NEW '60 FORD FALCON RANCHERO

America's lowest-priced Pickup New economy...up to 30 miles per gallon!
NEW 1960 FALCON RANCHERO

Totally new for total savings! Ford's new Falcon Ranchero costs you less than the car you buy it... and every day thereafter.

It's a new kind of pickup that's full-sized in capacity, economy in comfort, but only half-size in cost! The Falcon Ranchero's 81.5 cubic feet of space and full-size carrying capacity are just right for the majority of pickup users. And the low price tag, administration-exploiting styling, up to 30 miles to the gallon economy and low maintenance costs can't be beat!

There's another big bonus because it offers smarter styling, smoother riding and easier handling than you'll find in many new passenger cars. You would never guess that such a sweet-lined beauty is actually America's lowest-priced pickup.
NEW ECONOMY with the FALCON '6'

Here's the engine that gives you up to 30 miles per gallon—plenty of performance, too!

The new 110-horsepower Falcon Six is a modern engine with improved valvetrain and cam. The cartridge block and cylinder heads are all made from magnesium; the twin exhaust ports use turned-in cast iron. The intake manifold is aluminum. New water-temperature indicator, thermostat and cooling system valves improve performance and economy.

Economically, the new Falcon offers outstanding performance at a price, too. The 110-horse engine is matched to the right transmission for the job. One is a three-speed manual; the other is a four-speed fully synchronized, with overdrive. All Falcon transmissions have close ratios—each with its own characteristic performance and economy.

America's lowest-priced Pickup

Totally new for total savings! Ford's new Falcon Ranchero costs you less the day you buy it... and every day thereafter.

It's a new kind of pickup that's full-sized in capacity,处处, comfortable, but only half the cost! The Falcon Ranchero's 122.6 inches of wheelbase and full-size carrying capacity are just right for the majority of pickup use. And its low price tag, outstanding economy, and easy handling make it an ideal small truck for everyday use.

There's another big bonus because it offers smoother riding, calmer driving and easier handling than you'll find in many new passenger cars. You would never guess that such a smooth-sided beauty is actually America's lowest-priced pickup.
NEW COMFORT AND LUXURY!

EASY TO OWN...FUN TO DRIVE!

Ford’s new Falcon Ranchero costs you less the day you buy it...and every day thereafter.

It’s a new kind of pickup that’s full-sized in capacity, economy in comfort, but only half-size in cost! The Falcon Ranchero’s 184 cubic feet of load space and full-line carrying capacity are just right for the majority of pickup users. And for low pricing, administration-engineering styling, up to 50 miles to the gallon economy and low maintenance costs can’t be beat!

There’s another big bonus because it offers smarter styling, smoother riding and easier handling than you’ll find in many new passenger cars. You would never guess that such a roomy-lined beauty is actually America’s lowest-priced pickup.
LOADS OF LOAD SPACE with FULL-SIZE CAPACITY

You're not cramped for loads space in the Falcon Ranchero. The big bed, plus capacity with tailgates down provides over 3 cubic feet of hard space... plenty for ready any pickup job. Your feet are close to work with... only 27 inches from the steel (steel) floor to the ground. Bed loading is far easier, too. This bump only a 2.4-inch lift from the ground to the top of the Falcon Ranchero's side.
Hands the triumph of functional body design . . . that brings you maximum miles at minimum cost. that look at some of the sweepy and extra roomy features the Falcon Ranchero can offer you.

LIFT TO 30 M.P.G. GAS ECONOMY
The advanced Falcon three-cylinder engine gives you spectacular gas mileage—up to 30 miles on a single gallon.

DURABLE SINGLE-UNIT BODY CONSTRUCTION
The body and frame are welded in one unit to give maximum rigidity with minimum weight, at greater safety, quieter and longer life. All the many welds are microscopic numbers that are arranged for maximum flexibility and protection against rust and corrosion.

LOWEST INITIAL COST
This new Falcon Ranchero is America's best-priced compact car. It is a compact, six-passenger, low-priced, available with comparable standard equipment, plus a limited number of optional features.

LOWEST COST, LOW LOADING HEIGHT
There's plenty of room for the pick-up bed in the Falcon Ranchero's low profile, with a width of 72 inches. And that's great space, too. From the floor to ground is about 21 inches, both sides and the trunk.

COMFORTABLE CONSTRUCTION
The beautifully positioned power-utils provides plenty of comfort, and by standard construction for more than 31 miles, 70 miles or more.

