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¹EPA-estimated mpg city/hwy: 22/25 2010 Transit Connect; 22/27 2011 Ranger 4x2 2.3L 5-speed manual. 2011 Super Duty based on Ford drive-cycle tests of comparably equipped 2011 Ford and 2010 competitive models. ²Based on vehicle registration data and latest odometer readings available to R. L. Polk & Co. for 1992 and newer model year full-size pickups and vans still on the road in the U.S. as of September 2009.

2011 RANGER



Drive smart.

With available exclusives like the latest Ford SYNC[®] and Ford Work Solutions,[™] Ford Trucks offer you more innovative technology and productivity tools than ever before.



Drive green.

Ford delivers best-in-class fuel economy from Transit Connect to Ranger and the all-new 2011 Super Duty.^{®1}



Drive quality.

Ford has more trucks on the road with over 250,000 miles than any other brand.² And Ford F-Series has been America's best-selling truck for 33 years in a row.



Drive safe.

Ford is continuously improving your safety with available features like trailer sway control, exclusive AdvanceTrac[®] with RSC[®] (Roll Stability Control[™]) and up to 6 standard airbags.

fordvehicles.com

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<Dealer Street>

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<dealerwebsite.com>

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Tu	0:00 AM - 0:00 PM
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Th	0:00 AM - 0:00 PM
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Sa	0:00 AM - 0:00 PM
Su	0:00 AM - 0:00 PM

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Sa	0:00 AM - 0:00 PM
Su	0:00 AM - 0:00 PM

0000000-00000-11RANCAT

Courtesy of <Dealer Name>





THE MOST FUEL-EFFICIENT PICKUP IN AMERICA¹

27 MPG HWY¹

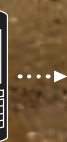
The New 2011 Ranger – Presented by <Dealer Name>

Ford Ranger performs at the pump **better than any pickup in America** – its fuel economy is best-in-class,² city, highway and combined. It's also Built Ford Tough® with the brawn and bravado it takes to back up that best-in-the-USA brag. It tows up to 5,800 lbs.³ It boasts **over 25 years** of proven durability and reliability. And it comes with the sensibility of 4 airbags and **AdvanceTrac® with class-exclusive RSC® (Roll Stability Control™)** – standard. Whether you like to play it safe or play it up, Ranger is happy to deliver.

¹4x2 with 2.3L I-4 engine and 5-speed manual transmission. Based on EPA-estimated mileage for Ranger pickups vs. 2010/2011 competitors. ²EPA-estimated 22 city/27 hwy/24 combined mpg, 4x2 with 2.3L I-4 engine and 5-speed manual transmission vs. 2010/2011 competitors. Class is Compact Pickups. NOTE: Ranger SPORT 4x4 shown here achieves 19 mpg hwy with manual transmission. ³When properly equipped.



Ranger SPORT SuperCab 4x4 in Torch Red with available equipment



SEE FEATURES COME TO LIFE
Simply download the free app at gettag.mobi or text **RANGER** to **4FORD**. Then follow the directions to snap a photo of this "tag" (shown left), and start learning more about Ford Ranger right on your smart phone.

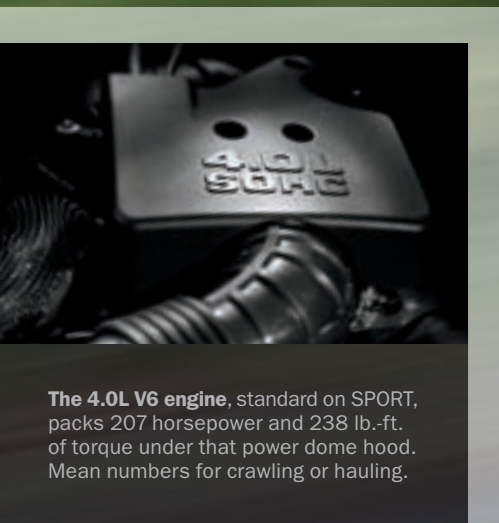
Standard text messaging and data rates apply.

