

FORD

**1980
PICKUP
4x2 and 4x4**



First new truck of the 80's... tough new 1980 Ford

Ford's new pickups are built tough, and built for the changing needs of the 80's. Built with new aerodynamic design, new comfort, new engineering advances, new payloads.

There's double-wall construction in pickup box, tailgate and in the cab roof. More payload capacity than last year's models with comparable Gross Vehicle Weights. Extensive corrosion protection. Famed Twin-I-Beam front suspension on 4x2's. New Twin-Traction Beam independent front suspension on 4x4's. For comfort, an all-new cab interior. New antitheft measures to help put your mind at ease.

Tested tough, too—over a million miles at Ford's Arizona Proving Ground. The first new truck of the 80's!



Flareside Pickup

Ford's famous shorty never looked so good! New inside and out. New Free Wheeling and Deluxe Tu-Tone combination now available.



SuperCab Pickup

New style with distinctive "Twin-Window" treatment. Family-size room for six with optional rear bench seat. New comfort with front Captain's Chairs and console options.



New "Six Wheeler" Pickup

Rugged dual-rear-wheel Styleside Pickup model tops Ford's line of high-payload pickups. Extra stability for heavy loads, trailers, campers.





Ford Ranger Lariat. Top-of-the-line looks and luxury!

Ranger Lariat—Ford's finest pickup—leads off the new line for 1980. Slip behind the wheel. You'll discover a great outlook—both inside and out. The handsome new instrument panel has a center canted console for optional electronic digital clock, radio and air conditioning. And the design is as functional as it is handsome with the careful placement of controls and instruments to provide master driving control.

Outside, the attractive new styling is accented by a brushed aluminum lower bodyside molding with black vinyl insert, and the brushed aluminum tailgate has a blackout area that carries the black insert theme around the pickup. The new Lariat tape stripe (not included with Regular or Deluxe Tu-Tone) runs on top of the front fender and up the "B" pillar.



The Lariat plaque on each side and on the tailgate tells the world you're driving the top-of-the-line Ranger Lariat.



Inside, the new Ranger Lariat features: unique seat trim sew style in cloth and vinyl or all-vinyl • Lariat instrument panel has polished woodtone applique and bright "Ranger Lariat" script • Handy map box on the lower door is covered with rich carpeting • Complete molding system covers "B" pillars and around rear window • Thick cut-pile carpeting • Luxury-type steering wheel • And the attractive color-keyed cloth headlining is backed with foam insulation.

Note: Some illustrations include optional equipment. See the standard features for each model, and the options shown or listed on pages 18 and 19.

Ford Ranger XLT

The stylish pacesetter of the 80's. **Outside**, Ranger XLT features include (in addition to or in place of Ranger features shown at right): brushed aluminum tailgate applique with bright letters (Styleside Pickups) • XLT emblem on sides and tailgate • Flareside tailgate trim has raised FORD letters in contrasting color and a dual-colored tape stripe setting off these letters. In addition, Flaresides and dual-rear-wheel Stylesides include dual-colored narrow upper and lower bodyside tape stripes.



Inside, the roomy, comfortable Ranger XLT has: attractive seat trim of grained-vinyl with cloth inserts; all-vinyl is a no-charge option • Color-keyed cut-pile carpeting covers floor insulation padding • Carpeted storage area behind the seat • Carpeted lower door trim panels • Vinyl headliner on foam padding • Bright Ranger XLT on instrument panel • Bright aluminum door scuff plates • Full color-keyed moldings.

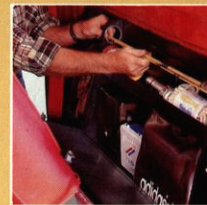
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Ford Ranger

Elegant new style and trim. **Outside**, the Ranger features (in addition to or in place of all the Custom features shown on pages 8 and 9): brushed aluminum lower bodyside molding • Bright insert around the back window • Bright hub caps (except with dual rears and on F-250/350 4x4's)



Inside, the Ranger features include: all-vinyl or cloth and vinyl seat trim • Courtesy lighting with passenger side door switch, as well as driver's • Bright accents on door trim panels • Cigarette lighter • Woodtone accent around the steering wheel horn pad • Polished woodtone applique on instrument panel • Color-keyed seat belts • Folding seat back • Color-keyed floor mat.



Behind-seat storage

(Shown with stow-line "Organizer" Truck Caddy for your valuables. A dealer installed accessory.)



Ford Custom

Custom—the handsome, value-packed standard trim level for 1980 Ford Pickups!

