

# 1980 PICKUP

SNYDER & GROSS FORD, INC. 96 N. MAIN ST. SPRING GROVE, PA. 17362 PHONE 225-4765



# First new truck of the 80's... tough new 1980 Ford A There last ye Gross

Ford's new pickups are built tough, and built for the changing needs of the 80's. Built with new aerodynamic design, new comfort features and new engineering advances.

There's more payload capacity than last year's models with comparable Gross Vehicle Weights. Famed Twin-I-Beam front suspension on

4x2's. New Twin-Traction Beam independent front suspension on 4x4's. Double-wall construction is used in the Styleside pickup box, tailgate and cab roof. And there's extensive corrosion protection. For comfort, an all-new cab interior. New antitheft measures to help put your mind at ease.

Tested tough, too—a total of over a million miles at Ford's Arizona Proving Ground. The first new truck of the 80's!



### Flareside Pickup

Ford's famous shorty never looked so good! New inside and out. New Free Wheeling and Deluxe Tu-Tone combination now available.

### It's official!

- BEST MPG
   RATINGS of
   American-built
   standard pickups.
- PLUS THE LONGEST RANGE of any Americanbuilt pickups (LWB Styleside).

Based on EPA estimates, see page 12 for details.



### SuperCab Pickup

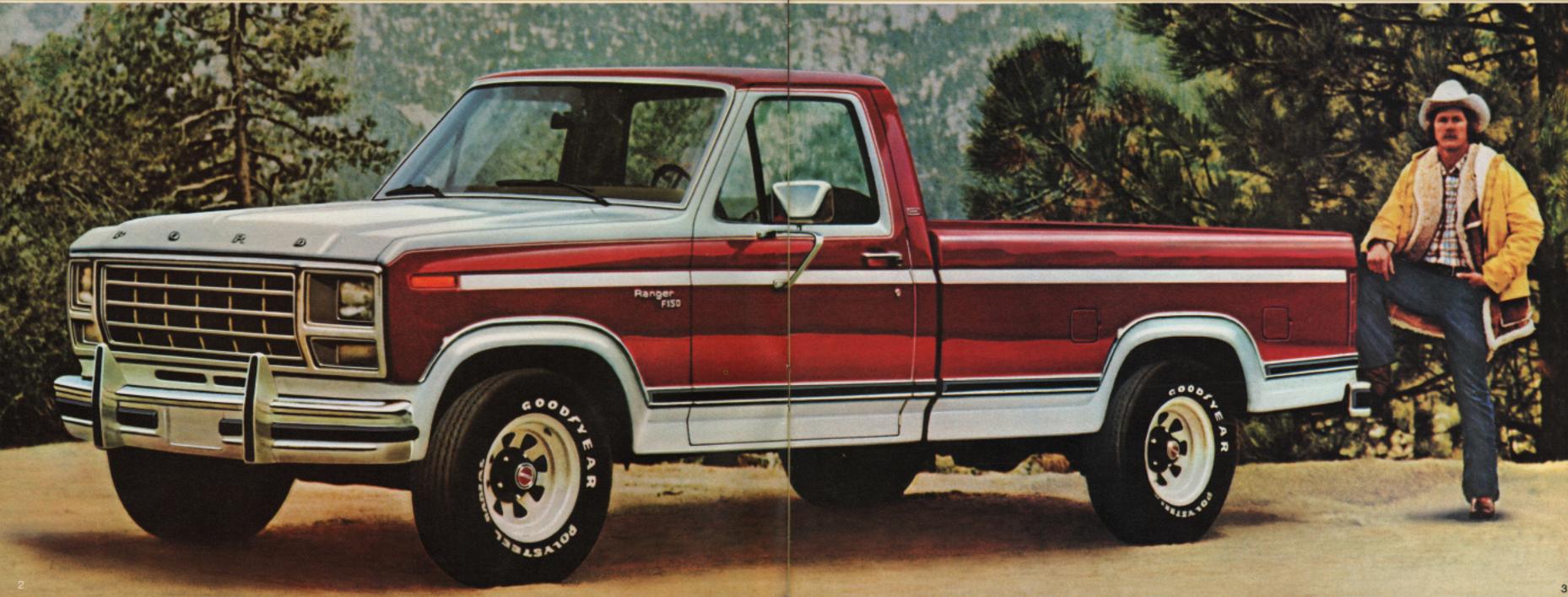
New style with distinctive "Twin-Window" treatment. Family-size room for six with optional rear bench seat. New comfort with front Captain's Chairs and console options.

