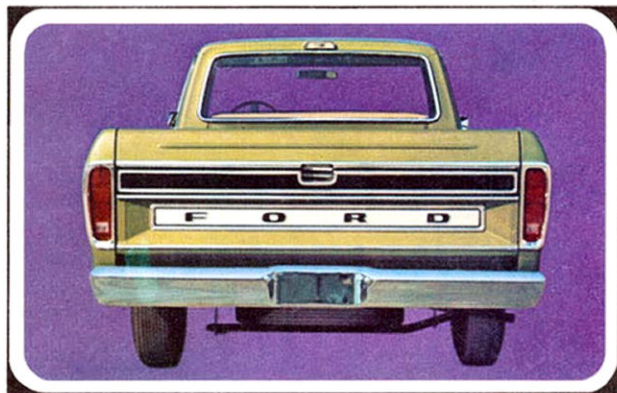
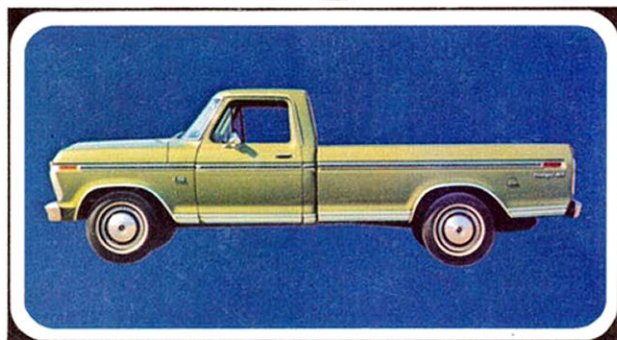
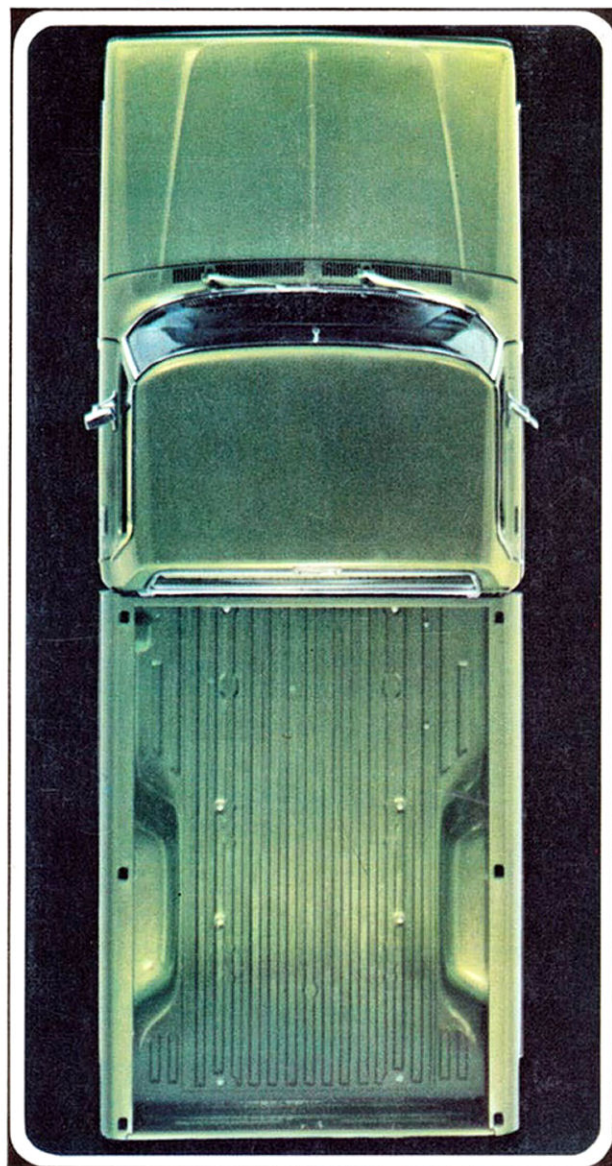


1973

# FORD PICKUPS



## FACTS AND FEATURES

## SEE HOW THEY MEASURE UP



## FORD'S NEW GENERATION PICKUPS ARE BRISTLING WITH INNOVATIONS AND REFINEMENTS DESIGNED FOR TODAY'S LIGHT TRUCK OWNER.

### NEW MORE SPACIOUS CAB

Spaciousness describes the F-100 cab for 1973. You'll find lots of wide-open spaces for yourself and two husky friends. Hip room has been increased to a comfortable 65.8-inches, shoulder room increased to 66-inches and the cab itself has been lengthened two-inches. Even the glove compartment is larger . . . 50% more storage space than last year.

### FULL-FOAM SEAT

A 7-inch foam seat cushion and 4½-inch foam seat back bring living room comfort to today's Ford Pickup owner.

The foam seat cushion is designed to ride soft and helps dampen out annoying bounce, providing excellent comfort for both every day driving and cross-country journeys. The additional length of the cab allows a car-like seat back angle for driver and passenger comfort.

### IN-CAB STORAGE AREA

Now you can have plenty of space for carrying cargo and equipment inside the cab where it's protected against weather and theft. The 5½-foot wide storage area is behind the seat and is ideally suited for storing small suitcases, tool boxes, fishing gear and numerous other items. The seat back can be unlatched from either side and when in the upright position puts the storage area nicely out of sight.

### PADDED COLOR-KEYED INSTRUMENT PANEL

Ford's instrument panel features a color-keyed pad, providing a rich-looking accent to the interior. The car-like instrument panel padding also helps provide protection to occupants during sudden stops and minor frontal impacts.

### NEW IMPROVED HEATER

Climate control has been improved with a new deluxe fresh air heater and defroster which gives you more control over interior temperature than last year's hot-water valve system. The temperature is controlled by regulating the amount of air that passes through the heater core allowing you to select the temperature of warm air you desire.

