

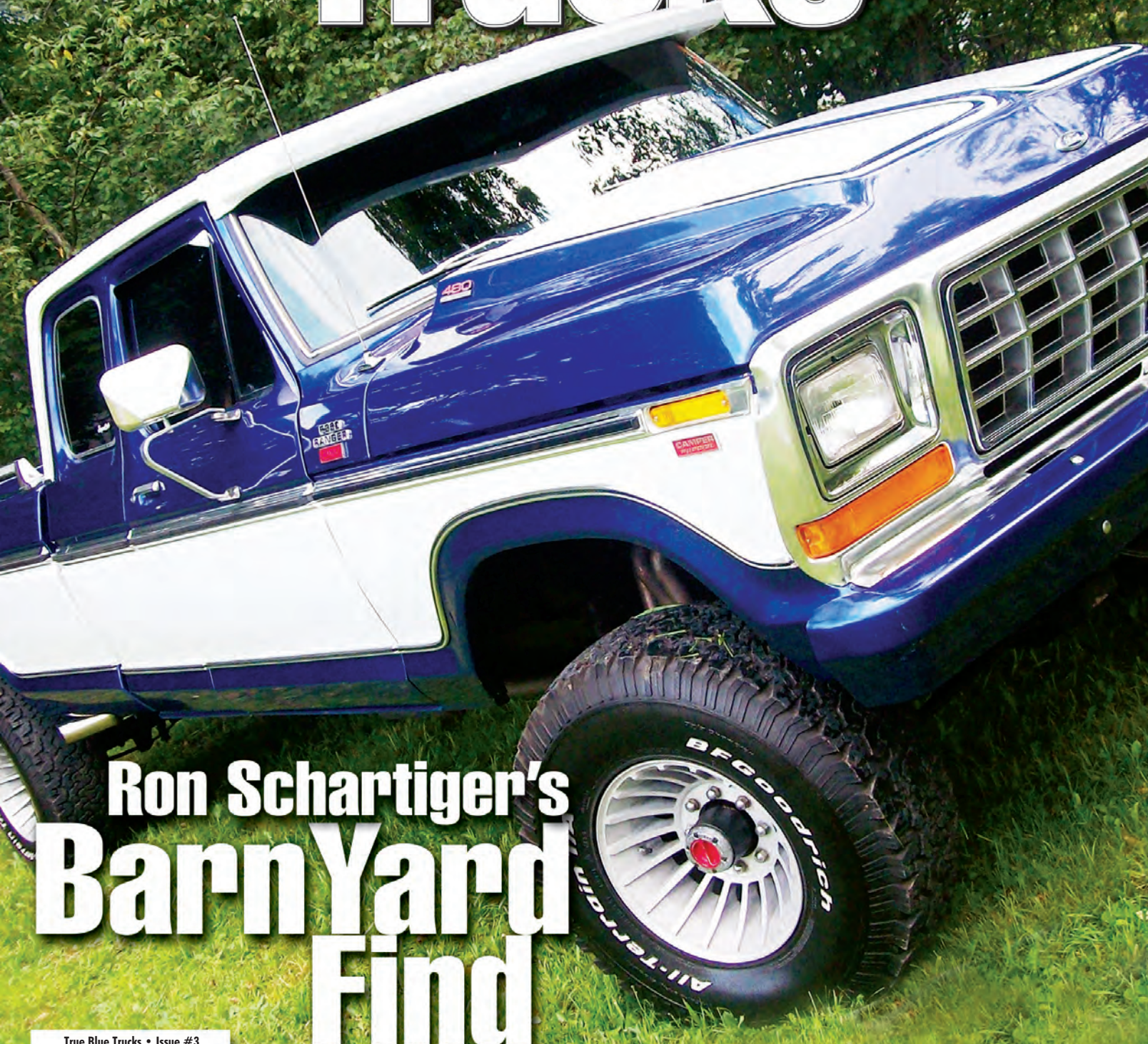


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The Motor City's Ultimate F-150 Project

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Living in the Motor City means one thing when spring and summer finally roll in – the invasion of classic cars and trucks! From the gathering of Stangs, Cougars and Firebirds at the Daly drive-in, the ritualistic weekend cruising of legendary strips of road – Telegraph, Gratiot, Main Street; the organized events by 4x4, hot-rod and classic car clubs; the hometown legend Jack Roush and his museum of adrenaline-pumping race cars and the legendary, world-renown, supernatural Woodward Dream Cruise - the largest gathering of its kind in the world where 1.5 million car and truck enthusiasts gather with eager excitement and drool with sensory overload as every make, model and year hit the strip! One can not help wanting to be part of the festivities and for me, it just had to be in a Ford Truck.

