

NEW PRODUCTS

by Megan Silveira, assistant editor

Demand and Travel

Companies have released new vehicles and tools to fulfill the demands of consumers.

Clients across the country are demanding recreational and work vehicles to help them travel in an efficient manner.

Ford's F-150

As the Detroit Free Press announced demand for the pickup truck is



exceeding supply, Ford Motor Co. launched a campaign for their new F-150 on Jan. 1.

The new model is the first complete redesign of the F-150 truck since 2015.

The company says the campaign, created by Wieden+Kennedy, is designed to expand the definition of “tough” and push the idea of the vehicle against the traditional strategies of marketing. It will instead highlight the smart features and technologies of the truck.

Focusing on the people behind the truck rather than the “pure brawn” of the vehicle, Ford Motor Co. hopes to connect with individuals of all American lifestyles.

Roughly 20 spots aired at the beginning of the year to highlight the new pickup that hit the market at the end of 2020.

The series of commercials vary in length and subject matter but all work to share special features of the vehicle. These include a tailgate work surface featuring a power outlet for tools, best-in-class available payload and towing, conversion ability of the cabin to turn into a workspace utilizing the center console as a desk, and 7.2 kilowatts of available electric power.

American Landmaster's UTV

At the beginning of January, American Landmaster released L7XL PRO, their new UTV designed for large farmer jobs, construction sites, industrial plants, lumber yards or hunting expeditions.

“Our goal was to bring the industry an American-made, high-quality, affordable, heavy-duty UTV,” says David Piercy, marketing director for American Landmaster. “The L7XL PRO was rigorously tested, one test included continuously driving the unit for over 6,000 miles around a test track.”

Piercy says the tests validated the quality of the product from its engines to its tires. The vehicle

proved its ability to carry 1,000 pounds (lb.) of steel and lumber, Piercy added.

The UTV comes with the company's most powerful and dependable commercial-grade engine. It is also equipped with a heavy-duty suspension system, power steering and a long bed with an electric bed lift. The bed itself can be transformed into a flatbed by simply removing bolts and sidewalls.

The L7XL PRO offers more than 30 new features in addition to what has previously been mentioned. For more information visit www.AmericanLandmaster.com. 

