

1978 FORD EXPLORER LIMITED EDITION SALE



MODEL AVAILABILITY

- Ranger F-100, F-150, F-250 and F-350
- Regular Cab and SuperCab
- Styleside or Flareside Pickup Box
- 4x2 and 4x4 models with all wheelbases

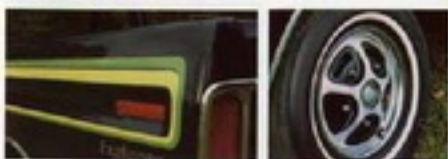
PRODUCT HIGHLIGHTS

- Special exterior colors and interior trim
- Ranger Trim Group
- Dual-color tape stripe
- Chrome grille
- Four equipment packages—
 - Package "A"—Appearance oriented
 - Package "B"—Includes "A" plus functional options
 - Package "C"—Includes "A" and "B" plus convenience items
 - Package "D"—Deluxe White Pickup box cover (available with and requires either Package "A" or "B" or "C")

PACKAGE CONTENTS

PACKAGE "A" INCLUDES:

Exterior



- Two special paints—Midnight Jade and Maroon
- Three feature paints—Medium Copper, Tan and Black
- Twelve additional paints from 1978 F-Series lineup
- Dual-color bodyside and hood tape stripe (Styleside models only)
- Ranger Trim Group which includes:
 - Rectangular headlamps
 - Taillight, tailgate and wheelip moldings (wheelip moldings on Styleside only)
 - Bright windshield, drip and backlite moldings
 - Narrow, bright bodyside moldings included on Flareside only. Narrow, bright bodyside moldings or optional vinyl insert bodyside moldings for Styleside are available only with tape stripe delete option
 - Chrome grille with chromed headlamp doors
 - Black mag-style wheel covers on 15" wheels; bright hub caps on 16" wheels and bright wheel covers on 16.5" wheels (Full-time 4x4 16.5" wheels have bright hub caps)
 - Chrome 6" x 9" low-mount western mirrors
 - "Explorer" nomenclature

- F-O-R-D tailgate letters color-keyed to one tape stripe (orange, green and white)
- Explorer hood ornament
- Regular Tu-Tone paint option available with tape stripe. Deluxe and Combination Tu-Tone paint options are available only with tape stripe delete option.



Interior

- A choice of unique Fresno cloth seat inserts with Corinthian vinyl bolsters—Jade, Chamois and Medium Red or
- Special Chainmail vinyl seat inserts with Corinthian vinyl bolsters—Jade, Chamois and Medium Red
- SuperCab rear seat trim is Corinthian vinyl
- Ranger trim group which includes:
 - Ranger level seat and door trim
 - 14 oz. color-keyed cut-pile carpeting
 - Color-keyed headliner and sun visors
 - Color-keyed instrument panel and crash pad
 - Deluxe color-keyed seat belts (Regular Cab only)
 - Cigar lighter
 - Extra insulation (including cowl-side carpet trim)



PACKAGE "B" INCLUDES:

- Package "A" components plus ...
- Power steering (Standard on F-250 4x4 and F-150 4x4 SuperCab)
- SelectShift Cruise-O-Matic transmission



PACKAGE "C" INCLUDES:

- Package "A" and "B" components plus ...
- Tinted glass
- Air conditioning



PACKAGE "D" INCLUDES:

- Deluxe White Pickup box cover (available with and requires either Package "A" or "B" or "C")



