

1981 FORD

Built Ford Tough

PICKUP



**FORD'S OUT
FRONT.**

1981 FORD PICKUP

Ford's out front in sales* with the features you want.

Tough Ford Pickups are the best-selling trucks in America. In fact, Ford has been first in total truck sales since 1977.* And you don't get to be "number one" without having the features Americans want in their pickups. Features like:

- Ford: first with 21 MPG pickups with payloads as big as 2,530 lb.**
- Built Ford tough with double-wall construction in Styleside box sides, tailgate, roof and hood sections.
- Twin-I-Beam front suspension.
- Handsome aerodynamic design.
- Spacious interior room and comfort.
- Big payload capacity.

*Based on 1977-80 calendar year retail deliveries.

1. Unbeaten MPG and longest range!

Tough Ford Pickups stretch fuel dollars with unbeaten EPA estimated MPG for any full-size truck... combined with the longest range.

**MPG ratings.

29 EST HWY

21

EPA EST MPG (49 State)

27 EST HWY

19

EPA EST MPG (Calif.)

Standard 4.9L (300) Six and optional 4-spd. manual overdrive transmission.

Ford Pickup's gas mileage ratings and 19-gal. standard fuel tank (LWB model) plus optional 19-gal. auxiliary provide the longest estimated range of any pickup between fuel stops with its largest total fuel tank capacity in the industry.

1,102 miles est. hwy. range (798 miles est. range (49 State))

1,026 miles est. hwy. range (722 miles est. range (Calif.))

Total optional fuel capacity (38 gal.) multiplied by six-cylinder engine mileage estimates equals range.

More mileage information: Compare the above estimates with others. Your actual mileage and range may differ depending on speed, trip length and weather. Actual highway mileage and range will probably be less than estimated. Diesels and car-trucks excluded.

Aerodynamic design.

From the shape of the grille, slope of the hood to the design of the roof... smooth contours minimize air drag at highway speeds. Result: efficient use of power.

2. New automatic overdrive.

High on the list of Better Ideas is this new '81 option available on Ford F-100, F-150

and F-250 Pickups, with optional 5.0L (302) V-8 engine. At about 45 mph in Drive, the transmission automatically shifts into the overdrive gear. The engine then runs more slowly.

3. New 4.2L (255) V-8 engine.

Now V-8 power with six-cylinder type displacement... the new truck 4.2L (255) engine. This new lightweight V-8 engine is the smallest V-8 available in an American-built pickup! Ford also offers a choice of other V-8's, up to 6.6L (400).

4. Twin-I-Beam front suspension.

Ford's independent front suspension consists of two steel I-beam axles. Each front wheel has its own axle and big coil

spring to step over bumps independently. And it's built Ford tough.

Highest torque six-cylinder engine.

In addition to outstanding fuel economy, the Ford 4.9L (300) Six provides the most torque of any six-cylinder pickup engine.

Rust protection.†

Ford's limited corrosion perforation warranty is a no-cost 36-month plan on trucks under 4,535 kg (10,000 lb.).

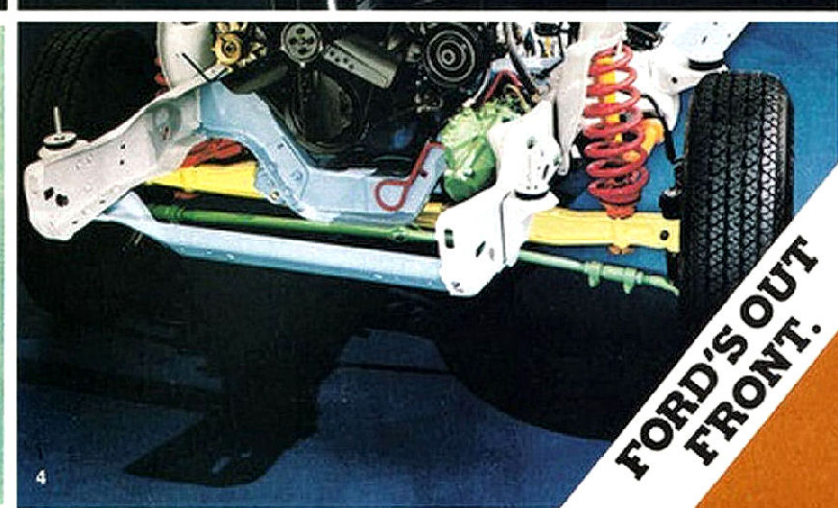
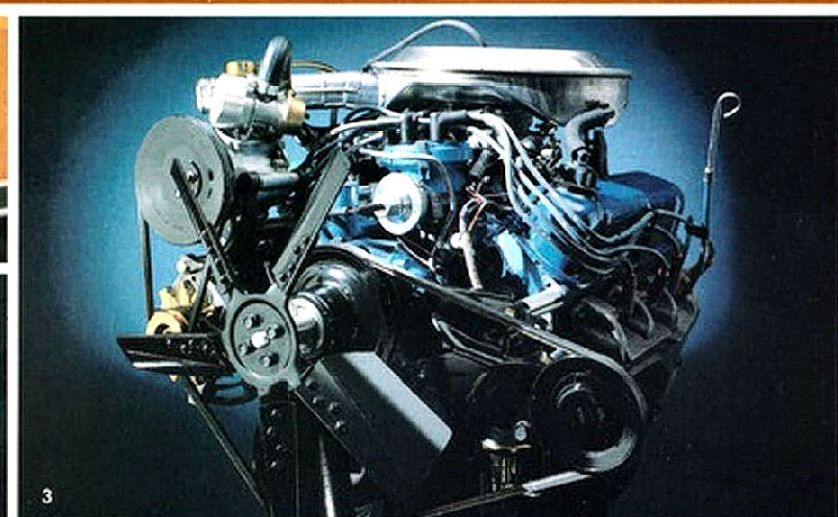
Big payloads.

Tough Ford 4x2 Pickups were rated to carry heavier payloads (based on comparable Gross Vehicle Weights), in

ADDITIONAL STANDARD FEATURES

- Tough ladder-type frame with up to 8 crossmembers
- Polypropylene fender liners — front and rear — for protection from rust
- Halogen headlamps
- All-welded Styleside pickup box
- Radial tires (F-100/150)
- Rubber-isolated front coil springs

Note: Some illustrations include optional equipment. See the standard features for each model, and the options shown or listed on pages 18 and 19.



