



04 | Ranger



HERE'S THE INFORMATION YOU REQUESTED.

**Thank you for your interest in Ford Ranger.**

Full-size toughness and capability in a compact package – that's exactly what you get with the new 2004 Ford Ranger. Whether you need a capable work truck or a fully loaded, off-road adventurer, Ranger delivers with a six-model lineup that includes XL, XLT, EDGE, FX4 Off-Road, FX4 Level II and TREMOR. And with your choice of three engines, two- or four-wheel drive, and seating from two to five in Regular Cab and SuperCab configurations, it can be equipped just the way you want.

Can't wait to drive one? The experience is closer than you think. You have been pre-approved for credit, up to the amount listed below. We've included the location of your local Ford Dealer, as well as current offers you can use toward a new Ford Ranger. To take advantage of your pre-approval and the other offers listed, simply bring in your brochure to this dealer or any Ford Dealer you wish. One test-drive and you'll know what it takes to be Built Ford Tough.

**You have been pre-approved by Ford Credit and your local Ford Dealer for \$30,001.\* Offer expires 1/16/04.**



Ranger Edge 4x4 SuperCab and 4x2 SuperCab Flareside

\*Pre-approved credit is subject to the following conditions: All of your Ford Credit accounts, if any, must be in good standing, and your income must be sufficient to cover normal living expenses and your vehicle payment at the time of transaction. For new vehicles, the pre-approved amount applies to the manufacturer's suggested retail price (MSRP). If you have any questions regarding your pre-approval credit offer, just call Program Headquarters at 1-800-235-5346. Please note that information contained in your credit record was used to generate your name for this offer. The offer of credit was extended because you met the credit criteria established by Ford Motor Credit Company. The credit offer may be withdrawn if it is found that you no longer meet the established credit criteria. You have the right to notify any credit bureau that you do not wish to have information from your credit report used in future offerings involving pre-approved credit. Experian Target Marketing Services, P.O. Box 919, Allen, TX 75013, 1-888-567-8688; TransUnion - Name Removal Opt-Out Request, P.O. Box 7245, Fullerton, CA 92367, 1-888-567-8688; Equifax Option, P.O. Box 740123, Atlanta, GA 30374-0123, 1-888-567-8688.

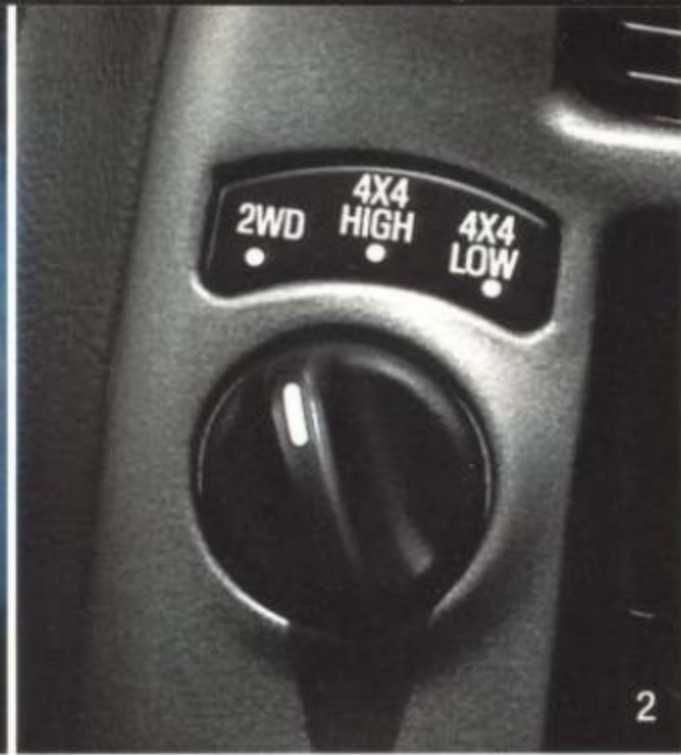


**10 pounds of truck in a 5-pound bag.**

The 2004 Ford Ranger. Behind its bold new stance and interior refinement are the same Built Ford Tough strength and attitude that have made it the best-selling compact truck 16 years running. A track record like that isn't earned from respect alone. The optional V6 engine provides the power to tow up to 5,560 pounds. And the FX4 Level II 4x4 can tackle the toughest terrain with shift-on-the-fly four-wheel drive, Bilstein gas shock absorbers, Torsen® limited-slip rear differential and steel skid plates.



1



2



3



FX4 Level III sport bucket seats in Ebony/Blue cloth



## Equipped for your lifestyle.

Ranger XLT SuperCab comes standard with a proven 148-hp 3.0L V6 engine with an available 5-speed automatic transmission. Opt for the Class III hitch receiver, and payload capacity jumps up to over 5,560 pounds. Heavy-duty tie-down hooks help keep your load secure in the bed. And inside, the rear jump seats flip up and out of the way for additional storage space.

