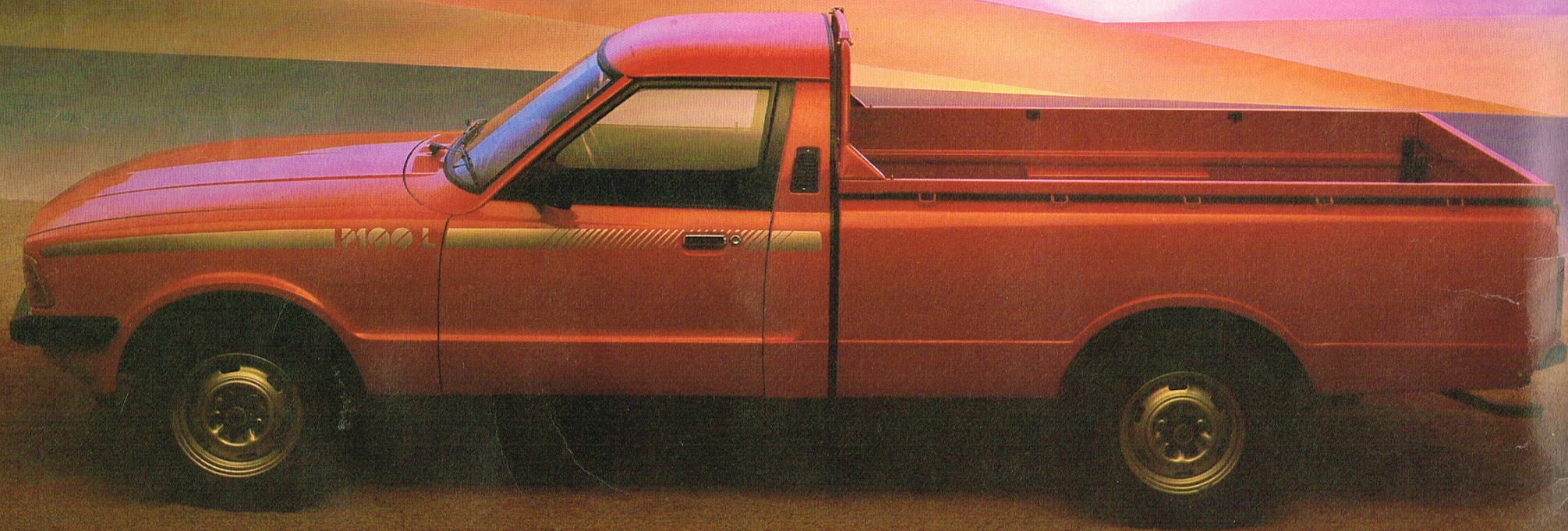




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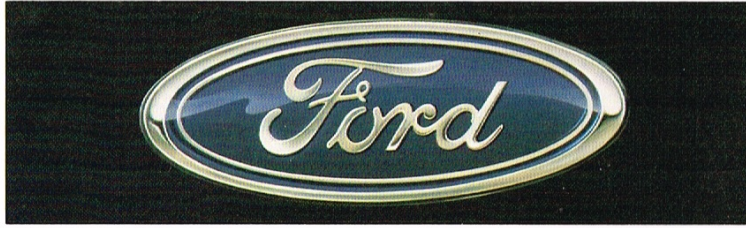




THE NEW FORD P100 PICK-UP

The new Ford P100 Pick-up has been designed as a rugged pick-up truck with a comfortable driver environment. The result is a gutsy workhorse with a heavy duty specification and full one tonne payload* capacity, yet with the good looks of the Cortina car upon which the cab is based.

It's the perfect multi-purpose vehicle, equally at home in the city or the country, on short or long journeys, offering a degree of sophistication hitherto unobtainable in a truck of this type, coupled with a heavyweight capability to earn it's keep under the most demanding conditions.



