



FOR '75, FORD REDESIGNS THE VAN.



Ford redesigns the van.

Introducing the '75 Econolines with basic advances in room, comfort, durability and all-around usefulness.

Now you have a whole new set of facts to consider in choosing your next van. Ford's new Econoline '75 is built differently from any other American van, with unique body-on-frame design. The engine and front axle have been moved forward, the wheelhousings are out of your way, the door openings are taller, the steps are wider.

New comfort and roominess. Entry is easier. The driver and passenger areas are more spacious than in previous Econolines, with ample move-around room, walk-across room and seating comfort. Seats are full-foam.

You'll find the '75 Econoline has a new "command" feeling—in ride, in handling ease, in the quiet you get with an out-front, well-insulated engine and strategically placed rubber body mounts. It's the kind of quiet that says quality.

New durability. Econoline '75's new body-on-frame construction makes for rugged strength, long service life.

New power. Econoline '75's standard engine is a 300-cu. in. Six, for power with economy. Two V-8's, a 351- and a 460-cu. in. are available. All specially strengthened for truck use.

New capacities. Van GVW's to 10,000 lbs. New Parcel Delivery Vans and Cutaway Chassis for motorhomes, GVW's to 11,000 lbs.

New options make your day's work more enjoyable...or give you a great start on "customizing" your '75 Econoline for pleasure use. Examples: one-way glass for privacy, Captain's Chairs, stereo, Fingertip Speed Control, air conditioning.



THE NEW VAN designed as much for people as for things. The engine's way forward, there's more "living room" for driver and passenger in Ford's new '75 Econoline Van. Shown with optional Chateau trim, Captain's Chairs, radio, air conditioner, Fingertip Speed Control, Cruise-O-Matic transmission.

**Compare Ford's new Econoline
Compare the value you get for your**



FOR BUSINESS USE. Ford's new generation of vans creates new room and comfort inside, new servicing ease outside, improved access to loads. New body-on-frame construction for durability. New high GVW capacities. Shown with optional Chateau trim, radio, wheel covers, mirrors, whitewall tires, Tu-Tone paint.

FOR PERSONAL USE. Ford provides a great new van and great new ways to personalize it, with choices like: woodtone trim accents, 14-oz. cut-pile carpeting, swiveling Captain's Chairs with fold-down armrests, super-soft vinyl upholstery, wide range of Tu-Tone paints, stereo, mirrors. Local custom shops can furnish extras such as porthole windows, roof rack, "mag" wheels, sidepipes, fat tires, special paint themes, special interiors.



**with your van. Or any other van.
dollar...compare on any basis you wish.**

Ford's new design moves the engine forward...creates new van roominess, new van driving ease.



Engine, front axle and wheelhousings are all moved forward in Econoline '75. The relocated engine provides longer down-the-middle cargo area than in '74, gives the driver easier access to the load, creates new move-around room for driver and passenger.

Ford has moved the engine forward nearly 18 inches in the new 1975 Econoline. With the engine out of the way, you and your passenger enjoy a new spaciousness, a new freedom of movement.

It's easy for the driver or passenger to move from seat to load area, easy for the driver to step across to the curbside doors. At no time do you have to climb over the engine.

