

For you America... 47 Better ideas from Ford



Pinto

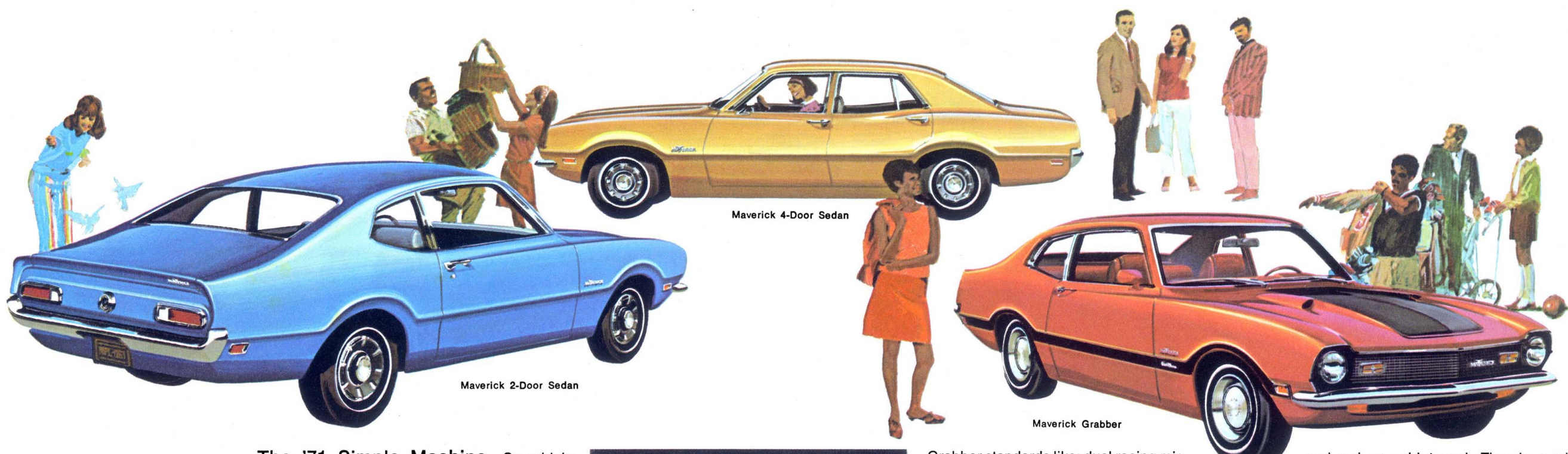
Mustang Mach 1

Ford LTD Brougham

FORD'S NEWEST PINTOS, MAVERICKS, MUSTANGS, TORINOS, FORDS, THUNDERBIRDS FOR 1971

MAVERICK

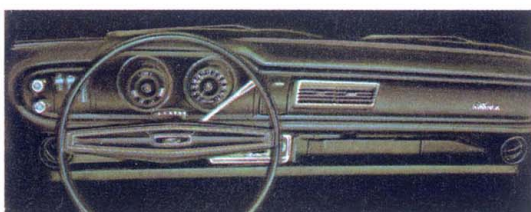
No changes in the simple machine...except for a couple of extra doors...and a little more jazz.



The '71 Simple Machine. So widely accepted, so owner-satisfying in its record first year, it needed no changing. And now there's a choice of three: stylish 2-Door, roomy new 4-Door or sporty Grabber. Each offers true compact size, low upkeep, fuel economy and Maverick's low price.

Economy economy Maverick. It's still simple to own, drive, service and park. The economical 100-hp 170 CID Six and 3-speed, fully synchronized manual transmission are smooth standards. New cloth-and-vinyl fabrics dress up the roomy interior. A 10.1 cu. ft. trunk simplifies vacation travel. Uni-Lock Harness (one buckle for shoulder and lap belts) simplifies buckling up for safety. All are features that make affordably priced Maverick an exceptional value.

