



News Release

Public Relations, Ford Division
P.O. Box 1509, Dearborn, Mich., 48121
Telephone: (313) 322-7792

MASTER COPY
Do Not Remove From File

EXPLORER SHOW TRUCK

IMMEDIATE RELEASE

A Ford Motor Company experimental pickup truck — the mid-engine Explorer — is making its debut at auto shows across America, along with Ford Division's 1973 production cars and trucks.

Created at the Ford Design Center in Dearborn, Mich., the Explorer is a multi-purpose vehicle which features an engine mounted behind the passenger compartment, a wing-like tent that can be set up from the truck body, and a spacious cab with luxury appointments.

Painted a brilliant pearlescent orange, the show unit is built on a 108.5-inch wheelbase. It is 217.5 inches long, 79.8 inches wide and 67 inches high. Tread width is 68 inches in front and 66.9 inches in the rear.

The Explorer is powered by Ford's 429-cubic-inch V-8. The engine is moved five feet rearward from its normal position in a Ford F-100 pickup. Two louvered side hatches for engine cooling and air intake provide easy access to engine components.

A chrome grille with inset horizontal pattern gives a sleek appearance to the front end. Headlamps are set in square bezels placed in the grille. Parking lights are located below the bumper.

Explorer's exotic exterior comes partly from 40 hours of hand-rubbing 31 applications of finish; six coats of ground paint, 13 coats of pearl paint and 12 coats of clear lacquer. Magnesium wheels with orange pearlescent spokes add to the truck's sporty appearance.

The interior of Explorer's cargo box is 110.7 inches by 65 inches, slightly larger than a standard pickup truck. The box includes orange/ginger flecked carpeting.

The large windshield and other window glass areas provide excellent visibility. Bucket seats are upholstered in a combination of orange vinyl and orange/ginger striped bodycloth.

Burnt orange shag carpeting and orange vinyl door panels and instrument panel complete the upbeat interior trim.

The AM/FM stereo radio console is mounted in the ceiling of the cab between the bucket seats. A quad speaker system — two in the doors and two behind the seats — provides exceptional sound quality.

#



News Release

Design Center
P.O. Box 2110, Dearborn, Mich., 48123
Telephone: (313) 322-3755

MASTER COPY
Do Not Remove From File

FOR IMMEDIATE RELEASE

Explorer, a Ford Motor Company experimental pick-up truck, displays advanced design, a mid-engine configuration and an eye-catching "parawing". It's a foretaste of what the Ford F-100 pickup could become.

This multi-purpose vehicle has a forward cab with mid-ship engine mounted behind the passenger compartment, removable engine access panels and other features not found in today's light trucks.

Painted a brilliant orange pearlescent hue, this experimental show unit is outfitted with a cloth "parawing" tent easily assembled to cover the truck bed and ground at one side of the truck.

"Advanced designers and engineers at Ford Motor Company's Design Center developed the Explorer as a study in new design and mechanical features," said Gene Bordinat, vice president - Design.

"It is a test bed of truck ideas that gives us a useful framework for engineering exploration and provides design themes for possible application in the booming light truck market," Mr. Bordinat added. "We'll be awaiting viewer reaction eagerly."

Ford designers moved the 429-C.I.D. engine five feet rearward from its position on present-day pickups. In doing so, they achieved better loaded weight distribution and improved driver handling.

In another innovative move, Explorer features two louvered side hatches located behind the front wheels for engine cooling and air intake and for easy access to certain engine components.

The unique forward cab provides easy entry and exit while the large windshield and window glass areas give improved driver visibility. The sleek front end is almost completely covered by a chrome grille with inset horizontal pattern.

Headlamps are set in square bezels placed in the grille while parking lights are located beneath the bumper.

Extending 74 inches from the truck body and measuring seven feet high, the "parawing" tent affords protection for camping, cook-outs or just plain loafing in the outdoors. It is made of durable European poplin--yellow with two red stripes to conceal the two aluminum poles that hold the tentlike covering in tension.

Built on a 108.5-inch wheelbase, Explorer is 217.5 inches long, 79.8 inches wide and 67 inches high. It has a 68-inch front tread and a 66.9-inch rear tread.

Explorer's exotic exterior is the product of some 40 hours of hand-rubbing between 31 applications of finish--6 coats of ground paint, 13 coats of pearl paint and 12 coats of clear lacquer. Adding to the truck's racy appearance are magnesium wheels with the orange pearlescent body color on the spokes.

Not only is the truck box larger than the standard pick-up truck (it measures 110.7 by 65 inches inside), but it has orange/ginger indoor-outdoor flecked carpeting.

The unit's interior is as innovative as its exterior.

Bucket seats are upholstered in a combination of orange vinyl and orange/ginger striped bodycloth. Burnt orange shag carpeting and orange vinyl door panels, instrument panel and other interior trim complement the upbeat upholstery.

The AM/FM stereo radio console is mounted on the ceiling of the cab, between the driver and passenger seats. Music buffs will appreciate the sound afforded by the quad speaker system--two speakers in the doors and two behind the seats.

#