

2023

# MAVERICK™

BUILT FORD TOUGH CAPABILITY MEETS COMPACT TRUCK VERSATILITY



PACKAGING GUIDE

Preproduction vehicles shown throughout. Available Fall 2022.

# 2023 MAVERICK

## THE FUNCTIONAL, FLEXIBLE, FUEL-EFFICIENT FORD TRUCK

The 2023 Maverick™ pickup starts with the Built Ford Tough® foundation of capability and durability, and then adds versatility and value to appeal to a whole new truck audience. Maverick is built for customers who need a vehicle to carry gear on the weekend, then back to work on Monday. Plus, they'll appreciate excellent affordability, thanks to Maverick being the first standard full hybrid pickup in America.

Like its name, Maverick conveys the attitude of strength and freedom. Combining the maneuverability of a small SUV, the functionality of a pickup and roomy seating for five, Maverick is built for on-the-go customers who didn't know they needed a truck.



## MAVERICK HIGHLIGHTS

### MODELS/CONFIGURATION

MODELS: XL, XLT and LARIAT | CONFIGURATION: SuperCrew® with 4.5' pickup box only

### PERFORMANCE AND CAPABILITY

- The first standard full hybrid pickup in America
  - 2.5L Atkinson-cycle I-4 engine paired with a 94kW electric motor and combined 191 horsepower
  - Electronically Controlled Continuously Variable PowerSplit Transmission (eCVT)
  - Front-wheel drive (FWD) only
- 2.0L EcoBoost® I-4 gas engine available
  - 8-speed automatic transmission
  - 250 horsepower and 277 lb.-ft. of torque<sup>(1)</sup>
  - FWD or available all-wheel drive (AWD)
- Electric power-assisted steering (EPAS)
- Selectable Drive Modes: Normal, Eco, Sport, Slippery and Tow/Haul
  - FX4 and Tremor Off-Road Package includes Mud/Ruts and Sand Modes (replacing Eco and Sport)
- Maximum payload rating of 1,500 lbs.<sup>(2)</sup>
- Towing capability<sup>(3)</sup>
  - 2,000-lb. rating standard
  - 4,000-lb. max. trailer tow capacity with 2.0L EcoBoost engine and available 4K Tow Package

**PERFORMANCE NOTE:** Horsepower, torque, payload and towing are independent attributes and may not be achieved simultaneously.

<sup>(1)</sup> Horsepower and torque ratings based on premium fuel per SAE J1349® standard. Your results may vary.

<sup>(2)</sup> Maximum payload varies and is based on accessories and vehicle configuration. See label on doorjamb for carrying capacity of a specific vehicle.

<sup>(3)</sup> Maximum towing varies based on cargo, accessories, vehicle configuration or number of passengers.

<sup>(4)</sup> Qi wireless charging may not be compatible with all mobile phones.

### EXTERIOR

- Pickup box
  - 4.5' of bed length with tailgate up/6' with tailgate down
  - 6 cargo bed tie-downs
  - 110-volt/400-watt AC power outlet available
  - FLEXBED™ system with available side storage bins and provisions for bed divider boards and two-tiered loading
  - LED cargo light available
  - Multi-position tailgate with bottle openers
  - Two 12-volt, 20-amp pre-wired sources for DIY electrical solutions
- LED headlamps standard, with LED signature lighting on LARIAT
- Wiper-activated headlamps (XLT, LARIAT)



## BUILT FORD TOUGH DNA

The 2023 Maverick continues to build on the Built Ford Tough DNA. We know how to test and torture trucks to prepare them for a tough day's work or an adventurous weekend pursuit. Maverick emphasizes Built Ford Tough quality, reliability and durability.

- Maverick architecture has endured the equivalent of about 19 million miles of durability testing in the real world, in labs and on proving grounds
- Like all Ford trucks, Maverick has undergone test cycles to meet demanding requirements for extreme weather, durability, off-road toughness, maximum payload limits and vehicle shake tests



### INTERIOR

- 4.2" productivity screen in instrument cluster
- B&O® Sound System by Bang & Olufsen® with 8 speakers, including subwoofer, available on LARIAT
- FITS (Ford Integrated Tether System) slots behind the console and in the under-seat storage bin allow owners to add accessories like a cupholder, double hooks or cord organizer
- Front-door storage bins designed to fit a small laptop
- Room for 5 adults
- Seating choice of cloth or available ActiveX™ Trimmed Seating Material
  - Front bucket seats
  - Rear bench with flip-up rear-seat cushion and under-seat storage
- Stylish interior design and color combinations specific to each trim level
- Two front USB ports and dual rear USB ports (LARIAT)
- Wireless charging pad<sup>(4)</sup> available

### TECHNOLOGY

#### FORD CO-PILOT360™ TECHNOLOGY

- Adaptive Cruise Control with Stop-and-Go and Lane Centering available
- Autolamp automatic on/off headlamps
- Auto High Beams
- BLIS® (Blind Spot Information System) with Cross-Traffic Alert available
- Evasive Steering Assist available
- Intersection Assist available
- Lane-Keeping System with Lane-Keeping Aid, Lane-Keeping Alert and Driver Alert System available
- Pre-Collision Assist with Automatic Emergency Braking (AEB), Pedestrian Detection and Forward Collision Warning with Dynamic Brake Support
- Post-Collision Braking
- Rear Parking Sensors available
- Rear View Camera

