

# 1973 Explorer F-100/F-250

AVAILABLE ON CUSTOM ONLY



Price Reduced Up To

**\$190\***

with option Package "C"

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# 1973 Explorer **RANCHERO**

AVAILABLE ON THE RANCHERO 500 ONLY



Price Reduced Up To

**\$75\***

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# 1973 Explorer Bronco



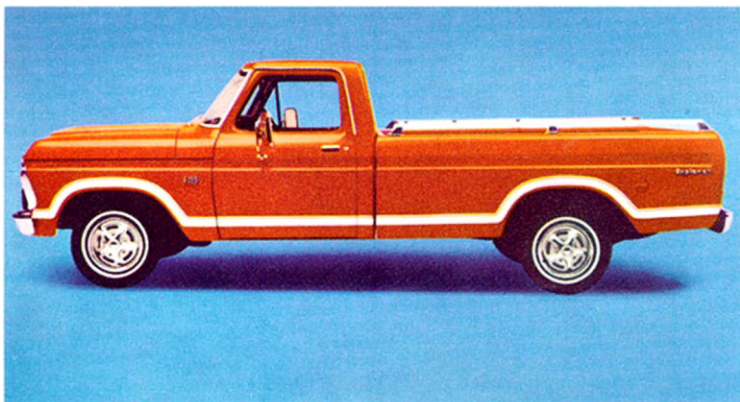
Price Reduced Up To

**\$185\***

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**FORDification**



# Three Handsome Explorer Color and Trim Combinations



F-100 Custom in Burnt Orange with Package "C"  
The white side wall tires and rear bumper shown are optional at extra cost.

## Exterior Color



Burnt Orange

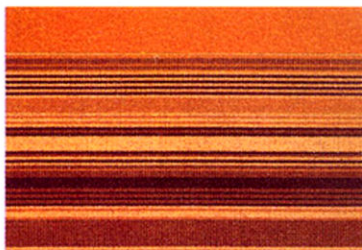


Grabber Blue

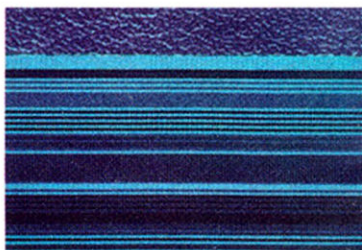


Bright Lime

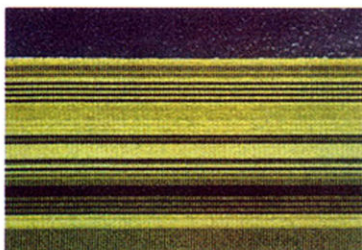
## Bolster and Interior Trim



Special Orange Random Striped Cloth



Special Blue Random Striped Cloth



Special Avocado Random Striped Cloth

\*Based on a comparison of manufacturer's prices to dealers.  
Availability may be subject to Environmental Protection Agency Certification.

# F-100/F-250 Explorer Package "A"



## Explorer Interior Appointments

- Special Random Striped Cloth Seat Trim with Color-Keyed Vinyl (Orange, Blue or Black)
- Color-Keyed Floor Mat

PRICE REDUCED UP TO

F-100

F-250

\$76\*

\$68\*



## Explorer Exterior Appointments

- Choice of Burnt Orange, Grabber Blue or Bright Lime Paints
- Bright Bumper Guards (Frt)
- Front Bumper Rub Strips
- Bright Box Rails†
- Bodyside Tape Stripe
- Bright Windshield Moldings
- Bright Drip Moldings
- Explorer Nameplates
- Bright Low-Mount Swing-Lok Mirrors
- Mag-Type Wheel Covers (F-100)
- 16.5" Wheel Covers (F-250 4x2)

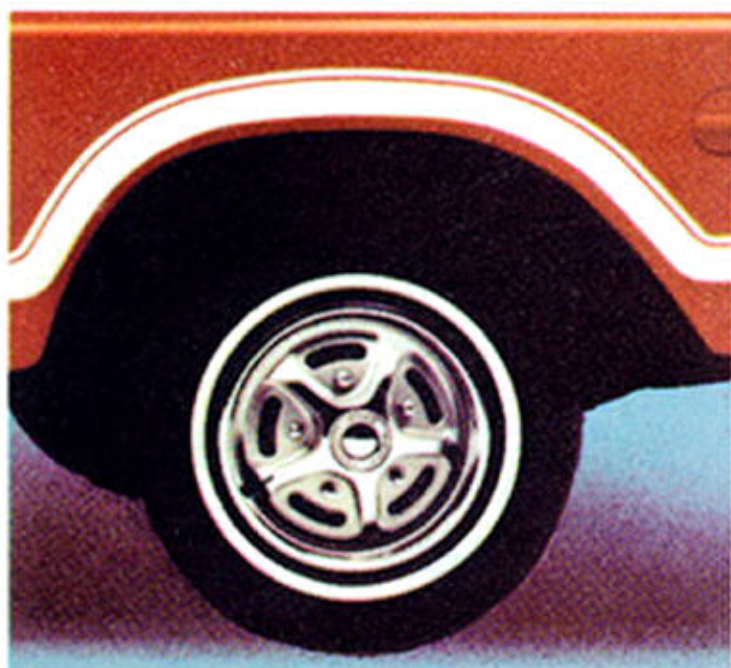
\*Based on a comparison of manufacturer's prices to dealers.  
†F-100 long wheelbase only. Rope tie downs on short wheelbase



