

# 1981 FORD



# 4-WHEELER



**THE NEW FRONTIER  
IN 4x4's...**

# TOUGH 1981 FORD 4x4 PICKUP

## The new frontier in 4x4's ...

Tough '81 Fords feature advanced off-road technology. Ford has the only American-built full-size 4x4's with Twin-Traction Beam independent front suspension for a better ride than competitive leaf spring suspensions. And independent front wheel action helps off-road control. Ford leadership technology produces a full-size/full-function 4x4 ready for your heavy-load, off-road jobs without having to sacrifice good gas mileage.\*

## \*Miles Per Gallon.

Of course, gas mileage is one of your top concerns these days. It's ours, too. And although the latest figures were unavailable at the time of publication, 1981 Ford 4x4 EPA mileage estimates are expected to be as good as or better than last year's. See your Ford Dealer for '81 figures.

## 1. Long cruising range.

Ford Styleside Pickups with optional auxiliary fuel tank provide a big dual-tank capacity—for extended distance between fill-ups. Up to 144L (38 gal.) on long wheelbases, 134L (35½ gal.) with short wheelbase models.

## 2. Independent front suspension.

Ford 4x4 pickups have tough Twin-Traction Beam independent front sus-

pension to ease the wheels over bumps independently for a better ride and better off-road control than competitive leaf spring suspensions. Another one of the years-ahead features in '81 Ford 4-wheelers.

## 3. 4-speed manual with overdrive.

A new Ford 4x4 option for '81! The 4-speed manual transmission with overdrive makes driving fun and thrifty, too. Overdrive reduces engine RPM's for better gas mileage\* on the highway and reduced engine wear.

## 4. Ford 4x4 Snow Plow Prep. Packages.

Designed for popular snow plow attachments. Ford Snow Plow Prep. Packages are now available on F-150 as well as F-250 and F-350 Regular Cab 4x4's. See your Ford Dealer for application details.



## 5. New automatic locking hubs.

Now front hubs can run free on the highway, and then lock in as needed for 4x4 traction...after you start out in 4-wheel drive. This important new option for '81 provides the economy of free wheeling hubs with the convenience of automatic hubs. There's no longer any need to get out of the vehicle and manually lock both front hubs. And once the automatic hubs are locked in you can shift from 2-wheel to 4-wheel drive while the vehicle is moving. Also, unlike some designs, the Ford system allows engine compression braking to assist in downhill maneuvers.

## 6. Anti-rust measures.

Ford's limited corrosion perforation warranty is a no-cost 36-month plan on trucks under 4,535 kg (10,000 lb.)\*\*

## 7. Halogen headlamps.

For '81, halogen headlamps are standard. They illuminate the road with a whiter, brighter light than conventional headlamps.

## Aerodynamic design.

Ford's trim, smooth lines reduce air drag at highway speeds for greater fuel efficiency than on less streamlined trucks.

## Efficient 2-speed transfer case.

The efficient chain-driven transfer case minimizes power loss. The transfer case is easy to shift, and the forward location of the transfer case shift lever when in the 2-wheel drive position provides more foot room than the previous design.

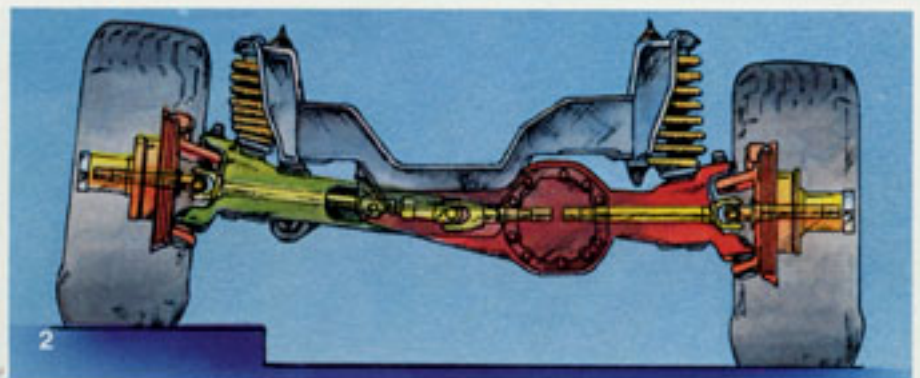
## Big payloads.