Ford Limited Corrosion Perforation Warranty

Ford Motor Company provides a limited 3-year corrosion perforation warranty, with unlimited mileage, on all trucks under 4,535 kg (10,000 lb.) GVWR sold in the 50 United States. The warranty states that any part which, in normal use, rusts through from corrosion within three years of retail delivery or first use, will be repaired or replaced free of charge by the selling dealer after inspection by a Ford representative. Of course, exhaust system components or parts which develop corrosion perforation caused by accidents or other damage are not covered.

FORD'S OUT FRONT.

1981 FORD PICKUPS

Get behind the wheel and see why Ford's out front.

For great comfort and interior style, look at the '81 Ford Pickups. Just slip behind the wheel of any Ford Pickup. You'll discover a great new outlook — both inside and out.

Inner space.

The efficient use of space for optimum room and comfort. Ford's first new trucks for the 80's, the 1980 models, included a totally redesigned cab... for more leg room and more head room than the previous models. More space for you means more comfort. And with a Ford SuperCab, there's plenty of room for a family of six with optional rear bench seat.

Stylish good looks.

1981 Ford Pickups are built tough on the outside. But are comfortable and good looking on the inside. With handsome all-vinyl standard bench seat, your choice

of optional cloth and vinyl bench seat or Captain's Chairs on SuperCab models. Many interior features are color-keyed. Pickup features include an impressive list of standard equipment like: door panel-mounted armrests, glove box with door latch and molded-in coin and cup depressions, sound insulation features, full-foam seat over springs, inside hood release, column-mounted ignition switch, "A" pillar and windshield mounted moldings, sun visors, six interior color choices, folding seat back access to behind-seat storage area... and more.

Convenient driving control.

There's more than comfort behind the wheel of an '81 Ford Pickup. You'll also experience the reassuring feeling of convenient control. First, the instrument

panel: redesigned for 1980... with "wraparound" style that visibly clusters instruments and controls for immediate access. Then brow-mounted warning lamps, grouped above the instrument panel, provide quick monitoring of crucial operating components. Finally, behind the wheel and on the road, that great feeling while driving a tough-built Ford Pickup.

You can add popular Ford options for even more comfort and convenience. Shown below are Electronic Digital Clock, AM/FM stereo radio with 8-track tape player (or cassette), Air Conditioning, and Fingertip Speed Control.

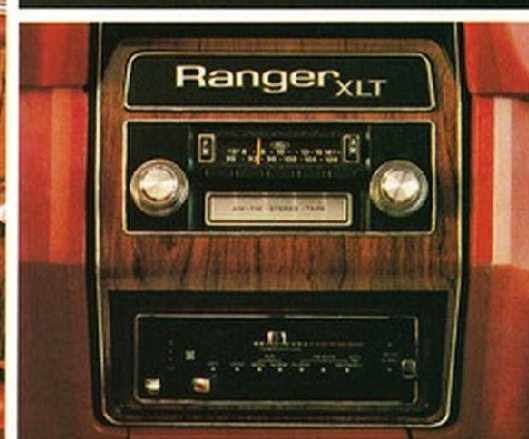
Note: Some illustrations include optional equipment. See the standard features for each model, and the options shown or listed on pages 18 and 19.



Ford Ranger Lariat interior.



Truck Rifle Safe mounted in behind-seat storage area — a Ford Dealer-installed accessory.



FORD'S OUT FRONT.

1981 FORD RANGER LARIAT

The luxury leader...
in pickups!

For the ultimate in Ford Pickups, the '81 Ranger Lariat combines the top-of-the-line luxury with rugged good looks. Plus all these **standard features** (in addition to or in place of Ranger XLT features). **Outside**, handsome aerodynamic styling is accented by bright lower bodyside molding with black vinyl insert. Then, the Ranger Lariat's exclusive dual narrow tape stripe accents the exterior styling of this Ford luxury pickup by running above the front fender and up the "B" pillar.* From the halogen headlamps to the handsome tailgate applique, the Ford Ranger Lariat leads

the way in exterior luxury... all the way around.

Inside, the '81 Ranger Lariat **standard features** really stand out. Features like: Special "cushioned" seat trim sew style in rich vinyl and distinctive cloth • Lariat instrument panel has polished woodtone applique and bright "Ranger Lariat" script • Handy map boxes on the lower door panels are covered with rich carpeting • Plus woodtone applique on door trim panel • Complete color-keyed molding system surrounds all windows • Thick cut-pile carpeting • Luxury-type steering wheel • Right hand visor vanity mirror.

*Not included with Regular, Deluxe or Combination Tu-Tone.



1981 FORD RANGER XLT

Pacesetter style accurately describes the Ford Ranger XLT. For '81, **outside standard features** (in addition to or in place of Ranger features shown on page 8) include the following: Bright tailgate release handle • Upper bodyside protection molding with vinyl insert • Wheelip moldings • Brushed aluminum tailgate applique with bright letters and black tape stripe at the bottom of the applique (Styleside Pickups) • XLT emblem on sides • Flareside tailgate trim has raised FORD letters which match the contrasting color in the surrounding dual-colored tape stripe. In addition, Flaresides and dual-rear-wheel Stylesides include dual-colored narrow upper and lower bodyside tape stripes.

Inside, the roomy, comfortable Ranger XLT has all these **standard features**: Attractive seat trim of grained vinyl with cloth inserts; all-vinyl is a no-charge option • Color-keyed cut-pile carpeting covers floor insulation padding • Carpeted storage area behind the seat • Carpeted lower door trim panels • Cloth headliner on foam padding • Bright Ranger XLT on instrument panel • Bright aluminum door scuff plates • Full color-keyed moldings (SuperCab), upper color-keyed moldings (Regular Cabs).

Note: Some illustrations include optional equipment. See the standard features for each model, and the options shown or listed on pages 18 and 19.



**FORD'S OUT
FRONT.**

1981 FORD RANGER

Handsome style and trim define the distinctive Ford Ranger Pickup for '81. Outside, the Ranger **standard features** include (in addition to or in place of all the Custom features shown on page 9): Upper bodyside and tailgate molding • Bright insert around the back window • Bright hub caps (except with dual rears).

Inside, the Ranger **standard features** include: All-vinyl or new cloth and vinyl

seat trim • Courtesy lighting includes passenger side door switch, as well as driver's • Bright accents on door trim panels • Cigarette lighter and ashtray light • Woodtone accent around the steering wheel horn pad • Polished woodtone applique on the instrument panel • Color-keyed seat belts • Fully covered seat back • Color-keyed floor mat.



