

FORD
RANCHERO '75





Ranchero GT . . . dramatic, practical. Side stripe highlights its sporty lines. Power choices range from a standard 351-cu. in. V-8 with Solid State Ignition system to the big 460-cubic-incher. Wide range of performance/handling options to choose from. Shown with optional bucket seats and bumper protection group.



Ranchero Squire . . . luxurious, hardworking. Does a real truck job in style, handsome color match simulated woodgrain paneling and tailgate allows hint of body color to blend through. Many luxury options available. Shown with optional vinyl roof, luxury wheel covers and whitewall tires.



Ranchero 500 . . . man-sized, value-packed. The basic Ranchero is a complete pickup car which can be personalized from a great array of options. Shown here with optional bumper protection group, trailer towing package, whitewall tires and hub caps with trim rings.

Ranchero interior (A), available in white, black, saddle, blue, tan, or green, features attractive, long-wearing vinyl upholstery on comfortable full-width seat • color-keyed vinyl door trim panels with bright trim • color-keyed steering wheel and column • deep-pile wall-to-wall carpeting • hi-level, flow-through ventilation • ventless door windows • energy-absorbing steering column • padded steering wheel hub • lockable glove box • locking steering column • fresh-air heater/defroster • trim panel behind the split-back seat



- vinyl headlining
- color-keyed seat belts with outboard retractors and shoulder harnesses (also center passenger seat belts)
- armrests with recessed door handles
- vinyl-framed day/night mirror
- cigarette lighter
- door-operated courtesy light
- padded, color-keyed instrument panel
- emergency lamp flasher
- spare tire and tool compartment.

Luxurious Brougham decor group (B). Available on all Rancheros, this posh decor group includes a split-bench seat with super soft vinyl or knit cloth upholstery, Brougham door trim panels and deep cut-pile carpeting.

Sport flight bench seat (C) with fold-down center armrest is optional on all Rancheros. Includes thick cut-pile carpeting on floor and lower door panels.

In addition to the interiors illustrated, all Rancheros offer optional **Sporty bucket seats** for individualized seating comfort. Bucket seat option includes matching door trim panels and thick cut-pile carpeting. Cloth upholstery for the standard seat in the Ranchero 500 and Squire is also available.

Ranchero instrument panel (D). Squire shown with optional air conditioner and AM/FM radio.

Ranchero 500 exterior features: deluxe grille with moldings • bright energy absorbing front bumper • bright left-hand mirror with remote control • hidden windshield wipers • bright-metal windshield, rear window, drip rail and top of cargo body moldings • belted tires • bright-metal hub caps • bright tail-light bezels • 4 cargo tie-downs.

Ranchero GT has (in addition to or in place of the Ranchero 500 features) • color-keyed bodyside stripe • sport style mirrors painted body colors (both with remote controls) • black hub caps with bright trim

rings • G70 x 14 white lettered belted tires • GT grille crest. Interior: spare tire and tool compartment cover • bright trim on pedals • GT instrument panel plaque.

Ranchero Squire has (in addition to or in place of the Ranchero 500 features) • deluxe bright wheel covers • simulated woodgrain panels on sides and tailgate • Ranchero Squire script on front fenders • Squire crest on grille. Interior: woodtone panel around instruments • electric clock • spare tire and tool compartment cover • bright trim on pedals • Squire instrument panel plaque.

Ford Ranchero is a versatile pickup with a great combination of brawn and beauty. Sleek styling, smooth riding comfort and attractive interiors make it a sports or luxury car. A full-size pickup box and up to 1250-lb. people-and-payload capacity show that Ranchero is a hard-working pickup truck. For work or play, Ranchero's functional design provides the economy of a dual-purpose vehicle with flair.

RANCHERO

THE PERSONAL PICKUP

THREE DISTINCTIVE MODELS

The Ranchero 500, Ranchero GT, and Ranchero Squire. Each has its own individual style and spirit so you can choose one to match your personality and driving needs. All have sporty carlike flair and tough, durable construction, including energy absorbing front bumpers. The lines are strictly space-age, aerodynamic and head-turning with an impressive grille, sweeping hood and smartly styled cargo body.

AN EASY RIDER AND HANDLER

A long wheelbase, wide-track axles and link-coil rear suspension combine to give great ride and handling qualities plus the road-hugging stability a hard-working pickup car must have. A husky perimeter frame surrounds the body and forms a strong, integrated frame-and-body system. Ranchero is responsive... and tough!