Family economy Maverick. Two extra doors for easier ins and outs—if you like your simple machine family style. For this 4-door



Maverick instrument panel

convenience, we made this model a bit longer, wider and higher. The 7-inch longer wheelbase gives rear seat passengers stretch-out room, 4.2 inches more for legs, 7.6 inches more for hips. Shock absorber refinements and longer wheelbase give a smoother, more stable ride. Maverick Sixes—170, or optional 200 or 250 CID's—or the new 302 V-8 give you four powerplants to choose from.

Sporty economy Maverick. Look sporty and save money at the same time. With the racy

Grabber standards like: dual racing mirrors and stripes, rallye-type road lights, deck lid spoiler, all-vinyl interior, black or silver painted hood and cowl, Grabber colors. **You can be more Maverick.** With a variety of better idea options. For more action-fun, heftier Sixes—200 or 250 CID. And a spirited new 302 V-8! Creamy-smooth SelectShift Cruise-O-Matic transmission mates perfectly with all optional engines. You can even add a floor shift.

Your Ford Dealer will be glad to outline all engine and transmission combinations you can order. See him, too, about the wide array of Maverick options available. Power Steering, for instance. SelectAir Conditioner. AM Radio. Console and Electric Clock. They're all on the list.

For impressive entrances, pick the Accent Group—bright drip moldings, bright window frames, wheel covers, color-keyed carpeting. You can top it with a vinyl roof in black, white

and red or gold tweed. There's a wide selection of 14" tires, including belted beauties in white sidewalls—wheel covers. Optional stripe-patterned fabrics and new High Back bucket seats—for a sportier interior. A rear window defogger. And that's just a partial list.

See the three new Mavericks at your Ford Dealer's. Discover why so many people have become such happy mavericks with America's one true compact car.



Maverick Grabber optional interior

Make yourself a Maverick.

Thunderbird '71

Thunderbird people have one thing in common. They're uncommon.

For you, the individualist. The world's most refined personal luxury car. And an exhilarating escape from today's hemmed-in feeling of conformity. Thunderbird is an impressive, breathtaking answer to the question, "Whatever happened to individuality?"

Three New Birds. Great things have happened in three new editions—Two-Door Hardtop, Two-Door Landau, Four-Door Landau. The Hardtop has its own distinctive roofline to which you now can add an optional vinyl roof in complementing colors. So you can order the power-operated Sunroof on all Birds this year.

The Two-Door Landau sports a brand-new town car roofline, giving you a greater feeling

of privacy with a noticeable increase in headroom. The Four-Door Landau, with wide center-opening doors, is the roomiest Bird. Stylish, shimmering "S" bars grace its distinguished roof. Both Landaus come with complementing vinyl roof covering, standard.

All Birds have generous proportions important to sheer comfort. They surround you with cushioned, carpeted luxury. All have belted bias-ply tires. And a bold new grille with bright valance styling that gives the front configuration a fresh new look. Optional bumper guards, also new, help protect new grillework. Thunderbird quality, precision-checked electronically, is even more outstanding. Each Bird is checked again by audio sensors to detect noise the unaided human ear might not hear. Result? A velvet-quiet ride unique in all the world.

Standard Features include a 360-hp, four-barrel 429 CID V-8, SelectShift, Power Ventilation, Power Steering, Power Front Disc Brakes, Cornering Lights, AM Radio, Automatic Parking Brake Release, Electric Clock, Pull-Down Front Center Armrest, luxury carpeting, new colors of paint and trim to mix and match.