# Take a Look at These Explorer Features



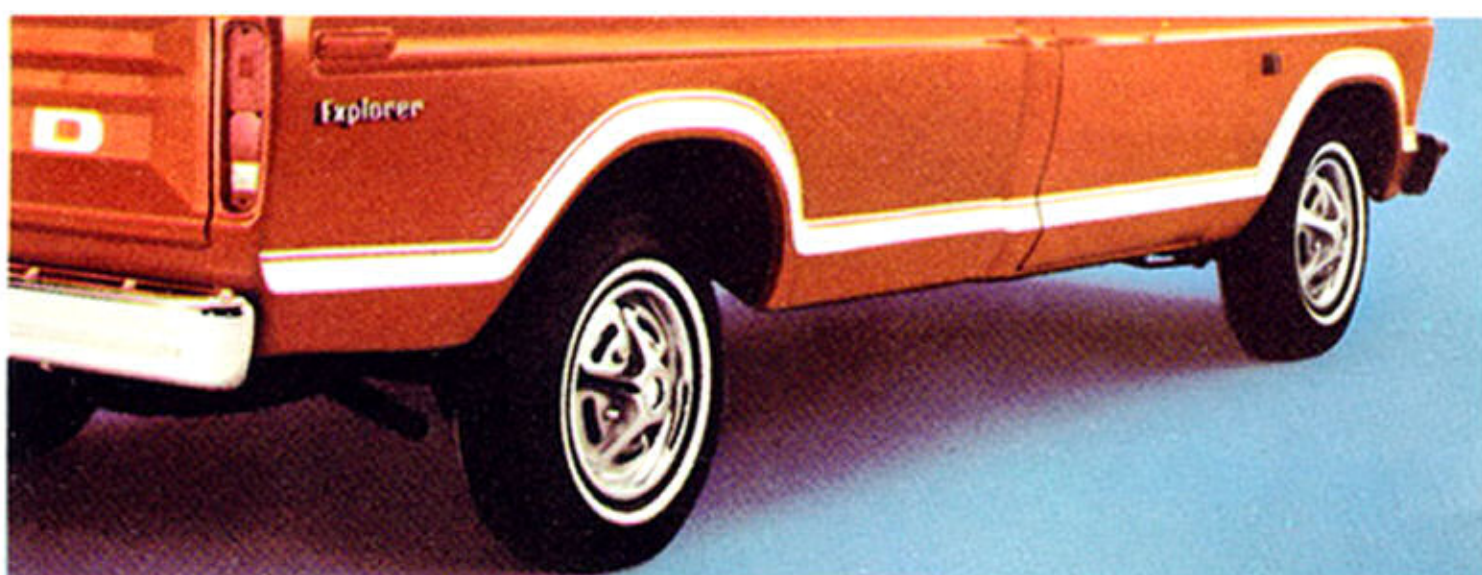
Bright Box Rails\*



Sporty Mag-Type Wheel Covers\*\*



Bright Low-Mount Swing-Lok Mirrors



Handsome Bodyside Tape Stripe



Attractive and Functional Bumper Guards with Front Rub Strips

\*F-100 long wheelbase only. Rope tie downs on short wheelbase.  
\*\*F-100 only. 16.5" wheel covers on F-250 4 x 2.

## F-100/F-250 Explorer Package "B"

Includes all of Package "A" plus . . .

- Power Steering
- SelectShift Cruise-O-Matic Transmission

PRICE REDUCED UP TO  
F-100 **\$123\*** F-250 **\$124\***

Price includes package "A".



