



Flexibility And Zero Emissions

Ranger EV is the culmination of the modern Ford electric vehicle development program that began in the 1960s. In 1993, Ford launched its Ecostar electric demonstration fleet of more than

"We've used the Ford EV as a security vehicle, for mail service and as a general commuting vehicle.

There are many applications in which electric vehicles work just as well - if not better - than internal combustion vehicles. And the Ranger EV is user-friendly - clean, quiet and fun to drive."

- John Olsen, EV Program Manager, Detroit Edison

100 vehicles. The fleet gained real-world driving experience by traveling more than one million miles in several countries. Lessons learned from Ecostar were incorporated into the 1998 Electric Ranger.

1998 Ranger EV

Ranger Is The Best-Selling Compact Pickup. Ranger has led the way in compact truck sales in North America for the past eleven years. Why? It's Ford Tough and Fun Tough. And now, in 1998, we're adding electricity to its sporty personality.

Rugged Design & Superb Features. The 1998 Ranger EV incorporates the same design features as the gasoline Ranger. Like its gasoline-powered counterpart, the Regular Cab version is 3 inches longer, providing a noticeable increase in cab room. Other key features include standard power rack-and-pinion steering; a stiffer

front frame and a short/long-arm suspension adapted from Explorer, for improved ride and handling; plus a modular, tilt-forward seat for easy access to the rear storage area.

Being a Zero Emission Vehicle (ZEV), the Ranger EV enables you to better meet your corporate environmental objectives. The first electric pickup offered by Ford, Ranger EV joins the natural gas, propane, methanol and ethanol Ford vehicles available to individuals and businesses throughout North America. 1998 Ford AFVs are the culmination of three decades of Ford AFV experience. Like their gasoline-powered counterparts, they feature the Ford new vehicle warranty.*

* See your dealer for a copy of the limited warranty

Safety First. Ranger EV features second generation dual air bags along with a passenger-side air bag deactivation switch.** 4-wheel ABS is standard.

** Always wear your safety belts

"Ford has been developing electric vehicle technology for over 30 years. Following the Ecostar test fleet program, we decided it was time to move from developing technology to developing a production electric vehicle - the Ranger EV. We're in the EV business for the long term. We're committed to making this work by providing good value."

- John Wallace, Director of AFV Worldwide Development, Ford Motor Company



ALTERNATIVE FUEL VEHICLES

The Ranger EV Compact Pickup

A Practical Zero Emission Vehicle. The 1998 Ford Ranger EV, Ford's newest AFV and first factory-produced electric vehicle, begins production in December of 1997. A Zero Emission Vehicle (ZEV), it will be available to fleets and individuals in the First Quarter of 1998.

Best-in-Class Range. Based on the best-selling compact pickup in North America, the Ranger EV is quiet, responsive and "Ford Tough." With a Best-in-Class Range of 58 miles FUDS* [50 Customer Miles (80 KM)] at optimal temperature†, Ranger EV is a very practical truck for a wide range of fleet applications. It will be offered in a Styleside Regular Cab with a short wheelbase.

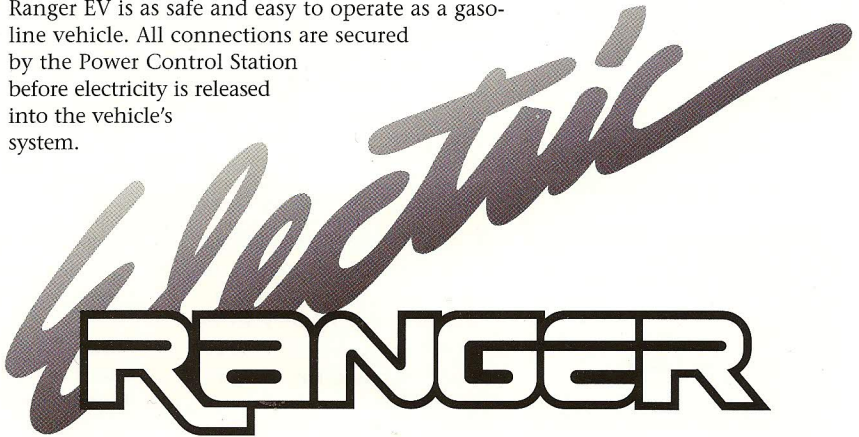
To optimize range and efficiency, Ranger EV has regenerative braking with 4-wheel ABS and an Economy Drive selection, along with an internal cooling system for the battery pack and an available battery heating system for colder climates.

