

1978 FORD RANCHERO



Specifications Colors

DIMENSIONS

Wheelbase	118.0"
Overall Length	220.1"
Height	53.5"
Box Length	74.8"
Box Width (at wheelwells)	48.2"

Brakes, power: self-adjusting front disc (10.7" diameter) and rear flared drum (11" x 2 1/4") dual master cylinder hydraulic system, foot-operated parking brakes.

Electrical: DuraSpark solid state ignition, 40 amp. alternator, 41 amp-hr battery.

Engines: choice of three Ford V-8's. The 5 L (302) V-8 is standard in all Rancheros. The 5.8 L (351) and 6.6 L (400) V-8's are optional.

	5.0 litre (302 cu. in.) V-8 (2V)	5.8 litre (351 cu. in.) V-8 (2V)	6.6 litre (400 cu. in.) V-8 (2V)
Displacement	5.0 litre	5.8 litre	6.6 litre
Bore & Stroke (in.)	4.0 x 3.0	4.0 x 3.5	4.0 x 4.0

Fuel tank: 21.7 Imp. Gal. at rear under box floor.

Steering, power: integral type.

Suspension, front: independent, short/long arm suspension with struts mounted on lower arms, ball joints, coil springs and shock absorbers.

Suspension, rear: four-link with coil springs, angle-mounted upper and lower control arms and shock absorbers.

Tires: standard G78-14B; optional H78-14B; HR78-14B; G70-14B (standard on GT), and H70-14B. Whitewalls are optional on all 78 series tires. 70 series tires are blackwalls with raised white letters.

Transmission: standard SelectShift Cruise-O-Matic.

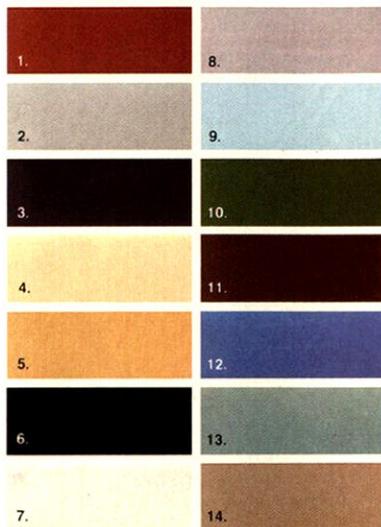
Wheels: 14 x 6.0".

Trailer towing

Class III (up to 6,000 lb.) includes Heavy-Duty Handling Suspension Package (1250-lb. payload), Extra Cooling Package, 3.00 rear axle ratio, 60 amp. alternator (minimum), and wiring harness. Requires 6.6 litre V-8 engine.

1. Russet Metallic. 2. Dove Grey. 3. Dark Midnight Blue. 4. Creme. 5. Light Chamois. 6. Black. 7. Polar White. 8. Silver Metallic. 9. Light Blue. 10. Dark Jade Metallic. 11. Dark Brown Metallic. 12. Bright Blue Glow*. 13. Light Jade Glow*. 14. Champagne Metallic. *Available at extra cost.

Tu-Tone option (Ranchero 500 only): accent color is applied on roof, hood and lower bodyside.



Printed colors shown may vary from actual paints.

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FORD RANCHERO



Interiors



Ranchero interiors

standard in 500 and Squire in Blue, Russet, Grey, Jade, Chamois or Saddle, feature vinyl-covered bench seat, wall-to-wall carpeting, vinyl door trim and spare tire compartment.



Brougham Decor Group

is available in all Rancheros: includes optional split bench seat in cloth and vinyl trim or Mateao vinyl upholstery. Seats can be adjusted individually.

Flight bench seat

in choice of Mateao vinyl or optional cloth and vinyl, is standard on the Ranchero GT and is available in 500 and Squire. Included are matching door trim panels and cut-pile carpeting.



Sporty bucket seats

with rich cloth and vinyl trim are optional in all Rancheros. Included are matching door trim panels and cut-pile carpeting.



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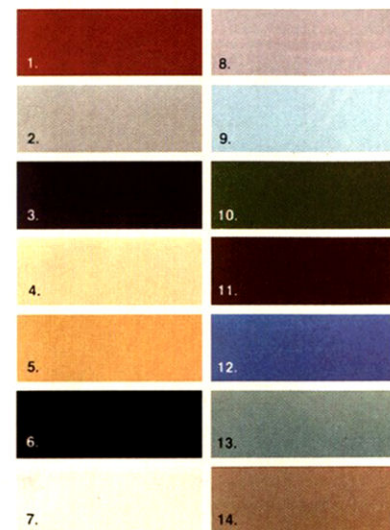
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1978 FORD RANCHERO



FORD RANCHERO 

Ford Ranchero

For the man in charge.

