



IT'S EXPLORER TIME

FEATURING 1984 FORD F-SERIES AND RANGER PICKUPS



EX-9000-84

**Ford's Annual Value Event offers you
America's best-built trucks.**

**Get Free Air Conditioning
on an Explorer (a \$733 Value)!!**

WHAT IT TAKES TO BE AMERICA'S BEST-BUILT TRUCKS



Ford F-Series. Some equipment shown may be optional.



Ford Ranger. Some equipment shown may be optional.

FORD F-SERIES PICKUP

- **Best in quality.** Ford's commitment to quality results in the best-built American trucks. Based on a survey of owner-reported problems during the first three months of ownership of 1983 trucks.
- **Best in sales.** For seven straight years, America's best-selling pickups have been Fords. Based on registrations through July, 1983.
- **Towing power up to 12,500 lb.** Properly equipped, Ford pickups with fifth wheel are rated to tow up to 12,500 lb.—10,000 lb. without fifth wheel.
- **Best in mileage.** Ford's full-size pickups achieve the highest gas mileage ratings.

30 est.
hwy.

20 EPA
est.
mpg

Standard 4x2, 4.9L 6 engine/4-speed manual OD. Use for comparison. Mileage may differ depending on speed, distance and weather. Actual highway mileage less.

FORD RANGER PICKUP

- **Best in quality.** No major import or domestic small truck tops Ranger in quality as proven in the same 1983 owner survey cited for F-Series at left.
- **Best in V-6 power.** Choose from four engines, including the 2.8L V-6, the most powerful V-6 you can get in a small pickup. Also available is the modern 2.2L diesel engine option. (See following Ranger Explorer pages.)
- **Best in room with the widest cab.** Ranger gives you 3-passenger room inside with the widest cab offered in any small pickup. And it's ergonomically efficient for comfort and convenience.
- **Great fuel economy.**

39 est.
hwy.

27 EPA
est.
mpg

Standard 4x2 2.0L and 4-speed shift. Use for comparison. Mileage may differ depending on speed, distance and weather. Actual highway mileage less.

Here's where the savings begin— FORD F-SERIES EXPLORER



F-Series Explorer Package A. Some non-Explorer options may be shown.

Package A—Adds Distinctive Features Inside and Out and Saves You \$150*

An attractive selection of interior and exterior appointments: Explorer bodyside tape stripe, including matching solid tailgate letters (delete option available) • Special cloth and vinyl seat trim (knitted vinyl available at no extra cost) • XL door trim panels • Headliner and moldings • Aluminum door scuff plates • Color-keyed floor mat • Bright rear window molding • Wheelip moldings • Sport wheel covers** • Seat back cover.

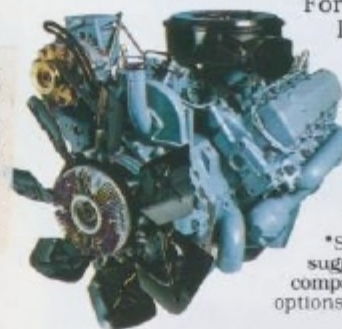
**Deluxe wheel covers with F-250/350 4x2. No wheel covers available with F-250/350 4x4.

Package B—More Fine Appearance Features with Even Bigger Savings of \$250*

All the items listed for PACKAGE A, plus these additional features: Chrome grille • Chrome rear contour bumper (may be upgraded) • Bright tailgate release handle • XLT door trim panels (replace XL panels) • Woodtone instrument panel appliques • Deluxe color-keyed seat belts • Color-keyed carpeting.

6.9 Diesel, One of Four Engine Options

This is the most powerful true-truck diesel available in pickups today—35 more horsepower than its nearest competitor. Fuel economy is 49% better than Ford's similar size gas engine.† If you prefer a gasoline engine, choose from three V-8s from 5.0L to 7.5L.



6.9 liter diesel engine option

†EPA ratings not applicable. Based on 1983 Ford tests simulating on-road driving conditions. Improvement over gas engines varies depending on use.

*Savings based on manufacturer's suggested retail price for the package compared with traditional pricing for the options purchased separately.



F-Series Explorer Package B. Some non-Explorer options may be shown.

Save \$100 on Tu-Tone Option. Available with Packages A, B, C. Included with Package D.

A unique F-Series Tu-Tone (shown on front cover and next page) is available in a variety of color choices and represents a sizable saving.

FORD F-SERIES EXPLORER - Cont'd



Air Conditioning



Speed Control



Dual Beam Dome/Map Light
(Light Group)



AM/FM Monaural Radio

Package C—Important Comfort, Convenience Features at a \$375 Savings*

May be ordered independently of PACKAGES A and B. Includes the most popular F-Series options at big savings: Auxiliary fuel tank (Styleside only) • Air conditioning (may be deleted) • Tinted glass (may be deleted) • Tilt steering wheel (except with 3-speed manual transmission) • Power steering • Speed control • AM/FM monaural radio (may be upgraded) • Convenience group (See Package D for contents) • Light group (See Package D for contents).

