

# *1972 Ford Ranchero*

**The pickup car**

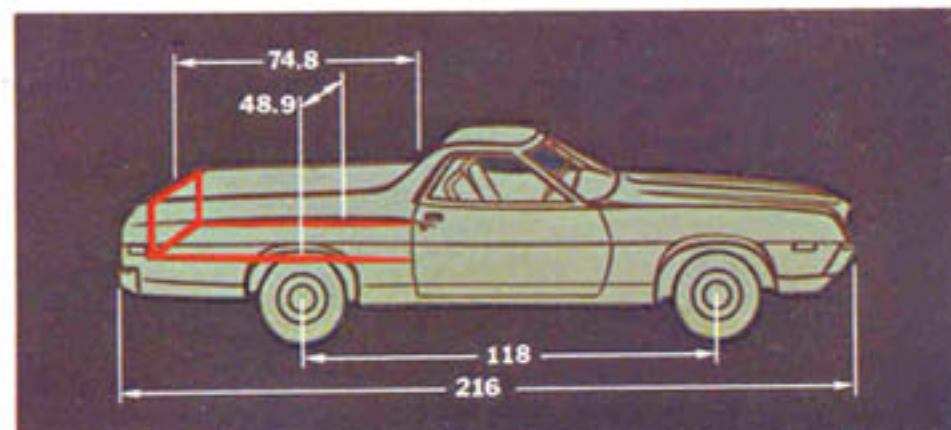


# New Rancheros go to greater lengths for looks, loadspace, and long-wheelbase ride!

'72 Rancheros are new clear through. New model line-up, too, with three distinctive Rancheros . . . the Ranchero 500, GT, and Squire. Each Ranchero has its own individual style and spirit. All have sporty carlike flair and tougher, stronger construction. The big squared-oval grille, sweeping hood, and smartly styled cargo body say fresh, frisky and fun to drive. New longer wheelbase, wider-track axles and link-coil rear suspension improve ride and handling . . . give road hugging stability. New body-and-frame design unites a strong body on a husky perimeter frame. Body rests on tuned, strategically placed body mounts that help isolate body and passengers from road vibration and noise.

Rancheros are man-sized pickup cars with roomy comfort, convenience and luxury. Passengers are surrounded with carlike appointments and sound absorbing insulation. Result: a soft, quiet ride. And underneath their sleek style, Rancheros are sound, sensible workers.

The 6½-ft. cargo body has strong, double-wall side construction. Low tailgate height and counterbalanced one-hand tailgate make loading easy. Optional heavy-duty suspension package provides capacity for heavy loads. Trailer towing packages are available for pulling big Class II and Class III trailers (up to 6000 lb.). And a wide choice of performance and luxury options lets you custom tailor your Ranchero as much as you wish.



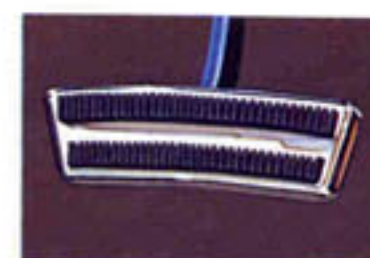
Long 118-in. wheelbase for 6½-ft. cargo body (78.4-in. floor length). Over 4 ft. between wheel housings (53.4-in. box width).



New link-coil rear suspension (coil springs with angle-mounted upper and lower stabilizer arms) smooths and stabilizes for better handling, remarkable roadability.



Sturdy steel guard rails are built into doors.



Front disc brakes are standard and designed to be fade resistant.



Four convenient cargo tie-down bars make securing your load easy.