#### CONNECTIVITY TECHNOLOGY

- 8" center-stack touchscreen with Bluetooth® connectivity
  - Apple CarPlay® and Android Auto™ compatibility
- FordPass™ Connect
- SYNC® 3 with Navigation available on LARIAT with Luxury Package

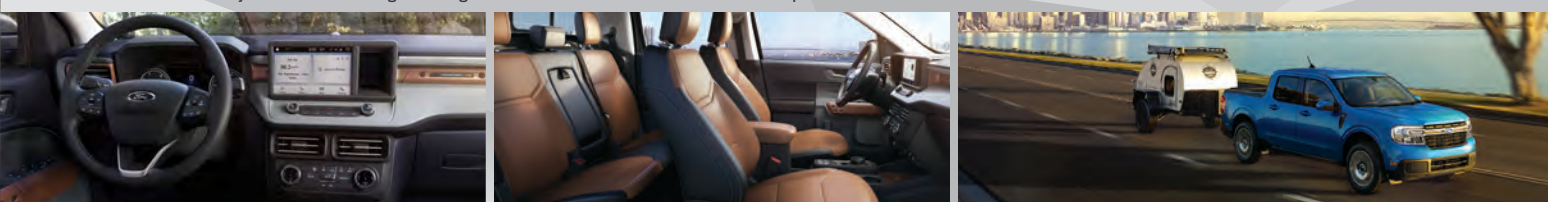
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## MAVERICK ROUNDUP

|                                  |         |
|----------------------------------|---------|
| MAVERICK HIGHLIGHTS              | 2 – 3   |
| BUILT FORD TOUGH DNA             | 3       |
| PACKAGE CHANGES AND NEW PACKAGES | 4 – 7   |
| PERFORMANCE                      | 8       |
| CAPABILITY                       | 9       |
| DESIGN                           | 10 – 11 |
| MODEL LINEUP                     |         |
| XL FEATURES                      | 12 – 13 |
| XLT FEATURES                     | 14      |
| LARIAT FEATURES                  | 15      |
| PACKAGES & OPTIONS               | 16      |
| TECHNOLOGY                       | 17      |
| COLOR & TRIM                     | 18      |
| ADDITIONAL RESOURCES             | 19      |

**NOTE:** See pages 12–16 for specific feature availability.



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# 2023 PACKAGE CHANGES AND NEW PACKAGES



Maverick is offering new packages for 2023, including the Black Appearance Package, Tremor Off-Road Package and Tremor Appearance Package.

## CHANGED PACKAGES

### XLT LUXURY PACKAGE (54L)

The following features are no longer included in package and are still available as standalone options:

- Bed Tie-Down Locking Rails (61D)
- Drop-in Bedliner (96J)
- Remote Start System (18R; reqs. XLT Luxury Package)
- Spray-in Bedliner (96G)

### LARIAT LUXURY PACKAGE (54P)

The following features are no longer included in package and are still available as standalone options or part of another package:

- Adaptive Cruise Control with Stop-and-Go and Lane Centering (now part of Ford Co-Pilot360 Assist Package)
- Bed Tie-Down Locking Rails (61D)
- Evasive Steering Assist (now part of Ford Co-Pilot360 Assist Package)
- Rear Parking Sensors (now part of Ford Co-Pilot360 Assist Package)
- Remote Start System (18R; reqs. LARIAT Luxury Package)
- Spray-in Bedliner (96G)



## NEW PACKAGES/OPTIONS

### FORD CO-PILOT360 ASSIST (66B) — NEW

- Adaptive Cruise Control with Stop-and-Go and Lane Centering
- Evasive Steering Assist
- Rear Parking Sensors
- Optional on LARIAT

**NOTE:** Requires Ford Co-Pilot360 (86B) and LARIAT Luxury Package (54P).



## BLACK APPEARANCE PACKAGE (59D) – NEW ON XLT AND LARIAT

- 18" machined-face Ebony-painted aluminum wheels
- Contains black:
  - Door handles
  - Grille
  - Interior accents – instrument panel and door trim
  - Mirrors
  - Seats – Black Onyx
- “BLACK EDITION” Ford logo – front and back
- Blacked-out headlamp and taillamp treatment



### SELLING POINTS

**THE DESIGN:** The Black Appearance Package helps buyers further customize their Maverick to match their unique personal style. Available with any Maverick exterior color, the Black Appearance Package will help customers let their Maverick stand out, wherever they take it.

# 2023 PACKAGE CHANGES AND NEW PACKAGES

## TREMOR OFF-ROAD PACKAGE AND APPEARANCE PACKAGE — NEW ON XLT AND LARIAT

### SELLING POINTS

**THE DESIGN:** The rugged Tremor theme can be found throughout. Maverick Tremor comes with a Tremor-specific grille finish, plus blacked-out Ford logos, headlamps and taillamps. A new lower front fascia with a more aggressive approach angle and steel skid plates help to improve capability, while two front tow hooks get Tremor Orange paint. 17" aluminum wheels feature a Dark Tarnish-painted finish with a Tremor Orange painted pocket, while standard all-terrain tires are designed to improved traction on loose surfaces like sand, gravel and dirt.

The bold design carries into the cabin, with Black Onyx seats featuring stitched Tremor logos and signature Tremor Orange accents. The center console, register vents and door pulls are updated to include the new color scheme as well.

**EQUIPPED:** includes a 1" higher ride height for greater ground clearance, Ford Trail Control™, off-road-tuned front and rear suspension, advanced all-wheel drive with four-wheel-drive lock and 2.0L EcoBoost® engine.

