

RANCHERO BY FORD

1968 Ranchero/Ranchero 500/Ranchero GT



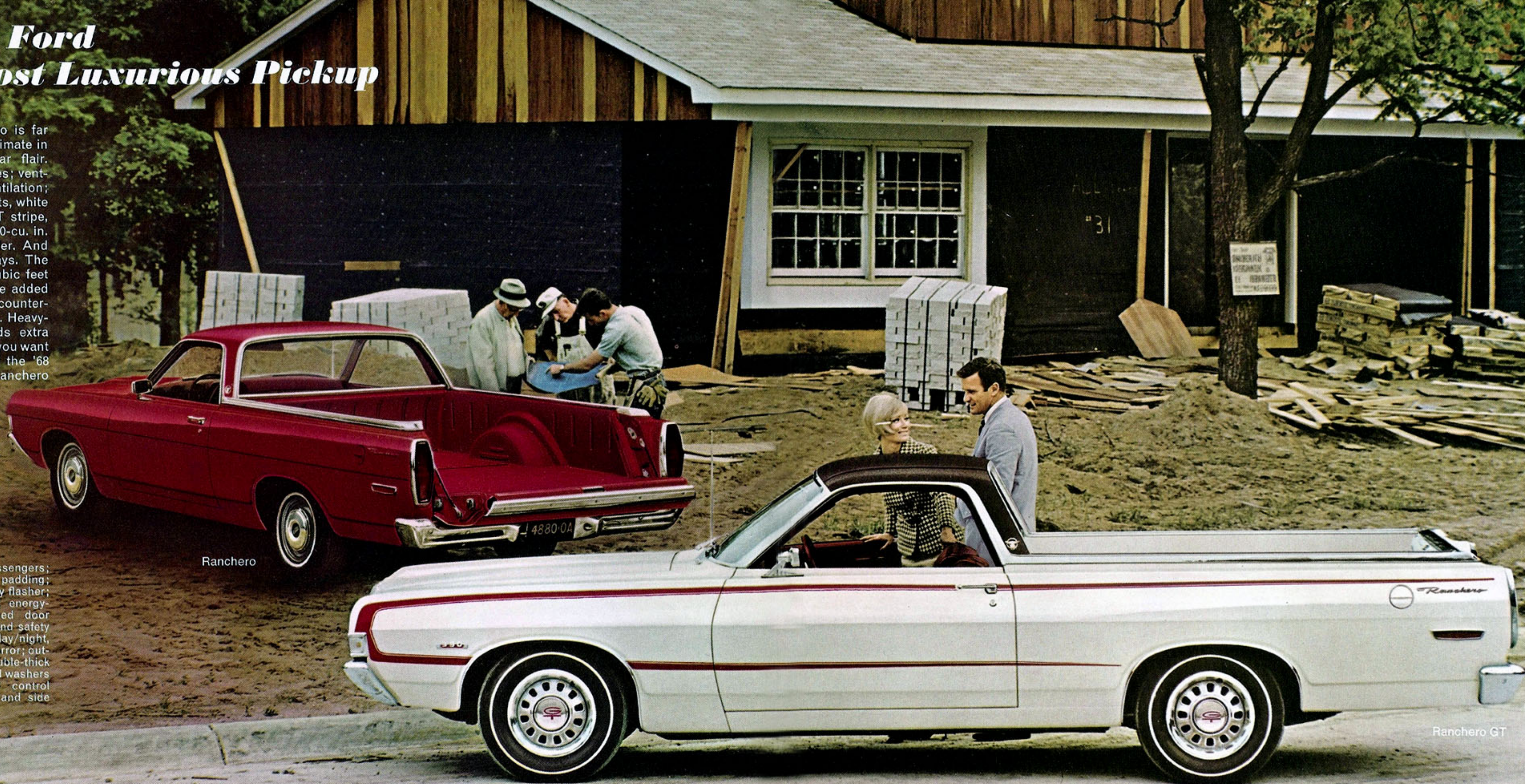
Ranchero by Ford America's Most Luxurious Pickup

