



2008 Ford F-150 Foose Edition hits the streets in fall 2007

2008 Ford Expedition Funkmaster Flex Edition to launch in fall 2007

Two more NYIAS Fords

Two new limited-edition vehicles developed with hip hop guru Funkmaster Flex and hot rodder Chip Foose joined the 2008 Ford Shelby GT500KR—the most powerful Mustang ever (see cover story, page 18)—at the 2007 New York International Auto Show.

Ford unveiled three new limited-edition models at the New York show—the Shelby GT500KR, the F-150 Foose Edition and the Ford Expedition Funkmaster Flex Edition. The trio of vehicles, including the most powerful pickup and most powerful Mustang ever from Ford, demonstrates how the company is leveraging key partnerships to create exciting new products.

“Marrying great Ford products like Mustang, F-150 and Expedition to strong partners like Shelby, Foose and Flex creates vehicles that are irresistible to customers who want to make the boldest statement they can,” said Cisco Codina, group Vice President of North America Marketing, Sales and Service. “We are seeing more demand for special wheels and accessories and, of course, from-the-factory packages like the new Eddie Bauer Taurus X and Harley F-150s.”

Ford research indicates that 62 percent of full-size pickup truck buyers purchase accessories for their vehicles, and 73 percent buy parts through their dealer. Truck buyers spend an average of \$1700 in accessories. Roughly 30 percent of crossover utility vehicle buyers purchase accessories, and they are more likely to make accessory purchases at the dealership.

Ford’s overall customization business grew 50 percent in 2006 and could potentially double its business again in the next two years, driven by factory-customized products and a hard focus on wheels, appearance packages and electronics such as DVD players and navigation systems.

“This is really a fashion industry,” says Peter MacGillivray, vice president, Marketing and Communications for the Specialty Equipment Market Association (SEMA). “Consumers want to put their personal stamps on everything they buy—from personalized rings to build-a-teddy-bear—and everybody knows that ‘you are what you drive.’”

2008 Ford Expedition Funkmaster Flex Edition

Coming to dealer showrooms this fall, the 2008 Ford Expedition Funkmaster Flex Edition turns the hot Expedition concept vehicle created by hip hop DJ Funkmaster Flex into a limited-production, short wheelbase SUV.

The Expedition FMF will sport its own two-tone Colorado Red-and-Black paint scheme with Orange pinstriping and special chrome badging, a custom front fascia with integrated fog lamps, side skirts, rear fascia and 20-inch chrome-clad aluminum wheels.

Inside, a matching Colorado Red instrument panel, console bezel, shifter and switch bezels blend with four leather captains’ chairs with red stitching, FMF red logo headrests, and a red-stitched steering wheel. Rounding out the package is an exclusive numbered dash plaque signed by Funkmaster Flex and SIRIUS satellite Radio.

The Expedition FMF Edition also sports a 340-watt Audiophile™ Sound System, MP3 player audio jack, Powerfold™ third-row seating, heated and cooled front seats and an optional navigation system, power liftgate and rear-seat DVD entertainment system.

2008 Ford F-150 Foose Edition

Hitting the streets in early 2008 is one tough boulevard cruiser—the 2008 Ford F-150 Foose Edition styled by custom street rod designer Chip Foose.

Lowered, but looking even more hunkered down thanks to its big 22-inch wheels, the special Foose F-150 sports bold racing stripes that start at the edge of the hood and then thin out over the front fenders to run the length of the vehicle only to widen again at the tailgate.

Planned for an initial run of 500 units, Foose gave the F-150 a new grille with horizontal bars as well as rocker moldings to further help lower the vehicle visually while the cab is accented by Chip Foose signature headrests and floor mats, a unique leather-wrapped center console and a Foose-designed serialization plate showing the VIN and build-sequence numbers.

Powering the Foose Edition F-150 is a 450-horsepower supercharged Triton V8 that puts out 500 foot-pounds of torque at 4,000 rpm, making it the most powerful Ford F-150 since the 2004 Ford SVT Lightning. When it hits the streets, it will be the most powerful half-ton pickup on the market. ■

