

F O R D 1 9 9 4

FORD TRUCKS



1994 FORD TRUCKS

Look to Ford for a full line of light trucks designed to satisfy the broad range of personal and commercial needs. Pickups and vans and utility vehicles, full-size and compact.

Ford. It's the name more people look to for trucks that combine toughness, performance, comfort, convenience, and safety.

**Ford Trucks.
The Best Never Rest.**

Every Ford truck is built with an attitude of continuous improvement that has helped make Ford America's most popular name in trucks.

Especially when it comes to the critical area of safety, The Best Never Rest.

DRIVER-SIDE AIR BAG THAT'S DESIGNED TO SUPPLEMENT YOUR SAFETY BELTS

Ford F-Series pickup trucks (under 8,500 lbs. Gross Vehicle Weight Rating) and Bronco now provide a standard driver-side air bag. A driver-side air bag is included as well in the Aerostar Wagon and Van and in select models of Club Wagon and Econoline Van.

The air bag is engineered to activate in certain moderate-to-severe frontal impacts and help provide protection from head and chest injuries.



Left: Aerostar Wagon offers optional integrated child safety seats.

Below left: Child-proof rear door locks are standard in Explorer 4-Door. When activated, they can't be opened from the inside. The optional remote keyless entry system is available in Explorer, Ranger, Club Wagon, F-Series and Bronco.

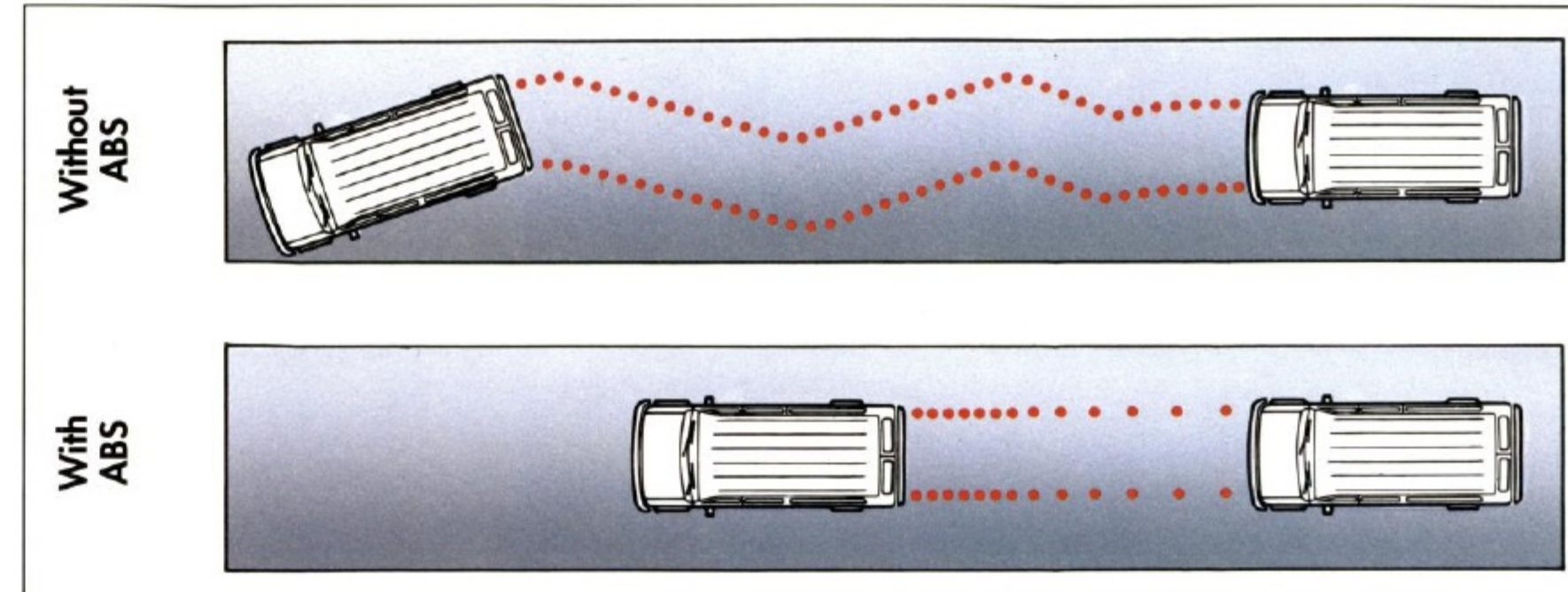
Below: A driver-side air bag to supplement the safety belts is now standard in F-Series (under 8,500 lbs.) and Bronco. It's also included in Aerostar Wagon and Van as well as in select models of Club Wagon and Econoline Van.

