

READY FOR THE ALL-NEW F-150

FORD ESOURCEBOOK – Your trusted, go-to resource for Ford product and technology information. Add a link to your smartphone's homepage today!

FMCD DEALER.COM – The "Order Guides & Price Lists" section is under the "Sales" tab.

FORDVIDEOGALLERY.DEALERCONNECTION.COM
There are many additional topics and videos beyond those at eSourceBook.

MOTORCRAFTSERVICE.COM – Go to "Free Resources > Owner Information" to view Owner Manuals.

STAY IN THE KNOW

Receive timely alerts when new product or technology information is available. Simply text FORD to 42992.¹

YOUR TRAINING IS NOT DONE UNTIL YOU COMPLETE THE ONLINE QUIZ

Scan the QR code or go to fordlincoln.training/quiz.



Data rates may apply.

¹By opting in, you agree to receive automated text messages from Ford Retailer Education & Training (RE&T) to the number provided, and you confirm that you are the subscriber associated with the mobile phone number. Frequency may vary. Message and data rates may apply. For Product and Technology Training, text HELP to 42992, text STOP to 42992 to opt out. Privacy: Your mobile number will only be used to fulfill your request to receive certain RE&T text messages.

© August 2020 by Ford Motor Company. Not intended for advertising purposes. Intended for use by dealership personnel to inform consumers. For Certified Ford Dealership personnel use only. All Ford product illustrations and specifications mentioned in this publication are based on the latest product information at the time of publication approval. Competitive information mentioned is based on generally available industry data. Ford reserves the right to change specifications, equipment, designs or prices without prior notice and without incurring obligation.



Retailer Education
& Training

ALL-NEW 2021 F150

PARTICIPANT GUIDE



BFT ROUND-UP
ALL-NEW 2021 F-150

Preproduction vehicles and computer-generated images shown throughout.



BFT ROUND-UP

ALL-NEW 2021 F-150

TOUGH, POWERFUL & PRODUCTIVE

TRAINING AGENDA

TOUGH, POWERFUL & PRODUCTIVE	3-14
FOUNDATION OF STRENGTH	15-20
POWER & PRODUCTIVITY	21-28
SMART TRUCK TECH	29-38
PERFORMANCE & CAPABILITY DRIVE	39-47
READY FOR THE ALL-NEW F-150	Back Cover



Watch for opportunities to share pictures and videos on your favorite social media platform. There are also designated areas at the entry and at the rolling chassis in the closing session where you can host your own videos. Here are a few tips:

- + **Start with a hook** – talk with excitement, “You’re not going to believe what the new F-150 can do...”
- + **Tell a story to make it relevant** – don’t just recite facts and figures, give examples of the real-world benefits
- + **Speak clearly and directly** – as if having a conversation with your audience
- + **Stay on point**– short and snappy wins, try not to ramble or cover too much
- + **Show your passion for F-150** – incorporate first-hand experiences from today to add authenticity
- + **End with a call to action** – ask the audience to call, email, text or message you to learn more

The all-new 2021 F-150 is purpose-built to continue its legacy as part of the F-Series lineup – America’s best-selling trucks for 43 consecutive years¹.



¹Based on 1977-2019 CY total sales.

THE TOUGHEST F-150 EVER

The all-new F-150 starts with a proven foundation of strength and adds a bolder, tougher look than before. Every exterior panel has been redesigned.

- 
- + New taillamps, tailgates and tailgate appliques
 - + High-strength, military-grade, aluminum alloy body delivers the strength of steel without the extra weight (see page 18)
 - + Available full-length extended power running boards with a kick switch for truck-side cargo box accessibility
 - + Fully boxed high-strength steel frame provides a strong and rigid backbone for the F-150 (see page 16)
 - + Higher front fenders, a tucked-in midsection, larger-diameter tires and a wider track create a stronger, more powerful stance
 - + New mirrors have a C-clamp design and contribute to making this the most aerodynamic F-150 ever (see page 44)
 - + There are 11 different grille options across the series lineup
 - + Front bumper rises in the middle to create a strong pedestal for the grille and sleekly incorporates the lower signature lighting and available fog lamps
 - + Distinctive headlamps with bold LED signature lighting and available Dynamic Bending LED technology



