



Works hard
to make you forget
it's a hard worker

NEW FORD RANGER XLT works like a truck, rides like a car.

The new Ford Ranger XLT pickup goes far beyond any pickup you've ever seen before. We built it that way. To look better. To ride smoother. To work harder. This is why the XLT features elegant panels that look like fine hardwood, not only in the interior but on the exterior side moldings and tailgate as well. This is why the XLT has *two* front axles instead of one. Along with big coil springs, they soften the ride, toughen the truck. And this is what makes Twin-I-Beam front suspension unique in the industry. This is why special silencing materials and insulation are used to give you unusually quiet performance. This is why Ford Ranger XLT is offered in Styleside pickup body or chassis-cab for customized bodies. This is why you could choose the new Ford Ranger XLT for its job versatility . . . or for the big lift it gives you.

Roomiest, quietest cab a pickup ever had!

Enjoy space and quiet. The deep-cushioned seat is in dirt- and grime-resistant pleated cloth with vinyl trim. Tough and beautiful.



The new Ford Ranger XLT

Only Ford lets you pick from four kinds of pickups

...from the good-looking Custom models
to the super deluxe Ranger XLT.



While the Ranger XLT is unquestionably the new leader of the Ford conventional light truck line, you shouldn't overlook any Ford pickup for '70. For the first time, *four* levels of style and luxury are offered.

You could start with the lowest-priced Ford to pick the pickup for your job. Bright-metal accents and sparkling performance are typical of the new Ford Custom pickup. And the Custom's only the beginning of the longest, strongest line of pickups ever offered (shown at right with Styleside bodies).

Other models with Flareside bodies as long as 9 feet are also available. Or 6-man crew cabs. And the special-value models on page 7. You can get many of them at the luxury level you prefer.

Every pickup in Ford's conventional line comes with exclusive Twin-I-Beam independent front suspension for the smoothest of all pickup rides.

Each has the roomiest cab in the industry. And they give you many other better ideas. You have big power at your command if you need it. Five engines including a high-economy 302-cu. in. V-8. Power assists that simply were not available a few years ago: power brakes (front discs if you like), power steering, SelectShift Cruise-O-Matic. Air conditioning. And lots more (see page 6).



The Custom. This is the lowest priced Ford pickup, but only the price says economy. Bright grille, chrome front bumper, color-keyed interior, and automatic courtesy dome light switch are all standard.



The Ranger XLT. This top-of-line model sets new standards in pickup decor and comfort . . . provides luxurious driving ease that only fine cars can equal.



The Ranger. Close cousin to the XLT in style and comfort. The ultra smart interior has rich vinyl trim, woodtone panel inserts, color-keyed floor mats.

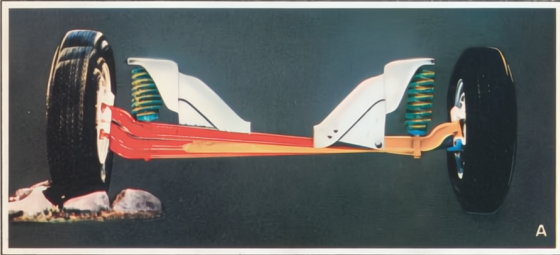


The Sport Custom. Highest style at low cost. Bright rocker panel, wheel lip and wheel arch moldings, and tailgate molding. Color-keyed vinyl trim for doors, deep-foam seat.

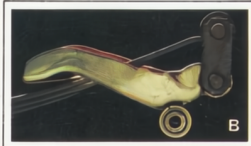
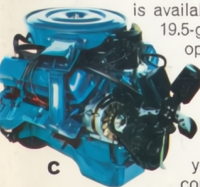
Only Ford offers you so many better pickup ideas

...ideas that work hard to make your work (and life) easier.

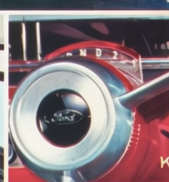
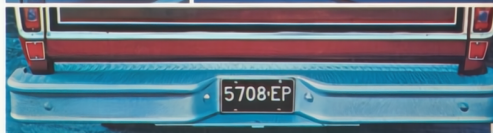
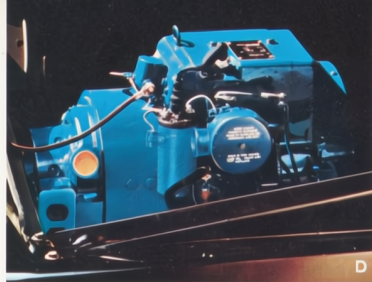
One better idea leads to another . . . and another . . . and another. Check them all to be sure you have the whole 1970 Ford pickup story. For more convincing proof, look at the long (but by no means complete) list of Ford features and options described below.