Power & Performance. The Ranger EV was designed with rear-wheel drive durability. Power to the rear wheels is provided by a 90 hp, high efficiency, liquid-cooled 3-phase AC induction motor, working with a single speed transaxle. This vehicle is at home in high speed traffic with its 0-50 performance (12.5 seconds, only one second slower than the gasoline-powered Ranger). Top speed is governed at 75 mph (120 kph). In addition, its payload of 700 lbs (317 kgs.) more than meets this vehicle's anticipated work applications, making Ranger EV a fully functional work truck.

The electro-hydraulic steering system was designed especially for the Ranger EV and comes as standard equipment. Climate controls consist of an electric resistance heater and pump-type air conditioner, which are also special EV designs.

Conductive Charging Is Simple, Safe & Economical By Design. The vehicle's power source consists of a battery pack containing 39 eight-volt, sealed lead acid battery modules. The Ranger EV uses a safe and convenient Conductive Charging System, which features an on-board charger and a simple Power Control Station located off-board as an interface with the customer's power source. Charging the battery requires a 240 volt, 40 amp circuit, very similar to what a household stove or electric clothes dryer requires. It takes approximately 6 hours to completely recharge the vehicle from "empty," while an 80% charge can be attained in about 3 hours.

Ranger EV is as safe and easy to operate as a gasoline vehicle. All connections are secured by the Power Control Station before electricity is released into the vehicle's system.



Same Warranty As 1998 Gasoline-Powered Ranger. The 1998 Ranger EV is manufactured by Ford Motor Company and comes with the same warranty** as the 1998 Ranger - 3 years, /36,000 miles (60,000 km). There is a separate warranty** on the lead acid battery pack of 2 years, with the second year prorated.

Added Incentives. Incentives may be offered by local utilities or state governments. And Ford supports its AFV products with flexible 3- and 4-year lease plans. For more information on incentives and leasing, please call 1-800-ALT-FUEL.

* Federal Urban Driving Simulation
† Without A/C or heater operation
** See your dealer for copies of the limited warranties

Ford Ranger EV Compact Pickup

- Zero Emission Vehicle (ZEV)
- Styleside, Regular cab, short wheelbase
- 90 hp, high-efficiency 3-phase AC induction
- Single-speed transaxle, rear-wheel drive using half-shafts (integrated with motor)
- 39 eight-volt sealed lead-acid modules; 312 volt system
- On-board charger, 240 volt/30 amp conductive charging system
- 5400 lbs. (2450 kgs) GVWR
- 700 lbs. (317 kgs) payload
- 58 miles (93 km) range - FUDS* cycle @ 72° F/22° C, w/o A/C or heater operation
- 50 miles (80 km) Customer Range, @ 72° F/22° C (35 miles/56 km at 32° F/0°C with heater operation)
- 0-50 mph/80 km acceleration in 12.5 seconds
- 75 mph (120 kph) top speed, governed
- 4-wheel ABS
- 3-yr/36,000 mile / 60,000 km new vehicle limited warranty** (identical to gasoline-powered Ranger), with a 2-yr battery warranty**, 2nd year prorated
- Lightweight aluminum wheels & low rolling resistance tires
- Special Features:
 - Electro-hydraulic power steering
 - Regenerative braking
 - On-board charger
 - Conductive charging
 - Reprogrammable electronics
 - Economy driving mode
- Available options:
 - Air conditioning
 - Battery heater
 - Spare tire and jack



ALTERNATIVE FUEL VEHICLES

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