

FORD

'93

FORD TRUCKS



1993 FORD TRUCKS

Nowadays, people drive trucks for just about any reason you can think of. You're just as likely to see a pickup carrying groceries from the market as transporting materials from the supply yard.

The reasons for buying trucks have grown dramatically over the years. And so have our efforts to design and engineer trucks that are second to none in overall quality, value, and dependability.

Pickups and vans and utility vehicles, full-size and compact. We build them all. A complete line

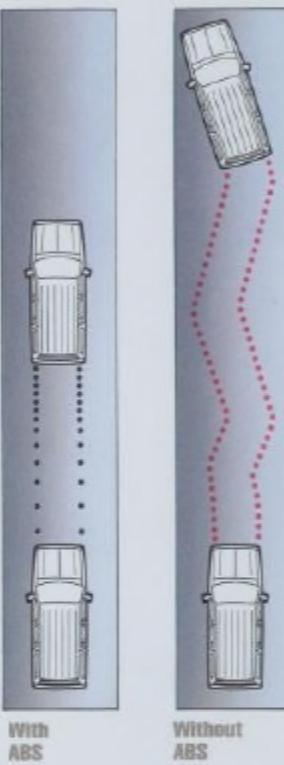
Ford Trucks. The Best Never Rest.™

of light trucks designed to meet your most demanding personal or commercial needs. And they're all built with an attitude of continuous improvement that's made Ford the most popular name in trucks. *The Best Never Rest.*

Making our trucks responsive to your needs is



Only Ford offers a driver air bag to supplement the safety belts in both compact and select full-size vans.



Anti-lock rear brakes, standard on pickups and vans, are designed to provide smooth, straight stops under most conditions. 4-wheel anti-lock brakes, now a standard feature on Bronco and Explorer utility vehicles, are designed also to provide greater steering control.



Aerostar Wagon for 1993 offers new optional integrated child safety seats. See your dealer for date of availability.

especially evident in the important area of safety.

Only Ford offers a driver air bag to supplement the safety belts in mini and select full-size vans. Rear outboard shoulder belts are supplied in pickups with forward-facing bench seat.

Our popular full-size and compact utility vehicles are now equipped with 4-wheel anti-lock brakes. Pickups and vans continue to provide an anti-lock rear brake system. What's more, new optional integrated child safety seats are available in Aerostar Wagon.

Our concern for safety goes far beyond a list of product features, however. Not only do we design our trucks to meet or exceed federal crash test requirements, but we perform special safety testing of our own.

With our firm commitment to quality and value, and to your comfort and safety, you can easily see why we're America's best-selling truck line.

NEW 1993 FORD RANGER



This is some hot truck. The new Ford Ranger for 1993. It's rugged. It's versatile. And fun. It's all the things that have made it America's best-selling compact pickup the past six years.

And it's something else. It's improved.

Totally restyled, the Ranger for 1993 has a more aerodynamic shape. And its ergonomically refined interior design provides greater driving comfort and convenience.

The suspension system delivers a smooth and controlled ride. The steering has a better "on center" feel. And some Ranger models, capable of carrying bigger payloads, provide greater utility than ever before.

And what's more, the Ranger 4-wheelers have a distinctively dynamic style all their own, with new larger-diameter tires, redesigned fog lamps (available as an option), and stylish wheel flares.



Ranger 4x4.
And the XLT SuperCab interior in Opal Grey.
Some equipment shown is optional.

In addition to the Regular Cab and SuperCab, 4x2 and 4x4, there are four Ranger trim levels: the performance-oriented STX; the value-packed XLT; the rugged XL; and the youthful XL Sport.

Evolution in truck design and engineering such as this comes naturally out of the Ford philosophy of continuous improvement. Which is another way of saying, "The Best Never Rest."

1993 FORD F-SERIES

The best selling vehicle in America is not a car. It's a truck — the Ford F-Series.*

The F-Series has not only been the best-selling pickup for fifteen years running* — it also has the highest owner loyalty among trucks in its class.†

Choose from the F-150/250/250HD/350 or F-Super Duty. XL or XLT trim level. Regular Cab, SuperCab or Crew Cab. Styleside or Flareside model. 2-wheel or 4-wheel drive. Electronically fuel-injected gasoline engines. Or the largest V-8 diesel in a full-size pickup.

