



Ford Division

CONFIDENTIAL TO FORD SALESMEN

1970

SALES FEATURES

LIGHT TRUCK



Custom
Ranger

Sport **CUSTOM**

Ranger **XLT**



1969	1970
	RANGER XLT
RANGER	RANGER
	SPORT CUSTOM
CUSTOM	CUSTOM
STANDARD	

4 BRAND-NEW F-SERIES PICKUPS FOR 1970!

In 1970, you have the most exciting new line-up of F-Series pickups in history!

As you can see in the chart comparing the positioning of 1969 and 1970 trim levels, the 1970 Custom cab is upgraded over the 1969 Standard—almost up to the 1969 Custom, in fact, in both exterior and interior trim. The 1970 Sport Custom offers even greater exterior and interior appointments than the 1969 Custom. The 1970 Ranger is about on a level with the 1969 Ranger, while the 1970 Ranger XLT is brand

new and offers luxury never before seen in a pickup truck. Check the highlights on pages 4 and 5.

And you have an exciting new selling theme—P.S.—exciting because it means many things: more Pickup Sales—more Profitable Sales—greater Prospect Satisfaction!

And it means the Package Selling concept introduced three years ago and proven an important method of achieving all the others!

And Package Selling will be particularly helpful in selling 1970 Ford F-Series pickups—F-100, F-250 and F-350—because you can offer everything prospects need and want in a single pickup package—at an attractive package price!

Package Selling eliminates many difficulties in properly "specing" units. You just sell the *package!* You know it's designed, engineered and built to do the job and to keep your owners happy for a long time to come!

P.S. FOR PICKUP SALES!

POPULAR SELLING FEATURES OF 1970

FRONT SIDE

- Full-width windshield and large side windows give picture-window visibility and the best forward visibility of any pickup.
- Two-speed electric windshield wipers and washers are standard equipment.
- Hi-cowl ventilation. Air intake is high, away from exhaust fumes of other vehicles.
- Big 11-inch brakes provide up to 40% more braking area in pickups than major competition.



FRONT

- Exclusive Twin-I-Beam independent front suspension for sturdy truck strength and stability with better-than-most passenger-car ride and handling.
- New chrome bumper and bright aluminum grille with high-style inserts of modern, corrosion-resistant plastic that's strong, rigid and less expensive to replace in case of damage.
- Standard six- and Optional eight-cylinder engines for more power and performance (see back page for chart).
- Hood of extra-strong double-wall steel sections, known for exceptional durability.

OUTSIDE CAB

- Wide-opening doors so that big men can get in and out easily and comfortably.
- Big, roomy cab with wide seat, deep enough for restful support under thighs.
- Safety door latches and hinges make a safer vehicle to drive in today's traffic.
- Optional extra fuel tank—25-gal. capacity—with regular 19½-gal. tank more than doubles cruising range.

F-100, F-250 AND F-350 PICKUPS

REAR SIDE

- Styleside cargo boxes are of extra-tough, all-welded steel construction—no bolts to rust or break. Wheelhousings also all-welded steel, with flat tops for extra load space. Styleside and Flareside cargo boxes are available for F-100 and F-250 in 6½-foot and 8-foot sizes—on popular 115-inch and 131-inch wheelbases. Only the 9-foot Flareside is available for F-350 and only on the 135-inch wheelbase.
- Low height for easy side loading in Styleside cargo boxes. Flareside boxes (F-100, -250, -350) have running boards.
- Deep stake pockets of all-welded channel steel for secure mounting of side boards.



INSIDE CAB

- Four new 1970 trim levels—Custom, Sport Custom, Ranger and Ranger XLT. (See pages 4 and 5.) Each has its own degree of luxury in upholstery, door trim panels, floor covering, with beautifully styled and conveniently arranged instrument clusters, bright gearshift and turn signal levers. And each is a trim level higher than in 1969 as shown by the Chart on page 1.
- Leg room—plenty of space for comfortable driving. Low, flat tunnel for center-passenger comfort. Suspended brake and clutch pedals for easier housekeeping, and lots of foot room.

