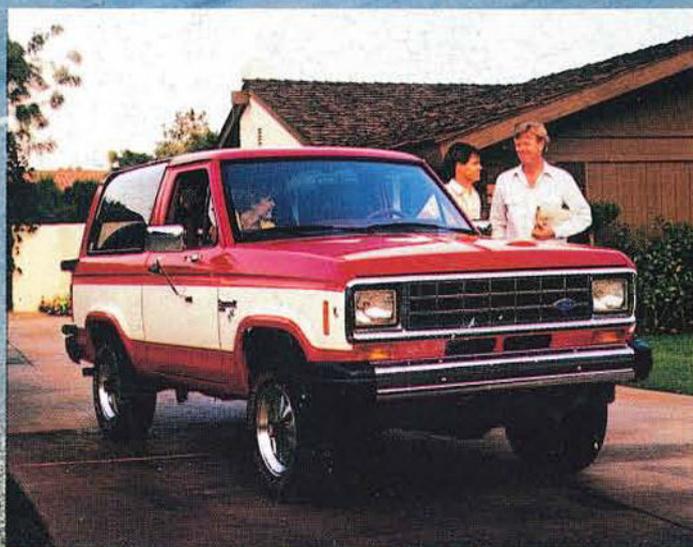


1985 FORD TRUCKS

America's Truck—Built Ford Tough



FORD TRUCKS FOR 1985

Ford Motor Company is a customer-driven company.



Donald E. Petersen

Donald E. Petersen
Chairman
Ford Motor Company

We at Ford Motor Company pride ourselves on being a "customer-driven" organization.

In every segment of the market, our single-minded goal is to provide products and services that will satisfy each customer's driving and transportation needs. That means building cars and trucks with operating and performance competence, satisfying aesthetics, safety, and serviceability. It means producing products that are truly fun to drive.

We are determined to build the finest quality cars and trucks in the world—no exceptions. And we are committed to the concept of total product integrity. No detail is too small to deserve our attention. Every action we take is carefully considered in light of the needs of our customers.

In short, we want to offer you and our other customers the best automotive values in the world.

The 1985 Ford Pickup is an excellent example of that philosophy.



F-Series Flareside Pickup



Ranger Pickup



Bronco II



Bronco



Econoline Van



Club Wagon

Best-built American Trucks

At Ford, Quality is Job 1. A 1984 survey established that Ford makes the best-built American trucks. This is based on an average of problems reported by owners in the prior six months on 1981-1983 models designed and built in the U.S.

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A word about this catalog: Some of the equipment shown or described throughout the catalog is available at extra cost.

1985 FORD F-SERIES PICKUP 4x2 AND 4x4

Ford full-size pickups are tough, powerful and number one!

Big and brawny Ford pickups are offered in a complete line, including Regular Cab, SuperCab and Crew Cab models, both 4x2 and 4x4. Already known for their power and performance, new and improved engines are ready for 1985. Add Ford's Company-wide emphasis on quality, and little wonder Ford F-Series Pickups continue to lead the field. And Ford has been the sales leader for over seven straight years!*

*R. L. Polk & Co. cumulative registrations 1977 thru April, 1984.

Performance highlights

Standard 4.9L engine. The biggest, most popular 6-cylinder available in any full-size pickup, and it's controlled by one of the world's most advanced onboard automotive computers—EEC-IV (models under 8,500 lb. GVWR).

New state-of-the-art 5.0L EFI V-8. A high-performance, high-technology V-8 engine that offers 31% more horsepower (in 4x2s—based on SAE standard J-1349) than the engine it replaced. It's ideal for trailer towing and other applications requiring extra power. At the same time, advanced multipoint fuel injection provides eight individual ports for exact fuel metering. This contributes both to responsiveness and smooth operation.

5.8L High Output V-8. America's most powerful mid-size V-8 engine (under 8,500-lb. GVWR). Big, free-breathing "Holley 4180" 4-barrel carburetor, large 17-inch air cleaner, and special low-back pressure exhaust system provide outstanding pickup and load-moving power.

7.5L V-8—the biggest engine in its class!

