



1998 FORD CARS AND TRUCKS



CARS AND TRUCKS BUILT ON A TRADITION OF DEPENDABILITY AND TRUST.

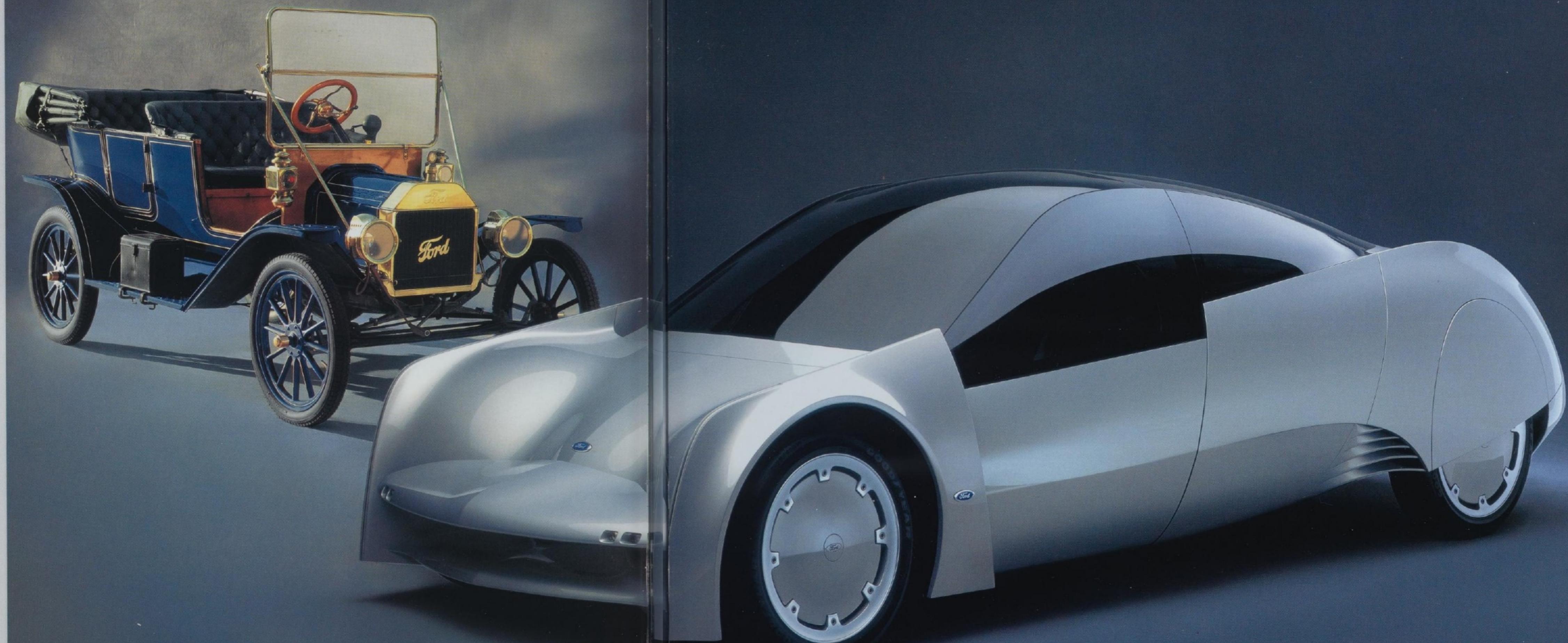
Put the world on wheels
by building solid and
reliable transportation
that anyone can afford.

This was the mission statement of the future that built the foundation of Ford Motor Company over a hundred years ago.

Today, we believe that looking forward is just as important as it was back then, but only as long as we remain aware of the values that have made us successful.

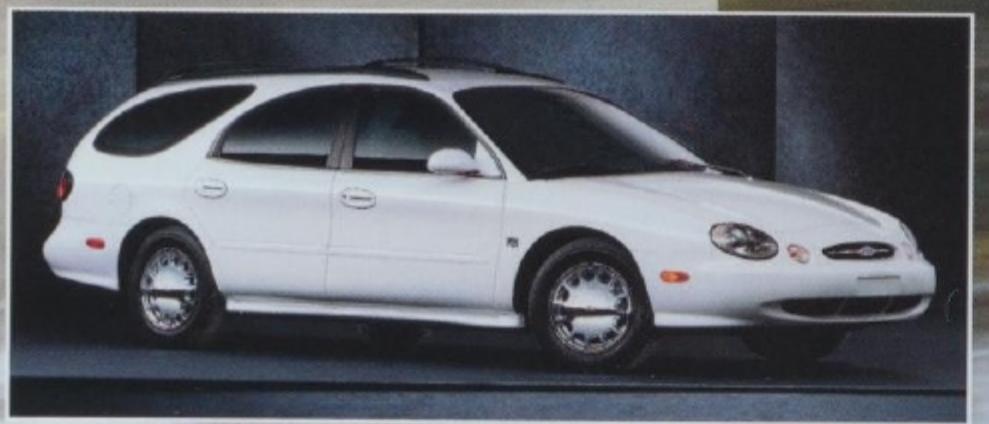
Our products will change and continuously improve, but our vision for the 21st Century remains the same.

1912 Ford Model T and
Synergy 2010 concept vehicle.





IT WILL MAKE YOU LOOK TWICE, AND THINK AGAIN.



