

INTRODUCING 1980 FORD TRUCKS

**THE FIRST NEW
TRUCKS OF THE 80's**



**Pickup
4-Wheeler
Bronco**



RANGER LARIAT

The Top-of-the-Line of the First New Trucks of the 80's!

Presenting the unquestioned luxury leader of the new Ford Pickup line—the new Ranger Lariat! Outside, the handsome new styling is accented by brushed aluminum lower bodyside molding with vinyl insert and bodyside Lariat Tape Stripe. Inside, unique seat trim styles in vinyl-and-cloth, or all-vinyl. The Lariat instrument panel has woodtone applique and bright "Ranger Lariat" script. The handy map box on the lower door is covered with rich carpeting. And the attractive color-keyed cloth headlining is backed with foam insulation.

(The Ranger Lariat shown above is an F-150 4x4 with optional Protection Group, low-mount western mirrors, 5-slot aluminum wheels, RWL on/off road tires, rear bumper and Deluxe Tu-Tone—that deletes Lariat tape stripe.)



RANGER LARIAT INSTRUMENT PANEL with optional Sports Instrumentation (including tachometer, trip odometer and gauges), AM/FM stereo and air conditioning.



RANGER LARIAT INTERIOR with optional AM/FM stereo radio and air conditioning.

CUSTOM

Custom is the standard trim level for all 1980 Ford Pickups! This handsome, value-packed Ford includes all these exterior features: chrome front bumper, bright grille surround, bright windshield molding, argent hub caps (except 4x4 or with dual rear wheels), door vent windows with steel push-button lock and bright mirrors.

INSIDE: Ford's roomy, all-new interior features include: attractive Spanish Stripe vinyl seat trim; color-keyed windshield pillar, header, lower side trim panels, and door trim panels with foam-padded armrests; all-new instrument panel with cluster trim, center pad applique and full-width pad; glove box with latch; door scuff plates; coat hook; dome light; floor insulation and carpet-textured rubber mat.

(Custom F-350 4x4 shown at right with optional on/off road tires, low-mount western mirrors, and bright rear step bumper.)

RANGER

The Ford Ranger offers the distinctive styling of one of America's most popular pickups. In addition to the Custom features highlighted above, Ranger's exterior standard features include: lower body side moldings, bright hub caps (including F-150 4x4), and bright insert around back window.

INSIDE, there are courtesy lights (passenger side door), your choice of cloth/vinyl or all-vinyl seat trim, color-keyed seat belts and floor mat, folding seat back, bright accents on the door trim, a deluxe woodtone steering wheel horn pad, and more.

(Ranger F-100 shown at right with optional Regular Tu-Tone, Protection Group, and rear chrome contour bumper.)

RANGER XLT

The stylish '80 Ford Ranger XLT exterior includes, in addition to or in place of Ranger features, new brushed aluminum tailgate applique with bright letters and "XLT" plaques on sides and tailgate.

INSIDE, the Ranger XLT is a pickup style pacesetter, too. Color-keyed cut-pile carpeting on the floor, cloth and vinyl seat trim, fully molded vinyl headliner, additional insulation, carpeted door trim and even the storage area behind the seat is carpeted.

(Ranger XLT F-150 4x4 shown at right with optional Deluxe Tu-Tone, low-mount western mirrors, fog lamps, GT bar, chrome rear contour bumper, 10-hole aluminum wheels, RWL tires.)





SUPERCAB

For 1980, the Ford SuperCab features distinctive "Twin Window" treatment! And inside there's the new comfort of optional reclining Captain's Chairs. A center console is also available. Plus, SuperCab's traditional room for a family of six with rear bench seat option. Rear center-facing jump seats are an alternative option in the spacious SuperCab.



