

FORD FLEET FLASH



GOOD TO KNOW



TRUCK CUSTOMERS MAKE F-SERIES® AMERICA'S BEST-SELLING PICKUP FOR 44 STRAIGHT YEARS;¹ FORD BRAND ACHIEVES 11 STRAIGHT YEARS AS AMERICA'S BEST-SELLING BRAND; FORD EXPLORER® CLAIMS TOP SPOT IN 2020

Sales of the all-new 2021 F-150® began in December, with more trucks in transit, while currently averaging just 6 days on dealer lots. Ford sales were impacted by lower F-150 inventories from the lingering effects of the Q2 coronavirus production stoppage, leading up to the all-new F-150 transition. Super Duty® sales maintained a strong selling pace and were up 14.1 percent, while F-150 sales were off 32.7 percent.

Q4 marks an inflection point for Ford, as Fusion and Fiesta sales wind down, F-150 transitions, and new SUVs including Bronco™ Sport and Mustang® Mach-E® sales begin. Ford Q4 retail sales adjusted for F-150's transition were up 4 percent – outperforming the estimated retail industry gain of 2.7 percent.

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FORD EXPANDS OFF-ROAD FAMILY OF TRUCKS WITH ALL-NEW 2021 F-150 TREMOR® – A RUGGED 4X4 FOR WORK AND RECREATION

Ford is expanding its rugged off-road family of trucks with the all-new F-150 TREMOR. The 2021 F-150 TREMOR combines all-terrain upgrades perfect for tackling the trails with the outstanding towing and payload capability its owners expect.

“Like Super Duty TREMOR and Ranger® TREMOR, introducing the all-new F-150 TREMOR is a direct response to seeing how customers use our trucks to enable their outdoor lifestyles,” said Todd Eckert, Ford truck group marketing manager. “F-150 TREMOR provides the additional off-road capability they’re looking for with our latest off-road technologies.”

F-150 TREMOR has been designed and engineered for customers seeking more off-road capability than the available FX4™ Off-Road Package, and is the result of watching how customers use their trucks for life out in cornfields, on dusty two-tracks, in muddy bogs and on rock-strewn trails. Ford off-roading veterans listened to those customers to create a truck that would handle their demanding lifestyles. All the added capability comes without ignoring the core duties of a truck – outstanding towing and payload performance with a level of integration and technology only Ford can offer.

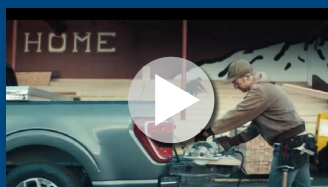
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F-150:
Over-the-Air Updates



The All-New 2021 F-150:
Never Not Working



The All-New 2021 F-150:
Cabin



“Electri-Vacation” starring the
Griswolds | Mustang Mach-E



KEY CONNECTIONS

PDF DOWNLOADS

- [2021 Fleet Preview Guide](#)
- [2021 Police & Special Service Vehicles](#)
- [2021 Safety & Technology Guide](#)
- [2020 Competitive Comparison Guide](#)

[CLICK HERE](#) for an extensive listing of information-packed Ford Fleet downloads.

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IN WITH THE NEW

2021 BRONCO[™]



All-new • 2 available EcoBoost[®] engines • 6 available models all come standard with 4x4 and a Terrain Management System[™] with G.O.A.T. Modes[™]
[Learn More](#)

ORDER BANK NOW OPEN

2022 F-650/F-750



Gas and diesel models • Available PTO provision with stationary and mobile modes • Available Upfitter Interface Module
[Learn More](#)

ORDER BANK NOW OPEN

2021 SUPER DUTY[®]



Full-Size Pickups over 8,500 lbs. GVWR • Available in 3 cab styles (Regular Cab, SuperCab[™] and Crew Cab) and 2 bed lengths (6.75' and 8.0') • Available TorqShift[®] 10-speed automatic transmission [Learn More](#)

LAST DAY TO CHANGE SPEC 3/11/21

2021 SUPER DUTY VSO



Vehicle Special Order (VSO) provides special equipment and exterior paint options not ordinarily available, creating customized solutions for commercial and fleet customers who may have unique requirements. [Learn More](#)

LAST DAY TO CHANGE SPEC 3/11/21

¹Best-selling trucks for 44 years based on 1977-2020 CY total sales.

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