Taurus SE Wagon

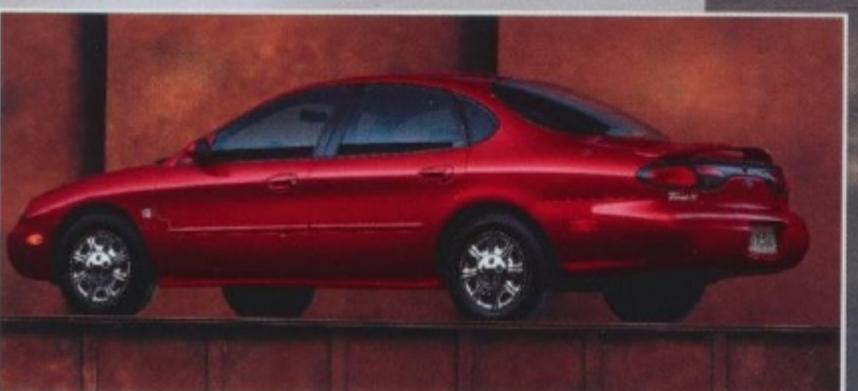
Ford Taurus. It's the car you take out for an afternoon and, later on that



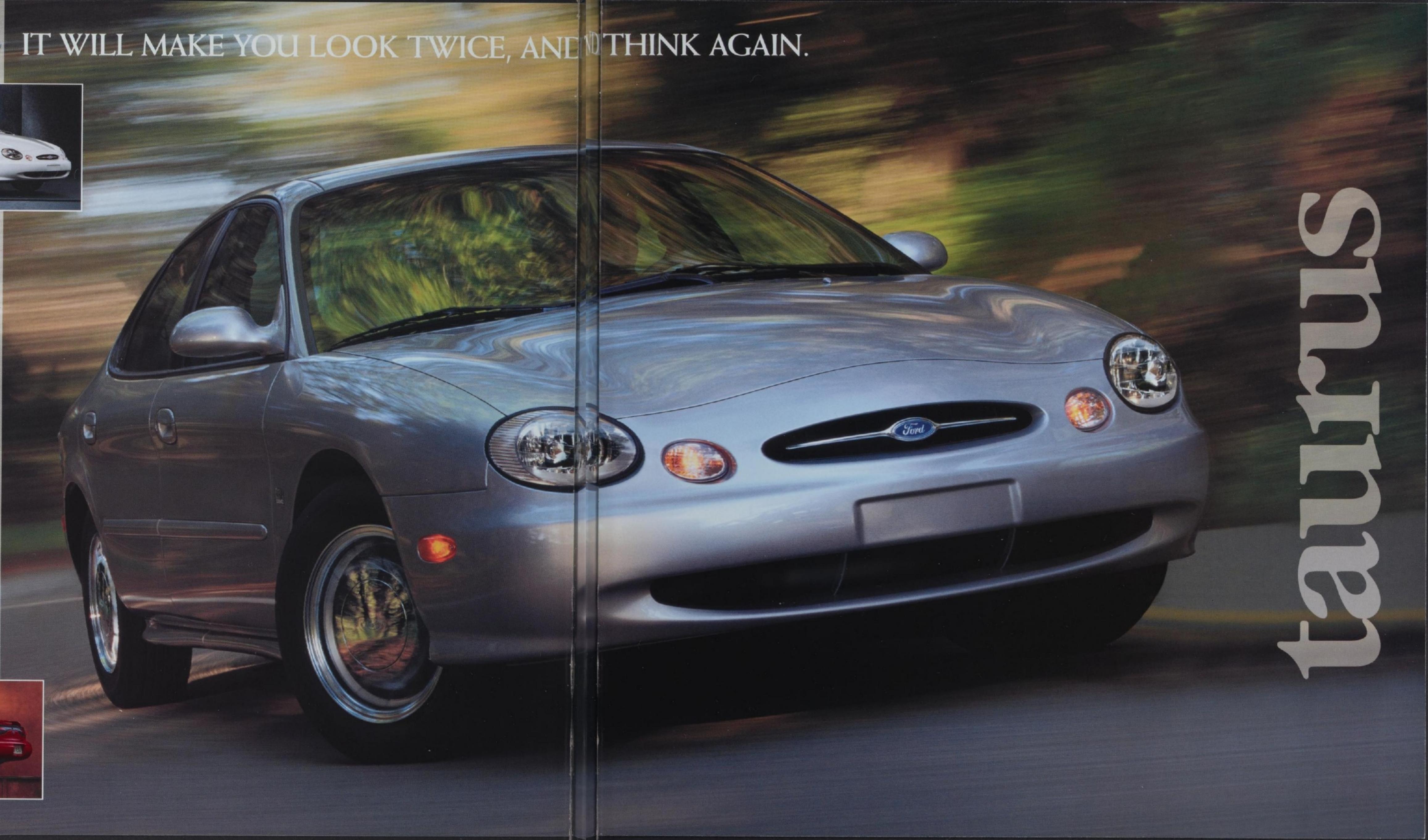
Taurus SHO

very evening, drive to a fine four-star restaurant. It's the same car that also brings home the groceries and takes the kids to school. If you never thought a car so stylish could also be so practical, think again. Ford Taurus.

Some optional equipment shown.

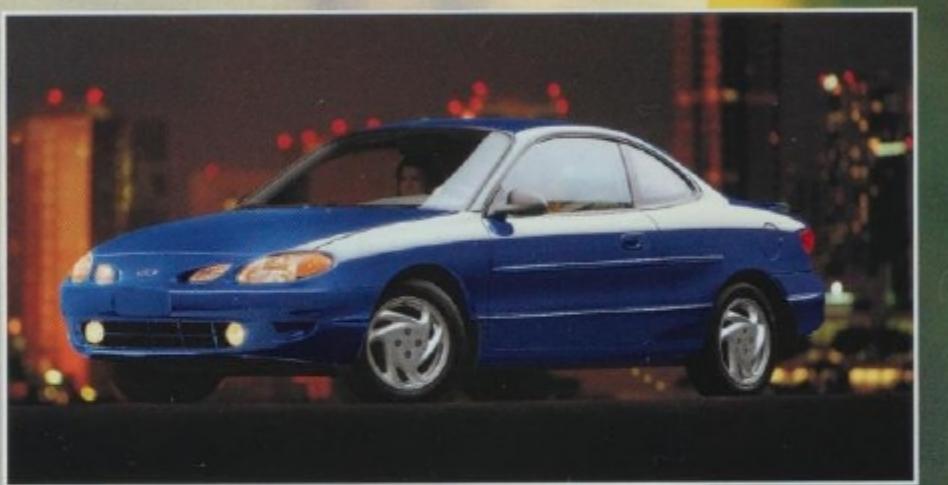


Taurus SE Sport





GRAB LIFE BY THE WHEEL.