1981 FORD CUSTOM

Bright. And practical. That's Ford Custom for '81. With value for the money that includes a generous list of standard equipment.

Outside, Ford Custom includes all these **standard features**: Chrome front bumper • Bright grille surround • Bright windshield molding • Argent hub caps (except with dual rear wheels).

Inside, Ford's roomy interior **standard features** include: Attractive all-vinyl seat trim • Full-foam seat over springs

• Folding seat back access to behind seat storage area • Instrument panel with black cluster trim applique and full-width pad • Glove box with latch • LH door courtesy light switch • Temperature gauge • Color-keyed windshield pillar, header, cowl side trim panels and door trim panels with foam-padded armrests • Scuff plates • Coat hook • Dome light • Floor insulation and carpet-texture rubber mat • Inside hood release • Color-keyed sun visors.



Note: Some illustrations include optional equipment. See the standard features for each model, and the options shown or listed on pages 18 and 19.



FORD'S OUT FRONT.

1981 FORD FREE WHEELIN' PICKUPS

Ford Pickups have it all together for '81 with two Free Wheeling options. And they're available with all trim levels in Regular Cab F-100/F-150 Styleside and Flareside Pickups. Here are all the fun features for '81 in these two Ford Free Wheeling Packages.

Free Wheeling "A" includes: pinstriping (tri-color tape stripe is available [at extra cost] in place of pinstriping on Stylesides, or Deluxe Tu-Tone on Flaresides as shown below), blackout grille and headlamp doors, and sport wheel covers (4).

Free Wheeling "B" includes Package

"A" plus: fog lamps and bumper guards, Handling Package, bright rear contour bumper (Styleside), bright channel bumper (Flareside), 10-hole polished aluminum wheels (in place of wheel covers), and inside: soft-wrap steering wheel; Sports Instrumentation Package with tachometer, trip odometer, ammeter and oil pressure gauge.

In addition, Styleside 4x4's with Free Wheeling "B" include styled steel wheels in place of 10-hole polished aluminum.

Do your own thing. Add to your Free Wheeling fun with Ford's wide choice of individual factory-installed options like AM/FM stereo radio with either 8-track or cassette tape player.



Easily removable tailgate standard! The Styleside pickup's tailgate can be taken off in seconds.

The Flareside (below) and Styleside (below at bottom) display pinstriping, that's just one of Ford's Free Wheeling items available to customize your Ford Truck.

1981 FORD SUPERCAB

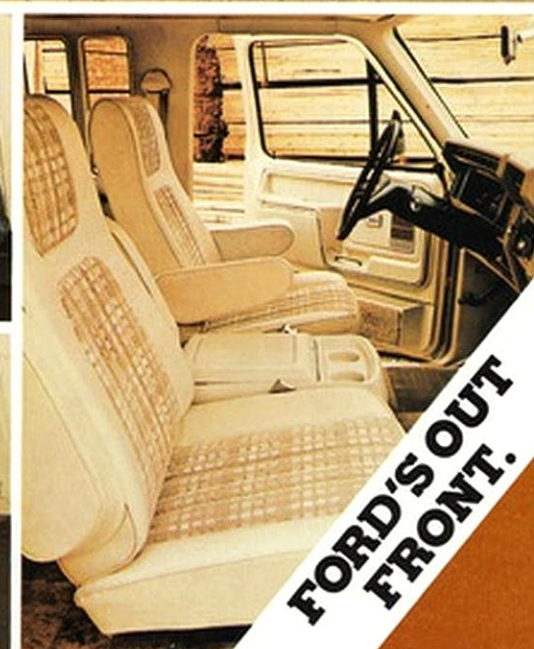
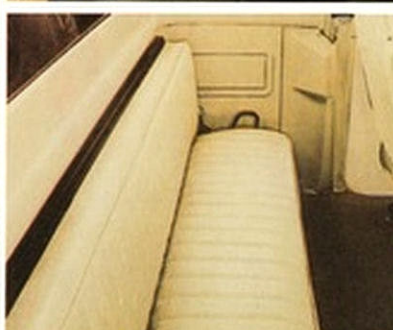
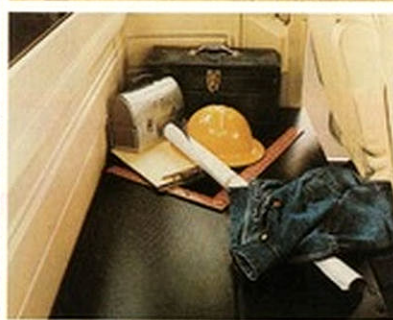
For 1981, the tough Ford SuperCab features extra comfort and seating style with optional reclining Captain's Chairs, center console (both are shown below), plus SuperCab's traditional family-size room. There's plenty of room for a family of six with SuperCab's standard front bench seat and rear bench seat option. Rear center-facing jump seats are another alternative option in the spacious '81 SuperCab, or there're 1.06 cubic meters (37.4 cu. ft.) of interior loadspace, without optional rear seat, for carrying cargo, gear or luggage. The rear bench seat (shown below) folds flat with its steel back providing a load floor. The jump seats fold up out of the way to clear the floor for storage space.

With all the same tough truck features that make Ford a pickup leader in the 80's, the SuperCab is a great investment in space, comfort and convenience for the hard-working trucker on the go. And for your own personal preference in added convenience and style, there is a whole truckload of options to consider.

Note: Some illustrations include optional equipment. See the standard features for each model, and the options shown or listed on pages 18 and 19.



Ford SuperCab. Attractive "Twin-Window" treatment is standard.



**FORD'S OUT
FRONT.**

FULL LINE OF TOUGH FORD TRUCKS FOR MOST ANY JOB!

Ford's lineup of '81 pickups are built Ford tough... to get the job done. No matter what your individual need or line of work may be, Ford Pickups offer the features most people want. Mileage. Aerodynamic design. Tough construction. Cab comfort features. Impressive standard equipment. Practical engineering advances. And there's a wide range of choices so you can get the right truck for your job.

A. Regular Cab Styleside Pickup.

The roomy, comfortable three-passenger cab that features a full-foam on springs, full-width front seat with an in-cab storage space behind the seat. The seat back folds for easy access to this storage area.

