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FORD TRUCKS



FORD TRUCKS FOR 1988

Best-built American trucks seven years running. For the past seven consecutive years, Ford quality has led all other American automotive companies. That's based on an average of owner-reported problems in a series of surveys of '81-'87 models designed and built in North America.

Indeed, Ford trucks have a reputation for being built tough, solidly engineered and ready for the task at hand. And that reputation is backed up with hard data. Ford F-Series pickups have outsold all competitors for the past eleven years. Ford Bronco has outsold all competitors for the past nine years. Ford Econoline — the full-size van total sales leader over

a period spanning 23 years. The products themselves are making the point.

The point is quality. At Ford, no other issue has higher priority than the quality of the cars and trucks we produce. Over the



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past several years, we've made significant investments toward that end. In dollars, yes. But more importantly, we've invested in our *people* — we've formed a stronger partnership with our employees, encouraging everyone to pull together with the goal of producing the *right* vehicles for today and tomorrow.

It's all summed up in a familiar little credo which has come, year by year, to mean *exactly* what Ford Motor Company is all about: Quality is Job 1.

Whatever your trucking needs, you'll find a 1988 Ford to meet them. Built tough — with a 6-year/60,000-mile powertrain warranty. And produced with a firm commitment to quality.

Right: Ford F-Series Pickup and (clockwise from upper left): Aerostar Van, Bronco, Ranger, Econoline Van, Bronco II and Club Wagon. Some equipment shown may be optional.



1988 FORD F-SERIES PICKUPS

They're America's best-selling full-size pickups for the past eleven consecutive years. And no wonder. Whatever your reasons for buying a pickup — business, pleasure, snow plowing, hauling — there's bound to be a built-Ford-tough F-Series just right for you.

Ford F-Series gives you *choice*. A wide range of gasoline EFI engines or a diesel powerplant. 2-wheel or 4-wheel drive. Regular Cab, SuperCab and Crew Cab body styles. Custom, XL and XLT Lariat trim levels. GVW ratings from 5,250 to 14,500 lbs. Towing capacities up to 10,000 lbs. (12,500 lbs. with fifth-wheel trailer). And a rear wheel anti-lock brake system, which inhibits complete rear-wheel lockup under most operating conditions, is standard (F-150 through F-350).

F-Series options give you even more latitude in equipping your truck. Popular choices include deluxe two-tone paint, sliding rear window, electronic AM/FM stereo radio with cassette tape player, argent or chrome rear step bumper, and air conditioning.



Some equipment shown on these pages may be optional.



1988 FORD BRONCO

On the road or off, there's no mistaking the authority of Ford Bronco. It's the definitive full-size utility vehicle, built Ford tough and available with a powerful 6- and a range of 8-cylinder electronically fuel-injected engines. Rear anti-lock brakes, which inhibit complete rear-wheel lockup under most operating conditions, are standard. Little wonder that Ford Bronco has outsold its competition nine years running.

Choose the Eddie Bauer Bronco and get a special look, special equipment and a refined interior. Bronco Custom, the standard Bronco, offers a high level of standard features. And Bronco XLT, with its upgraded list of comfort and convenience items, is just as at home at a night club as it is on a fishing trip.

Popular Bronco options include the Touch-Drive electric shift, outside swing-away spare tire carrier, electronic AM/FM stereo radio with cassette tape player, Captain's Chairs and two-tone paint.



Some equipment shown on these pages may be optional.



1988 FORD RANGER

Ranger STX leads the way for '88. Available in 4WD or 2WD versions, STX is V6-powered, rugged, and dynamite to look at. STX Regular Cab 4WD is called the High Rider, with a suspension system unique among Rangers that increases ground clearance and improves handling. The GT Package, with its ground-effects cladding, is a bold, sporty Ranger choice (see your dealer for availability).

Built-fun-tough Ranger Custom blends capability and comfort — and offers a long list of standard features. Affordability is the strong suit of Ranger "S" and "S" Plus. And Ranger XLT Special Value provides high-level luxury and convenience at a price that makes it a lot of truck for the money.

Ranger is available in 4-wheel or 2-wheel drive and in Regular Cab or SuperCab body styles. Popular options include the free-spirited Sport Appearance Package, the Touch-Drive electric shift (4WD), cast aluminum wheels, air conditioning and electronic entertainment systems.



Some equipment shown on these pages may be optional. Light bar shown not for occupant protection.



1988 BRONCO II

Like its owners, Bronco II resists a neat and narrow definition. Versatile and capable when it has to be, it's car-comfortable and practical when it wants to be. V6-powered, it's off road with 4-wheel drive, or it's on road with 2-wheel drive (and an anti-lock rear brake system). You choose the kind of driving excitement that matches your own style.

Eddie Bauer Bronco II was inspired by the world-famous designer of high-quality outdoor gear and leisure wear. This top-of-the-line Bronco II has a unique look and special equipment. Bronco II XL, with its long list of standard equipment, is joined by the XL Sport, easily identified by its free-spirited exterior outfitting. Bronco II XLT puts the emphasis on comfort, convenience and value.

