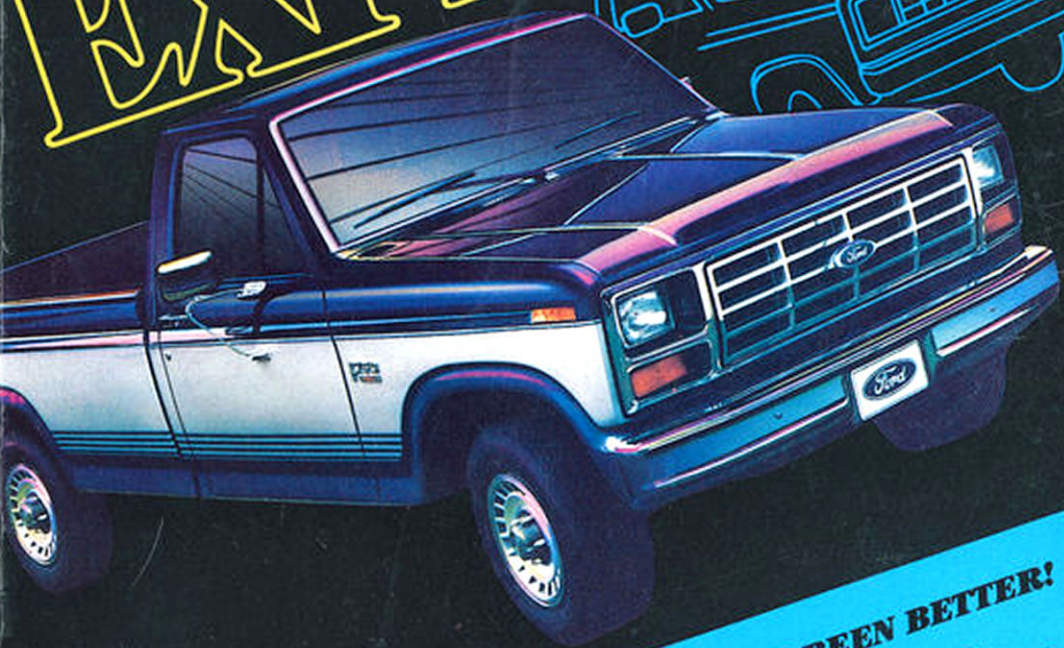


DISCOVER EXPLORER



...THE VALUE HAS NEVER BEEN BETTER!

See America's Truck—
and Get Free Air Conditioning on
a New Explorer (a \$743 value)!



LOOKING FOR A NEW TRUCK?

Come See Why America is Turning to Ford Trucks Year After Year!

- Ford full-size pickups have out-sold the competition for over seven straight years!***
- In fact, our complete lineup of pickups are America's Best Sellers!****
- Our Bronco is the reigning full-size utility sales champion!****
- Our Econoline Vans are America's Best Sellers year after year!****

From compact pickups to heavy-duty trucks, Ford Trucks have been leading the way.

In 1983, Ford led all other truck lines in total sales. And in 1984, we're on top again.*

So ride with a winner—the quality-built, tough team of Ford Trucks. America's sold on them. You should be, too!

*Based on latest available registration data for all trucks.

**Based on R. L. Polk & Co. cumulative registrations, 1977 through June, 1984.

***Based on latest available registration data.



FORD

RODMAN FORD SALES, INC.
ROUTE #1
FOXBORO, MA 02035

Mr. Sheldon Liberman
91 North St.
Mansfield, MA 02048

Dear Mr. Liberman:

Value and quality in a truck adds up to driver satisfaction. For nearly two decades, the words Explorer and Value have been synonymous with Ford pickups. This year the tradition continues.

The 1985 Explorers offer more value and quality in America's Best Selling Pickups with savings up to \$743.00 -- the equivalent of free air conditioning!

Explorer pickups -- F-Series and Ranger -- have been designed to give you substantial savings on those options that you would probably purchase anyway. Explorers give you the ordering flexibility you'll appreciate. They are available in 4x2 and 4x4 models, regular cab or Supercab and in eight different paint combinations.

