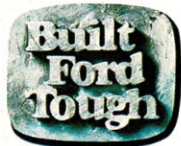


1981 FORD



4-WHEELER



**THE NEW FRONTIER
IN 4x4's...**

TOUGH 1981 FORD 4x4 PICKUP

The new frontier in 4x4's . . .

Tough '81 Fords feature advanced off-road technology. Ford has the only North American-built full-size 4x4's with Twin-Traction Beam independent front suspension for a better ride than competitive leaf spring suspensions. And independent front wheel action helps off-road control. Ford leadership technology produces a full-size/full-function 4x4 ready for your heavy-load off-road jobs without having to sacrifice good gas mileage.*

*Miles Per Gallon.

Of course, gas mileage is one of your top concerns these days. It's ours, too. And although the latest figures were unavailable at the time of publication, 1981 Ford 4x4 mileage estimates are expected to be as good as or better than last year's. See your Ford or Mercury Dealer for '81 figures.

1. Long cruising range.

Ford Styleside Pickups with optional auxiliary fuel tank provide a big dual-tank capacity—for extended distance between fill-ups. Up to 144L (31.7 Imp. gal.) on long wheelbases, 134L (29.6 Imp. gal.) with short wheelbase models.

2. Independent front suspension.

Ford 4x4 pickups have tough Twin-Traction Beam independent front sus-

pension to ease the wheels over bumps independently for a better ride and better off-road control than competitive leaf spring suspensions. Another one of the years-ahead features in '81 Ford 4-wheelers.

3. 4-speed manual with overdrive.

A new Ford 4x4 option for '81! The 4-speed manual transmission with overdrive makes driving fun and thrifty, too. Overdrive reduces engine RPM's for better gas mileage* on the highway and reduced engine wear.

4. Ford 4x4 Snow Plow Prep. Packages.

Designed for popular snow plow attachments. Ford Snow Plow Prep. Packages are now available on F-150 as well as F-250 and F-350 Regular Cab 4x4's. See your Ford or Mercury Dealer for application details.

5. New automatic locking hubs.

Now front hubs can run free on the highway, and then lock in as needed for 4x4 traction . . . after you start out in 4-wheel drive. This important new option for '81 provides the economy of free wheeling hubs with the convenience of automatic hubs. There's no longer any need to get out of the vehicle and manually lock both front hubs. And once the automatic hubs are locked in you can shift from 2-wheel to 4-wheel drive while the vehicle is moving. Also, unlike some designs, the Ford system allows engine compression braking to assist in downhill maneuvers.

6. Three-Year Corrosion Perforation Warranty.

7. Halogen headlamps.

For '81, halogen headlamps are standard. They illuminate the road with a whiter, brighter light than conventional headlamps.

Aerodynamic design.

Ford's trim, smooth lines reduce air drag at highway speeds for greater fuel efficiency than on less streamlined trucks.

Efficient 2-speed transfer case.

The efficient chain-driven transfer case minimizes power loss. The transfer case is easy to shift, and the forward location of the transfer case shift lever when in the 2-wheel drive position provides more foot room than the previous design.

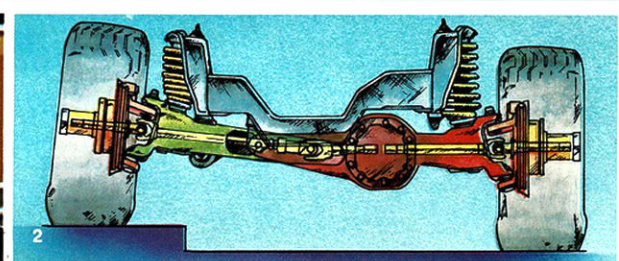
Big payloads.

Tough Ford 4x4's are rated to carry optimum payloads for their GVWR's.

ADDITIONAL STANDARD FEATURES:

- P-metric steel-belted radial tires (F-150)
- Tough ladder-type frame
- Integral front axle skid plate
- 4-wheel drive indicator light on instrument panel
- 4-speed manual transmission
- Free running front hubs

Note: Some illustrations include optional equipment. See the standard features for each model, and the options shown or listed on pages 6 and 7.



