

1979 FORD RANCHERO



Full-size comfort and luxury



Ranchero interiors

A wide, comfortable bench seat with attractive cloth/vinyl combination trim is standard in the Ranchero 500 and the Ranchero Squire (Ranchero GT has as standard the flight bench seat at lower left). The handsome interior also features wall-to-wall carpeting, vinyl door trim panels, and spare tire compartment cover. Durable, long-wearing all-vinyl seat trim (shown at left) is optional.



Brougham decor group

This luxurious interior is optional in all Rancheros, and includes deluxe cloth and vinyl split bench seats, Brougham door trim panels, and 18-oz. cut-pile carpeting. The split bench seats have individual armrests and the seats can be adjusted independently. Deluxe all-vinyl seat trim, illustrated at left, is a popular option with the Brougham Decor Group.

Interior colors

All Ranchero interiors come in Grey, Red, Blue, Jade, Chamois and Cordovan.

Flight bench seat

Ranchero GT has a cloth and vinyl flight bench seat with matching door trim panels and cut-pile carpeting. Rich all-vinyl trim is optional. The flight bench seat and trim is also available for the 500 and Squire.

Sporty bucket seats

Individual bucket seats with pleated cloth and vinyl trim are optional in all Rancheros. Included with the seats are matching door trim panels and cut-pile carpeting.



Specifications Colors

DIMENSIONS:

Wheelbase	118.0"
Overall Length	220.1"
Height	54.4"
Box Length (at top)	74.8"
Box Width (at wheel wells)	48.9"

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, 36 amp-hr. battery.

Engines: choice of two Ford V-8's. The 5.0L (302) V-8 is standard in all Rancheros. The 5.8L (351) V-8 is optional.

5.0 litre (302 cu. in.) V-8 (2V)	5.8 litre (351 cu. in.) V-8 (2V)
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Displacement 5.0 litre 5.8 litre

Bore & Stroke (in.)	4.0 x 3.0	4.0 x 3.5
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Fuel tank: 98.6 l (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: Radial tires are standard, HR78-14B BSW (500 and Squire), RWL on Ranchero GT. Optional: Whitewalls or RWL.

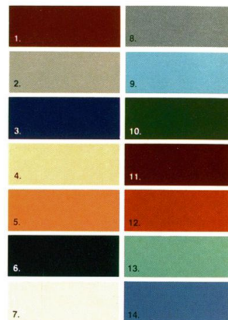
Transmission: SelectShift Automatic.

Wheels: 14 x 6.0".

Trailer towing.

Medium-duty (Class II up to 3,500 lb.) includes Heavy-Duty Handling Suspension Package (1250-lb. payload), Extra Cooling Package, 2.47 rear axle ratio, heavy-duty 60 amp. alternator, 77 amp. heavy-duty battery, external transmission oil cooler, and trailer wiring harness. Requires 5.8 litre V-8 engine.

1. Dark Red. 2. Dove Grey. 3. Midnight Blue Metallic. 4. Pastel Chamois. 5. Light Chamois. 6. Black. 7. Polar White. 8. Silver Metallic. 9. Light Medium Blue. 10. Dark Jade Metallic. 11. Dark Cordovan Metallic. Optional glamour colors: 12. Burnt Orange Glow. 13. Light Jade Glow. 14. Medium Blue Glow. **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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Consider the Ford Extended Service Plan. When you're considering options for your Ford Ranchero, give a thought to ordering Ford of Canada's Extended Service Plan. It's available to help protect you against rising service costs. And it's backed by Ford Motor Company of Canada, Limited and honoured by participating Ford and Mercury dealers throughout Canada (excluding Saskatchewan) and the United States. Ask your dealer for details.

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1979 FORD RANCHERO



FORD RANCHERO



1904 1979

Ford Ranchero '79

Where comfort and capacity come full size.

Ford's Ranchero is designed for a full measure of enjoyment.

Owners take pride in its classic lines. The roadability of its wide 63-in. track. The luxurious driving room and ease. The choice of options from automatic temperature control to AM/FM multiplex with cassette player.

There's full capacity to do a job too. Tailgate down, you can carry 4' x 8' plywood flat. And, with trailer option, it is rated to tow up to 3,500 pounds.

Ranchero '79. Try it for size.

Ranchero GT

Here's the sporty new '79 Ford Ranchero GT with a long, sleek look that beckons you to take the wheel and see what driving is all about. Features and standard equipment include Sports Instrumentation Group with engine turned cluster applique, handsome GT stripe, dual sport mirrors, bright hub caps with trim rings, and Raised White Letter (RWL) radial tires. (Shown with optional bucket seats, magnum 500 wheels, radio and Bumper Protection Group.)



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



Full-size cargo box

The cargo body, 6 1/2-ft. long and 4-ft. wide, has double-wall construction. Low tailgate height and counterbalanced one-hand tailgate make loading easy.



Ranchero Squire

The elegant Ranchero Squire features simulated woodgrain paneling on sides and tailgate, and deluxe wheel covers. A wide variety of luxury options is also available. (Shown below with optional bright hub caps and trim rings, and RWL tires.)



Ranchero 500

The standard model of the Ranchero lineup. Its good looks and luxury appointments make it an excellent value. Standard equipment includes V-8 engine, SelectShift Automatic, power steering and brakes, bright hub caps, and steel-belted radial tires. (Shown below with optional Tu-Tone, deluxe wheel covers, Bumper Protection Group and WSW tires.)



Options

Ford offers a wide choice of options to help 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 frames.

Deluxe wheel covers (for 500, included on Squire).

Wheel trim rings (for 500 and Squire, included on GT).

Vinyl roof in Black, White, Red, Blue and Cordovan (not available with Ranchero GT or Tu-Tones).

Wheel lip moldings (for GT, included on 500).

Comfort/Convenience

Convenience Group: includes intermittent windshield wipers, automatic parking brake release, RH remote control mirror (dual racing mirrors standard on GT, LH standard on others), trip odometer, and passenger visor vanity mirror.

Fingertip speed control.

Illuminated entry system.

Light Group: includes engine compartment, glove box and ashtray lights; plus "door ajar" warning light and "headlights on" warning buzzer.

Power door windows.

Tinted glass all around.

Performance

Engine block heater.

Heavy-duty handling suspension (1250-lb. maximum payload): includes heavy-duty rear springs, and rear stabilizer bar.

Heavy-duty alternator, 90 amp.

Heavy-duty battery, 77 amp-hr.

Medium-Duty Trailer Towing Package (see back cover).

Traction-Lok differential.

Protection

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

Bodyside protection molding with vinyl insert for Ranchero 500 (N.A. with Tu-Tone).



1. Dual sport mirrors, LH and RH remote controlled. Color-keyed.
2. Wire wheel covers add flare.
3. Magnum 500 chrome wheels (4) include 7-in. rims.
4. SelectAir Conditioner available with manual or automatic temperature control.
5. AM/FM stereo with 8-track tape. Other choices include AM/FM stereo with cassette tape player, AM/FM stereo with search feature, AM/FM stereo, AM/FM monaural, and AM radio.
6. Day/date electric clock with quartz controlled accuracy.
7. Sports Instrumentation Group includes woodtone applique around instrument cluster pods; tach, temperature and oil pressure gauges, trip odometer, ammeter, electric clock and luxury steering wheel.
8. Tilt steering wheel has five positions to choose from. Swings up for easy entry (Sport wheel shown).
9. Cornering lamps light up turns.
10. Six-way power light bench or split bench seat.

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.