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Chevy pokes a hole in Ford's truck, again



In a new commercial, Chevy takes aim at Ford's Super Duty with another toolbox drop.

Last year, Chevrolet showed that a metal toolbox dropped into the bed of the aluminum-bodied Ford F-150 could tear the lightweight metal. Ford's new Super Duty also switched to aluminum, and now Chevy is back with the same toolbox, the same test and — you guessed it — the same results.

As Ford's F series clobbers the Chevrolet Silverado in sales this year, Chevy is looking for ways to dent Ford's armor. Last year, Chevrolet showed that a metal toolbox dropped into the bed of the aluminum-bodied F-150 could tear the lightweight metal.

Ford's new Super Duty also switched to aluminum, and now Chevy is back with the same toolbox, the same test and — you guessed it — the same results. Chevy released a new commercial that turns up the heat by also calling into question some of Ford's performance claims for the Super Duty. In the spot, former football star Howie Long and Eric Stanczak, chief engineer, full-size trucks at General Motors, have the following exchange before the toolbox drop:

Long: "You hear after our toolbox test where the F-150 aluminum bed got punctured, they've now beefed up the bed of their new Super Duty?"

Stanczak: "Oh, yeah? Let's test it."

Long: "Is that the same toolbox they used in the steel vs. aluminum bed test commercial?"

Stanczak: "That's correct."

Long: "Totally empty?"

Stanczak: "Yup."

Long: "Nothing in there?"

Stanczak: "You got it. You ready?"

Stanczak then places the red metal toolbox on the side of the bed and shoves it off, gashing a hole in the Super Duty bed.

Long: "They made the aluminum bed of the Super Duty 30 percent stronger, and the toolbox still punctured the bed."

What Chevrolet doesn't say is that many F-series trucks are sold with plastic bedliners, or customers add them later, which prevents damage from sharp and heavy objects.

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