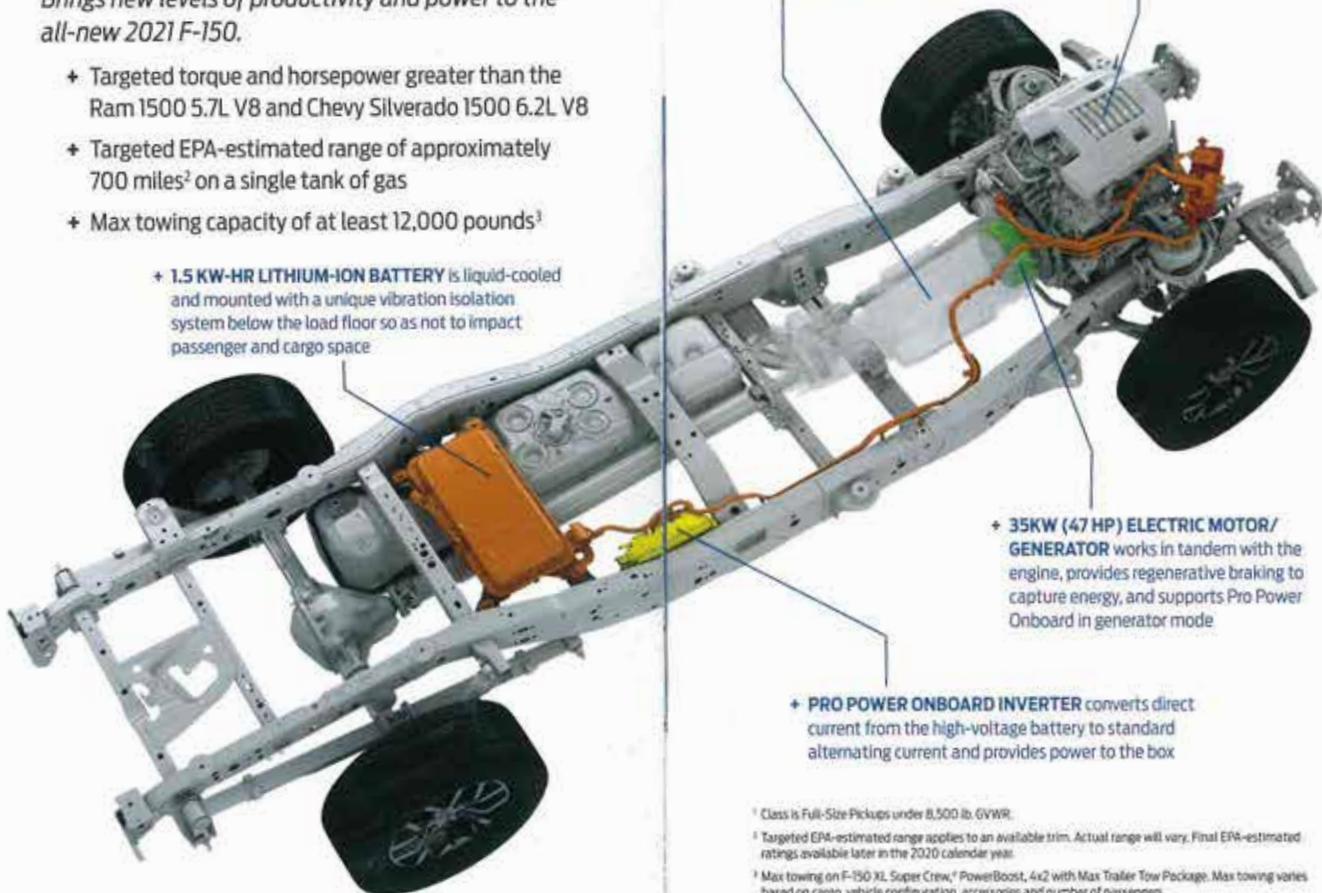
POWERFUL PERFORMANCE AND CAPABILITY

All-new, class-exclusive¹ available 3.5L PowerBoost™ Full Hybrid Engine

Brings new levels of productivity and power to the all-new 2021 F-150.

- + Targeted torque and horsepower greater than the Ram 1500 5.7L V8 and Chevy Silverado 1500 6.2L V8
- + Targeted EPA-estimated range of approximately 700 miles² on a single tank of gas
- + Max towing capacity of at least 12,000 pounds³

+ **1.5 KW-HR LITHIUM-ION BATTERY** is liquid-cooled and mounted with a unique vibration isolation system below the load floor so as not to impact passenger and cargo space



+ **10-SPEED MODULAR HYBRID TRANSMISSION** harnesses the combined power of the 3.5L EcoBoost engine and electric motor

+ **3.5L ECOBOOST™ V6** delivers proven power and torque, optimized to operate with the electric motor and for mobile generator requirements

+ **35KW (47 HP) ELECTRIC MOTOR/GENERATOR** works in tandem with the engine, provides regenerative braking to capture energy, and supports Pro Power Onboard in generator mode

+ **PRO POWER ONBOARD INVERTER** converts direct current from the high-voltage battery to standard alternating current and provides power to the box

¹ Class is Full-Size Pickups under 8,500 lb. GVWR.

² Targeted EPA-estimated range applies to an available trim. Actual range will vary. Final EPA-estimated ratings available later in the 2020 calendar year.

³ Max towing on F-150 XL Super Crew,™ PowerBoost, 4x2 with Max Trailer Tow Package. Max towing varies based on cargo, vehicle configuration, accessories and number of passengers.

PowerBoost™ Full Hybrid Operating Modes

3.5L EcoBoost® Engine

+ Electric Motor

Combines the instant torque of an electric motor with EcoBoost power.



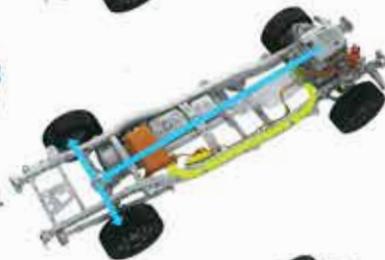
Electric Motor Only

In certain situations, the electric motor can power the truck on its own.



Battery Charging

The electric motor can be used as a generator to charge the battery.



Regenerative Braking

Uses energy normally lost during braking to charge the battery through the electric motor/generator.



TOUGH, POWERFUL & PRODUCTIVE

Six Engine Choices – Standard 10-Speed Automatic Transmission

Choose the power and capability that best meets your needs.

- + All-new 3.5L PowerBoost™ Full Hybrid V6
- + 3.5L EcoBoost® V6
- + 3.0L Power Stroke® V6 Turbo Diesel
- + 5.0L PFDI V8
- + 2.7L EcoBoost V6
- + 3.3L PFDI V6

Pro Power Onboard – Available on ALL Series

Allows you to use the F-150 like a mobile generator.

- + **2.0kW Capability** with two 120V outlets in the bed (optional with 2.7L EcoBoost®, 5.0L PFDI V8 and 3.5L EcoBoost engines)
- + **2.4kW Capability** with two 120V outlets in the bed (standard with 3.5L PowerBoost™ Full Hybrid)
- + **7.2kW Capability** with four 120V outlets and one 240V outlet in the bed (optional with 3.5L PowerBoost Full Hybrid)



Chevy Silverado and Ram only offer an available 400W (0.4kW) of electrical power with a single 120V outlet in the bed.

MOST PRODUCTIVE F-150 EVER

Work smart and get more done with innovative new features.

Smart Towing Features¹

Available Pro Trailer Backup Assist™ now includes Trailer Reverse Guidance, made popular on Super Duty®,. High-definition cameras provide multiple views along with steering guidance graphics to assist in backing and maneuvering a conventional trailer.



360-DEGREE CAMERA¹

This available system now includes a center high-mount stop lamp camera for a convenient view of the pickup bed. A customer-placed trailer camera is also available.