Note: Some illustrations include optional equipment. See the standard features for each model, and the options shown or listed on pages 18 and 19.



### New "Six Wheeler" Pickup

Rugged dual-rear-wheel Styleside Pickup model tops Ford's line of high-payload pickups. , Extra stability for heavy loads, trailers, campers.







# Ford Ranger Lariat. Top-of-the-line looks and luxury!

Ranger Lariat—Ford's finest pickup—leads off the new line for 1980. Slip behind the wheel. You'll discover a great outlook—both inside and out. The handsome new instrument panel has a canted center console for optional electronic digital clock, radio and air conditioning. And the design is as functional as it is handsome with the careful placement of controls and instruments to provide master driving control.

Outside, the attractive new styling is accented by a brushed aluminum lower bodyside molding with black vinyl insert, and the brushed aluminum tailgate has a blackout area that carries the black insert theme around the pickup. The new Lariat tape stripe (not included with Regular, Deluxe or Combination Tu-Tone) runs on top of the front fender and up the "B" pillar.



The Lariat plaque on each side and on the tailgate tells the world you're driving the top-of-the-line Ranger Lariat.



Inside, the new Ranger Lariat features:
unique seat trim sew style in cloth and vinyl
or all-vinyl • Lariat instrument panel has
polished woodtone applique and bright
"Ranger Lariat" script • Handy map boxes
on the lower door panels are covered with
rich carpeting • Complete molding system
surrounds all windows • Thick cut-pile
carpeting • Luxury-type steering wheel
• And the attractive color-keyed cloth headlining is backed with foam insulation.

Note: Some illustrations include optional equipment. See the standard features for each model, and the options shown or listed on pages 18 and 19.

### Ford Ranger XLT

The stylish pacesetter of the 80's.

Outside, Ranger XLT features include (in addition to or in place of Ranger features shown at right): brushed aluminum tailgate applique with bright letters (Styleside Pickups) ● XLT emblem on sides and tailgate ● Flareside tailgate trim has raised FORD letters in a matching color to the outboard tape stripe of the surrounding dual tape stripe. In addition, Flaresides and dual-rear-wheel Stylesides include dual-colored narrow upper and lower bodyside tape stripes.



Inside, the roomy, comfortable
Ranger XLT has: attractive seat
trim of grained-vinyl with cloth
inserts; all-vinyl is a no-charge
option • Color-keyed cut-pile
carpeting covers floor insulation
padding • Carpeted storage area
behind the seat • Carpeted lower
door trim panels • Vinyl headliner on
foam padding • Bright Ranger XLT
on instrument panel • Bright
aluminum door scuff plates • Full
color-keyed moldings.

Note: Some illustrations include optional equipment. See the standard features for each model, and the options shown or listed on pages 18 and 19.



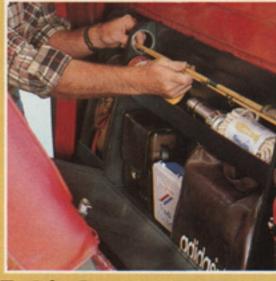
### Ford Ranger

Elegant new style and trim.

Outside, the Ranger features
(in addition to or in place of
all the Custom features
shown on pages 8 and 9):
brushed aluminum lower
bodyside molding • Bright
insert around the back
window • Bright hub caps
(except with dual rears).



Inside, the Ranger features include: all-vinyl or cloth and vinyl seat trim • Courtesy lighting includes passenger side door switch, as well as driver's • Bright accents on door trim panels • Cigarette lighter • Woodtone accent around the steering wheel horn pad • Polished woodtone applique on instrument panel • Color-keyed seat belts • Folding seat back • Color-keyed floor mat.



Behind-seat storage
(Shown with stow-line
"Organizer" Truck Caddy for
your valuables. A Ford Dealer
installed accessory.)



### **Ford Custom**

Custom—the handsome, valuepacked standard trim level for 1980 Ford Pickups!

Outside: Ford Custom includes all these features: gleaming front bumper • Bright grille surround • Bright windshield molding • Argent hub caps (except with dual rear wheels) • Pushbutton door handles • Bright 139-mm x 107-mm (5½" x 4½") left- and right-hand door-mounted mirrors.



