

To Be The Best-Selling Truck, Than Tough.

You've Got To Be A Lot More



A Ford F-150 is not only priced less than a comparable Chevy when you buy it** an independent survey predicts: over the next five years, the Ford will cost less to operate. And, will retain more of its value at trade-in time***



Ford's exclusive "Touch Drive" system is now available on select F-150 pickups. It lets you switch from 2- to 4-wheel drive High and back, on the fly, at the push of a button. Automatic locking hubs are standard on all F-Series 4x4's and of course, manual hubs are optional at no extra cost.

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Ford's full-size pickups offer an advanced electronic automatic transmission designed for smoother shifting and 25% better highway mileage.*

Inside: F-Series pickups offer comfortable, well-appointed interiors in a wide choice of models. SuperCab shown.



Outside: Wide, deep pickup boxes provide big maximum payloads and cargo-handling flexibility that are tough to beat.

**Ford Trucks.
The Best Never Rest.**

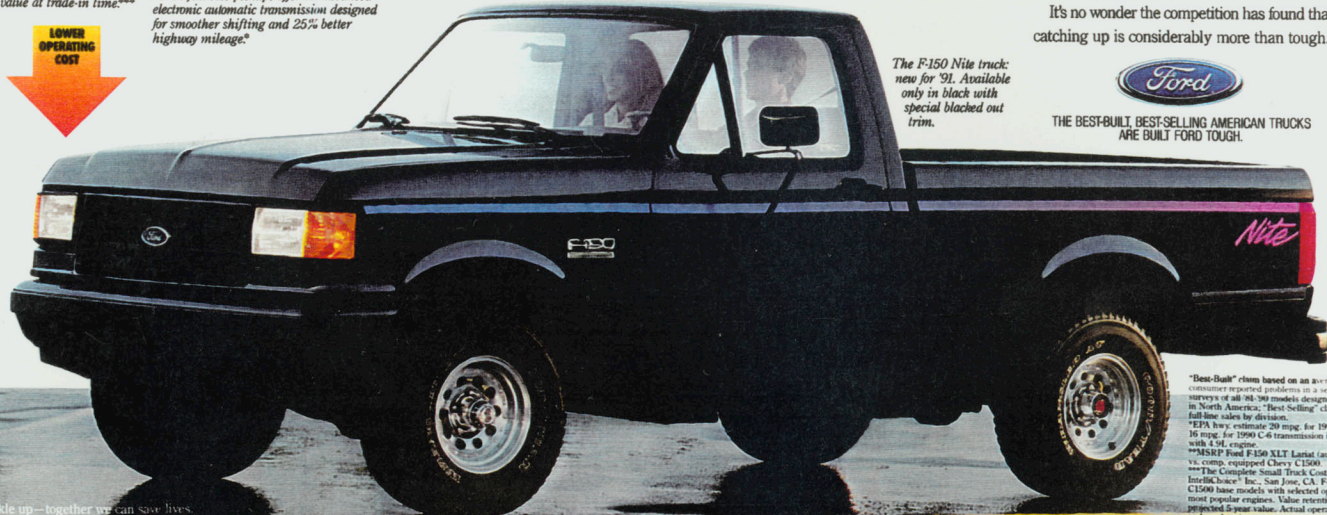
grows longer. There are even new models like the sporty Nite truck.

It's no wonder the competition has found that catching up is considerably more than tough.



THE BEST-BUILT, BEST-SELLING AMERICAN TRUCKS
ARE BUILT FORD TOUGH.

The F-150 Nite truck: new for '91. Available only in black with special blacked out trim.



Buckle up—together we can save lives.

*"Best-Built" claim based on an average of consumer-reported problems in a series of surveys of all '86-'90 models designed and built in North America. "Best-Selling" claim based on full-line sales by division.

**EPA fuel economy 20 mpg. for 1991 E-400 vs. 16 mpg. for 1990 C-6 transmission in F-150 4x2 with 5.0L engine.

***MSRP Ford F-150 XLT Lariat (auto trans.) vs. comp. equipped Chevy C1500.

†The Complete Small Truck Cost Guide, 1991, InterChoice, Inc., San Jose, CA; F-150 vs. C1500 base models with selected options and most popular engines. Value retention based on projected 5-year value. Actual operating costs and resale prices may vary.