**1** 16" 5-spoke machined aluminum wheels come standard on Ranger TREMOR. **2** Switch from 2WD to 4x4-High or 4x4-Low with the electronic 2-speed shift-on-the-fly four-wheel-drive system, standard on all 4x4 models. **3** The available 4.0L V6 delivers 207 hp and 238 lbs.-ft. of torque. You can also choose from the 148-hp 3.0L V6 and 143-hp 2.3L I4.

**4** The optional 290-watt, 7-speaker Pioneer® Sound System on select Ranger EDGE and XLT SuperCab models includes an AM/FM 6-disc in-dash MP3/CD player with 6.5" subwoofer. **5** Seating options include sport front buckets or a standard independently adjustable 60/40 split bench. Four-door SuperCab models feature rear jump seats for added versatility.

## Special offer for Cerromar Beach

Your local Ford Dealer can help you find the vehicle that is right for you. And thanks to incentives in your area, buying or leasing that vehicle could be easier than ever. Stop by your local Ford Dealer or visit [www.fordvehicles.com/pr](http://www.fordvehicles.com/pr) for the most up-to-date incentive information.

## Your Local Dealer

Any Ford of Puerto Rico  
123 Any Street  
Dorado, PR 00646  
(123) 123-4321

## Vehicle Pricing

MSRP\* \$14,720 - \$26,340

\*Prices exclude taxes, title, and license fees.



At Ford Credit, auto financing is our specialty. Whether you purchase or opt for a Red Carpet Contract, we offer a range of terms and features that make your experience hassle-free. Contact your local Ford Dealer or visit us on the Web at [www.fordcredit.com](http://www.fordcredit.com).

## Ford Ranger vs. Dodge Dakota

The best-selling compact pickup in America 16 years running. It takes the right combination of size, strength and capability to beat the competition year after year. Take a look for yourself and see how Ford Ranger stacks up against the Dodge Dakota. And be sure to visit [www.fordvehicles.com](http://www.fordvehicles.com) for even more comparisons.

**"America's best-selling compact pickup 16 years in a row."**



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SPECIFICATIONS	2004 Ford Ranger SuperCab 4x4 126-in. WB FX4/Off-Road Styleside	2004 Dodge Dakota Club Cab 4x2 SXT
Standard Seating	5	5
AM/FM Radio	Standard	Standard
CD Player	Standard	Optional
Power Windows	Standard	Optional
Power Door Locks	Standard	Optional
Manual Transmission	Standard	Standard
Automatic Transmission	Optional	Optional
4-Wheel ABS Brakes	Standard	Standard
Rear Suspension	Standard	Standard
Horsepower@RPM	207@5250	142@5000
Torque@RPM	238@3000	160@4000
Brakes (rear)	Drum	Drum
Wheelbase (in.)	125.9	121.9
Front Head Room (in.)	39.3	38.7
Front Leg Room (in.)	42.4	42.8

## Dealer Accessories

After a full day of adventures, you'll appreciate the bed tent that turns the bed of your Ranger into an instant campsite.



The Satellite Navigation System with removable front panel helps you find your way and also functions as a radio and CD player.



The lockable hard tonneau cover with center compartment divider option flips open from the front or back to create two secure storage compartments for your gear.



## Off the Richter Scale.

Ranger TREMOR sets new standards when it comes to being heard. The 6-disc in-dash MP3/CD player pushes multi-channel, amplified sound through a total of nine speakers, including a 10" down-mounted subwoofer – all part of the 510-watt Pioneer® MP3 Sound System. And TREMOR is now available with the 207-hp 4.0L V6 engine and four-wheel drive, so you can get to places where no one will complain when you turn it up.



IF YOU HAVEN'T LOOKED AT FORD LATELY, LOOK AGAIN.

