

INTRODUCING
THE NEW 2009

F150



NEW '09 F-150: **BUILT FOR YOU**

We know that the more successful you become, the longer your to-do list gets. We also know that the more fun you have, the harder you want to play. So we built the new F-150 to serve your get-it-done work ethic and go-for-it lifestyle. It has more capability, more power, and more innovative features designed to help you do it all. For over 60 years, Ford F-Series trucks have been built to handle whatever their owners dish out. And you can expect even more of the same in Fall 2008. That's when the new '09 F-150 arrives — Built for You.

Please see inside back cover for disclaimers and footnotes.

Check out the new '09 F-150 at
www.fordvehicles.com/2009F150

'09 F-150 XLT SuperCrew 4x4 shown in Royal Red with optional Chrome Package and 20" Chrome-Clad Aluminum Wheels



New 4.6L 3-Valve V8

This new V8 powerplant slots in between the 4.6L 2-valve V8 and the 5.4L 3-valve V8. Two intake valves and one exhaust valve help it produce excellent horsepower, torque and fuel efficiency.¹

BUILT FOR POWER & STRENGTH

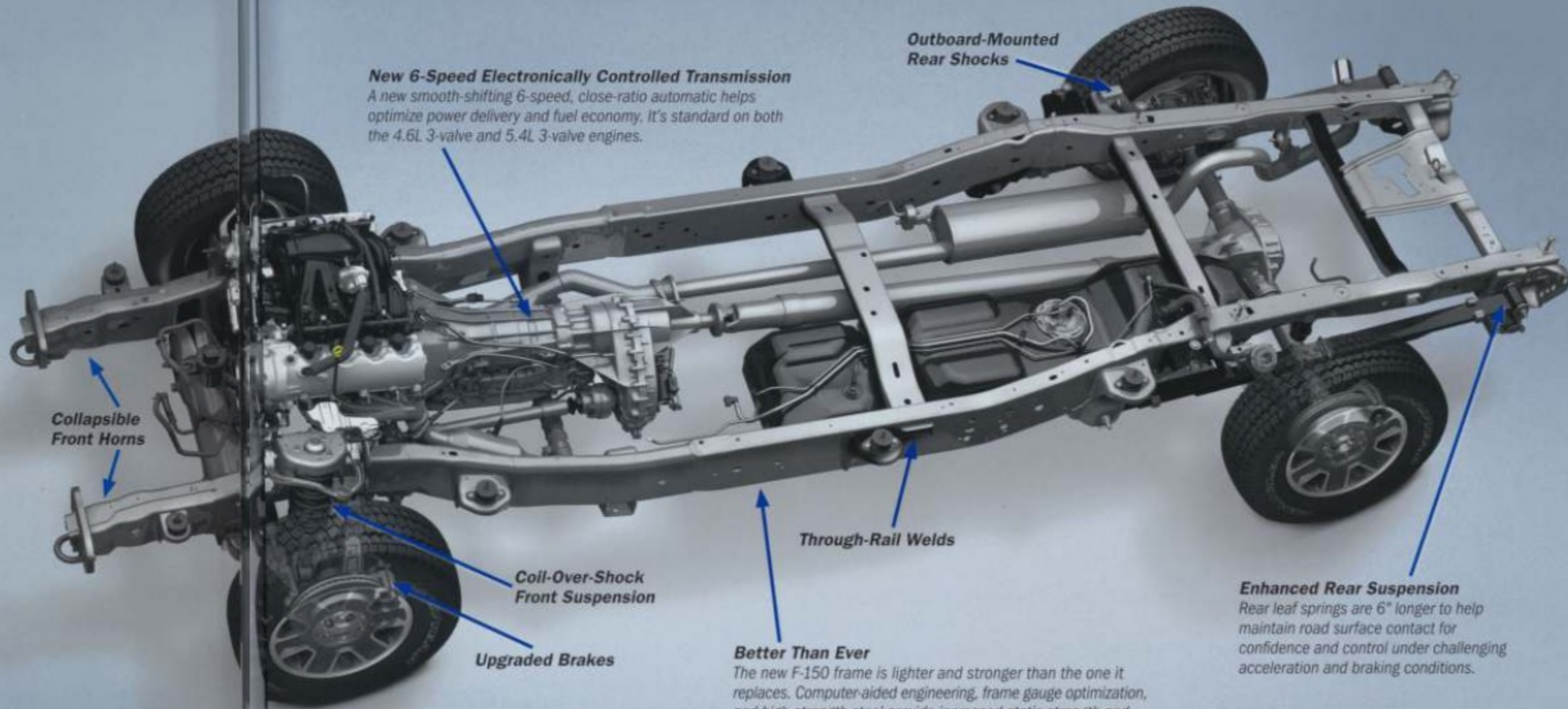
The '09 F-150 has been improved from the ground up. How did we know what to do? We listened to you. You need a powertrain that can handle almost any task? The new F-150 offers you 3 different V8 engine/transmission combinations so you can choose just the right one. Fuel efficiency on your mind? We deliver on that too. Thinking about getting a bigger boat? We added high-strength steel to the frame so you can tow it better. And, there's plenty more of what you're looking for right here.