Inside: Ford's roomy, all-new interior features: attractive all-vinyl seat trim • Instrument panel with cluster trim applique and full-width pad • Glove box with latch • LH door courtesy light switch • Temperature gauge • Color-keyed windshield pillar, header, cowl side trim panels and door trim panels with foampadded armrests • Scuff plates • Coat hook • Dome light • Floor insulation and carpet-texture rubber mat.



### Easily removable tailgate

One of the many new standard features, the Styleside tailgate comes right off . . . so campers slide right in.



### Long cruising range

Ford Styleside Pickups with optional auxiliary fuel tank provide a big dual tank capacity—up to 144L (38 gallons) on LWB for an extended cruising range between fill-ups. (See page 12 for details.) Additional standard features for '80 Ford Pickups. Radial ply tires (F-100/150)

 Maintenance-free battery • Long 457-mm (18") windshield wiper blades with dual port washer spray nozzle

Coolant recovery system Rubber-isolated front coil springs (F-100/150); both front and rear springs are now computer-selected (F-100/150)
 Improved steering response with

 Improved steering response with lower overall steering ratio.

New antitheft features include: inside

head release a looking steering column.

| Provided the column of the column

hood release • Locking steering column
• Horizontal sliding door lock buttons
• Entry shield on door latch • Door vent windows with steel pushbutton lock.

Note: Some illustrations include optional equipment. See the standard features for each model, and the options shown or listed on pages 18 and 19.



### Ford Free Wheeling Pickups

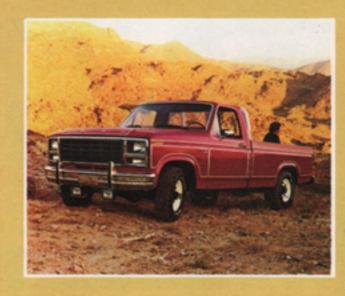
Ford Pickups have it all for the 80's with two new Free Wheeling options. And they're now available with all trim levels in both single rear wheel Styleside and Flareside Pickups. Here are all the exciting things you get in the new Ford Free Wheeling Packages.

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

Free Wheeling "B" includes Package "A" plus: fog lamps and bumper guards, Handling Package, bright rear contour bumper (Styleside), bright 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, ammeter and oil pressure gauge.

In addition, Styleside 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 either 8-track or cassette tape player and CB radio.



(The Flareside Pickup shows off the new optional Deluxe Tu-Tone—a new alternative to pinstriping—in combination with Free Wheeling. While the Flareside [left] and Styleside [above] display pinstriping that's just one of the new Free Wheeling items.)



### New Ford SuperCab

For 1980, the Ford SuperCab features new comfort with optional reclining Captain's Chairs, center console and more. And you have SuperCab's traditional family-size room. Room for a family of six with standard front bench seat plus rear bench seat option. Rear center facing jump seats are an alternative option in the spacious SuperCab.



There's 1.1 cubic meters (39 cu. ft.) of interior load space, without optional rear seat, for carrying cargo, gear or luggage. Or the rear bench seat folds flat with its steel back providing a load floor. Also, the jump seats fold up out of the way to clear the floor.

And you can tell the new 1980 SuperCab from afar with distinctive "Twin-Window" treatment standard!

Note: Some illustrations include optional equipment. See the standard features for each model, and the options shown or listed on pages 18 and 19.



## **Tough new Ford Pickups**

Ford's new pickup is built tough with the best MPG rating and longest range of any American-built standard pickup.

### **Best MPG Ratings**

4-spd, overdrive transmission.

and range may differ depending on speed, distance

and weather. Actual highway mileage and range will

probably be less than estimated. Excludes Diesels and

More mileage information

19 EPA Est. MPG 29 Est. MPG (49 State)

17 EPA 25 HWY. Est. MPG

F-100/150 with Std. 4.9L (300) Six and opt.

646 Miles Bange 950 Miles Hwy. (Calif.)

Long WB Styleside with std. 72L (19 gal.) tank plus opt. 72L (19 gal.) auxiliary, Total 144L (38 gal.). Multiply by EPA estimated MPG 19 (17 Calif.), 29 (25 Calif.) hwy. Compare the above estimates with others. Your mileage estimate . . . to determine maximum estimated ranges.