## FEATURED SPECIFICATIONS

Performance	XL	EDGE	XLT
2.3L DOHC 16-Valve I4 Engine (4x2 Only, Regular Cab Only)	S	-	S
3.0L OHV 12-Valve V6 Engine (Standard on Select Edge and XLT 4x2 Models)	O	O	O
4.0L SOHC 12-Valve V6 Engine (Standard on XLT 4x4)	-	O	O
5-Speed Automatic Transmission	O	O	O
Class III Trailer Tow Hitch Receiver	O	O	O
Electronic Shift-on-the-Fly Four-Wheel-Drive System (4x4 Models Only)	S	S	S
FX4/Level II - Includes Alcoa® Forged Aluminum Wheels, BFG 31x10.5 RWL All-Terrain Tires, Bilstein® Shocks, 3 Tow Hooks, 3 Skid Plates, Torsen® Limited Slip Axle, Wheelip Moldings	-	-	O
Power Rack-and-Pinion Steering	S	S	S
Stabilizer Bar - Front	S	S	S
15" Argent Steel Wheels	S	-	-
15" 7-Spoke Silver Styled Steel Wheels (Edge 4x2 and XLT 4x2)	-	S	S
15" 7-Spoke Chrome Styled Steel Wheels (4x2 Appearance Package)	-	O	-
15" Machined Aluminum Wheels	-	O	-
16" Cast Aluminum Wheels (4x2 Edge and XLT 4x4)	-	-	O
16" 5-Spoke Cast Aluminum Wheels (Standard on Select Edge 4x4 and XLT 4x4)	-	S	S
P225/75R15 All-Season OWL Tires (XLT Appearance Package)	-	-	O
P235/75R15 All-Terrain OWL Tires (Edge 4x2 Models)	-	S	-
P245/75R16 All-Terrain OWL Tires (All 4x4 Models Except FX4 Level II)	-	S	S
Safety/Security	XL	EDGE	XLT
SecuriLock™ Passive Anti-Theft System	S	S	S
Passenger Airbag Deactivation Switch*	S	S	S
Safety Belt Pretensioners - Front Outboard Positions	S	S	S
4-Wheel Anti-Lock Braking System (ABS)	S	S	S
Side-Intrusion Door Beams	S	S	S
Interior	XL	EDGE	XLT
AM/FM Stereo/Digital Clock (2 Speakers)	S	-	-
AM/FM Stereo/Single CD Player/Digital Clock (4 Speakers)	O	-	S
AM/FM Stereo Dual-Media MP3/CD/Cassette Player, Clock and Four Speakers	-	S	O
AM/FM Stereo with 6-Disc In-Dash MP3/CD Player, Clock and Four Speakers	-	O	O
Power Equipment Group - Includes Power Mirrors, Power Windows, Power Door Locks, Sideview Mirrors and Remote Keyless Entry System	-	O	O
Air Conditioning	O	S	S
Speed Control/Tilt Wheel (Standard on Select Edge/XLT Models)	O	O	O
Floor Mats - Color-Coordinated (Front Only)	-	-	S
Black Vinyl Floor Covering (Textured on Edge)	S	S	-
Leather-Wrapped Steering Wheel	-	-	O
Intermittent Windshield Wipers	S	S	S
Front Leather-Trimmed Sport Bucket Seats or 60/40 Split Bench	-	O	O
60/40 Front Cloth Split Bench Seat	O	S	S
60/40 Front Vinyl Split Bench Seat	O	-	-
Vinyl Rear Jump Seats (4-Door SuperCab)	-	O	O
Exterior	XL	EDGE	XLT
XLT Appearance Package Includes: P225/70R15 All-Season OWL Tires, 15" 7-Spoke Chrome Styled Steel Wheels or 15" Machined Aluminum Wheels, Chrome Bumpers and Chrome Grille Surround with Black Bars Insert	-	-	O
Front Tow Hooks (4x4 Only)	-	S	S
Flareside Box	-	O	O
Bumpers/Grille - Black Bar Grille/Surround and Bumpers	S	-	S
Bumpers/Grille - Black Bar Grille with Chrome Surround/Bumpers	-	-	O
Bumpers/Grille - Black Mesh Grille with Chrome Surround/Bumpers on 4x4	-	-	S
Bumpers/Grille - Black Mesh Grille with Body Color Surround/Bumpers (Edge, FX4/L2)	-	O	O
Privacy Glass - Rear Quarter Windows and Back Window	-	O	O
Sliding Rear Window	O	O	O
Fog Lamps (Edge, Select XLT 4x4)	-	S	O
Dual Sideview Mirrors	S	S	S
Cargo Cage Bed Extender (Not Available with Flareside Box or Bedliner)	-	O	O

S = Standard O = Optional - = Not Available

Not all packages are shown. For further details, see your Ford Dealer.

\*Always wear your safety belt and deactivate the passenger airbag when using a rear-facing child safety seat.

Alcoa is a registered trademark of Alcoa, Inc.

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15" Argent Steel Wheel



15" 7-Spoke Chrome Styled Steel Wheel



15" 7-Spoke Silver Styled Steel Wheel



15" Machined Aluminum Wheel



15" 8-Hole Forged Aluminum Wheel



16" Cast Aluminum Wheel



16" 5-Spoke Cast Aluminum Wheel



16" 5-Spoke Machined Aluminum Wheel



Oxford White



Arizona Beige Metallic



Bright Red



Toreador Red Metallic



Dark Green Satin Metallic



Sonic Blue Metallic



Silver Metallic



Dark Shadow Grey Metallic



Black

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