Here's the tops in big Ford pickup V-8 power for maximum trucking ease. It's made to order for big campers, trailer towing and hefty commercial uses.

6.9L V-8 diesel. Newest, most powerful true-truck heavy-duty diesel available in pickups today. Top performance with diesel economy. The 6.9L heavy-duty diesel has the most power in its class.

Automatic Overdrive option. In overdrive 4th gear, torque is transmitted by way of direct (100%) mechanical linkup, which eliminates power-wasting hydraulic slippage. In overdrive gear, engine rpm are cut by about one-third to decrease fuel consumption. Available in F-150/250 models under 8,500 lb. GVWR.

Full-size Regular Cab. The spacious Ford F-Series Regular Cab has a generous full-width seat with 64.2 inches of shoulder room for spread-out 3-passenger seating comfort. **SuperCab.** A Ford full-size pickup exclusive, it's the only two-door pickup big enough for an optional full-width bench seat in back. It's roomy enough for a family of six (seating for five standard). **Crew Cab.** Comfortable accommodations for six adults. New features for 1985 include a dual rear wheel 4x2 model and the availability of the powerful 6.9L diesel.

Ford 4-Wheelers. Here's the same power and cab choice as 4x2s. The 2-speed transfer case is the heart of the 4x4 drive system. The convenient floor-mounted lever allows shifting between 2-wheel high and 4-wheel high, without stopping when the hubs are locked. The standard free-running hubs are manual locking with automatic locking hubs optional on F-150 models. Tough, Twin-Traction Beam front suspension is another key 4x4 feature on F-150 and F-250 models. A new 5,000 lb. Mono-beam front suspension will be standard on F-350s beginning in February, 1985.



Crew Cab with dual rear wheels



XLT Lariat interior—new for 1985—comfortable and good-looking. Some equipment shown may be optional.



F-150 XLT Lariat SuperCab Styleside Pickup. Some equipment shown may be optional.



F-150 XLT Lariat Styleside Pickup shown with optional Deluxe Two-Tone, bright low-mount western mirrors, sliding rear window, chrome rear step bumper, sport wheel covers and chrome grille.

1985 FORD RANGER 4x2 AND 4x4

Ford's commitment to quality, plus new power and economy*.

Ranger is Ford's small pickup that looks great and is fun to drive. It's the optimum blend for size, comfort and convenience features in a hard-worker with thrifty fuel economy*. And when it comes to toughness, Ranger is built with a tradition of toughness like the big Fords. It has a solid capacity for work with big payloads ranging up to 1,765 pounds.

The pickup box allows up to 500 lb. of regular 4x8-foot panels to be laid flat (tailgate lowered). This is accomplished by putting two 2x6-inch boards crossways into the side support pockets of the box inner panels. Overall, Ranger is a quality-built pickup that offers small-truck economy* along with many full-size features.

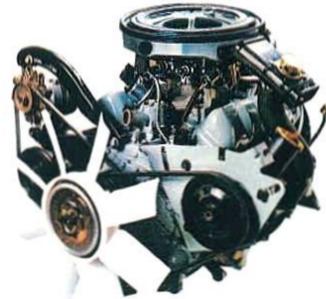
*See EPA statement on back cover.

Advanced technology under the hood. EFI and EEC-IV—one of the world's most sophisticated automotive computers.

The new 2.3L Electronic Fuel Injected 4-cylinder

engine benefits from the EEC-IV computer, state-of-the-art, microprocessor-based control system capable of processing thousands of operations per second. And new multi-port fuel injection allows a precise metering of fuel to each cylinder for optimum power, response and efficiency. Engine includes new hydraulic front (with optional Automatic Overdrive transmission) and rear engine mounts. Similar to those available on high-tech European cars like Mercedes, BMW and Ford Sierra, hydraulic engine mounting system improves ride by dampening vibration and shock.

A 5-speed manual Overdrive transmission is now standard with a new 4-speed Automatic Overdrive transmission available. In addition, the popular and powerful 2.8L V-6 engine is offered, and a new 2.3L turbo diesel will be available in February, 1985.



