

THE CLOSER YOU LOOK AT '75 PICKUPS



How and where to look
for quality and value
in pickup trucks today.

HOW WELL BUILT AND DURABLE IS IT?

You can tell a lot about a pickup's quality and value just by walking around it, looking close, and asking the right questions.

1. Double-wall strength

Sides of Ford Styleside boxes are one piece, double-wall their full depth for extra strength and to protect the outer panels from inner dents. Inner wall surfaces, as well as box side-walls and wheelhousings, are zinc-coated to resist corrosion. Other areas with double-wall construction include tailgate, cab quarter panels, doors, hood sections.

2. Easy-to-clean design

Note how the sides of the body curve into the loadbed. This makes the box easy to hose or sweep clean.

3. Few joints to rust

Ford's unique box construction uses fewer pieces and welds them (instead of bolting) into one solid unit. The box is designed for strength and to reduce rust-prone seams.

4. Cab drip rails

Moldings over the doors are an example of Ford's quality and attention to detail. Some pickups don't have drip rails, which permits excess rain to drip on you when you open a door or roll down the window.

5. Solid door construction

Slam the door and hear the solid sound. Ford pickup doors have double-wall strength. Sturdy one-piece inner and outer panels are welded into one rigid unit.

6. Smooth paint surface

Sight along a door or fender. Look for a smooth, uniform paint job. Ford's four-coat paint process helps give the sheetmetal deep, durable protection.

7. Strong construction

The hood can tip you off to the way a pickup is put together. Open it, grab both sides and try to twist it. Ford's bridgelike construction adds strength and stiffness here—helps eliminate flutter.

8. Galvanized fender aprons.

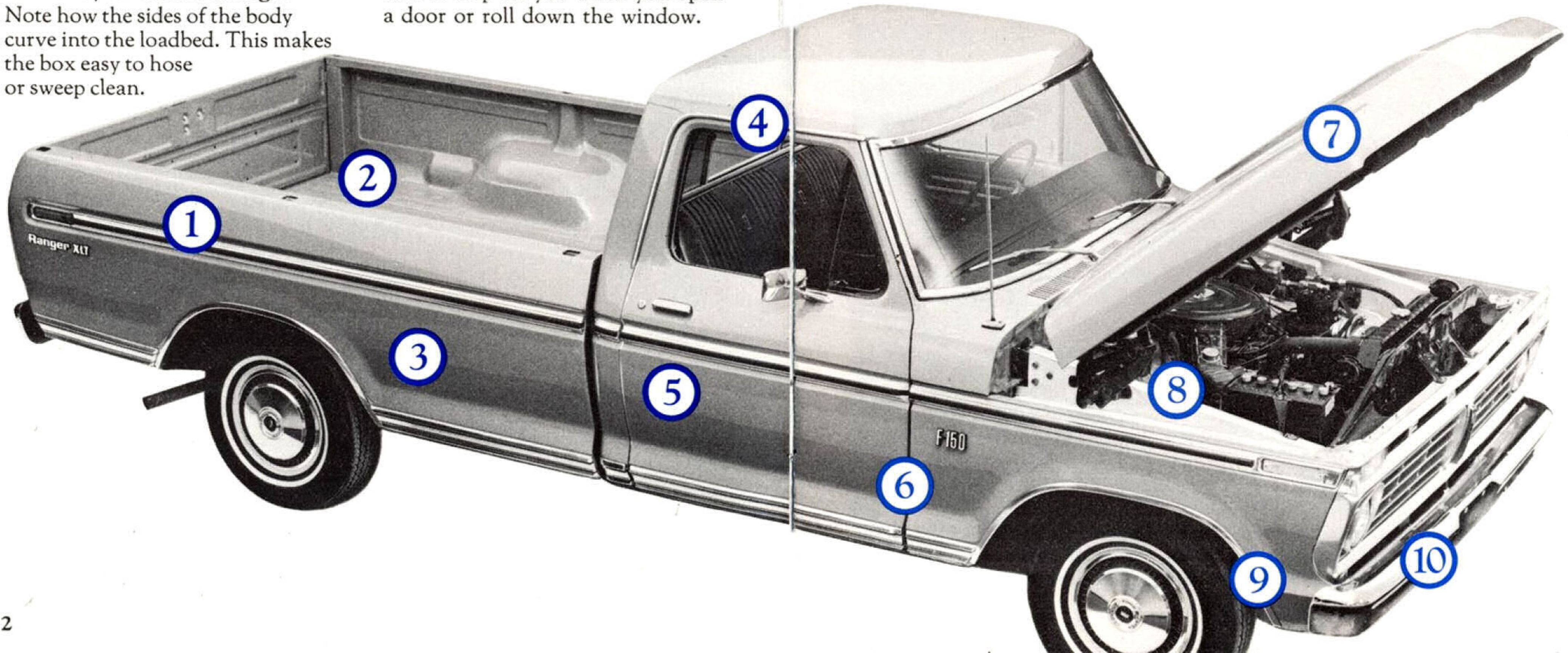
Note that Ford's fender aprons are galvanized. Altogether, over 200 sq. ft. of sheetmetal surface in a Ford Styleside pickup is galvanized to guard against corrosion.

