

BIG NEWS ON BIG FORD TRUCKS INSIDE!

**With a wide choice of models, power
and equipment to suit your job.**

FORD F-SERIES

For the Ford F-Series, the first medium conventional redesigned for the 80's, there's exciting news in 1983. Just a few examples: Two brand-new tandem models. Optional GVWR's up to 50,000 lb.; GCWR's to 60,000 lb. CAT 3208 engines. Low operating costs and the technology of the 80's. For 1983, Ford F-Series just got better!



FORD LN-SERIES

Ford LN-Series Mediums share many of the quality features that distinguish the bigger L-Line trucks. Work-improving, added-value features like premium tilting fiberglass front ends. Electrocoat primer paint. Roomy interiors. Power choices include gas V-8's, LP-gas and a wide selection of advanced mid-range diesels including the CAT 3208T! Stripped chassis model availability, too.



FORD C-SERIES

It's America's best-selling tilt.* That's because Ford C-Series measures up so well to today's trucking demands. Now you have a choice of thrifty power that's hard to match, including the new turbocharged CAT 3208T diesel. LP-gas or gasoline. High maneuverability. Easier serviceability. New tandem axles, too. It's street smart and Ford tough!

*Based on R.L. Polk & Co. registration data.



FORD L-LINE*

Value-packed Ford L-Line Trucks were an instant success when they took to the road. Now they have 60 billion tough road miles behind them! Offered in a wide range of BBC's, L-Line trucks are built for the long haul. All-welded steel cabs are typical of built-Ford-tough design. Spacious interiors are human-engineered for driver comfort.

*LTS-9000 shown.



FORD LTL-9000

From the same advanced Ford engineering that produced the great L-Line comes the big, tough LTL-9000. Built to take on all comers! With special ratings up to 138,000 lb. GCW! Wheelbases up to 246 inches! And your choice of Cummins, CAT or Detroit Diesel engines (up to 440 hp).



FORD CL-9000

While others were busy following Ford's lead, Ford's been busy improving the breed. Today, the CL's are tough linehaulers, proved and improved. With the industry's only all-welded aluminum cab. Full cab air suspension option, another industry exclusive. Engines from CAT, Cummins and Detroit Diesel with up to 600 hp.



LP-GAS OR GASOLINE

Ford Mediums offer a range of economical LP-gas engines. These engines provide LP-gas efficiency and maintenance advantages at a much smaller initial price premium than that of comparable diesels.

Tough, efficient Ford Lima V-8 gasoline engines have proved themselves in many varied applications. And Ford tests prove they use less fuel than the engines they replaced.

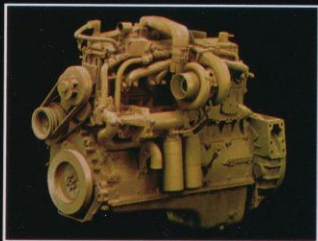
MID-RANGE TURBO DIESELS

Ford started with mid-range diesels 200,000 trucks ago, back in 1963. The latest success is the new high-torque, turbocharged CAT 3208T diesel. The new CAT is designed for intercity as well as city, suburban and off-highway use. And it's more than another fuel-efficient engine. It has the guts (and 225 hp at a low 2,600 rpm) to take on big, hard jobs. Soon to be offered on F-Series, the 3208 Turbo is available in heavy LN- and C-Series models.

There's also a solid choice of CAT 3208 Series diesels or 8.2L naturally aspirated or turbocharged Fuel Pincher diesels.

Ford Mediums today offer the widest choice of diesel power in our history. It's a history we're proud of, one that has produced medium-duty truck sales leadership for the past 23 years! With such wide-ranging diesel, gasoline and LP-gas power alternatives, no wonder Ford's the leader.

A WIDE RANGE OF POWER INCLUDING PREMIUM DIESELS



Big premium diesels head the list of Ford's wide-ranging power choices, including engines from CAT, Cummins and Detroit Diesel Allison. Ratings range from 230 to 600 hp with transmissions and other components to match.

Also included is the new Cummins "Big Cam III." With higher torque and improved turbocharger design, it's the latest in the "Big Cam" series.

Big premium diesels for power with economy. Thrifty mid-range diesel choices. Lima gasoline V-8's. LP-gas efficiency. It's the power lineup for the 80's from Ford!



TRUCK OPERATIONS

Ford Means Business in Big Trucks

Vol. 83 HTM-1L3