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RANGER

*Splash*



"Enter the new age of trucks..."



“...Today's buyers want a stylish truck for cruisin' down main street...”

## INTRODUCTION

The Ranger Splash is an All-new Ranger with a unique Flareside pickup box. It's a revolutionary design for the compact pickup market. It combines the proven truck toughness that defines Ford trucks with a style and look all its own. This brave new styling will attract buyers who may have never set foot in a Ford dealership before . . . buyers who may be making the biggest purchase of their lives . . . so every detail is important to them.

## THE RANGER BUYER

Splash buyers differ from standard Ranger buyers:

As you can see from the demographics, a typical Splash buyer will be young, single, with an on-the-go lifestyle. They'll be intelligent and this may be the largest purchase they have ever made, so meeting the Sales Standards is extremely important to ensure repeat business.

Many buyers will be particularly impressed with the ride and handling of the 4x2 Splash. The ride height has been lowered, 3/4" in the front and 1 1/2" in the rear. With specially tuned suspension components, the ride and handling of the Splash matches that of some sporty cars.

## T A R G E T M A R K E T

(4x2/4x4)	Typical Ranger Buyer	Splash	All Compact Buyers	What It Means
Median Age (years)	41/37	29/27	40	Splash buyers are significantly younger
Income (thousands)	42/40	25/29	39	Splash buyers don't have as much income — this is probably their biggest purchase
Female (%)	16/12	40/15	15	Splash will attract a greater number of women, specifically for the 4x2 model
Single (%)	26/35	80/75	28	More single buyers will buy Splash than Ranger or other compact pickups
College Grad (%)	29/29	35/33	26	Splash buyers achieve higher education than traditional compact buyers

## C O M P E T I T I O N

The Splash has no direct competition. And because it is so unique, many of your buyers will be considering a wide variety of competitors. In a nutshell, here's the Splash's key advantages versus:

**Full-size Flaresides like Chevy C1500 Sportside Pickup** — Splash has a fresher design, sportier styling, compact flexibility and superior fuel economy to full-size Flaresides.

**Sporty cars like the Mazda Miata Convertible or compact Sport Utilities like a Jeep Wrangler** — Splash may be as sporty and stylish as any vehicle on the road, but it can haul cargo in the

pickup box like any good truck — try loading camping gear and bikes in a convertible or a compact SUV.

**Import compact pickups like the Toyota or Nissan** — No contest. The standard Ranger has dominated the Compact Pickup market for six consecutive years. And the Ranger was completely restyled for 1993. This fresh styling and Ranger's overall leadership as a value-oriented truck will be a big advantage over the imports. Add to that the fact that none of the imports have anything comparable to the Splash.



"...Splash outclasses other street machines with its unique styling, ride, and handling..."

AT THE REAR

Splash features the unique Flareside box design. Let your customers know that the Splash is the only Flareside available on a compact pickup:

- The Flareside box and tailgate are made of **double-wall construction** where a dent on the inside won't affect the exterior appearance. **Two-sided galvanized steel** is used for added corrosion protection on the box
- The **fender and wheel wells** are made of a plastic sheet-molded compound that resist dents. The plastic is approximately 3/8" thick for durability
- The steps behind the cab on the box feature an **embossed plastic step pad** for better footing when accessing or securing cargo in the box
- Splash features the same **easy-to-remove tailgate** design as the Styleside Ranger for added convenience in loading or unloading cargo
- The convenient **sliding rear window** adds ventilation to the Splash\*

\* Included in PEP 886A.

DRIVER'S SIDE

The additional styling and trim cues help add to Splash's sporty appeal

- Splash includes a unique **tape stripe** for a sporty accent
- Body matching **lower bodyside moldings** are colorful and protect the paint from nicks or stone chips (optional)
- The **Power Mirrors** are color-keyed to project an integrated appearance while providing convenient, adjustable sight lines to the side and rear
- **15-inch deep dish cast aluminum wheels (4x4)** or **Full-face chrome wheels with bright hub (4x2)** finish off the exterior with an upgraded appearance

INTERIOR

Your car crossover prospects will be pleasantly surprised with the level of comfort, luxury and innovative design of the Splash

- Standard **60/40 cloth split bench seat** can be reclined and features a center fold-down armrest with a storage compartment



- The **full instrumentation** includes fuel, temperature, voltmeter and oil pressure gauges and a tachometer on 4x4s for monitoring important engine functions
- Full **color-keyed trim** includes cluster appliques, door trim, full-length carpeting and headliner
- **Interval windshield wipers** for additional driver control
- **Electronic AM/FM stereo radio with cassette and clock** and four speakers

for excellent sound reproduction — a compact disc player is optionally available\*

- Other **convenience amenities** include: Light Group, cloth sun visors with RH mirror, floor console with cup holder<sup>(a)</sup> and RH assist handle above the passenger's door

(a) With Manual Transmission.  
\* Included in PEP 886A.

