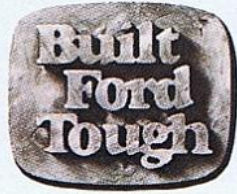


# 1981 FORD



# PICKUP



**FORD'S OUT  
FRONT.**

# 1981 FORD PICKUP

Ford's out front.

Tough Ford Pickups are the best-selling trucks in North America. In fact, Ford has been first in total truck sales since 1977.\* And you don't get to be "number one" without having the features North Americans want. Features like Twin-I-Beam front suspension • North America's smallest V-8 truck engine • New exclusive truck automatic overdrive transmission option • All-welded Styleside pickup box • Tough double-wall construction in Styleside box sides, tailgate, roof and hood sections • And more. This is Ford leadership...where it counts! Leadership that makes a practical difference.

\*Based on 1977-79 calendar year retail deliveries.

## Mileage.

Ford F-100/150 Pickup with standard 4.9L (300) Six with standard transmission turned in the best Transport Canada Fuel Guide mileage estimates of any 1980 North American-built standard-size pickup (diesels and car trucks excluded). Although the latest figures were unavailable at the time of publication, 1981 Ford Pickup Transport Canada mileage estimates are expected to be as good as or better than last year's pacesetter mark. So be sure to see your Ford or Mercury Dealer for the latest '81 Transport Canada figures.

## 1. Long range.

Ford Pickup's good mileage plus 62L (13.7 Imp. gal.) fuel tank—(72L—15.8 Imp. gal.—on long wheelbase models) adds up to exceptional pickup driving

range. Or choose the 134L (29.6 Imp. gal.) dual tank option (14L—31.7 Imp. gal.—on long wheelbase models) to double your estimated range. Ford Pickup's latest range figures are available at your Ford or Mercury dealer.

## 2. Aerodynamic design.

From the shape of the grille, the slope of the hood to the design of the roof...smooth contours minimize air drag at highway speeds. Result: efficient use of power.

## 3. New automatic overdrive.

High on the list of Better Ideas is this new '81 option available exclusively on Ford F-100, F-150 and F-250 Pickups, with optional 5.0L (302) V-8 engine. At

about 64 kph (40 mph) in © (drive), the transmission automatically shifts into the overdrive gear. The engine then turns more slowly.

## 4. Halogen headlamps.

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

## 5. New 4.2L (255) V-8 engine.

Now V-8 power with six-cylinder type displacement...the new truck 4.2L (255) engine. This new lightweight V-8 engine is the smallest V-8 available in a North American-built pickup!

## 6. Three Year Corrosion Protection Warranty.

## Big payload capacities.

Tough Ford 4x2 Pickups were rated to carry heavier payloads (based on comparable Gross Vehicle Weights), in 1980 models and again in 1981—in the most popular models.

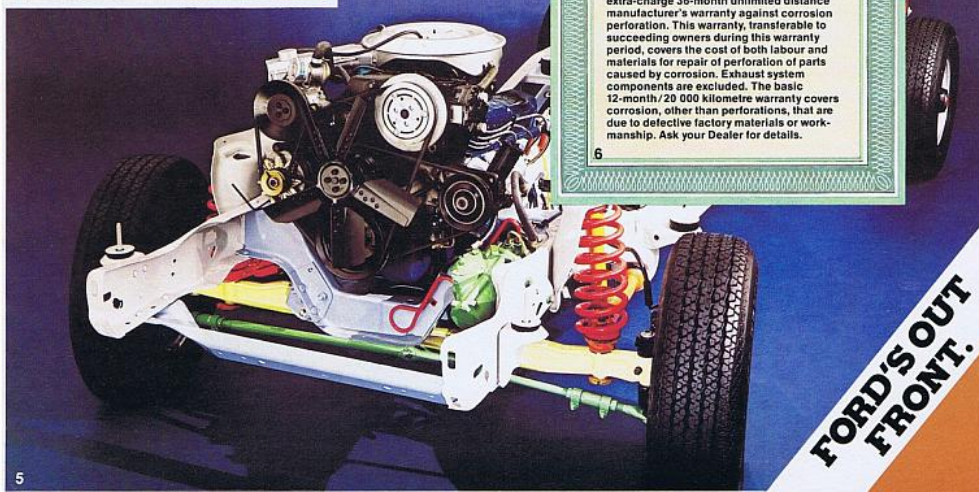
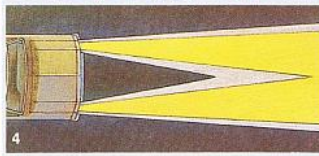
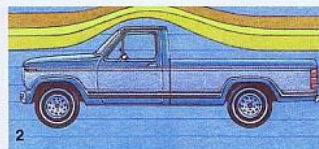
## FORD'S OUT FRONT FEATURES

- Twin-I-Beam Front Suspension
- Double-Wall Construction

- Rubber-Isolated Spring Pads
- Ladder-Type Frame with Up to 8 Crossmembers
- Polypropylene Fender Liners, Front and Rear
- All-Welded Pickup Box (Styleside)

For details be sure to see your Ford or Mercury Dealer. He'll show you some of the unique features that make our '81 Ford Pickups the leaders in on-the-road action. And in total truck sales, too!

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



### 3-year Corrosion Perforation Warranty

All Ford 4x2 Pickups are covered by a no-charge 36-month unlimited distance manufacturer's warranty against corrosion perforation. This warranty, transferable to succeeding owners during this warranty period, covers the cost of both labour and materials for repair of perforation of parts caused by corrosion. Exhaust system components are excluded. The basic 12-month/20 000 kilometre warranty covers corrosion, other than perforations, that are due to defective factory materials or workmanship. Ask your Dealer for details.

