



2004
F-650/F-750

PREVIEW BROCHURE

SUPER DUTY CHASSIS CAB

MORE OPPORTUNITIES

The 2004 F-650/F-750 Super Duty Chassis Cabs are the biggest commercial vehicle launch Ford has seen in many years. This honest, hardworking truck offers many factory-built options to get your customers' jobs done better than ever before. In fact, these new trucks offer a 10-fold increase in the spec range over the 2003 models. More choices for customers ... and more opportunity for you to get new business.

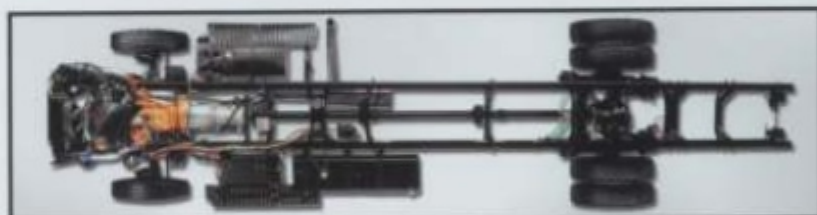
The new trucks offer a number of advantages for Sales Consultants, including:

- A complete medium-duty truck lineup to offer customers
- New features and a broad range of choices open new market opportunities
- The ability to custom-build a Ford truck to satisfy just about any customer requirement

2004 F-650/F-750 Key Customer "Why-Buys"

These class-exclusive features will help you sell the 2004 F-650/F-750 more effectively:

- The only 4-door SuperCab in the medium-duty truck segment. The optional rear-seat delete makes this choice even more flexible for commercial truck buyers
- The only low-profile cab for height-restricted applications such as bucket, airport service and dump trucks. All other competitive cabs will be 4 to 8 inches taller, resulting in compromises for second-unit bodies
- Widest diesel engine lineup, including the 6.0L Power Stroke® V-8, Caterpillar and Cummins, with a wide range of horsepower and torque ratings
- Available frames with yield strengths up to 120,000 psi, a section modulus of 29.84 inches, and a Resisting Bending Moment (RBM) of 3,580,000 in.-lbs. The result is availability of one of the strongest frames in the segment on F-750 and F-750 S models



- F-650 Pro Loader Kick-up Frame provides low ground height (28.3 inches) for certain vocational applications
- Best-in-class ground clearance on standard equipment with no special options needed
- Clean Cab-to-Axle available. Fuel tanks, air tanks, ABS modules and other equipment are packaged under the cab, not on the frame



Quality and Durability Customers Trust

- Ford's strategy is to improve customer satisfaction by adopting ride and handling characteristics that Ford research indicates medium-duty truck customers prefer
- F-650/F-750 Super Duty cab is tested on medium/heavy-duty durability routes, which include additional pothole testing and extra miles of general durability testing
- Higher loading (110 percent GVW) during durability testing approximates real-world conditions. Testing employs the same durability route events that were used in previous Class 8 routes
- Ford's internal Global Quality Reporting System (GQRS) surveys rank F-650/F-750 ahead of competitors both in terms of customer satisfaction and in Things Gone Wrong per 1000 vehicles. Quality benchmarking for 2004 targets improvements in both areas

Competitive Positioning

The 2004 F-650/F-750 Super Duty competitive strategy is to offer customers a wide choice of options and content at a high value equation. The medium-duty truck market presents a tough competitive outlook:

- Competitors are moving to premium Class 8 cabs — which come at premium prices
- Diesel engine manufacturers are adding emissions controls and passing costs on to customers
- Truck manufacturers are rationalizing content to save costs, but are limiting vehicle usage/customer flexibility
- Our commercial customers' business environment is squeezing them. What they don't need are higher costs, which translate to lower profit margins for them

The 2004 F-650/F-750 marketing strategy helps to give you an advantage over your medium-duty truck competition in the following ways:

- Ford helps control costs by sharing many cab components with the rest of the F-Series Super Duty lineup
- The new lean manufacturing truck plant in Escobedo, Mexico, also helps keep costs down by using innovative manufacturing and quality-control techniques
 - The 2004 truck adds more factory-built options to help you spec the right truck for your customers' specific needs
 - In the face of higher prices from the competition, Ford's strategy is to increase value and control price increases by leveraging purchasing/manufacturing scale

MODELS

The 2004 F-650/F-750 is all about choice — starting with the model lineup. All models with a straight frame are available as either a straight truck or a tractor. Check your Order Guide for details on straight truck and tractor versions. Each model has a different chassis height to meet the requirements of the application it was designed for.

Model	Frame Height (inches, ground to top of frame, unloaded)
F-650 Pro Loader Kick-up Frame	28.3
F-650 Pro Loader Straight Frame	31
F-650 (Dock Height)	34
F-750 (Dock Height)	35
F-750 S (Severe Service)	37

Frames and Frame Extensions

Customers have several frame choices, too, depending on the wheelbase length and front axle their application requires. Available frame sizes range from a 9-inch straight frame to a 10.8-inch reinforced frame for F-750 and F-750 S. F-750 now offers one of the strongest frames in the segment ... with yield strength of up to 120,000 pounds per square inch, a 29.84-inch section modulus and a Resisting Bending Moment (RBM) of up to 3,580,000 in.-lbs.