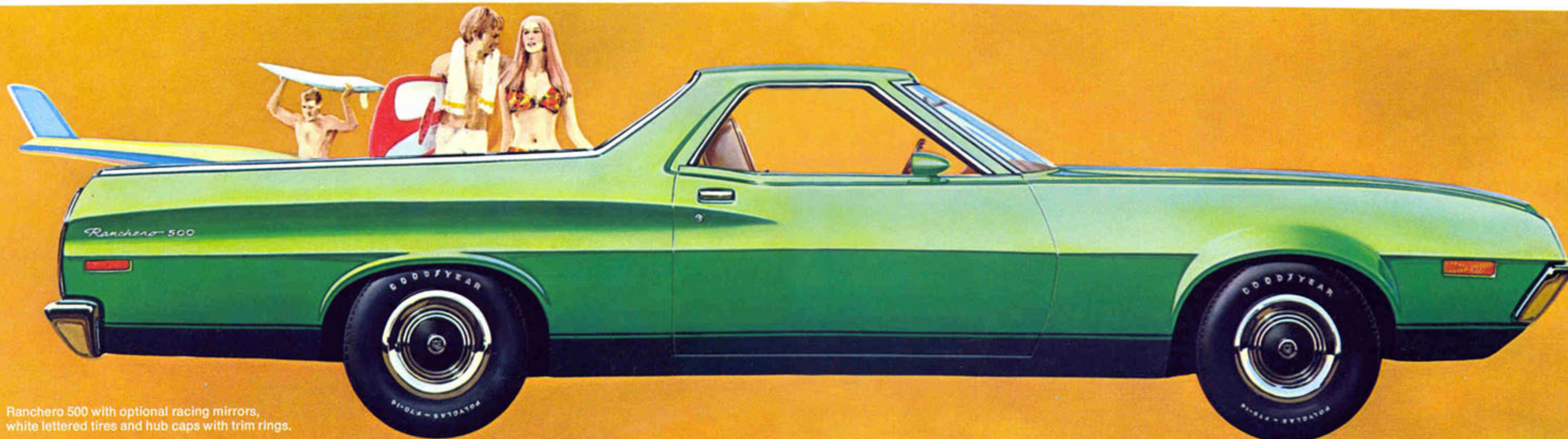
## RANCHERO 500

Now the base series, the value-packed Ranchero 500 includes many items previously standard only on mid-line vehicles. Features include high-back, full-width seat upholstered in black, blue, ginger, green or white vinyl • color-keyed vinyl door trim panels with bright trim • deep-pile wall-to-wall carpeting • hi-level, flow-through ventilation • ventless door windows • impact absorbing steering column • padded steering wheel hub • lockable glove box • locking steering column • fresh-air heater/defroster • trim panel behind the split-back seat • vinyl headlining • seat belts with outboard retractors and shoulder harnesses (also center passenger seat belts)

- armrests with recessed squeeze-type door handles
- vinyl-framed day/night mirror • cigarette lighter • padded, color-keyed instrument panel • emergency lamp flasher • *Exterior:* deluxe grille with moldings • chrome bumpers • bright left-hand mirror with remote control
- hidden windshield wipers • bright-metal windshield, rear window, drip rail and top of cargo body moldings
- belted tires • bright-metal hub caps • bright taillight bezels • 4 cargo tie-downs.



Ranchero 500 interior.



Ranchero 500 with optional racing mirrors, white lettered tires and hub caps with trim rings.

# The driving machine... Ranchero GT



Ranchero GT with optional black painted hood and white lettered tires.

The '72 Ranchero GT is a long, lean driving machine with racy twin-air-scoop design in its sweeping hood. Bold blue, silver, yellow or orange side stripe accentuates the GT's sporty appearance. Power choices include the standard 302-cu. in. V-8, the performance-minded 351-cu. in. 2- or 4-venturi V-8's, and the big 400 and 429 cubic-inchers. Ram-Air induction system with integral air scoops, performance/handling pack-

age, four-on-the-floor synchronized transmission with Hurst® shifter, 15-inch wheels and instrumentation group that includes tach, ammeter, oil pressure and water temperature gauges, and trip odometer . . . are all popular options.

**The Ranchero GT** has (in addition to or in place of all of the standard Ranchero 500 features) • two-tone argent grille • color-keyed body side stripe • hood with twin-air-scoop design • racing mirrors painted body colors (left side remote control) • hub caps with trim rings • E70 x 14 whitewall belted tires. **Interior:** unique door trim panels formed of resilient plastic with long, molded armrests • spare tire and tool compartment cover • Ranchero GT instrument panel plaque.

The Ranchero GT high-back bench seat incorporates horizontal pleats in its vinyl upholstery to provide a bucket seat appearance. **Note:** This seat is also standard in the Ranchero Squire shown below. Knitted vinyl high-back true bucket seats are optional in all three series.



Ranchero GT interior.

