



CHOOSING BY ADVANTAGES DECISIONMAKING WORKSHOP WORK TRUCK SELECTION

FACTORS	ALTERNATIVES							
	Toyota Tundra	Weight	Ford F150	Weight	Chevrolet Silverado	Weight	RAM 1500	Weight
F1. Off road 4x4 capability C1. Preferable to use off road	With		With		With		Without	
Advantage	With vs. Without	50	With vs. Without	50	With vs. Without	50		
F2. Storage bed C2. Longer the better	6ft 5in		6.5ft		6ft 5in		6ft 4in	
Advantage	1" longer bed		1" longer bed		1" longer bed			
F3. Engine Size C3. Smaller the better	4.6L V8		3.5L V6		4.3L V6		3.0L V6	
Advantage			1.1L smaller		0.3L smaller		1.6L smaller	
F4. Fuel economy C4. Greater the better	15/19		18/25		17/22		21/29	
Advantage			3 MPG more	50	2 MPG more	33	6 MPG more	100
F5. Powertrain warranty C5. Longer the better	60,000 miles		60,000 miles		100,000 miles		100,000 miles	
Advantage					40,000 miles more		40,000 miles more	
F6. Seating capacity C6. More seats the better	Up to 6	15	Up to 6	15	Up to 6	15	Up to 5	
Advantage	1 seat more		1 seat more		1 seat more			
F7. Towing capacity C7. Greater the better	10,300 lbs	55	10,700 lbs	70	9,100 lbs	25	7,950 lbs	
Advantage	2350 lbs more		2750 lbs more		1150 lbs more			
F8. Transmission C8. Greater than 6 speed auto	6 speed auto		6 speed auto		6 speed auto		8 speed auto	
Advantage							Max gear ratio	
TOTAL IMPORTANCE		120		185		143		130