Tough Ford 4x4's are rated to carry optimum payloads for their GVWR's.

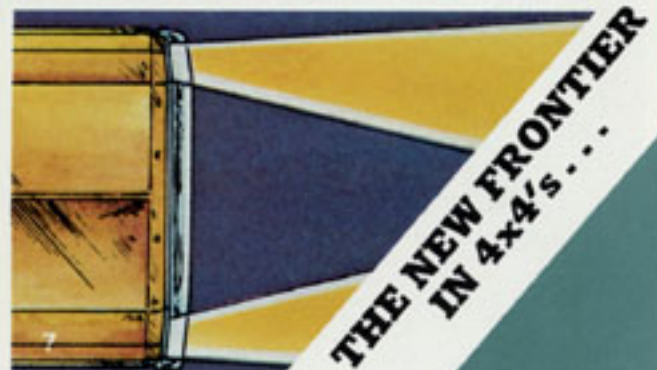
## ADDITIONAL STANDARD FEATURES:

- P-metric steel-belted radial tires (F-150)
- Tough ladder-type frame
- Integral front axle skid plate
- 4-wheel drive indicator light on instrument panel
- 4-speed manual transmission
- Free running front hubs

Note: Some illustrations include optional equipment. See the standard features for each model, and the options shown or listed on pages 6 and 7.



**\*\*Ford Limited Corrosion Perforation Warranty**  
Ford Motor Company provides a limited 3-year, unlimited mileage corrosion perforation warranty on all trucks under 4,535 kg (10,000 lb.) GVWR sold in the 50 United States. The warranty states that any part which, in normal use, rusts through from corrosion within three years of retail delivery or first use will be repaired or replaced free of charge by the selling dealer after inspection by a Ford representative. Of course, exhaust system components or parts which develop corrosion perforation caused by accidents or other damage are not covered.



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# SPACIOUS INTERIOR COMFORT AND CONVENIENCE.

The new frontier in 4x4's means tough construction for rugged, off-road terrain combined with our attractive, roomy and comfortable interior.

## 1. Instrument panel

The handsome instrument panel has a specially designed 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.

## 2. Ford Ranger Lariat.

The top-of-the-line looks and luxury. Notable standard interior features include (in addition to or in place of Ranger XLT features): Special "cushioned" seat trim sew style in special cloth with vinyl bolsters • The Lariat instrument panel has bright "Ranger Lariat" script • Woodtone applique on door panels • Handy map boxes on doors covered with rich carpeting • Vanity visor mirror, RH (on Lariats built after 10/6/80).

## 3. Ford Ranger XLT.

**Standard interior features:** Attractive seat trim of grained vinyl with cloth inserts; all-vinyl seat trim is a no-charge option • Color-keyed full-length carpeting covers floor insulation padding and lower door trim panels • New cloth headliner is backed with foam insulation • Garnish moldings over door window, "B" pillar

and around rear window • Bright aluminum door scuff plates.

## 4. Ford Ranger.

**Standard interior features include:** All-vinyl or cloth and vinyl seat trim (optional knitted vinyl shown) • Courtesy lighting with passenger side door switch, as well as driver's • Bright accents on door trim panels • Color-keyed floor mat covers insulation padding • Cigarette lighter with light • Woodtone accent around the steering wheel horn pad • Polished woodtone appliques on instrument panel • Color-keyed seat belts.

## 5. Ford Custom.

**Standard interior features:** Vinyl seat trim (optional knitted vinyl shown) • Instrument panel with cluster trim applique and full-width pad • Color-keyed sun visors • Glove box with latch • Inside



hood release • Color-keyed windshield pillar, header, cowl side trim panels and door trim panels with foam-padded armrests • Scuff plates • Coat hook • Dome light • Floor insulation and carpet-texture rubber mat.

### 6. Behind seat storage.

The seat back folds forward for quick, easy access (standard on Ranger and higher trim levels; also Customs built after 10/6/80). Shown with Truck Rifle Safe—a Ford Dealer installed accessory.

### Exterior features for all trim levels are covered in the 1981 Ford Pickup catalog.

Note: Some illustrations include optional equipment. See the standard features for each model, and the options shown or listed on pages 6 and 7.

## FORD FREE WHEELING FUN

Ford F-150 Regular Cab Pickups offer two spirited Free Wheeling options. Here are the exciting features you get in the Ford Free Wheeling Packages.