**OPTIONAL APPEARANCE PACKAGE:** For an even bolder look, customers can select the available Tremor Appearance Package, which includes a Carbonized Gray-painted roof and mirror caps, as well as black side graphics on the hood and lower doors.



**TREMOR OFF-ROAD PACKAGE (17V; REQS. ADVANCED 4WD SYSTEM [W8G]) INCLUDES:**

- 17" machined-face Dark Tarnish aluminum wheels with Tremor Orange-painted pockets
  - 235/65R17 aggressive all-terrain tires
- Advanced 4WD with twin-clutch rear drive unit
  - Rear drive unit lock
- Exterior features
  - Black chrome headlamp and taillamp accents
  - Fender vents – Tremor Orange accents
  - Front tow hooks – Tremor Orange-painted
  - Revised front bumper with improved approach angle
  - "TREMOR" box-side decal
  - Tremor-exclusive Avalanche Gray exterior color available
  - Tremor-specific dark Ford Ovals
  - Upper grille – Tremor Orange accents
- Ford Trail Control
- Full-size spare
- Heavy-duty transmission cooler
- Interior features
  - All-weather floor mats, front and rear (incl. carpeted floor mats)
  - Black Onyx seats with Tremor Orange contrast stitching and "TREMOR" logo
  - Tremor Orange instrument panel and floor console accents
- Off-road screen in instrument cluster
- Off-road tuned suspension with 1" ride height increase compared to AWD models
  - Monotube rear shock absorbers with "TREMOR" logo
  - Revised front and rear springs
  - Revised front shock absorbers
- Selectable Drive Modes – Mud/Ruts, Normal, Sand, Slippery, Tow/Haul
- Skid plates
- Trailer hitch receiver with 4-pin connector

*Not available with Black Appearance Package, FX4 Off-Road Package or hybrid powertrain.*



**TREMOR APPEARANCE PACKAGE (17C; REQS. ADVANCED 4WD SYSTEM [W8G]) INCLUDES:**

- *All Tremor Off-Road Package content, plus:*
  - Black body graphic – hood and lower doors
  - Carbonized Gray-painted door handles (LARIAT)
  - Carbonized Gray-painted roof
  - Carbonized Gray-painted mirror caps (LARIAT; incl. on XLT equipped with XLT Luxury Package)

*Not available with Black Appearance Package.*

# PERFORMANCE

The Maverick was the first standard full hybrid pickup in America. But don't let its size and efficiency fool you — Maverick is built to deliver productivity and capability too. With two powertrains to choose from, Maverick can be configured to fit the needs of first-time customers or longtime truck owners.



## STANDARD HYBRID POWERTRAIN

## AVAILABLE GAS POWERTRAIN

| TYPE                 | 2.5L ATKINSON-CYCLE I-4/94kW electric motor                                                                                                                                                                                        | 2.0L ECOBOOST® I-4                                                                                                                                                                 |
|----------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| HORSEPOWER           | 162 (gas engine)/191 (combined)                                                                                                                                                                                                    | 250 <sup>(1)</sup>                                                                                                                                                                 |
| TORQUE (lb.-ft.)     | 155 (gas engine)                                                                                                                                                                                                                   | 277 <sup>(1)</sup>                                                                                                                                                                 |
| TRANSMISSION         | Electronic Continuously Variable Transmission (eCVT)                                                                                                                                                                               | 8-speed automatic transmission                                                                                                                                                     |
| FUEL CAPACITY (gal.) | 13.8                                                                                                                                                                                                                               | 16.5                                                                                                                                                                               |
| DRIVETRAIN           | Front-wheel drive (FWD) only                                                                                                                                                                                                       | FWD or all-wheel drive (AWD)                                                                                                                                                       |
| DRIVE MODES          | Normal, Eco, Sport, Slippery and Tow/Haul                                                                                                                                                                                          | <ul style="list-style-type: none"> <li>Normal, Eco, Sport, Slippery and Tow/Haul</li> <li>Mud/Ruts and Sand replace Eco and Sport with FX4 and Tremor Off-Road Packages</li> </ul> |
| KEY FEATURES         | <ul style="list-style-type: none"> <li>Auto Start-Stop Technology</li> <li>Battery powering the hybrid system is charged by the engine and regenerative braking — no plugging in required</li> <li>Regenerative braking</li> </ul> | <ul style="list-style-type: none"> <li>Auto Start-Stop Technology</li> <li>Direct-injection</li> <li>Twin-scroll turbocharger</li> </ul>                                           |

**PERFORMANCE NOTE:** Horsepower and torque are independent attributes and may not be achieved simultaneously.

# CAPABILITY

Maverick offers the Built Ford Tough® family trait of outstanding capability. What sets it apart is how Maverick balances versatility and affordability to fit the needs of customers who didn't know they needed a truck.

## TRAILER TOWING

**STANDARD:** 2,000 lbs.<sup>(1)</sup>

- Capacity to pull a small camper, small storage trailer, snowmobile or personal watercraft with a trailer

**AVAILABLE:** 4,000 lbs.<sup>(1)</sup> with 2.0L EcoBoost engine and 4K Tow Package

- Capable of trailering a small/medium boat, 20' camper or side-by-side ATV

**PERFORMANCE NOTE:** Towing and payload are independent attributes and may not be achieved simultaneously.

## PAYLOAD

Maximum payload rating of 1,500 lbs.<sup>(2)</sup>

- Offers plenty of capacity for customers' favorite sports and activities
- Carries materials for do-it-yourself projects
  - Enough capability to carry up to 37 bags of mulch or cement at 40 lbs. each
- Capable of carrying a small recreational ATV



## FX4 OFF-ROAD PACKAGE

### SELLING POINTS

**THE ESSENCE:** With all-wheel drive, a high ride height, all-terrain tires, Hill Descent Control™ and skid plates to protect vital components, Maverick with the available FX4 Off-Road Package is ready to excite those seeking adventure where others may dare not go.

