

Ford 2015 F-150 Competitive Comparison

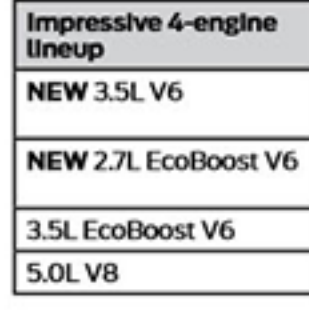


2015 F-150: The Future of Tough.

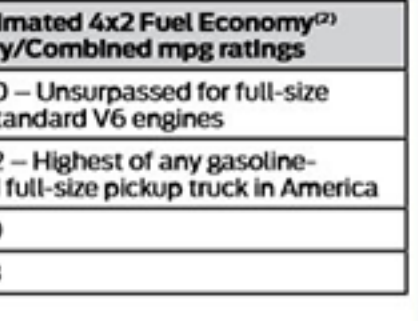
Many class-exclusive⁽¹⁾ available features, including:

- 360 degree camera with split-view display
- Active park assist
- Adaptive cruise control and collision warning with brake support
- BoxLink™ cargo management system
- Inflatable rear safety belts
- Multicontour seats with Active Motion®
- Next-generation tailgate step
- Quad-beam LED headlamps and side-mirror spotlights
- Remote tailgate release
- Smart Trailer Tow Connector
- Twin turbocharged direct injection EcoBoost® gas engine technology

For in-depth vehicle information, go to the 2015 Ford F-150 section on eSourceBook.



8" Productivity Screen*



360 Degree Camera with Split-View Display*

Impressive 4-engine lineup	EPA-estimated 4x2 Fuel Economy ⁽²⁾ City/Hwy/Combined mpg ratings
NEW 3.5L V6	18/25/20 – Unsurpassed for full-size pickup standard V6 engines
NEW 2.7L EcoBoost V6	19/26/22 – Highest of any gasoline-powered full-size pickup truck in America
3.5L EcoBoost V6	17/24/20
5.0L V8	15/22/18

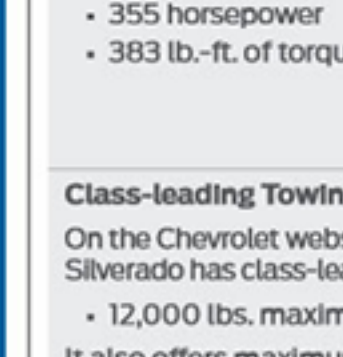
Key National Competitors

- 2015 Chevrolet Silverado 1500
- 2015 Ram 1500
- 2015 Toyota Tundra

* Denotes available feature.
(1) Class is Full-Size Pickups under \$500 lbs. GVWR.
(2) Actual mileage will vary.

Use the information on the following pages to address competitive statements that customers may want to discuss.

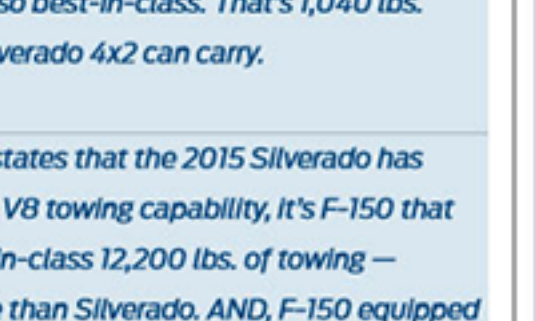
- **Competitive Chatter** summarizes competitive statements made in product catalogs, on websites or in advertising.
- **Ford Facts** provides the Ford F-150 details to help you counter the statements.
- **Simply Stated** features suggested responses to use with customers.



Competitive Comparison

Comparing 2015 F-150 to the 2015 Chevrolet Silverado 1500

Promoted on the Chevrolet website as being built for the long haul, Silverado 1500 emphasizes its engine performance, class-leading towing and cargo bed features.



