

TAXICABS BY FORD FOR 1968



QUIET, ROOMY, ECONOMICAL ... FORD CUSTOM AND FORD CUSTOM 500



FORD CUSTOM 4-DOOR SEDAN

1968 Ford Taxicabs are built to provide on the job dependability and low upkeep, plus day after day comfort under constant use. While drivers will appreciate the improved posture and durability of the heavy-duty 100,000-mile front seats, the quiet, roomy rear compartment will add to the comfort of passengers, whether traveling around the block or across the city. To insure maximum durability and comfort, seats are designed with higher capacity springs and thick padding front and rear. The seats are topped with attractive, long-wearing all-vinyl trim. Heavy-duty black rubber floor mats, front and rear, provide the utmost in service and utility. The Taxi Special 6-cylinder, 240-cu. in. engine, together with the heavy-duty fully synchronized 3-speed manual transmission and heavy-duty clutch, mean economical, reliable power for continuous taxicab service. A brand-new 302-cu. in. 2-barrel carburetor V-8 engine is optional. It uses regular fuel and assures top taxicab performance with a good measure of economy. Optional, too, is Ford's heavy-duty SelectShift Automatic Transmission. Other features on 1968 Ford Taxicabs that add to a quiet, comfortable ride and maximum economy include a heavy-duty frame, a lubricator-fitted driveshaft, Ford's famous Twice-a-Year Maintenance schedule, and all the Ford Motor Company Lifeguard Design Safety Features. For a complete listing of special features and optional equipment available, see pages 4 and 5.

FORD TAXI PACKAGES

STANDARD FORD TAXICAB PACKAGE

240-cu. in. six-cylinder Taxi Special engine with automatic choke. Optional 302-cu. in. 2-barrel carburetor V-8 engine. 3-speed fully synchronized heavy-duty manual transmission. Optional heavy-duty SelectShift automatic transmission. Heavy-duty clutch with manual transmission (6-cyl. engine). Heavy-duty bonded wear-resistant brakes with manual adjusters. Heavy-duty frame. Lubricator-fitted driveshaft. High-ratio rear axle. 42-amp. alternator. Heavy-duty front and rear seat springs and padding. Heavy-duty rubber floor mats, front and rear. Heavy-duty 70-amp. battery. Non-pleated

all-vinyl interior seat trim, beige. Dual wiring for roof light with hole in roof panel. Plus all the 1968 Ford Motor Company Lifeguard Design Safety Features (listed page 5).

EXPANDED TAXICAB PACKAGE

Includes all the equipment listed in the Standard Ford Taxicab Package, plus the following items: Heavy-duty suspension with heavy-duty front and rear shock absorbers. Heavy-duty stabilizer bar with optional V-8 engine. Door ajar warning light system for all four doors. Four-door courtesy lights. Right-hand rear door metal pull handle. Rear compartment assist straps.

HEAVY-DUTY FEATURES STANDARD ON FORD TAXICABS

HEAVY-DUTY FRAME, perimeter type, made of heavy gauge steel for strength and stability, and reinforced in critical areas. The frame is comfort-tuned to minimize ride noise, vibration and harshness.

HEAVY-DUTY BRAKES with bonded linings have a total of 236 square inches of surface for extended life and minimum service. Grooved composite-design front drums and flared rear drums to dissipate heat more effectively. Manual adjusters to help extend taxi brake life. A dual hydraulic system with separate lines to front and rear brakes is standard on all Ford-built cars.

HEAVY-DUTY SYNCHRO-SMOOTH 3-SPEED MANUAL TRANSMISSION has been designed for higher torque capacity and rugged service. Fully synchronized in all

forward speeds to permit downshifting, even to first, while under way, without gear clash. Column-mounted shift lever is built with heavy-duty linkage for taxicab service.

HEAVY-DUTY CLUTCH with the 240-cu. in. engine is a full 11 inches in diameter; has thicker facings and stronger springs especially intended to answer the demands of taxicab work. Optional 302-cu. in. V-8 comes with a 10.4-inch diameter clutch.

HEAVY-DUTY 100,000-MILE SEATS are built to take the extra wear of round-the-clock use. They're built with higher capacity springs with extra-thick foam padding on the front seat. Overall design provides improved seating posture as well as durability.