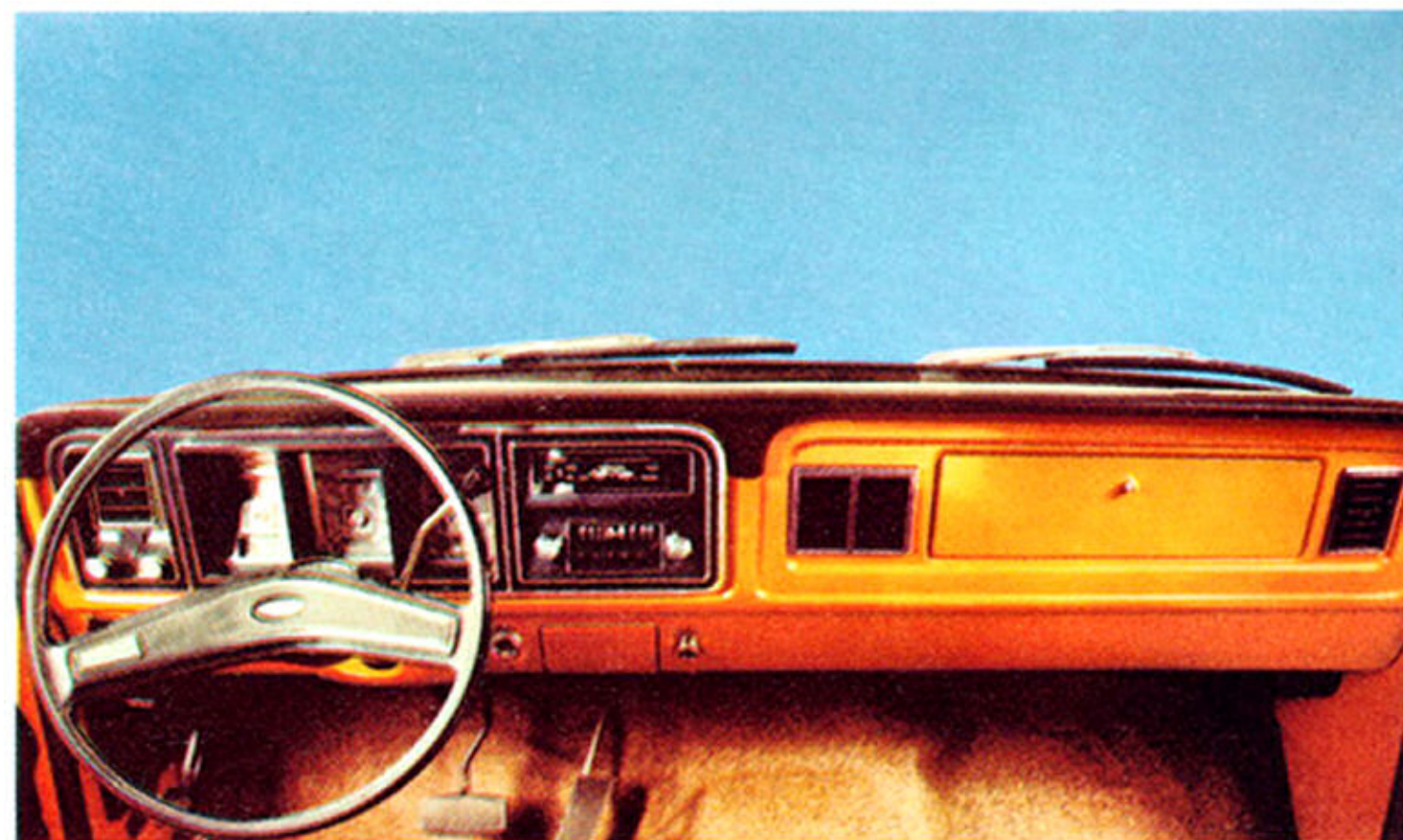
## Explorer Package "C"

Includes all of Package "A" and "B" plus . . .

- Air Conditioning
- Tinted Glass

PRICE REDUCED UP TO  
F-100 **\$190\*** F-250 **\$195\***

Price includes package "A" and "B".



Radio and cigar lighter shown optional at extra cost.

\*Based on a comparison of manufacturer's prices to dealers.

