



*A 1998 F-150 Lariat poses with a 1948 F-1 owned by David Marquart of Akron, NY. The Lariat is the 50th Anniversary Special Edition F-series, a limited edition Lariat SuperCab with a gold trim package. It went on sale in April 1998. In addition to the Vermilion finish of this F-1, the 1948 models were also available in Meadow Green, Black, Birch Gray, and Yellow. (Courtesy of Ford Division Public Affairs)*

adjusted to the driver's weight. Along with wider doors, increased head and leg room, and easier to read instruments, the F-1 also favorably impressed customers with features such as a sun visor and ashtray.

Additional refinements making the F-1 more comfortable than past models included a new suspension system using rubber pads and rubber insulated bolts to reduce the impact of bumps, engine vibrations, and road noise upon the occupants.

A series of *Saturday Evening Post* advertisements maximized the F-1's exposure to a truck market characterized by pent-up demand and enthusiasm for something new

to drive. One focus of these full-page advertisements was that buyers got more for their money since the new truck was "Bonus Built". Joining this value for money theme were assurances that the new trucks were tough and reliable. Statements such as "Built Stronger to Last Longer" were backed up with testimonials from insurance experts that the new Fords will "last up to 19.6% longer", and estimates that they would have a ten-year lifespan, which, in 1948, was considered long for work vehicles.

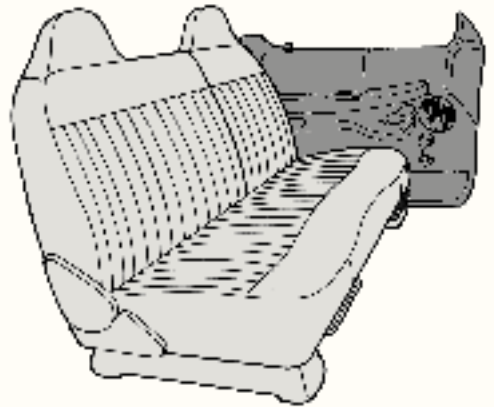
Helping potential customers connect with the new model were several full-page 'Smart Idea' advertisements featuring real-life

stories about companies successfully using the new Ford trucks. One of the most widely circulated photos of the 1948 F-1 showed a pre-production model parked in front of Ford's Highland Park plant being loaded with heavy cargo.

F-series production began at Ford's assembly plants at Norfolk, Virginia and Atlanta, Georgia. It quickly expanded to fourteen other plants. The F-1's numerous features and what proved to be classic styling made it a favorite of farmers, small-business owners, tradesmen, commercial fleet operators, and many government agencies.

Total production for 1948

*The Standard F-150's vinyl bench seat for 1998. A poly-knit version was standard for the XL and optional for the Standard F-150. The XL could also be ordered with the vinyl upholstery. Available colors were Medium Graphite and Medium Prairie Tan. (Author's collection)*



P255/70R16 A/T OWI tires, front tow hooks (4x4), rear storage bin (Regular Cab), and cab steps. A painted rear step bumper was standard for the Work Series.

The 4x4 Off-Road Package now included new 17in chromed steel wheels with new 17in light truck tires suitable for severe usage conditions. A 3.73:1 axle ratio was used with the 5.4 liter engine.

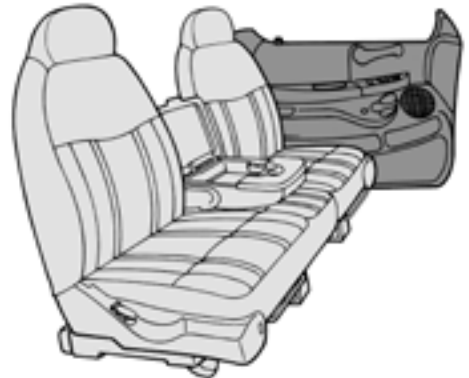
Debuting in 1999 was a new 4x4 Package with P265/70R17 A/T OWL tires, 17in sport aluminum wheels and a '4x4' decal. A 3.55:1 axle ratio was specified for models with the 4.2 and 4.6 liter engines. A 3.54:1 ratio was used with the 5.4 liter engine.

