

# 2008 Ranger Overview

## FORD RANGER ADDS TO ITS 'BUILT FORD TOUGH' HERITAGE FOR 2008

- **Built Ford Tough.** Bold, aggressive design and adventurous spirit reinforced by performance upgrades to the Ranger FX4 Off-Road model.
- **Most Fuel-Efficient Truck.** The country's most economical pickup gets even more fuel efficient for 2008 with an improved front-bumper design.
- **Most Affordable Truck.** Service intervals extended to 7,500 miles for 2008, adding to Ranger's leading affordability rating as measured by Edmunds.com.
- **Standard Safety.** Ford's Personal Safety System®, Tire Pressure Monitoring System (TPMS) and SecuriLock® now offered on all models.
- **Even Bolder.** Ranger will be available with a limited-edition Grabber Orange exterior paint to accentuate the truck's bold design.

The 2008 Ford Ranger is now even bolder, tougher, more fuel efficient and more affordable, adding to the successful "Built Ford Tough" capability and durability heritage that's made it | one of America's favorite small trucks for two decades. The most fuel efficient pickup truck now gets even better fuel economy thanks to improved aerodynamics delivered by an updated front-bumper design.

2008 Ford Ranger owners will make fewer stops as well, thanks to service intervals that have been extended to 7,500 miles – making the most affordable pickup an even better value. This new service interval helps lower Ranger's cost of ownership – including purchase price, fuel cost, maintenance and more – that Edmunds.com projects is already lower than all other compact pickups as studied between January - April 2007.

The 2008 Ranger also is bolder and tougher, with upgrades to the FX4 Off-Road model, including standard heavy-duty Rancho twin-tube gas shocks, increased rear spring rates, Class III Trailer Tow Package, skid plates (front, middle and rear) and sport bucket seats. A Torsen® limited-slip rear axle is available with the FX4's 4.10-inch rear axle. The truck's extreme capability is further conveyed through bold cast-aluminum wheels and rugged, two-tone paint.

Four simplified series – XL, XLT, Sport and FX4 Off-Road – and an exceptional variety of optional equipment enables customers to get the Ranger they want and need. A limited run of trucks in eye-catching Grabber Orange will help introduce the 2008 model year with a blast of visual excitement.

The 2008 Ford Ranger has a maximum towing capacity of 6,000 pounds to suit customers' work and play needs. The truck has been tested in the most extreme North American climates and conditions – including blazing desert heat, Arctic cold temperatures, steep 20-percent grade hills and torturous off-road conditions – to assure it lives up to the "Built Ford Tough" promise, even with maximum loads.

### Design and Equipment

The 2008 Ranger is available in Regular Cab and in two- and four-door SuperCab configurations. The segment's only 7-foot box is available as an option on XL and XLT Regular Cab models. XL and XLT 4x2 and 4x4 series are equipped with new, more stylish standard wheels and tires.

The lower front-bumper valance has been re-engineered with an integrated, 1-inch air deflector to help reduce drag and return improved fuel economy. The fog lamps also were redesigned this year with a new, larger diameter for improved visibility and a stronger appearance.

XLT models feature body color front and rear bumpers as well as a chrome H-bar grille standard on

4x2 models for a bolder appearance. The Sport series gets the black, horizontal grille with body-color surround. Class III trailer-tow capability is now standard on the Sport series, as well. Sport SuperCab trucks add new standard step bars, while both Sport SuperCab 4x4 and FX4 Off-Road models benefit from new standard skid plates to protect major components at the front, middle and rear of the truck's underbody.

All audio systems except the base AM/FM receiver will be equipped with a standard auxiliary audio input jack and will be MP3 capable. SIRIUS® Satellite Radio is available on XL, XLT, Sport and FX4 Off-road models.

### **Powertrain and Chassis**

Ranger offers three engine choices: a 2.3-liter dual-overhead-cam (DOHC) inline 4-cylinder, a 3.0-liter overhead-valve (OHV) V-6 and 4.0-liter single-overhead-cam (SOHC) V-6.

The DOHC 2.3-liter engine produces 143 horsepower at 5,250 rpm and 154 pound-feet of torque at 3,750 rpm, and offers the highest fuel economy of any pickup. It's the standard engine for XL and XLT 4x2 Regular Cab and two-door SuperCab.

Ranger's 3.0-liter OHV V-6 engine produces 148 horsepower at 4,900 rpm and 180 pound-feet of torque at 3,950 rpm. The larger, SOHC 4.0-liter V-6 produces 207 horsepower at 5,250 rpm and 238 pound-feet of torque at 3,000 rpm. All three engines come with a 5-speed manual transmission and are available with a 5-speed automatic transmission.

### **Safety and Security**

Ranger also delivers safety and security with Ford's Personal Safety System®, Tire Pressure Monitoring System (TPMS) and SecuriLock® passive anti-theft system all included as standard equipment on all models.

