## INTRODUCING THE ALL-NEW RANGER



Feel the difference



**Built without compromise.** With its muscular lines, the all-new Ranger reflects a long history of tough trucks. If you're ready to take on the world every day you walk out your door, the all-new Ranger is ready to do it with you. History shows that nobody builds trucks quite like Ford and in creating the all-new Ranger, compromise was not a consideration.

Drawing on the extensive knowledge and talent of the design and engineering specialists on Ford's global team, we built it, from the ground up, with one objective in mind. To give you a pick-up truck that gives you total confidence where you really want it. In power, control, comfort and safety.



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