### GLEAMING CHROME FRONT BUMPER

All Ford Pickup models feature a bright chrome front bumper as standard equipment. The attractive bumper puts the finishing touch on Ford's handsome front end styling.



### FORD PICKUPS' INCREASED WHEELBASE AND FRONT AND REAR TREAD MEAN SMOOTH RIDING, IMPROVED HANDLING

Ford Pickup's works-like-a-truck, rides-like-a-car design has longer wheelbases, 117-inches with the 6¾-ft. Styleside box and 133-inches with the 8-ft. Styleside and Flareside boxes. They are designed to space out bumps and give the suspension an opportunity to dampen shocks. A new increased 64.8-inch front and 64.4-inch rear tread gives excellent stance and road-handling ability.

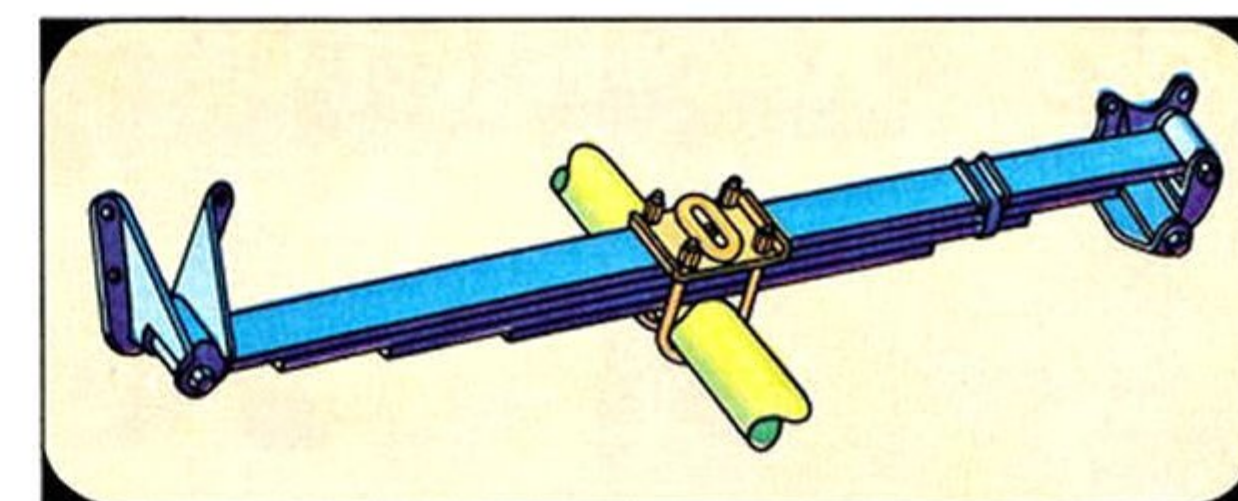


### GALVANIZED RUST PROTECTION

You'll find built-in rust prevention features in every Ford Pickup. The pickup box inner panels and sills are galvanized providing more than skin deep protection. The outer panels of the box have an inner coating of zincrometal® to further guard against corrosion. Wheelhouses and front fender aprons are also galvanized. There's over 210 square feet of rust protection in every Ford Styleside Pickup.

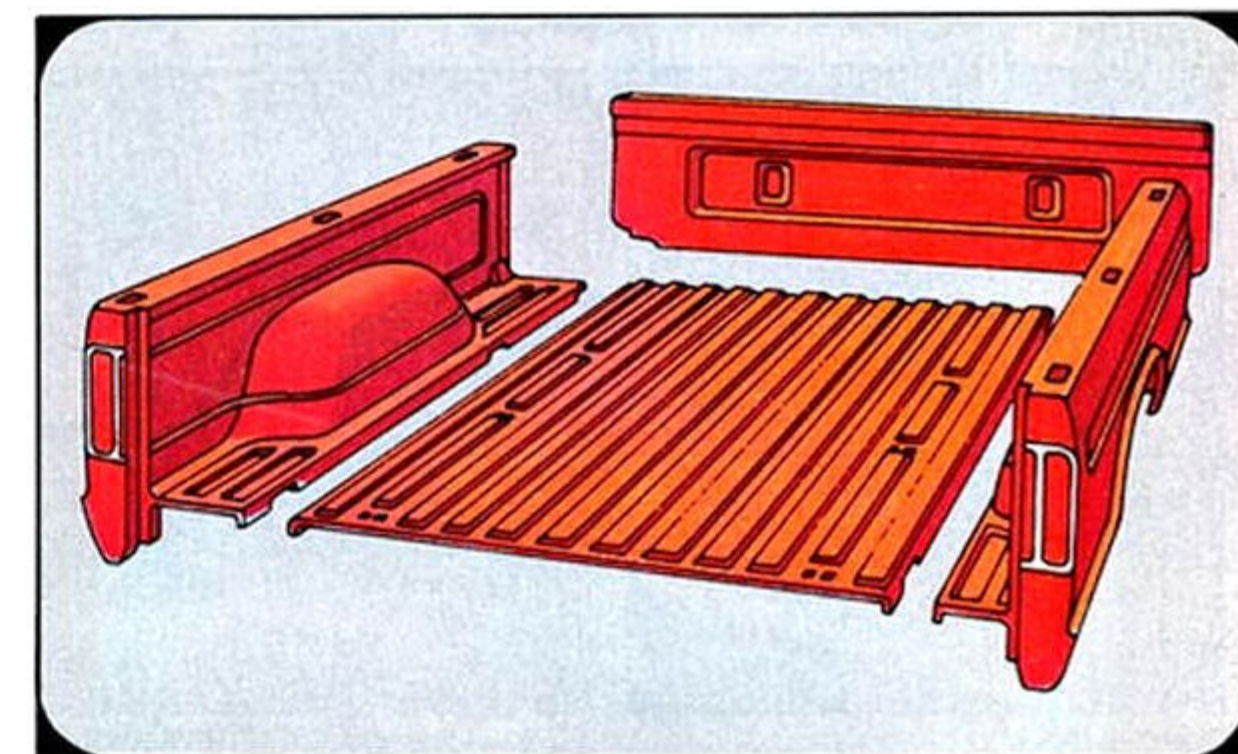
### FORD'S EXCLUSIVE TWIN-I-BEAM FRONT SUSPENSION

Ford's famous Twin-I-Beam independent front suspension features a forged I-beam axle with coil spring for each front wheel. This allows the front wheels to step over bumps independently—cushioning the ride. The Twin-I-Beam axles also contribute to good cornering and are insulated with rubber to help reduce vibration and noise.



