

1981 FORD



**The leadership
lineup.**



NO. 1 IN SALES

'81 FORD PICKUP

Ford's out front where it counts. Tough Ford Pickups are the best-selling trucks in America. In fact, Ford has been first in total truck sales since 1977.* And you don't get to be number one by just sitting back. Ford Pickups offer a host of important, exclusive features. Like Twin-I-Beam front suspension. America's smallest V-8 truck engine. And, this year, Ford's Automatic Overdrive option is offered on pickups. This is Ford leadership—out front where it counts. Over the road and under a load. See the 1981 Ford Pickup catalog for details.

- Aerodynamic design minimizes air drag
- Tested tough—over 7,000,000 on the road
- 4.2 liter (255 CID) V-8 engine now available on F-100 pickups
- Automatic Overdrive option
- And much more.

*Based on 1977-79 calendar year deliveries.



Note: Some illustrations include optional equipment.



'81 FORD BRONCO

Bronco steps into 1981 with leadership that counts. Only tough '81 Broncos, of the full-size American utility vehicles, feature advanced off-road technology such as Twin-Traction Beam independent front suspension. Each wheel steps over bumps separately to cushion the vehicle and help off-road control. And now Bronco goes into overdrive with a new 4-speed manual transmission with overdrive option. It makes driving thrifty!* And a long list of options and option packages, including new Automatic Locking Hubs, can multiply the usefulness and enjoyment of Bronco many times over. Consult the 1981 Ford Bronco catalog for details.

* See mileage statement on back cover.



'81 FORD ECONOLINE VAN AND CLUB WAGON

have "Built Ford Tough" features that make Club Wagon one of America's most popular and versatile vehicles for home-to-business or neighborhood van pooling or just plain trailer towing fun. For all the facts, consult the 1981 Ford Econoline and Club Wagon catalogs.

All across America millions of people count on Econoline Vans to get the job done. With rugged body-on-frame construction, out-front design and Twin-I-Beam independent front suspension. Many option choices including powerful but economical powertrains and a 4-speed manual transmission with overdrive. It's a van full of Better Ideas.

Ford Club Wagons for '81 can seat from 4 to 12 passengers (Super Wagons up to 15) in your choice of six models and numerous optional packages. They all



'81 FORD 4x4's

Tough '81 Ford 4x4's feature advanced off-road technology. Ford has the only 4x4's with Twin-Traction Beam independent front suspension. Wheels ease over obstacles separately to cushion the vehicle and assist off-road control. New for 1981 are optional Automatic Locking Hubs. And Ford produces a full-size/full-function 4x4 ready for your heavy-load, off-road jobs without sacrificing good gas mileage.* For complete details, consult the 1981 Ford 4x4 catalog.

* See mileage statement on back cover.



'81 FORD COURIER

Ford Courier brings you the best of many worlds—hunting, fishing, camping, plus that special world of Free Wheeling fun. Courier is also a working pickup. All this in addition to being, above everything, very economical transportation!* You can have Courier plain and simple, luxurious or sporty. And you have two engine choices: the standard 2.0 liter or optional 2.3 liter, and a host of options. See the 1981 Ford Courier catalog for details.

*See mileage statement below.

FORD TRUCKS

FORD DIVISION



Extended Service Plan

Ford Motor Company's optional Extended Service Plan covers certain selected components on new Ford light trucks for longer than the vehicle's basic warranty. The cost is so moderate for the protection you get that it could pay for itself the first time you need it. Your Ford Dealer will be happy to give you complete details of the Plan, which is available on light trucks sold and normally operated in all 50 United States and Canada.

About Mileage

1981 EPA gas mileage estimates were not available at the time of publication. However, all Ford truck mileage figures are expected to be as good as or better than last year. See your Ford Dealer for the latest information.

Replacement Parts

Be sure to specify genuine Ford-approved Motorcraft parts from your Ford Dealer.



...FOR SURE

Specifications, 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 and materials, equipment or design without notice and without incurring obligation. All options and accessories illustrated or referred to as optional or available are at extra cost. Complete price and specification information is available at selected Ford Dealers.

Ask your Dealer about Ford's Standard Limited Corrosion Perforation Warranty.

Buy or lease a new Ford light truck—a great choice either way!