

2006 Ford F-150 Lariat SuperCab 6.5-ft. Box 4x4

vs.

2006 Dodge Ram 1500 Laramie Quad Cab SWB 4x4







TRUCK

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Advantages over Dodge Ram




Performance, handling and capability

-  **5.4L 3V SOHC Triton™ V-8** — produces 65 more horsepower and 65-lb.-ft. more torque than the Ram 4.7L, yet provides the same city and highway EPA estimated mileage
-  **Available maximum conventional towing capacity of 9900 lbs.** — our featured F-150 has a 800-lb. greater towing capacity than this Ram
-  **Available best-in-class⁽¹⁾ maximum payload capacity of 3060 lbs.** — our featured F-150 has a 260-lb. greater payload capacity than this Ram
-  **Outboard-mounted rear shock absorbers** — and 3-inch-wide rear leaf springs to provide excellent on-road and off-road performance
- **F-150 uses vented rear disc brake rotors** — *Ram rear disc brake rotors are solid*
- **Segment-first wheel-torque-based Electronic Throttle Control (ETC)** — gets all the engine power to the wheels where it's needed most
- **Coil-over-shock independent Short- and Long-Arm (SLA) front suspension** — with cast aluminum lower control arms for reduced "unsprung" weight. *Ram uses steel lower control arms which weigh more and make the suspension less responsive*
- **P275/65R18 all-terrain OWL tires on bright aluminum wheels** — *Ram Laramie comes with 17-inch all-season tires and chrome steel wheels*



Surprising interior amenities

- **Electronic Automatic Temperature Control (EATC)** — *automatic temperature control is not available on Ram*
- **Overhead rail storage system** — provides significantly more storage space than the overhead console on Ram
- **Standard steering-wheel-mounted speed and audio controls** — *not available on Ram*
- **First pickup with Tailgate Assist™** — *not available on Ram*
- **Floor shifter** — available flow-through center console with floor shifter. *Not available on Ram*

Innovative pickup truck safety

-  **Five-star frontal crash test rating** — 2006 F-150 has again earned the National Highway Traffic Safety Administration's (NHTSA) top rating of five stars for both the driver and right front passenger in the frontal impact test category
-  **IIHS "Good" rating** — 2006 F-150 again received a "Good" rating from the Insurance Institute for Highway Safety (IIHS) based on the results of their offset frontal crash testing
-  **The 2006 F-150 was the only truck in its class to receive both a five-star rating from the NHTSA and a Best Pick frontal recommendation from the IIHS**

Quality that you can feel

-  **J.D. Power and Associates ranked the 2005 F-150 as the Highest Ranked Light-duty Full-size Pickup in Initial Quality⁽²⁾**
-  **Through-the-frame crossmembers** — welded on the inner and outer surfaces of the fully boxed frame rails. *Ram does not include this as part of its frame construction*
- **Large footprint brackets and shear-style body mounts** — help isolate the cabin from road vibration on F-150. *Ram doesn't use the same style brackets or body mounts*
- **Fail-safe cooling helps protect the engine in the event of a coolant loss** — *not available on any Ram engine*

Proven sales leadership

-  **Ford F-Series trucks have been the best-selling trucks for the past 29 consecutive years and the best-selling vehicle for the past 24 years**

 = Key Ford advantage.

(1) Class is full-size pickups under 8500 lbs. GVWR and priced below \$45,000.
 (2) J.D. Power and Associates 2005 Initial Quality Study.SM Study based on a total of 62,251 consumer responses indicating owner-reported problems during the first 90 days of ownership (www.jdpower.com).

Dodge Ram

Dodge positions its Ram pickup trucks as the most powerful and longest-lasting full-size pickups.

What's New for 2006

- All-new frame, suspension and body mounts
- Redesigned interior
- Redesigned front fascia and fenders
- Multi-Displacement System (MDS) standard on 5.7L HEMI® engine
- Bucket seats available
- Power sliding rear window available
- TRX4/Off-Road packages available
- Two new colors:
 - Inferno Crystal Metallic Red
 - Light Khaki

Key Selling Features

- 4.7L V-8 Magnum® engine
- 5-speed automatic overdrive transmission
- Power rack-and-pinion steering
- Dual-zone air conditioning
- Leather 40/20/40 front bench seat
- Overhead console with mini trip computer and dual courtesy lamps
- AM/FM stereo/CD player with 4 speakers
- Next generation driver and passenger airbags and knee bolsters
- Security Alarm and Sentry Key engine immobilizer
- Imposing front-end/grille design
- Hydroformed front and rear frame rails with boxed center rails

Ram Advantages over F-150

- **5.7L HEMI V-8 engine** — *more horsepower and torque than F-150's 5.4L 3V SOHC Triton™ V-8 engine*
- **5-speed automatic overdrive transmission** — *F-150 does not offer a 5-speed automatic overdrive transmission*
- **Available supplemental side airbag inflatable curtains** — *not available on F-150*

Note: Photos may not represent exact vehicle or selected equipment.
 Please refer to the latest Dealer Ordering Guide for feature/product availability.

