

Ford F-150 Takes Top Spot in Kbb.com Full-Size Pickup Truck Comparison Test

Kbb.com Editors Detail 'First to Worst' as They Rank Five Full-Size New Pickup Trucks

IRVINE, Calif., June 23 /PRNewswire/ -- The Ford F-150 took the top spot in an all-new full-size pickup comparison test, '[First to Worst: Kbb.com Ranks Five Full-Size Pickups](#),' by the expert editors from Kelley Blue Book www.kbb.com, the leading provider of new car and used car information.

The kbb.com editors lauded the [F-150](#) not only because it was outstanding in all areas, but because it offered a well-rounded, thoroughly developed package that does everything to a high standard, saying "If you can't find something here to suit your fancy, you need to look again." In addition to winning high marks in driving dynamics due to its enhanced level of ride and handling, the kbb.com editors praised the F-150 for both its exterior and interior styling, noting that it strikes "a nice blend of the style and function that should define a pickup." The F-150 also scored well because it is the only pickup in the segment to offer Roll Stability Control as standard, coupled with its AdvanceTrac electronic stability control.

For years, the best-selling vehicles in America were full-size pickup trucks, led by the [Ford F-150](#). Even now, with fuel costs pinching family finances, pickups are still very popular, and not just with those buyers who need utility for work. Much of pickups' appeal with buyers is based as much on image as function, yet they continue to roll off the assembly lines, onto showroom floors and into driveways.

As such, the kbb.com editors took a look at five popular full-size pickups, excluding the various "Heavy Duty" or "Super Duty" models (which are really intended for harder work and heavier loads), put them through a comprehensive comparison test and ultimately ranked them from 'first to worst.'

The market offers five full-size pickups, all of which were tested by the kbb.com editorial team. Alphabetically, they are: [Chevrolet Silverado 1500](#), [Ford F-150](#), [Nissan Titan](#), [Ram 1500](#) (formerly Dodge, but now known as "just Ram") and [Toyota Tundra](#). All are available in a variety of cab configurations and cargo-bed lengths, engine selections and two or four-wheel drive. All also offer ranges of trim levels and features and can be optioned up to very luxurious accommodations.

"America's love affair with the pickup truck continues and rightfully so, with today's new pickups often offering amenities comparable to luxury vehicles while simultaneously providing the rugged functionality of a truck," said Jack R. Nerad, executive editorial director and executive market analyst for Kelley Blue Book's kbb.com. "After the kbb.com editorial team's rigorous testing, the Ford F-150 emerged as the clear winner in this comparison, proving it undoubtedly deserves top status among full-size pickups."

After driving and spending time with all five pickups, the editors sat down and scored them in a variety of categories. In addition, each member of the kbb.com editorial team also ranked, on a scale of 0-10, the likelihood of recommending each truck to a friend. This gave both a comprehensive, mathematically crunched and objective rating of the trucks, and a subjective rating of which vehicle each editor rated the best overall. The comprehensive comparison tests conducted by the entire kbb.com editorial staff included scoring multiple points of consideration for each vehicle in each of the following categories: exterior, interior, driving dynamics, safety (both active and passive safety), crash ratings, and value (examining both New Car Blue Book® Values, which are the actual transaction values of what each vehicle is currently selling for, as well as projected future resale values). In addition, for each of the full-size pickups, the editors identified strengths, shortcomings, along with detailed paragraphs about their experiences in each vehicle. When all the numbers were tabulated the rankings from the

objective, categorical scoring matched the rankings from the subjective ratings. The end-result is an extremely comprehensive view of the full-size truck segment in the United States, loaded with important information for anyone who may be in the market for a new pickup.

To see the full rankings of the five pickups from 'first to worst' along with all of the aforementioned scores and details from the expert editors of Kelley Blue Book's kbb.com, visit the '[First to Worst: Kbb.com Ranks Five Full-Size Pickups](#)' story in kbb.com's Latest News section at <http://kbb.us/2010pickups>.

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