

'70 RANCHERO BY FORD

Ranchero/500/GT/Squire





ranchero
SQUIRE

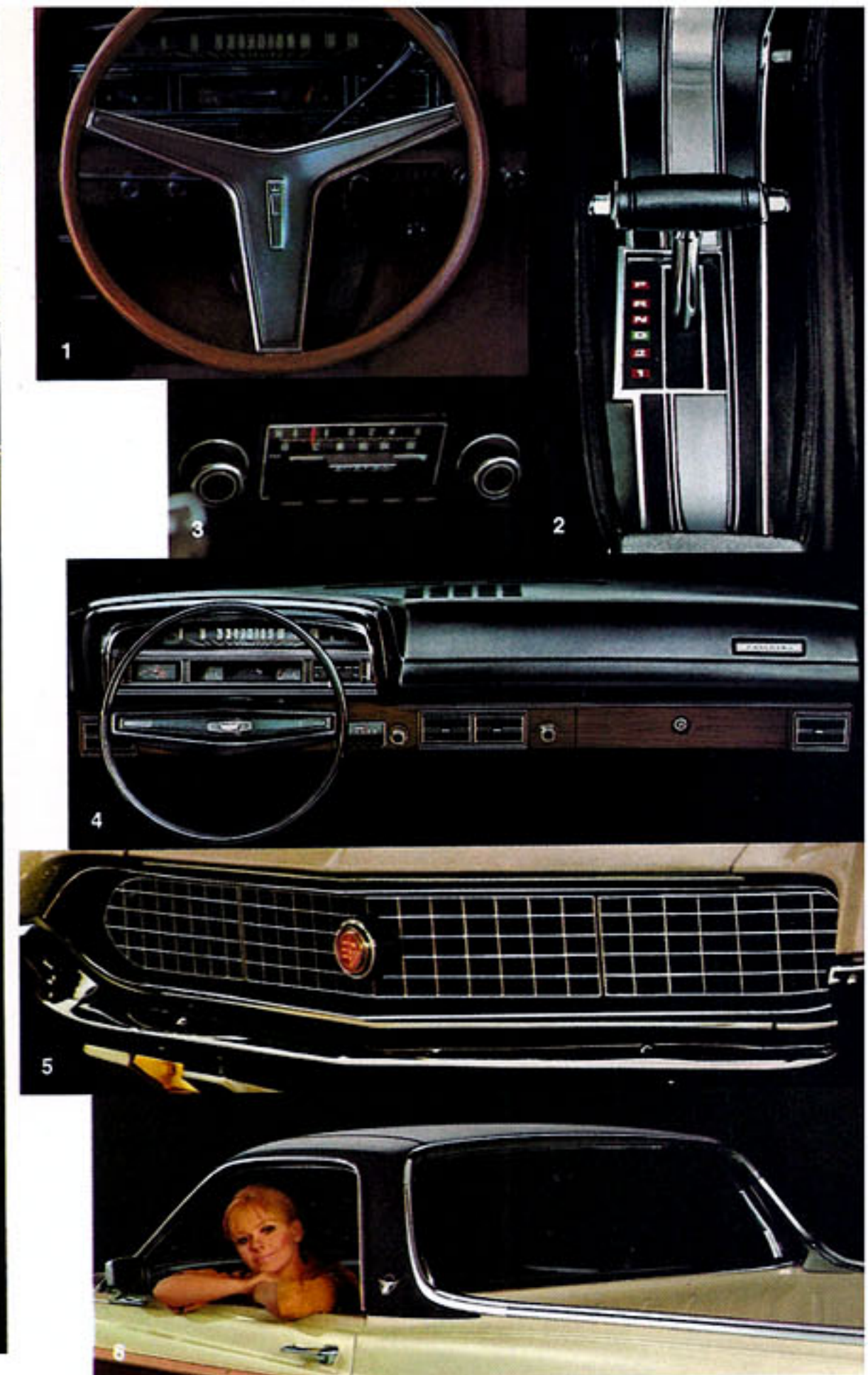
New ultimate in personal pickup luxury

The all-new Ranchero Squire heads a longer, livelier, more luxurious line of 1970 Rancheros by Ford. Rancheros are now five inches longer and feature new styling from grille to tailgate. New longer wheelbase and wider track provide a smoother ride and improved cornering ability. And Rancheros lead the power parade, too. Your engine choice now goes all the way up to the super-performance 429-cu. in. Cobra Jet V-8—370 horses strong.

Outside, Squire's handsome contoured woodtone

side and tailgate panels say, "Luxury leader." Inside, the plush full-width seat is finely upholstered in knitted vinyl. Rich black, red, blue, green and gold trim schemes are color coordinated.

