

2004 FORD
RANGER



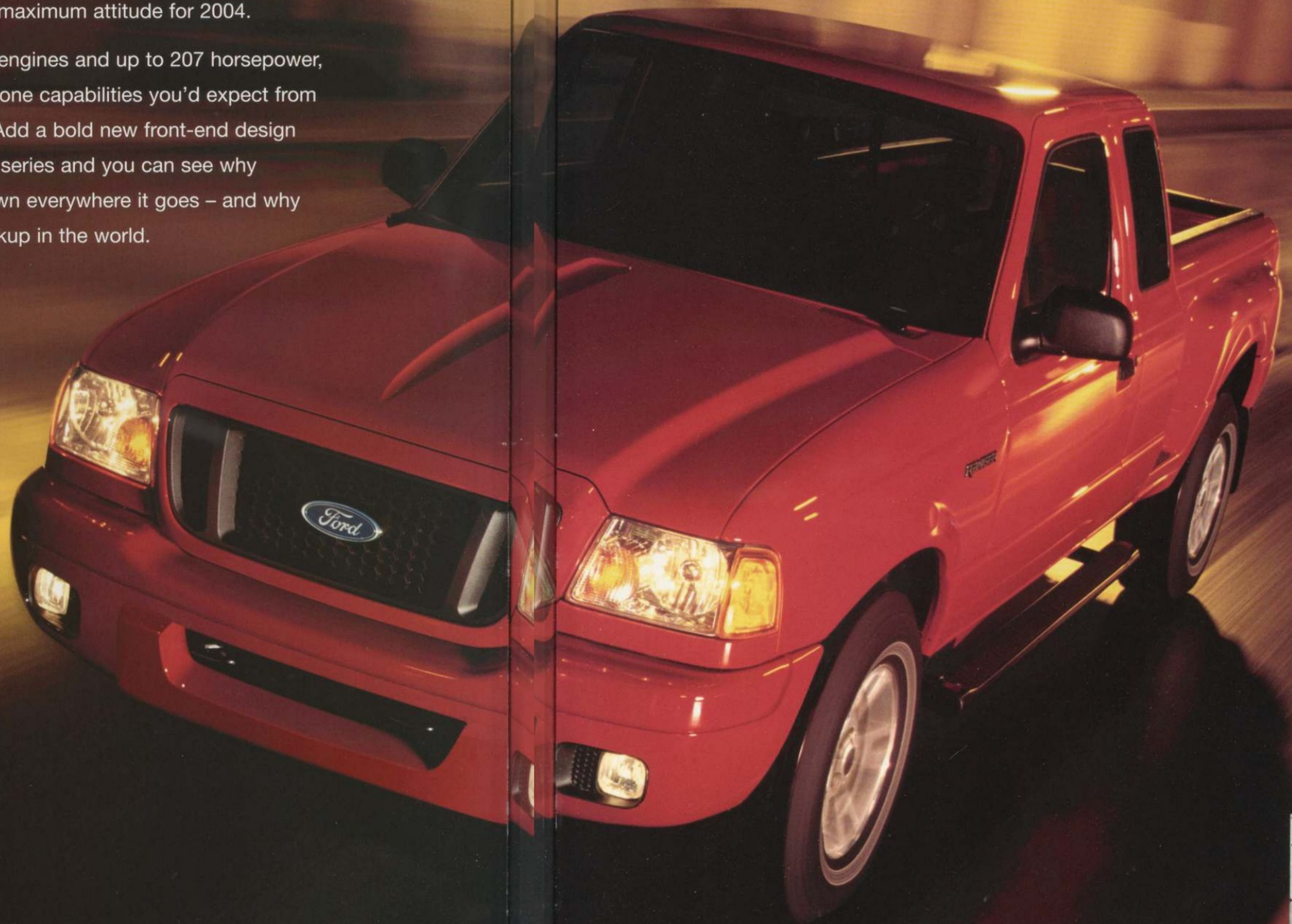
Built for life in Canada

FREE-SPIRITED...

WORK HARD, PLAY HARD. AND LOOK GREAT DOING IT.

Ranger packs a real punch and maximum attitude for 2004.

With a choice of three available engines and up to 207 horsepower, it has all the nose-to-the-grindstone capabilities you'd expect from a truck that's Built Ford Tough. Add a bold new front-end design plus the thundering new Tremor series and you can see why Ranger makes its presence known everywhere it goes – and why it's the best-selling compact pickup in the world.



Ranger Edge with Flareside box shown in Bright Red Clearcoat





Ranger FX4 with Flareside box and Off-Road Package shown in Toreador Red Clearcoat Metallic

ON THE EDGE...

ATTITUDE WILL GET YOU EVERYWHERE.

The 2004 Ranger combines cool, confident looks with rugged, go-anywhere capabilities in a wide array of 4X2 and 4X4 models.

For a truck that makes a bold personal statement, check out the eye-appeal of Ranger Edge. Or Ranger Tremor, with its distinctive interior trim and ground-shaking audiophile sound system.

And the ultimate expression of cool? It's got to be Ranger FX4/Level II. Pure off-road muscle on the outside, turn-'em-green-with-envy comfort on the inside.