Frame extension choices are also expanded for 2004. They now come in two ways:

Huck-bolted frame extensions — Huck bolts will not loosen, yet they can be removed (and later reinstalled) if the front-end extension is no longer needed. Customers who need that flexibility will prefer the bolt-on frame extension

Integral frame extension — New for 2004, the integral frame extension is optional on F-750 S. This choice will give you an edge when the written specs for a bid require an integral extension



Wheelbases and Cab-to-Axle Dimensions

Customers have an even wider choice of wheelbase lengths and cab-to-axle (CA) lengths in 2004. This allows you to spec a truck to the exact needs of your customer instead of having to order a longer wheelbase and have the upfitter shorten the frame for the customer's application. These are industry-standard

CA lengths — which make it even easier for upfitters to install a body on the chassis. Another thing upfitters will love — it's a clean CA, with fuel tanks, battery box, air tanks and ABS module packaged under the cab instead of on the frame.

2004 F-650/F-750 Wheelbase/Cab-to-Axle Availability

(All dimensions in inches.)

Regular Cab WB/CA (inches)	F-650 Pro Loader (Kick-up Frame)	F-650 Pro Loader (Straight Frame)	F-650	F-750	F-750 S
134/60	X				
146/72		X	O	O	
158/84	X	X	O	O	O
176/102		X	X	X	X
182/108	X	X	X	X	X
194/120	X	X	X	X	X
200/126		X	X	X	X
212/138		X	X	X	X
218/144	X	X	X	X	X
224/150		X	X	X	X
230/156		X	X	X	X
242/168	X	X	X	X	X
260/186		X	X	X	X

SuperCab WB/CA (inches)	F-650 Pro Loader (Kick-up Frame)	F-650 Pro Loader (Straight Frame)	F-650	F-750	F-750 S
155/60	X				
167/72		X	O	O	
179/84	X	X	O	O	O
197/102		X	X	X	X
203/108	X	X	X	X	X
215/120		X	X	X	X
221/126		X	X	X	X
233/138		X	X	X	X
239/144	X	X	X	X	X
245/150		X	X	X	X
251/156		X	X	X	X
263/168		X	X	X	X
281/186		X	X		

Crew Cab WB/CA (inches)	F-650 Pro Loader (Kick-up Frame)	F-650 Pro Loader (Straight Frame)	F-650	F-750	F-750 S
170/60	X				
182/72		X	O	O	
194/84	X	X	O	O	O
212/102		X	X	X	X
218/108	X	X	X	X	X
230/120		X	X	X	X
236/126		X	X	X	X
248/138		X	X	X	X
254/144	X	X	X	X	X
260/150		X	X	X	X
266/156		X	X	X	X
278/168		X	X		

X = Available in straight truck version only.
O = Available in both straight-truck and tractor versions. (Tractor version requires 39-inch AF dimension.)

MORE CHOICES...

SUSPENSIONS & AXLES

For 2004 your customers now have more options for front and rear suspensions. These expanded choices mean you can spec the exact truck to meet your customers' demands.



Front Leaf Springs

Front Suspensions

Parabolic tapered leaf front suspension — New for 2004, helps provide an excellent balance of ride and handling, as well as the ability to handle the most demanding applications. Available range: 8500 lbs. to 13,200 lbs.

Aeon® auxiliary springs — Available as an option, recommended only for applications requiring additional front roll stiffness, such as: constantly loaded bucket trucks, digger derricks, refrigerated vans and liquid load tank trucks. The auxiliary springs provide additional stiffness without having to order higher-rated springs



Rear Suspensions

In 2003, customers could choose among only four rear multi-leaf, and one rear air suspension. The 2004 F-650/F-750 expands these choices to five multi-leaf and six air suspensions. Multi-leaf suspensions now range from 13,500 lbs. to 23,500 lbs. Air suspensions range from 12,000 lbs. to 23,000 lbs.

Vari-Rate Multi-leaf Suspension

This standard suspension features a variable deflection rate. As the spring bends under an increased load, the point where the spring contacts a cam-type spring bracket moves toward the center of the spring. This shortens the effective length of the spring, making it stiffer as the load increases.

These suspensions may also include an integral progressive-rate Aeon® auxiliary spring.

- Under lightly loaded conditions, the auxiliary spring contributes gradually to the spring rate, preventing a noticeable decrease in ride quality
- Under heavily loaded conditions, the auxiliary spring progressively increases the spring rate and contributes to overall vehicle roll stiffness
- When the vehicle is empty, the auxiliary spring may be in constant contact. However this is consistent with the suspension's design and will not decrease ride quality

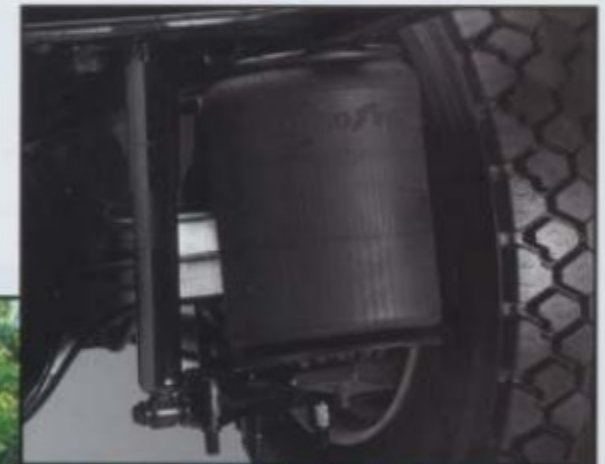


Air Suspension

Air spring suspensions are valued for their smooth ride quality, lightweight design and reduced NVH. They're a strong "why-buy" for carriers of beverages, electronic equipment and other fragile cargo. Other rear air suspension benefits include:

- As an added benefit, air suspension may be ordered with air or hydraulic brakes
- Rubber bushings at all moving component interfaces to dampen noise and vibration
- High lateral stiffness bushings for excellent handling
- Roll stiffness for control in turns and crosswinds
- Design helps minimize the number of components to wear or require service
- Optimized height-control valve helps provide a more constant suspension ride height
- Exclusive spring bushing design helps extend bushing life and improve durability

Air Spring



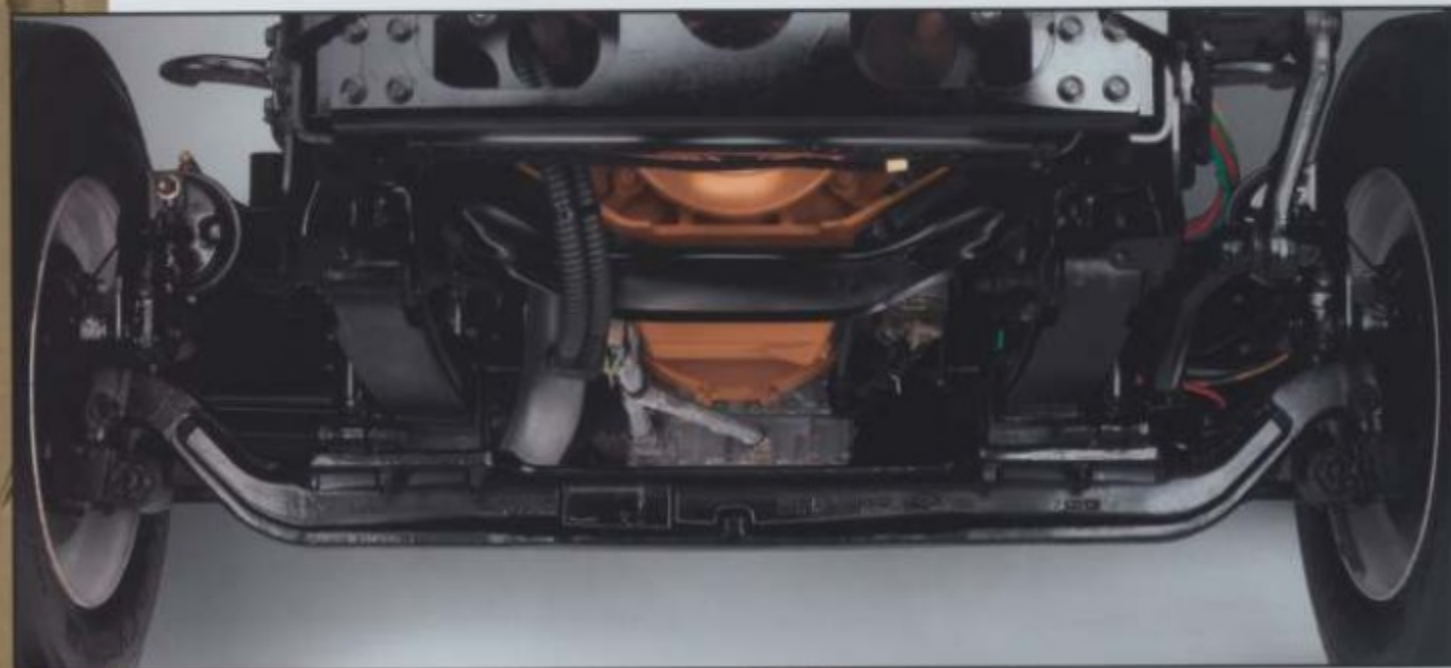
SUSPENSIONS & AXLES (CONT'D)

Front Axles

I-Beam type, non-driving front axles are provided by Dana Spicer. Front axles are used to steer the vehicle and also help carry the payload. Features of the 2004 F-650/F-750 front axles include:

- Forged steel I-Beam for strength and reliability
- Sealed kingpins and tie rod ends for increased lubrication intervals and longer axle life
- Lube fittings for tie rod ends and kingpins
- Anti-friction roller thrust bearings for low steering efforts
- High turn angle capability

Front Axle Availability		
Axle Model	Vehicle Model	Weight Capacity (lbs.)
Spicer D-850S	F-650 Pro Loader Kick-up Frame	8500
	F-650 Pro Loader Straight Frame	
	F-650	
Spicer I-100SG	F-650	10,000
	F-750	
	F-750 S	
Spicer I-120SG	F-750	12,000
	F-750 S	
Spicer I-132SG	F-750	13,200
	F-750 S	



