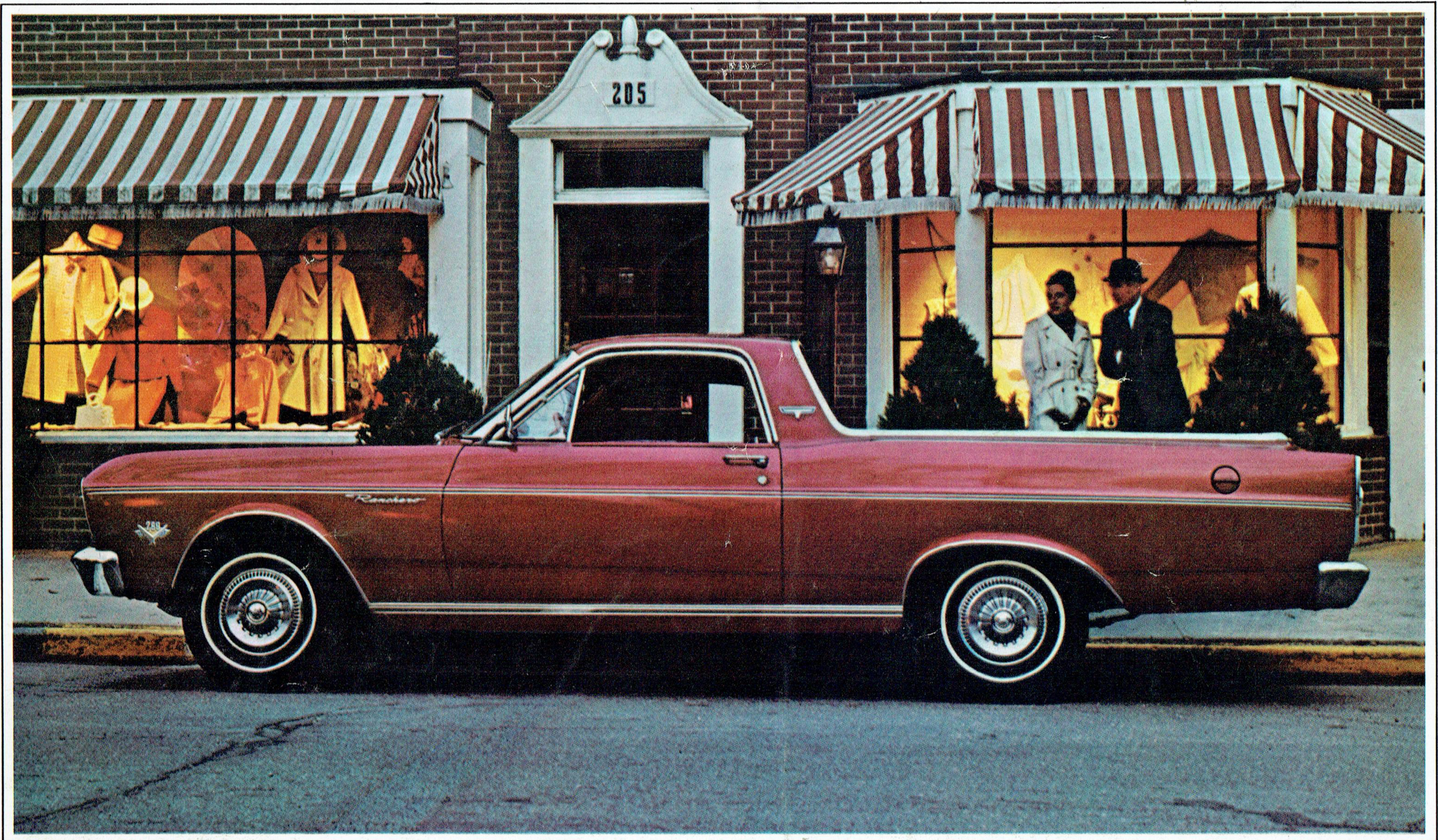