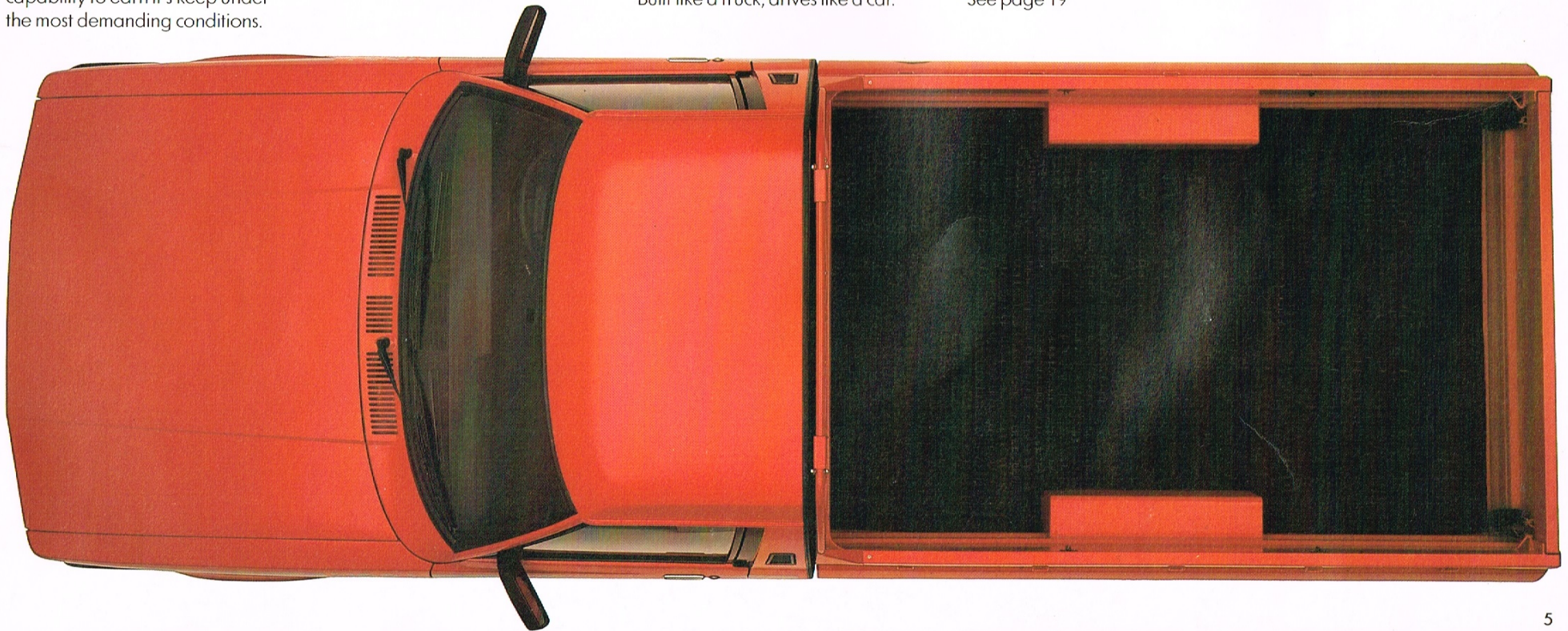
Thanks to the stylish appearance it's a vehicle that you can take anywhere, but those good looks hide the sheer toughness of the chassis, with commercial vehicle components, and extensive reinforcement for tough working capability—and all

