

2011 COMMERCIAL TRUCK

FORD COMMERCIAL
TRUCK

BUYER'S GUIDE



**Powerful Products and Money-Saving
Commercial Truck Upfit Incentives**

Program Period: August 1, 2010 – July 31, 2011



FORD COMMERCIAL TRUCK TOP OF THE TOOL CHAIN

CONTENTS

BUILT FORD TOUGH TRUCKS

Ranger Pickup.....	4
F-150 Pickup.....	5
F-250, F-350, F-450 Super Duty® Pickups.....	6-7
F-350, F-450, F-550 Super Duty Chassis Cabs.....	8-9
F-650/ F-750 Super Duty Chassis Cabs.....	10-11

CARGO VANS AND WAGONS

Transit Connect.....	12
E-Series Cargo Van.....	13
<i>QuietFlex</i> ® and <i>Masterack</i> ® Racks and Bins.....	14
<i>EconoCargo</i> ® Interior System and Vocational Upgrades.....	15
E-Series Wagons.....	16
E-Series Super Duty Cutaways and Stripped Chassis.....	17

FORD TRUCK COMMERCIAL CONNECTION ADVANTAGES

Ford Work Solutions™.....	18
Pre-Certify Your Business For Ford Commercial Truck Incentives.....	18
Ford Credit Commercial Lending Services.....	19
Business Preferred Network.....	19

Get connected to Ford Truck Commercial Connection and check out current retail incentives at www.fordtoughtruck.com



Incentives That Mean Business

Ford's long history in the commercial vehicle market is backed by a reputation of quality, power, dependability and value. Ford Truck Commercial Connection Incentives offer even more value to your business with added purchasing power.

Get Incentives Online

Log-on to www.fordtoughtruck.com, click the Pre-Certify tab and pre-certify your business to get valuable incentives and advantages.

FORD TRUCK COMMERCIAL CONNECTION UPFIT INCENTIVES-AT-A-GLANCE								
2008 - 2011 Model Year Vehicle Purchase or Lease	E-Series Cargo Vans	E-Series Cutaways & Stripped Chassis ⁵	E-Series Wagons	F-Series Pickups	F-350 - F-550 Super Duty® Chassis Cabs	F-650/ F-750 Super Duty Chassis Cabs	Ranger Pickups	Transit Connect
Up to \$500 Upfit Assistance ¹	-	-	-	-	-	-	-	X
\$500 Upfit Assistance ²	-	-	-	X	-	-	X	-
\$1,000 Upfit Assistance ²	-	X	X	-	X	-	-	-
\$1,000 Snow Plow Upfit Assistance ³	-	-	-	X	-	-	-	-
\$1,200 Upfit Assistance ²	X	-	-	-	-	-	-	-
\$1,500 Upfit Assistance ²	-	-	-	-	-	X	-	-
No Charge Interior System ⁴	X	-	-	-	-	-	-	-

FORD TRUCK AVAILABLE UPFITS		
Pickups: Plow, Salt Spreader, Tool Boxes, Rear Lift Gates, Side Racks, Ladder Racks, Spray Tanks and Spreaders, Winches, Professionally created and permanently installed painted or vinyl company graphics and logos.	Chassis Cabs: Beverage Trucks, Box/PDV Trucks, Crane Body, Dump Trucks, Flat-Bed/Stake Trucks, Plow, Service/Utility Trucks, Spreader, Tow Trucks	E-Series Cargo Vans: <i>EconoCargo</i> ® Interior Systems, <i>QuietFlex</i> ® Storage Systems, <i>Masterack</i> ® Racks & Bins, Vocational Upgrades
	Cutaways: Ambulances, Box/PDV Trucks, Shuttle Buses, Utility Body	Transit Connect Van: Leggett & Platt®, Sortimo®, <i>Katerack</i> ® and <i>Adrian Steel</i> ® Interior Systems
	E-Series Wagons: Shuttle	

¹ Receive Upfit Assistance for the cost of the upfit up to \$500. Unit must contain a ship-thru code of 31D or 31C to be eligible for up to \$500 Upfit Assistance. Non ship-thru orders are only eligible for a maximum of \$400 Upfit Assistance on upfits costing \$200 or more.
² Available on 2008 - 2011 model year vehicles with upfits costing \$1,200 or more, excludes available factory-installed options.
³ Snow Plow Upfit Assistance valid on F-Series Super Duty Pickups with 47B, 47S or 473 packages with upfits costing \$1,200 or more.
⁴ E-Series Cargo Vans equipped with a No Charge *QuietFlex*® Storage System, Racks and Bins System by *Masterack* or *EconoCargo* Interior System are ineligible for any other FTCC Incentive and require rear vinyl floor covering (Option Code 163).
⁵ Excludes Motorhomes (F53) and E35/E45 with Option 47M.
 Memo: For all offers take new retail delivery from dealer stock by 7/31/11. See dealer for complete details.

FORD RANGER

CAPABLE AND ECONOMICAL

Performs at the pump better than any pickup in America, delivering 22 city/27 hwy mpg¹. It's also the only compact pickup to offer a 7-ft. cargo box for fleet customers.



