



FORD TRUCKS



INTRODUCING THE

The new F-150 XLT SuperCab 4x4 in Black Clearcoat with 4x4 Off-Road Equipment Group and other optional equipment shown.



After 19 years of building America's best-selling truck, we're coming out with an all-new F-Series: the 1997 F-150. It's longer and has a wider stance, has more power and V-8 payload plus more safety and convenience features than ever before. And is this new F-150 tough?

With over 5 million miles of hard testing under its tires, you bet it's tough! **NEW TOUGHNESS!** It's a new standard V-6, the most powerful in a full-size pickup. It's a muscular new Triton V-8 with the highest available payload in its class. It's the largest pickup box by



XLT and Lariat have a 40/60 split bench seat (XLT seat shown above in Medium Graphite with some optional equipment). Std. and XL have a split-back bench seat.

ALL-NEW 1997 F-150



With the front door open, you can open the Third Door from the rear seat with the handle on the door trim panel. It's an exclusive F-150 SuperCab feature.



Either one or both seat cushions of the 40/60 rear bench seat can be folded forward, providing a "flat" steel load floor.



There's seating for up to three up front. The 40/60 rear split bench seat provides extra cargo-carrying ability while allowing seating for two (40 section folded forward) or one (60 section forward).

volume. It's a fully boxed front frame for greater strength and new floor pan crossmembers. It's a new short/long arm (SLA) independent front suspension that delivers improved steering, handling and stability. It's stronger anti-corrosion measures, too, for value.

NEW SUPERCAB

It's the only extended-cab pickup providing a standard Third Door and offering a versatile 40/60 rear split bench seat. It has a large door opening for convenient access; plus more rear head, leg and hip room and more cargo space than before.



The new F-150 XLT 4x2 in Silver Frost Clearcoat Metallic with some optional equipment shown.

NEW REGULAR CAB

The 1997 F-150 Regular Cab is improved, too. It has more storage space behind the front seat than before, and it has more head room than any other full-size pickup.

NEW F-150 4x4

The F-150 4x4 has a new twin-forged short/long arm (SLA) independent front suspension with forged upper/cast iron lower control arms for strength and adjustable-height torsion bars for stability; center disconnect manual shift-on-the-

fly system (no hub locks), or available electric shift system with rotary selector switch on the instrument panel; plus an available Off-Road Equipment Group that includes fog lamps, 17" all-terrain tires and aluminum wheels, skid plates and more.

NEW POWER

1997 F-150 introduces the new 4.2-liter V-6, the most powerful standard V-6 in a full-size pickup; and the 4-6-liter Triton V-8 that has the highest available V-8 payload in its class. These engines



The F-150 Lariat's 40/60 front split bench seat has standard leather seating surfaces.



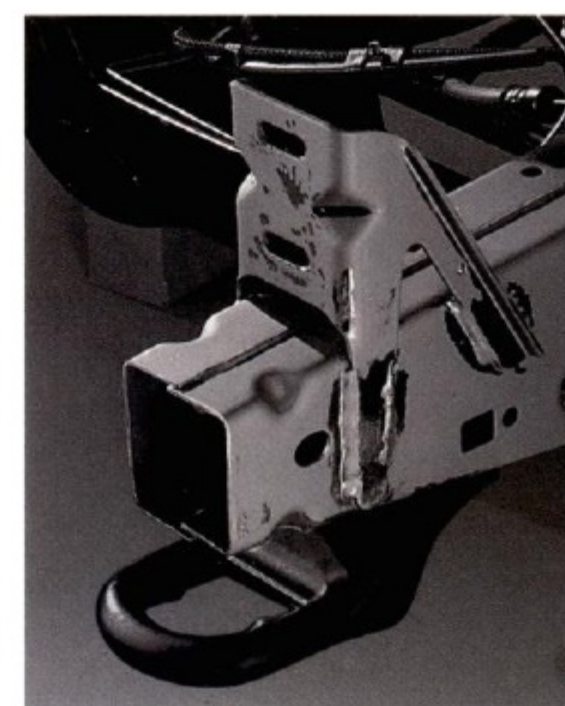
1997 F-150 is the only full-size pickup with standard driver and right front passenger air bags to supplement the safety belts. The passenger air bag must be deactivated with a shut-off switch when a rear-facing infant child safety seat is used.



