



2005 F-150

CLAIMS



BEST-IN-CLASS⁽¹⁾

- Best-selling pickups — F-Series has been the best-selling line of full-size pickups for 27 years straight
 - Best-in-class towing capacity
 - Best-in-class payload
 - Unsurpassed low-end torque
- “Best Pick” in frontal offset crash testing performed by the Insurance Institute for Highway Safety (IIHS)
 - Quietest full-size pickup interior
 - Best-in-class cargo box volume
- Best selection of available body, trim and pickup box configurations
 - Best-in-class interior volume in Regular Cab and SuperCab

FIRST-IN-CLASS AND CLASS EXCLUSIVES

- The first-and-only 4-door Regular Cab pickup
- The first-and-only pickup to feature 4 doors in each of 3 cabs (Regular Cab, SuperCab and SuperCrew) for ease of access
 - The first-and-only full-size pickup to employ 3-valve engine technology (5.4L Triton™ V-8) to optimize horsepower and low-end torque
- The first wheel-torque-based Electronic Throttle Control in a full-size pickup to help deliver smooth, consistent engine response
 - The only outboard-mounted rear shock absorbers in a full-size pickup, for excellent performance on- and off-road
- The first-and-only full-size pickup with cast aluminum lower control arms on a double-wishbone, coil-over-shock front suspension
 - The first pickup with Tailgate Assist™ to make opening and closing easier
- National Highway Traffic Safety Administration’s 5-Star rating — 2005 driver and right front-passenger frontal crash categories
 - The first-and-only pickup to feature the Ford Personal Safety System™, including occupant classification sensing
 - The first-and-only overhead modular rail system available in a pickup, allowing customized interior storage options
 - The first-and-only pickup with second-row power windows in a SuperCab
 - The first available flow-through center console with floor shifter in a full-size pickup
 - The first-and-only full-size pickup to offer a 5.5-foot box on a SuperCab, for improved garageability

SEE OTHER SIDE FOR F-150 AWARDS

(1) Based on properly equipped full-size pickups under 8500 lbs. GVWR and priced below \$45,000.

2005 F-150

AWARDS



AWARDS AND ACCOLADES

Since the next F-150 was introduced in 2004, including:

- *Motor Trend* — **2004 Truck of the Year**
- 2004 North American International Auto Show — **Truck of the Year**
 - Texas Auto Writers Association — **2004 Truck of Texas**
- *Car and Driver Magazine* — **2004 5Best Pickup Truck Winner**
 - *Truckin' Magazine* — **2004 Truck of the Year**
- *Money Magazine* — **Best New Truck 2004 — 1st Place**
- *Kelley Blue Book* — **Best Redesigned Vehicle of 2004**
 - eMOTION! REPORTS.com — **Truck of the Decade**
 - Insurance Institute for Highway Safety — **Best Pick**
- National Highway Traffic Safety Administration — **5-Star Crash Rating**
 - *Popular Science* — **2003 Best of What's New Grand Award**
- Automobile Journalists Association of Canada — **2004 Canadian Truck of the Year; Best New Pickup Award for 2004**
 - *American Woman Road & Travel* — **2004 Pickup Truck of the Year: Most Athletic**
 - *On Wheels Magazine* — **Urban Truck/SUV of the Year**
- Automobile Association of America (AAA) — **2004 Auto Guide: New Cars and Trucks — Truck of the Year**
 - *AutoWeek* — **2004 America's Best Truck**
- Polk Automotive Loyalty Award — **2003 Full-size Pickup — F-Series**
 - 2004 Auto Interiors Conference — **Truck Interior of the Year**
- *Motor Week Magazine* — **2004 Driver's Choice Award — Best Pickup**
 - *Detroit News* — **2004 Truck of the Year**
 - *USA Today* — **The Year's Best Pickup**
- *Rocky Mountain Automotive Press* — **Best Full-size Pickup of the Rockies**
 - *Automobile Magazine* — **Reader's Choice Award — Best Pickup**
 - *FAMA Magazine* — **Truck of the Year**
 - *Go Boating Magazine* — **Top Ten Tow Vehicles**
 - 2004 People's Choice — **Best Pickup**
- *Winnipeg Free Press* — **2004 Automotive Showcase People's Choice Award**
- New England Motor Press Association — **2004 Official Winter Vehicle of New England**
 - *AMI Auto World Magazine* — **Top Pick of 2004 Trucks**



Retailer Education and Training

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