**EQUIPPED:** The 6.5" productivity screen in the instrument cluster includes an Off-Road function, while the front tow hooks and trailer hitch receiver help FX4 owners get serious about their fun.

**STYLE:** The 17" black-painted aluminum wheels — included only with FX4 and First Edition Packages — and the "FX4 Off-Road" box decals identify this truck as a model of distinction.



(1) Maximum towing varies based on cargo, vehicle configuration, accessories or number of passengers.  
(2) Maximum payload varies and is based on accessories and vehicle configuration. See label on doorjamb for carrying capacity of a specific vehicle.

# DESIGN

For many customers, Maverick may be their first new vehicle — or they haven't considered a pickup before now. It's especially important to show these customers how form follows function in the Maverick pickup — and they can create their own DIY space in the FLEXBED™ cargo box.

Here are some examples of key Maverick exterior design features:

- Horizontal front-end design stretches from edge to edge to emphasize width and a confident stance
- Shape of contour line along the front doors pays tribute to signature drop-down side windows on F-Series
- Accessible pickup box design to allow most adults to reach over the box sides and reach items in bed
- Box-top moldings that extend into the rear of the cab and rocker moldings signal toughness and durability
- Truck functionality with easy-to-park maneuverability
- Highly customizable truck that accommodates Ford Accessories

## FLEXBED™ FEATURES

Productivity abounds with Maverick, featuring creative pickup box solutions that help manage a home-improvement project or a weekend getaway to the outdoors. Here's a sampling of the unexpected benefits of this pickup box:

- 4.5' of bed length with tailgate up/6' with tailgate down
- 6 standard cargo bed tie-downs and 4 available tie-downs
- 12-volt/20-amp outlets (2) in the back of the bed
  - Built-in pre-wiring for 12-volt accessories is also included
- 110-volt/400-watt AC power outlet included in the XLT Luxury and LARIAT Luxury Packages
- Bed extender available
- Bed-side cubby storage in XLT and LARIAT models
- Drop-in and spray-in bedliners available
- LED cargo lamp integrated with center high-mounted stop light (CHMSL)
  - LED box lighting available
- Multi-position tailgate allows for up to 18 sheets of 3/4" plywood to rest on the wheel arches inside of bed and on top of the tailgate
- Protective moldings on top edges of box sides and tailgate
- Side toolbox swing cases available
- Strategically placed slots for 2x4 or 2x6 boards allow customers to create bed sections or a raised loading shelf
- Tie-downs on tailgate also function as bottle openers



## QR CODES UNLOCK NEW IDEAS

Customers should be encouraged to make new discoveries in their Maverick. And they can start right inside the truck with scannable QR codes included in every model.

QR code decals can be found in the pickup bed on the cubby cover and opposite panel and inside the cab on the under-seat storage trim. Customers just aim their smartphone's camera at the code and click on the [Ford.com](https://www.ford.com) link to view insights on FLEXBED™ capabilities and FITS accessories, plus DIY tips on using the resources in Maverick.

These aren't ordinary QR codes with cryptic patterns either. The optical code contains outlines of essential weekend gear, such as skis, oars, a wrench and a ruler.

Data rates may apply.



With four full-size doors and room for five, the Maverick is not your father's small pickup. The SuperCrew® cab may defy expectations with its versatility and style — and motivate customers who may be trading in a sedan or compact SUV to buy their first truck.

## MAVERICK INTERIOR HIGHLIGHTS

**ActiveX™ Seating Material (LARIAT)** with 8-way power-adjustable driver's seat



**Door pockets** designed to hold small laptop or tablet, with water bottle slot in each door



### FITS (Ford Integrated Tether System)

- Slots located on the back of the floor console and under-seat storage area
- Allow accessories to be fitted in the slots, such as a cupholder on the back of the floor console (shown above right) or storage bin dividers

**Flip-up rear seat cushion** allows customers to keep personal belongings hidden from sight



**Smart storage solutions** include large storage bins under the rear seat

**Two USB ports** for rear-seat passengers available (LARIAT)



**Available B&O® Sound System** by Bang & Olufsen® with 8 speakers



**Available 110-volt/400-watt AC power outlets** in cab (behind console) and pickup bed



**Soft vinyl-wrapped steering wheel (LARIAT)** with available heated steering wheel and heated seats

### INTERIOR SPACE

Maverick offers more rear-seat space than some midsize pickup trucks.

|                                           | 2023 Maverick | 2022 Chevy Colorado | 2022 Toyota Tacoma |
|-------------------------------------------|---------------|---------------------|--------------------|
| Effective 2nd-row head room (in.)         | 39.6          | 38.3                | 38.3               |
| Effective 2nd-row leg room (FWD/AWD; in.) | 35.9/36.9     | 35.8                | 32.6               |