ZX2 Coupe

Ford Escort is the right car that can help when you're turning yourself loose on life. Escort gives you wheels that are worthy of family and friends, and that will let you maintain a reasonable entertainment budget. Escort is smart looking and smart going. It's a lot of car for the money. It has all the performance, comfort and versatility required for a full agenda. Ford Escort and ZX2. Get on with it.



Escort SE Wagon

Some optional equipment shown.



escort

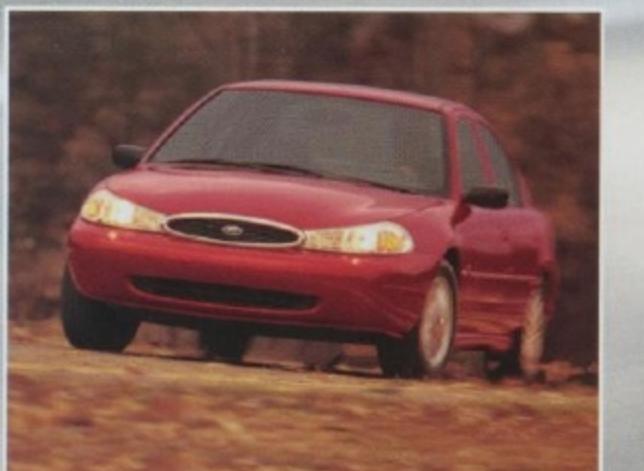


ONE DRIVE WILL SURPRISE YOU.



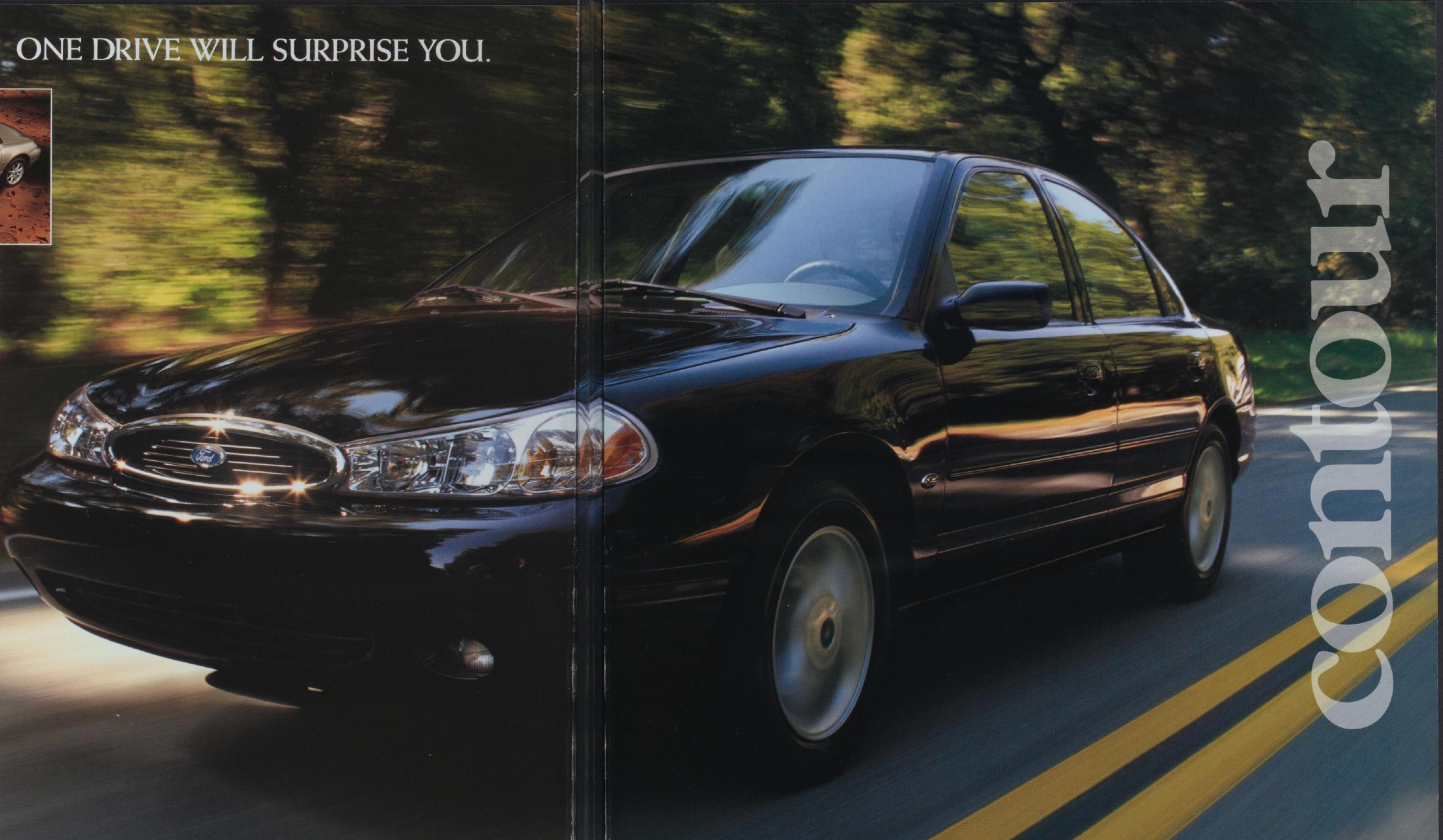
Contour SE

We build cars for those who really love to drive. Take the wheel of a Ford Contour and you'll sense immediately what we mean. Contour delivers a level of power and handling that's most assuring and a smooth ride that's really comforting. Experience a well-equipped Contour LX or sporty SE. Just one drive is all it will take to surprise you.