Ranger is built to stand its ground – featuring **AdvanceTrac® with class-exclusive RSC® (Roll Stability Control™)** standard on every model. It's the only brake-based electronic stability control system in its class to utilize a roll-rate sensor, monitoring the vehicle's roll motion at least 100 times per second. It automatically works with the **Anti-Lock Brake System (ABS), traction control** and **yaw control** to help keep all 4 wheels firmly planted.¹

The standard **2.3L I-4 engine** gives you best-in-class efficiency – up to **27 mpg hwy** and **22 city**² – plus 143 horsepower and 154 lb.-ft. of torque. Team it with the standard trailer tow hitch receiver and tow up to 2,160 lbs.³ Hungry for some more serious pull? Go with the available 4.0L V6 and **tow up to 5,800 lbs.**³

¹Remember that even advanced technology cannot overcome the laws of physics. It's always possible to lose control of a vehicle due to inappropriate driver input for the conditions. ²EPA-estimated 22 city/27 hwy/24 combined mpg; 4x2 with 2.3L I-4 engine and 5-speed manual transmission vs. 2010/2011 competitors. ³When properly equipped. See your dealer or owner's guide for towing limitations and other details.

CONFIDENT PULLING POWER



The 4.0L V6 engine, standard on SPORT, packs 207 horsepower and 238 lb.-ft. of torque under that power dome hood. Mean numbers for crawling or hauling.



PROVEN OFF-ROAD SKILLS

Hit dunes. Climb rocks. Tackle streams. Ranger 4x4s live and breathe extreme capability. Select the ideal drive on the available **electronic shift-on-the-fly (ESOF) 4x4 transfer case** – without stopping – simply by turning a switch.

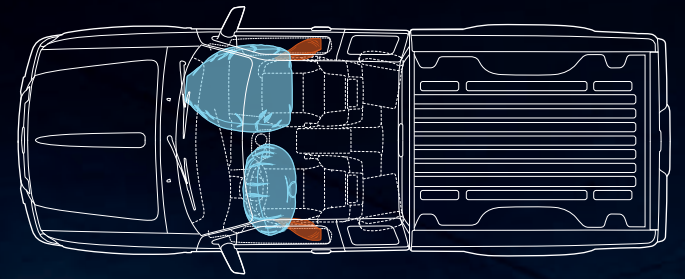
Also available to up your go-anywhere potential: **heavy-duty shocks** (standard on SPORT 4x2 and all 4x4s) and as many as **3 skid plates** (front, mid and aft). No wonder Ranger SPORT 4x4 is a fan favorite at the Best in the Desert Racing Association series, where Ford rules as **Official Truck**. When the dust settles, Ranger triumphs.



