

# '71 RANCHERO BY FORD

RANCHERO/500/GT/SQUIRE







## ranchero SQUIRE

### America's most luxurious pickup

The Ranchero Squire heads the lively and luxurious line of 1971 Rancheros by Ford. The Ranchero, Ranchero 500, Ranchero GT and Ranchero Squire — each has its own special stamp of style and spirit. And Rancheros lead the power parade with proven "muscle" powerplants. Your engine choice goes all the way up to the super-muscle 429-cu. in. CJ-R V-8 with Ram-Air — 370 horses strong.

Outside, the Squire's handsome contoured woodtone side and tailgate panels say, "Luxury

leader." Inside, the plush full-width seat is finely upholstered in breathable knitted vinyl. Rich black, vermillion, blue, green and ginger interior trim schemes are coordinated with exterior colors.

**The Ranchero Squire** has (in addition to or in place of all the standard Ranchero features) color-coordinated, deep pile, wall-to-wall carpeting • woodtone panel under instruments • woodtone inlay around padded horn bar • electric clock. **Exterior:** deluxe grille with center crest, woodtone panels on sides and tailgate • belted whitewall tires • deluxe wheel covers • bright-metal hidden wiper lip molding • Ranchero Squire script on front fenders.



### Luxury and convenience options for all Rancheros include

1. Rim-blow sport steering wheel. 2. SelectShift Cruise-O-Matic for fully automatic or manual shifting, shown with optional console. 3. AM-FM stereo radio for your listening pleasure. 4. SelectAire conditioner with hi-level outlets gives all-season comfort. 5. Hidden headlamps for the ultimate in styling (Squire, GT & 500). 6. Vinyl roof in black or white. Power full-width seat with 4-way adjustment, intermittent windshield wipers, AM push-button radio, electric clock (Ranchero), power steering, tinted glass, deluxe (Ranchero & 500) or sporty wheel covers (standard on GT), hub caps and trim rings, front bumper guards, styled steel wheels, and visibility group (ash tray, map, glove compartment and underhood lights; warning lights for seat belts and parking brake; and headlight-on warning buzzer and light) are also offered.





## ranchero GT

### Front-running performance

Ranchero GT is the bold, pulse-pounding sport pickup for people who like to leave the pack behind. GT gives you command over 210 to 370 charging horses — from the standard 302-cu. in. V-8 all the way up to the super-performance 429-cu. in. CJ-R V-8 with pop-through "shaker" hood air scoop, Ram-Air induction system and performance handling package.

The Ranchero GT's colorful new laser stripe option (shown above) is certain to turn as many heads as its winning performance. A prestige personal pickup for sure. And, just as sure, a

hard worker with 6½-ft. box and optional heavy-duty suspension package.

**The Ranchero GT** has (in addition to or in place of all the standard Ranchero features) deluxe grille with center GT crest • ribbed argent rocker panel molding with GT letters • sport-scoop hood • sporty wheel covers • belted whitewall tires • bright-metal wheel lip moldings • bright-metal hidden wiper lip molding. **Interior:** pleated, all-vinyl seat upholstery in black, blue, green, vermilion or ginger • deep pile, wall-to-wall carpeting • woodtone inlay around padded steering wheel horn bar • electric clock • black lower instrument panel.

### Performance options for all Rancheros include

1. **Tachometer** for all V-8's has lighted dial and easy to read calibrations (in lieu of electric clock). 2. **Four-on-the-floor** fully synchronized 4-speed transmission with quick-shift Hurst® mechanism. 3. **High-back bucket seats** in green, ginger, black or white knitted vinyl (Squire, GT & 500). 4. **Power front disc brakes** provide easier, more positive stopping with greater resistance to brake fade. 5. **Racing-type mirrors** painted body color. Left-hand mirror includes remote control. 6. **Shaker hood scoop** with Ram-Air induction system is included with optional 429 CJ-R V-8, and available for 351 (4V) V-8.

**Flat black paint** on hood and scoop of Ranchero GT, **heavy-duty suspension**, **heavy-duty battery**, **extra cooling radiator** and **Class II (2000-3500 lb.) trailer towing package** (includes front power disc brakes, HD suspension, cooling package; HD alternator and battery w/351 V-8's) are available.

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## ranchero and ranchero 500

### Long on value... low in price

The Ranchero and Ranchero 500 are long, low beauties that are extra big in value. And for all their sleek style, they are still sound, sensible workers. The Ranchero's 6½-ft. pickup box has over 39 cu. ft. of cargo space. Double-wall side construction provides strength and protection. Loading is convenient with the Ranchero's low tailgate height and counterbalanced one-hand-operated tailgate. Optional heavy-duty suspension package provides capacity for bigger loads. Trailer towing package is available on all Rancheros for hauling big Class II (2000-3500 lb.) trailers. And a wide choice of performance and

luxury options lets you live up and dress up your Ranchero or Ranchero 500 as much as you wish.