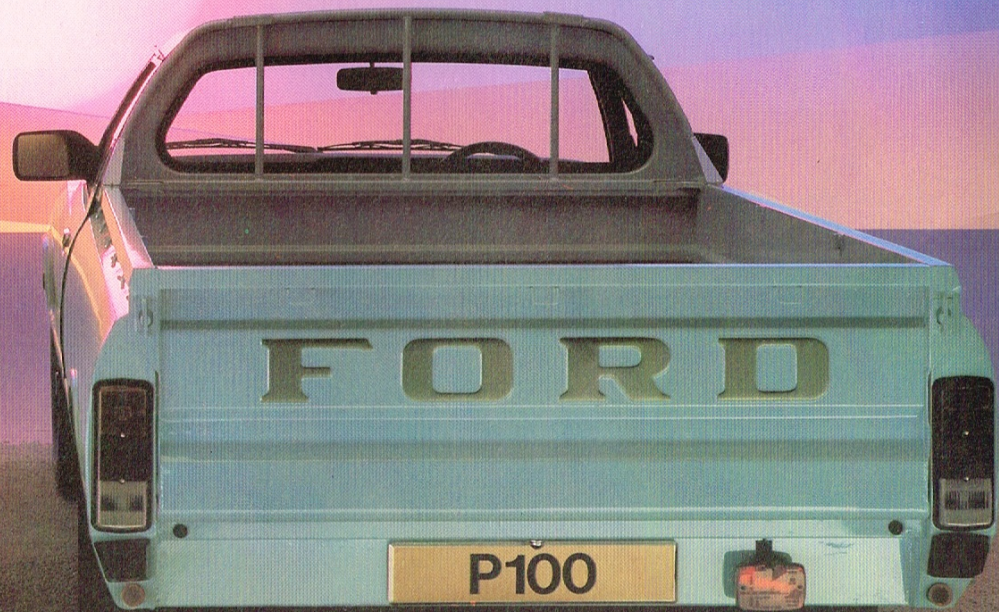
at a very competitive price. The proven 73 b.h.p. OHC Cortina engine ensures reliability and low cost operation, with the backing of Ford's nationwide service network for reputable, economical maintenance.

The new Ford P100 pick-up. Built like a truck, drives like a car.



*See page 19





BEST OF BOTH WORLDS

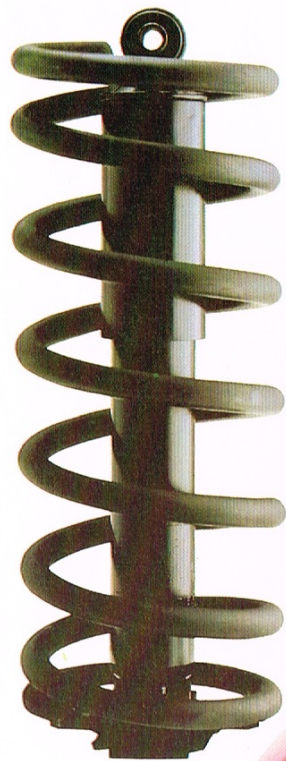
The Ford P100 Pick-up is a functional commercial vehicle suitable for both business use and as a general domestic runabout.

But function alone is no longer enough. Today's driving conditions, coupled with the strenuous role of a working pick-up, put the driver under great stress. The Ford P100 pick-up is engineered to combat that stress by linking a robust, versatile pick-up area with a saloon car environment and handling characteristics.

No other type of vehicle has the same versatility as the Ford P100 pick-up—ease of access, full one tonne payload,* easy economical maintenance, quiet and comfortable driving conditions. In addition the commercial user will appreciate the tax and VAT advantages.

Until the introduction of the Ford P100 pick-up, operators have had little choice. All pick-ups hitherto available have been based on vehicles of foreign manufacture—but now you can have a vehicle based on a well proven British car with all the experience of service and parts.

The Ford P100 pick-up a competitively priced, strong, reliable vehicle which gives a unique blend of form and function.