RANGER XLT SUPERCAB

RANGER PICKUP
INCENTIVE OFFER:
\$500
Upfit Cash*

RANGER PICKUP ENGINES		
ENGINE	Horsepower (hp @ rpm)	Torque (lb.-ft. @ rpm)
2.3L DOHC 16-valve I-4	143 @ 5,250	154 @ 3,750
4.0L SOHC 12-valve V6	207 @ 5,250	238 @ 3,000

2011 RANGER FEATURES:

- Two engine choices: 2.3L DOHC I-4 and 4.0L SOHC V6
- Maximum 9,500 lbs. GCWR²
- 100,000-mile tune-up interval³
- Class III trailer tow capacity (4.0L V6 only)
- Standard 6-ft. cargo box and available 7-ft. cargo box (fleet only)
- 17, 19.5 or 20.3-gallon fuel tank capacities
- Four pickup box tie-downs
- Rear jump seats on SuperCab models, standard
- Air conditioning, standard

SAFETY & SECURITY:

- AdvanceTrac[®] with Roll Stability Control[™]
- SecuriLock[®] anti-theft ignition
- Tire Pressure Monitoring System
- Belt-Minder[®] front safety belt reminder
- Dual stage airbags⁴
- Personal Safety System[®]
- Side seat airbags⁴



RANGER SPORT SUPERCAB

¹ 4x2 with 2.3L I-4 engine and 5-speed manual transmission. Based on 2011 EPA-estimated mileage.
² When properly equipped.
³ Under normal driving conditions with routine fluid and filter changes.
⁴ Always wear your safety belt and secure children in the rear seat.

⁵ 2010 EPA-estimated 15 mpg city/21 hwy with 4.6L 3-valve 4x2.
⁶ Class is non-hybrid Full-Size Pickups under 8,500 lbs. GVWR. Best-in-class payload when properly equipped.
⁷ Late availability.

FORD F-150

AN AMERICAN CLASSIC

With an EPA-estimated 21 highway mpg⁵ and best-in-class⁶ towing and payload, no wonder F-150 is part of America's best-selling line of trucks.

F-150 PICKUP
INCENTIVE OFFER:
\$500
Upfit Cash*

FORD WORK SOLUTIONS™ OFFERINGS:

- Cable Lock System
 - Crew Chief™
 - In-dash Windows[®] CE computer with touch screen⁷
 - Tool Link™⁷
- (See Page 18 For Details.)

2011 F-150 FEATURES:

- New engines: 3.5L Twin Turbo EcoBoost™⁷, 3.7L FFV V6, 5.0L FFV V8 and 6.2L V8
- New 6-speed SelectShift Automatic™ transmission
- 11,300-lb. maximum towing capability and 3,060-lb. maximum payload²
- Four-wheel vented disc brakes with ABS
- Power side-view mirrors
- Power windows and door locks
- Quick-release tailgate with key lock and tailgate assist

SAFETY & SECURITY:

- AdvanceTrac[®] with Roll Stability Control™
- SecuriLock[®] anti-theft ignition
- Tire Pressure Monitoring System
- SOS Post Crash Alert System™
- Driver and Passenger front and side airbags⁴

F-150 ENGINES			
ENGINE	Transmission	Horsepower (hp @ rpm)	Torque (lb.-ft. @ rpm)
3.5L EcoBoost	6-speed automatic with tow/haul mode	TBD @ TBD	TBD @ TBD
3.7L FFV V6	6-speed automatic with tow/haul mode	302 @ 6,500	276 @ 4,000
5.0L FFV V8	6-speed automatic with tow/haul mode	360 @ 5,750	380 @ 4,500
6.2L V8	6-speed automatic with tow/haul mode	411 @ 5,500	434 @ 4,500



F-150 XLT SUPERCREW

* Available on upfits costing \$1,200 or more. Excludes available factory-installed options. Take new retail delivery from dealer stock by 7/31/11. Restrictions apply. See dealer for details. Units receiving any form of CPA (56A), GPC (56G), Long-Term Rental (56K) or other concessions are ineligible. Not all features listed are standard or available on all models. See Dealer for details.

ALL-NEW F-250, F-350 & F-450 SUPER DUTY®

BEST-IN-CLASS TOWING¹ & FUEL ECONOMY²

Ford Super Duty Pickups work hard – and smart – with best-in-class fuel economy² (Gas or Diesel) and best-in-class 5th-wheel towing³.



F-450 LARIAT CREW CAB, F-350 XLT SUPERCAB AND F-250 XL REGULAR CAB

F-SERIES SUPER DUTY PICKUPS

F-250 – F-450 INCENTIVE OFFER:

\$500
Upfit Cash*



F-350 LARIAT CREW CAB

2011 SUPER DUTY PICKUP FEATURES:

- Two all-new Ford designed and built engines: 6.7L Power Stroke® V8 B20-capable Turbo Diesel and 6.2L FFV Gas V8
- All-new TorqShift® 6-speed SelectShift Automatic™ Transmission
- 5th-wheel/Gooseneck hitch prep package
- Best-in-class 5th-wheel towing – tows up to 24,400 lbs.³
- Built Ford Tough® trailer hitch receiver
- Integrated trailer brake controller
- Up to 33,000 lbs. GCWR¹
- Trailer Sway Control with Hill Start Assist
- 4.2-inch LCD Productivity Screen

SAFETY & SECURITY:

- AdvanceTrac® with Roll Stability Control™
- SecuriLock® anti-theft ignition
- Tire Pressure Monitoring System
- SOS Post Crash Alert System™
- Driver and Passenger front and side airbags⁴
- Fail-Safe Engine Cooling System (Gas Engines)

FORD WORK SOLUTIONS™ OFFERINGS:

- Cable Lock System
- Crew Chief™
- In-dash Windows® CE computer with touch screen⁵
- Tool Link™⁵

(See Page 18 For Details.)