Rear anti-lock brake system is standard (except F-Super Duty) along with 3-point outboard rear bench seat belts (SuperCab and Crew Cab).

New for 1993, the optional electronic speed control is designed to provide a smoother, faster response, including a convenient tap up/tap down feature in one-mile-per-hour increments.



And new also is the F-Series Preferred Care Program, which provides owners with select after-sale support exceeding the base warranty. For full details, see your Ford Dealer.

Ford F-Series. Test drive one today. See what we mean when we say, "The Best Never Rest."



Below: The F-Series XLT SuperCab interior in Dark Charcoal. And the F-150 XLT Regular Cab in Bright Red over Dark Gray Metallic. Some equipment shown is optional.

*Based on model year manufacturers' reported retail deliveries through June, 1992.

†Based on the 1991 New Vehicle Buyer Survey.

1993 FORD EXPLORER



Since its introduction two years ago, Explorer has been America's best-selling compact utility. Which isn't surprising when you consider its performance, versatility, spaciousness and comfort.

Aerodynamic in design, the Explorer is powered by a multi-port electronically fuel-injected 4.0-liter V-6. The handling is responsive, the steering precise. And the independent front suspension and long wheelbase help smooth the ride.

New for 1993, Explorer is equipped with the added control of 4-wheel anti-lock brakes.

The Explorer 4x4 comes with standard Touch Drive transfer case with controls on the instrument panel. But if you don't really need the extra



traction, there's the Explorer 4x2 configuration.

Choose the roomy 4-Door or the sporty 2-Door. Either way, you'll experience what makes Explorer America's most popular compact utility.

Above: The top-of-the-line Explorer Eddie Bauer 4-Door with its unique two-tone paint treatment in Cayman Green Clearcoat Metallic/Mocha. And the Eddie Bauer 4-Door interior with reclining sport bucket seats. Some equipment shown is optional.

1993 FORD BRONCO

America has had a long standing love affair with Ford Bronco. It's been the best-selling full-size utility vehicle for thirteen years in a row.*

The '93 Bronco is simply more of a good thing. More standard power. More safety features. And lots of comfort and convenience.

A 4-wheel anti-lock braking system is now standard, along with a responsive 5.0-liter multi-port EFI V-8 engine. The new optional electronic

speed control is designed to provide a smoother, faster response, including a tap up/tap down feature in 1-mph increments.

Some things haven't changed. Touch-Drive transfer case option. "Multi-port" electronic fuel-injection. Optional 5.8-liter V-8 with electronically controlled 4-speed automatic overdrive transmission. Plus three models: Custom, XLT, and the top-of-the-line Eddie Bauer.

*Based on model year manufacturers' reported retail deliveries through June, 1992.

Right: Bronco Eddie Bauer interior in Medium Mocha with captain's chairs in leather seating surfaces.

Far right: Bronco Eddie Bauer in two-tone Emerald Green Metallic and Bright Medium Mocha Metallic.



1993 FORD CLUB WAGON

Club Wagon is the most advanced of the full-size passenger vans. It is also, as you might well expect, the best seller in its class.

Club Wagon has an aerodynamic shape. An ergonomic and spacious interior. The only driver air bag in a full-size van to supplement your safety belt (only in Regular Wagon). "Out-front" design and body-on-frame construction are also exclusive Ford Club Wagon features.

You have four "multi-port" fuel injected gas engines and a diesel engine to choose from. Three models: Regular Wagon, HD Regular Wagon and Super Wagon, offering a selection of 7-, 8-, 12- and 15-passenger seating arrangements. There are three trim levels as well: Custom, XLT, and Chateau.

Ford Club Wagon for 1993. It's simply many years ahead of anything else in its class.



Far left: The top-of-the-line Club Wagon Chateau interior in Crystal Blue. The Chateau comes with quad captain's chairs and the combination rear seat/bed

Left: The Club Wagon Chateau with its unique two-tone treatment in Silver Clearcoat Metallic over Crystal Blue Clearcoat Metallic.

1993 FORD ECONOLINE/AEROSTAR VAN

Today's Econoline Van is in a class by itself, with its advanced design and a driver air bag to supplement your safety belt (air bag standard in all models except E-350).