3-YEAR CORROSION PERFORATION WARRANTY
 All Ford 4x4 Pickups are covered by a no-charge 36-month unlimited distance manufacturer's warranty against corrosion perforation. This warranty, transferable to succeeding owners during this warranty period, covers the cost of both labour and materials for repair of perforation of parts caused by corrosion. Exhaust system components are excluded. The basic 12-month/20 000 kilometre warranty covers corrosion, other than perforations, that are due to defective factory materials or workmanship. Ask your Dealer for details.



THE NEW FRONTIER IN 4x4's . . .

SPACIOUS INTERIOR COMFORT AND CONVENIENCE.

The new frontier in 4x4's means tough construction for rugged, off-road terrain combined with our attractive, roomy and comfortable interior.

1. Instrument panel

The handsome instrument panel has a specially designed center console for optional electronic digital clock, radio and air conditioning. And the design is as functional as it is handsome with the careful placement of controls and instruments to provide master driving control.

2. Ford Ranger Lariat.

The top-of-the-line looks and luxury. **Notable standard interior features** include (in addition to or in place of Ranger XLT features): Special "cushioned" seat trim sew style in special cloth with vinyl bolsters • The Lariat instrument panel has bright "Ranger Lariat" script • Woodtone applique on door panels • Handy map boxes on doors covered with rich carpeting • Vanity visor mirror, RH (on Lariats built after 10/6/80).

3. Ford Ranger XLT.

Standard interior features: Attractive seat trim of grained vinyl with cloth inserts; all-vinyl seat trim is a no-charge option • Color-keyed full-length carpeting covers floor insulation padding and lower door trim panels • New cloth headliner is backed with foam insulation • Garnish moldings over door window, "B" pillar

and around rear window • Bright aluminum door scuff plates.

4. Ford Ranger.

Standard interior features include: All-vinyl or cloth and vinyl seat trim (optional knitted vinyl shown) • Courtesy lighting with passenger side door switch, as well as driver's • Bright accents on door trim panels • Color-keyed floor mat covers insulation padding • Cigarette lighter with light • Woodtone accent around the steering wheel horn pad • Polished woodtone appliques on instrument panel • Color-keyed seat belts.

5. Ford Custom.

Standard interior features: Vinyl seat trim (optional knitted vinyl shown) • Instrument panel with cluster trim applique and full-width pad • Color-keyed sun visors • Glove box with latch • Inside

hood release • Color-keyed windshield pillar, header, cowl side trim panels and door trim panels with foam-padded armrests • Scuff plates • Coat hook • Dome light • Floor insulation and carpet-texture rubber mat.

6. Behind seat storage.

The seat back folds forward for quick, easy access... (Standard on Ranger and higher trim levels; also Custom built after 10/6/80.) Shown with stow-line "Organizer" Truck Caddy for your valuables. A dealer installed accessory.

Exterior features for all trim levels are covered in the 1981 Ford Pickup catalog.

Note: Some illustrations include optional equipment. See the standard features for each model, and the options shown or listed on pages 6 and 7.

FORD FREE WHEELING FUN

Ford F-150 Regular Cab Pickups offer two spirited Free Wheeling options. Here are the exciting features you get in the Ford Free Wheeling Packages.

Free Wheeling "A" includes: pinstriping (tri-color option is available on Styleside Pickups, Deluxe Tu-Tone on Flareside), blackout grille and headlamp doors, and sport wheel covers (4).

Free Wheeling "B" for Styleside Pickups includes Package "A", plus: fog lamps and bumper guards, Handling Package, bright rear contour bumper, white styled steel wheels (in place of wheel covers), and inside: soft-wrap steering wheel plus

Sports Instrumentation Package with tachometer, trip odometer, ammeter and oil pressure gauge.

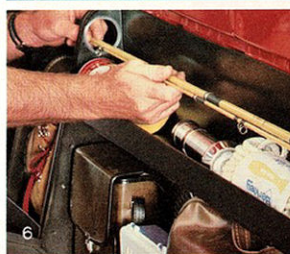
Add to your Free Wheeling feeling with Ford's wide choice of individual options like AM/FM stereo radio with either 8-track or cassette tape player.

7. Ford Flareside Pickup with Free Wheeling "B" and Deluxe Tu-Tone.

8. Ford Styleside Pickup with Free Wheeling "A" (shown with optional white styled steel wheels).

FORD 4x4 SUPERCAB

9. The functional 4-wheeler with room for a family of six with optional rear bench seat. Available on F-150 and F-250.



THE NEW FRONTIER IN 4x4's...

