For the man in charge.

The 1978 Ford Ranchero is styled and designed for the man whose business and way of life make this vehicle the natural choice. There are three different models, each unique in its own way—Ranchero 500, Ranchero GT and Ranchero Squire. All offer the comfort and convenience of a luxury car. All are full size, too, with a 6½-foot box in back. Compare and see what we mean.

Ranchero GT
This is the most luxurious of the Ford Rancheros with a sleek look that beckons you to take the wheel and see what luxury driving is all about. Features and equipment include a handsome GT stripe, dual sport mirrors and bright hub caps with trim rings. Shown with optional magnum 500 wheels.

Ranchero Squire
This elegant model features simulated woodgrain paneling on sides and tailgate, and deluxe wheel covers. A wide variety of options is also available. Model shown below has the optional bumper protection group, vinyl roof and whitewall tires.

Ranchero 500
This is the standard model of the Ranchero lineup. Its good looks and luxury appointments make it an excellent value. Standard equipment includes SelectShift Cruise-O-Matic, power steering and brakes, bright hub caps, and much more. Model shown below has optional Tu-Tone, deluxe wheel covers, bumper protection group and whitewall tires.

NOTE: Some illustrations include optional equipment. See the standard features for each model, the options page and the back cover.
For the man in charge.

The 1978 Ford Ranchero is styled and designed for the man whose personal preferences comprise a careful balance of practicality and style. It is his personal car, chosen with forethought and confidence of a lifestyle that values personal expression in the natural choice. There are three different models, each unique in its own way—Ranchero GT, Ranchero 500, and Ranchero 6T. Each is equipped with features that add to the convenience of a luxury car. All are full size, but with a fifth-door back, compare and see what we mean.

Ranchero 6T

This is the most luxurious of the three Rancheros. It is spacious, comfortable, and has all the refinement and features that make it a garage star. And one way luxury driving is all about—features and equipment. A wide variety of options is at your disposal. Model shown below has the optional bumper protection group, windshield and white sidewall tires. Base prices at left are for base models.

Ranchero GT

This premium model of the Ranchero is a major step forward in the application of modern materials and construction techniques. Model shown below has optional Tilt-Tone, deluxe headlight covers, bumper protection group and white sidewall tires.

Ranchero 500

This is the standard model of the Ranchero lineup. Its good looks and luxury appointments make it an appealing choice. Standard equipment includes bumper protection group, windshield and white sidewall tires. Model shown below has optional Tilt-Tone, deluxe headlight covers, bumper protection group and white sidewall tires.

Options

Ford offers a wide choice of options for the 1978 Ranchero. Better equipped to withstand the test of time, Ranchero 6T and Ranchero GT are listed below.

**Appearance**

- Power steering
- Power brakes
- (Front disc, rear drum, or rear drum, front disc)
- Power steering (optional)
- Power brakes (optional)

**Convenience**

- Central locking system
- Keyless entry (optional)
- Power windows (front and rear)
- Power side view mirrors (optional)

**Performance**

- Anti-lock braking system
- Engine block heater
- Towing package (optional)
- Heavy-duty battery, 77 amp

**Protection**

- Bumper Protection Group has front and rear bumper guards and front bumper rub strips

**Note:** Options and accessories available at your Ford dealer.
Interiors

Ranchero interiors
standard in 500 and Squire in Blue, Russet, Grey, Jade, Chamois or Saddle, feature vinyl-covered bench seat, wall-to-wall carpeting, vinyl door trim and spare tire compartment.

Brougham Decor Group
is available in all Rancheros: includes optional split bench seat in cloth and vinyl trim or Mateao vinyl upholstery. Seats can be adjusted individually.

Flight bench seat
in choice of Mateao vinyl or optional cloth and vinyl, is standard on the Ranchero GT and is available in 500 and Squire. Included are matching door trim panels and cut-pile carpeting.

Sporty bucket seats
with rich cloth and vinyl trim are optional in all Rancheros. Included are matching door trim panels and cut-pile carpeting.
Specifications

DIMENSIONS
Wheelbase ........................................... 118.0"  
Overall Length ...................................... 220.1"  
Height ..................................................... 53.5"  
Box Length ............................................... 74.8"  
Box Width (at wheelwells) ......................... 48.2"

Brakes: power: self-adjusting front disc (10.7" diameter) and rear flared drum (11" x 2 1/4") dual master cylinder hydraulic system, foot-operated parking brakes.

Electrical: DuraSpark solid state ignition, 40 amp. alternator, 41 amp-hr battery.

Engines: choice of three Ford V-8’s. The 5.0 L (302) V-8 is standard in all Rancheros. The 5.8 L (351) and 6.6 L (400) V-8’s are optional.

<table>
<thead>
<tr>
<th>Displacement</th>
<th>5.0 litre</th>
<th>5.8 litre</th>
<th>6.6 litre</th>
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<tbody>
<tr>
<td></td>
<td>(302 cu. in.)</td>
<td>(351 cu. in.)</td>
<td>(400 cu. in.)</td>
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<tr>
<td>V-8 (2V)</td>
<td>V-8 (2V)</td>
<td>V-8 (2V)</td>
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Bore & Stroke (in.):

|              | 4.0 x 3.0 | 4.0 x 3.5 | 4.0 x 4.0 |

Fuel tank: 26 gallon at rear under box floor.

Steering, power: integral type.

Suspension, front: independent, short/long arm suspension with struts mounted on lower arms, ball joints, coil springs and shock absorbers.

Suspension, rear: four-link with coil springs, angle-mounted upper and lower control arms and shock absorbers.

Tires: standard G78-14B; optional H78-14B; HR78-14B; G70-14B (standard on GT), and H70-14B. Whitewalls are optional on all 78 series tires. 70 series tires are blackwalls with raised white letters.


Wheels: 14 x 6.0".

Trailer towing
Class III (up to 6,000 lb.) includes Heavy-Duty Handling Suspension Package (1250-lb. payload), Extra Cooling Package, 3.00 rear axle ratio, 60 amp. alternator (minimum), and wiring harness. Requires 6.6 litre V-8 engine.

Colors

Tu-Tone option (Ranchero 500 only): accent color is applied on roof, hood and lower bodyside.

Specifications, descriptions and illustrative material contained herein were as accurate as known at the time this publication was approved for printing. Ford Division reserves the right to discontinue models or options at any time or change specifications, equipment or design without notice and without incurring obligation. All options, accessories and whitewall tires illustrated or referred to as optional or available in this publication are at extra cost. Some options are required in combination with other options. For the price of the model with the equipment you desire or verification of specifications contained herein, see your Ford Dealer.