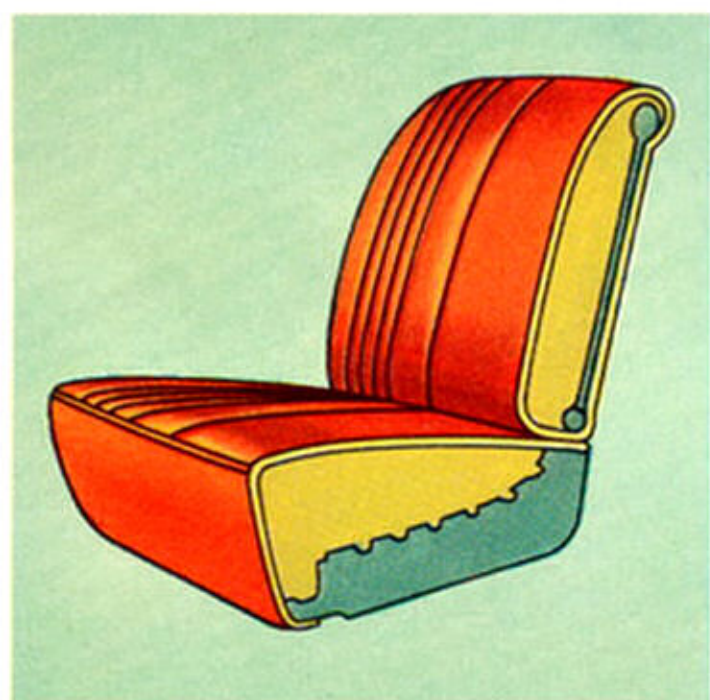


# Ford's 1973 F-100/F-250 Explorer Also Includes a New Generation of Better Ideas That Are Standard



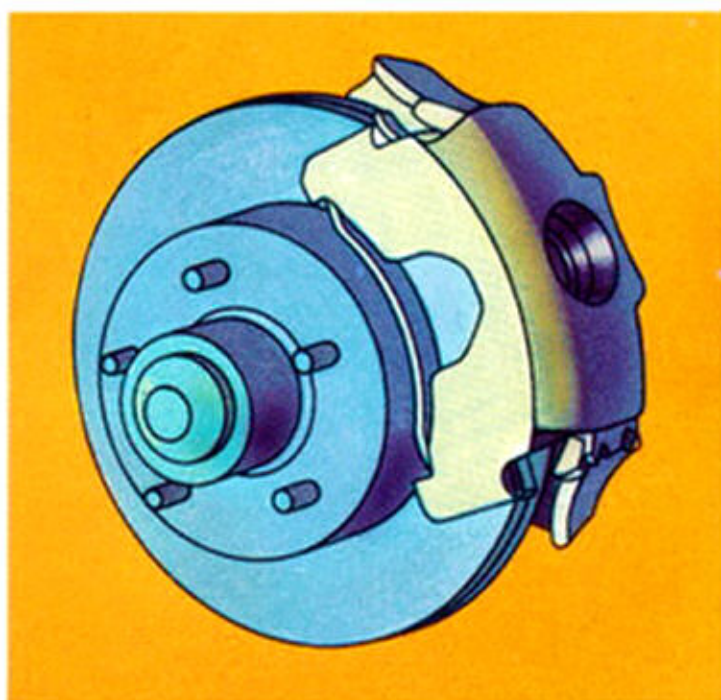
## In-Cab Storage Area\*

Now there's plenty of spacious room for carrying cargo inside the cab. The 5½-foot wide storage is easily accessible and is nicely out of sight when the seat back is in the upright position.



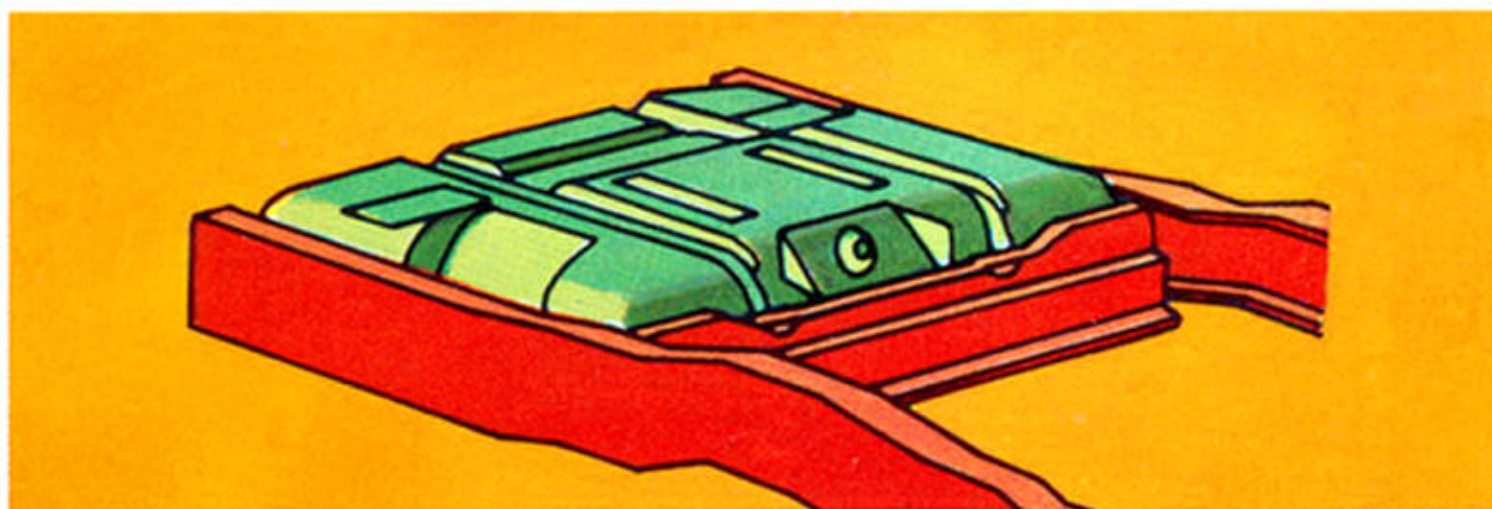
## Full Foam Seat

A 7-inch deep foam seat cushion brings living room comfort to today's Ford Pickup owner.



