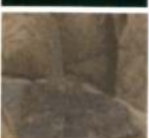




RANGER

04



BUILT
Ford
TOUGH

THE NEW 2004 FORD RANGER

AS TOUGH AS FLEXED BICEPS.

ATTITUDE? PLENTY. THE 2004 FORD RANGER DOESN'T JUST DRIVE THE STREETS. IT OWNS THEM. ITS NEW, BOLDER LOOK IS SO IN-YOUR-FACE WE ALMOST HAVE TO APOLOGIZE. WELL... ALMOST. TAKE YOUR PICK FROM THE DOWN 'N DIRTY XL, FULLY LOADED XLT, EYE-POPPIN' EDGE, ROCK-HUNGRY FX4 OR EARTH-SHAKIN' TREMOR WITH ITS HIGH-END (A.K.A. BOOMIN') AUDIO SYSTEM. WHATEVER YOU CHOOSE, BUILT FORD TOUGH MUSCLE HAS YOUR BACK. SO GET READY, BROTHER.

THE PUBLIC HAS SPOKEN. AMERICA LOVES RANGER.

WHO SAYS LIFE ISN'T A POPULARITY CONTEST? MUST BE THE OTHER COMPACT PICKUP GUYS. FOR 16 YEARS IN A ROW, FORD RANGER HAS OUTSOLD THE COMPETITION BY HAVING THE RIGHT SIZE, THE RIGHT ATTITUDE, THE RIGHT POWER AND THE RIGHT OPTIONS. BUT DON'T JUST TAKE OUR WORD FOR IT. FORD RANGER HAS ALSO BEEN RECOGNIZED BY POLK FOR HAVING THE HIGHEST MODEL LOYALTY IN THE COMPACT PICKUP TRUCK SEGMENT* 3 YEARS IN A ROW. THE PUBLIC HAS INDEED SPOKEN. LOUDLY.

*ACCORDING TO POLK STATISTICS FOR THE COMPACT PICKUP TRUCK CATEGORY IN THE 2001, 2002 AND 2003 MODEL YEARS, FORD RANGER RANKED HIGHEST BY HAVING THE GREATEST PERCENTAGE OF HOUSEHOLDS RETURN TO PURCHASE OR LEASE ANOTHER FORD RANGER VEHICLE.

INTRODUCING THE NEW
2004 FORD RANGER



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FX4 LEVEL II

ALRIGHT, ALRIGHT. WE KNOW WE CAN'T STOP YOU. YOU DO WHAT YOU WANT, WHEN YOU WANT. THE LEAST WE CAN DO IS PROPERLY EQUIP YOU FOR THOSE IMPULSIVE MOMENTS. YOU KNOW, THE ONES WHEN YOU DECIDE TO JUMP THE CURB AND LEAVE THE PAVEMENT BEHIND. THAT'S WHY WE MAKE FORD RANGER FX4 LEVEL II. BECAUSE YOU NEED OUR ULTIMATE OFF-ROAD COMPACT PICKUP TRUCK. IT HAS THE STUFF YOU WANT AND, MORE IMPORTANTLY, THE NAMES YOU RECOGNIZE: BFGOODRICH® OFF-ROAD TIRES, ALCOA® FORGED-ALUMINUM WHEELS, BILSTEIN® GAS SHOCKS, A TORSEN® REAR DIFFERENTIAL AND FORD'S LOW-END TORQUE-TOUTING 4.0L V6 ENGINE. OKAY. WE ADMIT IT. WE'RE ENCOURAGING YOU.

FX4



FX4
LEVEL II



FX4 OFF-ROAD SUPERCAB WITH OPTIONAL FLARESIDE BOX IN BRIGHT RED.

YOUR OTHER CHOICE FOR 4x4 ADVENTURE IS RANGER FX4 OFF-ROAD. IT INCLUDES ALL-TERRAIN TIRES, PREMIUM GAS SHOCKS, TOW HOOKS, SKID PLATES AND A LIMITED-SLIP REAR AXLE.

FX4 OFF-ROAD 4x4

UH-OH. HERE COMES TROUBLE.

FX4 LEVEL II CAPABILITIES

LIFE'S UPS AND DOWNS ARE EASY TO MANAGE WHEN YOU'VE GOT BILSTEIN GAS SHOCK ABSORBERS AND STEEL SKID PLATES COVERING THE ENGINE/OIL PAN, TRANSFER CASE AND FUEL TANK.



SWITCHES THIS POWERFUL ARE USUALLY CLASSIFIED. GIVE IT A TURN AND FEEL THE 4x4 RUSH.



GO BIG OR STAY HOME. RANGER FX4 LEVEL II COMES SHOED WITH MONSTER 31x10.5 BFGOODRICH KOS GRAFTED TO ALCOA 15" 8-HOLE FORGED-ALUMINUM WHEELS.



TORSEN. IT'S A NAME THAT'S SYNONYMOUS WITH HEAVY-DUTY OFF-ROAD EQUIPMENT, AND OBVIOUSLY ONE THAT RANGER FX4 HAD TO HAVE. FOR MORE INFORMATION, PLEASE VISIT OUR LIMITED-SLIP REAR DIFFERENTIAL.





XLT 4x4

THE FORD RANGER XLT 4x4 IS NOT A TRUCK TO BE TAKEN LIGHTLY. IT'S BAD. IT'S BEAUTIFUL. AND IT'S BUILT FORD TOUGH. RANGER XLT DOESN'T JUST GET ATTENTION. IT DEMANDS IT. BUT DON'T LET THE SHINY GOOD LOOKS FOOL YOU. BENEATH IT ALL, XLT 4x4 IS REALLY THE ATHLETIC TYPE. JUST CHECK OUT THIS YEAR'S STATS: PAYLOAD - UP TO 1560 LBS. TOWING* - UP TO 5560 LBS. YEAH. IT'S A PLAYER. THINK YOU CAN HANDLE IT?

XLT



BE CAREFUL. IT'S LOADED.



RANGER XLT SUPERCAB 4x2 SHOWN IN DARK GREEN SATIN METALLIC WITH AVAILABLE XLT APPEARANCE PACKAGE.

