



2011 FORD F-SERIES SUPER DUTY



All-new powertrains, class-leading fuel economy, towing and payload capability and new productivity-enhancing technology highlight the all-new 2011 Ford F-Series Super Duty. Both the new diesel and gasoline engines produce best-in-class torque and horsepower. Each is mated to an all-new TorqShift® six-speed automatic transmission. The diesel pickup has 18 percent better fuel economy, and the gas pickup has 15 percent better fuel economy compared with the outgoing product.

A new 4.2-inch LCD (liquid crystal display) productivity screen gives users menu options that display information related to fuel economy, off-road performance and towing guidance. A detailed towing guidance tutorial checklist that supports conventional, fifth wheel and gooseneck options is available.

Ford Work Solutions™ and Ford SYNC® make the Super Duty owner more productive. Ford Work Solutions features an in-dash computer that provides full high-speed Internet and wireless accessories, including a printer; Tool Link™, a radio-frequency identification (RFID) asset tracking system that enables customers to maintain a real-time inventory of tools and equipment in the vehicle; Crew Chief™, a telematics and diagnostics system to inform fleet managers of their vehicles' location and maintenance needs; and Cable Lock, a security system to secure large tools and equipment in the cargo area.

SYNC has been expanded to include Traffic, Directions & Information, further extending the capability of this industry-leading voice-activated information and entertainment technology.

NEW DIESEL ENGINE

Designed, engineered and manufactured by Ford, the all-new 6.7-liter Power Stroke® V-8 turbocharged diesel engine combines best-in-class torque and horsepower with class-leading fuel economy. That performance is backed by a testing regimen specifically designed for this engine – incorporating Ford's best global diesel testing practices and development procedures – to assure the highest customer satisfaction. The engine, its components and its systems were pushed beyond what even the most extreme-use customer might dish out.

Unique inboard exhaust and outboard intake architecture, an automotive-industry first for a modern production diesel engine, delivers reduced turbo lag, which leads to better throttle response.

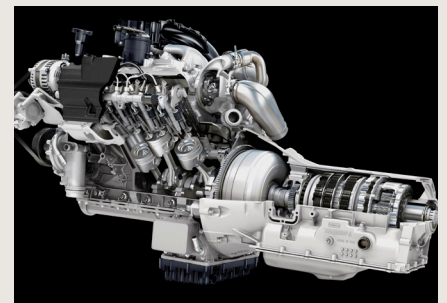
The new Power Stroke also features the first use of a compacted graphite iron (CGI) engine block in a Super Duty-class vehicle in North America. CGI is stronger than regular cast iron, and the block structure was optimized for reduced weight and maximum strength to meet the demands of higher torque and horsepower. The engine also can run on biodiesel blends up to B20.



SAFETY/STANDARD

- AdvanceTrac® with Roll Stability Control™ (SRW)
- Trailer Sway Control
- Dual-stage airbags with side air curtains
- Tire pressure monitoring system
- Belt-Minder®
- SOS Post-Crash Alert System
- Four-wheel ABS brakes

NEW TRANSMISSION



Managing the power flow is the all-new 6R140 heavy-duty TorqShift six-speed automatic transmission. The new transmission enables segment-exclusive Live Drive Power Take Off (PTO) for the Power Stroke, allowing customers to power auxiliary equipment.

The transmission features SelectShift Automatic™ functionality, which includes both Progressive Range Select and manual function. Progressive Range Select allows customers to reduce the range of available gears while in Drive. For full manual function, customers can pull the shift lever into "M" and select the gear desired. The control system locks the torque converter and holds the gear.

VITAL STATS

Production location: Kentucky Truck Plant, Louisville, Ky.

Powertrains: 6.7-liter Power Stroke V-8 turbocharged diesel engine, 390 hp @ 2,800 rpm, 735 ft.-lb. torque @ 1,600 rpm; 6.2-liter V-8 gasoline engine, 385 hp @ 5,500 rpm, 405 ft.-lb. torque @ 4,500 rpm; 6R140 heavy-duty TorqShift six-speed automatic transmission

Fuel economy: N/A; class not certified by EPA
MSRP: To be announced



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The 2011 Ford F-Series Super Duty contains a wealth of new technologies – from all-new powertrains to software designed to take full advantage of the truck's continuing best-in-class towing and payload capability – so customers can get the job done efficiently. Ford research shows that 97 percent of Super Duty customers tow, underscoring the importance of the new Super Duty's best-in-class towing capability.



The 2011 Super Duty also offers more towing from inside the bed. New is the first-ever factory-installed and warranted fifth wheel and gooseneck substructure directly attached to the frame. The electrical connection is mounted in the side of the bed wall, providing a clean installation.

TRAILER SWAY CONTROL ADDED



Ford's lauded Trailer Sway Control (TSC) system joins the Super Duty lineup, giving those customers segment-first capability. TSC is integrated with AdvanceTrac® with Roll Stability Control™, which now is standard on all single rear wheel (SRW) configurations.

The AdvanceTrac control module uses additional software to monitor the truck's motion when a trailer is attached. Trailer Sway Control can determine from the yaw motion of the truck if the trailer is swaying and take measures – such as applying precise braking or reducing engine torque – to help reduce the trailer sway.

For further peace of mind, the available integrated trailer brake controller, factory-installed and covered by a Ford limited warranty, offers smoother and safer operation due to its ability to interface with multiple vehicle systems.

Normal braking is proportional to driver brake pressure for smooth brake stops at all speeds. If the vehicle's Anti-lock Brake System (ABS) is engaged, the special trailer brake kicks in to minimize the potential for trailer wheel lockup. In Super Duty trucks with trailer brake control towing trailers with electric brakes, the Ford system can, during a sway event, also apply brakes to the trailer to help stabilize it.

AVAILABLE TOWING AND OFF-ROAD TECHNOLOGIES

- Hill Start Assist
- Hill Descent Control™
- Integrated trailer brake controller
- Enhanced Tow Haul Mode
- Integrated engine exhaust braking
- PowerScope™ trailer tow mirrors

NEW LCD PRODUCTIVITY SCREEN



Key to helping Super Duty customers take advantage of best-in-class towing capability is an all-new available 4.2-inch LCD productivity screen. The menu is navigated through a five-way button on the steering wheel.

Included is a tutorial that helps trailer tow customers:

- Name and change a trailer, allowing customers to track mileage and store gain settings via the trailer brake controller on the instrument panel
- Delete trailers
- Access information on features such as trailer brake controller or Tow Haul
- Choose the type of trailer connected and go through a connection checklist – conventional, fifth wheel and gooseneck options are supported