Powerful 2.8L V-6

Double-wall construction. Ranger is constructed with many features similar to its bigger counterpart, the full-size Ford pickups. There's double-wall construction in the hood, roof, doors, pickup box sides and tailgate. The box is all-welded.

Underneath that sleek, strong Ford body is a tough ladder-type frame, computer-selected front coil and rear leaf springs. Also up front is Ford's famous Twin-I-Beam independent suspension (4x2), that features adjustable camber and lubed-for-life ball joints. Rugged Twin-Traction Beam IFS has an integral differential carrier skid plate on 4x4s. Includes adjustable camber and "lubed for life" axle shaft U-joints. Also the 4x4 driveshaft slip yokes are lubed and sealed with special rubber boots, requiring no scheduled maintenance.

Roomy interior comfort. Ranger's roomy cab, the widest of the compacts, accommodates three people. Head room is rated at 39.2 inches with "driver command" seating, which also allows 42.4 inches in leg room.

Choice of two- or four-wheel drive. On the road or off—Ford Ranger gives you the right choice of traction to do your job. Tough 4x4 or 4x2 models.

Choice of options. Ranger offers option flexibility when ordering, a key feature not provided by most imports. Ranger is available with a Snow Plow Preparation Package and a special Camper or Trailer Towing Package for recreation fun, plus there's a Chassis-Cab 4x2 Ranger for body and payloads up to 2,205 lb.



Above: Ranger with optional rear step bumper and V-6 engine. Right: Ranger XLT with optional bucket seats and console.



Optional XLT Appearance Package.



Some additional equipment shown above may be optional.



Ranger XLT 4x4 shown with optional Deluxe Two-Tone, low-mount western mirrors, rear step bumper, cast aluminum wheels, RWL tires, sliding rear window, and V-6 engine.

1985 FORD BRONCO II/ BRONCO

Bronco II is the versatile 4-wheeler and it's Built Ford Tough

Ford's trim-size Bronco II is both rugged and stylish for off-road excitement plus suburban utility and fun. For 1985, the performance-proven, standard 2.8L V-6 is matched with an easy-shifting, fuel-saving 5-speed manual overdrive transmission. Ford's highly efficient 4-speed Automatic Overdrive transmission is also available for convenient driving ease.

Underneath, Bronco II is equipped with an efficient chain-driven 2-speed transfer case and Ford's exclusive Twin-Traction Beam independent front suspension. Inside, Bronco II has uncrowded comfort for four with reclining front bucket seats and a split fold-down rear bench seat for added versatility. There's full-length carpeting, cloth headliner and even the rear seat backs are carpeted for a completely tailored finish.

A true foul-weather friend. If a snow storm comes in, just shift into 4WD and relax. Bronco II also

includes power steering and power brakes. Front hubs are the manual-locking free-wheeling type. Automatic locking hubs are available.

Bronco II/Eddie Bauer—beauty in the rough. The Eddie Bauer Bronco II Package adds distinctive interior appointments (speed control and tilt steering wheel are now included) and exterior trim.

Bronco is a tough 4x4—on or off road.

Ford full-size Bronco lets everyone in the family enjoy the great outdoors with room for five passengers (six with the optional front bench seat).

The standard 4.9L Six is linked to a 4-speed manual transmission. And there's a choice of a new 5.0L EFI and 5.8L HO V-8 engines—the most powerful V-8 in a utility vehicle!

New state-of-the-art 5.0L EFI V-8. For extra power, this new Ford V-8 is made to order. It puts out 27% more horsepower (SAE J-1349) than the engine it

replaced. Among its high-technology features are advanced multiport fuel injection that provides eight individual ports for exact fuel metering. Benefits are responsiveness and smooth operation. And it's available with Automatic Overdrive transmission.

Power steering, power brakes, interval windshield wipers, Twin-Traction Beam front suspension, big 32-gallon fuel tank and P-235/75R 15XL tires are all standard. The rear tailgate window is power-operated and the tailgate folds down and out for extra-long loads.

Now an Eddie Bauer full-size Bronco, too. Here are head-turning looks and new performance with 5.0 V-8 EFI standard. Eddie Bauer Bronco also features: XLT trim, Special Two-Tone paint, dual front Captain's Chairs, flip-fold rear cloth seat, tan outside spare tire cover, deluxe argent styled steel wheels, RWL tires and Privacy® glass.