WITH ITS STANDARD 3.0L V6 AND 5-SPEED AUTOMATIC, RANGER XLT SUPERCAB 4x2 IS ONE FORMIDABLE PLAYING PARTNER. THE REAR VINYL JUMP SEATS FOLD DOWN TO ACCOMMODATE SOME MORE FRIENDS, OR THEY FLIP UP TO MAKE ROOM FOR WHATEVER YOU'RE TAKING TO THE PARTY.

XLT 4x2

XLT FEATURES

ANOTHER SIMPLE, BUT VERY USEFUL DESIGN. HEAVY-DUTY TIE-DOWN HOOKS HELP INCREASE YOUR PEACE OF MIND BY HELPING TO KEEP YOUR LOAD SECURE. NO TRUCK IS COMPLETE WITHOUT THEM.



WHEN PROPERLY EQUIPPED* WITH THE OPTIONAL CLASS III HITCH RECEIVER - WE LIKE TO CALL IT RANGER'S BIG TOW - RANGER 4x2 SUPERCAB FOOTS UP TO 5860 LBS. OF PLEASURE CRAFT.



*SEE YOUR FORD DEALER FOR A COPY OF THE TRAILER TOWING GUIDE.

IF YOUR TUNES HAVE GONE DIGITAL, SELECT THE AM/FM STEREO WITH 6-DISC IN-DASH MP3/CD PLAYER AND 4 SPEAKERS.





EDGE 4x4

YO! YOU'VE REACHED THE HOME BASE OF FORD RANGER EDGE. SORRY. WE AIN'T IN. AGAIN. AS A MATTER OF FACT, WE'RE PROBABLY OUT TURNIN' HEADS RIGHT NOW WITH OUR SLICK POWER DOME HOOD AND ALUMINUM 18-INCHERS. OR PUSHIN' THE TEMPO WITH OUR SHIFT-ON-THE-FLY 4x4 AND 207-HP 4.0L V6. OR JUST KICKIN' IT WITH OUR AM/FM STEREO DUAL-MEDIA MP3/CD/CASSETTE PLAYER. ALL STUFF YOU COULD BE DOING WITH US INSTEAD OF READIN' THIS CATALOG. SO... YOU KNOW WHAT TO DO AFTER THE BEEP. HEAD TO THE FORD DEALERSHIP TO GET YOUR OWN. PEACE OUT.

EDGE



JUST LEAVE A MESSAGE.

EDGE 4x2 DELUXE

FOR THOSE WHO PREFER 2-WHEEL DRIVE, WE OFFER THE RANGER 4x2 SUPERCAB EDGE DELUXE SHOWN HERE IN BRIGHT RED. SOUND LIKE A MOUTHFUL? YOU SHOULD READ ITS LIST OF STANDARD FEATURES. CAST ALUMINUM WHEELS. ANTI-LOCK BRAKING SYSTEM. FOG LAMPS. STYLED MIRRORS. BLACK MESH GRILLE. REAR JUMP SEATS. SPORT BUCKET SEATS. THERE'S EVEN A 290-WATT PIONEER® SOUND SYSTEM WITH 7 SPEAKERS. WE'D ROLL OUT THE RED CARPET, BUT THE PAVEMENT MIGHT GET JEALOUS.

FEATURES ON THE EDGE

LISTEN UP! FORD RANGER EDGE OFFERS AN OPTIONAL AM/FM STEREO 6-DISC IN-DASH MP3/CD PLAYER WITH CLOCK AND 4 SPEAKERS.



AS PART OF ITS SPONSORSHIP OF THE VANS TRIPLE CROWN SERIES, FORD ESTABLISHED THE RANGER TEAM ATHLETE PROGRAM TO RECOGNIZE AN ATHLETE IN EACH OF THE SERIES' 6 CORE SPORTS: WAKEBOARDING, BMX, SURFING, SNOWBOARDING, FREESTYLE MOTOCROSS AND SKATEBOARDING.



IF YOU CAN JUDGE A MAN BY HIS SHOES, THEN YOU CAN JUDGE A TRUCK BY ITS WHEELS. AND THESE OPTIONAL 18" CAST ALUMINUM BABIES ON RANGER EDGE 4x2 PASS THE TEST.



RALLY STYLE. EDGE'S NEW WHITE-FACED GAUGES WITH BLACK TRIM RINGS ARE CLEAN AND EASY TO READ.





NEW TREMOR 4x4

A PIONEER® 6-DISC IN-DASH MP3/CD PLAYER. A MULTI-CHANNEL AMPLIFIER. A 10" DOWN-MOUNTED SUBWOOFER. AND, FOUR 6" x 8" COAXIAL SPEAKERS. THAT'S 510 BONE-SHAKING, CRYSTAL-CLEAR-SOUNDING WATTS PUSHED THROUGH 9 SPEAKERS STRATEGICALLY PLACED TO DELIVER SUPERIOR PIONEER SOUND. AND DID WE MENTION THAT YOU CAN GET IT ALL WITH A BED ATTACHED? THE FORD RANGER TREMOR, NOW AVAILABLE IN 4x4 WITH 207-HP 4.0L V6, HAS ALL THE ATTITUDE YOU'LL EVER NEED. IF IT DOESN'T GET YOU THE CROWD REACTION YOU'RE LOOKING FOR, YOU MAY WANT TO HANG WITH A NEW CROWD.

TREMOR



**OFF THE
RICHTER
SCALE.**

TREMOR FEATURES

IT SOUNDS AS GOOD AS IT LOOKS. RANGER TREMOR'S PREMIUM PIONEER® SOUND SYSTEM DELIVERS A MASSIVE 510 WATTS OF GLOW-IN-THE-DARK JAM POWER.

NOT JUST ANOTHER PRETTY FACE. RANGER TREMOR'S INSTRUMENT CLUSTER SPORTS DISTINCT, EASY-TO-READ WHITE-FACED GAUGES WITH BLACK TRIM RINGS.