Outside: Ford Custom includes all these features: gleaming front bumper • Bright grille surround • Bright windshield molding • Argent hub caps (except with dual rear wheels and on 4x4's) • Pushbutton door handles • Bright 139-mm x 107-mm (5½" x 4¼") left- and right-hand door-mounted mirrors.



Inside: Ford's roomy, all-new interior features: attractive all-vinyl seat trim • Instrument panel with cluster trim applique and full-width pad • Glove box with latch • LH door courtesy light switch • Temperature gauge • Color-keyed windshield pillar, header, cowl side trim panels and door trim panels with foam-padded armrests • Scuff plates • Coat hook • Dome light • Floor insulation and carpet-texture rubber mat.



Easily removable tailgate

One of the many new *standard features*, the Styleside tailgate comes right off . . . so campers slide right in.



Long Cruising Range

Ford Styleside Pickups with optional auxiliary fuel tank provide a big dual tank capacity—up to 144L (31.7 Imp. gal) for an extended cruising range between fill-ups.

Additional standard features for '80 Ford Pickups.

- Maintenance-free battery
 - Long 457-mm (18") windshield wiper blades with dual port washer spray nozzles
 - Coolant recovery system
 - Rubber-isolated front coil springs (F-100/150); both front and rear springs are now computer-selected (F-100/150)
 - Improved steering response with lower overall steering ratio.
- New antitheft features include:** inside hood release • Locking steering column
- Horizontal sliding door lock buttons
 - Entry shield on door latch
 - Door vent windows with steel pushbutton lock.

Note: Some illustrations include optional equipment. See the standard features for each model, and the options shown or listed on pages 18 and 19.



Ford Free Wheeling Pickups

Ford Pickups have it all for the 80's with two new Free Wheeling options. And they're now available with all trim levels in both single rear wheel Styleside and Flareside Pickups. Here are all the exciting things you get in the new Ford Free Wheeling Packages (F-100/150 Regular Cab only).

Free Wheeling "A" includes: pinstriping, blackout grille and headlamp doors, and sport wheel covers (4).

Free Wheeling "B" includes Package "A" plus: fog lamps and bumper guards, Handling Package, bright rear contour bumper (Styleside), bright channel bumper (Flareside), 10-hole aluminum wheels (in place of wheel covers); and inside: simulated leather-wrapped steering wheel plus Sports Instrumentation Package with tachometer, trip odometer, ammeter and oil pressure gauge.

In addition, Styleside 4x4's with Free Wheeling "B" include GT bar and styled steel wheels in place of 10-hole aluminum.

Do your own thing. Add to your Free Wheeling fun with Ford's wide choice of individual options like AM/FM stereo radio with either 8-track or cassette tape player and CB radio.



(The Flareside Pickup shows off the new optional Deluxe Tu-Tone—a new alternative to pinstriping—in combination with Free Wheeling. While the Flareside (left) and Styleside (above) display pinstriping that's just one of the new Free Wheeling items.)

New Ford SuperCab

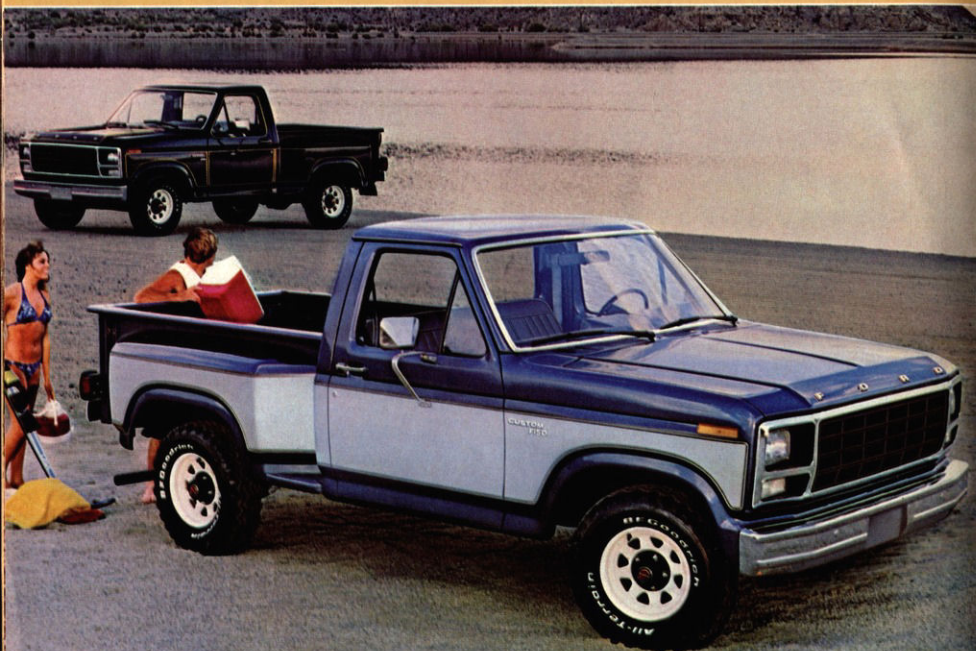
For 1980, the Ford SuperCab features new comfort with optional reclining Captain's Chairs, center console and more. And you have SuperCab's traditional family-size room. Room for a family of six with standard front bench seat plus rear bench seat option. Rear center facing jump seats are an alternative option in the spacious SuperCab.



