

CUSTOM

accessories



WORK HARD PLAY HARD

FORD F-SERIES TRUCKS
NEVER BREAK A SWEAT



FREE
info-packed
vehicle apps

plus

Winning
FORD RACING
HAPS



More than

2,000

FORD, LINCOLN and MERCURY
ACCESSORIES LISTINGS

GOES ON FAST - REALLY FAST!

The Original Soft-Folding Tonneau Cover by Advantage



The lightweight, tri-fold cover that's as easy as 1-2-3

- No assembly required (completely assembled at the factory)
- Fast - no-drill, no-tool - installation
- Patented SideArm™ attachment system
- Debossed Ford logo
- Aerodynamic
- Tear-resistant vinyl is UV protected
- Weather-resistant: on-rail design sheds rain and snow (fold and unfold in any climate)
- Drive with cover folded forward anytime
- Security: Locking the truck's tailgate prevents bed access
- Readily transfers truck-to-truck
- Available on all Ford trucks

ADVANTAGE
TRUCK ACCESSORIES

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In your face. 2011 Ford Super Duty® F-450 XLT Crew Cab 4x4 done up in Ford Custom Accessories: 6" Angular Step Bars, Fog Lamps and Gooseneck Hitch Kit.

On the cover. 2011 Ford F-150 SuperCrew XLT 4x4 equipped with Ford Custom Accessories: XLT 6-Bar Chrome Billet Grille Insert, Smoked Hood and Side Window Deflectors, Trailer Tow Mirrors and 5" Tubular Step Bars.

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For everything from the 1982 Ranger to the all-new 2012 Focus.

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For everything from the 1998 Navigator to the 2012 Lincoln MKX.

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MERCURY

For everything from the 1995 Mountaineer to the 2011 Milan + Hybrid.



NEW Ford, Lincoln and Mercury content added to this issue.
(Look for the + symbol)

best selects

THE HOTTEST FORD CUSTOM ACCESSORIES THIS TIME AROUND



▲ GUARDIANS OF FINISH – Molded Splash Guards

Help prolong that showroom shine with these shapely defenders. They're precision-engineered to original vehicle specs for a perfectly contoured fit and ease of mounting (most applications require no drilling at all). Availability varies.



◀ WATCH IT – Portable DVD Rear Seat Entertainment System by NextBase[®]

Award-winning, anti-vibration design: Simply click the LED-backlit player onto the sure-grip mounts, and enjoy. Get 1, or get a deluxe set of 2 that allows you shared or individualized viewing. An adapter, portrait stand and carrying bag make for go-anywhere fun. Available on most vehicles.

▼ MAKES ACCESS A SUCCESS – Ladder Tilt by THULE[®]

Take advantage of handy loading and unloading – on the side of Ford Transit Connect, below roof level. The EasySlide™ Cradle is lightweight and equipped with sturdy, anodized aluminum arms. Simple-to-adjust, integrated ratchets provide stable transport.



▲ ARTISTIC LICENSE – Ford Custom Graphics by Original Wraps,™ Inc.!

Personalization never had it so good. Choose from hundreds of unique, 3M[®] vinyl designs, created specifically for a host of Ford vehicles. Wraps are scratch resistant and removable (residue free). Try on each striking design at fordcustomgraphics.com.

◀ Please note: It's best to utilize the expertise of the trained professionals at your Ford Dealer when it comes to installing some of the Ford Custom Accessories shown and/or described here.

▼ WIRELESS WARNING – HitchScan™ Rear Park Assist Sensor and Hitch Step by EchoMaster[®]

Added assurance each time Reverse is engaged. Audible and visual alerts activate when an object is detected up to 7' away. Installs in minutes. Fits 2" and 1.25" receivers on select vehicles.



MUSCLE TONED – Front End Cover ▶

Flex all that pony power with functional flair. The multi-piece cover fits like a glove to help protect the nose. Custom-embossed versions for Ford Mustang GT (shown) and V6.



▼ CALL ATTENTION – Bodyside Graphics

Go for the sleek swoosh on Ford Focus (shown) or a tribal tattoo on Ford Fiesta; each finely detailed design fits the curves of the car exactly.