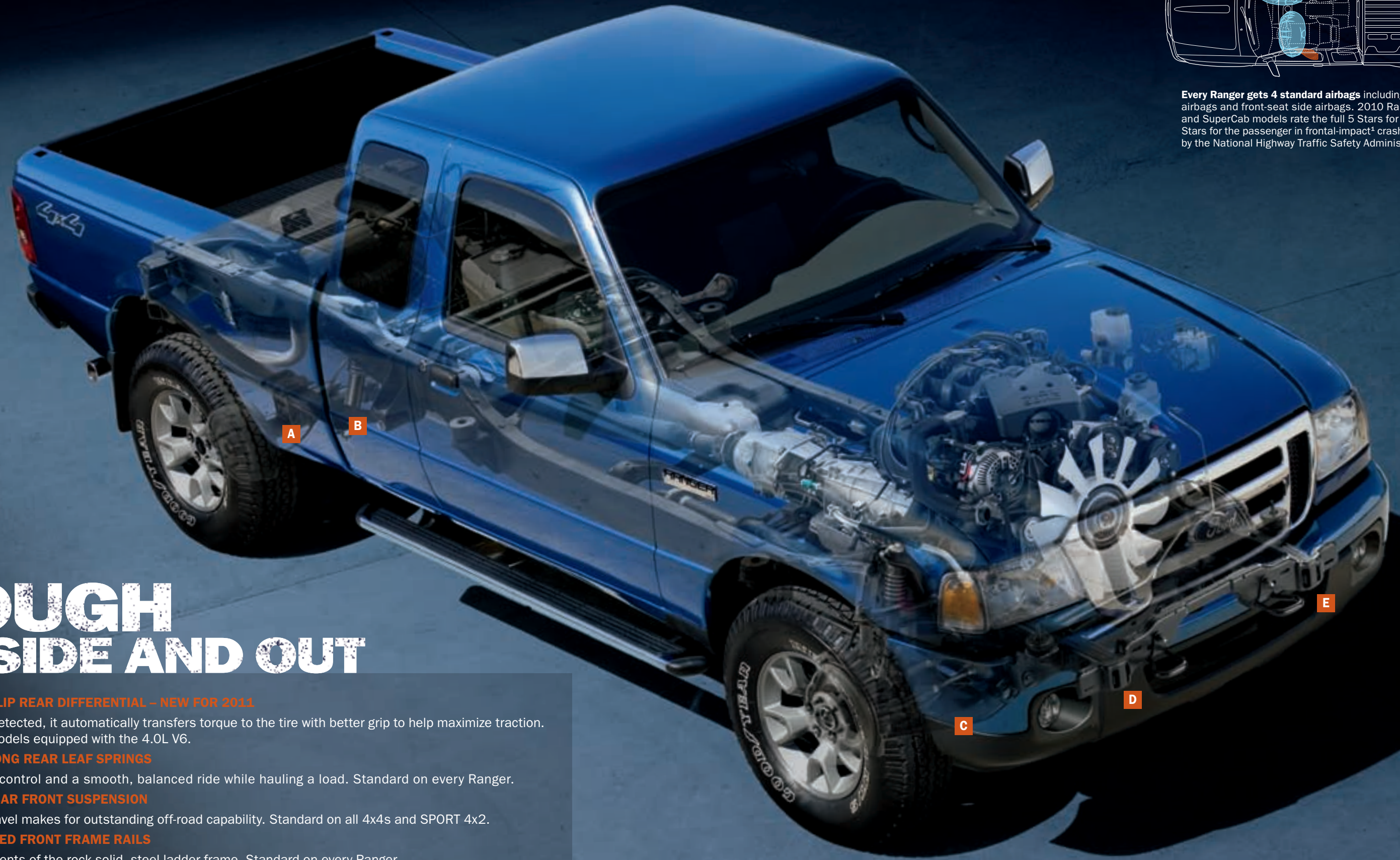
Twin-tube, cellular-gas Rancho® shocks make for some serious off-road performance. Available on XLT and SPORT 4x4s.



Rugged steel skid plates provide heavy-duty protection for vital underpinnings. Three skid plates (front, mid and aft) are standard on SPORT 4x4s; optional on XLT 4x4s. Mid and aft skid plates are optional on XLT 4x4s. A front plate (shown) is standard on SuperCab 4x2s.



Every Ranger gets 4 standard airbags including dual-stage front airbags and front-seat side airbags. 2010 Ranger Regular Cab and SuperCab models rate the full 5 Stars for the driver and 4 Stars for the passenger in frontal-impact¹ crash tests conducted by the National Highway Traffic Safety Administration (NHTSA).



TOUGH INSIDE AND OUT

A. LIMITED-SLIP REAR DIFFERENTIAL – NEW FOR 2011

When slip is detected, it automatically transfers torque to the tire with better grip to help maximize traction. Optional on models equipped with the 4.0L V6.

B. 56.5-IN.-LONG REAR LEAF SPRINGS

Ideal for axle control and a smooth, balanced ride while hauling a load. Standard on every Ranger.

C. TORSION-BAR FRONT SUSPENSION

Long wheel travel makes for outstanding off-road capability. Standard on all 4x4s and SPORT 4x2.

D. FULLY BOXED FRONT FRAME RAILS

Major components of the rock-solid, steel ladder frame. Standard on every Ranger.

E. FRONT TOW HOOKS

Rugged connections lend an assist (to trucks less capable). Standard on XLT and SPORT 4x4s.

