



## Built for Getting Things Done, Ford Reveals the Toughest, Most Productive F-150 Ever and Most Powerful in Its Class

- All-new Ford F-150 takes North America's truck of choice for work and recreation to the next level, targeting to deliver the most maximum towing, payload, torque and horsepower of any full-size light-duty pickup, with ingenious features that make customers even more productive and new technology like over-the-air updates and SYNC® 4
- New exterior design has a bolder and even tougher look, and an all-new interior provides more comfort, technology and functionality for truck customers, along with enhanced materials, new colour choices and more storage
- New available Tailgate Work Surface boosts productivity at the back of the truck, while new optional Interior Work Surface makes using a laptop or eating a meal more comfortable; available Max Recline Seats with nearly 180 degrees of recline help customers rest between jobs
- Available Pro Power Onboard™ means customers can leave the generator at home and free up cargo space; there's enough energy to power 28 average refrigerators, charge a bed full of electric dirt bikes or run an entire job site worth of tools
- Exclusive 3.5-litre PowerBoost™ full hybrid engine delivers Built Ford Tough capability – it is targeted to have the most torque and horsepower of any light-duty full-size pickup, at least 12,000 pounds of maximum available towing capacity<sup>†</sup> and a targeted EPA-estimated range of approximately 1,100 km on a single tank of gas<sup>†</sup>

**DEARBORN, Mich., June 25, 2020** – As North America returns to work, Ford reveals its all-new F-150 – part of the F-Series lineup that's been Canada's choice for getting the job done for 54 consecutive years. The all-new F-150 is purpose-built to be the toughest, most productive F-150 ever and targeted to be the most powerful light-duty full-size pickup truck on the market.

“Since 1948, our hardworking F-Series customers have trusted Ford to help them get the job done,” said Jim Farley, Ford's chief operating officer. “F-150 is our flagship, it's 100 per cent assembled in America, and we hold ourselves to the highest standard to make sure our customers can get the job done and continue to make a difference in their communities.”

The all-new F-150 raises the standard for all light-duty trucks. It targets the most towing, payload, torque and horsepower of any light-duty full-size pickup, introduces all-new features to increase customer productivity, has new connected vehicle innovations such as over-the-air updates that help keep F-150 at the forefront of purposeful technology, and an available all-new 3.5-litre PowerBoost™ hybrid powertrain with Pro Power Onboard™ – an integrated power generator.

“We see it as our duty to deliver not just what our customers want and need, but what they might have never thought possible,” said Craig Schmatz, Ford F-150 chief engineer. “The F-150 will be tougher than ever, and with fully connected over-the-air updates, it opens up a much wider range of potential enhancements – from predictive maintenance to feature upgrades.”

### **Toughest F-150 ever**

The all-new F-150 starts with a durable, proven foundation – a fully boxed high-strength steel frame with a high-strength, military-grade, aluminum alloy body. Every panel of the distinctive, rugged exterior is redesigned while maintaining its bold and tough signature look, including an updated headlamp design, new power dome hood and wrap-around bumpers. Higher front fenders, a tucked-in midsection and larger-diameter tires pulled out three-quarters of an inch create a stronger, more powerful stance on and off the road.

There are 11 grille options available across the series lineup, all differentiated in their design and all unmistakably F-150, plus new tailgate appliques. Functional upgrades throughout include available LED headlamps and taillamps, and available full-length extended power running boards with kick switch that provide better truck-side cargo box accessibility.

The all-new F-150 is also the most aerodynamic ever. New active grille shutters, a new automatically deploying active air dam, and new cab and tailgate geometry all work together to reduce drag and improve fuel consumption on every truck.

The interior is completely redesigned to elevate truck owners’ experience with style, comfort, utility and technology. Featuring enhanced materials, new colour choices and more storage, it is built around the functional needs of truck customers. Every surface has been thoughtfully designed, such as more soil-resistant two-tone seats for XL or the new standard dual glovebox.

F-150 introduces an all-new 12-inch centre screen – standard on XLT high series and above – that allows customers to split the screen and control multiple functions simultaneously, including navigation, music or truck features. The landscape design strikes a balance between demands for technology accessibility and the greater convenience of physical buttons. An 8-inch touch screen, standard on XL and XLT standard and mid-series trucks, means every customer gets touch screen functionality and better rearview camera vision. Both screens feature access to the new digital owner’s manual, which can help all customers find the information they need more easily, including how-to videos for additional explanation.