Contour LX

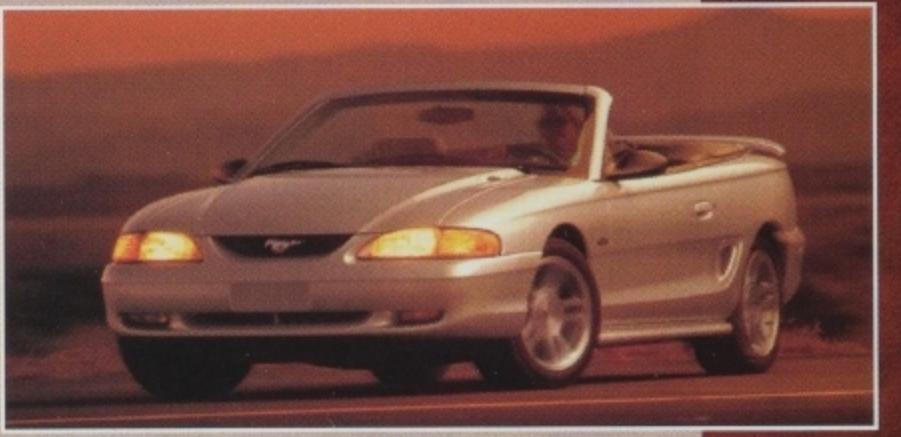
Some optional equipment shown.





IT'S YOUR RACE.

In 1964, Ford Mustang was born. More than any other car of that time, Mustang



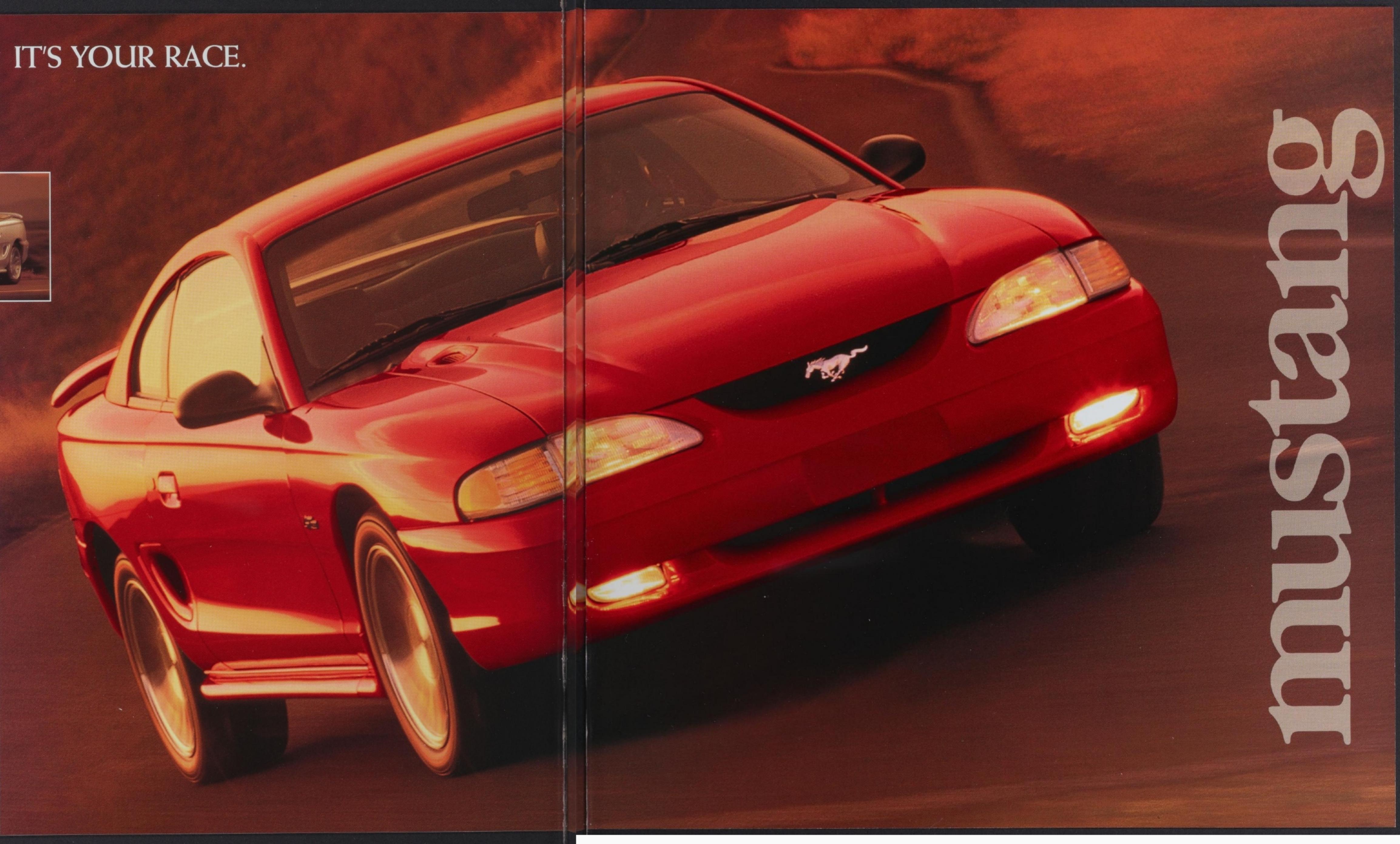
Mustang GT Convertible

captured America's love for freedom and independence. Its style attracted attention, and so did its affordability. The years since the birth of the Original have witnessed names such as Cobra, Boss 302, Mach I. Feel what these great Mustangs have stirred in driving enthusiasts everywhere. Experience the styling and performance of Ford Mustang for 1998.