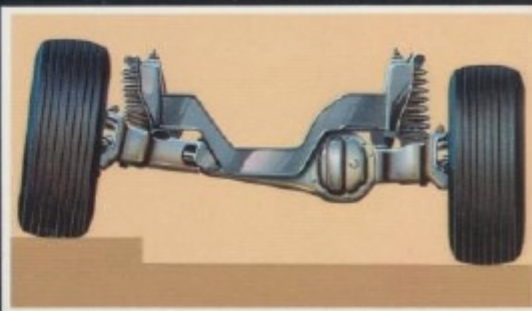
SIX WHEELER

In 1980 a brand-new model joins the Ford lineup. The Six Wheeler with dual rear wheels for stability. Payload capacities up to 2465 kg (5435 lb.). Ideal for 5th wheel trailing applications with optional Trailer Towing Package. Or this big 3378 mm (133 in.) wheelbase F-350 can accommodate a big camper with ease when equipped with Camper Special Package.



4x4 PICKUPS

Ford introduces America's only 4x4's with independent front suspension! There's new styling, and a host of new features like . . . transfer case with easier shift pattern and neutral towing capability. New Automatic Locking Hub option that lets hubs run free . . . then engage automatically when you shift into 4-wheel drive. Payloads are bigger for comparable GVWR's. Full range of engines from 4.9L (300) Six to 5.8L (351) V-8, 6.6L (400) V-8 optional in F-350.



FREE WHEELING PICKUPS

As free-spirited as they are tough!

When it comes to youth appeal . . . Ford Pickups have it all for '80 with two new Free Wheeling options. And they're now available with all trim levels in both Styleside and Flareside pickups. Here are all the exciting things you get in the new Ford Free Wheeling packages.

Free Wheeling "A" includes: pinstriping, blackout grille and headlamp doors, and sport wheel covers (4).

Free Wheeling "B" includes Package "A" plus: fog lamps, Handling Package, bright rear contour bumper (Styleside), channel bumper (Flareside), 10-hole aluminum wheels (in place of wheel covers), and inside: simulated leather-wrapped steering wheel plus Sports Instrumentation Package with tachometer, trip odometer and gauges.

In addition, 4x4's with Free Wheeling "B" include GT bar and styled steel wheels in place of 10-hole aluminum.

Do your own thing. Add to your Free Wheeling fun with Ford's wide choice of individual options like AM/FM stereo radio with cassette tape and CB radio.

(The Flareside Pickup [at left] shows off the new Deluxe Tu-Tone in combination with Free Wheeling. While the Flareside [top right] and Styleside [right] display pinstriping that's just one of the new Free Wheeling items.)

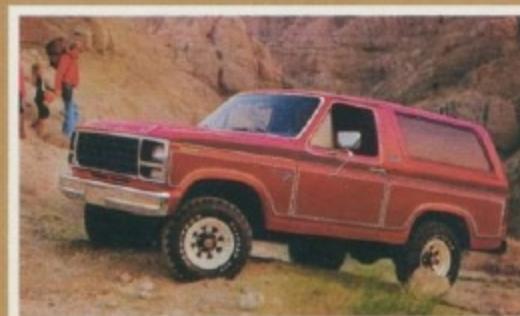


BRONCO

The '80 Ford Bronco offers a range of new advances and features—from independent front suspension to optional Automatic Locking Hubs. And the new interior offers the driver more legroom plus a high level of trim and appointments. Front seats are two comfortable buckets, with high-back Captain's Chairs or front bench optional. A rear bench seat is also optional. For all its personal comfort, driving ease and maneuverability—the '80 Bronco is built on a tough Ford Truck chassis.

For added excitement, Bronco offers complete option packages. **Free Wheeling "A"** includes: new pinstripes, sport wheel covers, and bright bumpers (Custom).

Free Wheeling "B" adds: simulated leather-wrapped steering wheel, Sports Instrumentation Package, fog lamps and bumper guards, Handling Package, GT bar, and styled steel wheels (5) in place of wheel covers.