REAR

- One-hand tailgate operation (Stylesides only)—a much-imitated Ford “first”—easy to open and close. Full-width tailgate extends load floor nearly two feet when open, and can support up to a ton.
- Flex-O-Matic, exclusive rear suspension (standard F-250, available F-100), automatically compensates to provide uniform ride under all load conditions. Provides smoothest, most stable rear-end ride ever achieved in a pickup.
- Progressive-type leaf rear springs—tough, truck-type—(standard on F-100 and F-350) for a stable, sway-free ride with normal loads.
- Large standard rear window, combined with large side windows and full-width windshield, helps provide the most outstanding all-around visibility of any pickup on the market.

4 NEW TRIM LEVELS OFFER **PEERLESS**

Custom



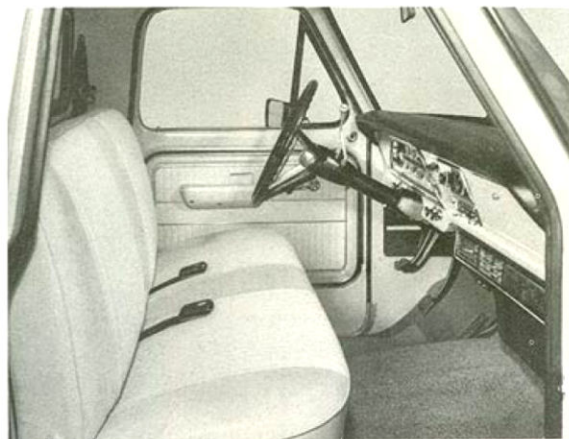
1970 CUSTOM OFFERS MANY MORE FEATURES THAN THE '69 STANDARD

Exterior Highlights: New attractiveness with bright aluminum grille, bright hood leading edge molding, bright chrome bumper, high-style grille inserts of modern, corrosion-resistant plastic that's strong, rigid, but less expensive to replace in case of damage; model ornament on hood with reflector; parking lights with integral turn signal and front side-marker lights; side-marker light with reflector at rear on body models, rear reflectors and Custom script emblems on Stylesides.

Interior Highlights: Luxurious embossed vinyl upholstery with richly contrasting bolster and insert; color-keyed

padded instrument panel; conveniently arranged instrument cluster surrounded by a bright bezel; glove box with push-button door latch; dome light with door-operated switches; two energy-absorbing sun visors; hardboard headlining; color-keyed armrests with integral door latch release handles; accent-painted textured steel door panels; bright gearshift and turn signal levers; 10-inch day/night mirror; windshield washer; emergency lamp flasher; deluxe color-keyed seat belts with outboard retractors; fresh air heater and defroster.

Sport CUSTOM



1970 SPORT CUSTOM COMBINES 1969 CUSTOM AND RANGER FEATURES! (In addition to or in place of Custom features)

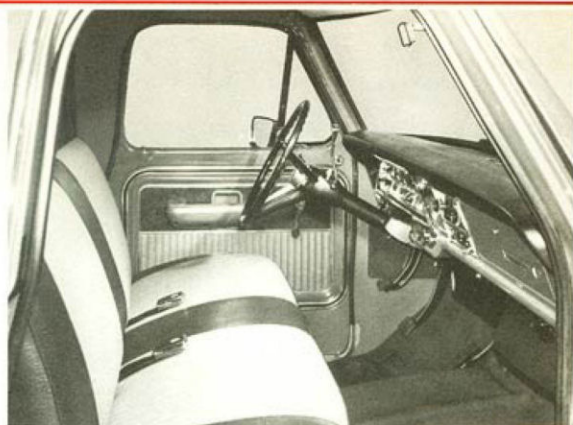
Exterior Highlights: Bright windshield, wheel lip and rocker panel moldings; on Stylesides, bright taillight bezels, attractively designed aluminum tailgate applique with FORD in raised letters; and Sport Custom script emblems.

Interior Highlights: Extra touches of luxury in pleated basket-weave vinyl seat, color-keyed full-pleated vinyl door trim panels with bright moldings, formerly available only in Ranger, satin-finish horn ring, cigarette lighter, comfort foam seat cushion and foam padding in back, color-keyed cushioned floor pad.

