

2012 FORD COMMERCIAL TRUCK BUYER'S GUIDE

F-150 PICKUPS | SUPER DUTY® TRUCKS | E-SERIES VANS & WAGONS | TRANSIT CONNECT

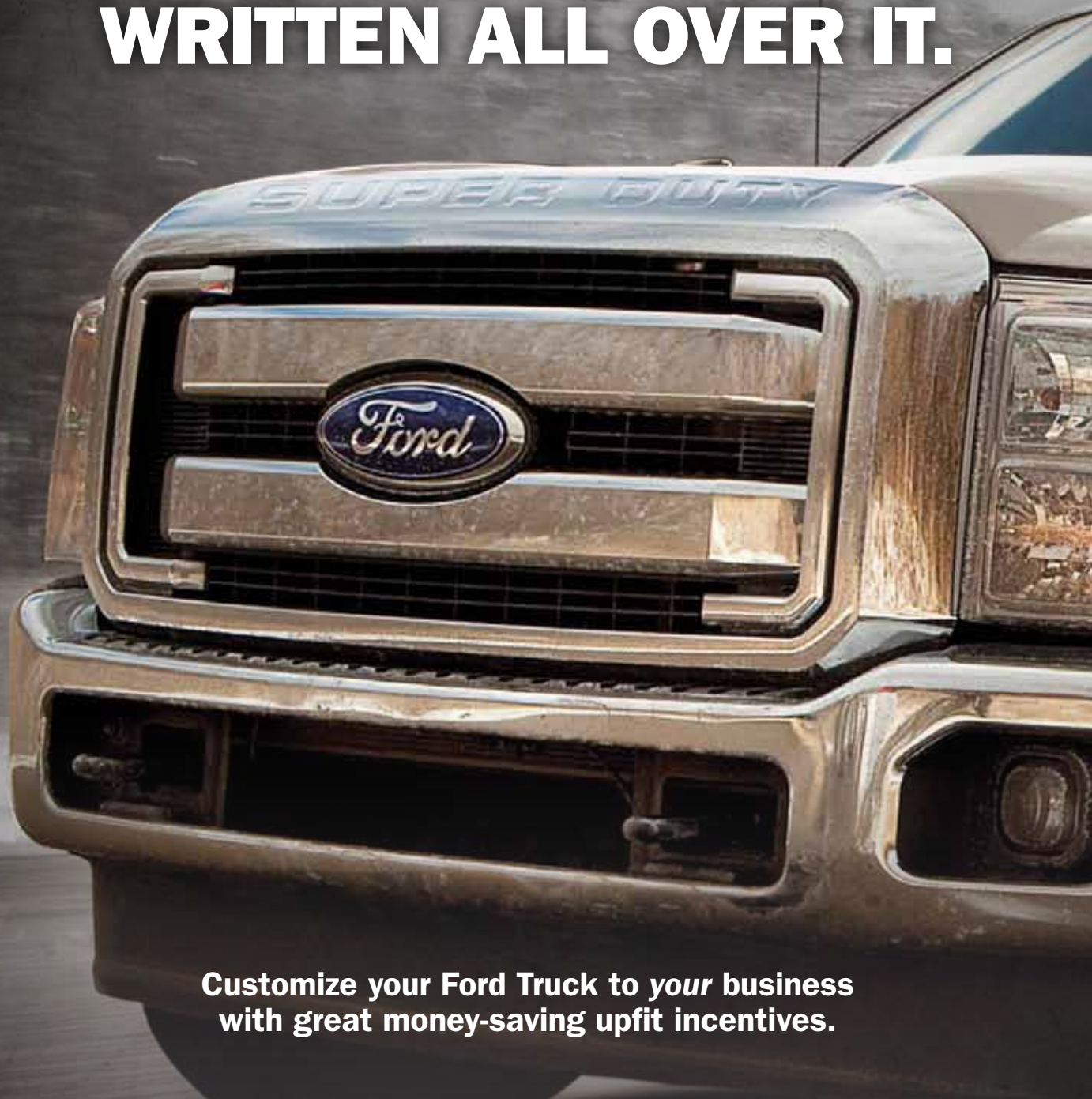


Program Period: August 1, 2011 – July 31, 2012

fordtoughtruck.com



**IT MAY SAY “FORD”
BUT IT HAS YOUR NAME
WRITTEN ALL OVER IT.**



**Customize your Ford Truck to *your* business
with great money-saving upfit incentives.**

***Sign up for ongoing offers, upfit incentives and tax benefits at
fordtoughtruck.com.***



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/// Get connected to Ford Truck Commercial Connection and check out current retail incentives at 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 (FTCC) Incentives offer even more value to your business with added purchasing power.

**Get connected to incentives online
at fordtoughtruck.com**

FTCC UPFIT INCENTIVES AT-A-GLANCE							
New Retail 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	Transit Connect
Up to \$500 Upfit Assistance ¹	-	-	-	X	-	-	X
\$1,000 Upfit Assistance ²	-	-	-	-	X	-	-
\$1,000 Snow Plow Upfit Assistance ³	-	-	-	X	-	-	-
\$1,500 Upfit Assistance ²	X	X	X	-	-	X	-
No Charge Interior System ⁴	X	-	-	-	-	-	-

COMMERCIAL TRUCK AVAILABLE UPFITS		
<p>TRANSIT CONNECT VANS:</p> <ul style="list-style-type: none"> • Leggett & Platt® Interior Systems • Sortimo® Interior Systems • Adrian Steel® Interior Systems • Racks & Bins, Partitions <p>F-SERIES PICKUPS:</p> <ul style="list-style-type: none"> • Plows (F-250–F-450) • Salt Spreaders • Tool Boxes • Rear Lift Gates • Side Racks • Ladder Racks • Winches • Spray Tanks and Spreaders 	<p>SUPER DUTY® CHASSIS CABS:</p> <ul style="list-style-type: none"> • Beverage Truck • Box/PDV Trucks • Crane Body • Dump