It's very important to note, however, the air bag is not intended to function alone, but rather in conjunction with the vehicle's 3-point lap and shoulder safety belt system.

Always make sure that you and your passengers buckle up your safety belts, which help to protect occupants in all types of impacts.

COMPUTER-CONTROLLED ANTI-LOCK BRAKES

Ford trucks are designed with "occupant safety" features to help protect you in the event of an accident. But perhaps even more important are the "operating safety" features



Anti-lock rear brakes are designed to deliver smooth, straight stops under most conditions. In addition to this benefit, 4-wheel anti-lock brakes are designed to provide greater steering control.

Left: The electrochromic rearview mirror, available in select models of F-Series, Bronco and Explorer, automatically dims at night to reduce headlamp glare.



engineered for handling and braking control, to help you avoid an accident in the first place — features such as the computer-controlled anti-lock brake system, for example.

Anti-lock rear brakes are standard on F-Series, Ranger, Econoline Van and Aerostar. This system is designed to deliver smooth, straight stops under most conditions.

Then there's the 4-wheel anti-lock brake system, standard on Bronco, Explorer and Club Wagon and optional on Econoline Van. In addition to straighter stopping capability, 4-wheel anti-lock brakes are designed to provide a greater degree of steering control on most road surfaces.

AEROSTAR'S ELECTRONIC 4-WHEEL DRIVE OPTION

Along with the added stopping control the rear anti-lock brake system can provide, in Aerostar you have available

the extra traction of state-of-the-art electronic 4-wheel drive (4WD), optional.

Aerostar 4WD can help you maintain control in all kinds of weather. And it operates "full time," without your having to touch a single switch.

Usually, the system assigns 1/3 of the engine power to the front driving wheels and 2/3 to the rear driving wheels. When wheel slippage is detected, the computer briefly "locks" the drive shaft of the slipping wheel to the drive shaft (front or rear) with the non-slipping wheels. It's then unlocked and the computer checks for any slippage. If there is, the cycle is repeated until 4-wheel traction is achieved.

Electronic 4WD. It's part of a lengthy list of features (anti-lock rear brakes, driver air bag and optional integrated child safety seats also among them) designed for the safety of you and your family.

F-SERIES

Over the years, continuous improvements have made the best-selling* and best-built† F-Series a better pickup truck.

For 1994, F-Series models under 8,500-lbs. GVWR are equipped with a driver air bag to supplement the safety belts. Important as the air bag is, be sure always to buckle up.

Among F-Series' other new features is the 3-passenger convertible console seat, an option in the XLT. The driver and outboard passenger seats are adjustable for individual comfort; the center seat back can be lowered to become a

full armrest with cupholders and storage compartment.

You also have a 7.3-liter turbodiesel engine (in F-Series over 8,500 lbs. GVWR) with more power and torque than the naturally aspirated version.

Of course, every owner‡ of a 1994 F-Series pickup gets the many useful benefits of the Preferred Care Program — all at no extra charge.‡

For complete details on the Preferred Care Program, and to test drive a new '94 F-Series pickup, see your Ford Dealer.



Above: The 3-passenger convertible console seat option is new in the F-Series XLT. When lowered, the center seat back becomes a full armrest with cupholders and console.

Above right: F-Series XLT Styleside Regular Cab in Raven Black.

*Based on model year manufacturers' reported retail deliveries by division through June, 1993.

†Best-built claim based on an average of consumer-reported problems at three months' ownership in a survey of '92 models designed and built in North America.

‡Applies only to retail non-fleet buyers.

‡Certain benefits provided by Ford Auto Club.



RANGER

Some see being "the best" as an end. But at Ford, we see it as a beginning. Because we believe that a product, however excellent it may be, can *always* be made better.