▲ DRAMATIC MAKEOVER – Grille Insert

Replace the face of Ford Edge. Give the ready-to-paint grille its own eye-catching identity (such as the blacked treatment shown), or match the body color for monochromatic effect.

▼ PRIVACY, PLEASE – Cargo Security Shades

Conceal belongings with a folding, vinyl cover color matched to the interior. Removable Cargo Area Protector (available separately) also shown. For select vehicles.



▼ A NEW SPIN – Ford Focus Wheels



16" Machined Aluminum Wheels with Painted Pockets



17" Polished Aluminum Wheels



17" Painted Machined Aluminum Wheels

Find full listings of Ford, Lincoln and Mercury Custom Accessories starting on p. 22

YOUR TOOL



Ford Custom Accessorized. 2011 Ford Super Duty F-250 XL Crew Cab 4x4 (left) with Smoked Side Window Deflectors, Flat Splash Guards, 5" Black Step Bars, Fog Lamps, Commercial-Grade Tool/Cargo Box by Delta[®] and Ford Commercial Graphics by Original Wraps[™] Inc.¹ 2011 Ford F-150 FX4 SuperCab (right) with Smoked Hood and Side Window Deflectors, 5" Black Tubular Step Bars and Hard Color-Matched Tonneau Cover.

¹Ford Licensed Accessory.

YOUR TOY **YOUR TRUCK.**



At work and play, your best friend on 4 wheels is your Ford F-Series: F-150 or Super Duty.[®] To strengthen that bond, you keep a constant lookout for ways to make your trusted truck even more handy. And more head-turning. Ford Custom Accessories offers you more than 400 different ways. Because the best-selling brand of pickups in America deserves nothin' less.



**Hittin' the slopes.
Barrelin' along gravel.
Or sloshin' through mud.
Ford F-Series trucks have the power
to tackle most any terrain. Efficiently.**

As a result of the most extensive underhood reconfiguration in F-Series history, F-150 boasts 4 new high-tech truck powerplants, not least of which is a twin-turbo EcoBoost™ TI-VCT. And Super Duty® offers a pair of new V8 powerhouses, including the turbocharged 6.7L Power Stroke® diesel engine.

Every F-150 powertrain beats its competition, putting up best-in-class¹ numbers like these: up to 411 hp,² up to 434 lb.-ft. of torque² and up to 23 mpg hwy.³ Upping the ante even more, Super Duty gives you best-in-class fuel economy⁴ – gas or diesel.

Class is Full-Size Pickups under 8,500 lbs. GVWR non-hybrid. ¹Available 6.2L V8. ²EPA-estimated 17 city/23 hwy/19 combined mpg on 3.7L V6 4x2. ³Class is Full-Size Pickups over 8,500 lbs. GVWR. Based on Ford drive-cycle tests of comparably equipped 2011 Ford and 2010 competitive models.





Your F-Series Custom Accessories.



▲ Hood Deflector

Extra protection and style for the front edge of your hood. In smoke or chrome.



▲ Bed Extender

Fiberglass-reinforced cage extends over tailgate for an added 18" of cargo space.



▲ Splash Guards

Deflect more debris away from the lower body panels. Molded or flat designs.

▼ All-Weather Floor Mats

Mats are shaped to the footwell contours; dual-retention hold for driver's mat.



BUILT FORD TOUGH® — AND TESTED TOUGH TOO.

Enduring more than 10 million cumulative miles of torture on the road, in the lab and via computer simulation, the turbocharged 6.7L V8 for Super Duty is the most tested Power Stroke diesel engine ever. The game-changing F-150 EcoBoost was also pushed to million-mile extremes — for example, deep thermal shock cycles (that swing temps 250°) replicated 10 years of harshest use. The F-Series testing capital is the Ford Michigan Proving Ground, with over 15 miles dedicated to off-road scrutinizing.





▲ **Fog Lamps**

Bright halogens add more attitude and help penetrate low-visibility situations — in rain, snow and, for sure, fog.

It'll be easier to grasp the concept of towing leadership by pondering this — "What can't the Ford F-Series pull?"

After all, Super Duty® and F-150 are a pair of workhorses without equal.