An available new 12-inch digital gauge cluster features a large information-on-demand area, along with truck-specific graphics and animations that respond to the all-new F-150’s selectable drive modes and can display off-roading data and turn-by-turn navigation.

### **Most productive F-150 ever**

Ford’s deep understanding of truck customers informs new features on the all-new F-150 that help take productivity to the next level.

Creating the ultimate durable, anywhere office, F-150’s new optional Interior Work Surface is ideal for signing documents, working on a 15-inch laptop or enjoying a meal when parked. It is available in both bench and captain’s chair seating configurations on XL to Limited. Knowing many customers prefer a console shifter, Ford has created a stowable unit for F-150, which easily folds into the centre console with the push of a button and allows full access to the large work surface when in park.

Class-exclusive Max Recline Seats available on King Ranch, Platinum and Limited models provide ultimate comfort during downtime. Max Recline Seats fold flat to nearly 180 degrees, with the bottom cushion rising to meet the back cushion and the upper back support rotating forward up to 10 degrees for maximum comfort.

Available lockable, fold-flat rear storage adds a vault to the F-150 that extends the width of the rear seats. It's as easy as lifting the bottom cushion of the rear seat, dropping valuables in and locking them away for safe keeping. Great for storing long items like fishing rods or blueprints, it even has a divider to keep gear organized.

Every all-new F-150 comes standard with new cleats mounted to the sides of the tailgate to act as tie-down locations for extra-long items in the bed. New clamp pockets are built into the tailgate of every truck, so customers can hold materials down for precision work. An available flat Tailgate Work Surface also includes integrated rulers, a mobile device holder, cupholder and pencil holder.

Customers can keep going into the night with exclusive available Zone Lighting. This allows occupants to turn on and off individual sections of exterior lights through the SYNC® 4 screen or remotely with the FordPass app on their phone, so they never have to work, camp or do anything in the dark.

The all-new F-150 is the only light-duty full-size pickup to offer available Trailer Reverse Guidance and Pro Trailer Backup Assist. Trailer Reverse Guidance, made popular on Super Duty, uses the truck's high-resolution cameras to provide multiple views along with helpful graphics that tell drivers which way to turn the steering wheel while backing up. Pro Trailer Backup Assist, which makes backing up a trailer as easy as turning a dial, continues on F-150.

### **Most powerful in its class**

The all-new 3.5-litre PowerBoost full hybrid V6 powertrain is targeted to deliver the most torque and horsepower of any light-duty full-size pickup. Available on every trim level from F-150 XL to Limited, the no-compromise PowerBoost system – the only light-duty full-size pickup to offer a full hybrid – adds instant electric torque to Ford's 3.5-litre EcoBoost® V6. It is targeting an EPA-estimated range of approximately 1,100 km on a single tank of gas<sup>1</sup> and will deliver at least 12,000 pounds of available maximum towing – equivalent to the average weight of 43 NFL linemen.

PowerBoost combines Ford's proven EcoBoost engine and 10-speed SelectShift® automatic transmission with a 35-kilowatt (47-horsepower) electric motor integrated into the transmission, as well as software calibrated specially for truck use, including drive modes like tow/haul mode to help customers better manage towing heavy trailers.

The electric motor applies regenerative braking energy capture to help recharge the 1.5-kilowatt-hour lithium-ion battery. The battery is efficiently packaged underneath the truck, leaving the cab and cargo box of PowerBoost F-150 as spacious for passengers and cargo as other comparably equipped F-150 models. The system is capable of sustained battery usage at extreme outside temperatures or under heavy loads.

Power isn't only important under the hood. Available Pro Power Onboard expands F-150's capability by bringing generator levels of exportable power to work sites, camp sites and

everyday life. Pro Power Onboard is available with a 2.0-kilowatt output on optional gas engines, while PowerBoost-equipped F-150 comes standard with 2.4 kilowatts of output or an optional 7.2 kilowatts of output. Power is accessible through in-cabin outlets and up to four cargo bed-mounted 120-volt 20-amp outlets, with a 240-volt 30-amp outlet on the 7.2-kilowatt version. The system even provides power on the move to charge tool batteries in between jobs.