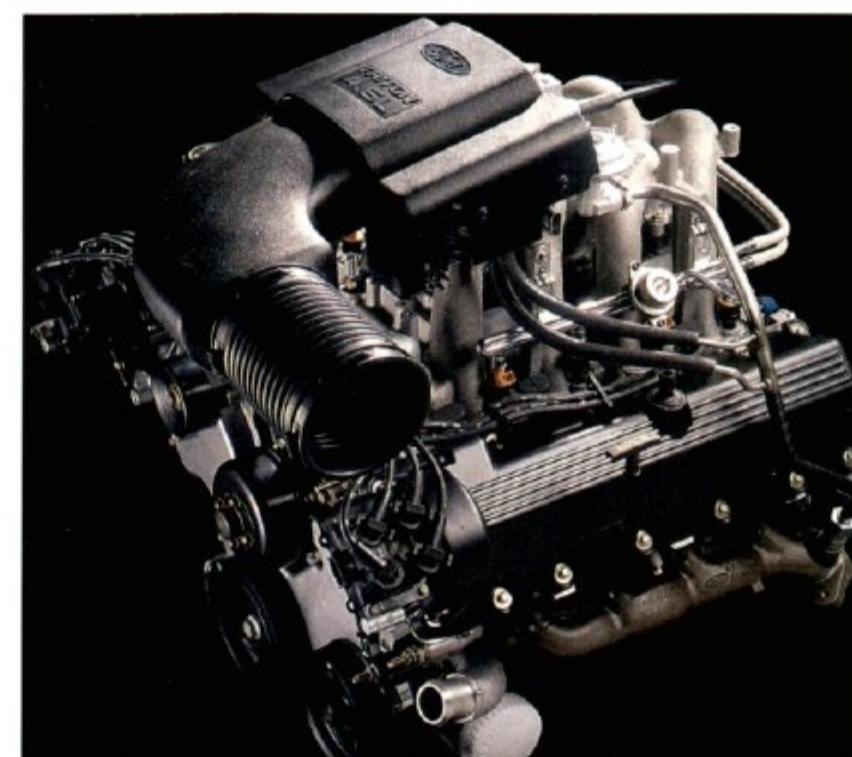
The new F-150 XLT Flareside Regular Cab 4x4 in Dark Toreador Red Clearcoat Metallic with available 4x4 Off-Road Equipment Group and other optional equipment.



The new short/long arm (SLA) independent front suspension with anti-sway bar delivers improved steering and handling.



A fully boxed front frame is one of the many features contributing to the new F-150's strength and toughness.



The new 4.6-liter SEFI Triton V-8 has the highest available payload rating in its class.

were carefully designed to optimize performance and efficiency (see your dealer for EPA mileage ratings) and underwent extensive testing for durability. They feature the precise metering of a sequential electronic fuel injection system. And they can go 100,000 miles without a first scheduled tune-up under normal driving conditions with routine fluid/filter changes.

NEW COMFORT

For all its toughness, the new F-150 is comfortable, with firm and supportive

seating plus ergonomic instruments and controls.

NEW SAFETY

The 1997 F-150 has strong safety features, like a steel cross-truck beam in the dash, as well as a solid structure that helps it meet the new federal 1999 model year dynamic side impact requirement. Now available is 4-wheel ABS (rear ABS is standard). And F-150 is the only full-size pickup with standard dual air bags to supplement the safety belts.*

*Passenger air bag includes a shut-off switch to accommodate the use of a rear-facing infant child safety seat.

EXPLORER

Ford Explorer has been America's top-selling sport utility for 4 years running.

