

Happy 25th Anniversary, F-Series!



For 25 years, Ford's F-Series pickups have been America's best-selling trucks.

(NAPSA)—When it comes to silver anniversaries, people often think about weddings. For Ford, however, a silver anniversary inspires thoughts of something else: trucks.

Ford F-Series is celebrating its 25th anniversary as America's best-selling truck, and its 20th anniversary as America's best-selling vehicle—car or truck.

"This is an unprecedented milestone," said Jim O'Connor, Ford Division president. "F-Series is the foundation of the Ford franchise. Celebrating its silver anniversary of sales leadership is a testament to our 'Built Ford Tough' truck heritage."

During the past 25 years, F-Series has received numerous product enhancements. In 1987, it became the first truck with rear-wheel antilock brakes and, in 1994, driver's-side air bags were added. In 1996, Ford introduced a completely redesigned F-150 and F-250, and added a Super Cab option featuring a third door—a first in full-size pickup history. Four years later, the F-150 Super-Crew was added to the lineup, featuring four full-size doors and a

full rear passenger compartment, further addressing customer needs.

In 2001, F-Series also set a new industry record for calendar year truck sales, and was the first vehicle—car or truck—to sell more than 900,000 units in a calendar year since 1972, almost 30 years ago.

Ford's best-selling F-Series trucks offer a broad array of configurations to meet customer needs. From the personal-use customer using one for family transportation, to the commercial customer using one on the construction site, these trucks have what it takes to get the job done.

Ford Division has been America's best-selling automotive brand for 15 years running, and is the best-selling individual brand of cars, pickups, sport utility vehicles and vans. In addition, the company is home to such best-selling nameplates as Mustang, Ranger, E-Series, Explorer and Escape.

"These sales milestones speak for themselves," said O'Connor. "Ford is clearly the proven leader in developing and delivering the cars, trucks and SUVs customers are looking for."