

# ***1981 FORD TRUCKS***



**THE LEADERSHIP LINEUP**



# 1981 FORD PICKUPS



Tough Ford Pickups are the best-selling trucks in America. In fact, Ford has been first in total truck sales since 1977.\* To be number one and stay number one, you have to offer the features most people want. Examples: Aerodynamic design. Tough ladder-type frame. Double-wall

construction. Full-size payloads. New 4.2L V-8. Optional manual 4-speed transmission with overdrive. Famous Twin-I-Beam front suspension (A). Automatic Overdrive option (B). Auxiliary fuel tank (C) for great range. All these and more put Ford out front!

\*Based on 1977-79 calendar year retail deliveries.

# 1981 FORD 4x4



Ford technology produces a full-size, full-function 4x4 ready to carry big payloads anywhere you want to go. It's the only 4x4 with these Built-Tough standard features: Aerodynamic design. Free-running front hubs. Integral front axle skid plate. Ladder-type frame.

4-speed manual transmission. Twin-Traction Beam independent front suspension (A), that steps over bumps independently. Automatic Locking Hubs option (B). New 4-speed manual transmission option with overdrive (C). If you want a tough, capable 4x4, you want an '81 Ford!



# 1981 FORD BRONCO



Bronco is an advanced family-size 4-wheeler. It's the only one that offers Twin-Traction Beam independent front suspension (A). Twin-Traction Beam contributes to better off-road control and gives you a better ride than 1979 models. Bronco, trim and tough-looking outside, is

family-size inside. There's room for six adults with front and rear bench seats. Choose from a list of options that includes Automatic Locking Hubs (B), and a special Snow Plow Preparation Package (C). For free-wheeling family fun, Ford Bronco is the one!

It's a Ford leadership fact: There are more Econoline Vans on the road today than any other make.\* There are many reasons why. Practical design. Modern style. And they're Built Ford Tough. Ford vans have famous Twin-I-Beam front suspension (A). Rugged body-on-frame construction (B). They feature an out-front, outside

service center (C) that gives you plenty of move-around room up front. Econolines have bolt-on front fenders that make repair or replacement easy. A big range of payload capacities. And all Econoline Vans have an unbeatable reputation for hard work.

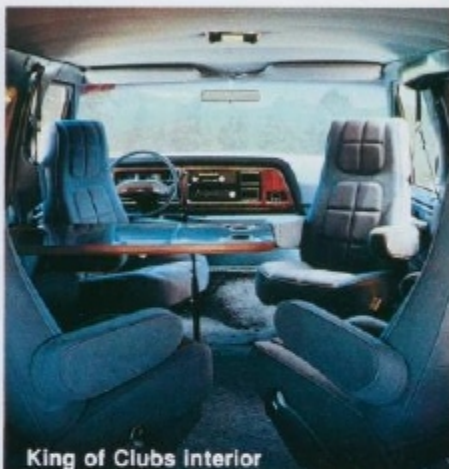
\*Based on cumulative registrations as of 7/1/79.



# 1981 FORD CLUB WAGON



King of Clubs Wagon



King of Clubs Interior



Chateau Club Wagon



Luxurious Ford Club Wagons for van pooling or family fun. Ford Club Wagons can seat up to 12 passengers (Super Wagons up to 15!) in a wide choice of models. There's the top-of-the line King of Clubs Wagon: Dual Captain's Chairs that swivel and recline. Combination Seat/Bed (A). Fingertip Speed Control (B). Power door

locks (C). Or the elegant Captain's Club Wagon or Chateau Club Wagon with their luxurious style and features. Then there's the Custom Club Wagon, another smart choice. And the standard Club Wagon—roomy, versatile, a top value. 1981 Ford Club Wagons, yours to enjoy for business, for pleasure or for any combination of the two.

# 1981 FORD COURIER



Courier XLT



Courier XLT interior



Free Wheeling Courier



Ford Courier, a fun-filled pickup that takes hard work in stride. With many of the same kind of rugged features found on the bigger Ford Pickups. Examples: Ladder-type frame. Independent front suspension. 4-speed manual transmission. Big 6-ft. pickup box with one-hand tailgate

operation. To add to Courier fun, choose from a long list of options that includes Sports Instrumentation (A). An even bigger 7-ft. pickup box (B). 5-speed manual overdrive transmission (C). And more. Get the best of many worlds with the practical, fun-to-drive Ford Courier!



# 1981 FORD OPTIONS



Step bumper



Western-style mirrors



AM/FM stereo tape player



Optional wheels and wheel covers



Underhood tool box



Digital Clock



Tilt steering wheel



Air Conditioning



Fog Lamps



Sports Instrumentation



Power door locks

Here are just a few of the many options available on Built-Tough '81 Ford Trucks. Whether you select your truck for work or play or both, Ford options add to your enjoyment as they add to your truck's usefulness. And options can contribute to your trade-in value when it's time for your next new Ford Truck. For the

complete story on all 1981 Ford Trucks, see your Ford Dealer and the individual Ford Truck catalogs.

1981 Ford truck options are not confined to these pages but are shown throughout the catalog. Options, whether or not they are identified are offered at extra cost. Some options shown are offered only in combination with other options. Availability of some models and features described here and elsewhere may be subject to delay. Consult your Ford Dealer for the latest information.

# FORD TRUCKS

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FORD DIVISION