EVERYTHING **PROSPECT-S**ATISFYING

STYLING AND UNMATCHED LUXURY!

Ranger



1970 RANGER OFFERS EVEN GREATER LUXURY THAN '69! (In addition to or in place of Sport Custom features)

Exterior Highlights: Special new exterior identification—a bright, wide body side molding with black accent, and larger, more distinctive tailgate, full applique aluminum panel with F-O-R-D embossed letters (Stylesides)—plus bright-finish drip rail and rear window moldings, bright hub caps, and on Stylesides, Ranger script emblems and bright tailgate latch handle.

Interior Highlights: Ranger features simulated wood-grain instrument panel and cluster inserts, and door-trim panels of pleated vinyl with wood-grain inserts and bright moldings, seat pivot arm covers bright-finish, Ranger plaque on glove box door and bright-finish headlining molding.

Ranger XLT



NEW RANGER XLT PROVIDES ULTIMATE IN PICKUP LUXURY! (In addition to or in place of Ranger features)

Exterior Highlights: This ultra-glamorous package offers a wide bright-finish body side molding with luxurious simulated wood-grain inserts on Stylesides, plus bright-finish wheel lip and new bright rocker panel moldings on Stylesides, and a simulated wood-grain tailgate applique unique to the XLT, with FORD in bright letters on Stylesides, rear cargo light and underhood light (part of convenience group), and Ranger XLT script emblems.

Interior Highlights: Seat is a combination of pleated vinyl and a chemically-protected luxury cloth that is

readily cleanable, with more breathability for greater comfort and with great tensile strength and higher tear resistance; luxury door trim panels; color-keyed carpeting up to the firewall, a new high in pickup interior richness; glove box door lock and 12-inch wide-angle day/night inside rearview mirror (part of convenience group); perforated headlining; wood-grained modesty panel; bright-finish instrument panel molding; additional insulation and sound-deadener for a super-comfortable, ultra-quiet cab; Ranger XLT plaque on glove box door.

TO PERFECTLY SUIT BUYING MOTIVES!

PACKAGE SPECIALS OFFER PRACTICAL SAVINGS!



Again in 1970, Ford, the leader in recreational vehicles, offers its famous Camper Special package for the F-250 and F-350. The F-250 carries the popular 11-ft. pickup-mounted campers. The F-350 easily carries up to 14-ft. chassis-mounted cab-over-camper units. Every Camper Special package provides all the components and equipment your prospect needs for pleasant, worry-free and economical transportation: new sliding rear window with lock (see page 7), 70 amp. hr. battery, oil pressure gauge, ammeter, dual bright-metal 6-inch by 10-inch Western long-arm mirrors, extra-cooling package, camper wiring harness, dual electric horns, rear shock absorbers for F-350, distinctive "Camper Special" emblem. It's all in a package you can sell with ease, at an attractive package price.

CONTRACTOR Special

This extremely practical package is again available to make man-sized jobs easier and more economical. The Contractor Special package, available for 8-ft. 4 x 2 Stylesides, is a terrific buy, attractively priced, with: 16-inch right- and left-hand contractor boxes mounted on the top surfaces of the body sides for storing tools—with lockable, chain-supported fold-down doors, bright-metal Western 6-inch by 10-inch long-arm mirrors, rear-step bumper, "Contractor Special" emblem. Note: Heavy-duty springs are required.

4 x 4's

Rugged is the word for this package—designed to go where there are no roads—with solid Mono-Beam front-end, four-wheel drive and power take-off. Available for F-100 and F-250 with prospect's choice of the four new luxury trim levels. Sell the package!

FARM & RANCH Special

Another special package available with 8-foot 4 x 2 Stylesides designed to appeal to many prospects, but especially to farm and ranch owners for hauling milk, feed, bales of hay, etc. Does a truck's work—but rides and handles like a car! Includes: rear step bumper, 9-inch pickup body side and front boards, bright 6-inch by 10-inch Western swing-lock mirrors, "Farm and Ranch Special" emblem. Note: Requires optional rear springs.