A



B



C

A. TAKE IT TO A WHOLE NEW LEVEL

Ford's expertise in off-road racing is the inspiration behind the striking Ranger FX4/Level II. Featuring a Torsen® limited-slip rear axle, Bilstein® shock absorbers and beefy BFGoodrich® 31X10.50 T/A® KO tires, the FX4/Level II is built for rugged terrain – and real off-road fun.

B. FOR LIFE ON THE EDGE

Ranger Edge is a ride with style. Machined aluminum wheels, all-terrain tires, fog lamps and wheel lip mouldings all give it an edgy look. Inside, you can set it up just the way you want it with a choice of optional MP3-capable audio systems, optional Power Equipment group and more.

C. FEEL THE SOUND OF TREMOR

Ranger Tremor is new for 2004. With a standard Pioneer® Audio System, in-dash six-disc CD changer, MP3 compatibility and a booming 485-watt amplifier, Tremor has power to transform your favourite tunes into music you can feel.



Ranger Tremor shown in Black Clearcoat

DYNAMIC...

PERFORMANCE? NOW YOU'RE TALKING!

Ranger's tough truck heritage shines through in its dynamic performance. Whether you need power to haul big loads every work day, or you just want to get a move on quickly when the day is done, there's a Ranger powertrain combination that's right for you.



A



B



C

A. MORE FUN, FEWER FILL-UPS

Fuel efficiency is a Ranger hallmark. The 2.3L DOHC I4 engine-equipped Ranger XL Regular Cab model is a two-time (2002 and 2003) EnerGuide Award winner as Canada's most fuel-efficient pickup.

B. HARD WORKING, SMOOTH RUNNING V6 POWER

Ranger is available with not one but two V6 engines. The 3.0L V6 offers a carefully engineered blend of power and fuel-efficiency, while the 207-horsepower 4.0L SOHC V6 makes easy work of heavy loads or rugged trails. You can hook up either one to your choice of available five-speed transmissions – a fully synchronized manual model or a smooth-shifting automatic.

C. OFF-ROAD TURN ON

Ranger 4X4s come with standard Electronic Shift-on-the-Fly four-wheel drive. With a quick turn of an instrument panel-mounted control, you can switch easily between drive modes: 2WD for normal on-road driving; 4X4 HIGH for better traction on ice- and snow-covered roads; and 4X4 LOW for maximum off-road torque.