The 1978 Ford Ranchero is styled and designed for the man whose business and way of life make this vehicle the natural choice. There are three different models, each unique in its own way—Ranchero 500, Ranchero GT and Ranchero Squire. All offer the comfort and convenience of a luxury car. All are full size, too, with a 6½-foot box in back. Compare and see what we mean.



Ranchero GT

This is the most luxurious of the Ford Rancheros with a sleek look that beckons you to take the wheel and see what luxury driving is all about. Features and equipment include a handsome GT stripe, dual sport mirrors and bright hub caps with trim rings. Shown with optional magnum 500 wheels.

NOTE: Some illustrations include optional equipment. See the standard features for each model, the options page and the back cover.



Ranchero Squire

This elegant model features simulated woodgrain paneling on sides and tailgate, and deluxe wheel covers. A wide variety of options is also available. Model shown below has the optional bumper protection group, vinyl roof and whitewall tires.



Ranchero 500

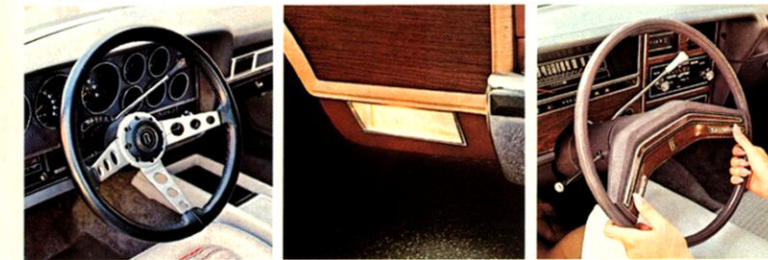
This is the standard model of the Ranchero lineup. Its good looks and luxury appointments make it an excellent value. Standard equipment includes SelectShift Cruise-O-Matic, power steering and brakes, bright hub caps, and much more. Model shown below has optional Tu-Tone, deluxe wheel covers, bumper protection group and whitewall tires.



1. Dual sport mirrors 2. Wire wheel covers 3. Mag 500 chrome wheels 4. SelectAire conditioner



5. AM/FM stereo with search feature 6. Day/date electric clock



7. Sports instrument panel 8. Tilt steering wheel 9. Front cornering lamps

1. Dual sport mirrors, LH and RH remote controlled. Color-keyed.
2. Wire wheel covers add flare to your wheels.
3. Mag 500 chrome wheels (4) (include 7" rims).
4. SelectAire conditioner available with manual or automatic temperature control.
5. AM/FM stereo with search feature. Other choices include AM/FM stereo with tape deck, AM/FM monaural, and AM radio.
6. Day/date electric clock with quartz controlled accuracy.

7. Sports instrument panel includes tach, trip odometer, ammeter, temperature and oil gauges, electric clock and luxury steering wheel. (Std. GT.)
8. Tilt steering wheel has five positions to choose from. Swings up for easy entry (sport wheel shown).
9. Cornering lamps light up your turns.
10. Fingertip speed control. Easy to operate with buttons on either side of horn bar.

Options

Ford offers a wide choice of options to make your driving easier . . . your Ranchero better equipped for work or personal use. Many are illustrated, others are listed below.

Appearance

- Appearance Protection Group with door edge guards, floor mat and license plate frame.
- Bodyside molding with vinyl insert for Ranchero 500.
- Deluxe wheel covers (500, std. on Squire).
- Hub caps and trim rings (500 and Squire, std. on GT).
- Vinyl roof in black, white, russet, chamois and silver (N.A. with Tu-Tones).
- Wheel lip moldings (GT, std. on 500).

Comfort/Convenience

- Convenience Group: includes intermittent wipers, automatic parking brake release, RH remote control mirror (LH standard), trip odometer and vanity mirror.
- Illuminated entry system.
- Light Group: includes engine compartment, glove box, ashtray, "door ajar" lights, and "headlights on" warning buzzer.
- Power door windows.
- Power flight split bench seat.
- Tinted glass, all around.

Performance

- Altitude compensating carburetor.
- Engine block heater.
- Handling Suspension Package (1250-lb. maximum load) includes HD rear springs and rear stabilizer bar.
- Heavy-duty alternator, 90 amp.
- Heavy-duty battery, 77 amp hr.
- Trailer Towing Package (see back page).

Protection

- Bumper Protection Group has front and rear bumper guards and front bumper rub strips.

Note: Options are not necessarily available in all series or models. Some options are required, or are not available, in combination with other options. Ask your Ford or Mercury Dealer.