HEAVY DUTY Special

A real bargain at a low package price for knowledgeable salesmen and prospects. Easily takes the F-100 and F-250 4 x 2's with 8-ft. Stylesides up to maximum GVW ratings. It's simple to order and has all the components to please prospects: 1175-lb. front springs (1250-lb. with V-8's), 70 amp.-hr. battery, 55 amp. alternator, ammeter, oil pressure gauge, rear step bumper, bright 6-inch by 10-inch Western swing-lock mirrors, "Heavy-Duty Special" emblem.

PARTICULARLY SUITED OPTIONS PROMOTE SALES!

SLIDING REAR WINDOW

New for 1970—another one of Ford's "better ideas"—a lockable sliding rear cab window with two center-opening panes. For campers, it permits communication between cab and camper unit. Other prospects will want it for added ventilation.

SELECTAIRE CONDITIONING

Increasingly popular with pickup prospects, superior cooling ability will lower cab temperature by up to 40 degrees in 20 minutes! And it will operate for up to 30 minutes in hot weather traffic jams without causing boilover!

TEXTURED SIMULATED VINYL ROOF

Available in 1970 by popular demand for an added sports flavor. Bright cab rear belt and drip cap moldings are part of the package. Available in black with solid body colors.

BUCKET SEATS

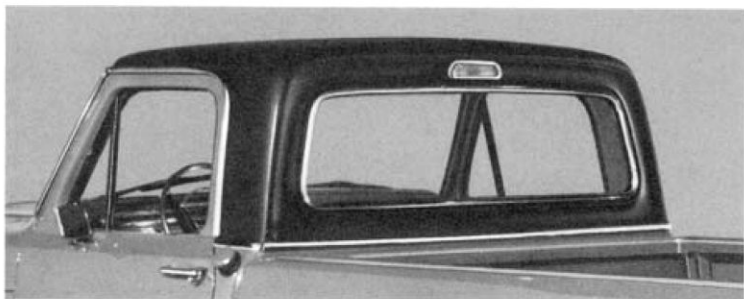
With foam-padded cushion and back, for a sporty flair and contoured comfort. In parchment all-vinyl trim plus color-keyed (black only) fuel tank cover and carpeting. Available in Sport Custom, Ranger and Ranger XLT.

OTHER POPULAR OPTIONS

Other popular options that enable prospects to tailor their own packages to suit individual preferences and help you make additional sales are . . .

FOR CONVENIENCE AND/OR COMFORT

- 3-speed Select-Shift Cruise-O-Matic—automatic or manual shifting—with "second hold" feature that provides excellent control on long downhill grades.
- Convenience Group—includes under-hood light, cargo-area light, glove-box door lock and 12-inch day/night interior rearview mirror. It's standard on Ranger XLT, and available on Sport Custom and Ranger.
- Radios—as popular as in passenger cars for news, weather, road reports—



and to make the hours behind the wheel more pleasant.

- Tinted Glass—all-around. A natural partner to Selectaire conditioning—or for any prospect to provide eye comfort and to keep the cab cooler. (Not available with chassis-cowl or chassis-windshield models.)
- Power Steering and Power Brakes—to make truck handling even more car-like. There are power front disc brakes on F-250 and F-350 packages for more positive braking effort. Another Ford pickup exclusive. Power brakes are optional for F-100 also.

FOR ADDED APPEARANCE

- Two-tone option in Ford's Diamond Lustre paint. Accent color can be applied in any of three styles: (a) Regular—cab roof and back panel to the beltline molding included with this option. (b) Deluxe (Stylesides only)—area below the body side and tailgate moldings. Bright-metal tail-light bezels are included with this option in addition to the moldings. (c) Combination of (a) and (b).