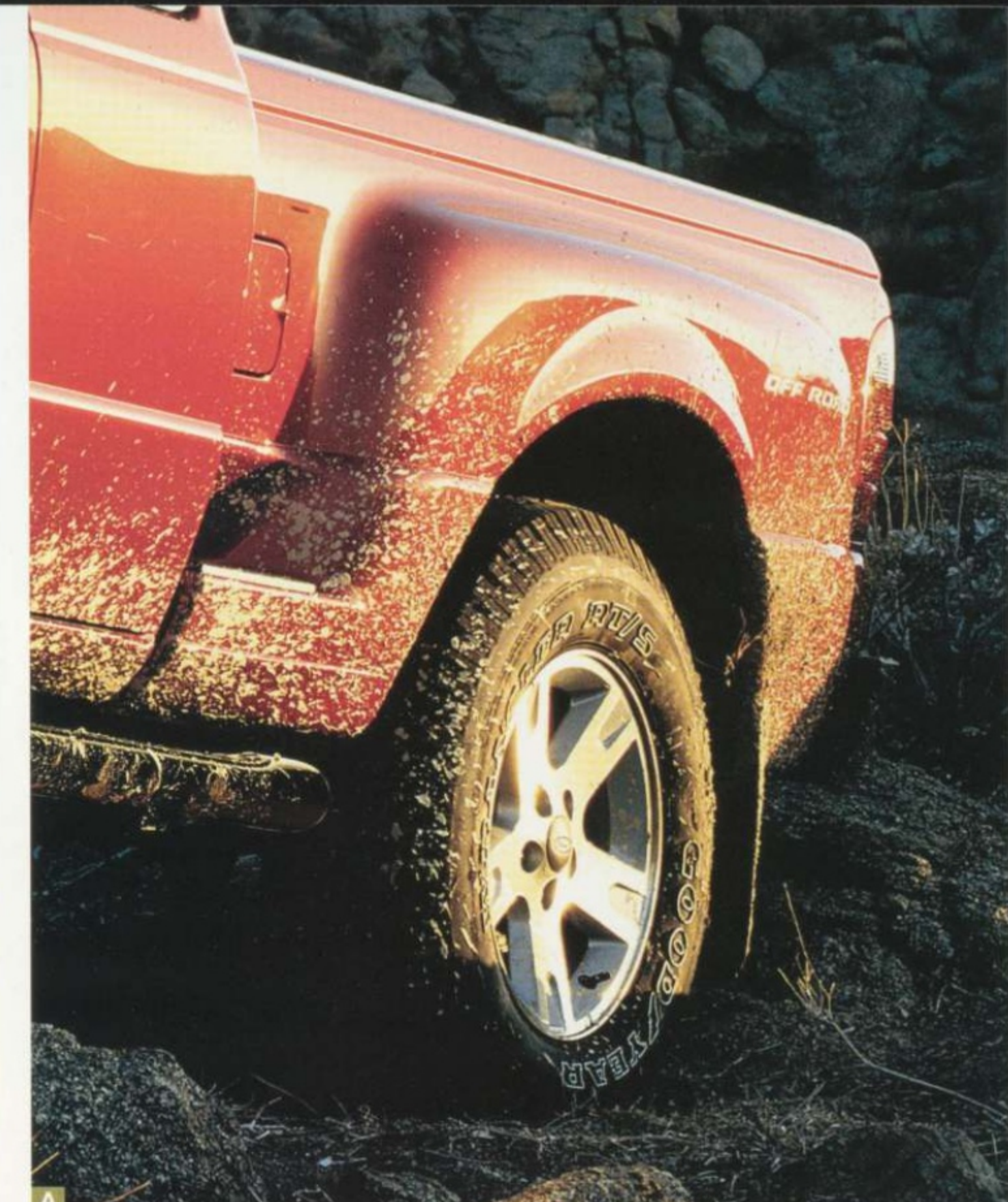


Ranger XLT 4X4 shown in Silver Clearcoat Metallic

TOUGH...

A GENUINE FORD TRUCK.

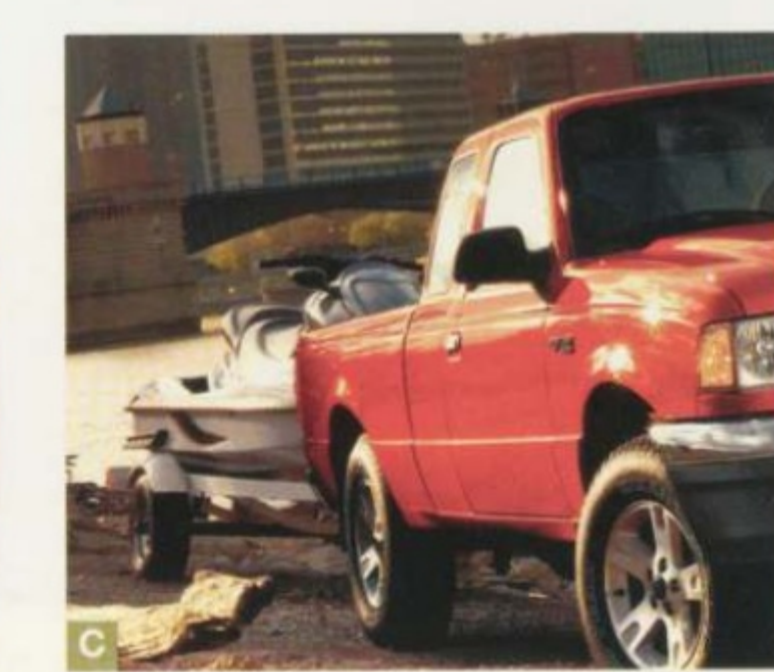
Built Ford Tough. No matter how you choose to dress it up, or how many creature comforts you add, the toughness of Ranger and its reputation for hard work and dependability live on. So you can count on it to tackle big jobs with enthusiasm. And you know it won't let you down when your pursuit of fun goes beyond run-of-the-mill.



A



B



C

A. LOAD IT UP

Ranger is available with 6- and 7-foot-long Styleside pickup box designs, plus a sporty 6-foot Flareside. They're all built with tough truck features, including double box walls that help keep inside dents and dings from showing through on the outside.

B. MOVE IT OUT

If you've got heavy cargo to move, Ranger is there for you. With maximum GVWRs of up to 2468 kg (5440 lb.) and a maximum available payload rating of 743 kg (1640 lb.), Ranger is always ready to haul.*