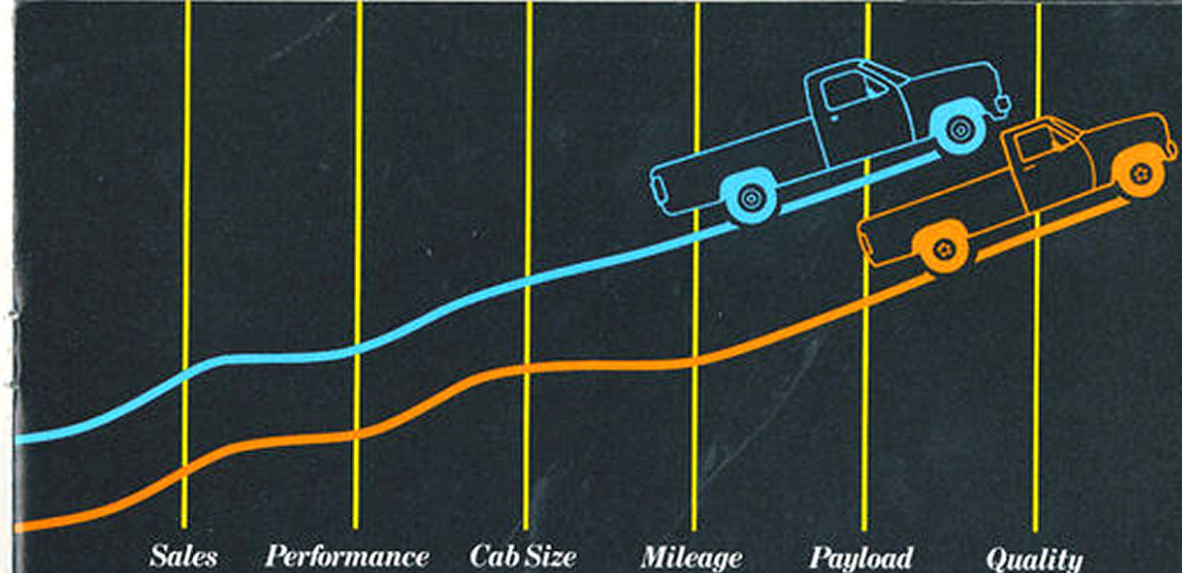
Stop by for a test drive soon. See for yourself the qualities that make Ford Explorer pickups a solid value in today's market. Compare them to other compact or full size trucks you may have driven. We're sure you'll agree -- Ford Explorers are great trucks at a great price!

To show our appreciation for coming in to see and drive a new Ranger or F-Series Explorer, we'll give you a free Annodized Quartz Digital Watch. Just bring the enclosed certificate in for validation after your test drive.

This test drive offer ends December 15, 1984, so come in today and see how you can save up to \$743.00 on a new Ford pickup. At the same time, see how easy it is to become one of the satisfied millions who say -- "My Ford Truck and Me" -- what a great pair!

Sincerely,

RODMAN FORD SALES, INC.



BUILDING A WINNER... ***What it Takes to be America's Truck.***

Ford F-Series Pickups Ford Ranger Pickups

Leader in Construction.

F-Series Pickups are Built Ford Tough. With designed-in features like double-wall construction in the hood, roof, doors and Styleside box sides and tailgate. Plus a ladder-type frame with eight tough crossmembers and Ford's exclusive Twin-I-Beam independent front suspension.

Leader in Performance.

For '85, Ford puts real power in the hands of America's pickup owners. The standard F-Series 4.9L engine is the biggest 6-cylinder available in any pickup. Or you can choose from the most powerful small/mid-size gasoline V-8s, including the high technology 5.0L EFI V-8, and the largest, most powerful diesel engine (6.9L).

Leader in Cab Size.

SuperCab is the only two-door pickup big enough for an optional full-width bench seat in back. It's roomy enough for a family of six. Four-door Crew Cab models also available.