2011 F-250 – F-450 SUPER DUTY® PICKUPS ENGINES AND TRANSMISSIONS					
MODEL	Engine	Transmission	Horsepower (hp @ rpm)	Torque (lb.-ft. @ rpm)	Availability
F-250	6.2L 2V FFV V8	TorqShift® 6-speed Automatic	385 @ 5,500	405 @ 4,500	Standard
	6.7L Power Stroke® V8 Turbo Diesel (B20)		400 @ 2,800	800 @ 1,600	Optional
F-350	6.2L 2V FFV V8	TorqShift 6-speed Automatic	316 @ 4,179	397 @ 4,179	Standard
	6.7L Power Stroke V8 Turbo Diesel (B20)		400 @ 2,800	800 @ 1,600	Optional
F-450	6.7L Power Stroke V8 Turbo Diesel (B20)	TorqShift 6-speed Automatic	400 @ 2,800	800 @ 1,600	Standard

2011 F-250 – F-450 SUPER DUTY PICKUPS MAXIMUM CAPACITIES (LBS.)					
MODEL	Conventional Towing	5th-wheel Towing	Payload	GVWR	GCWR
F-250	14,000	16,500	4,050	10,000	23,500
F-350 SRW	14,000	16,500	4,700	11,500	23,500
F-350 DRW	16,000	22,600	7,070	13,300	30,000
F-450	16,000	24,400	5,170	13,300	33,300



F-250 XLT CREW CAB

¹ F-450 when properly equipped.

² Based on Ford drive-cycle testing of comparably-equipped 2011 Ford and 2010 competitive models.

³ Class is Full-Size Pickups over 8,500 lbs. GVWR. Based on comparison of 2010 MY competitive models. GVWR and GCWR when properly equipped.

⁴ Always wear your safety belt and secure children in the rear seat.

⁵ Late availability.

* Available on upfits costing \$1,200 or more. Excludes available factory-installed options. Take new retail delivery from dealer stock by 7/31/11. F-Series Super Duty Pickups are eligible for \$1,000 Upfit Assistance with a snow plow upfit. Restrictions apply. See dealer for details. Units receiving any form of CPA (56A), GPC (56G), Long-Term Rental (56K) or other concessions are ineligible.

Not all features listed are standard or are available on all models. See dealer for details.

ALL-NEW F-350, F-450 & F-550 SUPER DUTY[®] CHASSIS CABS

READY TO CARRY THE LOAD

All-new 2011 models are more capable than ever, with new engines, Ford TorqShift[®] SelectShift Automatic[™] transmissions and a class exclusive¹ Live-Drive Power Takeoff (PTO).



F-350 XLT CREW CAB INTERIOR

F-SERIES SUPER DUTY CHASSIS CABS

F-350-F-550 INCENTIVE OFFER:

\$1,000
Upfit Cash*

FORD WORK SOLUTIONS[™] OFFERINGS:

- Crew Chief[™]
- In-dash Windows[®] CE computer with touch screen⁵

(See Page 18 For Details.)

2011 SUPER DUTY CHASSIS CAB FEATURES:

- Three engine options: 6.2L FFV Gas V8, 6.8L Gas V10, and 6.7L Power Stroke[®] V8 B20-capable Turbo Diesel
- Heavy Duty TorqShift 5- or 6-speed SelectShift Automatic Transmissions
- Class exclusive Live-Drive Power Takeoff (Diesel Engine)
- Up to 35,000 lbs. GCWR²
- Integrated Trailer Brake Controller³
- Up to 68 gallons of fuel capacity
- Upfitter Switches (4)
- Improved diesel fuel economy
- Trailer Sway Control with Hill Start Assist (SRW)
- Increased towing capacity – Up to 26,400 lbs.²
- 7-wire trailer tow harness (blunt cut and labeled)

SAFETY & SECURITY:

- SecuriLock[®] anti-theft ignition
- Side-intrusion door beams
- SOS Post Crash Alert System[™]
- Driver and Passenger front and side airbags⁴
- Fail-Safe Engine Cooling System (Gas Engines)



F-550 XLT CHASSIS CAB
WITH DUMP UPFIT

2011 F-350 – F-550 SUPER DUTY[®] CHASSIS CABS ENGINES AND TRANSMISSIONS

MODEL	Engine	Transmission	Horsepower (hp @ rpm)	Torque (lb.-ft. @ rpm)	Availability
F-350	6.2L 2V FFV V8	TorqShift [®] 6-speed Automatic	316 @ 4,179	397 @ 4,179	Standard
	6.7L Power Stroke [®] V8 Turbo Diesel		300 @ 2,800	660 @ 1,600	Optional
F-450	6.8L 3V V10	TorqShift 5-speed Automatic	362 @ 4,750	457 @ 3,250	Standard
	6.7L Power Stroke V8 Turbo Diesel	TorqShift 6-speed Automatic	300 @ 2,800	660 @ 1,600	Optional
F-550	6.8L 3V V10	TorqShift 5-speed Automatic	362 @ 4,750	457 @ 3,250	Standard
	6.7L Power Stroke V8 Turbo Diesel	TorqShift 6-speed Automatic	300 @ 2,800	660 @ 1,600	Optional

2011 F-350 – F-550 SUPER DUTY CHASSIS CABS MAXIMUM CAPACITIES (LBS.)

MODEL	Conventional Towing	5th-wheel Towing	Payload	GVWR	GCWR
F-350 SRW	12,500	16,000	4,762	11,500	23,500
F-350 DRW	15,000	16,500	7,220	13,300	24,500
F-450	16,000	21,400	9,976	16,500	30,000
F-550	16,000	26,400	12,711	19,500	35,000



F-450 XLT CHASSIS CAB
WITH BUCKET LIFT UPFIT



TRAILER BRAKE CONTROLLER



SELECTSHIFT TOW HAUL

¹ Class is Chassis Cab Trucks under 22,000 lbs. GVWR.