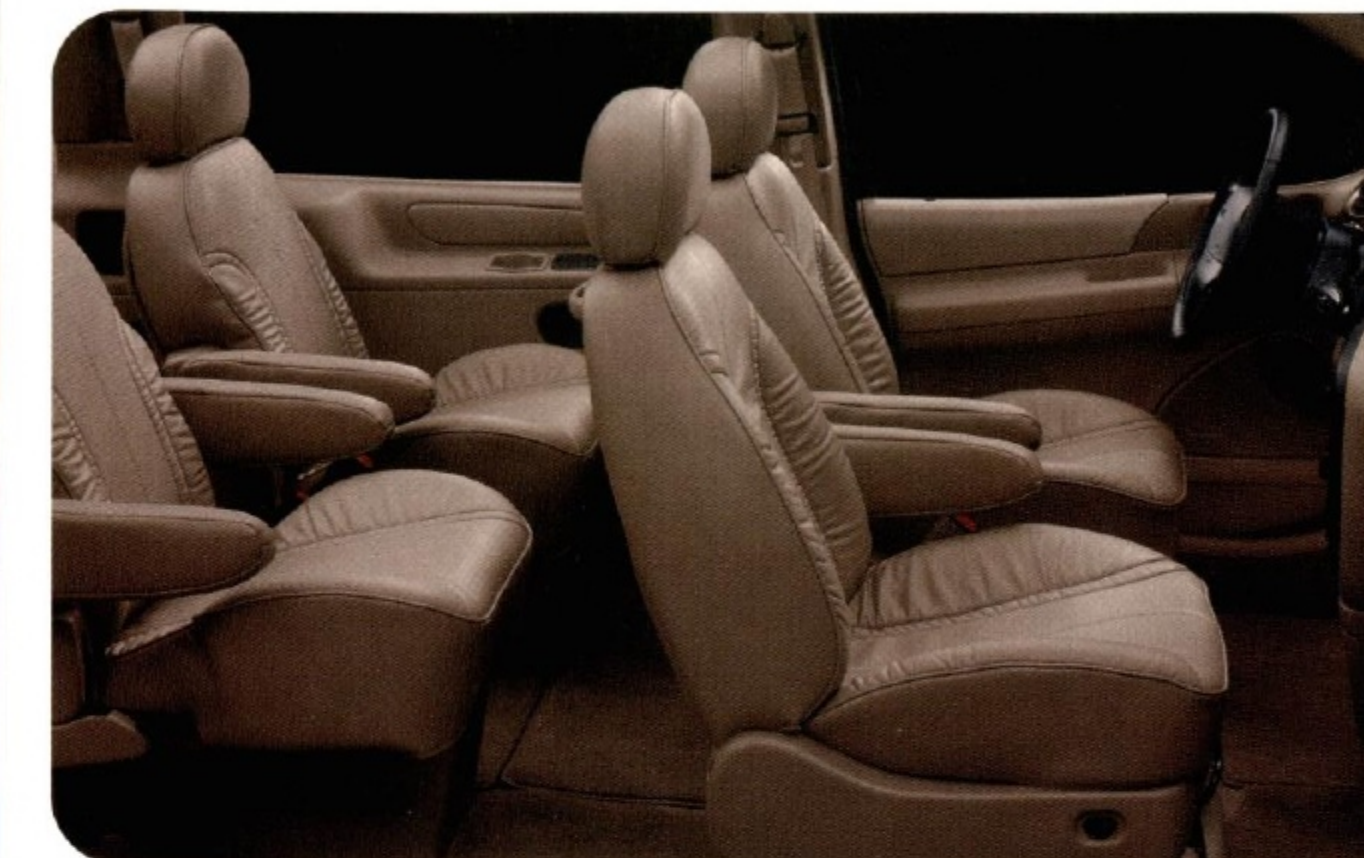
**Ford Trucks.
The Best Never Rest.™**

This isn't at all surprising. Explorer is the roomiest best-selling compact sport utility. It delivers standard 4.0-liter fuel-injected V-6 power. And now you can enjoy 5.0L EFI V-8 performance, available in the XLT 4x2 4-Door model. Explorer offers 2- or 4-wheel drive and 2- or 4-door body style in five

different trim levels. It has great style, too. But most important, Explorer is engineered with your safety as a high priority. Explorer has standard dual air bags to supplement the safety belts and 4-wheel anti-lock brakes, plus features such as the available speed-sensitive windshield wipers. Space. Comfort. Power. Style. Safety. What goes into the making of a best-selling vehicle? As you can easily see in Explorer, just about everything.



WINDSTAR



Below left: Windstar LX shown in Bright Red Clearcoat Metallic over Silver Frost Clearcoat Metallic.

Above: The luxuriously appointed LX interior, shown here with optional leather seating surfaces in Mocha.

Windstar is designed to provide ample room for seven, plus lots of extra space for cargo. The 2nd- and 3rd-row benches can be easily removed (for a 144-cu.-ft. cargo area) or folded forward. Also, the 3rd-row bench with available adjustable seat track can be moved forward for added storage behind the seat. Impressive, too, is Windstar's engineering. A 3.0L V-6 is standard in the GL. And the 200-hp 3.8L electronic split-port induction V-6, optional in

GL and standard in LX, is the most powerful engine in its class. The specially tuned suspension and the long wheelbase deliver a smooth ride, while the wide stance enhances maneuvering. Windstar has front-wheel drive, plus a new optional all-speed traction control system. Now add standard safety features such as dual air bags to supplement the safety belts and 4-wheel ABS brakes—and you have an ideal vehicle for family travel.



Above: The Eddie Bauer interior shown in Willow Green with optional leather seating surfaces.

Above right: Explorer Eddie Bauer with unique Medium Willow Green/Light Saddle Clearcoat Metallic two-tone.

F-SERIES

More truck buyers choose Ford F-Series than any other brand to satisfy their personal and commercial needs. And they've been doing it for nineteen years running.* The reason is simple: There are a lot of big pickups out on the road, but there's only one that's *Built Ford Tough!* And there's yet another big reason: While F-Series is built to be tough, it's also designed to be comfortable. Drive a 1996 F-Series and judge for yourself.

Cab roominess, seating comfort, operating convenience—it's everything you would expect from America's truck company. And don't forget power, one of F-Series' greatest strengths. There's a wide range of gas engines, all with multi-port electronic fuel injection. And the Power Stroke 7.3-liter turbo diesel (optional in heavy-duty models) is the most advanced diesel ever put in a pickup.

*Based on calendar year manufacturers' reported retail deliveries by division through May, 1995.



Above: SuperCab interior in Opal Grey with optional convertible console seat.

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



RANGER



Below left: Ranger XLT SuperCab in Charcoal Grey Clearcoat Metallic.

Above: Ranger XLT SuperCab interior with optional sport cloth bucket seats and console in the color Saddle.

It's stylish and lots of fun to drive. It's tough and versatile, too. It's everything a pickup should be. It's Ranger from Ford. The best-selling compact pickup in America. Look inside a Ranger. You'll see we went about designing it in a big way, with ergonomic instruments and controls, comfortable seating, plus a long list of features that even includes height-adjustable shoulder belts. And if you want dual air bags to supplement the safety belts,

Ranger has them (standard for driver; optional for passenger).^{*} Ranger is big also on performance, with a strong ladder-type frame, a rugged suspension in both 4x2 and 4x4 models, plus three engine choices including a muscular 160-hp 4.0-liter V-6. And Ranger offers a lot in the way of models, with its styleside and Splash flareside body styles. Regular Cab and roomy SuperCab, too.

