

Product Marketing Information Request			
To:	Sales Team		From: Engineering Department
Purpose:	To supply all technical and differentiating product data required for sales/marketing to create website listings, dealer catalogs, and promotional materials.		
Product Identification			
Product Name / Description	2015-2024 Ford F-150 Upper a-arm kit		
Part Number(s)	6565-B, 6565-R		
Product Line / Category			
Release Stage			
Engineering Lead			
Date Submitted			
Technical Specifications			
Material Composition	US Steel		
Finish / Coating	Cerakote		
Hardware Included	Yes		
Fitment / Vehicle Platforms (Year/Make/Model/Chassis)			
Boxed Weight			
Box Dimensions			
Manufacturing Method (CNC Machined, TIG Welded, etc.)	CNC machined, TIG welded		
Testing / Validation Performed (Fatigue, Load, Track)			
Key Features & Benefits			
Feature		Customer Benefit / Selling Point	
Caster improvement		Restores caster to factory specifications after lowering.	

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Adjustable ball joint pad		Allows for precise camber setting resulting in reduced tire wear and excellent handling	
Cerakote finish		High tech finish withstands elements, protects the product and looks awesome	
Differentiation Summary: Explain what sets this product apart from competing offerings. Examples: Design improvements, material advantages, geometry changes, adjustability, installation ease, compatibility with OEM components, etc.			
<p>The UMI 6565 is a premier quality solution to improve the handling and appearance of the lowered F-150 truck. Heavy duty construction withstands street abuse as well as racing abuse. Adjustable balljoint pad ensures precision alignment, even after lowering.</p>			
Recommended Marketing Highlights			
<ul style="list-style-type: none">• Innovative camber adjustment system			
High tech Cerakote finish			
Not intended for stock height vehicles			
Intended for 2-1/2 lowering or more			
<ul style="list-style-type: none">• Low friction greasable Delrin bushings			
Restores caster and camber to Ford specification on lowered vehicle			
Additional Notes for Sales / Marketing: Include any installation nuances, optional accessories, or relevant cross-sell opportunities.			

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<p>Dramatically lowering the F-150 causes the suspension to gain extra negative camber. For street driven trucks this camber can wear tires unevenly. The UMI 6565 corrects this trouble using an innovative adjustable ball joint pad.</p> <p>1/2" adjustment in 1/4" increments Total range is 1/2"</p> <p>Nominal plus 1/4 each way</p> <p>All holes are longer than factory arm</p> <p>2-1/2 to 3" is how it starts. As you get lower the UMI arm takes effect</p> <p>most effective past 3" (so 3-6" is the sweet spot for the UMI arm) unless you want the awesomeness of the arm in general</p> <p>Slightly longer than factory arm (Larry and Dustin to do more testing on a factory height truck)</p>			

- Adjustable camber
- Innovative design
- Greasable Delrin bushings
- High tech Cerakote finish
- Available in red or black
- 100% Made In USA