Super Duty reigns supreme in max. conventional towing¹ with a class-best 17,500 lbs.; 5th-wheel towing raises the ante to a whopping 24,400 lbs.¹

F-150 is the first and only truck to combine best-in-class max. towing¹ of up to 11,300 lbs. in every cab type + the yaw-sensing stabilization of standard trailer sway control² + an optional integrated trailer brake controller.³ Unrivaled confidence.

Trailer Hitch Ball and Trailer Hitch Drawbar ▶

Forged steel ball — choose 1 7/8" or 2" rated 2,000 lbs. and 5,000 lbs., respectively. Powder-coated steel drawbar for 2" receiver — choose 0" drop/2.75" rise or 1.25" drop/4" rise.



¹Maximum capability when properly equipped. 24,400 on F-450 Pickup. See your Ford Dealer for specific equipment and other limitations. ²Remember that even advanced technology cannot overcome the laws of physics. It's always possible to lose control of a vehicle due to inappropriate driver input for the conditions. ³Trailer brake controller verified to be compatible with electrically actuated drum brakes and certain electric-over-hydraulic brake systems. See your Ford Dealer for details.

Your F-Series Custom Accessories.



◀ **Power Trailer Tow Mirrors**

Remote adjustment, with built-in heater, turn signal, marker light and manual telescoping feature. Folding.



◀ **Trailer Brake Control**

Balances performance of the truck brakes and electric trailer brakes; factors in braking data and vehicle speed.



◀ **Gooseneck Hitch Kit**

Patented, drop-in design. Forged 2 5/16" hitch rated 25,000 lbs., with a vertical-load capacity of 6,250 lbs.



◀ **5th-Wheel Hitch Kit**

Pre-assembled, with a forged jaw and high-capacity head support. Vertically adjusts 14" to 16.5". Rated 25,000 lbs.



Style and Function for the Way You Drive.

Hard Color-Matched Tonneau Cover

Protect your cargo in style with the revolutionary, molded-in color, thermoplastic tonneau cover.

V-Tech™ construction is up to 30% lighter than fiberglass—with strength to withstand up to 1,200 lbs.

V-Hinge™ allows tonneau to be easily removed in minutes, no tools required.



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Capability means getting the most out of every day. Once payload is put to F-Series bed, be sure to follow these instructions:

- 1) Drop down the tailgate.
- 2) Flip up the grab bar!
- 3) Lower the skidproof step!
- 4) Climb in and get to business.

Super Duty® and F-150 are the hardest working, most productive trucks out there. There's no greater proof than best-in-class max. payload² capability: 7,070 lbs.³ and 3,060 lbs., respectively.

Each truck offers a class-exclusive tailgate step! F-150 takes it a step further – a pair of foot-actuated box side steps complete the coverage.

¹Optional. ²Maximum capability when properly equipped. See your Ford Dealer for specific equipment and other limitations. ³F-150 DRW Regular Cab A42. ⁴Ford Licensed Accessory.

Your F-Series Custom Accessories.



▲ Side Rail Kit

Part of the adjustable Cargo Management System designed exclusively for F-150.



▲ Sportliner™ by Bedrug™

Soft to the touch, easy on the knees – the carpet-like texture helps prevent shifting.



▲ Soft Tonneau Covers

A perfect fit, in assorted styles: folding (shown), roll-up, snapping or snapless.



▲ Retractable Rear Step by Bestop®

Spring-loaded, extruded-aluminum helper is foot-activated. Stows out of sight.



CAN'T BEAT CARHARTT® FOR TOUGH PROTECTION.

Since 1889, Carhartt remains a family-owned business committed to providing best-in-class apparel for warm and cold weather alike. Every line of clothing is known for exceptional durability, quality, comfort and fit that you can feel in the fabrics and see in the performance.

As the brand of choice, Carhartt is proud to serve a variety of workers in a range of industries, including construction, manufacturing, farming and ranching – plus, most definitely, the outdoor enthusiast.

Now you can give your Super Duty or F-150 that same rugged safeguarding: New Carhartt Seat Covers by Covercraft® are genuine canvas duck, for your front and/or back seats. *Relax*, they're tough.



"I believe that when I make a sale,
I make a permanent friend."

– Hamilton Carhartt, founder

carhartt 
carhartt.com



▲ **Commercial Tool/Cargo Box by Delta™**
Diamond-plated, specially fitted unit with self-adjusting, dual-rotary Gear-Lock Locking System.