722 Miles 1,102 Miles Hwy. (49 Est. Range State)

**Longest Range** 

### Roomy interior

All-new cab has more leg room than last year with generous head and shoulder room that's comparable. Handsome new trim and instrument panel with brow-mounted cluster warning lights. New glove box door has horizontal hold position and coin/token slots plus two cup depressions on the inner side of door.



### **Tested tough**

The 1980 Ford Pickups are tested tough, too. A total of over a million miles at Ford's Arizona Proving Ground.

### Full engine availability

All '80 Fords offer a wide range of power-matched engines, transmissions.



### Aerodynamic design

Smooth new contours reduce air drag at highway speeds as much as 13% on F-100 and F-150. Result: more efficient use of power.

### Independent front suspension

Now! Both Ford 4x4 and 4x2 pickups provide the benefits of independent front suspension. New Twin-Traction Beam on 4-wheelers and Twin-I-Beam on 4x2 pickups.

### **Bigger payloads**

'80 Ford payloads are bigger than last year's with comparable Gross Vehicle Weights. New "Six Wheeler" pickup capacity-up to 4535 kg (10,000 lb.) GVWR.

### Rust protection

- Polymer fender liners
- Galvanized
- Zinc-coated steel
- Zinc-rich primer
- Aluminized wax sealer

### corrosion perforation

warranty No-cost 36-month limited perforation warranty on trucks under 4535 kg(10,000 lb.) GVWR excludes exhaust system

**New limited** 



# **Camper and Trailer Towing Tough**

Leading the way into the 80's! The tough new Ford is designed to put your mind at ease . . . to put the FUN in a functional RV pickup. Right on for today's recreation uses. Ford Pickups offer complete "Trailer Towing Packages" or "Camper Special Packages" to provide the basics most of these type vehicles need.

### **Trailer Towing Packages**

Ford offers either Light Duty or Heavy Duty Trailer Towing Packages to match your hauling needs. Gross Combination Weight Ratings go up to 6441 kg (14,200 lb.) for 5th wheel, 6463 kg (14,250 lb.) for conventional trailers.

Light Duty Trailer Towing Package\* includes (for trailers up to 907 kg [2000 lb.]):

- Extra engine cooling
- Heavy Duty flasher
- Wiring harness\*\*
- Argent rear step bumper
- Trailer Special emblem

Note: Some illustrations include optional equipment. See the standard features for each model, and the options shown or listed on pages 18 and 19.

### Heavy Duty Trailer Towing Package includes (for trailers up to 3628 kg [8000 lb.]):

- Extra engine cooling
- Heavy Duty flasher
   Go amp alternator
- 60 amp. alternator
- · 63 amp-hr. maintenance-free battery
- Oil pressure gauge
- Ammeter
- Bright low-mount recreation swing-away mirrors, 228mm x 152mm (9" x 6")
- · Handling Package
- External transmission oil cooler with SelectShift automatic transmission
- Wiring harness\*\*
- Trailer Special emblem

(A) Six Wheeler Pickup (B) SuperCab Pickup (C) Regular Cab Pickup

### Camper Special Package

on F-250 and F-350 Regular Cab and SuperCab Styleside Pickups to accommodate slide-in campers.

New F-350 Regular Cab "Six Wheeler" Pickup with Camper Special Package provides the load-carrying capacity and stability for big slide-in campers.

Note: To help assure optimum performance, SelectShift automatic transmission is required for all towing applications. See your Ford Dealer for additional required or recommended equipment (engines, axle ratios, etc.).

#### Camper Special Package includes:

- . 60 amp. alternator
- 63 amp-hr. maintenance-free battery
- Oil pressure gauge
- Ammeter
- Bright low-mount recreation swing-away mirrors, 228mm x 152mm (9" x 6")
- Extra engine cooling
- Stabilizer bars—front and rear
- . Heavy Duty shocks-front and rear
- Camper wiring harness\*\*
- External transmission oil cooler with SelectShift automatic transmission
- Camper Special emblem
- \*Styleside Pickups.
- \*\*Includes 12-volt 7-wire (identified) sealed cable with connectors.





### **Specifications**

Ford makes it easy to pick one tough truck with equal or more payload than the comparable Gross Vehicle Weights for '79.

The table below offers a guide to help select the right pickup for your job. Simply read columns from left to right to find the pickup box length, series and payload package that best matches your needs. And additional spec's are shown at the far right.