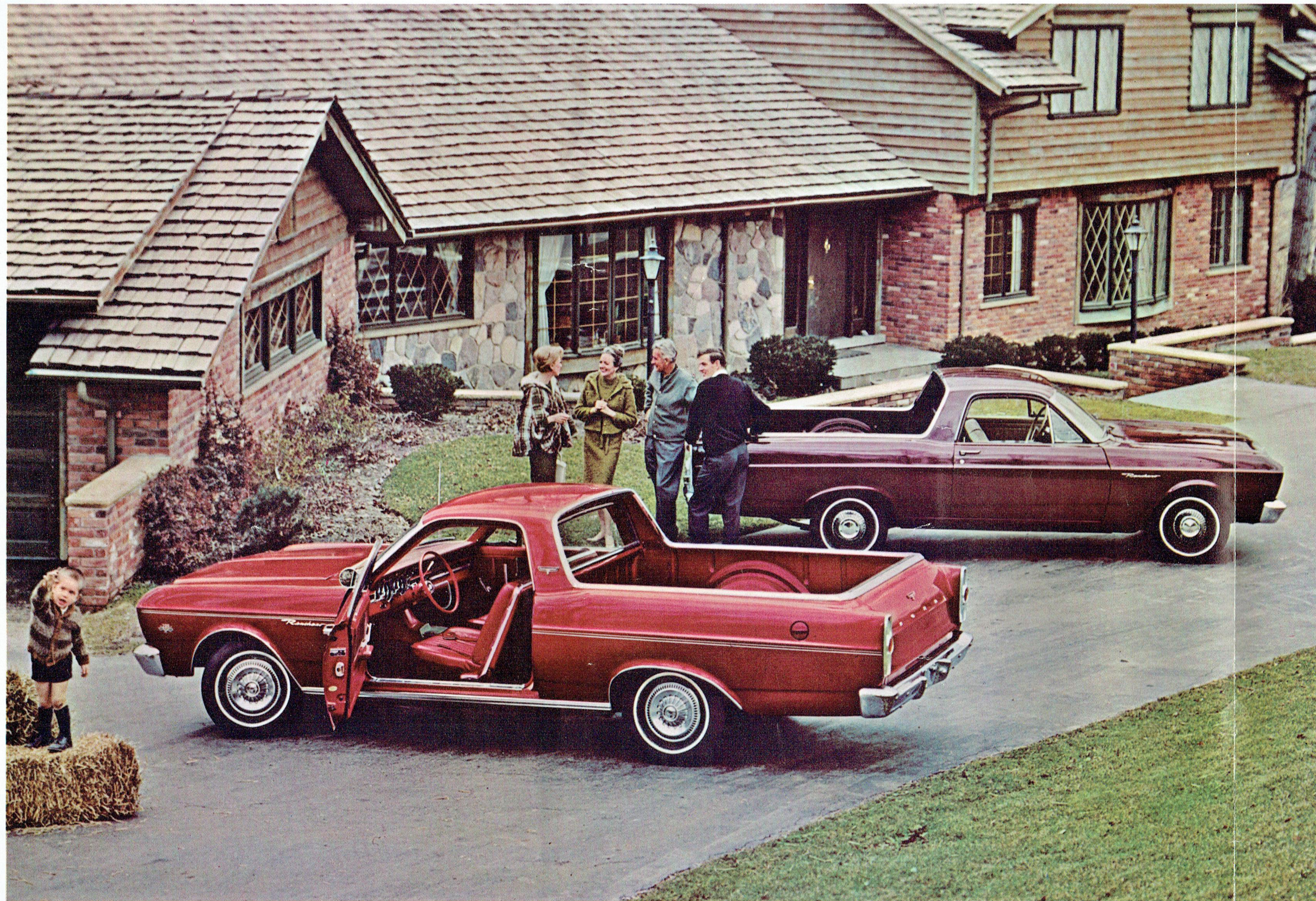