**FORD'S OUT FRONT.**

# 1981 FORD PICKUPS

## Get behind the wheel and see why Ford's out front.

For great comfort and interior style, look at the '81 Ford Pickups. Just slip behind the wheel of any Ford Pickup. You'll discover a great new outlook — both inside and out.

### Inner space.

The efficient use of space for optimum room and comfort. Ford's first new trucks for the 80's, the 1980 models, included a totally redesigned cab . . . for more leg room and more head room than the previous models. More space for you means more comfort. And with a Ford SuperCab, there's plenty of room for a family of six.

### Stylish good looks.

1981 Ford Pickups are built tough on the outside. But are comfortable and good looking on the inside. With handsome all-vinyl standard bench seats. Or your choice of optional cloth and vinyl bench

seats or Captain's Chairs on SuperCab models. Many interior features are color-keyed. And include an impressive list of standard equipment like: door panel-mounted armrests, glove box with door latch and molded-in coin and cup depressions, sound insulation features, full-foam seat over springs, inside hood release, column-mounted ignition switch, "A" pillar and windshield mounted moldings, sun visors, six interior color choices, folding seat back\* access to behind seat storage area . . . and more.

\*Standard Ranger and higher series. Standard on Customs built after 10/6/80.

### Convenient driving control.

There's more than comfort behind the wheel of an '81 Ford Pickup. You'll also experience the reassuring feeling of

convenient control. First, the instrument panel: redesigned for 1980 . . . with "wraparound" style that visibly clusters instruments and controls for immediate access. Then brow-mounted warning lamps, grouped above the instrument panel, provide quick monitoring of crucial operating components. Finally, behind the wheel and on the road, that great feeling while driving a tough-built Ford Pickup.

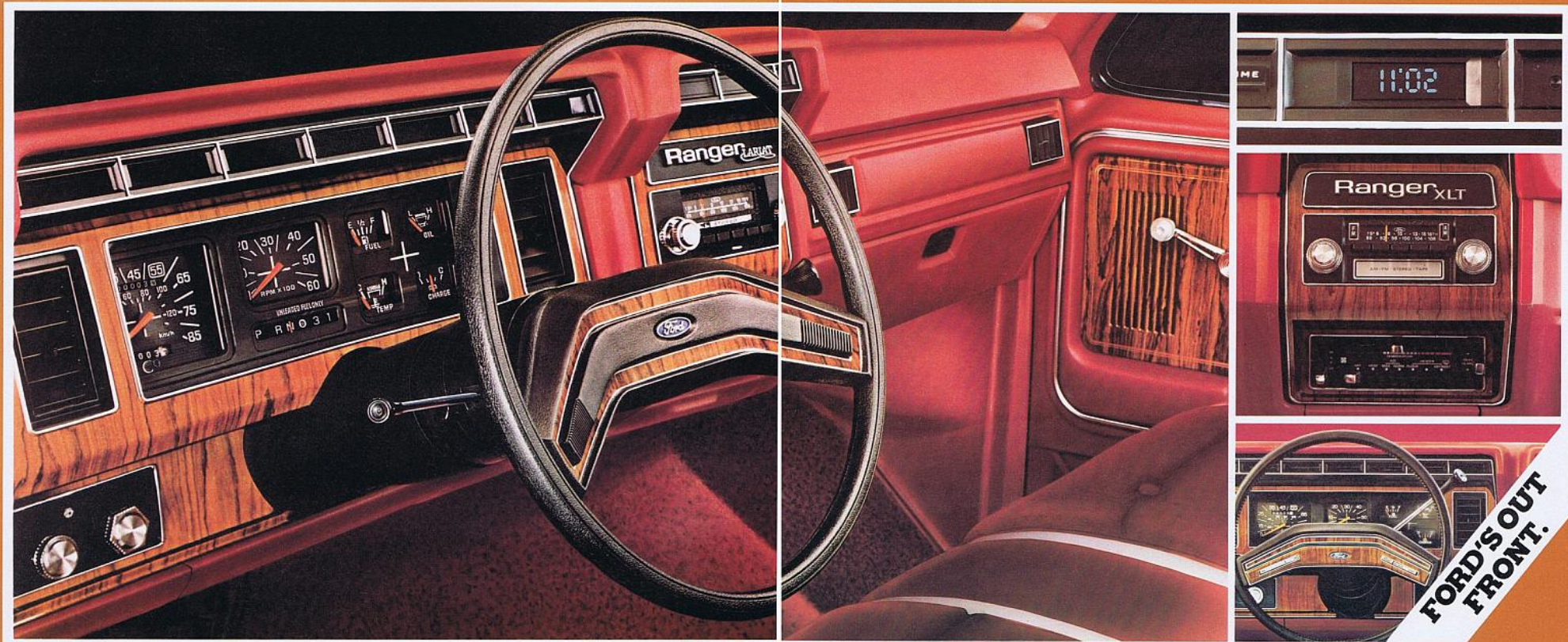
You can add popular Ford options for even more comfort and convenience. Shown below are Electronic Digital Clock, AM/FM radio with 8-track tape player (or cassette), air conditioning, and Fingertip Speed Control.

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 Lariat interior.

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



**FORD'S OUT FRONT.**

# 1981 FORD RANGER LARIAT.

The luxury leader...  
in pickups!

For the ultimate in Ford Pickups, the '81 Ranger Lariat combines the top-of-the-line luxury with rugged good looks. Plus all these **standard features** (in addition to or in place of Ranger XLT features). *Outside*, handsome aerodynamic styling is accented by brushed aluminum lower bodyside molding with black vinyl insert. Then, the Ranger Lariat's exclusive dual narrow tape stripe accents the exterior styling of this Ford luxury pickup by running above the front fender and up the "B" pillar.\* From the front halogen headlamps to the

handsome tailgate applique, the Ford Ranger Lariat leads the way in exterior luxury... all the way around.

