

Preview...

An advance look at Ford products coming soon.



The Ultimate Work Truck Raises the Bar — Again

F-Series has built a reputation for groundbreaking trucks. As you can see, the best-selling truck for 32 years running has solid plans for keeping that title.

The all-new Super Duty will set a higher standard.

This truck adds **new Ford designed and developed powertrains, a redesigned exterior, more interior storage, upgraded mechanical and towing features as well as**

a host of innovative technologies. The all-new 2011 Super Duty will be a very smart investment like all Ford trucks are — ensuring your customers get the most out of every day and every dollar.



Preproduction prototype vehicle shown

All-New Powertrains

- **6.7L 4V Power Stroke® V8 turbo diesel engine** —

Ford-designed, Ford-engineered and Ford-built. Delivers significantly improved torque, horsepower and fuel efficiency to maintain best-in-class⁽¹⁾ towing and payload capability and adds B20 biodiesel compatibility



- **6.2L 2V V8 gasoline engine** — replaces the 5.4L V8 as the base engine. Also designed and built by Ford. Delivers more torque, horsepower and significantly improved fuel efficiency. A Flexible Fuel Vehicle (FFV) engine, the 6.2L can run on regular unleaded fuel, E85 or any blend in between
- **6-speed TorqShift® 6R140 automatic overdrive transmission** — designed and built by Ford to harness the new diesel's low-end torque. That means quick off-the-line acceleration — even with a big load. Full SelectShift Automatic™ capability gives customers the flexibility of a manual gearbox

Best Capability

- **Industry-first factory 5th-wheel and gooseneck prep** — attached directly to the frame, this Ford-warranted substructure comes straight from the factory already prepped for the customer's 5th-wheel or gooseneck ball hitch. This is accomplished by an innovative crossmember that will accept either hitch system and a unique pickup box that provides factory-cut holes for the 5th-wheel/gooseneck and electrical connections. The factory-cut holes offer improved appearance and corrosion protection vs. the typical aftermarket installation. Additionally, the electrical connection is mounted in the sidewall of the bed, allowing easy connection
- **Standard Trailer Sway Control** — helps increase driver confidence when towing
- **Payload & towing** — maintain best-in-class⁽¹⁾ payload and towing capability for conventional and 5th-wheel trailers
- **Tow/Haul Mode with Exhaust Braking Function (6.7L diesel)** — inspired by big rigs, this new system helps reduce transmission and brake wear when driving downhill and provides drivers with extra control and increased towing confidence

All-New 2011 F-Series Super Duty®

2011 F-Series Super Duty®



Drive smart.

2011 F-250 Super Duty Lariat Crew Cab
with optional equipment

New Exterior and Interior

Bold new front end, featuring signature **"Built Ford Tough"** DNA:

- Prominent, inverted power dome hood featuring clamshell design
- More aggressive grille and bull-like nostrils
- Upper grille stamped with "Super Duty"
- Ford blue oval displayed proudly
- Lariat receives unique distressed leather seat inserts (Tan or Black) and wood-grain appliques
- King Ranch receives significant updates including a black environment
- New reconfigurable flow-through console that is 60 percent bigger and has at least 70 possible configurations. 12-volt power point located at the rear of the console and another inside the lockable main bin
- 110-volt power point inverter standard with flow-through consoles
- New 40/20/40 front seats feature lockable storage under the center section
- Locking, rear under-seat storage

Innovative Technologies

- Available Ford Work Solutions™ helps customers stay connected with their business on the job site and track tools
- 4.2-inch LCD Productivity Screen and five-way button on the steering wheel keep the driver's eye on the road as well as on a variety of truck systems and settings including Fuel, Towing, Off Road and much more
- SYNC® with 911 Assist™, Vehicle Health Report (VHR) and Traffic, Directions and Information now available on XL series
- Class-exclusive⁽¹⁾ live power takeoff (PTO) provision
- Voice-activated Navigation System



(1) Class is traditional full-size pickups over 8500 lbs.

Additional Resources

For more information on the 2011 F-Series Super Duty, check out **eSourceBook** at esourcebook.dealerconnection.com or visit fordvehicles.com.