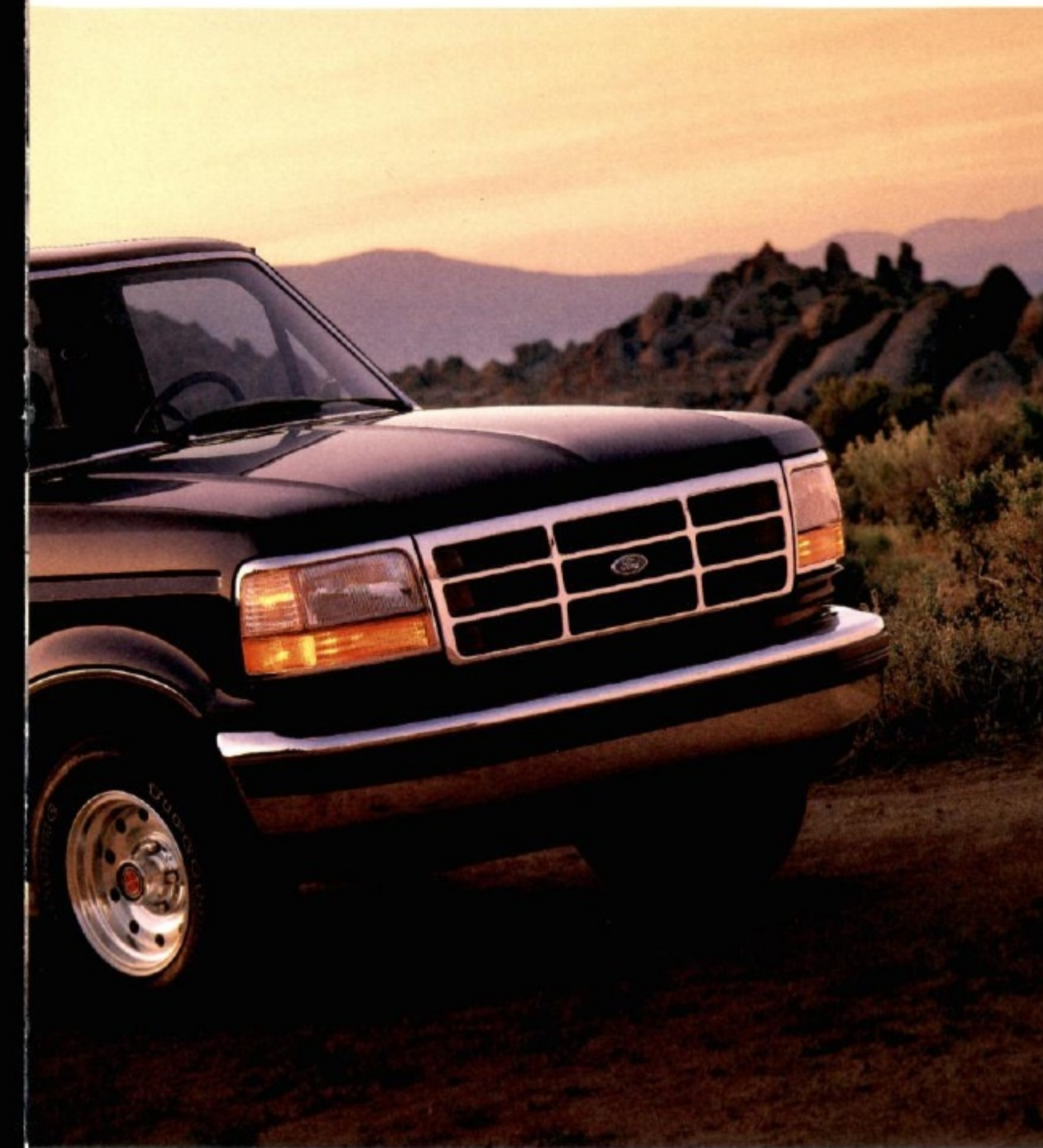
Take a close look at our Ranger pickup, for example. This best-selling compact pickup in America, recently redesigned, continues to move forward with a new, roomy SuperCab model for the fun-tough Splash, the industry's first compact flareside.

Ranger has a swept, aerodynamic look. It has a smooth, controlled ride as well as a

comfortable, refined interior. Yet it's tough enough to handle considerable payloads and has more versatility than a car.

Choose Ranger 4x2 or the rugged 4x4 model with a bold, distinctive look all its own. There's also a choice between Regular Cab and SuperCab bodystyles.