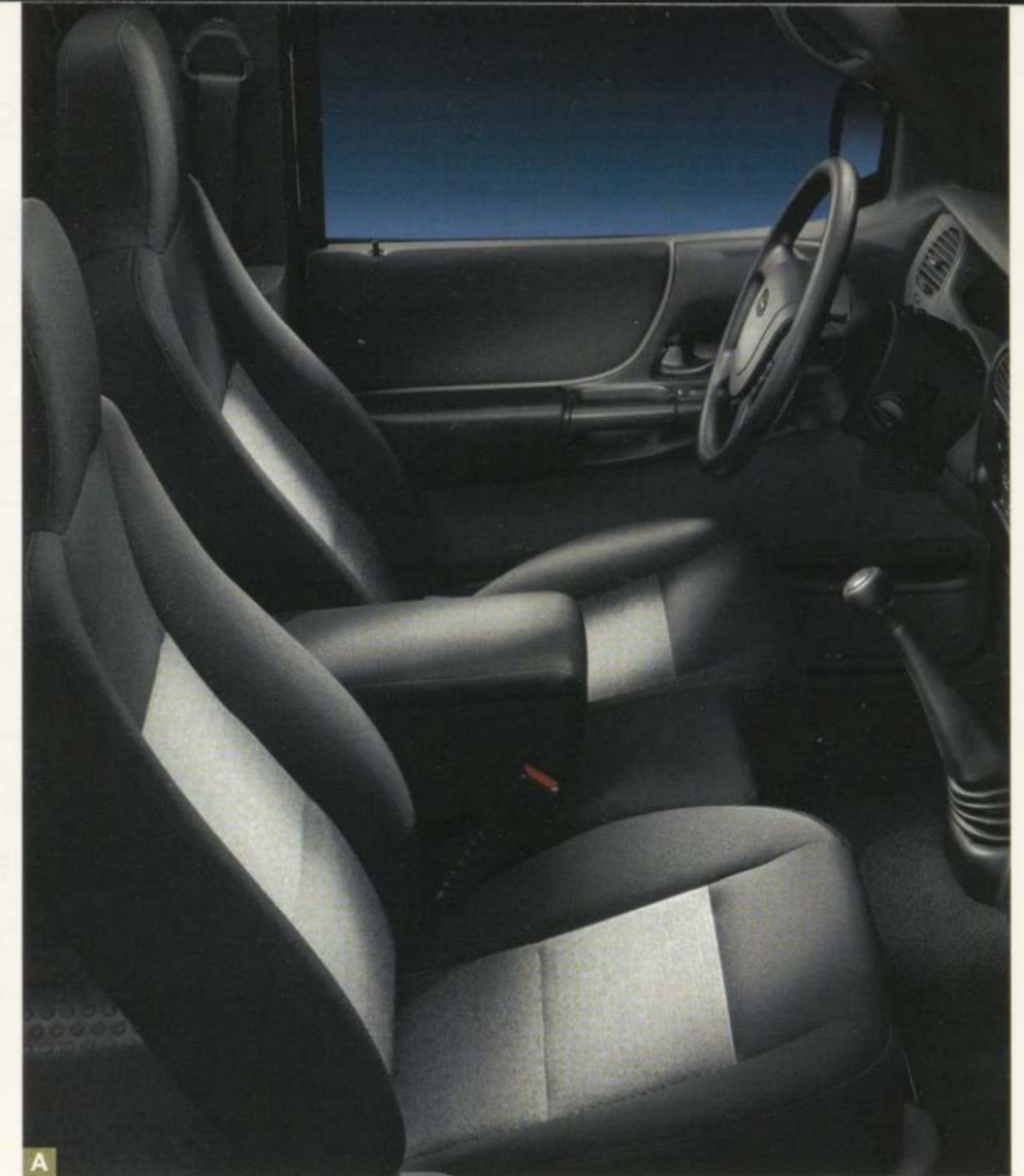
C. TAKE IT AWAY

If you've got stuff to tow – from an ATV to mid-size utility trailer – Ranger has the power you're looking for. It can handle fully loaded trailers weighing up to 2658 kg (5860 lb.) when properly equipped.*

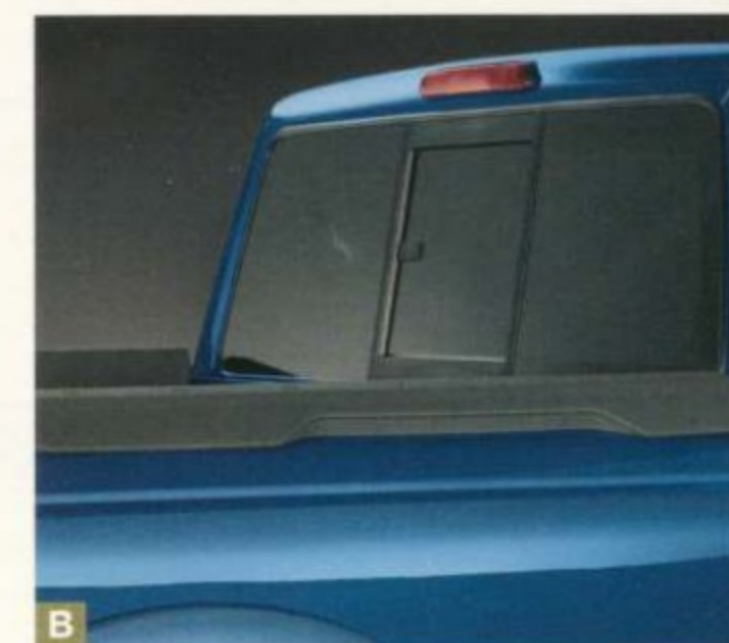
* Maximum payload and trailer towing capacity will vary based on passenger and cargo loads, and optional equipment installed on the vehicle. See your Ford of Canada Dealer for more information.



Ranger Edge interior shown in Medium Dark Flint cloth (US model shown)



A



B



C

COMFORTING...

TURN YOUR TIME INTO A GREAT TIME.

Open the door and Ranger will greet you with a new look for 2004. There's a Rally gauge cluster, combining sporty styling with easy, at-a-glance readings. New seating designs and fabrics for added comfort. And, of course, the choice of Regular Cab or four-door SuperCab models for roominess.

When you're on your own time and you want to kick back, Ranger's the place to do it.

A. LOOKING COOL, FEELING GREAT

Nothing says cool like the two-tone trim and sporty bolstered look of the standard bucket seats on Ranger FX4/Level II models. And when you want a look that's both cool and refined, choose the optional leather seating surfaces available on selected Ranger SuperCab Edge and XLT models.