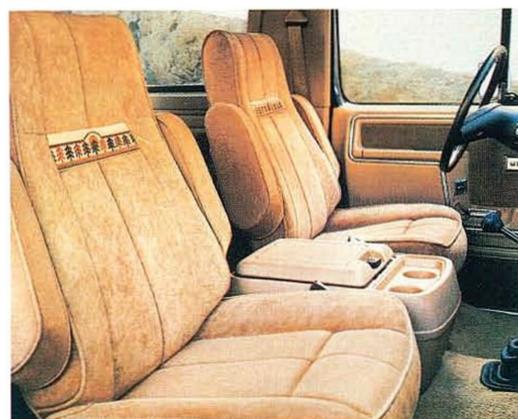
Eddie Bauer Bronco II†



Eddie Bauer Bronco†



Bronco II XLT interior†



Eddie Bauer Bronco interior†

†Some equipment shown may be optional.



Bronco II XLT shown with optional Deluxe Two-Tone, quad Captain's Chairs, cast aluminum wheels, swing-away spare tire carrier, and RWL tires.

1985 FORD CLUB WAGON/ ECONOLINE VAN

The full-size Ford Club Wagon is big on room, big on power and big on comfort.

Ford Club Wagons are perfect for families and friends on the go. Spacious Club Wagons can easily bring people together with all their luggage and gear. They can be tailored to meet the needs of any size family and are ideal for vacations, recreation, van pooling, and many more people-moving applications. Regular Club Wagons can seat up to 12 passengers—up to 15 in the longer Super Wagon. There's a wide variety of seating arrangements. And all 3-passenger bench seats are quick-release, so they can be easily removed to carry big items. For added comfort and convenience there's a great choice of options from new power windows and door locks to Captain's Chairs.

Tops in trailer towing. For trailer towing, Club Wagon far exceeds conventional wagons. The E-250 and E-350 models equipped with the improved 7.5L gas V-8, give Club Wagon a GCWR up to 18,500 lb. (10,000 lb. trailers). Equipped with the 5.8L HO V-8, a popular-sized E-150 has a maximum trailer rating of 6,700 lb. Ford-built body-on-frame toughness and power to tackle big trailering assignments!

Ford Econoline Van—America's Van leader, year after year

There are more Econoline vans on America's roads today than any other van. And it's not surprising at all when you consider what Econoline has to offer.

Big payload capacity—up to 4,835 lb.

Econoline's large cargo area is matched with high rating capacity. A properly equipped E-350 Econoline Van is capable of carrying payloads up to 4,835 lb. (4,250 lb. on Super Vans).

Your choice of side cargo door styles. The standard hinged doors open outward. Or you may choose the sliding side cargo door at no extra cost. It slides open flush along the bodyside.

Choice of body styles. Vans are available in 124- and 138-in. wheelbases. The 138-in. wheelbase also has an extended version—the Super Van. Both Regular and Super Vans come in a choice of body styles.

Cargo Vans have cargo volumes ranging from 252-cu. ft. (Regular Vans) to 347-cu. ft. (Super Vans) and a wide range of payload capacities to match any job, which makes them a popular choice for RV conversions.

Window Vans allow you to enjoy the scenery and carry lots of cargo at the same time. **Display Vans** feature windows in all doors, plus a large display window in the right-hand quarter panel bodyside (Regular Van only). **Commercial or Recreation Vehicle Cutaway Vans and Stripped Chassis** are also available.

Club Wagon/Econoline Van

More power to get more work done, to have more fun when the workday ends. For 1985, Ford features a new range of powerful gasoline engines starting with the standard 4.9L 6-cylinder—the biggest Six available in similar entries—and moving up to the 5.0L V-8 and 5.8L HO V-8—the most

powerful mid-size V-8 under 8,500-lb. GVWR. The top displacement 7.5L V-8 is the biggest V-8 in its class. The high-torque 6.9L diesel engine is also available. It, too, leads its class in power output.

Get all the details on these outstanding engines from your Ford Dealer.