A CAR'S COMFORT AND QUIET

The body rests on strategically placed body mounts that help isolate the body and passengers from road vibration and noise. Rancheros are man-sized, with plenty of stretch-out room inside. Passengers are surrounded with carlike appointments and sound-absorbing insulation. Result: a soft, quiet ride.

A 6½-FT. TRUNK

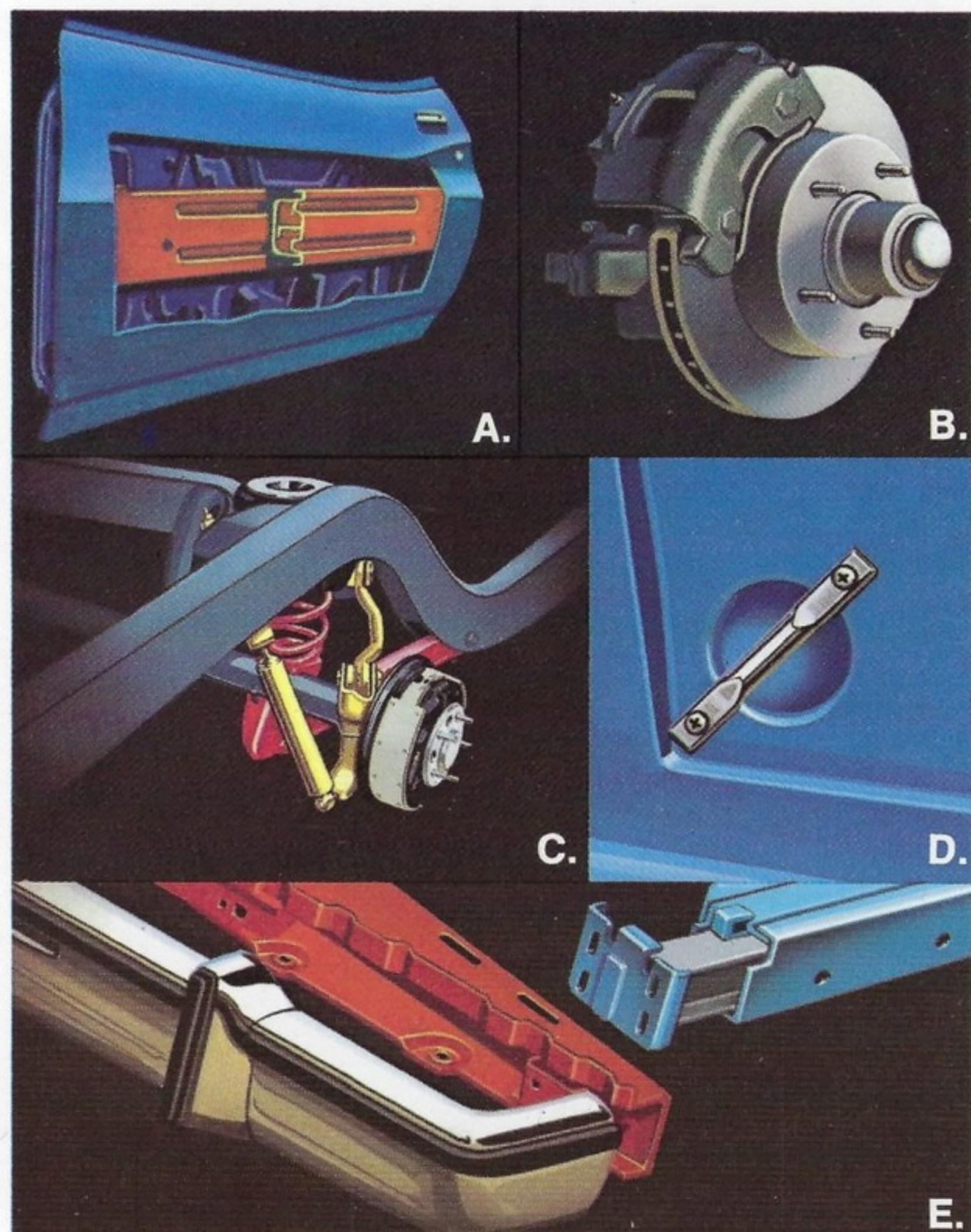
The cargo body, 6½-ft. long at the floor, has strong double-wall construction. Low tailgate height and counterbalanced one-hand tailgate make loading easy. Optional heavy-duty suspension package provides capacity for maximum rated loads. Trailer towing packages are also available for pulling big Class II and Class III trailers (up to 6000 lb.). And a wide choice of performance and luxury options lets you custom tailor your Ranchero as much as you wish.