The performance-minded '68 Ranchero is far from an ordinary pickup . . . it's the ultimate in pickup luxury shot full of sports car flair. Ranchero is *all new* with long, lean lines; ventless side windows; flow-through ventilation; new GT model with 302 V-8, bucket seats, white sidewall tires, distinctive grille and GT stripe, all standard. Power ranges from the 200-cu. in. Six up to the big 390-cu. in. V-8 hustler. And Ranchero works just as hard as it plays. The roomy 6½-foot pickup box has 39.1 cubic feet of cargo space. Double-wall sides give added strength. The one-hand tailgate is counterbalanced for easy opening and closing. Heavy-duty suspension package option adds extra stamina for loads up to 1,250 pounds. If you want a luxury pickup, look into any one of the '68 Rancheros by Ford . . . Ranchero, Ranchero 500, Ranchero GT.

Ford Motor Company Lifeguard Design Ranchero Safety Features . . .

include a dual hydraulic brake system with warning light; glare-reduced instrument panel padding, windshield wiper arms, steering wheel hub, horn ring, rearview mirror and windshield pillars; seat belts with outboard retractors and reminder light; shoulder belts for outboard seat passengers; energy-absorbing instrument panel with padding; padded safety sun visors; 4-way emergency flasher; safety-designed window regulator knobs; energy-absorbing arm rests and safety-designed door handles; double-yoke safety door latches and safety hinges; positive door lock buttons; inside day/night, yield-away, windshield-mounted rearview mirror; outside rearview mirror, driver's side; double-thick laminate safety glass windshield; windshield washers and two-speed wipers; safety-designed control knobs; side marker lights, backup lights and side reflectors.

Ranchero 500 (cover)



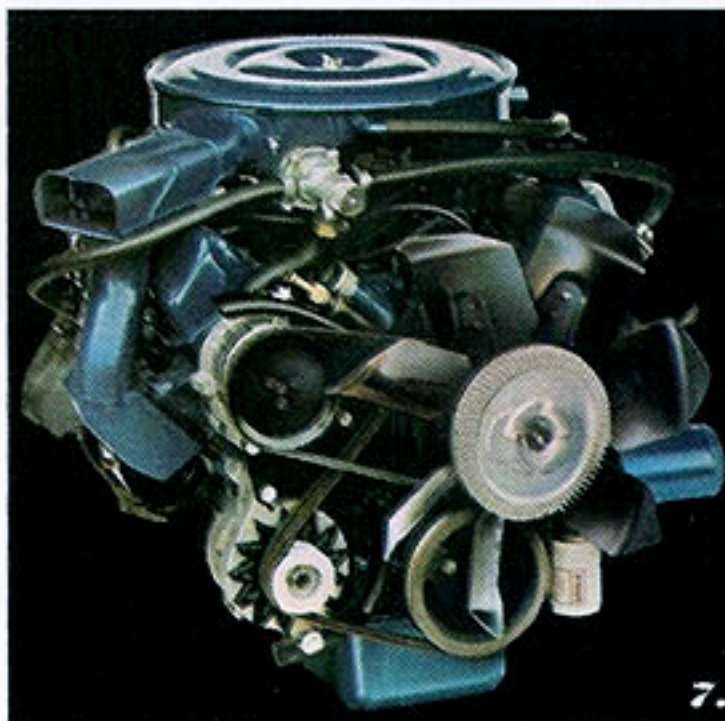
Ranchero

Ranchero GT

All-out luxury

Select from an array
of Ranchero options
(shown at right and below):

1. Vinyl Roof tops off Ranchero in luxury. Available in black or parchment. **2. Tachometer** has lighted dial, easy-to-read calibrations. Available with all V-8's. **3. AM-FM Stereo Radio** surrounds you with the ultimate in sound. **4. Console** optional with bucket-seated Ranchero 500 and GT models, shown with optional SelectShift Cruise-O-Matic transmission. **5. Power Front Disc Brakes** provide greater brake fade resistance, easier stopping. **6. Electric Clock** standard on Ranchero 500 and GT. **7. Ranchero V-8's**—choose from three Ford V-8's: the new more powerful 302 V-8, and the sizzling 390 2V and 4V V-8's. **8. Body Side Molding**—an added touch of luxury that turns practical and



7.

