

IT TOOK THE UNPRECEDENTED
PARTNERSHIP OF EDDIE BAUER
AND FORD TO BUILD THE
UNBEATABLE TRUCK

**YOU HAVE INSPIRED
A REMARKABLE VEHICLE.**

Ten years ago, Eddie Bauer and Ford began a **unique partnership**. Because although we offer products that are **quite different**, we have two very important things in common. **You. And quality.** So we put our heads together to create **superior outdoor vehicles** that had a lot more to do with you and **your lifestyle**. And we're proud to present our crowning achievement — the new Ford F-Series Eddie Bauer Edition Truck.

**BUILT FOR YOUR LIFESTYLE,
BUILT FORD TOUGH.**

From **bumper to bumper**, the Ford F-Series Eddie Bauer Edition offers **everything you've always wanted** in a truck. Ford built it right—with a **driver's side airbag**,* rear anti-lock brakes and other features we knew you'd demand. And the Eddie Bauer Edition comes packed with our **exclusive** touches—a slotted front bumper, **running boards**, fully retractable **tie down hooks**, two-tone paint featuring our own Tucson bronze, and a **rubber mat** to protect the back. You also receive exclusive **Eddie Bauer luggage** so you can really hit the road in style.

* Please, always wear your safety belt.

Eddie Bauer®



**INTRODUCING
THE NEW FORD F-SERIES
EDDIE BAUER EDITION**

Because the vehicle
you take on your grandest adventures
should look just as amazing
driving down Main Street.



PLENTY OF ELBOW ROOM

Because you never know what you'll be hauling—the kids to little league, or a whole family's worth of ski gear.



DRIVER'S SIDE AIRBAG

For safety's sake, the Eddie Bauer Edition features a driver's side airbag to supplement your safety belts.

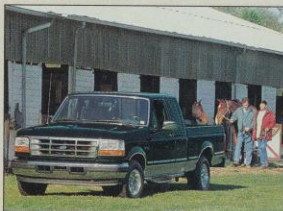


THE JOURNEY BAG

Compliments of Eddie Bauer and Ford, from a collection available only to Ford Eddie Bauer Edition owners.

SINCE 1920,
EDDIE BAUER
HAS PROUDLY
OUTFITTED MEN
AND WOMEN
FOR THE GREAT
OUTDOORS. NOW
WE CAN TAKE
YOU THERE, TOO.

Eddie Bauer®



1994 Ford F-Series
Eddie Bauer Edition



1994 Ford Bronco
Eddie Bauer Edition



1994 Ford Explorer
Eddie Bauer Edition

SEE FOR YOURSELF.
THE NEW 1994 FORD
F-SERIES, BRONCO
AND EXPLORER
EDDIE BAUER
EDITIONS ARE
NOW AT YOUR
LOCAL FORD
DEALERSHIP.