Free Wheeling "A" includes: pinstriping (tri-color option is available on Styleside Pickups, Deluxe Tu-Tone on Flareside), blackout grille and headlamp doors, and sport wheel covers (4).

Free Wheeling "B" for Styleside Pickups includes Package "A," plus: fog lamps and bumper guards, Handling Package, bright rear contour bumper, white styled steel wheels (in place of wheel covers), and inside: soft-wrap steering wheel plus

Sports Instrumentation Package with tachometer, trip odometer, ammeter and oil pressure gauge.

Add to your Free Wheeling feeling with Ford's wide choice of individual options like AM/FM stereo radio with either 8-track or cassette tape player.

7. Ford Flareside Pickup with Free Wheeling "B" and Deluxe Tu-Tone.

8. Ford Styleside Pickup with Free Wheeling "B."

## FORD 4x4 SUPERCAB

9. The functional 4-wheeler with room for a family of six with optional rear bench seat. Available on F-150 and F-250.



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# 1981 FORD 4x4 OPTIONS

For the Ford 4x4 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.



**Options Availability.** 1981 Ford 4x4 options are not confined to these pages but are shown throughout the catalog. Options, whether or not they are identified, are offered at extra cost. Some options are included, required, or are not available, in combination with other options. Availability of some models and features described here and elsewhere may be subject to delay. Consult your Ford Dealer for the latest information.

**Camper Specials.** Camper Special Packages are available with Ford F-250 and F-350 4-wheel drive Styleside Pickups to accommodate up to 11-ft. slide-in campers. Made extra easy because the Ford Styleside Pickup tailgate is easily removable.

| Equipment                      | BRONCO |   |
|--------------------------------|--------|---|
| Payload Package: No./kg (lb.)  | Max.   | --  |
| GVWR: No./kg (lb.)             | Max.   | --  |
| Axle, Front: Rating            | Max.   | 1,610 kg (3,550 lb.)                      |
| Axle, Rear: Rating             | Max.   | 1,701 kg (3,750 lb.)                      |
| Brakes: Power                  | Std.   |   |
| Clutch: Dia./Area              | Std.   | 279 mm/798 sq. cm<br>11 in./123.7 sq. in. |
|                                | Opt.   | 81 aux. with 63                           |
| Electrical: Battery* (amp-hr.) | Std.   | 36  |
|                                | Opt.   | 63  |
| Alternator (amp.)              | Std.   | 40  |
|                                | Opt.   | 60  |
| Engine: Displacement           | Std.   | 4.9L (300) I-6                            |
|                                | Opt.   | 5.0L (302) V-8                            |
|                                | Opt.   | 5.8L (351) V-8                            |

## Appearance

- Chrome grille.
- Tri-color tape stripe (for Regular Cab Stylesides).
- Upper bodyside protection molding with black vinyl inserts for Stylesides (included with Ranger XLT).
- Bright wheelip moldings (for Custom and Ranger Stylesides, included with Ranger XLT).
- Bright box rails for 2,495 mm (8 ft.) Styleside Pickups.
- Upper bodyside tape stripe (for Stylesides).
- Choice of four Tu-Tone paint combinations (see Pickup catalog).

## Audio

All Ford radios include traveler's advisory frequency setting.

- AM radio.
- AM/FM monaural (single speaker).
- AM/FM stereo.
- AM/FM stereo with cassette tape player.
- (A)**  AM/FM stereo with 8-track tape player.

## Comfort/Convenience

- (B)**  Air conditioning.
- Heater, high output.
- Convenience Group includes intermittent wipers, 305 mm (12 in.) day/night mirror, map box in doors, headlamps-on warning buzzer, vanity visor mirror, RH (on vehicles built after 10/6/80), and courtesy light switch on RH door with Custom.
- Power front windows.
- (C)**  Light Group includes movable underhood worklight with 20-ft. retractable cord (shown) plus lights in glove box, ashtray, under instru-

ment panel, dome lamp with map lights, headlamps-on warning buzzer, courtesy light switch on RH door with Custom, and cargo box light.