Competitive Chatter

Engine Performance

The Ram website is likely to indicate that its available 5.3L EcoTec V8 has better fuel economy than the 5.0L V8 available for F-150. The 4x2 Silverado offers:

- 16 city/23 hwy/19 combined mpg
- 2260-lb. max. payload capacity
- 355 horsepower
- 383 lb.-ft. of torque

Class-leading Towing

On the Chevrolet website, it states that the 2015 Silverado has class-leading V8 towing capability of:

- 12,000 lbs. maximum

It also offers maximum payload capacities of:

- 4.3L V6: 1980 lbs.
- 5.3L V8: 2270 lbs.
- 6.2L V8: 2130 lbs.

Intuitive Cargo Bed Features

The Silverado webpage indicates that the truck provides intuitive cargo bed features, including:

- CornerStep rear bumper
- Side rail hand assist
- Available LED cargo lamps
- Available EZ-Lift and Lower tailgate

Ford Facts

The 5.0L V8 available for F-150 has comparable fuel economy ratings to the Silverado 5.3L V8:

- EPA-estimated ratings of 15 city/22 hwy/18 combined mpg⁽¹⁾

AND, in addition to being up to 700 lbs. lighter than the 2014 F-150, the 2015 F-150 has more power and can carry more than Silverado:

- **Best-in-class⁽²⁾ 3300-lb. max. payload capacity⁽³⁾**
- **385 horsepower**
- **387 lb.-ft. of torque**

The 3.5L EcoBoost® V6 engine has maximum towing capability of:

- **Best-in-class⁽²⁾ 12,200 lbs.⁽⁴⁾**

AND, with a choice of 4 engines, F-150 provides a wide range of maximum payload capacities to help get the job done:

- 3.5L V6: 1910 lbs.
- 2.7L EcoBoost V6: 2250 lbs.
- 3.5L EcoBoost V6: 3270 lbs.
- 5.0L V8: **Best-in-class⁽²⁾ 3300 lbs.**

F-150 offers many innovative available cargo bed features, including:

- Pickup box side steps and class-exclusive⁽¹⁾ fully integrated tailgate step
- LED box lighting
- **First-in-class⁽²⁾ remote tailgate release**
- Power tailgate
- **Class-exclusive⁽²⁾ BoxLink™ with 4 premium locking cleats**
- Foldable Pickup Box Extender

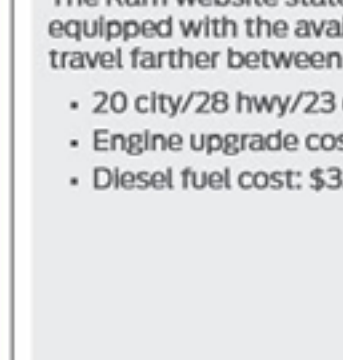
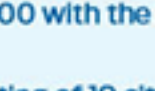
Simply Stated

Don't be fooled by people who say that shedding 700 lbs. didn't do anything for F-150. With its available 5.0L V8, F-150 has more horsepower, torque and payload than a Silverado with the 5.3L V8. In fact, the 3300-lb. maximum payload rating for F-150 is also best-in-class. That's 1,040 lbs. more than Silverado 4x2 can carry.

While Chevy states that the 2015 Silverado has class-leading V8 towing capability, it's F-150 that offers a best-in-class 12,200 lbs. of towing — 200 lbs. more than Silverado. AND, F-150 equipped with the 3.5L EcoBoost V6 has 1,000 more lbs. maximum payload capacity than Silverado.

When Silverado was "loading" their cargo bed with features, they forgot a few that F-150 offers to make a big difference on the job: the remote tailgate release, power tailgate lock and class-exclusive BoxLink system.