Trucks • Tow Trucks • Plows & Spreaders • Service/Utility Trucks • Flat-Bed/Stake Trucks <p>E-SERIES CARGO VANS:</p> <ul style="list-style-type: none"> • EconoCargo® Interior Systems • QuietFlex® Racks & Bins • Masterack® Racks & Bins • Vocational Upgrades 	<p>E-SERIES WAGONS:</p> <ul style="list-style-type: none"> • Shuttle <p>E-SERIES CUTAWAYS:</p> <ul style="list-style-type: none"> • Ambulances • Box/Parcel Delivery • Shuttle Buses • Utility Body <p>Also available, professionally created and permanently installed paint and vinyl company graphics and logos.</p>

¹ No minimum required. Receive Upfit Assistance for the entire cost of the upfit up to \$500. Excludes available factory-installed options. Take new retail delivery from dealer stock by 7/31/12. ² Available on upfits costing \$1,200 or more. Excludes available factory-installed options. Take new retail delivery from dealer stock by 7/31/12. Restrictions apply. See dealer for details. ³ F-Series Super Duty Pickups are eligible for \$1,000 Upfit Assistance with a snow plow upfit. Take new retail delivery from dealer stock by 7/31/12. Excludes F-150 Pickups. Restrictions apply. See dealer for details. ⁴ Cargo Vans equipped with a No Charge Steel Racks and Bins Package by Masterack®, EconoCargo® Interior System or QuietFlex® Racks and Bins Package are ineligible for any other Ford Truck Commercial Connection incentive except for the Low Cost Vocational Upgrades and require rear vinyl floor covering (Option Code 163). Masterack® is a registered trademark of Leggett & Platt, Inc. ⁵ Excludes Motorhomes (F53) and E35/E45 with option 47M. Units receiving any form of CPA (56A), GPC, Long-Term Rental (56K) or other concessions are ineligible.