UP FRONT

The 1993 Ranger was totally redesigned with a new front end:

- **Sloping hood, rounded corners and wraparound front bumper** provide a sleek look and an aerodynamic design that is attractive and more efficient with less wind resistance
- Splash features a unique **color-keyed grille, bumpers and a valance panel** up front for a well-dressed accent

UNDER THE HOOD

The Splash offers a choice of engines and transmissions, something your buyers will find very attractive:

- **Standard 2.3L I-4** uses a Twin Plug design, similar to those found on airplane engines, for better spark and more efficient combustion
- **Optional 3.0L V-6 or 4.0L V-6** engines deliver improved horsepower and torque ratings while maintaining excellent fuel economy
- All Splash engines feature

Engine	Horsepower @ RPM	Torque @ RPM	Drive	Transmission	Axle Ratios	
					Std.	Opt.
2.3L I-4	98 @ 4600	130 @ 2600	4x2	5-Speed Man. OD	3.45	3.73
				4x4	4.10	—
				4-Speed Auto. OD	3.73	—
3.0L V-6	145 @ 5000	170 @ 3500	4x2	5-Speed Man. OD	3.45	3.73LS
				4x4	3.73	3.73LS
				4-Speed Auto. OD	3.45	3.73LS
4.0L V-6	160 @ 4500	220 @ 2500	4x2	5-Speed Man. OD	3.08	3.55LS
				4x4	3.27	3.73LS
				4-Speed Auto. OD	3.08	3.55LS
			4x4		3.27	3.73LS

- **Multiple-port Electronic Fuel Injection** for precise fuel metering with an injector at every cylinder
- **Standard 5-Speed Manual Overdrive transmission** provides good fuel economy and is synchronized in all gears, including reverse, for smooth shifting
- **Optional 4-Speed Automatic Overdrive** provides shift-free convenience and an overdrive gear for reduced rpm and good fuel economy

PASSENGER'S SIDE

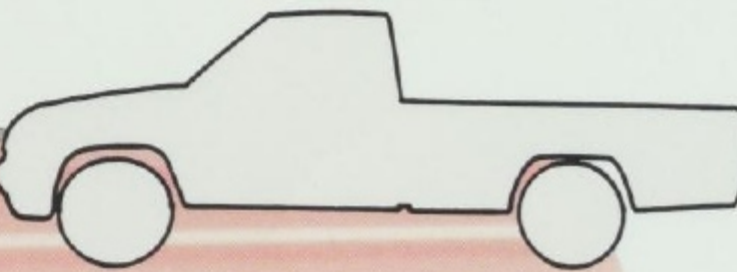
- Splash's tough functional features include:
- **Standard Twin-I-Beam (4x2)/Twin-Traction Beam (4x4) independent front suspensions** are truck exclusives and allow each wheel to step over bumps individually for a smooth ride
- Every Splash features rugged **ladder-type frame**

- **construction** for a tough and sturdy base. Full-frame construction provides excellent **trailer towing** characteristics, up to 5800 lbs. with the Splash when properly equipped; and big **payloads**, up to 1250 lbs.
- **Rear-Wheel Antilock brakes** help prevent lockup in two-wheel drive for straighter stopping under a variety of load conditions
- **Mud flaps**, front and rear (4x4), help protect the paint from road debris
- The 4x2 Splash features **specially tuned shocks** that are 1/2" shorter in the front, **shorter front coil springs**, **lowered rear leaf springs** and **suspension modifications** like camber adjustments and shorter jounce bumpers. All of these features lower the vehicle's center of gravity to provide improved ride and handling

EXTERIOR COLOR CHOICES

Note that the Splash's monochromatic design includes the matching of the grille, bumpers, valance panel, bodyside moldings and mirrors to the exterior color choice.

Oxford White (YO)  
Royal Blue, Opal Grey,  
Mocha, Ruby Red



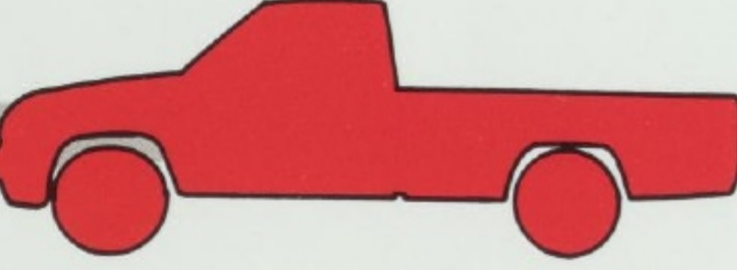
Raven Black (YC)  
Opal Grey, Mocha,  
Ruby Red, Royal Blue



Brilliant Blue Clearcoat  
Metallic (KE), Royal  
Blue, Opal Grey



Vibrant Red (EY)  
Opal Grey, Mocha





# SPLASH SPECIFICATIONS

## Dimensions and Capacities

(All dimensions in inches unless otherwise indicated.)

