

# Get Inside the 2008 Super Duty.<sup>®</sup> TOUGH. TESTED. PROVEN.



## Meet Team Tough



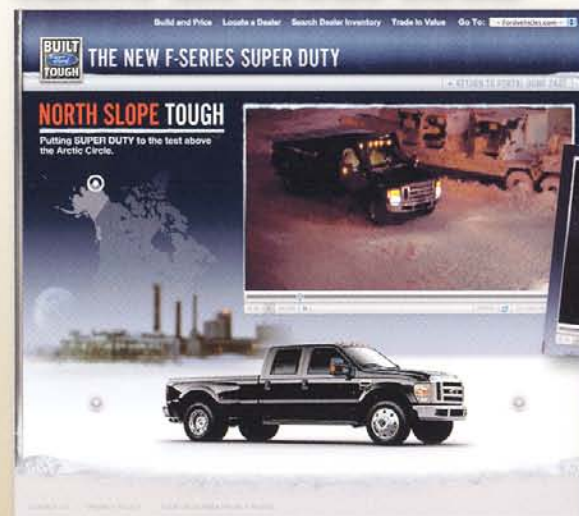
Ford put 12 F-Series Super Duty pickups in the hands of 12 guys with backbreaking jobs all across the country. These guys put their trucks to the test every day in demanding real-world conditions.

They'll be reporting in videos and blogs on how their Super Duty trucks hold up for them when pushed to the limit. Take a minute to meet a few of the Team Tough guys:

- Jimmie Bailey Sr., farmer, Homer, Louisiana
- Mike Betts, construction and environmental clean-up, Butler, New Jersey
- Forrest Charlesworth, construction, Colorado Springs, Colorado
- Juan Aleman, prize racehorse trainer, Colton, California
- Tom Burrer, family farmer and licensed diesel mechanic, Elyria, Ohio
- Brad Hoffman, cattle rancher and high school football coach, Billings, Montana
- And more



## Above the Arctic Circle



Above the Arctic Circle, in Prudhoe Bay, Alaska, the sun is up all day in the summer and it's dark all day in the winter. Temperatures fall to 60 degrees below zero. Mercury freezes. Traditional thermometers don't work — but the Super Duty does.

In the hostile environment of the Alaska Pipeline, where people can work outside for only about 10 minutes at a time before getting back in their truck to warm up, the Super Duty is their major ally.

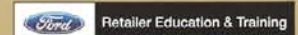
How do they feel about the Super Duty after working with it in the harshest conditions? "It's not just a vehicle, it's part of the crew."



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See how we're putting the new Super Duty to the test: [www.insidesuperduty.com](http://www.insidesuperduty.com)



# Get Inside the 2008 Super Duty®. TOUGH. TESTED. PROVEN.



## 10,000,000 Miles of Equivalent Testing



The new 2008 Super Duty endured 10 million miles of controlled testing before ever being stamped with the "Built Ford Tough" promise. In fact, the grueling tests conducted on the hot, torturous terrain of the Arizona Proving Grounds define the words "Built Ford Tough."

But controlled testing is just a start.

That's why Super Duty and the new 6.4L Power Stroke® V-8 turbo diesel engine have endured real-life customer durability trials in some of the most extreme conditions possible.

This is the thinking behind our latest battery of bold, real-life tests: Bold Endures, Team Tough and North Slope Tough.

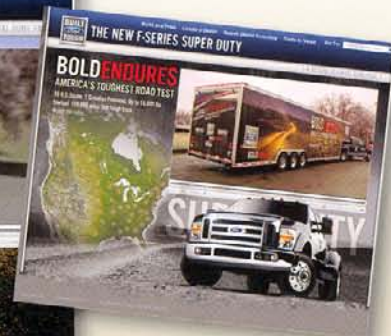


### 6.4L Power Stroke® V-8 Turbo Diesel Engine

- Dual sequential turbochargers — the first one provides more power off the line, while the second delivers more power at higher speeds
- Piezo-actuated fuel injectors — instant response for quick acceleration, improved cold-start performance and better emissions control
- Ford Clean Diesel Technology — the cleanest, quietest Power Stroke engine ever



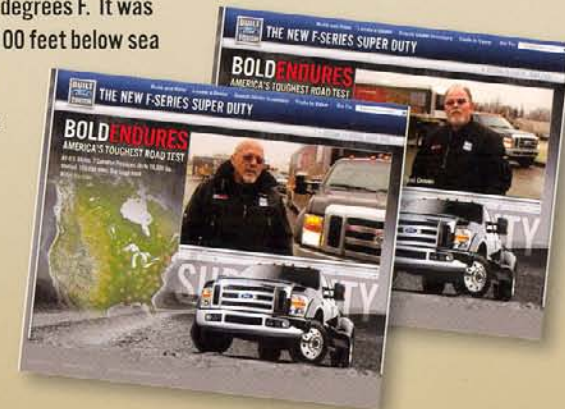
## America's Most Extreme Road Test



Bold Endures is an extreme, real-life marathon test of the new 2008 Super Duty and the 6.4L Power Stroke V-8 turbo diesel engine. This historic durability test had never been tried before — until now. Towing a 5th-wheel trailer weighing up to 18,000 pounds, Super Duty operated in temperatures ranging from -18 degrees to 100+ degrees F. It was tested at elevations ranging from 100 feet below sea level to 9,000 feet above sea level.

The numbers tell the story:

- 150,000 miles
- 131 days
- 1,141 average miles per day
- 49 states
- 7 Canadian provinces
- One Tough Truck



See how we're putting the new Super Duty to the test: [www.insidesuperduty.com](http://www.insidesuperduty.com)