

65 COOL THINGS

ABOUT THE ATLAS CONCEPT

CELEBRATING 65 YEARS OF FORD F-SERIES TRUCKS



1948 - 2013



- 1 65 years of Ford F-Series truck heritage
- 2 Trailer Backup Assist to park a trailer like a pro
- 3 Integrated tie-downs in cargo box floor
- 4 Hidden cargo ramps
- 5 Sideview-mounted LED spotlights
- 6 Tailgate step turns into cargo cradle to carry long items
- 7 Integrated roof carrier
- 8 360-degree camera helps steer truck in tight spots
- 9 Dynamic Hitch Assist helps hitching a trailer without a spotter
- 10 High-power 110v outlet in cargo box to recharge tools
- 11 Active Grille Shutters improve aerodynamics to save gas
- 12 Power-deployable running boards
- 13 Drop-down front chin spoiler improves aerodynamics to save gas
- 14 Active Wheel Shutters improve aerodynamics to save gas
- 15 Next-generation productivity screen and truck apps
- 16 All-Terrain LT325/50R22 tires

- 17 Intelligent Access unlocks doors and tailgate when you walk up
- 18 Push-button start
- 19 Adaptive cruise control
- 20 Forward collision warning with brake support
- 21 Blind Spot Information System (BLIS®)
- 22 Fully flat rear second-row floor
- 23 Lane-Keeping System
- 24 Lane Departure Warning
- 25 Ice blue dashboard lighting
- 26 Acoustic headliner helps keep interior quiet
- 27 Auto Start-Stop

- 36 Tailgate assist helps close gate
- 37 Tailgate dampers slow tailgate fold-down
- 38 Integrated roof cargo carrier
- 39 Built Ford Tough® style

- 28 LED headlamps that are brighter than HID or halogen lamps
- 29 LED cargo box lighting
- 30 LED taillamps
- 31 Electronic parking brake
- 32 Next-generation seats are thinner, save weight and add rear legroom
- 33 Work glove-friendly truck-specific MyFord Touch
- 34 Automatic high beams
- 35 Rain-sensing wipers

- 40 Trailer-sensing deactivation for Auto Start-Stop
- 41 SYNC®
- 42 MyKey®
- 43 USB ports to recharge mobile devices

- 44 Text-to-voice capability
- 45 Wi-Fi® hotspot capability with USB modem or compatible smartphone
- 46 First open mobile app platform for developers to integrate their apps with SYNC® AppLink™
- 47 Interior 110v powerpoints
- 48 Next-generation EcoBoost® engine
- 49 Electronically controlled fuel-saving transmission
- 50 Blue Oval logo
- 51 “Floating” instrument pods
- 52 Cargo box tie-down illumination
- 53 Ergonomic “bullring” steering wheel
- 54 Blue seat stitching
- 55 Washable seating fabric
- 56 Reversible floor mats
- 57 Rearview backup camera
- 58 Ambient lighting
- 59 Acoustic windshield helps quiet interior
- 60 Signature Ford round wheel openings
- 61 Signature Ford horizontal profile feature lines
- 62 Signature Ford rear bumper around corners of truck
- 63 Signature Ford truck bold block-style grille with nostrils
- 64 Signature Ford dominant grille style relative to headlamps
- 65 Signature Ford truck beltline drop-down