# 2023 MAVERICK MODEL LINEUP

## XL (100A) STANDARD FEATURES

### PERFORMANCE AND CAPABILITY

- Powertrain
  - 2.5L Hybrid (FWD) with Auto Start-Stop Technology
  - Electronic Continuously Variable Transmission (eCVT)
  - Front-wheel drive (FWD)
- Brakes
  - 4-wheel disc with ABS
  - Electric parking brake (incl. Auto Hold)
  - Electronic brake boost – hybrid only
- Fuel tank – 13.8-gallon (2.0L EcoBoost® engine incl. 16.5-gallon tank)
- Selectable Drive Modes – 5 modes
  - Normal, Eco, Sport, Slippery, Tow/Haul
- Spare tire carrier – rear under vehicle
- Spare tire/wheel lock
- Steering – electric power-assisted (EPAS)
- Suspension
  - Independent MacPherson strut – front
  - Torsion-beam – rear (FWD)
  - Multilink – rear (AWD)
- Tires
  - P225/65R17 all-season
  - Spare tire (mini)
- Trailer sway control



### EXTERIOR

- Badging, fender – “XL”
- Cargo Lamp – integrated with center high-mounted stop lamp (CHMSL)
- Door and tailgate handles – black
- Easy Fuel® capless fuel filler
- Grille – black single-bar style with black mesh and black surround
- Mirror caps – molded-in-color black
- Mirrors, sideview – manual folding/manual glass
- Pickup box tie-downs (six)
- Pickup box top and tailgate top moldings
- Rocker moldings
- Tailgate – manual locking
- Wheels – 17" Sparkle Silver-painted steel
- Windshield wipers – intermittent speed

### INTERIOR

- 4.2" productivity screen in instrument cluster
- Audio – AM/FM stereo with 6 speakers
- Battery saver
- Charging
  - 12V powerpoints – front (one), rear (one)
  - USB ports (front) – 1 Type-A and 1 Type-C
- Climate control – single-zone manual
- Cruise control – steering wheel-mounted
- Delayed accessory power
- Door locks – power with flip key and integrated key transmitter keyless entry (incl. autolock)
- Extended service interval monitor
- Front-door stowage bins
- Front floor console with armrest, storage bin and vinyl-wrapped lid
- Grab handles – front/rear (three)
- Keyed ignition
- Lighting
  - Front map lights/overhead console
  - Front/rear cargo compartment dome lamps with fade-to-off
- Particulate air filter
- Rear coat hooks
- Rotary gear shift dial
- Seating – cloth
  - 6-way manual adjustable driver with lumbar
  - 4-way manual adjustable passenger with lumbar
  - Front bucket seats with passenger seat back map pocket
  - Rear full bench with folding seat back, flip-up seat cushion and under-seat storage bins
- Steering column – manual tilt/telescoping
- Steering wheel – black urethane with audio controls
- Visors – front with vanity mirrors
- Window, rear – fixed glass, solar tint
- Windows – power front and rear, one-touch-down driver side



**NOTE:** See latest 2023 Maverick Dealer Ordering Guide for the most up-to-date feature availability and restriction information.

## XL (100A) STANDARD FEATURES (CONTINUED)

### TECHNOLOGY

- 8" center-stack touchscreen with Bluetooth® connectivity
  - Apple CarPlay® and Android Auto™ compatibility
- Ford Co-Pilot360™ Technology
  - Auto High Beams
  - Autolamp — auto on/off headlamps
  - Post-Collision Braking
  - Pre-Collision Assist with Automatic Emergency Braking (AEB), Pedestrian Detection and Forward Collision Warning with Dynamic Brake Support
  - Rear View Camera
- FordPass™ Connect 4G LTE modem
- Hill start assist

### SAFETY AND SECURITY

- AdvanceTrac® with RSC® (Roll Stability Control™)
- Airbags
  - Driver and front-passenger dual-stage
  - Driver and front-passenger side-impact
  - Driver knee
  - Safety Canopy® System
  - Anti-theft engine immobilizer
- Belt-Minder® — driver and front passenger
- Center high-mounted stop lamp (CHMSL)
- Daytime Running Lamps (DRL)
- Headlamps — LED with auto on/off
- Individual Tire Pressure Monitoring System (TPMS)
- LATCH (Lower Anchors and Tether Anchors for Children)
- Mirror — day/night rearview
- Personal Safety System™
- Power central locking
- Safety belts
  - 3-point, all positions
  - Driver and front passenger, height-adjustable
- SecuriLock® Passive Anti-Theft System
- SOS Post-Crash Alert System™
- Taillamps — incandescent

### PACKAGES

#### 4K Tow Package (53Q)

#### Ford Co-Pilot360™ (86B)

**NOTE:** See pg. 16 for full package feature listing and restrictions.

### OPTIONS

**NOTE:** See pg. 16 for the full list of Maverick options.

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### WHEEL



17" Sparkle Silver-painted steel  
Standard on XL



# 2023 MAVERICK MODEL LINEUP

## XLT (300A) INCLUDES ALL XL STANDARD FEATURES, PLUS:

### EXTERIOR

- Badging, fender — “XLT”
- Grille — gray single-bar style with black mesh and black surround
- Mirrors, sideview — power glass with spotter mirror
- Pickup bed
  - Cubby storage in bed (passenger side)
  - Cargo tie-downs (plus 4, providing a total of ten)
- Tailgate lock — power
- Wheels — 17" Carbonized Gray-painted aluminum

### INTERIOR

- Rear seat adds armrest and cupholders
- Seating — premium cloth

### SAFETY AND SECURITY

- Headlamps — wiper-activated
- SecuriCode™ keyless entry keypad, driver side

### PACKAGES

#### XLT Luxury Package (54L)

- 8-way power driver and 6-way manual front-passenger seats
- 400W inverter (cab + bed; incl. cubby cover and rear console face USB port)
- Full-size spare (std. with 2.5L Hybrid)
- Heated front seats
- LED box lighting
- Mirrors, sideview — heated with body-color caps
- Steering wheel — soft-vinyl wrapped, heated
- Trailer hitch receiver with 4-pin connector
- Windshield wiper de-icer