Tailgate Innovations

New clamp pockets and tie-down cleats are built into the tailgate of every F-150. An available tailgate work surface creates a mobile workbench and class-exclusive available Zone Lighting lets you keep working after sundown.



Redesigned Interior

Features a new dual glovebox, upgraded instrument clusters including an available 12" digital display, a stowable shifter that folds into the center console with the push of a button and an optional interior work surface.



Next-Generation Connectivity²

All-new SYNC® 4 is standard with either an 8" touchscreen or an available 12" touchscreen. FordPass Connect™ is standard, providing access to new FordPass™ App truck tools³. There is also a new Digital Owner's Manual and Over-The-Air (OTA) Updates to keep you at the forefront of technology.

¹ Driver-assist features are supplemental and do not replace the driver's attention, judgment and need to control the vehicle. It does not replace safe driving. See Owner's Manual for details and limitations.

² Don't drive while distracted. Use voice-operated systems when possible; don't use handheld devices while driving. Some features may be locked out while the vehicle is in gear. Not all features are compatible with all phones.

³ FordPass Connect (optional on select vehicles), the FordPass App and Complimentary Connected Services are required for remote features. See FordPass Terms for details. Connected service and features depend on compatible AT&T network availability. Existing technology (cellular networks)' vehicle capability may limit functionality and prevent operation of connected features. Connected service excludes Wi-Fi hotspot.



Ford Co-Pilot360™ 2.0¹

Standard on all series:

- Autolamp and Auto High Beams
- Lane-Keeping System
- Pre-Collision Assist with Automatic Emergency Braking
- Rear View Camera with Dynamic Hitch Assist

Standard on XLT and above, available on XL:

- BLIS® with Cross-Traffic Alert (includes Trailer Coverage on Lariat and above, available on XL/XLT)
- Reverse Sensing System
- NEW Reverse Brake Assist
- NEW Post-Collision Braking

Ford Co-Pilot360™ Assist 2.0¹

Standard on King Ranch and above, available on XLT:

- NEW Intelligent Adaptive Cruise Control (Stop-and-Go, Lane Centering and Speed Sign Recognition)
- NEW Evasive Steering Assist
- NEW Intersection Assist²
- NEW Connected Built-In Navigation



Ford Co-Pilot360™ Active 2.0 Prep Package³

Standard on Limited; available on Lariat, King Ranch and Platinum:

- NEW Active Drive Assist Prep Kit³
- NEW Active Park Assist 2.0

¹ Driver-assist features are supplemental and do not replace the driver's attention, judgment and need to control the vehicle. It does not replace safe driving. See Owner's Manual for details and limitations.

² Intersection Assist does not detect all vehicles in intersections, pedestrians or cyclists. It does not replace safe driving. See Owner's Manual for details and limitations.

³ Active Drive Assist is a hands-free highway driving feature. The Active Drive Assist Prep Kit contains the hardware required for this feature. Software for the feature will be available for purchase at a later date. Active Drive Assist functionality expected 3rd quarter 2021. Separate payment for feature software required to activate full functionality at that time.

ALL-NEW 2021

F150

Class-Exclusive¹ Active Drive Assist Prep Kit

Active Drive Assist allows for hands-free driving on more than 100,000 miles 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.^{2, 3}

Intersection Assist

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.^{2, 4}

¹ Class is Full-Size Pickups under 8,500 lb. GVWR.

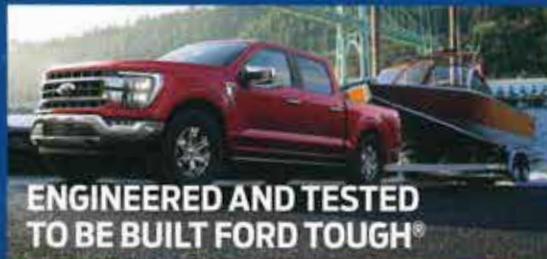
² Driver-assist features are supplemental and do not replace the driver's attention, judgment and need to control the vehicle. It does not replace safe driving. See Owner's Manual for details and limitations.

³ Active Drive Assist is a hands-free highway driving feature. The Active Drive Assist Prep Kit contains the hardware required for this feature. Software for the feature will be available for purchase at a later date. Active Drive Assist functionality expected 3rd quarter 2021CY. Separate payment for feature software required to activate full functionality at that time.

⁴ Intersection Assist does not detect all vehicles in intersections, pedestrians or cyclists. It does not replace safe driving. See Owner's Manual for details and limitations.