Whether you select the stylish Splash, the gutsy STX, the value-packed XLT, the rugged XL, or the eye-catching XL Sport, you'll be getting a compact pickup with a solid reputation for toughness and a long history of success.



Left: The new Ranger Splash SuperCab in Vibrant Red.

Above: Ranger XLT Regular Cab in deluxe two-tone Brilliant Blue Clearcoat Metallic over Opal Grey Clearcoat Metallic.

Some equipment shown on these pages is optional.

EXPLORER

Since it was introduced three years ago, Ford Explorer has been America's best-selling compact utility.

With its excellent all-around performance, style, versatility and best-in-class room and comfort, Explorer is a big reason why compact utilities are fast becoming *the* vehicles of choice in the nineties.

Contemporary and aerodynamic, Explorer is powered by a multi-port electronically fuel-injected 4.0L V-6 engine. The handling is responsive and the steering system is precise. A 4-wheel anti-lock

brake system is standard. The independent front suspension and long wheelbase combine to help smooth the ride.

Equally at home off the road or out on the town, the 4-wheeler features the Touch Drive transfer case with its controls on the dash panel.

For those who don't need the 4x4's extra traction, Explorer is available as a 4x2.

Whether your choice is the 4-Door or 2-Door, you'll be driving a vehicle that's best in its class in overall spaciousness for passenger comfort and cargo-carrying utility.



BRONCO

It was the Ford Bronco that introduced to independent-minded people the power, comfort and versatility of the full-size sport utility vehicle.

Ever since, 4-wheeling in a big Bronco around town and in the back country has gotten better with every passing year. The reason is, here at Ford, The Best Never Rest.

Every well-equipped Ford Bronco Eddie Bauer, XLT and XL model for 1994 features a driver-side air bag designed to supplement your safety belts. But important as the air bag is, be sure always to buckle up.

Under the Bronco hood are 5 liters of standard V-8 muscle. You also have the straighter stopping capability and greater steering control of a 4-wheel anti-lock braking system.

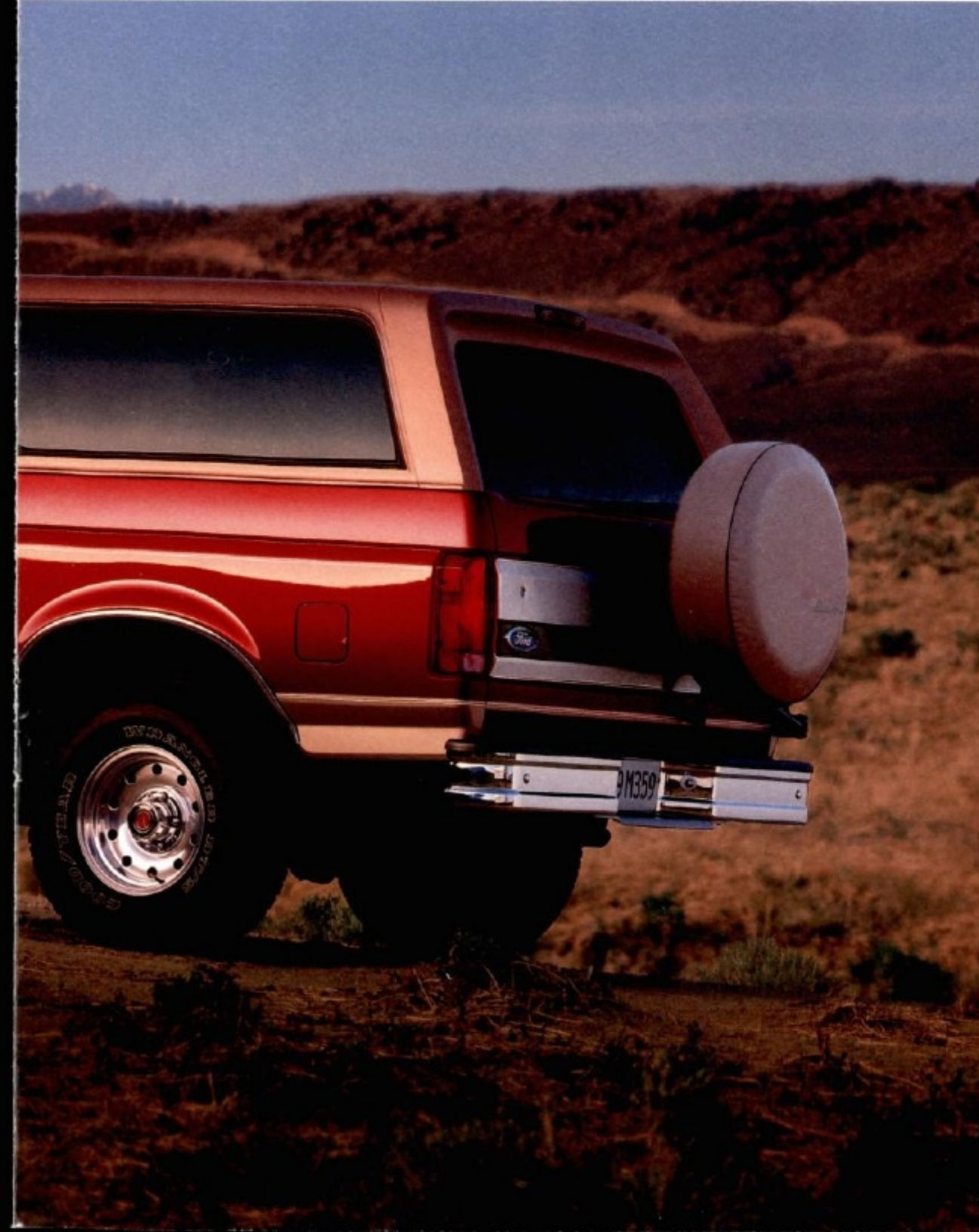
There are, of course, other big features that have helped make Bronco the best seller* in its class, such as the Twin-Traction Beam independent front suspension. The innovative Touch Drive electric shift transfer case option, too, that offers the ultimate in 4-wheel-drive convenience.

