

# 1974 Ford Explorer

limited time sale ↔ the choice is yours



F-100 EXPLORER

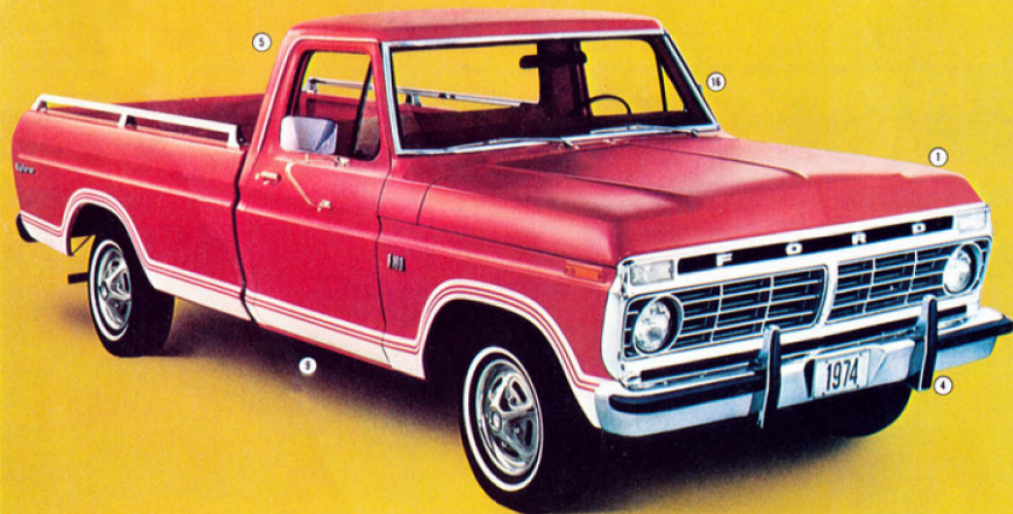


RANCHERO EXPLORER



BRONCO EXPLORER

# AVAILABLE FOR A LIMITED TIME ONLY



**F-100 EXPLORER**

The white sidewall tires and rear bumper shown are optional at extra cost.

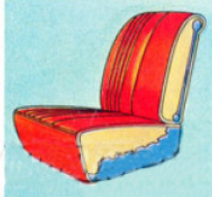
## PRICES REDUCED

# \$251\*

When you purchase Package "C". (See page 3.)

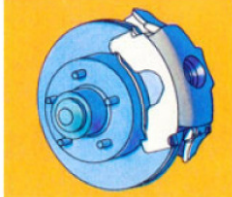
\*Based on manufacturer's suggested retail prices for options purchased separately compared with the package price for the same options.

## EVERY EXPLORER F-100, F-250 and F-350 COMES WITH THESE STANDARD FEATURES



### FULL FOAM SEATS

A 7-inch deep foam seat cushion brings living room comfort to every Explorer Pickup owner.



### DISC BRAKES

Quick stopping. Standard on all Ford F-100 through F-350 two-wheel drive pickups.



### IN-CAB STORAGE AREA

There's plenty of spacious room for carrying cargo inside the cab. The 5½-foot wide storage is easily accessible and is nicely out of sight when the seat back is in the upright position.



### DOUBLE SIDE WALL CONSTRUCTION

Ford's new simplified inside box construction helps reduce the number of rust prone joints.

# EXCLUSIVE EXPLORER COLOR & TRIM



## TAN SUPER SOFT VINYL OR STIRLING CLOTH INTERIOR TRIM

Luxurious styling is standard on all Explorer Pickups. Choose handsome Tan Super Soft Vinyl (Shown) or the uniquely patterned Stirling Cloth available in red, blue or ginger to match your exterior paint.

## EXTERIOR COLOR



Brook Blue Metallic



Viking Red\*



Parrot Orange\*

## BOLSTER AND INTERIOR TRIM



Blue Stirling Cloth with Blue Bolster

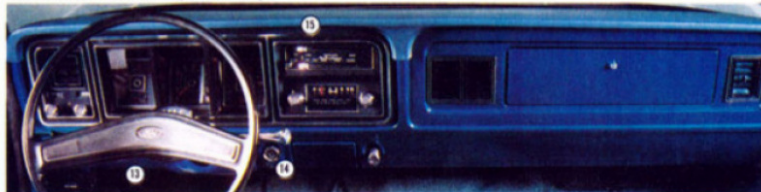


Red Stirling Cloth with Red Bolster



Ginger Stirling Cloth with Tan Bolster

\*Also available with Tan Super Soft Vinyl.



Radio and cigar lighter shown are optional at extra cost.

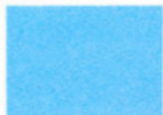
**DRIVING EASE AND PERSONAL COMFORT ARE YOURS WITH EXPLORER'S SPECIALLY PRICED SELECTAIRE AIR CONDITIONER, SELECTSHIFT CRUISE-O-MATIC AUTOMATIC TRANSMISSION, AND POWER STEERING.**

SelectShift Cruise-O-Matic and power steering are included in Package "B". SelectAire air conditioner is included in Package "C". (See page three for details).

