



2024 F-150®



Models

Choose Your F-150



XL

- 2.7L V6 EcoBoost® with Auto Start-Stop Technology
- Ford Co-Pilot360® Technology
- Selectable Drive Modes
- 12-inch Productivity Screen
- Class IV Trailer Hitch
- 36-Gallon Fuel Tank
- 5G LTE Wi-Fi® Hotspot Connectivity (up to 10 devices)
- Ford Security Package (1-Year Plan)



STX®

- 20-Inch Dark Gray Machined Aluminum Wheels
- 12-Inch Capacitive Touchscreen with Swipe Capability
- Available 5.0L V8 with Auto Start-Stop Technology
- Available STX® FX4®
- Available 4x4 Electronic Shift-On-The-Fly (ESOF)
- Selectable Drive Modes
- Ford Security Package (1-Year Plan)



XLT

- BlueCruise Hands-Free Highway Driving Equipped¹²⁷
- 18-inch Chrome-Like PVD wheels
- Chrome Front and Rear Bumpers
- Ford Co-Pilot360®
- 360-Degree Camera
- Pro Trailer Hitch Assist™
- Pro Trailer Backup Assist™
- Available PowerBoost® Full Hybrid V6 Engine w/ 2.4kW Pro Power Onboard
- Ford Security Package (1-Year Plan)



LARIAT®

- BlueCruise Hands-Free Highway Driving Equipped
- 20-Inch Chrome-Like PVD Wheels
- SYNC® 4 with Enhanced Voice Recognition with 12-Inch LCD Display
- Available B&O® Sound System by Bang & Olufsen® (14 speakers including subwoofer)
- Available 3.5L PowerBoost® Full Hybrid V6 Engine
- Available 7.2kW Pro Power Onboard
- Available Head-Up Display
- Available Pro-Access Tailgate Equipped with Bed Utility Package (Pro-Access tailgate available late spring)
- Intelligent Access with Push-Button Start
- Adaptive Cruise Control
- Available LARIAT® Black Appearance Package
- Ford Security Package (1-Year Plan)

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TREMOR®

- BlueCruise Hands-Free Highway Driving Equipped
- Available 3.5L V6 EcoBoost® Engine with Auto Start-Stop Technology
- 4x4 Electronic Shift-On-The-Fly (ESOF) with Neutral Towing Capability
- Selectable Drive Modes
- Available modular Front Bumper with Accessory Attachment Capability
- Skid Plates
- Unique TREMOR® Trim and Accents
- Trail Control with Trail 1-Pedal Drive and Trail Turn Assist
- 18-Inch Dark Matte Finish Alloy Wheels with 33-Inch All-Terrain Tires
- Ford Security Package (1-Year Plan)



King Ranch®

- Available Platinum® Plus (703A)
- Gloss Black Accented Grille and Surround
- Unique Multicontour Leather Seating Surfaces with Active Motion®
- B&O® Sound System by Bang & Olufsen®
- 20-Inch Gloss Black Wheels
- Ford BlueCruise
- Ford Security Package (1-Year Plan)



Platinum®

- BlueCruise Hands-Free Highway Driving Equipped
- Available Platinum Plus (703A)
- 3.5L EcoBoost® V6 with Auto Start-Stop Technology
- Available PowerBoost® Full Hybrid V6 Engine
- Gloss Black Surround with Gloss Black Accented Grille
- B&O® Sound System by Bang & Olufsen® (14 speakers including subwoofer)
- Pro Power Onboard 2kW (7.2kW standard on Platinum Plus)
- LED Projector with Dynamic Bending Headlamps with LED Taillamps
- B&O® Sound System by Bang & Olufsen®
- Unique multicontour seats with Active Motion® Leather Seating Surfaces
- 20-Inch Gloss Black Wheels
- Ford Security Package (1-Year Plan)



Raptor®

- 3.5L V6 EcoBoost® High Output Engine with Auto Start-Stop Technology
- Available 5.2L Supercharged V8 (Raptor R™ Only)
- 4x4 with Hi-Lock Transfer Case
- Ford Trail Control™ with Trail 1-Pedal Drive and Trail Turn Assist
- Heavy-Duty Skid Plates
- Sport-Tuned Shock Absorbers – Front and Rear – Available FOX® Dual-Live Valve Shocks
- Head-Up Display
- SYNC® 4 with Enhanced Voice Recognition with 12-Inch LCD Display
- Available 17-Inch Forged Aluminum Wheels with 37-Inch All-Terrain Tires
- Ford Security Package (1-Year Plan)

360 Viewer

Color



Engines

Three Ways to Outstanding Performance

There's more than one way to get powerful capability from F-150® trucks. It can easily be captured with a range of powertrain options across the lineup.



Gas Power

The engines that have driven powerful performance for generations are at the core of F-150® trucks. From the mighty 3.5L EcoBoost V6 to the monstrous 5.2L Supercharged V8, you'll receive remarkable towing, hauling and off-road capability.



