

1998

RANGER

GO
Anywhere...

DO
Anything...





Presenting the New 1998 Ford Ranger

The new 1998 Ford Ranger is a sporty-styled, versatile, tough truck that provides the freedom for weekend escape with a fun, "go anywhere, do anything" attitude. The numerous '98 Ranger enhancements are sure to take the country's best-selling compact pickup truck for the past 10 years to new heights.

This Product Preview will help give you a better understanding of the primary new Ranger features and significant product enhancements for '98. Additionally, it will help you better understand how the '98 Ranger should appeal to a diverse target market.

Ranger Target Customers

Ultimate Weekend Warriors

Ultimate weekend warriors are Ranger customers who like to make their own rules and do exactly what they want, when they want. Monday through Friday earns them their weekend fun. From tackling punishing off-road terrain with close friends to loading up mountain bikes or fishing gear for a camping getaway, these Ranger customers need a vehicle that lets them go anywhere and do anything. Simply put, they don't want a vehicle that stands in the way of their imaginations. They need a vehicle that helps them come up with new and exciting ways to spend their valuable free time.

Utilitarian Truckers

Utilitarian truckers look to Ranger to fill a variety of needs. Like weekend warriors, these customers enjoy having fun and really value their weekends. Additionally, these customers also look to Ranger to help them handle their around-the-house activities — landscaping projects, remodeling jobs and helping friends move. For many of these capable and self-reliant customers, Ranger is a second vehicle in the household and offers them a high level of versatility that their other vehicle simply can't provide.

Econo Truckers

Econo truckers use Ranger as their primary vehicle. Above all, they need affordable and dependable transportation and rely on Ranger for both work and fun — whatever daily challenges they encounter. With Ranger, these customers get more for less — the versatility and capability to do whatever they want at a price they can afford.

FORD RANGER DEMOGRAPHIC PROFILE*

	FORD RANGER	COMPACT PICKUP SEGMENT
Median Age	41	43
Median Income	\$ 44,000	\$ 44,000
College Graduate	36%	31%
Single	43%	36%
Female	21%	17%

Compared to the compact pickup segment as a whole, Ranger buyers are younger and more educated, with a greater percentage of single and female buyers.

* Source: 1996 New Vehicle Customer Survey.

Key 1998 Enhancements

Customers in the three Ranger target markets share some key reasons to buy. While one group may place greater importance on one reason than another, you can be sure that all of your Ranger customers will be delighted with the many product enhancements for 1998.

The following is an overview of the significant enhancements and new product features on the 1998 Ford Ranger, categorized by customers' key reasons to buy.

Fun

Having fun is the reward for working hard.

Premium Audio System — an all-new optional, integrated, dual-media in-dash CD and cassette player is teamed with a powerful 80-watt, 4-speaker stereo system. Thanks to the new Radio Data System (RDS) ¹ on its FM band, this new radio can:

- Seek radio stations by program type (e.g., rock, classical)
- Display a radio station by name (call letters) and program type (e.g., WFRD, country)
- Display radio station announcements in text form
- Interrupt cassette tape or CD for traffic alerts



Affordable Single CD Radio — even for customers on a tight budget, Ranger offers an affordable, in-dash single-CD radio. It is expected to be priced under \$100 (MSRP).

Restyled Exterior Appearance — the '98 Ranger conveys a tough yet fun attitude through its many new exterior design features. These include a new hood, front bumper and grille, along with new fenders, headlamps and tri-color taillamps.

New Exterior Colors — fun means flair — being able to express one's own individuality. '98 Ranger models feature seven new, exciting exterior colors to appeal to customers' varied preferences.

Safety & Security

Safety and Security features deliver peace of mind.

Driver and Right Front Passenger Air Bag Supplemental Restraint System — standard on all '98 Ranger models to supplement the three-point safety belts. The system helps protect the driver and right front passenger in certain frontal or near-frontal collisions. A passenger's air bag deactivation switch allows safe transportation of rear-facing infant carriers in the front seat of the vehicle.

Comfort and Convenience

Just because it's a truck doesn't mean customers have to sacrifice comfort.

Longer Regular Cab — the '98 Ranger regular cab is extended three inches to provide:

- Approximately 4 cu. ft. more interior volume
- Additional seat-recline comfort
- Increased fore-and-aft seat travel
- Extra storage capacity behind the front seat

SuperCab Rear-seat Cup Holders — SuperCab Ranger models now feature convenient dual rear-seat cup holders located on the center rear wall of the cab.

Seating Improvements — several seating enhancements are aimed at improving Ranger interior comfort, convenience and appearance. These include:

- Reclining variable seat and lumbar support adjustments
- Large, "towel bar"-design fore-and-aft seat release on all models
- Improved seating position and comfort
- New sew styles and fabrics



Regular Cab Storage Trays — Regular Cab Ranger models now feature either one or two handy storage trays on the floor at the rear of the cab. XL models include one tray, while XLT and Splash models feature two trays for convenient storage.

Toughness

Toughness isn't just a need for Ranger customers ... it's a way of life.