Your Ford Dealer should be consulted for complete information to help you make the right selection.



Colors There are 17 color choices for 1980 pickups: 1. Raven Black, 2. Wimbledon White, 3. Candyapple Red, 4. Silver Metallic, 5. Light Sand, 6. Marcon, 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.

#### Colorful Ford Tu-Tone and tape stripe choices:

Regular Tu-Tone. The accent color covers the roof and upper back panel. Includes dual tape stripe to divide colors. (Shown with optional accent tape stripe.)

Deluxe Tu-Tone. Accent color on the center bodyside area and on tailgate below upper molding. Moldings are included as needed.

Combination Tu-Tone, Regular and Deluxe Tu-Tones combined.

Victoria Tu-Tone, All-newfeaturing the accent color applied to hood, upper fender. around door window, and the lower bodyside.

Accent tape stripe. This new bodyside tape runs from front marker lamp to the taillamp. Available separately or with Regular or Victoria Tu-Tone.

Interior Colors Caramel, Medium Blue, Red, Black, Sand or Pine (except SuperCab) keyed to exteriors.



Regular Tu-Tone plus accent tape stripe



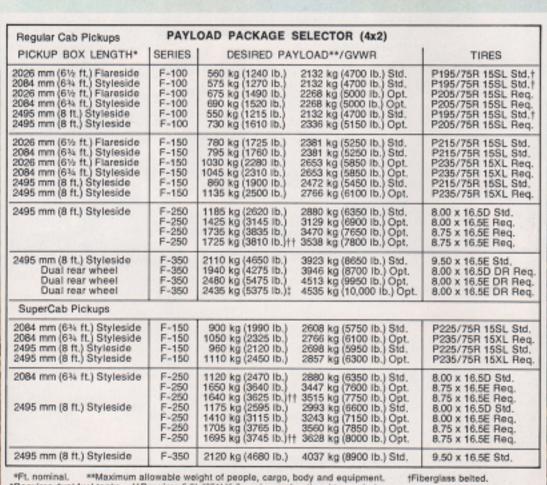
Combination Tu-Tone

Victoria Tu-Tone

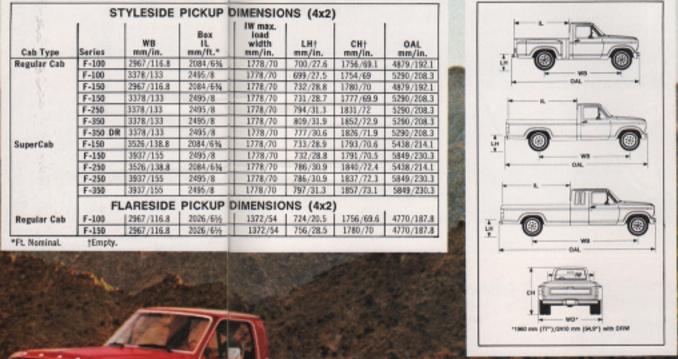
TWO-WHEEL DRIVE (See 4-Wheeler catalog for 4x4 specifications)