Custom-tailored for people who travel first class

The racy Ranchero features a highly styled, full-width seat tastefully upholstered in black, blue or parchment cane-pattern vinyl trim with crinkle-finish bolsters. Other standard features include 200-cu. in. six-cylinder engine; 3-speed fully synchronized transmission; vent-less side windows; flow-through ventilation; wraparound parking lights and turn signals; bright-finish trim inside and out; color-keyed door-trim panels, steering wheel, instrument panel, sun visors, vinyl headlining and floor mats; lockable, push-button glove box; spare tire and tool stowage compartments, and all of the Ford Motor Company Lifeguard Design Ranchero Safety Features. (See page 2.)

The luxurious Ranchero 500 has—in addition to (or in place of) standard Ranchero features—deep-pile wall-to-wall carpeting; deluxe instrument panel; electric clock; deluxe back-of-cab panel trim; red, black, blue or parchment pleated vinyl-upholstered full-width seat; bright-finish wheel covers, body side molding and "Ranchero 500" script.

The hot-blooded Ranchero GT standard equipment includes all of the above, plus Ford's new 302-cu. in. V-8, 7.35 x 14 4 PR white-wall tires, slotted argent-color steel wheels and bright GT hub caps, all-vinyl bucket seats, distinctive grille with GT ornament and stripe.

Exterior colors

Raven Black, Candyapple Red, Wimbledon White, Royal Maroon, Presidential Blue, Britany Blue, Gulfstream Aqua, Tahoe Turquoise, Highland Green, Lime Gold, Diamond Blue, Sunlit Gold, Meadowlark Yellow, Pebble Beige, Seafoam Green. GT Stripes are Black, White, Red, Gold or Blue depending on body color.



Ranchero GT Interior



Ranchero 500 Interior



Ranchero Interior

/performance choices

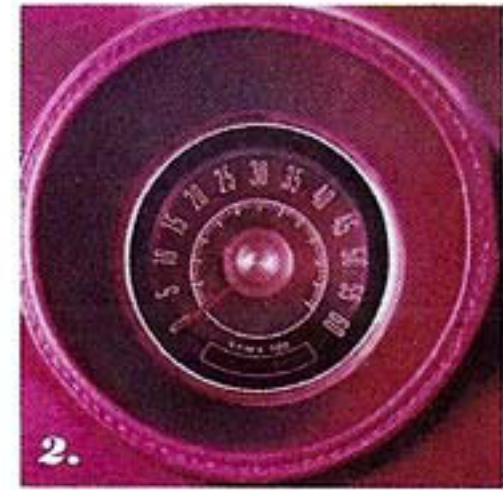
protects body sheetmetal. Standard on Ranchero 500. **9. SelectAir Conditioner** designed for all-season comfort—heating and defrosting in winter, cooling and ventilating in summer—all in one integral compact unit. **10. Slotted Steel Wheels** for added sports-car flair. Standard on GT.

Other custom-tailoring options:

- 55-Ampere Alternator • 66-Plate, 55 and 70 Amp-hr Batteries • Forced Ventilation System
- Extra Cooling Equipment (included with air conditioner) • Heavy-Duty Suspension Package (includes HD front and rear shock absorbers and 1165-lb. rear springs) • Power Steering
- Tinted Glass (windshield or all around) • 4-Speed Transmission • Limited-Slip Rear Axle
- Wheel Covers (Ranchero) • Deluxe or Sport Wheel Covers (Ranchero and Ranchero 500)
- Convenience Panel • Courtesy Light Group.