There's 1.1 cubic meters (39 cu. ft.) of interior load space, without optional rear seat, for carrying cargo, gear or luggage. Or the rear bench seat folds flat with its steel back providing a load floor. Also, the jump seats fold up out of the way to clear the floor.

And you can tell the new 1980 SuperCab from afar with distinctive "Twin-Window" treatment—standard!

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Tough New 1980 Ford 4x4!

Now from Ford comes a major advance in 4-wheeling: the only North American 4x4 pickups with *Twin-Traction Beam independent front suspension*.

Each front wheel steps over bumps separately for a better ride, better off-road control with less roll and pitch.

And tested tough—over one million miles at Ford's Arizona Proving Ground.

That's only one of Ford's Better Ideas for the 80's. Payload capacities are higher based on comparable GVWR's in all Ford 4x4 Series, to a top of 2050 kg (4525 lb.). And you get full-size cargo and cab dimensions in one tough 4x4.



Note: Some illustrations include optional equipment.

Ford has Better Ideas in aerodynamic design, too. New improved contours reduce air drag, reduce power needs, assist fuel efficiency at highway speeds. Plus: All-new cab interior. Handsome new trim and instrument panel. More comfort features. Double-wall construction in the pickup box, tailgate and in the cab roof. New anti-theft measures. Full range of engines—choose from I-6 and three rugged V-8's to 6.6L (400).

Additional standard features for '80 Ford 4x4's. New transfer case shift pattern has "2H" located up out of the way • Maintenance-free battery • Power brakes • Power steering • Coolant recovery system • Integral front differential carrier/skid plate.



New Twin-Traction Beam independent suspension.

Two steel axles with coil springs* act independently to "walk over" bumps. Wheels ease over obstacles separately to cushion the vehicle, smooth the going and assist off-road control. And this new suspension is backed by over one million miles of testing. *Tapered leaf springs F-250/350.

| EQUIPMENT | FOUR-WHEEL DRIVE | | |
|--|--|--|---|
| | F-150 | F-250 | F-350 |
| Maximum Payload | 1 080 kg (2380 lb.) | 1 695 kg (3735 lb.) | 2 050 kg (4525 lb.) |
| Maximum GVWR: | 2 880 kg (6350 lb.) | 3 628 kg (8000 lb.) | 4 127 kg (9100 lb.) |
| Axle, Front: Max. Rating | 1 610 kg (3550 lb.) | 1 723 kg (3800 lb.) | 2 041 kg (4500 lb.) |
| Axle, Rear: Max. Rating | 1 701 kg (3750 lb.) | 2 404 kg (5300 lb.) | 2 835 kg (6250 lb.) |
| Brakes: Power | Std. | Std. | Std. |
| Clutch: Dia./Area | 279 mm/789 sq. cm 11 in./123.7 sq. in. | 279 mm/789 sq. cm 11 in./123.7 sq. in. | 279 mm/789 sq. cm 11 in./123.7 sq. in. |
| Electrical: All Batteries Are Maintenance-Free | Battery (amp-hr.) | | |
| | 36 | 36 | 36 |
| Opt. | 63 81 aux. with 63 | 63 81 aux. with 63 | 63 81 aux. with 63 |
| Alternator (amp.) | 40 | 40 | 40 |
| Opt. | 60 | 60 | 60 |
| Engine: Displacement | 4.9L (300) Six | 4.9L (300) Six | 5.8L (351) V-8 |
| Opt. | 5.0L (302) V-8 5.8L (351) V-8 6.6L (400) V-8 | 5.0L (302) V-8 5.8L (351) V-8 6.6L (400) V-8 | 5.8L (351) V-8 6.6L (400) V-8 |
| Fuel Tank Capacity: Refill | 62L (13.7 imp. gal.) | — | — |
| Short wb. | 72L (15.8 imp. gal.) | 72L (15.8 imp. gal.) | 72L (15.8 imp. gal.) |
| Long wb. | 134L (29.6 imp. gal.) | — | — |
| Dual Tank Opt. | 134L (29.6 imp. gal.) | — | — |
| Short wb. | 144L (31.7 imp. gal.) | 144L (31.7 imp. gal.) | 144L (31.7 imp. gal.) |
| Long wb. | 144L (31.7 imp. gal.) | 144L (31.7 imp. gal.) | 144L (31.7 imp. gal.) |
| Shock Absorbers: | front & rear Opt. Quad front and/or HD rear | front & rear HD | front & rear HD |
| Springs: Front and Rear | (Computer Selected) | | |
| Opt. Heavy-Duty | (Front: one load range above computer selection, unless maximum already selected. Rear: See your Ford or Mercury Dealer for available choice.) | | |
| Steering: | Integral Power | | |
| Transfer Case (part-time): | 2-spd. | 2-spd. | 2-spd. |
| Transmission: | 4-spd. | 4-spd. | 4-spd. |
| Opt. | SelectShift auto. | SelectShift auto. | SelectShift auto. |
| Wheels: Type— | (5) 5-hole— | (4) 8-hole— | (4) 8-hole— |
| Rim Size | 5.5 | 6.0 | 6.75 |
| Tires: Tubeless | H78-15B | 8.00 x 16.5D | 9.50 x 16.5E |
| Optional | Both tubeless and tube-type in sizes to match GVWR requirements. Use adequate tires for type of service. | | |