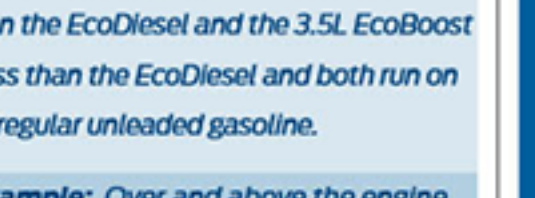
(1) Actual mileage will vary.
(2) Class is Full-Size Pickups under \$500 lbs. GVWR.
(3) When properly equipped.



Competitive Comparison

Comparing 2015 F-150 to 2015 Ram 1500

Promoted on the Ram website as offering capability and durability, Ram 1500 is available in 9 trims. Ram highlights its 3.0L EcoDiesel V6 engine, its towing capabilities and its HEMI power.



Competitive Chatter

3.0L EcoDiesel V6 Engine

The Ram website states that the Ram 1500 4x2 equipped with the available 3.0L EcoDiesel can travel farther between fill-ups:

- 20 city/28 hwy/23 combined mpg
- Engine upgrade cost: \$4,770⁽¹⁾
- Diesel fuel cost: \$3.13 per gallon⁽²⁾

HEMI Power

On the Ram website, the 5.7L HEMI engine for Ram 1500 is described as delivering legendary V6 power with fuel saver technology that deactivates half the cylinders while cruising or towing light loads.

- 15 city/22 hwy/17 combined mpg (4x2)
- 395 horsepower
- 410 lb.-ft. of torque
- 10,700-lb. max. conventional towing (4x2)

Ford Facts

Both the 2.7L EcoBoost® and the 3.5L EcoBoost engines available for F-150 cost less to equip and fuel than the Ram 1500 with the 3.0L EcoDiesel:

2.7L EcoBoost 4x2

- EPA-estimated rating of 19 city/26 hwy/22 combined mpg⁽¹⁾
- Upgrade cost: \$795⁽⁴⁾
- Regular unleaded gasoline cost: \$2.19/gallon⁽²⁾

3.5L EcoBoost 4x2

- EPA-estimated rating of 17 city/24 hwy/20 combined mpg⁽¹⁾
- Upgrade cost: \$1,995⁽⁴⁾
- Regular unleaded gasoline cost: \$2.19/gallon⁽²⁾

Both the 3.5L EcoBoost V6 and the 5.0L V8 available for F-150 offer the **5.7L HEMI** in several categories:

3.5L EcoBoost V6 (4x2)

- EPA-estimated rating of 17 city/24 hwy/20 combined mpg⁽¹⁾
- 365 horsepower
- 420 lb.-ft. of torque
- **Best-in-class⁽²⁾ 12,200-lb. maximum conventional towing⁽³⁾**

5.0L V8 (4x2)

- EPA-estimated rating of 15 city/22 hwy/18 combined mpg⁽¹⁾
- 385 horsepower
- 387 lb.-ft. of torque
- **11,000-lb. maximum conventional towing**

Simply Stated

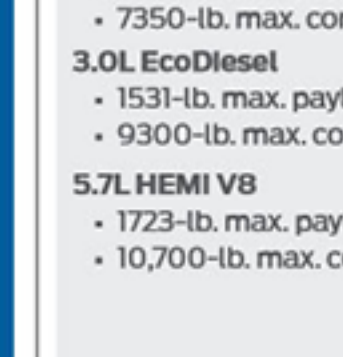
How far you travel on a tank of gas is only part of the equation. With the higher upgrade cost for the engine, PLUS the much higher cost of diesel fuel over gasoline, EcoDiesel owners will never get their investment paid back. The 2.7L EcoBoost costs \$3,975 less than the EcoDiesel and the 3.5L EcoBoost costs \$2,775 less than the EcoDiesel and both run on less expensive regular unleaded gasoline.