IF RANGER TREMOR'S AUDIO SYSTEM IS TURNED OFF, LET ITS 16" 5-SPOKE MACHINED-ALUMINUM WHEELS DO THE HEAD TURNING FOR YOU.



THEY'LL HEAR YA BEFORE THEY SEE YA. RANGER TREMOR'S PIONEER SOUND SYSTEM ENCLOSURE COMES EQUIPPED WITH A HIGH-OUTPUT, MULTI-CHANNEL AMPLIFIER AND 10" DOWN-MOUNTED SUBWOOFER.



NEW TREMOR 4x4

A PIONEER® 6-DISC IN-DASH MP3/CD PLAYER. A MULTI-CHANNEL AMPLIFIER. A 10" DOWN-MOUNTED SUBWOOFER. AND, FOUR 6" x 8" COAXIAL SPEAKERS. THAT'S 510 BONE-SHAKING, CRYSTAL-CLEAR-SOUNDING WATTS PUSHED THROUGH 9 SPEAKERS STRATEGICALLY PLACED TO DELIVER SUPERIOR PIONEER SOUND. AND DID WE MENTION THAT YOU CAN GET IT ALL WITH A BED ATTACHED? THE FORD RANGER TREMOR, NOW AVAILABLE IN 4x4 WITH 207-HP 4.0L V6, HAS ALL THE ATTITUDE YOU'LL EVER NEED. IF IT DOESN'T GET YOU THE CROWD REACTION YOU'RE LOOKING FOR, YOU MAY WANT TO HANG WITH A NEW CROWD.

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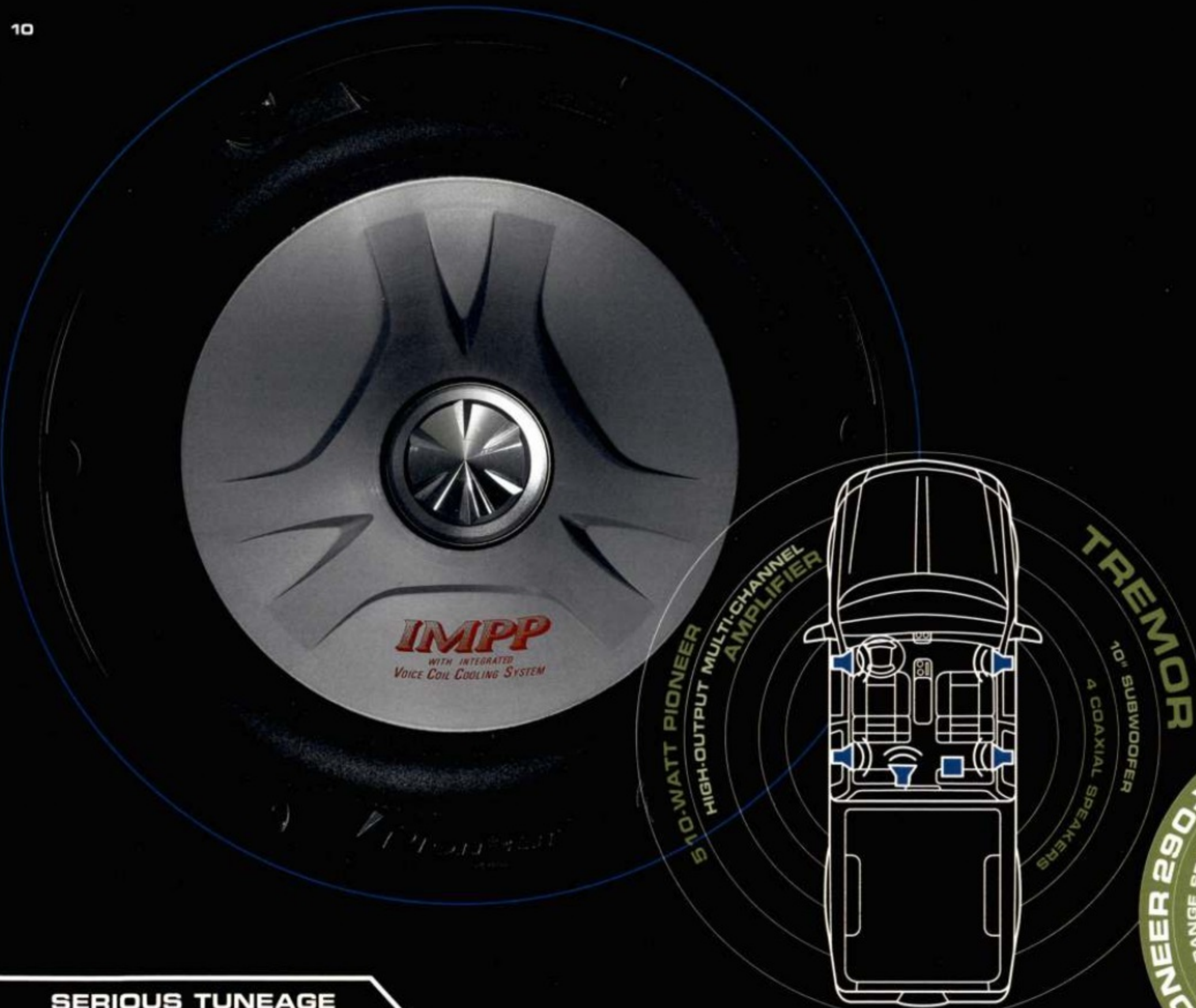
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IF RANGER TREMOR'S AUDIO SYSTEM IS TURNED OFF, LET ITS 16" 5-SPOKE MACHINED-ALUMINUM WHEELS DO THE HEAD TURNING FOR YOU.





WHEN IT COMES TO SPEAKERS, IT'S LOCATION, LOCATION, LOCATION.