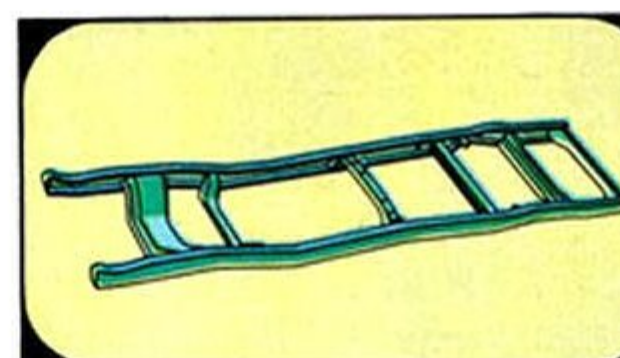
### NEW LONG REAR LEAF SUSPENSION

New, long 2½-inch-wide rear leaf springs are designed to provide a smooth ride, even when you're riding empty. The progressive springs have long upper leaves which deflect or compress under lighter weights than the lower leaves for smoothness under light or empty loads.



### NEW BODYSIDE WALL CONSTRUCTION

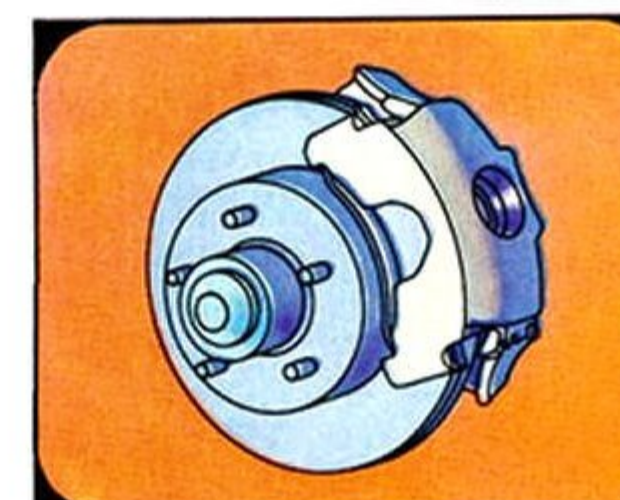
Ford's new simplified box construction utilizes a single strong sheet of steel making the inside panel, wheelhouse and part of the floor one solid piece. This design reduces the number of rust-prone joints evident in older multi-piece bodyside wall construction.



### FORD F-100 AND F-250 PROVIDE YOU WITH A HUSKY NEW FRAME

Ford's F-100 and F-250 frames feature six rugged crossmembers for durability.

Four of the crossmembers are placed at the rear half of the frame, providing extra strength under the pickup box for carrying heavy loads. The frame section modulus is greater than last year resulting in increased structural stiffness.



### DISC BRAKES

Front disc brakes are standard on all Ford F-100 through F-350 two-wheel drive pickups. Disc brakes offer several advantages, such as improved water recovery and less susceptibility to pulls, and less fade (pedal effort increase) during repeated stops. Power front disc brakes are standard on all 4 x 2 pickups with GVW's 5000 lbs. and higher, and optional on other Ford Pickups.

# HERE ARE THE FORD PICKUP FEATURES THAT

## MAKE THE DIFFERENCE.



FORD F-100

### DRIP RAILS

Ford's Custom model comes equipped with drip rails while Chevrolet does not offer this functional feature standard on any pickup models. The drip rails are designed to help direct water run-off from the cab roof and away from door openings. On Ford Ranger and Ranger XLT, bright drip rail moldings add an attractive accent to the cab exterior.



CHEVROLET C-10



FORD F-100

### IN-CAB STORAGE AREA

A large in-cab storage area is standard in Ford Pickups. You'll find plenty of room behind the seat and there's no compartmental dividers to limit the size of items you want to store. Chevrolet offers an in-cab storage area as an option.



CHEVROLET C-10



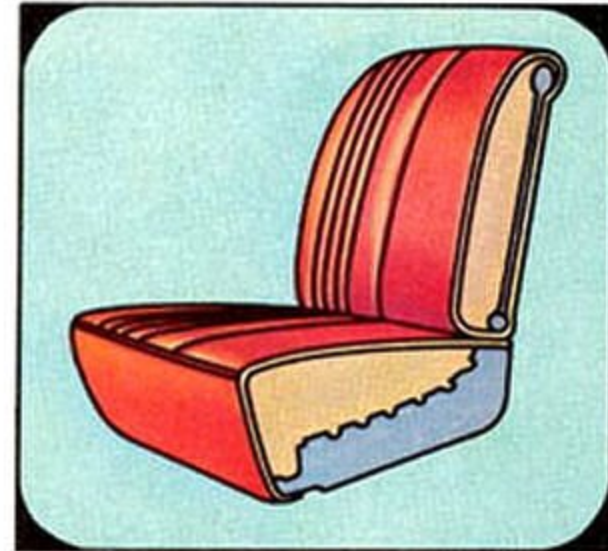
FORD

### INSTRUMENT PANEL

Ford Custom's instrument panel is color-keyed with padding, providing an even blend of color to the cab interior. Chevrolet's C-10 instrument panel is also color-keyed, but features a hardboard top panel instead of padding. Ford Custom also includes a standard temperature gauge to help the driver keep an eye on the engine temperature while Chevrolet's comparable model offers an engine temperature warning light as standard equipment.