B. SuperCab Styleside Pickup.

Ford's SuperCab provides added comfort and interior space. There's room for a family of six with standard front bench seat and optional rear bench seat. Or you can choose two facing jump seats. When not required, all rear seats fold away for added storage space.

C. "Six Wheeler" Styleside Pickup.

The dual-rear-wheel Styleside Pickup provides optimum payload capacity for its big 4,535 kg (10,000 lb.) Maximum Gross Vehicle Rating. The Styleside tailgate comes right off... so campers can slide right in!

D. Regular Cab Flareside Pickup.

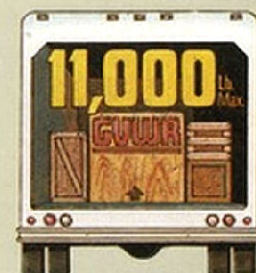
Ford's famous shorty never looked so good, or was so practical. The Flareside box features seasoned wood flooring. Wood is preferred by many users including farmers who sometimes haul livestock. Also, running boards allow easy side access to the front load area.

FORD CHASSIS-CABS

Now with the highest GVWR available!

mm (136.8 in.) and 4,085 mm (160.8 in.) wheelbases for up to 12-ft. bodies.

Tough Ford Chassis-Cabs are ready to take on your choice of custom bodies. GVWR's range up to 4,990 kg (11,000 lb.)... the highest rating in their class. Ford Chassis-Cabs all feature Ford's aerodynamic cab with roomy interior, and Twin-I-Beam front suspension for toughness and ride qualities. Ford F-250's (over 3,855 kg/8,500 lb. GVWR) and F-350's with standard Warner T-18 4-speed manual transmission can easily accommodate a single-gear PTO package. These Chassis-Cabs are available with 3,378 mm (133 in.), 3,475



A. Regular Cab Styleside Pickup



C. "Six Wheeler" Styleside Pickup



Ford Chassis-Cab with Platform/Stake Body



B. SuperCab Styleside Pickup



D. Regular Cab Flareside Pickup



Ford Chassis-Cab with Van Body

**FORD'S OUT
FRONT.**

TOUGH FORD PICKUPS. FOR CAMPER AND TRAILER TOWING FUN.

The first new trucks of the 80's should be your first choice in '81: for functional, comfortable camping, trailer towing toughness... or just plain outdoor fun. No matter where you live or how far you plan to travel, the entire lineup of tough Ford Trucks for '81 is designed to help you relax and enjoy the great outdoors. Ford also offers complete optional "Trailer Towing Packages" and a "Camper Special Package" with all the basic requirements for today's recreation uses. So when it comes to camping and trailer towing toughness, look to tough Ford Trucks. Travel to your destination in style

and comfort whether you are out for a weekend in the country or traveling all the way across the country.

Trailer Towing Packages

Ford offers either Light Duty or Heavy Duty Trailer Towing Packages to match your hauling needs. Gross Combination Weight Ratings go up to 6,441 kg (14,200 lb.) for 5th wheel, 6,463 kg (14,250 lb.) for conventional trailers.

Light Duty Trailer Towing Package* includes (for trailers up to 907 kg [2,000 lb.]):

- Extra engine cooling
- Heavy-duty flashers

- Wiring harness**
- Argent rear step bumper
- Trailer Special emblem



Heavy Duty Trailer Towing Package includes (for trailers up to 3,855 kg [8,500 lb.]):

- Extra engine cooling
- Heavy-duty flashers
- 60 amp. alternator
- 63 amp-hr. maintenance-free battery
- Oil pressure gauge
- Ammeter gauge
- Bright low-mount recreation swingaway mirrors, 228 mm x 152 mm (9" x 6")
- Handling Package
- External transmission oil cooler with SelectShift automatic transmission
- Wiring harness**
- Trailer Special emblem

Note: To help assure optimum performance, SelectShift automatic transmission is required for all towing applications. See your Ford Dealer for additional required or recommended equipment (engines, axle ratios, etc.).

Camper Special Package

The Camper Special Package is optional on F-250 and F-350 Regular Cab and SuperCab Styleside Pickups to accommodate slide-in campers.

F-350 Regular Cab "Six-Wheeler" Pickup with Camper Special Package provides the load-carrying capacity for big slide-in campers.

Camper Special Package includes:

- 60 amp. alternator
- 63 amp-hr. maintenance-free battery
- Oil pressure gauge
- Ammeter gauge
- Bright low-mount recreation swingaway mirrors, 228 mm x 152 mm (9" x 6")
- Extra engine cooling
- Stabilizer bars — front and rear
- Heavy-duty shocks — front and rear
- Camper wiring harness**

- External transmission oil cooler with SelectShift automatic transmission
- Camper Special emblem

Note: Requires 5.0L (302) V-8 or larger engine and optional 4-speed manual (non-overdrive), SelectShift automatic or Automatic Overdrive transmission. **Includes 12-volt 7-wire (identified) sealed cable with connectors.

Note: Some illustrations include optional equipment. See the standard features for each model, and the options shown or listed on pages 18 and 19.



**FORD'S OUT
FRONT.**

SPECIFICATIONS

Ford makes the right selection easy.

Now it's easier than ever to pick the tough Ford Truck that's just right for you. Just review the table below for a quick guide to selecting the Ford Truck that will handle your daily workload requirements. By reading the columns from left to right, you'll find the pickup box length, series and payload package that best match your individual needs. Additional specs shown on the next page are for your further reference. Then be sure to see your Ford Dealer for complete information. He'll help you make sure you've made the right selection.

STYLESIDE AND FLARESIDE PICKUP DIMENSIONS

For choosing the Styleside Pickup or Flareside Pickup that will get the job done right, refer to the chart and line drawings shown below at right. Then turn back through the catalog for illustrations and explanations that will help you make the right selection. For standard ratings and optional equipment available on all 2-wheel drive models, review the chart below at far right.

COLORS

Seventeen exterior paint choices:



*Optional Glamour Colors.

Printed colors are at best only representative of the true paints. Your Ford Dealer can show you actual samples of paint colors and also interior trim materials.