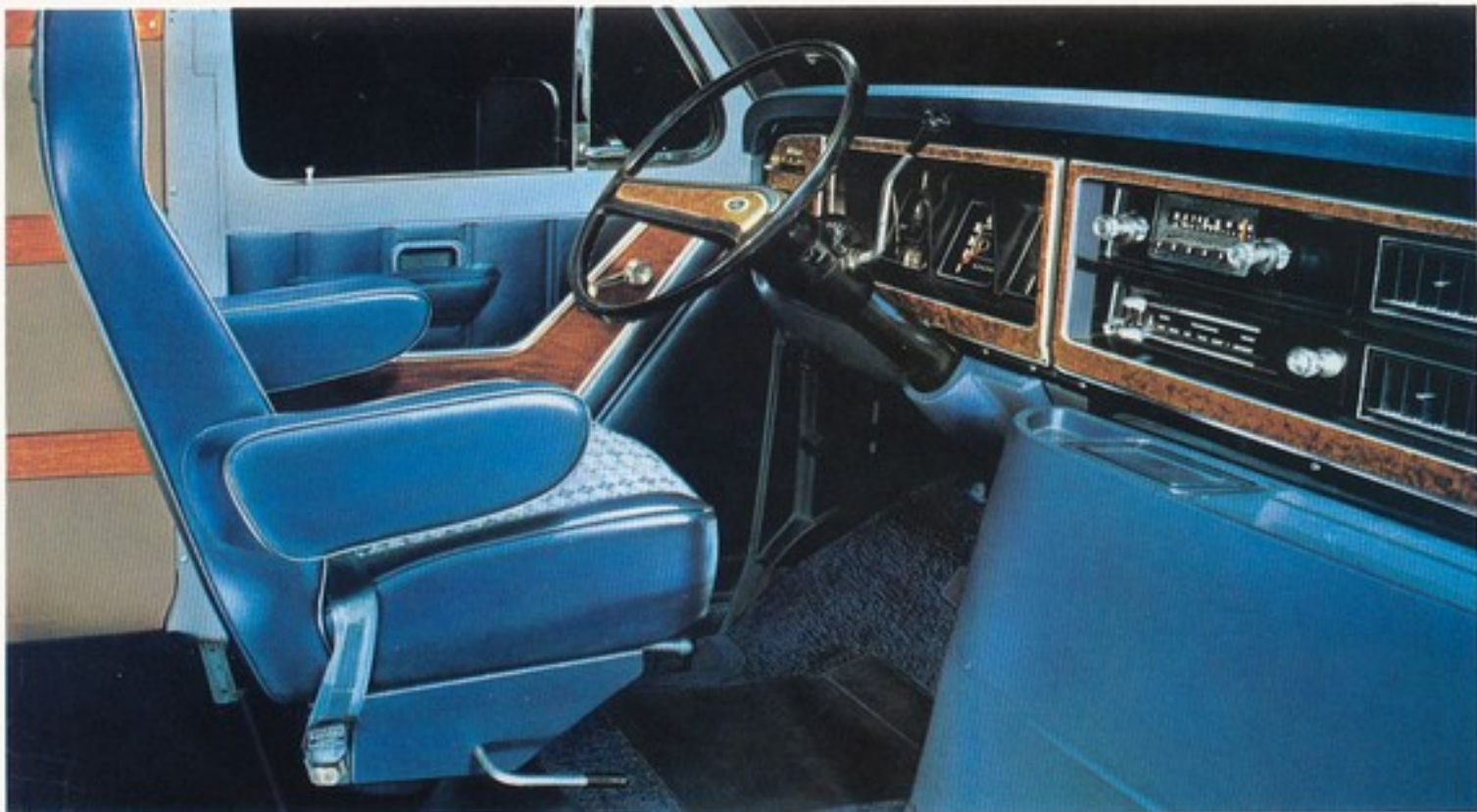
Wheelhousings have been moved out of the way, therefore there is no crowding of feet. Try to find as much move-around room in any other van!

Even visibility has been improved, through the larger windshield. It's 18% bigger than in previous Econolines. It's higher too—you can see traffic lights overhead more easily.

The new Ford Econoline's uncluttered roominess is an important extra value. If you drive your van as a business vehicle, plenty of room makes the business day easier, more efficient. If you use your van for pleasure, greater room is greater enjoyment. Either way, you'll be glad you chose a Ford Econoline as your long term investment.



Standard driver's seat is full-foam, contoured for all-day driving comfort. Adjusts 5 in. fore and aft. Door armrest is standard. Optional passenger seat shown is also full-foam.