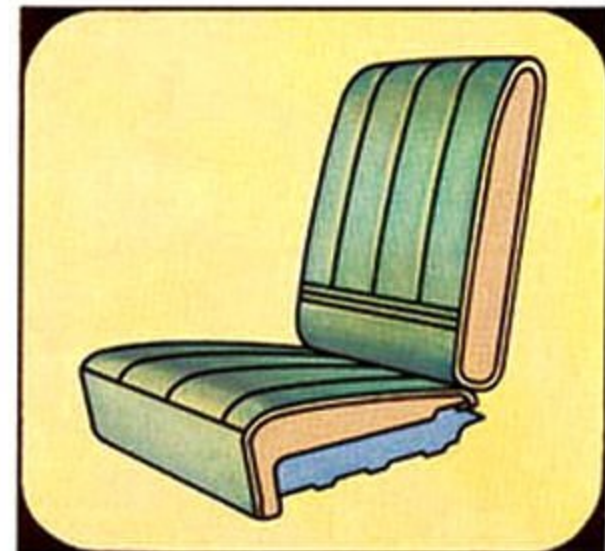
CHEVROLET



FORD F-100

### SEATING

Ford Custom Pickups feature a standard 7-inch full foam cushioned seat. That's 4¾-inches more foam than Chevrolet offers on its comparable Custom model. Ford's seat back is also tilted back further than last year's for car-like comfort. Chevrolet has maintained an almost upright seat-back position.



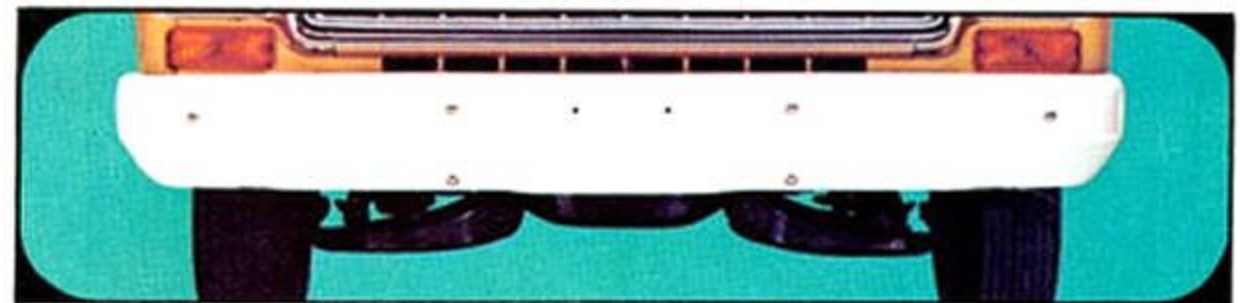
CHEVROLET C-10



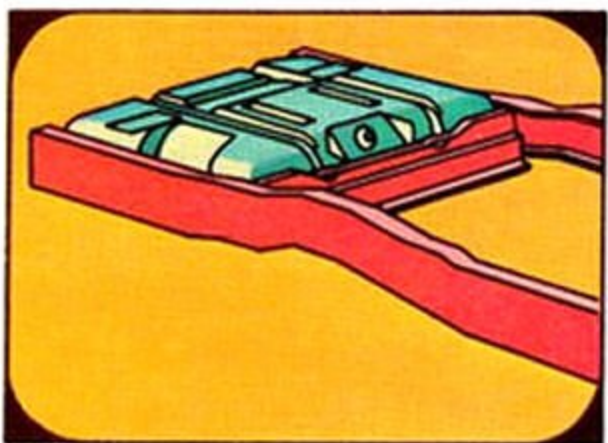
FORD F-100

### FRONT BUMPER

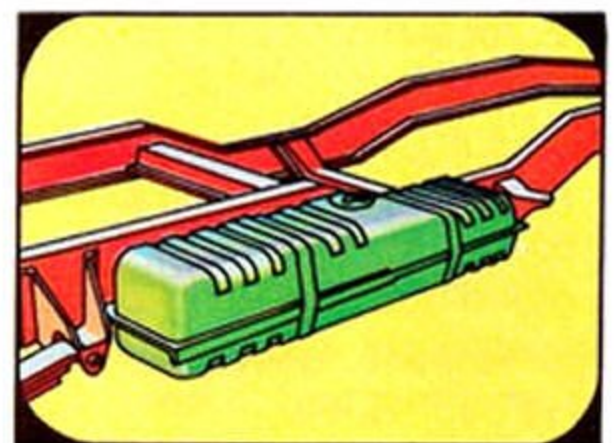
Ford offers a bright chrome front bumper as standard equipment on its Custom model. As you can see, the Chevrolet Custom model comes equipped with a painted front bumper, although you can order a chrome front bumper at extra cost.