*See page 19



CARRYING CAPACITY

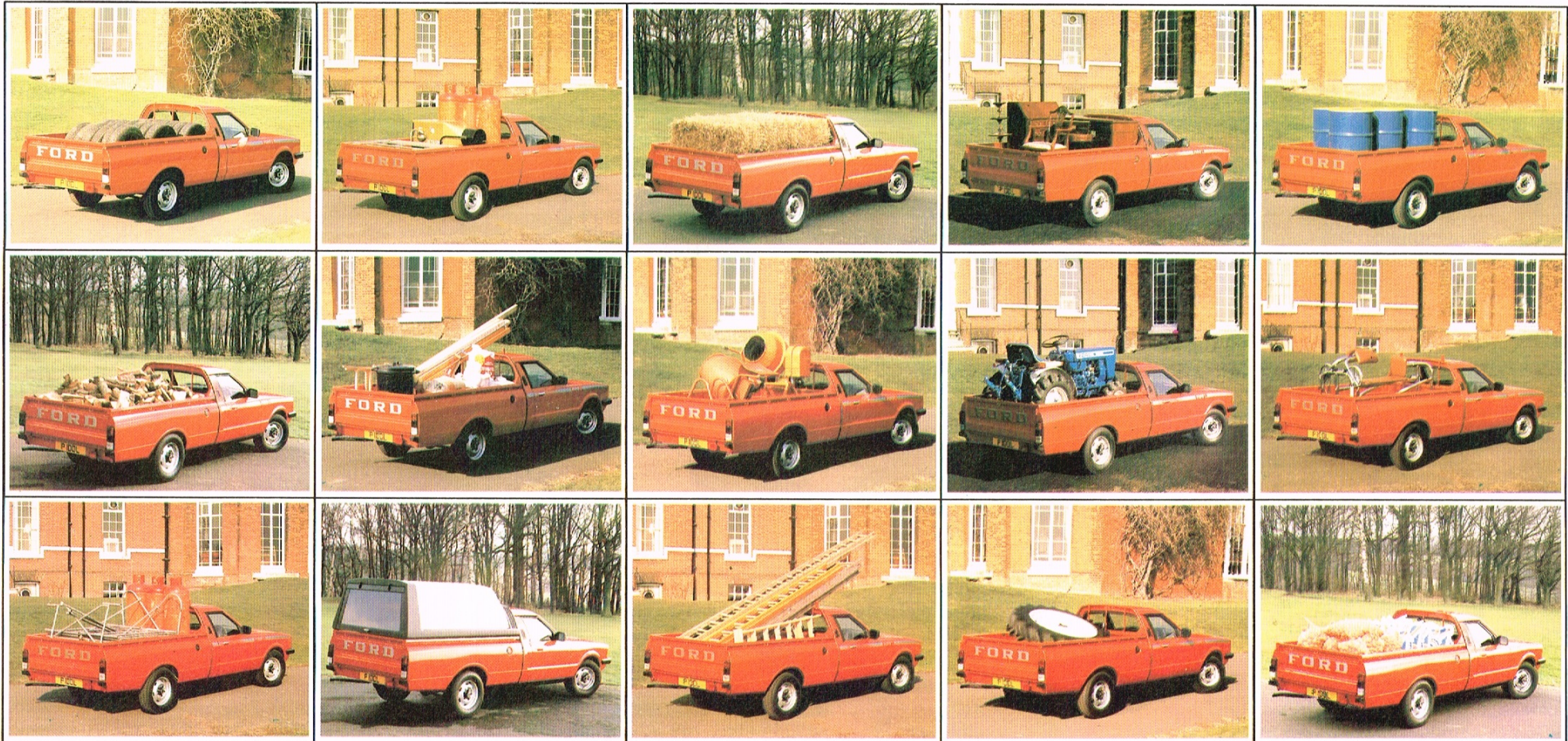
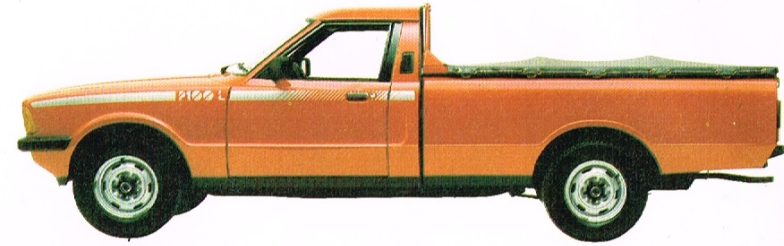
Despite its luxurious cab interior, the Ford P100 pick-up is every inch a working vehicle. The heavy duty specification means that a full one tonne payload* can be carried with confidence, in a vehicle designed to take the knocks and bumps of a busy working life in its stride.

The sturdy load box is double

skinned for maximum strength and the squared-off wheel arches make minimal intrusion into the 2.134m (7 ft.) by 1.345 m (4 ft. 4in.) load box. The load box sides are 0.418m. (16in.) high giving a capacity of 1.20 cubic metres (42.38 cubic feet) with the tonneau cover fitted. Without the optional tonneau cover tall loads can be

carried with long loads accommodated over the ladder rack, which also protects the back window. The full width tailgate has 180° action for easy loading and unloading. An optional load mat is available. (The load mat and tonneau cover are supplied as standard equipment with the P100L model).