F-150

AN AMERICAN CLASSIC

With an EPA-estimated 23 highway mpg² and best-in class³ towing and payload, no wonder F-150 is part of America's best-selling line of trucks.

2012 F-150 FEATURES:

- **Four engine options:** 3.5L EcoBoost™ Ti-VCT V6, 3.7L Ti-VCT V6 FFV, 5.0L Ti-VCT V8 FFV and 6.2L V8
- 6-speed Automatic transmission with tow/haul mode
- 11,300-lb. maximum towing capability and 3,060-lb. maximum payload
- Easy Fuel® capless fuel filler
- Up to 36-gallon fuel tank capacity
- Ford SYNC®
- Spray-in bedliner
- Tailgate step
- Quick-release tailgate with key lock and tailgate assist
- Cable Lock System
- Crew Chief™ (See page 18 for details.)

SAFETY & SECURITY:

- AdvanceTrac® with Roll Stability Control™
- SecuriLock® anti-theft ignition
- Tire Pressure Monitoring System
- SOS Post Crash Alert System™
- Trailer Sway Control

ADD A TOOL BOX UPFIT – ONE OF MANY UPFIT PACKAGES TO CHOOSE FROM



¹ No minimum required. Receive Upfit Assistance for the entire cost of the upfit up to \$500. Excludes available factory-installed options. Take new retail delivery from dealer stock by 7/31/12. ² 2011 EPA-estimated 23 mpg highway on 3.7 V6 4x2. ³ Class is Full-Size Pickups under 8,500 lbs. GVWR non-hybrid. Best-in-class towing and payload when properly equipped. Units receiving any form of CPA (56A), GPC, Long-Term Rental (56K) or other concessions are ineligible. Not all features listed are standard or available on all models. See dealer for details.



F-150 PICKUPS

INCENTIVE OFFER:
Up To \$500
Upfit Assistance¹

F-150 PICKUPS UPFIT OPTIONS:

- Salt Spreaders
- Tool Boxes
- Rear Lift Gates
- Side Racks
- Ladder Racks
- Winches
- Spray Tanks and Spreaders
- Professionally created and permanently installed paint and vinyl company graphics and logos



F-150 FX4 SUPERCREW

F-150 ENGINES			
ENGINE	Transmission	Horsepower (hp @ rpm)	Torque (lb.-ft. @ rpm)
3.5L EcoBoost	6-speed automatic with tow/haul mode	365 @ 5,000	420 @ 2,500
3.7L V6 FFV	6-speed automatic with tow/haul mode	302 @ 6,500	278 @ 4,000
5.0L V8 FFV	6-speed automatic with tow/haul mode	360 @ 5,500	380 @ 4,250
6.2L V8	6-speed automatic with tow/haul mode	411 @ 5,500	434 @ 4,500

F-250, F-350 & F-450

SUPER DUTY® PICKUPS

Ford Super Duty Pickups work hard – and smart – with best-in-class² fuel economy (Gas or Diesel) and best-in-class³ towing.

2012 SUPER DUTY PICKUP FEATURES:

- **Two Ford Designed and Built engines:** 6.7L Power Stroke® V8 B20-capable Turbo Diesel and 6.2L Gas V8 FFV
- Available CNG/LPG Prep Package for 6.2L Gas Engine
- TorqShift® 6-speed SelectShift Automatic™ Transmission
- 5th-wheel/Gooseneck hitch prep package
- Best-in-class towing – tows up to 17,500 lbs. (Conventional) and 24,500 lbs. (5th-wheel)
- Up to 33,000 lbs. GCWR⁴
- Trailer Sway Control with Hill Start Assist
- Ford SYNC® with SYNC® AppLink™
- 4.2-inch LCD Productivity Screen
- Cable Lock System
- Crew Chief™ (See page 18 for details.)