General	Splash	Ranger SWB
Wheelbase	108.0	108.0
Overall Length (4x2/4x4)	182.7/184.3	181.0
Overall Width	70.9	69.4
Height (Empty 4x2/4x4)	63.5/67.0	64.0/67.5
Tread Width		
— Front (4x2/4x4)	56.7/58.3	56.7/58.3
— Rear (4x2/4x4)	57.3/57.3	56.7/57.3
Pickup Box		
Length @ Floor	71.8	71.8
Max. Width @ Floor	46.5	54.3
Width Between Wheelhouses	40.4	40.4
Depth	16.5	16.5
Load Height @ Cargo Floor Empty/Loaded	27.1/22.7	27.1/22.7
Tailgate Opening @ Floor	46.5	51.9
Cargo Volume (cu.-ft.)	37.4	43.5
Front Seat		
Head Room	39.1	39.1
Leg Room	42.4	42.4
Hip Room	52.7	52.7
Shoulder Room	54.6	54.6
Other Dimensions		
Front Overhang	33.3	33.3
Rear Overhang	43.0	43.0
Frame Width @ Rear	32.9	32.9
Front Bumper to Rear of Cab	104.7	104.7
Rear of Cab to End of Box	76.9	76.1
Center of Rear Axle to Cab	37.0	37.0
Angle of Approach (4x2/4x4)	28.5/36.3	28.9/36.3
Angle of Departure (4x2/4x4)	17.7/22.0	17.7/22.0
Rear Axle Clearance (4x2/4x4)	6.60/6.80	6.61/6.80
Ramp Angle (4x2/4x4)	28.9/20.9	28.9/20.9

## Maximum Loaded Trailer Weights (lbs.) — Automatic Transmission

Engine	Axle Ratio	Max. GCWR (lbs.)	4x2	4x4
2.3L I-4	3.73	5300	2000	
3.0L V-6	3.45	5300	2000	
	3.73	7500		3900
	3.73LS	5300	2000	
	4.10LS	8000		4400
4.0L V-6	3.08	5400	2000	
	3.27	7500		3800
	3.55LS	5400	2000	
	3.73LS	9500		5800

## Maximum Loaded Trailer Weights (lbs.) — Manual Transmission

Engine	Axle Ratio	Max. GCWR (lbs.)	4x2	4x4
2.3L I-4	3.73	4800	1500	
	4.10	4800		1300
3.0L V-6	3.45	5000	1700	1500
	3.73LS	5300	2000	2500
4.0L V-6	3.08	5000	1600	
	3.27	6000		2000
	3.55LS	5400	2000	
	3.73LS	7000		3400

Note: The maximum frontal area should not exceed the frontal area of the vehicle.

CHASSIS SPECIFICATIONS	4x2	4x4
GROSS VEHICLE WEIGHT RATING (lbs.)	4140	4600
CURB WEIGHTS (lbs.)	3005	3280
PAYLOAD RATING (lbs.)	1050	1250
GROSS AXLE WEIGHT RATING (lbs.)		
— Front (min./max.)	2170/2330	2260/2540
— Rear (min./max.)	2250/2250	2570/2570
CONSTRUCTION		
Frame Type	Single Channel, Ladder-type, 7 cross-members	
Section Modulus	2.34 cu. in.	2.37 cu. in.
FRONT SUSPENSION		
Axle Type	Twin-I-Beam Independent	Twin-Traction Beam Independent
Rating	2400 lbs.	2800 lbs.
Spring Type	Coil, Computer Selected	Coil, Computer Selected
Rating at ground (min.)	2170 lbs.	2260 lbs.
Shock Absorbers	1.0" gas	1.19" gas
Stabilizer Bar	1.0" Diameter	1.0" Diameter
REAR SUSPENSION		
Axle Type	Semi-Floating, Ford	
Rating	2750 lbs.	2750 lbs.
Spring Type	Multi-Leaf, Two-Stage	Multi-Leaf, Single-Stage
Rating at ground (min.)	2250 lbs.	2570 lbs.
Shock Absorbers	1.0" gas	1.19" gas
BRAKES		
Front Type	Single-Piston Disc, Floating Caliper	
Size	10.28" Diameter	10.86 Diameter
Rear Type	Self-Adjusting Drum with Anti-lock	
Size	9" x 1.75"	10" x 2.50"
Power Assist	Dual Diaphragm, 11.42" Effective Diameter	
Rear Parking Brake	Foot operated, hand released	
ELECTRICAL		
Alternator	95 Amp., 1425 Watt	
Battery — Type	Maintenance-Free	
Rating — Std.	58 Amp.-hr., 540 CCA	
— Opt.	72 Amp.-hr., 650 CCA	
FUEL TANK — Midship	16.3 gal.	16.3 gal.
STEERING		
Type	Power, Ford XR-50	
Ratio	17.5:1	
Turning Diameter (curb-to-curb)	36.5 ft.	37.3 ft.
TIRES		
Type	Tubeless, Steel-Belted, All-Season, Radial-Ply, BSW	
Size	LT235/60Rx15SL	LT235/75Rx15SL
WHEELS		
Type	Five, 5-Hole Disc, 15" x 6.0" JJ	
Appearance	Chrome-Plated	15" Cast
	Full Faced Steel	Aluminum
	Wheel	