Econoline '75 establishes a new level of van comfort. Ford's attention to details include an improved steering wheel angle and foot-operated parking brake. New optional high-output heater/air conditioner – heater is one-third bigger than in '74. Van interior shown with optional Chateau trim, radio, Captain's Chair, air conditioner, automatic transmission.



New driving ease of Econoline '75 starts with well-designed instrument panel. New integral air conditioner/heater system, optional, is built into dash. Options shown: Chateau trim, radio.



Molded engine cover is thick, insulated, has ash tray and utility pockets for clipboard, flashlight, toll change, maps, sunglasses or what-have-you.

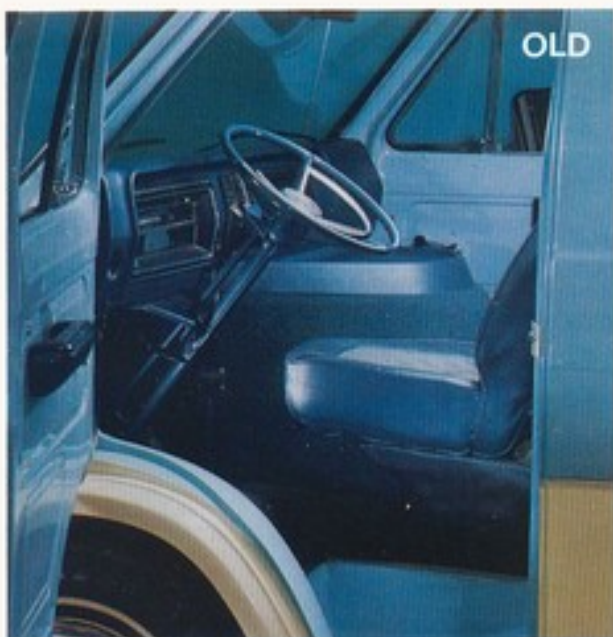


Ford Club Wagons offer plenty of "see out" for the whole family. Glass area has been increased 20% in 138-in. wheelbase models. One-way glass available. Options shown: Chateau trim, radio, wheel covers, whitewalls, mirrors, Tu-Tone paint. A fine family investment.



New '75 Ford Club Wagons seat 5, 8 or 12. Chateau shown, with 12-passenger seating, optional Captain's Chairs and Argyle cloth inserts.

Ford's new design makes vans easy to get in and out of, easy to load, easy to move around in.



New easy entry. Econoline 75's door openings are taller than last year. And the wheelhousings are moved forward to increase door width at step and floor level. Optional Captain's Chairs shown, right, swivel for easy driver entry and exit...swivel inward for easy access to load area. Other options shown: Chateau trim, air conditioner/heater, radio. You enjoy new "command" feeling at the wheel.

Ford has moved the front wheels forward — the wheelhousings have almost disappeared from the front entrances of Econoline '75. And the integral side-door steps have been made much wider than on previous Econolines — that is, they've been extended toward the front. You enter or leave your '75 Econoline smoothly, easily.

And you can move easily into the load area from your seat, because the engine housing is so far forward...almost completely out of the way.

When you work your load from the rear, you've got a 10% wider opening than last year. For side loading, take your choice of hinged or sliding side cargo doors — same price. Deep stepwell standard with both.

Your load handling is also assisted by Ford's repositioning of the optional passenger seat — it occupies 10 inches less of the cargo area, and gives you better clearance for side-cargo-door loading. An optional flip-fold passenger seat can give you even more floor space and move-around room.



Rear opening is a full 54 in. wide, 10% wider than last year's Econolines. Slam-shut door design makes closing easy. Center cargo length is increased 12 in. Captain's Chair's shown, optional.