² When properly equipped.

³ Trailer Brake Controller verified to be compatible with electronically actuated drum brakes only.

⁴ Always wear your safety belt and secure children in the rear seat.

⁵ Late availability.

* Available on upfits costing \$1,200 or more. Excludes available factory-installed options. Take new retail delivery from dealer stock by 7/31/11. Restrictions apply. See dealer for details. Units receiving any form of CPA (56A), GPC (56G), Long-Term Rental (56K) or other concessions are ineligible.

Not all features listed are standard or are available on all models. See dealer for details.

F-650 & F-750 SUPER DUTY® CHASSIS CABS

LEGENDARY HAULING AND TOWING STRENGTH

A huge range of upfit possibilities, Cummins® Turbo Diesel and your choice of Allison® and Eaton Fuller® transmissions¹ – all part of what makes F-650 and F-750 Super Duty Chassis Cabs some of the most depended-on commercial vehicles in America.



F-650 XLT CREW CAB INTERIOR

F-650 & F-750 SUPER DUTY CHASSIS CABS

INCENTIVE OFFER:

\$1,500
Upfit Cash*



F-650 XLT REGULAR CAB UPFITTED FOR FLATBED TOWING



F-650 XL CREW CAB

F-650/F-750 CHASSIS CAB FEATURES:

- The only 4-door SuperCab in its class²
- F-750 is Class 8 capable with a GVWR of 37,000 lbs.³
- Standard 6.7L Cummins® Turbo Diesel engine delivers up to 360 hp and 800 lb.-ft. torque
- Standard Allison® 5-speed transmission
- Meritor® WABCO Hydraulic Power Brake (HPB) system with Meritor Quadraulic™ Calipers
- Chrome-steel front bumper
- Up to 145-gallon fuel tank capacity³
- Three cab styles: Regular Cab, SuperCab or Crew Cab
- Dual, rectangular, 7.5-in x 16.5-in. stainless steel mirrors, standard
- Motorcraft® 12-volt, 625-CCA batteries (2), standard
- Air conditioning, standard

F-650 / F-750 CHASSIS CAB RATINGS

RATINGS	F-650 Pro Loader Min. – Max.	F-650 Min. – Max.	F-750 Min. – Max.
Powertrain hp/torque (lb.-ft.)	200/520 – 360/800	200/520 – 360/800	200/520 – 360/800
GVWR (lbs.)	22,000 – 26,000	26,000 – 29,000	31,000 – 37,000
Front axle (lbs.)	8,500 – 10,000	8,500 – 10,000	10,000 – 14,000
Rear axle (lbs.)	13,500 – 17,500	17,500 – 19,000	21,000 – 23,000
Rear springs (lbs.)	17,500	15,500 – 20,000	23,500 – 31,000
Rear air suspension (lbs.)	12,000 – 18,500	18,500 – 20,000	20,000 – 23,000

F-650 / F-750 CHASSIS CAB DIMENSIONS

DIMENSIONS Wheelbase/Cab-to-axle	F-650 Pro Loader Min. – Max.	F-650 Min. – Max.	F-750 Min. – Max.
Regular Cab	134/60 – 242/168	146/72 – 281/207	146/72 – 281/207
SuperCab	155/60 – 239/144	167/72 – 281/186	167/72 – 281/186
Crew Cab	170/60 – 254/144	182/72 – 278/168	182/72 – 266/156



F-750 XLT REGULAR CAB WITH PLOW AND DUMP UPFITS

¹ Optional equipment varies by model. See your dealer for details.

² Class 6 and 7 Chassis Cab.

³ When properly equipped.

* Available on upfits costing \$1,200 or more. Excludes available factory-installed options. Take new retail delivery from dealer stock by 7/31/11. Restrictions apply. See dealer for details.

Units receiving any form of CPA (56A), GPC (56G), Long-Term Rental (56K) or other concessions are ineligible.

Not all features listed are standard or are available on all models. See dealer for details.

TRANSIT CONNECT

2010 NORTH AMERICAN TRUCK OF THE YEAR

Available in a variety of Van and Wagon configurations, Transit Connect fits in city alleys and parking structures, and gets best-in-class¹ fuel-economy – a combined 23 mpg².



