

FALCON RANCHERO



Ford revives a familiar name in a new size

BORROWING the name "Ranchero" from the passenger car-like truck that was dropped from the 1960 model line-up and lifting the chassis, engine/drive line and front sheet metal from the highly successful Falcon compact, Ford Division of Ford Motor company now comes forth with the new Falcon Ranchero—a luxurious little pickup that offers economy with a limited degree of operational potential. Worthy of a truck classification by virtue of an advertised 800-lb. payload, the new vehicle delivers the same type of low maintenance and high gasoline mileage that has endeared the conventional Falcon sedans and station wagons to so many new owners. This test vehicle, a Ranchero with automatic two-speed transmission, delivered



COMPACT PICKUP is meant for light but comfortable hauling. Payload is 800 lbs. and bed has a floor area of 25.1 square feet, box has a volume of 31.6 cubic feet.

over 23 mpg in extremely cold weather and over an assortment of icy highways. Equipped with a 3.89 rear axle ratio, the new pickup demonstrated the same type of performance that the passenger car version has shown; i.e., 0-to-60 mph in 18.1 seconds. Basically, the Ranchero is a Falcon station wagon—cut off at the back of the front seat and fitted with a normal pickup box in place of a rear seat and trunk area.

The cargo compartment measures 71.6 inches in length, 14.6 inches in height and 55.6 inches in width, combining to allow a floor area of 25.1 square feet and a box volume of 31.6 cubic feet. The truck's engine/drive line components are direct pick-ups from the normal Falcon. Developing 90 hp at 4200 rpm with a torque output of 138 lbs.-ft. at 2000 rpm, the six-cylinder ohv engine is a duplicate of the passenger car unit. The

chassis components designed for the Falcon station wagon, namely a larger rear end housing, a 3.89 axle ratio, stiffer shocks and spring rates and larger brakes at the rear, are used on the Ranchero, contributing to the vehicle's cargo-hauling potential—with a resultant loss in riding quality. The vehicle handles much the same as the passenger car version. The ride is stiffer, the handling identical. These observations were made without a load, of course. If the full 800 lb. cargo rating were loaded aboard, the handling, economy and general performance would naturally be affected. The cab compartment is a duplicate of the regular Falcon station wagon layout. Bench seats are used along with the dash
(Continued on next page)

THE RAMBLER AMERICAN, as reported on in the February, 1960, issue of MOTOR LIFE, was a satisfactory compact automobile representing a modest compromise between efficiency, economy and practicality. But, its L-head, 90-hp engine

afforded it only adequate performance. For this reason, the Custom version of the Rambler American series has recently made its bow. The Custom, fitted with the standard Rambler 195.6-cubic-inch ohv engine is a

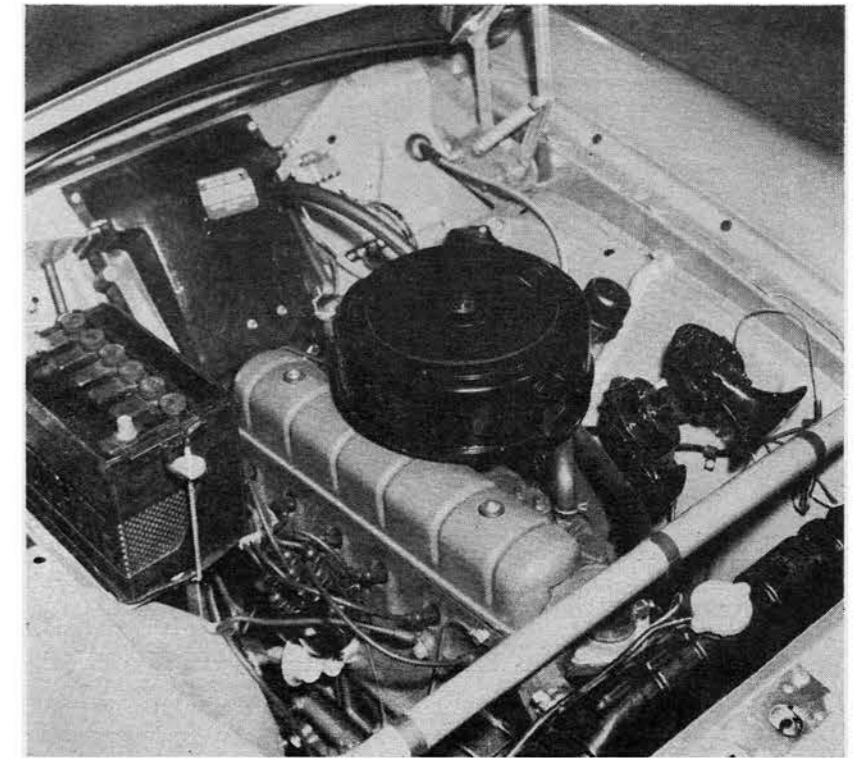
Greater power with a more modern engine option

AMERICAN OHV-6



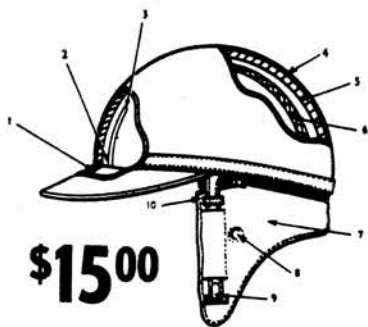
vastly improved example of the 100-inch wheelbase vehicle. The test car, a two-door station wagon with the new powerplant, offers the same economical operation, comfort and relative handling ease of the former unit but—with its new muscle—also delivers the charging style of a far larger, far more powerful vehicle. Borrowing the theory that a more modern ohv engine in an already successful small car equals greater gasoline dollar (even though the engine is larger)—American Motors decided to place the bigger, more powerful 125-hp Rambler engine between the mounting stubs of the smaller, **FAMILIAR** body shells of American sedans and wagons now house a more modern and potent powerplant. The test wagon recorded exceptionally fast acceleration times.