FREE WHEELING PINSTRIPES



TRICOLOR TAPE STRIPE

1980 HIGHLIGHTS ON NEW FORD PICKUPS AND BRONCOS

STANDARD FEATURES

- Twin-I-Beam front suspension (4x2 pickups)
- Independent Front Suspension (4x4 and Bronco)
- Power brakes (4x4 pickups, Bronco, and F-150 4x2 and up)
- Radial ply tires (F-100/F-150 4x2)
- Chrome front bumper (pickups)
- Bright windshield molding
- Courtesy light
- Double panel roof construction
- Removable tailgate (Stylesides)
- Fiberglass rear fenders (Flareside and Six Wheeler)
- Coolant recovery system
- Maintenance-free battery
- Antitheft door lock buttons
- Lockable steering column
- Inside hood release
- Color-keyed sun visors
- "4-wheel drive engaged" indicator light on instrument panel (4x4, Bronco)
- "Twin Window" treatment (SuperCab)
- Wraparound taillight lenses

OPTIONS

For the Pickup or Bronco of your choice there is a wide selection of options. These can multiply the usefulness and enjoyment of your vehicle many times over.

- Automatic Locking Hubs
- AM/FM stereo radio with cassette tape or 8-track tape player
- Console (Bronco and SuperCab)
- Captain's Chairs (Bronco and SuperCab)
- Folding front seat back (Custom regular cab)
- Tricolor tape stripe (Bronco)
- Victoria Tu-Tone (Stylesides except with dual rear wheels)
- Chrome rear step bumper (Stylesides except with dual rear wheels)
- And many more popular options—in addition to the ones shown at right

Note: Options are not necessarily available in all series or models. Some options are included, required, or are not available, in combination with other options.

Built Ford Tough for the 80's.



(1)



(5)



(2)



(6)



(3)



(7)



(4)



(8)

OPTIONS

- (1) **ELECTRONIC DIGITAL CLOCK** at the push of a button tells you time, date and elapsed time of your trip.
- (2) **UNDERHOOD TOOL BOX**, 330 mm x 190 mm x 203 mm (13" x 7½" x 8") big, also includes a movable worklight with magnetic base and reel with 20-ft. retractable cord, plus an inside locking hood release.
- (3) **GT BAR** of tubular design with rear support legs. Painted white Stylesides, and with black padding in Bronco.
- (4) **40-CHANNEL CB RADIO** features fast, direct access to Channel 9, automatic scanning of your five favorite channels, or all 40. Available with any Ford radio option.

- (5) **FINGERTIP SPEED CONTROL** now includes the new resume feature to make highway driving even more enjoyable.
- (6) **FOG LAMPS** include covers and bright front bumper guards.
- (7) **TILT STEERING WHEEL** A popular option. Adjusts to five positions. Helps the driver get in or out.
- (8) **SPORT INSTRUMENTATION PACKAGE** features tachometer, trip odometer, ammeter and oil pressure gauge.

EXTERIOR COLORS

There are 17 color choices for 1980 pickups plus two additional colors that are exclusive with Bronco: 1. Raven Black, 2. Wimbledon White, 3. Candyapple Red, 4. Silver Metallic, 5. Light Sand, 6. Maroon, 7. Dark Chamois Metallic, 8. Midnight Blue Metallic, 9. Medium Blue, 10. Light Caramel, 11. Dark Pine Metallic, 12. Medium Gray Metallic, 13. Dark Silver Blue Metallic, 14. Light Medium Pine, and optional Glamour colors: 15. Chamois Glow, 16. Walnut Glow, 17. Sand Glow. Plus these exclusive Bronco colors: 18. Medium Copper, 19. Bright Yellow.

Bronco roofs come in six attractive colors: Black, White, Candyapple Red, Midnight Blue, Dark Chamois and Pastel Sand.