Lariat series revisions began with restyled Lariat lettering and tape stripes. Added to its standard equipment was a six-way power 40/60 leather split bench seat, remote keyless entry, a single CD stereo radio with speed compensated volume control, and, for Regular Cabs, a rear storage bin. OWL all-terrain tires were standard for 4x4 Lariats. Only an automatic transmission was available for the Lariat.

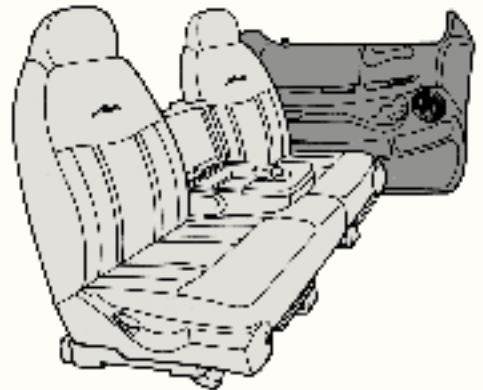
The Snow Plow Prep Group's front gross axle weight rating was increased from 3700lb to 3900lb. By increasing the 4.6 liter V-8's Gross Vehicle Weight to over 6000lb which represented an additional 100lb-300lb payload capacity, it became possible for that engine to be ordered with the Snow Plow Prep Group. Aluminum wheels with increased weight ratings were available with the V8 Payload Package #3. The perimeter anti-theft used in 1998 was replaced by a SecuriLock anti-theft system with improved vehicle theft protection.

*The standard 40/60 split bench seat with manual driver's side lumbar support for the 1998 XLT F-150.*

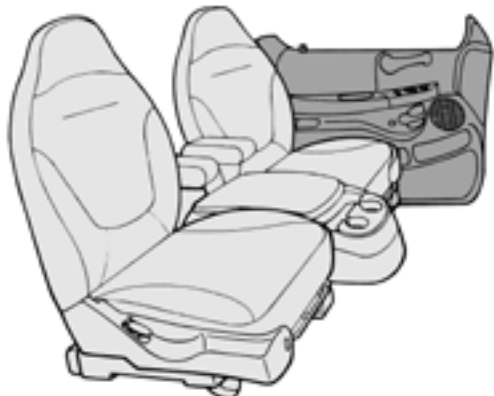
*It was also optional for the XL; the center storage was a separate option for the XL. Color selection consisted of Cordovan, Willow Green, Medium Graphite, and Medium Prairie Tan. (Author's collection)*



*The 1998 Lariat F-150 had this standard 40/60 split bench seat with manual driver's side lumbar support and leather surfaces. Two colors, Medium Graphite and Medium Prairie Tan, were available. (Author's collection)*