Stiffer Frame — the frame on the '98 Ranger features 340% greater front torsional rigidity than the '97 model, thanks, in part, to fully boxed side rails in the front frame section. This translates into better ride and handling.

New 2.5-liter Engine — 4x2 Ranger models² feature a new 2.5-liter I-4 engine that develops 119 horsepower and 146 lb.-ft. of torque.³ That's roughly 6% more horsepower and over 8% more torque than the '97 Ranger 2.3-liter engine.

Enhanced 3.0-liter Engine — a new upper intake manifold helps the 3.0-liter V-6 Ranger engine — standard on 4x4 and SuperCab 4x2 Splash models — produce 185 lb.-ft. of torque.³ That's 14% more torque than the engine produced in '97.

New Suspensions — a new Short- and Long-Arm (SLA) front suspension with coil springs on 4x2 models and torsion bars on 4x4s is designed to improve ride, handling and cornering performance.

Power Rack-and-Pinion Steering — a new, precise power rack-and-pinion steering system is standard on all Ranger models and provides excellent responsiveness and on-center feel.

4x4 Off-Road Package — a new Off-Road Package is optional on Ranger XLT models. This option replaces the '97 Ranger STX and includes:

- 16-inch, five-spoke polished aluminum wheels
- Painted front and rear bumpers and grille
- P235/70R16SL OWL all-terrain tires
- 4x4 Off-Road Decal
- Fog lamps
- Off-road shock absorbers

High Quality

Quality means reliability, dependability and above all, outstanding value.

Pulse Vacuum Hublock System — 4x4 Ranger models feature an industry-first Pulse Vacuum Hublock (PVH) front-axle system that provides smoother and quieter 4x4 system operation.

- 4WD can be engaged and disengaged at virtually any speed for convenience
- No regular service intervals required under normal driving conditions
- Allows total disengagement of front wheels for optimized 4x2 performance, NVH and fuel efficiency
- Reliable in extremely cold temperatures

Improved Manual Transmission — internal improvements to the Ranger standard manual transmission provide smoother shifting.

One-piece Driveshaft — Ranger SuperCab models feature a one-piece driveshaft in contrast to the '97 two-piece design. Coupled with larger universal joints, this design gives customers quieter, smoother start-ups and easier serviceability.

Enhanced Corrosion Protection — numerous corrosion protection improvements to the Ranger chassis, body, powertrain and electrical systems help enhance the vehicle's long-term durability.



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¹ Functions only with FM radio stations that are RDS-compatible.

² SuperCab 4x2 Splash models feature the 3.0-liter standard engine.

³ Preliminary performance data.

1998 Ford Ranger Competitive Advantages

The following Ranger competitive advantages are based on 1997 and preliminary 1998 competitive data to help you better understand how Ranger will stack up against its key competitors.

Chevrolet S-10 doesn't offer...

- An available 5-speed automatic transmission
- Standard rack-and-pinion power steering on all models
- A standard rear stabilizer bar
- Cargo-box stake pockets
- Height-adjustable front outboard safety belts
- The Pulse Vacuum Hublock front axle system

Dodge Dakota doesn't offer...

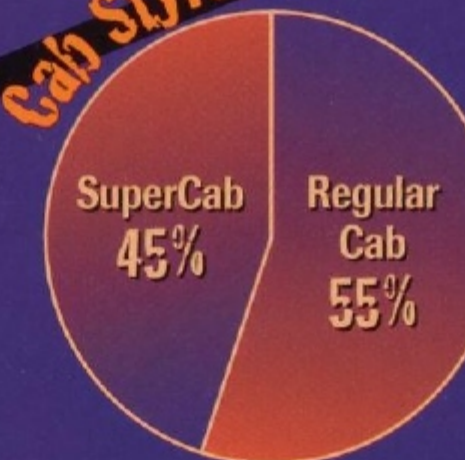
- An available 5-speed automatic transmission
- A 100,000-mile scheduled tune-up interval
- Cargo-box stake pockets
- An available Flareside pickup box
- Instrument panel-operated 4x4 system controls
- The Pulse Vacuum Hublock front axle system

Toyota Tacoma doesn't offer...

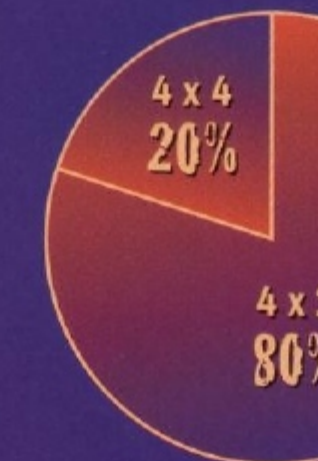
- A V-6 engine on Regular Cab 4x2 models
- A 100,000-mile scheduled tune-up interval
- An available 5-speed automatic transmission
- A standard rear stabilizer bar
- A standard rear-wheel Anti-lock Braking System (ABS)
- A wheelbase as long or a tread width as wide
- Two available cargo box lengths
- A cargo box as deep
- The Pulse Vacuum Hublock front axle system