Leader in Construction.

Ranger is built like the big ones. There's double-wall construction in the hood, roof, doors, pickup-box sides and tailgate. An all-welded pickup box with rounded corners. A tough, ladder-type frame. And Ford's exclusive Twin-I-Beam independent front suspension.

Leader in V-6 Power.

Ranger's 2.9L V-6 has the most pulling power you can get in a small pickup. And our standard four-cylinder sets *new* standards: it's a 2.3L electronically fuel-injected engine with 5-speed manual overdrive transmission. Ranger powertrain choices are as extensive as any compact pickup.

Leader in Cab Size.

Ranger's roomy cab, widest of the compacts, seats three abreast. And it's ergonomically designed for easy driver access to controls, instruments and lights.

And...Every Ford Pickup is built with Ford's never-ending commitment to quality! You have to see this quality to believe it.

America's Truck—Built FORD TOUGH



F-150 with Explorer Package "B". Some equipment may be optional.



F-SERIES EXPLORER

Four Ways to Save on a Big Ford Pickup Built "Your Way"

Choose your package, choose your savings—choose an F-Series pickup designed "Your Way." Regular cab or SuperCab. These Explorer packages offer you popular XL and XLT Lariat Trim levels and lots more. Including Free Air Conditioning in Package "D." For a great looking, tough pickup at a great looking price, our choices make your choice easy—F-Series Explorer!

PACKAGE A A Well-Equipped Pickup At Attractive Savings of \$150*

Includes: XL Trim (Cloth and vinyl seat trim • Cloth headliner • Color-keyed floor mat with insulation • Passenger door courtesy light switch • Cigarette lighter • Woodtone instrument panel applique • XL door trim panels). Plus, Explorer Two-Tone (Regular cab models only. Delete option available) • Explorer and XL Exterior Plaques • Sliding Rear Window • Chrome grille.

PACKAGE B More Product Value, More Savings. This Option Group Saves You \$225*

Includes: XLT Lariat Trim (Full cloth seat trim • Soft-wrapped steering wheel • Woodtone instrument panel applique • Cloth sun visors • Color-keyed carpeting • Cloth insert and vinyl map pocket on door trim panel • Brushed aluminum tailgate applique with lower red reflector panel). Plus, Exterior protection group • Explorer Two-Tone choices (Regular cab model only. Delete option available) • Explorer and XLT Lariat Exterior Plaques • Chrome Grille and Sliding Rear Window.

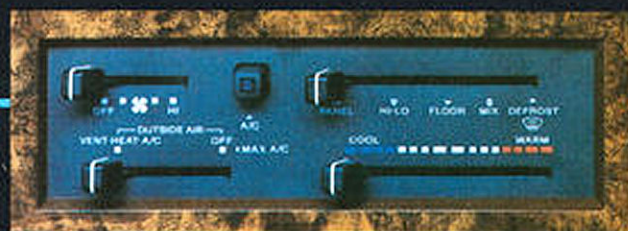
PACKAGE C Available with Packages A and B or as a Separate Option Group on any F-Series Pickup. Either way you save \$325* on a group of popular options.

Includes: Air conditioning • Electronic digital clock • Convenience group • Auxiliary fuel tank • Tinted glass • Light group • Speed control • Tilt steering wheel • Explorer Exterior Plaques.

PACKAGE D Saves You \$743* It's like getting Air Conditioning Free!

Includes: XL Trim* (as described in Package A) • Plus, Air conditioning • Deluxe Two-Tone paint • Power door locks/windows • AM/FM stereo radio* • Electronic digital clock • Convenience group • Tinted glass • Light group • Speed control • Tilt steering wheel • Chrome grille.

*Savings based on manufacturer's suggested retail price for the package compared with traditional pricing for the options purchased separately. May be upgraded.



Shown with Explorer Package "B". Some equipment shown may be optional.