B. ONE MORE WAY TO KEEP YOUR COOL

Let the cool air in, and get a neat shortcut to the stuff in the pickup box, with Ranger's optional sliding rear window. It comes complete with deeply tinted privacy glass to block the sun's hot rays - another way to keep your cool.

C. THE COMFORT OF SAFETY

Ranger's standard front air bag system features a passenger-side deactivation switch. With the air bag off, an infant or toddler can ride along in the passenger seat without the risk of an air bag deployment.* To help you avoid air bag-deploying collisions altogether, Ranger comes with standard four-wheel anti-lock brakes.

* Always wear your safety belt and secure children in an approved child safety seat.

Regular Cab 4X4

SERIES FEATURES

POWERTRAIN/DRIVETRAIN

	XLT Standard 6 ft. Box	XLT Off-Road 6 ft. Box	XLT Standard 7 ft. Box
4.0L SOHC V6	S	S	S
5-speed manual transmission	S	-	S
5-speed automatic transmission	O	S	O
2-speed Electronic Shift-on-the-Fly transfer case	S	S	S
Limited slip rear axle	O	O	O

CHASSIS

	XLT Standard 6 ft. Box	XLT Off-Road 6 ft. Box	XLT Standard 7 ft. Box
Tires			
- P245/74R16 OWL all-terrain	S	S	S
- Spare tire/wheel - Conventional ¹	S	S	S
Wheels			
- 16" cast aluminum	S	-	S
- 16" 5-spoke aluminum	-	S	-

EXTERIOR

Pickup box			
- Flareside	O	O	-
- Styleside	S	S	S
Fog lamps	O	S	O
Mouldings - Wheel lip, platinum-colour ²	-	S	-
Side step bars	O	O	-
Skid Plates - Fuel tank and transfer case	-	S	-
Stone cuffs - Front, with rear mud flaps	S	S	S
Tow hooks - Front (two)	S	S	S

INTERIOR

Air conditioning	S	S	S
Audio systems			
- AM/FM stereo/clock with single-disc CD player	S	S	S
- AM/FM stereo/clock with single-disc CD/MP3 player	O	O	O
- AM/FM stereo/clock with in-dash 6-disc CD changer/MP3 player	O	O	O
Floor Covering			
- Colour-keyed carpeting	S	S	S
Floor mats - Colour-keyed, carpeted	S	S	S
Map lights	S	S	S
Map pockets - Door trim	S	S	S
Seating - Cloth 60/40 split bench seat	S	S	S
Steering wheel			
- Black	S	-	S
- Leather-wrapped	³	S	³
- Tilt function and speed controls	O	S	O
Storage tray Behind front seat	S	S	S
Window - Rear, sliding Includes privacy glass	O	O	O

EQUIPMENT GROUPS AND PACKAGES

Smoker's Package	O	O	O
- Instrument panel-mounted ashtray and cigarette lighter			

¹ 15" tire on steel wheel.

² Not available with Flareside pickup box.

³ Included with tilt function and speed controls.

GVWR / PAYLOAD / TOWING KG (LB.)

Regular Cab 4X4			
Gross Vehicle Weight Rating (GVWR)*	2286 (5040)	2286 (5040)	2295 (5060)
Payload*	689 (1520)	689 (1520)	671 (1480)
Towing capacity*	NA	NA	2567 (5660)

* Maximum, when properly equipped

NA = Not available at time of printing

S = Standard O = Optional - = Not Available I = Included with optional equipment or an Equipment Group or Package

SuperCab 4X2

SERIES FEATURES

POWERTRAIN/DRIVETRAIN

	XL Standard 6 ft. Box	Edge Standard 6 ft. Box	Edge Plus 6 ft. Box	Tremor 6 ft. Box	XLT Standard 6 ft. Box	XLT Premium 6 ft. Box
3.0L OHV V6	S	S	-	S	S	-
4.0L SOHC V6	-	-	S	-	-	S
5-speed manual transmission	S	S	S	-	S	-
5-speed automatic transmission	O	O	O	S	O	S
Limited slip rear axle	O	O	O	O	O	O

CHASSIS

	XL Standard 6 ft. Box	Edge Standard 6 ft. Box	Edge Plus 6 ft. Box	Tremor 6 ft. Box	XLT Standard 6 ft. Box	XLT Premium 6 ft. Box
Tires						
- P225/70R15 BSW all-season	S	-	-	-	-	-
- P225/70R15 OWL all-season	-	S	S	-	S	S
- P235/75R15 OWL all-terrain	-	-	-	-	-	-
- P235/70R16 OWL all-season	-	O	O	S	-	S
- Limited service mini-spare	S	-	-	S	S	S
- Spare tire/wheel - Conventional	O	S	S	-	O	O
Wheels						
- 15" silver steel	S	-	-	-	-	-
- 15" machined aluminum	-	S	S	-	S	S
- 16" 5-spoke machined aluminum	-	-	-	S	-	-
- 16" cast aluminum	-	O	O	-	-	-