*See page 19





P100—POWER TO DELIVER

The Ford P100 is a pick-up that's as easy to drive as a car, yet with the performance to handle a full one tonne load* under most types of conditions, from motorways to farm tracks, from town traffic to building sites.

The power house is the trusted and reliable 1600cc Ford OHC petrol engine (developing 73 DIN PS at 5300 RPM), with automatic choke, and a 4 speed full synchromesh transmission. The engine gives the gutsy performance needed for a hard

working pick-up, but the comfortable driver environment combats fatigue during the busy working day. Big 14" 5J wheels fitted with chunky 185 x 14 radial tyres enhance the excellent ground clearance making bumpy terrain no problem, and the precise rack and pinion steering of the Ford P100 pick-up gives excellent manoeuvrability for access to small yards and sites.

*See page 19





P100—HEAVYWEIGHT PERFORMER

Belying its saloon car looks and comfort, the Ford P100 pick-up has a heavy duty specification that gives it the toughness commercial operation demands, ensuring that it will withstand vigorous use for years to come.

To cope with a full one tonne load* and pick-up operating

conditions, Ford engineers have designed a special heavy duty suspension. A full length box section chassis supports the cab unit, which has an extra strong floor pan and supplementary bracing for maximum durability. Excellent ground clearance permits use on rough terrain and wide

commercial tyres give good traction and stability on all surfaces.

Further evidence of the heavy duty specification of the Ford P100 pick-up is in the independently mounted load-box. There are no exposed seams, and a double skin gives exceptional protection from

damage inside the box and ensuring a dent free smart appearance to the exterior panels. The box floor pan is full cross braced to give full support. Coupled with the extensive anti corrosion treatment, it all adds up to first class resistance to rusting and damage.

Beefy stopping power has been built in to match the heavyweight performance and ensure that the Ford P100 pick-up is no softie when it comes to delivering the goods.

