

# CAR BUYING MADE EASIER

Second Edition

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# SECTION II

## CHAPTER 1

# 1972 FORD DIVISION CAR LINES

For 1972, Ford Division of Ford Motor Company offers 39 models in six car lines, to suit virtually every taste and driving need:

### **Pinto (subcompact size: 2 models)**

Here's the subcompact with all the features that have made it so popular, now carried over into 1972. Features include:

- Rack and pinion steering standard—the same kind you find in costly European sports cars.
- Wide track and low center of gravity—to keep it hugging the road; to provide a solid ride; to make it less subject to wind effects.
- 4-speed manual transmission is standard, not the 3-speed sometimes offered in small cars. The entire drive train was tested and proved in millions of miles around Europe, before being installed in the Pinto.
- A surprising list of popular options for a subcompact—vinyl-covered roof, SelectShift Cruise-O-Matic 3-speed automatic transmission, SelectAire Conditioner.

### **Maverick (compact size: 3 models)**

America's most successful compact begins its third year with all the models and features that have made it a best-seller. They include:

- "Simple Machine" design through and through. An independent survey reported the 1971 Maverick has had the lowest frequency-of-repair rate of any U.S. car.
- Standard-equipment 170-cubic-inch Six for lively performance with good fuel economy.
- 4-door, and a sporty Grabber model, in addition to a 2-door.

### **Torino (intermediate size: 9 models)**

The all-new mid-size line, totally redesigned for 1972—other domestic car makers offer only carryover mid-size cars this year. Here's just a taste of all Torino offers:

- More maneuverable 2-door models on 114" wheelbase; roomier 4-door models on 118" wheelbase.
- Rugged new body and newly designed frame, plus advanced acoustical insulation, for a remarkably hushed ride for any intermediate.
- New suspension system with coil springs all around, to reduce road vibration and sway.
- Improved steering system helps isolate vibration, makes handling more precise.
- Wagons now with Ford's 3-Way Magic Doorgate as standard equipment: wagons to give you loadspace for sliding 4' x 8' panels flat on the floor, between the rear wheel housings.

### Ford (full size: 19 models)

The quiet cars for 1972 offer even more in luxury look and important engineering features such as:

- Styling—impressive new grille, with more protective front bumper, sculptured hood, smart new fender lines.
- More of the big items now standard—automatic 3-speed transmission, power steering, and even power ventilation! Plus a long list of convenience and comfort options.
- Wagons with features that keep Ford ahead with buyers, year after year: Ford-pioneered 3-Way Magic Doorgate, already proved in more than a million wagons, swings open like a door (with window up or down) and opens down as a tailgate; a choice of 6-passenger or dual-facing-rear-seat models; spacious 96.2 cubic-foot load area.
- Enlarged offering of appearance protection items like bumper guards, body side protection moldings and door-edge guards.

### Mustang (small specialty/sports size: 5 models)

America's largest-selling sporty compact, with more than 2.5 million on the road, retains its bold styling and delivers a number of new refinements that improve comfort, convenience and value:

- Wide and wonderful choices to let you personalize your own car—more choices than any other in its field, with five models, four engines, three transmissions, 16 color options, and a bundle of trim groups.
- For '72: Fully concealed windshield wipers; stan-

dard-equipment consolette with pullout ashtray; optional rear-window electric defrost system, a more sensitive AM-FM stereo radio. A more luxurious standard interior for the convertible.

### Thunderbird (full-size specialty: 1 model)

All new for 1972, here are a few of the features you get with this legendary personal luxury car:

- A wheelbase that's longer, and a suspension system that's new for increased stability and smoother ride.
- More interior room for passengers, particularly in the rear seat.
- An outstanding list of options, including "Sure-Track" computerized anti-skid brake-control system; power-operated sunroof; special leather-and-vinyl trim; custom vinyl-covered roof. Standard equipment? It includes Michelin steel-belted radially tires and a 429-cubic-inch-displacement, 4-barrel, V-8 engine.

One big item you get with every 1972 model Ford Division car is designed-in serviceability. That means a number of things, including the fact your car needs service on most items only every 6000 miles, or every six months, whichever comes up first. Another thing it means: many of the components on the 1972 Ford cars have been designed for easier, low-cost repair, and located where they're easier to get at for quick and easy replacement when necessary. Also, if you have a reasonable amount of mechanical ability, there are a number of things mechanical you can do for yourself because some maintenance services are quite simple. Ask your Ford Dealer about available do-it-yourself manuals, tool kits and genuine Autolite/Motorcraft parts.

## Size and Body Types of 1972 Ford Division Cars Available at Ford Dealers

### Definitions:

**Formal roof**—in 2-door models, is similar in silhouette or outline to the conventional-style roof of most sedans. Car stylists call this the "notchback" roof.

**Pillared hardtop**—this style has body side pillars, like the 4-door sedan, but its side windows do not have frames around them.

**SportsRoof**—unlike the formal roof, the sportsroof (also called the fastback roof) has gradual slope from rear of rooftop to rear of car body, and usually includes the rear deck lid within the same plane.

**3-door sedan**—has door on each side of car, plus one at rear.

## STANDARD (FULL) SIZES



LTD Brougham 2-door hardtop, formal roof



LTD Brougham 4-door pillared hardtop

Body Type	Model Name	Model Dimensions (inches)					Overall Height
		Wheel-base	Overall Length	Overall Width	Wheel Tread		
					Front	Rear	
2-door hardtop, formal roof	Galaxie 500 LTD LTD Brougham	121.0	218.4	79.2	63.3	64.3	53.0
4-door sedan	Ford Custom Custom 500 Galaxie 500	121.0	218.4	79.2	63.3	64.3	54.9
4-door hardtop	Galaxie 500 LTD LTD Brougham	121.0	218.4	79.2	63.3	64.3	53.8
4-door pillared hardtop	LTD LTD Brougham	121.0	218.4	79.2	63.3	64.3	53.8
2-door convertible	LTD	121.0	218.4	79.2	63.3	64.3	54.1
Station wagon, 4-door	Ford Custom Ranch Wagon Custom 500 Ranch Wagon Galaxie 500 Country Sedan LTD Country Squire	121.0	221.4	79.3	63.3	64.3	57.0
Station wagon, 4-door (dual facing rear seats)	Custom 500 Ranch Wagon Galaxie 500 Country Sedan LTD Country Squire	121.0 121.0 121.0	221.4 221.4 221.4	79.3 79.7 79.8	63.3 63.3 63.3	64.3 64.3 64.3	57.0 57.0 57.0



## STANDARD (FULL) SIZES



Galaxie 500 4-door hardtop

Model Specifications											Model Name	Body Type
Interior Room (inches)								Curb Wt. (lbs.)	Trunk Cap. (cu. ft.)	Fuel Cap. (gals.)		
Head	Front Leg	Shldr	Hip	Head	Rear Leg	Shldr	Hip					
37.6	41.8	62.0	62.3	36.7	33.7	60.6	61.0	4066	18.2	22.0	Galaxie 500 LTD	2-door hardtop, formal roof
37.4	41.7	62.0	62.3	36.5	33.6	60.6	61.0	4133	18.2	22.0	LTD Brougham	
37.4	41.7	62.0	62.3	36.5	33.6	60.6	61.0	4159	19.2	22.0	LTD Brougham	
39.1	42.0	62.0	62.3	37.3	38.7	61.8	62.3	3899	18.2	22.0	Ford Custom Custom 500 Galaxie 500	4-door sedan
39.1	42.0	62.0	62.3	37.3	38.7	61.8	62.3	3904	18.2	22.0	Custom 500 Galaxie 500	
38.8	41.8	62.0	62.3	37.4	38.3	61.8	62.3	4066	18.2	22.0	Galaxie 500	
37.9	41.8	62.0	62.3	37.0	38.3	61.8	62.3	4121	18.2	22.0	Galaxie 500 LTD	4-door hardtop
37.7	41.7	62.0	62.3	36.8	38.2	61.8	62.3	4184	18.2	22.0	LTD	
37.7	41.7	62.0	62.3	36.8	38.2	61.8	62.3	4214	18.2	22.0	LTD Brougham	
37.7	41.7	62.0	62.3	36.8	38.2	61.8	62.3	4189	18.2	22.0	LTD	4-door pillared hardtop
37.7	41.7	62.0	62.3	36.8	38.2	61.8	62.3	4219	18.2	22.0	LTD Brougham	
39.3	41.7	62.0	62.3	37.0	32.5	60.9	59.4	4261	15.9	22.0	LTD	2-door convertible
39.3	42.0	62.0	62.3	39.9	37.2	62.0	62.4	4425	Cargo 96.2	21.0	Ford Custom Ranch Wagon	Station wagon, 4-door
39.3	42.0	62.0	62.3	39.9	37.2	62.0	62.4	4435	96.2	21.0	Custom 500 Ranch Wagon	
39.0	41.8	62.0	62.3	39.5	37.1	62.0	62.4	4450	96.2	21.0	Galaxie 500 Country Sedan	
38.8	41.7	62.0	62.3	39.3	37.1	62.0	62.4	4510	96.2	21.0	LTD Country Squire	
39.3	42.0	62.0	62.3	39.9	37.2	62.0	62.4	4455	Cargo 96.2	21.0	Custom 500 Ranch Wagon	Station wagon, 4-door (dual facing rear seats)
39.0	41.8	62.0	62.3	39.5	37.1	62.0	62.4	4500	96.2	21.0	Galaxie 500 Country Sedan	
38.8	41.7	62.0	62.3	39.3	37.1	62.0	62.4	4500	96.2	21.0	LTD Country Squire	



Galaxie 500 Country Sedan 4-door station wagon

## INTERMEDIATE SIZES



Gran Torino 2-door hardtop



Gran Torino 4-door pillared hardtop

Body Type	Model Name	Model Dimensions (inches)					Overall Height	Head
		Wheel-base	Overall Length	Overall Width	Wheel Tread			
					Front	Rear		
2-door hardtop	Torino	114.0	205.7	79.3	62.8	62.9	51.8	37.9
	Gran Torino	114.0	207.3	79.3	62.8	62.9	51.8	37.6
	Gran Torino Sport	114.0	205.3	79.3	62.8	62.9	51.8	37.6
2-door sportsroof	Gran Torino Sport	114.0	207.3	79.3	62.8	62.9	51.8	37.3
4-door pillared hardtop	Torino	118.0	207.7	79.3	62.8	62.9	52.6	38.9
	Gran Torino	118.0	211.3	79.3	62.8	62.9	52.6	38.3
Station wagon, 4-door	Torino Wagon	118.0	211.5	79.0	63.4	63.5	55.0	38.6
	Gran Torino Wagon	118.0	215.1	79.0	63.4	63.5	55.0	38.3
	Gran Torino Squire	118.0	215.1	79.9	63.4	63.5	55.0	38.2

## COMPACT SIZES



Maverick 2-door sedan



Maverick 4-door sedan

Body Type	Model Name	Model Dimensions (inches)					Overall Height	Head
		Wheel-base	Overall Length	Overall Width	Wheel Tread			
					Front	Rear		
2-door sedan	Maverick	103.0	179.4	70.5	56.5	56.5	53.0	37.6
2-door sport sedan	Maverick Grabber	103.0	179.4	70.5	56.5	56.5	53.0	37.6
4-door sedan	Maverick	109.9	186.3	70.5	56.5	56.5	53.1	37.9

## INTERMEDIATE SIZES



Gran Torino Sport 2-door hardtop SportsRoof



Gran Torino Squire 4-door station wagon

Model Specifications												
Interior Room (inches)								Curb Wt. (lbs.)	Trunk Cap. (cu. ft.)	Fuel Cap. (gals.)	Model Name	Body Type
Head	Front			Rear								
	Leg	Shldr	Hip	Head	Leg	Shldr	Hip					
37.9	42.5	58.4	59.4	36.5	33.2	56.9	58.0	3638	14.8	22.5	Torino	2-door hardtop
37.6	42.1	58.4	59.4	36.5	33.0	56.9	58.0	3718	14.8	22.5	Gran Torino	
37.6	42.1	58.4	59.4	36.5	33.0	56.9	58.0	3714	14.8	22.5	Gran Torino Sport	
37.3	41.9	57.2	56.7	35.9	32.9	56.7	57.9	3736	16.0	22.5	Gran Torino Sport	2-door sportroof
38.9	42.5	58.4	59.4	37.3	37.8	58.4	59.4	3734	14.8	22.5	Torino	4-door pillared hardtop
38.3	42.1	58.4	59.4	37.3	37.6	58.4	59.4	3797	14.8	22.5	Gran Torino	
38.6	42.5	58.4	59.4	38.6	37.2	58.4	59.3	4140	83.5	20.5	Torino Wagon	Station wagon, 4-door
38.3	42.1	58.4	59.4	38.6	37.0	58.4	59.3	4187	83.5	20.5	Gran Torino Wagon	
38.2	41.9	58.4	59.4	38.5	36.9	58.4	59.3	4211	83.5	20.5	Gran Torino Squire	

## COMPACT SIZES



Maverick Grabber 2-door sport sedan

Model Specifications												
Interior Room (inches)								Curb Wt. (lbs.)	Trunk Cap. (cu. ft.)	Fuel Cap. (gals.)	Model Name	Body Type
Head	Front			Rear								
	Leg	Shldr	Hip	Head	Leg	Shldr	Hip					
37.6	41.3	55.0	53.7	36.1	31.8	53.6	41.5	2653	10.1	15.0	Maverick	2-door sedan
37.6	41.3	55.0	53.7	36.1	31.9	53.6	41.5	2708	10.1	15.0	Maverick Grabber	2-door sport sedan
37.9	41.3	55.0	53.7	36.7	36.0	55.1	52.4	2748	10.1	15.0	Maverick	4-door sedan

## SUBCOMPACT SIZES



Pinto 2-door sedan

Body Type	Model Name	Model Dimensions (inches)					
		Wheel-base	Overall Length	Overall Width	Wheel Tread		Overall Height
Front	Rear						
2-door sedan	Pinto						
3-door sedan	Pinto Runabout	94.1	163.0	69.4	55.0	55.0	56.1

## SPECIALTY CARS



Thunderbird 2-door hardtop, formal roof

Body Type	Model Name	Model Dimensions (inches)					
		Wheel-base	Overall Length	Overall Width	Wheel Tread		Overall Height
Front	Rear						
(Small specialty sports) 2-door hardtop, formal roof	Mustang Mustang Grande	109.0	189.5	74.1	61.5	61.0	50.8
2-door sportsroof	Mustang SportsRoof Mustang Mach 1	109.0	189.5	74.1	61.5	61.0	50.1
2-door convertible	Mustang	109.0	189.5	74.1	61.5	61.0	50.8
(Full-size specialty) 2-door hardtop, formal roof	Thunderbird	120.4	216.0	79.3	63.0	63.1	52.1



## SUBCOMPACT SIZES



Pinto Runabout 3-door sedan

Model Specifications												Model Name	Body Type
Interior Room (inches)								Curb Wt. (lbs.)	Trunk Cap. (cu. ft.)	Fuel Cap. (gals.)			
Head	Front			Rear									
	Leg	Shldr	Hip	Head	Leg	Shldr	Hip						
37.2	41.0	52.5	51.8	36.3	31.4	51.6	41.6	2077	5.9	11.9	Pinto	2-door sedan	
37.2	41.0	52.5	51.8	36.3	31.4	51.6	41.6	2121	6.1	11.9	Pinto Runabout	3-door sedan	

## SPECIALTY CARS



Mustang Mach 1 2-door sportsroof



Mustang Grande 2-door hardtop, formal roof

Model Specifications												Model Name	Body Type
Interior Room (inches)								Curb Wt. (lbs.)	Trunk Cap. (cu. ft.)	Fuel Cap. (gals.)			
Head	Front			Rear									
	Leg	Shldr	Hip	Head	Leg	Shldr	Hip						
37.2	41.8	56.1	55.7	36.0	28.2	53.5	50.8	3185	9.5	19.5	Mustang	(Small specialty/sports) 2-door hardtop, formal roof	
37.2	41.8	56.1	55.7	36.0	28.2	53.5	50.8	3211	9.5	19.5	Mustang Grande		
38.7	41.9	56.1	55.6	31.0	26.3	53.7	40.0	3155	8.3	19.5	Mustang SportsRoof	2-door sportsroof	
38.7	41.9	56.1	55.6	34.0	26.3	53.7	40.0	3206	8.3	19.5	Mustang Mach 1		
37.7	41.3	56.1	55.7	36.4	28.6	53.9	44.2	3307	8.1	19.5	Mustang	2-door convertible	
36.9	42.2	60.4	60.6	36.5	36.4	59.6	54.5	4596	13.9	22.5	Thunderbird	(Full-size specialty) 2-door hardtop, formal roof	

# SECTION II

## CHAPTER 3

# ENGINES

This chapter provides a simplified listing of the broad range of engines which are available as standard or optional equipment in the 1972 Ford, Mercury and Lincoln models. For reference in viewing this listing, you may want to refer back to the definitions and general discussion of engines in Chapter 1, Section I.