TRANSIT CONNECT XLT VAN



2011 TRANSIT CONNECT FEATURES:

- 2.0L Duratec® I-4 engine, 4-speed automatic transmission
- Available Engine Prep Package for conversion to compressed natural gas (CNG) or propane (LPG)
- 1,600 lbs. maximum payload³
- Front independent MacPherson-strut suspension with stabilizer bar and rear multi-leaf spring suspension with stabilizer bar
- Sliding side cargo doors and 180° opening rear doors (255° option on XLT)
- 135.3 cu. ft. cargo capacity
- Available in 2-seat van and 5-seat wagon models
- SecuriLock® passive anti-theft ignition system
- Reverse Sensing System
- Rear air/heat blower with passenger controls (Taxi only)
- Flexible interior storage systems available from Katerack®, Sortimo®, Leggett & Platt® Commercial Vehicle Products and Adrian Steel®

SAFETY & SECURITY:

- AdvanceTrac® with Roll Stability Control™
- Collapsible steering column
- Driver and Passenger front and side airbags⁴
- Tire Pressure Monitoring System
- Electronic Passive Anti-Theft System (XLT)
- 4-wheel Anti-Lock Brakes

TRANSIT CONNECT

INCENTIVE OFFER:

UP TO \$500
Upfit Cash*

FORD WORK SOLUTIONS™ OFFERINGS:

- Crew Chief (not available with in-dash computer)
 - In-dash Windows® CE computer with touch screen⁵
 - Tool Link™ (requires in-dash computer)⁵
- (See Page 18 For Details.)



KATERACK INTERIOR SYSTEM



SORTIMO INTERIOR SYSTEM



LEGGETT & PLATT SYSTEM



ADRIAN STEEL SYSTEM

2011 Ford Transit Connect Taxi

With its spacious passenger and cargo capacity, agile handling and best-in-class fuel economy², Transit Connect Taxi makes other taxis obsolete. Coming in late 2010.



E-SERIES CARGO VANS

AMERICA'S BEST SELLING FULL-SIZE VAN FOR 31 YEARS

Impressive capability everywhere you look: Up to 278 cu. ft. of cargo room, standard double-wall construction, sliding or hinged side cargo doors, trade-specific upfitter packages and a whole lot more.

E-SERIES CARGO VANS

INCENTIVE OFFER:

\$1,200
Upfit Cash**

FORD WORK SOLUTIONS™ OFFERINGS:

- In-dash Windows® CE computer with touch screen⁵
 - Tool Link™⁵
 - Crew Chief
- (See Page 18 For Details.)

2011 E-SERIES CARGO VAN FEATURES:

- Three engine options: 4.6L FFV V8, 5.4L FFV V8 or 6.8L V10
- 10,000 lbs. maximum towing power⁶
- Available upfitter switches
- Available E-Guard Cargo Protection System™, a segment exclusive
- Standard 172° rear cargo door opening
- Available 155-amp and 225-amp alternators
- 33-gallon fuel tank capacity

SAFETY & SECURITY:

- AdvanceTrac® with Roll Stability Control™
- Side-intrusion door beams
- Driver and Passenger front airbags⁴
- Tire Pressure Monitoring System
- Belt-Minder® – front safety belt reminder
- 4-wheel Anti-Lock Disc Brakes

2011 E-SERIES CARGO VAN ENGINE AVAILABILITY

AVAILABILITY	Engines	Transmissions	Horsepower (hp @ rpm)	Torque (lb.-ft. @ rpm)
E-150 and E-250				
Standard	4.6L FFV V8	4-Speed Auto. O/D	225 @ 4,800	286 @ 3,500
Optional	5.4L FFV V8	4-Speed Auto. O/D	255 @ 4,500	350 @ 2,500
E-350				
Standard	5.4L FFV V8	4-Speed Auto. O/D	255 @ 4,500	350 @ 2,500
Optional	6.8L V10	TorqShift™ 5-Speed Auto. O/D with Tow/Haul Mode	305 @ 4,250	420 @ 3,250

2011 E-SERIES CARGO VAN PAYLOAD AND GROSS VEHICLE WEIGHT RATINGS (GVWR)

E-SERIES MODEL	Max Payload (lbs.)	Max GVWR (lbs.)
E-150	3,260	8,600
E-150 Extended Length	3,190	8,600
E-250 Super Duty®	3,630	9,000
E-250 Super Duty Extended Length	3,480	9,000
E-350 Super Duty	4,050	9,500
E-350 Super Duty Extended Length	3,920	9,500



E-250 CARGO VAN UPFITTED WITH A LOCKABLE LADDER RACK AND CROSSBOW

¹ Class is small Cargo Van.
² 2010 EPA-estimated 21-city/26 hwy/23 combined mpg.
³ When properly equipped, Van GVWR is 5,005 lbs. Load rating represents maximum allowable weight of people, cargo and body equipment combined and is reduced by the weight of optional equipment.
⁴ Always wear your safety belt and secure children in the rear seat.
⁵ Late availability.
⁶ With 6.8L V10. When properly equipped.
 * Receive upfit assistance for the cost of the upfit up to \$500. Unit must contain a ship-thru code of 31D or 31C to be eligible for up to \$500 upfit assistance. Non ship-thru orders are only eligible for a maximum of \$400 upfit assistance on upfits costing \$200 or more. Take new retail delivery from dealer stock by 7/31/11. See dealer for details.
 ** Available on upfits costing \$1,200 or more. Excludes available factory-installed options. Take new retail delivery from dealer stock by 7/31/11. Restrictions apply. See dealer for details. Units receiving any form of CPA (56A), GPC (56G), Long-Term Rental (56K) or other concessions are ineligible.
 Not all features listed are standard or are available on all models. See dealer for details.