1981 FORD 4x4 OPTIONS

For the Ford 4x4 of your choice, there is a wide selection of Ford options. These can multiply the usefulness and enjoyment of your pickup many times over. Go down this list and check off the options that will help you "create" a Ford Pickup just right for your work or personal needs.



Options Availability. 1981 Ford 4x4 options are not confined to these pages but are shown throughout the catalog. Options, whether or not they are identified, are offered at extra cost. Some options are included, required, or are not available, in combination with other options. Availability of some models and features described here and elsewhere may be subject to delay. Consult your Dealer for the latest information.

Camper Specials. Camper Special Packages are available with Ford F-250 and F-350 4-wheel drive Styleside Pickups to accommodate up to 11-ft. slide-in campers. Made extra easy because the Ford Styleside Pickup tailgate is easily removable.

SPECIFICATIONS

Equipment	BRONCO	F-150	F-250	F-350
Payload Package: No./kg (lb.)	Max. —	No. 1/1,020 (2,255) SC No. 2/1,055 (2,330)	No. 2/1,675 (3,690) SC No. 2/1,415 (3,120)	No. 1/2,050 (4,525)
GVWR: No./kg (lb.)	Max. —	2,834 (6,250) SC 2,925 (6,450)	3,719 (8,200) SC 3,311 (7,300)	4,127 (9,100)
Axle, Front: Rating	Max. 1,610 kg (3,550 lb.)	1,610 kg (3,550 lb.)	1,723 kg (3,800 lb.)	2,041 kg (4,500 lb.)
Axle, Rear: Rating	Max. 1,701 kg (3,750 lb.)	1,701 kg (3,750 lb.)	2,404 kg (5,300 lb.)	2,835 kg (6,250 lb.)
Brakes: Power	Std. Std.	Std. Std.	Std. Std.	Std. Std.
Clutch: Dia./Area	Std. 279 mm/798 sq. cm. 11 in./123.7 sq. in.	279 mm/798 sq. cm. 11 in./123.7 sq. in.	279 mm/798 sq. cm. 11 in./123.7 sq. in.	279 mm/798 sq. cm. 11 in./123.7 sq. in.
Electrical: Battery (amp-hr)	Std. 36 Opt. 63 81 aux. with 63	Std. 36 Opt. 63 81 aux. with 63	Std. 36 Opt. 63 81 aux. with 63	Std. 36 Opt. 63 81 aux. with 63
Alternator (amp.)	Std. 40 Opt. 60	Std. 40 Opt. 60	Std. 40 Opt. 60	Std. 40 Opt. 60
Engine: Displacement	Std. 4.9L (300) 1.6 Opt. 5.0L (302) V-8 5.8L (351) V-8	Std. 4.9L (300) 1.6 5.0L (302) V-8 RC 5.8L (351) V-8	Std. 4.9L (300) 1.6 5.0L (302) V-8 RC 5.8L (351) V-8 6.6L (400) V8	Std. 5.8L (351) V-8 6.6L (400) V-8

Equipment	BRONCO	F-150	F-250	F-350
Fuel Tank Refill Cap: Short wb.	Std. 95L (20.6 Imp. gal.)	62L (13.8 Imp. gal.) RC		
Long wb.	Std. —	72L (15.8 Imp. gal.)	72L (15.8 Imp. gal.)	72L (15.8 Imp. gal.)
Dual Tank Short wb.	Opt. 121L (26.7 Imp. gal. single replacement tank—includes skid plate)	134L (29.6 Imp. gal.) RC		
Long wb.	Opt. —	144L (31.7 Imp. gal.)	144L (31.7 Imp. gal.)	144L (31.7 Imp. gal.)
Shock Absorbers:	Std. Front (HD) & rear Opt. Quad front and/or HD rear	Front & rear HD front & rear Quad front/HD rear RC	Front & rear HD HD	Front & rear HD HD
Springs: Front	Std. Std.	Std. (Computer Selected)		
Heavy-Duty	Opt. Std.	(Front: one load range above computer selection, unless maximum already selected.)		
Springs: Rear	Std. 1,478 kg (3,259 lb.)	1,720 kg (3,793 lb.) SC 1,471 kg (3,243 lb.) RC	1,884 kg (4,154 lb.) 1,886 kg (4,158 lb.)	2,664 kg (5,875 lb.)
Heavy-Duty	Opt. Std.	(See your Dealer for available choice.)		
Steering:	Std. Std.	Integral Power		
Transfer Case (part-time):	Std. Std.	2 Speed		
Transmission:	Std. Std.	4 Speed		
Opt.	4 spd. Manual w/OD, SelectShift auto.	4 spd. Manual w/OD, SelectShift auto.	SelectShift auto.	SelectShift auto.
Wheels: Type—Rim Size	Std. (5) 5-hole—5.5	(5) 5-hole—5.5 (RC) 6.0 (SC)	(4) 8-hole—6.0	(4) 8-hole—6.75
Tires: Tubeless	Std. P215/75R-15SL	P235/75R-15SL (SC), P215/75R-15SL	8.00 x 16-5D	9.50 x 16-5E
Optional			Both tubeless and tube-type in sizes to match Payload Package requirements. Use adequate tires for type of service. Consult your Ford or Mercury Dealer.	