EXTERIOR

Pickup box - Flareside	-	O	O	O	O	O
- Styleside	S	S	S	S	S	S
Fog lamps	-	S	S	S	-	-
Mouldings - Wheel lip, colour-keyed ¹	-	S	S	S	-	-
Mud flaps - Rear	-	S	S	S	-	-
Side step bars	-	O	O	O	-	-
Stone cuffs - Front and rear	S	-	-	-	S	S
- Rear mud flaps only	-	S	S	S	-	-

INTERIOR

Air conditioning	O	O	S	S	S	S
Audio systems						
- AM/FM stereo/clock with single-disc CD player	S	S	-	-	S	-
- AM/FM stereo/clock with single-disc CD/MP3 player	-	O	-	-	O	O
- AM/FM stereo/clock with in-dash 6-disc CD changer/MP3 player	-	O	S	-	O	S
Tremor Audiophile Sound System	-	S	-	-	-	-
- Pioneer® Sound System						
- 485-watt amplifier						
- 10" powered subwoofer						
Floor covering						
- Black vinyl	S	S	S	S	-	-
- Colour-keyed carpeting	-	-	-	-	S	S
Floor mats						
- Front, colour-keyed, carpeted	-	-	-	-	S	S
- Front, vinyl slush mats	-	-	-	-	O	O
Map lights	-	-	-	-	S	S
Map pockets - Door trim	-	-	-	-	S	S
Seating - Cloth 60/40 split bench seat	S	S	S	S	S	-
- Cloth sport bucket seats	-	-	-	-	-	S
- Rear vinyl jump seats	S	S	S	-	S	S
- Rear jump seat delete	O	O	O	S	O	O
- Leather 60/40 split bench seat	-	-	O	-	-	-
- Leather trimmed bucket seats	-	-	-	-	-	O
Steering wheel						
- Black	S	S	-	-	S	-
- Leather-wrapped	-	-	-	-	-	S
- Tilt function and speed controls	-	O	S	S	O	S
Window - Rear, sliding Includes privacy glass	O	O	O	O	O	O

EQUIPMENT GROUPS AND PACKAGES

Bright Appearance Package¹	-	-	-	-	O	O
- Bright running boards						
- Chrome bed rails						
- Bright exhaust tip						

Pioneer® Sound System	-	-	-	I	-	O
- AM/FM stereo with in-dash 6-disc CD changer/MP3 player						
- 290-watt multi-channel amplifier						
- 6.5" powered subwoofer						

Power Equipment Group	-	O	O	S	O	S
- Power door locks						
- Power side mirrors						
- Power windows						

Smoker's Package	O	O	O	O	O	O
- Instrument panel-mounted ashtray and cigarette lighter						

¹ Not available with Flareside pickup box.

² Included with tilt function and speed controls.

SuperCab 4X2

SERIES FEATURES (cont'd)

GVWR / PAYLOAD / TOWING KG (LB.)

SuperCab 4X2	XL Standard 6 ft. Box	Edge Standard 6 ft. Box	Edge Plus 6 ft. Box	Tremor 6 ft. Box	XLT Standard 6 ft. Box	XLT Premium 6 ft. Box
Gross Vehicle Weight Rating (GVWR)*	2222 (4900)	2177 (4800)	2295 (5060)	2222 (4900)	2295 (5060)	2295 (5060)
Payload*	689 (1520)	572 (1260)	743 (1640)	572 (1260)	743 (1640)	743 (1640)
Towing capacity*	1106 (2440)	1070 (2360)	2603 (5740)	1070 (2360)	2658 (5860)	2658 (5860)

* Maximum, when properly equipped

SuperCab 4X4

SERIES FEATURES

POWERTRAIN/DRIVETRAIN

	Edge Standard 6 ft. Box	Tremor Off-Road 6 ft. Box	XLT Standard 6 ft. Box	XLT Plus 6 ft. Box	XLT FX4/Off-Road 6 ft. Box	XLT Premium 6 ft. Box	XLT FX4/Level II 6 ft. Box
4.0L SOHC V6	S	S	S	S	S	S	S
5-speed manual transmission	S	-	S	-	S	-	S ¹
5-speed automatic transmission	O	S	O	S	O	S	O
2-speed Electronic Shift-on-the-Fly transfer case	S	S	S	S	S	S	S
Limited slip rear axle							
- Ford	O	O	O	O	O	O	-
- Torsen®	-	-	-	-	-	-	S

CHASSIS

Shock absorbers							
- Heavy duty gas-charged	S	S	S	S	-	-	-
- Bulge	-	-	-	-	S	S	-
- Bilstein®	-	-	-	-	-	-	S
Skid plates							
- Fuel tank and transfer case	-	-	-	-	S	S	S
- Front suspension	-	-	-	-	-	-	S

Tires

- P245/75R16 OWL all-terrain	S	S	S	S	S	S	-
- 31x10.50 BFGoodrich® T/A® KO	-	-	-	-	-	-	S
- Spare tire/wheel - Conventional ²	S	S	S	S	S	S	S ³

Wheels

- 16" 5-spoke aluminum	S	-	-	-	S	S	-
- 16" 5-spoke machined aluminum	-	S	-	-	-	-	-
- 16" cast aluminum	-	-	S	S	-	-	-
- 15" forged aluminum	-	-	-	-	-	-	S