The Ranchero Squire has (in addition to or in place of all the standard Ranchero features) color-coordinated, deep pile wall-to-wall carpeting • woodtone panel under instruments • woodtone inlay in padded steering wheel hub • electric clock. **Exterior:** deluxe grille with center crest • woodtone panels on sides and tailgate • fiberglass belted whitewall tires • deluxe wheel covers • bright-metal hidden wiper lip molding • Ranchero Squire script on front fenders.



Ranchero luxury and convenience options include

1. **Rim-Blow Sport Steering Wheel** allows you to blow the horn by squeezing the rim. 2. **SelectShift Cruise-O-Matic** transmission gives you fully automatic or manual shifting, shown with optional console. 3. **AM-FM stereo radio** provides fine reception for your listening pleasure. 4. **SelectAir conditioner** with hi-level outlets gives all-season comfort. 5. **Hidden headlamps** for the ultimate in styling (Squire, GT & 500). 6. **Vinyl roof** in your choice of black or white. **Intermittent windshield wipers**, **AM push-button radio**, **electric clock** (Ranchero), **power steering**, **tinted glass**, **deluxe** (Ranchero & 500) or **sport-styled wheel covers**, **styled steel wheels**, and **visibility group** (ash tray, map, glove compartment and underhood lights; warning lights for seat belts and parking brake, and headlight-on reminder buzzer) are also offered.



ranchero
GT

Front-running performance leader

The new Ranchero GT is the dashing, bold one for true sports enthusiasts. GT gives you command of 220 to 370 charging horses—from standard 302-cu. in. V-8 to the super-performance 429-cu. in. Cobra Jet V-8 with pop-through "shaker" hood air scoop, Ram-Air induction system and performance handling package.

The Ranchero GT's colorful new laser stripes are certain to turn as many heads as its winning performance. A prestige personal pickup for sure. And, just as sure, a hard worker with 6½-ft. box

and optional heavy-duty suspension package.

The Ranchero GT has (in addition to or in place of all the standard Ranchero features) deluxe grille with center GT crest • colorful laser stripe (red, brown, green or blue color-keyed with exterior) on sides and tailgate • GT letters and chevrons on sides • sport-scoop hood • deluxe wheel covers • fiberglass belted whitewall tires • bright-metal wheel lip moldings • bright-metal hidden wiper lip molding. **Interior:** pleated, all-vinyl seat upholstery in black, red, blue, white or ginger • deep pile, wall-to-wall carpeting • woodtone inlay panel in padded steering wheel hub • electric clock • black lower instrument panel.

Ranchero performance options include

1. Tachometer for all V-8's has lighted dial and easy to read calibrations (in lieu of electric clock). **2. Four-on-the-floor** fully synchronized 4-speed transmission with quick-shift Hurst® mechanism. **3. High-back bucket seats** in black or white knitted vinyl (Squire, GT & 500). **4. Power front disc brakes** provide easier, more positive stopping with greater resistance to brake fade. **5. Racing-type mirrors** painted body color. Left-hand mirror includes remote control. **6. Shaker hood scoop** with Ram-Air induction system is included with optional 429 Cobra Jet V-8.

Flat black paint on hood and scoop of Ranchero GT, **heavy-duty suspension package**, **heavy-duty battery**, **extra cooling radiator** and **Class II trailer towing package** (includes front power disc brakes, HD suspension, cooling package, HD alternator and battery) are also available.

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ranchero and ranchero 500

Long on value... low in price

The new '70 Ranchero and Ranchero 500 are longer overall and bigger in value, too. And for all their new style, they are still sound, sensible workers. The Ranchero's 6½-ft. pickup box has over 39 cu. ft. of cargo space. Double-wall side construction provides strength and protection. Loading is convenient with the Ranchero's low tailgate height and counter-balanced one-hand-operated tailgate. Optional heavy-duty suspension package provides capacity for bigger loads. Trailer towing package is available on all Rancheros for hauling big Class II trailers. And a wide choice of performance and

luxury options lets you liven up and dress up your Ranchero or Ranchero 500 as much as you wish.

Ranchero features include full-width seat upholstered in black, blue or gold vinyl with pleated seat back • color-keyed vinyl door trim panels with bright frames • color-keyed rubber floor covering • flow-through ventilation • ventless side windows • locking steering column • fresh air heater/defroster • trim panel behind the split-seat back with spare tire and tool compartment cover • deluxe seat belts with outboard retractors and shoulder harnesses (also center passenger seat belts) • armrests with integral, squeeze-type door handles • vinyl-framed day/night mirror • cigarette lighter • emergency lamp flasher.