Camper and Trailer Towing Tough

Leading the way into the 80's! The tough new Ford is designed to put your mind at ease . . . to put the FUN in a functional RV pickup. Right on for today's recreation uses. Ford Pickups offer complete "Trailer Towing Packages" or "Camper Special Packages" to provide the basics most of these type vehicles need.

Trailer Towing Packages

Ford offers either Light Duty or Heavy Duty Trailer Towing Packages to match your hauling needs. Gross Combination Weight Ratings go up to 6441 kg (14,200 lb.) for 5th wheel, 6463 kg (14,250 lb.) for conventional trailers and 6214 kg (13,700 lb.) with 4x4's.

Light Duty Trailer Towing Package*

Includes (for trailers up to 907 kg (2000 lb.)):

- Extra engine cooling
- Heavy Duty flasher
- Wiring harness**
- Argent rear step bumper
- Trailer Special emblem

Note: Some illustrations include optional equipment. See the standard features for each model, and the options shown or listed on pages 18 and 19.

Heavy Duty Trailer Towing Package

Includes (for trailers up to 3628 kg (8000 lb.)):

- Extra engine cooling
- Heavy Duty flasher
- 60 amp. alternator
- 63 amp-hr. maintenance-free battery
- Oil pressure gauge
- Ammeter
- Bright low-mount recreation swing-away mirrors, 228mm x 152mm (9" x 6")
- Handling Package
- External transmission oil cooler with SelectShift automatic transmission
- Wiring harness**
- Trailer Special emblem

Camper Special Package

Camper Special Packages are optional on Regular Cab and SuperCab Styleside Pickups to accommodate slide-in campers.

New F-350 Regular Cab "Six Wheeler"

Pickup with Camper Special Package provides the load-carrying capacity and stability for big slide-in campers.

Note: To help assure optimum performance, SelectShift automatic transmission is required for all towing applications. See your Ford or Mercury Dealer for additional required or recommended equipment (engines, axle ratios, etc.).

Camper Special Package includes:

- 60 amp. alternator
- 63 amp-hr. maintenance-free battery
- Oil pressure gauge
- Ammeter
- Bright low-mount recreation swing-away mirrors, 228mm x 152mm (9" x 6")
- Extra engine cooling
- Stabilizer bars—front and rear
- Heavy Duty shocks—front and rear
- Camper wiring harness**
- External transmission oil cooler with SelectShift automatic transmission (optional on F-250)
- Camper Special emblem

*Styleside Pickups.

**Includes 12-volt 7-wire (identified) sealed cable with connectors.

(A) Six Wheeler Pickup (B) SuperCab Pickup (C) Regular Cab Pickup



(B)

(C)

Sports instrumentation includes tachometer (0 to 6000 RPM), ammeter, oil pressure gauge and trip odometer.

