

# Automotive Description Service

## A market leader in complete, customizable VIN decoding

Your business has unique vehicle description needs, so don't settle for a 'one size fits all' VIN decoder. Choose Chrome's Automotive Description Service (ADS) version 7.0, and get the exact descriptive data you need. Offered as a full or basic service with add-on modules for expanded images and medium & heavy-duty vehicle descriptions, ADS is uniquely customizable to fit your business needs and streamline operations.

The basic service delivers pared-down vehicle information that is ideal for quick inventory listings, vehicle validation and verification, and data normalization. Customers may add-on modules for Canadian data and vehicle images from Chrome's Image Gallery. The full version delivers all of the basic data, as well as the complete array of data points for the most comprehensive make, model, trim and equipment descriptions. Customers may add –on modules for images and medium & heavy-duty vehicle descriptions.

With complete coverage for US and Canadian vehicle models back to 1981, and Chrome's high-quality VIN and new vehicle information, we're able to deliver an unparalleled level of detail and accuracy on decoded VINs. Delivered through Chrome's streamlined web service interface, ADS can be implemented in virtually any type of application, and all descriptions include the Chrome StyleID for easy integration with other Chrome products.

You choose the service, the value-added modules and the data parameters that meet your unique business needs. Chrome delivers the precise data through a seamless, cost-effective web service interface.

### Automotive Description Service Features:

- Basic version delivers pared-down vehicle information
- Full version delivers a comprehensive array of data points, including torque, dimensions, weight, extended option descriptions, full OEM interior color codes, warranty information and more
- Coverage for US and Canadian models back to 1981
- Convert large batches of nondescript VINs into rich detailed vehicle descriptions
- Add-on modules for enhanced images and medium & heavy-duty vehicles
- VINless decoding available using year, make, model and trim
- Streamlined web services interface
- Customizable data parameters
- Coming Soon: data for additional vehicle types, such as motorcycles, RVs and sportcraft

### Automotive Description Service Benefits:

- Get exactly the VIN-decoder that meets your needs with basic and full versions
- Easily add enhanced images or alternative vehicle descriptions
- Access Chrome's over 30 years of vehicle data and high quality VIN and new vehicle information
- Integrate easily with existing applications
- Easily select how much or how little detail you want to display
- Streamline operations and save time by receiving exactly the descriptive data your business needs

# Full description:



## VEHICLE SPECIFICATIONS

Year:	2011
Make:	Ford
Model:	F-150
Style:	4WD SuperCrew 145" XLT
Market Class:	4WD Standard Pickup Truck
World Manufacturer Identifier:	United States Ford
Fuel Economy (City):	14.0 MPG
Fuel Economy (Highway):	19.0 MPG
Invoice Price:	\$33,126 - \$33,126
MSRP:	\$36,525 - \$36,525
Destination Price:	\$975.00 - \$975.00

## AVAILABLE EXTERIOR COLORS

Black (Black) Code: UA
Black (Tuxedo Black Metallic) Code: UH
Blue (Blue Flame Metallic) Code: SZ
Blue (Dark Blue Pearl Metallic) Code: DX
Gold (Golden Bronze Metallic) Code: JQ
Gray (Sterling Gray Metallic) Code: UJ
Red (Race Red) Code: PQ
Red (Red Candy Metallic) Code: RZ
Red (Vermillion Red) Code: E4
Silver (Ingot Silver Metallic) Code: UX
Tan (Pale Adobe Metallic) Code: LQ
White (Oxford White) Code: YZ

## STANDARD EQUIPMENT

### MECHANICAL

- (Installed) 3.55 axle ratio (REQ: 99F engine)
- (Installed) 4-wheel drive
- (Installed) 78-amp/hr (750CCA) maintenance-free battery
- (Installed) Trailer sway control
- (Installed) 5.5' pickup box
- (Installed) (4) pickup box tie-down hooks
- (Installed) 7200# GVWR, 1550# maximum payload
- (Installed) Long-spindle double wishbone front suspension w/coil-over-shock
- (Installed) Leaf spring rear suspension w/2-stage variable rear springs
- (Installed) Gas shock absorbers
- (Installed) Pwr rack & pinion steering
- (Installed) Pwr front/rear disc brakes
- (Installed) Easy Fuel capless fuel filler system
- (Installed) 2-ton jack