CHEVROLET C-10



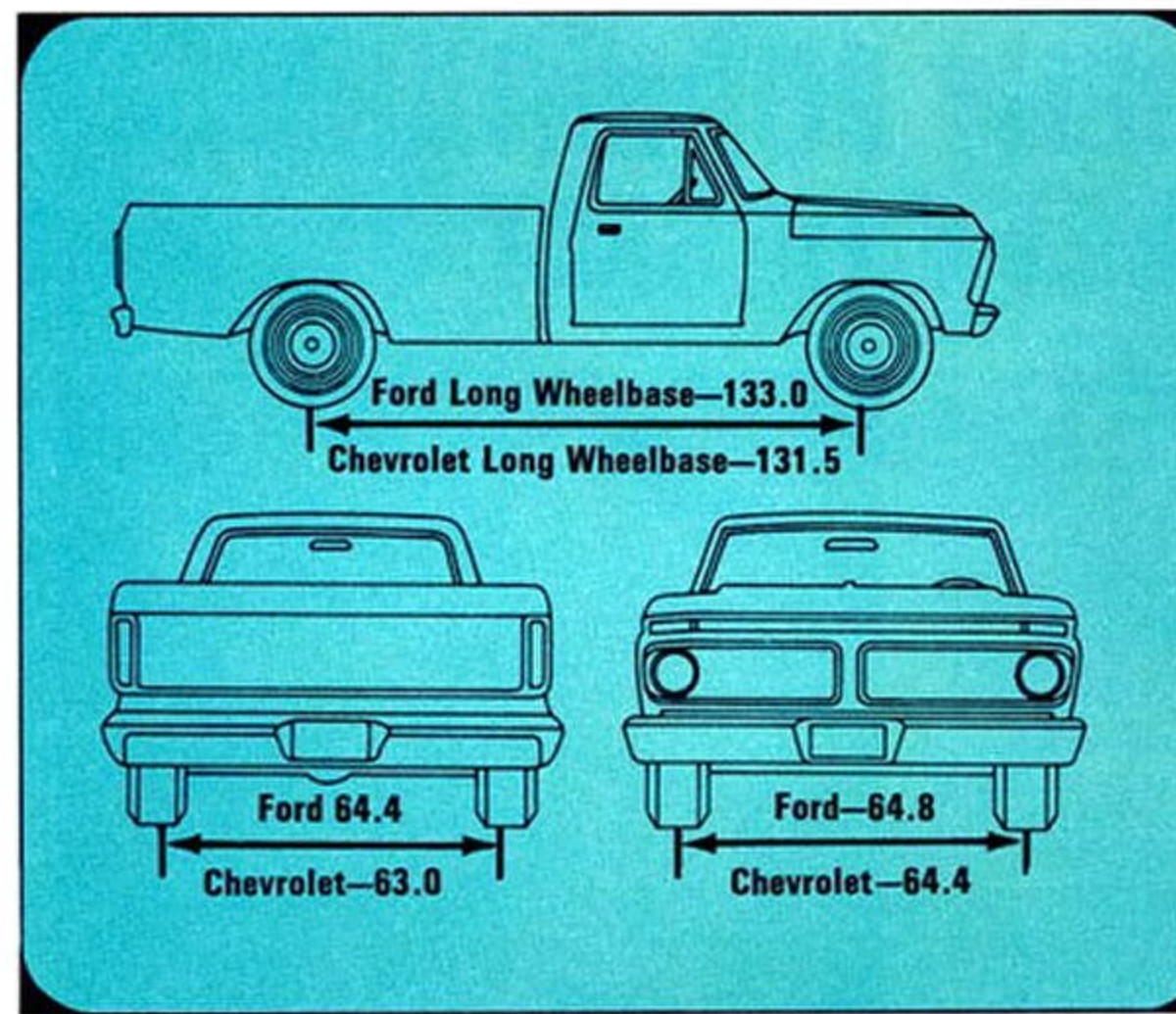
FORD F-100



CHEVROLET C-10

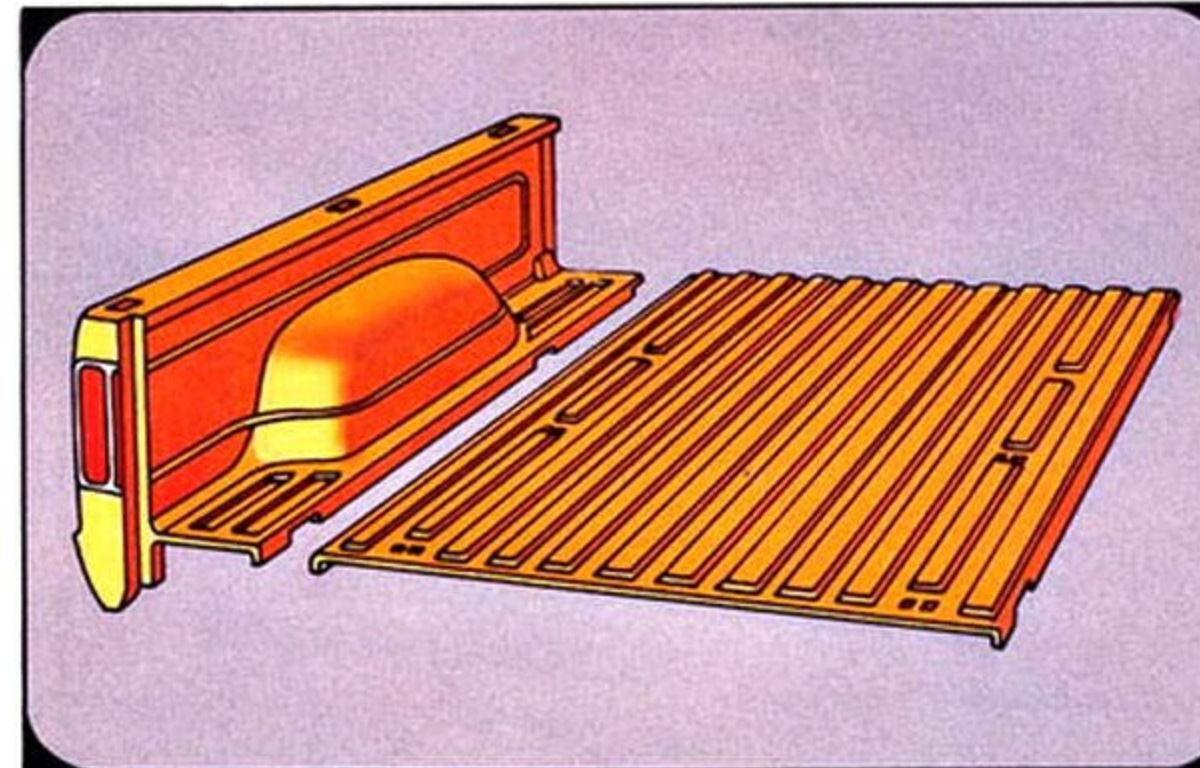
### FRAME MOUNTED FUEL TANK

The fuel tank has been moved out of the cab on both Ford and Chevrolet pickups. Ford has mounted the tank between the steel frame siderails for protection. But Chevrolet has mounted their fuel tank on the outside of the right frame rail where it is protected by the bodyside sheet metal and a plastic shield. Additional fuel tank protection will cost you extra in a Chevrolet.