Some of the more popular options available with Bronco II are the Touch-Drive electric shift (4x4), the premium sound system, outside swingaway spare tire carrier, power windows/door locks and air conditioning.



Some equipment shown on these pages may be optional.



1988 FORD CLUB WAGON

Whether it's taking the family on a long vacation, car pooling to work or running a commercial transportation service, Club Wagon provides the full-size passenger van capability and versatility required. With Club Wagon's range of powerful gasoline engines and a diesel choice, along with exclusive body-on-frame construction, it can be equipped to step up to heavy-duty challenges — like pulling a maximum trailer weight of 10,000 pounds.

But passenger comfort and versatility are its hallmarks. Whether you choose the XL or the more extensively appointed XLT, you can specify one of several seating configurations that range from the 5-passenger layout (available in E-150) up to one that accommodates 15 in Super Wagon. Because the engine and front wheels are located forward of the passenger compartment, there's easy ingress/egress and easy access to the rear.

There are also options available to enhance passenger pleasure. Among them: electronic AM/FM stereo radios, air conditioning (regular and high capacity), Privacy™ glass, and deluxe insulation.



Some equipment shown on these pages may be optional.

1988 FORD ECONOLINE VAN

For more than 20 years, one nameplate has stood out among all others as the sales leader in the field of full-size cargo vans — Ford Econoline. Econoline is the van to turn to for the right combination of cargo volume, payload capacity and power for the job at hand.

Econoline Regular Vans are available with wheelbases of 124" and 138". And the 138"-wheelbase Super Van, with 20" of additional inside length, offers a maximum cargo volume of 347 cubic feet. Payload capacities range from 1,300 lbs. in the 138"-wheelbase E-150 to 4,670 in the E-350. The range of gross vehicle weight ratings (GVWRs) is 5,500 to 9,500 lbs.

The standard sliding side cargo door is especially convenient in tight loading spaces. Or you can specify hinged side cargo doors at no extra cost.

And the same built-tough features that make Econoline a real worker make it an ideal vehicle for van conversions of all kinds.



1988 FORD AEROSTAR VAN

The aerodynamic shape of Aerostar Van not only looks good, but makes a contribution to fuel efficiency, too.* It's the special combination of built-Ford toughness and efficient operation that makes Aerostar a smart choice for so many business or personal use applications.

The standard 3.0 liter multi-port electronically fuel-injected V-6 delivers 145 horsepower at 4,800 rpm and 165 lbs.-ft. of torque at 3,600 rpm. The 1,615-lb. payload can be increased to an optional 2,010 lbs. The cargo volume is a full 140.3 cubic feet. And a properly equipped vehicle can tow up to 4,600 pounds — well over 2 tons.**

Designed for maneuverability, Aerostar features standard rack-and-pinion power steering. It's shorter overall than other mini-vans — an advantage in tight spots.

And the 4-corner coil spring suspension with gas-pressurized shock absorbers helps smooth the ride whether Aerostar is empty or carrying its maximum load.

*See Gas Mileage, page 15.

**Reduced by passenger and cargo weight in towing vehicle.



Some equipment shown may be optional.



6-year/60,000-mile powertrain warranty

Ford's powertrain warranty covers all 1988 cars and light trucks for 6 years or 60,000 miles, whichever comes first. This limited warranty covers major powertrain components. Certain restrictions and deductible apply. Ask your dealer for a copy.

Gas mileage

1988 EPA ratings were not available at the time this catalog was approved for printing. As soon as EPA figures are released, your Ford Dealer will be among the first to receive this information and will be happy to pass it along to you.

Ford-paid repair programs after the warranty period

Sometimes Ford Motor Company offers adjustment programs to pay all or part of the cost of certain repairs. These programs are intended to assist owners and are in addition to the warranty or to required recalls.

Technical service bulletins

All vehicles need repairs during their lifetime. Sometimes Ford issues technical service bulletins (TSBs) and easy-to-read explanations describing unusual engine or transmission conditions which may lead to costly repairs, the recommended repairs, and new repair procedures. Often a repair now can prevent a more serious repair later.

For more information...

Ask Ford Motor Company or your Ford or Lincoln-Mercury dealer about Ford-paid repair programs and/or TSBs relating to your vehicle.

To get copies of materials for your vehicle or the vehicle of interest to you: Call Ford toll-free at 1-800-241-3673. Alaska/Hawaii call 1-800-241-3711 and in Georgia call 1-800-282-0959.

Or write Ford at:

Ford Customer
Information System
Post Office Box 95427
Atlanta, Georgia 30347

We'll need your name and address; year, make, model and vehicle identification number, as well as engine size.

Options availability

Options shown or described in this catalog are available at extra cost and may be offered only in combination with other options or subject to additional ordering requirements or limitations.

Product changes

Ford Division reserves the right to change product specifications at any time without incurring obligations.

"Ask your Ford Dealer"

Following publication of this catalog, certain changes in standard equipment, options, prices and the like, or product delays, may have occurred which would not be included in these pages. Your Ford Dealer is your best source for up-to-date information.

**Buy or lease
a new Ford truck**

F O R D T R U C K S