If you'd like more detailed information about a particular engine in a specific car, we suggest that you visit a Ford or Lincoln-Mercury dealer.

The entire family of Ford Motor Company engines for 1972 reflects the extensive research and development in anti-pollution equipment (as described in Chapter 12, Section II) which the Company has made through the years.

All of the engines are designed to operate on regular gasoline with an octane rating of at least 91, when engines are adjusted to factory-recommended

specifications.

In checking over the engine list that follows, you should keep in mind that there's a close inter-relationship between engine, transmission and rear-axle gear ratio. (Those last two subjects are covered in the next chapter, 4 of this Section.) Therefore, to get an optional engine in a particular model, it may be necessary to match it with a transmission or rear-axle gear ratio (or both) other than the standard-equipment offering, and perhaps get other equipment such as front disc brakes, as well.

Some optional engines are available, too, only in particular models in a line and not in all of them.

One more note: because California has special state engine regulations, California buyers should consult directly with dealers on what choices of engine, transmission and rear-axle gear ratio are available there.

## AT FORD DEALERS

cc=cubic centimeters (of displacement)  
cid=cubic inches of displacement

The net horsepower and torque ratings of an engine, according to the Society of Automotive Engineers' standards, represent the power output of an engine as installed in the automobile.

Model	Standard Engine	Net Horsepower	Net Torque	Optional Engines	Net Horsepower	Net Torque
Pinto	4-cyl., 1600 cc, 1-barrel carb.	54	80	4-cyl., 2000 cc, 2-barrel carb.	86	103
Maverick	6-cyl., 170 cid, 1-barrel carb.	82	129	6-cyl., 200 cid, 1-barrel carb. 6-cyl., 250 cid, 1-barrel carb. V-8, 302 cid, 2-barrel carb.	91 98 143	154 183 242
Torino	6-cyl., 250 cid, (except Gran Torino Sport; Squire wagon)  V-8, 302 cid (Gran Torino Sport; Squire wagon)	95	181	V-8, 351 cid, 2-barrel carb.	161	276
		140	230	V-8, 351 cid, 4-barrel carb. (avail. on 2-dr. models only) V-8, 400 cid, 2-barrel carb. V-8, 429 cid, 4-barrel carb.	248 168 205	299 297 322
Ford	6-cyl., 240 cid, 1-barrel carb. (Custom, Custom 500, Galaxie 500 sedans, hardtops) V-8, 351 cid, 2-barrel carb. (on all others)	103	170	V-8, 302 cid, 2-barrel carb. (Custom, Custom 500 sedan)	140	239
		163	277	V-8, 351 cid, 2-barrel carb. (Galaxie 500 sedan, hardtops) V-8, 400 cid, 2-barrel carb. V-8, 429 cid, 4-barrel carb.	163 172 208	277 298 322

## Section II • Chapter 3—Engines

Model	Standard Engine	Net Horsepower	Net Torque	Optional Engines	Net Horsepower	Net Torque
Mustang	6-cyl., 250 cid, 1-barrel carb. (except Mach 1)	99	184	V-8, 302 cid, 2-barrel carb.	141	242
	V-8, 302 cid, 2-barrel carb. (Mach 1)	141	242	V-8, 351 cid, 2-barrel carb. V-8, 351 cid, 4-barrel carb.	177 266	284 301
Thunderbird	V-8, 429 cid, 4-barrel carb.	212	327	V-8, 460 cid, 4-barrel carb. (only with air conditioning)	212	342

## AT LINCOLN-MERCURY DEALERS

Model	Standard Engine	Net Horsepower	Net Torque	Optional Engines	Net Horsepower	Net Torque
Capri	4-cyl., 1600 cc, 1-barrel carb.	54	80	4-cyl., 2900 cc, 2-barrel carb.	86	103
Comet	6-cyl., 170 cid, 1-barrel carb.	82	129	6-cyl., 200 cid, 1-barrel carb.	91	154
				6-cyl., 290 cid, 1-barrel carb.	98	183
				V-8, 302 cid, 2-barrel carb.	143	242
Montego	6-cyl., 250 cid, 1-barrel carb. (except Montego GT) V-8, 302 cid, 2-barrel carb. (Montego GT)	95 140	181 230	V-8, 302 cid, 2-barrel carb. (except Montego GT)	140	230
				V-8, 351 cid, 2-barrel carb.	161	276
				V-8, 351 cid, 4-barrel carb. (2-dr models only)	248	299
				V-8, 400 cid, 2-barrel carb.	168	297
				V-8, 429 cid, 4-barrel carb.	205	322
Mercury	V-8, 351 cid, 2-barrel carb. (Monterey)	163	277	V-8, 400 cid, 2-barrel carb. (Monterey)	172	298
	V-8, 400 cid, 2-barrel carb. (Monterey, Custom, all wagons)	172	298	V-8, 429 cid, 4-barrel carb. (except Marquis, Marquis Brougham)	208	322
	V-8, 429 cid, 4-barrel carb. (Marquis, Marquis Brougham)	208	322	V-8, 460 cid, 4-barrel carb. (only with air conditioning)	N/A	N/A
Lincoln Continental	V-8, 460 cid, 4-barrel carb.	224	357	(none)		
Continental Mark IV	V-8, 460 cid, 4-barrel carb.	212	342	(none)		
Cougar	V-8, 351 cid, 2-barrel carb.	164	276	V-8, 351 cid, 4-barrel carb.	262	299
				V-8, 351 cid CJ, 4-barrel carb. (with Performance Group)	266	301
Pantera	V-8, 351 cid, 4-barrel carb.	266	301	(none)		

# SECTION II

## CHAPTER 4

# TRANSMISSIONS AND REAR AXLES

The subjects of transmissions and rear axles can become somewhat involved because, as mentioned in the preceding chapter on engines, they closely relate to each other and to the engines.

All Ford Motor Company manual-shift transmissions—the 3-, 4- and 5-shift types—are fully synchronized for smooth, quiet upshifting and downshifting, and to provide longer life. (See also Chapter 1, Section I, for comments on this.)

The Ford Division cars' automatic transmissions, SelectShift Cruise-O-Matic, and the Lincoln-Mercury Division cars' automatic transmissions, the SelectShift, are all 3-speed types for more agile performance than the 2-speed types. The SelectShift transmission lets the driver shift gears manually, or enjoy fully automatic operation as he prefers. The flexibility is nice to have where more than one family member drives the car. And most of the SelectShifts feature improved transmission cooling, too.

When you come to selecting one component in the engine-transmission-rear-axle-ratio group, that one component may change your choices available in the other two. For example, you may choose a big V-8 engine for your particular model, which could mean that you must get the automatic transmission and a particular gear ratio (although you may have a choice of two or more rear-axle gear ratios in that situation).

Most Ford, Mercury and Lincoln cars offer the popular combination of engine-with-automatic-transmission, up and down the line, either as optional equipment or standard, plus a choice of rear-axle gear ratios.

In the simplest terms, your choice of engine sometimes determines whether or not you have a choice of

transmissions and what the choice may be. It also determines your choice of rear-axle ratios, and what that may be.

As for the standard-equipment rear-axle gear ratios that come with a particular engine, these are the ones Ford Motor Company engineers prescribe for average, all-around use the way millions of motorists drive. There may also be a choice of a higher ratio in the model you select, or a lower one. The higher ratios (lower numbers) give greater fuel economy but are not best for heavy load-hauling, and the lower ratios (higher numbers) are best suited to heavy hauling, with a slight reduction in fuel economy. (See also Chapter 1, Section I, for discussion.)

This chapter presents—in the most general and simplified form possible—the choices of transmissions and rear-axle gear ratios available in 1972 Ford, Mercury and Lincoln.

Because your choice of engine, transmission and other equipment, such as air conditioning and Ford's Traction-Lok limited-slip differential, additionally may determine the rear-axle ratio, the simplest and best way to make your decision is to see the Ford or Lincoln-Mercury Dealer and let him help you decide by referring to published specifications.

Also, as with engines, the State of California has prescribed regulations which make it advisable for California car buyers to see their dealers concerning California stipulations on engines, transmissions and rear-axle gear ratios as a combination.

The following listing shows the various transmission and rear-axle ratio choices in Ford, Mercury and Lincoln cars for 1972.

## AT FORD DEALERS

With Std. Engine, you can order:				With Opt. Engines, you can order:		
Model	Eng.	Trans.	Axle Ratio	Eng.	Trans.	Axle Ratio
Pinto	1600 cc 4-cyl. 1-barrel	Manual 4-speed	3.55 to 1	2000 cc 4-cyl. 2-barrel	Manual 4-speed	3.55 to 1
					Auto. 3-speed	3.18 to 1 or 3.55 to 1

## Section II • Chapter 4—Transmissions and Rear Axles

Model	With Std. Engine, you can order:			With Opt. Engines, you can order:		
	Eng.	Trans.	Axle Ratio	Eng.	Trans.	Axle Ratio
Maverick	170 cid 6, 1-barrel	Manual 3-speed	2.79 to 1 or 3.00 to 1	200 cid 6, 1-barrel	Manual 3-speed	3.00 to 1
					Auto. 3-speed	2.79 to 1 or 3.00 to 1
				250 cid 6, 1-barrel	Auto. 3-speed	2.79 to 1 or 3.00 to 1
				302 cid V-8, 2-barrel	Manual 3-speed	2.79 to 1 or 3.00 to 1
Auto. 3-speed	2.79 to 1 or 3.00 to 1					
Torino (except wagons)	250 cid 6, 1-barrel	Manual 3-speed	*3.00 to 1	302 cid V-8, 2-barrel (Std. Gran Torino Sport)	Manual 3-speed	*3.00 to 1
					Auto. 3-speed	*2.75 to 1 2.79 to 1 or *3.00 to 1
		351 cid V-8, 2-barrel	Auto. 3-speed	*2.75 to 1 or *3.25 to 1		
			351 cid V-8, 4-barrel	Manual 4-speed	*3.25 to 1 or *3.50 to 1	
		Auto. 3-speed		*3.25 to 1 or *3.50 to 1		
		400 cid V-8, 2-barrel	Auto. 3-speed	*2.75 to 1 or *3.25 to 1		
		429 cid V-8, 4-barrel	Auto. 3-speed	*2.75 to 1 or *3.25 to 1		
		Torino wagons	230 cid 6, 1-barrel	Manual 3-speed	*3.25 to 1	302 cid V-8, 2-barrel (Std. Gran Torino Squire Wagon)
Auto. 3-speed	*3.00 to 1					
351 cid V-8, 2-barrel	Auto. 3-speed			*3.00 to 1 or *3.25 to 1		
400 cid V-8, 2-barrel	Auto. 3-speed			*3.00 to 1 or *3.25 to 1		
429 cid V-8, 4-barrel	Auto. 3-speed			*3.00 to 1 or *3.25 to 1		
	Auto. 3-speed			*3.00 to 1 or *3.25 to 1		

\*Also available with Traction-Lok differential

Model	With Std. Engine, you can order:			With Opt. Engines, you can order:		
	Eng.	Trans.	Axle Ratio	Eng.	Trans.	Axle Ratio
Ford	240 cid 6, 1-barrel	Auto. 3-speed	*3.25 to 1	302 cid V-8, 2-barrel	Auto. 3-speed	*2.75 to 1 or *3.25 to 1
				351 cid V-8, 2-barrel (Std. LTD, LTD Brougham and wagons)	Auto. 3-speed	*2.75 to 1 or *3.25 to 1
				400 cid V-8, 2-barrel	Auto. 3-speed	*2.75 to 1 or *3.25 to 1
				429 cid V-8, 4-barrel	Auto. 3-speed	*2.75 to 1 or *3.25 to 1
Mustang	250 cid 6, 1-barrel	Manual 3-speed	*3.00 to 1	302 cid V-8, 2-barrel (Std. Mach 1)	Manual 3-speed	*3.00 to 1
		Auto. 3-speed	*2.79 to 1 or *3.00 to 1	351 cid V-8, 2-barrel	Auto. 3-speed	*2.79 to 1 or *3.00 to 1
					Manual 3-speed	*2.75 to 1 or *3.25 to 1
		351 cid V-8, 4-barrel	Auto. 3-speed	*2.75 to 1 or *3.25 to 1		
			Manual 4-speed	*3.25 to 1 or *3.50 to 1		
			Auto. 3-speed	*3.25 to 1 or *3.50 to 1		
Thunder- bird	429 cid V-8, 4-barrel	Auto. 3-speed	*2.75 to 1 *2.80 to 1 *3.00 to 1 or *3.25 to 1	460 cid, V-8, 4-barrel	Auto. 3-speed	*2.75 to 1 *2.80 to 1 *3.00 to 1 or *3.25 to 1

## AT LINCOLN-MERCURY DEALERS

Capri	1600 cc 4-cyl. 1-barrel	Manual 4-speed	3.89 to 1	2000 cc 4-cyl. 2-barrel	Manual 4-speed	3.44 to 1
					Auto. 3-speed	3.44 to 1
Comet	170 cid 6, 1-barrel	Manual 3-speed	2.79 to 1	200 cid 6, 1-barrel	Manual 3-speed	3.00 to 1
					Auto. 3-speed	2.79 to 1
				250 cid 6, 1-barrel	Auto. 3-speed	2.79 to 1
					302 cid V-8, 2-barrel	Manual 3-speed
		Auto. 3-speed	2.79 to 1			