Package D Gives You Packages B and C, With Air Conditioning Free!

PACKAGE D adds up to \$733* in savings. Included are: Explorer bodyside tape stripe, including matching solid tailgate letters (delete option available) • Special cloth and vinyl seat trim (knitted vinyl available at no extra cost) • XLT door trim panels • Headliner and moldings • Aluminum door scuff plates • Bright rear window molding • Sport wheel covers** • Seat back cover • Chrome grille • Chrome rear contour bumper (may be upgraded) • Bright tailgate release handle • Woodtone instrument panel appliques • Deluxe color-keyed seat belts • Color-keyed carpeting • Explorer Tu-Tone • Auxiliary fuel tank (Styleside only) • Air conditioning • Tinted glass • Tilt steering wheel (except with 3-speed manual transmission) • Power steering • Speed control • AM/FM monaural radio (may be upgraded) • Convenience group (includes "headlamps on" warning buzzer, interval windshield wipers, right-hand visor vanity mirror, molded bin in door trim panel, 12" day/night rearview mirror and passenger door courtesy light switch) • Light group (includes lights for glove box, ashtray, cargo box, movable work light, dual beam dome/map light and courtesy lights under the instrument panel).

*Savings based on manufacturer's suggested retail price for the package compared with traditional pricing for the options purchased separately.

**Deluxe wheel covers with F-250/350 4x2. No wheel covers with F-250/350 4x4.



EX-9001-84

F-Series Explorer Package D includes special Tu-Tone. Some non-Explorer options may be shown.

NOW GET A FORD RANGER WITH EXPLORER VALUE... FORD RANGER EXPLORER



EX-9010-84

Ranger Explorer Package A. Some non-Explorer options may be shown.

Package A—Appearance Features at Attractive Savings of \$125*

Features that add appeal and value at substantial savings. Included: Explorer bodyside tape stripe, including matching solid tailgate letters (delete option available) • Cloth and vinyl bench seat, standard sew style (all-vinyl seat available) • Bright rear window molding • Wheelip moldings • Deluxe wheel trim • Headliner and moldings • Color-keyed floor mat • Bright front bumper • Aluminum door scuff plates • Passenger door courtesy light switch • Color-keyed lower instrument panel.

Engine Options: 2.2L Diesel, Most Powerful V-6

Available on Ranger 4x2 models, the optional 2.2L diesel features quick-heating glow plugs for easy starting and traditional diesel simplified

RA-2007-84



maintenance. When equipped with optional diesel payload Package 2, it can handle payloads up to 1,620 lb. Among gas engines, Ranger's 2.8L V-6 option is the most powerful V-6 in any small truck.

2.2 liter diesel engine option

*Savings based on manufacturer's suggested retail price for the package compared with traditional pricing for the options purchased separately.

Package B—Many Additional Appearance Items at Savings of \$250*

Includes all the items listed for PACKAGE A plus: XLT cloth bench seat (knitted vinyl seat available) • Color-keyed cloth door trim panels with map pockets • Color-keyed carpeting • Woodtone instrument panel applique • Deluxe color-keyed seat belts • Deluxe color-keyed steering wheel and color-keyed steering column shroud • Overhead console • Color-keyed cowl side trim panels • Color-keyed, flopped instrument panel storage bin.



EX-9002-84

Ranger Explorer Package B. Some non-Explorer options may be shown.

Deluxe Tu-Tone Option Available with Ranger Packages A, B, C. Included with Package D.

Shown on the next page, Ranger Deluxe Tu-Tone is available in a variety of color combinations. ("Explorer" tape stripe is deleted with Tu-Tone.)

FORD RANGER EXPLORER - Cont'd



Air Conditioning



Speed Control



Black Rear Step Bumper
EX-1013-84



AM/FM Monaural Radio EX-1015-84

Package C Offers You the Most Popular Options at Savings of \$425*

PACKAGE C may be ordered separately or in combination with A and B. Many popular option choices are included at an attractive package price: Air conditioning (may be deleted) • Tinted glass (may be deleted) • Power steering and tilt steering wheel (except with 2.0L engine) • Power brakes** • AM/FM monaural radio (may be upgraded) • Light group (See Package D for contents) • Speed control • Convenience group (See Package D for contents) • Black rear step bumper.

Package D Combines Packages B and C, Gives You Free Air Conditioning, a \$733 Savings*

Deluxe Tu-Tone is an added feature of this package. Includes: XLT cloth bench seat (knitted vinyl seat available) • Bright rear window molding • Deluxe wheel trim • Headliner and moldings • Bright front bumper • Aluminum door scuff plates • Color-keyed lower instrument panel • Color-keyed cloth door trim panels with map pockets • Color-keyed carpeting • Woodtone instrument panel applique • Deluxe color-keyed seat belts • Deluxe color-keyed steering wheel and color-keyed steering column shroud • Overhead console • Color-keyed cowl side trim panels • Color-keyed, flocked instrument panel storage bin • Air conditioning • Tinted glass • Power steering and tilt steering wheel (except with 2.0L engine) • Power brakes** • AM/FM monaural radio (may be upgraded) • Light group (includes lights for ashtray, cargo box, glove box, passenger door courtesy light switch and "headlamps on" warning buzzer) • Speed control • Convenience group (includes dual electric horns [except with 2.2L diesel], interval windshield wipers, sun visor clipband and passenger's visor vanity mirror. Also includes cigarette lighter on 4x2 models) • Black rear step bumper.