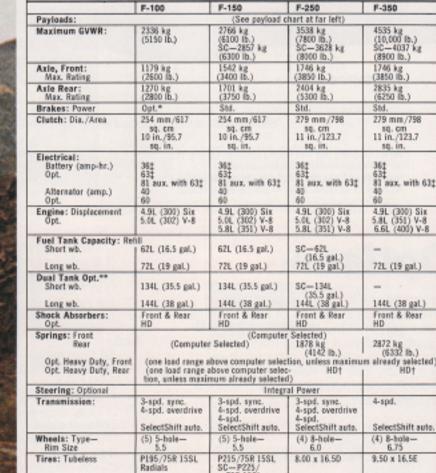


EQUIPMENT



Requires dual fuel tanks. #Requires 5.8L (351) V-8 engine and optional transm



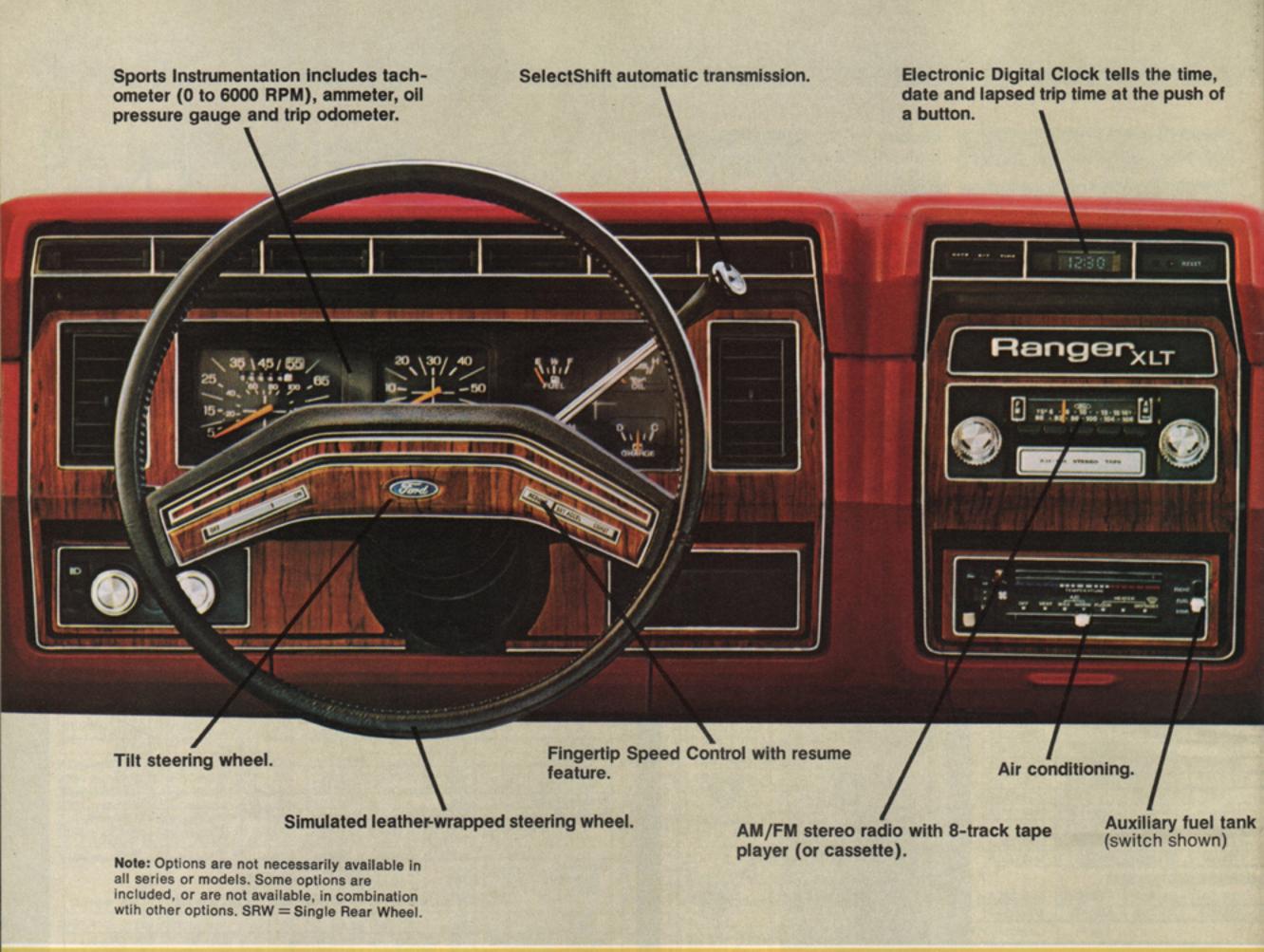


Bath tubeless and tube-type in sizes to match GVWR requirements. Use adequate tires for type of service. Consult your Ford Dealer. \* Standard rear drum brakes are 280 mm x 57 mm (11½/g" x 2½"), with optional power brakes, rear drum size is 254 mm x 64 mm (10" x 2½") with standard 2132 kg (4700 lb.) GVWR only.
\*\*Stylesides only.
\$Maintenance-Iree.

75R 15St

tfor selection of HD rear springs and auxiliary, see your Ford Dealer SC = SuperCah





### **Options**

For the Ford Pickup of your choice, there is a wide selection of Ford options. These can multiply the usefulness and enjoyment of your pickup many times over. Go down this list and check off the options that will help you "create" a Ford Pickup just right for your work or personal needs.

