THREE COMPLETELY NEW FAIRLANE RANCHEROS FOR TOWN AND COUNTRY!

1967 FAIRLANE RANCHEROS are the most luxurious, versatile, high performing pickups ever offered for business and family use. You can choose your own brand of style, comfort and convenience from three Rancheros: the low-priced Fairlane, the elegant Fairlane 500, or the sporty Fairlane 500/XL with bucket seats. Big choice of get-up-and-go from four total performance power packages...the economy 200-cu. in. Six is teamed with a 3-speed manual transmission as standard equipment. (SelectShift Cruise-O-Matic also available.) The snappy 269-cu. in. V-8 or a sizzling 390-cu. in. V-8 with 2- or 4-venturi carburator can be combined with a 3- or 4-speed manual transmission or SelectShift Cruise-O-Matic which lets you drive fully automatic or shift manually through the gears. And should you need more traction over soft or slippery roads, a rear axle with limited-slip differential is offered with all engine/transmission combinations. Plenty of comfort and conveniences are available, too! From air conditioner to a Stereo-Sonic Tape System, many options are offered to let you equip your Fairlane Ranchero as you like it!
FAIRLANE RANCHERO . . . You can choose from 12 exterior colors and 3 interior colors (red, blue or parchment) and find a Fairlane Ranchero to please you and your favorite passengers. A highly styled, full-width seat is upholstered in cane-pattern vinyl trim with crinkle-finish bolsters to reflect both luxury and comfort. Standard equipment also includes a durable, color-keyed floor mat, courtesy light door switches, ash tray, lockable glove box, visibility package (remote-control left outside mirror, day/night inside mirror), bright horn ring, arm rests, and many bright exterior trim items such as new body side molding.

FAIRLANE 500 RANCHERO . . . Handsome and luxurious inside and out best describes the Fairlane 500 Ranchero! Standard equipment includes in addition to that shown for Fairlane Ranchero: deep-pile, color-keyed wall-to-wall carpeting, attractive instrument panel applique, electric clock, trim panel for rear of cab and a full-width seat upholstered in red, blue, parchment or ivory gold pleated vinyl trim color-keyed to 13 exterior colors. To add to Ranchero elegance, the Fairlane 500 has bright-metal wheel lip moldings and lower body side moldings, bright door window frames, body side paint stripes and bright wheel covers.

FAIRLANE 500/XL RANCHERO . . . The XL is the ultimate in sport pickup. Standard equipment includes all the interior and exterior refinements of a Fairlane 500 plus bucket seats, center console and special trim items. The contoured bucket seats are full foam-cushioned for solid comfort, pleated for luxury, and upholstered with rosette-patterned vinyl trim in red, blue, parchment or black and color-keyed to 13 exterior colors. The center console accommodates a 3- or 4-speed manual shift lever or a new optional 3-speed SelectShift Cruise-O-Matic transmission for complete manual control or fully automatic shifting.
"67 Fairlane Rancheros...designed to be versatile for work or play!

'67 Fairlane Rancheros...look and ride like a car, work like a pickup. The cargo compartment has 39 cubic feet of load space. Maximum load is up to 1,250 pounds. Easy to load or unload with a single, center tailgate latch and counterbalanced tailgate...only one hand is needed with a minimum of opening or closing effort. Big choice of power, too! A 200-cu. in. Six for best economy; a 260-cu. in. V-8 for more power and a 300-cu. in. V-8 with 2- or 4-venturi carburetor for top performance. And the long list of optional equipment allows you to customize your Ranchero to your exact needs.

FORD MOTOR COMPANY LIFEGUARD-DESIGN RANCHERO SAFETY FEATURES are standard on all Fairlane Rancheros and include a dual hydraulic brake system with warning light, front seat belts and retractors, impact-absorbing steering wheel with deep-padded hub, padded instrument panel, caged windshield pillars, double-yoke safety door latches and safety hinges, inside mirror, day/night side mirror with shatter-resistant flexibly-braced glass and breakaway support, windshield wipers, two-speed windshield wipers, padded sun visors, thick laminate safety plate glass windshield, back-up lights, 4-way emergency flasher, front seat shoulder harness anchors, fire safety rim, corrosion-resistant brake lines, safety-designed instrument panel and controls and many others.

Exterior Colors: Raven Black, Wimbledon White, Candytop Red, Arizona Blue, Nighthawk Blue, Safari Gold (600 & 500/ML), Springtime Yellow, Clearwater Aqua (300/ML), Dark Moss Green, Vintage Burgundy, Brittany Blue, Frost Turquoise (500/ML), Lime Gold, Pebble Beige and Burnt Amber. Body side contour line paint stripes for Fairlane 500 and Fairlane 500/ML are White, Black or Blue.

Interior Colors: Parchment, red or blue interior vinyl colors are available on Fairlane; parchment, red, blue or ivory interior vinyl colors are available on Fairlane 500; and parchment, red, blue or black interior vinyl colors are available on Fairlane 500/ML.


Front Suspension: Independent, ball-joint type with shock absorbers and coil springs. Spring capacity @ pad: 1,200 lb./Slx, 1,410 lb./V-8, 1,650 lb./390-V-8.

Rear Suspension: Variable-rate leaf springs with anti-fragments inserts and shock absorbers. Spring capacity @ pad: 900 lb.


FAIRLANE 500 AND RANCHERO

YOU'RE AHEAD IN A FORD ALL THE WAY!

FORD MOTOR COMPANY's 3-POINT Warranty Plan: The warranty does not apply to tires or tubes (adjustments are provided by the manufacturer), or to normal maintenance services (such as filters, oil changes, and cleaning or replacement of spark plugs, air cleaner elements, master cylinder or clutch linings, or to normal deterioration of such parts and accessories). The Ford warranty applies to vehicles normally operated in the U.S.A. and Canada.

Every 6 months or 6,000 miles; change oil and filter; check oil level and transmission oil level.

Every 12 months or 12,000 miles; replace air filter; check all fluids, front and rear brakes, suspension, and steering.

Every 24 months or 24,000 miles; replace all fluids, front and rear brakes, suspension, and steering.

For complete details, see your Ford Dealer.