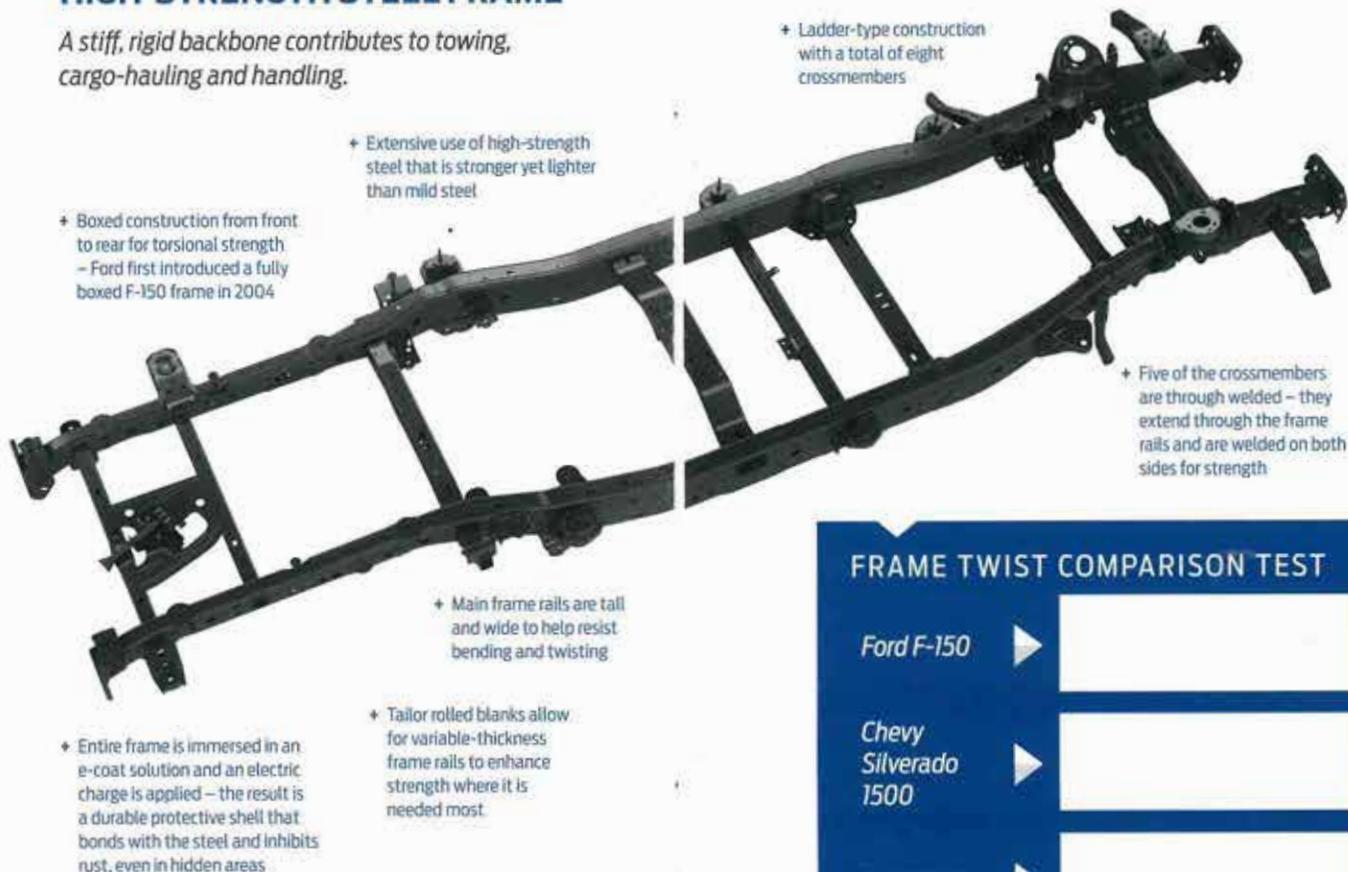
FOUNDATION OF STRENGTH

The smart use of advanced, high-strength materials delivers strength and durability while reducing overall weight.



HIGH-STRENGTH STEEL FRAME

A stiff, rigid backbone contributes to towing, cargo-hauling and handling.



+ Boxed construction from front to rear for torsional strength – Ford first introduced a fully boxed F-150 frame in 2004

+ Extensive use of high-strength steel that is stronger yet lighter than mild steel

+ Main frame rails are tall and wide to help resist bending and twisting

+ Tailor rolled blanks allow for variable-thickness frame rails to enhance strength where it is needed most.

+ Ladder-type construction with a total of eight crossmembers

+ Five of the crossmembers are through welded – they extend through the frame rails and are welded on both sides for strength

+ Entire frame is immersed in an e-coat solution and an electric charge is applied – the result is a durable protective shell that bonds with the steel and inhibits rust, even in hidden areas

FRAME TWIST COMPARISON TEST

Ford F-150



Chevy Silverado 1500



Ram 1500



NOTE: All frames are from crew cab short box configurations with 200 lb. of weight applied at the same point measured from the front shock towers to the rear. The deflection sensor is placed 144" back and 1/2" from the center of the rear axle, showing how much the frame can twist axle-to-axle (measured in thousandths of an inch).

CLASS-EXCLUSIVE* HIGH-STRENGTH, MILITARY-GRADE, ALUMINUM ALLOY BODY AND BOX

The Ford F-150 body is made of 6000-series high-strength aluminum alloy – a key enabler of its outstanding payload and towing capabilities.

- + Working with aluminum alloy allows an increase gauge (or thickness) where needed to achieve strength without increasing weight
- + Thick body panels provide excellent resistance to dents and dings and the lighter aluminum alloy allows for a high power-to-weight ratio
- + A heat-treated process is used to harden the aluminum alloy and engineered reinforcement panels beneath the aluminum help withstand impacts
- + Aluminum forms a protective layer of oxidation when it corrodes – this means no “red rust” like steel

*Class is Full-Size Pickups under 8,500 lb. GVWR.

ALUMINUM ALLOY VS. STEEL REAR FENDER WEIGHT

Ford F-150



Chevy Silverado 1500



Ram 1500





BUILT FORD TOUGH® TORTURE TESTING

Some of the tests completed in labs, through computer simulations and in real-world situations include:

- Pulling heavy trailers and loads through desert valleys and high-altitude mountain passes
- Testing in temperatures from -20° F to 120° F
- Salt sprays and acidified sprays to test for corrosion
- More than 1,000 consecutive extreme temperature loops that quickly bring the engine from -15° F to 235° F – the equivalent of driving a vehicle non-stop from Death Valley to the Arctic Circle 350 times
- Fatigue tests that ran the engine at full load for more than 17 straight days at peak power
- Towing and unloaded vehicle driving scenarios for more than 800 hours with gasoline-ethanol mixtures and intentionally degraded engine oil

YOUR MOBILE WORKBENCH

Innovative tailgate features help you work smart and be productive.