But best of all, the Bronco is *Built Ford Tough!*



Above: The Eddie Bauer 4-Door interior with reclining sport buckets and leather seating surfaces. Complimentary garment and duffel bags are shipped to you directly from Eddie Bauer.

Above right: Explorer Eddie Bauer 4-Door shown in its unique two-tone Electric Red Clearcoat Metallic over Mocha.



Left: The Bronco Eddie Bauer in unique two-tone Electric Red Clearcoat Metallic over Tucson Bronze Clearcoat.

Some equipment shown on these pages is optional.

Above: The Bronco Eddie Bauer interior, shown in Medium Mocha, includes cloth captain's chairs (optional leather seating surfaces shown) and power lumbar supports among its many standard features.

*Based on model year manufacturers' reported retail deliveries by division through June, 1993.

CLUB WAGON

Club Wagon is an excellent example of what takes shape when a company strives for customer satisfaction through a commitment to high quality and continuous improvement.

This latest-generation Ford Club Wagon has an advanced aerodynamic shape and an ergonomic interior design.

Ford Club Wagon comes in three models (the 8-passenger Regular Wagon, 12-passenger HD Regular Wagon, and 15-passenger Super Wagon) and three trim levels (the XL, XLT, and Chateau). Choose from four gas engines, all equipped

with multi-port fuel injection, and a high-torque V-8 diesel.

Most important of all, Club Wagon is designed with the safety of you and the passengers foremost in mind.

Standard are features such as a driver air bag to supplement the safety belts (Regular Wagon only; not available in HD Regular Wagon and Super Wagon) and, new for 1994, the straighter stopping capability and greater steering control of a 4-wheel anti-lock braking system.

Ford Club Wagon. It's once again the best seller in its class.



The interior of the top-of-the-line Club Wagon Chateau, here in Crystal Blue, is superbly appointed and equipped. Among its many standard features is the versatile combination rear seat/bed.

Above right: Club Wagon Chateau with its unique two-tone treatment in Silver Clearcoat Metallic over Crystal Blue Clearcoat Metallic.

AEROSTAR WAGON

Ford Aerostar Wagon is a most versatile mini-van, a popular, proven vehicle designed to meet the multiple transportation needs of today's family.

An especially important consideration is safety. Aerostar has a standard driver air bag to supplement the safety belts, is equipped with rear anti-lock brakes for straighter stops, and offers optional integrated child safety seats.

Another consideration is user-friendliness. Aerostar's instruments and controls are designed and located for driving comfort and convenience.

