

**BUILT**  
*Ford*  
**TOUGH**

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# F150



A WHOLE NEW ERA OF "BUILT FORD TOUGH"

Early Preview



2004

F-150

## THE ALL-NEW 2004 F-150 WON'T JUST CHANGE THE RULES, IT WILL CHANGE THE GAME.

F-150 raises the bar again and redefines what a pickup truck can be.

A total redesign — outside, inside and under the skin — the 2004 F-150 ushers in a whole new era of "Built Ford Tough."

The 2004 F-150 combines F-Series' 26 years as America's best-selling truck and 21 years as the best-selling vehicle with Ford Motor Company's 85 years of experience in the truck market. Only Ford — the proven truck leader — can legitimately introduce such a groundbreaking product. This Early Preview Brochure is designed to give you, the Sales Consultant, the facts about the 2004 F-150.



### XL

#### Workhorse

Customers are traditional working-class buyers who are comfortable with that image. They primarily use their truck for work, including towing or hauling, but also utilize it to camp, fish or hunt.

#### Key XL Attributes

- Chrome front and rear step bumper
- Chrome grille surround
- Black "bar-style" grille insert
- 17-inch grey styled-steel wheels
- AM/FM stereo with clock
- Cloth 40/20/40 split bench seat with manual driver's lumbar adjustment
- Black urethane steering wheel
- Black vinyl floor covering
- Tilt steering column



### STX

#### Fun and Athletic

Customers are more likely to be youthful in attitude and could be buying their first full-size pickup. They want to own a stylish truck at an affordable price. They use their truck for basic transportation and recreation.

#### Key STX Attributes

- Body-color front and rear step bumper
- Body-color grille surround
- 17-inch sport cast aluminum wheels
- AM/FM stereo with clock and single-disc CD
- Cloth 40/20/40 split bench seat with manual driver's lumbar adjustment
- Black urethane steering wheel
- Black vinyl floor covering



### XLT

#### All-Purpose

Customers are content with a family image. They need the versatility of a pickup truck for transporting people and their things, while shopping, running errands and taking vacations.

#### Key XLT Attributes

- Chrome front and rear step bumper
- Body-color grille surround and black honeycomb grille insert
- 17-inch cast aluminum wheels
- Premium cloth 40/20/40 split bench seat or optional dual Captain's Chairs with console
- Color-coordinated steering wheel, carpeting and carpeted floor mats
- Overhead rail storage system on SuperCab and SuperCrew, or overhead mini-console on Regular Cab
- Convenience features including: Remote Keyless Entry System; power door locks, windows and mirrors; and speed control
- Second-row power windows on SuperCab and SuperCrew

For 2004, Ford demonstrates a deep understanding of the truck market, and sharpens the product differentiation of the new F-150. The five-series lineup is designed to appeal to the specific needs of distinct consumers within the broad pickup market. Each series provides a unique combination of exterior and interior features that set it apart from all the others.



### FX4

#### Off-Road Power

Customers identify with a tough and powerful image and demand that type of performance and capability from an attention-getting vehicle. They drive their truck for pleasure and also off-road, in addition to using it for basic transportation.

#### Key FX4 Attributes

- Body-color front and rear step bumper
- Body-color grille surround
- 17-inch machined aluminum wheels with optional 18-inch machined cast aluminum wheels
- Standard 5.4L 3V Triton V-8 engine
- Skid plates, off-road tuned shocks and limited slip
- Unique interior with "warm steel" accents and "carbon mesh" surface treatments
- Unique cluster with aviation-inspired gauges and chrome-ringed air registers
- Sport cloth 40/20/40 split bench front seat and optional cloth or leather-trimmed Sport Captain's Chairs, including flow-through console and floor shifter



### Lariat

#### Truck Luxury

Customers consider their trucks to be a reasonable reward for achievement and typically look for a variety of amenities and conveniences. They value a comfortable ride and good handling during long drives, and when towing a boat or camper on vacation.

#### Key Lariat Attributes

- Chrome front and rear step bumper (monotone paint) or Arizona Beige (two-tone paint)
- Chrome grille surround
- Satin Nickel honeycomb grille insert
- 18-inch bright aluminum wheels
- AM/FM stereo/clock/cassette/single CD player
- Unique interior with:
  - Woodgrain effects on the doors and instrument panel center stack
  - Unique instrument cluster with message center
  - Chrome interior elements including door handles, gauges and air register surrounds

#### Performance/Handling

- More powerful 5.4L Triton™ 3-valve V-8 engine
- Improved 4.6L Triton SOHC V-8 engine
- More responsive suspension
- More precise steering