## Front Disc Brakes

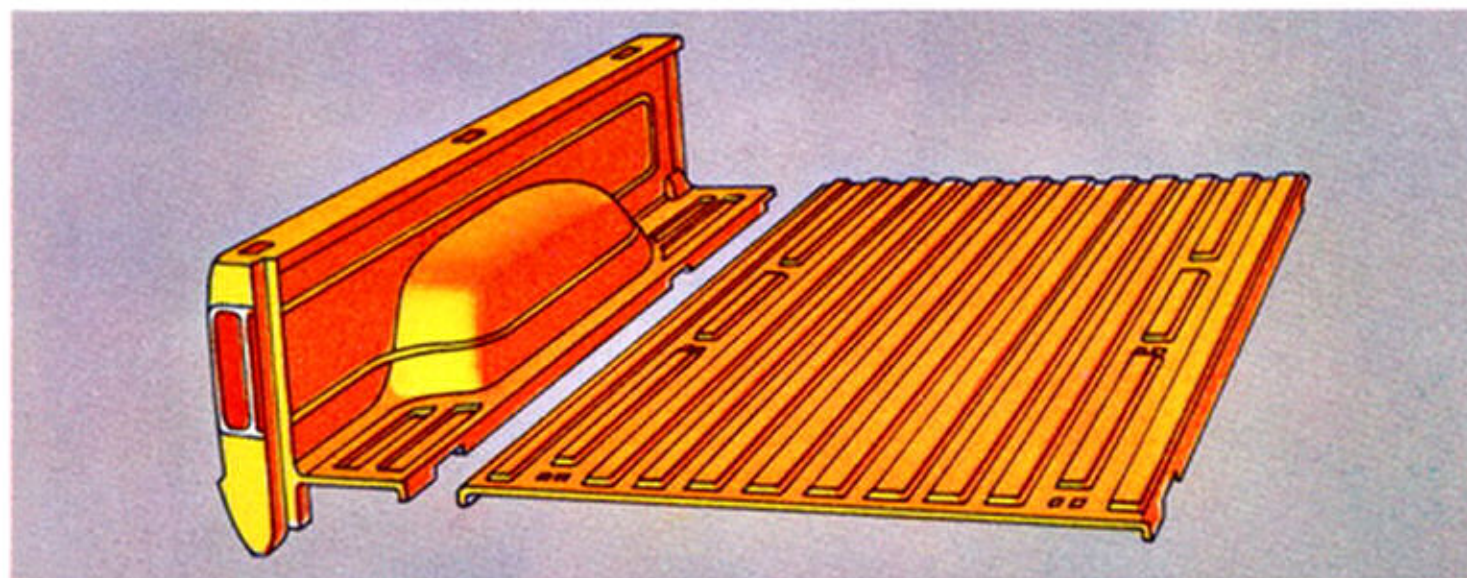
Quick stopping. Standard on all Ford F-100 through F-350 two-wheel drive pickups.



## Frame-Mounted Fuel Tank

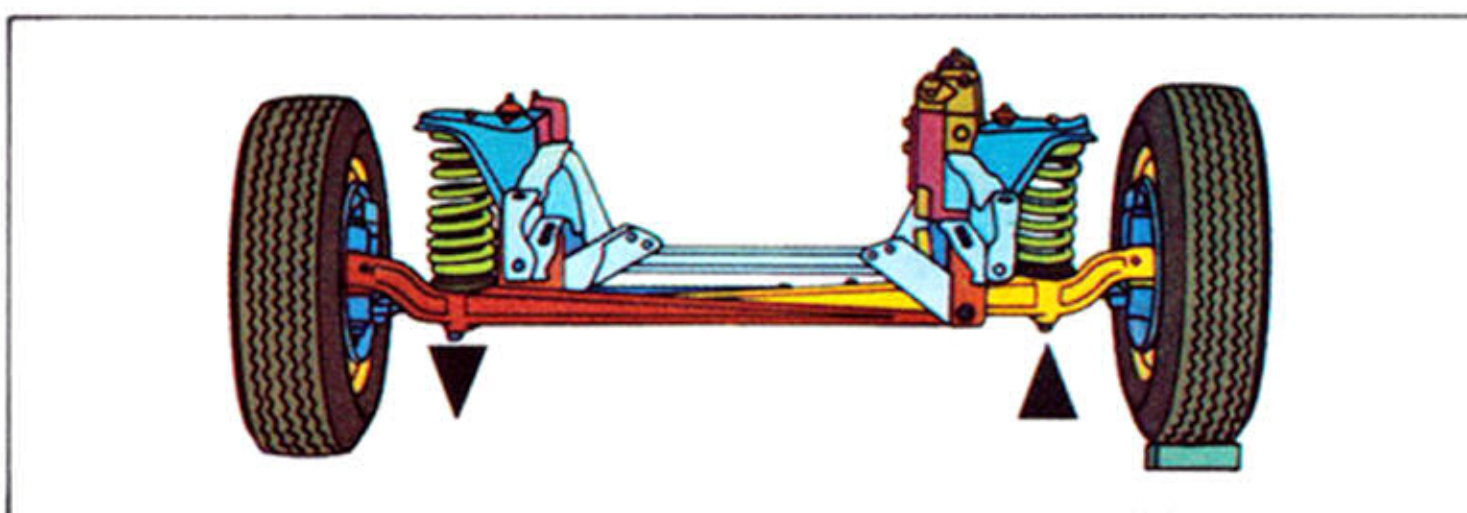
The fuel tank has been moved out of the cab and mounted between the Ford Pickup's steel frame side rails for added protection.

\*Not available on F-250 4x4.