- Remote control low-mount western mirrors, bright swingaway 228 mm x 152 mm (9 in. x 6 in.) electrically actuated.
- Western mirrors, bright low-mount swingaway 228 mm x 152 mm (9 in. x 6 in.).
- Recreation mirrors, bright low-mount swingaway 228 mm x 152 mm (9 in. x 6 in.).
- Gauges: ammeter and oil pressure.
- (D)**  Sports Instrumentation includes tachometer (0 to 6,000 RPM), ammeter, oil pressure gauge and trip odometer.
- (E)**  Electronic digital clock tells the time, date, and lapsed trip time at the push of a button.
- Soft-wrap steering wheel.
- (F)**  Tilt steering wheel.
- Fingertip Speed Control.
- (G)**  Tool box located under the hood (includes movable underhood worklight with 20-ft. retractable cord and inside locking hood release).
- Sliding rear window (tinted).
- Tinted glass all around.
- 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.
- SuperCab seats (see Pickup catalog).
- Seat trim:
  - Heavy-duty black vinyl (N.A. with Ranger XLT or Lariat).
  - Knit vinyl (N.A. Lariat).
  - Vinyl inserts (for Ranger XLT and Lariat).
  - Cloth inserts (for Custom and Ranger).

## Performance

- Automatic locking front hubs.
- 4-speed manual transmission with overdrive.
- SelectShift automatic transmission.
- Limited slip axle (front and rear).
- Auxiliary transmission oil cooler.
- Heavy-duty air cleaner.
- Handling Package includes front and rear stabilizer bars, HD front (quad with F-150 Regular Cab) and rear shock absorbers and HD front springs.
- Quad heavy-duty front shocks and HD rear shocks (F-150 Regular Cab).
- Heavy-duty shocks, front and rear.
- Engine block heater: single 600 watt with Six or 5.0L (302) V-8, dual with larger V-8's.
- Special High Altitude Performance Package.
- Snow Plow Preparation Package—Base.
- Snow Plow Preparation Package—Plus.
- Extra engine cooling package.
- Super engine cooling package.
- Trailer Towing Packages. See Pickup catalog for package contents.

## Protection

- Skid Plate.
- Dual horns.
- (H)**  Fog lamps (include plastic covers and bright front bumper guards).
- Power door locks.
- Roof clearance lights (5).
- Exterior Protection Group includes bright door edge guards, front bumper guards and front bumper rub strip.
- Lower bodyside protection molding with black vinyl insert (for Stylesides).
- Security Lock Group includes locking gas cap(s), inside hood release and glove box. Also spare tire

# SPECIFICATIONS

| F-150   |  | F-250   |  | F-350                                     |  |
|---|--|---|--|---|--|
| No. 1/1,020 (2,255) SC<br>No. 2/1,055 (2,330) |  | No. 2/1,675 (3,690) SC<br>No. 2/1,415 (3,120) |  | No. 1/2,050 (4,525)                       |  |
| 2,834 (6,250) SC<br>2,925 (6,450)             |  | 3,719 (8,200) SC<br>3,311 (7,300)             |  | 4,127 (9,100)                             |  |
| 1,610 kg (3,550 lb.)                          |  | 1,723 kg (3,800 lb.)                          |  | 2,041 kg (4,500 lb.)                      |  |
| 1,701 kg (3,750 lb.)                          |  | 2,404 kg (5,300 lb.)                          |  | 2,835 kg (6,250 lb.)                      |  |
| Std.  |  | Std.  |  | Std.                                      |  |
| 279 mm/798 sq. cm<br>11 in./123.7 sq. in.     |  | 279 mm/798 sq. cm<br>11 in./123.7 sq. in.     |  | 279 mm/798 sq. cm<br>11 in./123.7 sq. in. |  |
| 36  |  | 36  |  | 36  |  |
| 63<br>81 aux. with 63                         |  | 63<br>81 aux. with 63                         |  | 63<br>81 aux. with 63                     |  |
| 40  |  | 40  |  | 40  |  |
| 60  |  | 60  |  | 60  |  |
| 4.9L (300) I-6                                |  | 4.9L (300) I-6                                |  | 5.8L (351) V-8                            |  |
| 5.0L (302) V-8 RC<br>5.8L (351) V-8           |  | 5.0L (302) V-8 RC<br>5.8L (351) V-8           |  | 6.0L (400) V-8                            |  |