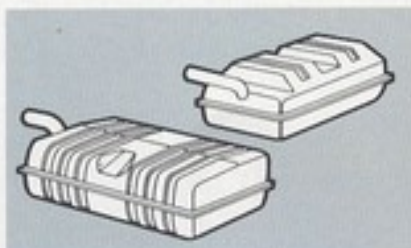


Ford Econoline '75 introduces new styling any driver can be proud of. Options shown: Special Tu-Tone paint, Swing-Lok Western mirrors, Chateau trim, radio, Captain's Chairs, whitewall tires, 124- or 138-in. wheelbase, GVW's to 10,000 lbs. Choice of sliding or hinged side cargo doors — same price.

New options: you can tailor your '75 Econoline to your needs and tastes.

Important new ways of outfitting a van for personal use — or for the man who "lives" in his van all day — are offered. Here are some examples:

- High capacity integral air conditioning. Includes tinted glass and insulation package.
- Chateau trim with woodtone accents, cut-pile carpeting.
- Choice of 5 Tu-Tone paint combinations.
- AM/FM stereo radio and tape player, with front-door-mounted speakers.
- New power choices: 300-cu. in. Six, standard... two V-8's, 351- or 460-cu. in. SuperCooling is available with 351 V-8.
- Front stabilizer bar for improved handling.
- Intermittent 2-speed windshield wipers.
- Ford SelectShift Cruise-O-Matic transmission.
- Steering-wheel-mounted Fingertip Speed Control (with 460 V-8 and Power Steering).
- Steel-belted radial tires.
- 3 trailer towing packages. GCW's go as high as 17,700 lbs. for Regular Vans... to 16,300 lbs. for Club Wagons.
- Dual batteries, high-capacity alternators.
- Camper Special Packages for Cutaway Chassis.
- Full-length insulated floor mat.
- Full-length insulated carpet (138-in. wheelbase only).



An auxiliary fuel tank provides total fuel capacity of up to 42.6 gallons.



Auxiliary air conditioner/heater system is sidewall mounted. Club Wagon shown.



Fingertip Speed Control on steering wheel for economy and convenience on long hauls.



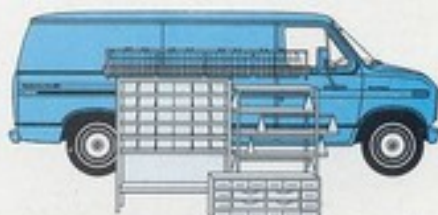
Flip-open windows standard on Club Wagons, available on Vans.



One-way glass for privacy... available in rear side windows and rear doors.



Outside rearview mirrors. Wide choice includes Western or Recreation types.



Wide selection of built-ins: racks, shelf units, bins, baskets. You can "mix and match."

Ford builds Econoline '75 differently from other vans...with a separate frame for rugged strength.

Econoline '75 is the only American van to have a separate frame and body (as opposed to unitized body). This type of construction makes for rugged strength and long service life...and permits a solid ride because the body is mounted to the frame on strategically placed rubber mounts. These mounts are designed to isolate the body, driver and load from the frame.

