



2012 FORD F-150

Ford F-150, the most fuel-efficient and capable full-size pickup in the market, is getting fine-tuned for 2012, with a new FX appearance package and several driveline updates and new technologies to further improve and refine the driving experience.



NEW AND NOTABLE

- A new FX appearance package offers customized styling with a distinctive appearance
- Upgrades on the 2012 F-150's drivetrain include replacing last year's electronic shift-on-the-fly with a two-speed automatic 4x4 system for LARIAT, King Ranch® and Platinum trim levels
- The addition of neutral tow capability on all 4x4 trucks means customers can now flat-tow their F-150, making the truck even more useful
- An electronic locking rear axle replaces most of the limited-slip offerings on the 3.5-liter EcoBoost® and 5.0-liter engines
- All of the changes for 2012 complement the powertrain lineup that debuted in 2011

MORE CAPABILITY

A new feature, Hill Start Assist, helps keep the vehicle from rolling backward at a stop, making it easier to pull away when on a slope or hill especially when towing. With the brake pedal pressed, if sensors detect the vehicle is on a slope, the system is automatically activated. Brake pressure is held in the braking system and the vehicle remains stationary on the slope for up to two seconds after the driver releases the brake pedal.



UPDATED STYLE

The new FX appearance package is available on both FX4 and FX2 trucks and delivers a unique look with stealthy, flat black accents. The look is set off with black fender and tailgate badges that feature red lettering, which is carried into the interior with a red-stitched steering wheel. The FX's interior also features black leather seats with red perforations and red piping. Unique interior surfaces include black-painted dash accents, brushed-metal surfaces and satin shifter knob, door handles and air conditioning vent bezels. New 20-inch six-spoke wheels with a flat black paint are just one of the specialized exterior styling cues. A unique bodyside decal is matte black with color read-through for a distinctive appearance. A chrome exhaust tip, black-finished grille and blacked-out headlamps and taillamps round out the exterior upgrades



FUEL ECONOMY

- 3.7-liter V6:** Best-in-class 17 mpg city and best-in-class 23 mpg highway (4x2)
- 5.0-liter V8:** 21 mpg highway, unsurpassed 15 mpg city (4x2)
- 6.2-liter V8:** 13 mpg city, 18 mpg highway (4x2)
- 3.5-liter EcoBoost:** Unsurpassed 22 mpg highway (4x2)

Did you know?: Ford is the first and only manufacturer to equip its entire full-size pickup truck lineup with fuel-saving six-speed automatic transmissions as standard

VITAL STATS

Engines: 3.7-liter V6, 5.0-liter V8, 6.2-liter V8, 3.5-liter EcoBoost

Transmission: Six-speed automatic

Series: XL, STX, XLT, FX2/FX4, LARIAT, King Ranch, Platinum, SVT Raptor, Harley-Davidson™

Assembly location: Dearborn Truck Plant, Dearborn, Mich.; Kansas City Assembly Plant, Claymoco, Mo.

MSRP: Starting at \$23,985

SAFETY/STANDARD

- AdvanceTrac® with RSC® (Roll Stability Control)
- Safety Canopy® System
- Dual-stage front airbags
- Auto lock features for child seats
- SecuriLock® Passive Anti-Theft Engine Immobilizer System
- SOS Post-Crash Alert System™
- Four-wheel ABS
- Manual lap/shoulder safety belts with height adjusters, pretensioners and energy management retractors on outside front positions

For more information on the 2012 Ford F-150 and other Ford Motor Company products and news, go to <http://media.ford.com>