Front Axle

Rear Axles

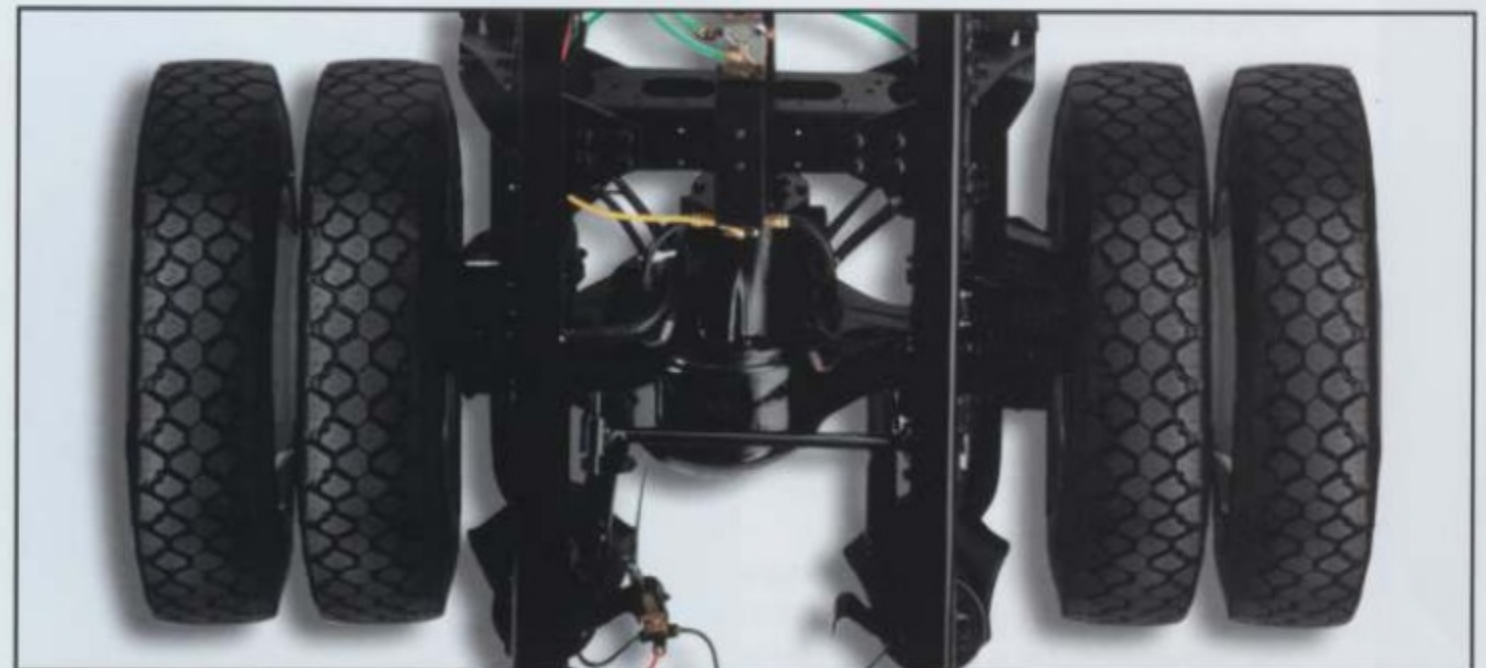
Customers now have 12 different rear axles to choose from. In addition, axle ratios are no longer restricted, which gives your customers even more options to build the right truck for their job.

- 2-speed rear axles are now Regular Production Option (RPO) and provide additional gearing power for startability at low rpm, as well as improved economy and maximum road speed for the axle's high range
- Locking differential rear axles are now RPO and allow the driver to flip a switch on the instrument panel to lock the rear axle. This provides better traction in slippery on- or off-road driving conditions, similar to a limited-slip rear axle



Air Suspension

Rear Axle Availability		
Axle Model	Vehicle Model	Weight Capacity (lbs.)
Single-speed		
Spicer S135-S	F-650 Pro Loader Kick-up Frame	13,500
	F-650 Pro Loader Straight Frame	
Spicer S150-S	F-650 Pro Loader Kick-up Frame	15,500
	F-650 Pro Loader Straight Frame	
Spicer 17060S	F-650 Pro Loader Kick-up Frame	17,500
	F-650 Pro Loader Straight Frame	
Spicer 19060S	F-650	19,000
	F-650	
Spicer 21060S	F-750	21,000
	F-750 S	
Spicer 23090S	F-750	23,000
	F-750 S	
2-speed		
Spicer 19055T	F-650 Pro Loader Kick-up Frame	17,500
	F-650 Pro Loader Straight Frame	
	F-650	
Spicer M190-T	F-650	19,000
Spicer M210-T	F-750	21,000
	F-750 S	
Spicer 23082T	F-750	23,000
	F-750 S	
Single-speed with Locking Differential		
Spicer 21060D	F-750	21,000
	F-750 S	
Spicer 23090D	F-750	23,000
	F-750 S	



Rear Axle

POWERTRAINS

For 2004, the powertrain news is more power — and more choices, of course. Customers have a choice of three outstanding diesel engines, each with several horsepower and torque ratings, so they can get the right engine for the job.