YOU WOULDN'T CONSIDER MOVING YOUR EARS TO A DIFFERENT PLACE ON YOUR HEAD. THAT WOULD BE FOOLISH, WOULDNT IT? THEN WHY WOULD PICKUP TRUCKS HAVE SPEAKERS IN A PLACE WHERE YOU CAN'T HEAR THEM? SOUNDS SILLY, BUT IT HAPPENS ALL THE TIME. BUT NOT WITH FORD RANGER. OUR SOUND ENGINEERS HAVE STRATEGICALLY PLACED RANGER'S SPEAKERS FOR OPTIMUM SOUND PERFORMANCE. NOT A WATT GOES WASTED BECAUSE WE UNDERSTAND HOW IMPORTANT THE MUSIC IS. WHETHER YOU'RE LISTENING TO A TRIUMPHANT OVERTURE, A KILLER GUITAR SOLO OR A BOOTY-SHAKIN' BASS LINE, RANGER IMMERSSES YOU IN SOUND. SO GO AHEAD, DIVE IN.

SERIOUS TUNEAGE

IF YOU AGREE THAT A SOUND SYSTEM IS THE MOST IMPORTANT PART OF YOUR VEHICLE, YOU'VE COME TO THE RIGHT PAGE. RANGER PLACES A PREMIUM ON GREAT SOUND SYSTEMS. AND THERE ARE SO MANY, THE HARDEST PART IS SELECTING JUST ONE. WANT 510 WATTS OF POWER? YOU GOT IT. WANT A 6-DISC IN-DASH MP3/CD PLAYER? NO PROBLEM. WHY ROLL UP TO AN AFTERMARKET SOUND EQUIPMENT STORE WHEN YOU CAN JUST ROLL OUT OF THE DEALERSHIP READY TO ROCK? LISTEN CAREFULLY. RANGER IS SERIOUS ABOUT SOUND. COPY THAT?

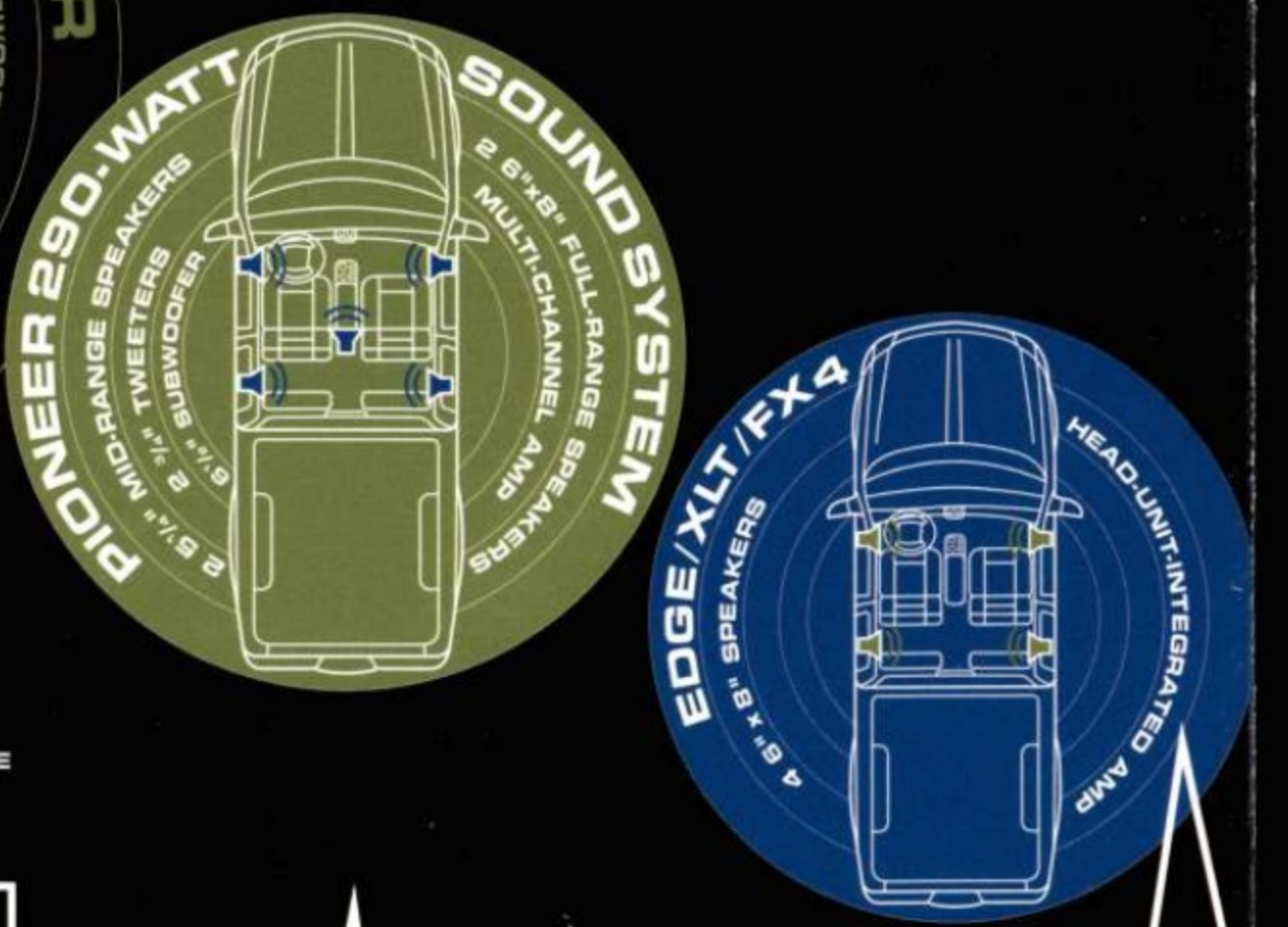
AUDIO

290-WATT PIONEER SOUND SYSTEM



THE OPTIONAL PIONEER® SOUND PACKAGE FEATURES A 290-WATT, 7-SPEAKER SOUND SYSTEM. IT INCLUDES AN AM/FM 6-DISC IN-DASH MP3/CD PLAYER, CENTER CONSOLE-MOUNTED 6.5" BASS SUBWOOFER, 2-WAY FRONT-DOOR SPEAKERS AND DUAL-CONE REAR SPEAKERS. WHILE YOU MAY NOT BE ABLE TO HEAR YOUR PASSENGERS' APPROVAL, THEIR SYNCHRONIZED HEAD BOBBING SHOULD SPEAK FOR ITSELF. AVAILABLE ON SELECT RANGER EDGE AND XLT SUPERCAB MODELS.