## ADDITIONAL COLORS



Midnight Blue Metallic



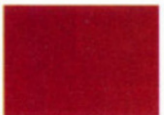
Wind Blue



Lt. Grabber Blue



Sequoia Brown Metallic



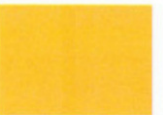
Candy Apple Red



Raven Black



Ivy Glow



Sandpiper Yellow



Wimbledon White

# Three Explorer Packages Loaded with Special Equipment



**F-100 EXPLORER**

The white sidewall tires and rear bumper shown are optional at extra cost.

## Explorer Package "A"

- 1 Choose from three exclusive Explorer colors—Brook Blue Metallic, Parrot Orange or Viking Red
- 2 Select from Blue, Ginger, or Red Stirling Cloth to accent your Explorer's interior or Tan Super Soft Vinyl available with Parrot Orange or Viking Red
- 3 Color-keyed Floor Mat, Seat Belts, Door Trim Panels, and Instrument Panel Pad
- 4 Bright Front Bumper Guards with Front Bumper Rub Strips
- 5 Bright Drip Moldings and Windshield Moldings
- 6 Explorer Name Plates
- 7 Mag-Type Wheel Covers (F-100)
- 8 16.5" Wheel Covers (F-250 & F-350)
- 9 Bodyside Tape Stripe
- 10 Bright Low-Mount Swing-Lok Mirrors
- 11 Bright Box Rails (F-100/F-250 LWB only)
- 12 Tie Down Hooks (F-100 SWB and F-350 LWB only)

## Explorer Package "B"

Includes all the features of Package A plus . . .

- 13 POWER STEERING
- 14 SELECTSHIFT CRUISE-O-MATIC

## Explorer Package "C"

Includes all the features of Package A and B plus . . .

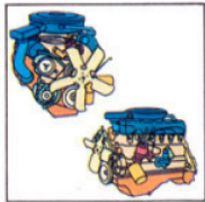
- 15 SELECTAIRE AIR CONDITIONING
- 16 TINTED GLASS

# Add These Special Pickup Options When You Purchase An Explorer



## SLIDING REAR WINDOW

This window is designed to allow communication between the cab and a pickup box mounted camper. The window is also lockable.



## OPTIONAL ENGINES

A wide selection of engines to choose from, starting with the thrifty 300 CID six cylinder engine up to the powerful 460 CID V-8. There's one right for your driving needs.



## PICKUP BOX COVER

Ford offers a pickup box cover constructed of durable fiberglass. Available in regular or deluxe versions (shown), the cover is ideal for recreational uses and can be easily attached or removed.

## RANCHERO EXPLORER WITH GLAMOUR GLOW PAINTS AND VINYL ROOF



**RANCHERO EXPLORER**

The white sidewall wide oval tires shown are optional at extra cost.

### RANCHERO EXPLORER . . . THE TRUCK THAT WANTS TO BE A CAR

Ranchero Explorer includes: Front and rear bumper guards, front bumper rub strips, vinyl insert bodyside molding, dual remote-control color-keyed mirrors, turbine wheel covers, and bright wheelip moldings. A remarkable truck at a very special price.



Ginger Stirling Cloth

### GLAMOUR-GLOW PAINTS WITH STIRLING CLOTH TRIM

A totally beautiful concept . . . Ranchero Explorer in a choice of four glamour glow paints—Green Glow, Ginger Glow, Gold Glow and Tan Glow with color coordinated vinyl roofs to match Ginger or Green Stirling Cloth Trim. You'll find added richness in all Ranchero Explorers.

**PRICES  
REDUCED**

**\$119\***

when you purchase  
Ranchero Explorer

\*Based on manufacturer's suggested retail prices for options purchased separately compared with the package price for the same options.

## BRONCO EXPLORER WITH AUTOMATIC TRANSMISSION AND POWER STEERING



**BRONCO EXPLORER**

The white sidewall tires shown are optional at extra cost.

### BRONCO EXPLORER . . . THE TAKE YOU ANYWHERE TRUCK

On the road or off, you'll find the going is great with Bronco Explorer's power steering and SelectShift Cruise-O-Matic automatic transmission.† And, Bronco becomes even more handsome with bright bodyside and tailgate moldings, bright wheel covers and chrome bumpers. No matter where you're going . . . you'll find the going easy with Bronco Explorer.



Blue Stirling Cloth

**PRICES  
REDUCED**

**\$249\***

when you purchase Bronco  
Explorer

\*Based on manufacturer's suggested retail prices for options purchased separately compared with the package price for the same options.

### A RUGGED TRUCK . . . AND HANDSOME

Built-in luxury is standard with Explorer Bronco. Choose either Blue or Red Stirling cloth to match Brook Blue Metallic or Viking Red paint. The interior includes color-keyed door trim panels and floor mats. You'll also find a color-keyed rear seat for additional passengers on those weekend adventures.

†Requires 302 CID Engine at extra cost.

PLACE  
STAMP  
HERE.



## '74 EXPLORER...

**Special Equipment Packages at  
Exceptionally Reduced Prices.**

Specifications, prices, descriptions and illustrative material contained herein were as accurate as known at the time this publication was approved for printing. Ford Division reserves the right to discontinue models or options at any time or change specifications, equipment or design without notice and without incurring obligation.

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