1968 FORD TAXICAB OPTIONS

Power Steering*
Deluxe Seat Belts, Front & Rear, Front Retractors
Select-Aire Conditioner (with V-8)
Two-Tone Paint
Power Front Disc Brakes
302-cu. in. 2-barrel V-8 Engine
HD SelectShift Automatic Transmission for Six and V-8 (delete of first gear lockout with Six optional)
Power Seat
Radial Ply Tires
Convenience Group (see opposite page)

Push-Button AM Radio with Front Antenna*
Push-Button AM/FM Stereo Radio with Front Antenna*
Radio Antenna—right rear quarter
Tinted Glass with Banded Windshield
Extra Cooling Package
Courtesy Light Group—for ash tray, parking brake signal, glove box, trunk and rear door courtesy switches
Alternators—(see below)
Radio Noise Suppression Equipment
Single Key Locking System and Revers-

ible Keys that are always right-side-up
Spotlight—left hand mounted, clear lens without mirror, 6" diameter
Special Map Light (auxiliary lamp under instrument panel)
Trunk Lid Release (from driver's side of front seat)

Dealer Installed Items
Fire Extinguishers
Front and Rear Bumper Guards
Plus many other customary accessories

*Not dealer installed

ALTERNATORS

Alternators must meet the electrical load requirements for the vehicle at average driving speeds, plus supply sufficient output to charge the battery. To determine the required alternator size, find the electrical item group in the Ampere-Draw Table that best describes your vehicle equipment. Alternators recommended are for 20-mph average vehicle speed. If your average speed is other than 20 mph, contact your dealer or local Ford District Sales Office for detailed selection information.

42-Amp. Ford-Autolite (std. in Taxicab Package)
55-Amp. Ford-Autolite
65-Amp. Ford-Autolite
65-Amp. HD Pancake (Lecce-Neville)

AMPERE-DRAW TABLE

Standard Load: Includes ignition, gauges, regulator, all lighting turned on by headlamp switch, heater motor, courtesy light group, electric wipers and roof marker light	28-Amp. Load Average	Specify 42-Amp. Ford-Autolite
Standard Load plus: All-Transistor, Two-Way Radio or Air Conditioner †	31-Amp. Load Average	Specify 55-Amp. Ford-Autolite
Standard Load plus: All-Transistor, Two-Way Radio and Air Conditioner †	33-Amp. Load Average	Specify 55-Amp. Ford-Autolite
Standard Load plus: Tube-Type, Two-Way Radio with or without Air Conditioner †	36-Amp. Load Average	Specify 55-Amp. Ford-Autolite

†Ford Select-Aire has 55-amp. alternator as standard equipment

1968 FORD TAXICAB POWER TEAM SELECTIONS

FORD TAXI PACKAGES	STANDARD PACKAGE	EXPANDED PACKAGE
ENGINES	302 V-8	Taxi Special Six
Displacement (cu. in.)	302	240
Horsepower @ rpm	210 @ 4600	150 @ 4000
Torque (lbs-ft @ rpm)	300 @ 2600	234 @ 2200
Compression Ratio (to 1)	9.0	9.2
Alternator (belt drive)	42-Amp. (Single)	42-Amp. (Single)
Transmission	HD 3-Speed Man.	HD 3-Speed Man.
Clutch (dia. in.)	10.4	11
Battery (amp-hr)	70	70
Rear Axle Ratios	3.00 (3.25)	3.00 (3.25)

1968 FORD TAXICAB HEADLINE FEATURES

Heavy-Duty 100,000-Mile Seats are built with extra-thick foam padding on the front seat. Design of the seats gives long seat life and helps reduce driver fatigue by providing maximum comfort through improved support and posture.

All-Vinyl Interior Trim covers both front and rear seats for extra durability. The non-pleated design is smooth and comfortable, and assures long life of the seats under maximum taxicab usage.

Heavy-Duty SelectShift Option—lets you shift automatically or manually, as you choose—provides extra versatility in congested traffic, hilly driving. A detent plate (which may be deleted if desired) is included with 6-cyl. engine to block out manual selection of 1st gear which helps to extend engine life and provide better gas mileage by reducing engine revolutions.

7.75 x 15 4-ply rated Rayon Tires standard; 8.15 x 15 optional.

Radial Ply Tires, available as an option, provide extended tread life, greater traction on wet pavement. Their unique con-

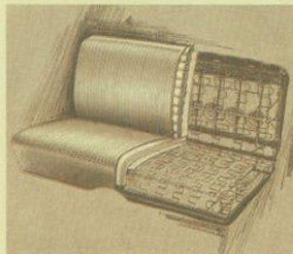
struction results in cooler operation which means longer life and wear, potentially greater fuel economy as well.

Optional Caliper-Type Power Front Disc Brakes with Drum-Type Rear Brakes. Disc brakes have greater resistance to brake fade, even under repeated hard stops. In addition, disc brakes are less affected by water and dust.