MAJOR STANDARD FEATURES, NEW OPTIONS

For '75, Rancheros feature as standard: efficient 351-cu. in. V-8 with Solid State Ignition system, SelectShift Cruise-O-Matic transmission, power brakes and power steering. *New options* include a choice of warning light or gauge to help promote fuel economy; Security Lock Group with inside hood release, spare tire lock and locking gas cap; power door locks; Heavy-Duty Electric system.

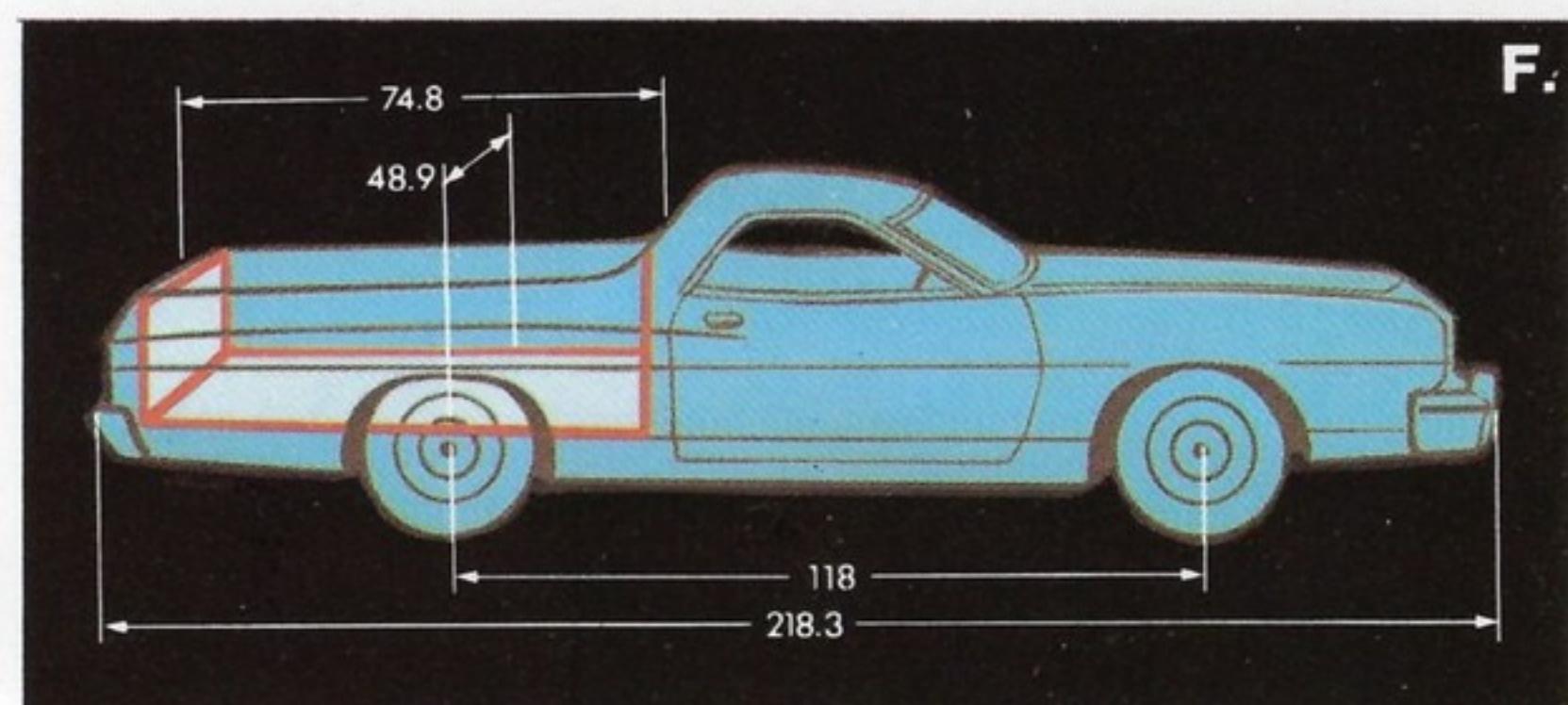
A. Sturdy steel guard rails are built into side doors. Guard rails help deflect penetration of passenger compartment in event of side impact.

B. Power brakes are standard. Front disc brakes, the concept that stops big jet planes, are designed for straight stops and to dissipate heat.



C. Link-coil rear suspension (coil springs with angle-mounted upper and lower control arms) smooths and stabilizes the ride for exceptional roadability.

