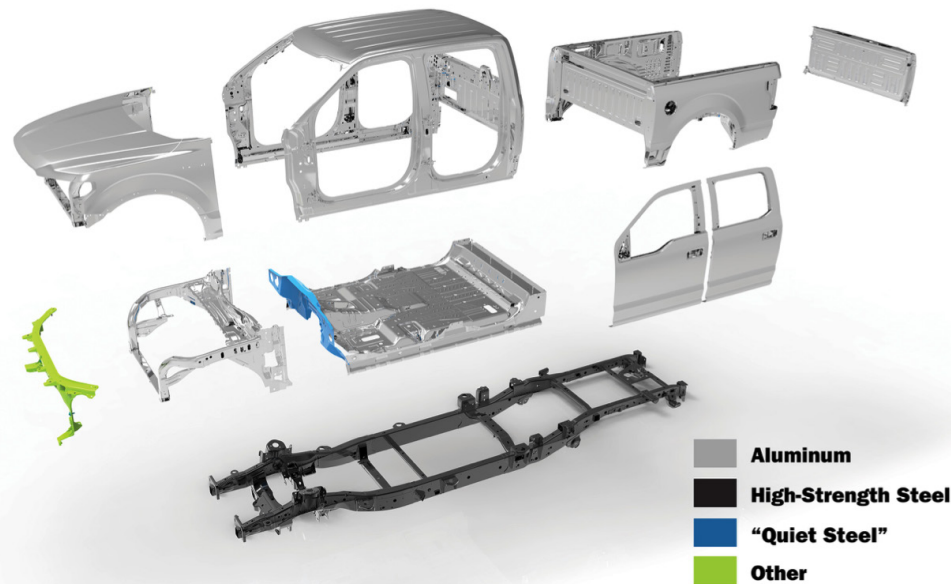


2015MY F-150 REPAIRABILITY



Q: WHY PURSUE F-150 LIGHT WEIGHTING STRATEGY?

- A: - Because aluminum weighs less than steel, the material can help improve fuel economy.
- Less weight improves truck capability, acceleration, handling, braking and maneuverability.



Q: WHO SHOULD PERFORM COLLISION REPAIRS ON F-150?

- A: The majority of collision repairs can be completed by most Ford dealers and independent body shops today (ie, bumpers, grilles, mirrors, dings and dents). Major collision repairs however should be performed by aluminum "certified" Ford dealership body shops or National Body Shop Network members (dealers and independents). Ford has gone to great lengths to train and certify its dealers and affiliated body shops to perform necessary repairs. There are presently 757 dealers and 890 independent body shops certified nationally for aluminum collision repairs under the F-150 Aluminum Collision Program.

Q: HOW DO YOU FIND A FORD "CERTIFIED" ALUMINUM REPAIR DEALER OR INDEPENDENT BODY SHOP?

- A: Go to the ford.com website. Click on Owner tab and then click on "View More" on Owner Tools Tab. Then go to Lifeline Section at the bottom of the page and click on Dealer Finder. Then enter your zip code and click on Types of Service Requested (ie, F-150 aluminum repair) and then click on Locate Selector. Dealers and independent body shops in your area that have been aluminum repair certified will then appear. One tab for dealers and another tab for independent body shops.

Q: HOW DOES THE REPAIR TIME COMPARE FOR A DENTED ALUMINUM PANEL VS. A SIMILAR DENTED STEEL PANEL?

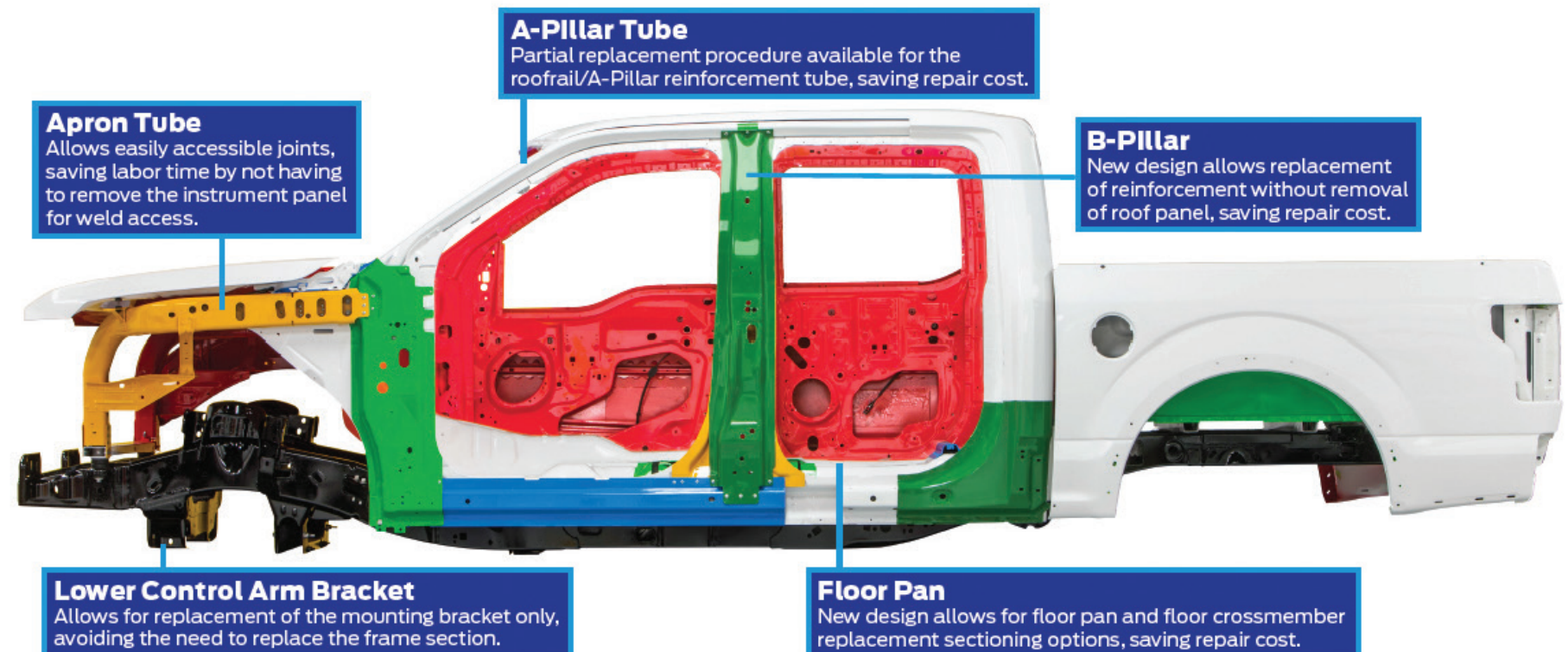
- A: With proper tools and training, cosmetic repairs to aluminum body panels will take a similar amount of time as steel panel repairs, based on historical data collected from repairs of other Ford vehicles with aluminum body panels.