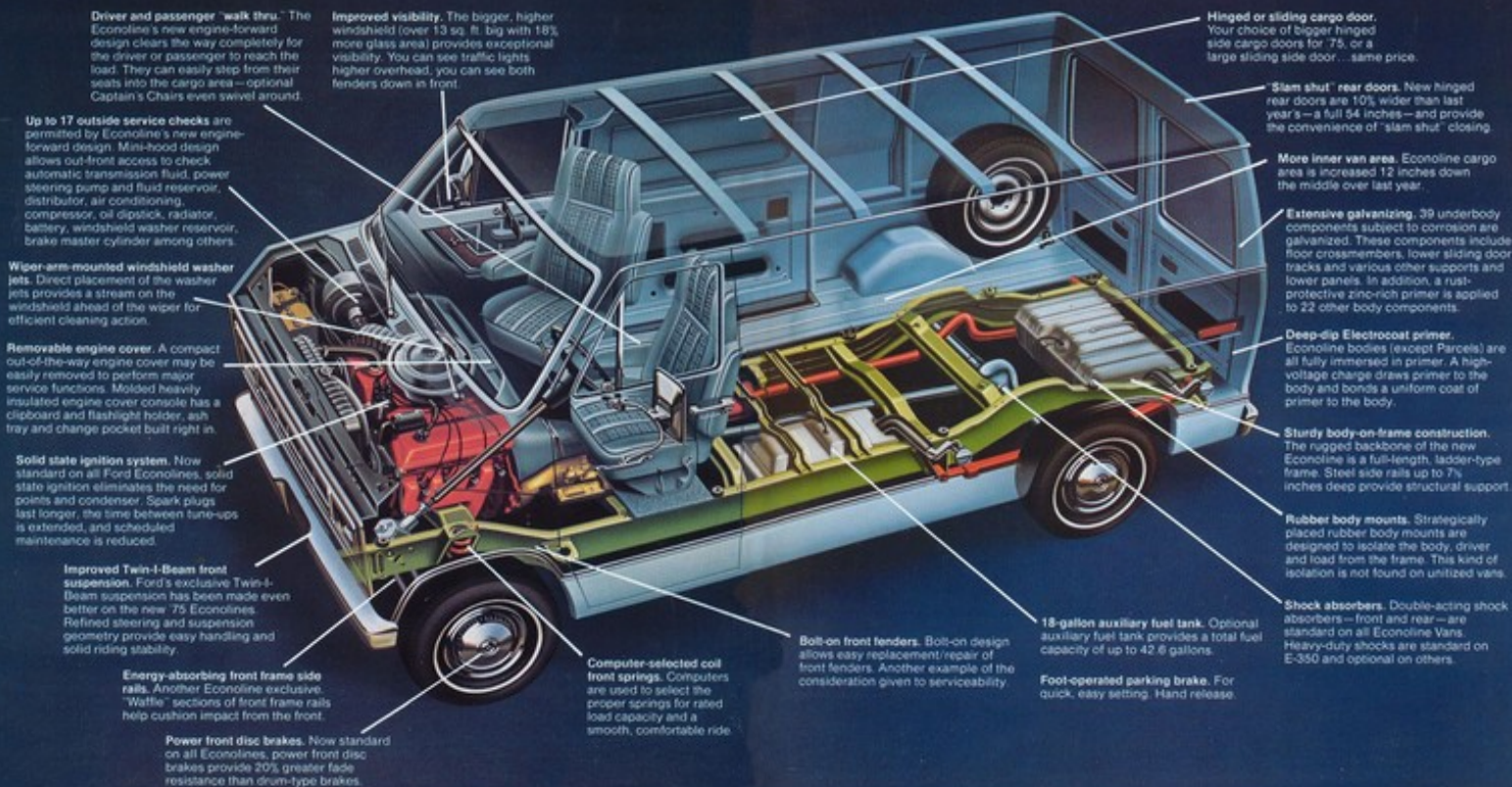
To protect the new Econoline Regular

Van and Club Wagon bodies from the effects of time and weather, key body components are galvanized, others get zinc-rich primer, and the entire body is primed by a deep-dip Electrocoat process. Econoline '75 is built to keep its value.

Durability under the hood: Econoline '75's standard engine is a 300-cu. in. Six, for performance with economy. A big 11-in. clutch is standard. Two V-8's are

available, 351- and 460-cu. in. Also standard: power front disc brakes for good control with low pedal pressure. Improved Twin-I-Beam front suspension, still a Ford exclusive, contributes to front-end toughness and stable ride.

Econoline '75 is a new generation of vans...a new generation of van value...with a wealth of new reasons for making Ford's Econoline Van your van.



Driver and passenger "walk thru." The Econoline's new engine-forward design clears the way completely for the driver or passenger to reach the load. They can easily step from their seats into the cargo area—optional Captain's Chairs even swivel around.

Improved visibility. The bigger, higher windshield (over 13 sq. ft. big with 18% more glass area) provides exceptional visibility. You can see traffic lights higher overhead, you can see both fenders down in front.