5.4L 3-Valve V8

This top-of-the-line horsepower and torque powerhouse is also Flexible-Fuel capable. It can run on E85 (85% ethanol/15% gasoline), straight gasoline, or any blend in between.

New 6-Speed Electronically Controlled Transmission

A new smooth-shifting 6-speed, close-ratio automatic helps optimize power delivery and fuel economy. It's standard on both the 4.6L 3-valve and 5.4L 3-valve engines.



**Collapsible
Front Horns**

**Coil-Over-Shock
Front Suspension**

Upgraded Brakes

Through-Rail Welds

**Outboard-Mounted
Rear Shocks**

Better Than Ever

The new F-150 frame is lighter and stronger than the one it replaces. Computer-aided engineering, frame gauge optimization, and high-strength steel provide increased static strength and greater bending stiffness for improved capability.

Enhanced Rear Suspension

Rear leaf springs are 6" longer to help maintain road surface contact for confidence and control under challenging acceleration and braking conditions.



New Max Trailer Tow Package

Available on select models, this special group of heavy-duty upgrades features 8 items, including a Class IV hitch receiver, to equip your F-150 to tow the heaviest loads.

Trailer Tow Mirrors

Optional manually telescoping/folding trailer tow mirrors offer large viewing areas to let you see around a big trailer, inspiring confidence whether you're towing or not.

**BUILT FOR
TOWING**

With all the towing tasks you've already thought up for F-150, it seems like you just keep coming up with more. In response, Ford has improved the new F-150's towing performance to solve even your most demanding towing challenges, when properly equipped. So go ahead. Pull tons of trailer under optimum control with the '09 F-150.



New 6-Speed Automatic with Tow/Haul Mode

When activated, Tow/Haul Mode keeps the engine in its optimum power range, and uses engine braking to slow the truck and its load. (Standard on 3-valve engines.)



'09 F-150 FX4 SuperCrew shown in Blue Flame/Sterling Grey two-tone with optional FX4 Luxury Package and 17" Machined-Aluminum Wheels



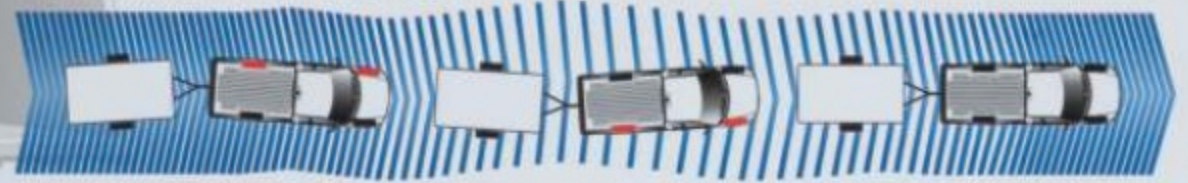
BUILT FOR CONTROL

During the week, you're hooking up a trailer full of construction equipment. On the weekend, it could be a boat, snowmobiles or ATVs. But no matter what you're pulling, you want a smooth, safe trip. The new F-150 offers an array of smart new technologies to let you tow with greater confidence.