▲ **Styleside Bedliner**
Ribbed floor optimizes drainage and airflow (above and below liner). Anti-static composition.



Your F-Series Custom Accessories.

◀ **Sportz® Truck Tents by Napier!**
Set it up in about 10 minutes. Patented sewn-in-floor allows high-and-dry sleeping in the truck's open bed.



▲ **Vehicle Security System**
State-of-the-art, 2-step perimeter alarm emits a warning chirp and Real Panic Sound® IT-s* (Interior Theft Sensor) is infrared based.

◀ **Interior Light Kit**
Add a configurable LED glow to the front cupholders and footwells. Scroll through 7 colors to match the mood.

▼ **Keyless Entry Keypad**
Enter at a touch of this programmable, backlit pad. Just as convenient - no wiring and no drilling necessary.



Impressive numbers and brute strength are only part of the F-Series story. Don't lose sight of people room. Storage room. Or the control room. For this is where comfort meets cuttin' edge.

This isn't luxury, it's a way of life. Super Duty® equips you with the most efficient mobile office, the most power access availability, and the most interior storage possibilities in the class; F-150 rules supreme with the most usable cab space.

Both truck types make these exclusive smart technologies available: Ford SYNC® connectivity and an LCD productivity screen. Convenience to go.



◀ **Auto-Dimming Rearview Mirror**
Dims when detects glare; comes with compass and exterior temp. readout, plus HomeLink® wireless capabilities.



◀ **Dual Head Restraint DVD by INVISION™**
View the same or different programs on top-loading players. Cloth or leather FactoryMatch™ restraints.



◀ **Remote Start Systems**
Conveniently pre-warm or pre-cool the cab. Wide selection, including bi-directional and Plug'n Play versions.

Ash Cup/Coin Holder ▶

Fits in the most convenient cupholder. Get it with or without the lighter element.



*Ford Licensed Accessory



WE'VE ALWAYS BEEN RUNNING A STEP AHEAD OF THE REST.

At DeeZee, we offer a range of top-quality products that make your truck or SUV fit the way you live your life. Our Running Boards and Steps Bars not only add to your vehicle's standout looks, they provide greater ease every time you enter and exit. After all, life shouldn't be a hassle.

We've made a name for ourselves that's more than 30 years strong. And for the past decade we're darned proud to say we've been working with Ford Motor Company.

DEEZEE[®]
The Quality Truck Accessory People

www.deezee.com



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Your F-Series Custom Accessories.



- ▲ **XLT Chrome Billet-Style Grille Insert**
Make a bold statement with this get-out-of-the-way grille and its 6 robust bars.



- ▲ **Chrome Exhaust Tip**
Slips over the tailpipe. Constructed of chrome-plated stainless steel for long life.

- Side Window Deflectors** ▶
Worry-free fresh airflow. Crack open the windows when it's raining or snowing.

- Hard Color-Matched Tonneau Cover by Penda™** ▶
Easy on. Easy lift. Easy off. V-Tech™ honeycomb layer construction is super strong.

- Chrome Hood Deflector** ▶
Maximum style points and excellent protection for the hood's leading edge.

- LARIAT Chrome Grille Mesh Insert** ▶
The mirror-like finish on the wide bars is complemented with bright backing.

- Ford Custom Graphics by Original Wraps,™ Inc!** ▶
Enhance the hood, tailgate and profile: fordcustomgraphics.com

- Chrome Aluminum Step Bars** ▶
Added appeal and an added assist in or out. Tubular (shown) or angular styling.



- ▲ **Ford Commercial Graphics by Original Wraps, Inc!**
Turn your truck into a mobile billboard: fordcommercialgraphics.com





Along the way, ask not what your F-Series can do for you – ask what you can do for your F-Series.

F-150 and Super Duty® look just as impressive polished up and shining as they do splattered up and dirty. In other words, don't hesitate to add another hint of chrome or an eye-catching graphic wherever, and whenever, you like.

Like when you want to impress friends, coworkers, onlookers or a very important date.

Take note: The experts at the Specialty Equipment Market Association presented their inaugural SEMA Award™ for Hottest Truck to the 2011 Ford F-Series. As they said, "... winners are vehicles that consumers can confidently turn to for unlimited possibilities in personalization."