Inside, the '81 Ranger Lariat **standard features** really stand out. Features like: Special "cushioned" seat trim sew style in rich vinyl and distinctive cloth • 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 • Plus woodtone applique on door trim panel • Complete color-keyed molding system surrounds all windows • Thick cut-pile carpeting • Luxury-type steering wheel.

\*Not included with Regular, Deluxe or Combination Tu-Tone.



# 1981 FORD RANGER XLT

Pacesetter style accurately describes the Ford Ranger XLT. For '81, *outside standard features* (in addition to or in place of Ranger features shown on page 8), include the following: Bright tailgate release handle • Upper bodyside protection molding with vinyl insert • Wheelip moldings • Brushed aluminum tailgate applique with bright letters and black tape stripe at the bottom of the applique (Styleside Pickups) • XLT emblem on sides • Flareside tailgate trim has raised FORD letters which match the contrasting color in the surrounding dual-colored 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 all these **standard features**: 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 • Cloth headliner on foam padding • Bright Ranger XLT on instrument panel • Bright aluminum door scuff plates • Full color-keyed moldings (SuperCab), upper color-keyed molding (Regular Cabs).

**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'S OUT FRONT.**

# 1981 FORD RANGER

Handsome style and trim define the distinctive Ford Ranger Pickup for '81. Outside, the Ranger **standard features** include (in addition to or in place of all the Custom features shown on page 9): Upper bodyside and tailgate molding • Bright insert around the back window • Bright hub caps (except with dual rears).

Inside, the Ranger **standard features** include: All-vinyl or new 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 and ashtray light • Woodtone accent around the steering wheel horn pad • Polished woodtone applique on instrument panel • Color-keyed seat belts • Fully covered seat back • Color-keyed floor mat.



# 1981 FORD CUSTOM

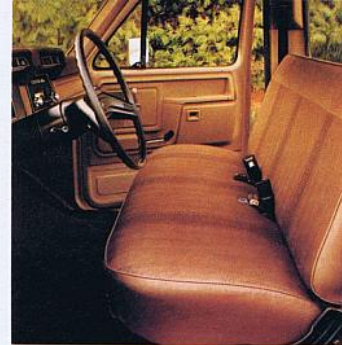
Bright. And practical. That's Ford Custom for '81. With value for the money that includes a generous list of standard equipment.

Outside, Ford Custom includes all these **standard features**: Chrome front bumper • Bright grille surround • Bright windshield molding • Argent hub caps (except with dual rear wheels).

Inside, Ford's roomy interior **standard features** include: Attractive all-vinyl seat trim • Full-foam seat over springs • Folding seat back (on Customs built after 10/6/80) access to behind seat

storage area • Instrument panel with black 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 foam-padded armrests • Scuff plates • Coat hook • Dome light • Floor insulation and carpet-texture rubber mat • Inside hood release • Color-keyed sun visors.

**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'S OUT FRONT.**

# 1981 FORD FREE WHEELIN' PICKUPS

Ford Pickups have it all together for '81 with two Free Wheeling options. And they're available with all trim levels in Regular Cab F-100/F-150 Styleside and Flareside Pickups. Here are all the fun features for '81 in these two Ford Free Wheeling Packages.

Free Wheeling "A" includes: pinstriping (tri-color tape stripe is available in place of pinstriping on Stylesides, or Deluxe Tu-Tone on Flaresides as shown below), 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 polished aluminum wheels (in place of wheel covers), and inside: soft-wrap steering wheel; Sports Instrumentation Package with tachometer, trip odometer, ammeter and oil pressure gauge.

In addition, Styleside 4x4's with Free Wheeling "B" include styled steel wheels in place of 10-hole polished 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.



Tonneau Cover, a Dealer-installed accessory, is shown above. While the Flareside (below) and Styleside (below at bottom) display pinstriping, that's just one of Ford's Free Wheeling items available to customize your Ford Truck.

# 1981 FORD SUPERCAB

For 1981, the tough Ford SuperCab features extra comfort and seating style with optional reclining Captain's Chairs, center console (both are shown below), and more. Plus SuperCab's traditional family-size room. There's plenty of room for a family of six with SuperCab's standard front bench seat and rear bench seat option. Rear center-facing jump seats are another alternative option in the spacious '81 SuperCab, or there're 1.06 cubic meters (37.4 cu. ft.) of interior loadspace, without optional rear seat, for carrying cargo, gear or luggage. The rear bench seat

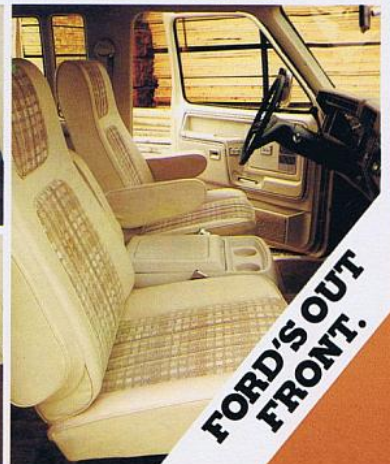
(shown below) folds flat with its steel back providing a load floor. And the jump seats fold up out of the way to clear the floor for storage space.

With all the same tough truck features that make Ford a pickup leader in the 80's, the SuperCab is a great investment in space, comfort and convenience for the hard-working trucker on the go. And for your own personal preference in added convenience and style, there is a whole truckload of options to consider.

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 SuperCab. Attractive "Twin-Window" treatment is standard.