New Factory Integrated Trailer Brake Controller
This sophisticated option uses braking input, vehicle speed, and information from the vehicle's Anti-lock Brake System (ABS) to balance the performance of the truck brakes and electric trailer brakes, offering you more confidence and control.²

New Trailer Sway Control
This advanced technology, standard on all '09 F-150s, uses a combination of reduced engine power and selective wheel braking through the AdvanceTrac[®] with RSC[®] (Roll Stability Control[™]) system to help you maintain trailer control.²





New Box Side Steps
You easily deploy and stow the available Box Side Steps with your foot — no need to bend down. One step on each side of the truck gives you strong, stable access to the front of the cargo box. Shown in deployed position.

BUILT FOR HAULING

When you've got a huge load of lumber to move, you need a truck that can handle it with ease. And to haul all the mulch you need in the fewest number of trips, extra cargo box volume comes in mighty handy. Either way, the new F-150 has you covered. Its payload capability is massive, and its deep box lets you pack in lots of cargo.

Stowable Bed Extender

This optional barrier lets you haul with the tailgate down, or secure smaller loads with the tailgate up. It folds conveniently out of the way when not in use.



Enhanced Reverse Camera System

Activated when the truck is shifted into reverse, it shows you a rearview video image that includes a centerline and distance guides — perfect for backing up to your cargo or hooking up a trailer. Optional, shown with Navigation Radio version.



'09 F-150 LARIAT SuperCrew 4x4 shown in Royal Red with optional Chrome Package, 20" Chrome-Clad Aluminum Wheels, Box Side Steps and more.

BUILT FOR ACCESS

Climbing up into a cargo box isn't always easy. And reaching something in the front of the box can be even harder. Only the new F-150 offers smart solutions to both problems. Say hello to the Tailgate Step and the Box Side Steps, new options for 2009, as well as the innovative Cargo Management System. Whether you need to get to your cargo or get organized, no other truck helps you put it all together like the '09 F-150.

Cargo Management System

Get organized with this optional multi-component, versatile Cargo Management System. Cleat load strength is best in class³ at 600 lbs. per cleat. Other optional accessories can carry bikes, skis, etc., or retain loads of up to 400 lbs. on the floor of the cargo box. Optional composite Storage Bins attach to the side rails and can be locked with the same key as your vehicle.



Tons of Interior Storage

The new F-150 has plenty of cupholders and storage. New door panels include large bins.



Heated/Cooled Power Front Seats

These optional 10-way-adjustable front seats are the ultimate in year-round comfort. They're trimmed in fine leather and available on select models.

BUILT FOR WIDE-OPEN SPACES

You want more room in your pickup? Got it. The new SuperCrew has been expanded 6" behind the front seats, for plenty of room to stretch out. And you don't sacrifice an inch of cargo box space to get it. The new F-150 also features an all-new interior that once again sets high standards for quality and craftsmanship. And the entire truck is tuned to produce a solid, confident drive. You'll work in comfort, and ride in style.

New King-Size Center Console

This available center console easily holds a laptop and is equipped with hanging-file rails. You can even lock the lid with the vehicle key.





BUILT FOR FLEXIBILITY

One day you have to move people, and another day you need to haul cargo. Sometimes you want to lock a bulky item in the cab, rather than stow it in the cargo box. When work and life make lots of demands, the new SuperCrew offers you even more room, convenience and flexibility to help you meet the challenge.



New Flat Rear Loadfloor

This huge rear loadfloor in the new SuperCrew is flat to make carrying bulky items a piece of cake.