And then there's Aerostar's excellent all-around performance, V-6 power coupled with rear-wheel drive delivers Class III towing capability (when properly equipped). The 4-corner coil spring suspension system with nitrogen gas-pressurized shocks delivers smooth ride quality as well as confident handling.

With Aerostar, you have a wide range of choices. Seating for 5 or 7 passengers, regular- or extended-length models, 2-wheel drive or the extra traction of the optional electronic 4-wheel drive system.



Left: The extended-length Aerostar Eddie Bauer in Electric Red Clearcoat Metallic and unique Mocha Frost Metallic lower accent treatment.

The luxurious Aerostar Eddie Bauer 7-passenger interior with quad captain's chairs and 3-passenger seat/bed.

Some equipment shown on these pages is optional.

COMMERCIAL PICKUPS



No one knows more about trucks than Ford. We've been engineering and building them for over 75 years.

So it's not surprising that the Ford F-Series has been the best-selling full-size pickup for 16 straight years; and that the Bronco, Explorer, and Ranger are also the best-selling trucks in their classes.*

The full-size F-Series, the compact Ranger pickup, and the full-size Bronco utility —

they're *Built Ford Tough!* and provide the features people who drive trucks for a living have come to depend on.

Among them are: Twin-I-Beam (4x2) and Twin-Traction Beam (4x4) independent front suspensions. Anti-lock brakes (4-wheel system in the Bronco and Explorer, and rear wheel system in the F-Series and Ranger). A wide range of computer-controlled, "multi-port" electronic fuel-injected

engines, from the 2.3-liter I-4 in the Ranger to the 7.5L V-8 option in the F-Series. Plus the 7.3-liter diesel option in the F-Series for special applications.

For 1994 there are two 7.3-liter diesel V-8s available: naturally aspirated; and the turbocharged version for even greater performance.

When you're looking for a truck to get your job done, be sure to look to Ford, where The Best Never Rest.

Above: F-Series Crew Cab with four doors and seating for six (foreground), Ranger Regular Cab, and F-Series SuperCab. Some equipment shown is optional.

*Based on manufacturers' reported retail deliveries through June, 1993.

COMMERCIAL VANS

The right van for the job at hand has made Ford #1 in cargo van sales, full-size and compact combined. That's one reason why there are more Ford trucks on the road today than any other division.

Today's Econoline vans are aerodynamic and ergonomic in design. And they come with a list of safety features that includes a driver air bag (all models except E-350) designed to supplement your

safety restraints. Rear anti-lock brakes are standard; 4-wheel anti-lock system is optional (standard on Club Wagon and RV Vans/Cutaways).

Econolines have rugged body-on-frame construction. And their exclusive "out-front" design provides, among its advantages, easy access to the engine compartment for scheduled maintenance.

There's a wide range of gas-powered I-6 and V-8 engines

with multi-port fuel injection. V-8 diesel power, too, available in the heavy-duty models.

Aerostar is versatile, comfortable, spacious, and tough. Its long list of standard safety features includes rear anti-lock brakes and a driver air bag to supplement the safety belts. And Aerostar offers regular- or extended-length models, multi-port fuel-injected 3.0- or 4.0-liter V-6 power, 2- or 4-wheel drive.

Below: Econoline E-350 SuperVan (foreground), 15-passenger Super Wagon, and regular-length Aerostar Van. Some equipment shown is optional.



MAJOR ENGINEERING FEATURES

F-SERIES

- ☐ 4.9-liter multi-port EFI I-6, 5-speed manual overdrive transmission
- ☐ Twin-I-Beam independent front suspension (4x2) or Twin-Traction Beam independent front suspension (4x4); nitrogen gas-pressurized shock absorbers
- ☐ Automatic locking hubs (4x4); 2-speed transfer case (4x4)
- ☐ Power steering
- ☐ Power front disc brakes; rear drum brakes with anti-lock system
- ☐ Driver-side air bag to supplement the safety belts (in models under 8,500 lbs. GVWR only)
- ☐ Side door intrusion beams

RANGER

- ☐ 2.3-liter multi-port EFI I-4 or 3.0-liter V-6 (standard engine depends on model and trim level), 5-speed manual overdrive transmission
- ☐ Touch Drive electric shift transfer case (4x4)
- ☐ Twin-I-Beam independent front suspension (4x2) or Twin-Traction Beam independent front suspension (4x4); nitrogen gas-pressurized shock absorbers
- ☐ Power front disc brakes; rear drum brakes with anti-lock system