¹2010 model year. 2011 model year to be tested. Star ratings are part of the U.S. Department of Transportation's Safercar.gov program (www.safercar.gov).

XL & XLT



15-in. 7-Spoke Silver Steel Wheels
Standard on XL/XLT 4x2



15-in. 5-Spoke Aluminum Wheels
Standard on XLT 4x4/Optional on XLT 4x2



16-in. Y-Spoke Cast-Aluminum Wheels
Optional on 4-Door SuperCab 4x4 only –
requires Skid Plate Package and
Bright Trim Group or Step Bars



Ranger XLT SuperCab 60/40 split seat in Ebony Cloth with Medium Dark Flint inserts and available equipment

OPTIONAL FEATURES

XL AVAILABLE OPTIONS

- 5-speed automatic transmission with overdrive
- AM/FM stereo/single-CD player with MP3 capability
- Front 60/40 split cloth seat (Regular Cab)
- Limited-slip rear differential
- Tilt steering wheel with cruise control

XLT AVAILABLE OPTIONS

- 4.0L V6 engine (4x2 2-door SuperCab only)
- 5-speed automatic transmission with overdrive
- 4x4 drivetrain with electronic shift-on-the-fly (ESOF)
- 15-in. 5-spoke aluminum wheels (standard on 4x4, optional on 4x2)
- 16-in. Y-spoke cast-aluminum wheels (4-door SuperCab 4x4 only; requires Skid Plate Package and Bright Trim Group or step bars)
- Black step bars
- Black vinyl floor mats, slush-type (front only)
- Full-size spare tire: P225/70R15 all-season (4x2 only)
- Full-size spare tire: P235/75R15 all-terrain (4x4 only)
- Limited-slip rear differential (requires 4.0L V6)
- Skid plates – Mid and aft (4x4 only)
- Skid plates – Fore, mid and aft (4x4 only)
- Under-the-rail bedliner

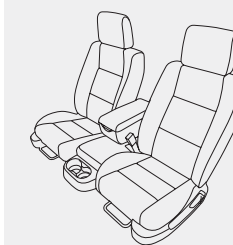
XLT AVAILABLE PACKAGES

- Bright Trim Group** includes chrome sideview mirror caps, chrome side step bars with non-skid surface, and chrome exhaust tip (4.0L V6 SuperCab only)
- Privacy glass with rear sliding window includes rear quarter windows (SuperCab only)
- Payload Package #2** includes increased rear spring rates and heavy-duty gas-charged shocks on 4x2, or Rancho® heavy-duty gas-charged shocks on 4x4 (4.0L V6 SuperCab only)

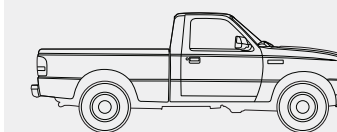
EXTERIOR COLORS

	XL	XLT
Oxford White	■	●
Torch Red	■	●
Redfire Metallic		●
Vista Blue Metallic	■	●
Silver Metallic	■	●
Dark Shadow Gray Metallic	■	●
Black	■	●

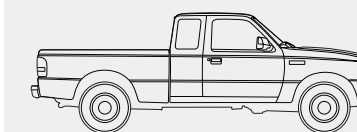
INTERIORS: ■ Medium Dark Flint Vinyl ● Ebony Cloth with Medium Dark Flint inserts



60/40 split front seat

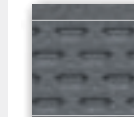


Regular Cab

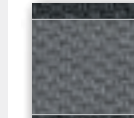


SuperCab (2- or 4-door)

INTERIOR

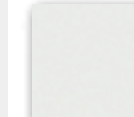


Medium Dark Flint Vinyl
Standard on XL Regular Cab



Ebony Cloth with Medium Dark Flint Inserts
Standard on XL/XLT SuperCab

EXTERIOR



Oxford White



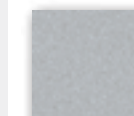
Torch Red



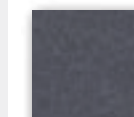
Redfire Metallic



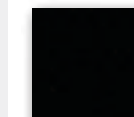
Vista Blue Metallic



Silver Metallic



Dark Shadow Gray Metallic



Black

Colors are representative only.
See your dealer for actual paint/trim options.