#### 4K Tow Package (53Q)

#### FX4 Off-Road Package (17S)

#### Black Appearance Package (59D)

#### Tremor Off-Road Package (17V)

#### Tremor Appearance Package (17C; incl. all Tremor Off-Road Package 17V content)

#### Ford Co-Pilot360™ (86B)

**NOTE:** See pgs. 5-7 and 16 for full package feature listings and restrictions.

### OPTIONS

**NOTE:** See pg. 16 for the full list of Maverick options.



### WHEELS



**17" Carbonized Gray-painted aluminum**  
Standard on XLT



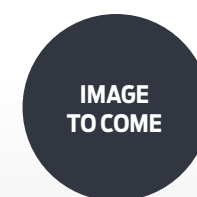
**17" machined-face Dark Tarnish-painted aluminum with Tremor Orange-painted pocket**  
Included on Tremor Off-Road (17V) and Tremor Appearance Package (17C)



**17" machined-face Carbonized Gray-painted aluminum (64V)**  
Optional on XLT



**17" black-painted aluminum (641)**  
Requires FX4 Off-Road Package (17S)



**18" machined-face Ebony-painted aluminum**  
Included in Black Appearance Package (59D)

**NOTE:** See latest 2023 Maverick Dealer Ordering Guide for the most up-to-date feature availability and restriction information.

# LARIAT (500A) INCLUDES ALL XLT STANDARD FEATURES, PLUS:

## EXTERIOR

- Badging, fender — “LARIAT”
- Cubby storage in pickup bed (passenger side)
- Door and tailgate handles — body-color
- Grille — silver single-bar style with black mesh and black surround
- Intelligent Access with push-button start
- LED signature lighting
- Mirror caps, sideview — body-color
- Wheels — 18" bright aluminum

## INTERIOR

- 6.5" productivity screen in instrument cluster
- Acoustic-laminated windshield
- Ambient Lighting — Ice Blue
- Climate control — dual-zone electronic automatic temperature control
- Dual USB ports, rear
- Seating, front
  - 8-way power driver
  - 6-way manual passenger
  - ActiveX™ Seating Material
  - Driver seat back map pockets
- Seating, rear with armrest and cupholders
- Steering wheel — wrapped
- Visors — driver/front passenger with illuminated vanity mirrors
- Window, rear — power-sliding with privacy tint
- Windows — one touch-up/-down front and rear windows

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Android Auto is a trademark of Google LLC.

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(1) Qi wireless charging may not be compatible with all mobile phones.

**NOTE:** See latest 2023 Maverick Dealer Ordering Guide for the most up-to-date feature availability and restriction information.

## PACKAGES

### LARIAT Luxury Package (54P)

*Requires Ford Co-Pilot360 (86B)*

- 4-way head restraints (front)
- 400W inverter (cab + bed; incl. cubby cover and rear console-face USB port)
- B&O® Sound System by Bang & Olufsen® with 8 speakers, including subwoofer
- Electronic brake boost (2.0L EcoBoost® engine only)
- Full-size spare (incl. with 2.5L Hybrid engine, opt. with 2.0L gas engine)
- Heated front seats
- Heated steering wheel
- LED box lighting
- Mirrors, sideview — heated
- SiriusXM®
- Smart-charging USB ports, rear (two)
- SYNC® 3 with 8" color LCD center-stack touchscreen
  - 911 Assist®
  - Apple CarPlay® and Android Auto™
  - AppLink®
- Trailer hitch receiver with 4-pin connector
- Voice-Activated Touchscreen Navigation System
- Windshield wiper de-icer
- Wireless charging pad<sup>(1)</sup>

### Ford Co-Pilot360 Assist Package (66B)

*Requires LARIAT Luxury Pkg. (54P) and Ford Co-Pilot360 (86B)*

- Adaptive Cruise Control with Stop-and-Go and Lane Centering
- Evasive Steering Assist
- Rear Parking Sensors

### 4K Tow Package (53Q)

### Black Appearance Package (59D)

### Tremor Off-Road Package (17V)

### Tremor Appearance Package (17C; incl. all Tremor Off-Road Package 17V content)

### FX4 Off-Road Package (17S)

### Ford Co-Pilot360™ (86B)

**NOTE:** See pgs. 4-5 and 7 for full package feature listings and restrictions.

## OPTIONS

**NOTE:** See pg. 16 for the full list of Maverick options.

## WHEELS



17" machined-face Dark Tarnish-painted aluminum with Tremor Orange-painted pocket  
*Included on Tremor Off-Road (17V) and Tremor Appearance Package (17C)*



18" machined-face bright aluminum  
*Standard on LARIAT*



17" machined-face Carbonized Gray-painted aluminum (64V)  
*Optional on LARIAT*



18" black-painted aluminum (64I)  
*Requires FX4 Off-Road Package (17S)*

## IMAGE TO COME

18" machined-face  
Ebony-painted aluminum  
*Included in Black Appearance Package (59D)*