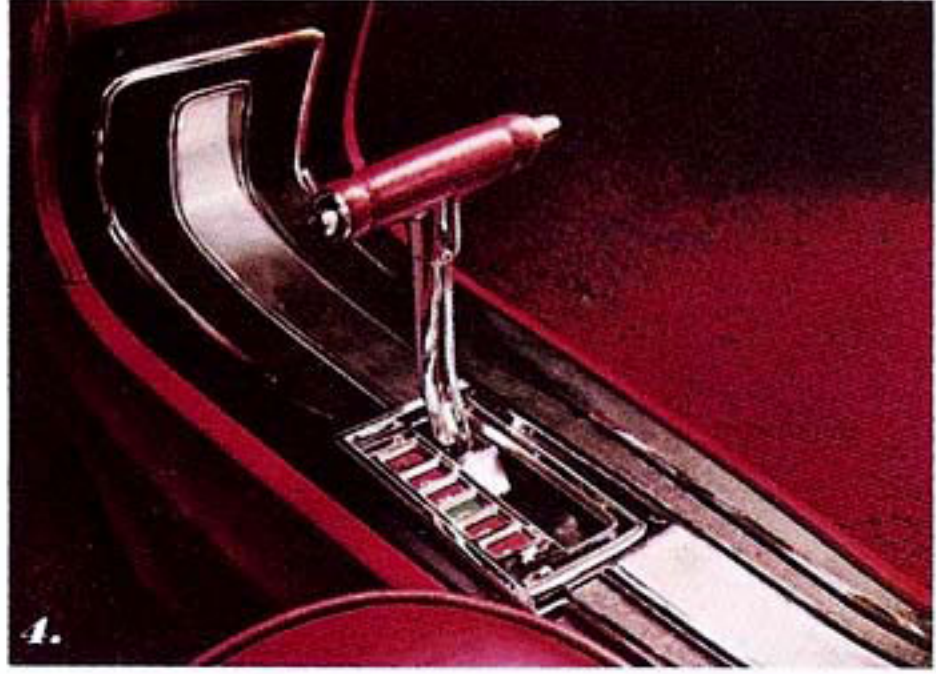
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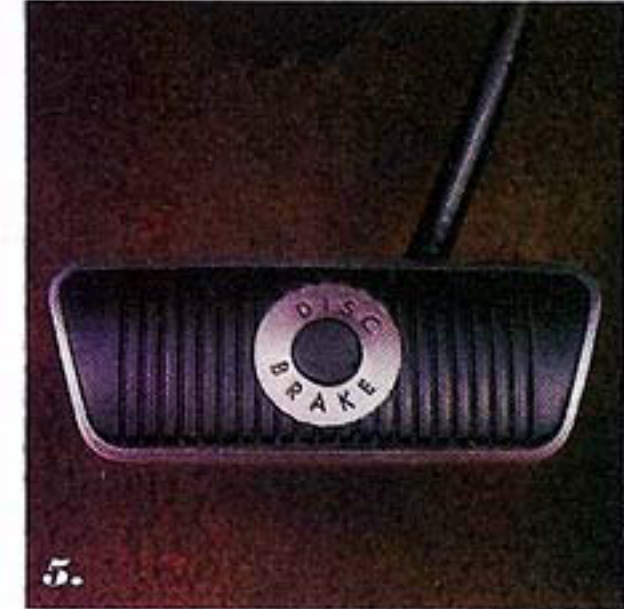
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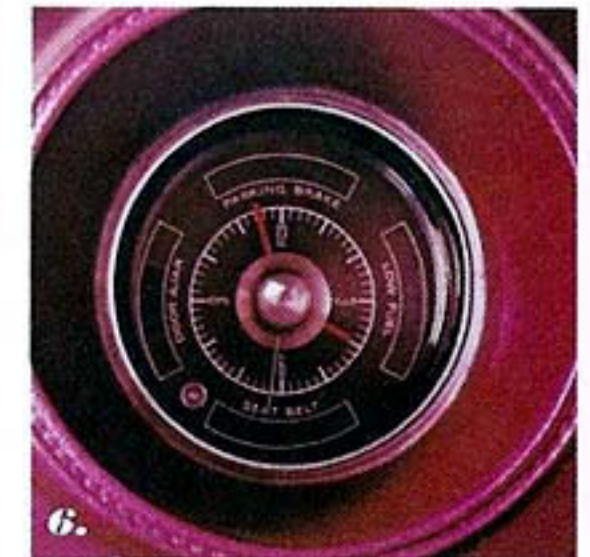
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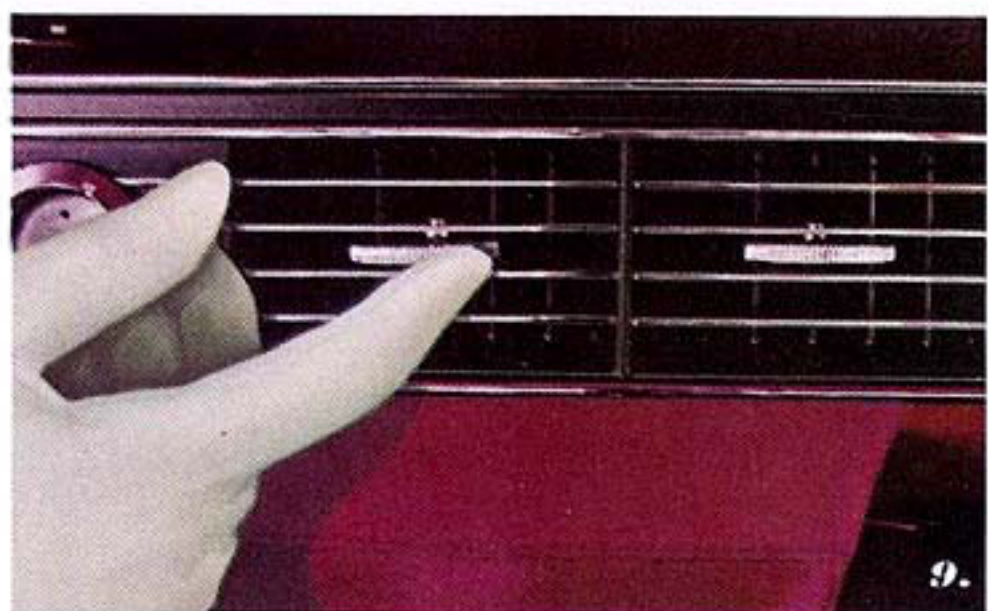
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6.