INTERIOR STORAGE

No Charge Racks and Bins Systems and Vocational Upgrades



QUIETFLEX FEATURES:

- Composite shelving and storage that reduce noise from rattling cargo
- Removable modular tool/parts box
- Snap-in shelf dividers (12)
- Lockable storage door
- Reduced weight from composite materials that helps increase fuel efficiency and payload benefits
- Plumbing/HVAC and Electrical contractor upgrades available



QUIETFLEX®

FLEXIBLE STORAGE SYSTEMS INCENTIVE OFFER:

\$2,495

RETAIL VALUE*

AT NO CHARGE!

Option Code 96Q**

E-SERIES QUIETFLEX STORAGE SYSTEM – SUPERIOR TO THE COMPETITION

ELEMENT COMPARISON	Ford E-Series QuietFlex Storage System (Option Code 96Q)**	GM Commercial Bin Package
Net Retail Value*	\$2,495	\$2,275
Total Shelf Surface Area	42.1 Sq. Ft.	38.5 Sq. Ft.
Lockable Storage	Standard – 4.9 Cubic Feet	Not Available in Base Package
Utility Hooks	Standard – Triple Hook	Not Available in Base Package
Adjustable Dividers	12 Standard	8 Standard
Sound Dampening Impact Resistant Composite Shelves	Standard	Not Available in Base Package

masterack®

MASTERACK FEATURES:

- Over 47 square feet of shelf space and more than 49 cubic feet of storage volume
- Two 37-inch shelf modules and one 51-inch shelf module with more than ten feet of storage bins
- High-strength steel, formed-in stiffeners, fully hemmed shelves and a hard-as-nails finish for assurance of strength and durability



MASTERACK®

RACKS AND BINS INCENTIVE OFFER:

\$2,295

RETAIL VALUE*

AT NO CHARGE!

Option Code 96G**

E-SERIES STEEL RACKS AND BINS SYSTEM BY MASTERACK

ELEMENT COMPARISON	Ford E-Series Racks and Bins System By Masterack (Option Code 96G)**	GM Commercial Bin Package
Net Retail Value*	\$2,295	\$2,275
Total Shelf Surface Area	42.1 Sq. Ft.	38.5 Sq. Ft.
Lockable Wheelwell Storage Cabinets	Two Standard - 8 Cubic Feet	Not Available in Base Package
3-Drawer Cabinets	Two Standard	One Standard
Utility Hooks	Triple Hook Standard	Not Available in Base Package

ECONOCARGO®

ECONOCARGO FEATURES:

- **High Density Polyethylene (HDPE) panels** cover the interior sidewalls from floor to ceiling, internal wheel well and fuel-filler housings and all door panels in the cargo area; the same style panels are also used to cover all swing-out cargo doors
- **Molded-in ribbing** provides rigidity and the convenience of a raised rub rail, while an E-Track on each side panel provides a quick and secure way to tie down large items. Each EconoCargo Interior System comes with one cargo strap for each side (2 provided)
- **Thermal insulation**, an aluminum and polyethylene film composite insulating material that covers the interior sidewalls, ceiling and door panels of your van. Helps EconoCargo equipped E-Series Cargo Vans warm up fast in the winter and cool down quickly in the summer
- **Roof and cargo door material** is constructed of water-resistant laminated fiberboard with an aluminum foil facer to help with controlling cargo temperature
- **EconoCargo Interior System** includes a full-width steel partition – now with a full 6" setback for additional driver comfort



ECONOCARGO®

INTERIOR SYSTEMS INCENTIVE OFFER:

\$1,995

RETAIL VALUE*

AT NO CHARGE!

Option Code 96B**

VOCATIONAL UPGRADES

CONTRACTOR'S UPGRADE

Available with 96G¹, 96Q² or 96B³ (Option Code 667)

- Lockable Ladder Rack
- Crossbow



VOCATIONAL UPGRADES

INTERIOR SYSTEM UPGRADE:

\$480* EACH

ELECTRICAL CONTRACTOR/APPLIANCE REPAIR UPGRADE

Available with 96G¹ or 96Q² (Option Code 668)



FEATURE	96G ¹	96Q ²
12-Drawer Cabinet	X	-
Tilt Shelf	X	-
Wire Spool Rack	X	X
Additional Triple Hook	X	X
Removable Parts Drawer	-	X

PLUMBING, HEATING, VENTILATION & AIR CONDITIONING (HVAC) SERVICE UPGRADE

Available with 96G¹ or 96Q² (Option Code 669)



FEATURE	96G ¹	96Q ²
12-Drawer Cabinet	X	-
Tilt Shelf	X	-
Refrigerant Tank Rack (holds up to three 30-lb. tanks)	X	X
Removable Parts Drawer	-	X

ADD A HANDY ECONOCARGO GENERAL PACKAGE DELIVERY SHELF

Available with 96B³ (Option Code 66C)



This highly functional EconoCargo Interior System Upgrade adds both value and efficiency to your E-Series Cargo Van.

- Two wire shelf modules 48" wide by 16" deep (Driver's Side)
- Easily adjustable
- Designed for a perfect fit

¹ Steel Racks and Bin System by Masterack ² QuietFlex® Interior Storage System ³ EconoCargo Interior System

* MSRP includes installation fees, but does not include sales tax.