Exterior: bright LH remote-control mirror • hidden windshield wipers • bright windshield, rear window, drip rail and top of cargo box moldings • bright taillight bezels • fiberglass belted tires • bright hub caps.

Ranchero 500 has, in addition to or in place of standard Ranchero features, pleated, all-vinyl seat upholstery in black, red, blue, white or ginger • deep pile, wall-to-wall carpeting • woodtone inlay in padded steering wheel hub • electric clock • armrests with bright base • deluxe grille with center crest • bright-metal wheel covers • bright-metal side molding with vinyl insert • bright-metal wheel lip moldings • bright-metal hidden wiper lip molding.

1970 Ranchero Specifications

Brakes: Dual master cylinder hydraulic system, self-adjusting, front—10" x 2½", rear—10" x 2"; foot-operated parking brake. 10" x 2½" rear brakes w/351 and 429 V-8's.

Clutch: Single-plate torsion-disc: 10" diameter w/250 Six and 302 V-8, 11" w/351 V-8's, and 11½" w/429 V-8's.

Colors: Raven Black, Wimbledon White, Candyapple Red, Calypso Coral, Dark Maroon, Dark Blue, Medium Blue Metallic, Platinum, Medium and Dark Ivy Green Metallic, New Lime, Champagne Gold, Morning Gold, Carmel Bronze Metallic, Bright Yellow. Two-tone combinations are available with Wimbledon White roofs and all other body colors except Platinum; Raven Black roofs are available with all colors except Dark Blue, Medium Blue and Dark Ivy Green.

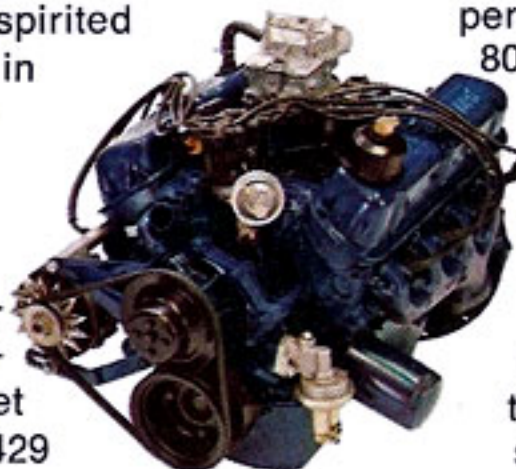
Front Suspension: Independent, angle-poised, ball-joint type with coil springs and shock absorbers. Spring capacity @ pad: 1190 lb. w/Six, 1300 lb. w/302 and 351 V-8's, 1540 lb. w/429 V-8's.

Rear Suspension: Leaf springs with antifric-tion inserts and shock absorbers. Spring capacity @ pad: 1070 lb. (1280 lb. w/HD suspension package option). Special performance handling package included with Cobra and Cobra Jet V-8's.

Tires: Standard—E78-14 4PR (whitewalls on Squire and GT). Optional—F78-14 4PR, E70-14 4PR and F70-14 4PR (include 7.75 x 14 spare). Whitewalls optional with all sizes.

All tires (except 7.75 x 14 spare) are bias cord, fiberglass belted.

Pick your power from Ford's choice of seven lively engines. The spirited 302-cu. in. V-8 is standard in the Ranchero GT with the 250-cu. in. Six standard in all other Rancheros. Optional engines range from 302-cu. in. V-8 to the super-performance 429-cu. in. series. The big 429 Thunder Jet V-8 develops 360 hp. The 429



Cobra V-8 revs up 370 hp and includes performance handling package, 80 amp-hr battery, 55-amp. alternator, dual exhausts and appearance package with bright cast aluminum rocker covers. The 429 Cobra Jet V-8 has all the Cobra equipment *plus* Ram-Air induction system with pop-through "shaker" hood air scoop for peak performance.

ENGINES	250 SIX	302 V-8 (2V)	351 V-8 (2V)	351 V-8 (4V)	429 V-8 (4V) Thunder Jet	429 V-8 (4V) Cobra*
Max. Gross HP (bhp @ rpm)	155 @ 4000	220 @ 4600	250 @ 4600	300 @ 5400	360 @ 4600	370 @ 5400
Max. Gross Torque (lbs-ft @ rpm)	240 @ 1600	300 @ 2600	355 @ 2600	380 @ 3400	480 @ 2800	450 @ 3400
Bore and Stroke (in. x in.)	3.68 x 3.91	4.0 x 3.0	4.0 x 3.5	4.0 x 3.5	4.36 x 3.59	4.36 x 3.59
Compression Ratio	9.0 to 1	9.5 to 1	9.5 to 1	11 to 1	10.5 to 1	11.3 to 1

*Cobra Jet V-8 with Ram-Air induction is also offered

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FORD RANCHERO