- + New available power tailgate can open and close using the remote key fob
- + New available Tailgate Work Surface provides built-in rulers, mobile device holder, cupholder, pencil holders, small items storage and a large flat surface for writing and measuring (included with the optional Tailgate Step)
- + New clamp pockets are built into the tailgate of every F-150 so you can hold materials down for precision work

- + BoxLink™ with four premium locking cleats (standard on Lariat and above; available on XL/XLT); available bed divider and stowable loading ramps

- + New cleats mounted to the sides of every F-150 tailgate act as handy tie-down locations for extra-long items in the bed, while also working as a great bottle opener



LEAVE THE GENERATOR AT HOME

Class-Exclusive* Available 2.0kW and 2.4kW Pro Power Onboard

- + Two 120V outlets in the cab; one outlet with 40/20/40 front seats
- + Dual 120V (20A total) outlets in the box
- + 2.0kW optional with 2.7L EcoBoost, 5.0L PFDI V8 and 3.5L EcoBoost engines (adds a 24V battery and 24V alternator to support the inverter; SuperCab and SuperCrew® only; not available with 8' box)
- + 2.4kW included with optional 3.5L PowerBoost™ Full Hybrid Engine

Class-Exclusive* Available 7.2kW Pro Power Onboard

- + Two 120V outlets in the cab; one outlet with 40/20/40 front seats
- + Four 120V outlets (20A per duplex pair) in the box
- + One 240V/30A outlet in the box (NEMA L14-30R)
- + Optional with 3.5L PowerBoost™ Full Hybrid Engine

*Class is Full-Size Pickups under 8,500 lb. GVWR



What Can You Power?

Simply add the wattages together when powering multiple tools/devices – and remember that 1 kW=1,000 W. Chevy Silverado and Ram only offer 400W (0.4kW) of power.

TOOL/DEVICE	WATTAGE
Battery Charger	200
Blender	200
Work Light	200
Mini-Fridge	400
Portable Speakers	400
Television	400
Compact Concrete Mixer	500
Video Projector	500
Electric Heater	600
Angle Grinder	800
Area Flood Lights	800
Pole Saw	800
Popcorn Machine	800
1/2 hp Air Compressor	1,000
Circular Saw	1,000
PA Loudspeakers	1,100
1.5 hp Air Compressor	1,200
8-inch Compound Miter Saw	1,200
Gang Battery Charger	1,200
Hammer Drill	1,200
Electric Griddle	1,400
Chop Saw	1,500
120V TIG Welder	1,700
120V Plasma Cutter	1,800
12-inch Compound Miter Saw	1,800
Jackhammer	1,800
Two Electric Dirt Bikes	4,800

ONBOARD 120V/400W (0.4 KW) POWER

Now includes a 120V outlet in the box. Standard on King Ranch and above; available on XL, XLT and Lariat; SuperCab and SuperCrew® only; box outlet not available with 8' box.



Monitor Your Power

Keep an eye on power usage through the SYNC® 4 display or remotely in the FordPass™ App^{1,2}.

- + 7.2kW system (shown) is split into two 3.6kW (3600W) circuits with separate breakers – circuit A includes the in-cab outlet(s) and one duplex 120V box outlet; circuit B includes the other duplex 120V box outlet; the 240V box outlet draws power from both circuits A and B
- + Select “Generator Mode” for maximum output and when parked to override automatic engine shutdown – can also be enabled through a convenient button on the lower left IP
- + Can deliver power even while driving – output for 2.0kW and 7.2kW systems is slightly reduced to 1.5kW and 5.7kW respectively; 2.4kW system has the same output parked or driving

LEAVE THE FLASHLIGHT IN THE CAB

Class-exclusive³ available selectable zone lighting lets you light up specific spots or the entire area around your F-150.

- + Select “All Zones” or tap individual quadrants to turn those on or off
- + Can also control the headlamp high beams, fog lamps and bed lights
- + All lighting can be controlled remotely from the FordPass App as well^{1,2}



Preproduction computer-generated images shown.

¹ FordPass Connect™ (optional on select vehicles), the FordPass App, and complimentary Connected Service are required for remote features. (See FordPass Terms for details). Connected service and features depend on compatible AT&T network availability. Evolving technology/cellular networks/vehicle capability may limit functionality and prevent operation of connected features. Connected service excludes Wi-Fi hotspots.

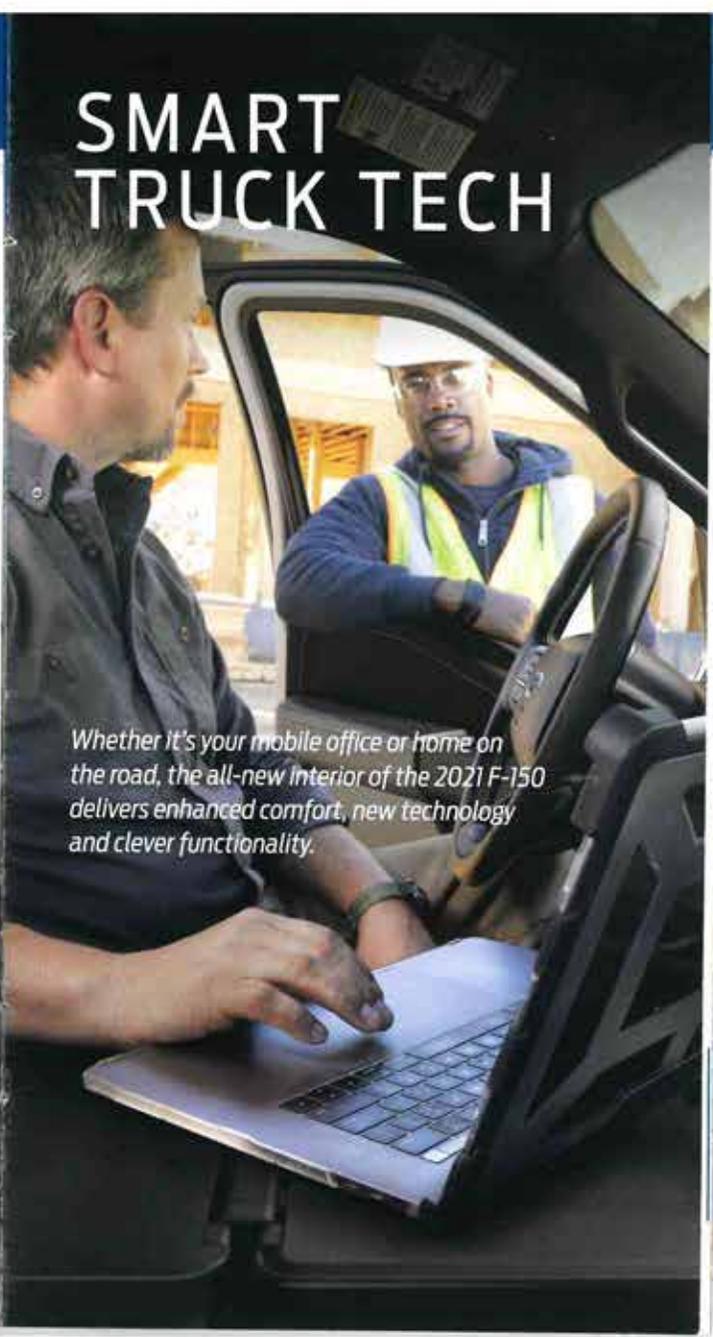
² FordPass App, compatible with select smartphone platforms, is available via download. Message and data rates may apply.