SAFETY & SECURITY:

- AdvanceTrac® with Roll Stability Control™
- SecuriLock® anti-theft ignition
- Tire Pressure Monitoring System
- SOS Post Crash Alert System™
- Fail-Safe Engine Cooling System (6.2L Gas Engine)



SUPER DUTY® PICKUPS

INCENTIVE OFFER:

Up To \$500
Upfit Assistance¹

SUPER DUTY® PICKUPS UPFIT OPTIONS:

- Plow
- Salt Spreaders
- Tool Boxes
- Rear Lift Gates
- Side Racks
- Ladder Racks
- Winches
- Spray Tanks and Spreaders
- Professionally created and permanently installed paint and vinyl company graphics and logos



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

¹ No minimum required. Receive Upfit Assistance for the entire cost of the upfit up to \$500. Excludes available factory-installed options. Take new retail delivery from dealer stock by 7/31/12. F-Series Super Duty Pickups are eligible for \$1,000 Upfit Assistance with a snow plow upfit. Restrictions apply. See dealer for details. ² Based on Ford drive-cycle tests of comparably equipped 2012 Ford and 2010/2011 competitive models. Class is Full-Size Pickups over 8,500 lbs. GVWR. ³ When properly equipped. Class is Full-Size Pickups over 8,500 lbs. GVWR. ⁴ On F-450 when properly equipped.

Units receiving any form of CPA (56A), GPC, 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.

2012 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 V8 FFV	TorqShift® 6-speed Automatic	385 @ 5,500	405 @ 4,500	Standard
	6.7L Power Stroke® V8 Turbo Diesel		400 @ 2,800	800 @ 1,600	Optional
F-350	6.2L 2V V8 FFV	TorqShift 6-speed Automatic	316 @ 4,179	397 @ 4,179	Standard
	6.7L Power Stroke V8 Turbo Diesel		400 @ 2,800	800 @ 1,600	Optional
F-450	6.7L Power Stroke V8 Turbo Diesel	TorqShift 6-speed Automatic	400 @ 2,800	800 @ 1,600	Standard

2012 F-250 – F-450 SUPER DUTY PICKUPS MAXIMUM CAPACITIES (LBS.)

MODEL	Conventional Towing	5th-wheel Towing	Payload	GVWR	GCWR
F-250	14,000	16,700	4,290	10,000	23,500
F-350 SRW	14,000	16,600	4,940	11,500	23,500
F-350 DRW	17,500	22,700	7,110	13,300	30,000
F-450	17,500	24,500	5,260	13,300	33,000



F-450 LARIAT CREW CAB

BEST-IN-CLASS FUEL ECONOMY² & TOWING³

F-350, F-450 & F-550

SUPER DUTY® CHASSIS CABS

2012 models are more capable than ever, with three engines, Ford TorqShift® transmissions and a class exclusive² Live-Drive Power Takeoff (PTO).

2012 SUPER DUTY CHASSIS CAB FEATURES:

- **Three engine options:** 6.2L Gas V8 FFV, 6.8L Gas V10 and 6.7L Power Stroke® V8 B20 -capable Turbo Diesel
- Heavy Duty TorqShift 5-speed Automatic (6.8L) or 6-speed SelectShift Automatic™ (6.2L and 6.7L) Transmissions
- Available CNG/LPG Prep Package for 6.2L and 6.8L Gas Engines
- Class exclusive Live-Drive Power Takeoff (Diesel Engine)
- Up to 35,000 lbs. GCWR³
- Integrated Trailer Brake Controller⁴
- Up to 68 gallons of fuel capacity
- Standard Upfitter Switches (4)
- Trailer Sway Control with Hill Start Assist (SRW)
- Up to 26,600 lbs. towing capacity³
- Ford SYNC® with SYNC® AppLink™

SAFETY & SECURITY:

- Belt-Minder® – chime & flashing warning light on I/P if belts not buckled
- Fail-Safe Engine Cooling System (Gas Engines)
- SecuriLock® anti-theft ignition
- Side-intrusion door beams
- SOS Post Crash Alert System™



SUPER DUTY® CHASSIS CABS

INCENTIVE OFFER:

\$1,000
Upfit Assistance¹

SUPER DUTY® CHASSIS CABS UPFIT OPTIONS:

- Beverage Truck
- Box/PDV Trucks
- Crane Body
- Dump Trucks
- Tow Trucks
- Plows & Spreaders
- Service/Utility Trucks
- Flat-Bed/Stake Trucks
- Professionally created and permanently installed paint and vinyl company graphics and logos



TRAILER BRAKE
CONTROLLER



SELECTSHIFT
TOW HAUL



F-550 LARIAT
CHASSIS CAB WITH
A DUMP UPFIT

¹ Available on upfits costing \$1,200 or more. Excludes available factory-installed options. Take new retail delivery from dealer stock by 7/31/12. Restrictions apply. See dealer for details.

² Class is Chassis Cab Trucks under 22,000 lbs. GVWR. ³ When properly equipped. ⁴ Trailer Brake Controller verified to be compatible with electronically actuated drum brakes only.

Units receiving any form of CPA (56A), GPC, 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.

2012 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 V8 FFV	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

2012 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	16,200	4,756	11,500	23,500
F-350 DRW	15,000	16,600	7,512	13,300	24,500
F-450	16,000	21,600	9,977	16,500	30,000
F-550	16,000	26,600	12,692	19,500	35,000



F-450 XLT CHASSIS CAB
WITH A FLAT BED UPFIT

TORQSHIFT® SELECTSHIFT™ TRANSMISSION MODES
AUTOMATIC OR FULL MANUAL – SELECT THE MODE THAT’S BEST FOR YOUR APPLICATION

F-650/F-750

SUPER DUTY® CHASSIS CABS

A huge range of upfit possibilities, Cummins® Turbo Diesel and your choice of Allison® and Eaton Fuller® transmissions² – 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/F-750 CHASSIS CAB FEATURES:

- The only 4-door SuperCab in its class³
- F-750 is Class 8 capable with a GVWR of 37,000 lbs.⁴
- Standard 6.7L Cummins® Turbo Diesel engine delivers up to 360 hp and 800 lb.-ft. torque
- Class exclusive³ CNG/LPG fuel capable 6.8L V10 gas engine⁵
- Standard Allison 5-speed (diesel) and TorqShift® 6-speed (gas) automatic transmissions
- QuadraTrac™ 4-channel Anti-Lock Brakes
- Chrome-steel front bumper
- Up to 145-gallon fuel tank capacity⁴
- 10-gallon DEF tank
- Three cab styles: Regular Cab, SuperCab or Crew Cab
- Ford SYNC®



F-650 XL CREW CAB



F-650 XLT REGULAR CAB UPFITTED FOR FLATBED TOWING



F-650/F-750 SUPER DUTY® CHASSIS CABS

INCENTIVE OFFER:

\$1,500
Upfit Assistance¹

F-650/F-750 SUPER DUTY® CHASSIS CABS UPFIT OPTIONS:

- Beverage Truck
- Box/PDV Trucks
- Crane Body
- Dump Trucks
- Tow Trucks
- Plows & Spreaders
- Service/Utility Trucks
- Flat-Bed/Stake Trucks
- Professionally created and permanently installed paint and vinyl company graphics and logos



AVAILABLE CLASS-EXCLUSIVE 6.8L CNG/LPG FUEL CAPABLE GAS V10 ENGINE

¹ Available on upfits costing \$1,200 or more. Excludes available factory-installed options. Take new retail delivery from dealer stock by 7/31/12. Restrictions apply. See dealer for details. ² Optional equipment varies by model. See your dealer for details. ³ Class 6 and 7 Chassis Cab. ⁴ When properly equipped. ⁵ Available on F-650. Available Fall 2011.