### **Most connected F-150 ever**

F-150 represents Ford's next big step in bringing connected vehicles to customers. The all-new F-150 is North America's first full-size pickup with standard over-the-air updates, helping customers' trucks stay at the forefront of purposeful technology. These updates are bumper-to-bumper, and can include all-new functions and additional features throughout the life of the truck. They can support preventative maintenance, reduce repair trips, provide improved performance and ultimately result in more vehicle up-time. The majority of updates will be completed in under two minutes and can be performed at times customers choose, so they won't have to put their lives on hold.

All-new SYNC 4 is standard, helping keep owners connected and make their days more productive with more natural voice control available as well as real-time mapping and customizable information on demand. The technology builds on more than 10 years of SYNC innovation by helping minimize distractions with hands-free voice control as well as core features such as making phone calls and selecting music. With twice the computing power of the previous-generation system, new SYNC 4 can wirelessly connect smartphones without the USB cord for seamless integration of Apple CarPlay™ or Android Auto™ compatibility as well as SYNC AppLink® apps like Waze.

Customers can access more than 10,000 hours of on-demand content, live channels, ad-free music, sports, entertainment, news and personalized recommendations, and they can search for related content with available SiriusXM with 360L satellite and streaming service. The new eight-speaker B&O Sound System by Bang & Olufsen is available starting on F-150 XLT, while the optional 18-speaker B&O Unleashed system with speakers in the headliner and front headrests is available on F-150 Lariat and standard on King Ranch, Platinum and Limited.

Ford offers complimentary technology including 911 Assist® that automatically alerts emergency responders in the event of an accident, and FordPass, a mobile device app that allows Ford drivers to start or unlock their vehicle from a distance, as well as control new truck-focused features like Zone Lighting, Trailer Theft Alert, Trailer Light Check and Pro Power Onboard.

### **Driver-assist technologies**

All-new F-150 offers the latest driver-assist features as part of Ford Co-Pilot360™ 2.0. More features are now standard on XL, including Pre-Collision Assist with Automatic Emergency Braking and Pedestrian Detection to help avoid a possible collision with another vehicle or a pedestrian, rearview camera with dynamic hitch assist, auto high-beam headlamps and auto on/off headlamps.

F-150 also adds 10 new driver-assist features and is the only pickup to offer Active Drive Assist, which allows for hands-free driving on more than 160,000 km of divided highways in all 50 states and Canada. Its advanced driver-facing camera tracks head position and driver eye gaze to enable hands-free driving when available. It allows owners on certain sections of pre-mapped, divided highways to drive with their hands off the steering wheel – if they continue to pay attention to the road ahead – granting them an additional level of comfort during long drives.

The Active Drive Assist prep kit contains the hardware required for this feature, while the software to enable functionality, expected in the third quarter of the 2021 calendar year, will be delivered by over-the-air update or dealer visit. Separate payment will be required to activate full functionality at that time.

Other new available features include Intersection Assist, which detects oncoming traffic while the driver is attempting a left turn. If there is risk of a collision with an oncoming vehicle, F-150 will apply the brakes to mitigate or avoid it. F-150 is the only light-duty full-size pickup with available Active Park Assist 2.0, which handles all steering, shifting, braking and accelerator controls during a parallel or perpendicular parking maneuver while the driver holds down a button.

Every F-150 is proudly assembled at Ford's Dearborn Truck Plant in Dearborn, Michigan, and Kansas City Assembly Plant in Claycomo, Missouri. The all-new F-150 will be available this fall.

<sup>†</sup>Projected EPA calculated range. Actual range will vary. Final EPA-estimated ratings available later in the 2020 calendar year.

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### ***About Ford Motor Company of Canada, Limited***

*Ford of Canada's operations include a national headquarters, three regional offices, three vehicle assembly and engine manufacturing plants, two parts distribution centres, two R&D sites, and three Connectivity and Innovation centres. Ford employs approximately 8,000 people in Canada, while an additional 18,000 people are employed in the more than 400 Ford and Ford-Lincoln dealerships across the country. For more information, please visit [www.ford.ca](http://www.ford.ca).*

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