# The luxury leader... Ranchero Squire

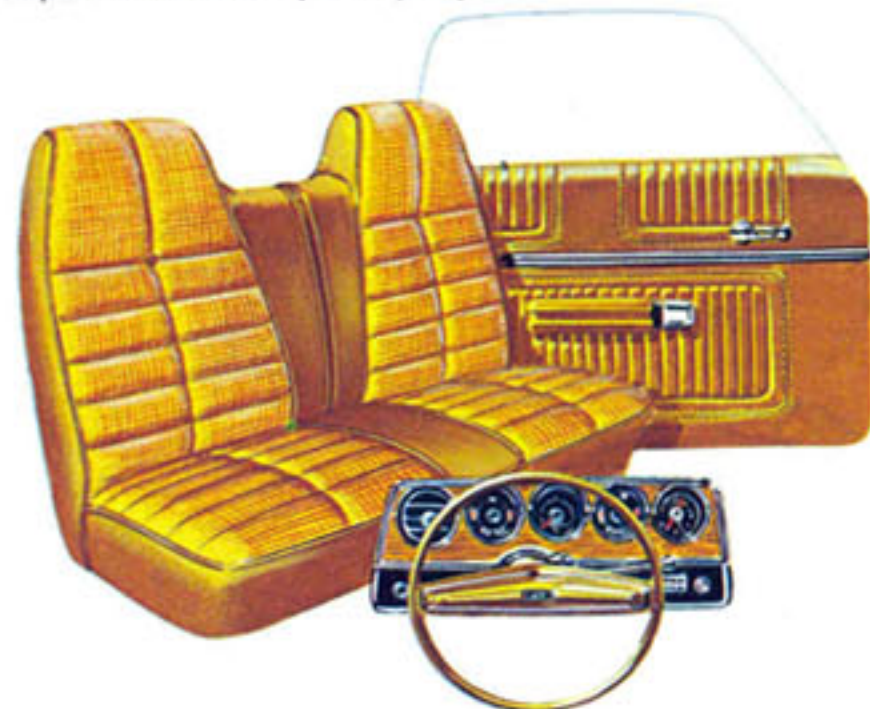
Unmistakable looks and luxury clearly distinguish the all-new Ranchero Squire. Handsome Color Match woodtone paneling on sides and tailgate has a new translucent effect that allows a hint of the body color to permeate through. The body color of your choice and the woodtone panel blend into subtle elegance. Reflective woodtone trim on tailgate panel is another distinctive Ranchero Squire feature.

Options that are especially popular on the Ranchero Squire include air conditioner, tinted glass, AM/FM stereo radio, power brakes and steering, and big-cube V-8 power up to 429 cubic inches.

The Ranchero Squire is as practical and purposeful as it is posh and personal. A beauty of a pickup car that can handle a real truck job in splendid style.

**Ranchero Squire** has (in addition to or in place of the standard Ranchero 500 features shown on page 3) • deluxe chrome wheel covers • Squire interior. Seat illustrated has optional sport cloth trim, and is available in ginger or black on all Ranchero models.

- woodtone panels on sides and tailgate • Ranchero Squire script on front fenders • Squire crest on grille. **Interior:** woodtone panel around instruments • electric clock • bright armrest bases • spare tire and tool compartment cover • Squire instrument panel plaque.



Ranchero Squire with optional whitewall tires.



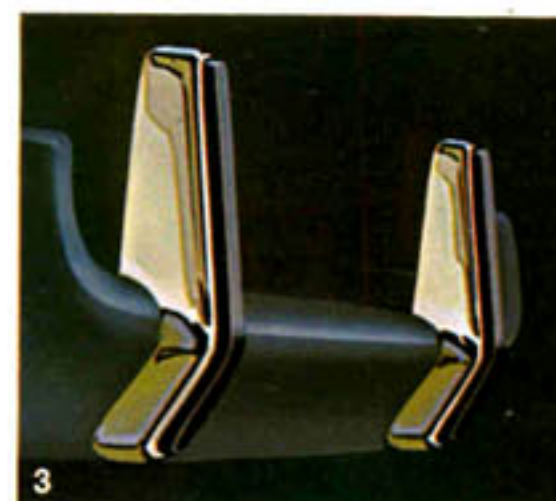
Ranchero 500 with optional racing mirrors, whitewall tires and hub caps with trim rings.



