

## 2018 F-150 Diesel

## Diesel-Fueled Leadership



2018 F-150 PLATINUM SUPERCREW 4X4 WITH ALL-NEW 3.0L POWER STROKE ENGINE

For 2018, F-150 introduced upgraded powertrains and updated styling ... not to mention, ongoing, ever-evolving technologies. Now, the long-awaited, all-new 3.0L Power Stroke<sup>®</sup> V6 Turbo Diesel engine is coming to our already impressive pickup! This will be the first-ever available diesel for F-150 — engineered and **Built Ford Tough<sup>®</sup>** to deliver Power Stroke diesel levels of performance, endurance and capability!

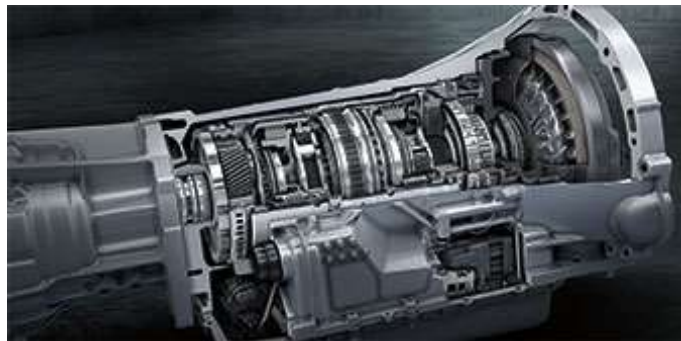


### Smarter, Tougher, More Capable

As the **best-selling truck in America for 41 years and the best-selling vehicle in America for 36 years running**, F-Series (including F-150) is the undisputed truck leader. F-150 delivers impressive features such as:

- A full lineup of gasoline engines, plus an **all-new diesel option!**
- **Class-exclusive<sup>(1)</sup>** Auto Start-Stop Technology standard on all engines
- **Class-exclusive<sup>(1)</sup>** available **10-speed SelectShift<sup>®</sup> automatic transmission**

- **Class-exclusive<sup>(1)</sup>** high-strength, military-grade, aluminum alloy body and box
- High-strength steel frame



- New-for-2018 technologies:
  - **Pre-Collision Assist with Pedestrian Detection**
  - **Class-exclusive<sup>(1)</sup> adaptive cruise control with stop-and-go**
  - **Class-exclusive<sup>(1)</sup> B&O PLAY™ Premium Audio System by HARMAN<sup>(2)</sup>**
  - **SYNC® Connect with Wi-Fi hotspot** capability for up to 10 devices at one time

## Introducing ... the 3.0L Power Stroke V6 Turbo Diesel

The **2018 F-150** equipped with the all-new **3.0L Power Stroke V6 Turbo Diesel** is targeted to have an EPA-estimated rating of **30 mpg highway.**<sup>(3)</sup> Key features of this Ford-engineered, -built and -tested Power Stroke engine include:

- **Best-in-class<sup>(1)</sup> diesel horsepower and torque**
  - 250 horsepower
  - 440 lb.-ft. of torque
- 2,020-lb. maximum payload rating<sup>(4)</sup>
- 11,400-lb. maximum trailer tow rating
- Auto Start-Stop Technology
- B20 biodiesel capable
- Mated to the 10-speed SelectShift automatic transmission
- Shares commercial-grade technology with the Super Duty® 6.7L Power Stroke V8 engine, such as:
  - Compacted-graphite iron engine block
  - Forged steel crank
  - High-pressure 29,000-psi fuel injection system
- High-efficiency variable-geometry turbocharger for reduced turbo lag
- Premium mechanical engine-driven fan and optimized dual-radiator shutters to help maximize cooling in extreme conditions



**The new 3.0L Power Stroke will be optional on ...**

- **4x2** and **4x4**
- **SuperCab** or **SuperCrew®** models
- **XL/XLT** (fleet only)
- **Lariat, King Ranch®** and **Platinum**

*It will not be available with Regular Cab or 163.7-inch wheelbase models.*

## Thinking About Diesel?

Keep these considerations in mind when discussing

the optional **3.0L Power Stroke V6 Turbo Diesel** with your F-150 customers. The Power Stroke diesel is designed to appeal especially to F-150 customers who:



- **Are diesel-centric.** A diesel engine is a big investment; however, some buyers are “diesel for life” and will only consider diesel
- Wish to maximize fuel economy while towing and hauling
- Are towing and/or hauling frequently and appreciate engines that produce impressive low-end torque. Diesels are perfectly suited to getting heavy loads moving.
- Use their truck for severe-duty applications that call for the engine to run many hours a day under constant idling and/or stop-and-go conditions

Our B20 biodiesel-capable **Power Stroke** provides the right balance of power and performance, plus proven **Built Ford Tough** ruggedness and dependability.

#### Did You Know ...

In testing along the legendary Davis Dam in Arizona, F-150 equipped with the **3.0L Power Stroke V6 Turbo Diesel** climbed 13 miles at a 6 percent grade in temperatures in excess of 100 degrees F — maintaining consistent power output throughout.

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- (1) Class is Full-Size Pickups under 8,500 lbs. GVWR based on Ford segmentation.  
 (2) B&O PLAY is a trademark of HARMAN International Industries.  
 (3) Actual mileage will vary.  
 (4) When properly configured.

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