Up to 17 outside service checks are permitted by Econoline's new engine-forward design. Mini-hood design allows out-front access to check automatic transmission fluid, power steering pump and fluid reservoir, distributor, air conditioning, compressor, oil dipstick, radiator, battery, windshield washer reservoir, brake master cylinder among others.

Wiper-arm-mounted windshield washer jets. Direct placement of the washer jets provides a stream on the windshield ahead of the wiper for efficient cleaning action.

Removable engine cover. A compact out-of-the-way engine cover may be easily removed to perform major service functions. Molded heavily insulated engine cover console has a clipboard and flashlight holder, ash tray and change pocket built right in.

Solid state ignition system. Now standard on all Ford Econolines, solid state ignition eliminates the need for points and condenser. Spark plugs last longer, the time between tune-ups is extended, and scheduled maintenance is reduced.

Improved Twin-I-Beam front suspension. Ford's exclusive Twin-I-Beam suspension has been made even better on the new '75 Econolines. Refined steering and suspension geometry provide easy handling and solid riding stability.

Energy-absorbing front frame side rails. Another Econoline exclusive. "Waffle" sections of front frame rails help cushion impact from the front.

Power front disc brakes. Now standard on all Econolines, power front disc brakes provide 20% greater fade resistance than drum-type brakes.

Computer-selected coil front springs. Computers are used to select the proper springs for rated load capacity and a smooth, comfortable ride.

Bolt-on front fenders. Bolt-on design allows easy replacement/repair of front fenders. Another example of the consideration given to serviceability.

18-gallon auxiliary fuel tank. Optional auxiliary fuel tank provides a total fuel capacity of up to 42.6 gallons.

Foot-operated parking brake. For quick, easy setting. Hand release.

Hinged or sliding cargo door. Your choice of bigger hinged side cargo doors for '75, or a large sliding side door... same price.

"Slam shut" rear doors. New hinged rear doors are 10% wider than last year's—a full 94 inches—and provide the convenience of "slam shut" closing.

More inner van area. Econoline cargo area is increased 12 inches down the middle over last year.

Extensive galvanizing. 39 underbody components subject to corrosion are galvanized. These components include floor crossmembers, lower sliding door tracks and various other supports and lower panels. In addition, a rust-protective zinc-rich primer is applied to 22 other body components.

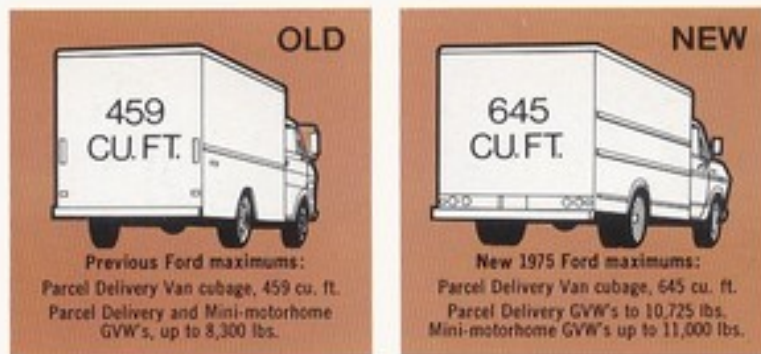
Deep-dip Electrocoat primer. Econoline bodies (except Panels) are all fully immersed in primer. A high-voltage charge draws primer to the body and bonds a uniform coat of primer to the body.

Sturdy body-on-frame construction. The rugged backbone of the new Econoline is a full-length, ladder-type frame. Steel side rails up to 7½ inches deep provide structural support.

Rubber body mounts. Strategically placed rubber body mounts are designed to isolate the body, driver and load from the frame. This kind of isolation is not found on unitized vans.

Shock absorbers. Double-acting shock absorbers—front and rear—are standard on all Econoline Vans. Heavy-duty shocks are standard on E-350 and optional on others.

Ford's new engineering achieves the highest capacities in the industry... for vans, parcel vans, motorhomes.



