

1973 FORD RANCHERO

THE PICKUP CAR





Ranchero GT . . . dramatic, practical. Side stripe highlights its sporty lines. Power choices range from a standard 302-cu. in. V-8 (250-cu. in. Six standard on Ranchero 500 and Squire) to the big 429-cubic-incher. Wide range of performance/handling options to choose from. Shown with optional bucket seats and bumper guards.





Ranchero Squire...luxurious, hardworking. Does a real truck job in style. Handsome Color Match woodgrain paneling and tailgate allows hint of body color to blend through. Many luxury options available. Shown with optional vinyl roof 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 guards, trailer towing package, whitewall tires and hub caps with trim rings.

RANCHERO GT

has (in addition to or in place of all the standard Ranchero 500 features shown below) • color-keyed bodyside stripe • racing mirrors painted body colors (left side remote control) • black hub caps with bright trim rings • F70 x 14 white lettered belted tires • GT grille crest.

Interior: unique door trim panels formed of resilient plastic with long, molded armrests • spare tire and tool compartment cover • bright trim on brake pedal • Ranchero GT instrument panel plaque.



▲ Ranchero GT interior with optional high-back vinyl bucket seats (also optional in Ranchero 500 and Squire).

▼ Ranchero Squire interior has optional flight-bench cloth seat with fold-down center armrest and deluxe door trim panels (optional Ranchero 500).

▼ Ranchero Squire instrument panel with optional air conditioner, SelectShift Cruise-O-Matic, radio and Rim-Blow sport steering wheel.



RANCHERO SQUIRE

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



Ranchero 500 interior.

RANCHERO 500

The value-packed Ranchero 500 (right) features full-width seat upholstered in black, blue, ginger, beige or green vinyl • color-keyed vinyl door trim panels with bright trim • deep-pile wall-to-wall carpeting • hi-level, flow-through ventilation • ventless door windows • impact-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 • 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 • padded, color-keyed instrument panel • emergency lamp flasher. **Exterior:** deluxe grille with moldings • bright impact-resistant 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 taillight bezels • 4 cargo tie-downs.

You might think Ford's Ranchero is a sports or luxury car. Especially when you consider its styling, interior decor, performance and handling. But a full-sized pickup box in the rear and 1250-lb. people-and-payload capacity will make you think again. For Ranchero is also a worker eager to take on truck-size jobs in fine style.

RANCHERO

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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 impact-resistant 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 you'll really appreciate on long hauls.

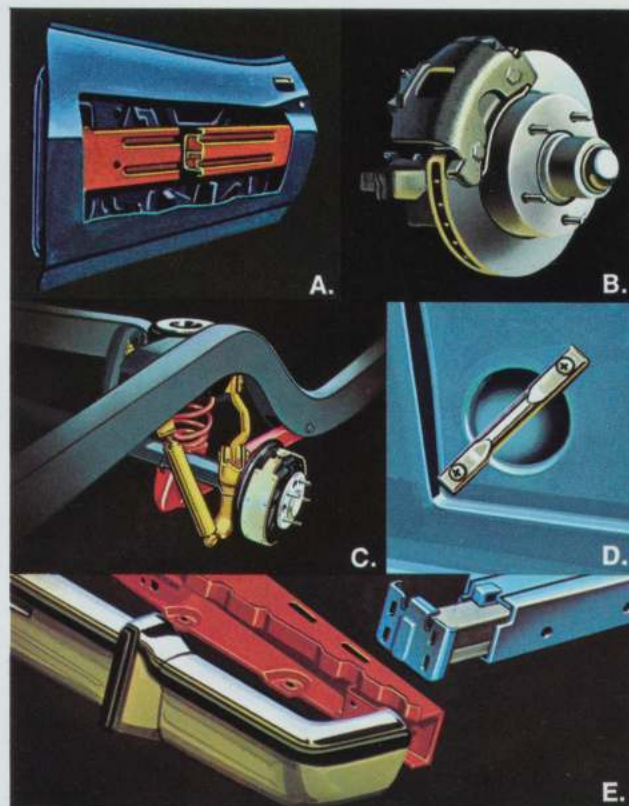
A 6½-FT. TRUNK

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 heavier 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.

If you're shopping for a second car, consider Ranchero. A Ranchero can do things ordinary second cars can't!

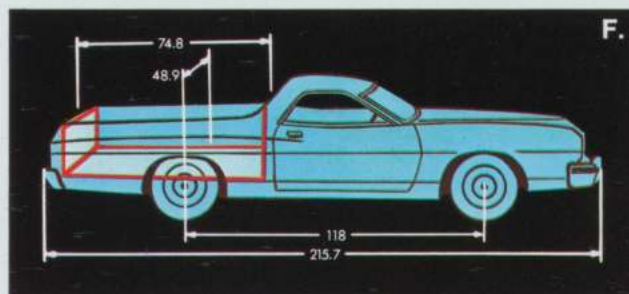
A. Sturdy steel guard rails are built into side doors. Guard rails help deflect penetration of passenger compartment in event of side impact.