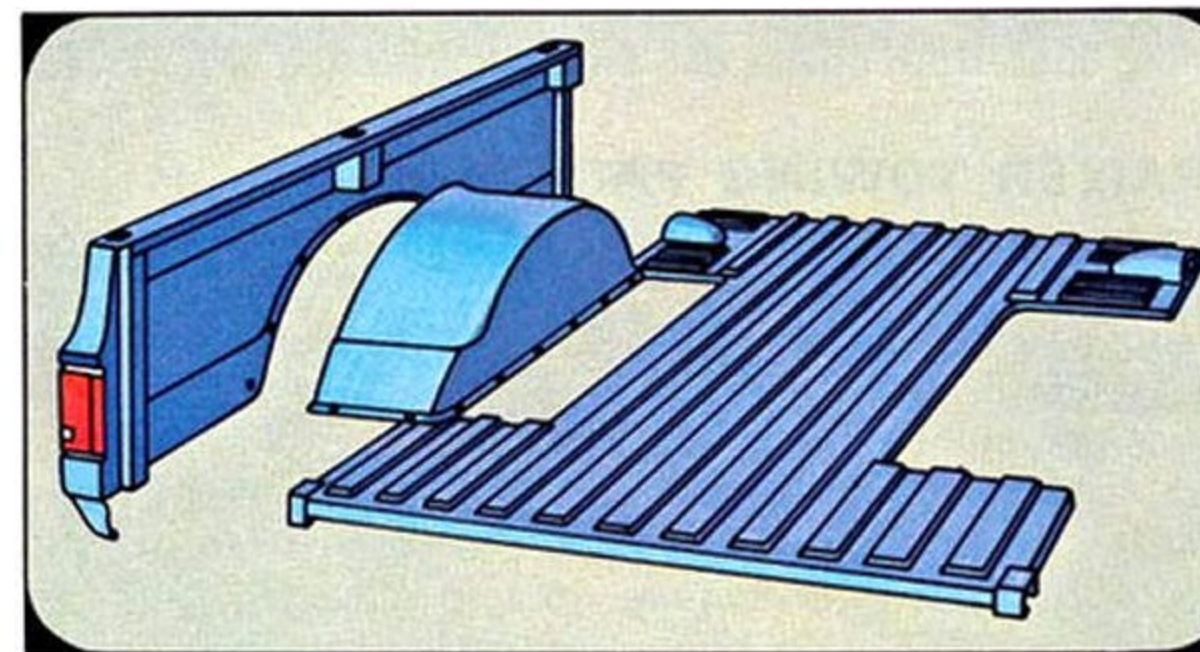


### WHEELBASE AND FRONT AND REAR TREAD

Ford's 8-ft. box Stylesides and Flaresides feature a long 133-inch wheelbase that is designed to space out bumps. That's 1½-inches longer than Chevrolet's long wheelbase models. And you can see who offers the wider track drive when you compare Ford's front and rear tread to Chevrolet's.