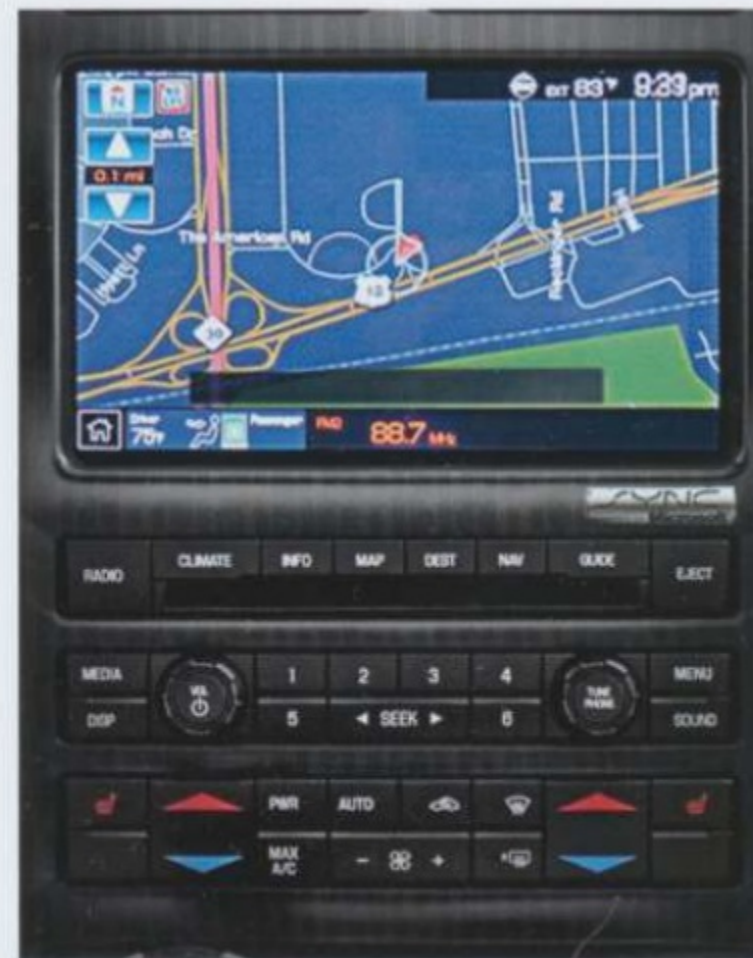


New SuperCrew 60/40 Split Rear Seat

The mechanically articulated 2nd-row seat sections flip up and fold against the back of the cab by simply pushing up on the seat bottom, an operation easily done with one hand.

More Rear Leg Room

With 6 more inches behind the front seats, the back of the new SuperCrew is one very comfortable place to be.



Next-Generation, Voice-Activated Navigation Radio

Simply tell this optional system where you want to go, and it replies with turn-by-turn instructions for stress-free travel. Includes SONY® Premium Audio and SIRIUS Travel Link.™

SONY 700-Watt Premium Audio System

This optional sound system includes a 6-disc in-dash CD changer with MP3 capability, and auxiliary input jack to hook up any compatible audio player. 10 speakers include a subwoofer for rich, crystal-clear sound.

BUILT FOR CONNECTIVITY

We know you're spending a lot more time in your truck. So the new F-150 offers the latest voice-activated communications, entertainment and navigation systems to help keep you connected. Ford SYNC™ powered by Microsoft® is a first-in-class breakthrough. Simple voice commands let you control most Bluetooth®-enabled mobile phones and popular digital music players.⁴ It's versatile, affordable and optional exclusively on select Ford vehicles.

SIRIUS Travel Link

With the optional Navigation Radio, it can help find the nearest gas station (and prices), map your way around an accident, provide the weather forecast (including radar maps), and keep you connected with the latest sports scores and movie listings. Also includes SIRIUS' music, sports, entertainment and talk channels.⁵





*'09 F-150 FX4 Interior shown with optional Navigation Radio,
Sport Leather-Trimmed Front Captain's Chairs and other available features*