FORD RANGER EXPLORER

Build a Ranger "Your Way" and save up to \$743*

Combine a tough Ford Ranger with Explorer value and you get a great deal...and a great deal more. Explorer packages offer the convenience and appearance features you want most—XL and XLT Trim, air conditioning and much more. All for less! It's a great way to pick up a great Ranger the way you want. At the price you want.

PACKAGE A A Well Equipped Truck Inside and Out. At a Savings of \$150*

Includes: XL Trim (Knitted vinyl bench seat with folding seat back • Color-keyed vinyl A-frame steering wheel • Day/night rearview mirror • Color-keyed instrument panel pad • Chrome grille and headlight surround • Bright low-mount western mirrors • Woodtone cluster finish panel applique • Cigarette lighter • Color-keyed seat belts with tension eliminator • Bright front bumper • Color-keyed vinyl floor mat • and Deluxe wheel trim with bright trim rings and lug nuts). Plus, Color-keyed cloth headliner • Trim panels and moldings • Explorer Tu-tone choices • Explorer and XL Exterior Plaques • and Sliding rear window.

Included with Explorer Package "B"

PACKAGE B More Value and a Higher Level of Interior Trim at a Savings of \$225*

Includes: All Package A Features plus XLT Trim (Deluxe leather-wrapped A-frame steering wheel • Color-keyed cloth door trim panel and moldings with carpet insert and map pocket on lower panel • Cloth seat trim • Color-keyed carpeting • Bright front bumper with black end caps • Brushed aluminum tailgate applique • Dual accent bodyside paint strips • Full-length black vinyl lower bodyside molding with bright accent • Pivoting vent windows • Explorer and XLT Exterior Plaques).

PACKAGE C Saves You \$325* Available with Package A or B or as a Separate Option Group on any Ranger.

Includes: Air conditioning • Power brakes • Overhead console • Convenience group • Tinted glass • Light group • Speed control • Power steering • Tilt steering wheel • Explorer Exterior Plaques.

PACKAGE D A \$743 Savings*— The equivalent of Free Air Conditioning!

Includes: XL Trim (as described in Package A) • Air conditioning • Power brakes • Overhead console • Convenience group • Tinted glass • Light group • Speed control • Power steering • Tilt steering wheel • Deluxe Tu-tone Paint • Power window/lock group • and AM/FM stereo radio.

*Savings based on manufacturer's suggested retail price for the package compared with traditional pricing for the options purchased separately.



30^{*}
hwy.
26
city



24^{**}
hwy.
19
city

GREAT FORD FUEL ECONOMY!

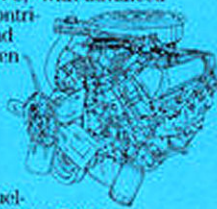
For '85, Ford puts real power in the hands of America's Pickup owners. Power that means quick response, easy hauling—and extra fun.

Ford F-Series Pickup

Ford full-size pickups earn great gas mileage ratings. By design. Engine choices range from the fuel-efficient 4.9L six-cylinder to the high-performance, high technology 5.0L electronically fuel-injected V-8^{*} with advanced multi-port fuel injectors. This contributes both to responsiveness and to overall efficiency. There is even a powerful 6.9L V-8 Diesel—the most powerful true-truck heavy-duty diesel available in any pickup.

You can choose from five different transmissions, too, depending on the model. Two fuel-efficient overdrive transmissions are offered, plus a four-speed manual and an automatic.

^{*} 4.9L Six (162) with manual 4-speed overdrive.
EPA Estimates. Actual mileage will vary with maintenance, options, driving conditions and driving habits.



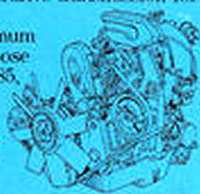
Ford Ranger Pickup

Ranger is the small truck that's big on economy.

It comes standard with a new 2.3L electronically fuel-injected four-cylinder engine.[†] It's teamed with a standard 5-speed manual overdrive transmission for optimum fuel efficiency.

If you're looking for maximum power in a small pickup, choose the 2.8L V-6. And, new for 1985, a four-speed Automatic Overdrive transmission is available, too. It teams tough performance with overdrive fuel economy.