Options. A wide array lets you be even more

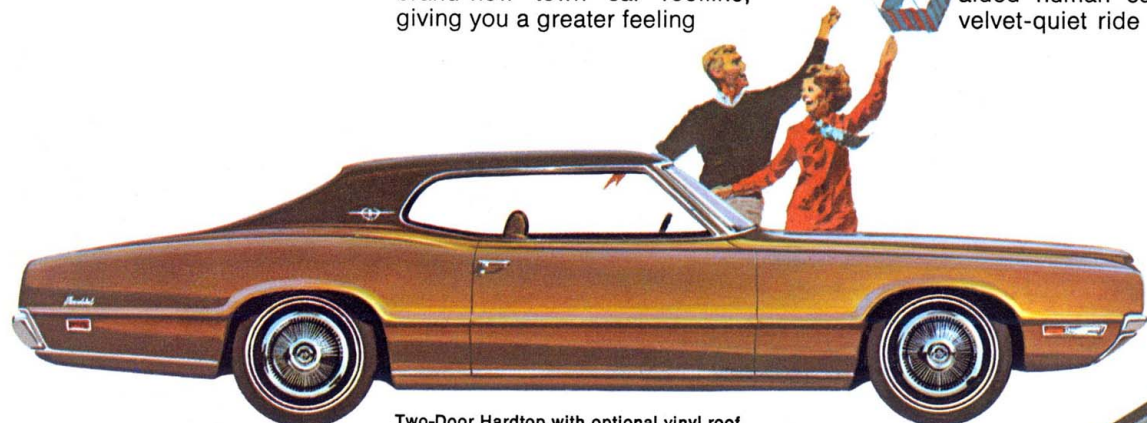


Two-Door Hardtop with optional vinyl roof, power-operated Sunroof and exterior appearance group

individual. An all-new Turnpike Convenience Group includes Fingertip Speed Control, reclining passenger seat and Michelin steel-belt white sidewall tires. New Brougham Interior Trim High Back split bench (4-Door) or bucket seats (2-Door) with or without passenger recliner. The Special Brougham Option (2-door models) offers an impressive list of even more sumptuous interior and exterior refinements. SelectAir Conditioner plus Automatic Temperature Control gives you climatic comfort the year around. Many other luxuries are available.

Thunderbird, obviously, lets you have it all your own way. Which is only right. For Thunderbird people are uncommon to begin with.

Thunderbird '71...Individuality.



Two-Door Hardtop with optional vinyl roof



Two-Door Landau with Special Brougham Option

Special Brougham Option High Back bucket seats with reclining passenger seat

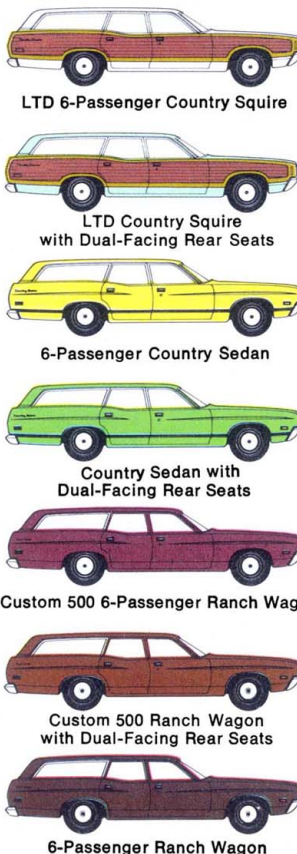
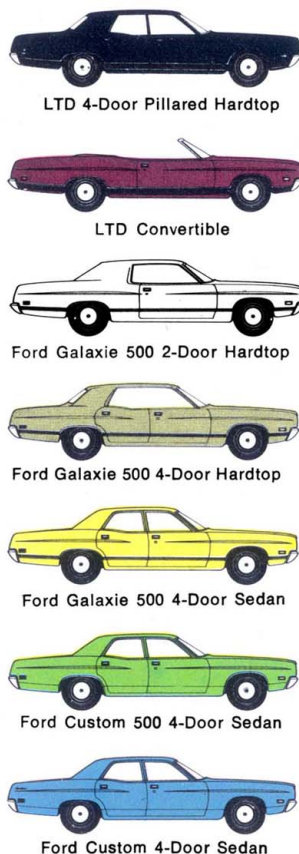
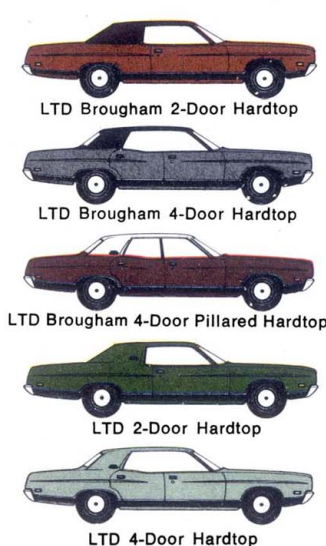
FORD'S 1971 SHOWROOM