The '75 Econoline's body-on-frame construction has made possible high durability for demanding service. GVW's are increased substantially. So you can now consider compact Ford Parcel Delivery Vans for many delivery jobs in place of heavier, more expensive trucks...that's real extra value for your investment.

The new 14-ft. body of Ford Parcel

Delivery Vans is 8 ft. wide, offers 40% more cube than Ford's biggest '74 model. GVW's to 10,725 lbs. boost payload, too.

12-ft. bodies are 7 or 8 ft. wide. All bodies have over 6-ft. 2-in. headroom. For easy loading, hinged rear doors are almost body-wide. Doors swing open all the way against the body sides...have slam-shut latches, provision for locking.

New Cutaway Chassis capacities: new Ford Econoline Cutaways, with GVW's to 11,000 lbs., can accommodate many special bodies...can take motorhomes up to 21 ft. overall length.

New trailer-towing capacities: Ford Econoline Regular Vans and Club Wagons now offer a range of trailer-towing packages with GCW's up to 17,700 lbs.

New Ford Parcel Delivery Van options include roll-up doors, cab partitions with or without walk-thru, roof vents, rub rails. Cruise-O-Matic is standard in Parcel Vans and Cutaway Chassis. Cutaway Chassis come with special frame spacers with rubber mounts to provide a flat, cushioned surface for custom bodies.



For '75, Ford vans offer a new range of capacities, sizes, models.

CUTAWAY CHASSIS



Ford Econoline Cutaway Chassis. 138- and 158-in. wheelbase. Single or dual rear tires. GVW's to 11,000 lbs. with duals. Cab has flat "B" pillar for easy, weather-tight body attachment.



12-ft. body Ford Parcel Delivery Vans have 138-in. wheelbase. Body is 7 ft. wide on E-250 Series vans, 8 ft. wide on E-350 Series.



14-ft. body Parcel Delivery Vans have 158-in. wheelbase. Parcel Delivery body is 8 ft. wide. All parcel bodies have over 6-ft. 2-in. headroom.



Econoline Cutaway Chassis take motorhomes up to 21 ft. overall, GVW's to 11,000 lbs. Single or dual rear tires. Two Camper Special Packages.

REGULAR VANS



Ford Econoline Cargo Van, 124-in. wheelbase, GVW's to 6,300 lbs. Available as Cargo Van, Window Van, Display Van... E-100 or E-150.



Ford Econoline Cargo Van, 138-in. wheelbase, GVW's to 10,000 lbs. Available as Cargo, Window and Display Van in E-100, 150, 250 and 350 Series.

CLUB WAGONS



Ford Club Wagons, 124- or 138-in. wheelbase, GVW's to 8,750 lbs. Three trim levels: standard and optional Custom or Chateau trim.



Ford Club Wagons offer 3 optional trailer towing packages: light, heavy or extra heavy duty, with features such as extra cooling and wiring harness.

WINDOW MODELS



Window Van features fixed glass all around and is available in all series and trim levels.



Display Van, fixed glass on right side as shown and in rear doors. Available in all series, all trim levels.

CUSTOM CONVERSIONS



Conversions: Increased GVW's and new improved use of inside space make '75 Econolines readily adaptable to custom conversions and recreation use. New range of options too - see p. 7.



Regular Tu-Tone



Center Accent Tu-Tone



Deluxe Tu-Tone



Combination Tu-Tone

Tu-Tone paint combinations: Four of the five available are illustrated above, with the accent color shown in blue. You are offered a broad choice of paint colors, including metallic finishes.

See the new generation of van value at your local Ford Dealer.

P.O. BOX 1000 DEARBORN, MICHIGAN 48121

Bulk Rate
U.S. Postage
PAID
Ford Motor
Company

LITHO IN U.S.A.

TDM 151258 3/75

FORD ECONOLINE VANS

FORD DIVISION



**The new van designed as
much for people as for things.**