INSTANT-LOCK TAILGATE
You can open or close the Falcon Ranchero tailgate with a simple one-hand motion. And Instant-lock design keeps the tailgate tight and easily closed.

DISPOSABLE BRAKES
Large brakes on every wheel are highly efficient, giving you extra safety. They are the most thing to power brakes because they require no hand-pulling effort. And the brake booster is always in excellent form.

CHOICE OF TRANSMISSIONS . . .
3-SPEED OR AUTOMATIC
A manual shift, standard transmission is standard on the Ranchero. Invarious months and automatic shifting.

LOWER MAINTENANCE COST
The Falcon Ranchero's mechanical parts are so simply designed, so accessible, and so small that you can service your car on your own maintenance level. And you travel 4,000 miles between all changes.

SIMPLIFIED POWER TRAIN
From the engine to the rear axle all major components have light-weight lightweight parts, enabling the engine to use minimum design and cost flexibility at any maintenance time.

BOLTED-ON FRONT FENDERS
The Falcon Ranchero's front fenders are simple and securely bolted. This makes replacement far easier and less costly.
NEW-SIZE PICKUP / FORD FALCON RANCHERO

1960 FALCON RANCHERO SPECIFICATIONS

Wheelbase 109.5 in.

Falcon Ranchero Exteriors: Standard equipment includes: front and rear bumpers, two taillights, directional signalers, bright metal windshield, reveal and drip moldings. Solid colors available: Platinum, Montana Red, Skymist Blue, Atlantic Green, Continental White, Maroonlake Green, Ketrewood Brown, Baltimore Blue, Renegade Black and Sun Glide Turquoise. Optional Two Tone combinations are: Black and Platinum, Skylight and Belmont Blue, Atlantic and Maroonlake Green plus Continental White with any of the other solid colors.

*Paint standard trim only. Twine optional trim only.

Falcon Ranchero Interiors: Standard equipment includes: "soft test" headliner, floor light, rearview mirror, square tire and wheel (behind seat), sun visors (both sides), dispatch box, ash tray, Double-Grip door locks, Lifeguard steering wheel, foam rubber seat cushion padding, light brown "soft mat" vinyl seat covering with beige vinyl bolsters and seat facings. Optional deluxe trim in black and white or red and white vinyl.

Engine: 60-60 Falcon Six - 143.4 cu. in., displ. 3.500 bore x 2.500 stroke, 87.1 x 1 comp. ratio, regular fuel, single-venturi carburetor, Full Flow oil filter, 12 volt electrical system, 16 mm. Turbo-Action spark plugs, 54 plate, 40 amp hr battery, aluminum muffler.


Rear Axle: Semi-floating type with hypoid gears, overhang drive pinion, 3.5:1 to 1 axle ratio.

Front Suspension: Angle-Foiled Ball-Joint type with coil springs and shock absorbers.

Rear Suspension: Semi-elliptic variable-rate leaf springs and shock absorbers.

Frame: Sturdy single unit frame and body construction with cast-stained main underbody members.

Brakes: Dual, optional, four-wheel, 9" x 1-1/4" front, 8" x 1-1/2" rear, dual master cylinder, antilock brakes.

Tires: 6.50 x 13 4-ply; 13 x 4.50 13 safety-type wheels.

Dimensions: 109.5" wheelbase, 55" front, 54.0" rear tread. Over-all length 190".

Other Available Equipment: HD Battery (64-plate, 55 amp-hr), HD Generator (28 amp), Deluxe trim package (bright-met. exterior moldings, t-topper area, dual-action spark plugs, 54 plate, 40 amp hr battery, aluminized muffler).

ACCESSORIES

FULL TONE RADIO

Manual, transistor-powered to bring in distant stations with ease and excellent tone quality. A fine radio in every way, and its moderate price includes the antenna.

FRESH AIR HEATER

This hot water heater and defroster system blends outside air with heater air for comfortable temperature range. Heater does not burn gas or recirculate stale air.

SAFETY PACKAGE "A"

Fully cushioned Lifeguard Sun Visors and Lifeguard padding on the instrument panel for vital protection of passengers. Seat belts are also available to help keep you in your seat in case of impact.

The specifications contained herein were in effect at the time this folder was prepared for publication. The Ford Division of Ford Motor Company reserves the right to discontinue models or at any time, or change specifications or prices, without notice and without incurring obligations. All options and accessories indicated or referred to are subject to availability in this folder as of when this folder is released. For the price of the model you are interested in, see your Ford Dealer.