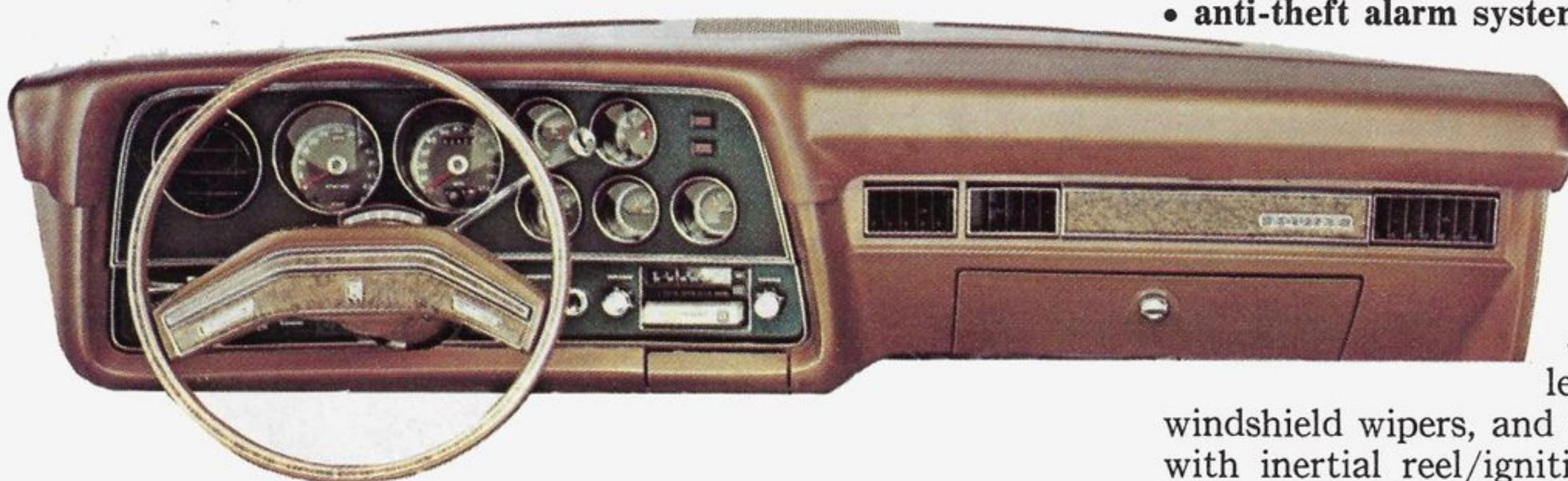
D. Four convenient cargo tie-downs permit securing your load with rope around cargo and through tie-down bars at front and rear on both sides of the pickup box.



E. Energy Absorbing Bumper System. All 1975 Rancheros have energy absorbing front bumpers. This Ford-designed rubber shear system features a sturdy steel front bumper with full-width steel reinforcement and energy-absorbing ram devices (a steel I-beam ram mounted between rubber blocks inside a steel case) between the front bumper and the frame. Optional bumper guards are also shown in the illustration.

F. Long, ride-smoothing 118-in. wheelbase and 6½-ft. cargo box (78.4-in. floor length).

OPTIONS



Attractive Ranchero GT instrument panel illustrates the optional Performance cluster (also Ranchero 500) with tachometer, trip odometer, clock, ammeter, water temperature and oil pressure gauges (also includes HD battery).

Optional AM/FM stereo radio with tape player is also shown above. Other popular Ranchero options include: **SelectAire Conditioner with automatic temperature control**—system works like a home thermostat to warm or cool as desired and maintain temperature. **SelectAire Conditioner** for dehumidified cooling, integral heater with hi-level outlets provides all-season comfort • **Fuel Guard Warning Light** (or **Fuel Sentry Gauge** with standard instrument panel only) warns you when you're not getting best fuel economy • **Security Lock Group** includes inside hood release, spare tire lock and locking gas cap • **Power Door Locks**, electric • **Heavy Duty Electrical** system

SPECIFICATIONS

Power brakes: Self-adjusting front disc (10.7" diameter) and rear flared drum (11" x 2 1/4"), dual master cylinder hydraulic system, foot-operated parking brakes.

Colors: white, bright red, dark red, black, pastel blue, bright dark blue metallic, light green-gold metallic, light green, saddle bronze metallic, dark copper metallic, dark yellow-green metallic, medium dark gold metallic, pastel yellow. Color Glow paints—green glow, ginger glow, tan glow and silver-blue glow—are optional. Black, white, blue, green, brown or tan vinyl roofs are available.

Front suspension: Independent, single lower arm with strut bar, ball joints, coil springs and shock absorbers.

Rear suspension: Four-link with coil springs, angle-mounted upper and lower control arms and shock absorbers.

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THE CLOSER YOU LOOK, THE BETTER WE LOOK
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