Ranchero by Ford
America’s Most Luxurious Pickup

The performance-minded ’63 Ranchero is far from an ordinary pickup... It’s the ultimate in luxury with a minimum of sacrifice. Ranchero is one with Ford’s fine line of sporty, high-performance F-series pickups. The Ranchero is powered by a 272-cid V8, putting out 200 bhp, to bring you the true performance of an American muscle car. The Ranchero’s interior is designed for comfort and luxury, featuring leather upholstery, a advanced sound system, and a luxurious seating arrangement. It’s the perfect combination of performance and luxury, making it the most luxurious pickup on the market.
Custom-tailored for people who travel first class

The racy Ranchero features a highly styled, full-width seat tastefully upholstered in black, blue or parchment cane-pattern vinyl trim with wrinkle-finish bolsters. Other standard features include 200-cu. in. six-cylinder engine; 3-speed fully synchronized transmission; ventless side windows; flow-through ventilation; wraparound parking lights and turn signals; bright-finish trim inside and out; color-keyed door-trim panels, steering wheel, instrument panel, sun visors, vinyl headlining and floor mats; lockable, push-button glove box; spare tire and tool stowage compartments, and all of the Ford Motor Company Lifeguard Design Ranchero Safety Features. (See page 2.)

The luxurious Ranchero 500 has—in addition to (or in place of) standard Ranchero features—deep-pile wall-to-wall carpeting; deluxe instrument panel; electric clock; deluxe back-of-cab panel trim; red, black, blue or parchment pleated vinyl-upholstered full-width seat; bright-finish wheel covers, body side molding and “Ranchero 500” script.

The hot-blooded Ranchero GT standard equipment includes all of the above, plus Ford’s new 302-cu. in. V-8, 7.35 x 14 4 PR whitewall tires, slotted argent-color steel wheels and bright GT hub caps, all-vinyl bucket seats, distinctive grille with GT ornament and stripe.

Exterior colors

Raven Black, Candyapple Red, Wimbledon White, Royal Maroon, Presidential Blue, Brittany Blue, Gulfstream Aqua, Tahoe Turquoise, Highland Green, Lime Gold, Diamond Blue, Sunlit Gold, Meadowlark Yellow, Pebble Beige, Seafoam Green. GT Stripes are Black, White, Red, Gold or Blue depending on body color.
performance choices

protects body sheetmetal. Standard on Ranchero 500. 9. SelectAire Conditioner designed for all-season comfort—heating and defrosting in winter, cooling and ventilating in summer—all in one integral compact unit. 10. Slotted Steel Wheels for added sports-car flair. Standard on GT.

Other custom-tailoring options:
- 65-Amp Alternator
- 65-Plate, 65 and 70 Amp-Hr Batteries
- Forced Air Supply System
- Extra Cooling Equipment (includes air conditioner)
- Heavy-Duty Suspension Package (includes HD front and rear shock absorbers and 1165-lb. rear springs)
- Power Steering
- Tinted Glass (windshield or all around)
- 4-Speed Transmission
- Limited-Slip Rear Axle
- Wheel Covers (Ranchero) Deluxe or Sport Wheel Covers (Ranchero and Ranchero 500)
- Convenience Panel
- Courtesy Light Group.
**Stylish for action...engineered for stamina**

**Brakes**: Dual safety hydraulic system, self-adjusting, front—10" x 2 3/4", rear—10" x 2", and foot-operated parking brake. 10" x 2 3/4" rear brakes with V-8 engines.

**Clutch**: Single-plate torsion-disc clutch, aluminum housing; 9-inch diameter with 200 Six, 10-inch with 302 V-8, and 11-inch with 390 V-8.

**Front Suspension**: Independent, angle-poised, ball-joint type with coil springs and shock absorbers. Spring capacity @ pad: 1,640 lb. w/Six, 1,410 lb. w/302 V-8, 1,570 lb. w/390 V-8.

**Rear Suspension**: Variable-rate leaf springs with antifriction inserts and shock absorbers. Spring capacity @ pad: 900 lb. (1,160 lb. w/HD suspension package option).

**Tires**: Standard—7.35 x 14 4PR (whitewalls on Ranchero GT). Optional—7.35 x 14 8PR, 7.75 x 14 4PR and 8PR. Whitewalls optional with all sizes.

The specifications contained herein were in effect at the time this folder was approved for printing. Ford Division of Ford Motor Company reserves the right to discontinue models at any time or change specifications or colors without notice and without incurring obligation. All weights and capacities illustrated or referred to as optional or available in this folder are extra cost. For the price of the model with the equipment you desire, see your Ford Dealer.

<table>
<thead>
<tr>
<th>ENGINES, TRANSMISSIONS AND AXLES</th>
<th>200 SIX</th>
<th>302 V-8 (2V)</th>
<th>302 V-8 (3V)</th>
<th>390 V-8 (4V)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Max. Gross HP (bhp @ rpm)</td>
<td>115 @ 3800</td>
<td>215 @ 4600</td>
<td>205 @ 4400</td>
<td>335 @ 4600</td>
</tr>
<tr>
<td>Max. Gross Torque (lb-ft @ rpm)</td>
<td>190 @ 2200</td>
<td>300 @ 2600</td>
<td>399 @ 2600</td>
<td>427 @ 2500</td>
</tr>
<tr>
<td>Displacement (cu. in.)</td>
<td>200</td>
<td>302</td>
<td>390</td>
<td>350</td>
</tr>
<tr>
<td>Bore &amp; Stroke (w. x in.)</td>
<td>3.68 x 3.13</td>
<td>4.0 x 3.0</td>
<td>4.65 x 3.78</td>
<td>4.85 x 3.78</td>
</tr>
<tr>
<td>Compression Ratio (lb/1)</td>
<td>8.6</td>
<td>9.0</td>
<td>9.5</td>
<td>10.5</td>
</tr>
<tr>
<td>Transmissions</td>
<td>3-speed manual Cruise-O-Matic</td>
<td>3- or 4-speed manual Cruise-O-Matic</td>
<td>3- or 4-speed manual Cruise-O-Matic</td>
<td>3- or 4-speed manual Cruise-O-Matic</td>
</tr>
<tr>
<td>Axle Ratios (to 1)</td>
<td>3.25</td>
<td>3.25</td>
<td>3.60</td>
<td>3.25* 3.00</td>
</tr>
</tbody>
</table>

*No. 1 w/limited-slip differential; 3.25 w/Cruise-O-Matic. **Ranchero and Ranchero 500 only

**EVERY RANCHERO** has been designed and built to provide safer, more dependable service. Safety also depends upon proper operation and maintenance of a vehicle.