6.0L Power Stroke® Turbo Diesel V-8 Engine

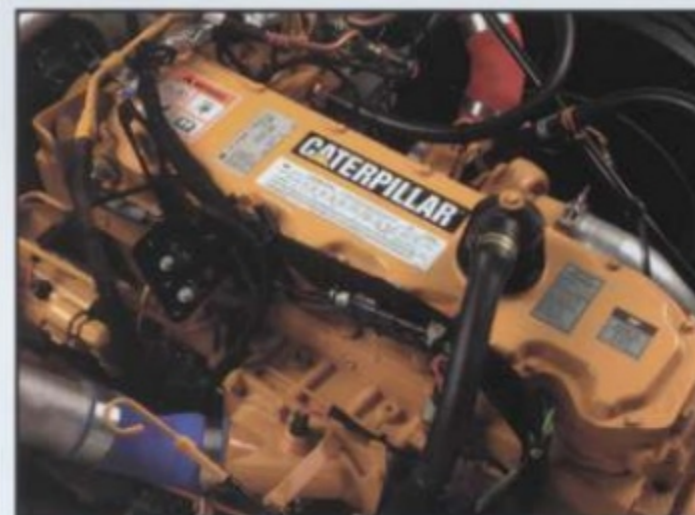
An all-new 6.0L Power Stroke turbo diesel V-8 engine replaces the 7.3L Power Stroke, boasting a number of improvements to suit your customers' most demanding jobs. The new engine is a direct-injection, 32-valve diesel with an all-new cast-iron block and cast-iron cylinder heads. It has a single block-mounted camshaft in a compact OHV design with hydraulic valve lash adjustment.

Features of the new Power Stroke include:

- Four different horsepower and torque combinations, up to 230 horsepower and 620 lb.-ft. of torque
- The new Electronic Variable Response Turbocharger (EVRT™) allows the position of the turbine blades on the turbocharger to change based on demand, optimizing airflow within the turbocharger. This helps to ensure exceptional turbo boost over a wide rpm range. Other advantages of EVRT include:
 - Aggressive low-end torque
 - Reduced turbocharger lag
 - Improved operation at high altitudes
 - Impressive grade-climbing and towing capability
 - Efficient operation throughout the engine's operating range
- A high-pressure hydraulic rail system actuates the fuel injectors with pressure up to 26,000 psi. The high-pressure fuel is quickly atomized as it enters the combustion chamber, for a clean and efficient fuel burn. This fuel delivery system is also quieter and more precisely controlled

- The engine is 200 lbs. lighter than the 7.3L version it replaces, which helps to improve fuel economy
- Easier serviceability
 - Cartridge oil filter is easier to replace and keeps oil from spilling
 - Water pump can be removed without taking the drive belts off
 - The glow plugs are outside the valve cover and thus are easier to reach
 - The air filter minder features a restriction gauge on the air cleaner to monitor when the air filter needs replacement
 - Gaskets made of more durable material
 - Better heat control helps to extend engine life between 220,000 and 250,000 miles
- Reduced noise
 - Timing gears now at the rear of the engine
 - Fuel system is quieter because of more precise control
 - Better oil pan construction helps lower crankcase noise
 - Hydraulic lash adjusters, which assist the valve operation, contribute to maintenance-free longevity and help provide quiet operation and optimized performance over the engine's life

Ford 6.0L Power Stroke® Turbo Diesel V-8 Engine (F-250 – F-550 version shown)



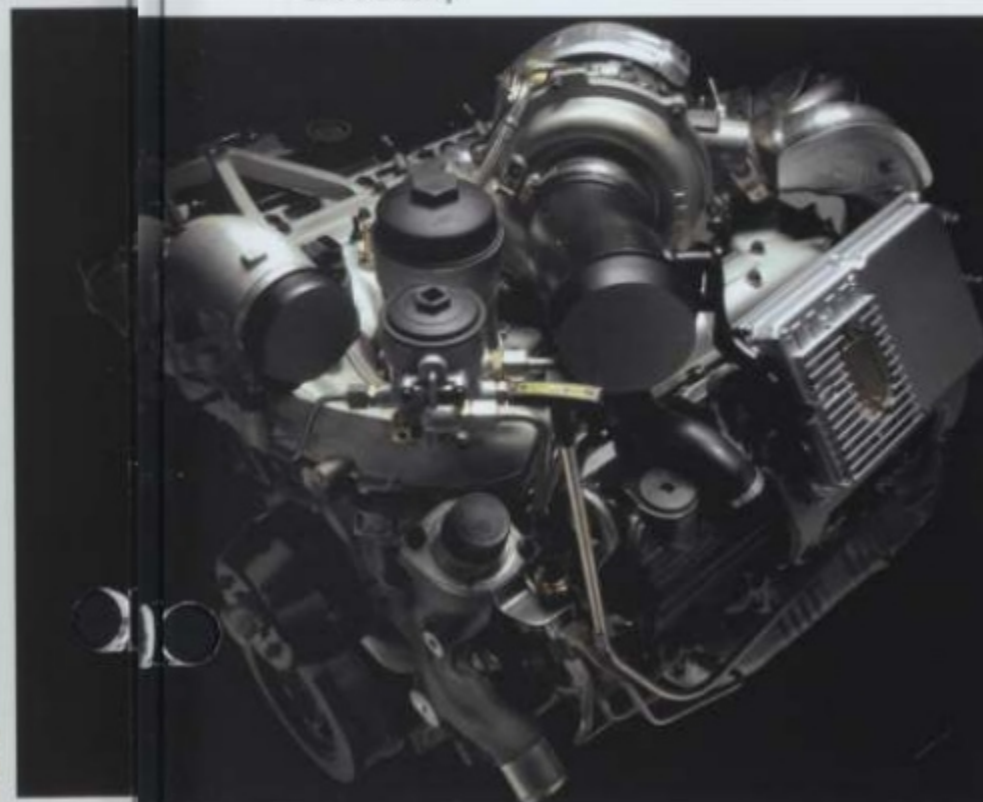
7.2L Caterpillar 3126 Diesel Engine

7.2L Caterpillar 3126 Diesel Engine

The 7.2L Caterpillar 3126 diesel engine has a number of improvements for 2004, including:

- Two additional horsepower ratings (275 and 300)
- Engine is now on-center, which means that upfitters don't have to notch the frame for the power takeoff provision (PTO)
- New Front End Accessory Drive (FEAD) to accommodate a larger 270-amp alternator
- Engine can be mated to a new optional Eaton 10-speed Road Ranger transmission* designed for highway and construction applications

* Late availability.



5.9L Cummins ISB Diesel Engine

5.9L Cummins ISB Diesel Engine

Available in early 2003 CY, the 5.9L Cummins ISB diesel engine offers five different horsepower ratings and a number of other improvements to performance and durability, including:

- Improved engine emissions as a result of exhaust gas recirculation — or Cooled EGR technology. A portion of the exhaust gas is re-routed through a cooler. The cooled exhaust gas is funneled back into fresh charge air. This helps reduce the flame temperature during combustion, thus lowering emissions
- Reduced noise as a result of the new high-pressure common rail fuel system
- Variable Geometry Turbo (VGT) is available on 230-horsepower engines and above. VGT helps improve fuel economy by an estimated 2 percent, reduces turbo lag and drive shifts, and helps provide braking capability
- 24-valve centered fuel injection helps minimize overspray. This means less raw fuel washing over the rings and cylinder, breaking down engine oil. The result is longer intervals between service — something fleet buyers will appreciate
- **This engine is not available from GM, Freightliner or International** — a plus for customers who respect the Cummins reputation

POWERTRAINS (CONT'D)



6.0L Power Stroke® Turbo Diesel V-8 Engine*

Horsepower	Torque	Governed Speed
200 @ 2600 rpm	520 lb.-ft. @ 1500 rpm	2800 rpm
215 @ 2600 rpm	540 lb.-ft. @ 1500 rpm	2800 rpm
230 @ 2600 rpm	540 lb.-ft. @ 1500 rpm	2800 rpm
230 @ 2600 rpm	620 lb.-ft. @ 1500 rpm	2800 rpm



7.2L Caterpillar 3126 Diesel Engine

Horsepower	Torque	Governed Speed
190 @ 2200 rpm	520 lb.-ft. @ 1440 rpm	2500 rpm
210 @ 2200 rpm	520 lb.-ft. @ 1440 rpm	2500 rpm
210 @ 2200 rpm	605 lb.-ft. @ 1440 rpm	2500 rpm
230 @ 2400 rpm	520 lb.-ft. @ 1440 rpm	2500 rpm
230 @ 2200 rpm	660 lb.-ft. @ 1440 rpm	2400 rpm
250 @ 2400 rpm	660 lb.-ft. @ 1440 rpm	2400 rpm
275 @ 2200 rpm*	800 lb.-ft. @ 1440 rpm*	2400 rpm
300 @ 2200 rpm*	800 lb.-ft. @ 1440 rpm*	2400 rpm
300 @ 2200 rpm	860 lb.-ft. @ 1440 rpm	2400 rpm



5.9L Cummins ISB Diesel Engine

Horsepower	Torque	Governed Speed
185 @ 2400 rpm	420 lb.-ft. @ 1600 rpm	2600 rpm
215 @ 2300 rpm*	520 lb.-ft. @ 1600 rpm*	2500 rpm
230 @ 2300 rpm*	520 lb.-ft. @ 1600 rpm*	2500 rpm
245 @ 2300 rpm	660 lb.-ft. @ 1600 rpm	2500 rpm
260 @ 2300 rpm	660 lb.-ft. @ 1600 rpm	2500 rpm

* New for 2004.

Manual Transmissions

Customers have more choices of manual transmissions in 2004 — seven different models from Eaton and Spicer. Availability varies, depending on the vehicle model and engine your customer chooses.

FS-5406 Eaton Manual Transmission



Eaton Fuller Solo Single-plate MD Clutch

Clutches

The standard clutch is an Eaton Fuller Solo Single-plate; the optional clutch is an Eaton Fuller Solo Two-plate. Features include:

- Both clutches are adjustment-free after installation and have improved heat- and wear-resistant facing material. Self-adjusting clutches help reduce maintenance time and extend the life of the clutch
- A wear indicator tab gives a visual reference for the amount of wear and the remaining clutch life
- Maintenance-free, sealed, premium lubed-for-life release bearing

Available Eaton Manual Transmissions

- FS-4205A 5-speed
- FS-5205A 5-speed
- FS-5406A 6-speed
- FS-6406A 6-speed
- FR-9210B 10-speed (late availability)
- RT-8908LL 10-speed (late availability)

Available TTC Spicer Manual Transmissions

- ES56-7B 7-speed
- ESO66-7B 7-speed



MD-3060 Allison Automatic Transmission

Automatic Transmissions

All of the available automatic transmissions are built by Allison, a respected name in automatic truck transmissions. With seven choices, depending on the vehicle model, your customers will be able to choose the transmission best suited to their vocational application. The choices include:

- 2000 5-speed overdrive
- 2400 5-speed overdrive
- MD-3060 5-speed close-ratio overdrive
- MD-3560 5-speed wide-ratio overdrive
- MD-3060 6-speed close-ratio overdrive
- MD-3560 6-speed wide-ratio overdrive
- MD-3066 6-speed close-ratio overdrive

BRAKES

Customers can choose between a hydraulic brake system and an air brake system on 2004 F-650/F-750 Super Duty. Both systems include a 4-wheel 4-channel Anti-lock Braking System (ABS). ABS helps improve vehicle steering control in hard-braking situations under most types of weather and road conditions.

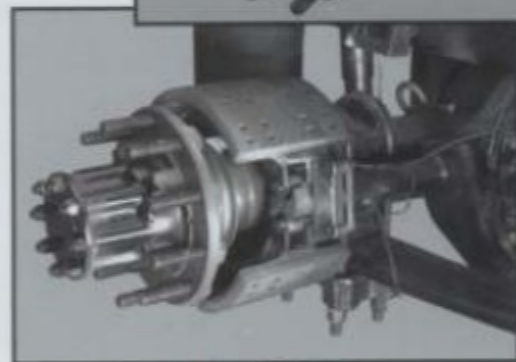
Hydraulic Brake System

The standard hydraulic brake system is a Wabco 4-channel ABS. The system's features include:

- Braking control on all four wheels independently
- If the ABS malfunctions, the system will automatically switch over to perform as a conventional braking system
- A Bosch Hydro-Max II hydraulic brake booster, which is a dual-mode system that automatically provides backup brake power from an electric/hydraulic pump if there is a loss of power steering pump pressure



Front Air Brake

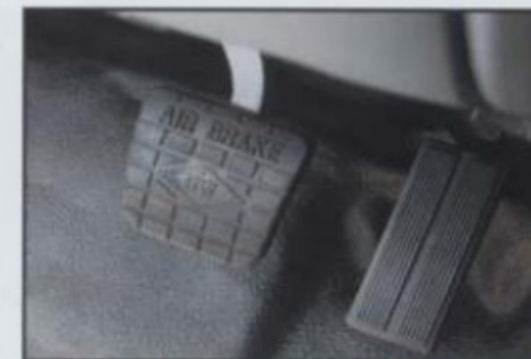


Rear Air Brake

Air Brake System

The optional air brake system is a Meritor Q-Plus with a Bendix 4-channel ABS. The system's features include:

- Two separate sets of air lines to apply the wheel brakes. If air pressure is lost in one set of lines, the other set will retain pressure for partial braking
- If the ABS malfunctions, the system will automatically switch over to perform as a conventional braking system
- The air compressor pulls in atmospheric air, compresses it and sends it into the air supply reservoir
- 2004 F-650/F-750 models with the Cummins engine use an engine-driven Wabco air compressor
- Vehicles equipped with the Power Stroke® or Caterpillar engine use an engine-driven Bendix compressor
- The air compressors are water-cooled and lubricated by engine oil



Air Brake and Accelerator Pedals

Air Brake Chambers



Air Compressor



Air Dryer



Air Tanks



Automatic Traction Control

Automatic traction control is optional with the air brake system on all 2004 F-650/F-750 models with Caterpillar or Cummins engines. The system uses input from the individual wheel sensors to determine if drive axle wheel slip is occurring during acceleration. If wheel slip is detected:

- The system reduces engine power and/or selectively applies rear brakes to transfer power from the slipping wheel to the opposite wheel to enable the vehicle to gain momentum and move to road surfaces with more traction
- An indicator light on the instrument cluster will illuminate when the system is activated
- At speeds above 25 mph, the system reduces engine speed to a level suitable for the available traction; the brakes are not applied, even slightly

EXTERIOR

The exterior styling of F-650/F-750 is updated for 2004, with a bold new look that clearly communicates the honest work truck image. And choices are all part of the story.

Cab Styles

Ford is the only medium-duty truck to offer three cab styles:



Regular Cab



4-door SuperCab

(INDUSTRY-EXCLUSIVE
IN THE SEGMENT)



Crew Cab

Cab Highlights

F-650/F-750 is also one of the only Class 6 or 7 medium-duty trucks to offer a low-profile cab. Most other competitive cabs will be 4 to 8 inches taller, giving you a number of competitive advantages:

- Easier upfitting for 2nd-unit bodies and height-restricted applications, such as bucket trucks, car haulers, airport service and dump trucks
- Easier entry and exit for driver and passengers
- Drivers are familiar with the Ford low-profile cab
- Incorporates the ergonomics, driver comfort and visibility of the F-250-550 Super Duty cab
- Shared components with Ford F-250-550 Super Duty cab series (80 percent of cab components are interchangeable) help to improve parts availability and reduce downtime

Exterior Styling Highlights

- Big, bold, in-your-face styling
- Grille is available in Argent (standard on XL) or Chrome (standard on XLT)
- New wraparound bumper is available in Argent (standard) or Chrome (optional)
- Optional aluminum wheels are available in 19.5-inch and 22.5-inch sizes
- Front-end tilting hood is easier to open than previous model, which makes engine service easier
- Dual West Coast exterior mirrors available with heat and light feature, or with an auxiliary convex lens mounted below the primary lens
- Optional telescoping trailer tow mirror with power glass and integral convex lens