18" black-painted aluminum  
(64B; Hybrid only)  
*Optional on LARIAT*

# 2023 MAVERICK MODEL LINEUP

## PACKAGES | OPTIONS

### 4K Tow Package (53Q)

Available on 2.0L EcoBoost models

- 225/65R17 all-season tires (XL, XLT)
- 225/60R18 all-season tires (LARIAT)
- 3.81:1 and final drive ratio (AWD only)
- Higher-capacity radiator and upgraded cooling fan
- Integrated trailer brake controller
- Trailer hitch receiver with 7-pin connector
- Transmission oil cooler

### Ford Co-Pilot360™ (86B)

Available on all models

- BLIS® with Cross-Traffic Alert
- Full-size spare (std. with 2.5L Hybrid)
- Lane-Keeping System (Lane-Keeping Aid, Lane-Keeping Alert and Driver Alert System)
- Required with LARIAT Luxury Package (54P)

### FX4 Off-Road Package (17S)

Available on XLT and LARIAT

- 6.5" productivity screen with off-road display in instrument cluster (std. on LARIAT)
- 17" black-painted aluminum wheels with all-terrain tires
- Exposed front tow hooks (two)
- "FX4 Off-Road" box-side decals
- Higher-capacity radiator and upgraded cooling fan
- Hill Descent Control™
- Off-road tuned shock absorbers
- Selectable Drive Modes — Mud/Ruts and Sand replace Eco and Sport
- Skid plates
- Trailer hitch receiver with 4-pin connector
- Requires AWD and 2.0L EcoBoost I-4 engine

**NOTE:** See latest 2023 Maverick Dealer Ordering Guide for the most up-to-date feature availability and restriction information.

| PACKAGES   OPTIONS                                                                                                                                                                                                                                                                                   | ORDER CODE | XL | XLT | LARIAT |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|----|-----|--------|
| 2.0L EcoBoost® I-4 engine/8-speed automatic transmission (incl. 16.5-gal. fuel tank)                                                                                                                                                                                                                 | 999/448    | 0  | 0   | 0      |
| 17" aluminum wheel with all-terrain tire (reqs. 4K Tow Package [53Q] with AWD or FX4 Off-Road Package [17S])<br><b>NOTE:</b> Replaces 17" aluminum wheel and all-terrain tires on FX4 Off-Road Package.<br><b>NOTE:</b> Replaces 17" aluminum wheel and all-season tires on 4K Tow Package with AWD. | 64V/T7F    | —  | 0   | 0      |
| 18" black-painted aluminum wheel (NA with FX4 Off-Road Package [17S], Tremor Packages [17V or 17C] and Black Appearance Package [59D])                                                                                                                                                               | 64B        | —  | —   | 0      |
| 110-volt/400-watt AC power outlet (in-cab only; NA with XLT and LARIAT Luxury Packages [54L/54P])                                                                                                                                                                                                    | 47K        | 0  | 0   | 0      |
| Bed extender                                                                                                                                                                                                                                                                                         | 50B        | 0  | 0   | 0      |
| Bedliner — hard drop-in                                                                                                                                                                                                                                                                              | 96J        | 0  | 0   | 0      |
| Bedliner — spray-in                                                                                                                                                                                                                                                                                  | 96G        | 0  | 0   | 0      |
| Bed mat — removable                                                                                                                                                                                                                                                                                  | 85B        | 0  | 0   | 0      |
| Bed tray liner                                                                                                                                                                                                                                                                                       | 96B        | 0  | 0   | 0      |
| Floor liners — front and rear (without carpet mats)                                                                                                                                                                                                                                                  | 16C        | 0  | 0   | 0      |
| Floor liners — front and rear (with carpet mats)                                                                                                                                                                                                                                                     | 16B        | 0  | 0   | 0      |
| Front license plate bracket (std. in states where req'd. by law; opt. in all other states)                                                                                                                                                                                                           | 153        | 0  | 0   | 0      |
| Full-size spare tire                                                                                                                                                                                                                                                                                 | 51D        | 0  | 0   | 0      |
| Remote Start (reqs. XLT Luxury Package [54L] or LARIAT Luxury Package [54P])                                                                                                                                                                                                                         | 18R        | —  | 0   | 0      |
| Manual rear sliding window                                                                                                                                                                                                                                                                           | 55D        | 0  | 0   | —      |
| Power tilt/slide moonroof                                                                                                                                                                                                                                                                            | 43L        | —  | 0   | 0      |
| Protective film — hood and front fenders                                                                                                                                                                                                                                                             | 87B        | 0  | 0   | 0      |
| Splash guards — molded, front and rear                                                                                                                                                                                                                                                               | 63B        | 0  | 0   | 0      |
| Tonneau pickup box cover — hard roll-up                                                                                                                                                                                                                                                              | 21L        | 0  | 0   | 0      |
| Tonneau pickup box cover — hard tri-fold                                                                                                                                                                                                                                                             | 21K        | 0  | 0   | 0      |
| Tonneau pickup box cover — soft folding                                                                                                                                                                                                                                                              | 21D        | 0  | 0   | 0      |
| Trailer hitch receiver with 4-pin connector (incl. in XLT and LARIAT Luxury Package [54L/54P], FX4 Off-Road Package [17S] and Tremor Packages [17V/17C])                                                                                                                                             | 60B        | 0  | 0   | 0      |

0 = Optional — = Not Available

# TECHNOLOGY

Maverick keeps active customers connected with a standard 8" center-stack touchscreen with Bluetooth® connectivity, Apple CarPlay® and Android Auto™ compatibility and FordPass™ Connect.<sup>(1)</sup> Available SYNC® 3<sup>(2)</sup> takes connectivity up a notch.