9. Twin-I-Beam

Ford's famed independent front suspension uses two forged I-beams for solid truck strength, as well as a smooth ride. Twin-I-Beam was developed specifically for pickups, not adapted from a car design.

10. Bright-finish front bumper.

A plated bumper, standard on even the lowest priced Ford pickup, adds more than a touch of class. It has no paint to scratch or permit rust to start, helps Fords hold their value year after year.



CHECK THE QUALITY AND COMFORT INSIDE

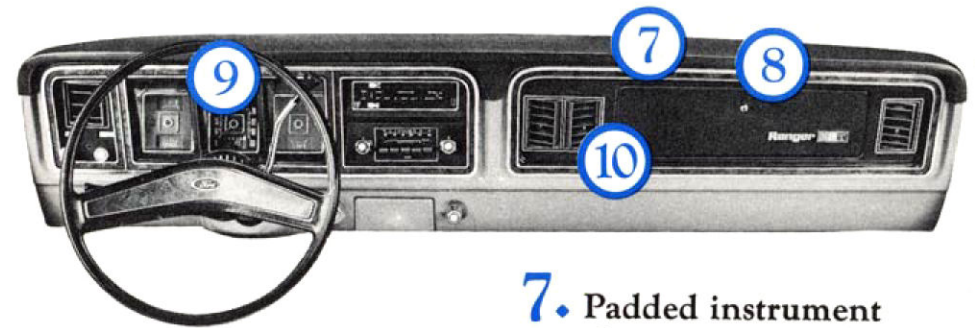
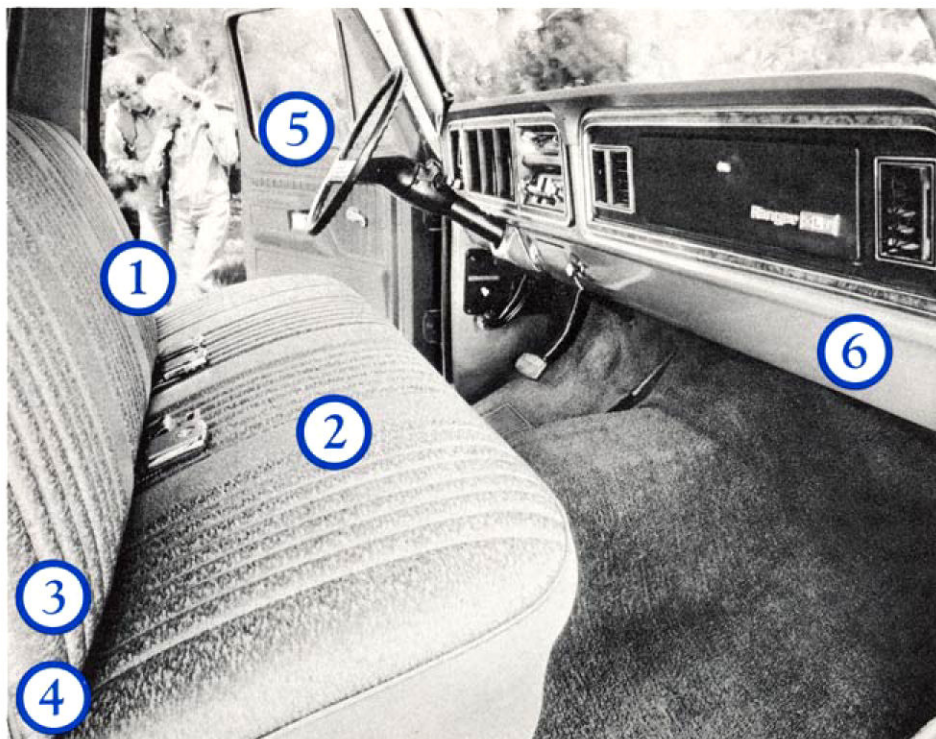
Here too, we think you'll find that the closer you look, the better we look. For example:

1. Ample room for three
One reason why Ford cabs seem so uncrowded is this: They provide nearly 66 inches of hiproom and shoulder room. There's plenty of space for three big men.

2. Full foam seat
The upholstery may change between cabs, but every Ford pickup has the same comfortable, long lasting front

seat construction—full foam, 7 in. deep in the cushion, and 5 in. deep in the seat back.

3. Gas tank out of cab
If you want a gas tank in the cab, you can order it that way. Otherwise, Ford fuel tanks (both standard and auxiliary) are located under the pickup bed between the frame rails on most models. They're not hung on the outside of the frame.



4. Behind-seat storage
You can unlatch the seat back from either side of Ford's regular cab to reach the handy storage space behind it. Space is 5½ ft. wide and can hold tool boxes, suitcases, golf bags, a host of things—out of the weather, locked in the cab.

5. Tailored door panels
Doors of all cabs are finished with color-keyed molded panels with integral armrests.

6. Choice of colors
Every cab offers you four or more interior colors that are color-keyed with the exterior paint; 15 solid and over 50 Tu-Tone exterior combinations are available.

7. Padded instrument panel. Color-keyed instrument panel padding is another quality feature standard in all Fords. Padding runs the full width of the cab.

8. Large, easy-to-reach glove box. Glove box is easy to see into and reach into because it's located up high, not tucked under the instrument panel.

9. Lighted controls
The soft non-glare "blacklight" dials adjust to the brightness you prefer to make night driving more pleasant.

10. Built-in "air"
When you order air conditioning, it's built into the instrument panel not hung underneath. This permits full leg- and footroom for all passengers. Three directional air outlets.

See what you get standard

Ford pickups include the following features, standard at no extra cost: 300-cu. in. Six on most models □ Front disc brakes (except 4 x 4) □ Power brakes standard on all models over 5200 lbs. GVW □ Full-foam seat □ Behind-seat storage space (on most models) □ Automatic courtesy light operated by either door □ Bright-plated front bumper □ Padded instrument panel □ Paneled doors and headlining □ Drip rails over cab doors.

CHECK FOR THE RIGHT CHOICE OF PICKUPS.

If you are going to invest in a pickup, you should have the opportunity to choose a pickup that meets all your needs. Ford offers you that choice.



Seats a family of six—Ford SuperCab Pickup

If you want a pickup with extra room in the cab for people or cargo, you have every reason to look into Ford's new 1975 2-door SuperCab. Space behind the front seat measures 5½ ft. wide and over 2 ft. deep at floor level and totals 44 cu. ft. SuperCab is the 2-door pickup roomy enough for a back seat. It can hold more of everything, even a family of six. Choice of 6¾ or 8-ft. box. GVW's to 9300 lbs. for heavy loads like an 11-ft. slide-in camper.