Regular Cab Pickups		PAYLOAD PACKAGE SELECTOR (4x2)		TIRES	
PICKUP BOX LENGTH*	SERIES	PAYLOAD PKG. NO.	PAYLOAD** GVWR		
2.0 m (6 1/2 ft.) Flareside	F-100	No. 1,580 kg (1,280 lb.)	2,132 kg (4,700 lb.) Std.	P215/75R 15SL Std.	
2.0 m (6 1/2 ft.) Styleside	F-100	No. 1,605 kg (1,335 lb.)	2,132 kg (4,700 lb.) Std.	P215/75R 15SL Std.	
2.0 m (6 1/2 ft.) Flareside	F-100	No. 2,690 kg (1,525 lb.)	2,268 kg (5,000 lb.) Opt.	P215/75R 15SL Std.	
2.0 m (6 1/2 ft.) Styleside	F-100	No. 2,715 kg (1,580 lb.)	2,268 kg (5,000 lb.) Opt.	P215/75R 15SL Std.	
2.5 m (8 ft.) Styleside	F-100	No. 1,560 kg (1,235 lb.)	2,132 kg (4,700 lb.) Std.	P215/75R 15SL Std.	
2.5 m (8 ft.) Styleside	F-100	No. 2,735 kg (1,625 lb.)	2,336 kg (5,150 lb.) Opt.	P215/75R 15SL Std.	
2.0 m (6 1/2 ft.) Flareside	F-150	No. 1,805 kg (1,775 lb.)	2,381 kg (5,250 lb.) Std.	P215/75R 15SL Std.	
2.0 m (6 1/2 ft.) Styleside	F-150	No. 1,830 kg (1,830 lb.)	2,381 kg (5,250 lb.) Std.	P215/75R 15SL Std.	
2.0 m (6 1/2 ft.) Flareside	F-150	No. 2,1,030 kg (2,280 lb.)	2,630 kg (5,800 lb.) Opt.	P235/75R 15SL Req.	
2.0 m (6 1/2 ft.) Styleside	F-150	No. 2,1,060 kg (2,335 lb.)	2,630 kg (5,800 lb.) Opt.	P235/75R 15SL Req.	
2.5 m (8 ft.) Styleside	F-150	No. 1,875 kg (1,900 lb.)	2,472 kg (5,450 lb.) Std.	P215/75R 15SL Std.	
2.5 m (8 ft.) Styleside	F-150	No. 2,1,145 kg (2,530 lb.)	2,766 kg (6,100 lb.) Opt.	P235/75R 15SL Req.	
2.5 m (8 ft.) Styleside	F-250	No. 1,1,210 kg (2,665 lb.)	2,880 kg (6,350 lb.) Std.	8.00 x 16.5D Std.	
	F-250	No. 2,1,445 kg (3,190 lb.)	3,129 kg (6,900 lb.) Opt.	8.00 x 16.5E Req.	
	F-250	No. 3,1,780 kg (3,885 lb.)	3,470 kg (7,650 lb.) Opt.	8.75 x 16.5E Req.	
	F-250	No. 4,1,740 kg (3,835 lb.)	3,538 kg (7,800 lb.) Opt.	8.75 x 16.5E Req.	
	F-250	No. 1-x/2,120 kg (4,680 lb.)	3,923 kg (8,650 lb.) Std.	9.50 x 16.5E Std.	
2.5 m (8 ft.) Styleside	F-350	No. 1,2,130 kg (4,695 lb.)	4,037 kg (8,900 lb.) Std.	9.50 x 16.5E Std.	
Dual rear wheel	F-350	No. 1,1,945 kg (4,285 lb.)	3,946 kg (8,700 lb.) Std.	8.00 x 16.5D DR Std.	
Dual rear wheel	F-350	No. 2,2,510 kg (5,535 lb.)	4,535 kg (10,000 lb.) Opt.	8.00 x 16.5E DR Req.	
SuperCab Pickups					
2.0 m (6 1/2 ft.) Styleside	F-150	No. 1,880 kg (1,950 lb.)	2,585 kg (5,700 lb.) Std.	P235/75R 15SL Std.	
2.0 m (6 1/2 ft.) Styleside	F-150	No. 2,1,040 kg (2,300 lb.)	2,744 kg (6,050 lb.) Opt.	P235/75R 15SL Req.	
2.5 m (8 ft.) Styleside	F-150	No. 1,925 kg (2,050 lb.)	2,676 kg (5,900 lb.) Std.	P235/75R 15SL Std.	
2.5 m (8 ft.) Styleside	F-150	No. 2,1,085 kg (2,400 lb.)	2,835 kg (6,250 lb.) Opt.	P235/75R 15SL Req.	
2.0 m (6 1/2 ft.) Styleside	F-250	No. 1,1,135 kg (2,505 lb.)	2,880 kg (6,350 lb.) Std.	8.00 x 16.5D Std.	
	F-250	No. 2,1,645 kg (3,630 lb.)	3,424 kg (7,550 lb.) Opt.	8.75 x 16.5E Req.	
	F-250	No. 3,1,625 kg (3,590 lb.)	3,492 kg (7,700 lb.) Opt.	8.75 x 16.5E Req.	
	F-250	No. 1,1,175 kg (2,600 lb.)	2,993 kg (6,600 lb.) Std.	8.00 x 16.5D Std.	
	F-250	No. 2,1,415 kg (3,125 lb.)	3,243 kg (7,150 lb.) Opt.	8.00 x 16.5E Req.	
	F-250	No. 3,1,710 kg (3,775 lb.)	3,560 kg (7,850 lb.) Opt.	8.75 x 16.5E Req.	
	F-250	No. 4,1,690 kg (3,735 lb.)	3,628 kg (8,000 lb.) Opt.	8.75 x 16.5E Req.	
	F-250	No. 1-x/2,105 kg (4,645 lb.)	4,037 kg (8,900 lb.) Std.	9.50 x 16.5E Std.	

*Nominal. **Maximum allowable weight of people, cargo, body and equipment. †Requires 5.8L (351) V-8 engine. N.A. in Calif.