^{*}Passenger air bag includes a shut-off switch to accommodate the use of a rear-facing infant child safety seat.

CLUB WAGON

The name that families all across America look to and trust the most to meet their needs in a full-size passenger van is none other than Club Wagon. And for many reasons: Spaciousness. Versatility. Smooth performance. High towing capacity. Ride comfort. Safety. A wide range of seating arrangements, from seven in the Regular Wagon to fifteen in the Super Wagon. And the features you'll find only in a Club Wagon—the

convenience of Ford's "out-front" design and the ruggedness of body-on-frame construction. Club Wagon gives you a lot to choose from, too. Regular and HD Regular Wagons and the longer Super Wagon in a variety of trims. Plus a range of performance choices: four multi-port fuel-injected gas engines, and the Power Stroke direct-injection turbo diesel in the heavy-duty models—the most advanced diesel ever put in a full-size van.



Above: The elegant Club Wagon Chateau interior in Mocha.

Above right: Club Wagon Chateau in Medium Willow Green Clearcoat Metallic over Light Saddle Clearcoat Metallic.

BRONCO



Below left: Bronco XLT in Pacific Green Clearcoat Metallic.

Above: The Bronco Eddie Bauer interior in Medium Mocha.

Experience the power and versatility of the full-size sport utility in a Bronco. It has lots of space and comfort, is powered by a 5.0L EFI V-8 (or available 5.8L EFI V-8), offers three 4x4 systems (standard auto-locking, optional manual-locking or Touch Drive electric shift transfer case), and comes with a driver-side air bag to supplement the safety belt plus 4-wheel ABS brakes. And no matter how rugged the going

gets, whether on or off the road, you'll find that Bronco does its utmost to smooth out the bumps, with big features such as body-on-frame construction and heavy-duty gas-pressurized shocks. Firmly designed seating, too. You'll also find that Bronco's versatility is quite impressive, with flip/fold rear bench seat and plenty of full-size cargo space for carrying all your gear. Best of all, Bronco's *Built Ford Tough!*

AEROSTAR WAGON

Aerostar, in regular- and extended-length models, can satisfy any family's needs. A 3.0L V-6 is standard with 2WD models. A 4.0L V-6 is optional with extended-length models and included with E4WD (electronic 4-wheel drive). E4WD, available with the extended-length model, operates "full time" without your having to touch a single switch. The V-6, rear-wheel-drive Aerostar provides Class III towing capability (when properly equipped) as well as high

cargo-carrying capability. Aerostar has a driver-side air bag to supplement the safety belt, rear anti-lock brakes, and optional integrated child safety seats. Standard are dual front captain's chairs with 2- and 3-passenger bench seats. Or choose optional quad captain's chairs with the 3-passenger seat/bed, or dual captain's chairs with 2- and 3-passenger seat/bed. Also enjoy the standard air conditioning and the 4-speed automatic overdrive transmission.



Above: The Aerostar XLT interior in Medium Grey.

Above right: Aerostar Wagon XLT in Electric Red Clearcoat Metallic.

COMMERCIAL PICKUPS & VANS

Looking for a truck to get your job done? Look no further than Ford, where The Best Never Rest.

PICKUPS AND CHASSIS

Those who drive trucks for a living will find the features they expect in a *Built Ford Tough!* truck:

- Twin-I-Beam (4x2) and Twin-Traction Beam (4x4) independent front suspensions (monobeam front axle in F-350 4x4 and F-Super Duty).
- Safety features such as side door beams, anti-lock brakes and air bags* (see pages 14-15 for details).
- A wide range of multi-port fuel-injected gas engines, from the 2.3-liter I-4 in the Ranger on up to the big 7.5-liter V-8 available in F-Series (over 8,500-lbs. GVWR).

• And the optional Power Stroke 7.3-liter turbo diesel, available in heavy-duty vehicles—the most advanced diesel ever put in a pickup or van.

VANS AND CUTAWAYS

No wonder that the most popular line of commercial vans is built by Ford. Here are just a few reasons:

- Econoline's exclusive body-on-frame construction plus the convenience and easy engine maintenance provided by the "out-front" design.
- Econoline's wide range of engines, including the Power Stroke turbo diesel.
- Aerostar's V-6 power and rear-wheel drive, for big payloads and Class III towing capability.
- Impressive list of safety features (see pages 14-15).

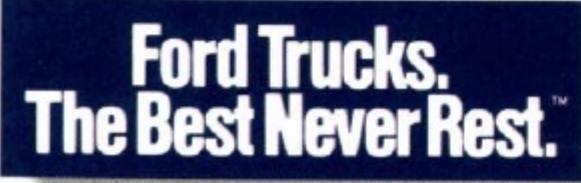
At left: Aerostar Van, Econoline Van, F-Series Crew Cab and F-Series Regular Cab.