FOR EXTRA UTILITY

- Behind-Seat Stowage—an exclusive introduced last year. Convenient tray and two lockable compartments behind the seat for safekeeping of such things as blueprints, cameras, surveying instruments, tools, etc.
- Lockable Tool Stowage Compartment in 8-ft. Stylesides—another exclusive. For neat, easy-to-reach storage of jack, lug wrench and other tools, fishing tackle, etc.
- Frame-Mounted Fuel Tank—25-gallon capacity—for use with standard 19½-gallon tank, or separately. With the standard tank, it more than doubles cruising range. Especially appreciated for recreation use.
- Exclusive Electric Power Pak, a unique 2500-watt under-hood gasoline-powered generator for operating 120-volt lights and power tools on the spot.

PROSPECTS SUIT OPTIONS TO PERSONAL SITUATION

1970 F-SERIES "6" AND "V-8" ENGINE LINE-UP

For 1970, there is a wider choice of F-Series engines, all with automatic choke standard—and each particularly suited to someone's particular situation as to power, performance and purse!

Standard is the 240 cubic-inch, 150 horsepower Six, a proven, economical power plant, ideal for jobs with light to medium loads.

Optional is a 300 cubic-inch Six rated at 165 horsepower—a husky engine for those who prefer six-cylinder power.

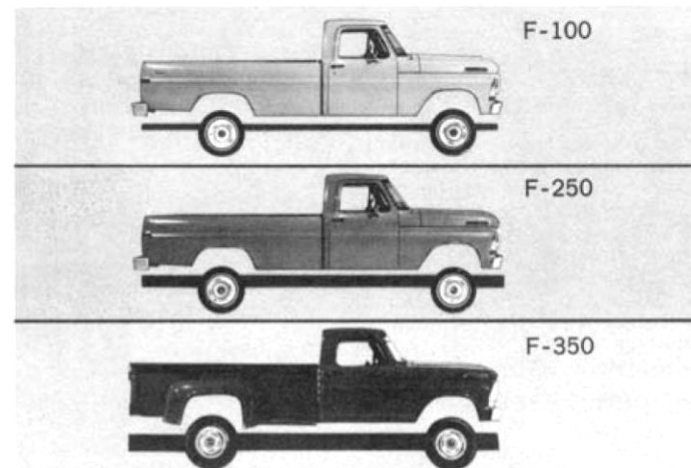
In V-8's, there's the 302 cubic-inch, 205 horsepower engine that more than matches competition. Added in mid-'69 and available only on the F-100.

For extra power and performance, there are the optional 360 and 390 cubic-inch V-8's rated at 215 and 255 horsepower.

	STD.	OPT.			
Cyl.	SIX	SIX	V-8		
CID	240	300	*302	360	390
H.P. @ r.p.m.	150 @ 4000	165 @ 3600	205 @ 4600	215 @ 4400	255 @ 4400
Torque lbs./ft. @ r.p.m.	234 @ 2200	294 @ 2000	300 @ 2600	327 @ 2600	376 @ 2600
Comp. Ratio (to 1)	9.2	8.8	8.6	8.4	8.6

*F-100 only

PACKAGE SELLING BEGINS WITH PAYLOAD SPECIFICATIONS



CHECK YOUR 1970 LIGHT TRUCK FACTS BOOK SECTION OF YOUR CAR BOOK FOR ADDITIONAL SPECIFICATIONS OR FEATURES.

For a prospect who wants to carry a payload over the F-100's rated capacity of approximately 1400 lbs.—say 2500 to 3500 lbs.—you have the F-250 package. It has the same cab, same cargo box, same Twin-I-Beam front suspension, and same choice of engines. But heavier stuff underneath for the heavier loads. You sell the package that does the job!

For loads that require still more carrying capacity and a longer pickup body, sell the F-350 package—with a capacity up to about 3700 lbs. and a 9-ft. cargo box on a 135-inch wheelbase. It has the same comfortable cabs, Twin-I-Beam front suspension, wide choice of engines and most of the other F-100 and F-250 features. But the F-350 has even heavier components underneath for the still heavier loads.

For *extra-heavy* loads like 12- to 14-foot chassis-mounted camper bodies, the F-350 is available with dual rear wheels and a maximum rating of 10,000 pounds. A 159-inch wheelbase is also available.

PACKAGE SELLING—A PERFECT SOLUTION FOR PROSPECT SATISFACTION AND PERSONAL SUCCESS IN 1970!