RC=Regular Cab SC=SuperCab *36 and 63 amp.-hr. batteries are maintenance free.

Appearance

- Chrome grille.
- Tri-color tape stripe (for Regular Cab Stylesides).
- Upper bodyside protection molding with black vinyl inserts for Stylesides (included with Ranger XLT).
- Bright wheel lip moldings (for Custom and Ranger Stylesides, included with Ranger XLT).
- Bright box rails for 2,495 mm (8 ft.) Styleside Pickups.
- Upper bodyside tape stripe (for Stylesides).
- Choice of four Tu-Tone paint combinations (see Pickup catalog).

Audio

- All Ford radios include traveler's advisory frequency setting.
- AM radio.
 - AM/FM monaural (single speaker).
 - AM/FM stereo.
 - AM/FM stereo with cassette tape player.
 - (A) AM/FM stereo with 8-track tape player.

Comfort/Convenience

- (B) Air conditioning.
- Heater, high output.
- Convenience Group includes intermittent wipers, 305 mm (12 in.) day/night mirror, map box in doors, headlamps-on warning buzzer, vanity mirror, RH (on vehicles built after 10/6/80), and courtesy light switch on RH door with Custom.
- Power front windows.
- (C) Light Group includes movable underhood worklight with 20-ft. retractable cord (shown) plus lights in glove box, ashtray, under instru-

- ment panel, dome lamp with map lights, headlamps-on warning buzzer, courtesy light switch on RH door with Custom, and cargo box light.
- Remote control low-mount western mirrors, bright swingaway 228 mm x 152 mm (9 in. x 6 in.) electrically actuated.
- Western mirrors, bright low-mount swingaway 228 mm x 152 mm (9 in. x 6 in.).
- Recreation mirrors, bright low-mount swingaway 228 mm x 152 mm (9 in. x 6 in.).
- Gauges: ammeter and oil pressure.
- (D) Sports Instrumentation includes tachometer (0 to 6,000 RPM), ammeter, oil pressure gauge and trip odometer.

- (E) Electronic digital clock tells the time, date, and lapsed trip time at the push of a button.
- Soft-wrap steering wheel.
- (F) Tilt steering wheel.
- Fingertip Speed Control.
- (G) Tool box located under the hood (includes movable underhood worklight with 20-ft. retractable cord and inside locking hood release).
- Sliding rear window (tinted).
- Tinted glass all around.
- Slide-out spare tire carrier allows the spare to be pulled from under the frame with ease.
- Spare tire carrier side-mounted inside Styleside box.
- SuperCab seats (see Pickup catalog).
- Seat trim:
 - Heavy-duty black vinyl (N.A. with Ranger XLT or Lariat).
 - Knit vinyl (N.A. Lariat).
 - Vinyl inserts (for Ranger XLT and Lariat).
 - Cloth inserts (for Custom and Ranger).

Performance

- Automatic locking front hubs.
- 4-speed manual transmission with overdrive.
- SelectShift automatic transmission.
- Limited slip axle (front and rear).
- Auxiliary transmission oil cooler.
- Heavy-duty air cleaner.
- Handling Package includes front and rear stabilizer bars, HD front (quad with F-150 Regular Cab) and rear shock absorbers and HD front springs.
- Quad heavy-duty front shocks and HD rear shocks (F-150 Regular Cab).
- Heavy-duty shocks, front and rear.
- Engine block heater: single 600 watt with Six or 5.0L (302) V-8, dual with larger V-8's.
- Special High Altitude Performance Package.
- Snow Plow Preparation Package—Base.
- Snow Plow Preparation Package—Plus.
- Extra engine cooling package.
- Super engine cooling package.
- Trailer Towing Packages. See Pickup catalog for package contents.
- Heavy Duty Front End Package.