ENGINE HORSEPOWER AND TORQUE (SAE)		49 STATES		CALIFORNIA	
ENGINES*	SAE NET HORSEPOWER	SAE NET TORQUE	SAE NET HORSEPOWER	SAE NET TORQUE	
4.2 L (255) V-8	118 @ 3400 rpm	208 lb.-ft. @ 2000 rpm	—	—	—
4.9 L (300) Six	118-122 @ 3200-3000 rpm	238-257 lb.-ft. @ 1200-1400 rpm	116-118 @ 3200 rpm	238-250 lb.-ft. @ 1200 rpm	
5.0 L (302) V-8	133 @ 3400 rpm	233 lb.-ft. @ 2000 rpm	133 @ 3400 rpm	239 lb.-ft. @ 1400 rpm	
5.8 L (351) V-8	136-142 @ 3000-3400 rpm	251-262 lb.-ft. @ 2400-1600 rpm	139-142 @ 3200-3400 rpm	251-279 lb.-ft. @ 2400-1400 rpm	
6.6 L (400) V-8	153 @ 3200 rpm	296 lb.-ft. @ 1600 rpm	153 @ 3200 rpm	296 lb.-ft. @ 1600 rpm	

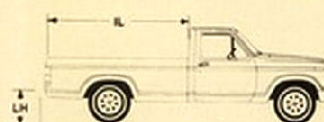
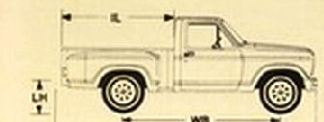
*Horsepower and torque vary by Series and powertrain combinations.

STYLESIDE PICKUP DIMENSIONS (4x2)

Cab Type	Series	WB mm/in.	Box IL mm/in.	FW max. load width mm/in.	LW* mm/in.	CH* mm/in.	OAL mm/in.
Regular Cab	F-100	2,967/116.8	2,054/81.0	1,278/50.3	2,082/82.0	1,772/69.8	4,879/192.1
	F-100	3,378/133	2,558/100.7	1,278/50.3	2,082/82.0	1,767/69.6	5,290/208.3
	F-150	2,967/116.8	2,054/81.0	1,278/50.3	2,082/82.0	1,772/69.8	4,879/192.1
	F-150	3,378/133	2,558/100.7	1,278/50.3	2,082/82.0	1,767/69.6	5,290/208.3
	F-250	3,378/133	2,558/100.7	1,278/50.3	2,082/82.0	1,843/72.6	5,290/208.3
	F-350	3,378/133	2,558/100.7	1,278/50.3	2,082/82.0	1,852/72.9	5,290/208.3
SuperCab	F-150	3,378/133	2,558/100.7	1,278/50.3	2,082/82.0	1,826/71.9	5,290/208.3
	F-150	3,378/133	2,558/100.7	1,278/50.3	2,082/82.0	1,826/71.9	5,290/208.3
	F-150	3,526/138.8	2,054/81.0	1,278/50.3	2,082/82.0	1,801/70.9	5,438/214.1
	F-150	3,526/138.8	2,054/81.0	1,278/50.3	2,082/82.0	1,799/70.8	5,438/214.1
	F-250	3,526/138.8	2,054/81.0	1,278/50.3	2,082/82.0	1,857/73.1	5,438/214.1
	F-250	3,526/138.8	2,054/81.0	1,278/50.3	2,082/82.0	1,857/73.1	5,438/214.1
FLARESIDE PICKUP DIMENSIONS (4x2)							
Regular Cab	F-100	2,967/116.8	2,054/81.0	1,272/50.1	2,079/82.0	1,772/69.8	4,808/189.3
	F-150	2,967/116.8	2,054/81.0	1,272/50.1	2,079/82.0	1,772/69.8	4,808/189.3



*1960 mm (77") 2410 mm (94.9") with DRW



EQUIPMENT

TWO-WHEEL DRIVE (See 4-Wheeler catalog for 4x4 specifications)

	F-100	F-150	F-250	F-350	F-350 DR
Payloads (See payload chart at left)					
Maximum GVWR, Reg. Cab	2,336 kg (5,150 lb.)	2,766 kg (6,100 lb.)	3,923 kg (8,650 lb.)	4,037 kg (8,900 lb.)	4,535 kg (10,000 lb.)
SuperCab	—	2,835 kg (6,250 lb.)	4,037 kg (8,900 lb.)	—	—
Axle, Front Max. Rating	1,179 kg (2,600 lb.)	1,542 kg (3,400 lb.)	2,835 kg (6,250 lb.)	1,746 kg (3,850 lb.)	1,746 kg (3,850 lb.)
Axle, Rear Max. Rating	1,270 kg (2,800 lb.)	1,701 kg (3,750 lb.)	2,835 kg (6,250 lb.)	2,835 kg (6,250 lb.)	3,356 kg (7,400 lb.)
Brakes, Power	Std.	Std.	Std.	Std.	Std.
Clutch, Dia./Area	Std. 254 mm/17 in.	Std. 254 mm/17 in.	Std. 279 mm/19 in.	Std. 279 mm/19 in.	Std. 279 mm/19 in.
Electrical Battery (amp-hr)	Std. 361	Std. 361	Std. 361	Std. 361	Std. 361
Alternator (amp.)	Std. 60	Std. 60	Std. 60	Std. 60	Std. 60
Engine, Displ.	Std. 4.9L (300) V-8	Std. 4.9L (300) V-8	Std. 5.0L (302) V-8	Std. 5.8L (351) V-8	Std. 5.8L (351) V-8
Fuel Tank Capacity, Retill Short w.	Std. 62L (16.5 gal.)	Std. 62L (16.5 gal.)	Std. 90-62L (16.5 gal.)	—	—
Long w.	Std. 72L (19 gal.)	Std. 72L (19 gal.)	Std. 72L (19 gal.)	Std. 72L (19 gal.)	Std. 72L (19 gal.)
Dual Tank** Short w.	Opt. 134L (35.5 gal.)	Opt. 134L (35.5 gal.)	Opt. 134L (35.5 gal.)	—	—
Long w.	Opt. 144L (38 gal.)	Opt. 144L (38 gal.)	Opt. 144L (38 gal.)	Opt. 144L (38 gal.)	Opt. 144L (38 gal.)
Shock Absorbers	Std. Front & Rear HD	Std. Front & Rear HD	Std. Front & Rear HD	Std. Front & Rear HD	Std. Front & Rear HD
Springs, Front	Std. (Computer Selected)	Std. (Computer Selected)	Std. (Computer Selected)	Std. (Computer Selected)	Std. (Computer Selected)
Rear	Std. (Computer Selected)	Std. (Computer Selected)	Std. (Computer Selected)	Std. (Computer Selected)	Std. (Computer Selected)
Heavy Duty, Front	Opt. 2,807 kg (6,200 lb.)	Opt. 2,807 kg (6,200 lb.)	Opt. 2,807 kg (6,200 lb.)	Opt. 2,807 kg (6,200 lb.)	Opt. 2,807 kg (6,200 lb.)
Heavy Duty, Rear	Opt. 2,807 kg (6,200 lb.)	Opt. 2,807 kg (6,200 lb.)	Opt. 2,807 kg (6,200 lb.)	Opt. 2,807 kg (6,200 lb.)	Opt. 2,807 kg (6,200 lb.)
Steering	Std. Manual	Std. Manual	Std. Manual	Std. Manual	Std. Manual
Transmission	Std. 3-spd. sync. 4-spd. overdrive	Std. 3-spd. sync. 4-spd. overdrive	Std. 3-spd. sync. 4-spd. overdrive	Std. 3-spd. sync. 4-spd. overdrive	Std. 3-spd. sync. 4-spd. overdrive
Wheels, Type — Rim Size	Std. (5) 5-hole — 5.5	Std. (5) 5-hole — 5.5	Std. (4) 8-hole — 6.0	Std. (4) 8-hole — 6.0	Std. (4) 8-hole — 6.0
Tires, Tubeless	Std. P215/75R 15SL Radials	Std. P215/75R 15SL Radials	Std. 8.00 x 16.5D	Std. 9.50 x 16.5E	Std. 8.00 x 16.5D