lighter car. The results are proof that such reasoning was worthwhile. The station wagon test car delivered an average of 22 mpg for over 300 miles of winter driving. And, when we brought out the stop watch and put the galoshes down hard on the throttle—it turned a 0-60 mph time of 12.9 seconds—a most respectable figure for any small domestic. With a bore of 3.125 inches and a stroke of 4.25 inches, the powerplant delivers 125 hp at 4200 rpm and the torque output is rated at 180 lbs.-ft. at a mere 1600 rpm. Considering the vehicle's curb weight of 2,631 lbs., the American Custom now enjoys a very good power-to-weight ratio. A proven performer with a record of low maintenance demands, the engine is ideally suited for the un-demanding power requirement of the American. Its long-stroke design has prompted many an argument with respect to the virtues of such an engine layout. Some critics of this school of engine design insist the long stroke creates a great deal more friction, thus wasting power and increasing wear on vital engine parts. Champions of this design, on the other hand, believe that because of the long stroke, less heat energy is wasted and the result is better economy, particularly at average driving speeds. At any rate, the
(Continued on next page)



NEW POWER for the American is the 195.6-cubic-inch ohv six-cylinder engine that has seen service before in the standard Rambler. It gives the popular compact an added 35 horsepower and a most respectable power-to-weight ratio.

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FALCON RANCHERO *Continued*

assembly and steering wheel. The spare tire is housed behind the driver's seat back and the 14-gallon fuel tank is placed behind the passenger's seat below the level of the cushion. A filler neck for the tank is on the outside, to the rear of right door panel.

The test vehicle indicated that careful attention is being given to Falcon quality control. In general, the unit's entire appearance could be summed up as an excellent example of studied styling and a very pleasing approach to a truck for light hauling.

However, with a curb weight of 2,497 lbs. and a payload of 800 lbs. plus a passenger load of, say, 200 lbs. the unit would, without doubt, be straining a great deal to deliver any sort of desirable performance. On the other hand, when the unit's limitations are explained and demonstrated to the truck customer who requires a light, economical pickup for *light* hauling, the vehicle should respond satisfactorily for such a person.

In short, if hauling an occasional load of sand, bale of hay or box of tools is a part of someone's work-a-day routine, the new Falcon Ranchero should answer the need. But, remember, it isn't a heavyweight and it mustn't be treated like one. ●

TEST DATA

TEST CAR: Ford Falcon
BODY TYPE: Ranchero
BASIC PRICE: \$1862
ENGINE: ohv six
DISPLACEMENT: 144 cubic inches
BORE & STROKE: 3.5 x 2.5
COMPRESSION RATIO: 8.7-to-1
CARBURETION: single barrel
HORSEPOWER: 90 @ 4200 rpm
TORQUE: 138 lbs.-ft. @ 2000 rpm
TRANSMISSION: two-speed automatic
REAR AXLE RATIO: 3.56
GAS MILEAGE: 22/26 mpg.
ACCELERATION: 0-30 mph, 6 seconds;
 0-45 mph in 11 seconds and 0-60
 mph in 18.2 seconds
SPEEDOMETER ERROR: Indicated 30,
 45 and 60 mph are actual 28.9,
 43.7 and 57.1 mph respectively
POWER-WEIGHT RATIO: 27.7 lbs.
 per horsepower
HORSEPOWER PER CUBIC INCH: .63

AMERICAN OHV-6 *Continued*

ohv American engine is a very economical powerplant and a remarkably quiet, smooth one. Coupled to the three-speed manual transmission or the three-speed "Flash-O-Matic" automatic, it delivers a powerful surge at almost point in the rpm range above 1,000.

Rear axle ratios of 3.31 and 3.78 are offered with the new engine, fitted either to a standard rear end or the "Twin-Grip" limited slip differential which is an option on all American Motors products except the Metropolitan. The Custom also is delivered with 6.40 x 15 tires in place of the 5.90 x 15 that are standard on the DeLuxe and Super (L-head-powered) Americans.

The new muscle in the American is a welcome addition also to the handling qualities of the car. While both versions of the car (L-head and ohv) share the same suspension system, the added bite of the more powerful unit makes for quicker cornering without losing rear end traction and the result is a vehicle that can be thrown around bends far faster.

In conclusion, if the Rambler American was a worthy compact before—it can only be added that it's now a highly superior unit—full of pep and just as light on the fuel bill. ●

TEST DATA

TEST CAR: Rambler American (Custom)
BODY TYPE: 2-door station wagon
BASE PRICE: \$2235
ENGINE: ohv six
DISPLACEMENT: 195.6 cubic inches
BORE & STROKE: 3.125 x 4.25
COMPRESSION RATIO: 8.7-to-1
CARBURETION: Single Throat
 downdraft
HORSEPOWER: 125 @ 4200 rpm
TORQUE: 180 lbs.-ft. @ 1600 rpm
TRANSMISSION: Three-speed manual
REAR AXLE RATIO: 3.31
GAS MILEAGE: 22/26 mpg
ACCELERATION: 0-30 mph in 4.1
 seconds, 0-45 mph in 7.8 seconds
 and 0-60 mph in 12.9 seconds
SPEEDOMETER ERROR: Indicated 30,
 45 and 60 mph are actual 27.9,
 40 and 54 mph respectively
POWER-WEIGHT RATIO: 21 lbs. per
 horsepower
HORSEPOWER PER CUBIC INCH: .64