### EXTERIOR

- (Installed) Chrome front bumper w/black lower valance & molded-in-color fascia
- (Installed) Chrome rear step bumper
- (Installed) Black front/rear stone cuffs
- (Installed) Outer scuff pad
- (Installed) Chrome grille surround w/chrome "bar style" insert
- (Installed) Autolamp -inc: automatic on/off headlamps
- (Installed) Cargo lamp integrated w/high mount stop light
- (Installed) Fog lamps
- (Installed) Fixed rear window
- (Installed) Interval wipers
- (Installed) Black door & tailgate handles
- (Installed) (4) full-size doors

(Installed) Removable tailgate w/key lock & lift assist

### ENTERTAINMENT

(Installed) AM/FM stereo w/CD/MP3 player -inc: clock, speed compensate volume control, aux audio input jack

### INTERIOR

- (Installed) 60/40 flip-up rear split bench seat
- (Installed) Driver & front passenger door scuff plates
- (Installed) Color-coordinated urethane steering wheel
- (Installed) Tilt steering column
- (Installed) Gauges -inc: fuel gauge, voltmeter, oil pressure, engine coolant speedometer, tachometer, odometer
- (Installed) Display center -inc: warning messages & text functions
- (Installed) Customer info display
- (Installed) Outside temp gauge
- (Installed) Pwr windows w/driver side 1-touch down
- (Installed) Delayed accessory pwr
- (Installed) Perimeter alarm
- (Installed) Cruise control
- (Installed) SecurILock anti-theft ignition (PATS)
- (Installed) Manual air conditioning
- (Installed) Chrome ring w/obsidian vanes air conditioning registers
- (Installed) Deployable cupholder under middle seat
- (Installed) Rear door cupholders
- (Installed) Instrument panel mounted cigar lighter
- (Installed) Compass
- (Installed) Overhead console w/(2) storage bins
- (Installed) Driver & front passenger covered visor vanity mirrors
- (Installed) Front passenger side A-pillar grab handle
- (Installed) 2nd row B-pillar grab handles
- (Installed) Front/rear map lights
- (Installed) Fade-to-off interior lighting

### SAFETY FEATURES

- (Installed) Anti-lock braking system (ABS)
- (Installed) AdvanceTrac w/roll stability control (RSC)
- (Installed) Dual stage driver & passenger front airbags w/passenger off sw
- (Installed) Dual stage driver & front passenger seat-mounted side airbags
- (Installed) Safety Canopy front/rear outboard side curtain airbags
- (Installed) MyKey system -inc: top speed limiter, audio volume limiter, earl fuel warning, programmable sound chimes, Beltminder w/audio mute
- (Installed) SOS post crash alert system
- (Installed) Outboard front lap & shoulder safety belts -inc: height adjusters pretensioners, energy management retractors
- (Installed) Center front 2-point safety belt
- (Installed) 3-point safety belts at all rear seat positions
- (Installed) Auto lock safety belt feature for child seats
- (Installed) Rear door child safety locks
- (Installed) Tire pressure monitoring system
- (Installed) Dual note horn

### FACTORY OPTIONS

#### ENGINE

- (99F) 5.0L V8 FFV ENGINE; Invoice: 0 MSRP: 0
- (99T) 3.5L V6 ECOBOOST ENGINE; Invoice: 750 MSRP: 750

#### AXLE

- (X19) 3.55 AXLE RATIO; Invoice: 0 MSRP: 0
- (X27) 3.31 AXLE RATIO; Invoice: 0 MSRP: 0
- (XH9) 3.55 AXLE RATIO W/LIMITED SLIP DIFFERENTIAL; Invoice: 350 MSRP: 350