### **Appearance**

- ☐ Chrome grille.
- Accent tape stripe (for SRW Stylesides).
- ☐ Lower bodyside molding with black vinyl insert (for SRW Stylesides).
- ☐ Bright wheellip moldings (for SRW Custom Stylesides).

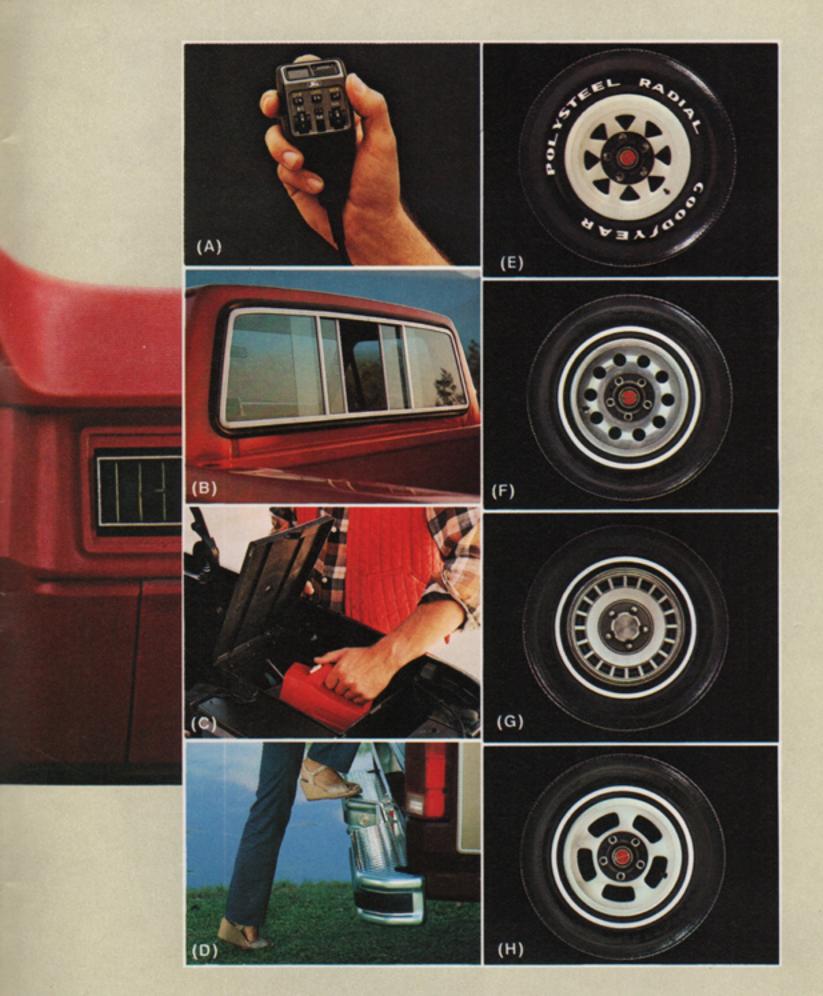
- Upper bodyside protection molding.
- ☐ Bright box rails for 2495mm (8')
- Styleside Pickups.
- ☐ GT bar with three equipment mounting tabs on top. White 76mm (3") dia. tubular design (Stylesides only).

### Audio

- All Ford radios include traveler's advisory setting.
- □ AM radio.
- □ AM/FM monaural (single speaker).
- ☐ Dual door speakers (for single speaker radios).
- ☐ AM/FM stereo (speakers mounted in door panels).
- AM/FM stereo with 8-track tape player.
- ☐ AM/FM stereo with cassette tape player.
- (A) 40-channel CB radio.

### Comfort/Convenience

- Air conditioning.
- Heater:
  - ☐ High Output.
  - □ ComfortVent.
- ☐ Convenience Group includes intermittent wipers, 305mm (12") day/night mirror, map box on doors, headlampon warning buzzer, and courtesy light switch on RH door with Custom.
- ☐ Electronic Digital Clock.
- ☐ Fingertip Speed Control.
- □ Light Group includes lights in glove box, ashtray, under instrument panel, dome lamp with map light, cargo box light, headlamp-on warning buzzer, and courtesy light switch on RH door with Custom. Also new movable underhood worklight with 20-ft. retractable cord.
- □ Western mirrors, bright low-mount swingaway, 228mm x 152mm (9" x 6").