HOW THE ULTIMATE F-150 PROJECT WAS BORN:

I've always been a truck-guy. A Bill Brown Ford, red-blooded American truck guy. Last fall I visited my salesman Tom Smith and purchased my fifth truck from him - this time driving off with the showroom stud – a shiny 2009 black F-150 super crew 4x4 5.4 V-8. Very cool! It wasn't long before I felt the desire to be a bigger part of all the Motor City summer fun and festivities and this new, incredibly special F-150 was going to lead the way.

During recent times in our great nation, but especially in the Motor City, we are more conscious than ever of the words, "Made in North America", and "Made in the USA". This project, now known as the Motor City's Ultimate F-150 Project, was going to give birth to the most innovative, eye-popping and superbly engineered aftermarket accessories from the finest corporations and all this while staying as close to the north American theme as possible. He's a homegrown, custom F-150 stallion surging with patriotic excitement, raging with energy and sporting some of the finest aftermarket products ever made!

ORGANIZED STORAGE WITH A COOL BOLD TWIST:

I first found the Rocker Pod storage unit by Ultimate Truck Gear in the early part of 2009, when I owned a Jeep Wrangler Unlimited which presented storage issues for me while hunting, camping and fishing with three kids — no place for extra gear! You know - the ropes, saws, tools, ammunition, first aid kit, fishing rod, tackle, flares, MREs, etc. I didn't pursue the Rocker Pod product with



EDITOR'S NOTE:

Paul Beroff will be reviewing many aftermarket products in the upcoming issues of True Blue Trucks Magazine on his truck "The Ultimate F150 Project". If you have an item you would like to have Paul review, let us know.



the Jeep but after I bought the F-150 it was the first major upgrade I knew I had to do. I had thrown an old hard-plastic tool box in the bed that I had left over from several generations of trucks, but the box wasn't organized and it took up too much valuable bed space in this small short box not to mention having to climb into the back of truck every time I needed access to the contents.

Hands down, the Rocker Pods were my solution. They provide the storage and organization I need, and also serve as a step into all four doors as well as the bed of my F-150. Ultimate idea for sure.

I had a good feeling about this company from the first moment I located them on the web and this hunch was confirmed the moment my Ultimate F-150 project rolled into the driveway of their Toronto based business.

For the first time in person, my eyes clearly focused upon a behemoth truck sporting all of the Ultimate Truck Gear equipment! I was there for the Rocker Pod Cargo Steps that stood ruggedly affixed to this vehicle. They were even more incredible than I expected! This truck was also equipped with the Ultimate Push Bar and the TacRack (two more upgrades I'm planning for Phase II of the project). As stunning as these products looked online and in the brochures, they were nothing compared to seeing them up close and personal — several words swept through my thoughts - BOLD, QUALITY and HECK YEAH as that little-kid at Toys-R-Us feeling surged

through my body!

I was greeted by the owners of the company who within seconds felt like good old friends and family. Definitely the type of people and business owners I feel great buying from. They care about all the right things which can be seen in everything from the cleanliness and organization of their spotless factory to their friendly, highly motivated employees and ultimately their extremely high-quality, superbly engineered and highly unique Ultimate Truck Gear product line. This stuff is for REAL and incredibly HARD CORE — and all MADE IN NORTH AMERICA!

The Pods are very cool. They are made of thick extruded powder-coated aluminum and are approximately 12" deep. They run the full length between the wheel wells and although the my particular configuration includes built in steps for even easier access to the cab, I have the ability to store very long items in the Pods as the full length of them is usable for storing items such as fishing rods, hockey sticks, rifles, oars, etc. The access doors are available in different sizes and all of them have marine card locking hardware and some very good gaskets and weather stripping to make a watertight seal.

The attention to detail and quality of my Rocker Pods is well beyond my expectations and that of many aftermarket products I have seen. This is exactly the type of accessory I was looking to add to the Ultimate F-150 Project. As a consumer and person who appreciates excellence, it is

such a nice feeling knowing there are North American companies out there with owners who have it all together, owners who put design, quality and customers at the forefront of their business model and that's exactly what the folks at Ultimate Truck Gear have done.

Ultimate Truck Gear goes even a step further by offering discounts to military and public safety officers. You definitely should visit their website and check out the unique products they are producing.

