

MEMO TO: Steve Smith

FROM: John Doe

DATE: January 10, 2011

RE: My Auto Research

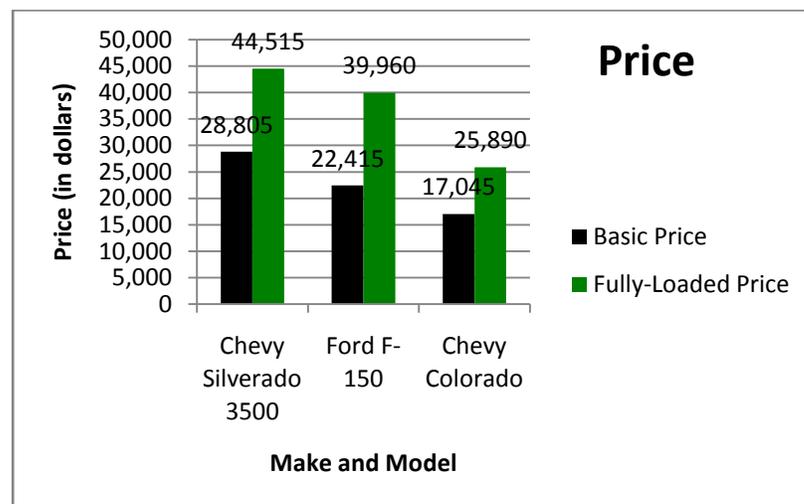
Steve Smith is a 42 year old factory worker at Kohler Company. He enjoys snowmobiling, fishing, and coaching baseball. He currently owns a 2001 Dodge Durango. The Durango needs to be replaced. According to Steve, the transmission is slowly going. He doesn't like hauling anything in the back because of the mess it can make. Also, the Durango is getting some pretty high miles on it. Steve is looking for a reliable pick-up truck with good gas mileage, high safety, and towing capacity big enough to haul his snowmobiles. Steve is willing to spend about \$40,000 after trading in the Durango. I researched how much the Durango is still worth. It is worth about \$3,575 according to Kelly Blue Book. Taking into account for what Steve is looking for, I came up with these three vehicles: 2010 Chevrolet Silverado 3500, 2010 Ford F-150, 2010 Chevrolet Colorado. I compared these three vehicles in six categories to find which one would best fit Steve. The categories are:

1. Price
2. Body
3. Engine Size/ Performance
4. Safety
5. Reliability
6. Fuel Economy

The purpose of this report is to help Steve find a safe, reliable pick-up that he can use and enjoy for many years to come.

Price

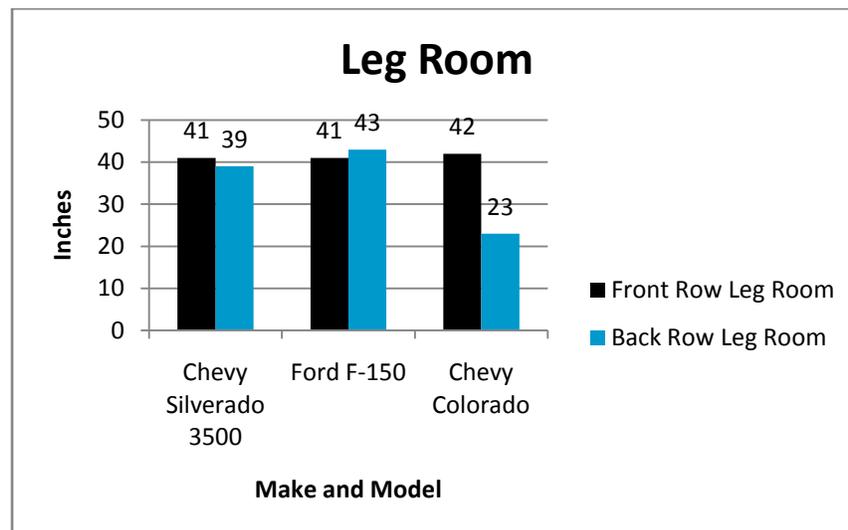
Steve is willing to spend \$40,000 on his new vehicle after a fair trade-in on his Durango. All three vehicles I chose are in his price range at the basic level. When I added all the features and packages to the vehicles only two were still in the price range. The Chevy Silverado 3500 with the features and packages added comes in at \$44,515. The Ford F-150 comes in at \$39,960. The Chevy Colorado would run him roughly \$25,890. By price the Colorado seems to be the best decision.



Body

When I built all three vehicles on their websites, I made sure all three had two things in common: a six and a half foot bed and a cab with four full size doors. Steve made it a point that he needs the extra cab space for any passengers and the he needs the bed space for hauling snowmobiling supplies or his baseball team's equipment

around. When I looked at the truck dimensions also I looked for leg room in both the front and back rows due to the fact that Steve and his family are very tall. The F-150 measured in with an impressive forty-one inches of room in the front row and forty-three and one half inches of room in the back row. The Silverado 3500 also had forty-one inches of room in the front row but only thirty-nine inches in the back row. The Colorado has forty-two inches in the front row but only twenty-three inches in the back row.



Engine Size/Performance

All three trucks have a gas engine and some kind of an automatic transmission. I know Steve wouldn't want a manual or diesel truck. Both the Silverado 3500 and F-150 come with an electronic six speed automatic transmission with overdrive. The Colorado only comes with a four speed automatic transmission. The F-150 has an impressive 6.2L V8 engine. The Silverado has a 6.0L V8 engine and the Colorado only has a 3.7 V6 engine. The 6.2L engine in F-150 has 411 horses and 434 foot pounds of torque.