(Performance continued)

□ SelectShift automatic transmission.
 □ Stabilizer bars, front and rear.
 □ Engine block heater: single 600 watt

Gauges: oil pressure and ammeter.

- □ Engine block heater: single 600 wat with Six and 5.0L (302) V-8, dual with
- larger V-8's.

  □ Extra Engine Cooling Package.
- □ Super Engine Cooling Package.
   □ Special Altitude Performance Package.
- ☐ Camper Special Package, see pages 14 and 15.
- ☐ Trailer Towing Packages, see pages 14 and 15.

#### Protection

- ☐ Dual horns.
- ☐ Fog lamps (include plastic covers and bright front bumper guards).
- □ Halogen headlamps.
- ☐ Inside locking hood release.
- ☐ Roof clearance lights (5).
- ☐ Exterior Protection Group includes bright door edge guards, front bumper guards and front bumper rub strip.
- ☐ Security Lock Group includes locking gas cap(s), inside hood release and glove box. Also spare tire lock (with under frame and in-box carrier).
- ☐ Sports instrumentation.
- ☐ Tie-down hooks, eight chromed (for Stylesides).

### Rear bumpers:

- ☐ Argent step (for Stylesides).
- (D) 

  Chrome step (for SRW Stylesides).
  - ☐ Chrome channel (for Flaresides).
  - ☐ Chrome contour (for SRW Stylesides).

#### Wheels and Wheel Covers

- ☐ Deluxe wheel covers (4).
- (E) ☐ Styled steel painted white (5), or (4) with steel spare.
- (F) □ 10-hole polished forged aluminum with clear plastic coating (5), or (4) with steel spare.
- (G) 

  Sport wheel covers (4).
- (H) □ 5-slot brushed forged aluminum with clear plastic coating (5), or (4) with steel spare.

Free Wheeling Packages (see page 10).

- □ Recreation mirrors, bright low-mount swingaway, 228mm x 152mm (9" x 6").
- □ Power steering.
- ☐ Simulated leather-wrapped steering wheel.
- (B) 

  Sliding rear window (tinted).
  - ☐ Tilt steering wheel.
  - Tinted glass all around.
- (C) 

  Tool storage box located under the hood (includes movable underhood worklight with 20-ft. retractable cord and inside locking hood release).
  - ☐ Slide-out spare tire carrier allows the spare to be pulled from under the frame with ease.
  - ☐ Spare tire carrier side-mounted inside Styleside box. (Standard F-100/150 with dual fuel tanks.)
  - ☐ Center console (SuperCabs with Captain's Chairs).

- Seats (SuperCabs):
- Captain's Chairs (reclining).
- ☐ Forward facing rear seat (folds down to form flat floor).
- ☐ Center facing rear seats (fold up against rubber pads at side walls, includes retainer straps).

### Seat trim:

- ☐ Heavy-duty black vinyl (N.A. with Ranger XLT, Lariat or SuperCab).
- ☐ Knitted vinyl (N.A. Lariat)
- ☐ All-vinyl (for Ranger XLT and Lariat).
- ☐ Cloth and vinyl inserts (for Ranger).
- ☐ Folding seat back (for Customs).

#### Performance

- ☐ Auxiliary fuel tank (see dual tanks in specification chart on page 17).
- ☐ Handling Package includes front and rear stabilizer bars, HD front and rear shock absorbers and HD front springs.
- ☐ Heavy-duty shocks, front and rear.



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

### TESTEN TAHCK

### EXTENDED SERVICE PLAN

Ford Motor Company's optional Extended Service Plan covers certain selected components on new Ford Pickups 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. Ask your Ford Dealer for more information about the plan.

### Tough New Ford Chassis-Cabs

FDT-8010 Litho in U.S.A. 1/80

Ford Chassis-Cabs lead the way into the 80's. They're the tough new way to handle custom bodies. All feature Ford's new aerodynamic cab with roomy interior, and Twin-I-Beam front suspension for toughness and ride qualities. And for '80, F-350's with standard 4-speed manual transmission can easily accommodate a single-gear PTO package. No expensive exhaust or frame modifications are normally required. These Chassis-Cabs are available with 3475mm (136.8 in.) and 4085 mm (160.8 in.) wheelbases for up to 12-ft. bodies.

Ford Chassis-Cabs are also available on 3378mm (133 in.) models.



FORD DIVISION Tord

## Buy or lease a tough Ford Truck—a great choice either way!

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