³ Class is Full-Size Pickups under 8,500 lb. GVWR.

NEW FORDPASS™ APP TOWING FEATURES

- + **Trailer Theft Alert** – Get an alert on your mobile device if your F-150 detects an attached trailer is being unhooked while the truck is locked.
- + **Trailer Light Check** – Uses the FordPass App to cycle through all trailer light functions so owners can see if any lights are out without having to yell to a partner.

SMART TRUCK TECH



Whether it's your mobile office or home on the road, the all-new interior of the 2021 F-150 delivers enhanced comfort, new technology and clever functionality.

FordPass Connect™ (optional on select vehicles), the FordPass App, and complimentary Connected Service are required for remote features (see FordPass Terms for details). Connected service and features depend on compatible AT&T network availability. Evolving technology/voluntary network/vehicle capability may limit functionality and prevent operation of connected features. Connected Service excludes Wi-Fi hotspot.

FordPass App, compatible with select smartphone platforms, is available via download. Message and data rates may apply.

ALL-NEW INTERIOR

The cabin is completely redesigned with more comfort, storage, technology and functionality for truck customers along with more premium materials.



Stowable Console Shifter

With bucket seats, the console shifter folds down and out of the way with a simple push of a button when in park.



Interior Work Surface



Large, flat deployable surface is ideal for signing documents, working on a laptop or enjoying a meal when parked. Available in both bench and bucket seat configurations from XL to Limited. With bench seats, the surface can also rotate towards the driver.

Class-Exclusive¹ Max Recline Seats²

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 on King Ranch and above.



¹ Class is Full-Size Pickups under 8,500 lbs. GVWR.

² Not to be used while driving. Late availability.

INTERIOR EXPLORATION – THINGS TO DO AND LOOK FOR

- As you enter, notice the flag emblem on the outside edge of the air vent
- Identify the various storage locations including the new standard dual glovebox

- On the center console, press the button above "P" to stow the shifter and then unfold the work surface panel



- Notice the customizable 12" digital cluster with truck-specific graphics, large Information On Demand area that can display off-road data and turn-by-turn navigation (if equipped), and animations tied to the new selectable drive modes; standard on Lariat and above



- Try out SYNC® 4 and the available 12" touchscreen with split screen viewing using the Information On Demand panel



- Select "Audio" and play a sample music track (USB source) through the available B&O Unleashed Sound System



- Select "Features" on the SYNC® 4 screen and then "Owner's Manual"



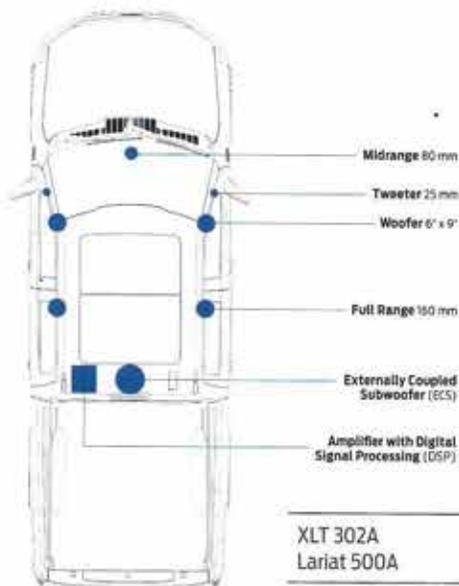
- As you exit, please return the interior work surface panel and shifter to their original positions

- Open the rear door and check out the available lockable rear underseat storage – great for long items like hunting gear, fishing rods or blueprints



Available B&O Sound System

Includes 8 speakers with 640 watts of power and surround sound. The powder-coated steel speaker grilles have a linear hole pattern.

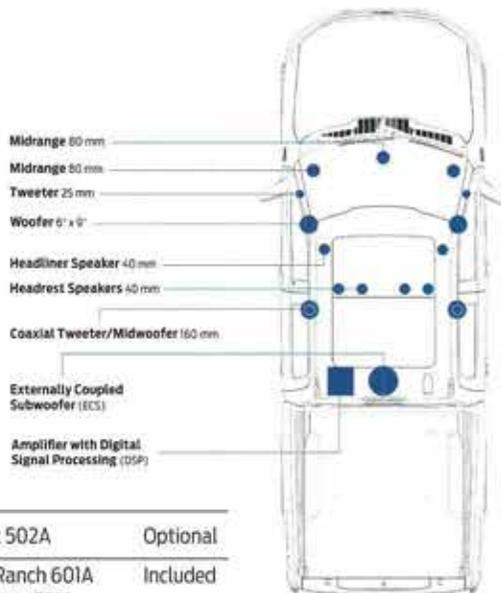


XLT 302A	Optional
Lariat 500A	
Lariat 501A/502A	Included
King Ranch 600A	
Platinum 700A	

The new Externally Coupled Subwoofer (ECS) delivers the same heart-pounding bass as a traditional subwoofer but with reduced weight and space.