the **TRUCK** competitor

Specification Comparison

| 2006 Ford F-150 Lariat SuperCab 6.5-ft. Box 4x4 | | VERSUS | 2006 Dodge Ram 1500 Laramie Quad Cab SWB 4x4 | |
|---|--|--|---|--|
| ✓ | 5.4L 3V SOHC Triton™ V-8 | STANDARD ENGINE | 4.7L Magnum® SOHC V-8 | |
| ✓ | 300 @ 5000 | HORSEPOWER (SAE net @ rpm) | 235 @ 4400 | |
| ✓ | 365 @ 3750 | TORQUE (lb.-ft. @ rpm) | 300 @ 3500 | |
| — | — | OPTIONAL ENGINE | 5.7L HEMI® Magnum V-8 | |
| — | — | HORSEPOWER (SAE net @ rpm) | 345 @ 5400 | |
| — | — | TORQUE (lb.-ft. @ rpm) | 375 @ 4200 | |
| | 4-speed Automatic Overdrive Transmission | STANDARD TRANSMISSION | 5-speed Automatic Overdrive Transmission | |
| ✓ | Independent Short- and Long-Arm (SLA) with Coil-over-shock Design, Cast Aluminum Lower Control Arms and Stabilizer Bar | FRONT SUSPENSION | Independent Double-wishbone, Coil-over-shock Design and Stabilizer Bar | |
| | Live Axle with Outboard-mounted Shock Absorbers and 3-inch-wide Leaf Springs | REAR SUSPENSION | Live Axle, Leaf Springs and Shock Absorbers | |
| ✓ | Power Vented Front and Rear Discs with Four-wheel Anti-lock Braking System (ABS) | BRAKING SYSTEM | Power Vented Front Discs/Solid Rear Discs and Four-wheel Anti-lock Braking System (ABS) | |
| | Power Rack-and-pinion | STEERING | Power Rack-and-pinion | |
| | Personal Safety System® for Driver and Right Front Passenger with Dual-stage Airbags and Front Passenger Sensing System (FPSS) | AIRBAGS | Next Generation Driver and Front Passenger Airbags with Occupant Classification System, Available Side Airbag Inflatable Curtains | |
| DIMENSIONS (All dimensions are in inches unless otherwise noted.) | | | | |
| ✓ | 144.5 | WHEELBASE | 140.5 | |
| ✓ | 229.8 | OVERALL LENGTH | 227.7 | |
| | 75.6 | OVERALL HEIGHT | 75.9 | |
| | 78.9 | OVERALL WIDTH | 79.6 | |
| ✓ | 40.9/39.6 | HEAD ROOM (F/R) | 40.8/40.0 | |
| | 66.5/66.7 | SHOULDER ROOM (F/R) | 67.0/66.7 | |
| ✓ | 65.8/66.5 | HIP ROOM (F/R) | 64.9/64.9 | |
| ✓ | 41.3/32.7 | LEG ROOM (F/R) | 41.0/36.7 | |
| | 115.2 | INTERIOR VOLUME (cu. ft.) | 121.6 | |
| ✓ | 78.8 | CARGO BOX LENGTH @ floor | 76.3 | |
| | 65.2 | CARGO BOX WIDTH (@ top) | 66.4 | |
| ✓ | 22.3 | CARGO BOX DEPTH | 20.2 | |
| ✓ | 65.5 | CARGO BOX VOLUME (cu. ft.) | 60.9 | |
| ✓ | 27.0 | FUEL TANK CAPACITY (gal.) | 26.0 | |
| | 5400 | CURB WEIGHT (lbs.) | 5120 | |
| ✓ | 1740 | PAYLOAD (max. lbs.) | 1480 | |
| ✓ | 7200 | GVWR (max. lbs.) | 6700 | |
| ✓ | 9300 | CONVENTIONAL TRAILER TOWING (max. lbs.) ⁽¹⁾ | 8500 | |
| ✓ | 9300 | 5th-WHEEL TRAILER TOWING (max. lbs.) ⁽¹⁾ | 8500 | |
| | 14/18 | EPA ESTIMATED MPG (city/hwy.) ⁽²⁾ | 14/18 | |
| ✓ | \$34,945 | PRICE (MSRP)* | \$36,970 | |
| | 3 years/36,000 miles | BASIC WARRANTY | 3 years/36,000 miles | |
| | 3 years/36,000 miles | POWERTRAIN WARRANTY | 3 years/36,000 miles | |
| ✓ | 5 years/unlimited mileage | CORROSION WARRANTY | 5 years/100,000 miles | |
| | 3 years/36,000 miles | ROADSIDE ASSISTANCE | 3 years/36,000 miles | |

Bold and ✓ = Ford advantage.

(1) Properly equipped.

(2) With standard powertrain.

* Includes base MSRP, destination charge and option package if applicable. Title, tax and registration fees extra. Package contents and price may vary by region and are subject to change. Check your Ford pricing information for the current incentives on your vehicles.

Feature Availability Comparison

| | F-150 | Ram 1500 | F-150 | Ram 1500 |
|--|-------|----------|--|----------|
| Electronic Automatic Temperature Control | S | NA | Vented rear disc brake rotors | S |
| Outboard-mounted rear shock absorbers | S | NA | Welded-through-the-frame crossmembers | S |
| Tailgate Assist™ | S | NA | Wheel-torque-based Electronic Throttle Control (ETC) | S |

S = Standard O = Optional NA = Not available



Retailer Education and Training

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