Ranger XL Regular Cab 4x2 in Silver / Ranger XLT SuperCab 4x2 in Vista Blue with available equipment

SPORT



15-in. Split-Spoke Machined Cast-Aluminum Wheels
Standard on 4x2



16-in. Y-Spoke Cast-Aluminum Wheels
Standard on 4x4



Ranger SPORT SuperCab bucket seats in Ebony Cloth with Medium Dark Flint Inserts and available equipment

OPTIONAL FEATURES

AVAILABLE OPTIONS

- 5-speed automatic transmission with overdrive
- 4x4 drivetrain with electronic shift-on-the-fly (ESOF)
- Body-color bodyside molding
- Front cloth 60/40 split seat
- Full-size spare tire: P235/75R15 all-terrain (4x2)
- Limited-slip rear differential
- Under-the-rail bedliner

AVAILABLE PACKAGES

Bright Trim Group includes chrome side step bars with non-skid surface, and chrome exhaust tip

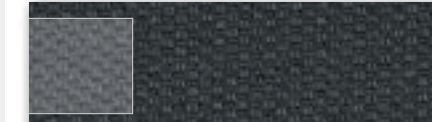
Privacy glass with rear sliding window includes rear quarter windows

Payload Package #2 includes increased rear spring rates and heavy-duty gas-charged shocks on 4x2, or Rancho® heavy-duty gas-charged shocks on 4x4

EXTERIOR COLORS	INTERIOR COLOR
Oxford White	●
Torch Red	●
Redfire Metallic	●
Vista Blue Metallic	●
Silver Metallic	●
Dark Shadow Gray Metallic	●
Black	●

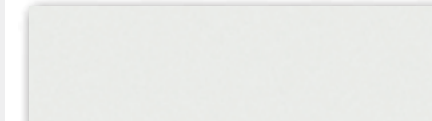
INTERIOR: ● Ebony Cloth wth Medium Dark Flint inserts

INTERIOR



Ebony Cloth with Medium Dark Flint Inserts
Standard

EXTERIOR



Oxford White



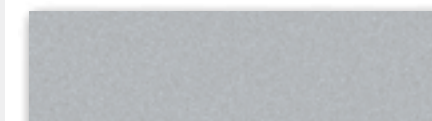
Torch Red



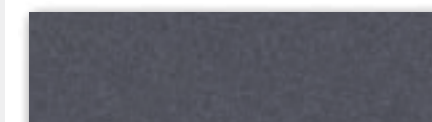
Redfire Metallic



Vista Blue Metallic



Silver Metallic



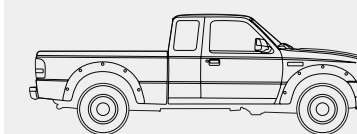
Dark Shadow Gray Metallic



Black



SPORT bucket front seats



SuperCab (2- or 4-door)

Colors are representative only.
See your dealer for actual paint/trim options.



Ranger SPORT SuperCab 4x2 in Redfire with available equipment

PACKED WITH POSSIBILITIES

TOW UP TO 5,800 LBS¹ with Ranger SPORT and its 4.0L V6 engine. Models equipped with the 2.3L I-4 engine and standard trailer tow hitch receiver tow up to 2,160 lbs.¹ And every Ranger leaves you lots of room for fun with over 8 in. of ground clearance.

¹When properly equipped. See your dealer or owner's guide for towing limitations and other details.



XLT CABIN IS LOADED with more than ergonomics. On top of the leather-wrapped steering wheel with tilt and cruise control, you get this XLT exclusive: fully carpeted flooring with matching carpeted floor mats up front.

REAR JUMP SEATS are standard on all SuperCab models. Fold 'em down to give your passengers a whole lotta leg room. Or fold 'em up to make way for gear. The sporty cargo net, also standard on SuperCab, is great for keeping smaller stuff close at hand, yet out of the way.