## CONNECTED TECH

### FORDPASS CONNECT

*Standard on all models.*

- Owners can schedule times to start the truck remotely
- FordPass App also allows owners to find their truck, check fuel level and lock/unlock their doors<sup>(3)</sup>

### 8" CENTER-STACK TOUCHSCREEN

*Standard on all models.*

- Includes Bluetooth connectivity, plus Apple CarPlay and Android Auto compatibility

### SYNC 3

*Included in LARIAT Luxury Package, and adds the following:*

- 911 Assist<sup>(4)</sup>
- AppLink®
- Hands-free calling
- Two smart-charging USB ports

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Android Auto is a trademark of Google LLC.

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## FORD CO-PILOT360™ TECH

### STANDARD

- Auto High Beams
- Autolamp automatic on/off headlamps
- Hill start assist
- Pre-Collision Assist with Automatic Emergency Braking (AEB), Pedestrian Detection and Forward Collision Warning with Dynamic Brake Support
- Post-Collision Braking

### AVAILABLE

- Adaptive Cruise Control with Stop-and-Go and Lane Centering
- BLIS® (Blind Spot Information System) with Cross-Traffic Alert
- Evasive Steering Assist
- Intersection Assist
- Lane-Keeping System (Lane-Keeping Aid, Lane-Keeping Alert and Driver Alert System)
- Rear Parking Sensors



- (1) FordPass Connect, the FordPass App and now Complimentary Connected Service are required for remote features (see FordPass Terms for details). Connected Service and features depend on compatible AT&T network availability. Evolving technology/cellular networks/vehicle capability may limit functionality and prevent operation of connected features. Connected Service excludes Wi-Fi hotspot.
- (2) Don't drive while distracted or while using handheld devices. Use voice-operated systems when possible. Some features may be locked out while the vehicle is in gear. Not all features are compatible with all phones.
- (3) FordPass App, compatible with select smartphone platforms, is available via a download. Message and data rates may apply.
- (4) The vehicle's electrical system (including the battery), the wireless service provider's signal and a connected mobile phone must all be available and operating for 911 Assist to function properly. These systems may become damaged in a crash. The paired mobile phone must be connected to SYNC, and the 911 Assist feature enabled, in order for 911 to be dialed. When the feature is ON, 911 Assist uses your paired and connected mobile phone to assist occupants to contact emergency services by dialing 911 if your airbag deploys or, on certain vehicles, if the emergency fuel pump shut-off is activated. Aftermarket onboard diagnostic devices may interfere with various vehicle systems, including Vehicle Health Report and 911 Assist. To avoid interference, remove the device or contact the device maker for more information on compatibility.

# 2023 MAVERICK COLOR & TRIM



Alto Blue Metallic Tinted Clearcoat<sup>(1)</sup>



Area 51



Atlas Blue Metallic – **NEW**



Avalanche Gray – **NEW Tremor Exclusive**



Cactus Gray



Carbonized Gray Metallic



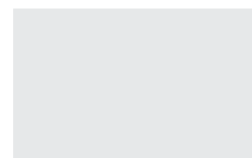
Cyber Orange Metallic Tri-coat<sup>(1)</sup>



Hot Pepper Red Metallic Tinted Clearcoat<sup>(1)</sup>



Iconic Silver Metallic



Oxford White



Shadow Black

| Interior Color                                          |            | XL                               | XLT                             | LARIAT       | Black Appearance Package | Tremor Off-Road Package |
|---------------------------------------------------------|------------|----------------------------------|---------------------------------|--------------|--------------------------|-------------------------|
|                                                         |            | Black Onyx/<br>Medium Dark Slate | Navy Pier/<br>Medium Dark Slate | Desert Brown | Black Onyx               | Black Onyx              |
| Exterior Color                                          | Order Code |                                  |                                 |              |                          |                         |
| Alto Blue Metallic Tinted Clearcoat <sup>(1)</sup>      | L3         |                                  | •                               | •            | •                        |                         |
| Area 51                                                 | KU         | •                                | •                               | •            | •                        |                         |
| Atlas Blue Metallic – <b>NEW</b>                        | B3         | •                                | •                               | •            | •                        | •                       |
| Avalanche Gray – <b>NEW</b> (Tremor Exclusive)          | DR         |                                  |                                 |              |                          | •                       |
| Cactus Gray                                             | NE         | •                                | •                               | •            | •                        | •                       |
| Carbonized Gray Metallic                                | M7         | •                                | •                               | •            | •                        |                         |
| Cyber Orange Metallic Tri-coat <sup>(1)</sup>           | SB         |                                  | •                               | •            | •                        |                         |
| Hot Pepper Red Metallic Tinted Clearcoat <sup>(1)</sup> | EA         |                                  | •                               | •            | •                        | •                       |
| Iconic Silver Metallic                                  | JS         | •                                | •                               | •            | •                        | •                       |
| Oxford White                                            | YZ         | •                                | •                               | •            | •                        | •                       |
| Shadow Black                                            | G1         | •                                | •                               | •            | •                        | •                       |

# ADDITIONAL RESOURCES

## FOR MORE INFORMATION ABOUT MAVERICK:

Visit Ford eSourceBook for ongoing updates at [esourcebook.dealerconnection.com](https://esourcebook.dealerconnection.com)

You can also view the latest product information videos at [fordtube.com](https://fordtube.com)

Ford Order Guides can be found at [fmcdealer.dealerconnection.com](https://fmcdealer.dealerconnection.com)



BUILT *Ford* PROUD



Retailer Education  
& Training

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