

HOW WE MADE THE TOUGHEST, MOST PRODUCTIVE F-150 EVER AND THE MOST POWERFUL LIGHT-DUTY FULL-SIZE TRUCK

With F-Series being America's best-selling truck for 43 years, Ford understands a thing or two about truck customers. Here are 21 of the best, new, purpose-built solutions loaded into the all-new F-150 to help make every day more productive.

1 BUILT FORD TOUGH

The all-new F-150 is Built Ford Tough with an all-new high-strength steel frame and high-strength, military-grade, aluminum alloy body. We see it as our duty to deliver not just what our customers want and need, but what they never thought possible.

2 ALL-NEW EXTERIOR

A completely redesigned exterior has a bolder and even tougher new look, with a wide range of appearance packages and wheel options.

3 POWERBOOST™

The only full hybrid in the segment, available PowerBoost provides targeted best-in-class horsepower and torque, and a targeted EPA-estimated range of approximately over 700 miles on a single tank of gas, and at least 12,000 pounds of maximum, available towing capacity. It's available across the lineup from XL to Limited.

4 PRO TRAILER BACKUP ASSIST

Class-exclusive*, available Pro Trailer Backup Assist, which makes backing up a trailer as easy as turning a knob, continues on the all-new F-150.

5 TRAILER REVERSE GUIDANCE

Class-exclusive* Trailer Reverse Guidance utilizes five high-resolution cameras to provide multiple views along with helpful graphics that tell you which way to turn the steering wheel while backing up.

6 PRO POWER ONBOARD

Leave the generator at home with best-in-class exportable power to run tools or even an entire job site. Available across the lineup with 2.0 kW output on optional gasoline engines. PowerBoost comes standard with 2.4 kW or available 7.2 kW output.

7 ZONE LIGHTING

Keep going even after the sun sets with class-exclusive* Zone Lighting that allows you to control individual exterior lights on your truck.

8 TRAILER THEFT ALERT

Get an alert on your mobile device through the FordPass app if your F-150 detects an attached trailer is being unhooked while the truck is locked.

9 OVER-THE-AIR UPDATES

Seamless over-the-air updates help ensure your truck stays at the forefront of technology. It can help with preventative maintenance, reduce repair trips, improve performance and even provide the option for new features to be added to your truck.



10 CLAMP POCKETS

New clamp pockets are built into the tailgate of every F-150 so you can hold materials down for clean cuts and precision work.

11 BUILT-IN BOTTLE OPENER

New cleats mounted to the sides of the tailgate act as handy tie-down locations for extra-long items in the bed, while also working as a great bottle opener.

12 TAILGATE WORK SURFACE

Available Tailgate Work Surface provides built in rulers, mobile device holder, cupholder, and pencil holder.



13 ALL-NEW INTERIOR

The cabin is completely redesigned with more comfort, technology and functionality for truck customers along with more premium materials, more color choices and more storage.

14 MAX RECLINE SEATS**

Class-exclusive*, available Max Recline Seats fold flat nearly 180 degrees to provide more comfort during downtime.

15 LARGER DIGITAL GAUGE CLUSTER

A new, available, customizable 12-inch digital instrument panel features impressive graphics and animations, responds to the truck's selectable drive modes, displays truck data and off-roading information, and displays turn-by-turn navigation.

16 12-INCH DISPLAY

Designed for real-world truck customers, the available large, landscape-oriented display allows for split screen app or feature viewing.

17 MORE STANDARD FORD CO-PILOT™ 360 DRIVER-ASSIST TECHNOLOGIES

The all-new F-150 has more standard driver-assist technology for 2021 model year, aiming to help people more safely and confidently face congested roads – today and tomorrow.

18 SYNC 4

SYNC 4 has twice the computing power of the previous-generation system, helping make your day more productive and enjoyable with available conversational voice control, available real-time traffic and customizable information on demand.

19 LOCKABLE REAR UNDER SEAT STORAGE

Available lockable, fold-flat, dividable storage extends the width of the interior under the rear seats and allows for safe storage of valuables. Great for long items like hunting gear, fishing rods or blueprints.

20 INTERIOR WORK SURFACE

The new Interior Work Surface makes living and working in the cabin easier with a large, flat deployable surface ideal for signing documents, working on a laptop or just enjoying your lunch break. Available in both bench and captain's seat configurations from XL to Limited.

21 TRAILER LIGHT CHECK

Uses FordPass App to cycle through all trailer light functions so owners can see if any lights are out without yelling to a partner!

*Class is Full-Size Pickups under 8,500 lbs. GVWR. **Late availability