\*Also available with Traction-Lok differential

## Section II • Chapter 4—Transmissions and Rear Axles

Model	With Std. Engine, you can order:			With Opt. Engines, you can order:			
	Eng.	Trans.	Axle Ratio	Eng.	Trans.	Axle Ratio	
Montego (except wagons)	250 cid 6, 1-barrel	Manual 3-speed	3.00 to 1	302 cid V-8, 2-barrel (Std. Montego GT)	Manual 3-speed	*3.00 to 1	
					Auto. 3-speed	*2.75 to 1 2.79 to 1 or *3.00 to 1	Auto. 3-speed
		Auto. 3-speed	*2.75 to 1 or *3.25 to 1		351 cid V-8, 2-barrel	Auto. 3-speed	*2.75 to 1 or *3.25 to 1
		Auto. 3-speed	*3.25 to 1 or *3.50 to 1		351 cid V-8, 4-barrel	Manual 4-speed	*3.25 to 1 or *3.50 to 1
		Auto. 3-speed	*3.25 to 1 or *3.50 to 1		400 cid V-8, 2-barrel	Auto. 3-speed	*2.75 to 1 or *3.25 to 1
		Auto. 3-speed	*2.75 to 1 or *3.25 to 1		429 cid V-8, 4-barrel	Auto. 3-speed	*2.75 to 1 or *3.25 to 1
Montego wagons	250 cid 6, 1-barrel	Manual 3-speed	*3.25 to 1	302 cid V-8, 2-barrel	Manual 3-speed	*3.00 to 1 or *3.25 to 1	
					Auto. 3-speed	*3.00 to 1 or 3.25 to 1	Auto. 3-speed
		Auto. 3-speed	*3.00 to 1 or *3.25 to 1		351 cid V-8, 2-barrel	Auto. 3-speed	*3.00 to 1 or *3.25 to 1
		Auto. 3-speed	*3.00 to 1 or *3.25 to 1		400 cid V-8, 2-barrel	Auto. 3-speed	*3.00 to 1 or *3.25 to 1
		Auto. 3-speed	*3.00 to 1 or *3.25 to 1		429 cid V-8, 4-barrel	Auto. 3-speed	*3.00 to 1 or *3.25 to 1
Mercury	351 cid V-8, 2-barrel	Auto. 3-speed	*2.75 to 1 or *3.25 to 1	400 cid V-8, 2-barrel (Std. for Monterey Custom, all wagons)	Auto. 3-speed	*2.75 to 1 or *3.25 to 1	
					Auto. 3-speed	*2.75 to 1 or *3.25 to 1	
				429 cid V-8, 4-barrel (Std. for Marquis, Marquis Brougham)	Auto. 3-speed	*2.75 to 1 or *3.25 to 1	
Lincoln Continental	460 cid V-8, 4-barrel	Auto. 3-speed	*2.80 to 1 or *3.00 to 1	(none)	Auto. 3-speed	*2.75 to 1 or *3.00 to 1	
Continental Mark IV	460 cid V-8, 4-barrel	Auto. 3-speed	*2.80 to 1 or *3.00 to 1	(none)			
Cougar	351 cid V-8, 2-barrel	Manual 3-speed	*2.75 to 1 or *3.25 to 1	351 cid V-8, 4-barrel	Auto. 3-speed	*2.75 to 1 or *3.25 to 1	
		Auto. 3-speed	*2.75 to 1 or *3.25 to 1		351 cid Cj V-8, 4-barrel (Perform- ance Group option)	Manual 4-speed	*3.25 to 1 or *3.50 to 1
Pantera	351 cid V-8, 4-barrel	Manual 5-speed	4.22 to 1 (self-locking)	(none)	Auto. 3-speed	*3.25 to 1 or *3.50 to 1	

\*Also available with Traction-Lok differential

## SECTION II

### CHAPTER 5

# SUSPENSIONS, RIDE AND HANDLING

The suspension systems of all Ford, Mercury and Lincoln cars are precisely engineered—custom-designed—to each individual car, to provide that particular model with the most durable and smoothest ride for the car's balance, footing, and distribution of weight. (See also Chapter 1, Section I, for discussion of this.)

While all '72 models have been improved in many ways, some lines such as the Torino, Montego, Thunderbird and Continental Mark IV have had their suspension systems basically redesigned. With the Torino and Montego, a new coil spring suspension system and new body-frame construction, along with engineering advances in acoustical insulation, provide even more smooth-ride, easy-handling characteristics.

A new rear suspension system on the Mark IV gives

it superior riding qualities and excellent stability.

As you might suspect, each car size, and each individual car, demands its own special suspension engineering. And that's why there's a difference in the types and dimensions of springs (we use a computer to help us select them), the sizes and specifications of shock absorbers, the use of stabilizer bars, and the hardware that attaches the suspension system to car body, chassis and drive train.

Precision-engineered suspension systems in the '72 Ford Motor Company cars offer you safe, smooth ride, easy handling and good balance wherever you may drive.

Listed here in simplified form are the types of standard and optional suspension systems on the 1972 Fords, Mercurys and Lincolns.

## AT FORD DEALERS

<u>Model</u>	<u>Standard</u>	<u>Optional</u>
Pinto	Frt: Independent coil springs Rr: Longitudinal leaf springs	(none)
Maverick	Frt: Independent coil springs Rr: Longitudinal leaf springs	Heavy-duty, front and rear
Torino	Frt: Independent coil springs Rr: Helical coil springs	Heavy-duty, front and rear Competition-type, front and rear
Ford	Frt: Independent coil springs Rr: Helical coil springs	Heavy-duty, front and rear
Mustang	Frt: Independent coil springs Rr: Longitudinal leaf springs	Competition-type, front and rear
Thunderbird	Frt: Independent coil springs Rr: Helical coil springs	Heavy-duty, front and rear



## AT LINCOLN-MERCURY DEALERS

<u>Model</u>	<u>Standard</u>	<u>Optional</u>
Capri	Frt: Independent coil springs Rr: Longitudinal leaf springs	(none)
Comet	Frt: Independent coil springs Rr: Longitudinal leaf springs	Heavy-duty, front and rear
Montego	Frt: Independent coil springs Rr: Helical coil springs	Heavy-duty, front and rear Competition-type, front and rear
Mercury	Frt: Independent coil springs Rr: Helical coil springs	Heavy-duty, front and rear
Lincoln Continental	Frt: Independent coil springs Rr: Helical coil springs	(none)
Continental Mark IV	Frt: Independent coil springs Rr: Helical coil springs	(none)
Cougar	Frt: Independent coil springs Rr: Longitudinal leaf springs	Competition-type, front and rear
Pantera	Frt: Independent coil springs, wishbone suspension Rr: Helical coil springs, wishbone suspension	(none)

# SECTION II

## CHAPTER 6

# BRAKES

The following list shows standard and optional brake systems on all Fords, Mercurys and Lincolns. All systems are dual hydraulic, meaning the double-chambered master cylinder has two separate reservoirs, with one chamber and piston actuating the front-wheel brakes and another chamber and piston actuating the

rear-wheel brakes. A warning light on the instrument panel glows red if a hydraulic failure occurs in either one of the systems when the brakes are applied. This is a warning to the driver that immediate brake service is needed. The dual hydraulic brake system is a Ford Motor Company Lifeguard Safety Design Feature.

### AT FORD DEALERS

<u>Model</u>	<u>Standard Brake System</u>	<u>Optional</u>
Pinto	Drum, 4 wheels.	Disc, front; drum, rear—non-power-assisted.
Maverick	Drum, 4 wheels.	(none)
Torino	Disc, front; drum, rear—non-power-assisted, except on Gran Torino Squire station wagon.  Disc, front; drum, rear, power-assisted, on Gran Torino Squire wagon; required on other wagons with optional engines or air conditioning and cars with 429 cid V-8 engines.	Power-assist on all models where not otherwise standard.
Ford	Drum, 4 wheels.	Disc, front; drum, rear, with power-assist (std on LTD and LTD Brougham).
Mustang	Drum, 4 wheels.	Disc, front; drum, rear, with power-assist.
Thunderbird	Disc, front; drum, rear, with power-assist.	"Sure-Track" Brake System, computer-actuated.

### AT LINCOLN-MERCURY DEALERS

<u>Model</u>	<u>Standard Brake System</u>	<u>Optional</u>
Capri	Disc, front; drum, rear, power-assisted.	(none)
Comet	Drum, 4 wheels.	(none)

<u>Model</u>	<u>Standard Brake System</u>	<u>Optional</u>
Montego	Disc, front; drum, rear—non-power-assisted. Disc, front; drum, rear, power-assisted required on all wagons with air conditioning or 351 cid or larger engines and cars with 429 cid engines.	Power-assist on all models where not otherwise standard.
Mercury	Disc, front; drum, rear, power-assisted.	"Sure-Track" Brake System, computer-actuated.
Lincoln Continental	Disc, front; drum, rear, power-assisted.	"Sure-Track" Brake System, computer-actuated.
Continental Mark IV	Disc, front; drum, rear, power-assisted; with "Sure-Track" Brake System, computer-actuated.	(none)
Cougar	Drum, 4 wheels.	Disc, front; drum, rear, with power-assist.
Pantera	Disc, 4 wheels, with power-assist.	(none)

For 1972, a new-design front-brake system is offered on the Torino, Montego, Thunderbird and Continental Mark IV lines. This system offers longer brake-lining life, easier servicing, reduced front-brake hydraulic pressure requirements, improved feel at the pedal, and more fade resistance.

On all Ford Motor Company cars with power disc brakes, squealing has been virtually eliminated by an engineering upgrading in sound-deadening the brakes.

The "Sure-Track" braking system is Ford Motor Company's Better-Idea system which improves braking stability by helping prevent sustained locking up of rear wheels on ice, snow or wet pavements. Should the driver brake too hard, "Sure-Track's" electronic

monitors take over, automatically actuating and releasing brakes until the car slows to about 4 mph, or until the brake pedal is released by the driver. Good news for 1972 is that the "Sure-Track" system is now available as an option on all full-size Mercury cars as well as optional on Thunderbird and Lincoln Continental, and standard on Continental Mark IV.

The majority of models with disc brakes on front wheels and drum brakes on rear wheels—whether standard or optional equipment—come with power assistance. In other words, with most Ford Motor Company cars, if you get disc-front and drum-rear brakes as standard or optional, you get power braking as part of the total package.

SPACE FOR NOTES, COMPETITIVE INFORMATION, FACTS AND FIGURES

# SECTION II

## CHAPTER 7

# THE BASIC OPTIONS

This chapter will assist you in selecting those basic options you'd like on your 1972 Ford Motor Company model.

It covers power-assist equipment, variable-position

(tilt) steering wheels, power sunroofs, air conditioning, rear window defoggers and defrosters, radios, automatic speed control, special appearance and protection items and packages, and additional lights available.

### Power Steering and Tilt Steering Wheels

(See also Chapter 2, Section I)

Across the 14 different car lines, power steering is standard equipment at no extra cost on five lines, offered as optional equipment on six lines, and is not available on Pinto and Capri, or Pantera.

The following list shows which lines offer power steering as standard and optional, and availability of Tilt Steering Wheels.

(N/A = Not Available)	Model	Power Steering	Tilt Steering Wheel
At Ford Dealers	Pinto (Rack and pinion std.)	N/A	N/A
	Maverick	Opt.	N/A
	Torino	Opt.	N/A
	Ford	Std.	Opt.
	Mustang	Opt.	Opt.
	Thunderbird	Std.	Opt.
At Lincoln-Mercury Dealers	Capri (Rack and pinion std.)	N/A	N/A
	Comet	Opt.	N/A
	Montego	Opt.	N/A
	Mercury	Std.	Opt.
	Lincoln Continental	Std.	Opt.
	Continental Mark IV	Std.	Opt.
	Cougar	Opt.	Opt.
	Pantera (Rack and pinion std.)	N/A	N/A

### Power Seats, Windows, Wagon Tailgate Windows, Sunroofs, Door Locks and Antennas

(See also Chapter 2, Section I)

As you'll see in the next list, the 1972 Ford, Mercury and Lincoln cars offer a wide range of power-assist equipment across most of the lines.

Power seats are optional or standard on eight of the 14 Ford and Lincoln-Mercury lines.

Power windows can be ordered (or are standard) on 10 of 14 lines. And all power window master controls have an individual-window-control lockout system for extra safety when traveling with children.

All four wagon lines offer power tailgate windows,

and they're standard equipment on the full-size Ford and Mercury wagons.

Two Ford lines and four Lincoln-Mercury lines offer power sunroofs, and Capri offers a manual type. Seven of the 14 car lines offer power door locks as optional equipment.

And power radio antennas are an option on the Thunderbird, and standard equipment on the Lincoln Continental and the Continental Mark IV.

Here's the list, in simplified form:

## AT FORD DEALERS

N A—Not Available

Model	Power Seats	Power Windows	Power Tailgate Windows on Wagon Models	Power Sunroofs	Power Door Locks	Power Antennas
Pinto	N/A	N/A	N/A	N/A	N/A	N/A
Maverick	N/A	N/A	N/A	N/A	N/A	N/A
Torino	6-way Opt. (bench)	Opt.	Opt.	N/A	Opt. (Avail. early Dec., '71)	N/A
Ford	6-way Opt.	Opt.	Std.	Opt. (except wagons)	Opt.*	N/A
Mustang	N/A	Opt.	N/A	N/A	N/A	N/A
Thunderbird	6-way Opt.	Opt.	N/A	Opt.	Opt. (with power trunk- lid release)	Opt.

\*On station wagons, a tailgate power lock is also available.

## AT LINCOLN-MERCURY DEALERS

Model	Power Seats	Power Windows	Power Tailgate Windows on Wagon Models	Power Sunroofs	Power Door Locks	Power Antennas
Capri	N/A	N/A	N/A	Opt. (manual)	N/A	N/A
Comet	N/A	N/A	N/A	N/A	N/A	N/A
Montego	6-way Opt. (bench)	Opt.	Opt.	N/A	Opt.* (Avail. early Dec., '71)	N/A
Mercury						
Monterey	Opt. (bench)	Opt.	N/A	Opt.	Opt.	N/A
Monterey Custom	Opt. (bench)	Opt.	N/A	Opt.	Opt.	N/A
Marquis	Opt.	Opt.	N/A	Opt.	Opt.	N/A
Marquis Brougham	Opt.	Std.	N/A	Opt.	Opt.	N/A
Colony Park wagon	Opt.	Opt.	Std.	N/A	Opt.*	N/A
All other wagons	Opt.	Opt.	Std.	N/A	Opt.*	N/A
Lincoln Continental	2-way Std. 6-way Opt.	Std.	N/A	Opt.	Opt. (with power trunk-lid release)	Std.
Continental Mark IV	6-way Std.	Std.	N/A	Opt.	Opt. (with power trunk- lid release)	Std.
Cougar	4-way Opt. (driver's side only)	Opt.	N/A	Opt.	N/A	N/A
Pantera	N/A	Std.	N/A	N/A	N/A	N/A

\*On station wagons, a tailgate power lock is also available.

## Air Conditioning, Rear Window Defoggers and Defrosters

(See also Chapter 2, Section I)

Every single one of Ford Motor Company's 1972 car lines offers air conditioning. And all units, except Capris, can be ordered factory-installed. You'll find that the air conditioners on many Ford Motor Company cars will operate more quietly than before because there's a new vibration damper on the compressor.

The air conditioner for Capri is a dealer-installed hang-on unit. The dealer can also install units on some of the other Ford Motor Company cars.

The usual optional air conditioner on the car lines is a built-in type with controls which you set or adjust manually during hot-weather driving.

Another type of built-in air conditioner, which is an optional choice on Fords, Thunderbird and Mercurys for 1972, and is standard equipment on the Lincoln Continentals and Continental Mark IV, is the Automatic Temperature Control type. This system combines the air conditioning system with the heater system in the car so you can make one car-interior-temperature range setting for all seasons.

In hot weather, the system automatically supplies

cooled, dehumidified air as required—and in cool weather, the system automatically supplies heated air as required, to bring car interior temperature up to your control-setting demand. The system also automatically controls the blower, changing its speed as necessary, to maintain your selected temperature range.

