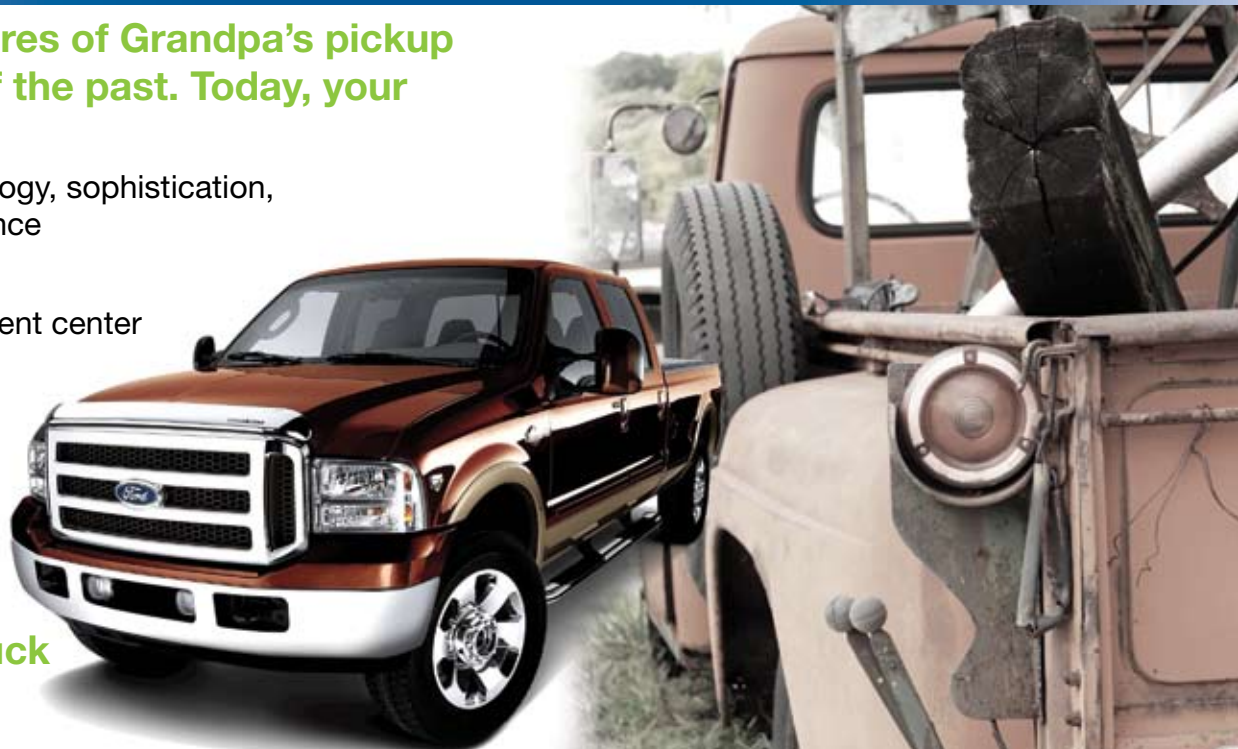


Today's F-Series – Not Your Granddaddy's Pickup Truck!

The “classic” features of Grandpa's pickup truck are a thing of the past. Today, your F-Series truck is:

- Miles ahead in technology, sophistication, comfort and convenience
- Your office on wheels
- Your rolling entertainment center
- A family fun vehicle
- A hard-working, on-the-job truck
- Rich in content and features

Doesn't your F-Series pickup truck deserve the best?



Ford ESP: The Service Plan Designed with You in Mind.



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GENUINE PEACE OF MIND

Today's F-Series – Not Your Granddaddy's Pickup Truck!



Simple

Manual Shift Transmission
and Carbureted Engine

“Roll Down the Window”
Air Conditioning

AM Radio with One Speaker

Get Out and “Lock the Hubs”

The “Stick Head Out the Window”
Backing-Up Method

Two-Handed Manual Steering

Lap Belt and Dashboard
to Cushion the Blow

Speedometer
and Oil Gauges

Self-Maintained Points
and Condensers



Advanced

4.6L Triton® V8/Electronic
Automatic Transmission

Electronic Automatic
Temperature Controls

AM/FM Stereo/Six-Disc,
In-Dash CD

Electronic
Shift-on-the-Fly 4x4

Reverse Sensing System

Power Rack and Pinion Steering

Airbag Supplemental Restraint
System

High-Tech Instrument Cluster

9 Computer Modules
Communicating Over
Three Networks



Ford ESP: Designed with Your Truck in Mind.



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