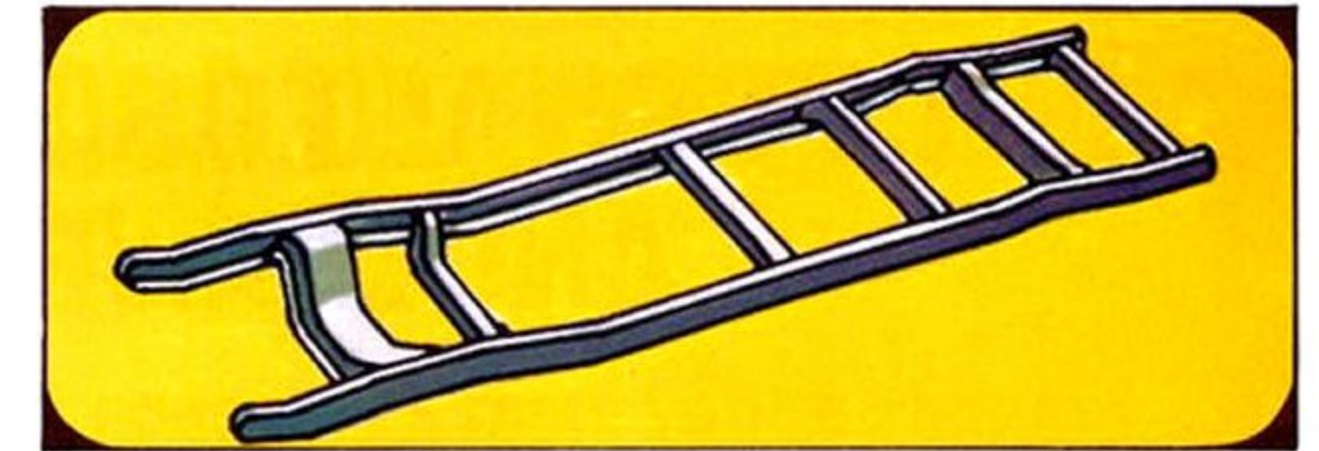
FORD



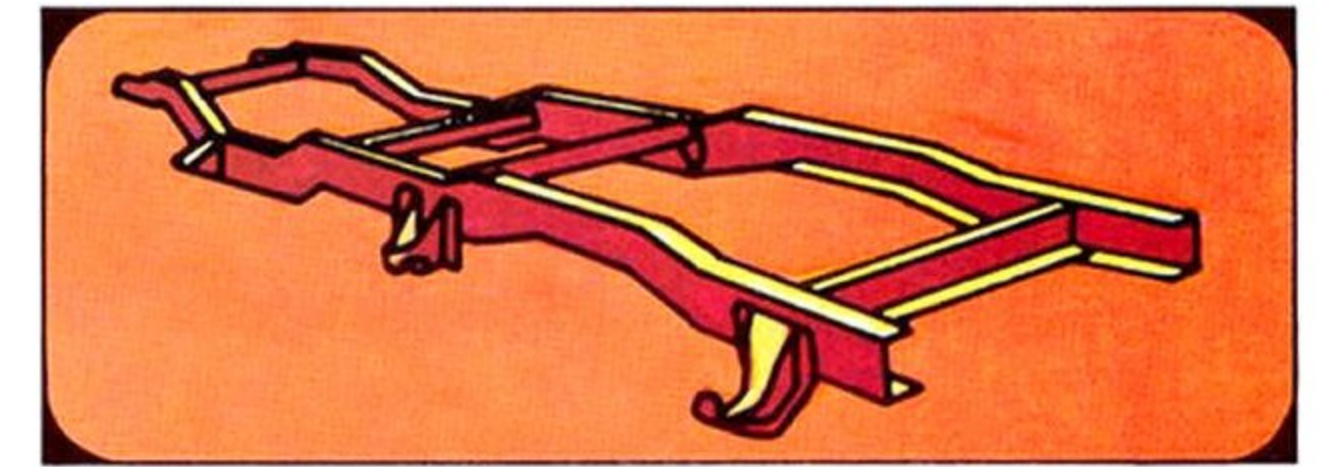
CHEVROLET

### BODYSIDE CONSTRUCTION

Ford's simplified box construction makes the inside panel, wheelhousing, and part of the floor one solid piece. This eliminates the rust-prone joints at the wheelhousing and enables the side-wall to meet the floor in a smooth, coved transition which facilitates cleaning. Chevrolet's wheelhousing and inner side panel are separate components, resulting in additional joints.



FORD F-100



CHEVROLET C-10

### FRAME

Ford Pickups offer you a rugged frame with six crossmembers while Chevrolet offers four. Ford also puts four of its crossmembers at the rear half of the frame to provide extra strength under the pickup box. Chevrolet has two crossmembers located at the rear half of the frame.

### INTERIOR TRIM

You'll discover an exciting blend of luxury, comfort and convenience when you slide behind the wheel of Ford Ranger XLT. Deep color-keyed carpeting is standard in Ford Ranger XLT and Chevrolet Cheyenne Super, but Ranger XLT offers you additional carpeting in the standard in-cab storage area. The Ford Ranger XLT features a handy convenience group which includes cargo, engine, glove compartment and ash tray lights, glove compartment lock and 12-inch day/night inside mirror. Chevrolet offers nothing comparable although a cargo area light is available as an option.



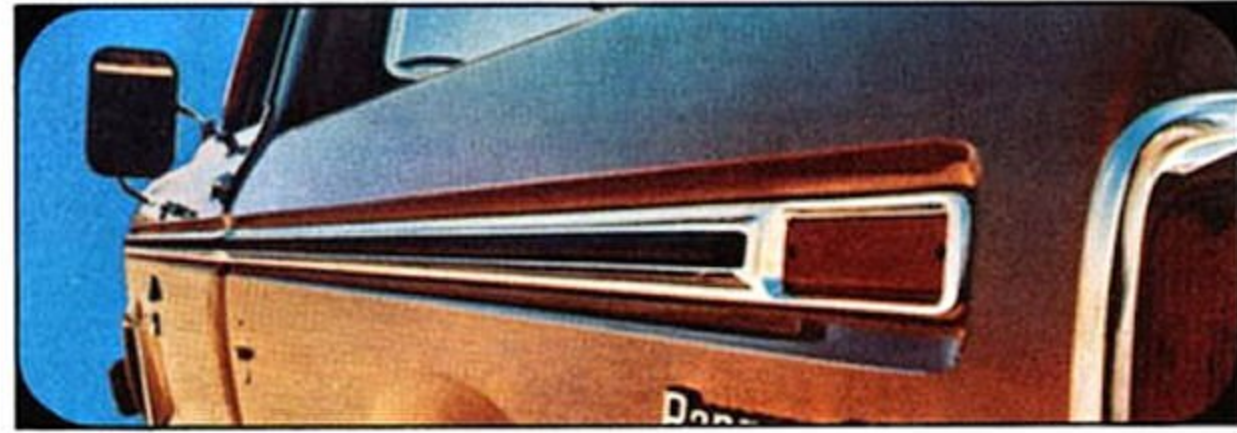
FORD F-100 RANGER XLT



CHEVROLET C-10 CHEYENNE SUPER

The interior door trim panels in the Ranger XLT cover almost the entire door, with handsome pleated vinyl and woodtone accented molding covering the upper area below the window. Handy map pockets extend across the door with bright horizontal moldings adding a sparkling accent. Cheyenne Super's door trim panels cover a little more than half of the door and include woodtone inserts with chrome and black borders below the window. Storage pockets do not extend all the way across the door.