**FORD'S OUT  
FRONT.**

# THE FULL FORD LINEUP FOR '81

## Tough trucks to get the job done.

Ford's lineup of '81 pickups are built Ford tough...to get the job done. No matter what your individual need or line of work may be. And that's why the first new trucks of the 80's, the 1980 models, are so popular today. It all comes right down to the features most people want. Mileage. Aerodynamic design. Tough construction. Cab comfort features. Impressive standard equipment. Practical engineering advances. Wide range of choices. Ford Trucks...the first new trucks of the 80's. So now, the choice is up to you.

## STANDARD FEATURES

Twin-I-Beam front suspension • Tough ladder-type frame with up to 8 crossmembers • Double-wall construction • 4.9L (300 CID) engine • Extensive corrosion protection • Radial ply tires (F-100/150) • Maintenance-free battery • Coolant recovery system • New halogen headlamps • Rubber-isolated front coil springs • Long 457 mm (18") windshield wiper blades with dual port washer spray nozzle • Easily removable tailgate (Styleside models) • Double-wall Styleside Pickup box construction

• Fender liners (front and rear).  
**Inside:** Full-foam seating • Molded door trim panels with padded, integral armrests • Glove box • Warning lamps.  
**Antitheft features:** Inside hood release • Locking steering column • Entry shield on door latch • Door vent windows with steel pushbutton locks • Folding seat back.\*

\*Standard on Ranger and higher series. Standard on Customs built after 10/6/80.

**A. Regular Cab Pickup.**  
 Built Ford Tough with double-wall construction, Twin-I-Beam front suspension and roomy, interior comfort.

**B. SuperCab Pickup.**  
 For added comfort and interior space. Room for a family of six with standard front bench seat and rear bench seat option. Distinctive "Twin-Window" treatment is standard.

**C. Styleside Pickup (Six Wheeler shown).**  
 With optimum payload capacity for their

Gross Vehicle Weight Ratings. Tailgate comes right off so campers slide right in!

**D. Flareside Pickup.**  
 For a change in style or a change of pace, Ford's famous shorty never looked so good. Available with optional Free Wheeling Package or three Tu-Tone combinations.

**E. Ford Chassis-Cab.**  
 Custom bodies and tough Ford Chassis-Cabs go hand-in-hand. Roomy, comfortable cab interior. Stylish exterior. For almost any application — GVWR's up to 4,990 kg (11,000 lb.).

# FORD CHASSIS-CABS

Tough Ford Chassis-Cabs lead the way in custom body applications. All feature Ford's aerodynamic cab with roomy interior, and Twin-I-Beam front suspension for toughness and ride qualities.

And for '81, Ford F-350 4x4's (3,378 mm [133"] wheelbase) are now available as Chassis-Cab models.

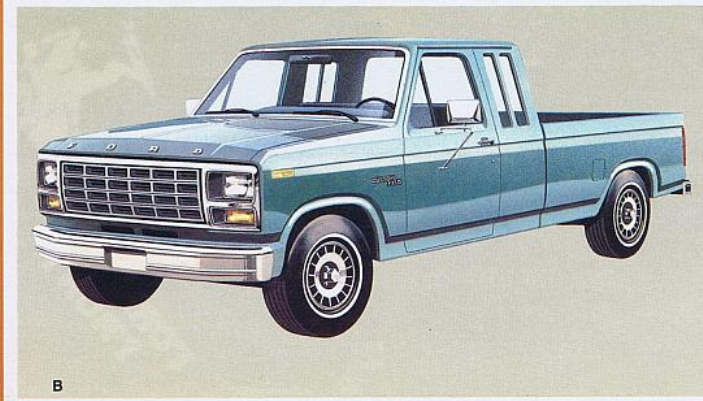
F-350's with standard Warner T-18 4-speed manual transmission can easily accommodate a single-gear PTO package. These Chassis-Cabs are available with 3,378 mm (133 in.), 3,475 mm (136.8 in.) and 4,085 mm (160.8 in.) wheelbases for up to 12-ft. bodies.



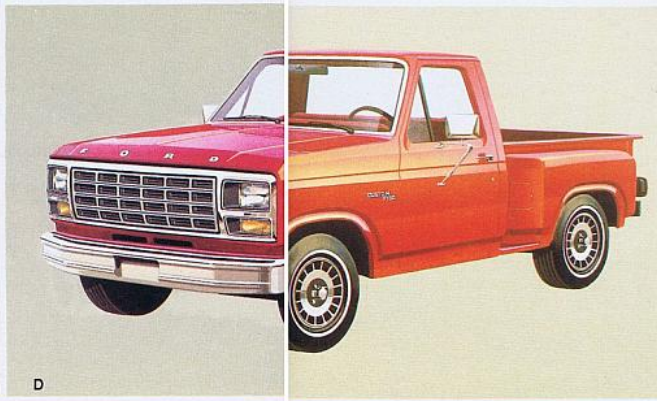
A



C



B



D



E



**FORD'S OUT FRONT.**

E

# TOUGH FORD PICKUPS. FOR CAMPER AND TRAILER TOWING FUN.

The first new trucks of the 80's should be your first choice in '81: for functional, comfortable camping, trailer towing toughness... or just plain outdoor fun. No matter where you live or how far you plan to travel, the entire lineup of tough Ford Trucks for '81 is designed to help you relax and enjoy the great outdoors. Ford also offers complete optional "Trailer Towing Packages" and "Camper Special Packages" with all the basic requirements for today's recreation uses. So when it comes to camping and trailer towing toughness, look to tough Ford Trucks. Travel to your destination in style

and comfort. Out for a weekend in the country or all the way across the country.

## 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 6,441 kg (14,200 lb.) for 5th wheel, 6,463 kg (14,250 lb.) for conventional trailers.