47 exciting new models in six series

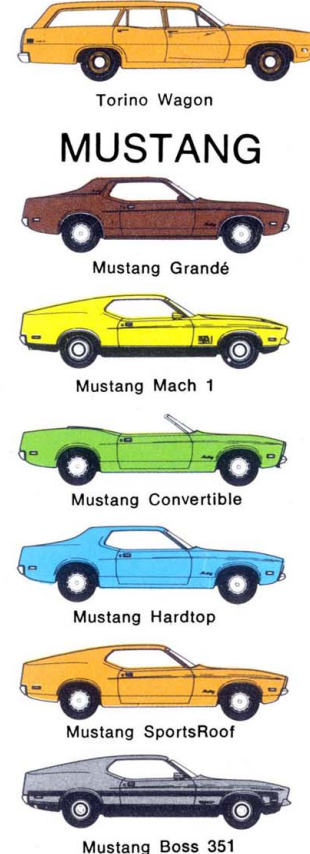
PINTO



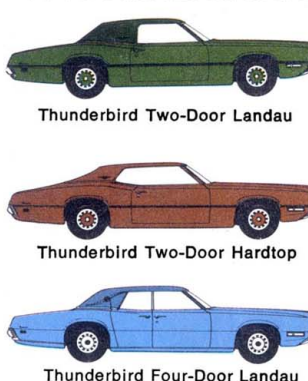
FORD



FORD TORINO



THUNDERBIRD



Information shown herein was correct when approved for printing. Ford Division reserves the right to discontinue, or change at any time, specifications or designs without incurring obligations. Some features described are optional at extra cost. Many options are available on most models. Some are required in combination with other options. Always consult your Ford Dealer for complete details.



A better idea for safety: Buckle up. Litho in U.S.A.

1971 Ford

Only a strong, well-built car can be so quiet.



Ford Galaxie 500 2-Door Hardtop

Ford LTD 4-Door Piliated Hardtop

Luxurious LTD Brougham Interior and spacious Front Room

Outside, the world is getting noisier. Inside an all-new Ford, it's another world. A quiet world—born of strength. Where the virtual absence of noise and vibration tells you that Ford is one of the quietest cars on the road. Quiet ride is a true measure of fine quality. And Ford is built durably to stay quiet.

And all new Fords this year are also the most luxurious Fords ever built. With crisp new styling. More hood. More glass. Concealed windshield wipers. Flush-type door handles for sleek, uncluttered side contours. A notably distinguished big-car look.

On all Fords, an all-new instrument panel, swept-away on the passenger side, gives you



LTD Brougham Interior with optional High Back split bench and reclining passenger seat

spacious stretch-out room. We call it the Front Room. All controls are conveniently within reach. There even are two ash trays. Plush nylon loop pile carpeting blankets the floor.

LTD Brougham. You'll like the impressive elegance of our new Brougham 2-Door Hardtop, and 4-Door Hardtop, and a brand-new 4-Door Piliated Hardtop

(thin center pillars for the open look and feel of a hardtop). The Brougham 2-Door has a unique High Back bench seat with handy center arm rest. Lustrous fabrics and exclusive interior trims, optional High Back split bench seats with plush, individual armrests—and a reclining passenger seat—give Broughams a luxury you associate with much higher-priced cars.

LTD. Four new LTD's—2-Door and 4-Door Hardtops, a luxurious new Convertible and 4-Door Piliated Hardtop—feature their own distinctive luxury. With thickly padded seats trimmed in satiny nylons or glove-soft vinyls depending on the model.

Galaxie 500. Three new models—2- and 4-Door Hardtops, and a 4-Door Sedan. LTD-like styling gives Galaxie extra distinction. Interiors feature inviting opulence and comfort. Ride is smooth and quiet thanks to the same LTD quality, strength and ride-cushioning features.