INTERIOR COLOR CHOICES

F-Series Pickup and Bronco interiors are available in your choice of these six attractive colors . . . keyed to exterior colors: Caramel, Red, Medium Blue, Black, Pine Green or Sand. All colors except Pine Green are also offered for SuperCab models. See the "Ford Color & Trim Selections" book at your Ford Dealer's.



TU-TONE COMBINATIONS

REGULAR TU-TONE. Accent color covers roof and upper back panel. Includes dual tape stripe dividing accent and main exterior paint. (Shown with accent tape stripe.)

ACCENT TAPE STRIPE. This new bodyside tape is available separately or with Regular Tu-Tone or Victoria Tu-Tone.



DELUXE TU-TONE. Accent color is on the center bodyside and center tailgate. Upper bright narrow bodyside and tailgate moldings included, plus lower brushed aluminum bodyside molding with Custom.



COMBINATION TU-TONE. This Tu-Tone option combines Regular and Deluxe Tu-Tones.



VICTORIA TU-TONE. All-new for 1980. Accent color applied to hood, upper fender, and around door window. Accent also covers lower bodyside.



TU-TONE effect with exterior color accented with roof available in six different colors. (Shown with accent tape stripe.)

ACCENT TAPE STRIPE available with solid color or Victoria Tu-Tone.



DELUXE TU-TONE. Accent color covers center bodyside panel. Lower molding is brushed aluminum on Custom; with black vinyl insert on molding of XLT.



VICTORIA TU-TONE. Accent color is on the front of roof, hood and around door window. Accent also covers lower bodyside.

Exterior Body Color		Exterior Body Color	
Main	Accent	Main	Accent
Raven Black	Wimbledon White	Sand Glow ●	Raven Black*
	Silver Met.		Wimbledon White*
	Med. Gray Met.		Maroon*†
	Candyapple Red		Midnight Blue Met.*†
	Walnut Glow* ●		Dk. Sil. Blue Met.*†
	Light Sand		Dk. Pine Met.*†
	Dk. Chamois Met.†		Walnut Glow* ●
	Light Caramel*		Light Sand
	Sand Glow ●		Chamois
	Chamois Glow ●		Glow ●
Wimbledon White	Raven Black	Silver Metallic	Raven Black
	Candyapple Red		Med. Gray Met.
	Maroon		Candyapple Red
	Midnight Blue Met.		Maroon*
	Dk. Sil. Blue Met.		Midnight Blue Met.
	Med. Blue		Dk. Sil. Blue Met.*
	Dk. Pine Met.		Raven Black
	Lt. Med. Pine		Medium Gray
	Walnut Glow ●		Metallic
	Light Sand		
Medium Blue	Dk. Chamois Met.	Candyapple Red	Raven Black
	Light Caramel		Wimbledon White
	Sand Glow ●		Silver Met.
	Chamois Glow ●		Med. Gray Met.
	Wimbledon White		Maroon
	Midnight Blue Met.		Midnight Blue Met.†
	Dk. Sil. Blue Met.		Light Sand*†
	Wimbledon White		Maroon
	Lt. Med. Pine		Maroon
	Light Sand		Maroon
Dark Pine Metallic	Sand Glow*† ●	Maroon	Wimbledon White
	Med. Gray Met.*		Silver Met.*
	Candyapple Red		Med. Gray Met.*
	Light Sand		Candyapple Red
	Sand Glow* ●		Light Sand
	Wimbledon White		Sand Glow* ●
	Light Sand		Wimbledon White
	Sand Glow* ●		Silver Met.
	Raven Black		Dk. Sil. Blue Met.
	Wimbledon White		Med. Blue
Candyapple Red†	Light Sand*†		
Maroon†	Sand Glow† ●		
Midnight Blue Met.†	Dark Silver		
Dk. Pine Met.	Blue		
Walnut Glow ●	Metallic		
Sand Glow ●			
Raven Black†	Dark Silver		
Wimbledon White	Blue		
Light Caramel	Metallic		
Chamois Glow ●			
Exclusive Bronco Colors			
Light Caramel	Raven Black †	Medium	Raven Black
	Wimbledon White	Copper	Wimbledon White
	Midnight Blue Met.*†	Bright	Raven Black
	Dk. Chamois Met.	Yellow	Wimbledon White

● RPO Glamour Extra Cost "Glow" Colors.