# Pick your power...and your performance and convenience options

Pick your power from six spirited Ford engines. The 302-cu. in. V-8 is standard in the Ranchero GT with the 250-cu. in. Six standard in the Ranchero 500 and the Ranchero Squire. Optional engines range from 302-cu. in. V-8 to the big 4-venturi 429 cubic-incher. All 1972 Ford engines are designed to operate on regular gasoline with octane rating of 91 or more when the engine is adjusted to

factory-recommended specifications. Ram-Air induction system with functional hood air scoop is available for 351 [4V] and 429 V-8 engines in Ranchero 500 and Ranchero GT. Performance/Handling package (offered with 351 [4V] and 429 V-8's) includes high-rate rear springs, heavy-duty front and rear shock absorbers, rear stabilizer bar and heavy-duty front stabilizer bar.



**Popular options** shown are 1. **SelectAire conditioner** for dehumidified cooling. Integral heater with hi-level outlets provides all-season comfort. 2. **Power steering** for easy handling with heavy loads. 3. **Protection group** (for Ranchero 500) includes chrome bumper guards, vinyl insert body-side moldings, and door edge guards. 4. **Flight bench seat** (available on Ranchero 500 and Squire) with fold-down center armrest and deluxe door trim panels. **Cloth upholstery** for the standard seat in Ranchero 500 and Squire, and **sport cloth seat** (see page 4) is available on all models. 5. **Instrumentation Group** (V-8 equipped models) features tachometer, trip odometer, clock, ammeter, water temperature and oil pressure gauges. 6. **Four-on-the-floor** (with 351 [4V] V-8) fully synchronized 4-speed transmission with Hurst® floor shifter. 7. **SelectShift Cruise-O-Matic** (required with 351 [4V], 400 and 429 V-8's) for fully automatic or manual shifting. 8. **High-back bucket seats** in knitted vinyl for individualized comfort. 9. **Vinyl roof** in black or white. 10. **Power front disc brakes** provide easier, more positive stopping with big loads. 11. **AM/FM stereo radio** for concert-quality listening pleasure. AM radio available. 12. **15-inch wheels** provide greater ground clearance. **Full wheel covers** (14- or 15-in. wheels). **Deluxe wheel covers** (standard on Squire), **hub caps with trim rings** (standard on GT) and **mag-style wheels** are all offered with 14-in. wheels.

ENGINES	250 SIX	302 V-8 (2V)	351 V-8 (2V)	351 V-8* (4V)	400 V-8 (2V)	429 V-8* (4V)
Displacement	250 cu. in.	302 cu. in.	351 cu. in.	351 cu. in.	400 cu. in.	429 cu. in.
Bore & Stroke (in.)	3.68 x 3.91	4.0 x 3.0	4.0 x 3.5	4.0 x 3.5	4.0 x 4.0	4.36 x 3.59

\*Ram-Air induction system available.



## OTHER OPTIONS

Tinted glass, color glow paints (ivy glow or gold glow), Class II (2000-3500 lb.) and Class III (3500-6000 lb.) trailer towing packages, Rim-Blow sport steering wheel, electric clock (standard Squire), racing-type mirrors (standard GT), painted body color (left-hand mirror has remote control), black painted hood visibility group (includes ash tray, under hood and glove box lights; parking brake and seat belt warning lights).



# The pickup car with plenty of pull.



Rancheros are available with Class II (2000-3500 lb.) and Class III (3500-6000 lb.) trailer towing packages. Ranchero Squire (shown) has optional whitewall tires.

## Specifications

**Brakes:** Self-adjusting front disc (10.7" diameter) and rear flared drum (10" x 2"), dual master cylinder hydraulic system, foot-operated parking brakes. 10" x 2½" rear brakes with 351, 400 and 429 V-8 engines.

**Clutch:** Single-plate torsion-disc: 10" diameter w/250 Six and 302 V-8, 11" w/351 (4V) V-8.

**Colors:** White, bright red, maroon, dark blue metallic, medium blue metallic, light blue, light pewter metallic, dark green metallic, medium green metallic, bright green gold metallic, ginger metallic, medium goldenrod, medium bright yellow, gray gold metallic. New color glow paints ivy glow and gold glow are optional. Black or white vinyl roofs available.

**Front suspension:** Independent, angle-poised, ball-type with coil springs and shock absorbers.

**Rear suspension:** Link-coil with coil springs, double angled upper and lower support stabilizer arms and shock absorbers. Performance handling package available with 351 (4V) and 429 V-8's.

**Tires:** Standard: E78-14 B (E70 B whitewall tires on GT). Optional: F78-14 or 15 B, G78-14 or 15 B, H78-14 B, E70-14 B, G70-14 B. Whitewalls optional in all sizes except G70. G70 available in white lettered blackwalls. All tires are bias cord belted.

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