

WINNER



## Ford Motor Company

### 2015 Ford F-150

The all-new Ford F-150 is the toughest, smartest, most capable F-150 ever. Ford engineers responsible for the all-new F-150 were tasked with taking weight out of the truck while improving its performance, safety, efficiency and capability to accomplish all of the work owners expect. They saved up to 700 pounds through increased use of high-strength steel throughout the frame; the introduction of a first-in-class high-strength, military-grade, aluminum-alloy body; and other lightweight components.

- High-strength, military-grade, aluminum alloys were used throughout the F-150 body for the first time, not only saving weight, but also improving dent and ding resistance.
- The overall weight savings of up to 700 pounds help the 2015 Ford F-150 tow more, haul more, accelerate quicker and stop shorter, and contribute to efficiency.
- Ford increased the amount of high-strength steel from 23 percent to 78 percent. By doing so, it increased the stiffness of the frame while reducing weight by as much as 60 pounds.
- The high-strength, military-grade, aluminum alloy body is approximately 400 pounds of weight savings over the outgoing steel body.



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