- (XB6) 3.73 AXLE RATIO W/LIMITED SLIP DIFFERENTIAL; Invoice: 400 MSRP: 400
- (XL6) 3.73 AXLE RATIO W/ELECTRONIC LOCKING DIFFERENTIAL; Invoice: 0 MSRP: 0

### SERIES ORDER CODE

(507A) XLT SERIES ORDER CODE; Invoice: 0 MSRP: 0

### TIRES

- (T7E) LT245/75R17E ALL-TERRAIN BSW TIRES; Invoice: 300 MSRP: 300
- (T7H) P265/70R17 ALL-TERRAIN OWL TIRES; Invoice: 0 MSRP: 0
- (T8B) P275/65R18 ALL-TERRAIN OWL TIRES; Invoice: 0 MSRP: 0
- (T8C) LT275/65R18C ALL-TERRAIN OWL TIRES; Invoice: 275 MSRP: 275
- (T2E) P275/65R20 ALL-TERRAIN OWL TIRES; Invoice: 0 MSRP: 0

### ADDITIONAL EQUIPMENT

- (86X) XLT CHROME PKG; Invoice: 1595 MSRP: 1595
- (61C) XLT CONVENIENCE PKG; Invoice: 950 MSRP: 950
- (66D) XLT IN-DASH COMPUTER CONVENIENCE PKG; Invoice: 1875 MSRP: 1875
- (61P) XLT PLUS PKG; Invoice: 495 MSRP: 495
- (55A) OFF ROAD PKG; Invoice: 695 MSRP: 695
- (47C) CREW CHIEF (TELEMATICS) BY MICROLISE; Invoice: 425 MSRP: 425
- (47T) TOOL LINK BY DEWALT; Invoice: 1120 MSRP: 1120
- (47S) CABLE LOCK BY MASTER LOCK; Invoice: 120 MSRP: 120
- (96P) PLASTIC DROP-IN BED LINER; Invoice: 200 MSRP: 200

### VEHICLE FEATURES

- (installed) A/C
- (installed) Driver Air Bag
- (installed) Passenger Air Bag
- (installed) Front Head Air Bag
- (installed) Front Side Air Bag
- (installed) Passenger Air Bag On/Off Switch
- (installed) Rear Head Air Bag
- (installed) Security System
- (installed) 4-Wheel Disc Brakes
- (installed) V6 Cylinder Engine
- (installed) Turbocharged
- (installed) Gasoline Fuel
- (installed) 6-Speed A/T
- (installed) Four Wheel Drive
- (installed) ABS
- (installed) Traction Control
- (installed) Adjustable Steering Wheel
- (installed) Child Safety Locks
- (installed) Cloth Seats
- (installed) Cruise Control
- (installed) Floor Mats
- (installed) Fourth Passenger Door
- (installed) Intermittent Wipers
- (installed) Keyless Entry
- (installed) Pass-Through Rear Seat
- (installed) Power Door Locks
- (installed) Power Mirror(s)
- (installed) Power Steering
- (installed) Power Windows
- (installed) Third Passenger Door
- (installed) Tires - Front All-Terrain
- (installed) Tires - Rear All-Terrain
- (installed) Conventional Spare Tire

## Basic description:



### VEHICLE SPECIFICATIONS

Year:	2011
Make:	Ford
Model:	F-150
Body Type:	Crew Cab Pickup
GVWR Range:	6,001 - 10,000
Engine:	V6 Cylinder
Fuel Type:	Gasoline

DIVISION	STYLE	STYLE ID
Ford	4WD SuperCrew 145" XLT	330190
Ford	4WD SuperCrew 145" FX4	330191
Ford	4WD SuperCrew 145" Lariat	330192
Ford	4WD SuperCrew 145" King Ranch	330193
Ford	4WD SuperCrew 145" Platinum	330194
Ford	4WD SuperCrew 157" XLT	330198
Ford	4WD SuperCrew 157" FX4	330199
Ford	4WD SuperCrew 157" Lariat	330200
Ford	4WD SuperCrew 157" King Ranch	330201
Ford	4WD SuperCrew 157" Platinum	330202