Ford Customs. Roomy new Custom 500 and Custom 4-Door Sedans are the lowest-priced full-size Fords. Solid values that pay mile-pleasing dividends every time you drive.

Wagons. Seven great ones—from the incomparable LTD Country Squire to the sturdy new Ranch Wagon—again demonstrate why more people buy Ford's better idea Wagons than any other make. Each gives you the 3-Way Magic Doorgate (opens as a tailgate and as a door, with the window up or down). It works, and works, and works every time. The 351-cu. in. 2V V-8 is standard.

Better idea options include: Doorgate Washer/Wiper (shown at right)—lower dirty window, press a switch, glass is automatically washed and closed when clean; Lockable Side Storage Compartment/Carpeted Cargo Area; Front seat power controls for all door locks including the Doorgate; Squire Luxury Vinyl Trim, and more.

Power. The smooth-muscled 351-cu. in. 2V V-8 is standard on LTD Broughams, LTD's and Wagons. A thrifty 240-cu. in. 1V Six is standard on Galaxie 500's, Custom 500's and the Custom. Optional V-8's range from 302 CID to 429 CID and include a spirited new 400-cu. in. V-8 that performs on regular fuel. Optional SelectShift Cruise-O-Matic transmission, for silky automatic or manual shifting, teams up with all Ford engines.

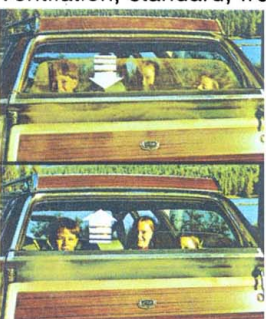
Safety. You'll feel more secure as you drive. Interiors are generously padded. New Steel Guard Rails in all side doors protect in the eventuality of side impact. A rugged S-frame adds more strength.

Uni-Lock Harness (one buckle for shoulder and lap belts), and many standard Ford Life-guard Safety Features do their part in looking after your safety.

More Features and Options. Power Ventilation, standard, freshens the air even with all windows up. Exhaust Emission Control System, also standard, minimizes pollutants to help win the battle for cleaner air.

Nice to add are SelectAir Conditioner with Automatic Temperature Control, Cornering Lights, Power Steering, Power Front Disc Brakes, AM/FM Stereo Radio, Rear Window Defogger, and many more.

Take a Quiet Break in a '71 Ford.



Doorgate Washer/Wiper



Mustang Grandé Interior

SportsRoof, Hardtop, Convertible—young ideas, your way. All great American road cars. And no wonder. Five optional V-8 engines include a new 429 cube CJ-R V-8 with Ram-Air. Optional transmissions are SelectShift automatic transmission and the 4-Speed Manual with Hurst Shifter®. SportsRoof backlite is tinted. Convertible gives you a power-operated top, standard.

Boss 351 — for take-charge personalities. Standard 351 cube, 330-hp V-8,

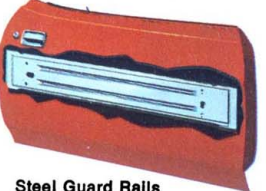
Rich Lambeth cloth and vinyl bucket seat trim, electric clock, woodtone panel accents, wheel covers, dual racing mirrors, and much more.

NASA-type functional hood scoops, competition suspension with staggered rear shocks, front spoiler, w-i-d-e F60-15 tires, and more.

New Steel Guard Rails in the side doors of all Mustangs provide a stronger wall for your protection in the eventuality of side impact.

Options. There's a host of options to help design your own Mustang. Attractions like: Power Steering, Power Front Disc Brakes, Drag Pack, SelectAir Conditioner, AM/FM Stereo Radio, Vinyl Roof (Hardtop), Magnum 500 Chrome Wheels, and more. Mustang: designed to be designed to express the real you.

Mustang lets you get personal. For a change.



Steel Guard Rails

LTD Country Squire



'71 Mustang

It's a personal thing. As personal as you care to make it.