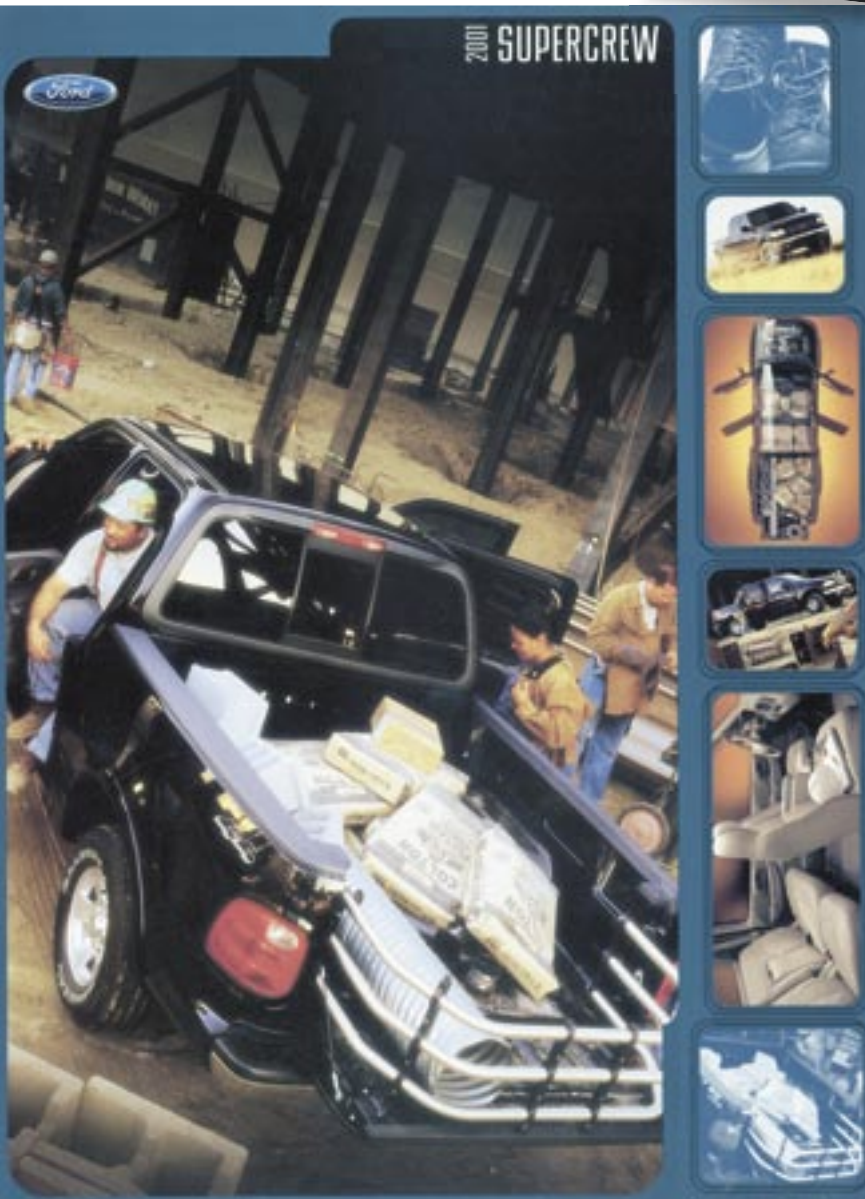
*These Captain's Chairs with console and manual driver's side lumbar support were optional for both the 1998 XLT and Lariat F-150. The XLT version had cloth trim, the Lariat's had leather seating surfaces. The color selection was limited to Medium Graphite and Medium Prairie Tan. (Author's collection)*



*This promotional piece was provided to Ford dealers to help them sell the 2001 F-150 SuperCrew. (Author's collection)*



*A promotional view of the 2001 F-150 SuperCrew with its bed extender in use. This was a "late availability" option for the SuperCrew and provided the user with a 7ft bed. (Author's collection)*



The standard XL cloth bench seat was replaced by a vinyl unit.

F-150s with this option were badged as XL models and had the same door trim panels as the XL. Added to the 4x4 Work Option Group were All-Terrain tires. Ford advised its dealers that "We believe your work truck customers will appreciate getting more added content in their trucks-including under hood light, dual map lights, map pockets indoor trim panels, and a nicer XL wheel".

Ford's largesse had limits; this option could not be ordered for Flareside models. Nor could Work Trucks be equipped with aluminum wheels, the 40/60 split bench seat, carpeting, fog lights, the Convenience Group, single or 6-CD changer, tu-tone paint, and the Sport Truck option.

For keen F-150 enthusiasts, who delighted in mastering the subtle aspects of annual changes, the latest model offered many challenges. The wheel lips on the XL trucks were now Storm Gray instead of black. An overhead console was no longer found on XLs equipped with the Convenience Group. The XL carpeting option now included color-keyed floor mats (front and rear SuperCab). Now optional for the XLT and Lariat were heated driver and outboard passenger seats. Many changes were made in the XLT model. Carpeted, color-keyed, and monogrammed floor mats were made standard. Front and rear mats were provided for SuperCab and SuperCrew XLTs, as was a remote entry system with two key fobs and a color-keyed leather-wrapped tilt steering wheel.



