1971 RANCHERO SPECIAL

Available in Base Ranchero, Ranchero 500 and GT Series

PRICE REDUCED UP TO $137*
RANCHERO Special Package

- Choice of 8 Chromatic Exterior Colors and 4 Unique, Matching Interior Trims
- HOOD—Distinctive Black Non-Reflective Paint
- ROOF—Black Vinyl

Recommended Tires: F-70 x 14 Blackwall with White Letters or Other Wide Ovals.

PRICE REDUCTIONS

<table>
<thead>
<tr>
<th></th>
<th>RANCHERO</th>
<th>RANCHERO 500</th>
<th>RANCHERO GT</th>
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</thead>
<tbody>
<tr>
<td><strong>PRICE</strong></td>
<td>$11180*</td>
<td>$11110*</td>
<td>$13700*</td>
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*Based on a comparison of Manufacturer's Suggested Retail Price for items as separate options compared with the "Package" price.

Ranchero “Special” Exterior Colors and Unique Matching Interior Trims.

<table>
<thead>
<tr>
<th>EXTERIOR COLOR</th>
<th>BOLSTER &amp; INTERIOR TRIM</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Bright Yellow</td>
<td>GINGER SPECTRUM STRIPE*</td>
<td>Med. Green Metallic</td>
<td>GREEN CAROUSEL STRIPE*</td>
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<tr>
<td>Med. Goldenrod</td>
<td>TAPE STRIPE—ORANGE</td>
<td>Gray-Gold Metallic</td>
<td>TAPE STRIPE—YELLOW</td>
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<tr>
<td>Grabber Blue</td>
<td>BLUE CAROUSEL STRIPE*</td>
<td>Bright Red</td>
<td>RED SPECTRUM STRIPE*</td>
</tr>
<tr>
<td>Med. Blue Metallic</td>
<td>TAPE STRIPE—SILVER</td>
<td>White</td>
<td>TAPE STRIPE—GOLD</td>
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</table>

*White available with all interior colors
There’s Something Special About All the ’71 Rancheros!

RANCHERO GT ... for people who like to leave the pack behind

- 302 cu. in. V-8 standard...
- optional engines up to 429 cu. in.
- Argent ROCKER PANEL MOLDING ... GT letters
- SPORT SCOOP HOOD ... BELTED W/W TIRES

Performance Options (available for all Rancheros)
- Four-on-the-Floor with Hurst Shifter...
- Power Front Disc Brakes ... Racing-type
- Mirrors painted in body color ... High-Back
- Bucket Seats ... Other sports options include Laser Stripe and Tachometer

RANCHERO SQUIRE ... America’s most luxurious pickup

- EXCLUSIVE in the industry — features contoured woodtone side and tailgate panels
- Deep-pile wall-to-wall CARPETING
- FULL-WIDTH SEAT upholstered in breathable knitted vinyl
- DELUXE GRILLE with center crest
- Deluxe WHEEL COVERS
- Belted WHITEWALL TIRES
- WOODTONE PANEL under instruments
- Optional SelectShift CRUISE-O-MATIC

RANCHERO and RANCHERO 500 ... long on value ... low on price

- 6½-FT. PICKUP BOX with over 39 cu. ft. of cargo space
- DOUBLE-WALL side construction
- 1,035-LB. REAR SPRING CAPACITY
- Counterbalanced ONE-HAND OPERATED TAILGATE
- 250-CU. IN. SIX standard package with 1,245-lb. rear spring capacity

Ranchero’s unmatched list of standard features also includes ventless side windows, hidden wipers, flow-through ventilation, LH remote-control mirror, shoulder harnesses, hidden spare tire, LH concealed tool storage, color-keyed seat belts.

PLUS THE MOST COMPLETE LINE OF OPTIONS IN THE FIELD