In warm weather, cooling action begins as soon as the engine is started. In cold weather, heat is delayed until the engine warms enough to provide good heating action.

When window fogging or icing conditions are encountered, a control can be moved to the "De-fog" or "De-frost" position. Once the window glass is clear, the lever may then be returned to the automatic position, and the automatic temperature control again takes over command.

The following list presents the air conditioning offered on all 14 Ford and Lincoln-Mercury car lines for 1972, and the availability of rear window defoggers and defrosters across the 1972 car lines.

### AT FORD DEALERS

(N/A—Not Available)

Model	Factory built-in air conditioning	Rear Window	
		Defogger*	Defroster*
Pinto	Opt. (2000 cc engine, only)	Opt. (2-dr sedan only)	N/A
Maverick	Opt. (N/A with 170 cid engine)	Opt.	N/A
Torino	Opt.	N/A	Opt. (hardtops only)
Ford	Manual-control or Automatic-temperature-control Opt.	Opt. (sedans, hardtops only)	Opt. (sedans, hardtops only)
Mustang	Opt.	N/A	Opt.
Thunderbird	Manual-control or Automatic-temperature-control Opt.	N/A	Opt.

\*N/A for station wagons

## AT LINCOLN-MERCURY DEALERS

Model	Factory built-in air conditioning	Rear Window	
		Defogger*	Defroster*
Capri	Opt. with 2000 cc engine, only (Hang-on type; dealer-installed only)	N/A	N/A
Comet Montego Mercury	Opt. (N/A with 170 CID engine) Opt. Manual-control or Automatic-temperature-control Opt.	Opt. N/A N/A	N/A Opt. Opt.
Lincoln Continental	Automatic-temperature-control Std.	N/A	Opt.
Continental Mark IV	Automatic-temperature-control Std.	N/A	Opt.
Cougar	Opt.	N/A	Opt. (except convertible)
Pantera	Opt.	N/A	N/A

\*N/A for station wagons

## Radios and Sound Systems

All 1972 Ford Motor Company cars offer radios, and there are sophisticated options to choose from.

The AM radios are Philco-Ford all-transistorized models.

The AM/FM radios are stereophonic (except for Pinto and Capri), and may come with two or four speakers as part of the system, depending on the particular car model. There are 10 separate pushbutton settings for stations—five for AM and five for FM.

Stereo-tape players, when ordered, are part of an AM-radio-with-stereo-tape-player package and sound

system.

Where dual rear speakers are available in a particular model—and are not otherwise installed with a sound system—these, too, can be ordered in four of the car lines. Dual rear speakers have a front-to-back balance control to adjust the sound-level in the rear passenger compartment.

The following is a simplified list of radios and sound systems available in the 14 Ford and Lincoln-Mercury car lines for 1972. (See also the discussion in Chapter 2, Section I.)

## AT FORD DEALERS

N/A—Not Available

Model	AM Radio	AM/FM Radio	Stereo-tape Player	Dual Rear Speakers
Pinto	Opt.	Opt. Monaural	N/A	N/A
Maverick	Opt.	N/A	N/A	N/A
Torino	Opt.	Opt. Stereo	N/A	Opt. (Std. with AM/FM option)
Ford	Opt.	Opt. Stereo	Opt.	Opt. (Std. with AM/FM or stereo-tape player option)
Mustang	Opt.	Opt. Stereo	Opt.	N/A
Thunderbird	Std.	Opt. Stereo	Opt.	Opt. (Std. with either AM/FM radio option or stereo-tape player option)

## AT LINCOLN-MERCURY DEALERS

Model	AM Radio	AM/FM Radio	Stereo-tape Player	Dual Rear Speakers
Capri	Opt. (Dealer-installed)	Opt. Monaural (Dealer-installed)	N/A	N/A
Comet	Opt.	Opt. Monaural	N/A	N/A
Montego	Opt.	Opt. Stereo	N/A	Opt. (Std. with AM/FM radio option)
Mercury	Opt.	Opt. Stereo	Opt.	Opt. (Std. with either AM/FM radio option or Stereo-tape player option)
Lincoln Continental	Std.	Opt. Stereo	Opt.	Std.
Continental Mark IV	Std.	Opt. Stereo	Opt.	Std.
Cougar	Opt.	Opt. Stereo	Opt.	N/A
Pantera	N/A	Opt. Stereo (Dealer-installed)	N/A	N/A

### Automatic Speed Control

The conveniently located automatic speed control option is available on five of the 1972 Ford Motor Company car lines. They are:

At Ford Dealers:

Ford  
Thunderbird

At Lincoln-Mercury Dealers:

Mercury  
Lincoln Continental  
Continental Mark IV

### Special Groups and Packages

There are a number of special groups and packages which can be ordered with many of the 1972 Fords, Mercurys and Lincolns. There are various types of packages—appearance and protection types—and there are also individual appearance and protection items which do not come in a package, but can be ordered

separately.

Once you've narrowed down your choice to a particular model of 1972 Ford Motor Company car, both the dealer and the car catalog or other car literature can help you choose exactly what package or optional item in this category you'd like to have.

## AT FORD DEALERS

Model	Group, Package, or Item	Description
Pinto	Accent Group	Bright metal around side windows and center pillar; bright-metal drip rails; bright metal wheel cutout trim; wheel covers; body side protection molding with vinyl insert.
Maverick	Accent Group	Bright-metal window frames; bright metal drip rails; wheel covers; color-keyed all-nylon carpeting.
Torino	Separate items: Door edge-guards Bumper guards Body side protection molding	(Not a package)  Body side molding is anodized rolled aluminum with black vinyl insert.



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Model	Group, Package, or Item	Description
Ford	Separate items: Body side protection molding; bumper guards; door-edge guards (except Country Squire wagon)	(Not a package—for description of first item, see Torino)
Mustang	Protection Package (except Mach I)  Decor Group (hardtop and convertible only)	Bright body side molding with vinyl insert; functional front and rear bumper guards.  Black honeycomb grille with sports lamps; color-keyed front bumper, hood and fender molding; trim rings and hubcaps; special lower-area paint treatment.
Thunderbird	Protection Group	Door-edge guards; license plate frames; color-keyed floor mats, front and rear.

AT LINCOLN-MERCURY DEALERS

Model	Group, Package, or Item	Description
Capri	Decor Group	Blackout grille, but group contains mostly interior items.
Comet	Exterior Decor Group	Reeker panel molding; upper body side molding; bright drip molding; bright window frames; deluxe fuel-tank cap; deluxe wheel covers.
Montego	Separate items: Body side protection molding (except GT)	(Not a package) Anodized rolled aluminum with black vinyl insert, extending along body side from front-wheel opening to rear of car.
	Appearance Protection Group	Front bumper guards; floor mats; door-edge guards (except Villager Wagon)
Mercury	Appearance Protection Group	Door-edge guards (except Colony Park wagon), front and rear floor mats, front and rear bumper guards (front only, on wagons).
	Separate items: Body side protection molding (Monterey only) Fender skirts (Monterey and Monterey Custom only)	(Note—standard on Monterey Custom)  (Note—std. on Marquis and Marquis Brougham)
Lincoln Continental	Appearance Protection Group	Door-edge guards; license plate frames; front, rear floor mats; and spare tire cover.
	Separate items: Body side protection molding	(Not a package—for description, see Montego)
Continental Mark IV	Appearance Protection Group	Door-edge guards; front and rear floor mats.
	Separate item: Body side protection molding	(Not a package—for description, see Montego)
Cougar	Appearance Protection Group	Front and rear bumper guards; door-edge guards; floor mats.
	Separate item: Body side protection molding	(Not a package—for description see Montego)
Pantera	(none)	(none)

## ADDITIONAL LIGHTS

(See also Chapter 2, Section I)

Over and above the standard-equipment lights built into all 1972 models of Ford Motor Company cars, there are optional convenience lights available in a number of the lines and models. Sometimes they are a complete "lights group" or package, and sometimes

the additional convenience lights are included within another and more general kind of package.

The following list shows the lights available, by models, and the group or package in which they are offered.

### AT FORD DEALERS

Model	Optional Lights	Group or Package
Pinto	Courtesy light switch, front passenger side.	Luxury Decor Group
Maverick	(none)	(none)
Torino	Dome map light; seat belt warning light; underhood light; luggage-compartment light; glovebox light; rear-door courtesy switches (on 4-dr); headlights-on warning buzzer; cargo-area light (wagons); parking-brake warning light; light for wipers control and car lights control; courtesy light below instrument panel; ashtray light.	Visibility Group
Ford	Driver's-side ashtray light*; seat belt warning light; underhood light; luggage-compartment light*; glovebox light*; rear-door courtesy switches (4-dr; standard on LTD Brougham); cargo-area light (wagons); parking-brake warning light; courtesy light below instrument panel. *These items are standard equipment on the LTD and LTD Brougham.	Visibility Group
Mustang	Luggage-compartment light; glovebox light; map light; underhood light; headlights-on warning buzzer; parking-brake warning light; courtesy lights below instrument panel (standard on convertible).	Convenience Group
Thunderbird	Dual overhead spot-type map lights with individual switches; engine-compartment light; warning lights for low fuel, door ajar; headlights-on warning light and buzzer.	Convenience Light Group

### AT LINCOLN-MERCURY DEALERS

Model	Optional Lights	Group or Package
Capri	Courtesy light above door, driver's side; map light; parking brake warning light.	Decor Group
Comet	(none)	(none)

Model	Optional Lights	Group or Package
Montego	Dome light with twin map spotlights; underhood light; luggage-compartment light; ashtray light; glovebox light; rear door courtesy switches (4-dr); headlights-on warning buzzer; cargo-area light (wagons); parking-brake warning light; light and wiper-controls light; courtesy lights under instrument panel.	Visibility Light Group
Mercury	Luggage-compartment light; courtesy light under instrument panel. Underhood light (Monterey/Monterey Custom only).  NOTE: Standard on Mercury models are: Dome light; ashtray light; warning lights.	Convenience Group
Lincoln Continental	The following convenience lights are not optional, but standard on the Lincoln Continental:  Ashtray lights; front door courtesy lights; glovebox light; luggage-compartment light; map light; rear-seat reading lights; warning lights for low fuel, headlights-on, doors ajar, seat belts, dual brake system.	(none)
Continental Mark IV	The following convenience lights are not optional, but standard on the Continental Mark IV:  Ashtray lights; front door courtesy lights; glovebox light; luggage-compartment light; underhood light; dome map light; rear-seat reading lights; warning lights for low fuel, dual brake system, seat belts, doors ajar, headlights-on, alternator, temperature, oil.	(none)
Cougar	Luggage-compartment light; underhood light; headlights-on warning buzzer; seat belts warning light.	Convenience Group
Pantera	(none)	(none)

# SECTION II

## CHAPTER 8

# INTERIOR OPTIONS

All 76 Ford Motor Company car models for 1972 have lists of interior options and selections to make your driving more convenient, more comfortable and much easier. In addition, many of the options enhance the appearance of the car.

Space will not permit too detailed a presentation of all the Ford, Mercury and Lincoln offerings. Therefore it's suggested—as you narrow down your choice of models—that you see a Ford or Lincoln-Mercury Dealer to review the full range of options and choices

available. The 1972 Ford and Lincoln-Mercury car catalogs also provide extensive information in this area.

The purpose of this chapter is to provide you with a general comparison-and-choice direction which matches the discussion in Chapter 3, Section I.

Therefore, the following material explains what is generally available in the 1972 Ford Motor Company cars in the areas of seat upholstery, seats, floor coverings, instruments and clocks.

## SEAT UPHOLSTERY MATERIALS

(See also Chapter 3, Section I)

A whole book the size of this one could be written on the kinds, choices, patterns and colors of seat upholstery materials available throughout the 76 models of 14 lines offered by Ford Motor Company in 1972.

The Company's stylists, designers, fabrics experts

and engineers have collaborated model-by-model to specify and guide into production the proper choices of quality upholstery materials for each model.

The following is a generalized list of the standard and optional types of upholstery materials, by car line.

### AT FORD DEALERS

Model	Standard	Optional
Pinto	All-vinyl, grained surface.	Cloth-and-vinyl. Knitted vinyl.
Maverick	Cloth-and-vinyl.	Pleated vinyl. Houndstooth cloth-and-vinyl.
Torino	All-vinyl (base Torino models). Pleated vinyl (Gran Torino Sport, Gran Torino and Squire Wagon). Cloth-and-Vinyl (Gran Torino hardtops).	Knitted vinyl (Gran Torino and Gran Torino Squire Wagons only). Pleated all vinyl (Gran Torino hardtops only). Deluxe cloth-and-vinyl (Gran Torino hardtops only). Sport cloth (2-dr. Gran Torino and Gran Torino Sport only).
Ford	Cloth-and-vinyl. All-vinyl on wagons, LTD convertible and Ford Custom Sedan.	All-vinyl, grained surface (Galaxie 500 sedan/hardtops and LTD hardtops). Knitted vinyl (Country Squire Wagon only). Black Watch plaid pleated vinyl (Country Sedan or Country Squire Wagons only).
Mustang	All-vinyl, grained surface (except convertible and Grande). Knitted vinyl (convertible). Cloth-and-vinyl (Grande).	Knitted vinyl (SportsRoof models only).  (none) (none)
Thunderbird	All-vinyl, grained surface.	Leather and vinyl. Cloth-and-vinyl (with split bench front seat). Special cloth-and-vinyl (high-back bucket seats).

## AT LINCOLN-MERCURY DEALERS

Model	Standard	Optional
Capri	All-vinyl, grained surface.	(none)
Comet (except GT)	Cloth-and-vinyl.	Knitted vinyl. Upbeat cloth-and-vinyl.
GT	Knitted vinyl.	Upbeat cloth-and-vinyl (no extra cost).
Montego (except GT and Wagons)	Cloth-and-vinyl.	All-vinyl, grained surface (no extra cost).
GT	All-vinyl, grained surface.	(none)
Wagons	All-vinyl, grained surface.	(none)
Mercury (except wagons). Wagons	Cloth-and-vinyl. All-vinyl, grained surface.	All-vinyl, grained surface. Deluxe all-vinyl (with Twin Comfort seats; Colony Park only).
Lincoln Continental	Cloth-and-vinyl.	Leather, with vinyl trim.
Continental Mark IV	Cloth-and-vinyl.	Leather, with vinyl trim.
Cougar (except convertible and XR-7)	All-vinyl, grained surface.	Upbeat cloth-and-vinyl. Knitted vinyl. (part of optional Decor Group).
Convertible	Knitted vinyl.	(none)
XR-7	Leather-and-vinyl.	(none)
Pantera	All-vinyl, smooth surface.	(none)

### Standard and Optional Types of Seats (except Wagons)

(See also Chapter 3, Section I)

While many people choose the seats that come standard with Ford Motor Company cars, there are a number of optional seat choices available in various lines and models.

The list that follows will give you an idea of what choices you have across the lines of 1972 Fords, Mercurys and Lincolns (except for the station wagons).