Units receiving any form of CPA (56A), GPC, 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 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 (INCHES)			
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 – 260/186	146/72 – 260/186
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 A DUMP UPFIT

LEGENDARY HAULING AND TOWING STRENGTH

TRANSIT CONNECT

VAN & WAGON

Available in a variety of Van and Wagon configurations, Transit Connect fits in city alleys and parking structures, and gets best-in-class fuel-economy – a combined 24 mpg².

2012 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 and Fleet XL Power Group)
- 129.6 cu. ft. cargo capacity
- Available in 2-seat van and 5-seat wagon models
- 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®
- Crew Chief™ (See page 18 for details.)

SAFETY & SECURITY:

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



KATERACK INTERIOR SYSTEM



SORTIMO INTERIOR SYSTEM



LEGGETT & PLATT SYSTEM



ADRIAN STEEL SYSTEM

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.



TRANSIT CONNECT

INCENTIVE OFFER:

Up To \$500
Upfit Assistance¹

TRANSIT CONNECT UPFIT OPTIONS:

- Leggett & Platt® Interior Systems
- Sortimo® Interior Systems
- Adrian Steel® Interior Systems
- Racks & Bins, Partitions
- Professionally created and permanently installed paint and vinyl company graphics and logos

TRANSIT CONNECT

ENGINE	2.0L Duratec I-4
Horespower (hp @ rpm)	136 @ 6,300
Torque (lb.-ft. @ rpm)	128 @ 4,750



E-SERIES

CARGO VANS

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.

2012 E-SERIES CARGO VAN FEATURES:

- Three engine options: 4.6L V8 FFV, 5.4L V8 FFV or 6.8L V10
- 10,000 lbs. maximum towing capacity⁵
- Available Upfitter Switches
- Available E-Guard Cargo Protection System™
- Standard 172° rear cargo door opening
- Available 155-amp and 225-amp alternators
- 33-gallon fuel tank capacity
- Crew Chief™ (See page 18 for details.)

SAFETY & SECURITY:

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

¹ No minimum required. Take new retail delivery from dealer stock by 7/31/12. Restrictions apply. See dealer for details. ² EPA-estimated 22 city/27 hwy/24 combined mpg. for Transit Connect Wagon. ³ When properly equipped. ⁴ Available on upfits costing \$1,200 or more. Excludes available factory-installed options. Take new retail delivery from dealer stock by 7/31/12. Restrictions apply. See dealer for details. ⁵ With 6.8L V10. When properly equipped.

Units receiving any form of CPA (56A), GPC, 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.



E-SERIES CARGO VANS

INCENTIVE OFFER:
\$1,500
Upfit Assistance⁴

E-SERIES CARGO VANS UPFIT OPTIONS:

- EconoCargo® Interior Systems
- QuietFlex® Racks & Bins
- Masterack® Racks & Bins
- Vocational Upgrades
- Professionally created and permanently installed paint and vinyl company graphics and logos

2012 E-SERIES CARGO VAN ENGINE AVAILABILITY

AVAILABILITY	Engines	Transmissions	Horsepower (hp @ rpm)	Torque (lb.-ft. @ rpm)
E-150 and E-250				
Standard	4.6L V8 FFV	4-Speed Auto. O/D	225 @ 4,800	286 @ 3,500
Optional	5.4L V8 FFV	4-Speed Auto. O/D	255 @ 4,500	350 @ 2,500
E-350				
Standard	5.4L V8 FFV	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

2012 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



INTERIOR SYSTEMS

FOR E-SERIES CARGO VANS

NO CHARGE Interior 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 help increase fuel efficiency and payload benefits
- Plumbing/HVAC and Electrical contractor upgrades available



QUIETFLEX®

INCENTIVE OFFER:

\$2,595

Retail Value¹ At

NO CHARGE

Option Code 96Q²

E-SERIES QUIETFLEX COMPOSITE RACKS AND BINS PACKAGE – SUPERIOR TO THE COMPETITION

ELEMENT COMPARISON	Ford E-Series QuietFlex Racks and Bins Package (Option Code 96Q) ²	2011 GM Commercial Bin Package
Net Retail Value ¹	\$2,595	\$2,327
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
- Full-length steel partitions with a lockable door



MASTERACK®

INCENTIVE OFFER:

\$2,395

Retail Value¹ At

NO CHARGE

Option Code 96G³

E-SERIES STEEL RACKS AND BINS PACKAGE BY MASTERACK

ELEMENT COMPARISON	Ford E-Series Racks and Bins Package By Masterack (Option Code 96G) ³	2011 GM Commercial Bin Package
Net Retail Value ¹	\$2,395	\$2,327
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
- Full-width steel partition with a lockable door and an additional 3" setback for additional front seat comfort



ECONOCARGO®

INCENTIVE OFFER:

\$2,195
Retail Value¹ At
NO CHARGE

Option Code 96B⁴

VOCATIONAL UPGRADES

LADDER RACK UPGRADE

(Option Code 667)

Available with 96Q², 96G³ or 96B⁴

- Lockable Ladder Rack
- Crossbow



VOCATIONAL UPGRADES

INTERIOR SYSTEM UPGRADES:

\$480
EACH¹

ELECTRICAL CONTRACTOR/APPLIANCE REPAIR UPGRADE

(Option Code 668)

Available with 96Q² or 96G³



FEATURE	96Q ²	96G ³
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

(Option Code 669)

Available with 96Q² or 96G³



FEATURE	96Q ²	96G ³
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

(Option Code 66C)

Available with 96B⁴



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 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 for an additional cost (Option Code 163). Low Cost Vocational Upgrades are available as additional incentives for only \$480 MSRP. See dealer for details. ² QuietFlex® Composite Racks and Bins Package ³ Steel Racks and Bins Package by Masterack ⁴ EconoCargo Interior System Masterack is a registered trademark of Leggett & Platt, Inc.

E-SERIES WAGONS

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

2012 E-SERIES WAGON FEATURES:

- Three engines available: 4.6L V8 FFV, 5.4L V8 FFV and 6.8L V10
- E-150 Wagons tow up to 7,000 lbs.²
- E-350 Super Duty® Wagons tow up to 10,000 lbs.²
- Available Trailer Tow Package
- Seating configurations for 7, 8, 11, 12, 14 or 15 passengers³
- Rear cargo doors open a full 172°
- 33-gallon fuel tank capacity
- Available rear backup camera
- Available premium audio system HD radio, DVD/CD/ player, navigation system SIRIUS® Satellite Radio capability (Availability)
- Crew Chief™ (See page 18 for details.)

SAFETY & SECURITY:

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

TOW UP TO 10,000 LBS.



E-SERIES WAGONS

INCENTIVE OFFER:
\$1,500
Upfit Assistance¹

E-SERIES WAGONS UPFIT OPTIONS:

- Shuttle
- Professionally created and permanently installed paint and vinyl company graphics and logos

2012 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



SEATING CONFIGURATIONS FOR UP TO 15



E-350 XLT WAGON

E-SERIES SUPER DUTY® CUTAWAYS & STRIPPED CHASSIS

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

2012 E-SERIES CUTAWAYS & STRIPPED CHASSIS FEATURES:

- GVWR up to 14,500 lbs., up to 9,747 lbs. of payload and up to 10,000 lbs. of towing⁴
- Available Compressed Natural Gas (CNG) or Liquefied Petroleum Gas (LPG) engine prep package for 5.4L V8 and 6.8L V10 engines
- Up to 55-gallon fuel tank capacity
- Available Integrated Trailer Brake Controller
- Standard 120-amp alternator, available 155-amp or 225-amp alternators
- Available Instrument Panel Message Center
- Available Upfitter Switches (4)
- Available Ford SYNC®
- Available premium audio system with HD radio, DVD/CD/MP3 player, navigation system and SIRIUS® Satellite Radio capability (Late Availability)
- Crew Chief™ (See page 18 for details.)