Light Duty Trailer Towing Package\* includes (for trailers up to 907 kg [2,000 lb.]):

- Extra engine cooling
- Heavy-duty flashers



- Wiring harness\*\*
- Argent rear step bumper
- Trailer Special emblem

Heavy Duty Trailer Towing Package includes (for trailers up to 3,628 kg [8,000 lb.]):

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

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

## Camper Special Package

Camper Special Packages are optional on F-250 and F-350 Regular Cab and SuperCab Styleside Pickups to accommodate slide-in campers.

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

- Camper Special Package includes:
- 60 amp. alternator
  - 63 amp-hr. maintenance-free battery
  - Oil pressure gauge
  - Ammeter gauge
  - Bright low-mount recreation swingaway mirrors, 228 mm x 152 mm (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

**Note:** Requires 5.0L (302) V-8 or larger engine and optional 4-speed manual or SelectShift automatic transmission.

\*Styleside Pickups.  
\*\*Includes 12-volt 7-wire (identified) sealed cable with connectors.

**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'S OUT  
FRONT.**

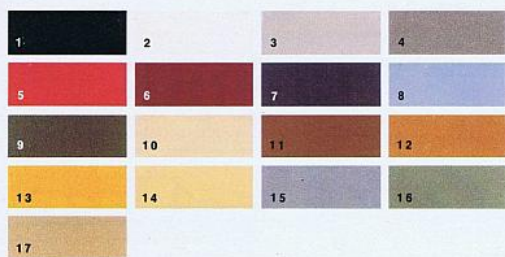
# SPECIFICATIONS

Ford makes the right selection easy.

Now it's easier than ever to pick the tough Ford Truck that's just right for you. Just review the table below for a quick guide to selecting the Ford Truck that will handle your daily workload requirements. By reading the columns from left to right, you'll find the pickup box length, series and payload package that best match your individual needs. Additional specs shown on the next page are for your further reference. Then be sure to see your Ford or Mercury Dealer for complete information. He'll help you make sure you've made the right selection.

# STYLESIDE AND FLARESIDE PICKUP DIMENSIONS

For choosing the Styleside Pickup or Flareside Pickup that will get the job done right, refer to the chart and line drawings shown below at right. Then turn back through the catalog for illustrations and explanations that will help you make the right selection. For standard ratings and optional equipment available on all 2-wheel drive models, review the chart below at far right.



\*Printed colors may vary from actual paints.

# COLORS\*

Seventeen exterior paint choices include four new standard colors plus three new optional Glamour colors for '81: 1. Raven Black, 2. Wimbledon White, 3. Silver Metallic, 4. Medium Grey Metallic, 5. Candyapple Red, 6. Maroon, 7. Midnight Blue Metallic, 8. Medium Blue, 9. Dark Spruce Metallic, 10. Fawn, 11. Dark Chamois Metallic, 12. Medium Caramel Metallic, 13. Light Caramel, 14. Tan, and optional Glamour colors: 15. Medium Blue Glow, 16. Medium Spruce Glow, 17. Fawn Glow.

## Interior Colors

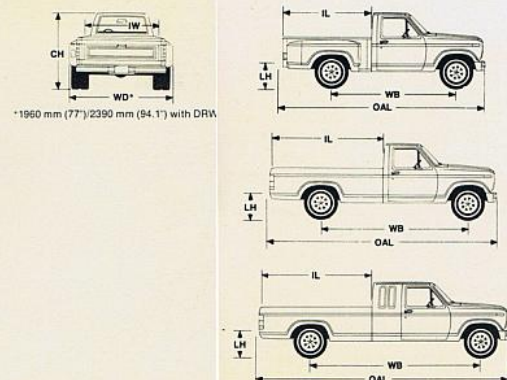
Fawn, Medium Blue, Red, Black, Nutmeg or Spruce (except SuperCab) color-keyed to exteriors.