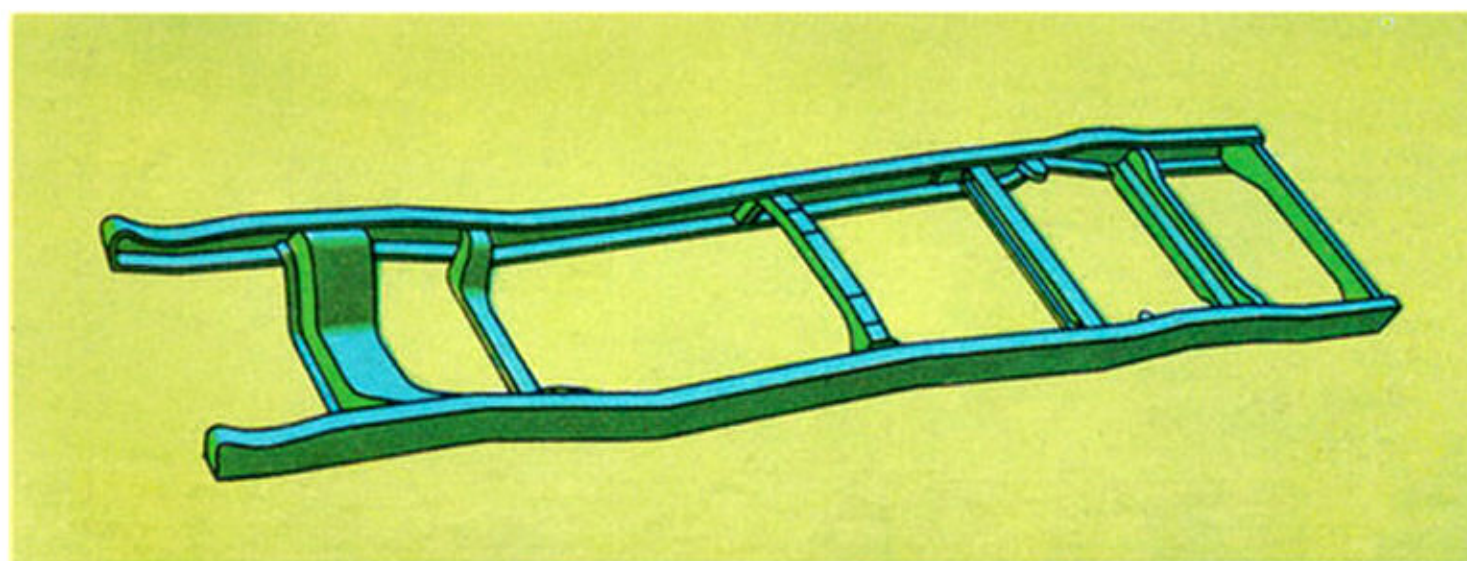
## New Bodyside Wall Construction

Ford's new simplified inside box construction utilizes a single strong sheet of steel making the inside panel, wheelhouse and part of the floor one solid piece, reducing rust prone joints.



## Twin-I-Beam Front Suspension

Ford's famous Twin-I-Beam independent front suspension allows the front wheels to step over bumps independently, cushioning the ride. The I-Beam axles are also rubber insulated to help reduce noise and vibration.



## Rugged Frame

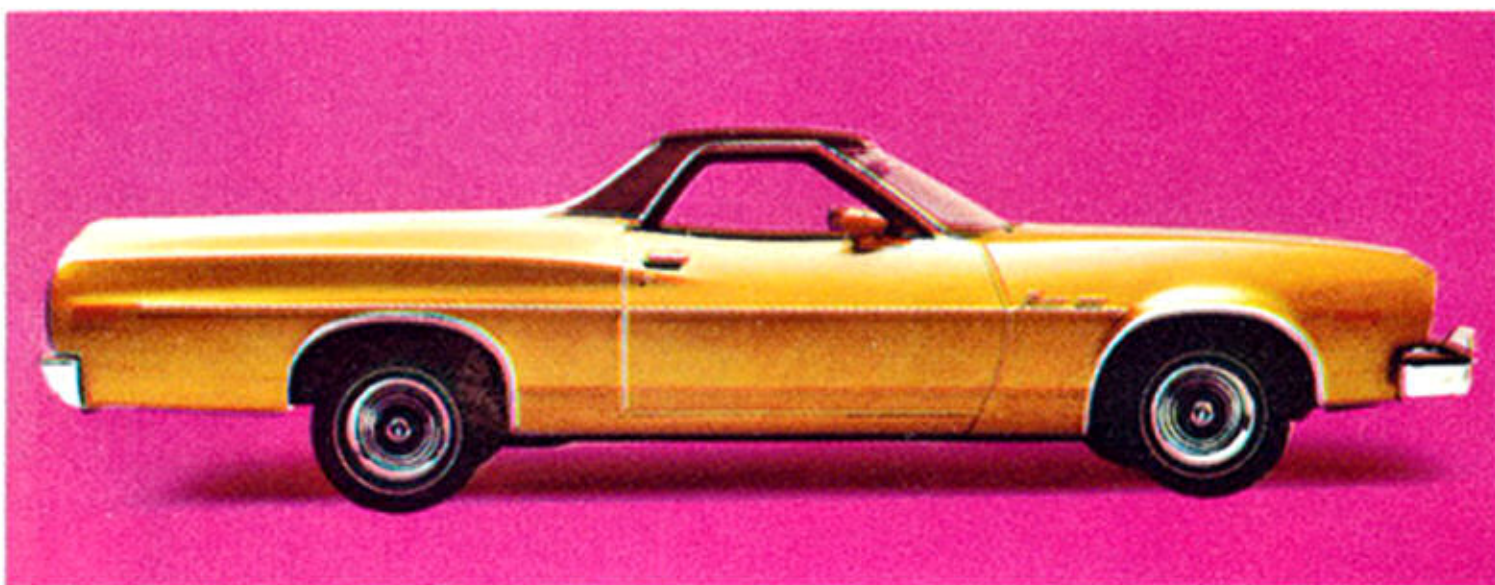
Ford's new F-100 and F-250 frames feature six rugged crossmembers for durability. Four of the crossmembers are placed at the rear for extra strength under the pickup box.