SelectShift automatic transmission.

Electronic Digital Clock tells the time, date and lapsed trip time at the push of a button.

Tilt steering wheel.

Fingertip Speed Control with resume feature.

Simulated leather-wrapped steering wheel.

AM/FM stereo radio with 8-track tape player (or cassette).

Air conditioning.

Auxiliary fuel tank

Note: Options are not necessarily available in all series or models. Some options are included, or are not available, in combination with other options. SRW = Single Rear Wheel.

Options

For the Ford Pickup 4x2 or 4x4, of your choice, there is a wide selection of Ford options. These can multiply the usefulness and enjoyment of your pickup many times over. Go down this list and check off the options that will help you "create" a Ford Pickup just right for your work or personal needs.

Appearance

- ☐ Chrome grille.
- ☐ Accent tape stripe (for SRW Stylesides).
- ☐ Lower bodyside molding with black

Audio

- ☐ AM radio.
- ☐ AM/FM monaural (single speaker).
- ☐ AM/FM stereo (speakers mounted in door panels).
- ☐ AM/FM stereo with 8-track tape player.
- ☐ AM/FM stereo with cassette tape player.
- ☐ 40-channel CB radio.

(A)

- vinyl insert (for SRW Stylesides).
- ☐ Bright wheelie moldings (for SRW Custom Stylesides).
- ☐ Bright box rails for 2495mm (8') Styleside Pickups.
- ☐ GT bar with three equipment mounting tabs on top. White 76mm (3") dia. tubular design (Stylesides only).

Comfort/Convenience

- ☐ Air conditioning.
- Heater:
- ☐ High Output.
- ☐ ComfortVent.
- ☐ Convenience Group includes intermittent wipers, 305mm (12") day/night mirror, map box on doors, headlamp-on warning buzzer, and courtesy light switch on RH door with Custom.
- ☐ Electronic Digital Clock.
- ☐ Fingertip Speed Control.
- ☐ Light Group includes lights in glove box, ashtray, under instrument panel, dome lamp with map light, cargo box light, headlamp-on warning buzzer, and courtesy light switch on RH door with Custom. Also new moveable underhood worklight with 20-ft. retractable cord.

- ☐ Western mirrors, bright low-mount swingaway, 228mm x 152mm (9" x 6").
- ☐ Recreation mirrors, bright low-mount swingaway, 228mm x 152mm (9" x 6").
- ☐ Power steering (4x2).
- ☐ Simulated leather-wrapped steering wheel.
- (B) ☐ Sliding rear window (tinted).
- ☐ Tilt steering wheel.
- ☐ Tinted glass all around.
- (C) ☐ Tool storage box located under the hood (includes movable underhood worklight with 20-ft. retractable cord and inside locking hood release).
- ☐ Slide-out spare tire carrier allows the spare to be pulled from under the frame with ease.
- ☐ Spare tire carrier side-mounted inside

- Styleside box. (Standard F-100/150 with dual fuel tanks).
- ☐ Center console (SuperCabs with Captain's Chairs).
- Seats (SuperCabs):
- ☐ Captain's Chairs (reclining).
- ☐ Forward facing rear seat (folds down to form flat floor).
- ☐ Center facing rear seats (fold up against rubber pads at side walls, includes retainer straps).

Seat trim:

- ☐ Heavy-duty black vinyl (N.A. with Ranger XLT, Lariat or SuperCab).
- ☐ Knitted vinyl (N.A. Lariat).
- ☐ All-vinyl (for Ranger XLT and Lariat).
- ☐ Cloth and vinyl inserts (for Rangers).
- ☐ Folding seat back (for Customs).

Performance

- ☐ Auxiliary fuel tank (see dual tanks in specification chart on pages 13 and 17).
- ☐ Handling Packages.
- ☐ Heavy-duty shocks, front and rear.
- ☐ Gauges: oil pressure and ammeter.
- ☐ Limited slip axle (front and rear) (4x4).
- ☐ Quad heavy-duty front shocks and HD rear shocks (F150, 4x4).
- ☐ Auxiliary transmission oil cooler
- ☐ Heavy-duty air cleaner
- ☐ Snow Plow Preparation Package includes HD shocks, battery and alternator, oil pressure gauge and ammeter, five amber cab clearance lights; extra engine cooling; external oil cooler with SelectShift automatic (4x4).
- ☐ SelectShift automatic transmission.
- ☐ Stabilizer bars, front and rear.
- ☐ Engine block heater: single 600 watt with Six and 5.0L (302) V-8, dual with larger V-8's.
- ☐ Extra Cooling Engine Package.
- ☐ Super Cooling Engine Package.
- ☐ Camper Special Package, see pages 14 and 15.
- ☐ Trailer Towing Packages, see pages 14 and 15.
- Protection**
- ☐ Dual horns.
- ☐ Fog lamps (include plastic covers and bright front bumper guards).
- ☐ Inside locking hood release.
- ☐ Roof clearance lights (5).
- ☐ Exterior Protection Group includes bright door edge guards, front bumper guards and front bumper rub strip.
- ☐ Security Lock Group includes locking gas cap(s), inside hood release and glove box. Also spare tire lock (with under frame and in-box carrier).
- ☐ Sports instrumentation.
- ☐ Tow hooks (F150, 4x4).
- ☐ Skid Plate Package (4x4).