Ford F-Series is not only America's best-selling truck for 34 years straight, there are more of 'em on the road with 250,000+ miles than any other brand.

Dependability is priceless.

Check out tons more on F-150 and Super Duty® at these info-packed sites:

ford.com/trucks

fordaccessories.com

facebook.com/fordtrucks

twitter.com/fordtrucks

youtube.com/fordtrucks

BUILT TOUGH FROM BIRTH.

On January 16, 1948, F-Series "Bonus Built" trucks (F1-F8) were introduced – the first all-new postwar line of Ford Motor Company vehicles. Ford made a huge investment in its new line of trucks, infusing \$1 million to redesign the cab itself. The incredible "Million Dollar Cab" provided living-room comfort and single-piece, picture-window visibility. A "Magic Air" hot-water heater/defroster was offered by Ford Accessories for *extra motoring pleasure*.



Flip it. Load it. Stack it. Lock it.

The hard cover that gives you 100% access to your truck bed.



The **REV** cover will change the way you use your truck.

ADVANCED DESIGN

- Sleek "NO PROFILE" architecture
- Made from rigid, heavy-duty, 3/4-in. panels with rugged, waterproof synthetic hinges
- An extremely quiet ride, and strong enough to withstand 300 lbs.
- Prop rods lock cover in full open position – use the whole bed whenever you like; super practical

SUPERIOR FEATURES

- Outstanding weather resistance
- Allows 100% access to stake pockets
- Works with tie-downs, bed rails, bed extenders and bedliners of all kinds
- Hidden, quick-release latch system ensures tamperproof, automatic locking of panels when shut

SIMPLE BRILLIANCE

- Quick, easy no-drill install
- Operates from either side of the truck
- Allows partial or full access to your truck bed for ultimate cargo management without ever having to remove the cover
- Lock tailgate to secure cover: In most cases, the key you drive with is the key you lock with



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"It brings together the gratification of holding a brochure with rich, interactive content typically found on websites."

*– Thomas Zaremba,
Ford Car Marketing
Communications Manager*



Ford Apps. For iPad.® For Free.

Introducing the next best thing to driving and decking out a new vehicle. Ford apps provide an engaging, touch-based tour – experience Mustang, Fiesta, Explorer and Edge like never before.

Check out a collection of Ford Custom Accessories, highlighting those that pique your interest. Pick a vehicle trim level. Change colors. Examine 360° views, inside and out. Catch some videos. Swipe through high-resolution images. Get the lowdown on features and specs. Look up dealer inventory. Request a price quote. It's totally up to you.

The Mustang app takes you under the hood for a smokin' spin through this pony car's racing heritage. Edge and Explorer apps encourage you to interact with MyFord Touch™ innovation and intuitiveness. And the Fiesta app urges you to play with its unique LCD multifunction display. Discover how Ford SYNC™ connectivity will do you wonders.

Ford apps are as informative as they are addictive. Download now. *No charge.*

- ❑ 2012 **MUSTANG**
- ❑ 2011 **EXPLORER**

- ❑ 2011 **FIESTA**
- ❑ 2011 **FORD EDGE**



A Magic Wand Can't Give You More Personalized, Programmable Comfort



Welcome to the next realm of remote start technology

Beat the heat and conquer the cold with new Bi-Directional and 200 Series remotes.¹ These incredibly smart systems actually sense outside temperature, activating the heated/cooled seats² and engaging the A/C or heater automatically³ upon remote start-up. They're fully integrated with the vehicle's driver information center, which means you control remote start run time, rear-window defrost and much more. Both systems enable you to start the engine from over 3 football fields away.⁴ To confirm your vehicle is running, they emit audible beeps and flash the remote start button. The 200 Series also provides effective protection of your valuables via an exclusive IT-S[®] 2-stage shock sensor. And unlike aftermarket systems, all this remote start genius is tied directly to your vehicle's electronic architecture through no-splice, no-cut technology. Magical indeed.

¹Available only for vehicles with automatic transmission and power door locks. Dealer installation recommended. ²If so equipped. ³Distance may vary depending on vehicle location and environment.

Using Genuine Ford and Lincoln Accessories is strongly recommended to preserve your vehicle warranty.



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TASTE VIG