*See page 19





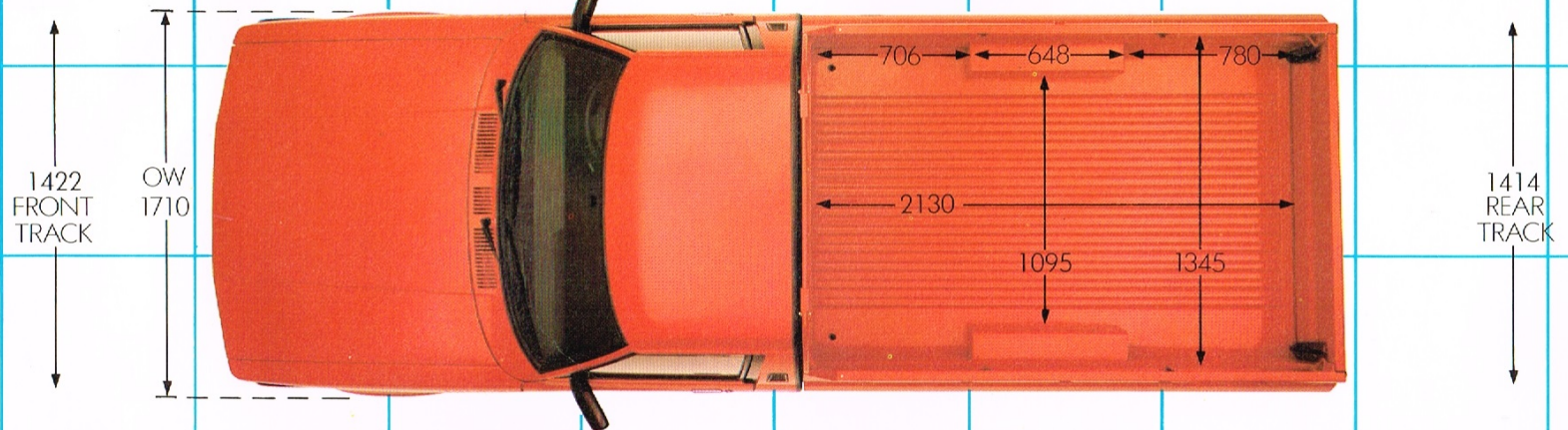
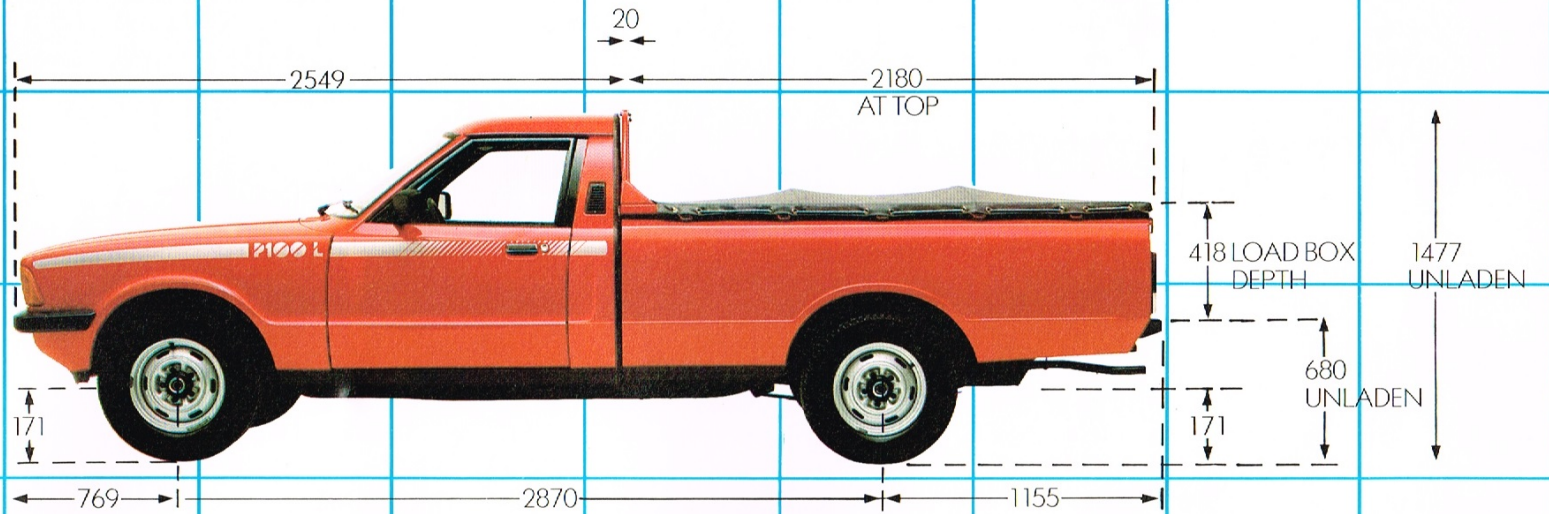
P100—SERVICEABILITY

The Ford P100 pick-up offers operators the combination of truck specification, with ease of servicing and maintenance costs which compare well with those of a car. Access to all engine areas is excellent, with straightforward routine visual checks of oil, battery, brake reservoirs, windscreen washer fluid and cooling system.

The clutch and brakes are self adjusting for minimum attention. In addition, the distributor, ignition coil, starter motor, fuses, oil drain plug and filter, coolant hoses, and wiper motor are all readily accessible.

Reliability is enhanced by a 20,000km (12,500 mile) interval for valve adjustment and renewal of spark plugs and points whilst front and rear wheel bearings, steering system and transmission components are totally maintenance free. For servicing, the unrivalled nationwide Ford Dealer network is at your disposal, employing top technicians and highly trained staff backed up with readily obtainable low cost parts. In addition, the Ford Care system is available, with a charge card which can get you service, repair or round the clock call out without the need for cash. Full details of these and other services are available from your Ford P100 Dealer.





All dimensions are shown in mm for unladen vehicles

P100—HEAVY DUTY SPECIFICATION

The Ford P100 pick-up has been constructed to a no compromise heavy duty specification to handle the heavy demands of commercial operation.

