

1968 FORD LIGHT TRUCK SALES FEATURES



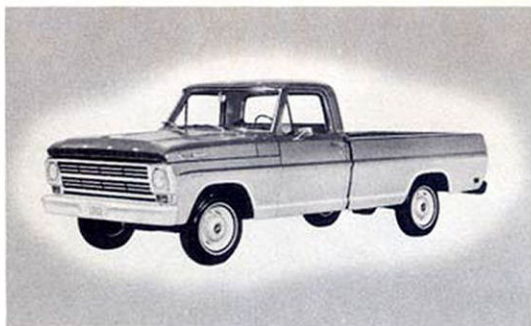
1968 F-100...the Better Idea Pickup
with more consumer benefits than ever before!

WITH THE BOOMING SALES OF THE 1967 F-100 it is evident that the right combination was hit in styling, comfort, ride, handling, performance and car-like convenience. Now for 1968 more innovations and improvements have been added to cause even more pickup buyers to turn to Ford for their pickup needs.

YOU CAN INCREASE YOUR CAR SALES by selling light trucks! Remember, 90% of the light truck owners also own one car—33% own 2 or more cars—this means a light truck sale can lead to a car sale!

WORKS MORE LIKE A TRUCK

Sell the total F-100 benefits—50% of your light truck prospects



***DISTINCTLY FORD STYLING**—An all-new grille for '68 enhances the bold, refined look of ruggedness. Brawny, masculine, with toughness to match, the '68 F-100 continues the distinctive and highly popular Ford styling.

NEW REFLECTORIZED SIDE ORNAMENTATION—Adding sparkle to '68 styling—new reflectORIZED side ornamentation at the front and rear fenders immediately identifies the '68 models and adds an extra benefit of safety.

***EXCLUSIVE TWIN-I-BEAM FRONT SUSPENSION**—A blue ribbon triumph, Ford's famous Twin-I-Beam suspension provides a velvet smooth ride coupled with matchless handling and stability. Doubly strong, outstandingly durable, Twin-I-Beam eliminates road shock and vibration and delivers whisper-soft passenger-car comfort.

***ALL-NEW V-8 POWER**—Two all-new V-8 engines for '68—the new 360 cu. in. and 390 cu. in. provide blistering power and performance to a fully rounded engine lineup. Added to the standard 240 cu. in. Six and the optional 300 cu. in. Six, the two new V-8's give a choice of power that ranges from economy to sports-car response.

ENGINE LINEUP

240 cu. in. Six 150 H.P.	360 cu. in. V-8 215 H.P.
300 cu. in. Six 165 H.P.	390 cu. in. V-8 255 H.P.

CRANKCASE VENTILATION SYSTEM—The crankcase ventilation system used on all 1968 Ford engines has a closed, recirculating circuit that prevents escape of fumes or combustion gases from the engine crankcase. As air circulates through the block, it picks up harmful crankcase vapors. The air and crankcase vapors then pass through a control valve and hose to the intake manifold. In the intake manifold, the gases mix with the air-fuel mixture and are burned in the combustion chamber.

NEW, SINGLE-EYE BATTERY—Batteries for '68 feature a single "eye" type filler cap which indicates at a glance the fluid level in the battery—an added service convenience.

SIMPLIFIED WIRING HARNESS—The '68 F-100 features a simplified wiring harness and a regulator and fuse panel located inside the cab on the fire wall for easy service access and low maintenance cost.

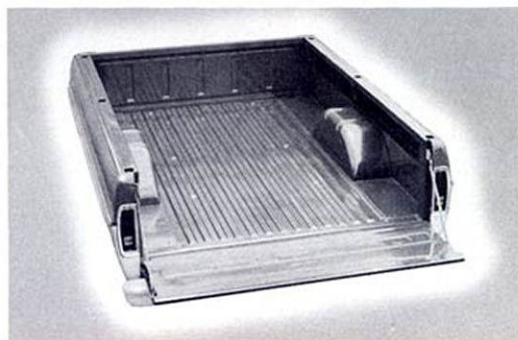
DRY-TYPE AIR CLEANER—As an extra added benefit, the '68 F-100 now features the more efficient, more economical and easier-to-service dry-type air cleaner.

***PICTURE WINDOW VISIBILITY**—Forward visibility is practically unrestricted as a result of the "picture window" size of the windshield. It is as wide as the cab and continues to provide the best visibility ever in a pickup truck.

DUAL ELECTRIC WIPERS—Electrically powered 2-speed wipers provide steady wiping action to clear the windshield effectively. They are standard too... as are the windshield washers for 1968!

***POPULAR WHEELBASES FOR '68**—Continued for 1968, two wheelbases to choose from—the popular 115-inch W.B. for the 6½' box and the 131 inch W.B. for the 8' box—both mean excellent weight distribution for all shapes, weights and sizes of cargo.

***BIGGER BRAKES FOR '68**—Bigger brakes front and rear mean added stopping ability for the 1968 F-100. The new brakes have over 45% more lining area to provide improved braking effectiveness and longer life for greater reliability and dependability.



***ALL-WELDED STEEL CARGO BOX**—The all-welded Styleside steel cargo C box features double-wall construction for extra strength and durability. Big, 76.4 cu. ft., with over 8 feet of flat floor space, the Styleside box also features flat wheel housings for extra load-carrying space.
*8 ft. Styleside body.