PAYLOAD PACKAGE SELECTOR (4x2)						
Regular Cab Pickups PICKUP BOX LENGTH*	SERIES	PAYLOAD PKG. NO./PAYLOAD**/GVWR			TIRES	
2.0 m (6½ ft.) Flareside	F-100	No. 1/580 kg (1,280 lb.)	2,131 kg (4,700 lb.)	Std.	P195/75R 15SL Std.	
2.0 m (6½ ft.) Styleside	F-100	No. 1/605 kg (1,335 lb.)	2,131 kg (4,700 lb.)	Std.	P195/75R 15SL Std.	
2.0 m (6½ ft.) Flareside	F-100	No. 2/690 kg (1,525 lb.)	2,267 kg (5,000 lb.)	Opt.	P205/75R 15SL Req.	
2.0 m (6½ ft.) Styleside	F-100	No. 2/715 kg (1,580 lb.)	2,267 kg (5,000 lb.)	Opt.	P205/75R 15SL Req.	
2.5 m (8 ft.) Styleside	F-100	No. 1/560 kg (1,235 lb.)	2,131 kg (4,700 lb.)	Std.	P195/75R 15SL Std.	
2.5 m (8 ft.) Styleside	F-100	No. 2/735 kg (1,625 lb.)	2,335 kg (5,150 lb.)	Opt.	P205/75R 15SL Req.	
2.0 m (6½ ft.) Flareside	F-150	No. 1/805 kg (1,775 lb.)	2,381 kg (5,250 lb.)	Std.	P215/75R 15SL Std.	
2.0 m (6½ ft.) Styleside	F-150	No. 1/830 kg (1,830 lb.)	2,381 kg (5,250 lb.)	Std.	P215/75R 15SL Std.	
2.0 m (6½ ft.) Flareside	F-150	No. 2/1,045 kg (2,280 lb.)	2,630 kg (5,800 lb.)	Opt.	P235/75R 15SL Req.	
2.0 m (6½ ft.) Styleside	F-150	No. 2/1,060 kg (2,335 lb.)	2,630 kg (5,800 lb.)	Opt.	P235/75R 15SL Req.	
2.5 m (8 ft.) Styleside	F-150	No. 1/875 kg (1,930 lb.)	2,472 kg (5,450 lb.)	Std.	P215/75R 15SL Std.	
2.5 m (8 ft.) Styleside	F-150	No. 2/1,145 kg (2,530 lb.)	2,766 kg (6,100 lb.)	Opt.	P235/75R 15SL Req.	
2.5 m (8 ft.) Styleside	F-250	No. 1/1,210 kg (2,665 lb.)	2,880 kg (6,350 lb.)	Std.	8.00 x 16.5D Std.	
	F-250	No. 2/1,445 kg (3,190 lb.)	3,129 kg (6,900 lb.)	Opt.	8.00 x 16.5E Req.	
	F-250	No. 3/1,760 kg (3,885 lb.)	3,469 kg (7,650 lb.)	Opt.	8.75 x 16.5E Req.	
	F-250	No. 4/1,740 kg (3,837 lb.)	3,538 kg (7,800 lb.)	Opt.†	8.75 x 16.5E Req.	
2.5 m (8 ft.) Styleside Dual rear wheel	F-350	No. 1/2,120 kg (4,680 lb.)	3,923 kg (8,650 lb.)	Std.	9.50 x 16.5E Std.	
2.5 m (8 ft.) Styleside Dual rear wheel	F-350	No. 2/1,940 kg (4,285 lb.)	3,946 kg (8,700 lb.)	Opt.†	8.00 x 16.5D DR Req.	
2.5 m (8 ft.) Styleside Dual rear wheel	F-350	No. 3/2,510 kg (5,535 lb.)	4,535 kg (10,000 lb.)	Opt.†	8.00 x 16.5E DR Req.	
SuperCab Pickups						
2.0 m (6¾ ft.) Styleside	F-150	No. 1/900 kg (1,985 lb.)	2,585 kg (5,700 lb.)	Std.	P235/75R 15SL Std.	
2.0 m (6¾ ft.) Styleside	F-150	No. 2/1,055 kg (2,330 lb.)	2,744 kg (6,050 lb.)	Opt.	P235/75R 15SL Req.	
2.5 m (8 ft.) Styleside	F-150	No. 1/940 kg (2,080 lb.)	2,676 kg (5,900 lb.)	Std.	P235/75R 15SL Std.	
2.5 m (8 ft.) Styleside	F-150	No. 2/1,100 kg (2,430 lb.)	2,835 kg (6,250 lb.)	Opt.	P235/75R 15SL Req.	
2.0 m (6¾ ft.) Styleside	F-250	No. 1/1,150 kg (2,450 lb.)	2,880 kg (6,350 lb.)	Std.	8.00 x 16.5D Std.	
2.0 m (6¾ ft.) Styleside	F-250	No. 2/1,660 kg (3,665 lb.)	3,424 kg (7,550 lb.)	Opt.	8.75 x 16.5E Req.	
2.5 m (8 ft.) Styleside	F-250	No. 3/1,640 kg (3,620 lb.)	3,492 kg (7,700 lb.)	Opt.	8.75 x 16.5E Req.	
2.5 m (8 ft.) Styleside	F-250	No. 1/1,195 kg (2,635 lb.)	2,993 kg (6,600 lb.)	Std.	8.00 x 16.5D Std.	
2.5 m (8 ft.) Styleside	F-250	No. 2/1,430 kg (3,155 lb.)	3,243 kg (7,150 lb.)	Opt.	8.00 x 16.5E Req.	
2.5 m (8 ft.) Styleside	F-250	No. 3/1,725 kg (3,810 lb.)	3,569 kg (7,850 lb.)	Opt.	8.75 x 16.5E Req.	
2.5 m (8 ft.) Styleside	F-250	No. 4/1,705 kg (3,765 lb.)	3,628 kg (8,000 lb.)	Opt.	8.75 x 16.5E Req.	
2.5 m (8 ft.) Styleside	F-350	No. 1/2,120 kg (4,675 lb.)	4,036 kg (8,900 lb.)	Std.	9.50 x 16.5E Std.	

\*Nominal. \*\*Maximum allowable weight of people, cargo, body and equipment. †Requires 5.8L (351) V-8 engine.

STYLESIDE PICKUP DIMENSIONS (4x2)							
Cab Type	Series	WB mm/in.	Box IL mm/in.*	IW max. load width mm/in.	LH <sup>†</sup> mm/in.	CH <sup>†</sup> mm/in.	OAL mm/in.
Regular Cab	F-100	2,967/116.8	1,778/70	698/27.5	697/27.4	1,754/69.1	5,290/208.3
	F-150	3,378/133	2,016/79.4	1,778/70	737/29.0	1,777/69.9	4,879/192.1
	F-150	3,378/133	2,518/99.1	1,778/70	729/28.7	1,760/70	5,290/208.3
	F-250	3,378/133	2,518/99.1	1,778/70	828/32.6	1,843/72.6	5,290/208.3
	F-350	3,378/133	2,518/99.1	1,778/70	804/31.6	1,852/72.9	5,290/208.3
	F-350 DR	3,378/133	2,518/99.1	1,778/70	785/30.9	1,826/71.9	5,290/208.3
SuperCab	F-150	3,526/138.8	2,016/79.4	1,778/70	738/29.1	1,801/70.9	5,438/214.1
	F-150	3,937/155	2,518/99.1	1,778/70	735/28.9	1,799/70.8	5,849/230.3
	F-250	3,526/138.8	2,016/79.4	1,778/70	827/32.6	1,857/73.1	5,438/214.1
	F-250	3,937/155	2,518/99.1	1,778/70	825/32.5	1,852/72.9	5,849/230.3
	F-350	3,937/155	2,518/99.1	1,778/70	805/31.7	1,857/73.1	5,849/230.3
	F-350	3,937/155	2,518/99.1	1,778/70	805/31.7	1,857/73.1	5,849/230.3
FLARESIDE PICKUP DIMENSIONS (4x2)							
Regular Cab	F-100	2,967/116.8	2,016/79.4	1,372/54	722/28.4	1,760/69.3	4,808/189.3
F-150	2,967/116.8	2,016/79.4	1,372/54	761/29.9	1,777/69.9	4,808/189.3	

\*Nominal. †Empty.