Real-world example: Over and above the engine upgrade cost, driving 15,000 miles per year could cost an EcoDiesel owner \$398.50 per year just to cover the extra cost of diesel fuel.⁽²⁾

While the 5.7L HEMI needs to deactivate cylinders to get its best fuel economy, the 3.5L EcoBoost V6 available for F-150 has better fuel economy with all 6 cylinders running all the time. AND, it delivers best-in-class maximum conventional towing of 12,200 lbs. The 5.0L V8 available for F-150 has the power to go toe-to-toe with HEMI too.

See more F-150 vs. Ram

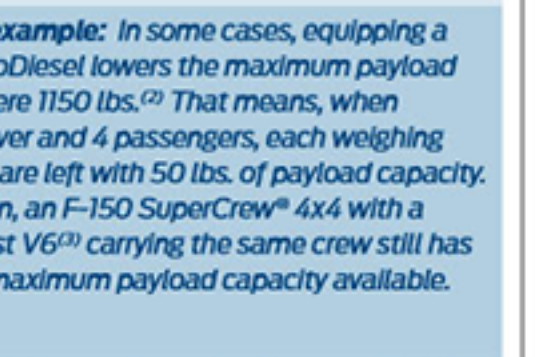
(1) MSRP pricing. Deprecies 11% based on assumptions.
(2) National average prices of \$2.19 for regular unleaded gasoline and \$3.13 for diesel fuel (\$3.08 fuel + \$0.05 DEF), as of 1/14/15. Source: AAA Fuel Gauge Report.
(3) 4x2 ratings shown. Actual mileage will vary.
(4) MSRP pricing.



Competitive Comparison

Comparing 2015 F-150 to 2015 Ram 1500 cont'd

Promoted on the Ram website as offering capability and durability, Ram 1500 is available in 9 trims. Ram highlights its 3.0L EcoDiesel V6 engine, its towing capabilities and its HEMI power.



Competitive Chatter

Maximum Payload

Ram indicates that they have high maximum payload and towing ratings for their 4x2 regular cab models:

3.6L V6

- 1913-lb. max. payload
- 7350-lb. max. conventional towing

3.0L EcoDiesel

- 1531-lb. max. payload
- 9300-lb. max. conventional towing

5.7L HEMI V8

- 1723-lb. max. payload
- 10,700-lb. max. conventional towing

Smarter Towing

The Ram 1500 webpage indicates that Ram offers smarter towing, thanks to:

- Integrated trailer hitch
- Trailer sway control

Ford Facts

Ford has 4 engines available for F-150 while Ram only has 3 engines, giving F-150 owners a better opportunity to select an engine that best matches their needs. AND, when looking at Regular Cab 4x2 models, both the F-150 3.5L EcoBoost® V6 and the 5.0L V8 have better payload and towing ratings than all 3 Ram engines.

3.5L V6

- 1910-lb. max. payload⁽¹⁾
- 7600-lb. max. conventional towing⁽¹⁾

2.7L EcoBoost V6

- 2250-lb. max. payload⁽¹⁾
- 8500-lb. max. conventional towing⁽¹⁾

3.5L EcoBoost V6

- 3270-lb. max. payload⁽¹⁾
- 12,200-lb. max. conventional towing⁽¹⁾

5.0L V8

- 3300-lb. max. payload⁽¹⁾
- 11,000-lb. max. conventional towing⁽¹⁾

F-150 offers more available towing features, including:

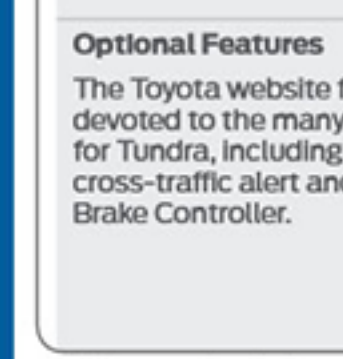
- Integrated brake controller
- Trailer Apps
- Smart Trailer Tow Connector
- 360 degree camera with split-view display
- Dynamic hitch assist

Why settle for too much — or too little — capability thanks to limited engine choices? F-150 gives you 4 engine choices, while Ram only gives you 3. AND, 2 F-150 engines have better payload and towing ratings than all 3 of the engines available from Ram, including Ram's infamous HEMI.