*Always properly wear your safety belts.



FORD TRUCK SAFETY FEATURES

Look to Ford for a full line of light trucks that are designed and engineered 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—and safety.

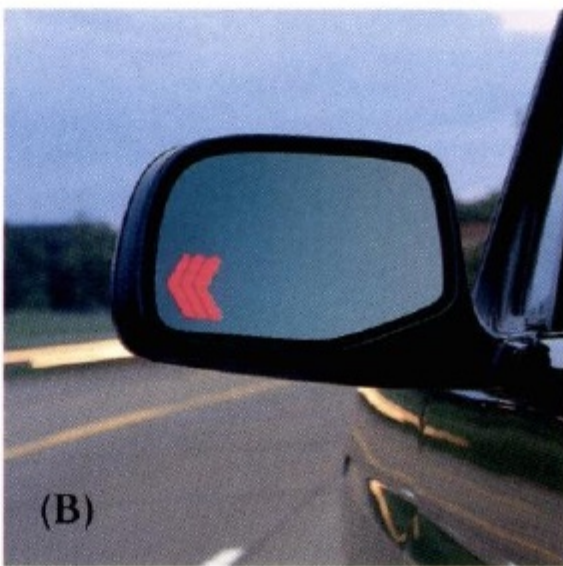
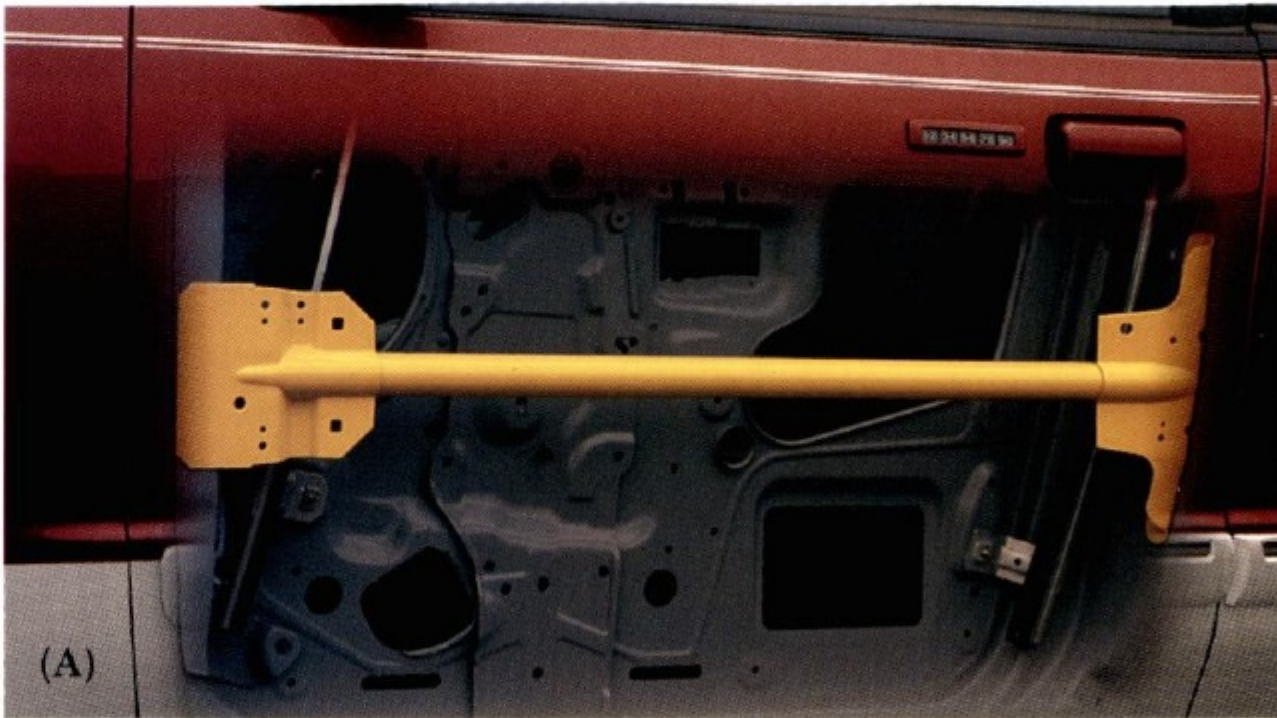
FIRM COMMITMENT TO YOUR SAFETY

At Ford, your safety is a top priority. It is so important to us, in fact, that the tough standards we set for our vehicles often exceed what is expected—or required. Take the Windstar mini-van as a good example. Windstar not only provides an impressive list

of safety features, but also meets the 1998 federal passenger car safety standards that are more stringent than the usual truck standards.* Even more importantly, Ford trucks meet our own tough guidelines that, in some cases, go beyond the federal standards. What's more, Ford trucks have been put through safety crash testing that the government does not even require.

OCCUPANT SAFETY

The air bag is an important “occupant safety” feature that’s designed to help protect you in a frontal collision. It activates in certain moderate-to-severe frontal impacts and helps provide protection from head and chest injuries. Important as the air bag is, however, remember that its effectiveness depends on safety belts being properly worn.