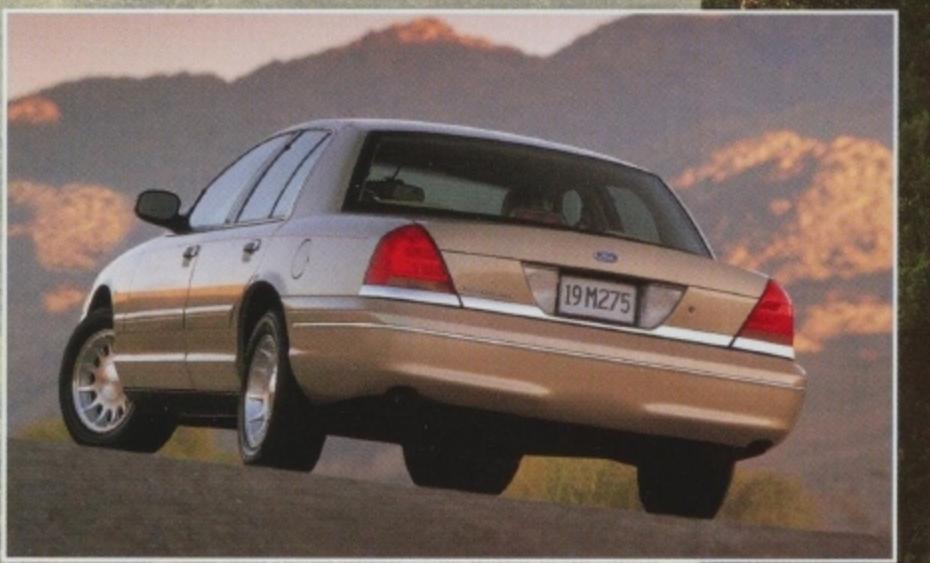
Mustang V6 Coupe

Some optional equipment shown.





A LIFETIME ACHIEVEMENT AWARD.



Crown Victoria LX

You have worked hard attending to the practical necessities of life. Now is the time to get that full-size automobile you have always wanted. A newly restyled 1998 Ford Crown Victoria.

It has all the fine features you could ask for, powerful V8 performance, room for six adults and a quiet ride that few other cars can match. Also, it's the only car in its class to receive the Five Star government frontal crash rating for the driver and front passenger.*

You've worked hard for a car like this, the 1998 Crown Victoria. You deserve it.

*Government model year '97 data only useful in comparing vehicles within 500 pounds. Excludes other Ford Motor Company products.



crown victoria



F-150 SuperCab Lariat 4x4

Traditions. People count on them. Country music at the Grand Ole Opry. Super Bowl Sunday. The NASCAR races at Daytona. Without them, life just wouldn't feel right. Built Ford Tough is another tradition people count on. 1998 marks the 50th anniversary of the Ford F-Series. Ever since



F-250 XLT 4x2

the first F-Series pickup rolled off the assembly line in 1948, they've been part of the American spirit.

Tough trucks for work or play. 50 years and counting.

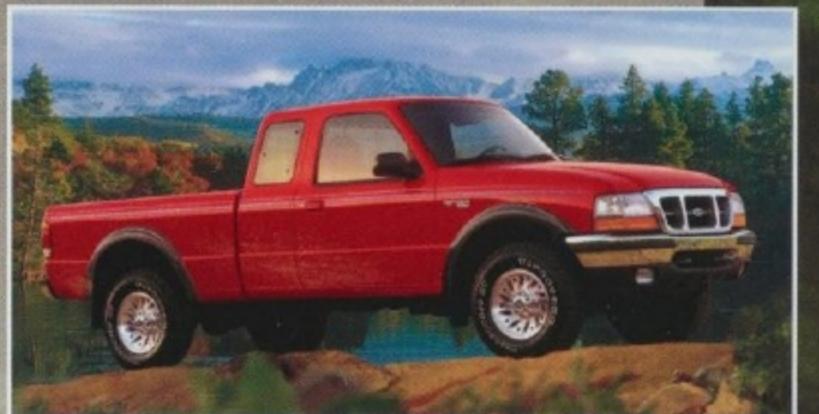
BUILT FORD TOUGH. IT'S AN AMERICAN TRADITION.





GO-ANYWHERE, DO-ANYTHING RANGER. IT'S BETTER THAN EVER.