[†] 2.3L EFI 4-cylinder with manual 5-speed overdrive transmission.
EPA Estimates. Actual mileage will vary with maintenance, options, driving conditions and driving habits.



[†] See dealer for availability



MORE BAUER TO YOU!

Ford Bronco and Bronco II—two tough 4-wheelers for '85—both with Eddie Bauer style.

Now you have a choice of big Bronco (seats 5 or 6) or trim size Bronco II (seats 4) in special Eddie Bauer editions. Both with a lot in common.

Both lead their fields in power. Power that eases you through hard off road going and makes all driving more fun. Bronco II's standard 2.8L V-6 has the most pulling power of any small 4-wheeler. Bronco comes with the new 5.0 electronically fuel-injected V-8 engine.

Both have independent front suspension to absorb off-road jolts so you don't have to.

Both give you a proven 4-wheel drive system with manual or optional automatic locking hubs.

Both offer high-styled interior and exterior trim including dual Captain's Chairs, special paint treatment and much more. Plus Eddie Bauer gear bag, travel blanket and visor organizer.

And to top it off, both offer free Ford Care, an extended maintenance/limited warranty plan at no extra cost!



**RANGER 'S'—A tough pickup
for under \$6,000⁽¹⁾**



**F-150 Value Package—
Increased Payload,
added features and
savings up to \$666**



For '85—Two More Ways to Save on Tough Ford Trucks!

Ford Explorers are just the beginning of the savings available in 1985. There are two additional ways to save—Ranger "S" and the F-150 Value Package.

Ranger "S"

Ranger "S" has the Built Ford Tough features shared by all Rangers at a tough-to-beat price. And every Ranger "S" includes Twin-I-Beam independent front suspension, double-wall construction and a rugged ladder-type frame. Plus, a 1,235 lb. payload capacity and the widest 3-passenger cab in any small pickup. Popular options are also available to build a Ranger "S" your way.

F-150 Value Package

The F-150 Value Package offers pickup buyers increased payload capacity at a great price. For 1985, you can order an F-150 4x2 or 4x4, Regular cab or SuperCab with the 4.9L Six and manual 4-speed or manual 4-speed overdrive

transmission and receive the following options at no extra charge:

- Payload Package #2 (4x2 Regular Cab)¹
- P215/75R x 15SL BSW Tires (4x2 Regular Cab)¹
- Ammeter and Oil Pressure Gauges
- Bright Low-mount Western mirrors
- Cigarette lighter
- Heavy duty battery
- Heavy duty front/rear shock absorbers and springs (4x4 models)

All at a savings of up to \$666* depending on the model.

And, it's available with the Explorer packages to provide combined savings of up to \$1,409*.

*Savings based on a comparison of the Manufacturer's Suggested Retail Price for the package compared with traditional pricing for the options purchased separately.

¹Standard on other models.

(¹)Manufacturer's suggested retail price, excludes title, taxes, and destination charges.

To Receive Your EXPLORER QUARTZ DIGITAL WATCH

1. Visit your Ford Dealer and test drive one of our new Explorer pick-up trucks.
2. Have the dealer validate the attached Test Drive Certificate with his signature and Ford Dealer Distribution Code.
3. Designate your selection of watch styles (men's or ladies') and enter your telephone number on the certificate and mail. No purchase necessary.
4. Quartz Watch will be sent to your dealer. Please allow 4-6 weeks for delivery.



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL

FIRST CLASS PERMIT NO. 2 BIRMINGHAM, MI

POSTAGE WILL BE PAID BY ADDRESSEE

EXPLORER TEST DRIVE OFFER

P.O. BOX 12259
BIRMINGHAM, MI 48012



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL

FIRST CLASS PERMIT NO. 2 BIRMINGHAM, MI

POSTAGE WILL BE PAID BY ADDRESSEE

NEW VEHICLE INFORMATION CENTER

FORD MOTOR COMPANY

P.O. BOX 12259
BIRMINGHAM, MI 48012

**SONS
P—
R '85**

offer—

ected 2.3L four

ulling power in any

y small pickup

list—

ages with savings up

ced at \$5,993

with savings up to

F-150 Value Package

pickup, at a

veve it

ck out the timely
up. And get a free
test drive certifi-
cough. This offer
fore time runs out.