Just as important are the many “operating safety” features that are carefully engineered to help you avoid an accident, such as the anti-lock brake system that helps provide straighter stops under most driving conditions.

OPERATING SAFETY

Just as important are the many “operating safety” features that are carefully engineered to help you avoid an accident, such as the anti-lock brake system that helps provide straighter stops under most driving conditions.

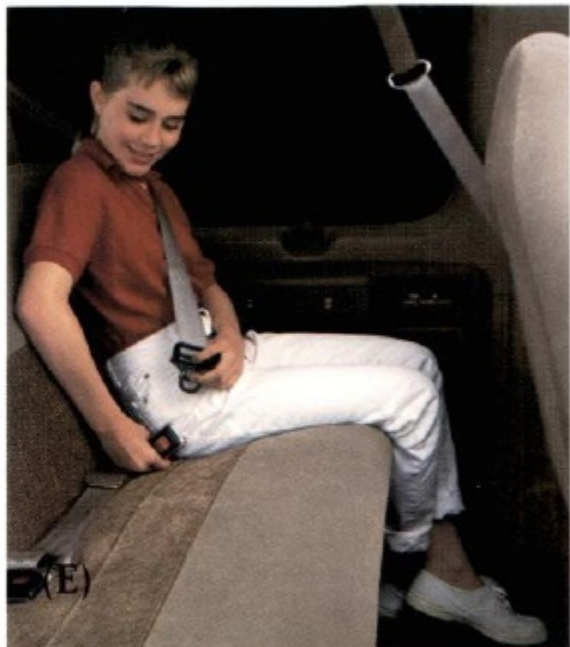
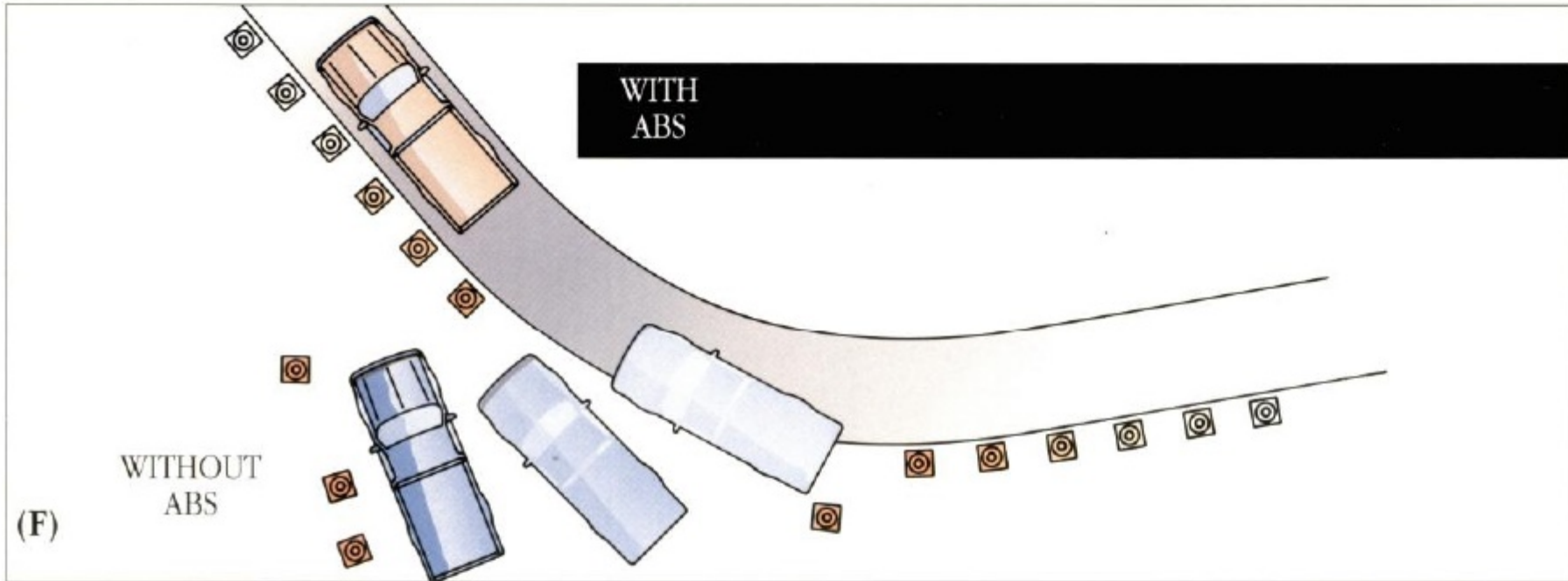
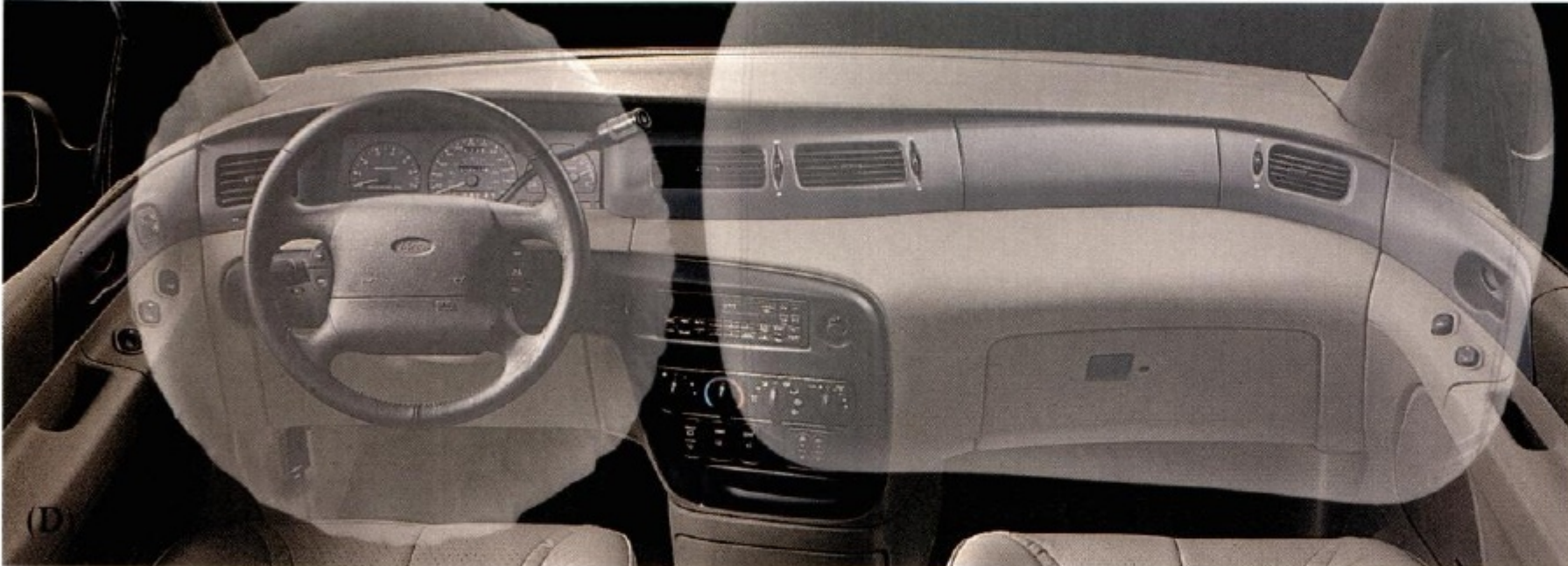
(A) Side door intrusion beams are standard in every Ford truck.