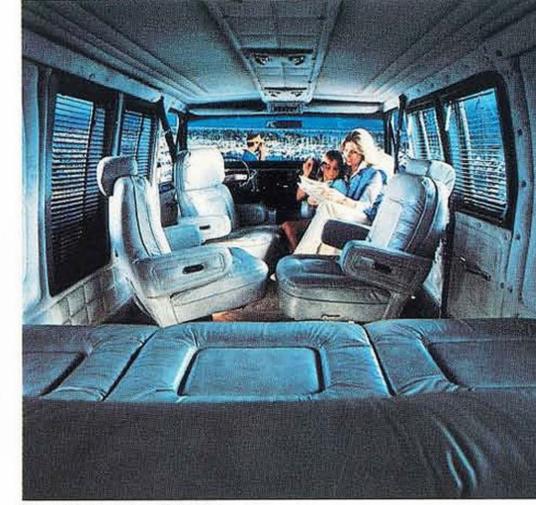
Built tough/easy to service. Ford Club Wagons and Econoline Vans are Built Ford Tough with rugged body-on-frame construction, famous forged Twin-I-Beam front suspension and out-front design that places 28 key maintenance items within easy reach. Out-front design also allows plenty of move-around room in the front compartment and easy vehicle ingress/egress.



Econoline Van interior.*



Van Conversion



Van Conversion interior



Club Wagon interior.*



Club Wagon XLT shown with optional Deluxe Two-Tone paint, rear step bumper, deluxe wheel covers, and WSW tires.



Econoline Van XL shown with optional sport wheel covers, sliding cargo door with fixed glass and rear door glass.

*Some equipment shown may be optional.

SAFETY FEATURES AND OWNER INFORMATION

A commitment to safety

Safety, like quality, begins as an attitude, a way of thinking that's fundamental in the shaping of a vehicle's structure and components from the drawing board to assembly.

Occupant safety

Ford commits enormous resources every year to the development and testing of all truck lines and their occupant protection features.

Body structures are carefully designed from the start with passenger safety as a primary concern. After they are validated for theoretical soundness, structures are assembled into prototype vehicles and subjected to exhaustive crash testing.

Operating safety

This term applies to a vehicle's ability, with the aid of the driver, to avoid an accident.

Ford trucks are engineered to do their part—provide suspension and steering systems designed for control, as well as a brake system that is designed to provide fast stopping action along with fade resistance.

Of course, it's up to the driver to make the best use of the vehicle's accident-avoidance equipment. This involves driving defensively, reacting in time, and such seemingly small things as properly regulating the ventilation system (to help the driver stay alert).

Get it together—buckle up.

Ford Motor Company strongly encourages all passengers to use their safety belts.

In Ford trucks, outboard front seat lap and shoulder belts have automatic retractors. Outboard rear seat positions (F-Series SuperCab and Crew Cab) also have lap belts with retractors.

Ford urges the use of child and infant restraints, even in states where they are not required by law. Ford's easy to install Tot-Guard (for children 20 to 50 pounds) and Infant Carrier (for children up to 20 pounds) are available at all Ford Dealers. If a child restraint requires a top- tether, Ford trucks provide for special anchorages.

Scheduled maintenance

Ford wants to reduce the frequency and cost of scheduled maintenance to an absolute minimum. Some examples of scheduled maintenance are listed in the individual Ford truck line catalogs.

Complete maintenance recommendations are provided in the Ford Owner Guide for each truck line.

Gas mileage

EPA ratings for standard Ranger powerteam are 26 city and 30 highway. Ratings for other Ranger powerteams and other Ford truck series available at Ford dealers. EPA estimates. Actual mileage will vary with maintenance, options, driving conditions and driving habits. California estimates may be lower.



As part of Ford Motor Company's commitment to your total satisfaction, participating Ford Dealers offer the Free Lifetime Service Guarantee. They stand behind their work, in writing, for as long as you own your truck.

This guarantee covers virtually every repair you pay for after your new vehicle warranty expires. Now when you pay for a covered repair once, you never have to pay for the same repair again. Ever. The dealer who did the work will fix it free. Free parts. Free labor.

