2027 FORD F-150

F-150 Gets a Tougher Look

PRESS RELEASE

Ford F-Series has been America's truck sales leader for 49 years, and Ford credits that streak to one simple habit: listening to customers. From the work-ready XL to the off-road, desert-running Raptor, every update to the F-150 is guided by customer feedback.

For 2027, Ford is upgrading the F-150 lineup with exterior refinements for a tougher look, new BlueCruise hands-free highway driving with towing, an updated powertrain lineup, more accessible off-road models and the new F-150 Carhartt. Every 2027 F-150 continues to deliver the Built Ford Tough capability customers expect.



The 2027 Ford F-150 adds refreshed grilles and wheels, a new standard 3.0-liter EcoBoost V6, hands-free highway driving while towing and the first-ever F-150 Carhartt.

EXTERIOR UPDATES

The 2027 F-150 XLT, Lariat, King Ranch and Platinum receive newly designed grilles and new wheel designs. Ford says the update was guided by customers who wanted a modern spin on a familiar face while keeping a reliable partner for towing and work.

BLUECRUISE TOWING

More than 75% of F-150 customers use their trucks to tow. That is why the 2027 F-150 introduces BlueCruise with Towing, the newest BlueCruise driver-assist feature. It allows drivers to go hands-free on more than 130,000 miles of prequalified divided highways, called Blue Zones, while towing a boat, trailer or camper and keeping their eyes on the road. The 2027 F-150 is the first vehicle to offer it.

Every BlueCruise-equipped 2027 F-150 will have access, from XLT and Tremor to Lariat, King Ranch and Platinum. Customers with an active BlueCruise subscription do not pay extra to use the towing feature. Ford tested thousands of miles of U.S. roads and used its Dynamic Driving Simulator to cover as many trailer combinations and conditions as possible.

POWERTRAIN LINEUP

A new 3.0-liter EcoBoost V6 becomes the standard engine, sharing the same core architecture as the 2.7-liter EcoBoost V6 it replaces. Rated at 325 horsepower and 400 lb-ft of torque, it delivers roughly 10% to 11% more torque in the range where everyday driving happens, for a more effortless and premium driving experience.

The 5.0-liter V8, rated at 400 horsepower and 410 lb-ft of torque, returns to the King Ranch and Platinum for the first time since 2023, making it available across the entire lineup from XL to Platinum. The 3.5-liter EcoBoost V6 produces 400 horsepower and 500 lb-ft of torque and can tow up to 13,500 pounds when properly equipped. The 3.5-liter PowerBoost full hybrid V6 makes 430 horsepower and 570 lb-ft of torque and offers available Pro Power Onboard generators rated at 2.4 kilowatts or 7.2 kilowatts.

OFF-ROAD MODELS

New entry-level Tremor and Raptor choices make Ford's off-road trucks more accessible, with the same tough hardware and capability at a lower price.

The entry-level Tremor is based on the STX and focuses on work- and recreation-ready off-road capability, trading features such as dual-zone climate control, heated front seats and a power sliding rear window for a simpler setup. The entry-level Raptor puts high-performance off-road capability ahead of creature comforts, dropping items such as the head-up display, fog lamps and power passenger seat while keeping the hardware that defines the Raptor.

F-150 CARHARTT

Expanding beyond the F-Series Super Duty, the first-ever F-150 Carhartt is offered on 4x4 XLT SuperCrew models. It rolls on unique 20-inch wheels and features distinctive fender vents and badging with the Carhartt logo, a lower rocker and tailgate graphic, signature headlamps and a cowl hood. A modified grille, dual exhaust, off-road running boards and a Carhartt-branded spray-in bedliner complete the exterior.

Inside, two-tone Carhartt-themed seat covers, updated door trim panels, a center console lid and steering wheel with accent stitching and Carhartt all-weather floor mats carry the theme throughout the cabin.

PRICING

The Carhartt Package is priced at $4,195, with the F-150 Carhartt starting at $62,660 plus destination. It is available to order now and will arrive in early 2027. The 2027 F-150 XL starts at $40,155. The STX is priced at $42,675, the XLT at $46,525, the Lariat at $57,730, the Tremor at $59,975, the King Ranch at $66,155, the Platinum at $69,130 and the Raptor at $75,325. Those prices exclude destination and delivery.

BY THE NUMBERS

Base price: $40,155
Wheelbase: 122.8–157.2 in.
Length: 209.4–243.9 in.
Width: 79.9 in.
Height: 75.0–80.7 in.
Engine: 3.0L EcoBoost V6, 325 hp, 400 lb-ft
Max towing: 13,500 lbs.