The 6.0L engine in the Silverado has 322 horses and 380 foot pounds of torque. The 3.7L engine in the Colorado has 242 horses and foot pounds of torque. For payloads, the Silverado can handle 4,227 pounds, the F-150 can handle 1,770 pounds, and the Colorado can only handle 1,422 pounds. The towing capacity for the Silverado is 13,700 pounds. The F-150 has a towing capacity of 11,100 pounds. The Colorado's towing capacity is only 4,500 pounds. All three vehicles are four-wheel drive with an electronic four wheel drive shift. All three vehicles also have sequential fuel injection systems.

Safety

The safety features blew me away for these three vehicles. The Silverado only had two safety features listed. It has driver and passenger air bags and anti-lock brake system. The F-150 had a lot. Some examples are: three point seat belts for all seats, air bags, and trailer sway control, tire pressure monitoring system, fuel pump inertia shut-off switch, and anti-lock brake system. The Colorado also had quite a few features including: air bags, On-star, traction control system, anti-lock brake system. For Steve, safety is huge due to the fact that he loves his family and with his baseball team he needs to have a safe vehicle.

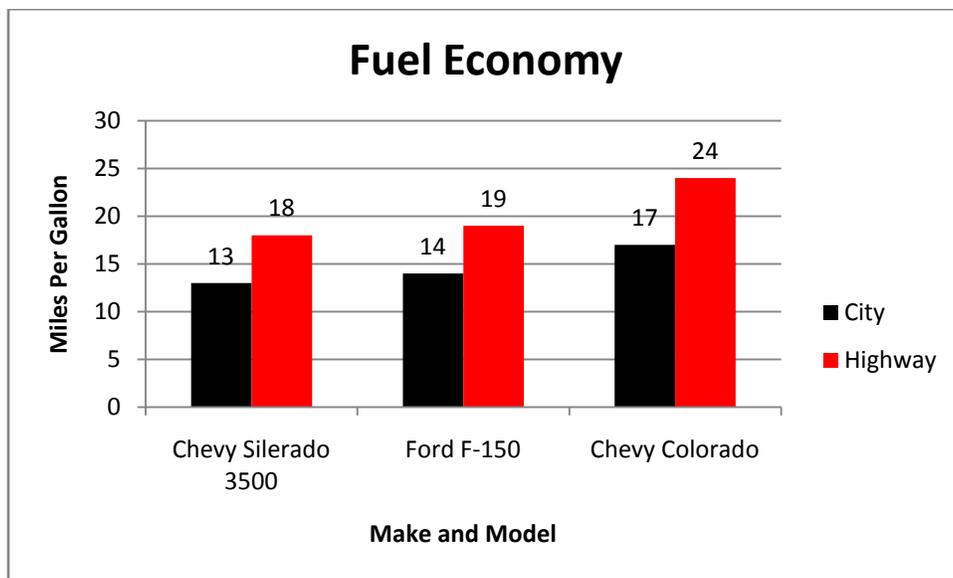
Reliability

The two Chevy models have the exact same warranties which are: Bumper to Bumper for 3 years/ 36,000 miles, Power train/Drive train for 5 years/ 100,000 miles, Rust Protection for 6 years/ 100,000 miles, and Roadside Assistance for 5 years/ 100,000 miles. The F-150 has some very good warranties. They are: Bumper to Bumper for 3 years/ 36,000 miles, Power train/Drive train for 5 years/ 60,000 miles and

Safety Restraint System for 5 years/ 60,000 miles, Corrosion Protection for 5 years / unlimited miles, and Roadside System Program for 5 years/ 60,000 miles. Ford's warranty on the safety restraint system will really appeal to Steve. In the news, Ford has been bashed for some the problems that occurred in their vehicles but Ford have also reassured their consumers on multiple occasions that the problems have been fixed.

Fuel Economy

Steve and his family will be using the new vehicle every day. Gas mileage is huge now days due to the raising gas prices. The Chevy Silverado is at the lowest fuel mileage with only thirteen miles in the city and eighteen miles on the highway. The Ford F-150 comes in second with fourteen miles in the city and nineteen miles on the highway. The Colorado has seventeen miles in the city and twenty-four miles on the highway.



Recommendation

I have looked at both Steve's wants and concerns and compared them to the information I have found on all these vehicles. I have ranked these vehicles from one to three (one being the best and three being the worst) based on what Steve is looking for.

I chose the Chevy Colorado as the number three rank. Though it has great gas mileage and some very good safety features the towing capacity of only 4,500 pounds is a very big concern. Steve needs to be able to trailer his snowmobiles long distances with no problems. Also with only having a 3.7L V6 engine, it wouldn't be able to handle the abuse that is caused with long hauls. Though the Colorado did have the most front leg room at forty-two inches, Steve is looking for a lot of room in the back row for his passengers. His family is very tall and he wants them to be as comfortable as possible in his vehicle.

I chose the Chevy Silverado 3500 as the second rank. First off, it is about \$1,500 out of Steve's price range. It also has the least amount of safety features. The gas mileage is also low. One of the good things I found on this vehicle was the towing specs it had. It can tow up to 13,700 pounds. That is plenty of towing power but it would be a little bit too much for Steve's needs. This truck also had plenty of leg room in both the front and back rows. This will make Steve happy but there are just too many other things that just won't make him happy.

The pick-up truck I chose for Steve was the Ford F-150. Though it could use some better gas mileage, the 6.2L V8 engine has plenty of torque and horsepower to help all of Steve's needs. Ford also offers some great warranties that will definitely win

over him over. With safety being the greatest concern of all, Ford added a lot of features that will appeal to Steve, such as the trailer sway control and the tire pressure monitoring system. The F-150 is definitely the best choice for Steve's next vehicle.

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