

## GEAR &amp; GADGETS



**ON THE MOVE**  
The F-150 can haul 1,520 pounds of clutter. Beware of friends who need help relocating

FORD

RUMBLE SEAT / DAN NEIL



## This Ford F-150 SuperCrew Limited Sparks Joy

**THE MARIE KONDO** organizing mania has struck our household, from the attic to the basement. I have to say, the one thing missing from Ms. Kondo's counsel is the usefulness of a big ol' pickup truck, one capable of hauling unwanted items to flea markets, donation centers and landfills. That's right. The road to inner peace runs through Dearborn, Mich.

Three weeks ago Ford delivered a truly handsome 2019 Ford F-150 SuperCrew Limited 4x2 pickup (\$70,755, as tested), painted German-executive silver with two-tone leather upholstery, like saddle shoes. I've been organizing and decluttering ever since. I even painted the master bedroom—twice, first an egg-yolk yellow, now a light sage. Don't ask.

The Limited is what you might call the Gentlemen's

Raptor. Under that tented hood is Ford's top-spec engine package, shared with the rambunctious F-150 Raptor sport truck: a twin-turbo 3.5-liter V6 with big dual pipes, ginning up 450 hp and 510 lb-ft of torque. This "High Output" version of the EcoBoost 3.5 puts out 75 hp more than the regular EcoBoost 3.5. The HO engine gets buttoned to a 10-speed automatic transmission and, aft of the drive shaft, an electronically locking rear differential.

This urban cowboy is packing heat, enough that one must be careful not to over-juice the throttle, lest the traction control rudely jerk you back. I did not have a chance to verify the Limited's maximum tow rating (11,000 pounds) but I did effortlessly blow the doors off a BMW.

The F-150, Ford reminds

us, is the best-selling light vehicle in the U.S. for 42 years. Ford can certainly count on 43. But the market is changing fast. The F-150 used to be a big truck, but now Ford, GM and Fiat Chrysler Automobiles are all pushing huge, heavy-duty pickups that rather dwarf

half-tons like the F-150 SuperCrew. Meanwhile, Ford's new, midsize Ranger pickups are arriving at dealerships and demand is through the roof. The assembly hall in Wayne, Mich., where Ranger is built, is one of the few Ford factories adding shifts. America's most beloved

pickup is suddenly surrounded by cannibals big and small.

These developments make the F-150 seem like the moderate choice, the middle way, the right size for a personal-recreational pickup, if I were buying. I also calibrate that by the scale of re-

fuse I've been tossing out. I seem to have larger-than-average junk, if you don't mind me saying.

Another headwind lately is the high price of pickups, in a market with working-class roots and a bedrock of commercial customers who can feel it when they are getting skinned. Our tester might be called Exhibit A. This thing was extra-fancy—power-deployed running boards; twin-panel moonroof; powered rear window with defrost; touch screen

**One thing missing from Marie Kondo's counsel is the usefulness of the big ol' pickup truck.**

infotainment and navigation; towing package (optional); 22-inch polished aluminum wheels; heated leather seats all around, bartender—and it was fast. But at \$70,000 it's just more than I would ever spend for a pickup, regardless. Then again I'm no gentleman.

Between the empty paint cans, broken sheetrock and kids' furniture, I had to be mindful not to scratch, dent or spill on our maximally equipped flagship, especially not the aluminum cargo bed. I note that the tray-style bed liner and the spray-on bed liner coating are both cost-added options, even at the Limited trim level. Come on, Henry. Like the water that lives in Mombasa, that needs to be free.

OK, I am convinced. It's a fine, thoughtfully designed pickup that flies like Pegasus, if Pegasus were a Clydesdale. I guess that's what 70 grand on the hoof looks like. I'm not gainsaying Ford's price point or profit margin, exactly. But, damn. I wanted to clean out the attic, not my wallet.

### 2019 FORD F-150 SUPERCREW LIMITED 4X2

**Base Price** \$67,135

**Price as Tested** \$70,755

**Powertrain** Twin-turbocharged and intercooled, port- and direct-injection, 3.5-liter DOHC V6; 10-speed automatic transmission with tow mode; electronically locking rear differential

**Power/Torque** 450 hp at 5,000 rpm, 510 lb-ft at 3,500 rpm

**0-60 mph** < 6 seconds (estimated)

**Maximum Payload** 1,520 pounds

**Overall Length/Width/Height/Wheelbase** 231.9/96.8(including mirrors)/77.5/145.0 inches

**EPA Fuel Economy** 17/22/19 mpg, city/highway/combined

**Cargo Box Volume** 52.8 cubic feet, as tested



## Shots of Adrenaline

With a tough new class of action cams, you can record successes and spills in 4K

**ONCE, ONLY TOP-LEVEL** sports photographers could snap those epic, snow-spraying, barrel-surfing shots. But with advances in action cameras—small, durable devices designed to capture athletic exploits amid extreme situations—amateurs can record themselves hitting the slopes or riding trails, creating pro-quality footage even if their shooting *and* sports skills are rather wobbly.

"Is it as easy to use as my smartphone?" asked Michael J. Wolf, co-founder of Activate Inc., a strategy and tech consulting firm. "That's the standard these cameras will be held to."

Take the new DJI Osmo Pocket. Atop its detachable grip, the 4K-quality cam is supported by a three-axis mechanical gimbal that allows it to smoothly rotate as you move. Even while you're panting your way through an ultramarathon, this minimizes the shakiness of hand-held shooting while automatically tracking a subject and keeping it in focus. The controls have been dumbed down to two buttons: power and record; swipe a tiny touch screen to switch between shooting modes or dock it to a smartphone to octuple the screen size and access a suite of digital tools.



### KING OF THE MOUNTAIN

Clockwise from top left: Rylo camera, DJI Osmo Pocket, Olympus Tough TG-Tracker, Sony RX0, GoPro Hero 7, YI 4K+

Meanwhile, the latest iteration of the original action cam, the GoPro Hero 7 (\$399, [gopro.com](http://gopro.com)), features "HyperSmooth" digital stabilization technology. Largely gone is the nausea-inducing bounce of, say, video you've shot while splashing through mud on dirt bike trails. Another sports supporter, the Rylo camera (\$499, [rylo.com](http://rylo.com)) features dual wide-angle

lenses that can capture 360 degrees of video. The minimalist exteriors of many such cams belie the sturdiness that lets them withstand abuses. The Olympus Tough TG-Tracker (\$350, [olympus.com](http://olympus.com)) is waterproof, dustproof, crushproof and packed with sensors to log activity and GPS data. These little things truly can go anywhere you have the guts to go yourself. —Ashley Mateo

## Curious. Connected. Cultivated.



Turn the page and discover what's new in the world. Enjoy complimentary access to The Wall Street Journal at your neighborhood Hotel Indigo™.

THE WALL STREET JOURNAL  
Read ambitiously

hotel  
INDIGO  
AN IHG HOTEL

© 2019 Dow Jones & Co., Inc. All rights reserved.