EAR CANDY.



DUAL-MEDIA

STANDARD ON RANGER EDGE 4x4 AND INCLUDED ON SELECT XLT AND EDGE 4x2 MODELS IS THE ELECTRONIC AM/FM STEREO DUAL-MEDIA MP3/CD/CASSETTE SOUND SYSTEM. IT INCLUDES A CLOCK AND 4 STRATEGICALLY PLACED SPEAKERS.

AUDIO SYSTEMS

THIS AM/FM STEREO SOUND SYSTEM WITH 6-DISC IN-DASH MP3/CD PLAYER, CLOCK AND 4 SPEAKERS CAN CARRY ENOUGH MUSIC TO TAKE YOU COAST TO COAST ON A SINGLE DOWNLOAD. AVAILABLE ON SELECT RANGER EDGE AND XLT MODELS.

STANDARD ON SELECT RANGER XLT MODELS IS THE ELECTRONIC AM/FM STEREO/SINGLE-CD PLAYER WITH CLOCK AND 4 SPEAKERS.





FX4 LEVEL II INTERIOR

COOLER FILLED WITH H₂O. ROCK-CLIMBING GEAR, TENT AND MOUNTAIN BIKE IN THE BED. CELL PHONE CHARGED AND READY TO GO. DUFFEL BAG FILLED WITH WHATEVER'S CLEAN. NOW THAT YOU'VE GOT EVERYTHING YOU NEED FOR THE WEEKEND, IT'S TIME TO SETTLE IN FOR THE RIDE. WITH RANGER'S NEW SPORT FRONT BUCKET SEATS, THAT'S EASY. IT'S THE KIND OF INTERIOR FEATURE THAT IMPROVES YOUR ENTIRE DRIVING EXPERIENCE, ESPECIALLY WHEN YOU ADD THE POWER EQUIPMENT GROUP WITH POWER WINDOWS, DOOR LOCKS AND SIDEVIEW MIRRORS AND REMOTE KEYLESS ENTRY. TAKE A SEAT AND YOU'LL KNOW EXACTLY WHAT WE'RE TALKING ABOUT.

INTERIORS

RANGER KNOWS HOW TO GAUGE GOOD LOOKS.



XL AND XLT



EDGE AND TREMOR



FX4 LEVEL II



60/40 CLOTH

GET IN. GET OUT. GET IN. GET OUT. GET IT ON. FORD RANGER KNOWS THE ROUTINE. THAT'S WHY IT OFFERS A CLOTH 60/40 SPLIT FRONT SEAT. IT'S INDEPENDENTLY ADJUSTABLE FOR DRIVER AND PASSENGER COMFORT, AND DURABLE ENOUGH FOR DAY-TO-DAY TRUCK USE.

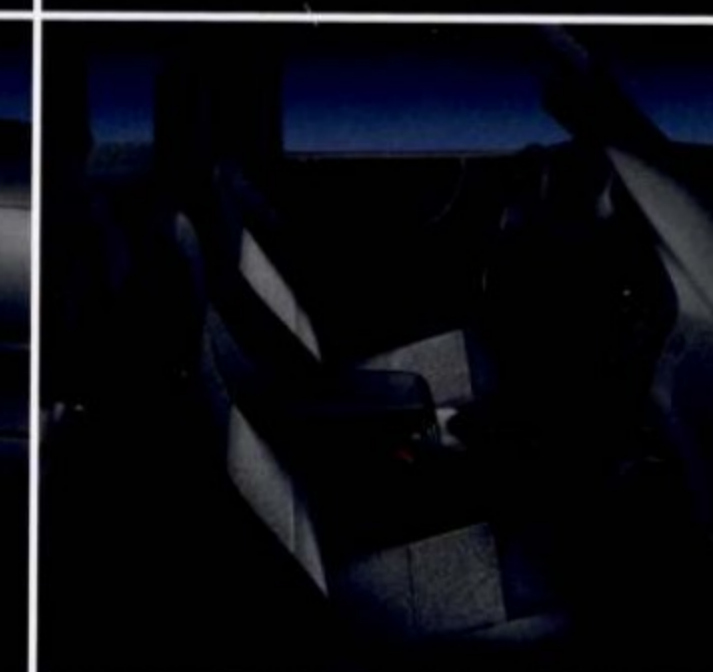
**DRIVEN BY
ADVENTURE.**

INSTRUMENT PANEL

WHEN IT COMES TO THE INSTRUMENT PANEL, FORD RANGER EDGE HAS EVERYTHING YOU WANT, RIGHT WHERE YOU WANT IT. ERGONOMICALLY PLACED CONTROLS. EASY-TO-READ GAUGES. DRIVER AND RIGHT-FRONT PASSENGER AIRBAGS.* A TRIP ODOMETER. AND AN AM/FM STEREO WITH DUAL-MEDIA MP3/CD/CASSETTE PLAYER AND CLOCK. AND YES, IT'S TRUE. WE INTENTIONALLY DID NOT LEAVE SPACE FOR A FLOWER HOLDER.

SPORT BUCKETS

WELCOME TO THE COCKPIT. FORD RANGER'S AVAILABLE FRONT CLOTH SPORT BUCKET SEATS ARE COMFORTABLY FITTED TO PROVIDE YOU WITH A COMMANDING FEEL OF THE ROAD. PREPARE FOR TAKEOFF. THREE... TWO... ONE... IGNITION.



*ALWAYS WEAR YOUR SAFETY BELT AND DEACTIVATE THE PASSENGER AIRBAG WHEN USING A REAR-FACING CHILD SAFETY SEAT.



XL

MAJOR STANDARD FEATURES:

- Black nostril bars grille and surround
- Black bumpers
- 15" Argent steel wheels
- Gas-charged shocks
- Rally gauge cluster with tachometer*
- AM/FM stereo with clock
- Black vinyl flooring
- 60/40 vinyl split-bench seat (cloth on SuperCab)
- 4-spoke steering wheel with airbag*

AVAILABLE MODELS:

- 4x2 Regular Cab
- 4x2 SuperCab 2-door

AVAILABLE ENGINES:

- 2.3L DOHC 16-valve I4
- 3.0L OHV 12-valve V6

*Standard on all trim series.
**Standard on Styleside only.