Real-world example: In some cases, equipping a Ram with EcoDiesel lowers the maximum payload rating to a mere 1150 lbs.⁽²⁾ That means, when carrying a driver and 4 passengers, each weighing 250 lbs., you are left with 50 lbs. of payload capacity. In comparison, an F-150 SuperCrew® 4x4 with a 3.5L EcoBoost V6⁽³⁾ carrying the same crew still has 1550 lbs. of maximum payload capacity available.

You can settle for passive towing features like those available for Ram 1500. Or you can choose towing features that help you hook up smoothly and help you tow with more confidence, such as the Trailer Apps, dynamic hitch assist and 360 degree camera with split-view display available on F-150.

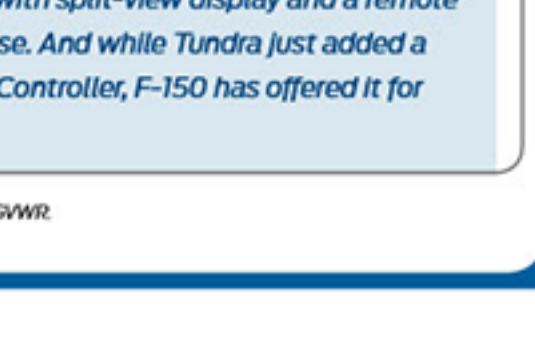
(1) When properly equipped.
(2) Calculations use base curb weights and standard GVWR package of 4x2 models. Regular Cab comparison is with King Cab models. SuperCab and SuperCrew are with standard Short models.
(3) Using 91 octane fuel.



Competitive Comparison

Comparing 2015 F-150 to 2015 Toyota Tundra

On the Toyota website, the 2015 Tundra is promoted as being work-ready and family tough. Tundra heavily promotes its towing and payload capacity, V8 engine choices and its many option packages.



Competitive Chatter

Towing and Payload Capacity

According to its catalog, when properly equipped with the available 5.7L V8, Tundra delivers:

- Max. conventional towing: 12,000 lbs.
- Max. payload: 2090 lbs.

2 Engine Choices — V8 Only

According to the Toyota catalog, Tundra offers a choice of 2 engines, which make up a powerful duo:

- 4.6L V8: 310 horsepower; 15 city/19 hwy/16 combined mpg (4x2)
- 5.7L V8: 381 horsepower; 13 city/18 hwy/15 combined mpg (4x2)

Optional Features

The Toyota website features several pages devoted to the many optional features available for Tundra, including Blindspot Monitor with cross-traffic alert and new-for-2015 Trailer Brake Controller.

Ford Facts

F-150, when equipped with the available 5.0L V8, delivers:

- Max. conventional towing: 11,100 lbs.⁽¹⁾
- Max. payload: 3300 lbs.⁽¹⁾

AND, the 3.5L EcoBoost® V6 delivers additional capability:

- Max. conventional towing: 12,200 lbs.⁽¹⁾
- Max. payload: 3270 lbs.⁽¹⁾

F-150 offers both V6 and V8 engines to give customers a choice:

- 3.5L V6: 262 horsepower;
- Max. conventional towing: 18 city/25 hwy/20 combined mpg⁽¹⁾
- 2.7L EcoBoost V6: 325 horsepower;
- EPA-estimated rating of 19 city/26 hwy/22 combined mpg⁽¹⁾
- 3.5L EcoBoost V6: 365 horsepower;
- EPA-estimated rating of 17 city/24 hwy/20 combined mpg⁽¹⁾
- 5.0L V8: 385 horsepower; EPA-estimated rating of 15 city/22 hwy/18 combined mpg⁽¹⁾

F-150 offers similar features, such as BLIS® with cross-traffic alert. F-150 also offers many class-exclusive⁽¹⁾ available features, including:

- 360 degree camera with split-view display
- Active park assist
- Inflatable rear safety belts
- LED side-mirror spotlights
- Remote tailgate release

When F-150 and Tundra V8s go head-to-head, it's the F-150 5.0L V8 that comes out on top, delivering 11,100 lbs. of towing when properly equipped, plus 3300 lbs. of payload capacity.