## AT FORD DEALERS

Model	Standard	Optional
Pinto 2-dr sedan	Frt: High-back bucket seats Rr: Bench seat	Rr: Fold-down seat
Runabout	Frt: High-back bucket seats Rr: Fold-down seat	(none)
Maverick	Frt: Bench seat Rr: Bench seat	Frt: High-back bucket seats (2-dr only)
Torino	Frt: Bench seat Rr: Bench seat	Frt: High-back bucket seats (2-dr Gran Torino and Gran Torino Sport only)
Ford (except LTD Brougham) LTD Brougham	Frt: Bench seat Rr: Bench seat Frt: High-back bench seat Rr: Bench seat	(none) Frt: Split bench seat, passenger reclining
Mustang	Frt: High-back bucket seats Rr: Bench seat	Rr: Fold-down seat (SportsRoof models only)
Thunderbird	Frt: Bench seat  Rr: Bench seat	Frt: High-back bucket seats, passenger reclining or non- reclining Frt: Split bench front seat, passenger reclining or non- reclining

## AT LINCOLN-MERCURY DEALERS

Model	Standard	Optional
Capri	Frt: Bucket seats (partially reclining) Rr: Bench seat	Frt: Fully reclining low-back bucket seats Rr: Separate-contour seats with folding center armrest (Both of above in Decor Group)
Comet (except GT)	Frt: Bench seat Rr: Bench seat	Frt: Bucket seats (2-dr. Comet only)
GT	Frt: High-back bucket seats Rr: Bench seat	(none)
Montego and MX	Frt: High-back bench seat Rr: Bench seat	Frt: Bucket seats (2-dr. hardtops only)
Montego Brougham	Frt: Flight bench seat Rr: Bench seat	(none)
Montego GT	Frt: Flight bench seat Rr: Bench seat	Frt: Bucket seats (no extra cost)
Mercury Monterey Monterey Custom Marquis Marquis Brougham Colony Park Wagon	Frt: Bench seat Rr: Bench seat Frt: Bench seat Rr: Bench seat	(none)  Frt: High-back split bench seat, passenger reclining or non-reclining
Lincoln Continental	Frt: Bench seat Rr: Bench seat	Frt: Split bench seat Frt: Split bench, passenger reclining or non-reclining
Continental Mark IV	Frt: Split bench seat, twin comfort Rr: Bench seat	Frt: Passenger reclining seat
Cougar	Frt: High-back bucket seats Rr: Bench seat	(none)
Pantera	Frt: Bucket seats (No rear passenger area)	(none)

## STATION WAGON SEATING ARRANGEMENTS

Ford Motor Company's station wagons come in two sizes: intermediate and full size. The following is a quick check-list of the seating arrangements in all the 1972 wagons.

(DFRS = Dual Facing Rear Seats)

### AT FORD DEALERS

Model	Description
<b>Intermediate Size</b>	
Torino Wagon	Frt: High-back bench seat
Gran Torino Wagon	2nd: Folding bench seat, facing forward
Gran Torino Squire Wagon	3rd (opt.): Folding bench seat, facing rearward (Gran Torino and Gran Torino Squire only)
<b>Full Size</b>	
Ford Custom Ranch Wagon	Frt: Bench seat
Custom 500 Ranch Wagon	2nd: Folding bench seat, facing forward
Galaxie 500 Country Sedan	
LTD Country Squire Wagon	
Custom 500 Ranch Wagon DFRS	Frt: Bench seat
Galaxie 500 Country Sedan DFRS	2nd: Folding bench seat, facing forward
LTD Country Squire Wagon DFRS	3rd and 4th: Folding bench seats, facing each other, at rear

### AT LINCOLN-MERCURY DEALERS

<b>Intermediate Size</b>	
Montego MX Wagon	Frt: High-back bench seat 2nd: Folding bench seat, facing forward 3rd (opt.): Folding bench seat, facing rearward
Montego MX Villager Wagon	Frt: Flight bench seat 2nd: Folding bench seat, facing forward 3rd (opt.): Folding bench seat, facing rearward
<b>Full Size</b>	
Monterey Wagon	Frt: Bench seat (standard)
Marquis Wagon	Twin Comfort seat (optional)
Marquis Colony Park Wagon	2nd: Folding bench seat, facing forward (All 3 wagons also available with optional DFRS, which includes: 3rd and 4th: Folding bench seats, facing each other, at rear)

## FLOOR COVERINGS

(See also Chapter 3, Section I)

When it comes to floor coverings—their quality, appearance, durability—Ford Motor Company has a great deal to offer.

To begin with, of all the Company's 76 models, only eight—the lowest-priced in their respective lines—do not offer carpeting as standard equipment. But, in some of these cases, carpeting is offered as an option.

All carpeting is 100% nylon for greatest durability, and it ranges from a loop carpeting, for Pinto, up through the more expensive types such as cut pile, to deep cut pile in the Continental Mark IV.

This is the list of standard floor coverings—plus carpeting options—across the line of 1972 Fords, Mercurys and Lincolns:

### AT FORD DEALERS

Model	Standard Floor Coverings
Pinto	Nylon loop carpeting
Runabout	Color-keyed rubber mat (nylon loop carpeting, optional)
Sedan	Rubber mat (nylon loop carpeting optional)
Maverick (basic models)	Nylon loop carpeting
Grabber	Rubber mat
Torino (basic models)	Rubber mat
Torino wagon (basic model)	Nylon loop carpeting
Gran Torino	Nylon loop carpeting
Gran Torino wagons	Nylon loop carpeting
Ford (except LTD Brougham)	Cut pile nylon carpeting
LTD Brougham	Nylon loop carpeting
Mustang	Nylon loop carpeting
Thunderbird	Cut pile nylon carpeting

### AT LINCOLN-MERCURY DEALERS

Capri	Nylon loop carpeting
Comet	Nylon loop carpeting
Montego (basic model)	Rubber mat (nylon loop carpeting optional)
Montego (all other models)	Nylon loop carpeting
Mercury (including wagons—except Marquis Brougham)	Nylon loop carpeting
Marquis Brougham	Cut pile nylon carpeting
Lincoln Continental	Cut pile nylon carpeting
Continental Mark IV	Deep cut pile nylon carpeting
Cougar	Nylon loop carpeting
Pantera	Cut pile nylon carpeting



## STANDARD OIL PRESSURE, ENGINE TEMPERATURE AND CHARGE/DISCHARGE INSTRUMENTS

To keep consistent with the discussion back in Chapter 3, Section I, this is a list of these particular instruments by car line and model, for the 76 Ford Motor Company models of 1972.

### AT FORD DEALERS

Model	Oil Pressure	Engine Temp.	Charge/Discharge
Pinto	Warning light	Warning light	Warning light
Maverick	Warning light	Warning light	Warning light
Torino	Warning light	Gauge	Warning light
Ford	Warning light	Warning light	Warning light
Mustang	Warning light	Warning light	Warning light
Thunderbird	Warning light	Warning light	Warning light

### AT LINCOLN-MERCURY DEALERS

Model	Oil Pressure	Engine Temp.	Charge/Discharge
Capri	Warning light	Gauge	Warning light
Comet	Warning light	Warning light	Warning light
Montego	Warning light	Gauge	Warning light
Montego GT	Gauge	Gauge	Ammeter
Mercury	Warning light	Warning light	Warning light
Lincoln Continental	Gauge	Gauge	Alternator-charge indicator gauge
Continental Mark IV	Warning light	Warning light	Warning light
Cougar (except XR-7)	Warning light	Gauge	Warning light
XR-7	Gauge	Gauge	Alternator-charge indicator gauge
Pantera	Gauge	Gauge	Alternator-charge indicator gauge

## SPECIAL AND OPTIONAL INSTRUMENTS

While the preceding list shows three of the instruments that come standard with the 1972 Ford Motor Company models and lines, it's sometimes possible to order factory-installed instruments of other kinds.

Most of these come in the special groups and packages which are explained in Chapter 7, Section II, under Special Groups and Packages.

The optional instrumentation is as follows:

### AT FORD DEALERS

Model	Optional Instruments	Included in
Pinto	(none)	(none)
Maverick	(none)	(none)
Torino	Oil pressure gauge Ammeter Tachometer Trip odometer Engine temperature gauge Electric clock	Instrumentation Group
Ford	(none)	(none)
Mustang	Oil pressure gauge Engine temperature gauge  Ammeter Tachometer Trip odometer	Instrumentation Group (full list of items) Sports Interior Option consists of gauges only
Thunderbird	Trip odometer	Turnpike Convenience Group

### AT LINCOLN-MERCURY DEALERS

Model	Optional Instruments	Included in
Capri	(none)	(none)
Comet	(none)	(none)
Montego	Oil pressure gauge Electric clock Ammeter Engine temperature gauge Tachometer Trip odometer	Performance Instrumentation Package
Mercury	(none)	(none)
Lincoln Continental	Trip odometer standard	(none)
Continental Mark IV	Trip odometer standard	(none)
Cougar XR-7 & GT only	Tachometer standard	(none)
XR-7 only	Oil pressure gauge standard Ammeter standard Trip odometer standard	(none)
Pantera	Tachometer standard	(none)

## CLOCKS

Many people opt for a clock in their cars, especially if they use their cars in business.

Therefore, Ford Motor Company makes clocks available (usually as optional equipment) where possible—although there are some models of Fords and Mercurys where the clocks won't fit. Those are the

Pinto, Pantera, the Mustangs and Cougars without consoles, and the Mavericks and Comets without floor shift.

The Capri offers a clock with the Decor Group selection only. The availability of clocks in the 1972 Ford Motor Company cars is spelled out in the following list.

## AT FORD DEALERS

Model	Availability of Clocks
Pinto	Not available
Maverick	Optional; requires lockable Consolette option at extra cost (except with floor-shift models)
Torino	Optional (standard with optional Instrumentation Group and Brougham Interior Trim Group)
Ford	Optional (standard on LTD and LTD Brougham)
Mustang	Included with Console option Standard on Mustang Grande
Thunderbird	Standard

## AT LINCOLN-MERCURY DEALERS

Model	Availability of Clocks
Capri	Optional with Decor Group (see Chapter 7, Section II)
Comet	Included with lockable Consolette option at extra cost (except with floor-shift models)
Montego (except GT)	Optional (standard with optional Instrumentation Group)
Montego GT	Standard
Mercury	Optional (standard on Marquis, Marquis Brougham)
Lincoln Continental	Standard
Continental Mark IV	Standard (Cartier electric timepiece)
Cougar	Included with Console option at extra cost
Pantera	Not available

# SECTION II

## CHAPTER 9

# EXTERIOR TRIM OPTIONS

Exterior trim options primarily include exterior packages (see Chapter 7, Section II), plus vinyl-covered roofs and wheel covers. Ford Motor Company cars are available in a broad range of exterior and interior colors. The best way to find out what's offered

is to visit a Ford or Lincoln-Mercury dealer and see the colors of actual models. (Small color swatches in the literature rarely give you the best indication of the true colors on the full-sized model.)

## VINYL-COVERED ROOFS

Across all 14 lines of cars for 1972, Ford Motor Company offers vinyl-covered roofs as either optional or standard for all (except the Pantera). Availability of vinyl-roof colors in some instances is limited by the particular model and exterior/interior trim color selected.

Using only the generic names of the colors (Ford and Lincoln-Mercury car catalogs describe the colors in detail), here's how the Fords, Mercurys and Lincolns bring you the standard and optional choices for vinyl-covered roofs on the different models:

### AT FORD DEALERS

Model	Available as	Colors
Pinto (2-dr sedan only)	Opt.	Black White
Maverick	Opt.	Black White Blue Ginger
Torino (except wagons)	Opt.	Black White Blue Green Brown
Ford (except wagons)	Opt.	Black White Blue Brown Green
Wagons	Opt.	Ginger Black
Mustang (2-dr. hardtop)	Opt.	Black White Blue Green Brown
Thunderbird	Opt.	Black White Blue Brown Green

## AT LINCOLN-MERCURY DEALERS

Model	Available as	Colors
Capri	Opt.	Black
Comet	Opt.	Black White Blue Ginger
Montego (except wagons)	Opt.	Black White Blue Brown Green
Mercury (except Marquis Brougham)	Opt.	Black White Blue Brown Green
Marquis Brougham	Std.	Black White Blue Brown Green
Lincoln Continental	Opt.	Black White Blue Brown Green
Continental Mark IV	Std.	Black White Blue Brown Green
Cougar	Opt.	Black White Blue Green Brown

## AT LINCOLN-MERCURY DEALERS

Model	Available as	Colors
Capri	Opt.	Black
Comet	Opt.	Black White Blue Ginger
Montego (except wagons)	Opt.	Black White Blue Brown Green
Mercury (except Marquis Brougham)	Opt.	Black White Blue Brown Green
Marquis Brougham	Std.	Black White Blue Brown Green
Lincoln Continental	Opt.	Black White Blue Brown Green
Continental Mark IV	Std.	Black White Blue Brown Green
Cougar	Opt.	Black White Blue Green Brown
Pantera	(none)	(none)

## WHEEL COVERS

(See also Chapter 4, Section I)

Wheel exterior decor on the many lines and models of Ford Motor Company cars comes in different versions—there are (as standard equipment) wheels with hubcaps, wheels with hubcaps and wheel rim-trim rings, and wheels with standard-equipment wheel covers.

In addition, many models of Ford and Lincoln-

Mercury Division cars offer optional wheel covers or wheel trim for various models.

The following table lists the lines and—where necessary—the models, to show what comes standard, and what optional wheel covers or trim are also available.

### AT FORD DEALERS

Model	Standard	Optional
Pinto	Hubcaps	Wheel covers in Luxury Decor and Accent Groups; and as a separate item
Maverick	Hubcaps	Wheel covers in Accent Group
Torino (except Squire wagon and Gran Torino Sport)	Hubcaps	Wheel covers, Deluxe wheel covers, Bright wheel trim rings hubcaps, Mag 500 wheels
Squire wagon	Wheel covers	Deluxe wheel covers, Mag 500 wheels
Gran Torino Sport	Bright wheel trim rings/hubcaps	Deluxe wheel covers, Mag 500 wheels
Ford (except LTD Brougham and Country Squire wagon)	Hubcaps	Wheel covers Deluxe wheel covers
LTD Brougham and Country Squire wagon	Wheel covers	Deluxe wheel covers
Mustang 2-dr hardtop; standard sportsroof and convertible	Hubcaps	Wheel covers, Bright wheel trim rings/hubcaps (std. on Mach I, and with Decor Group), Sports wheel covers, Mag 500 wheels
Grande	Wheel covers	
Mach I	Bright wheel trim rings/hubcaps	
Thunderbird	Wheel covers	Deluxe wheel covers Color-keyed wheel covers std. with Glamour Paint option

### AT LINCOLN-MERCURY DEALERS

Model	Standard	Optional
Capri	Styled steel wheels	(none)
Comet (except GT)	Hubcaps	Deluxe wheel covers in Exterior Decor Group and as separate option Bright wheel trim rings/hubcaps
GT	Bright wheel trim rings/hubcaps	Deluxe wheel covers (no extra cost)

Model	Standard	Optional
Montego MX Brougham, GT and Villager wagon	Deluxe wheel covers	Luxury wheel covers
Montego, MX and MX wagon	Hubcaps	Deluxe wheel covers Luxury wheel covers
Mercury Monterey, and wagon	Hubcaps	Deluxe wheel covers Luxury wheel covers
Monterey Custom	Deluxe wheel covers	Luxury wheel covers
Marquis and Colony Park wagon	Deluxe wheel covers	Luxury wheel covers
Marquis Brougham	Color-keyed wheel covers	Luxury wheel covers
Lincoln Continental	Deluxe wheel covers	Luxury wheel covers
Continental Mark IV	Luxury wheel covers	(none)
Cougar 2-dr hardtop	Hubcaps	Deluxe wheel covers Wire wheel covers Styled steel wheels
GT	Bright wheel trim rings/ hubcaps	Wire wheel covers Styled steel wheels
XR-7	Deep-dish wheel covers	Wire wheel covers Styled steel wheels
Pantera	Hubcaps	Magnesium wheels

SPACE FOR NOTES, COMPETITIVE INFORMATION, FACTS AND FIGURES



# SECTION II

## CHAPTER 10

# WHEELS AND TIRES

Wheel and tire specifications become rather difficult to understand in a brief presentation such as this, when considering so wide a range of car lines and model choices as offered by Ford Motor Company.