**Ranchero** features include full-width seat upholstered in black, blue or gold vinyl • color-keyed vinyl door trim panels with bright moldings • color-keyed rubber floor covering • flow-through ventilation • ventless side windows • locking steering column • fresh air heater/defroster • trim panel behind the split-seat back with spare tire and tool compartment cover • deluxe seat belts with outboard retractors and shoulder harnesses (also center passenger seat belts) • arm rests with integral, squeeze-type door handles • vinyl-framed day/night mirror • cigarette lighter • emergency

lamp flasher. **Exterior:** bright LH remote-control mirror • hidden windshield wipers • bright windshield, rear window, drip rail and top of cargo box moldings • bright-metal body side molding • belted tires • bright taillight bezels • bright hub caps.

**Ranchero 500** has, in addition to or in place of standard Ranchero features, pleated, all-vinyl seat upholstery in black, blue, green, vermilion or ginger • deep pile, wall-to-wall carpeting • wood-tone inlay around padded horn bar • electric clock • arm rests with bright base • deluxe grille with center crest • bright-metal wheel covers • rocker panel molding • bright-metal wheel lip moldings • bright-metal hidden wiper lip molding.



# 1971 Ranchero Specifications

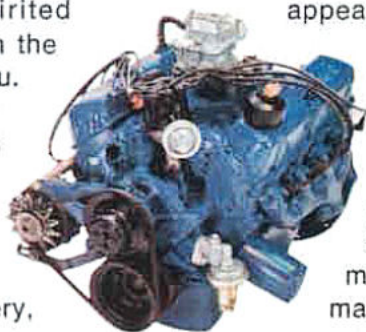
**Brakes:** Dual master cylinder hydraulic system, self-adjusting brakes w/flared drums, front—10" x 2½", rear—10" x 2"; foot-operated parking brake. 10" x 2½" rear brakes with 351 and 429 V-8 engines.

**Clutch:** Single-plate torsion-disc: 10" diameter w/250 Six and 302 V-8, 11" w/351 V-8, and 11½" w/429 V-8's.

**Colors:** White, bright red, maroon metallic, dark blue metallic, medium blue metallic, Grabber blue, pastel blue, light pewter metallic, dark green metallic, medium green metallic, Grabber green metallic, light green, gray gold metallic, light gold, medium yellow gold, Grabber yellow. Black painted roofs are available with all colors (except dark blue metallic) to form attractive two-tone combinations.

**Front Suspension:** Independent, angle-

**Pick your power** from Ford's choice of six lively engines. The spirited 302-cu. in. V-8 is standard in the Ranchero GT with the 250-cu. in. Six standard in all other Rancheros. Optional engines range from 302-cu. in. V-8 to the super-performance 429-cu. in. series. The big 429 CJ V-8 revs up 370 hp and includes 80 amp-hr battery,



poised, ball-joint type with coil springs and shock absorbers. Spring capacity @ pad: 1510 lb. w/Six, 1700 lb. w/302 and 351 (2V) V-8's, 1760 lb. w/351 (4V) V-8, 1900 lb. w/429 V-8's.

**Rear Suspension:** Leaf springs with anti-friction inserts and shock absorbers. Spring capacity @ pad: 1035 lb. (1245 lb. w/HD suspension option and performance handling package). Performance handling package included with CJ-R V-8.

**Tires:** Standard—E78-14 4PR (whitewalls on Squire and GT). Optional—F78-14 4PR, G78-14 4PR, E70-14 4PR, F70-14 4PR and G70-14 4PR (include 7.75 x 14 4PR spare; 8PR w/G78). Whitewalls optional with all sizes. F70 and G70 avail. in white lettered blackwalls. All tires (except 7.75 x 14 spare) are bias cord, belted.

55-amp. alternator, dual exhausts, and appearance package with bright cast aluminum rocker covers. The 429 CJ-R V-8 has all the CJ equipment *plus* Ram-Air induction system with pop-through "shaker" hood air scoop for peak performance, and special performance handling package.

ENGINES	250 SIX	302 V-8 (2V)	351 V-8 (2V)	351 V-8 (4V)	429 V-8 (4V) CJ*
Max. Gross HP (bhp @ rpm)	145 @ 4000	210 @ 4600	240 @ 4600	285 @ 5400	370 @ 5400
Max. Gross Torque (lbs-ft @ rpm)	232 @ 1600	296 @ 2600	350 @ 2600	370 @ 3400	450 @ 3400
Bore and Stroke (in. x in.)	3.68 x 3.91	4.0 x 3.0	4.0 x 3.5	4.0 x 3.5	4.36 x 3.59
Compression Ratio	9.0 to 1	9.0 to 1	9.0 to 1	10.7 to 1	11.3 to 1

\*CJ-R V-8 with Ram-Air Induction is also offered

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# FORD RANCHERO