Real-world example: The extra 600 lbs. of towing capability provided by F-150 is enough to tow an extra personal watercraft.

By offering only 2 V8 engines, Toyota is, in effect, forcing some customers to buy more engine than they need. F-150 provides a V8 engine as well as popular V6 versions, many of which have higher horsepower AND better EPA-estimated fuel economy ratings than those offered by Toyota.

Rather than offering a bunch of "me-too" features like Tundra, F-150 offers a number of class-exclusive features including active park assist, a 360 camera with split-view display and a remote tailgate release. And while Tundra just added a Trailer Brake Controller, F-150 has offered it for many years.

(1) Actual mileage will vary.
(2) Calculations use base curb weights and standard GVWR package of 4x2 models. Regular Cab comparison is with King Cab models. SuperCab and SuperCrew are with standard Short models.
(3) Using 91 octane fuel.



F-150 vs. the Competition on Performance

The all-new 2015 F-150 stacks up well against the competition in areas of critical importance to truck buyers — horsepower, torque, fuel economy and payload. It's clear that F-150 is the truck to beat.



Spec Sets

	2015 Ford F-150	2015 Chevrolet Silverado 1500	2015 Ram 1500	2015 Toyota Tundra
Engine	3.5L V6	4.3L V6	3.6L V6	—
Horsepower	282	285	305	—
Torque (lb.-ft.)	253	305	260	—
EPA-estimated rating of (city/hwy/combined) mpg ⁽¹⁾	18/25/20 (4x2) 17/23/19 (4x4)	18/24/20 (4x2) 17/22/19 (4x4)	17/25/20 (4x2) 16/23/19 (4x4)	—
Engine	2.7L EcoBoost® V6	5.3L EcoTec V8	5.7L HEMI V8	4.6L V8
Horsepower	325 ⁽²⁾	355	395	310
Torque (lb.-ft.)	375	383	410	327
EPA-estimated rating of (city/hwy/combined) mpg ⁽¹⁾	19/26/22 (4x2) 18/23/20 (4x4)	16/23/19 (4x2) 16/22/18 (4x4)	15/22/17 (4x2) 15/21/17 (4x4)	15/19/16 (4x2) 14/18/16 (4x4)
Engine	3.5L EcoBoost V6	6.2L EcoTec V8	3.0L EcoDiesel V6	5.7L V8
Horsepower	365	420	240	381
Torque (lb.-ft.)	420	460	420	401
EPA-estimated rating of (city/hwy/combined) mpg ⁽¹⁾	17/24/20 (4x2) 17/23/19 (4x4)	15/21/17 (4x2) 15/21/17 (4x4)	20/28/23 (4x2) 19/27/22 (4x4)	13/18/15 (4x2) 13/17/15 (4x4)
Engine	5.0L V8	5.3L EcoTec V8	5.7L HEMI V8	4.6L V8
Horsepower	385	355	395	310
Torque (lb.-ft.)	387	383	410	327
EPA-estimated rating of (city/hwy/combined) mpg ⁽¹⁾	15/22/18 (4x2) 15/21/17 (4x4)	16/23/19 (4x2) 16/22/18 (4x4)	15/22/17 (4x2) 15/21/17 (4x4)	15/19/16 (4x2) 14/18/16 (4x4)
Max. Conventional Towing (lbs.) ⁽²⁾	12,200 (4x2) 12,000 (4x4)	12,000 (4x2) 11,900 (4x4)	10,700 (4x2) 10,500 (4x4)	10,500 (4x2) 10,200 (4x4)
Max. Payload (lbs.) ⁽²⁾	3300 (4x2) 3060 (4x4)	2260 (4x2) 2270 (4x4)	1913 (4x2) 1727 (4x4)	2080 (4x2) 2005 (4x4)