B. Front disc brakes are standard. Disc brakes, the concept that stops big jet planes, are designed for straight stops.



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. New impact-resistant front bumper. All 1973 Rancheros have substantially improved impact-resistant front bumpers. The bumpers meet 1973 Federal Standards for up to 5-mph frontal impact protection straight into a flat, vertical fixed barrier without preventing normal operation of the latching, fuel, cooling and exhaust systems or of the propulsion, suspension, steering and braking systems. Tests show that, with optional bumper guards (shown), no substantial damage to sheetmetal should result from such a barrier impact at or below these speeds.

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

SPECIFICATIONS

Brakes: Self-adjusting front disc (10.7" diameter) and rear flared drum (10" x 2½"), dual master cylinder hydraulic system, foot-operated parking brakes. 11" x 2¼" rear brakes with 351, 400 and 429 V-8 engines.

Clutch: Single-plate torsion-disc: 10" diameter with 250 Six and 302 V-8, 11" with 351 (4V) V-8.

Colors: White, bright red, medium blue metallic, light blue, light pewter metallic, dark green metallic, medium green metallic, bright green-gold metallic, light green, medium brown metallic, tan, medium copper metallic, medium bright yellow. Color Glow paints—blue glow, ivy glow and gold glow—are optional. Black or white 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. Handling package available with 351 (4V) and 429 V-8's.

Tires: Standard: E78-14 B (F70 B white lettered tires on GT). Optional: F78-14 or 15 B, G78-14 or 15 B, H78-14 B, F70-14 B, G70-14 B, H70-14 B. Whitewalls optional in all sizes except G70 and H70. F70, G70 and H70 available in white lettered blackwalls. HR78-14 B steel-belted radial ply tires are available in black and whitewalls.

Pick your power from six spirited Ford engines. The 302-cu. in. V-8 is standard in the Ranchero GT; the 250-cu. in. Six standard in the Ranchero 500 and the Ranchero Squire. Optional engines range from 302-cu. in. V-8 to the big 4-venturi 429-cubic-incher.

ENGINES	250 SIX	302 V-8 (2V)	351 V-8 (2V)	351 V-8 (4V)	400 V-8 (2V)	429 V-8 (4V)
Displacement	250 cu. in.	302 cu. in.	351 cu. in.	351 cu. in.	400 cu. in.	429 cu. in.
Bore & Stroke (in.)	3.68 x 3.91	4.0 x 3.0	4.0 x 3.5	4.0 x 3.5	4.0 x 4.0	4.36 x 3.59

OPTIONS

Attractive Ranchero GT instrument panel illustrates the optional **instrument group** (also for V-8 equipped Ranchero 500) with tachometer, trip odometer, clock, ammeter, water temperature and oil pressure gauges.



Rim-Blow sport steering wheel, SelectShift Cruise-O-Matic (required with 351 [2V], 400 and 429 V-8's) for fully automatic or manual shifting, and **AM/FM stereo radio** options are also shown.

Other popular Ford Ranchero options include:

- SelectAire conditioner** for dehumidified cooling, integral heater with hi-level outlets provides all-season comfort
- power steering** for easy handling with heavy loads
- protection group** (for Ranchero 500) includes front and

- rear bumper guards, front bumper horizontal rub strip, vinyl insert bodyside moldings, and door edge guards
- flight bench seat** (Ranchero 500 and Squire) with fold-down center armrest and deluxe door trim panels
- cloth upholstery** for the standard seat in Ranchero 500
- sport cloth seat** is available on all models
- high-back vinyl bucket seats** for individualized comfort
- four-on-the-floor** (with 351 [4V] V-8) fully synchronized 4-speed transmission with Hurst® floor shifter
- vinyl roof** in black or white
- power front disc brakes**
- AM radio**
- 15-inch wheels** provide additional ground clearance
- full wheel covers** for 14- or 15-in. wheels
- deluxe wheel covers** (standard on Squire), **hub caps with trim rings** (standard on GT) and **mag-style wheels** (include 7-in. rims) are all available with 14-in. wheels
- tinted glass** all around
- electric clock** (standard Squire)
- dual racing-type mirrors** (standard GT) painted body color, left-hand mirror has remote control
- visibility group** includes ash tray, under hood and glove box lights; parking brake warning light; lights-on warning buzzer; illuminated light switch
- Class II (2000-3500 lb.) or Class III (3500-6000 lb.) trailer towing package**
- handling package** (with 351 [4V] and 429 V-8's) includes high-rate rear springs, heavy-duty front and rear shock absorbers, rear stabilizer bar and heavy-duty front stabilizer bar.

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FORD RANCHERO

Availability may be subject to Environmental Protection Agency certification.

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