Available B&O Unleashed Sound System

Includes 18 speakers with 1,080 watts of power and surround sound. The laser-etched aluminum speaker grilles have a dynamic fade pattern.



Lariat 502A	Optional
King Ranch 601A	Included
Platinum 701A	
Limited 900A	

Headliner speakers add a new dimension to the audio experience for 360 degrees of surround sound. Headrest speakers deliver expertly calibrated near-ear audio performance unique to the truck segment.

NEW SYNC® 4

Building on more than 10 years of connectivity innovation, SYNC® 4 has twice the computing power of the previous generation.¹

SYNC 4 with 8" Touchscreen

Standard on all XL and XLT 300A

- ✦ Wireless phone connection, AppLink® with App Catalog and 911 Assist²
- ✦ Cloud connected – includes FordPass™ Connect with Wi-Fi hotspot³
- ✦ Digital Owner's Manual for quick access to vehicle information and streamable how-to videos
- ✦ Apple CarPlay® and Android Auto™ compatibility³ now with cord-free phone flexibility
- ✦ Navigation available via Waze, Apple CarPlay or Android Auto



SYNC 4 with 8" Touchscreen and Enhanced Voice Recognition

Optional on XL 101A; standard on XLT 301A. Adds:

- ✦ Conversational voice recognition for more natural hands-free voice control
- ✦ SiriusXM with 360L satellite and streaming service that can deliver more than 10,000 hours of on-demand content and provide personalized recommendations⁴



SYNC 4 with 12" Touchscreen and Enhanced Voice Recognition

Standard on XLT 302A and above. Adds:

- ✦ Large landscape screen design that strikes a balance between onscreen controls and the convenience of physical buttons
- ✦ Customizable Information On Demand panel that allows you to split the screen and control multiple functions simultaneously (no home screen)

Preproduction computer-generated images shown.

¹ Don't drive while distracted. Use voice-activated systems when possible, don't use handheld devices while driving. Some features may be locked out while the vehicle is in gear. Not all features are compatible with all phones.

² FordPass Connect (optional on select vehicles), the FordPass™ App, and complimentary Connected Service are required for remote features (see FordPass Terms for details). Connected service and features depend on compatible AT&T network availability. Evolving technology (cellular networks/vehicle capability) may limit functionality and prevent operation of connected features. Connected Service includes Wi-Fi hotspot. Wi-Fi hotspot includes complimentary wireless data trial that begins upon AT&T activation and expires at the end of 3 months or when 3GB of data is used, whichever comes first, but cannot extend beyond the complimentary subscription period for remote features. To activate, go to www.att.com/ford.

³ Requires phone with active data service and compatible software. SYNC 4 does not control third-party products while in use. Third parties are solely responsible for their respective functionality.

⁴ Available Feature. SiriusXM audio and data services each require a subscription sold separately, or as a package, by Sirius XM Radio Inc. If you decide to continue service after your trial, the subscription plan you choose will automatically renew thereafter and you will be charged according to your chosen payment method at then-current rates. Fees and taxes apply. To cancel you must call SiriusXM at 1-866-635-2340. See SiriusXM Customer Agreement for complete terms at www.siriusxm.com. All fees and programming subject to change. Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc.

Android Auto is a trademark of Google Inc. Apple CarPlay is a trademark of Apple Inc., registered in the U.S. and other countries. Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc.

Cloud-Based Connected Navigation

Provides real-time mapping with traffic and construction zone information. System regularly refreshes to capture the latest possible developments along your route. Available with SYNC® 4 with Enhanced Voice Recognition (8" or 12" touchscreen).

- + Connected Navigation includes a 90-day trial¹
- + Connected Built-In Navigation includes a 3-year trial (optional on XLT 301A/302A and Lariat 500A/501A; standard on Lariat 502A and above)²

Standard Over-The-Air (OTA) Updates

Seamless over-the-air updates help ensure your truck stays at the forefront of technology. The updates can help improve performance and even provide the option for new features to be added to your truck. Many will be completed in under two minutes and can be performed at times customers choose.

¹ Navigation services require SYNC® 4 and FordPass Connect (optional on select vehicles), complimentary connect service and the FordPass app (see FordPass Terms for details). Customer receives a complimentary 90-day trial of navigation services when an eligible vehicle is added to a member's FordPass account. Trial period begins on the new vehicle warranty start date. At the end of the complimentary period, navigation service will terminate.

² Navigation service requires SYNC® 4 and FordPass Connect (optional on select vehicles), complimentary connect service and the FordPass app (see FordPass Terms for details). Customer receives a complimentary 3-year trial of navigation services when an eligible vehicle is added to member's FordPass account. Trial period begins with new vehicle warranty start date. At the end of the complimentary period, access to connected navigation services will be discontinued.

Connected service and features depend on compatible AT&T network availability. Evolving 4G LTE/mi/cellular networks/vehicle capability may limit functionality and prevent operation of connected features. FordPass App, compatible with select smartphone platforms, is available via a download. Message and data rates may apply.

PERFORMANCE & CAPABILITY DRIVE



**CLASS-EXCLUSIVE¹ AVAILABLE 3.5L
POWERBOOST™ FULL HYBRID ENGINE**

TARGETED BEST-IN-CLASS TOWING²

TARGETED BEST-IN-CLASS PAYLOAD³

¹ Class is Full-Size Pickup under \$100,000 MSRP.

² Max towing is 11,300 lbs. with 3.5L PowerBoost™ Full Hybrid Engine. Max towing is 11,300 lbs. with 3.5L PowerBoost™ Full Hybrid Engine. Max towing is 11,300 lbs. with 3.5L PowerBoost™ Full Hybrid Engine. Max towing is 11,300 lbs. with 3.5L PowerBoost™ Full Hybrid Engine.

³ Max payload is 1,500 lbs. with 3.5L PowerBoost™ Full Hybrid Engine. Max payload is 1,500 lbs. with 3.5L PowerBoost™ Full Hybrid Engine. Max payload is 1,500 lbs. with 3.5L PowerBoost™ Full Hybrid Engine. Max payload is 1,500 lbs. with 3.5L PowerBoost™ Full Hybrid Engine.



