

Arizona military vehicle engineer wins opportunity

Tough desert duty

Brian Schober, a systems engineer for military vehicle testing in Arizona, has won an opportunity from Ford Motor Company—out of more than 15,000 entrants—to test drive the all-new aluminum 2015 Ford F-150 before anyone else, in Ford's "You Test It" contest. His video test drive can be found at BuiltToughTest.com.

This video series is designed to put the truck through real-world testing scenarios using actual Ford customers. Entrants described how they would test the toughness of the new F-150 pickup.

In all, four lucky truck customers won this opportunity. Each of the four will test a 2015 Ford F-150 Lariat 3.5-liter EcoBoost 4x4 around North America—from military-intensive off-road trails in the Arizona desert; to hauling boulders in Oregon; to towing hay bales in Montana; to transporting supplies more than 900 miles across the Arctic from Fairbanks, Alaska to Inuvik, North-

west Territories, Canada.

The first video features Arizona's Schober, who ran the 2015 F-150 through a series of off-road tests in the Arizona desert—some of which are used for the military vehicles he tests as a systems engineer. The F-150 was put to the test for 36 straight hours, navigating a rugged 10-mile loop including rock crawls, sand washes and suspension challenges in triple-digit temperatures.

"I work at the US Army proving grounds, where I drive approximately 350 miles a day on gravel and dirt roads, hauling parts and people. I've gone through my fair share of vehicles," said Schober. "We currently rent a 2013 F-150 and consider it a workhorse. With a new F-150 on my radar for my next vehicle, the 2015 looks like it will do the trick."

More than 550,000 F-150s with 3.5L EcoBoost engines have been sold since they became available in 2011. ■

F-150 WORK MARKET SHARE

The light-duty pickup market is one of the most competitive and aggressive there is, and challenges are growing. Ford F-150—the top-selling vehicle in the US, period—still claims top spot for light-duty pickups among workers in some of the toughest vocations. Percentages are based on IHS Automotive, Polk US light-duty pickups for Ford F-150, Chevrolet Silverado 1500, GMC Sierra 1500, Chevrolet Avalanche 1500, Ram 1500 and Toyota Tundra combined new registrations January 2013 to May 2014, within:

- Admin-Environmental Quality Programs
- Agricultural Production-Livestock
- Auto Repair Services and Parking/Rental
- Electric Gas and Sanitary Services
- Emergency Vehicles
- Executive Legislative and General Govt
- Heavy Construction Except Building
- Hazardous Materials
- Road/Highway Maintenance
- Pipelines Except Natural Gas
- Manufacturing
- Agriculture/Farm
- Roofing Siding and Sheet Metal Work
- Specialized Heavy Hauling, Landscaping

