

FORD HEAVY TRUCKS



Quality is Job 1.



The latest in technology, truck facilities and a new spirit of teamwork at Ford mean ... Quality is Job 1.

There's a special spirit at Ford, a spirit dedicated to producing trucks of superior quality. Ford won't accept anything less. Why should you?

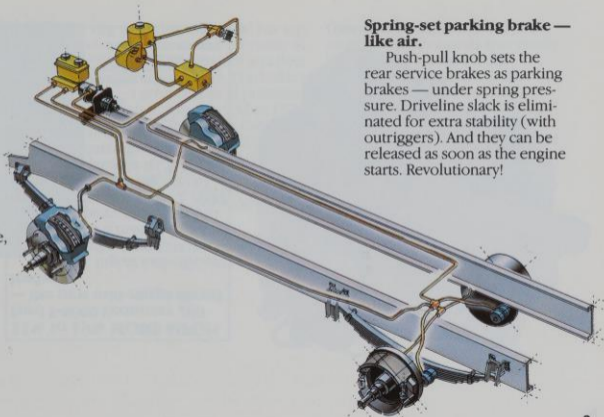
FORD BRAKE-THROUGH ON 1984 MEDIUMS

Exclusive new Ford hydraulic brakes. Air advantages for up to \$3,400 less!

Ford introduces an advanced braking system for all Series medium duty trucks. New split system has many features of air brakes — at standard hydraulic brake prices.

Powered by hydraulic pressure, not air or vacuum, brakes are operable immediately at engine start. Front disc brakes are fade-resistant. New rear drum brakes are designed to run cool within dual wheels.

Ford's new rear drum brakes have long-life linings $\frac{3}{4}$ " thick at rear. Quick visual wear check. Fewer parts, simplified servicing.



Spring-set parking brake — like air.

Push-pull knob sets the rear service brakes as parking brakes — under spring pressure. Driveline slack is eliminated for extra stability (with outriggers). And they can be released as soon as the engine starts. Revolutionary!

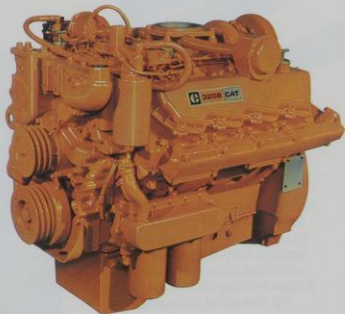
Ford Power

Mid-range diesels. Ford helped pioneer mid-range diesel power over 20 years and 200,000 trucks ago. And we've been making history ever since. Today, Ford offers a broad range of diesels including the DDA 8.2L "Fuel Pincher" and 3208 series Caterpillars in naturally aspirated and turbocharged versions — including the new CAT Economy 2000 engine.

11% to 19% MORE MPG!*
Ford F-8000 Economy 200
— the new mid-range diesel leader!

The new, highly fuel-efficient CAT 3208 Turbo (rated 200 hp at 2,000 rpm) is matched with a complete Spicer drivetrain and Michelin tires in the new F-8000 Economy 200. The big winner against comparable IH, Mack, Volvo and Mercedes diesels in both highway and stop-go driving. See your Ford Heavy Truck Dealer for details.

*Based on actual on-highway and pickup and delivery ATA/SAE type II fuel testing measuring fuel economy of Ford and comparable competitive trucks. Improvement varies depending on use.





Big premium diesels! For top performance and economy to match independent and fleet requirements alike, Ford offers a great choice of premium diesels. Cummins, CAT or DDA engines including: Cummins "Big Cam III" and the new Cummins L-10 turbo (available Feb., '84); DDA Silver 92s and 6-71Ts*; plus the big CAT 3406 diesels.

*PEO

Gasoline or LP-Gas. Ford offers tough gasoline engines specifically designed for Medium truck applications. Efficient V-8s that have proven themselves most suitable for a wide range of rough jobs. Ford also offers efficient, factory-installed LP-Gas versions of these engines.



FORD F-SERIES

F-Series is the "Total Truck" line for the years ahead including — tandems and 4x4s. For '84, the new optional tilting front-end opens a wide 75° for extra service ease. Tough fiberglass unit is compression molded for a stronger assembly and smooth finish, steel-reinforced for added strength. F-8000 "Economy 200" champion. Revolutionary new 1984 disc/drum hydraulic brakes.



FORD LN-SERIES

Brake-through after break-through characterizes the hard-working, versatile Ford LN-Series Mediums. They bring to Mediums many of the quality features on which the Ford L-Line Heavy-Duty trucks have built their reputations. There's the new disc/drum hydraulic brake system for '84. Of course, one of the first break-throughs was the premium steel reinforced fiberglass tilting front end — as standard. And there's a wide choice of advanced mid-range diesels, gasoline or LP-Gas engines.



FORD C-SERIES

Definitely America's truck — because of the great job it's doing in a wide variety of special vocations all across America. The C-Series is a complete line of single- and tandem-axle trucks with a broad range of wheelbases and capacities to do your job. It's built Ford Tough... with Ford's commitment to quality. And when it comes to power, Ford offers a choice of proven gasoline, LP-Gas and diesels — including the CAT 3208 Turbo. Revolutionary new 1984 disc/drum hydraulic brakes.





FORD L-LINE

Few trucks even approach the job-proven performance of Ford's big L's. They're built tough with heavy-duty components from industry leaders.

Today's L's offer CAT, DDA and Cummins diesels* to 400 hp.** All manual steering 12,000-lb front axles are now Steer-Ease type. Tandem suspensions include the new "E4" 4-spring developed jointly by Hendrickson and Ford.

*New Cummins L-10 Turbo will also be available approximately Feb., 1984. **PEO



**IF YOU HAVEN'T LOOKED AT
TODAY'S FORD 9000s, YOU
HAVEN'T LOOKED AT BIG TRUCKS!**

FORD LTL-9000

Made to measure for today's new length laws, here's long-conventional quality at its very best! The long, easy-riding LTL takes the big, tough jobs in stride. Special GCWs up to 138,000 lb., and diesel power to match. New Hendrickson "E4" four spring tandem suspensions. New CAT 3406B economy engine.



FORD CL-9000

The truck that launched a new generation of COEs! Ford leads the way with handsome aerodynamic design. With tough all-welded aluminum cab. A spacious interior planned to make any driver a better (and happier) driver. Exclusive 4-point air-ride-cab option for going so smooth it's revolutionary! Now for the first time air-ride-cab is offered with air seat suspension, too. Plus the new 4-spring design as well as other tough Hendrickson suspensions. Improved CAT and DDA engines.



Get it together — Buckle up.

Ford Means Business in Big Trucks



TRUCK OPERATIONS

Litho in U.S.A. 9/83

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