SIRIUS SATELLITE RADIO, standard on XLT and SPORT, includes an introductory 6-month subscription to over 130 channels including 100% commercial-free music, plus the best in sports, news, talk and entertainment, 24/7, coast-to-coast.² New for 2011, you can add "The Best of XM" channels at no charge.²

²Subscription required after introductory 6 months expire. Call 1-800-351-4517 for details on "The Best of XM."

PLUG 'N' PLAY MP3 MODE on the available multi-speaker stereo system — standard on XLT and SPORT. Comes with a CD player and the all-in-one convenience of an audio input jack. So you can plug in your MP3 player and pump out all your tunes.



SIRIUS SATELLITE RADIO | THE BEST OF ((XM))

ALSO AVAILABLE:

Appearance

Ford Custom Graphics by Original Wraps,TM Inc.³

Bed Products

Retractable Stake Pocket Tie-Downs by Bull Accessories³

Bed Rails

Sport Liner Carpeted Bed Protection by BedRug^{TM3}

Bed Mat

Soft Roll-Up Tonneau Cover by TruXedo^{®3}

Hard Folding Tonneau Cover by REV^{®3}

Commercial-Grade Tool/Cargo Box by Delta^{®3}

Electronics

Vehicle Security System

Keyless Entry Keypad

Portable Navigation Systems by Garmin^{®3}

GPS Tracking and Recovery by SmartAlert^{TM3}

Interior Light Kit

Remote Start Systems

HitchScanTM Rear Park Assist Sensor and Hitch Step by EchoMaster^{®3}

Forward or Reverse Bumper-Mounted Parking Assist System by EchoMaster^{®3}

Backup Alarm by ECCO^{®3}

Wiper De-Icer and Debris Cleaner by Wiper Shaker^{®3}

Exterior

Sportz[®] Truck Tents by Napier^{®3}

Side Window Deflectors

Trailer Hitch Assembly — 2-in. Receiver

Trailer Hitch Balls/Drawbars

Interior

Ash Cup/Coin Holder With or Without Lighter Element

Auto-Dimming Rearview Mirror

Soft Cargo Organizers (Large and Standard Sizes)

Soft Cargo Cooler Bag

Wheels

Wheel Lock Kit

³Ford Licensed Accessories.

Garmin is a registered trademark of Garmin Ltd. SmartAlert is a registered trademark of Inilix, Inc.

FORD CUSTOM ACCESSORIES



Soft Folding Tonneau Cover by Advantage^{®3}



Hood Deflectors (Also Available in Smoke)



Manual Sliding Rear Window



Bed Extender



Bedliner and Tailgate Liner




Step Bars (Also Available in Black)



Chrome Exhaust Tip

custom accessories 

To learn more about Ford Custom Accessories and to shop online, visit fordaccessories.com.

 Genuine Ford Accessories will be warranted for whichever provides you the greatest benefit: 12 months or 12,000 miles (whichever occurs first), or the remainder of your Bumper-to-Bumper 3-year/36,000-mile New Vehicle Limited Warranty. Contact your local Ford Dealer for details and a copy of the limited warranty. Ford Licensed Accessories (FLA) are warranted by the accessory manufacturer's warranty. Ford Licensed Accessories are fully designed and developed by the accessory manufacturer and have not been designed or tested to Ford Motor Company engineering requirements. Contact your Ford Dealer for details regarding the manufacturer's limited warranty and/or a copy of the FLA product limited warranty offered by the accessory manufacturer.

BUILT FORD TOUGH[®]

2011 RANGER



We'll be standing by.

You, your family, your neighbors,
your local Ford Dealer. We're all part
of a broad community, connected
by a far-reaching support structure
that benefits us all. As a proud
member of this network, your
local Ford Dealer looks forward
to assisting you — now, and in
the future. Whether you're
seeking a new or used vehicle,
Ford Custom Accessories,
or convenient maintenance and
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And we'll be by your side.



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Ranger XLT SuperCab 4x2 in Silver with available equipment