SUSPENSION

The independent front suspension is subframe located, with coil springs and concentrically mounted hydraulic double acting telescopic shock absorbers between lower arm and subframe.

The rear suspension has a live axle featuring longitudinal, semi elliptical dual rate leaf springs with hydraulic double acting telescopic shock absorbers.

REAR AXLE

Hypoid semi floating, cast steel housing, single speed with semi floating head and 1:4375 ratio.

BRAKES

Large 248mm self adjusting discs at front with leading/trailing design drum brakes at rear. The system is dual line and servo assisted.

ELECTRICAL SYSTEM

A 12 volt 40 amp hour negative earth battery and 35 amp alternator. Rectangular Halogen headlamps and reversing lamps.

ENGINE

The 1593cc 4 cylinder OHC engine with single venturi carburettor, developing 73, DIN PS at 5300 RPM. Five main bearing crankshaft and 9.2:1 compression ratio. Ford Positive action 4-speed manual transmission with floor mounted gear change.

COOLING SYSTEM

A pressurised no loss system with 7 bladed thermo viscous coupled fan; with see-through header tank.

CHASSIS

A fabricated box section frame with internal reinforcement integrated with cab structure.

WHEELS AND TYRES

14 inch 5J wheels with 185R 14C 8PR 'M' Commercial tyres

ANTI-CORROSION

TREATMENT

For real durability a thorough integrated anti-corrosion treatment is scientifically applied as part of the total painting process. This treatment is the result of several years extensive research in 13 countries and greatly improves service life and maintenance of resale value.

BASIC SPECIFICATIONS

	P100	P100L
Turning circle	11.4 metres (to outside Front Tyre)	11.4 metres (to outside Front Tyre)
Kerbweight Kg*	1274	1302
GVM Kg plated	2377	2377
GTM Kg	2652	2652
Wheelbase mm	2870	2870
Engine	Ford 1-6 litre OHC	Ford 1-6 litre OHC
Transmission	4 speed centre floor gearshift	4 speed centre floor gearshift
Steering	Rack and pinion	Rack and pinion
Steering ratio	18.7:1	18.7:1
Tyre size	185R 14C	185R 14C

*Kerbweight figures are for vehicles with minimum equipment and a full tank of fuel, water and oil but without driver.

OPTIONAL EQUIPMENT ON P100

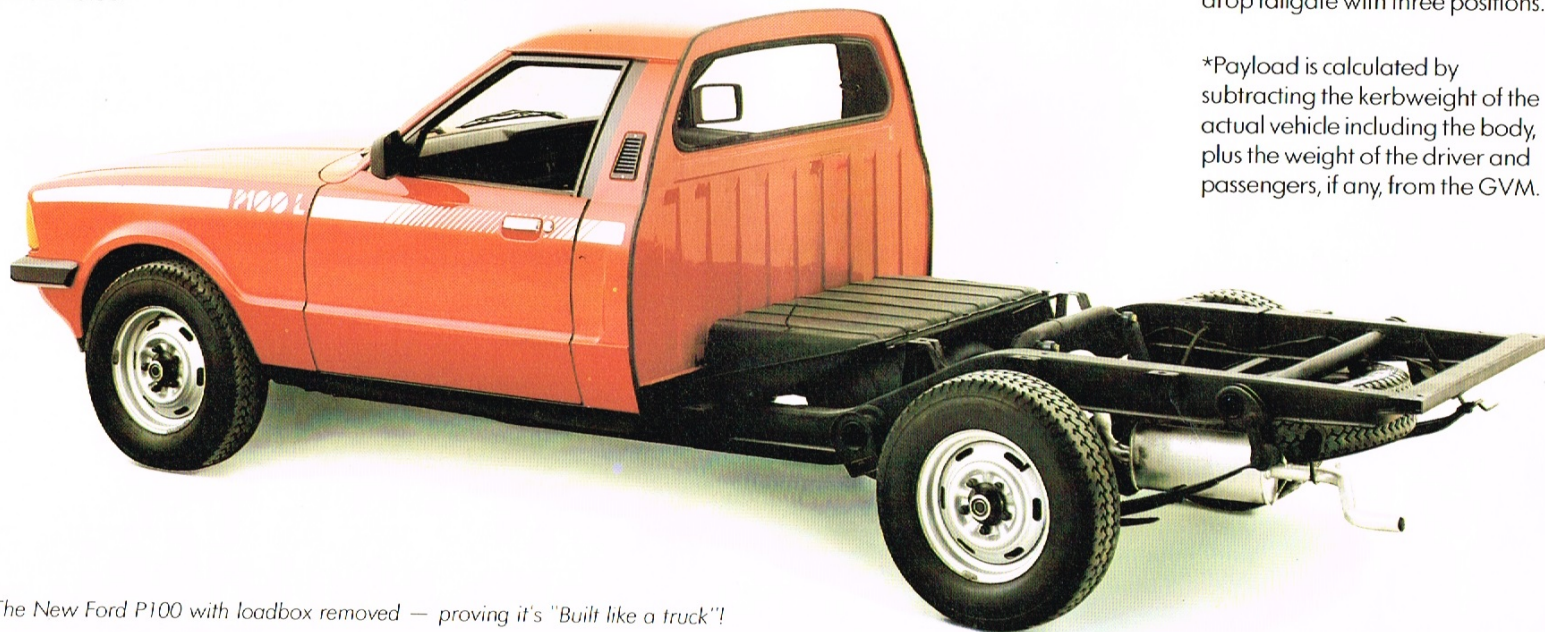
Cloth Trim. Loadbox mat. Tonneau cover. (all are included on the P100L).