3 ways you can use the extra space



Full-width foam rear seat (optional) folds flat to take cargo.



Jump seats (optional) have comfortable foam cushion and back.



Big 44-cu. ft. cargo space is easy to reach from either side.

'75 Ford pickups include new F-150 Heavy Duty half-tonners

FORD SERIES	GVW RANGE	USABLE FUEL
F-100	4650-5700 lb.	Unleaded
F-150	6050 lb.	Unleaded or leaded
F-250	6200-8100 lb.	Unleaded or leaded
F-350	6600-10,000 lb.	Unleaded or leaded

New 1975 F-150 models are available with both SuperCab and Regular Cab. They carry up to a ton of people and payload—have 15-inch wheels and a smooth ride for their capacity. These versatile all-round trucks use *either* unleaded or leaded fuel.



3-man-size Ford Regular Cab

Ford's regular-size cab provides nearly 66 inches of shoulder room and hiproom to seat three big men in comfort . . . and includes a handy storage space behind the seat back. All Ford cabs have a full-foam seat, 7 inches deep. Ford pickups are offered with 4-wheel drive option, including full-time 4-wheel drive; as Camper Specials to 10,000 lbs. GVW; for trailer towing to 18,500 lbs. GCW, and as four-door Crew Cabs.

USEFUL FACTS ABOUT FORD

We hope the facts in this booklet will be useful to you, that they will help you evaluate any pickup you consider buying (your Ford Dealer will be glad to provide additional information in any given area). We want you to be confident of your buying decision. And we're confident that the closer you look, the better we look.

ECONOMY IS IMPORTANT TO TODAY'S BUYERS

Here are some things Ford has done for good operating economy. And some things you can do for yourself.

Now, extra engine power plus the economy of a Six

Most Ford pickups now have Ford's 300-cu. in. Six as standard equipment. Ford also offers a range of V-8 engines up to 460 cu. in., including in F-100 models a 302-cu. in. V-8 that has the smallest displacement of any V-8 offered in pickups today.

**300-CU. IN.
SIX NOW
STANDARD**

Solid state ignition standard on F-100 pickups

All engines in popular F-100 Series, Six and V-8, now include solid state ignition. This eliminates points and reduces scheduled maintenance.

Ford options to consider

Dual fuel tanks can double the cruising range of your pickup. Like most standard fuel tanks, the auxiliary tank is located outside the cab, inside the frame rails. • **Steel-belted radial tires** are offered on most models. • **New fuel monitor warning light** "reads" the engine to let you know when you are not in the most economical driving range.

Ford pickups are priced for value, too

Ford pickup sticker prices are well under those for most mid-size cars. Dollar for dollar, Ford pickups are a solid value.

FUEL ECONOMY— WHAT YOU CAN DO ABOUT IT

Maintenance Tips

A properly tuned vehicle is a must for maximum fuel economy. Be certain that—

- Spark plugs are clean, properly gapped and firing efficiently.
- Carburetor is adjusted to manufacturer's specifications.
- Tires are inflated to manufacturer's recommended pressure.
- Wheels are in alignment.
- Air cleaner is clean and allows proper engine breathing.
- Cooling system is operating in the right temperature range and functioning correctly.
- Battery is fully charged for fast starts.

Personal Driving Tips

How you drive probably will have the biggest influence on the amount of gas you use. Follow these simple suggestions and stretch your mileage.

