



1971

RANCHERO

SPECIAL

Available in
Base Ranchero,
Ranchero 500
and GT Series

PRICE REDUCED
UP TO

\$137*



Ford Division



RANCHERO Special Package

- Choice of 8 Chromatic Exterior Colors and 4 Unique, Matching Interior Trims
- HOOD—Distinctive Black Non-Reflective Paint
- ROOF—Black Vinyl
- BOX INTERIOR—Special Accent Black Paint
- UNIQUE BODY SIDE STRIPE
- TWIN RACING MIRRORS—Painted Body Color
- BRIGHT HUB CAPS & TRIM RINGS

Recommended Tires: F-70 x 14 Blackwall with White Letters or Other Wide Ovals.

**PRICE
REDUCTIONS**

**RANCHERO
\$11180***

**RANCHERO 500
\$11110***

**RANCHERO GT
\$13700***



*Based on a comparison of Manufacturer's Suggested Retail Price for items as separate options compared with the "Package" price.

Ranchero "Special" Exterior Colors and Unique Matching Interior Trims.

EXTERIOR COLOR

BOLSTER & INTERIOR TRIM



Bright Yellow



Interior: GINGER SPECTRUM STRIPE*
Exterior: TAPE STRIPE—ORANGE



Med. Goldenrod

EXTERIOR COLOR

BOLSTER & INTERIOR TRIM



Med. Green Metallic



Interior: GREEN CAROUSEL STRIPE*
Exterior: TAPE STRIPE—YELLOW



Grabber Blue



Interior: BLUE CAROUSEL STRIPE*
Exterior: TAPE STRIPE—SILVER



Gray-Gold Metallic



Bright Red



Interior: RED SPECTRUM STRIPE*
Exterior: TAPE STRIPE—GOLD



Med. Blue Metallic

White

*White available with all interior colors

There's Something Special About All the '71 Rancheros!

RANCHERO GT . . . for people who like to leave the pack behind

- 302 cu. in. V-8 standard . . . optional engines up to 429 cu. in.
- Argent **ROCKER PANEL MOLDING** . . . **GT** letters
- SPORT SCOOP HOOD** . . . **BELTED W/W TIRES**

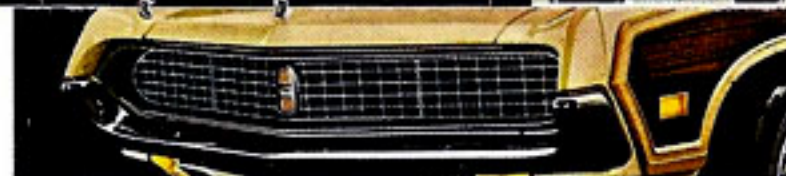
Performance Options (available for all Rancheros)

Four-on-the-Floor with Hurst Shifter . . .
Power Front Disc Brakes . . . Racing-type
Mirrors painted in body color . . . High-Back
Bucket Seats . . . Other sports options include Laser Stripe and Tachometer



RANCHERO SQUIRE . . . America's most luxurious pickup

- EXCLUSIVE** in the industry — features contoured woodtone side and tailgate panels
- Deep-pile wall-to-wall **CARPETING**
- FULL-WIDTH SEAT** upholstered in breathable knitted vinyl
- DELUXE GRILLE** with center crest
- Deluxe **WHEEL COVERS**
- Belted **WHITEWALL TIRES**
- WOODTONE PANEL** under instruments
- Optional SelectShift **CRUISE-O-MATIC**



RANCHERO and RANCHERO 500 . . . long on value . . . low on price

- 6½-FT. **PICKUP BOX** with over 39 cu. ft. of cargo space
- DOUBLE-WALL** side construction
- 1,035-LB. **REAR SPRING CAPACITY**
- Counterbalanced **ONE-HAND OPERATED TAILGATE**
- 250-CU. IN. **SIX** standard package with 1,245-lb. rear spring capacity



Ranchero's unmatched list of standard features also includes ventless side windows, hidden wipers, flow-through ventilation, LH remote-control mirror, shoulder harnesses, hidden spare tire, LH concealed tool storage, color-keyed seat belts.

**PLUS THE MOST COMPLETE
LINE OF OPTIONS
IN THE FIELD**