Six exciting new Mustangs designed to express the hidden you! Whatever you want to be, there's a Mustang to help you get there. And every detail on each Mustang is crafted with care. You discover it in fresh styling. In road-ability. In more precise handling.

Among many fine Mustang standards are: thin-shell High

Back bucket seats; DirectAir Ventilation for balanced air circulation; a new-style instrument panel; a racy, floor-mounted stick shift, and more.

Mach 1—for moving personalities! (Shown on cover.) Dramatic new flatback styling. Hood scoops available with optional V-8's. Color Keyed Spoiler-Bumper, competition suspension, belted wide ovals are standard. So are dual racing mirrors and a 302 cube 2V V-8. New optional Sports Interior has knitted vinyl inserts with accent stripes on High Back buckets; gauge cluster, and more moving touches.

Mustang Grandé—very private property. The Mustang with Grandé manners. A crisp, new roofline with vinyl roof, standard. Other standards: 3-speed synchronized manual transmission, 250 CID Six engine,



Mustang Convertible



Mustang SportsRoof



Mustang Grandé

Mach 1 Sports Interior Option



Ford's new PINTO. The little carefree car.

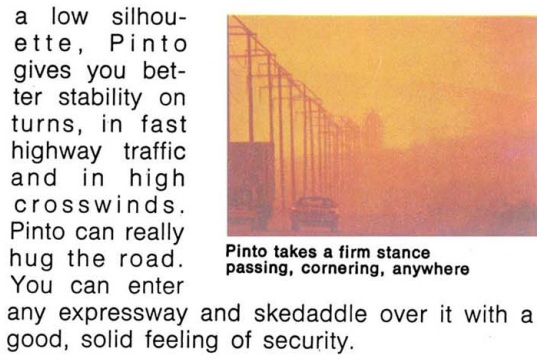
Pinto is one little car that can free you from car cares, big and little. From cares about high price and big gas bills. From cares about up-keep and repairs, power and stability, roominess and quiet.

Import-sized Pinto offers an amazing amount of room inside for four adults. Pinto actually gives you more kneeroom and headroom in back than some cars 2½ feet longer.

Put a little kick in your life. You'll get a kick out of Pinto's contemporary styling. Low and lean. With a sporty long hood, short deck proportion. Flowing SportsRoof lines at the rear. Ventless door windows. Curved side glass.

Two models. Take your pick: 2-Door Sedan, or the 3-Door Runabout. Both have the same good looks and roominess in common. Runabout differs in its utility third door at the rear. A giant trunk lid, really, including the rear window. Spring counterbalanced, it's easy to open for instant, spacious loading. An easy-to-fold rear seat, standard, gives you a load platform all the way to the front seat. A great little travel and shopper car.

Pinto takes expressways in stride. With a wider tread than the leading import plus



Pinto takes a firm stance passing, cornering, anywhere

1600 cc. low-cal long-distance runner. Pinto's 1600 cc. engine is made from strong cast iron, the most reliable engine material we know of. It's water-cooled for maximum cooling efficiency (maximum efficiency in heating, defrosting, too), and mounted in front for good handling. It averaged over 25 miles per gallon in simulated city/suburban driving. And it delivers 75 hp. For more muscle, you can order the optional 100-hp 2000 cc. engine with SelectShift, or with the floor-mounted 4-speed manual transmission.



Rack-and-pinion steering like great sports cars.

For positive and precise response with minimum effort, Pinto has a rack-and-pinion steering system — something you won't find in any other American car. And what's more, the Pinto steering gear is lubricated for the life of the car. Pinto's turning circle of only 31.5 feet is one of the smallest turning circles you can get.



Pinto 2-Door Sedan with optional vinyl roof and Luxury Decor Group



Torino GT SportsRoof



Torino Brougham 2-Door Hardtop



Torino Squire

'71 Ford Torino

Big-car room, small-car handling, nice low price.

Lean, middle-size Torino is nearly as big inside as the big cars . . . with ample room for up to six people. And outside its sleek, trim shape it is strictly business. It moves, handles and parks like a small car. With a nimbleness men approve of and women are grateful for. It is the only car in its class with SportsRoof, Hardtop, Sedan, Convertible and Wagon models . . . 14 choices, in fact, right in the middle.