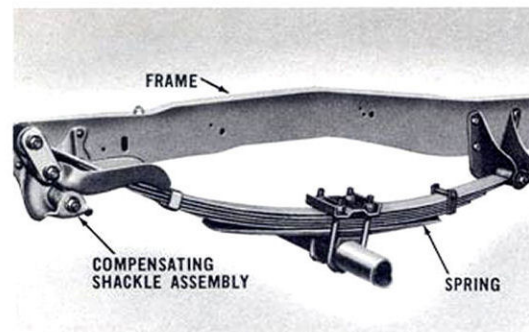
***ONE-HAND OPERATED TAILGATE**—So popular that others have copied it, Ford's one-hand operated tailgate can be opened or closed with ease. The tailgate opening is full-width too—and when the tailgate is extended, load length is increased almost 2 feet. The tailgate alone can support over one ton!

NOTE: STARRED ITEMS INDICATE KEY SELLING FEATURES FOR 1968

... RIDES MORE LIKE A CAR!

will use their pickup for personal or recreation transportation!

DEEP CHANNEL STEEL STAKE POCKETS—The deep, rugged stake pockets on the F-100 Styleside box mean items such as strong, sturdy side boards can be mounted securely and easily. The stake pockets are made of all-welded channel steel.



***ALL-NEW FLEX-O-MATIC REAR SUSPENSION**—Unique load compensating shackles automatically shorten the leaf springs in direct proportion to the weight of the load. Teamed with Ford's exclusive Twin-I-Beam front suspension, the all-new Flex-O-Matic rear suspension provides the smoothest, most stable ride in the history of light trucks loaded or unloaded. Optional on the F-100.

HEAVY-DUTY SHOCK ABSORBERS—Available as an R.P.O., heavy-duty shock absorbers mean increased load-carrying capacity, stability and greater durability for rugged hauling.

***LARGEST STANDARD REAR WINDOW IN THE INDUSTRY**—For outstanding all-around visibility, the F-100's large rear window (largest in the industry), coupled with the big windshield, provides more visibility than any other pickup today.

ILLUMINATED CARGO AREA—Mounted above the rear window, the light floods the cargo area, making loading or unloading at night fast, safe and easy. This optional convenience light package includes a switch on the instrument panel and a warning light that indicates when cargo light is on.

LONG-RANGE DRIVING WITH EXTRA 25-GALLON FUEL TANK—An extra 25-gallon fuel tank is available which, when combined with the standard 19½-gallon tank, more than doubles the operating range of the F-100. When ordered in lieu of the standard 19½-gallon tank, the body-mounted 25-gallon tank means extra space behind the front seat in the cab or permits the installation of walk-through camper bodies without costly and difficult fuel tank relocation problems.



***STILL THE ROOMIEST CAB**—The big, roomy cab for '68 is still the roomiest in the industry. With a wide range of comfort, convenience and appearance features such as the foam-padded, chair-high seat, the '68 F-100 cab is more car-like than ever before.

NEW LUXURY SEAT TRIMS—All-new seat trim materials give the '68 standard cabs a new look of luxury. And adding to the car-like interior—left and right hand armrests with squeeze-type door handles for extra comfort and convenience and safety.



EXTRA DRIVING CONVENIENCE—Newly designed switches and controls mean added driving convenience. Designed for easier operation and identification, the re-designed controls include the illuminated deluxe heater controls—standard on the F-100.

***EXTRA DRIVING COMFORT WITH INTEGRAL AIR CONDITIONING**—Factory-installed integral air conditioning, now available for the first time, means extra driving comfort for F-100 owners. And with other car-like options such as deluxe pushbutton radio and tinted windshield, the F-100 can be tailored to suit the needs of nearly any pickup buyer.

***SELECT-SHIFT CRUISE-O-MATIC**—So popular in '67, the exclusive Select-Shift Cruise-O-Matic is continued in 1968. Operated manually or automatically, the Select-Shift Cruise-O-Matic has a second hold feature which allows down-shifting on grades for engine braking.

POWER OPTIONS FOR CAR EASE DRIVING—Power steering and brakes, available on the F-100, mean more car-like driving ease. With power steering, turning effort is reduced by over 50% for extra handling ease.

PACKAGES OF PURE PLEASURE FOR INCREASED SALES



*THE CUSTOM CAB . . . COMBINING COMFORT AND BEAUTY.

The Custom Cab Package includes:

- Color-keyed woven plastic seat trim
- Deep foam-rubber seat cushion
- Deluxe horn ring
- Bright headlining retainer
- Custom instrument cluster
- Cigarette lighter
- Color-keyed armrests
- Color-keyed floor mat
- Bright door panel moldings
- Bright grille and headlamp assembly
- Bright windshield molding
- Bright taillight bezels
- Custom cab ornament

*THE RANGER . . . ULTIMATE IN LUXURY PICKUPS.

The Ranger Package has all of the Custom Cab extras PLUS:

INTERIOR:

- Deluxe color-keyed seat belts with retractors
- Color-keyed cloth-like vinyl upholstery
- Luxury vinyl door trim panels
- Ranger plaque on glove box
- Color-keyed nylon carpeting
- Door courtesy light switches

EXTERIOR:

- Bright front bumper
- Bright tailgate moldings
- Bright hub caps
- Bright drip moldings
- Bright rocker panel moldings
- Bright wheel-lip moldings
- Ranger emblem on the body



FORD MOTOR COMPANY LIFEGUARD-DESIGN F-100 SAFETY FEATURES

- | | | |
|---------------------------------------|----------------------|---|
| ■ Dual hydraulic brake system | ■ Windshield washers | ■ Seat belt anchors |
| ■ Outside and inside rearview mirrors | ■ Backup lights | ■ Bear-hug door latches and safety hinges |
| ■ Two-speed electric wipers | ■ Turn signals | ■ Padded instrument panel |
| ■ Glare-reduced windshield wiper arms | ■ Emergency flasher | ■ Padded sun visors. |
| | ■ Seat belts | |