*Airbag simulation shown on an
FX4 SuperCrew with optional equipment*

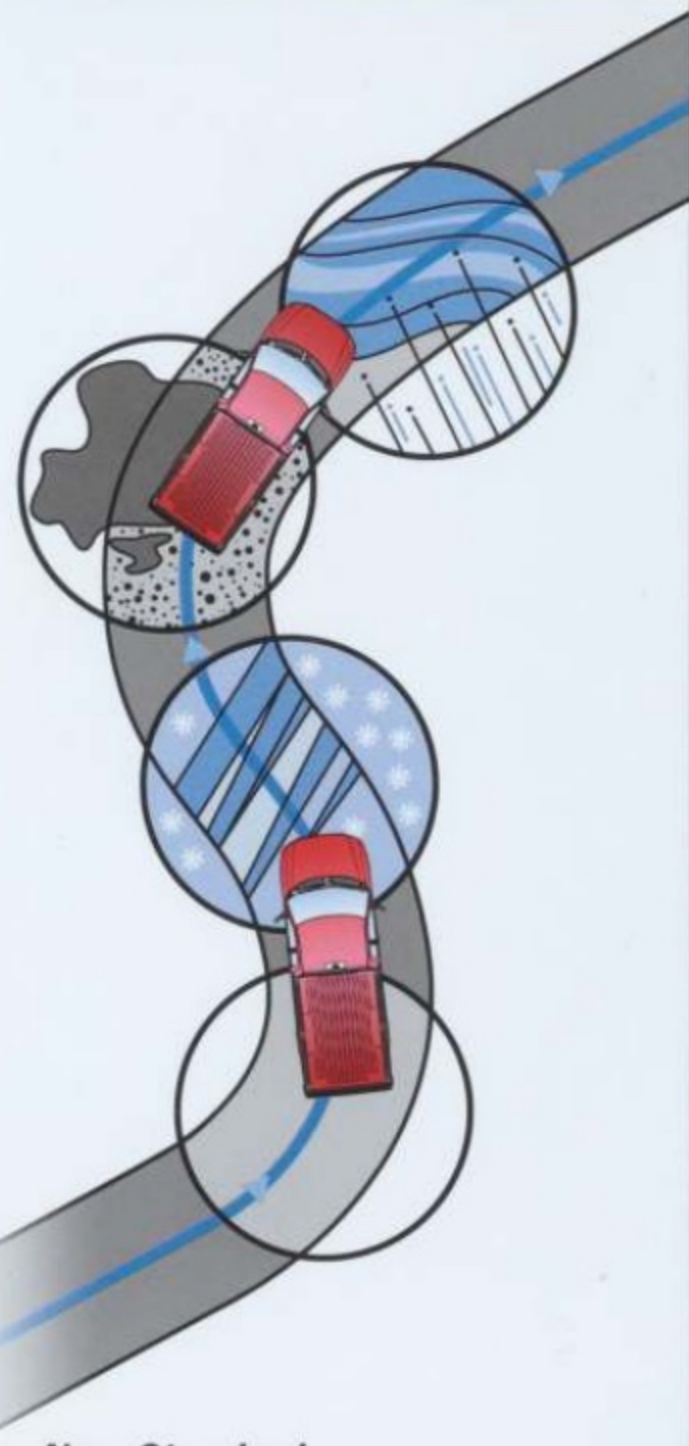


Standard Personal Safety System®
Sophisticated technology that determines the severity of the crash, safety belt use, driver-seat position and right-front-passenger weight to control the deployment force of the front airbags.

BUILT FOR SAFETY

Your safety isn't an option. That's why the new F-150 comes with advanced safety technology as standard equipment. New AdvanceTrac® with RSC® can help you maintain control, which may help you avoid an accident.² Should a collision occur, new safety features, such as front-seat side airbags and the Safety Canopy® System, offer protection and confidence for you and your passengers. The new F-150 — built to look out for you.

New Standard Safety Canopy System
This advanced system includes side-curtain airbags, and offers protection in certain side-impact collisions or rollover events. And always remember to wear your safety belt.



New Standard AdvanceTrac with RSC
Ford's proven stability system with Roll Stability Control™ steps in automatically to help you maintain control in varying road conditions, and to help keep all 4 wheels firmly planted.²

F-150

BUILT FOR CHOICE

This is where it gets easy — choosing the right F-150 for you. The new '09 F-150 offers: 7 trim levels (all the way from the workhorse XL to the premium Platinum); plus 3 engines; 4x2 or 4x4 drivelines; 3 cab styles; 3 box lengths; 2 box styles; 13 exterior colors (6 of them new); a huge array of wheels; a multitude of interior colors; vinyl, cloth or leather trim; and a list of options a block long. With all these choices, you can get the truck with the features you want and the capabilities you need.

LARIAT



BUILT FOR THE LONG RUN

Quality was designed into the new '09 F-150 at the earliest stages. At Ford's Digital Pre-Assembly laboratory, thousands of design elements were evaluated to ensure component quality and manufacturing precision. The New-Model Quality Center conducts rigorous vehicle evaluations and trains employees on assembly processes. And '09 F-150s logged millions of miles of real-world and laboratory extreme-conditions testing to ensure durability and dependability. Ford's continuous pursuit of quality and toughness has long-term payoffs: Today, there are more Ford F-Series trucks still on the road after 250,000 miles than any other brand.³



PLATINUM



KING RANCH®



FX4



XLT



STX



XL

Vehicles shown with optional equipment.