## Galvanized Rust Protection

There are over 210 square feet of rust protection in every Ford Styleside Pickup. Wheelhouse, box inner panels and sills, and fender aprons are galvanized. Zincrometal® is applied to the inner surface of the outer box panel for rust prevention.



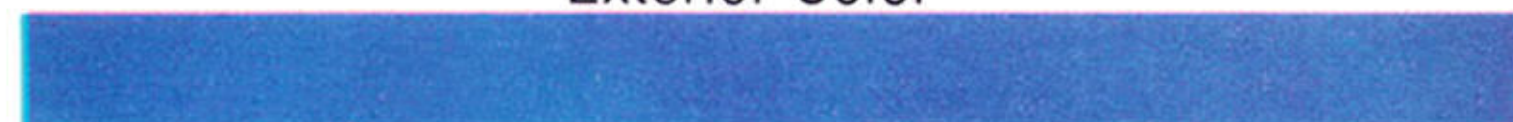
# Special Exterior Colors and Interior Trims Make Ranchero Explorer Unique



The white side wall wide oval tires shown are optional at extra cost.

**PRICE REDUCED UP TO \$75\***

## Exterior Color



Blue Glow

### Bolster

### Interior Trim

### Vinyl Roof



Black

Black Sport Cloth

Blue

## Exterior Color

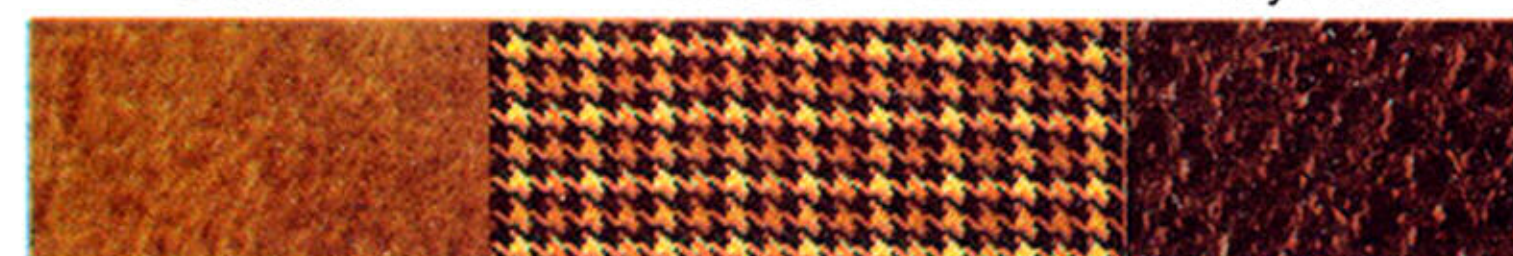


Gold Glow

### Bolster

### Interior Trim

### Vinyl Roof



Ginger

Ginger Sport Cloth

Brown

## Exterior Color

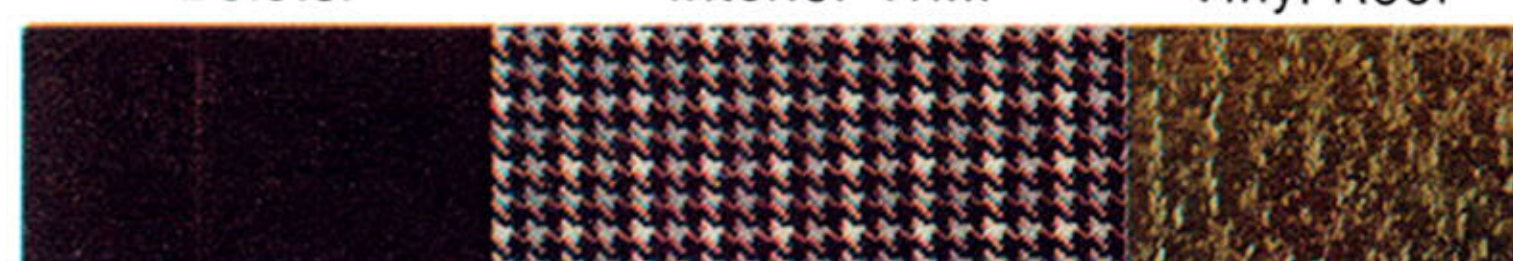


Ivy Glow

### Bolster

### Interior Trim

### Vinyl Roof



Black

Black Sport Cloth

Green

\*Based on a comparison of manufacturer's prices to dealers.