The 1998 Ford Ranger has been redesigned with a bold new look to be sportier and

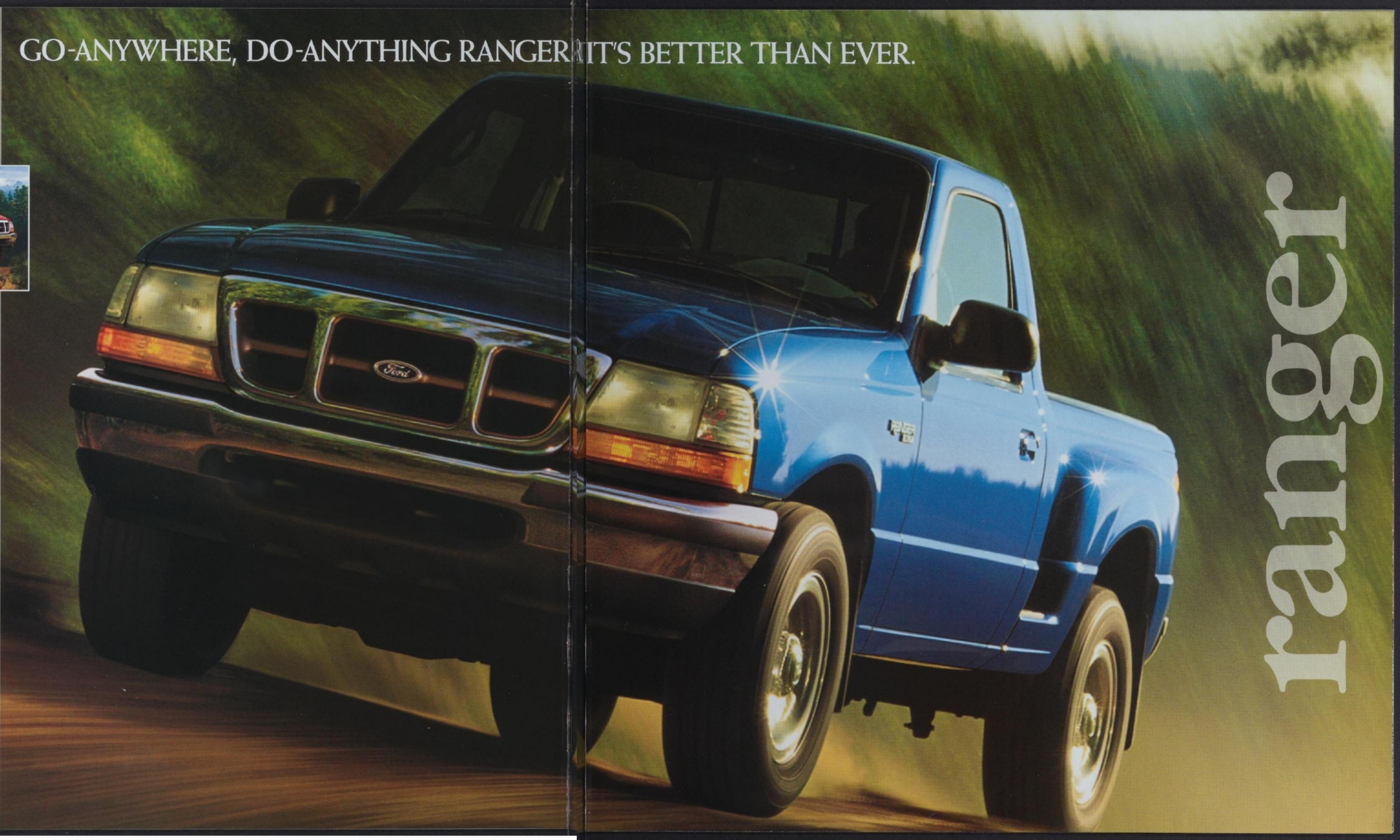


Ranger XLT SuperCab 4x4

more fun to drive than ever. It features comfort and convenience enhancements, too, plus improved hardware that lets it play harder. So feel free to go wherever you want and do whatever you want. You're driving a tough Ford Ranger.



Ranger Splash Regular Cab



range
ranger



THE WORLD IS TOO BIG TO BE LEFT UNEXPLORED.

Active people on the go
love Ford Explorer because
it's so stylish and versatile.



Explorer Limited

Families trust it because it's
equipped with many safety
features such as Second
Generation depowered
airbags* and a 4-wheel disc
anti-lock brake system.

Whether you're out for
a night on the town or in
search of some off-road
adventure, the best-selling
Ford Explorer is the perfect
vehicle for you.

*Always wear your safety belt and secure
children in the rear seat.

Some optional equipment shown.



Explorer Sport



GO
EXPLORER



THE ONLY WAY TO GET THERE.



Expedition XLT 4x4

When you're considering Ford Expedition, it may well be your adult response to some sound parental advice. Take charge. Think big. Don't compromise.

Expedition is the genuine vehicle for those who enjoy an active lifestyle and insist on living life to the fullest. With the capabilities to take you where you want to go, Expedition is the only way to get there.





WINDSTAR. THE ONLY MINIVAN TO EARN FIVE STARS FOR SAFETY.

Five Stars. It's the highest government front crash rating for the driver and



Windstar LX Gold Appearance Pkg.

front passenger.* Only one minivan has earned it. Ford Windstar. Windstar excels as well when it comes to everyday family travel: room for seven, versatility, an exceptionally smooth ride, and responsive V6 performance. No wonder so many families find Ford Windstar to be the perfect answer to their needs for comfortable, dependable and safe transportation.

*Government model year '97 data only useful in comparing vehicles within 500 pounds.



Windstar GL



Windstar



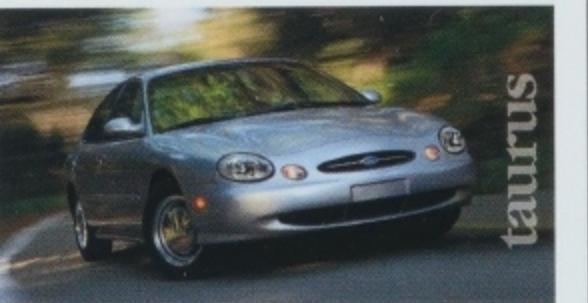
YOU'VE COME TO DEPEND ON IT.

The first Ford van was built 37 years ago. Over the years, America has come to depend on Econoline. Where there's a job that needs doing, chances are there's a Ford van doing it. Econoline has been the best-selling full-size van in America for 18 straight years.





FORD CARS AND TRUCKS MAJOR FEATURES



TAURUS

ENGINES

3.0L V6 (LX, SE); Duratec 3.0L, 24-valve DOHC V6 (opt. LX, SE); 3.4L, 32-valve DOHC V8 (SHO).

TRANSAXLE

Electronic 4-speed automatic overdrive.

FRONT SUSPENSION

Independent MacPherson strut-type with gas-pressurized hydraulic struts and stabilizer bar.

REAR SUSPENSION

Independent quadralink, gas-pressurized hydraulic struts and stabilizer bar (sedan); independent SLA-type, gas-pressurized hydraulic shock absorbers, progressive rate springs and stabilizer bar (wagon); semi-active handling suspension (SHO).

STEERING

Speed-sensitive power (LX, SE); high-precision ZF speed-sensitive power (SHO).

BRAKES

Power front disc/rear drum (LX, SE sedan); power 4-wheel disc (LX, SE wagon); 4-wheel disc anti-lock (opt. on LX, SE; std. on SHO).

