

Ford Bringing Luxury To Super Duty Trucks

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DETROIT (AP) — Ford Motor Co. is introducing its most luxurious big truck yet.

The Super Duty Platinum will have standard navigation, a rear-view camera and a heated, leather-wrapped steering wheel when it goes on sale later this year. Ford's touch-screen entertainment and climate control system is in the wood-grain dashboard, with special knobs so workers can use it with gloves on.

Ford has had a high-end Platinum version of the light-duty F-150 since 2009. Around 10 percent of buyers choose that option. It's now bringing that level of luxury to Super Duty trucks, which have a towing capacity of 17,000 pounds or more.

Ford isn't saying how much the Super Duty Platinum will cost, but buyers should expect a hefty price tag. The current top-of-the-line F-250 Super Duty starts at nearly \$50,000.

Source URL (retrieved on 01/27/2015 - 2:27am):

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