# Ranchero Explorer Package

- Choice of Three Metallic-Glow Paints (Blue Glow, Gold Glow, Ivy Glow)
- Sport Cloth Interior Trim (Black or Ginger)
- Vinyl Roof (Brown, Green or Blue)
- Racing Mirrors
- Hub Caps with Trim Rings
- Bright Wheelip Moldings
- Protection Group (includes front and rear bumper guards, vinyl insert bodyside molding, door edge guards)



Protection Group (includes front and rear bumper guards, vinyl insert bodyside molding, door edge guards)



Color-Keyed Vinyl Roof



Racing Mirrors



Sport Cloth Trim



Wheelip Moldings and Hub Caps with Trim Rings



# Two Special Color and Trim Selections Bring New Glamour to Bronco Explorer



The white side wall tires shown are optional at extra cost.

**PRICE REDUCED UP TO \$185\***

## Exterior Color

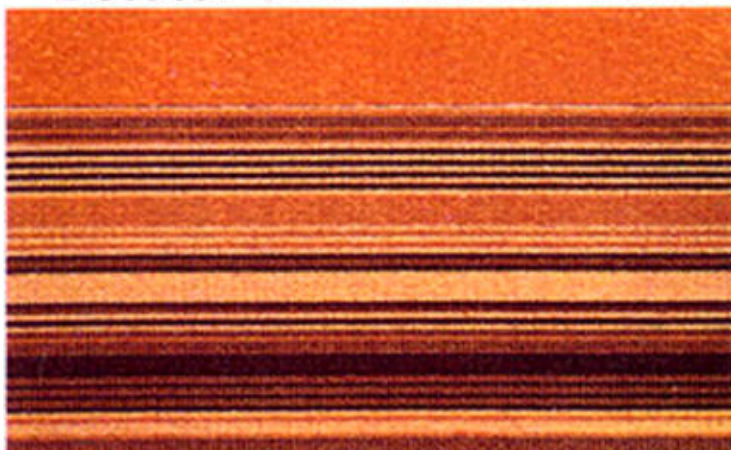


Burnt Orange

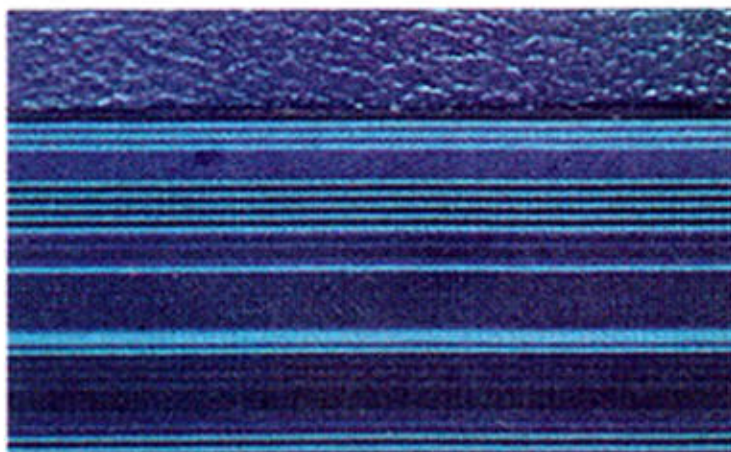


Grabber Blue

## Bolster and Interior Trim



Special Orange Random Striped Cloth



Special Blue Random Striped Cloth

## Bronco Explorer Package

(Available on base Bronco only)

- POWER STEERING†
- SELECTSHIFT CRUISE-O-MATIC TRANSMISSION†
- Special Burnt Orange or Grabber Blue Exterior Paint
- Special Orange or Blue Seat Trim, Instrument Panel and Door Trim Panels
- Color-Keyed Rear Seat and Floor Mat
- Bright Wheel Covers
- Chrome Bumpers
- Bright Bodyside and Tailgate Moldings
- Explorer Instrument Panel Plaque

\*Based on a comparison of manufacturer's prices to dealers.

†Requires 302 CID V-8 engine at extra cost.



Special Seat Trim



Chrome Bumpers and Bodyside/Tailgate Moldings



Two-Passenger Rear Seat



# Bronco Explorer Makes the Rough Going Easy with Automatic Transmission and Power Steering



## SelectShift Cruise-O-Matic Transmission

The convenience of Ford's SelectShift Cruise-O-Matic is now offered at a special reduced price on Bronco Explorer. Cruise-O-Matic provides fully automatic three-speed shifting for normal road conditions plus manual shifting that allows you to select the gear best suited for the terrain.

## Power Steering

Ford's integral power steering gives Bronco Explorer owners quick steering response plus handling ease in tight areas or in soft terrain such as sand.

# Ford Bronco . . . the Right Mix of Performance Components for Off-Road Agility and Durability

## Strong Lightweight V-8

The proven 302 CID engine provides efficient, dependable power for off-road trail blazing and high-speed freeways. The 302 engine is a required option on Bronco Explorer.

## Exclusive Mono-Beam Front Suspension

Ford's Mono-Beam front suspension combines coil springs, steel radius rods and a track bar to bring you a smooth ride that approaches an independent front suspension system. The unique suspension also reinforces durability through the use of sturdy forged steel radius rods that locate the heavy-duty axle relative to the all-welded box section frame. The track bar extends across the front providing lateral stability.



Ford Division