- ☐ Tie-down hooks, eight chromed (for Stylesides).

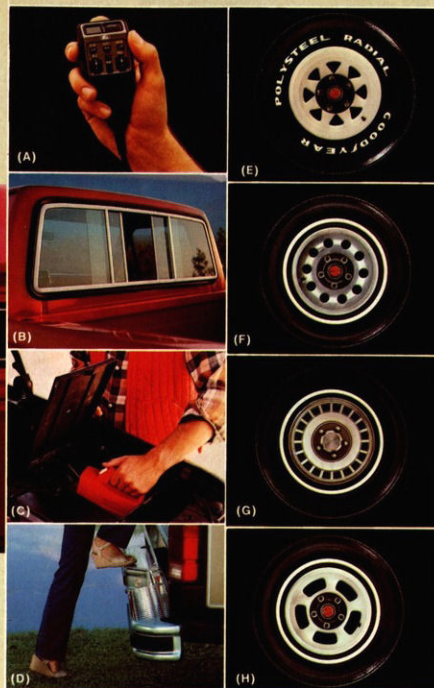
Rear bumpers:

- ☐ Argent step (for Stylesides).
- (D) ☐ Chrome step (for SRW Stylesides).
- ☐ Chrome channel (for Flaresides).
- ☐ Chrome contour (for SRW Stylesides).

Wheels and Wheel Covers

- ☐ Deluxe wheel covers (4) (4x2).
- (E) ☐ Styled steel painted white (5).
- (F) ☐ 10-hole polished forged aluminum with clear plastic coating (5), or (4) with steel spare.
- (G) ☐ Sport wheel covers (4).
- (H) ☐ 5-slot brushed forged aluminum with clear plastic coating (5), or (4) with steel spare.

Free Wheeling Packages (see page 10).



Tough New Ford Chassis-Cabs

Ford Chassis-Cabs lead the way into the 80's. They're the tough new way to handle custom bodies. All feature Ford's new aerodynamic cab with roomy interior, and Twin-I-Beam front suspension for toughness and ride qualities. And for '80, F-350's with standard 4-speed manual transmission can easily accommodate a single-gear PTO package. No expensive exhaust or frame modifications are normally required.

Available with 3475mm (136.8 in.) and 4085mm (160.8 in.) wheelbases for up to 12-ft. bodies.



Buy or lease a tough Ford Truck—a great choice either way!

Motorcraft 



TESTED TOUGH

Replacement Parts

Be sure to specify genuine Ford-approved Motorcraft parts from your Ford or Mercury Dealer.



**EXTENDED
SERVICE
PLAN**

THE FORD EXTENDED SERVICE PLAN

When you're choosing options for your Ford Pickup 4x2 or 4x4, consider the merits of ordering the Ford Extended Service Plan. Your dealer has full details. It provides extended repair cost protection, as specified, for parts and labour, for repairs to major components of the mechanical and electrical systems. The plan is offered by Ford Motor Company of Canada, Limited, and is honoured by participating Ford and Mercury dealers throughout Canada (plan not sold in Saskatchewan) and the United States.

3-YEAR CORROSION PERFORATION WARRANTY

All Ford Pickups 4x2's and 4x4's are covered by a no-extra-charge 36-month unlimited distance manufacturer's warranty against corrosion perforation. This warranty, transferable to succeeding owners during this warranty period, covers the cost of both labour and materials for repair of perforation of parts caused by corrosion. Exhaust system components are excluded. The basic 12-month / 20 000 kilometre warranty covers corrosion, other than perforations, that are due to defective factory materials or workmanship. Ask your Dealer for details.



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Litho in Canada 9/79

FORD PICKUPS