1966 FORD RANCHERO





NEW FORD RANCHERO...BIG IN SIZE, STYLE, COMFORT AND HANDLING!

**LOOKS, RIDES AND HANDLES LIKE A FORD...
PERFORMS LIKE A WORK VEHICLE, TOO!**

Want a stylish car and need a pickup, too? A 1966 Ford Ranchero will give you both! Ford has gone all out to bring you a versatile vehicle that has both beauty and brawn—for work and play . . . town and country . . . home and business.

The Ford Ranchero is all new for 1966 . . . new exterior with smooth flowing, elegant lines . . . new luxurious interiors . . . new longer, wider and lower appearance . . . new curved side windows for increased roominess and good looks . . . new wide stance for improved roadability . . . new enlarged load compartment.

Ford Ranchero offers plenty of power and capacity for doing a wide variety of jobs. And Ford can tailor a new Ranchero exactly right for you. Choose from two models, Custom or Standard; three engines: a 200-cu. in. Six or 2- and 4-venturi 289-cu. in. V-8's; three transmissions: 3-speed synchronized manual, 4-on-the-floor, or effortless Cruise-O-Matic; rear axles: conventional or with limited-slip differential. Load capacity is up to 1,250 pounds.

In addition, an unusually wide choice of options lets you equip your Ford Ranchero as you like it. You'll get fine performance with low operating costs. And the initial price of a Ranchero—even with luxury equipment—is surprisingly low.

**NOW...ENJOY THE COMFORT AND APPEARANCE OF
FULL-WIDTH OR SPORTY BUCKET SEATS, STANDARD
OR CUSTOM INTERIORS**

Driving a Ford Ranchero is sheer pleasure . . . especially a Custom Ranchero equipped with optional bucket seats, console and wall-to-wall carpeting. Both Standard and Custom model interiors feature a flatter floor, two-tone non-glare instrument panel, padded dash and visors, increased legroom and headroom, easier entry and exit, big glove box, foot-operated parking brake, and much more. Two new Standard and four new Custom all-vinyl interiors are offered for 1966.

CARRY BIGGER LOADS

Pleasure driving and profit, too, is a winning Ranchero combination. The enlarged load compartment provides 39.1 cubic feet of cargo space for increased load capacity of up to 1,250 pounds. A single center tailgate latch and a torsion-bar counterbalanced tailgate require minimum opening or closing effort . . . only one hand does it!

OPTIONAL EQUIPMENT PACKAGES

In addition to a wide range of individual Ranchero options, a number of optional equipment packages are offered for your consideration.

VISIBILITY PACKAGE—Includes: Two-speed electric windshield wipers • Inside non-glare mirror • Outside remote-control mirror.

COURTESY LIGHT PACKAGE—Includes: Ash-tray light • Glove-box light • Map light. **SEAT PACKAGES** (available on Custom model only)—Bucket seats alone • Bucket seats with console.



PRODUCT OF



...AND PLENTY OF GET-UP-AND-GO!

ENGINE SPECIFICATIONS, TRANSMISSIONS AND AXLES	200 SIX	289 V-8 (2V)	289 V-8 (4V)
Max. Gross HP (bhp @ rpm)	120 @ 4400	200 @ 4400	225 @ 4800
Max. Gross Torque (lbs-ft @ rpm)	190 @ 2400	282 @ 2400	305 @ 3200
Displacement (cu. in.)	200	289	289
Bore & Stroke (in. x in.)	3.68 x 3.13	4.0 x 2.87	4.0 x 2.87
Compression Ratio (to 1)	9.2	9.3	10.0
Transmissions	3-speed manual Cruise-O-Matic	3- or 4-speed manual Cruise-O-Matic	3- or 4-speed manual Cruise-O-Matic
Axles (Model 2500) Ratio (to 1)	3.25, 3.50*	3.00, 3.00*	3.00, 3.00*

*Limited-Slip Differential

SPECIFICATIONS (Max. GVW: 4,410 lb.)