RANGER 'S'
for under \$



EXPLORER QUARTZ DIGITAL WATCH

- Five function operation including hour, minute, second, day and date.
- Black anodized quality
- "Twist-O-Flex" type metal band
- Gold face
- Six-month warranty
- Choice of either men's or ladies' style

1985 EXPLORER TEST DRIVE CERTIFICATE/VALIDATION FORM

11075 C 26531
Mr. Sheldon Liberman
91 North St.
Mansfield, MA 02048

EXPLORER QUARTZ WATCH SELECTION ☐ MEN'S ☐ LADIES'

Phone: Area Code () _____

Dealer Signature _____

Dealership Name _____ Ford Dealer Code _____

City _____ State _____

OFFER EXPIRES DECEMBER 15, 1984

WANT MORE INFORMATION ON THE 1985 FORDS?

Check off your choices below and drop this card in the mail.
No obligation, of course.

11075 C 26531

CAR-RT SORT
Mr. Sheldon Liberman
91 North St.
Mansfield, MA 02048

***CR07

YES, I'D LIKE LITERATURE ON THE FOLLOWING FORD TRUCKS:

- ☐ F-SERIES ☐ RANGER ☐ BRONCO ☐ BRONCO II
☐ AEROSTAR ☐ ECONOLINE VAN ☐ CLUBWAGON

In addition, please send me literature on the following Ford cars:

- ☐ THUNDERBIRD ☐ TEMPO ☐ MUSTANG ☐ EXP
☐ CROWN VICTORIA ☐ LTD ☐ ESCORT

THERE ARE A LOT OF GREAT REASONS TO BUY A FORD PICKUP— AMERICA'S TRUCK FOR '85

Ford F-Series Pickups offer—

- A choice of six and eight cylinder engines including the high-technology 5.0L EFI V-8 and the 6.9L Diesel—the most powerful diesel engine in any pickup.
- A wider choice of models—regular cab, exclusive SuperCab with folding rear bench seat option and the 4-door Crew Cab.
- A wide range of payload and trailer towing capacity—payloads up to 5,730 lbs. and trailer towing up to 12,500 lb. trailer weights when properly equipped.
- The best-selling lineup of trucks in America for the last eight years in a row.

Ford Ranger Pickups offer—

- Available new fuel-injected 2.3L four cylinder engine
- A V-6 with the most pulling power in any small truck
- The widest cab of any small pickup

When you add to this list—

- Explorer option packages with savings up to \$743
- Ranger "S" model priced at \$5,993
- F-150 Value Package with savings up to \$666
- Combined Explorer/F-150 Value Package savings up to \$1409

—You get a great Ford pickup, at a great price!

You have to see and drive one to believe it

Now is the time to experience, for yourself, the quality, performance and ride of America's Trucks. We'll give you an Anodized Quartz Digital Watch, absolutely free, just for test driving a 1985 Tough Ford Truck.

So come in now and check out the timely savings on a new Ford Pickup. And get a free watch, too. Just bring in the test drive certificate for validation. Hurry, though. This offer ends soon. See us today—before time runs out.

For '85
on

Ford Explorers are the savings available additional ways to the F-150 Value Package.

Ranger "S"

Ranger "S" has features shared by to-beat price. And a Twin-I-Beam independent wall construction and Plus, a 1,235 lb. payload passenger cab in any size are also available to buyers.

F-150 Value Package

The F-150 Value Package buyers increased price. For 1985 or 4x4, Regular cab or and manual 4-speed or

P.O. Box 70
Taylor, Michigan 48180

"Return Postage Guaranteed"

BULK RATE
U.S. POSTAGE
PAID
FORD MOTOR
COMPANY

