delivering with the toughest, smartest and most capable

F-150 ever – and now the highest EPA-estimated fuel economy ratings of any full-size gas-powered pickup in America.”

The improved performance is enabled by saving weight through the use of high-strength steel and high-strength, military-grade, aluminum alloys plus smart engineering. The weight savings not only improve fuel efficiency, they improve the new F-150’s capability and performance. Combined with EcoBoost engine technology, the F-150 now tows as much as 1,100 more pounds and hauls as much as 530 pounds more than today’s model with a 5 percent to 16 percent better power-to-weight ratio.

Ford is producing trucks and now has started shipping the all-new pickups to its dealers.

### **Delivering Ford’s Blueprint for Sustainability**

The F-150’s fuel economy leadership pays off two key elements of Ford’s Blueprint for Sustainability – making high volumes of internal combustion engines as efficient as possible through EcoBoost technology and achieving substantial vehicle weight savings.

Introduced in 2007, the Blueprint is a plan of near-, mid- and long-term product and technology actions that incorporate fuel-saving technologies into the company’s vehicles, while continuing development of breakthrough technologies.

Today, Ford has 2 million EcoBoost engines on the road in cars, utilities and trucks.

EcoBoost technology was first offered for F-150 customers in early 2011 with the 3.5-liter EcoBoost engine. To date, Ford has sold 600,000 F-150 trucks equipped with 3.5-liter EcoBoost engines, helping Ford customers save an estimated 68 million gallons of gasoline.

### **New truck, even more engine choices**

Ford offers new F-150 customers four engine choices: the available 2.7-liter EcoBoost with standard Auto Start-Stop, a new standard 3.5-liter V6 Ti-VCT engine, a more powerful available 5.0-liter V8 Ti-VCT engine and an available premium 3.5-liter EcoBoost engine.

These trucks represent a substantial improvement over trucks of the past. Owners of seven- or eight-year-old trucks who are in the market for a new truck may be surprised by the impressive capability of the 2015 F-150. For example, returning owners of 2008 model year F-150s could see EPA-estimated fuel economy

rating improvements of up to 43 percent and power-to-weight increases of up to 46 percent, while towing could improve as much as 3,900 pounds and payload could improve as much as 1,390 pounds, depending on engine and configuration.

The chart below compares the 2015 2.7-liter EcoBoost 4x2 F-150 to the 2008 4.6-liter V8 4x2 F-150, and to its current major competitors:

Engine	EPA- Estimated Fuel Economy City/ Hwy/ Combined	Horsepower	Torque	Max Towing	Max Payload
2015 Ford F-150 2.7-liter EcoBoost 4x2	<b>19/26/22</b> 1	325	375	8,500	2,250
2008 Ford F-150 4.6-liter V8 4x2	14/19/16	248	294	7,200	1,970
Improvement from 2008 F-150 to 2015 F-150	+5/+7/ +6	+77	+81	+1,300	+280
2015 Chevrolet Silverado 1500 5.3-liter V8 4x2	16/23/19	355	383	11,200	2,260
2015 Toyota Tundra 4.6-liter V8 4x2	15/19/16	310	327	6,800	1,605

2015 Ram 1500 5.7-liter Hemi V8	15/22/17	395	410	10,650	1,820
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The all-new standard 3.5-liter Ti-VCT V6 offers performance customers expect from a full-size pickup truck, while offering unsurpassed EPA-estimated ratings of 18 mpg City, 25 mpg Highway and 20 mpg Combined for 4x2 models. The 3.5-liter Ti-VCT V6 can tow an unsurpassed 7,600 pounds among light-duty trucks with standard V6 engines. The chart below provides details compared with the 2008 4.2-liter V6 4x2 F-150 and current major competitors:

Engine	EPA- Estimated Fuel Economy City/ Hwy/ Combined	Horsepower	Torque	Max Towing	Max Payload
2015 Ford F-150 3.5-liter V6 Ti- VCT 4x2	<b>18/25/20</b> <sup>2</sup>	282	253	<b>7,600</b> <sup>3</sup>	1,910
2008 Ford F-150 4.2-liter V6 4x2	14/19/16	202	260	5,700	1,910
Improvement from 2008 F-150 to 2015 F-150	+4/+6/ +4	+80	-7	+1,900	0
2015 Chevrolet Silverado 1500	18/24/20	285	305	7,600	1,980

4.3-liter  
V6 4x2

2015 17/25/20 305 269 7,600 1,900  
Ram  
1500  
3.6-liter  
V6 4x2

The 5.0-liter Ti-VCT V8 provides customers with robust capability for frequent towing and hauling with a best-in-class maximum payload of 3,300 pounds and maximum tow rating of 11,100 pounds, which is an improvement of up to 3,900 pounds over the 2008 4.6-liter V8 F-150. In the 4x2 configuration, the 5.0-liter has EPA-estimated fuel economy ratings of 15 mpg City, 22 mpg Highway and 18 mpg Combined. The chart below provides details compared with the 2008 4.6-liter V8 4x2 F-150 and current major competitors:

Engine	EPA- Estimated Fuel Economy City/ Hwy/ Combined	Horsepower	Torque	Max Towing	Max Payload
2015 Ford F-150 5.0-liter V8 Ti- VCT 4x2	15/22/18	385	387	11,100	<b>3,300<sup>4</sup></b>
2008 Ford F-150 4.6-liter V8 4x2	14/19/16	248	294	7,200	1,970
Improvement from 2008 F-150 to 2015 F-150	+3/ +2	+137	+93	+3,900	+1,330

2015 Chevrolet Silverado 1500 5.3-liter V8 4x2	16/23/19	355	383	11,200	2,260
2015 Toyota Tundra 4.6-liter V8 4x2	15/19/16	310	327	6,800	1,605
2015 Ram 1500 5.7-liter Hemi V8	15/22/17	395	410	10,650	1,820

The available 3.5-liter V6 EcoBoost engine provides customers a strong combination of gas fuel economy and capability, with best-in-class 12,200 pounds of maximum towing and EPA-estimated ratings of 17 mpg City, 24 mpg Highway and 20 mpg Combined for 4x2 models. The chart below provides details compared with the 2008 5.4-liter 4x2 F-150 and current major competitors:

Engine	EPA- Estimated Fuel Economy City/ Hwy/ Combined	Horsepower	Torque	Max Towing	Max Payload
2015 Ford F-150 3.5-liter EcoBoost 4x2	17/24/20	365	420	<b>12,200<sup>5</sup></b>	3,270
2008 Ford F-150 5.4-liter 4x2	13/17/14	300	365	10,500	3,020

Improvement from 2008 F-150 to 2015 F-150	+7/+6	+65	+55	+1,700	+250
2015 Chevrolet Silverado 1500 6.2-liter V8 4x2	15/21/17	420	460	12,000	2,130
2015 Toyota Tundra 5.7-liter V8 4x2	13/18/15	381	401	10,500	2,080
2015 Ram 3-liter EcoDiesel V6 4x2	20/28/23	240	420	9,200	1,610

### Better Value, Too

Equipped with 2.7-liter EcoBoost, the all-new F-150 is a better value than even diesel-powered pickups. For instance, the \$495 option on the Ford is significantly less than the \$4,470 3.0-liter Ram EcoDiesel option.

In addition, with diesel prices currently 76 cents per gallon more<sup>6</sup> at the pump, each 3.0-liter Ram EcoDiesel fill-up costs over \$24 more than the new 2.7-liter F-150<sup>7</sup>. That means at today's fuel prices Ram EcoDiesel owners are not able to offset the additional cost of their EcoDiesel engines with fuel savings<sup>8</sup>.

"Once again, the Ford F-150 establishes new standards in durability, capability and efficiency, defining the future of tough," said Nair.

### New F-150 Lineup EPA-Estimated Fuel Economy Ratings

	<b>EPA Fuel Economy City/ Hwy/ Combined</b>	<b>Horsepower</b>	<b>Torque</b>	<b>Max Towing</b>	<b>Max Payload</b>
2015 Ford F-150 3.5L V6 Ti-VCT 4x2	<b>18/25/20</b> 1	282	253	<b>7,600</b> <sup>5</sup>	1,910
2015 Ford F-150 3.5L V6 Ti-VCT 4x4	17/23/19	282	253	7,500	1,690
2015 Ford F-150 2.7L EcoBoost 4x2	<b>19/26/22</b> 2	325	375	8,500	2,250
2015 Ford F-150 2.7L EcoBoost 4x4	18/23/20	325	375	8,400	2,160
2015 Ford F-150 5.0L V8 Ti-VCT 4x2	15/22/18	385	387	11,100	<b>3,300</b> <sup>3</sup>
2015 Ford F-150 5.0L V8 Ti-VCT 4x4	15/21/17	385	387	11,000	3,060



2015 Ford F-150 3.5L EcoBoost 4x2	17/24/20	365	420	<b>12,200</b> <sup>4</sup>	3,270
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2015 Ford F-150 3.5L EcoBoost 4x4	17/23/19	365	420	12,000	3,050
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<sup>1</sup> Highest EPA-estimated fuel economy ratings of any gasoline-powered full-size pickup truck in America

<sup>2</sup> Unsurpassed EPA-estimated City and Highway ratings for light-duty 4x2 V6 pickup trucks

<sup>3</sup> Unsurpassed standard V6 engine maximum towing rating

<sup>4</sup> Best-in-class light-duty pickup truck maximum payload rating

<sup>5</sup> Best-in-class light-duty pickup truck maximum towing rating

<sup>6</sup> AAA Fuel Gauge Report fuel economy figures as of Nov. 21, 2014 – \$2.84 regular gasoline, \$3.60 diesel price

<sup>7</sup> 32 gallon fuel tank

AAA fuel economy figures

<sup>8</sup> Based on EPA estimated combined fuel economy ratings of 2.7 liter EcoBoost 4x2 (22 mpg) vs. Ram EcoDiesel (23 mpg)

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