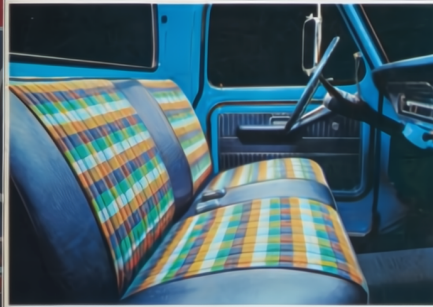
A. Ford's Twin-I-Beam front suspension is unique in the industry. Has two forged steel I-beam front axles for toughness, big coil springs for a smooth, carlike ride. **B.** Flex-O-Matic rear suspension features a unique shackle that adjusts working length and stiffness of spring to load weight so that your ride is smooth with or without load. Standard on F-250 or with heavy-duty springs on F-100. **C.** Choose from 5 engines—Six or V-8. **D.** An underhood generator set called the Electric Power Pak is available to supply 110/120 volt current for power tools and camping equipment. **E.** Optional convenience group includes cargo light (shown), underhood light, 12-inch day/night mirror and glove box lock. **F.** Black textured roof paint option includes bright belt and drip moldings. **G.** 25-gallon frame-mounted fuel tank is available instead of or in addition to the standard 19.5-gallon in-cab tank. **H.** New 10½" x 20" slide-open rear window option is standard on F-250.



Camper Specials. Lockable. **I.** Rear step bumper (available on Stylesides only) has reinforcing center plate. **J.** Behind-seat stowage is lockable, cabwide, weatherproof. Optional. **K.** SelectShift Cruise-O-Matic lets you shift automatically or manually. **L.** Remote-control mirror adjusts from inside cab. Optional.



Special value at your Ford Dealer's...
EXPLORER SPECIAL MODEL
NOW ON SALE!



Ford's limited-production "Explorer Special" pickup shown here is distinguished by a number of special features. Special exterior colors (your choice of Grabber Blue or Light Green) with special harmonizing Shetland Plaid interiors (shown at left), bright Western swing-lock mirrors, box rails or tool storage box are just a few. And to customize further, you can add power steering, power brakes (front discs if you prefer), Cruise-O-Matic or choose from options on opposite page. Value check Explorer Special now on sale for a limited time only at Ford Dealers across country.

SPECIAL MODELS . . . SPECIAL MODELS . . . SPECIAL MODELS



1. Farm & Ranch Special



2. Contractor Special



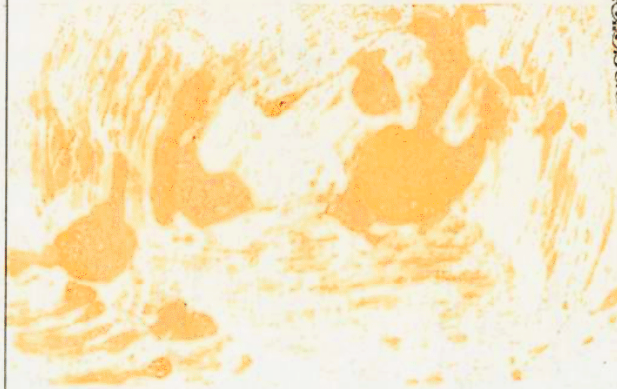
3. Heavy Duty Special

1. Includes front and side cargo boards, rear step bumper, Western swing-lock mirrors. 2. Has lockable contractor boxes mounted on each side, rear step bumper, Western fixed long-arm mirrors. 3. Includes heavy-duty front springs, 70 amp-hr battery, rear step bumper, Western swing-lock mirrors. 4. Has new sliding rear window (F-250), special wiring harness, other items and heavy-duty components.



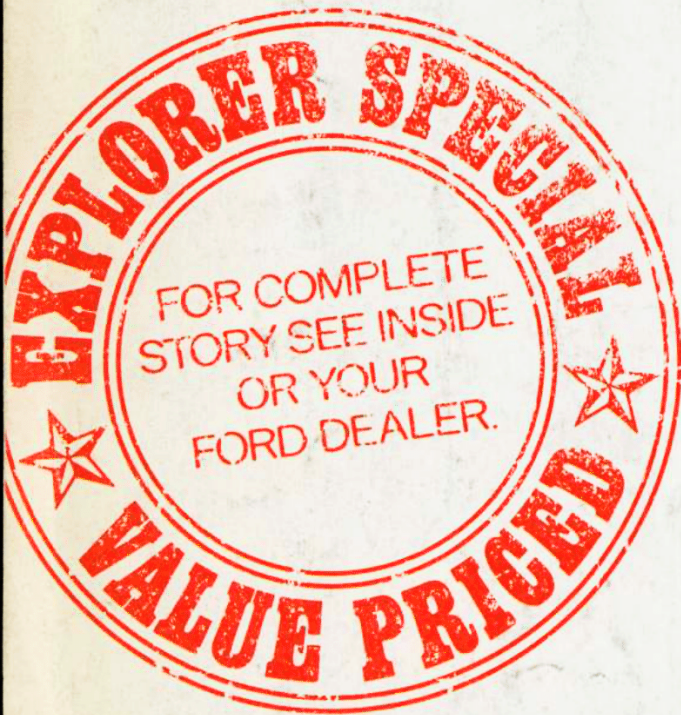
4. Camper Special

P.O. BOX 1000, DEARBORN, MICHIGAN 48121



TDM 9054

PRINTED IN U.S.A. 1-70



FORD PICKUPS