- Slow down. A light foot is one of the best assurances of good mileage. Don't stretch the speed limits.
- Avoid long periods of idling. If you are in for a long wait at a train crossing or are waiting for a passenger, turn off the engine.
- Look ahead and anticipate signal changes. Slow down to make the "green" rather than stop.
- Try not to use streets with many traffic lights or stop signs.
- No jack-rabbit starts. They are murder on gas mileage. Resist that temptation to be away first.
- Maintain an even speed, especially on throughways.
- Coast to a stop when possible. Sudden stops waste gas.
- Be sure parking brake is fully released.
- Don't ride the brake or clutch pedal or pump the accelerator.

LOOK INTO THE PICKUP'S RECORD

Before you decide on any pickup, find out all you can about the experience of owners. Consider key factors like these:

DURABILITY

These figures at the right aren't ours — they're based on vehicle registrations compiled by R. L. Polk & Co. They certainly tell you that Ford trucks hold up and make a sound long-term investment.

92 OUT OF 100 FORD TRUCKS BUILT IN THE LAST 12 YEARS ARE STILL ON THE JOB

REPEAT BUYERS

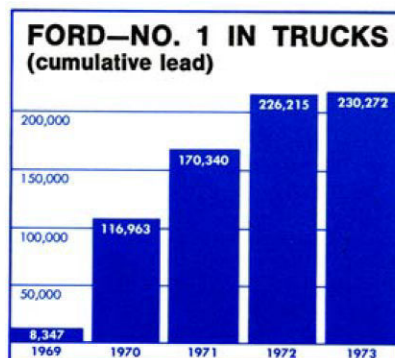
Satisfied owners keep coming back. A 1973 Ford national survey shows that Ford owners are the most loyal of all pickup owner groups.

RESALE VALUE

Used vehicle "blue books" show that model by model, year after year, Ford pickups are among the leaders in trade-in or resale value.

BUYER PREFERENCE

Did you know that, over the past 5 years, truck buyers have registered over 230,000 more Fords than the next leading make? If you haven't tried a Ford truck in recent years maybe these people know something you don't.



FORD SAYS—LOOK AT SERVICE TOO:

Ask your participating Ford Dealer* these questions:

1. Does he guarantee his service work?

He does. He guarantees his service on any pickup for 90 days or 4,000 miles, whichever comes first. If the repair or replacement fails in normal service within that period, it'll be fixed free of charge—parts and labor. You read right—a service quality guarantee—for any age truck.

2. Does he ask you to grade his service?

After your pickup is repaired, you'll receive a service report card. It's your way to grade the service done on your truck. And it's the Ford Dealer's way of finding out what he's doing right—and what needs to be improved.

3. Does he let you charge repairs on five major credit cards?

He accepts five major credit cards for repairs, rentals, whatever. Master Charge, BankAmericard, American Express, Carte Blanche, Diners Club. It's a convenient way to get service work done.

4. Does he accept personal checks for repair work?

He does. They want customers who are accustomed to buying conveniently to be able to pay their service bills and make other purchases by personal check.

5. Does he give you a service convenience number?

You can call the toll-free number 800-648-4848** any time you are on the road and need help with your Ford truck. The line is open seven days a week, 24 hours a day. An operator will tell you the name and telephone number of the nearest Ford Dealer. If it's after business hours, the operator will usually be able to help you find a local towing service, a place to get minor repairs, even help you make a motel reservation for the night.

6. If you still have a problem is there someone to turn to?

With Ford, yes. Most problems end right at your Ford dealership, but if you still have a problem, you can obtain the address and telephone number of the local district office of the Ford Customer Service Division by calling 800-648-4848.** Then when you contact your district office, they'll work with both you and your dealer.

**In Nevada 800-992-5777. In Alaska: Zenith 8700. In Hawaii: Enterprise 8099.

*No unhappy owners. Over 5,500 Ford Dealers are committed to this goal. If you have any other questions about buying or owning a pickup, please ask. If you're buying any Ford product, it's something to think about. And if you're not, then it's really something to think about.

Ford and your
local Ford Dealer
invite you to look
close. Check over the
'75 Ford pickups on
any basis you wish.

The closer you look,
the better we look.

FORD DIVISION 