*This scripted identification was placed on the 2001 Lariat's pickup box just behind the cab. (Courtesy of Ford Media Services)*

the Lightning's supercharged V-8. As used in the Harley-Davidson F-150 this engine developed 340hp@4500rpm and 425lb/ft of torque @3250rpm. The same supercharger was used for both engines, but the Harley-Davidson's had a larger pulley that, by slowing the rotation speed, lowered its boost. Also setting the two engines apart were their exhaust systems. In the case of the Harley-Davidson it used a specially-tuned arrangement with a dual inlet/dual outlet muffler exiting through chrome 3½in 'slash-cut' exhaust tips to once again produce the appropriate Harley-Davidson exhaust tones.

The engine was coupled to a 4R100-HD 4-speed automatic transmission and a limited slip differential with a 3.73:1 axle ratio. Used on the latest Harley-Davidson was a two-piece drive shaft that, said Ford, reduced noise, vibration, and harshness.

Contemporary road tests indicated the H-D F-150 was, with a time of just over six seconds, about one second slower from zero to 60mph than the Ford Lightning.

Joining the Black exterior of previous models was a new Dark Shadow Gray (charcoal-gray) color. Replacing the earlier model's orange body stripe were new flame pinstripe decals that fanned out into a trail of flames as they extended onto the sides of the bed. The latest version of the front fender and tailgate badges incorporated the word 'Supercharged', written in script form.

The truck's front end appearance was freshened by use of a new body-color fascia and a chromed bar grille billet. New clear-lens head and parking

lamps were embossed with the Harley-Davidson bar and shield. The 20in wheels retained this identification on their center caps which were now surrounded by a new rivet design.

The H-D F-150's cabin was updated in several areas. A restyled 'spun metal' instrument panel carried a 'Supercharged' inscription. The design of the exterior badges was embossed on the front and rear center consoles. Other interior features included brushed stainless steel and rubber pedals. Ford limited production of the

2002 Harley-Davidson to no more than 12,000 units and each truck had an individually sequenced plate attached to the front center console indicating its place in the production run. For example, the plate of the 10901 unit built read '10901/12000'.

Top executives of both Harley-Davidson and Ford had words of praise for the latest H-D-150. Ford Division president, Jim O'Connor, said "the 2002 Harley-Davidson F-150 SuperCrew has a distinct style and attitude that's all its own.

*The 2001 Harley-Davidson F-150 SuperCrew. Ford told its dealers that "other than their motorcycle, the limited-edition SuperCrew is the only vehicle the true Harley-Davidson aficionado would want to drive! Its bold black-and-chrome theme, dominant 'Harley-Davidson' identification and 'In Your Face' performance perfectly complement the 'Authentic American Muscle' these motorcycles have built over the years." (Courtesy of Ford Media Services)*





*The F-350 Tonka was depicted by Ford as “a brawny vehicle true to its ‘Built Ford Tough’ heritage. Its striking yellow hue, a tribute to the traditional TONKA palette, is as eye-catching as its impressive size and distinctive styling”. (Courtesy of Ford Media Services)*

noise reduction. Liquid-filled engine mounts, dubbed ‘hydromounts’, diminished most of the engine’s noise and vibration before it reached the passenger compartment. Also used to subdue interior noise were new inset doors with new double door seals, thicker front side windows, a laminated dash panel, and noise-blocking air extractor vents at the rear of the cab.

The benefits were noticeable. The F-150 cabin had highway cruise noise levels that were two sonas quieter than the previous best-in-class standard. Similarly, on rough country-type roads (at more moderate speeds), the F-150’s overall sound levels were 2.8dBA lower than the previous leader’s. During wide-open throttle acceleration, the F-150’s ‘speech articulation index’ - a measure of how easily a conversation can take place - was, at 3500rpm, five per cent lower than Ford’s nearest competitor’s.

The two-tone instrument panel was structured as a modular unit. Its vertical band format made possible combinations of different colors, textures, and materials, creating



*The F-350 TONKA’s chiseled lines and sheer surfaces are evident in this view. (Courtesy of Ford Media Services)*