(B) With Bronco's new signal mirror, the turn signal you select appears in the outside rearview mirror to alert approaching traffic.

(C) An optional remote keyless entry system is available in Windstar, Explorer, Ranger, Econoline, Club Wagon, F-Series and Bronco.

(D) The air bag activates in certain frontal impacts to help provide protection against head and chest injuries. It's designed to supplement properly worn safety belts.

*Excluding models with privacy glass which meet the federal safety standards for trucks.



(E) All Ford trucks with a rear bench seat provide lap/shoulder safety belts for outboard passengers.

(F) In an emergency braking situation or on a slippery surface, while you're firmly holding down the brake pedal, the Anti-lock Brake System (ABS) rapidly applies and releases the brakes to help you come to a straight stop. Vehicles equipped with 4-wheel ABS also provide greater steering control.

(G) Windstar's sliding side door features a child-proof lock which, when activated, won't allow the door to be opened from inside the vehicle. The Explorer 4-Door also provides child-proof rear door locks.

FORD LIGHT TRUCK SAFETY AND SECURITY FEATURES									
	Driver Air Bag	Passenger Air Bag	Side Door Beams	Rear Anti-Lock Brakes	4-Wheel Anti-Lock Brakes	Integrated Child Seat	Child-Proof Rear Locks	Remote Keyless Entry	
1997 F-150 4x2 Pickup	S	S†	S	S	O	—	—	O	
1997 F-150 4x4 Pickup	S	S†	S	S	O	—	—	O	
F-Series 4x2 Pickup	S*	—	S	S	—	—	—	O	
F-Series 4x4 Pickup	S*	—	S	S	—	—	—	O	
F-Series 4x2 Chassis	—	—	S	S	—	—	—	O	
F-Series 4x4 Chassis	—	—	S	S	—	—	—	O	
F-Super Duty Chassis	—	—	S	—	—	—	—	O	
Bronco	S	—	S	—	S	—	—	O	
Econoline Van	S	—	S	S	O‡	—	—	O†	
Club Wagon	S	—	S	—	S	—	—	O	
Explorer 4x2	S	S	S	—	S	O§	S§	O	
Explorer 4x4	S	S	S	—	S	O§	S§	O	
Ranger 4x2	S	O†	S	S	O	—	—	O	
Ranger 4x4	S	O†	S	—	S	—	—	O	
Windstar	S	S	S	—	S	O	S	O	
Aerostar	S	—	S	S	—	O	—	—	

S = Standard. O = Optional. *Models under 8,500-lbs. Gross Vehicle Weight Rating. †Includes manual air bag shut-off switch to accommodate rear-facing infant child safety seat. ‡Standard on RV Van. §4-Door model only. †RV Van only.