*Savings based on manufacturer's suggested retail price for the package compared with traditional pricing for the options purchased separately.

**Standard on 4x4 and with optional payload packages on 4x2 models.



Ranger Explorer Package D includes Deluxe Tu-Tone. Some non-Explorer options may be shown.

BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 422 Taylor, MI 48180

POSTAGE WILL BE PAID BY ADDRESSEE

NEW VEHICLE INFORMATION CENTER FORD MOTOR COMPANY

ATTN: Ms. Linda Bilko
P.O. Box 20
Taylor, MI 48180

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SIX POINTS TO CONSIDER ON A FORD TRUCK DEMONSTRATION DRIVE

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- ☐ BRAKING & MANEUVERABILITY
- ☐ SMOOTHNESS OF RIDE
- ☐ INTERIOR COMFORT
- ☐ INTERIOR CONVENIENCE

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*

YES, I'D LIKE LITERATURE ON THE FOLLOWING FORD TRUCKS:

- ☐ F-SERIES ☐ RANGER ☐ BRONCO ☐ BRONCO II
☐ CLUB WAGON ☐ ECONOLINE

In addition, please send me literature on the following Ford cars:

- ☐ TEMPO ☐ THUNDERBIRD ☐ MUSTANG ☐ LTD ☐ EXP
☐ LTD CROWN VICTORIA ☐ ESCORT

HOW TO RATE YOUR FORD TRUCK DEMONSTRATION DRIVE

Each category rates the performance of your demonstration vehicle from 1 (lowest) to 5 (highest). You can grade based on your impressions or compare with other trucks you've driven. Take this form with you when you test-drive a Ford pickup and competitive trucks. We think a test drive will reveal Ford's quality and performance and will convince you to make a Ford pickup your next truck.

- | | | | | | |
|--|---|---|---|---|---|
| <input type="checkbox"/> ENGINE POWER & ACCELERATION | 1 | 2 | 3 | 4 | 5 |
| <input type="checkbox"/> HANDLING CHARACTERISTICS | 1 | 2 | 3 | 4 | 5 |
| <input type="checkbox"/> BRAKING & MANEUVERABILITY | 1 | 2 | 3 | 4 | 5 |
| <input type="checkbox"/> SMOOTHNESS OF RIDE | 1 | 2 | 3 | 4 | 5 |
| <input type="checkbox"/> INTERIOR COMFORT | 1 | 2 | 3 | 4 | 5 |
| <input type="checkbox"/> INTERIOR CONVENIENCE | 1 | 2 | 3 | 4 | 5 |

TOTAL _____

'84 PICKUP AT AN '83 PRICE...

FORD RANGER "S" JUST \$5993*



EX-1012-84

Ford Ranger "S." Some equipment shown may be optional.

Ranger "S" has the built-Ford-tough features shared by all Rangers: Twin-I-Beam independent front suspension. Double-wall construction. Rugged ladder-type frame. 1,235-lb. payload capacity. 3-passenger cab. Ranger "S" 4x2 adds one more attractive item — a very low price! Just \$5993* for short-wheelbase models. Just \$6146* for long-wheelbase models. Popular options are also available, including the 2.2L diesel engine and 5-speed manual overdrive transmission.

*Manufacturer's suggested retail price. Title, taxes and transportation charges excluded.

Ranger "S" may not be available in all areas. Consult your Ford Dealer for details.

A VERY SPECIAL FORD BRONCO II... EDDIE BAUER



BR II-4025-84

Eddie Bauer Bronco II. Some equipment shown may be optional.

Bronco II is Ford's new trim-size 4-wheeler. And now two names known for toughness get together in the Eddie Bauer Bronco II, a fine way to enjoy the great outdoors. Rugged Bronco II is field-tested, built Ford tough with husky frame and Twin-Traction beam front suspension. Eddie Bauer survival gear has been field-tested, too — right to the top of Mount Everest! The Eddie Bauer Bronco II features special paint treatment, interior trim and equipment, including dual Captain's Chairs, AM/FM stereo radio, tilt steering wheel, cast aluminum wheels and all-terrain RWL tires. All this plus free Ford Care.* Virtually all you pay for is gas.



Eddie Bauer Interior

BR II-4046-84

*A limited warranty good for 24 months or 24,000 miles, whichever comes first. Excludes tires, fluids, accidents or abuse.

FORD MOTOR COMPANY
P.O. Box 1995
Dearborn, MI 48121

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- Top savings on tough, top quality Ford Pickups.
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more ways to equip one "your way."
- It's Explorer Time at your Ford Dealer!



EX-9003-84



Get it together—Buckle up.

30415 SMP

FORD PICKUPS

FORD DIVISION