Projected 1998 Ford Ranger Mix Rates

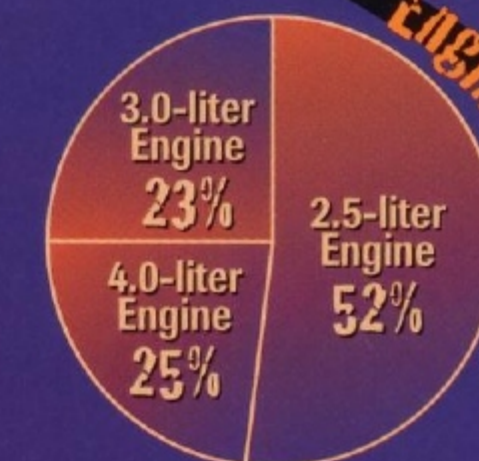
Cab Styles



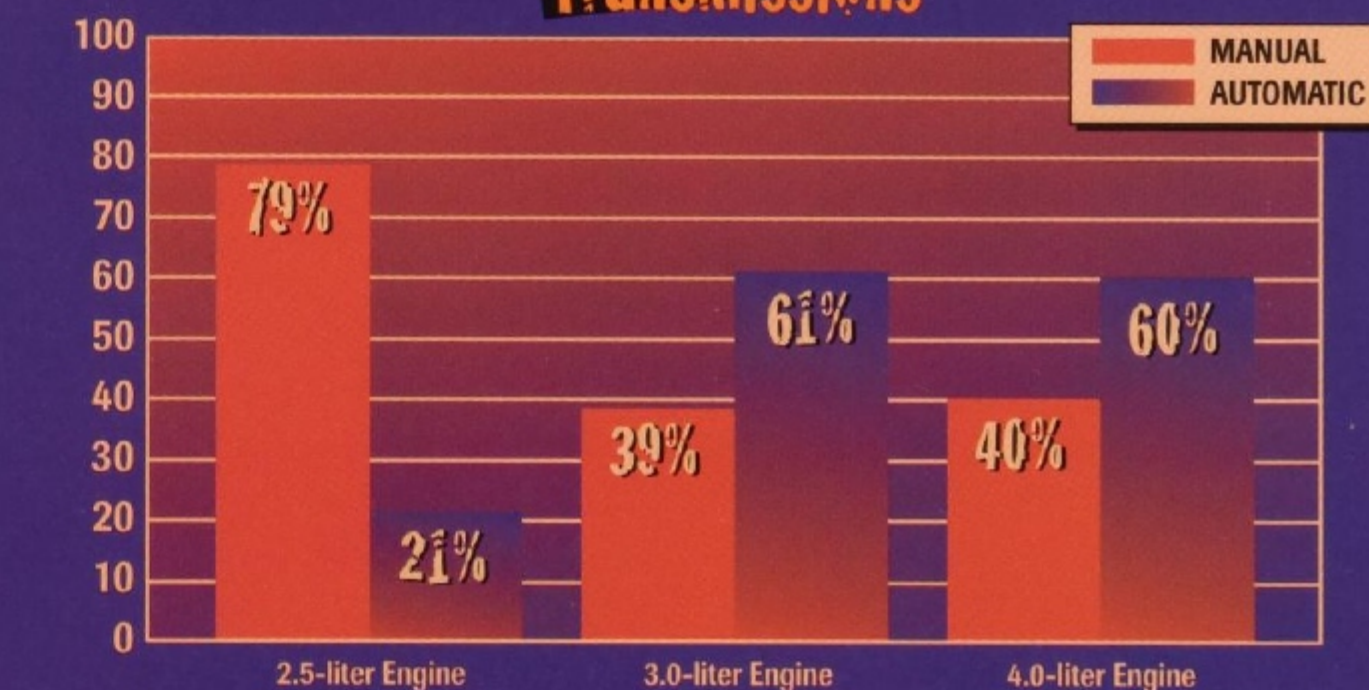
Drivetrains



Engines



Transmissions



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Conclusion

The new 1998 Ford Ranger is a tough and fun truck that can take customers just about anywhere they want to go. Whether they look to Ranger to work or play hard, customers can count on the Ranger tradition to answer just about any daily driving challenge.

From young adults seeking a versatile, affordable alternative to a car, to buyers who need a truck to keep up with their active lifestyles, the '98 Ranger is poised to strengthen its lead over the rest of the players in the Compact Pickup Segment. The long list of new features and significant product enhancements are sure to make Ford Ranger the clear winner in 1998.

1998 Ranger Launch Training Elements



Frontline Preview
Article June/July '97



Frontline Launch and Driving Impressions
Articles August/September '97



Product & Marketing Guide September '97



Product Video September '97



1998 Source Book/ Electronic Source Book September/October '97



FORDSTAR Hot Sheet Broadcasts August '97



FORDSTAR Launch Broadcasts September/November '97

1998 Ranger Key Launch Dates

Job #1 (Louisville)	August 5, 1997
Job #1 (Edison)	August 18, 1997
Job #1 (Twin Cities)	August 25, 1997
Pre-sell	September 2, 1997
Public Introduction	October 2, 1997