STANDARD ENGINEERING FEATURES

1997 FORD F-150

- 4.2-liter EFI V-6 in all models (except Lariat and SuperCab 4x4s which have a 4.6-liter EFI Triton V-8); 5-speed manual overdrive transmission
- Twin-forged short/long arm (SLA) independent front suspension with anti-sway bar; forged upper and stamped steel lower control arms (4x2); forged upper and cast iron lower control arms (4x4)
- Center disconnect manual shift-on-the-fly system (4x4); 2-speed transfer case (4x4)
- Rear anti-lock brake system (Std., XL, XLT), 4-wheel anti-lock brake system (Lariat)

EXPLORER

- 4.0L EFI V-6; 5-speed manual overdrive transmission
- Independent SLA front suspension system (4x2 and 4x4)
- Control-Trac automatic 4-wheel-drive system
- Automatic Ride Control adaptive suspension (Limited 4x4)
- 4-wheel anti-lock brake system

WINDSTAR

- 3.0L EFI V-6 (GL), 200-hp 3.8L electronic split-port induction V-6 (LX); electronic 4-speed automatic OD transaxle
- Front-wheel drive (FWD)
- MacPherson strut front suspension system with stabilizer bar
- All-speed traction control system (optional with 3.8L V-6 engine)
- 4-wheel anti-lock brake system

F-SERIES

- 4.9L EFI I-6; 5-speed manual overdrive transmission
- Twin-I-Beam (4x2) or Twin-Traction Beam (4x4) independent front suspension system; monobeam front axle on F-350 4x4 and F-Super Duty
- Automatic locking hubs (4x4); 2-speed transfer case (4x4)
- Rear anti-lock brake system (except F-Super Duty)

RANGER

- 2.3L EFI I-4 or 3.0L V-6 (standard engine depends on model and trim level); 5-speed manual overdrive transmission
- Twin-I-Beam (4x2) or Twin-Traction Beam (4x4) independent front suspension system
- Switch-on electric shift transfer case with fully automatic front hublocks (4x4)
- 4-wheel anti-lock brake system (standard on 4x4, optional on 4x2); rear anti-lock brake system (standard on 4x2)

CLUB WAGON

- 4.9L EFI I-6; electronic 4-speed automatic transmission
- Twin-I-Beam independent front suspension system
- Rear-wheel drive (RWD)
- 4-wheel anti-lock brake system

BRONCO

- 5.0L EFI V-8; 5-speed manual overdrive transmission (4-speed automatic overdrive transmission in Eddie Bauer model)
- Twin-Traction Beam independent front suspension system
- Automatic locking hubs; 2-speed transfer case with skid plate
- 4-wheel anti-lock brake system

AEROSTAR

- Rear-wheel drive (RWD), or Electronic 4-wheel drive (E4WD) available in extended-length Aerostar Wagon Preferred Equipment Package
- 3.0L EFI V-6 in all models (except 4.0L EFI V-6 with E4WD extended-length Aerostar Wagon); 4-speed automatic overdrive transmission
- 4-corner coil spring suspension system
- Rear anti-lock brake system

OWNERSHIP EXPERIENCE

ROADSIDE ASSISTANCE PROGRAM

Every new Ford includes the assurance of a no-cost, 24-hour emergency Roadside Assistance Program provided during the 3-year/36,000-mile bumper-to-bumper warranty. Ask your dealer for complete details on this program which includes such services as fuel delivery, tire change, jump start, or even help when you're locked out of your truck.



Ford Credit offers a wide variety of financing and leasing programs to qualified buyers which can be arranged right at the dealership. Ask your dealer for the facts on these programs.



Optional Ford Extended Service Plans go beyond the basic 3-year/36,000-mile warranty. Ask your dealer for complete details on the optional plans and for a copy of the limited warranty.

DEALER-INSTALLED ACCESSORIES

Your dealer offers a variety of quality Ford-brand accessories that meet or exceed our strict specifications.

FORD CITIBANK

Your Ford Citibank Visa® or MasterCard® could earn you hundreds, even thousands of dollars in Ford Rebates you can apply toward the purchase or Red Carpet Lease of a new Ford, Lincoln or Mercury. To apply, call 1-800-374-7777 or visit a Ford or Lincoln-Mercury dealership.



Now you can contact Ford from your personal computer. On CompuServe®, "GO" FMC; on Prodigy®, "JUMP" Ford; and on the Internet, type <http://www.Ford.com>.

PRODUCT CHANGES AND OPTIONS AVAILABILITY

Following publication of the catalog, certain changes in standard equipment, options, prices and the like, or product delays, may have occurred which would not be included in these pages. Your Ford Dealer is your best source for up-to-date information. Ford Division reserves the right to change product specifications at any time without incurring obligations.

Options shown or described are available at extra cost and may be offered only in combination with other options or subject to additional ordering requirements or limitations.