Unique Cab Updates

- Special reinforcement to the Super Duty cab to meet the demands of medium-duty applications:
 - All galvanized steel with welded construction for strength and reliability
 - Reinforcement around the transmission tunnel for torsional strength and rigidity
 - Additional cowl reinforcements (2 per side) at the door and rocker panel
 - Added steel reinforcements for West Coast mirrors at the attachment points
- Improved rear cab body mounting system:
 - Unique design for medium-duty trucks — includes two rear cab sill reinforcements and the frame crossmember
 - More rigid dual heavy durometer rubber rear cab supports for shock absorption
- Heavier gauge metal used:
 - A-pillar reinforcement increased to 2.0 mils thickness for rigidity (all cabs)
 - Back panel gauge increased to 1.0 mil for all cabs based on medium/heavy testing
 - Additional welds in the rocker, door opening and back panel areas



INTERIOR

Even the interior of the 2004 F-650/F-750 is all about choice — trim levels, seating and amenities to make the job a little more comfortable.

Trim Levels

XL trim level features include:	XLT trim level features include:	XLT Leather trim level features include:
<ul style="list-style-type: none"> Molded cloth headliner Two coat hooks Fixed low-back 30/70 vinyl split bench seat Cloth sun visors with passenger-side mirror 	<ul style="list-style-type: none"> High-back driver and passenger seats Hanging bin with hooks Molded door trim panels with lower map pocket Manual air conditioning Power windows and door locks AM/FM stereo/cassette Front tow hooks Chromed grille and headlamp surround Chromed front bumper 	<ul style="list-style-type: none"> Dual leather-trimmed Captain's Chairs Leather-wrapped steering wheel (15.5-inch wheel) Front floor mats Carpeted floor covering Front center console



- Door trim panels with reflector
- Painted steel bumper



Seating

With all of the seating choices available on the 2004 F-650/F-750, your customers can just about custom-design their truck interiors to suit their specific vocational applications. The number of seating configurations is more than double compared to 2003. Check your Ordering Guide for all of the details. Key seating features include:

- New National® Air Ride seat for driver and driver/passenger*
- New front dual Captain's Chairs (40/0/40)
- New 40/20/40 split bench seat (center section folds forward to create an armrest with cup holder)
- Mix-and-match seating configurations available
- Rear seat delete for 4-door SuperCab
- Passenger-side roof grab handles



40/20/40 Split Bench Seat



* Late availability.



New National Air Ride Seat Controls

Interior Amenities

F-650/F-750 is an honest, hardworking truck, but if their drivers have to spend a lot of time in their trucks, your commercial customers will appreciate its many interior amenities:

- Available manual air conditioning
- Available AM/FM stereo/cassette
- Available AM/FM stereo/cassette/CD player
- Optional 6-disc in-dash CD changer
- Available power windows and door locks
- Speed control
- Optional sliding rear window
- Optional center storage console



AM/FM Stereo/Cassette/CD Player



AM/FM Stereo/Cassette

Sales Support Tools

Clearly the 2004 F-650/F-750 Super Duty is a great commercial product — with features that will practically sell themselves. A number of sales and marketing support tools will help you make the most of this opportunity and sell the new truck successfully.



Commercial Truck Tools

Commercial Truck Tools (CTT) is a CD-ROM program designed to help Ford commercial truck sales personnel quickly spec, price, prepare quotes, and now, order 2004 model F-650/F-750. **Except for the work-ready models, the 2004 F-650/F-750 Super Duty must be spec'ed and ordered through Commercial Truck Tools.**

Features of the program include:

- Daily option and pricing data update
- Equipment compatibility check
- Customer profiles — type of business, trucks used, last purchase date and key contacts
- Retrievable database of specs for most-ordered trucks
- Order capability for new 2004-model F-650/F-750
- Presentation of an accurate, professional, personalized quote



Work-ready Models

F-650/F-750 Super Duty offers a number of custom models tailored to the needs of specific vocational applications. Your customer need not go to the expense and effort of adding additional equipment because the truck has been pre-equipped to match the job. This also greatly simplifies the spec'ing and ordering process for you. Work-ready trucks are:

- Pre-spec'ed to meet the most common vocational applications
- Available only with new 6.0L Power Stroke® turbo diesel V-8 engine
- Available in a variety of wheelbase lengths to support bodies 8- to 24-feet long
- Available in XL, XLT and XLT Leather trim levels
- Ordered through CONCEPTS



Uptime Critical Parts Program

Through the Uptime Critical Parts Program, Ford Customer Service Division provides 24/7/365 service to commercial truck customers with emergency "vehicle down" parts delivery the next business day. The Uptime Critical Parts Program Center stocks parts essential for vehicle operations:

- All critical powertrain parts, including engines and transmissions
- Electrical and chassis parts, including axles, springs and wheels

The Uptime Critical Parts Program has a cut-off time of midnight EST, Monday through Saturday for next-business-day delivery of most items. A pager service will also be available to accept critical orders on Sundays and holidays. Call **(800) 241-0385** for information.



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