

WeatherTech® VS. OEM



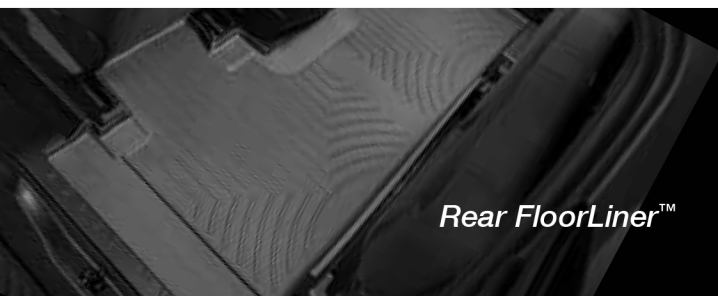
WeatherTech®

Advantage 446971 – 2016 Ford F-150

- Patented thermoform technology that is rigid and durable
- Features lower reservoir area that holds & contains liquid, dirt and debris
- Easy to remove and clean out any dirt or liquids
- Expansive applications for other truck, SUV, car and van applications – more profit for dealers
- Multiple color options – available in black, tan and grey
- Rear is a one-piece design

Disadvantage

- Less overall floor coverage = less protection
- Lack of rigidity for holding in liquids and debris upon removal from vehicle
- Limited reservoir area for retaining liquid
- Aesthetically displeasing warning molded into surface of mat



Rear FloorLiner™

WeatherTech®

Custom-fit FloorLiners™ that protect the front, back and even up the sides