Load-Moving Power

Describe the overall power and ability to get the load moving, as well as transmission shift smoothness.

Ford F-150: _____

Chevy Silverado 1500: _____

Ram 1500: _____

Braking Feel & Confidence

Describe the stopping power and amount of brake pedal pressure, especially with payload and/or a trailer.

Ford F-150: _____

Chevy Silverado 1500: _____

Ram 1500: _____

Handling Control & Stability

Describe the sense of control and how well the vehicle rides, both laden and unladen.

Ford F-150: _____

Chevy Silverado 1500: _____

Ram 1500: _____

Steering Feel & Maneuverability

Describe how much steering input and effort is required at low speeds, and the sense of connectedness at higher speeds. Record how many total steering wheel revolutions each truck required.

Ford F-150: _____

Chevy Silverado 1500: _____

Ram 1500: _____

SIX AVAILABLE ENGINES

Choose the power and capability that best meets your needs.

- + All-new 3.5L PowerBoost™ Full Hybrid V6
- + 3.5L EcoBoost® V6
- + 3.0L Power Stroke® V6 Turbo Diesel
- + 5.0L PFDI V8
- + 2.7L EcoBoost V6
- + 3.3L PFDI V6

FULL HYBRID VS. MILD HYBRID

Advantages of the F-150 3.5L PowerBoost Full Hybrid V6 over the Ram 1500 5.7L V8 with eTorque mild hybrid system.

- + More powerful 35kW (47 hp) electric motor – only 12kW (16 hp) on Ram
- + Higher-capacity 1.5 kWh lithium-ion battery – only 0.4kWh on Ram
- + Greater targeted power and torque – Ram engine has the same specs with or without eTorque
- + Smooth-shifting 10-speed automatic transmission – Ram only offers an 8-speed
- + Fully integrated electric motor within the transmission – Ram simply mounts it to the engine connected to the driveshaft with a belt
- + Electric-only operation in certain circumstances – Ram eTorque provides electric assist but cannot power the truck on its own



10-SPEED SELECTSHIFT® AUTOMATIC TRANSMISSION

Standard with all 2021 F-150 powertrains and featuring new Selectable Drive Modes.

- + Normal | Eco | Sport | Tow/Haul | Slippery
- + Trail (4x2 models)
- + Deep Snow/Sand | Mud/Ruts (4x4 models)
- + Rock Crawl (FX4 Off-Road Package)

CHEVY SILVERADO 1500 ONLY OFFERS:

- + Five engines (2.7L Turbo I-4, 4.3L V6, 5.3L V8, 3.0L Diesel V6 and 6.2L V8)
- + A 10-speed transmission as standard with the 3.0L Diesel V6 and 6.2L V8; others have a standard 6-speed or 8-speed
- + Six drive modes (Normal, Sport, Tow/Haul, Off-Road, Terrain and Snow/Ice)

RAM 1500 ONLY OFFERS:

- + Five engines (3.6L V6 Mild Hybrid, 5.7L V8, 5.7L V8 Mild Hybrid, 3.0L Diesel V6 and 6.2L supercharged V8)
- + An 8-speed transmission – a 10-speed is NOT available
- + Two drive modes (Normal and Tow/Haul)

MOST AERODYNAMIC F-150 EVER



- A** New active air dam automatically deploys at speeds above 40 mph; it extends lower than the current air dam yet is higher when retracted; does not deploy in Deep Snow/Sand, Mud/Ruts and Rock Crawl Drive Modes
- B** Active grille shutters on all F-150 models automatically open when extra cooling is needed
- C** Headlamps and front corners are tuned to guide air past the front tires
- D** Rear edges of the cab are shaped to guide air off the roof and to the tailgate spoiler
- E** Rear tire spoilers are designed to redirect air flowing around the rear tires
- F** New tailgate spoiler is wider than before and shaped to provide air flowing from the cab roof a place to land

SMART TOWING FEATURES



Available Pro Trailer Backup Assist

Makes backing up your trailer as easy as turning a knob. You simply rotate the knob left or right in the direction you want the trailer to go while the system controls the steering wheel.*

NEW Available Trailer Reverse Guidance

Gives extra assistance when backing up a trailer, enhancing visibility via cameras in the side view mirrors and visual guides in the center dash screen. You get a clear view of where the trailer's going while Trailer Reverse Guidance coaches you along the way.*

* Driver Assist Features are supplemental and do not replace the driver's attention, judgment and need to control the vehicle. It does not replace safe driving. See Owner's Manual for details and limitations.

SMART TOWING FEATURES



BLIS® (Blind Spot Information System) with Available Trailer coverage

Can help add confidence on the road by alerting you if a vehicle is detected in your truck's or trailer's blind spot. With the available telescoping trailer tow mirrors, you can get an even better look at what you're towing, helping create a strong sense of security during lanes changes and wide turns.*

NEW Available Adaptive Steering

Dynamically adjusts the steering response based on how fast the vehicle is moving for enhanced control and handling. At lower speeds, steering response is more sensitive, requiring fewer turns of the steering wheel when maneuvering in tight areas. Standard on King Ranch, Platinum and Limited.*



Available 360-Degree Camera System

Updated for 2021 to include a center high-mount stop lamp camera for a convenient view of the pickup bed.*

NEW Available Individual Trailer TPMS/ Customer-Placed Trailer Camera

The Tire Pressure Monitoring System (TPMS) displays the individual tire pressures of a connected trailer and provides a warning if any of the tires is significantly underinflated. The customer-placed camera can be mounted to the back of a trailer to help improve rearward visibility when backing a trailer.*

* Driver Assist Features are supplemental and do not replace the driver's attention, judgement and need to control the vehicle. It does not replace safe driving. See Owner's Manual for details and limitations.

* Driver Assist Features are supplemental and do not replace the driver's attention, judgement and need to control the vehicle. It does not replace safe driving. See Owner's Manual for details and limitations.