**E-Series Cargo Vans equipped with a No Charge QuietFlex Storage System, Steel Racks and Bins System by Masterack or EconoCargo Interior System are ineligible for any other Ford Truck Commercial Connection incentives and require rear vinyl floor covering (Option Code 163). Low Cost Vocational Upgrades are available as additional incentives for only \$480 MSRP. See dealer for details. Masterack is a registered trademark of Leggett & Platt, Inc.

E-SERIES WAGONS

TRANSPORT UP TO 15 COMFORTABLY

An American favorite year after year, E-Series Wagons offer multiple seating configurations, advanced styling and capability combined with comfort.



SEATING CONFIGURATIONS FOR UP TO 15

2011 E-SERIES WAGON FEATURES:

- Three engines available: 4.6L FFV V8, 5.4L FFV V8 and 6.8L V10
- E-150 Wagons tow up to 7,000 lbs.¹
- E-350 Super Duty® Wagons tow up to 10,000 lbs.¹
- Available Trailer Tow Package
- Seating configurations for 7, 8, 11, 12, 14 or 15 passengers²
- Rear cargo doors open a full 172°
- 33-gallon fuel tank capacity
- Standard center floor storage
- Available rear view camera
- Available premium audio system with HD radio, CD/MP3 player, navigation system and SIRIUS® Satellite Radio capability

SAFETY & SECURITY:

- AdvanceTrac® with Roll Stability Control™
- Side-intrusion door beams
- Driver and Passenger front airbags³
- Tire Pressure Monitoring System
- Belt-Minder® – front safety belt reminder
- 4-wheel Anti-Lock Disc Brakes

2011 E-SERIES WAGON PAYLOAD AND GROSS VEHICLE WEIGHT RATINGS (GVWR)		
E-SERIES MODEL	Max Payload (lbs.)	Max GVWR (lbs.)
E-150	2,780	8,600
E-350 Super Duty®	2,710	8,800
E-350 Super Duty EL	3,010	9,500



E-350 XLT WAGON



E-150 XLT WAGON

FORD WORK SOLUTIONS™ OFFERINGS:

- In-dash Windows® CE computer with touch screen⁴
 - Crew Chief
- (See Page 18 For Details.)

E-SERIES SUPER DUTY CUTAWAYS & STRIPPED CHASSIS



E-450 SUPER DUTY CUTAWAY

THE BIGGEST SELECTION OF VAN-BASED CUTAWAYS

From emergency service to trade applications and shuttle transport, E-Series Super Duty Cutaways and Stripped Chassis are ready to handle any upfit.

E-SERIES SUPER DUTY CUTAWAYS & STRIPPED CHASSIS

INCENTIVE OFFER:
\$1,000
Upfit Cash*

FORD WORK SOLUTIONS™ OFFERINGS:

- In-dash Windows® CE computer with touch screen⁴
 - Crew Chief
- (See Page 18 For Details.)

2011 E-SERIES CUTAWAYS & STRIPPED CHASSIS FEATURES:

- E-350 SRW⁵ offers GVWRs up to 10,050 lbs. and outstanding rear load capacity
- GVWR up to 14,500 lbs., up to 9,747 lbs. of payload and up to 10,000 lbs. of towing⁶
- Available Compressed Natural Gas (CNG) or Liquefied Petroleum Gas (LPG) engine prep package for 5.4L V8 and 6.8L V10 gas engines
- 33-gallon fuel tank capacity
- Available Integrated Trailer Brake Controller
- Standard center floor storage console
- Standard 120-amp alternator, available 155-amp or 225-amp alternators
- Available Instrument Panel Message Center
- Available upfitter switches
- Available premium audio system with HD radio, CD/MP3 player, navigation system and SIRIUS® Satellite Radio capability

SAFETY & SECURITY:

- Energy-absorbing steering column
- Driver and Passenger front airbags³
- Tire Pressure Monitoring System
- 4-wheel Anti-Lock Disc Brakes
- Belt-Minder® – front safety belt reminder

2011 E-SERIES SUPER DUTY CUTAWAYS & STRIPPED CHASSIS HORSEPOWER AND TORQUE RATINGS ⁷				
E-SERIES MODEL	Engine	Transmission	Horsepower (hp @ rpm)	Torque (lb.-ft. @ rpm)
E-250	Triton® 4.6L EFI V8	4-Speed Auto. O/D	225 @ 4,800	286 @ 3,500
E-350	Triton 5.4L EFI V8	4-Speed Auto. O/D	255 @ 4,500	350 @ 2,500
E-350 & E-450	Triton 5.4L EFI V8	TorqShift™ 5-Speed Auto. with Tow/Haul Mode	255 @ 4,500	350 @ 2,500
E-350 & E-450	Triton 6.8L EFI V10	TorqShift 5-Speed Auto. with Tow/Haul Mode	305 @ 4,250	420 @ 3,250

2011 E-SERIES SUPER DUTY PAYLOAD AND GROSS VEHICLE WEIGHT RATINGS (GVWR)		
E-SERIES MODEL	Max Payload (lbs.)	Max GVWR (lbs.)
E-250 Super Duty Cutaway	4,318	8,600
E-350 Super Duty Cutaway	7,376	12,500
E-350 Super Duty Stripped Chassis	7,967	12,500
E-450 Super Duty Cutaway	9,040	14,500
E-450 Super Duty Stripped Chassis	9,747	14,500

¹ When properly equipped.
² Passenger and load capacity limited by weight distribution. 11 and 14 passenger center aisle seating prep package configurations available.
³ Always wear your safety belt and secure children in the rear seat.
⁴ Late availability.
⁵ Available on 138-in. SRW wheelbase with 5.4L V8 FFV only.
⁶ Select series when properly equipped.
⁷ 50 States
 * Available on upfits costing \$1,200 or more. Excludes available factory-installed options. Take new retail delivery from dealer stock by 7/31/11. Restrictions apply. See dealer for details. Units receiving any form of CPA (56A), GPC (56G), Long-Term Rental (56K) or other concessions are ineligible.
 Not all features listed are standard or are available on all models. See dealer for details.