EXTERIOR

Pickup box							
- Flareside	O	O	O	O	O	O	-
- Styleside	S	S	S	S	S	S	S
Fog lamps	S	S	O	O	S	S	S
Mouldings - Wheel lip ⁴							
- Colour-keyed	S	S	-	-	-	-	-
- Platinum-colour	-	-	-	-	S	S	-
- Black	-	-	-	-	-	-	S
Side step bars	O	O	O	O	O	O	-
Stone cuffs							
- Front, with rear mud flaps	-	-	S	S	-	S	-
- Rear mud flaps only	S	S	-	-	S	-	S
Tow hooks - Front (two)	S	S	S	S	S	S	S

SuperCab 4X4

SERIES FEATURES (cont'd)

INTERIOR

	Edge Standard 6 ft. Box	Tremor 4X4 6 ft. Box	XLT Standard 6 ft. Box	XLT Plus 6 ft. Box	XLT FX4/Off-Road 6 ft. Box	XLT Premium 6 ft. Box	XLT FX4/Level II 6 ft. Box
Air conditioning	S	S	S	S	S	S	S
Audio systems							
- AM/FM stereo/clock with single-disc CD player	S	-	S	-	S	-	-
- AM/FM stereo/clock with single-disc CD/MP3 player	-	-	O	O	O	O	S
- AM/FM stereo/clock with in-dash 6-disc CD changer/MP3 player	O	-	O	S	O	S	O
Tremor Audiophile Sound System	-	S	-	-	-	-	-
- Pioneer® Sound System See Equipment Groups and Packages below							
- 485-watt amplifier							
- 10" powered subwoofer							
Floor covering							
- Black textured vinyl	S	S	-	-	-	-	-
- Colour-keyed carpeting	-	-	S	S	S	S	S
Floor mats							
- Front, colour-keyed, carpeted	-	-	S	S	S	S	-
- Front, vinyl slush mats	-	-	O	O	O	O	-
Map lights	-	-	S	S	S	S	S
Map pockets - Door trim	-	-	S	S	S	S	S
Seating							
- Cloth 60/40 split bench seat	S	S	S	-	S	-	-
- Cloth sport bucket seats	-	-	-	S	-	S	S
- Rear vinyl jump seats	S	-	S	S	S	S	S
- Rear jump seat delete	O	S	O	O	O	O	-
- Leather 60/40 split bench seat	-	-	-	-	O	-	-
- Leather sport bucket seats	-	-	-	O	-	O	O
Steering wheel							
- Leather-wrapped, with tilt function and speed controls	O	S	O	S	S	S	S
Window - Rear, sliding <i>Includes privacy glass</i>	O	O	O	O	O	O	S

EQUIPMENT GROUPS AND PACKAGES

Bright Appearance Package⁴

- Bright running boards
- Chrome pickup box top rails
- Bright exhaust tip

Pioneer® Sound System

- AM/FM stereo with in-dash 6-disc CD changer/MP3 player
- 290-watt multi-channel amplifier
- 6.5" powered subwoofer

Power Equipment Group

- Power door locks
- Power side mirrors
- Power windows

Smoker's Package

- Instrument panel-mounted ashtray and cigarette lighter
- Ash cup replaces ashtray on FX4/Level II with manual transmission and Pioneer® Sound System*

¹ Late availability; 5-speed automatic will be offered as standard equipment until 5-speed manual transmission is available.

² Limited service P235/70R16 BSW all-season tire.

³ Full-size tire.

⁴ Not available with Flareside pickup box.

S = Standard O = Optional - = Not Available I = Included in an Equipment Group or Package

GVWR / PAYLOAD / TOWING KG (LB.)

SuperCab 4X4

Gross Vehicle Weight Rating (GVWR)*	2331 (5140)	2268 (5000)	2413 (5320)	2413 (5320)	2413 (5320)	2413 (5320)	2468 (5440)
Payload*	572 (1260)	572 (1260)	707 (1560)	707 (1560)	707 (1560)	707 (1560)	572 (1260)
Towing capacity*	2522 (5560)	2522 (5560)	2522 (5560)	2522 (5560)	2522 (5560)	2522 (5560)	2358 (5200)

* Maximum, when properly equipped

2004 RANGER FEATURES

EXTERIOR COLOURS



Arizona Beige
Clearcoat Metallic
(XL, XLT, FX4/Off-Road)



Black
Clearcoat
(All models)



Bright Red
Clearcoat
(Edge, Tremor, FX4/
Off-Road, FX4/Level II)



Dark Green Satin
Clearcoat Metallic
(XLT, FX4/Off-Road)



Dark Shadow Grey
Clearcoat
(Edge, Tremor, FX4/
Off-Road, FX4/Level II)



Oxford White
Clearcoat
(All models)



Silver
Clearcoat Metallic
(XL, XLT, FX4/Off-Road)



Sonic Blue
Clearcoat Metallic
(Edge, Tremor, FX4/
Off-Road, FX4/Level II)



Toreador Red
Clearcoat Metallic
(XLT, FX4/Off-Road)

INTERIOR COLOURS



Medium Pebble
Vinyl
(XL)



Medium Pebble
Cloth
(XL, Edge, XLT,
FX4/Off-Road)