So many factors, starting with safety, car size, weight, type, equipment involved (for example, air conditioning adds enough weight to a model to require bigger tires in many cases) that there really can't be such a thing as a "simplified" wheel and tire chart.

For that reason—and to keep this material as simplified as possible—the material in this chapter will show only the most basic information (even though there are many more details and breakouts of information that must be considered when actually ordering the specific car and its specific optional equipment).

Here, again, it's advisable to see the Ford or Lincoln-Mercury Dealer on the exact wheels and tires available for the particular models you're most interested in.

## WHEELS

(See also Chapter 4, Section I)

The standard and optional wheel sizes you can get on the many models in Ford Motor Company's lines are shown here only as what's standard and what's optional on *basic models* without reference to considera-

tions such as bigger engines and air conditioning equipment.

Within a model line, the wheels listed as optional may become standard on certain models and/or with certain equipment.

NOTE: First number indicates wheel diameter in inches, the second number the wheel width in inches.

### AT FORD DEALERS

Model	Std. Wheel Size	Optional Sizes
Pinto	13 x 4	13 x 5
Maverick	14 x 4.5	14 x 6
Torino (except wagons)	14 x 5	14 x 6, 14 x 7, Mag 500 wheels
Wagons	14 x 5.5	14 x 6, 14 x 7, Mag 500 wheels
Ford (except wagons)	15 x 5	15 x 5.5
Wagons	15 x 6.5	(none)
Mustang	14 x 6	14 x 7, 15 x 7
Thunderbird	15 x 6	(none)

### AT LINCOLN-MERCURY DEALERS

Model	Std. Wheel Size	Optional Sizes
Capri	13 x 5	(none)
Comet	14 x 4.5	14 x 6
Montego (except wagons)	14 x 5	14 x 6
Wagons	14 x 5.5	14 x 6
Mercury (except wagons)	15 x 5	15 x 5.5
Wagons	15 x 6.5	(none)
Lincoln Continental	15 x 6	(none)
Continental Mark IV	15 x 6	(none)
Cougar	14 x 6	15 x 7
Pantera	15 x 7, front; 15 x 8½, rear	(none)

## TIRES

(See also Chapter 4, Section I)

In this area, too, the simplest way to present the basic information about the basic models in each line of Ford Motor Company cars is to show tire size, ply ratings or type, and whether the tires are black sidewall or white sidewall.

Where ply ratings are mentioned, these are the ratings and not the number of plies. Modern tire technology makes it possible today to construct a tire ply which can be given a rating higher than the old, traditional plies of years back. The plies are stronger than the plies of former days and actually provide

another advantage: the older, heavier plies in multiple plies tended to accumulate heat when running on road surfaces, and heat is the enemy of a tire, causing it to wear out or fail sooner. Today's plies are not only rated higher, but when it's possible to use two plies to achieve a four-ply rating, the tire will not build up and retain heat, thereby allowing it to last longer.

This is the simplified list of tires on basic models of Ford Motor Company lines for 1972. For more detailed information by model, check the individual car line price lists in Chapter 14 of this section.

### AT FORD DEALERS

Model	Standard Tires			Optional Tires		
	Size	Rating; Type	Sidewall	Size	Rating; Type	Sidewall
Pinto	6.00 x 13	4-ply	Black	A78 x 13	4-ply	White
				A70 x 13	Wide oval 4-ply belted	Black with raised white letters
Maverick	6.45 x 14	4-ply	Black	175R x 13	Radial ply	White
				6.45 x 14	4-ply	White
				C78 x 14	4-ply	Black White
				D70 x 14	Wide oval 4-ply belted	White
Torino	E78 x 14	4-ply belted	Black	DR78 x 14	Radial ply	White
				E78 x 14	4-ply belted	White
				F78 x 14	4-ply belted	Black White
				G78 x 14	4-ply belted	Black White
				H78 x 14	4-ply belted	Black White
				F70 x 14	Wide oval 4-ply belted	White
				G70 x 14	Wide oval 4-ply belted	Black with raised white letters

## Section II • Chapter 10—Wheels and Tires

Model	Standard Tires			Optional Tires		
	Size	Rating; Type	Sidewall	Size	Rating; Type	Sidewall
Ford	F78 x 15	4-ply belted	Black	F78 x 15	4-ply belted	White
				G78 x 15	4-ply belted	Black White
				H78 x 15	4-ply belted	Black White
Mustang	E78 x 14	4-ply belted	Black	E70 x 14	Wide oval 4-ply belted	White
				F70 x 14	Wide oval 4-ply belted	White Black with raised white letters
				F60 x 15	Wide oval 4-ply belted	Black with raised white letters
Thunderbird	215R x 15	Michelin steel- belted radial ply	Black	215R x 15	Michelin steel- belted radial ply	White

## AT LINCOLN-MERCURY DEALERS

Model	Standard Tires			Optional Tires		
	Size	Rating; Type	Sidewall	Size	Rating; Type	Sidewall
Capri	165SR x 13	Radial ply	Black	(none)		
Comet	6.45 x 14	4-ply	Black	6.45 x 14	4-ply	White
				C78 x 14	4-ply	Black White
				D70 x 14	Wide oval 4-ply belted	White
				DR78 x 14	Radial ply	White

## Section II • Chapter 10—Wheels and Tires

Model	Standard Tires			Optional Tires		
	Size	Rating; Type	Sidewall	Size	Rating; Type	Sidewall
Montego	E78 x 14	4-ply belted	Black	E78 x 14	4-ply belted	White
				F78 x 14	4-ply belted	Black
				G78 x 14	4-ply belted	White
				H78 x 14	4-ply belted	Black
				F70 x 14	Wide oval 4-ply belted	White
				G70 x 14	Wide oval 4-ply belted	Black with raised white letters
Mercury	G78 x 15	4-ply belted	Black	G78 x 15	4-ply belted	White
				H78 x 15	4-ply belted	Black
				HR78 x 15	Radial ply	White
Lincoln Continental	225R x 15	Steel-belted radial ply	White	JR70 x 15	Radial ply	White
Continental Mark IV	225R x 15	Steel-belted radial ply	White	(none)		
Cougar	E78 x 14	4-ply belted	Black	E78 x 14	4-ply belted	White
				F70 x 14	Wide oval 4-ply belted	White
				F60 x 14 F78 x 14	4-ply belted 4-ply belted	Black with raised white letters Red Black
Pantera	185R x 70 front 215R x 70 rear	Radial ply	Black	(none)		

# SECTION II

## CHAPTER 14

# PRICES

This chapter gives you the manufacturer's suggested retail prices for 1972 Ford Division and Lincoln-Mercury Division cars, and options. These facts will make it easier for you to figure prices on the model and options you

may select from the wide range offered by Ford Motor Company.

A blank page is provided at the end of this chapter for use if you wish to compare these prices against other makes.

## IMPORTANT NOTICE

Prices shown are manufacturer's suggested retail prices and will be applicable, until further notice, for all 1972 models. *The manufacturer's suggested retail prices are suggested prices only and are not intended to determine the prices charged by dealers to their customers on resale.* Transportation charges, gasoline, license and title fees, state and local taxes, import duty surcharges including Federal excise tax thereon (where applicable) and options required by state law are not included.\* Always consult your dealer for complete details. At the time of printing, prices, product information and specifications were in effect and correct. Ford Motor Company reserves the right to change prices, product specifications and designs at any time, however, without notice and without incurring obligation.

\*Pinto, Maverick, Comet and Capri suggested retail prices do not include dealer preparation charge, if any. Suggested retail prices of other cars include suggested preparation charges.

## NOTE ON EXCISE TAX

In the event Congress enacts the proposed repeal of the Passenger Car Excise Tax, the Company will rebate the tax to everyone purchasing a new Ford Motor Company passenger car on or after the effective date of the repeal.

# AT FORD DEALERS

## PINTO (See note below)

BASE VEHICLES	SUGGESTED RETAIL
1600 CC 4-CYLINDER 1V 97.6 CID	
2 Door Sedan .....	\$2,028.00
3 Door Runabout* .....	2,137.00

\*Includes fold-down rear seat with load floor and passenger compartment color-keyed carpeting.

ENGINE AND TRANSMISSION	SUGGESTED RETAIL
2000 CC 4-CYLINDER 2V 122 CID Requires manual front disc brakes at extra cost.	\$ 50.00
EMISSION SYSTEM, CALIFORNIA Required in state of California.	14.00
TRANSMISSION (4-Speed stick shift standard)	
SELECTSHIFT CRUISE-O-MATIC Available only with 2000 CC 2V engine.	175.00

COMFORT AND CONVENIENCE	SUGGESTED RETAIL
AIR CONDITIONER—SELECTAIRE Not available with 1600 CC 1V engine. Tinted glass—complete recommended.	\$374.00
CONVENIENCE GROUP Includes deluxe belts, inside day/night rearview mirror, outside left-hand remote control color-keyed racing mirror, and glove compartment lock.	31.00
Models ordered with special paint will have the outside left-hand remote control color-keyed racing mirror deleted and replaced with a left-hand rectangular manual control mirror.	
DEFOGGER, REAR WINDOW Not available on Runabout.	28.00
GLASS, TINTED-BACKLITE Available only on Runabout.	19.00
GLASS, TINTED—COMPLETE	37.00
LUGGAGE RACK, ROOF	47.00
RADIO, AM	61.00
RADIO, AM/FM MONAURAL	123.00
REAR QUARTER WINDOWS, FLIPPER	29.00
SEAT, FOLD-DOWN REAR Includes cargo floor color-keyed carpeting. Standard on Runabout.	36.00

HANDLING AND PERFORMANCE	SUGGESTED RETAIL
BATTERY, HEAVY-DUTY—54 AMPERE	\$ 14.00
DISC BRAKES, MANUAL FRONT This option required at extra cost on models equipped with 2000 CC 2V engine.	32.00

## PINTO, Cont'd

HANDLING AND PERFORMANCE	SUGGESTED RETAIL
TIRES ALL MODELS HAVE (5) 6.00 x 13 RAYON BSV TIRES AS STANDARD EQUIPMENT: Extra charge for: (5) A78 x 13 non-belted WSW (5) A70 x 13 wide oval belted B WL (5) 175R x 13 radial ply WSW	\$ 42.00 87.00 106.00
NOTE: B WL—black sidewall tires with raised white letters.	

APPEARANCE AND PROTECTION	SUGGESTED RETAIL
ACCENT GROUP Includes body side protection molding with black vinyl insert, bright door and quarter window frames, bright 5/16" pillar cap, bright drip moldings, wheel lip moldings, and wheel covers. Standard with Luxury Decor Group. Not available with Protection Group. Requires passenger compartment color-keyed carpeting at extra cost.	\$ 72.00
BUMPER GUARDS, FRONT AND REAR Includes rubber inserts on bumper guards and rub strips on bumpers. Standard with Protection Group.	37.00
CARPETING, PASSENGER COMPARTMENT COLOR-KEYED Standard on Runabout. Required at extra cost on models equipped with Accent Group or Luxury Decor Group.	18.00
DECOR GROUP, LUXURY Includes choice of deluxe houndstooth cloth or knitted vinyl seat trim, body side protection molding with black vinyl insert, bright door and quarter window frames, bright "B" pillar cap, bright drip moldings, wheel lip moldings, wheel covers, rocker panel moldings, deluxe two-spoke steering wheel, deluxe door trim panels, contoured rear seat, multi-directional vent registers, cigar lighter—front, rear seat ashtray, passenger-side door courtesy light switch, and instrument panel bright dress-up with woodgrain applique. Not available with Accent Group or Protection Group. Requires passenger compartment color-keyed carpeting at extra cost.	142.00
DOOR-EDGE GUARDS	6.00
MOLDING WITH BLACK VINYL INSERT, BODY SIDE PROTECTION Standard with Accent Group, Luxury Decor Group, and Protection Group.	31.00
MOLDINGS, ROCKER PANEL Standard with Luxury Decor Group.	14.00

NOTE: Prices shown do not include import duty surcharges (including Federal excise tax thereon) which apply to certain imported components. The amount depends on the specific equipment on the unit in question. Please consult your dealer regarding the surcharge on units in his stock.

## PINTO, Cont'd

APPEARANCE AND PROTECTION	SUGGESTED RETAIL
<b>PAINT, COLOR-GLOW</b> ..... Available in ivy glow or gold glow.	\$ 30.00
<b>PROTECTION GROUP</b> ..... Includes body side molding with black vinyl insert, front and rear bumper guards with rubber inserts, and rub strips on bumpers. Not available with Accent Group or Luxury Decor Group.	68.00
<b>ROOF, VINYL—COVERED</b> ..... Includes bright drip moldings. Available only on 2 door model.	77.00
<b>WHEEL COVERS</b> ..... Standard with Accent Group and Luxury Decor Group.	24.00

## MAVERICK, Cont'd

COMFORT AND CONVENIENCE	SUGGESTED RETAIL
<b>AIR CONDITIONER—SELECTAIRE</b> ..... Includes optional ratio axle. Not available with 170 CID 1V engine. Requires C78 x 14 BSW or larger tires at extra cost when this option is ordered on 4 door sedan with 302 CID 2V engine. Tinted glass—complete recommended.	\$ 374.00
<b>CLOCK, ELECTRIC</b> ..... Requires lockable storage console at extra cost.	15.00
<b>CONSOLETTA, LOCKABLE STORAGE</b> ..... Not available with floor shift.	26.00
<b>CONVENIENCE GROUP</b> ..... Includes cigar lighter, outside left-hand remote control color-keyed racing mirror, and inside day night mirror. Models ordered with special paint will have outside left-hand remote control color-keyed racing mirror deleted and replaced with a left-hand manual mirror.	18.00
<b>DEFOGGER, REAR WINDOW</b> .....	28.00
<b>GLASS, TINTED—COMPLETE</b> ..... Grabber Sport Sedan and models with Accent Group	37.00
All other models	51.00
Includes bright window frames. Recommended with air conditioner.	
<b>RADIO, AM</b> .....	61.00
<b>SEATS, HIGH-BACK BUCKET</b> ..... Includes pleated vinyl seat trim and deluxe door trim panels. Not available on 4 door sedan, with vinyl seat trim option or interior trim option.	101.00

## MAVERICK

BASE VEHICLES	SUGGESTED RETAIL
<b>6-CYLINDER (170 CID 1V) MAVERICK MODELS</b>	
2 Door Sedan.....	\$2,175.00
4 Door Sedan.....	2,235.00
2 Door Grabber Sport Sedan.....	2,354.00
<b>8-CYLINDER (302 CID 2V) MAVERICK MODELS</b> (8-cylinder models equipped with three-speed manual transmission not available in state of California)	
2 Door Sedan.....	\$2,344.00
4 Door Sedan.....	2,404.00
2 Door Grabber Sport Sedan.....	2,523.00