Suspended Accelerator Pedal adjusts itself to any angle for the most comfortable foot position. Helps reduce driver fatigue in extended use.

Reversible Key is a "better idea" from Ford which means added convenience, day or night, because the key is always right side up.

Convenience Group, optional on Ford Taxicabs, has reminder lights that alert driver to fasten seat belts, that a door is ajar, that fuel is low, and that parking brake is on. A separate option permits the driver to lock or unlock all doors at the push of a button.



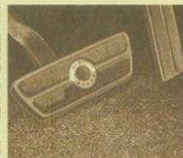
HEAVY-DUTY 100,000-MILE SEAT



RADIAL PLY TIRES



SELECTSHIFT



SELECT-AIRE CONDITIONER

POWER FRONT DISC BRAKES

1968 FORD MOTOR COMPANY LIFEGUARD DESIGN SAFETY FEATURES

Ever since there have been Fords on the American Road, the safety of the people who drive and ride in them has been a primary concern of thousands of people at Ford Motor Company—driving millions of miles on the test track, working millions of man-hours in the laboratory. Some of the latest results of their work are seen in the Ford Motor Company

Lifeguard Design Safety Features listed here which help reduce the likelihood of injury in case of an accident. The driver, however, can accomplish the most important job of all—preventing an accident. By obeying traffic laws at all times and developing alert, defensive driving habits, the driver can best protect himself against unsafe conditions on the road.

Every 1968 Ford-built Taxicab Includes

Dual Hydraulic Brake System with Warning Light ● Glare-Reduced Instrument Panel Padding, Windshield Wiper Arms, Steering Wheel Hub, Horn Ring, Rearview Mirror, and Windshield Pillars ● Energy Absorbing Steering Column and Steering Wheel ● Energy Absorbing Arm Rests and Safety-Designed Door Handles ● Front and Rear Seat Belts with Front Outboard Retractors ● Turn Indicators with Lane-Changing Signal Feature ● Inside Day/Night Yield-

Awy Windshield-Mounted Rearview Mirror ● Energy Absorbing Instrument Panel Padding ● Padded Safety Sun Visors ● Padded Windshield Pillars ● Two-Speed or Variable-Speed Windshield Wipers ● Windshield Wipers ● Double-Thick Laminate Safety Glass Windshield ● Double-Yoke Safety Door Latches and Safety Hinges ● Positive Door Lock Buttons ● 4-Way Emergency Flashers ● Backup Lights ● Front Side Marker Lights or Reflectors ● Energy

Absorbing Front Seat Backs with Padding ● Self-Locking Folding Seats ● Vehicle Structure Designed to Limit Steering Column Displacement ● Safety-Designed Coat Hooks ● Safety-Designed Window Regulator Knobs ● Safety-Designed Radio Control Push Buttons (when equipped with radio) ● Outside Rearview Mirror, Driver's Side ● Safety Rim Wheels and Load-Rated Tires ● Corrosion-Resistant Brake Lines ● Uniform Transmission Shift Quadrant.

1968 FORD TAXICAB SPECIFICATIONS

Ford Custom and Custom 500

EXTERIORS: Choice of 15 Super Diamond Lustre Enamel finishes: Raven Black, Wimbledon White, Candyapple Red, Silver Frost (gray), Britanny Blue, Burnt Amber, Pebble Beige, Clearwater Aqua, Frost Turquoise, Dark Moss Green, Beige Mist, Nightmist Blue, Sauterne Gold, Springtime Yellow, Vintage Burgundy. See your Ford Dealer for Two-Tone options.

INTERIORS: (Standard Taxi Package) heavy-duty, non-pleated all-vinyl upholstery and trim is beige in both models. Heavy-duty front and rear floor mats (black rubber).

ENGINES: 150-hp Ford Taxi Special Six (Standard Taxi Package)—240-cu. in. displ.; 4.00" bore x 3.18" stroke; 9.2 to 1 comp. ratio; precision-cast crankshaft with seven main bearings; chrome-tipped intake valves and rotators on the exhaust valves and hydraulic lifters with chrome-plated plungers; gear-driven camshaft; regular fuel; single-barrel carburetor with automatic choke; high-capacity long-life fuel filter; disposable-type (cartridge replacement) full-flow oil filter; 5-qt. oil capacity, incl. filter; single exhaust system with all-aluminized muffler and tailpipe.