#### Quality/Reliability/Durability

- All-new stiffer frame and body structure



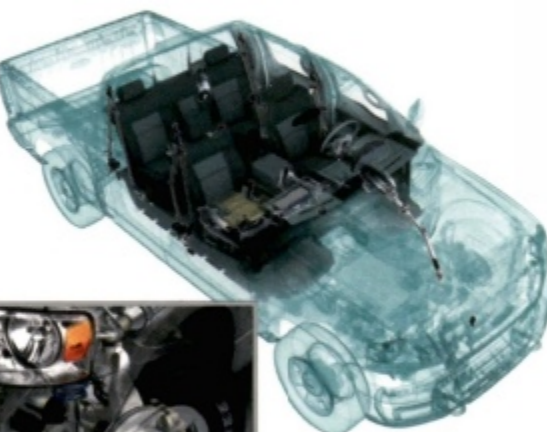
#### Comfort/Convenience

- Greater roominess
- Improved functional convenience



#### Safety/Security

- Ford Personal Safety System™
- Larger brakes
- Stronger body structure



## Performance/Handling

### 5.4L Triton™ 3-valve V-8 engine



- A three-valves-per-cylinder design and a host of other features provide increased power, especially at low engine speeds, and increased refinement for quiet operation
- The 5.4L produces 300 horsepower @ 5000 rpm and 365 lb.-ft. of torque @ 3750 rpm, more power and torque than ever before
- Variable cam timing allows the valves to be operated at different points in the combustion cycle, providing performance that is precisely tailored to specific engine speed and load
- Charge Motion Control Valves help cause a thorough mix of air and fuel, resulting in a quick, efficient burn

- New torque-based electronic throttle control provides smooth, consistent response
- New 4R75E transmission provides shift quality improvements

### 4.6L Triton SOHC V-8 engine

- The 4.6L has 231 horsepower @ 4750 rpm and 293 lb.-ft. of torque @ 3500 rpm
- 90 percent of torque is available from 2000 rpm to 4500 rpm for hauling and towing
- New torque-based electronic throttle control provides smooth, consistent response

### Capability

- F-150 has the highest available payload in its class<sup>(1)</sup>
- F-150 offers best-in-class maximum towing capability<sup>(1)</sup>

### Suspension

- New coil-over-shock double-wishbone independent front suspension helps to create a smooth ride

- Front suspension design offers increased steering stiffness and better roll damping, allowing for more precise suspension tuning and steering response, and helps to improve vehicle controllability
- Rear suspension design offers greater roll damping and lateral stiffness, offering improved control of body sway
- Rear shocks are now located outside of the frame rails to reduce lean when cornering
- Larger 3-inch-wide rear leaf springs, the same size as Super Duty, help control sway during cornering, and contribute to stability when towing a trailer

### Steering

- All-new rack-and-pinion steering system allows precise steering feel and response
- Steering system joints are stiffer, with lower friction and less play — and by maintaining tight tolerances, the steering response is precise and easy to modulate

(1) When properly equipped.

## Quality/Reliability/Durability

### Frame

- New design provides the foundation for better handling and cornering control



- Frame has nine times more torsional stiffness and increased bending stiffness over the 2003 F-150 frame
- Fully boxed frame results in increased stiffness and stronger attachment points for the brackets that attach the suspension components and body to the frame (hydroformed section highlighted in yellow)
- "Through-rail" crossmembers welded to the inner and outer edges of the boxed frame provide additional frame stiffness and stiffer joints (over 2003 F-150 frame)

## Comfort/Convenience

### Roominess

- 6 inches of interior length have been added to Regular Cab and SuperCab so every F-150 cab is roomier than before
- More lockable storage space is provided — up to 13 inches behind the front seat in Regular Cab — with new class-exclusive rear access doors for greater convenience
- Cargo boxes are available in three sizes — 5½-, 6½- and 8-foot lengths. All are 2 inches deeper than previous models, increasing usable volume
- Optional 5½-foot box on SuperCab is new for 2004, providing a sporty look and improved garageability
- SuperCab rear-seat angle is 21 degrees for improved rear-seat passenger comfort



### Improved Functional Convenience

- Class-exclusive overhead rail storage system has a unique modular design that allows customers to personalize storage options (standard on XLT, FX4 and Lariat SuperCab and SuperCrew models)



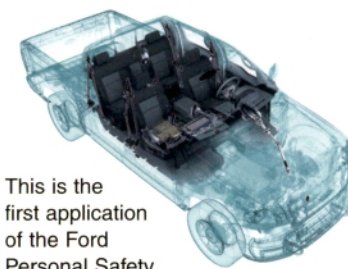
- Standard first-in-class Tailgate Assist feature utilizes a torsion bar to ease tailgate operation
- First-in-class flow-through console with floor shifter is available (FX4 and Lariat SuperCab and SuperCrew with Captain's Chairs)



- XLT, FX4 and Lariat SuperCab models feature new second-row power windows

## Safety/Security

### Personal Safety System™



- This is the first application of the Ford Personal Safety System in a pickup truck
- Front passenger seat weight sensor helps tailor airbag response to specific situations
- Features dual-stage front airbags, airbag deployment sensors, 3-point outboard safety belts, and outboard front safety belt pretensioners

### Structure

- Crush zones in the hydroformed front frame rails are designed to compress like an accordion, absorbing crash energy
- Reinforced rocker panels and a "torque box" just ahead of the doors help prevent intrusion into the passenger compartment

### Brakes

- All-new four-wheel disc brakes provide excellent pedal feel, responsiveness, and predictable brake performance
- Larger standard front calipers and increased rotor diameter and thickness provide more surface area for brake pad contact and heat dissipation
- Vented brake rotors on all four wheels contribute to fade resistance