FORD WORK SOLUTIONS

Tools That Help CARRY THE LOAD

Your trucks work hard – they're Built Ford Tough. You work smart – by applying the tools of Ford Work Solutions™ on every job¹.

OFFERINGS INCLUDE:

- CABLE LOCK** **Cable Lock System:** Super-tough lock-down system helps beat theft, downtime and replacement costs
- CREW CHIEF™** **Crew Chief™:** Allows you to track your trucks so you can run your business more efficiently
- IN-DASH COMPUTER** **In-dash Windows® CE computer with touch screen²:** Automotive-grade, internet-capable in-dash computer helps you run your office from any site
- TOOL LINK™** **Tool Link™²:** Tool tracking system lets you scan and track tools and inventory so you always have the right tools at the right time



IN-DASH WINDOWS® CE COMPUTER WITH TOUCH SCREEN TECHNOLOGY

➤➤➤ For more information about Ford Work Solutions, visit www.fordworksolutions.com or ask your Ford Dealer.

Our Continuing Commitment To CUSTOMER CARE



Striving to satisfy before, during and after the sale – Ford Credit Commercial Lending Services* has the right products and services for your fleet.

It doesn't matter if your business is large or small. Ford Credit Commercial Lending has the right tools to help your business acquire the vehicles that keep your business moving.

- **Commercial Retail Finance** – When financing, you decide what's best for you. Ford Credit has many finance options that can be tailored to meet your business needs. Ford Credit's Commercial Retail Finance Plan offers competitive rates, flexible terms and a combined billing option for those with multiple vehicles.
- **Commercial Line of Credit (CLOC)** – No matter how large your fleet, Ford Credit can help you acquire vehicles easily and quickly with a CLOC. Once you establish a CLOC you can acquire additional vehicles whenever you need to – just sign and drive.**

- **CommercialLeaseSM** – Convenient, flexible and affordable leasing, for large or small businesses. CommercialLease offers both TRAC (open-end) and Net (closed-end) Leases. With a TRAC Lease there is generally no down payment requirement, no security deposit, no excess mileage charges and no excess wear and use charges. The Net Lease offers a "walk away" leasing option.
- **Add Ford Commercial Service PlusSM** to any Ford Credit finance or lease product for a total fleet solution. This full service program provides time saving fleet management services such as maintenance management programs, fuel card service, vehicle registration and more. Ask your dealer about enrollment details or call (888) 443-2257 ext. 4 to speak to an account representative.
- **Commercial GAPCoverage** – Provides protection when an insurance settlement does not satisfy the payoff balance of a financed vehicle.

➤➤➤ Ask your dealer about Ford Credit's Commercial Lending programs or visit www.fordcredit.com/comlend for more information.

BUSINESS PREFERRED NETWORK (BPN)



Business Preferred Network (BPN) Ford Dealers are committed to providing commercial customers with the finest in customer-driven sales, service and finance options.

They recognize that business vehicles are often critical tools for assuring both individual livelihood and corporate success. Every participating BPN Ford Dealer member is committed to providing the best in customer satisfaction and owner loyalty.

- Priority service for Commercial Customers
- A Commercial Account Manager dedicated to small-to-medium sized business customers
- Expert commercial marketplace experience and product knowledge
- Extended service plans and maintenance programs

These and many other Business Preferred Network Ford Dealer commitments assure you of outstanding attention and satisfaction for your business transportation needs.

Pre-Certify Your Business For Your Ford COMMERCIAL TRUCK INCENTIVES

Who? Businesses that purchase a Ford Commercial Vehicle.

What? All Ford Truck Commercial Connection Incentives.

Where? Visit www.fordtoughtruck.com and click on the "Pre-Certify For Your Incentives" link near the bottom of the page. Follow the quick and easy directions to pre-certify yourself for great incentives. Once you're finished, print out your certificate and bring it to your Ford Dealer.

When? Before you visit your dealership to purchase your first or next Ford Commercial Vehicle.

Why? To pre-certify your business for available incentives and to help save time at the dealership.

➤➤➤ **Get connected to Ford Truck Commercial Connection incentives at www.fordtoughtruck.com**



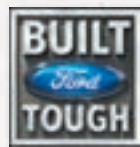
Need more information?

Visit www.commtruck.ford.com for more information about Ford Commercial Trucks, to find a BPN Dealer near you and to configure a vehicle.

¹ Not all Ford Work Solution Tools are available on every model. See dealer for details.
² Late availability.
 * Participation in the Ford Credit Commercial Lending Services listed is subject to credit approval.
 **Subject to initial approval, ongoing eligibility and periodic reviews. Not all customers will qualify.

2011

FORD TRUCK COMMERCIAL CONNECTION - www.fordtoughtruck.com



»»» Get connected to Ford Truck *Commercial Connection* incentives at www.fordtoughtruck.com