\*1960 mm (77")/2390 mm (94.1") with DRW

EQUIPMENT	TWO-WHEEL DRIVE (See 4-Wheeler catalog for 4x4 specifications)			
	F-100	F-150	F-250	F-350
Payload:	(See payload chart at left)			
Maximum GVWR: Reg. Cab	2,335 kg (5,150 lb.)	2,750 kg (6,000 lb.)	2,520 kg (5,550 lb.)	2,520 kg (5,550 lb.)
SuperCab	—	2,835 kg (6,250 lb.)	3,528 kg (7,780 lb.)	4,037 kg (8,900 lb.)
Asst. Front: Max. Rating	1,179 kg (2,600 lb.)	1,542 kg (3,400 lb.)	1,745 kg (3,850 lb.)	1,745 kg (3,850 lb.)
Asst. Rear: Max. Rating	1,270 kg (2,800 lb.)	1,701 kg (3,750 lb.)	2,024 kg (4,460 lb.)	2,024 kg (4,460 lb.)
Brakes: Power	Opt.*	Std.	Std.	Std.
Clutch: Dia./Area	Std. 254 mm/617 sq. cm 10 in./95.7 sq. in.	254 mm/617 sq. cm 10 in./95.7 sq. in.	279 mm/798 sq. cm 11 in./123.7 sq. in.	279 mm/798 sq. cm 11 in./123.7 sq. in.
Electrical Battery (amp-hr.)	Std. 36†	36†	36†	36†
Alternator (amp.)	Std. 63† 81 max. with 63†	63† 81 max. with 63†	63† 81 max. with 63†	63† 81 max. with 63†
Engine: Displacement	Std. 4.9L (300) Six	4.9L (300) Six	4.9L (300) Six	4.9L (300) Six
	Opt. 5.0L (302) V-8 5.0L (302) V-8 5.8L (351) V-8	Opt. 5.0L (302) V-8 5.0L (302) V-8 5.8L (351) V-8	Opt. 5.0L (302) V-8 5.0L (302) V-8 5.8L (351) V-8	Opt. 5.0L (302) V-8 5.0L (302) V-8 5.8L (351) V-8 6.6L (400) V-8
Fuel Tank Capacity: Refill Short wb.	Std. 62L (13.8 imp. gal.)	62L (13.8 imp. gal.)	SC-62L (13.8 imp. gal.)	62L (13.8 imp. gal.)
Long wb.	Std. 72L (15.8 imp. gal.)	72L (15.8 imp. gal.)	72L (15.8 imp. gal.)	72L (15.8 imp. gal.)
Dual Tank** Short wb.	Std. 134L (29.6 imp. gal.)	134L (29.6 imp. gal.)	SC-134L (29.6 imp. gal.)	134L (29.6 imp. gal.)
Long wb.	Std. 144L (31.7 imp. gal.)	144L (31.7 imp. gal.)	144L (31.7 imp. gal.)	144L (31.7 imp. gal.)
Shock Absorbers	Std. Front & Rear HD	Front & Rear HD	Front & Rear HD	Front & Rear HD
Springs: Front Rear	Std. Opt. Heavy Duty, Front Heavy Duty, Rear	(Computer Selected) 1,878 kg (4,141 lb.)	(Computer Selected) 1,878 kg (4,141 lb.)	2,967 kg (6,572 lb.)††
Steering	Opt.	Integral Power	Integral Power	Integral Power
Transmission	Std. Opt. 4-spd. sync. 4-spd. overdrive SelectShift auto. Automatic overdrive	3-spd. sync. 4-spd. overdrive 4-spd. overdrive SelectShift auto. Automatic overdrive	3-spd. sync. 4-spd. overdrive 4-spd. overdrive SelectShift auto. Automatic overdrive	4-spd. SelectShift auto.
Wheels: Type — Rim Size	Std. (5) 5-hole — 5.5	(5) 5-hole — 5.5	(4) 8-hole — 6.0	(4) 8-hole — 6.75
Tires: Tubeless	Std. P195/75R 15SL Radials	P215/75R 15SL SC-P235/75R 15SL	8.00 x 16.5D	9.50 x 16.5E
	†† Both tubeless and tube type or sizes to match GVWR requirements. Use adequate tires for type of service. Consult your Ford or Mercury Dealer.			

\*Standard rear drum brakes are 280 mm x 57 mm (11-1/32" x 2-1/4"), with optional power brakes.

rear drum size is 254 mm x 64 mm (10" x 2-1/2") with standard 2,132 kg (4,700 lb.) GVWR only.

††Stylesides only.

†††Maintenance free.

†††For selection of HD rear springs and auxiliary, see your Ford or Mercury Dealer.

SC=SuperCab. ††2,955 kg (6,515 lb.) with dual rear wheels.

**FORD'S OUT FRONT.**

# OPTIONS

## A full truckload... of extra features.

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.

## Tu-Tones and Tape Stripes

Colorful Ford Tu-Tone and tape stripe choices for '81:

**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.\*** Accent color applied to hood, upper fender, around door window, and the lower bodyside.

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

**Tri-color tape stripe.\*** This new bodyside tape stripe adds color and appeal to Styleside Pickups. Available as a separate option on Regular Cabs.