3.5L PowerBoost Hybrid V6

Get powerful capability you demand. With the combined forces of gas and electric power, the 3.5L PowerBoost Hybrid V6 delivers a hefty 11,200 lbs. of towing muscle. Plus, outstanding Pro Power Onboard electrical output (7.2kW).



F-150 Lightning

With a massive 775 lb.-ft of pin-you-to-your-seat torque, the all-electric F-150® Lightning also delivers most electrical power output from the Pro Power Onboard - so it can also power your home's lights if they go out.

Performance

So Much Power, So Many Possibilities

Immense power comes in all sizes. Whether you're looking for the perfect work truck to move your crew, tools and cargo — or a powerful weekend warrior with remarkable endurance that allows you to assert your freedom to go further longer — we've got a powertrain fit for the job.



3.5L PowerBoost Hybrid V6

With the hybrid engine you get exceptional capability courtesy of a strong 430 horsepower V6, and the 2024 Ford F-150® full hybrid pickup has the best full hybrid maximum available payload in its class - 1,755 lbs.



5.2L Supercharged V8

Straight up, you'll experience a 720 horsepower jaw-clenching adrenaline surge as you white-knuckle your way over dry cracked earth. Enough said.



Towing & Hauling

There's tons of capability at the ready. That's because the 2024 F-150® pickup delivers an astounding class-leading available tow rating up to 13,500 lbs. and 2,445 lbs. payload. All the power you need to haul tools, camper or whatever.



Off-Roading

In order to tackle some of the world's most grueling terrains you need a truck that's engineered for that very reason. That's why Ford offers a rugged, powerful line of off-road trucks. Ford F-150® Raptor R™, Raptor®, TREMOR®, and the new STX® FX4® pickup.



Design

Designed To Get Things Done

Whether you use your F-150® truck for work or recreation, every feature is engineered for a specific goal — to help you make easy work out of the hardest jobs while providing exceptional comfort and style. With intelligent functionality already built-in, everything from home renovation to tailgating just got better.

Pro Access Tailgate

For the 2024, a new tailgate with an integrated swing gate allows you to get up to 19-inches closer for quick and easy access to the bed even when hooked to a trailer.

Pro Power Onboard

Keep productivity moving in locations where an outlet isn't accessible. Electrical power is at the ready with multiple outlets integrated in the truck bed.

Flip and Fold Seats

Go ahead, pack heavy. Flip one or both seats for added versatility to accommodate extra cargo when needed most.

Technology

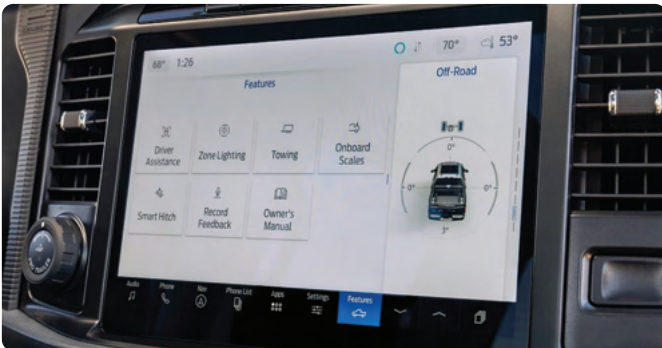
It's One Smart Truck

Loaded with integrated technology; whatever you do with your F-150® just got simpler thanks to intelligent features that help ease the stress from traveling to towing to working while on the road.



Hands-Free Highway Driving

Let go of the wheel and help reduce the stress of driving with available BlueCruise. Experience the magic of hands-free highway driving on 97% of controlled access highways in the U.S. and Canada.



Towing Tech

Innovative towing technology helps make trailering and loading up easy. Integrated features like Pro Trailer Backup Assist and Pro Trailer Hitch Assist help make hitching up and backing up go smoothly and confidently.



Head-Up Display

Real-time driving information is projected onto the windshield so your eyes don't leave the road.

FAQs

What is the maximum towing capacity?

The available max tow weight rating varies depending on model and engine size. The highest max towing capacity is 13,500 lbs.

How much is the max payload weight capacity?

The available max payload rating for F-150® trucks is 2,445 lbs.

Where can I find pricing for the 2024 Ford F-150® truck?

All models and Manufacturer's Suggested Retail Prices of the 2024 Ford F-150® are on the models page.

Is there an F-150® hybrid option?

Yes. A 430 horsepower/570 lb.-ft. of torque* 3.5L PowerBoost™ Full Hybrid V6 engine is available on F-150® XLT, LARIAT®, King Ranch® and Platinum® models. Plus, Pro Power Onboard comes standard on all hybrid models.

What engines are in the 2024 F-150® pickup?

- 2.7L EcoBoost® V6
- 5.0L Ti-VCT V8 Engine
- 3.5L EcoBoost® V6
- 3.5L Powerboost® Full Hybrid V6
- 3.5L Twin-Turbo High Output EcoBoost® V6 (Raptor® only)
- 5.2L Supercharged V8 (Raptor R™ only)

Which F-150® trucks offer an onboard generator?

Pro Power Onboard is available on XLT and higher models.



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