8.



9.



10.



Ranchero GT



Ranchero 500

Styled for action...engineered for stamina

Brakes: Dual safety hydraulic system, self-adjusting, front—10" x 2½", rear—10" x 2"; and foot-operated parking brake. 10" x 2½" rear brakes with V-8 engines.

Clutch: Single-plate torsion-disc clutch, aluminum housing; 9-inch diameter with 200 Six, 10-inch with 302 V-8, and 11-inch with 390 V-8's.

Front Suspension: Independent, angle-poised, ball-joint type with coil springs and shock absorbers. Spring capacity @ pad: 1,240 lb. w/Six, 1,410 lb. w/302 V-8, 1,570 lb. w/390 V-8.

Rear Suspension: Variable-rate leaf springs with antifriction inserts and shock absorbers. Spring capacity @ pad: 990 lb. (1165 lb. w/HD suspension package option).

Tires: Standard—7.35 x 14 4PR (whitewalls on Ranchero GT). Optional—7.35 x 14 8PR, 7.75 x 14 4PR and 8PR. Whitewalls optional with all sizes.

The specifications contained herein were in effect at the time this folder was approved for printing. Ford Division of Ford Motor Company reserves the right to discontinue models at any time or change specifications or design without notice and without incurring obligation. All options and accessories illustrated or referred to as optional or available in this folder are at extra cost. For the price of the model with the equipment you desire, see your Ford Dealer.

ENGINES, TRANSMISSIONS AND AXLES	200 SIX*	302 V-8 (2V)	390 V-8 (2V)	390 V-8 (4V)
Max. Gross HP (bhp @ rpm)	115 @ 3800	210 @ 4600	265 @ 4400	335 @ 4800
Max. Gross Torque (lbs-ft @ rpm)	190 @ 2200	300 @ 2600	390 @ 2600	427 @ 3200
Displacement (cu. in.)	200	302	390	390
Bore & Stroke (in. x in.)	3.68 x 3.13	4.0 x 3.0	4.05 x 3.78	4.05 x 3.78
Compression Ratio (to 1)	8.8	9.0	9.5	10.5
Transmissions	3-speed manual Cruise-O-Matic	3- or 4-speed manual Cruise-O-Matic	3- or 4-speed manual Cruise-O-Matic	3- or 4-speed manual Cruise-O-Matic
Axle Ratios (to 1)	3.25	3.25 †, 3.00	3.25*, 3.00	3.25*, 3.00

*N. A. w/limited-slip differential †3.00 only w/Cruise-O-Matic *Ranchero and Ranchero 500 only

EVERY RANCHERO has been designed and quality built to provide safer, more dependable service. Safety also depends upon the proper operation and maintenance of a vehicle.