I plan on outfitting the Ultimate F-150 Project with more of the Ultimate Truck Gear equipment in the near future!
(UltimateTruckGear.com)

INTERIOR PROTECTION:

Being from Michigan, I can't even begin to stress the nastiness that Mother Nature dishes our way. From the spring rain-created mud to the gut wrenching, heart twisting and wicked winter weather. The subfreezing temperatures are one thing, but the salt-





summoning snow and ice storms tear at the soul of the auto enthusiast who slaves to keep a clean vehicle. Basically, you have to either store your ride in the winter or face the fact it is going to be exposed to slushy, salty mess for months.

But, in the midst of all this nasty weather, I feel a great sense of comfort in knowing my interior floor and carpeting will be totally protected from the mud, salt and slush that Michigan eagerly throws my way. That's because I ALWAYS use Husky Floor Liners! For over twenty-years Husky has been manufacturing superior vehicle protection products and I've used them in all of my vehicles. They are worth every penny not to mention they look rugged and fit the Ultimate F-150 Project very well. Husky has recently come out with another cool product that I plan on installing. They call it the GearBox. It's a slick-looking interior storage unit that fits neatly under the rear seat. Look for it in the next installment of the Motor City's Ultimate F-150 Project. (www.HuskyLiners.com)

With three kids, sports, hunting, camping and fishing I knew the Ultimate F-150 needed some serious seat protection. My searches kept turning up one company – Shear Comfort and I learned why. The folks at Shear Comfort have been in business for years producing seat covers in a wide range of materials and colors. I decided to go with their neoprene custom fit covers for front and rear seats, head rests and center console. I chose the black and charcoal color scheme that matches my interior perfectly. The seat covers are very high quality and definitely exceeded my expectations. The staff was very thorough in obtaining my exact seating arrangement – things like head

rests, consoles, seat belts, power seats and air bags are all considered when creating the custom seat cover. Service was fast and friendly. (www.ShearComfort.com)

OTHER PHASE I ACCESSORIES:

The first actual modification to this True Blue F-150 were the tires. I drove it from the showroom to the local Belle Tire store where I upgraded three tire sized to some 285/60/17 BF Goodrich all terrains. I've used this same style of tire on a few of my previous Fords and I have received incredible performance and lack-of-wear on them. Now although this set of rubber now only has 5,000 miles on them, I'll be trading them in for their big brother once I install the suspension system.

Some of the other cool accessories I have added to the project vehicle are the Unity police style, A-pillar mounted spotlight. With all the camping, hunting and fishing trips along with trucks and Jeeps in my past, I can hardly believe I didn't install one of these a long time ago. It was scary as hell drilling a half-inch hole through the multi-layered, narrow A-pillar of a \$40,000 truck with only a couple thousand miles on it! I chewed through three new drill bits as I carefully navigated through the pillar and around the airbag! I painted the surface where the paint flaked off and sealed all holes and around the mounting base with silicone sealant. I'm contemplating installing another one on the passenger side, but not sure if the passenger "grip handle" may interfere with the installation.

To round out the first phase of my upgrades, I purchased EGR window vents and bug deflector (EGRUSA.com). They add a perfect,

finished touch to the hood and windows and the vents are very useful when just cracking the window for a bit of fresh air. Both of these products installed in just minutes and are holding up very well. Like most of the accessories found on the Motor City's Ultimate F-150 Project, they are available from www.RealTruck.com who offer a huge selection of car and truck accessories – just about anything you need to accessories your ride. They have incredible friendly and helpful customer service and their shipping is very fast.

WHAT'S NEXT? PHASE III!

BIG & BOLD! Phase I of this project was exciting and got us off to a good start. Phase II is going to be killer! In Phase II I am planning on installing a premium roll-type bed cover, specialty lighting, interior storage components, a Superlift suspension system, over-sized tires and wheels, and I'm also looking at bumpers, push bar, a TacRack, winch, new electronics such as upgraded sound system, DVD, navigation system and CB. It's going to be a very fun and exciting summer here in the Motor City with the Ultimate F-150 rolling to life. Stay tuned!!!

You can stay up-to-date on the progress of the Motor City's Ultimate F-150 Project by visiting the website located at www.UltimateF150.com. The site is updated frequently and contains project status, information on all accessories, photo gallery, upcoming mods section, a blog, mailing list and soon a section with discounts from participating partners. The site also contains installation and product review notes along with some videos. And by all means, please feel free to contact me. 

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