| Equipment                        | BRONCO  | F-150  | F-250  | F-350                |
|----------------------------------|---|--|--|----------------------|
| Fuel Tank Refill Cap.: Short wb. | Std. 95L (25 gal.)  | 62L (16.5 gal.) RC   | —  | —                    |
| Long wb.                         | Std. —  | 72L (19 gal.)  | 72L (19 gal.)                                | 72L (19 gal.)        |
| Dual Tank Short wb.              | Opt. 121L (32 gal. single replacement tank—includes skid plate)   | 134L (35.5 gal.) RC  | —  | —                    |
| Long wb.                         | Opt. —  | 144L (38 gal.)   | 144L (38 gal.)                               | 144L (38 gal.)       |
| Shock Absorbers:                 | Std. Front (HD) & rear  | Front & rear   | Front & rear                                 | Front & rear         |
|                                  | Opt. Quad front and/or HD rear  | HD front & rear<br>Quad front/HD rear RC   | HD   | HD                   |
| Springs: Front                   | Std. —  | (Computer Selected)  |  |                      |
| Heavy-Duty                       | Opt. —  | (Front: one load range above computer selection, unless maximum already selected.) |  |                      |
| Springs: Rear                    | Std. 1,478 kg (3,259 lb.)   | 1,720 kg (3,793 lb.) SC<br>1,471 kg (3,243 lb.) RC                                 | 1,884 kg (4,154 lb.)<br>1,886 kg (4,158 lb.) | 2,664 kg (5,875 lb.) |
| Heavy-Duty                       | Opt. —  | (See your Ford Dealer for available choice.)                                       |  |                      |
| Steering:                        | Integral Power  |  |  |                      |
| Transfer Case (part-time):       | Std. 2-Speed  |  |  |                      |
| Transmission:                    | Std. 4-Speed  |  |  |                      |
|                                  | Opt. 4-spd. Manual w/OD, SelectShift auto.  | 4-spd. Manual w/OD, SelectShift auto.  | SelectShift auto.                            | SelectShift auto.    |
| Wheels: Type—Rim Size            | Std. (5) 5-hole—5.5   | (5) 5-hole—5.5 (RC)<br>6.0 (SC)  | (4) 8-hole—6.0                               | (4) 8-hole—6.75      |
| Tires: Tubeless                  | Std. P215/75R-155L  | P225/75R-155L (SC),<br>P215/75R-155L   | 8.00 x 16.5D                                 | 9.50 x 16.5E         |
| Optional                         | Both tubeless and tube-type in sizes to match Payload Package requirements. Use adequate tires for type of service. Consult your Ford Dealer. |  |  |                      |

RC=Regular Cab SC=SuperCab \*36 and 63 amp-hr. batteries are maintenance-free.

lock (with under-frame and in-box carrier).

Tie-down hooks, eight chromed (for SRW Stylesides) and six hooks (for DRW Stylesides).

Rear bumpers:

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

## Wheels and Wheel Covers

- (I)  Styled steel painted white (5), or (4) and steel spare.
- (J)  10-hole polished forged aluminum with clear plastic coating (5), or (4) and steel spare.
- (K)  Sport wheel covers (4).
- (L)  5-slot brushed forged aluminum with clear plastic coating (5), or (4) and steel spare.

Free Wheeling Packages (see page 5).

SRW=Single rear wheel  
DRW=Dual rear wheels



**THE NEW FRONTIER  
IN 4x4's...**

# FORD BRONCO

**Tough off the road!** The tough new 81's feature advanced off-road technology. Ford has the only full-size American 4x4's with Twin-Traction Beam independent front suspension for a better ride and off-road control than the previous Mono-Beam system. Plus features including power steering, integral front differential skid plates and steel-belted radial ply tires—all standard.

**Tough lookin'!** These new Broncos feature Free Wheeling options like new chromatic tape stripe or Tu-Tone paint treatment. Bronco is trim outside with aerodynamic design. But there's room for a family of six inside with optional bench seats.



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



**...FOR SURE**

## Replacement Parts

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

## Extended Service Plan

Ford Motor Company's optional Extended Service Plan covers certain selected components on new Ford 4x4 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. Your Ford Dealer will be happy to give you complete details of the Plan which is available on cars and light trucks sold and normally operated in all 50 United States and Canada.

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# FORD PICKUPS

FORD DIVISION