210-hp V-8 (Optional)—302-cu. in. displ.; 4.00" bore x 3.00" stroke; 9.0 to 1 comp. ratio; regular fuel; 2-barrel carburetor with automatic choke. Other specifications same as Taxi Special Six.

ELECTRICAL: 12-volt electrical system with 42-amp. alternator, 66-plate, 70 amp-hr battery, weatherproof ignition system with Static-Ban constant-resistance wiring and air-cooled distributor points; positive-engagement starter.

CLUTCHES AND TRANSMISSIONS: Heavy-Duty Clutch in Taxi Package for 240-cu. in. Six is 11" diameter with 113.1-sq. in. frictional area, and extra thick facings, extra-capacity pressure plate springs. 302-cu. in.

V-8 has a 10.4" diameter clutch with 103.7-sq. in. frictional area. Standard sedan clutch face diameter and area are 9 1/2" and 85.2 sq. in. (Six), 10.4" and 103.7 sq. in. (V-8). Clutches are semi-centrifugal type. 3-Speed Manual Transmission (standard; HD type)—fully synchronized in all forward speeds; alloy-steel helical gears and forged bronze synchronizers. Shift lever on steering column. Taxi Package includes heavy-duty shift linkage.

SelectShift Automatic Transmission (optional; HD type)—3-speed automatic transmission optional with standard 150-hp Ford Taxi Special Six and 210-hp V-8.

REAR AXLE: Semi-floating type with deep-offset hypoid gears, straddle-mounted pinion. Permanently lubricated rear wheel bearings. Axle ratio: 3.00 to 1 for 3-speed manual and SelectShift. Lubricator-fitted universal joints.

FRONT SUSPENSION: Wide 62-in. tread. Drag-strut, ball-joint type suspension system with mounting feature that allows slight rearward movement of front wheels to reduce effects of bumps and ruts. Ball joints packed with 36,000-mile lubricant retained by full-life seals. Rubber-bushed stabilizer helps control sway on turns. Tapered roller wheel bearings with 30,000-mile check interval (repack as required). Specially calibrated shock absorbers with all-weather fluid for better year-round control. **Heavy-Duty Suspension** (Expanded Taxi Package) heavy-duty coil springs, shock absorbers and reinforced lower arms.

REAR SUSPENSION: Wide 62-in. tread. Three-link coil spring system with long and short mounting-link arrangement to control tendency to dive and squat in braking and acceleration. Lateral track bar centers axle, resists body sway and roll on turns. All links and track bar rubber-bushed for smooth, quiet operation. Shock absorbers, sea-leg-mounted to resist body side-shake, have all-weather fluid for more uniform control.

Heavy-Duty Suspension (Expanded Taxi Package) has heavy-duty springs and shock absorbers.

STEERING: Energy-absorbing type steering wheel and column. Precision-control, low-friction recirculating ball-type steering gear with anti-friction bearings throughout plus high ratio for easier steering. Flexible coupling in steering shaft insulates steering wheel. Symmetrical linkage with nylon bearings in the rod and pitman arm pivots packed with 36,000-mile lubricant retained by full-life seals. Overall steering ratio 30.9 to 1; with power steering 22 to 1. Turning diameter 43.6 feet.

BRAKES: Dual hydraulic system with dual master cylinder, separate lines to front and rear brakes to provide partial braking in the event of possible failure in one line; red warning light on dash panel indicates brake service is needed. Double-sealed, self-energizing design. Dash-mounted master cylinder. **Heavy-Duty Brakes** in Taxi Package have 236-sq. in. bonded linings and cooling-grooved 11-in. composite drums for long life. Manually adjusted. Foot-operated parking brake with hand release under instrument panel. Optional power front disc brakes have special low pedal position.

TIRES: Uniform pressure, 4-ply rating, black tubeless tires with Tyrex rayon cord. Safety-type rims. Basic size: 7.75 x 15 standard; 8.15 x 15 optional. New radial ply tires optional on units with 240-cu. in. and 302-cu. in. engines.

DIMENSIONS: Overall length 213.3"; width 78.0"; height 55.8"; wheelbase 119"; treads 62" front and rear; fuel 25 gal.; trunk luggage vol. 19.1 cu. ft.

PRICES: All power assists, optional equipment and accessories as well as some items illustrated or referred to as options, optional or available in this catalog are at extra cost. For the price of the model with the equipment you desire, see your Ford Dealer.

The illustrations and product information contained herein were current at the time this publication was approved for printing. However, in order to continue to offer the finest automotive products available, the Ford Motor Company reserves the right to change specifications, designs, models or prices without notice and without liability for such changes.



Ford ...has a better idea.