**MEMO**

TO: Brenda Seymour, Director of Procurement

FROM: Abdul Saboor, Lead Field Hand **AS**

DATE: September 22, 2022

SUBJECT: Analysis of New Ford F-150 Company Truck

**INTRODUCTORY SUMMARY**

I have just completed six months of driving the new company truck, the Ford F-150, to remote job sites across the country. The truck took a good beating and never caused any delays or incidents.

However, there are still some points I would like to address before the company proceeds with the purchase of five more brand new trucks for other offices. This report features some points that need to be considered. My comments focus on three major areas of the truck: reliability, specifications and after-sales customer service.

**RELIABILITY**

When any vehicle is considered for company use, reliability needs to be the first consideration as the subject vehicle must be able to take years of hard work and abuse. Talking about the reliability of the Ford F-150, I would like to mention some important things about the engine and gearbox of the truck.

**Engine**

This new truck had been very reliable in all sorts of terrain and weather. The truck never failed to start, even during subzero storms last winter. The truck is also plenty powerful for all sorts of hauling. During the past six months, I drove to 18 jobs across the country, from marshes in Maine to mountains in New Hampshire, putting around 12,000 miles on the clock on all sorts of road conditions. So, the truck’s engine proved quite reliable for the job.

**Gearbox**

All that power is of no use if it could not be properly put down. Luckily, I was provided with an automatic transmission that worked great. I am told by other owners that the automatic is better than the manual for construction jobs because the manual tends to burn out clutches, especially when the truck needs to be “rocked” back and forth to get out of mud holes. My automatic has taken a lot of abuse without problems.

**SPECIFICATIONS**

The configuration of the truck provided was adequate for given tasks. However, I would still like to suggest some changes regarding the engine, suspension, tires and truck bed. Based on driving experience, these changes will ease some struggles.

**Engine**

I am informed that the company is considering a more powerful engine for future orders. According to my evaluation, the 4.6-litre small V-8 has provided plenty of power to handle any hauling I have done. No need to order the more expensive and less fuel-efficient 5.4-litre V-8. This will result in cutting down the extra fuel expenses.

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**Suspension**

I have had some problems with front-end handling on rough roads. Therefore, I suggest that future trucks shall be ordered with a special handling package, which includes two shock absorbers, not just one on each front wheel. This will significantly improve handling and hauling on loose soil.

**Tires**

The tires that came with the truck configuration did not work well in muddy locations, even with four-wheel drive engaged. I suggest that we buy all-terrain tires for future vehicles along with a four-wheel drive option, it is necessary at over half of our job sites.

**Truck-bed**

The short bed (six feet) did not provide enough hauling room, once I placed my toolbox across the truck bed near the back window. Suggest the company buy long-bed trucks with the added two feet of room. This change will be necessary for far-away sites where more tools are required.

**AFTER-SALE SERVICES**

After-sales service is a point that needs to be considered beforehand to avoid any hassles in the future. I have had no major repairs, just the regular maintenance checks at the dealer. In addition to that, there was one recall from the manufacturer concerning an exhaust pipe hanger that might bend, but the dealer fixed the problem in 20 minutes. I had an overall good experience with all the company dealerships and service centres.

**CONCLUSION**

As noted at the outset, no major problems or delays that could affect daily tasks occurred during the past six months. No safety issues were noticed, but to make the truck more helpful in the long-term some modifications in the configuration need to be made, mainly the suspension, tires and truck bed.

I strongly suggest that these changes must be considered before placing any orders. Overall, I would give a good to an excellent rating of the truck. However, I need to have another six months to see how well the truck holds up.