XLT

MAJOR STANDARD FEATURES:

- Black nostril bars grille with black surround
- Chrome bumpers (XLT Appearance Package and 4x4)
- 15" 7-spoke silver or chrome styled-steel wheels (4x2)
- 16" cast aluminum wheels (4x4)
- 16" 5-spoke aluminum wheels (4x4 Value)
- Gas-charged shocks
- Fog lamps (4x4)
- Electronic shift-on-the-fly 4x4 system
- Side step bars (4x4)
- Black gauge cluster with white accents
- AM/FM stereo CD player with clock
- Carpeted flooring with mats
- 60/40 vinyl split-bench seat (cloth on SuperCab)
- Air conditioning

AVAILABLE MODELS:

- 4x2 Regular Cab
- 4x2 SuperCab 2-door
- 4x2 SuperCab 4-door
- 4x4 SuperCab 2-door
- 4x4 SuperCab 4-door

AVAILABLE ENGINES:

- 2.3L DOHC 16-valve I4
- 3.0L OHV 12-valve V6
- 4.0L SOHC 12-valve V6



FX4 OFF-ROAD

MAJOR STANDARD FEATURES:

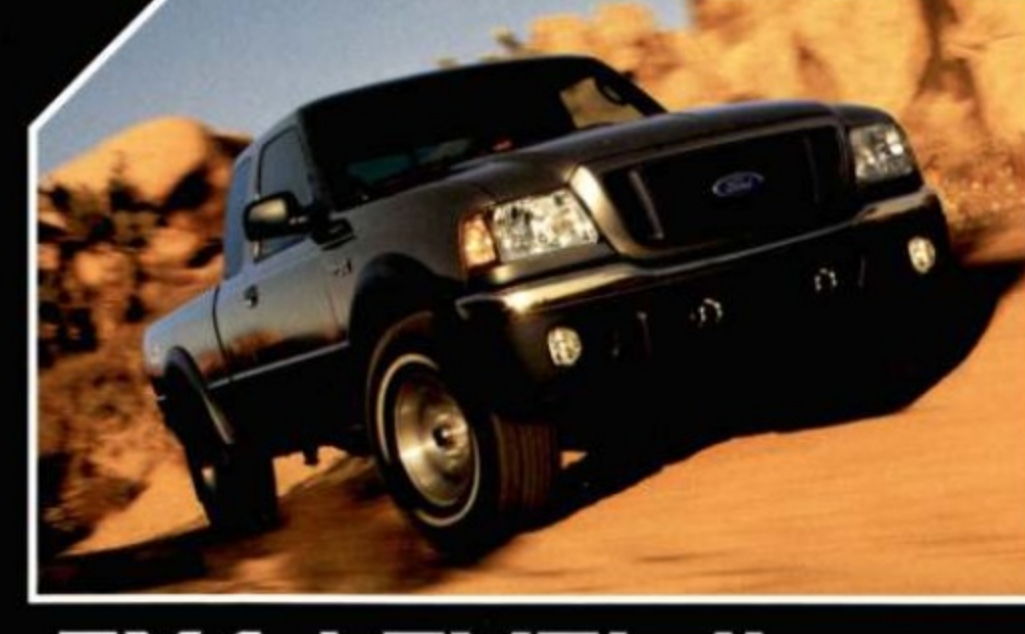
- Black nostril bars grille with chrome surround
- Chrome bumpers
- Black wheel-lip moldings**
- 16" 5-spoke cast aluminum wheels
- P245/75R16 all-terrain OWL tires
- Premium gas-charged shocks
- Fog lamps
- Electronic shift-on-the-fly 4x4 system
- Side step bars
- Limited-slip rear axle
- Skid plates (2) and tow hooks (2)
- Black gauge cluster with white accents
- AM/FM stereo CD player with clock
- Carpeted flooring with mats
- 60/40 cloth split-bench seat
- Power Equipment Group
- Air conditioning

AVAILABLE MODELS:

- 4x4 SuperCab 4-door

AVAILABLE ENGINES:

- 4.0L SOHC 12-valve V6



FX4 LEVEL II

MAJOR STANDARD FEATURES:

- Black nostril mesh grille with body-color surround
- Chrome bumpers
- Black wheel-lip moldings
- 15" Alcoa® forged-aluminum wheels
- BFG KO 31 x 10.5 all-terrain RWL tires
- Bilstein® gas-charged shocks
- Fog lamps
- Electronic shift-on-the-fly 4x4 system
- Torsen® limited-slip rear axle
- Skid plates (3) and tow hooks (3)
- Black gauge cluster with white accents and silver brushed trim rings
- AM/FM stereo MP3/CD/cassette player with clock
- Carpeted flooring with slush mats
- Sport bucket seats with console
- Power Equipment Group
- Air conditioning

AVAILABLE MODELS:

- 4x4 SuperCab 4-door

AVAILABLE ENGINES:

- 4.0L SOHC 12-valve V6



EDGE

MAJOR STANDARD FEATURES:

- Black nostril honeycomb mesh grille with body-color surround
- Body-color bumpers
- Body-color wheel-lip moldings
- 15" 7-spoke silver steel or 15" 7-spoke machined-aluminum wheels (4x2)
- 16" 5-spoke cast aluminum wheels (4x4)
- Gas-charged shocks
- Fog lamps
- Electronic shift-on-the-fly 4x4 system
- Side step bars (4x4)
- White gauge cluster with black accents and black trim rings
- AM/FM stereo MP3/CD/cassette player with clock
- Black textured-vinyl flooring
- 60/40 cloth split-bench seat
- Air conditioning

AVAILABLE MODELS:

- 4x2 Regular Cab
- 4x4 Regular Cab
- 4x2 SuperCab 2-door
- 4x2 SuperCab 4-door
- 4x4 SuperCab 2-door
- 4x4 SuperCab 4-door

AVAILABLE ENGINES:

- 3.0L OHV 12-valve V6
- 4.0L SOHC 12-valve V6



TREMOR

MAJOR STANDARD FEATURES:

- Black nostril mesh grille with body-color surround
- Body-color bumpers
- Body-color wheel-lip moldings**
- 16" 5-spoke machined-aluminum wheels
- Gas-charged shocks
- Fog lamps
- Electronic shift-on-the-fly 4x4 system
- Side step bars (4x4)
- Tremor 510-watt sound system
- AM/FM stereo MP3/6-disc in-dash CD player
- Multi-channel amplifier
- Four 6" x 8" coaxial speakers
- 10" bass subwoofer
- Power Equipment Group
- 60/40 cloth split-bench seat
- Air conditioning

AVAILABLE MODELS:

- 4x2 SuperCab 2-door
- 4x2 SuperCab 4-door
- 4x4 SuperCab 4-door

AVAILABLE ENGINES:

- 3.0L OHV 12-valve V6
- 4.0L SOHC 12-valve V6

MODELS

WHO'S YOUR DADDY?

With 6 models to choose from and a choice of drivetrain and powertrain configurations, Ford Ranger offers exceptional value. By personalizing your Ranger with one or more of the following packages, you can add even more value. To make the best even better, talk to your Ford Dealer.



XLT 4x4 Value Appearance Package

- 2-Door SuperCab
- 4.0L V6
- 5-Speed Manual Transmission
- Electronic Shift-On-The-Fly 4x4 Mode
- 4.10:1 Axle Ratio
- Styleside Box
- Front Tow Hooks
- 16" 5-Spoke Cast Aluminum Wheels
- P245/75R16 All-Terrain OWL Tires
- Chrome Front and Rear Bumpers
- 60/40 Split-Bench Cloth Seat
- AM/FM Stereo with CD Player and 4 Speakers
- Textured Vinyl Flooring



XLT Appearance Package

- Chrome Grille Surround
- Chrome Front and Rear Bumpers
- P225/70R15 All-Season OWL Tires
- 15" 7-Spoke Chrome Styled-Steel or 15" Machined-Aluminum Wheels



Bright Trim Group

- Chrome Step Bars
- Chrome Exhaust Tip



Bright Appearance Package

- Bright Trim Group (shown above)
- Chrome Bed Rails



BFT Component Package

- Limited-Slip Rear Axle
- Payload Package #2
- Class III Trailer Tow



- 1 Take your Ranger to a new level of style with these **chrome taillamp surrounds**.
- 2 **Color-keyed running boards** blend in nicely.
- 3 With the **keyless entry keypad**, locking the keys in the truck is no longer cause for alarm. Just enter your programmed code and you're in. And since it operates by radio frequency, there's no hardware required for mounting.
- 4 OK guys, now there's really no need to ask for directions. The **Satellite Navigation System** helps you keep your bearings.
- 5 Start your engines, then get in. Crazy? Like a fox. Hit the blue **remote start** button and start your truck from up to 500 feet away. Perfect for those cold mornings.
- 6 The **Beddy Jo Bike Carrier** by Yakima® attaches directly to the bed and secures up to 2 bikes. Also offered is the black rubber **bed mat**, designed to protect the bed surface.
- 7 Step out in style. **Chrome step bars** at your service.
- 8 We're sorry, but all the stuff you see in the photo is not included in the price of the **bed tent**. And we especially mean the cool Ranger under it.

WHEELS



15" Argent Steel Wheel



15" 7-Spoke Silver Styled-Steel Wheel



15" 7-Spoke Chrome Styled-Steel Wheel



15" Machined-Aluminum Wheel



16" Cast Aluminum Wheel



16" 5-Spoke Cast Aluminum Wheel



15" 8-Hole Forged-Aluminum Wheel



16" 5-Spoke Machined-Aluminum Wheel

ENGINES

HORSEPOWER AND TORQUE

2.3L DOHC 16-Valve I4

Horsepower: 143 hp @ 5250 rpm

Torque: 154 lb.-ft. @ 3750 rpm

3.0L OHV 12-Valve V6

Horsepower: 148 hp @ 5000 rpm

Torque: 185 lb.-ft. @ 3750 rpm

4.0L SOHC 12-Valve V6

Horsepower: 207 hp @ 5250 rpm

Torque: 238 lb.-ft. @ 3000 rpm

Maximum Loaded Trailer Weight* (lbs.) – Automatic Transmission

Engine	Axle Ratio	GCWR (lbs.)	Regular Cab		SuperCab	
			4x2	4x4	4x2	4x4
2.3L DOHC I4	4.10	5500	2240	—	—	—
	3.73	6000	2620	—	2440	—
	3.73/4.10 ¹	6000	2480	—	2360 ²	—
3.0L OHV V6	4.10	6000	—	2300	—	—
	4.10	6000	—	—	—	—
4.0L SOHC V6	3.55	9500	—	—	5860	—
	3.55 ¹	9500	—	—	5740	—
	3.73/4.10	9500	—	—	—	5560 ^{2,3}

Maximum Loaded Trailer Weight* (lbs.) – Manual Transmission

Engine	Axle Ratio	GCWR (lbs.)	Regular Cab		SuperCab	
			4x2	4x4	4x2	4x4
2.3L DOHC I4	3.73/4.10	4800	1580	—	—	—
	3.73	6000	2660	—	2480	—
	3.73/4.10 ¹	6000	2520	—	2400	—
3.0L OHV V6	3.73/4.10	6000	—	2340	—	—
	3.73/4.10	6000	—	—	—	—
	3.73/4.10	6000	—	—	—	—
4.0L SOHC V6	3.55	7000	—	—	3400/ 3320 ¹	—
	3.73/4.10	7000	—	—	—	3100 ⁴

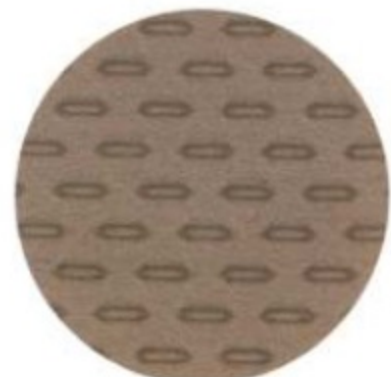
*NOTE: Ranger does not have an electric brake wiring provision. Certain states require electric trailer brakes over a specified trailer weight. In those states, the Ranger maximum trailer weight is limited to the state regulation. Check your state's trailer weight regulations.