*Standard rear drum brakes are 280 mm x 57 mm (11-1/32" x 2-1/4"), with optional power brakes. Rear drum size is 254 mm x 64 mm (10" x 2-1/2") with standard 2,132 kg (4,700 lb.) GVWR only. **Stylesides only. †Maintenance-free. ‡10hp steering standard on F-250 Regular Cab with 5.8L (351) or 6.6L (400) V-8 engine. *For selection of HD rear springs and auxiliary, see your Ford Dealer. SC = SuperCab. DR = dual rear wheels. **Available on models over 3,855 kg (8,500 lb.) GVWR only.

FORD'S OUT FRONT.

OPTIONS

A full truckload... of extra factory features.

For the Ford Pickup of your choice, there is a wide selection of factory options that can multiply the usefulness and enjoyment of your pickup many times over. Ford-engineered, factory-installed and Ford-warranted... these options can also add to the trade-in value when it's time for a new Ford Pickup. Go down this list and check off the options that will help you "create" a Ford Pickup just right for your work or personal needs.

Tu-Tones and Tape Stripes

Colorful Ford Tu-Tone and tape stripe choices for '81:

Regular Tu-Tone. The accent color covers the roof and upper back panel. Includes dual tape stripe to divide colors. (Shown with optional accent tape stripe.)

Deluxe Tu-Tone. Accent color on the center bodyside area and on tailgate below upper molding. Moldings are included as needed.

Combination Tu-Tone. Regular and Deluxe Tu-Tones combined.

Victoria Tu-Tone.* Accent color applied to hood, upper fender, around door window, and the lower bodyside.

Accent tape stripe.* This bodyside tape runs from the front marker lamp to the taillamp. Available separately or with Regular or Victoria Tu-Tone.

Tri-color tape stripe.* This new bodyside tape stripe adds color and appeal to Styleside Pickups. Available as a separate option on Regular Cabs.

*Available on single-rear-wheel Stylesides.

Upper bodyside tape stripe. Available on Regular Cab and SuperCab, this new tape stripe option highlights the upper portion of your single-rear-wheel Styleside Pickup. Available separately or with Regular Tu-Tone.



Regular Tu-Tone plus accent tape stripe



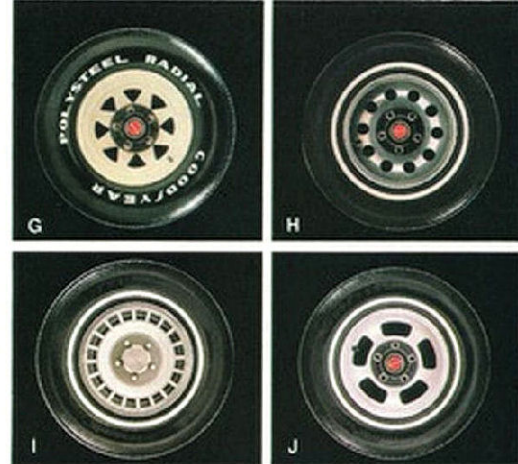
Combination Tu-Tone



Deluxe Tu-Tone



Victoria Tu-Tone



Appearance

- ☐ Chrome grille.
- ☐ Accent tape stripe (for SRW Stylesides).
- ☐ Tri-colored tape stripe (for Regular Cab SRW Stylesides).
- ☐ Upper bodyside tape stripe (for SRW Stylesides).
- ☐ Lower bodyside molding with black vinyl insert (for SRW Stylesides).
- ☐ Bright wheelip moldings (for SRW Custom or Ranger Stylesides).
- ☐ Upper bodyside protection molding (for SRW Stylesides).
- ☐ Bright box rails (for 2.495 mm (8") Styleside Pickups).

Audio

- All Ford radios include traveler's advisory setting.
- ☐ AM radio.
 - ☐ AM/FM monaural (single speaker).
 - (A)** ☐ AM/FM stereo (speakers mounted in door panels).
 - ☐ AM/FM stereo with 8-track tape player.
 - ☐ AM/FM stereo with cassette tape player.

Comfort/Convenience

- (B)** ☐ Air conditioning.
- ☐ High Output Heater.
- ☐ Convenience Group includes: intermittent wipers, 305 mm (12") day/night mirror, RH visor vanity mirror, molded bin on lower doors (carpet covered on Ranger XLT), headlamps-on warning buzzer, and courtesy light switch on RH door with Custom.
- ☐ Electronic Digital Clock.
- ☐ Fingertip Speed Control.
- (C)** ☐ Light Group includes movable underhood worklight with 20-ft. retractable cord (shown) plus lights in glove box, ashtray, under

instrument panel, dome lamp with map light, cargo box light, headlamps-on warning buzzer, and courtesy light switch on RH door with Custom.

- ☐ Visor vanity mirror, RH.
- ☐ Western mirrors, bright low-mount swingaway 228 mm x 152 mm (9 in. x 6 in.).
- ☐ Recreation mirrors, bright low-mount swingaway 228 mm x 152 mm (9 in. x 6 in.).
- ☐ Recreation mirrors, bright swingaway 241 mm x 171 mm (9 1/2 in. x 6 3/4 in.).
- ☐ Mirror delete (outside rearview mirrors on Chassis-Cabs over 3,855 kg (8,500 lb.)).
- (D)** ☐ Power door locks.
- ☐ Power steering.
- ☐ Power steering delete (where standard).
- ☐ Power windows.
- ☐ Soft-wrap steering wheel.
- ☐ Sliding rear window (tinted).
- ☐ Tilt steering wheel.
- ☐ Tinted glass all around.