SAFETY & SECURITY

Second Generation depowered driver and right-front passenger airbags; safety cell structural design; stamped steel side door intrusion beams; childproof rear door locks; SecuriLock™ passive anti-theft system (opt. on LX, SE; std. on SHO).



ESCORT

ENGINES

2.0L overhead-cam in-line I4 (Escort); Zetec 2.0L DOHC I4 (ZX2).

TRANSAXLES

5-speed manual; optional 4-speed automatic overdrive.

FRONT SUSPENSION

MacPherson strut-type, sub-frame attachment, gas-pressurized hydraulic struts and stabilizer bar.

REAR SUSPENSION

Quadralink with gas-pressurized hydraulic struts and stabilizer bar.

STEERING

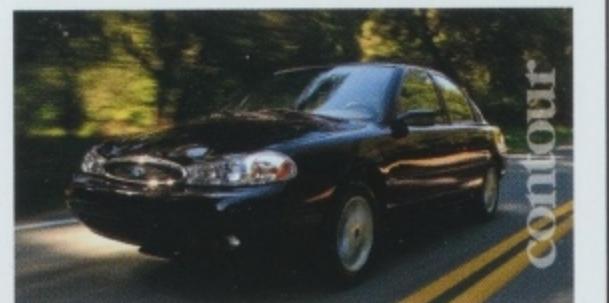
Power rack-and-pinion.

BRAKES

Power front disc/rear drum; optional anti-lock braking system.

SAFETY & SECURITY

Second Generation depowered driver and front passenger airbags; childproof rear door locks; optional integrated rear child safety seat (wagon only).



CONTOUR

ENGINES

Zetec 2.0L, 16-valve DOHC I4; optional Duratec 2.5L, 24-valve DOHC V6.

TRANSAXLES

5-speed manual overdrive; optional electronic 4-speed automatic overdrive.

FRONT SUSPENSION

Independent strut-type with A-arms, strut-mounted coil springs and stabilizer bar.

REAR SUSPENSION

Independent quadralink design with stabilizer bar; sport tuning in SE.

STEERING

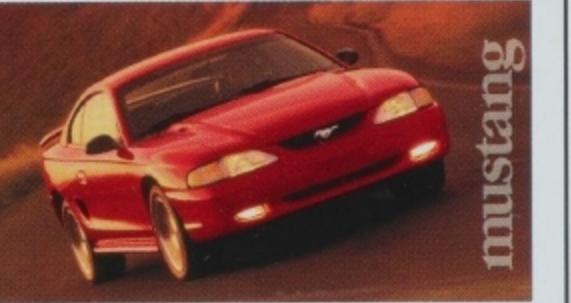
Power rack-and-pinion.

BRAKES

Power front disc/rear drum (4-wheel disc with V6 engine and manual transaxle); optional anti-lock brake system.

SAFETY & SECURITY

Second Generation depowered driver and front passenger airbags; Deploying Trim System side impact protection; "safety cell" structure with cross-car beam; childproof rear door locks; integrated child safety seat (opt. in SE); SecuriLock™ passive anti-theft system (incl. with opt. Duratec V6 engine).



MUSTANG

ENGINES

3.8L V6 (Mustang); 4.6L SOHC V8 (Mustang GT).

TRANSMISSIONS

5-speed manual; optional electronic 4-speed automatic overdrive.

FRONT SUSPENSION

Modified MacPherson strut-type, gas-pressurized struts/stabilizer bar (unique calibrations on GT).

REAR SUSPENSION

Coil spring 4-bar link, gas-pressurized shock absorbers and stabilizer bar on GT only (unique calibrations and horizontal-mounted axle dampers on GT).

STEERING

Power rack-and-pinion.

BRAKES

Power 4-wheel disc; optional anti-lock braking system.

SAFETY & SECURITY

Second Generation depowered driver and front passenger airbags; SecuriLock™ passive anti-theft system.

FRONT SUSPENSION

Independent strut-type with A-arms, strut-mounted coil springs and stabilizer bar.

REAR SUSPENSION

Independent quadralink design with stabilizer bar; sport tuning in SE.

STEERING

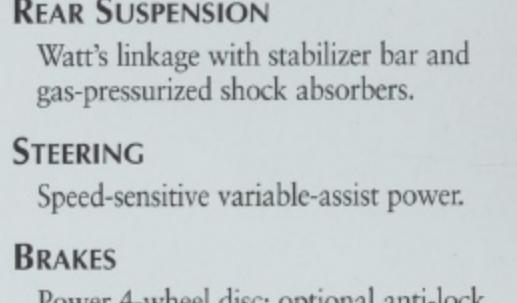
Power rack-and-pinion.

BRAKES

Power front disc/rear drum (4-wheel disc with V6 engine and manual transaxle); optional anti-lock brake system.

SAFETY & SECURITY

Second Generation depowered driver and front passenger airbags; Deploying Trim System side impact protection; "safety cell" structure with cross-car beam; childproof rear door locks; integrated child safety seat (opt. in SE); SecuriLock™ passive anti-theft system (incl. with opt. Duratec V6 engine).



RANGER

ENGINES

2.5L SEFI I4 (std. on 4x2 only); 3.0L V6 (Splash SuperCab 4x2; all 4x4 models; opt. on others); 4.0L SEFI V6 (opt. XLT & Splash).

TRANSMISSIONS

5-speed manual overdrive (all engines); optional 4-speed automatic overdrive (2.5L and 3.0L engines); optional 5-speed electronic automatic overdrive (4.0L engine).

FRONT SUSPENSION

Rear-wheel drive or 4-wheel drive with switch-on electric shift transfer case with fully automatic pulse vacuum front hublocks.

REAR SUSPENSION

Independent short/long arm (SLA) front suspension (4x2 and 4x4); gas-pressurized shock absorbers; stabilizer bars.

STEERING

Second Generation depowered driver and right-front passenger airbags; childproof rear door locks; optional integrated rear child safety seat (wagon only).

