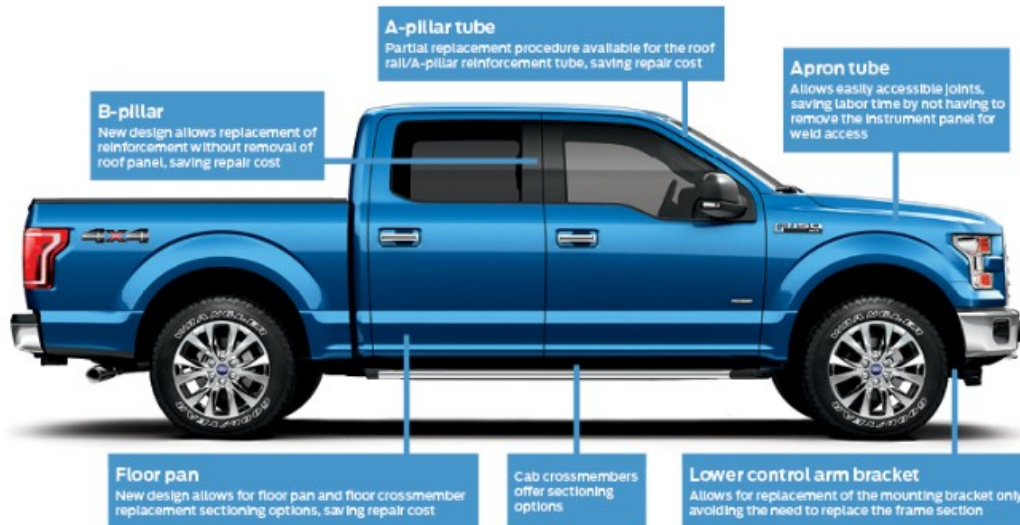




THE TRUTH ABOUT TRUCKS: REPAIRABILITY

F-150'S INNOVATIVE, MODULAR STRUCTURE SIMPLIFIES REPAIRS



The F-150 was designed and built with modular construction methods to reduce repair costs

/// THE FACTS ON F-150 BODY REPAIRS

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|-------------|--|-------------|--|
| MYTH | The 2015 F-150 costs more to repair | FACT | Real-world repair costs on the 2015 F-150 average \$869 less than for the previous model, according to Assured Performance |
| MYTH | It costs much more to insure the 2015 F-150 | FACT | State Farm Insurance and Allstate Insurance have stated insurance costs are comparable to the previous model F-150 |
| MYTH | Body parts cost more | FACT | The list price set by Ford on body panels such as the hood, fenders, door panels, bodysides and tailgate is the same as the previous model |
| MYTH | F-150 collision costs add to the overall cost of ownership | FACT | Ford estimates that less than 20 percent of repairs will require major collision repair. Among dealers and independent shops, 80 percent of repairs will be routine (steel bumpers, grilles, mirrors and surface panels) |

Real-world repair costs already completed show the current F-150 is less expensive to repair than the previous model

VEHICLE	AVERAGE REPAIR ESTIMATES	NUMBER OF ESTIMATES
2015 F-150	\$1,476	337
2014 F-150	\$2,345	1,238
	\$869 LESS	

Assured Performance repair costs showing new F-150 costs less to repair than previous F-150

FORD AUTHORIZED ALUMINUM REPAIR



More than 1,500 dealers and independent body shops have completed F-150 major structural repair training. Most body shops have been repairing cosmetic damage to aluminum body panels, such as the hood, for nearly 20 years