EXPLORER LIMITED EDITION SALE PRICES

Package "A"	4x2	4x4
Normal Price*	\$ 505.00	\$ 515.00
Discount*	135.00	135.00
Package Sticker Price	\$ 370.00	\$ 380.00
Package "B"		
Normal Price*	\$1,045.20	\$ 910.30
Discount*	175.00	175.00
Package Sticker Price	\$ 870.20	\$ 735.30
Package "C"		
Normal Price*	\$1,631.10	\$1,496.20
Discount*	220.00	220.00
Package Sticker Price	\$1,411.10	\$1,276.20
Package "D"		
Deluxe Box Cover w/Sliding Front Window†		
Normal Price*	\$2,260.00	\$2,260.00
Discount*	274.00	274.00
Package Sticker Price	\$2,006.00	\$2,006.00
Deluxe Box Cover w/Sliding Front Window†		
Normal Price*	\$2,349.80	\$2,349.80
Discount*	274.00	274.00
Package Sticker Price	\$2,075.80	\$2,075.80

*Based on full-line and manufacturer's suggested retail pricing and comparison of prices of vehicles purchased separately and as a package.
†Based on Ford's list price of \$2,624.00.

COLOR AND TRIM SELECTIONS

Exterior Paint Colors

Special Exterior Colors



Midnight Jade

Maroon

Feature Exterior Colors



Medium Copper

Tan

Black

Interior Trim/Upholstery

Unique Fresno Cloth Inserts with Corinthian Vinyl Bolsters

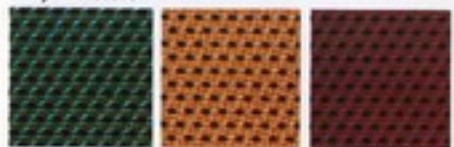


Jade with Jade vinyl bolster

Chamois with Chamois vinyl bolster

Medium Red with Medium Red vinyl bolster

Special Chainmail Vinyl Inserts with Corinthian Vinyl Bolsters

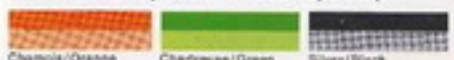


Medium Jade with Jade vinyl bolster

Chamois with Chamois vinyl bolster

Medium Red with Medium Red vinyl bolster

Dual-Color Bodyside and Hood Tape Stripes*



*Available on Regular Cab and SuperCab Styleside model only.

COLOR AND TRIM SELECTIONS CHARTS

INTERIOR TRIM COLORS	JADE	CHAMOIS	MED. RED
Fresno Cloth	R	A, B, Z	D
Chainmail Vinyl	R	A, B, Z	D
EXTERIOR PAINT COLORS			
A- Raven Black		1 A	1 D
M- Wimbledon White	2 R	1 Z	1 D
T- Candyapple Red			1 D
G* Tangerine*		1 A	
V- Medium Silver Metallic	2 R		1 D
J* Silver Metallic*	2 R		1 D
S- Midnight Blue Metallic		1 B	
B- Dark Jade Metallic	2 R		
R- Light Jade	3 R		
Z- Tan		1 Z	
U- Cream	2 R		
H- Dark Brown Metallic		1 Z	
C- Medium Copper		1 A	
Y** Jade Glow**	3 R		
PH** Cinnamon Glow**		1 Z	
N- Maroon			1 D
AL- Midnight Jade	2 R		

Tape Stripes & Tailgate Letters and Instrument Panel Colors
(Note: The number code (1, 2, 3) indicates tape stripe colors and the letter code indicates instrument panel colors.)

TAPE STRIPE CODES/TAILOATE COLORS

- (1) Chamois/Orange/Orange letters
- (2) Chartreuse/Green/Green letters
- (3) Silver/Black/White letters

INSTRUMENT PANEL CODES

- A-Black
- B-Blue
- D-Medium Red
- R-Jade
- Z-Saddle

*Tan, rose assembly plant only
**Optional at extra cost

DON'T FORGET TO MENTION THE OTHER FORD LIGHT TRUCK PRODUCTS



Free Wheeler! 4x4 Shorty F-100



Free Wheeler! van E-100



Bronco



Cougar



Ford Ranger L-Series F-100

93 out of 100 of all Ford Trucks registered over the last 12 years are still on the lot.

Ford Division



FORD EXPLORERS TOUGH ALL OVER



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