Also standard are four-wheel anti-lock brakes, driver and front-passenger air bags, safety belts with front pretensioners for outboard seating positions and side-intrusion door beams. Lower Anchors and Tethers for Children (LATCH) child-seat mounts are provided in the front-passenger seat on all models. Ford's front passenger sensing system helps ensure air bags are not deployed on the passenger side when small children are detected.

### **Major Features and Options**

XL: 2.3-liter DOHC I-4 engine; 5-speed manual transmission; 15-inch, seven-spoke silver steel wheels; Personal Safety System® with front-passenger sensing system; SecuriLock® passive anti-theft system; Tire Pressure Monitoring System; Black front and rear step bumpers; Black H-bar grille; Black door handles and sideview mirrors; Interval wipers; Rally gauge cluster; AM/FM audio system with clock; Black vinyl flooring and 60/40 vinyl split-bench seat (cloth on SuperCab)

XL 4x4 models include: 3.0-liter OHV V-6 (Regular Cab); 4.0-liter SOHC V-6 (SuperCab); Electronic shift-on-the-fly 4x4 system; 15-inch all-terrain tires

XLT adds to XL 4x2: Body-color front and rear step bumpers; Chrome H-bar grille; Air conditioning; Cloth 60/40-split bench seat; AM/FM audio system/MP3-capable CD player; Color-coordinated carpet and floor mats; 15-inch 7-spoke silver steel wheels

XLT 4x4 models include: 3.0-liter OHV V-6 (Regular Cab); 4.0-liter SOHC V-6 (SuperCab); 15-inch 7-spoke chrome steel wheels; Fog lamps; Heavy-duty gas shocks; Tow hooks (SuperCab); Rear jump seats

Sport adds to XLT 4x2: 3.0-liter OHV V-6 (Regular Cab); Body-color grille surround and black horizontal-slat grille; Body-color wheel-lip moldings, mirrors and door latch handles; Fog lamps; Rugged vinyl flooring; Heavy-duty gas shocks; Tow hooks; Black side-step bars (SuperCab); Class

III trailer hitch receiver (SuperCab); 15-inch, machined split-spoke aluminum wheels

Sport 4x4 models include: 3.0-liter OHV V-6 (Regular Cab); 4.0-liter SOHC V-6 (SuperCab); Tow hooks; 15-inch 7-spoke chrome steel wheels (Regular Cab); 16-inch cast-aluminum wheels (four-door SuperCab); Three skid plates

FX4 Off-Road adds to Sport 4x2: 4.0-liter SOHC V-6; Limited-slip rear axle; Heavy-duty Rancho? twin-tube gas shocks; Three skid plates; Body-color H-bar grille; Black door handles and sideview mirrors; Two-tone paint styling; Shadow Grey wheel-lip moldings and bumpers; Bed-rail- and tailgate-lip protectors; 16-inch cast aluminum wheels; All-terrain tires; Tilt leather-wrapped steering wheel with speed control; Power windows, mirrors and locks with remote keyless entry; Sport bucket seats with driver-side manual lumbar adjustment, center floor console and storage; Rugged vinyl flooring with front slush mats; Jump seats (four-door SuperCab); Privacy glass

Options (vary by series): Built Ford Tough Component Package with limited-slip rear axle, payload package (increased rear spring rates and heavy-duty gas shocks) and Class III hitch receiver; Payload package with increased rear spring rates and heavy-duty gas shocks; Pioneer? 290-Watt MP3 Sound Package; Cold weather option; Class III hitch receiver; Limited-slip rear axle; Bright Appearance Package with chrome bed rails; Bright Trim Group with chrome sideview mirrors, chrome side-step bars and chrome exhaust tip; Power Equipment Group with power windows, door locks, sideview mirrors and remote keyless-entry system; Privacy glass; 5-speed automatic transmission; Leather-trimmed seats; Leather-wrapped steering wheel; Four-wheel drive; 2- or 4-door SuperCab configurations; 6- or 7-foot cargo box; Bed extender; Bed liner; Sliding rear window

### **Milestones**

1965 Ranger name appears as a styling package for F-Series pickup trucks

1981 Plans for the all-new Ranger pickup are unveiled in Dearborn, Mich.

1982 First Ranger rolls off the assembly line in Louisville, Ky.

1983 Ranger V-6 wins *Off-Road magazine's 4x4 Truck of the Year award*

1986 *Petersen's 4-Wheel and Off-Road* magazine names Ranger 4x4 of the Year

1993 *Truckin'* magazine selects Ranger as Pickup of the Year

2003 The Rocky Mountain Automotive Press chooses Ranger as Best Compact Pickup of the Rockies

2007 *Edmunds.com* names Ranger the most affordable truck