Protection

- Skid Plate.
- Dual horns.
- (H) Fog lamps (include plastic covers and bright front bumper guards).
- Power door locks.
- Roof clearance lights (5).
- Exterior Protection Group includes bright door edge guards, front bumper guards and front bumper rub strip.
- Lower bodyside protection molding with black vinyl insert (for Stylesides).
- Security Lock Group includes locking gas cap(s), inside hood release and glove box. Also spare tire

lock (with under-frame and in-box carrier).

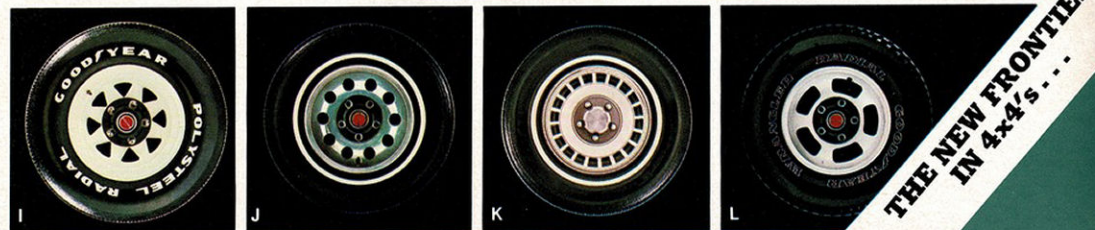
- Tie-down hooks, eight chromed (for SRW Stylesides) and six hooks (for DRW Stylesides).
- Rear bumpers:
 - Argent step (for Stylesides).
 - Chrome step (for SRW Stylesides).
 - Chrome channel (for Flaresides).
 - Chrome contour (for Stylesides).

Wheels and Wheel Covers

- (I) Styled steel painted white (5), or (4) and steel spare.
- (J) 10-hole polished forged aluminum with clear plastic coating (5), or (4) and steel spare.
- (K) Sport wheel covers (4).
- (L) 5-slot brushed forged aluminum with clear plastic coating (5), or (4) and steel spare.

Free Wheeling Packages (see page 5).

SRW=Single rear wheel
DRW=Dual rear wheels



**THE NEW FRONTIER
IN 4x4's...**

FORD BRONCO

Tough off the road! The tough new 81's feature advanced off-road technology. Ford has the only full-size American 4x4's with Twin-Traction Beam independent front suspension for a better ride and off-road control than the previous Mono-Beam system. Plus features including power steering, integral front differential skid plates and steel-belted radial ply tires—all standard.

Tough lookin'! These new Broncos feature Free Wheeling options like new chromatic tape stripe or Tu-Tone paint treatment. Bronco is trim outside with aerodynamic design. But there's room for a family of six inside with optional bench seats.



**Buy or lease a tough Ford Truck
—a great choice either way!**



...FOR SURE

Replacement Parts

Be sure to specify genuine Ford-approved Motorcraft parts from your Ford or Mercury Dealer.



The Ford Extended Service Plan

When you're choosing options for your Ford 4x4 Pickup, consider the merits of ordering the Ford Extended Service Plan. Your dealer has full details. It provides extended repair cost protection, as specified, for parts and labour, for repairs to major components of the mechanical and electrical systems. The plan is offered by Ford Motor Company of Canada, Limited, and is honoured by participating Ford and Mercury dealers throughout Canada and the United States.

This brochure has been prepared only as a general guide to the customer and every effort has been made to ensure that all information is correct at the time of printing. However, some errors may have been included and some of the information or specifications may have been changed since the time of printing. Your dealer will have full details of any changes and/or corrections and you should ask him to bring you up to date at the time of your purchase. Ford Motor Company of Canada, Limited reserves the right to change prices, colours, materials, specifications and models and to discontinue models without notice and without incurring obligations of any kind. Some features described or shown may be optional at extra cost. Some options are required in combination with other options.



FORD PICKUPS