- (E)** ☐ Tool storage box located under the hood (includes movable underhood worklight with 20-ft. retractable cord and inside locking hood release).
- ☐ Slide-out spare tire carrier allows the spare to be pulled from under the frame with ease.
- ☐ Spare tire carrier side-mounted inside Styleside box.
- ☐ Center console (SuperCabs with Captain's Chairs).

Seats (SuperCabs)

- ☐ Captain's Chairs (reclining).
- ☐ Forward facing rear seat (folds down to form flat floor).
- ☐ Center facing rear seats (fold up against rubber pads at sidewalls, include retainer straps).

Seat Trim

- ☐ Heavy-duty black vinyl (N.A. with Ranger XLT, Lariat or SuperCab).
- ☐ Knitted vinyl (N.A. Lariat).
- ☐ All-vinyl (for Ranger XLT and Lariat).
- ☐ Cloth and vinyl inserts (for Custom and Ranger).
- ☐ Deluxe seat belts (Custom).

Performance

- ☐ Auxiliary fuel tank (see dual tanks in specification chart on page 17).
- ☐ Handling Package includes front and rear stabilizer bars, HD front and rear shock absorbers and HD front springs.
- ☐ Heavy-duty shocks, front and rear.
- ☐ Gauges: oil pressure and ammeter.
- ☐ Automatic overdrive transmission.
- ☐ 4-speed manual transmission.
- ☐ 4-speed manual transmission with overdrive.
- ☐ SelectShift automatic transmission.
- ☐ Stabilizer bars, front and rear.
- ☐ Engine block heater: single 600 watt with Six, 4.2L (255) V-8 and 5.0L (302) V-8, dual with larger V-8's.
- ☐ Extra Engine Cooling Package.
- ☐ Super Engine Cooling Package.
- ☐ Special High Altitude Performance Package.
- ☐ Camper Special Package, see pages 14 and 15.
- ☐ Trailer Towing Packages, see pages 14 and 15.

Protection

- ☐ HD air cleaner (extra capacity).
- ☐ Dual note horns.
- ☐ Fog lamps (include plastic covers and bright front bumper guards).
- ☐ Roof clearance lights (5).
- ☐ Exterior Protection Group includes bright door edge guards, front

bumper guards and front bumper rub strip.

- ☐ Security Lock Group includes locking gas cap(s), inside hood release and glove box. Also spare tire lock (with under frame and in-box carrier).
- ☐ Sports Instrumentation.
- ☐ Tie-down hooks, chromed (8 for SRW Stylesides — 6 for DRW Stylesides).
- Rear bumpers:**
 - ☐ Argent step (for Stylesides).
 - (F)** ☐ Chrome step (for SRW Stylesides).
 - ☐ Chrome channel (for Flaresides).
 - ☐ Chrome contour (for SRW Stylesides).

Wheels and Wheel Covers

- ☐ Deluxe wheel covers (4).
- (G)** ☐ Styled steel wheels painted white (5), or (4) with steel spare.
- (H)** ☐ 10-hole polished forged aluminum with clear plastic coating (5), or (4) with steel spare.
- (I)** ☐ Sport wheel covers (4).
- (J)** ☐ 5-slot brushed forged aluminum with clear plastic coating (5), or (4) with steel spare.
- ☐ Hub caps, bright (Custom).

Free Wheeling Packages (see page 10).

Options Availability

1981 Ford Pickup options are not confined to these pages but are shown throughout the catalog. Options, whether or not they are identified, are offered at extra cost. Some options are included, required, or are not available, in combination with other options. Availability of some models and features described here and elsewhere may be subject to delay. Consult your Ford Dealer for the latest information.

SRW=single rear wheel
DRW=dual rear wheels



**FORD'S OUT
FRONT.**

TOUGH 1981 FORD PICKUPS.

Ford Pickups are built tough. Built to last. And built to meet head-on the changing needs of the 80's. With optimum fuel efficiency. Big payload capacities. Cab comfort. Rust protection. And choice. Ford offers you a complete lineup of '81 job-matching models to meet your work and personal transportation needs... all day, every day of the year. From the tough Free Wheeling Pickups to the luxurious, full-size Ranger Lariat, Ford is ready when you are.

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Ford Motor Company's optional Extended Service Plan covers certain selected components on new Ford cars and light trucks. The cost is so moderate for the protection you get that it could pay for itself the first time you need it. Your Ford Dealer will be happy to give you complete details of the Plan, which is available on cars and light trucks sold in all 50 United States and Canada.

Specifications, descriptions and illustrative material contained herein were as accurate as known at the time this publication was approved for printing. Ford Division reserves the right to discontinue models or options at any time or change specifications and materials, equipment or design without notice and without incurring obligation. All options and accessories illustrated or referred to as optional or available in this publication are at extra cost. Some options are required in combination with other options. For the price of the model with the equipment you desire or verification of specifications contained herein, see your Ford Dealer.

Buy or lease a tough Ford Truck—a great choice either way!

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Sometimes Ford offers adjustment programs to pay all or part of the cost of certain repairs. These programs are intended to assist owners and are in addition to the warranty or to required recalls. Ask Ford or your dealer about such programs relating to your Ford or Lincoln-Mercury vehicle.

To get copies of any adjustment program for your vehicle or the vehicle of interest to you:

Call Ford toll-free at 1-800-241-3673, Alaska and Hawaii call 1-800-243-3711, and in Georgia, call 1-800-282-0959

Or write Ford at:

Ford Customer Information System
Post Office Box 95427
Atlanta, Georgia 30347

We'll need your name and address; year, make and model vehicle, as well as engine size; and whether you have a manual or automatic transmission.

Technical Service Bulletins

All vehicles need repairs during their lifetime. Sometimes Ford issues Technical Service Bulletins (TSBs) and easy-to-read explanations describing unusual engine or transmission conditions which may lead to costly repairs, the recommended repairs, and new repair procedures. Often a repair now can prevent a more serious repair later. Ask Ford or your dealer for any such TSBs and explanations relating to your Ford or Lincoln-Mercury vehicle.

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Call Ford toll-free at 1-800-241-3673, Alaska and Hawaii call 1-800-243-3711, and in Georgia, call 1-800-282-0959

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FORD PICKUPS

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