EXTERIORS: Both Standard and Custom Ford Rancheros are equipped with LH outside rearview mirror, backup lights, non-glare wiper arms, chrome bumpers, bright hood molding, bright windshield molding, "Ranchero" script on front fenders, bright drip molding frames, bright taillight bezels, bright pickup box moldings, "Ranchero" tailgate emblem and bright hub caps. In addition, the Custom model includes "Ranchero" emblem on rear roof pillars, bright door window frames, bright wheel cutout moldings, bright rocker panel moldings and body side contour line paint stripes.

EXTERIOR COLORS: Raven Black, Wimbledon White, Candyapple Red, Vintage Burgundy, Silver Frost, Nightmist Blue, Silver Blue, Arcadian Blue, Tahoe Turquoise, Ivy Green, Sauterne Gold, Springtime Yellow, Antique Bronze, Sahara Beige and Embargo. Body side contour line paint stripes for the Custom model are Raven Black, Wimbledon White or Rangoon Red.

INTERIORS: Both the Standard and Custom Ford Rancheros come equipped with fresh air heater and defroster, bright horn ring, padded dash and sun visors, seat belts, inside rearview mirror, spare tire behind seat, windshield washers, ICC emergency light flasher unit, cigarette lighter, Ranchero emblem on glove box door, courtesy and dome lights and arm rests. In addition, the Custom model includes full color-keyed carpeting, deluxe instrument panel ornamentation, deluxe door trim panels and retainers and rear vinyl-covered trim panel. Standard model upholstery is vinyl with a

bar pattern. Custom model upholstery is vinyl with an attractive crinkle-grained pattern.

INTERIOR COLORS: Two interior vinyl colors are available on Standard models: black and parchment. Four interior vinyl colors are available on Custom models: red, blue, black and parchment.

BRAKES: Self-adjusting—front 10 x 2½ inches, rear 10 x 2 inches; foot-operated parking brake.

CLUTCH: Single-plate torsion-disc clutch, aluminum housing, 9-inch diameter with 200 Six engine and 10-inch with 289 V-8 engine.

FRONT SUSPENSION: Independent, angle-poised ball-joint type with shock absorbers and coil springs. Spring capacity @ pad, 1,265 lb.

REAR SUSPENSION: Variable-rate leaf springs with antifriction inserts and shock absorbers. Spring capacity @ pad, 975 lb. Optional spring capacity @ pad, 1,140 lb.

TIRES: Standard—7.35 x 14 4PR. Optional—7.75 x 14 8PR. Whitewalls optional, both sizes.

OPTIONS: Heavy-duty shock absorbers—front and rear, wheel covers, power steering, heavy-duty battery, push-button radio, SelectAire air conditioner, backup lights, tinted glass, RH outside rearview mirror, ICC reflectors, 2-speed electric windshield wipers, deluxe seat belts with retractors and warning light.

The specifications contained herein were in effect at the time this folder was approved for printing. Ford Division of Ford Motor Company reserves the right to discontinue models at any time or change specifications or design, without notice and without incurring obligation. All options and accessories illustrated or referred to as optional or available in this folder are at extra cost. For the price of the model with the equipment you desire, see your Ford Dealer.

24,000-MILE (OR 24-MONTH) WARRANTY—Ford Motor Company warrants to truck owners as follows: That for 24,000 miles, or for 24 months, whichever comes first, free replacement, including related labor, will be made by Ford Dealers of any part with a defect in workmanship or material. Tires are not covered by the warranty; appropriate adjustments will be made by tire companies. Owners will remain responsible for normal maintenance services; routine replacement of parts such as filters, spark plugs, ignition points, wiper blades, brake or clutch linings, and for normal deterioration of soft trim and appearance items. The warranty referred to herein is applicable to products sold in the U.S.A. and in certain neighboring areas.