EXPLORER

- ☐ 4.0-liter multi-port EFI V-6, 5-speed manual overdrive transmission
- ☐ Touch Drive electronic shift transfer case (4x4)
- ☐ Twin-I-Beam independent front suspension (4x2) or Twin-Traction Beam independent front suspension (4x4); nitrogen gas-pressurized shock absorbers
- ☐ Power steering
- ☐ Power front disc/rear drum brakes; 4-wheel anti-lock brake system

BRONCO

- ☐ 5.0-liter multi-port EFI V-8, 5-speed manual overdrive transmission
- ☐ 4-speed automatic overdrive transmission in Eddie Bauer
- ☐ Twin-Traction Beam independent front suspension system; nitrogen gas-pressurized shock absorbers

BUMPER-TO-BUMPER COVERAGE

The 36-month/36,000-mile bumper-to-bumper coverage of Ford's new vehicle limited warranty covers the complete vehicle (except tires, battery, service adjustments and other items covered under separate provisions) against defects in factory-supplied materials or workmanship. For complete information, see your dealer.

FORD CITIBANK CREDIT CARD

Using your Ford Citibank Visa® or MasterCard® could earn you hundreds, even thousands of dollars from Ford toward the purchase or lease of a new Ford, Lincoln or Mercury product. To apply or get more information, call

1-800-374-7777. Or visit a Ford or Lincoln-Mercury Dealer, or a branch office of Citibank.

ROADSIDE ASSISTANCE PROGRAM

Every new Ford includes the assurance of an emergency Roadside Assistance Program provided by Ford Auto Club, Inc. during the 3-year/36,000-mile bumper-to-bumper warranty period. Help is a toll-free phone call away 24 hours a day, anywhere in the continental United States should you need any towing assistance, fuel delivery, tire change, a jump start or even help when you're locked out of your truck. Ask your Ford Dealer for complete details on the Ford Roadside Assistance

- ☐ Power steering
- ☐ Power front disc/rear drum brakes; 4-wheel anti-lock brake system
- ☐ Automatic locking hubs; 2-speed transfer case with skid plate
- ☐ Driver-side air bag to supplement the safety belts
- ☐ Side door intrusion beams

AEROSTAR

- ☐ 3.0-liter multi-port EFI V-6 (4.0-liter V-6 with extended-length model and with Electronic 4WD), 5-speed manual overdrive transmission
- ☐ 4-corner coil spring suspension; nitrogen gas-pressurized shock absorbers
- ☐ Power steering
- ☐ Power front disc brakes; rear drum brakes with anti-lock system
- ☐ Driver-side air bag to supplement the safety belts

CLUB WAGON

- ☐ 4.9-liter multi-port EFI I-6, electronic 4-speed automatic transmission
- ☐ Twin-I-Beam independent front suspension system; nitrogen gas-pressurized shock absorbers
- ☐ Power steering
- ☐ Power front disc/rear drum brakes; 4-wheel anti-lock brake system
- ☐ Regular Wagon driver-side air bag to supplement the safety belts (not available in HD Regular Wagon or Super Wagon)
- ☐ Side door intrusion beams

ECONOLINE VAN

- ☐ 4.9-liter multi-port EFI I-6, 3-speed automatic transmission
- ☐ Twin-I-Beam independent front suspension system; nitrogen gas-pressurized shock absorbers
- ☐ Power steering
- ☐ Power front disc brakes; rear drum brakes with anti-lock system
- ☐ Driver-side air bag (except in E-350 model) to supplement the safety belts
- ☐ Side door intrusion beams

Program and a copy of this limited warranty.



Optional Ford Extended Service Plans can cover major components on new Ford cars and light trucks for longer than the vehicle's basic warranty. Your Ford Dealer has full details.



Ford Credit is a full service company that makes a wide variety of financing and leasing programs available to qualified buyers through the Ford Dealer of your choice. Through Ford Credit's financing or Red Carpet leasing, arrangements suited to your

special needs can be made quickly and conveniently right at the dealership. Ask your Ford Dealer for the facts on any of Ford Credit's financing or lease plans.

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