



Apr 22, 2016 | BEIJING

Fearless, Ferocious and Fun: Ford Introduces F-150 Raptor SuperCrew to China

- All-new Ford F-150 Raptor SuperCrew makes its China debut, bringing unmatched levels of off-road excitement and performance to the world's largest auto market
- Truck's exclusive high-output 3.5-liter EcoBoost[®] V6 engine, paired with an all-new 10-speed transmission, produces the power of a V8 with fuel economy of a V6
- All-new Terrain Management System enables drivers to select from among six preset modes to optimize driving dynamics in all conditions

BEIJING, April 22, 2016 – Ford, America's truck leader, announces today that the all-new F-150 Raptor SuperCrew – the high-performance off-road pickup unmatched by any other auto manufacturer – will be available in China in 2017, delivering a new level of capability to China's off-road enthusiasts.

F-150 Raptor is unique among off-road performance vehicles, with a purpose-built engine, chassis and suspension – all of which enable it to travel fast over challenging desert landscapes or crawl over rocky terrain, from Baja to the Gobi Desert.

"F-150 Raptor represents the very best of what Ford can accomplish with its world-class engineering and design teams, and its long history of building tough, capable and versatile trucks," said Jamal Hameedi, global chief program engineer, Ford Performance. "We are thrilled to offer our customers in China the chance to experience new levels of off-road performance with the all-new F-150 Raptor."

Advanced materials – including a fully boxed, high-strength steel frame and high-strength, military-grade aluminum-alloy body – help to improve durability while greatly reducing the weight of Raptor for improved off-road prowess. Combined with all-new EcoBoost[®] engine technology, F-150 Raptor SuperCrew has a power-to-weight ratio that makes it even more agile off-road.

Smart technology

Advanced technologies enable drivers to travel across varying off-road terrain with greater confidence.

F-150 Raptor is powered by Ford's new, second-generation high-output 3.5-liter EcoBoost that produces more power with greater efficiency than the previous Raptor's 6.2-liter V8, which was rated at 411 horsepower and 434 lb.-ft. of torque. An F-150 Raptor exclusive, the engine is paired with an all-new 10-speed transmission for improved efficiency.

An all-new four-wheel-drive, torque-on-demand transfer case manages power distribution between front and rear wheels. It combines the best attributes of clutch-driven, on-demand all-wheel drive with durable, mechanical-locking four-wheel drive to send power to the wheels in slippery conditions.

The truck's pioneering off-road driving mode technology has evolved into an all-new Terrain Management System that enables the driver to select from among six preset modes to optimize driving dynamics to environmental conditions. Driving modes include:

- Normal mode for everyday driving
- Street mode for high performance, on-road driving
- Weather mode for rain, snow or ice
- Mud and sand mode for muddy and sandy trails and terrain
- Baja mode for high-speed desert running
- Rock mode for low-speed rock crawling

Legendary capability

An available Torsen front differential improves off-road capability further. The system increases front-end grip significantly and allows F-150 Raptor to pull itself over obstacles and up steep grades – even when traction is split between the front tires.

F-150 Raptor comes standard with new FOX Racing Shox with custom internal bypass technology that works to damp and stiffen suspension travel over rough terrain – helping prevent the truck from bottoming out. Large-diameter front and rear shock canisters are designed to improve performance and increase suspension travel.

F-150 Raptor sports a dual exhaust system and new 430-millimeter wheels with next-generation BFGoodrich All-Terrain KO2 tires designed for off-road performance.

“F-150 Raptor is the ultimate showcase of the tough capability available throughout Ford's family of trucks and SUVs,” said John Lawler, chairman and CEO, Ford Motor China. “By introducing it to the world's largest auto market, we hope to inspire a new generation of off-road enthusiasts, and demonstrate how we are always bringing our customers new innovations.”

The all-new 2017 Ford F-150 Raptor will be built at Dearborn Truck Plant in North America and be available as a SuperCrew in China

in 2017. The 2017 Ford F-150 lineup will be available in 96 markets around the globe.

About Ford Motor Company

Ford Motor Company is a global automotive and mobility company based in Dearborn, Michigan. With about 199,000 employees and 67 plants worldwide, the company's core business includes designing, manufacturing, marketing, financing and servicing a full line of Ford cars, trucks, SUVs and electrified vehicles, as well as Lincoln luxury vehicles. At the same time, Ford is aggressively pursuing emerging opportunities through Ford Smart Mobility, the company's plan to be a leader in connectivity, mobility, autonomous vehicles, the customer experience, and data and analytics. For more information regarding Ford, its products worldwide or Ford Motor Credit Company, visit www.corporate.ford.com.