Q: I HAVE HEARD THAT IN MANY CASES THE NEW ALUMINUM F-150 WILL ACTUALLY BE EASIER AND LESS COSTLY TO REPAIR?

- A: In many cases, the new F-150 will be easier to repair, thanks to its' innovative modular structure, which reduces repair time and helps save costs. For example:

- **Apron Tube:** Can be repaired without dash removal
- **Floorpan:** Can be sectioned without requiring complete replacement
- **Rocker Panel:** Can be sectioned without requiring complete replacement
- **B-Pillar:** Does not require removal of the roof to be repaired
- **Frame:** Frame brackets are separately replaceable (ie, front lower control mounting bracket)

Below is a pictorial of the 15MY F-150 Modular Design that allows for time and labor savings when replacing parts.



2015MY F-150 REPAIRABILITY



Q: WILL THE NEW 15MY F-150 COST MORE TO INSURE THAN THE OLD 14MY F-150?

A: Insurance rates for the all-new F-150 are expected to be comparable to the previous F-150 and to other full-size trucks. In fact, State Farm has just announced that its make and model insurance rate for the all-new 2015 Ford F-150 is in line with that of the 2014 Ford F-150. Additionally, Consumer Reports research found that owners of the new aluminum truck aren't being charged more for collision insurance than the outgoing model.

Q: HOW WILL THE COST OF PARTS ON THE 15MY F-150 COMPARE VS. COST OF PARTS ON THE 14MY F-150?

A: Consumer Reports analysis shows that the aluminum parts on the F-150 cost about the same as steel parts on last year's truck, and because the new F-150 is designed to make replacing panels easier, in many cases labor charges may be lower. Ford has developed the following Collision Parts Pricing policy.

- Zero parts increase on parts that are the same as 14MY
- Minimal price increase on comparable parts as 14MY
- When there is no match or no close parts match due to new technology Ford has selected a reduced pricing strategy

Q: HOW WILL FORD COVER ALUMINUM BODY PANEL CORROSION?

A: Paint adhesion is now covered under Ford's Corrosion warranty – 5 years unlimited miles. Note: See your dealer for a copy of the limited warranty.

Q: DO YOU HAVE AN EXAMPLE OF HOW A "SPECIFIC" REPAIR FOR THE 15MY F-150 COMPARES VS. THE 14MY F-150?

A: There are three collision companies that provide collision repair shops estimating for the industry. We asked for estimates for repair times and costs of replacing the Door Aperture Panel (DOP) for both the 2014 and 2015 F-150 (Ext. Cab 4x2 XL). The Mitchell estimating software shows 4.0 hours less labor time to repair the DOP for the 15MY F-150. Total comparable repair costs as estimated by Mitchell are as follows:

2015MY F-150 TOTAL COST \$3,147.55

2014MY F-150 TOTAL COST \$3,508.39

The State Farm Insurance Company CCC estimating software was used to prepare the following total repair cost estimate.

2015MY F-150 TOTAL COST \$3,763.67

2014MY F-150 TOTAL COST \$4,355.47

If you look at a true apples-to-apples comparison for the cost of removing and replacing the Door Aperture Panel (DOP), both Mitchell and CCC estimating systems actually show the 2015MY F-150 repair is less costly vs. similar repair on a 2014MY F-150.

Q: DO YOU HAVE A SECOND EXAMPLE OF HOW A "SPECIFIC" REPAIR FOR THE 15MY F-150 COMPARES VS. THE 14MY F-150?

A: Below is a repair estimate for removal and replacement of the front fender and inner fender reinforcement (apron tube). The improved design of the 2015MY F-150 Apron Tube allows it to be removed and replaced in less time than the outgoing F-150, which had previously required the instrument panel to be removed to complete this specific repair.

The State Farm Insurance Company CCC estimating software was used to prepare the following total repair cost estimate:

2015MY F-150 ESTIMATE: \$1,773.29

2014MY F-150 ESTIMATE: \$1,988.43