# OPTIONAL EQUIPMENT FORD HAS ...AND CHEVROLET DOESN'T

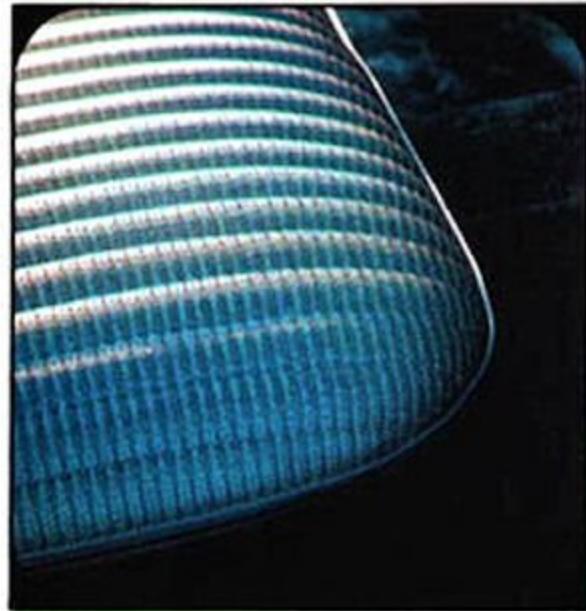


## VINYL INSERT BODYSIDE MOLDING

This unique and functional option adds an attractive accent to F-100's sleek bodysides and helps prevent unsightly nicks and scratches. The molding extends the full length of the cab and box on Styleside models. Vinyl insert bodyside molding is standard on Ranger XLT.

## HEAVY-DUTY BLACK VINYL

The heavy-duty black vinyl seat trim offers both ruggedness and durability. The vinyl is also designed to clean easily, making it ideal for farm use, construction, hunting and other uses that demand unusual toughness.



## KNITTED VINYL

Ford's unique knitted vinyl seat trim offers excellent seating comfort. The fabric is actually knitted, allowing air to circulate between the vinyl fibers. And the tough vinyl weave offers durability for long-lasting wear. Knitted vinyl seat trim is a no-cost option on Ford Ranger and Ranger XLT.

## SUPER COOLING PACKAGE

This option is designed for use in hot climates and is available with 360 CID and 390 CID engines. The package includes a large radiator with greater capacity than either the standard radiator or extra cooling option. A five-blade 19½-inch fan provides greater air flow. When ordered with an automatic transmission, a new heavy-duty transmission oil cooler is included in the radiator to furnish extra cooling.

## NORTHLAND SPECIAL PACKAGE

This package includes an engine block heater that is designed to make cold morning starts easy and quick. Engine coolant is 50% anti-freeze, providing protection down to -35°F. and a 70 amp./hr. battery gives extra power. A 55 amp. alternator keeps the battery charged under severe usage conditions. The package also includes a limited-slip rear axle for added traction on slippery roads.



## AM/FM STEREO RADIO

True stereophonic sound, found in luxury cars, is available on Ford Pickups. The stereo radio features push-button selection for five AM and five FM stations and a balance control that lets you tune in the blend of sound you desire. An amber light indicates when a stereo station has been tuned in.

## HIGH OUTPUT HEATER

You can take on the frigid north wind with this option. The heater has a higher output than the standard heater. This option is a natural companion for the Northland Special Package. (Not available with air conditioning.)



## PICKUP BOX COVER

Ford offers two new pickup box covers constructed of fiberglass. The regular cover features tinted glass side and rear windows and a clear front window. A T-handle liftgate latch provides easy operation and is lockable. The deluxe cover includes several additional features such as sliding side windows with screens, roof vent and dome light. The side and rear windows have bright moldings and a two-tone paint, color-keyed to five pickup colors, accents the sleek styling lines. Both covers can be easily attached or removed.

## TRAILER TOWING PACKAGES

Two trailer towing packages are available on Ford Pickups. The Light Duty package is for trailers up to 2,000 pounds and includes extra cooling, heavy-duty flasher and a rear-step bumper on F-100 Styleside. The seven wire harness carries power for taillights, turn signals, stoplights, electric brake feed, ground wire and remote battery feed. The Heavy-Duty package is for trailers up to 5,000 pounds and features the following: 70 amp./hr. battery, 55 amp. alternator, ammeter and oil pressure gauges, bright western long arm mirrors, and heavy-duty transmission oil cooler when ordered with automatic transmission. Both packages include an attractive "Trailer Special" emblem.

## INTERMITTENT WINDSHIELD WIPERS

This convenient option lets you adjust wiper speed to match driving conditions which can help reduce the streaking commonly experienced from road splash and light rain or snow.

# THREE MORE MEMBERS OF FORD'S NEW GENERATION



F-100 117-IN. WB. CUSTOM 4x4

## FORD 4 x 4's TAME TOUGH TERRAIN

- Available as 6¾-ft. Styleside and 8-ft. Styleside or Flareside pickups and chassis cabs.
- Two new options for 1973—Select-Shift Cruise-O-Matic automatic transmission and power steering.
- Two-speed transfer case is included with Select-Shift Cruise-O-Matic.
- Full range of comfort, convenience, and appearance accessories.
- Three handsome trims are offered. There's the Custom, Ranger, and Ranger XLT.



BRONCO RANGER

## FORD BRONCO—LINK TO ADVENTURE

- A 200-cu. in. six is standard and the performance proven 302-cu. in. V-8 is optional.
- Select-Shift Cruise-O-Matic automatic transmission and power steering have been added for 1973.
- An all new Bronco Ranger trim includes bright exterior moldings and bumpers, distinctive white tape stripe treatment, color-keyed carpeting and many other luxury items.



RANCHERO 500

## FORD RANCHERO—THE TRUCK THAT WANTS TO BE A CAR

- Full-size pickup box with a standard 850-pound people and payload capacity.
- Rugged body-on-frame construction, four-link coil spring rear suspension, and optional large displacement engine make Ranchero an ideal trailer towing vehicle.
- Two trailer towing packages available—Class II for trailers up to 3500-pounds, and Class III for trailers up to 6000-pounds.

PLACE  
STAMP  
HERE



COME IN TODAY AND  
DISCOVER A WHOLE NEW  
GENERATION OF BETTER  
IDEAS IN FORD PICKUPS  
THAT MEASURE UP TO  
OUTSTANDING

- **STYLING**
- **COMFORT**
- **CONVENIENCE**
- **DURABILITY**

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