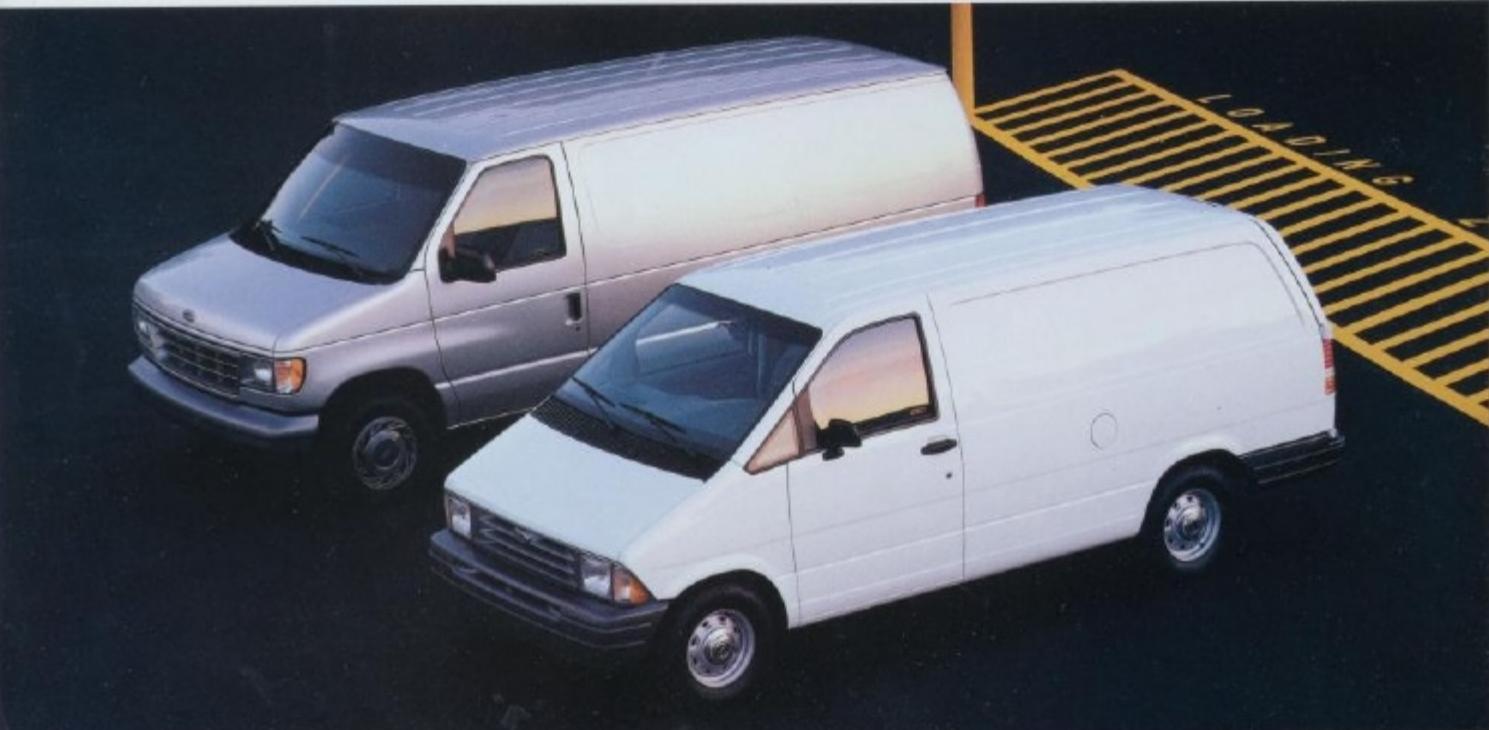
Econoline is ready for work, with proven Ford features like exclusive body-on-frame construction. Ford's "out-front" design, too. Regular and Super Van models offer a wide range of pay-loads, gasoline or diesel power.

Aerostar is versatile, spacious, and tough. It has ergonomically designed instrumentation plus a list of safety features including a driver-side air bag to supplement the safety belts.

Choose regular- or extended-length bodystyle, multi-port electronic fuel-injected 3.0-liter or 4.0-liter V-6, 2-wheel drive or electronic 4-wheel drive. You're sure to find the right Ford Aerostar Van to fit your particular requirements.

Right: Econoline Regular Van in Silver Clearcoat Metallic and Aerostar Extended-length Van in Oxford White.