Medium Pebble
Leather
(Edge, XLT,
FX4/Off-Road)



Medium Dark Flint
Vinyl
(XL)



Medium Dark Flint
Cloth
(XL, Edge, Tremor,
XLT, FX4/Off-Road)



Medium Dark Flint
Leather
(Edge, XLT,
FX4/Off-Road)



Ebony/Red
Cloth
(FX4/Level II)



Ebony/Blue
Cloth
(FX4/Level II)



Solid Black
Leather
(FX4/Level II)

WHEELS



15" argent
steel
(XL, 2.3L)



15" silver
steel
(XL)



15" machined
aluminum
(XLT 4X2,
Edge 4X2)



15" forged
aluminum
(FX4/Level II)



16" cast
aluminum
(XLT 4X4, Optional
on Edge 4X2)



16" 5-spoke cast
aluminum
(Edge 4X4,
FX4/Off-Road)



16" machined
5-spoke
aluminum
(Tremor)

GENUINE FORD ACCESSORIES (each sold separately)



Remote Start



Step Bars



Soft Tonneau Cover

Your Ford of Canada Dealer carries a complete line of Genuine Ford Accessories designed especially for your new Ranger. Ford Accessories purchased along with your new vehicle and installed by the Dealer are covered for the full length of your **New Vehicle's Warranty.**

OUR COMMITMENT TO YOU

PEACE-OF-MIND PROTECTION FOR YOUR NEW 2004 FORD VEHICLE

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Corrosion Warranty
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at No Additional Charge**
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* Certain conditions apply. Go to ford.ca or ask your local Ford Dealer for more information on these warranties and coverages.

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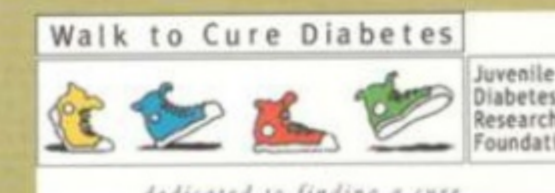


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SMARTRISK™



**Our Environment
Pledge**

Competitive comparisons are based on publicly available information and Ford data at the time of printing. Some features discussed may be optional. Vehicles shown may contain optional equipment. Features shown may be offered only in combination with other options or subject to additional ordering requirements or limitations. Following publication of this catalogue, certain changes in standard equipment, options and the like, or product delays, may have occurred which would not be included in these pages. Your Ford of Canada Dealer is your best source for up-to-date information. Ford Motor Company of Canada, Limited, reserves the right to change product specifications at any time without incurring obligations. This catalogue is printed using vegetable inks on recycled paper containing 10% de-inked post-consumer materials. Colours may not be exactly as illustrated due to restrictions of the printing process. Please see your sales consultant for specific colour and model availability.



Focus



Thunderbird



Mustang



Marauder



Taurus



Grand Marquis



Freestar



Escape



Explorer Sport Trac



Explorer 4-Door



Expedition



Excursion



Ranger



F-150

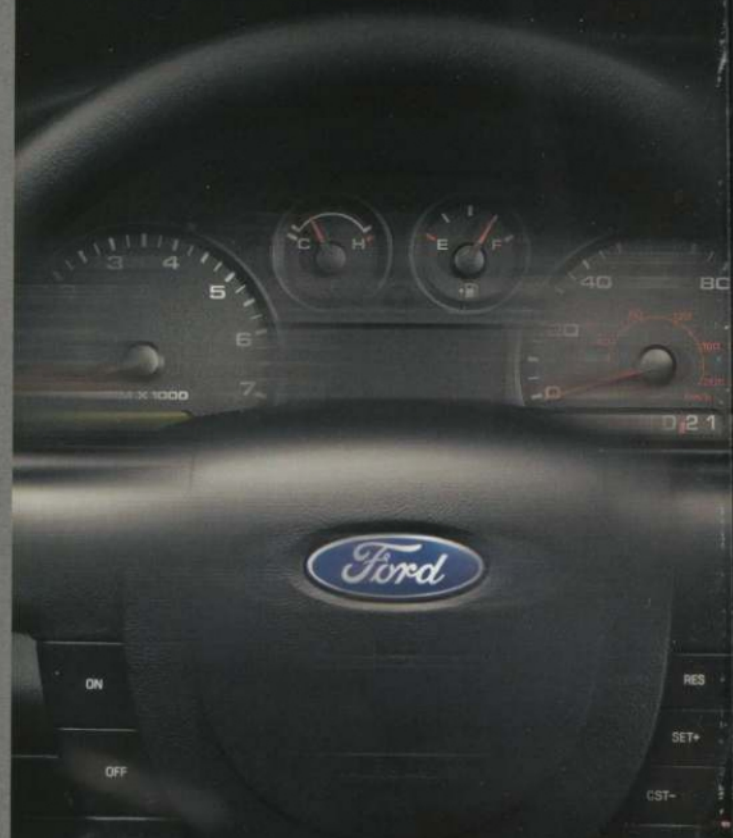


F-150 Heritage



F-Series SuperDuty/
Commercial Trucks

TOUGH AND SPIRITED.
FORD RANGER



BUILT

TOUGH