ENGINE AND TRANSMISSION	SUGGESTED RETAIL
<b>EXTRA CHARGE OVER 170 CID 1V 6-CYLINDER</b>	
206 CID 1V 6-CYLINDER.....	\$ 39.00
250 CID 1V 6-CYLINDER..... Requires Cruise-O-Matic transmission at extra cost.	79.00
<b>EMISSION SYSTEM, CALIFORNIA</b> ..... Required in state of California.	14.00
<b>SELECTSHIFT CRUISE-O-MATIC TRANSMISSION</b> ..... Not available with 170 CID 1V engine. Required with 250 CID 1V engine at extra cost.	183.00
<b>FLOOR SHIFT</b> ..... Available only on models equipped with three-speed manual transmission in combination with 200 CID 1V or 302 CID 2V engine; or on models equipped with Cruise-O-Matic transmission in combination with bucket seats. Not available with lockable storage consolett.	25.00

POWER ASSISTS	SUGGESTED RETAIL
<b>POWER STEERING</b> .....	\$ 95.00

HANDLING AND PERFORMANCE	SUGGESTED RETAIL
<b>AXLE, OPTIONAL RATIO</b> ..... Standard with air conditioner and on models equipped with 200 CID 1V engine in combination with three-speed manual transmission.	\$ 12.00
<b>BATTERY, HEAVY-DUTY—55 AMPERE</b> ..... Standard with 200 CID 1V engine in combination with air conditioner.	14.00
<b>SUSPENSION, HEAVY-DUTY</b> .....	12.00
<b>TIRES:</b> THE FOLLOWING MODELS HAVE (5) 6.45 x 14 NON-BELTED BSW TIRES AS STANDARD EQUIPMENT: All models except 4 door sedans equipped with the 302 CID 2V engine. Extra charge for: (5) 6.45 x 14 non-belted WSW..... 29.00 (5) C78 x 14 non-belted BSW..... 17.00 (5) C78 x 14 non-belted WSW..... 48.00 (5) D70 x 14 wide oval belted WSW..... 88.00 (5) DR78 x 14 radial ply WSW..... 159.00	
THE FOLLOWING MODELS HAVE (5) C78 x 14 BELTED OR NON-BELTED BSW TIRES AS STANDARD EQUIPMENT: All 4 door sedans equipped with the 302 CID 2V engine. Extra charge for: (5) C78 x 14 non-belted WSW..... 29.00 (5) D70 x 14 wide oval belted WSW..... 42.00 (5) DR78 x 14 radial ply WSW..... 113.00	

## MAVERICK, Cont'd

APPEARANCE AND PROTECTION	SUGGESTED RETAIL
<b>ACCENT GROUP</b> Includes bright window frames, bright drip moldings, color-keyed carpeting, and wheel covers. Not available on Grabber Sport Sedan.	\$ 52.00
<b>BELTS WITH WARNING LIGHT, DELUXE</b>	15.00
<b>BUMPER GUARDS, FRONT AND REAR</b> Standard with Protection Group.	29.00
<b>DOOR-EDGE GUARDS</b>	
2 door models	6.00
All other models	12.00
<b>PAINT, COLOR-GLOW</b> Available in ivy glow or gold glow.	36.00
<b>PAINT, TWO-TONE ROOF</b> Includes bright drip moldings. Not available with vinyl-covered roof.	28.00
<b>PROTECTION GROUP</b> Includes front and rear bumper guards and body side protection molding with black vinyl insert. Not available on Grabber Sport Sedan.	48.00
<b>ROOF, VINYL-COVERED</b> Includes bright drip moldings. Not available with two-tone roof paint.	77.00
<b>TAPE STRIPE, BLACK RACING</b> Available only on Grabber Sport Sedan as an alternate to the standard tape colors on all exterior colors except black and dark green.	No Charge
<b>TRIM, VINYL SEAT</b> Standard on Grabber Sport Sedan. Not available with high-back bucket seats.	18.00
<b>TRIM OPTION, INTERIOR</b> Grabber Sport Sedan All other models Includes choice of houndstooth cloth and vinyl or pleated vinyl seat trim, deluxe door trim panels, deluxe two-spoke steering wheel, and rear seat ash tray. Not available with high-back bucket seats.	34.00 52.00

## TORINO

BASE VEHICLES	SUGGESTED RETAIL
<b>6-CYLINDER (250 CID 1V) TORINO MODELS</b> (6-cylinder models equipped with three-speed manual transmission not available in state of California)	
<b>TORINO</b>	
2 Door Hardtop—Formal Roof	\$2,706.00
4 Door Pillared Hardtop	2,672.00
4 Door Station Wagon	3,023.00
<b>GRAN TORINO</b>	
2 Door Hardtop—Formal Roof	2,887.00
4 Door Pillared Hardtop	2,855.00
4 Door Station Wagon	3,170.00

## TORINO, Cont'd

BASE VEHICLES, Cont'd	SUGGESTED RETAIL
<b>8-CYLINDER (302 CID 2V) TORINO MODELS</b> (302 CID 2V 8-cylinder models equipped with three-speed manual transmission not available in state of California)	
<b>TORINO</b>	
2 Door Hardtop—Formal Roof	\$2,801.00
4 Door Pillared Hardtop	2,767.00
4 Door Station Wagon	3,118.00
<b>GRAN TORINO</b>	
2 Door Hardtop—Formal Roof	2,982.00
4 Door Pillared Hardtop	2,950.00
4 Door Station Wagon	3,265.00
<b>GRAN TORINO SQUIRE</b>	
4 Door Squire Station Wagon	3,560.00
<b>GRAN TORINO SPORT</b>	
2 Door Hardtop—Sports Roof	3,150.00
2 Door Hardtop—Formal Roof	3,150.00

ENGINE AND TRANSMISSION	SUGGESTED RETAIL
<b>EXTRA CHARGE OVER BASE 302 CID 2V 8-CYLINDER</b>	
<b>351 CID 2V 8-CYLINDER</b> Not available with Rallye Equipment Group. Requires Cruise-O-Matic transmission at extra cost. Also, requires power front disc brakes on Torino and Gran Torino Station Wagon models.	\$ 45.00
<b>351 CID 4V 8-CYLINDER</b> Includes 55 ampere alternator, 55 ampere battery, special intake manifold, special valve springs with dampers, large capacity 4300-D carburetor, 2 1/2 inch diameter dual exhaust outlets, modified camshaft, and four-bolt main-bearing caps. Standard on models equipped with Rallye Equipment Group. Available only on 2 door models. Requires Cruise-O-Matic or four-speed manual transmission at extra cost.	130.00
<b>400 CID 2V 8-CYLINDER</b> Includes 73 ampere heavy-duty battery. Requires Cruise-O-Matic transmission at extra cost, and power steering at extra cost on models equipped with air conditioner or rear window electric defrost. Also, power front disc brakes required at extra cost on Torino and Gran Torino Station Wagon models. Not available with Rallye Equipment Group.	99.00
<b>429 CID 4V 8-CYLINDER</b> Models with Rallye Equipment Group. All other models. Includes 73 ampere heavy-duty battery. Requires Cruise-O-Matic transmission and power front disc brakes at extra cost; also, requires power steering at extra cost on models equipped with air conditioner.	102.00 232.00
<b>EMISSION SYSTEM, CALIFORNIA</b> Required in state of California.	16.00



## TORINO, Cont'd

ENGINE AND TRANSMISSION	SUGGESTED RETAIL
<b>SELECTSHIFT CRUISE-O-MATIC TRANSMISSIONS</b>	
250 CID 1V 6-cylinder engine, 302 CID 2V, 351 CID 2V, 351 CID 4V (without Rallye Equipment Group), 400 CID 2V 8-cylinder engines . . . . .	\$217.00
351 CID 4V 8-cylinder engine with Rallye Equipment Group . . . . .	22.00
429 CID 4V 8-cylinder engine with Rallye Equipment Group . . . . .	43.00
429 CID 4V 8-cylinder engine without Rallye Equipment Group . . . . .	238.00
<b>FOUR-SPEED MANUAL WITH HURST SHIFTER</b>	
351 CID 4V 8-cylinder engine . . . . .	205.00
Standard with Rallye Equipment Group. Available only on 2 door models.	

POWER ASSISTS	SUGGESTED RETAIL
<b>POWER DOOR LOCKS</b>	
2-door models . . . . .	\$ 47.00
4-door models . . . . .	71.00
Station wagon models (includes power lock on tailgate) . . . . .	80.00
<b>POWER FRONT DISC BRAKES</b>	70.00
Standard on Gran Torino Squire model. Required at extra cost on Torino and Gran Torino station wagon models equipped with air conditioner or any optional engine. Also, required at extra cost on models equipped with 429 CID 4V engine.	
<b>POWER SEAT—6-WAY FULL WIDTH . . . . .</b>	105.00
<b>POWER SIDE WINDOWS . . . . .</b>	127.00
<b>POWER STEERING . . . . .</b>	115.00
Required at extra cost on models equipped with 400 CID 2V or 429 CID 4V engine in combination with air conditioner or 400 CID 2V engine in combination with rear window electric defrost.	
<b>POWER TAILGATE WINDOW . . . . .</b>	35.00
Available only on station wagon models.	

COMFORT AND CONVENIENCE	SUGGESTED RETAIL
<b>AIR CONDITIONER—SELECTAIRE . . . . .</b>	\$412.00
Not available on station wagons with 250 CID 1V engine, or with 250 CID 4V engine in combination with three-speed manual transmission. Torino and Gran Torino station wagon models ordered with this option require power front disc brakes at extra cost. Tinted glass—complete recommended.	
<b>CLOCK, ELECTRIC . . . . .</b>	17.00
Standard with Instrumentation Group and Brougham Interior Trim Group. Not available with Rallye Equipment Group.	
<b>CONSOLE . . . . .</b>	60.00
Available only with high-back bucket seats on Gran Torino 2 door hardtop and Gran Torino Sport models.	
<b>ELECTRIC DEFROST, REAR WINDOW . . . . .</b>	48.00
Available only on hardtop and pillared hardtop models equipped with 8-cylinder engine. Models ordered with this option in combination with the 400 CID 2V engine require power steering at extra cost.	

## TORINO, Cont'd

COMFORT AND CONVENIENCE	SUGGESTED RETAIL
<b>GLASS, TINTED—COMPLETE . . . . .</b>	\$ 43.00
Recommended with air conditioner.	
<b>INSTRUMENTATION GROUP . . . . .</b>	96.00
Includes tachometer, trip odometer, engine gauges (OIL, AMP, TEMP, FUEL), and electric clock. Standard with Rallye Equipment Group. Available only with 8-cylinder engine. Not available with Brougham Interior Trim Group.	
<b>LUGGAGE RACK, DELUXE . . . . .</b>	79.00
Includes integral rear window air deflector and adjustable rear cross bar. Available only on station wagons.	
<b>MIRRORS, OUTSIDE COLOR-KEYED DUAL RACING . . . . .</b>	26.00
Includes left-hand remote control and right-hand manual cofrol mirrors. Standard on Gran Torino Sport models. Not available with special paint.	
<b>RADIO, AM . . . . .</b>	66.00
<b>RADIO AM/FM STEREO . . . . .</b>	214.00
Includes two front door-mounted speakers and dual rear seat speakers.	
<b>SEATS, HIGH-BACK BUCKET . . . . .</b>	150.00
Includes two-tone knitted vinyl trim and carpet mat combination. Available only on Gran Torino 2 door hardtop and Gran Torino Sport models.	
<b>SEAT, REAR FACING THIRD . . . . .</b>	66.00
Available only on Gran Torino and Gran Torino Squire station wagon models.	
<b>SPEAKERS, DUAL REAR SEAT . . . . .</b>	33.00
Standard with AM FM stereo radio. Requires AM radio at extra cost.	
<b>STEERING WHEEL, RIM BLOW—DELUXE THREE-SPOKE . . . . .</b>	39.00
<b>VISIBILITY GROUP . . . . .</b>	
Models with outside color-keyed dual racing mirrors . . . . .	25.00
All other models . . . . .	38.00
Includes outside left-hand remote control mirror, ashtray light, dome/map light, glove compartment light, luggage compartment light, cargo light on station wagons, instrument panel courtesy light, engine compartment light, rear door courtesy light switches on 4 door models, headlights "lights-on" warning buzzer, parking brake warning light, seat belt warning light, and flood lighting of light and wiper switches.	
<b>WINDSHIELD WIPERS, INTERMITTENT . . . . .</b>	26.00
Torino series models ordered with this option require recessed windshield wipers at extra cost.	

HANDLING AND PERFORMANCE	SUGGESTED RETAIL
<b>AXLE, OPTIONAL RATIO . . . . .</b>	\$ 13.00
Not available in state of California on models equipped with 302 CID 2V engine in combination with Cruise-O-Matic transmission.	
<b>AXLE, TRACTION-LOK DIFFERENTIAL . . . . .</b>	48.00

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## TORINO, Cont'd

HANDLING AND PERFORMANCE	SUGGESTED RETAIL
<b>BATTERY, HEAVY-DUTY</b> 55 ampere Standard with 351 CID 2V or 4V engine. Available only with 250 CID 1V not equipped with air conditioner or 302 CID 2V engine.	\$ 16.00
73 ampere Standard with 250 CID 1V in combination with air conditioner, 400 CID 2V and 429 CID 4V engines. Available only with 351 CID 2V or 4V engine.	16.00
<b>HOOD SCOOP, RAM AIR</b> Functional, integrated hood scoop. Available only on Gran Torino or Gran Torino Sport models equipped with 351 CID 4V or 429 CID 4V engine.	65.00
<b>RALLYE EQUIPMENT GROUP</b> Includes 351 CID 4V 8-cylinder engine, four-speed manual transmission, competition suspension with rear stabilizer bar, G70 x 14 wide oval belted B/WL tires with 6" wide rims, and instrumentation Group. Available only on 2 door models. Also, 429 CID 4V engine and Cruise-O-Matic transmission available at extra cost. Not available with electric clock or Brougham Interior Trim Group.	453.00

## TORINO, Cont'd

HANDLING AND PERFORMANCE	SUGGESTED RETAIL
<b>SUSPENSION, COMPETITION</b> Includes front and rear increased spring rates, rear stabilizer bar, heavy-duty front stabilizer bar, and heavy-duty shock absorbers. Available only on 2 door models equipped with 351 CID 4V or 429 CID 4V engine. Standard with Rallye Equipment Group.	\$ 31.00
<b>SUSPENSION, HEAVY-DUTY LOAD</b> Includes heavy-duty front and rear springs and shock absorbers. Not available with Rallye Equipment Group.	23.00
<b>TRAILER TOWING PACKAGE CLASS II</b> Includes heavy-duty suspension, extra-cooling package, trailer towing wiring harness, and rear window trailer towing identification decal. Requires 351 CID 2V or larger engine (with F78 x 14 tires), Cruise-O-Matic transmission, and power steering and power-front disc brakes at extra cost.	34.00

## TIRES:

The following standard tire sizes are 14-inch belted tires:

MODEL AND ENGINE APPLICATION	350 CID 1V 6-CYLINDER	302 CID 2V 8-CYLINDER	351 CID 2V 8-CYLINDER	351 CID 4V 8-CYLINDER	400 CID 2V 8-CYLINDER	429 CID 4V 8-CYLINDER
<b>TORINO</b>						
2 Door Hardtop—Formal Roof	E78 BSW	E78 BSW (a)	F78 BSW	F78 BSW (b)	F78 BSW (b)	G78 BSW
4 Door Pillared Hardtop	F78 BSW	F78 BSW	F78 BSW	N/A	F78 BSW (b)	G78 BSW
4 Door Station Wagon	H78 BSW	H78 BSW	H78 BSW	N/A	H78 BSW	H78 BSW
<b>GRAN TORINO</b>						
2 Door Hardtop—Formal Roof	E78 BSW	F78 BSW	F78 BSW	F78 BSW (b)	F78 BSW (b)	G78 BSW
4 Door Pillared Hardtop	F78 BSW	F78 BSW	F78 BSW	N/A	F78 BSW (b)	G78 BSW
4 Door Station Wagon	H78 BSW	H78 BSW	H78 BSW	N/A	H78 BSW	H78 BSW
<b>GRAN TORINO SQUIRE</b>						
4 Door Squire Station Wagon	N/A	H78 BSW	H78 BSW	N/A	H78 BSW	H78 BSW
<b>GRAN TORINO SPORT</b>						
2 Door Hardtop—Sport/Formal Roof	N/A	F70 WSW	F70 BSW	F70 WSW (d)	F70 WSW (d)	G70 B/WL
2 Door Hardtop—Formal Roof	N/A	E70 WSW (c)	F70 WSW	F70 WSW (d)	F70 WSW (d)	G70 B/WL

NOTE: B/WL—black sidewall tires with raised white letters. E70, F70 and G70—wide oval tires.