Some equipment shown on these pages is optional.



STANDARD FEATURES

F-SERIES

- 4.9-liter I-6 engine
- Multi-port electronic fuel injection and EEC-IV computer controls
- 5-speed manual overdrive transmission
- Twin-I-Beam independent front suspension system (4x2)
- Twin-Traction Beam independent front suspension system (4x4)
- Nitrogen gas-pressurized shocks
- Power steering
- Power front disc brakes; rear drum brakes with rear anti-lock system
- Automatic locking hubs (4x4)
- Two-speed transfer case (4x4)

BRONCO

- 5.0-liter V-8 engine
- Multi-port electronic fuel injection and EEC-IV computer controls
- 5-speed manual overdrive transmission (4-speed automatic overdrive in Eddie Bauer)
- Twin-Traction Beam independent front suspension system; nitrogen gas-pressurized shock absorbers
- Power front disc/rear drum brakes
- 4-wheel anti-lock brake system
- Automatic locking hubs
- Two-speed transfer case w/skid plate
- Power steering

EXPLORER

- 4.0-liter V-6 engine
- Multi-port electronic fuel injection and EEC-IV computer controls

BUMPER-TO-BUMPER COVERAGE

The 36-month/36,000-mile bumper-to-bumper coverage of Ford's new vehicle limited warranty covers the complete vehicle (except tires, battery, service adjustments and other items covered under separate provisions) against defects in factory-supplied materials or workmanship. For complete information, see your Ford Dealer.

 **EXTENDED SERVICE PLAN** Optional Ford Extended Service Plans can cover major components on new

Ford cars and light trucks for longer than the vehicle's basic warranty. Your Ford Dealer has full details.

SPECIFY GENUINE FORD COLLISION REPAIR PARTS

Genuine Ford sheet metal and plastic replacement collision parts, such as hood, doors, fenders and bumper

- 5-speed manual OD transmission
- Twin-I-Beam independent front suspension system (4x2)
- Twin-Traction Beam independent front suspension system (4x4)
- Nitrogen gas-pressurized shocks
- Power steering
- Power front disc/rear drum brakes
- 4-wheel anti-lock brake system
- Touch Drive Electronic Shift transfer case (4x4)

RANGER

- 2.8-liter I-4 or 3.0-liter V-6 — standard engine depends on model and trim level
- Multi-port electronic fuel injection and EEC-IV computer controls
- 5-speed manual overdrive transmission
- Twin-I-Beam independent front suspension system (4x2)
- Twin-Traction Beam independent front suspension system (4x4)
- Nitrogen gas-pressurized shocks
- Power front disc brakes; rear drum brakes with rear anti-lock system
- Touch Drive electric shift transfer case (4x4)

CLUB WAGON

- 4.9-liter I-6 engine
- Multi-port electronic fuel injection and EEC-IV computer controls
- Electronic 4-speed automatic transmission
- Twin-I-Beam independent front suspension system; nitrogen gas-pressurized shocks

- Power front disc brakes; rear drum brakes with rear anti-lock system
- Power steering
- Regular Wagon driver-side air bag (not available in HD Regular Wagon or Super Wagon) to supplement the safety belts

ECONOLINE VAN

- 4.9-liter I-6 engine
- Multi-port electronic fuel injection and EEC-IV computer controls
- 3-speed automatic transmission
- Twin-I-Beam independent front suspension system; nitrogen gas-pressurized shock absorbers
- Power front disc brakes; rear drum brakes with rear anti-lock system
- Power steering
- Driver air bag (all models except E-350) to supplement the safety belts

AEROSTAR

- 3.0-liter V-6 engine
- 4.0-liter V-6 with extended-length model and with Electronic 4WD
- Multi-port electronic fuel injection and EEC-IV computer controls
- 5-speed manual overdrive transmission
- Power front disc brakes; rear drum brakes with rear anti-lock system
- 4-corner coil spring suspension system; nitrogen gas-pressurized shock absorbers
- Power steering
- Driver-side air bag to supplement the safety belts

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

Following publication of the 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 Division reserves the right to change product specifications at any time without incurring obligations.



Ford Credit offers advantageous financing and leasing arrangements for qualified customers, plus the convenience of making them right where you buy or lease your truck — at your Ford dealer.