TRANSMISSIONS

5-speed manual overdrive (all engines); optional 4-speed automatic overdrive (2.5L and 3.0L engines); optional 5-speed electronic automatic overdrive (4.0L engine).

DRIVELINE

Rear-wheel drive or 4-wheel drive with switch-on electric shift transfer case with fully automatic pulse vacuum front hublocks.

CHASSIS

Independent short/long arm (SLA) front suspension; coil springs (4x2); torsion bar (4x4); gas-pressurized shock absorbers.

SAFETY

Second Generation depowered driver and right-front passenger airbags with passenger airbag deactivation switch; rear-wheel anti-lock brake system; optional 4-wheel anti-lock brake system (XLT & Splash).

DRIVELINE

Rear-wheel-drive or 4-wheel-drive shift-on-the-fly system with center disconnect.

CHASSIS

Fully boxed front ladder-type frame; twin forged independent short/long arm (SLA) front suspension with forged upper and lower control arms (cast iron lower control arms and steel torsion bars on 4x4); 2-stage leaf with auxiliary spring variable-rate rear suspension.

SAFETY

Second Generation depowered driver and right-front passenger airbags with passenger airbag deactivation switch; rear-wheel anti-lock brake system; 4-wheel anti-lock brake system available.

CAPABILITY

Maximum payload with properly equipped vehicle: 2,440 lbs. (F-150); 3,350 lbs. (F-250). Maximum trailer weight: 8,200 lbs. (F-150); 8,700 lbs. (F-250).



F-SERIES

ENGINES

4.2L SPI V6; Triton™ 4.6L SOHC V8 (opt. std. on Lariat); Triton™ 5.4L SOHC V8 (opt.).

TRANSMISSIONS

5-speed manual overdrive (except 5.4L); optional electronic 4-speed automatic overdrive.

FRONT SUSPENSION

Independent short/long arm (SLA) front suspension; coil springs (4x2); torsion bar (4x4); gas-pressurized shock absorbers.

REAR SUSPENSION

Independent short/long arm (SLA) front suspension; coil springs (4x2); torsion bar (4x4); gas-pressurized shock absorbers.

STEERING

Second Generation depowered driver and right-front passenger airbags with passenger airbag deactivation switch; rear-wheel anti-lock brake system; optional 4-wheel anti-lock brake system (XLT & Splash).

CHASSIS

Independent short/long arm (SLA) front suspension; coil springs (4x2); torsion bar (4x4); gas-pressurized shock absorbers.

SAFETY

Second Generation depowered driver and right-front passenger airbags with passenger airbag deactivation switch; rear-wheel anti-lock brake system; optional 4-wheel anti-lock brake system (XLT & Splash).

DRIVELINE

Rear-wheel-drive or 4-wheel-drive shift-on-the-fly system with center disconnect.

CHASSIS

Fully boxed front ladder-type frame; twin forged independent short/long arm (SLA) front suspension; coil springs (4x2); torsion bar (4x4); gas-pressurized shock absorbers.

SAFETY

Second Generation depowered driver and right-front passenger airbags with passenger airbag deactivation switch; rear-wheel anti-lock brake system; optional 4-wheel anti-lock brake system (XLT & Splash).

TRANSMISSION

5-speed manual overdrive.

DRIVELINE

Rear-wheel-drive or Control-Trac 4-wheel-drive system.

CHASSIS

Fully boxed front ladder-type frame; twin forged independent short/long arm (SLA) front suspension; coil springs (4x2); torsion bar (4x4); gas-pressurized shock absorbers.

SAFETY

Second Generation depowered driver and right-front passenger airbags with passenger airbag deactivation switch; rear-wheel anti-lock brake system; optional 4-wheel anti-lock brake system (XLT & Splash).

CAPABILITY

Maximum payload: 1,260 lbs. standard; 1,660 lbs. optional.



WINDSTAR

ENGINES

3.0L V6 (3.0L and GL); 3.8L SPI V6 (LX, Limited; available on GL).

TRANSMISSION

4-speed automatic overdrive.

DRIVELINE

Rear-wheel drive; Control-Trac 4-wheel drive with dash-mounted, 3-position, rotary switch electronic transfer case; All-Wheel Drive (5.0L engine only).

CHASSIS

Body-on-frame construction; front coil/rear leaf springs suspension; gas-pressurized shock absorbers.

SAFETY

Second Generation depowered driver and front passenger airbags (optional passenger airbag over 8,500 lbs. GVWR for Econoline); 4-wheel anti-lock brake system (Club Wagon models and Econoline RV Preferred Equipment Package, opt. on Econoline models); rear-wheel anti-lock brake system (Econoline models).

CAPABILITY

Maximum Econoline standard payloads: 2,165 lbs. (E-150); 3,520 lbs. (E-250); 3,385 lbs. (E-250 Super Van); 4,140 lbs. (E-350). Club Wagon seating: 8-passenger (std.), 15-passenger (maximum with Super).

TRANSMISSION
4-speed automatic.
DRIVELINE
Rear-wheel

ROADSIDE ASSISTANCE PROGRAM

Every new Ford includes the assurance of a 24-hour emergency Roadside Assistance Program provided during the 3-year/36,000-mile bumper-to-bumper warranty. Ask your dealer for complete details on this program which includes such services as fuel delivery, tire change, jump start, or even help when you're locked out of your vehicle.



Ford Credit offers a wide variety of financing and leasing programs to qualified buyers which can be arranged right at the dealership. Ask your Ford Dealer for the complete facts on these programs.



Optional Ford Extended Service Plans go beyond the basic 3-year/36,000-mile warranty. Ask your dealer for complete details on the optional plans and for a copy of the limited warranty.

DEALER-INSTALLED ACCESSORIES

Your Ford Dealer offers a variety of quality Ford-brand accessories that meet or exceed our strict specifications.

FOR INDIVIDUAL VEHICLE CATALOG REQUESTS

Please call 1-800-258-FORD or visit our web site at www.ford.com.