DOUBLE-SKINNED LOADBOX

The 7 foot loadbox has a deep-ribbed floor and double-skinned side-panels for extra strength.

Boxed wheel arches and a sturdy cab protector frame with a stowage bar having ladder-stops for lashing and securing long loads. All finished off with an easy-to-drop tailgate with three positions.

*Payload is calculated by subtracting the kerbweight of the actual vehicle including the body, plus the weight of the driver and passengers, if any, from the GVM.



The New Ford P100 with loadbox removed — proving it's "Built like a truck"!

THE FORD DEALER NETWORK Ford dealers are located strategically right across the UK. Located to be at hand when you need help, adjacent to motorways and main trunking routes and in the urban areas of most big towns and cities.

They are probably the best equipped servicing centres available anywhere, having invested in up to date repair and diagnostic equipment plus the key factor of employing the top servicing technicians and staff with Ford training. Their utilisation of specialist tools designed specifically for Ford servicing, cuts out wasteful downtime and Ford dealers also operate back-up services to help you in full utilisation of your vehicle after the sale. Such schemes as Contract Confidence. The Ford Care System —

where our credit card can get you service or repair without cash in your pocket. And F.O.C.A.S. — the Ford Operating Cost Analysis System which gives you up to the minute facts on your own transport operation. All these services and many more are available through your Ford dealer — all you have to do is ask.

FORD PARTS SUPPLY SYSTEM The Ford Parts supply system is massively on your side with low cost parts — The Ford dealer who usually carries from £75,000 to £250,000 worth of supplies on his premises, giving first class availability of parts in any Dealer organisation. Backing him is the Ford Parts distribution centre at Daventry, one of the world's biggest and most modern.

CUSTOMER ASSURANCE The Customer Assurance on Ford P100 is 12 months/unlimited mileage, an important factor in the total running cost compilation.

FORD CREDIT Ford Motor Credit Company Ltd is ideally placed to meet all your finance requirements. It provides a full range of plans to suit all operators and is administered through a national network backed by specialists in the fleet and leasing business. Most Ford dealers operate Ford Motor Credit or other reputable finance schemes and will be pleased to advise you on buying, renting or leasing your new Ford P100.

Ford policy is one of continuous improvement. The right to change prices, specifications or equipment at

any time without notice is reserved. All data given in this catalogue is subject to production variations. Dimensions and weights are approximate only and will vary according to model, whether the vehicle is laden or unladen, payload, options fitted, etc. illustrations do not necessarily show vehicles in standard condition.

For exact information about any particular model please consult your Ford Dealer.



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