While it doesn't cover routine maintenance parts, belts, hoses, sheet metal or upholstery, this limited warranty does cover thousands of parts in normal use.

No other car company's dealers, foreign or domestic, offer this kind of security. Nobody.

See your participating Ford Dealer for details.



Ford Motor Company's optional Extended Service Plan covers major components on new Ford cars and light trucks for longer than the vehicle's basic warranty. The cost is so moderate for the protection you get that it could pay for itself the first time you need it. Your Ford Dealer will be happy to detail the plan for you. Available on all cars and most light trucks, it is honored by more than 6,100 Ford and Lincoln-Mercury dealers nationwide and in Canada.



Genuine Ford and Motorcraft original equipment replacement parts are precision engineered and manufactured to Ford specifications to deliver top-level performance in all Ford-built cars and trucks. The Ford and Motorcraft brand names are your best assurance of quality and long-term satisfaction because these replacement parts meet the same high standards as those installed in production, and at Ford, "Quality is Job 1."

The commitment to quality by Ford and its dealers can save you money on repairs, too.

In addition to the Lifetime Service Guarantee, the Extended Service Plan and Ford and Motorcraft original equipment parts already described, Ford and Ford Dealers are working in other ways to save you money on repairs and help ensure your satisfaction.

Nationwide dealer network ready to assist you.

Should your Ford car or truck need repair while you're traveling or away from home, the nearest servicing dealer can be located simply by calling one of the toll-free numbers listed under "Ford-paid repair programs."

Specialized tools and equipment.

The latest in diagnostic and service equipment designed especially for use in the repair of Ford Motor Company products is available. This equipment helps the technician make the repair properly so you won't have to come back a second time.

Continued service technician training.

Dealership technicians are continuously updated on the latest techniques and procedures to help them keep your Ford car or truck running at its best.

Ford-paid repair programs after the warranty period

Sometimes Ford offers adjustment programs to pay all or part of the cost of certain repairs. These programs are intended to assist owners and are in addition to the warranty or to required recalls. Ask Ford or your dealer about such programs relating to your Ford or Lincoln-Mercury vehicle.

To get copies of any adjustment program for your vehicle or the vehicle of interest to you: Call Ford toll-free at 1-800-241-3673. Alaska/Hawaii call 1-800-241-3711 and in Georgia call 1-800-282-0959.

Or write Ford at:

Ford Customer Information System
Post Office Box 95427
Atlanta, Georgia 30347

We'll need your name and address; year, make and model vehicle, as well as engine size; and whether you have a manual or automatic transmission.

Technical service bulletins

All vehicles need repairs during their lifetime. Sometimes Ford issues technical service bulletins (TSBs) and easy-to-read explanations describing unusual engine or transmission conditions which may lead to costly repairs, the recommended repairs, and new repair procedures. Often a repair now can prevent a more serious repair later. Ask Ford or your dealer for any such TSBs and explanations relating to your Ford or Lincoln-Mercury vehicle.

To get copies of these technical service bulletins and explanations for your vehicle or the vehicle of interest to you: Call Ford toll-free at 1-800-241-3673. Alaska/Hawaii call 1-800-241-3711 and in Georgia call 1-800-282-0959.

Or write Ford at:

Ford Customer Information System
Post Office Box 95427
Atlanta, Georgia 30347

We'll need your name and address; year, make and model vehicle, as well as engine size; and whether you have a manual or automatic transmission.

Options availability

Options shown or described in this catalog are available at extra cost and may be offered only in combination with other options or subject to additional ordering requirements or limitations.

Product changes

Ford Division reserves the right to change product specifications at any time without incurring obligations. It is important to note also that some of the items shown on vehicles in this publication are available through retail organizations and establishments not connected with Ford Motor Company. Availability, price, quality and durability of these items rest solely with the respective manufacturers and their sales organizations, and Ford assumes no responsibility for their use.

"Ask your Ford Dealer"

Following publication of this catalog, certain changes in standard equipment, options, prices and the like, or product delays, may have occurred which would not be included in these pages. Your Ford Dealer is your best source for up-to-date information.

FORD TRUCKS