Torino 500—a lasting relationship. 2-Door Hardtop, 4-Door Hardtop, 2-Door SportsRoof & 4-Door Sedan. Basic power team . . . thrifty 250 Six plus the 3-speed, fully synchronized manual transmission. DirectAir Ventilation comes with 2-Door Hardtop and SportsRoof models. All give you wheel lip and rocker panel moldings, cloth/vinyl interior and precise, responsive handling.

Torino. Right size, right price. 2-Door Hardtop & 4-Door Sedan. Smooth, economical 250 Six and 3-speed, fully synchronized manual transmission are standard. Extra-value standards also include: vinyl seat trim, bright drip, front and rear window moldings, DirectAir Ventilation (hardtop), a better idea in fresh air circulation, and many others.

Torino GT — handles with flair at a price you can handle. SportsRoof & Convertible. Sportier GT's with 302 V-8, hood scoop, dual racing mirrors standard. Convertible has power-operated top with glass backlite. Four optional V-8's include a 429 cube

CJ-R with Ram-Air and through-the-hood Shaker Scoop. Other GT extras: racy Laser Stripes, 4-speed manual with Hurst Shifter®, and more.

Torino Brougham—go the distance in style. 2- & 4-Door Hardtops. Staying

Torino Brougham Interior (Background: Torino Brougham 4-Door Hardtop)



Little luxury. You can add eye-catching items like: Accent Group (shown on front cover)—bright window and drip moldings, wheel covers, wheel lip moldings, color-keyed carpeting • Luxury Decor Group—Accent features plus bright rocker panels, contoured rear seat, houndstooth cloth or knitted vinyl seat trim, deluxe door trim panels, instrument panel accents, and deluxe steering wheel, multi-directional vent registers, and more • Protection Group—bodyside moldings with black vinyl inserts, bumper and bumper guard rubber inserts • Vinyl Roof (except on Runabout) • White Side-wall Tires. And comforts like SelectAir Conditioner. Convenience extras, such as Console with Electric Clock • Rear Window Defogger (except on Runabout) • Load-Floor Carpeting (Runabout) • Fold-Down Rear Seat (standard on Runabout) • 100-hp 2000 cc. engine with standard, floor-mounted 4-speed Stick Shift, or with optional SelectShift Cruise-O-Matic transmission.

Put a big kick in your life. Test-drive the little Pinto at your Ford Dealer's right away.

Pinto. Ford's better idea in a little economy car.



Luxury Decor instrument panel



Fold-down rear seat

power stems from a hard-muscled 302 V-8. Luxurious interiors feature nylon carpeting, all-vinyl headlining, deep foam-padded seats covered with rich-looking textured cloth and vinyl fabric. DirectAir Ventilation (2-Door) lets you breathe easier, more comfortably.

Cobra — GT's hissin' cousin! Power-packed 351-cu. in. V-8 and 4-speed manual transmission with Hurst Shifter® are pulse-quickening standards. Heavy-duty suspension, black painted hood and grille, exciting ideas also come with this mover. You can add: 429 CID CJ-R (Ram-Air) V-8, Magnum 500 chrome wheels, 8000 rpm tach, and many others.

Wagons. Torino Squire, Torino 500, Torino. Each gives you 2-Way Magic Doorgate, 85.2-cu. ft. cargo capacity, lockable rear storage compartment and 6-passenger seating. Optional rear-facing third seat accommodates two more adults in Torino 500 and Squire Wagons. Woodtone bodyside panels, power front disc brakes and 302 CID V-8 are standard on Squire. Nice to add: Trailer-Towing Package, regular or Deluxe Adjustable Luggage Rack.

Options. You can personalize any Ford Torino with options like: SelectShift Cruise-O-Matic transmission, power steering, power front disc brakes, SelectAir Conditioner, and more. To pick the middle-size Torino right for you, set up a test drive at your nearest Ford Dealer's.

Ford Torino. 14 models right in the middle.