E-SERIES SUPER DUTY® CUTAWAYS & STRIPPED CHASSIS

INCENTIVE OFFER:
\$1,500
Upfit Assistance¹

E-SERIES CUTAWAYS UPFIT OPTIONS:

- Ambulances
- Box/Parcel Delivery
- Shuttle Buses
- Utility Body
- Professionally created and permanently installed paint and vinyl company graphics and logos

SAFETY & SECURITY:

- Energy-absorbing steering column
- Tire Pressure Monitoring System (SRW)
- 4-wheel Anti-Lock Disc Brakes
- Belt-Minder® – front safety belt reminder

2012 E-SERIES SUPER DUTY CUTAWAYS & STRIPPED CHASSIS HORSEPOWER AND TORQUE RATINGS

E-SERIES MODEL	Engine	Transmission	Horsepower (hp @ rpm)	Torque (lb.-ft. @ rpm)
E-250	Triton® 4.6L V8 FFV	4-Speed Auto. O/D	225 @ 4,800	286 @ 3,500
E-350	Triton 5.4L V8 FFV	4-Speed Auto. O/D	255 @ 4,500	350 @ 2,500
E-350 & E-450	Triton 5.4L V8 FFV	TorqShift™ 5-Speed Auto. with Tow/Haul Mode	255 @ 4,500	350 @ 2,500
E-350 & E-450	Triton 6.8L V10	TorqShift 5-Speed Auto. with Tow/Haul Mode	305 @ 4,250	420 @ 3,250

¹ Available on upfits costing \$1,200 or more. Excludes available factory-installed options. Take new retail delivery from dealer stock by 7/31/12. Restrictions apply. See dealer for details. ² When properly equipped. ³ Passenger and load capacity limited by weight distribution. 11 and 14 passenger center aisle seating prep package configurations available. ⁴ Select series when properly equipped.

Units receiving any form of CPA (56A), GPC, 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.

2012 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 (DRW)	7,376	12,500
E-350 Super Duty Stripped Chassis (DRW)	7,967	12,500
E-450 Super Duty Cutaway	9,040	14,500
E-450 Super Duty Stripped Chassis	9,747	14,500

FORD CREW CHIEF™

POWERED BY  Telogis®

Ford Crew Chief™ powered by Telogis® keeps you in control of your fleet no matter where they are.

With total fleet visibility and real-time alerts on a wide range of driver and vehicle metrics, you'll be managing your fleet like never before. Get reports on anything from unsafe driving and fuel efficiency to asset utilization and vehicle maintenance. You'll be cutting costs and boosting productivity in no time.



 For more information on Ford Crew Chief powered by Telogis, visit fordcrewchief.com or ask your Ford Dealer

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 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* and check out current retail incentives at fordtoughtruck.com

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.
- **Ford ESP** has the plan for your driving, budget and business needs. Ask your dealer about component and maintenance plans or call 877-794-6434 for more information.

//// Ask your dealer about Ford Credit's Commercial Lending programs or visit 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.

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

* 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.

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incentives and time-saving advantages when you pre-certify
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No Purchase Necessary. The Ford Tough Truck Sweepstakes is open only to legal residents of the fifty (50) United States (including District of Columbia) who are at least eighteen (18) years old at the time of entry and are business owners. Promotion starts on April 15, 2011 and ends on December 16, 2011 at 11:59 p.m. ET. For entry and official rules go to fordtoughtruck.com. Void where prohibited. Sponsored by Ford Motor Company, One American Road, Dearborn, MI 48126.