\*Available on single rear wheel Stylesides.

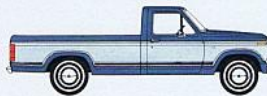
**Upper bodyside tape stripe.** Available on Regular Cab and SuperCab, this new tape stripe option highlights the upper portion of your single-rear wheel Styleside Pickup. Available separately or with Regular Tu-Tone.



Regular Tu-Tone plus accent tape stripe



Combination Tu-Tone



Deluxe Tu-Tone



Victoria Tu-Tone



G



H



I



J

## Appearance

- Chrome grille.
- Accent tape stripe (for SRW Stylesides).
- Tri-colored tape stripe (for SRW Stylesides).
- Upper bodyside tape stripe (for SRW Stylesides).
- Lower bodyside molding with black vinyl insert (for SRW Stylesides).
- Bright wheelip moldings (for SRW Custom or Ranger Stylesides).
- Upper bodyside protection molding.
- Bright box rails for 2,495 mm (8') Styleside Pickups.

## Audio

- AM radio.
- AM/FM monaural (single speaker).
- AM/FM stereo (speakers mounted in door panels).
- AM/FM stereo with 8-track tape player.
- AM/FM stereo with cassette tape player.

## Comfort/Convenience

- (A)  Air conditioning.
- High Output Heater.
- Convenience Group includes: intermittent wipers, 305 mm (12") day/night mirror, molded bin on lower doors (carpet covered on Ranger XLT), headlamps-on warning buzzer, and courtesy light switch on RH door with Custom.
- Electronic Digital Clock.
- Fingert Speed Control.
- (B)  Light Group includes movable underhood worklight with 20-ft. retractable cord (shown) plus

lights in glove box, ashtray, under instrument panel, dome lamp with map light, cargo box light, headlamps-on warning buzzer, and courtesy light switch on RH door with Custom.

- Remote control western mirrors, bright low-mount 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.).

- (C)  Power door locks.
- Power steering.
- Power windows.
- (D)  Soft-wrap steering wheel.
- Sliding rear window (tinted).
- Tilt steering wheel.
- Tinted glass all around.
- (E)  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.
- 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 sidewalls, include 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 Custom and Ranger).

## 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.
- Gauges: oil pressure and ammeter.
- Automatic overdrive transmission.
- 4-speed manual transmission.
- 4-speed manual transmission with overdrive.
- SelectShift automatic transmission.
- Stabilizer bars, front and rear.
- Engine block heater: single 600 watt with Six, 4.2L (255) V-8 and 5.0L (302) V-8, dual with larger V-8's.
- Extra Engine Cooling Package.
- Super Engine Cooling Package.
- Camper Special Package, see pages 14 and 15.
- Trailer Towing Packages, see pages 14 and 15.

## Protection

- Dual note horns.
- Fog lamps (include plastic covers and bright front bumper guards).
- 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, chromed (8 for SRW Stylesides — 6 for DRW Stylesides).
- Rear bumpers:
  - Argent step (for Stylesides).
  - (F)  Chrome step (for SRW Stylesides).
  - Chrome channel (for Flaresides).
  - Chrome contour (for SRW Stylesides).

## Wheels and Wheel Covers

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

## Free Wheeling Packages (see page 10).

## Options Availability

1981 Ford Pickup 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 or Mercury Dealer for the latest information.

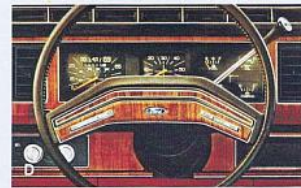
SRW=single rear wheel  
DRW=dual rear wheels



A



C



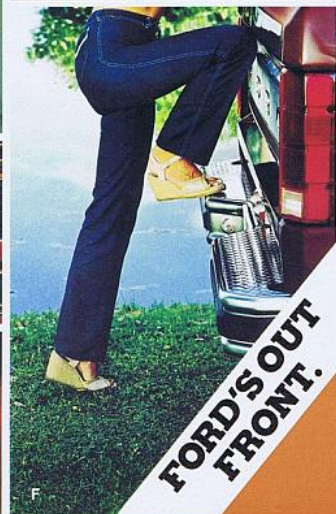
D



E



B



F

**FORD'S OUT FRONT.**

# TOUGH 1981 FORD PICKUPS.



## THE FORD EXTENDED SERVICE PLAN

When you're choosing options for your Ford 4x2 Pickup, consider the merits of ordering the Ford Extended Service Plan. Your dealer has full details. It provides extended repair cost protection, as specified, for parts and labour, for repairs to major components of the mechanical and electrical systems. The plan is offered by Ford Motor Company of Canada, Limited, and is honoured by participating Ford and Mercury dealers throughout Canada and the United States.

This brochure has been prepared only as a general guide to the customer and every effort has been made to ensure that all information is correct at the time of printing. However, some errors may have been included and some of the information or specifications may have been changed since the time of printing. Your dealer will have full details of any changes and/or corrections and you should ask him to bring you up to date at the time of your purchase. Ford Motor Company of Canada, Limited reserves the right to change prices, colours, materials, specifications and models and to discontinue models without notice and without incurring obligations of any kind. Some features described or shown may be optional at extra cost. Some options are required in combination with other options.

Ford Pickups are built tough. Built to last. And built to meet head on the changing needs of the 80's. With optimum fuel efficiency. Big payload capacities. Cab comfort. Rust protection. And choice. Ford offers you a complete lineup of '81 job-matching models to meet your work and personal transportation needs . . . all day, every day of the year. From the tough Free Wheeling Pickups to the luxurious, full-size Ranger Lariat, Ford is ready when you are.



## Replacement Parts

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

**...FOR SURE**

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



FORD PICKUPS