¹Ranger Edge only. ²Also available with Tremor. ³5200 lbs. with FX4 Level II. ⁴2400 lbs. with FX4 Level II.

INTERIOR/EXTERIOR COLORS



Medium Pebble Cloth



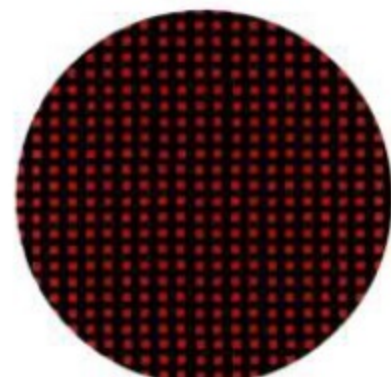
Medium Pebble Vinyl



Medium Dark Flint Cloth



Medium Dark Flint Vinyl



Ebony/Red Cloth



Ebony/Blue Cloth



Medium Pebble Leather



Medium Dark Flint Leather



Solid Ebony Leather

Medium Pebble

Medium Dark Flint

Ebony/Red

Ebony/Blue

Solid Ebony

XL

Oxford White

Arizona Beige Metallic

Silver Metallic*

Black

Edge

Oxford White

Bright Red

Sonic Blue Metallic

Dark Shadow Grey Metallic*

Black

Tremor

Oxford White*

Bright Red

Sonic Blue Metallic

Dark Shadow Grey Metallic*

Black

XLT/FX4 Off-Road

Oxford White

Arizona Beige Metallic*

Bright Red

Treador Red Metallic

Dark Green Satin Metallic*

Sonic Blue Metallic

Silver Metallic*

Dark Shadow Grey Metallic*

Black

FX4 Level II

Oxford White

Bright Red

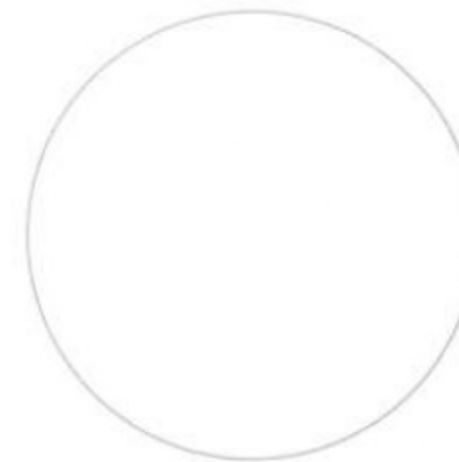
Sonic Blue Metallic

Dark Shadow Grey Metallic*

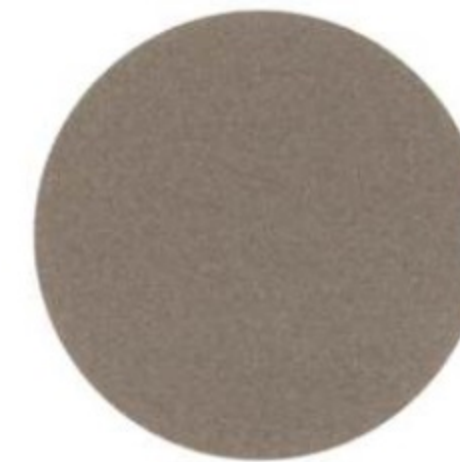
Black

*New for 2004.

Ford uses clearcoat paint for beauty and protection. Colors shown are representative only. See your dealer for actual paint/trim options.



Oxford White



Arizona Beige Metallic



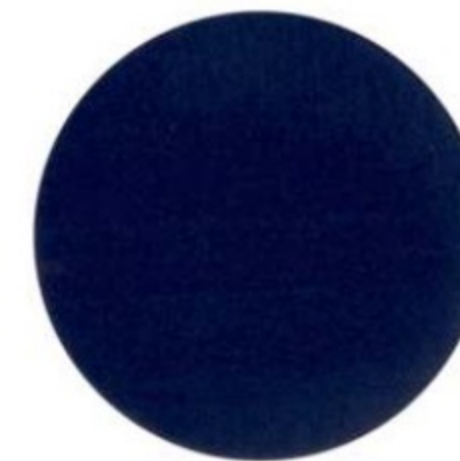
Bright Red



Treador Red Metallic



Dark Green Satin Metallic



Sonic Blue Metallic



Silver Metallic



Dark Shadow Grey Metallic



Black



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For a purchase or lease, the Ford Extended Service Plan gives you "Peace-of-Mind" protection designed to cover key vehicle components and protect you from the cost of unexpected repairs. Ask your dealer for an ESP backed by Ford Motor Company and honored at all Ford dealerships.



Choose the insurance program that's designed for your vehicle - Ford Motor Company Insurance Services. Our program helps you receive the rates and service you deserve. Call 1-877-367-3847 or visit us at fordvip.com for a no-obligation quote. Insurance offered by American Road Services Company (in CA, American Road Insurance Agency), a licensed agency and subsidiary of Ford Motor Company.



IF YOU HAVEN'T LOOKED AT FORD LATELY...
LOOK AGAIN.



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Ford is proud to be one of the oldest and strongest supporters of the **National Future Farmers of America Organization (FFA)**. Furthering the education of America's future leaders remains a priority for Ford Motor Company, Ford Division and Ford Dealers.



Ford is the Official Truck and Title Sponsor of the **Professional Bull Riders (PBR) Elite Built Ford Tough Series**. This 29-city tour provides some of the toughest entertainment around.



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NASCAR® is a registered trademark of the National Association for Stock Car Auto Racing, Inc.



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Ford Trucks are the Official Trucks of the **World Snowmobile Association 2003-2004 Snocross Worldwide Championship Series**. Ford proudly supports the WSA and the sport of snowmobile racing.

