

DET NEWS: Ford updates F-150 Raptor with more power

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Ford Motor Co. wants to ensure it has the "baddest" pickup out there with the introduction of a SuperCrew option and more standard power for the already-extreme F-150 SVT Raptor for the 2011 model year.

The Raptor is a specialty performance version of the F-150 from Ford's Special Vehicle Team, built at the Dearborn Truck plant.

The pickup is directed at a niche: high-speed off-roading in a full-size pickup.

The Raptor was embraced by pickup enthusiasts when it debuted last summer and has sold about 6,000 to date. Ford spokesman Henry Platts said the automaker is selling them as fast as they can make them.

For the 2011 model year, the optional 6.2-liter V-8 engine is standard, providing 411 horsepower and 434 pound-feet of torque, creating the most powerful pickup on the market capable of towing 8,000 pounds, according to Ford. The 2010 model had a 5.4-liter V-8 as standard equipment but that engine has been phased out of the F-150 lineup for 2011.

The Raptor is seven inches wider than a base F-150 to accommodate the extra suspension components it needs to crawl over rocks and timber.

Customers were "blown away with the capability" of the Raptor when it launched, said Jost Capito, director of global performance vehicles.

"By adding the SuperCrew, we have expanded the versatility of Raptor and now even more enthusiasts will be able to experience the no-compromise off-road performance that only Raptor delivers," he said.

The new SuperCrew has a 5.5-foot box and rides on a wheelbase that is 12 inches longer.

Engineer Jamal Hameedi said the automaker worked to get the same ride and handling with the longer SuperCrew as the shorter SuperCab.

Another feature is the new 4.2-inch productivity screen with a menu that offers information relating to off-road and towing performance.

Dealers will start taking orders for the 2011 Raptor today for delivery late this year.

Pricing has not been announced. The 2010 model started at \$38,995 for the 5.4 V-8 and \$41,995 for the 6.2-liter.