¹EPA estimates available at vehicle introduction.

²Remember that even advanced technology cannot overcome the laws of physics. It's always possible to lose control of a vehicle due to inappropriate driver input for the conditions. For more information on Ford vehicle stability systems, visit fordvehicles.com.

³Class is Traditional Full-Size Pickups under 8500 lbs.

⁴Only use mobile phones and other devices, even with voice commands, when it is safe to do so, and use extreme caution. Driving while distracted may take the driver's focus off the road, which can result in loss of vehicle control, accident and injury. The driver's primary responsibility is the safe operation of the vehicle.

⁵Service not available in Alaska or Hawaii. See your Ford Dealer or contact SIRIUS at 1-888-539-7474 for more information. ©2008 SIRIUS Satellite Radio Inc. "SIRIUS," the SIRIUS dog logo and "The Best Radio on Radio" are registered trademarks of SIRIUS Satellite Radio Inc.

⁶Based on vehicle registration data and latest odometer readings available to R. L. Polk & Co. for 1992 and newer model year full-size pickups and vans still on the road in the U.S. as of 1/1/07.

Comparisons based on 2008 competitive models, publicly available information and Ford certification data at time of printing. Some features discussed may be optional. Vehicles shown may contain optional equipment. Features shown may be offered only in combination with other options or subject to additional ordering requirements or limitations. Dimensions and capability ratings shown may vary due to optional features and/or production variability. Following publication of this catalog, certain changes in standard equipment, options and the like, or product delays may have occurred which would not be included in these pages. Your Ford Dealer is the best source for up-to-date information.

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The Bluetooth word mark is a registered trademark owned by the Bluetooth SIG, Inc.

SONY is a registered trademark of Sony Corporation.

No matter what your interests and needs, Ford has a vehicle for you. Just fill out this card, tear off at perf and mail it in.

Please send me the product info I'm looking for. And if any great offers come up that Ford and the local dealer think would be of interest, send those along too.

First name: _____ Last name: _____

Address: _____

City: _____ State: _____ ZIP: _____

Please provide your e-mail address to receive product information, offers and incentives by e-mail from Ford and the local dealer:

Telephone (including area code): _____

Please send me information on the following vehicle(s). You may choose up to 4.

- NEW '09 F-150
- F-Series Super Duty®
- 2008 F-150
- Ranger
- NEW '09 FLEX
- Expedition
- Explorer
- Sport Trac
- Edge
- Escape
- Escape Hybrid
- Mustang
- Focus
- Fusion
- Taurus
- Taurus X

When do you plan to acquire your next vehicle?

- 0-30 days
- 1-3 months
- 4-6 months
- 7+ months
- No definite plans

We would like to provide you with the appropriate incentive information. How do you plan to obtain your next vehicle? Purchase Lease

312176-001

THE NEW '09 F-150

- NEW Tougher Exterior Appearance
- NEW Interior Design
- NEW Wheel Lineup
- NEW All-V8 Engine Lineup
- NEW 6-Speed Automatic Transmission with Tow/Haul Mode
- NEW Electronic Locking Rear Axle
- NEW Standard AdvanceTrac® with RSC® (Roll Stability Control™)
- NEW Standard Trailer Sway Control
- NEW Integrated Trailer Brake Controller
- NEW Box Side Steps
- NEW Tailgate Step
- NEW Stowable Bed Extender
- NEW Easy Fuel™ Capless Fuel-Filler System
- NEW 6" Stretch SuperCrew with Flat Loadfloor
- NEW Heated/Cooled Power Front Seats
- NEW Lockable Flow-Through Center Console
- NEW Ford SYNC™ Voice-Activated, Communications and Entertainment System
- NEW Next-Generation, Voice-Activated Navigation Radio
- NEW SIRIUS Satellite Radio with SIRIUS Travel Link™
- NEW SONY® Premium Audio
- NEW PLATINUM Model
- NEW Standard Front-Seat Side Airbags and Safety Canopy® System



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