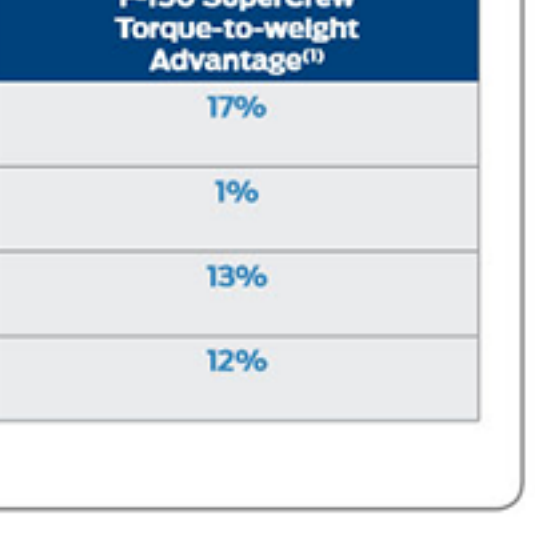
Items in blue signify an advantage vs. one or more competitors.
(1) Actual mileage will vary.
(2) Calculations use base curb weights and standard GVWR package of 4x2 models. Regular Cab comparison is with King Cab models. SuperCab and SuperCrew are with standard Short models.



Competitive Comparison

2015 F-150 vs. the Competition on Power-to-Weight Advantages

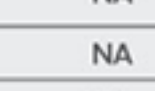
While most customers are familiar with using horsepower, torque, towing and payload ratings to compare trucks, it's important to help them understand that the power-to-weight ratio is a smarter measure of performance. Simply dividing engine horsepower or torque by vehicle weight tells you how much torque you have for every pound of vehicle weight. When you reduce weight — as F-150 has done — you improve this ratio, contributing to better acceleration, handling, towing, maneuverability and braking. As you can see below, F-150 has an advantage in every cab configuration. Be sure to share this information with your customers.



Spec Sets

	2015 Ford F-150 2.7L EcoBoost® (375 lb.-ft. of torque)	F-150 Regular Cab Torque-to-weight Advantage ⁽¹⁾	F-150 SuperCab Torque-to-weight Advantage ⁽¹⁾	F-150 SuperCrew® Torque-to-weight Advantage ⁽¹⁾
2015 Silverado 5.3L EcoTec V8 (383 lb.-ft. of torque)	9%	12%	10%	10%
2015 Ram 3.0L EcoDiesel V6 (420 lb.-ft. of torque)	10%	6%	4%	4%
2015 Ram 5.7L HEMI V8 (410 lb.-ft. of torque)	5%	4%	3%	3%
	2015 Ford F-150 3.5L EcoBoost (420 lb.-ft. of torque)	F-150 Regular Cab Torque-to-weight Advantage ⁽¹⁾	F-150 SuperCab Torque-to-weight Advantage ⁽¹⁾	F-150 SuperCrew Torque-to-weight Advantage ⁽¹⁾
2015 Silverado 5.3L EcoTec V8 (383 lb.-ft. of torque)	16%	18%	17%	17%
2015 Silverado 6.2L EcoTec V8 (460 lb.-ft. of torque)	N/A	2%	1%	1%
2015 Ram 3.0L EcoDiesel V6 (420 lb.-ft. of torque)	17%	14%	13%	13%
2015 Ram 5.7L HEMI V8 (410 lb.-ft. of torque)	12%	13%	12%	12%

Items in blue signify an advantage vs. one or more competitors.
(1) Calculations use base curb weights and standard GVWR package of 4x2 models. Regular Cab comparison is with King Cab models. SuperCab and SuperCrew are with standard Short models.



Competitive Comparison