

Could Your Next Family Car Actually Be A Truck?

Description



Photo by [Kasey McCoy](#) on [Unsplash](#)

While pickup trucks are still predominantly bought by men, the number of trucks registered to women in the US increased by [67% between 2008 and 2016](#). Manufacturers have spotted the rising popularity in the vehicle among a broader demographic and are rising to the challenge of creating family friendly trucks. While safety will always be the priority [when choosing a family vehicle](#), many people love the idea of a more surprising choice in the garage. In fact, the future of your family may well ride in an unexpectedly truck-shaped vehicle.

Flat-beds for family life

At one point it was estimated that Americans spend [84 billion hours driving](#) in a year. Any Dad who's had to taxi his kids from hockey to choir to soccer practice may sympathize. Pickups now have improved cab space so you can at least be comfortable while you're running family life, plus they offer a good view of the road due to their height and glass coverage. Another clear advantage is the flat-bed space for transporting sports equipment, camping gear or whatever else your kids are into. [Pre-owned pickups offer good value](#), but if you prefer a little luxury, you can now find newer trucks with infotainment systems and soft closing tailgates; perfect for when you need to bring home teenagers plus instruments from band practice late at night.

Pickup power

Traditionally, pickups haven't been known for their fuel economy, but the marketplace is changing. Major manufacturers such as General Motors are looking at ways to [improve the fuel efficiency](#) of their

trucks, using smaller, more powerful engines and reducing the vehicles'™ weight. Ford is looking to add a diesel version later this year which could be its most efficient diesel truck yet. This is good news when it comes to filling up for those long family road trips or camping vacations. To get the best mileage for your money, choose the lightest truck that will meet your family'™s needs.

When it comes to choosing a family vehicle, most parents prioritize safety, reliability and affordability. A pickup truck may seem a surprising choice but for those who yearn to shake up suburbia, it may be just the thing. Increased height and visibility are definite plus points, along with ever-improving interior features and fuel efficiency. If you'™re thinking of replacing your vehicle over the next few years, it'™s well worth seeing what the truck market has to offer.

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