*N.A. with Bronco.

†N.A. with Ranger Lariat.

**Wimbledon White available on Bronco in place of Maroon.

DESIGNED FOR WORK, WITH BIGGER PAYLOADS FOR COMPARABLE GVWR'S!

Big news for pickup buyers in 1980.

The new 1980 Ford Pickups are designed with bigger payload capacities than comparable GVWR's for '79.

F-SERIES 4x2 PICKUP PAYLOAD* RANGE

SERIES CAB TYPE	PAYLOAD RANGE
F-100 Regular	580 kg to 715 kg (1280 lb. to 1580 lb.)
F-150 Regular	785 kg to 1130 kg (1735 lb. to 2495 lb.)
F-150 SuperCab	895 kg to 1105 kg (1975 lb. to 2435 lb.)
F-250 Regular	1170 kg to 1700 kg (2580 lb. to 3745 lb.)
F-250 SuperCab	1095 kg to 1675 kg (2420 lb. to 3695 lb.)
F-350 Regular	2110 kg (4660 lb.)
F-350 SuperCab	2100 kg (4635 lb.)
F-350 Regular	1905 kg to 2465 kg (4205 lb. to 5435 lb.) (Six Wheeler)

F-SERIES 4x4 PICKUP PAYLOAD* RANGE

F-150 Regular	770 kg to 1065 kg (1705 lb. to 2355 lb.)
F-250 Regular	1135 kg to 1665 kg (2500 lb. to 3670 lb.)
F-350 Regular	1860 kg to 2035 kg (4105 lb. to 4485 lb.)

*Maximum allowable weight of people, cargo, body and equipment.

MEASUREMENTS

	WHEELBASE mm/in.	PICKUP BOX LENGTH mm/ft.*
Styleside	2967/117	2084/6¾
Dual Rear Wheel	3378/133	2495/8
Styleside	3378/133	2495/8
Flareside	2967/117	2019/6½
SuperCab	3526/139	2084/6¾
	3937/155	2495/8
	WHEELBASE mm/in.	CARGO CAPACITY** cu. meters/cu. ft.
Bronco	2660/104.7	2.91/102.6 (without rear seat) 2.31/ 81.6 (rear seat folded) 1.47/ 51.8 (rear seat upright)

*Ft. nominal.

**Does not include allowance for wheel housings.

Built Ford Tough for the 80's.



SEE THE FULL LINE OF FORD TRUCKS FOR 1980.

Ford offers a complete line of trucks ready to tackle your tough jobs. Job-matching models to meet your needs for work and personal transportation—from compact Courier pickups to big Econoline Vans and Club Wagons. All Built Ford Tough.

Ford Econoline Vans—Ford's out front in van design, move around room and big payloads.

Ford Captain's Club Wagon—All the luxury and comfort of a station wagon and much more room. Ford Super Wagons bring people together—up to 15!

Ford Courier—The compact pickup that's tough as all outdoors.

Specifications and descriptions used were in effect when this publication was approved for printing. Ford Division reserves the right to discontinue models or options at any time, or change specifications, equipment or designs without notice and without incurring obligation. Standard and optional equipment listed is subject to change. Some features described are optional at extra cost. Some options are required in combination with other options. Availability of some models and features may be subject to a slight delay.

At the time of printing, 1980 EPA fuel economy ratings were not available. Availability of all models is subject to 1980 EPA vehicle certification.

**First new trucks of the 80's.
Tough 1980 FORDS!**

Litho in U.S.A. 5/79

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FORD TRUCKS

FORD DIVISION