(a) F78 BSW standard on models with air conditioner.

(b) F78 BSW standard on models with air conditioner.

(c) F70 WSW standard on models with air conditioner.

(d) G70 B/WL standard on models with air conditioner.

## TIRES:

MODELS HAVING (5) E78 x 14 BSW TIRES AS STANDARD EQUIPMENT:	SUGGESTED RETAIL
Extra charge for:	
(5) E78 x 14 WSW	\$32.00
(5) F78 x 14 BSW	18.00
(5) F78 x 14 WSW	50.00
(5) F70 x 14 WSW	68.00
(5) G78 x 14 BSW	36.00
(5) G78 x 14 WSW	68.00
(5) G70 x 14 B/WL	99.00
(5) H78 x 14 BSW	54.00
(5) H78 x 14 WSW	86.00

## TIRES, Cont'd

MODELS HAVING (5) F78 x 14 BSW TIRES AS STANDARD EQUIPMENT:	SUGGESTED RETAIL
Extra charge for:	
(5) F78 x 14 WSW	\$32.00
(5) F70 x 14 BSW	50.00
(5) G78 x 14 BSW	18.00
(5) G78 x 14 WSW	50.00
(5) G70 x 14 B/WL	81.00
(5) H78 x 14 BSW	36.00
(5) H78 x 14 WSW	68.00

## TORINO, Cont'd

TIRES, Cont'd	SUGGESTED RETAIL
<b>MODELS HAVING (5) G78 x 14 BSW TIRES AS STANDARD EQUIPMENT:</b>	
Extra charge for:	
(5) G78 x 14 WSW .....	\$32.00
(5) G70 x 14 B/WL .....	63.00
(5) H78 x 14 HSW .....	18.00
(5) H78 x 14 WSW .....	50.00
<b>MODELS HAVING (5) H78 x 14 BSW TIRES AS STANDARD EQUIPMENT:</b>	
Extra charge for:	
(5) H78 x 14 WSW .....	32.00
<b>MODELS HAVING (5) F70 x 14 WSW TIRES AS STANDARD EQUIPMENT:</b>	
Extra charge for:	
(5) F70 x 14 WSW .....	18.00
(5) G70 x 14 B/WL .....	49.00
<b>MODELS HAVING (5) F70 x 14 WSW TIRES AS STANDARD EQUIPMENT:</b>	
Extra charge for:	
(5) G70 x 14 B/WL .....	31.00

## TORINO, Cont'd

APPEARANCE AND PROTECTION	SUGGESTED RETAIL
<b>TRIM GROUP, BROUGHAM INTERIOR</b> .....	\$168.00
Includes flight bench seat with cloth seat trim and fold-down center front arm rest, woodgrain instrument panel, electric clock, bright pedal pads, woodgrain two-spoke steering wheel, and "C" pillar ornamentation.	
Available only on Gran Torino hardtop or pillared hardtop models.	
Not available with Rallye Equipment Group or Instrumentation Group.	
<b>TRIM, KNITTED VINYL SEAT</b> .....	32.00
Standard with high-back bucket seats.	
Available only on Gran Torino and Gran Torino Squire station wagon models.	
<b>TRIM, PLEATED VINYL SEAT</b> .....	19.00
Standard on Gran Torino Sport, and Gran Torino or Squire station wagon models.	
Available only on Gran Torino hardtop models.	
<b>TRIM RINGS/HUBCAPS</b> .....	35.00
Available only with wide oval tires.	
Standard on Gran Torino Sport models.	
Not available on station wagon models.	
<b>TRIM, SPORT CLOTH</b> .....	39.00
Available only on 2 door Gran Torino and Gran Torino Sport models.	
<b>WHEEL COVERS</b> .....	26.00
Standard on Gran Torino Squire model.	
Not available on Gran Torino Sport models.	
<b>WHEEL COVERS, DELUXE</b> .....	
Gran Torino Sport models .....	43.00
Gran Torino Squire model .....	52.00
All other models .....	78.00
<b>WHEELS, MAGNUM 500 CHROME</b> .....	
Gran Torino Sport models .....	120.00
Gran Torino Squire model .....	129.00
All other models .....	155.00
<b>WINDSHIELD WIPERS, RECESSED</b> .....	20.00
Standard on all models except base Torino.	

APPEARANCE AND PROTECTION	SUGGESTED RETAIL
<b>BELTS WITH WARNING LIGHT, DELUXE</b>	
2 door models .....	\$43.00
All other models .....	17.00
Includes automatic seat back release on 2 door models.	
<b>BUMPER GUARDS</b>	
Station wagon models .....	16.00
All other models .....	31.00
Includes front and rear bumper guards on hardtops and pillared hardtops; front bumper guards only on station wagons.	
<b>CARPETED STATION WAGON CARGO AREA</b> .....	19.00
<b>DOOR-EDGE GUARDS</b>	
2 door models .....	7.00
All other models .....	13.00
Not available on Gran Torino Squire, or with laser stripe.	
<b>LASER STRIPE</b> .....	39.00
Available only on 2 door Gran Torino and Gran Torino Sport models.	
Not available with body side protection molding with vinyl insert, door-edge guards, or special paint. Standard body side molding deleted when laser stripe is ordered.	
<b>MOLDING WITH BLACK VINYL INSERT, BODY SIDE PROTECTION</b> .....	34.00
Not available on Gran Torino Squire or with laser stripe.	
<b>PAINT, COLOR-GLOW</b> .....	39.00
Available in ivy glow or gold glow.	
<b>ROOF, VINYL-COVERED</b> .....	95.00
Not available on station wagon models.	

## FORD

BASE VEHICLES	SUGGESTED RETAIL
<b>6-CYLINDER (240 CID 1V) FORD CAR MODELS</b> (6-cylinder models not available in state of California)	
<b>FORD CUSTOM</b>	
4 Door Sedan .....	\$3,288.00
<b>CUSTOM 500</b>	
4 Door Sedan .....	3,426.00
<b>GALAXIE 500</b>	
4 Door Sedan .....	3,594.00
2 Door Hardtop .....	3,628.00
4 Door Hardtop .....	3,665.00

## FORD, Cont'd

BASE VEHICLES, Cont'd.	SUGGESTED RETAIL
<b>8-CYLINDER (302 CID 2V) FORD CAR MODELS</b> (302 CID 2V 8-cylinder engine not available in the state of California)	
<b>FORD CUSTOM</b> 4 Door Sedan.....	\$3,363.00
<b>CUSTOM 500</b> 4 Door Sedan.....	3,501.00
<b>8-CYLINDER (351 CID 2V) FORD CAR MODELS</b>	
<b>FORD CUSTOM</b> Ranch Wagon—Six Passenger...	\$3,890.00
<b>CUSTOM 500</b> Ranch Wagon—Six Passenger... Ranch Wagon—Dual Facing Rear Seats.....	3,982.00 4,097.00
<b>GALAXIE 500</b> 4 Door Sedan..... 2 Door Hardtop..... 4 Door Hardtop..... Country Sedan—Six Passenger... Country Sedan—Dual Facing Rear Seats.....	3,715.00 3,749.00 3,766.00 4,074.00 4,188.00
<b>LTD</b> 2 Door Hardtop..... 4 Door Pillared Hardtop..... 4 Door Hardtop..... 2 Door Convertible..... Country Squire—Six Passenger... Country Squire—Dual Facing Rear Seats.....	3,923.00 3,931.00 3,969.00 4,094.00 4,380.00 4,496.00
<b>LTD BROUGHAM</b> 2 Door Hardtop..... 4 Door Pillared Hardtop..... 4 Door Hardtop.....	4,097.00 4,094.00 4,140.00

ENGINE AND TRANSMISSION	SUGGESTED RETAIL
<b>351 CID 2V 8-CYLINDER</b> Extra charge over 302 CID 2V..... Includes 55 ampere heavy-duty battery.	\$ 45.00
<b>400 CID 2V 8-CYLINDER</b> Extra charge over 302 CID 2V..... Extra charge over 351 CID 2V..... Includes 70 ampere heavy-duty battery. Requires power front disc brakes at extra cost on station wagon models.	96.00 53.00
<b>429 CID 4V 8-CYLINDER</b> Extra charge over 302 CID 2V..... Extra charge over 351 CID 2V..... Includes 80 ampere heavy-duty battery. Requires power front disc brakes at extra cost.	228.00 183.00
<b>EMISSION SYSTEM, CALIFORNIA</b> .....	16.00
<b>TRANSMISSIONS</b> (All transmissions are automatic 3-speed as standard equipment.)	

## FORD, Cont'd

POWER ASSISTS	SUGGESTED RETAIL
<b>POWER DOOR LOCKS</b> 2 door models..... 4 door models..... Station wagon models..... Includes tailgate power door lock.	\$ 47.00 71.00 80.00
<b>POWER DOOR LOCK, TAILGATE</b> .....	16.00
<b>POWER FRONT DISC BRAKES</b> ..... Standard on LTD and LTD Brougham models. Required at extra cost on station wagons equipped with 400 CID 2V engine, any models with 429 CID 4V engine.	52.00
<b>POWER SEAT—6-WAY, DRIVER ONLY</b> ..... Available only on LTD Brougham models. Requires high-back split bench seat with manual reclining passenger seat at extra cost.	89.00
<b>POWER SEAT—6-WAY FULL WIDTH</b> .... Includes bright side shields.	105.00
<b>POWER SIDE WINDOWS</b> .....	132.00
<b>POWER TRUNK LID RELEASE</b> ..... Not available on station wagon models.	14.00
<b>SEAT BACK RELEASE, AUTOMATIC</b> .... Available only on 2 door models.	26.00

COMFORT AND CONVENIENCE	SUGGESTED RETAIL
<b>AIR CONDITIONER—SELECTAIRE</b> ..... Includes 55 ampere alternator. 61 ampere alternator standard on models equipped with this option and rear window electric defrost. Not available with 240 CID 1V or 302 CID 2V engine. Tinted glass—complete recommended.	\$420.00
<b>AIR CONDITIONER—SELECTAIRE WITH AUTOMATIC TEMPERATURE CONTROL</b> ..... Includes 55 ampere alternator. 61 ampere alternator standard on models equipped with this option and rear window electric defrost. Not available with 240 CID 1V or 302 CID 2V engine. Tinted glass—complete recommended.	499.00
<b>CLOCK, ELECTRIC</b> ..... Standard on LTD and LTD Brougham models.	17.00
<b>CORNERING LIGHTS, FRONT</b> ..... Available only on LTD and LTD Brougham pillared hardtop, hardtop, and convertible models.	34.00
<b>DEFOGGER, REAR WINDOW</b> ..... Available only on sedan and hardtop models. Not available with rear window electric defrost.	31.00
<b>ELECTRIC DEFROST, REAR WINDOW</b> .. Includes tinted rear window glass and 55 ampere alternator. Models with air conditioner include 61 ampere alternator. Available only on hardtop and sedan models. Not available with 240 CID 1V engine or rear window defogger.	53.00
<b>GLASS, TINTED—COMPLETE</b> ..... Recommended with air conditioner.	54.00

## Section II • Chapter 14—Prices

## Base Vehicles and Regular Production Options at Ford Dealers

## FORD, Cont'd

COMFORT AND CONVENIENCE	SUGGESTED RETAIL
<b>LOCKABLE SIDE STORAGE COMPARTMENT/CARPETED CARGO AREA</b> Includes 1.8 cubic feet of extra storage space and woodtone trimmed carpet. Available only on station wagon models.	\$ 53.00
<b>LUGGAGE RACK</b> Includes woodtone appliques and adjustable rear cross bar. Available only on station wagon models.	69.00
<b>LUGGAGE RACK, DELUXE</b> Includes integral rear window air deflector, woodtone appliques, and adjustable rear cross bar. Available only on station wagon models.	89.00
<b>MIRROR, OUTSIDE LEFT-HAND REMOTE CONTROL</b> Standard with Visibility Group.	13.00
<b>RADIO, AM</b> Required with stereosonic tape system.	66.00
<b>RADIO, AM/FM STEREO</b> Includes two front-door mounted speakers and dual rear seat speakers. Dual rear seat speakers not available on convertible. Not available with stereosonic tape system.	240.00
<b>SEAT, HIGH-BACK SPLIT BENCH WITH MANUAL RECLINING PASSENGER SEAT</b> Includes bright side shields and dual front seat center arm rests. Available only on LTD Brougham models.	119.00
<b>SPEAKERS, DUAL REAR SEAT</b> Includes fader control. Standard with AM FM stereo radio or stereosonic tape system. Not available on convertible. Requires AM radio at extra cost.	33.00
<b>SPEED CONTROL, FINGERTIP</b> Includes rim-blow—deluxe two-spoke steering wheel. Available only with 400 CID 2V or 429 CID 4V engine. Not available with rim-blow—deluxe three-spoke steering wheel.	84.00
<b>STEERING WHEEL, RIM-BLOW—DELUXE THREE-SPOKE</b> Not available with fingertip speed control.	39.00
<b>STEERING WHEEL, TILT</b>	45.00
<b>STEREOSONIC TAPE SYSTEM</b> Includes two front-door mounted speakers and dual rear seat speakers. Dual rear seat speakers not available on convertible. Not available with AM FM radio. Requires AM radio at extra cost.	134.00
<b>SUNROOF, POWER-OPERATED</b> Not available on station wagon models. Requires vinyl-covered roof at extra cost.	509.00

## FORD, Cont'd

COMFORT AND CONVENIENCE	SUGGESTED RETAIL
<b>VISIBILITY GROUP</b>	
LTD convertible	\$44.00
LTD and LTD Brougham hardtop and pillared hardtop, and Country Squire models	50.00
All other models	57.00
Includes left-hand remote control and right-hand manual control outside mirrors, driver's side ashtray light, parking brake warning light, under instrument panel courtesy light, luggage compartment light, cargo light on station wagon, glove compartment light, rear door courtesy light switches, seat belt warning light, and engine compartment light.	
Glove compartment light, driver's side ashtray light, and luggage compartment or cargo light standard on LTD and LTD Brougham models. Instrument panel courtesy light also standard on convertible. Rear door courtesy light switches standard on LTD Brougham models. Dome light standard on all models except convertible.	
<b>WASHER/WIPER, DOORGATE</b> Available only on station wagon models.	39.00
<b>WINDSHIELD WIPERS, INTERMITTENT</b> Includes woodtone cluster trim cover on Custom, Custom 500, Custom Ranch Wagon and Custom 500 Ranch Wagon models.	26.00

HANDLING AND PERFORMANCE	SUGGESTED RETAIL
<b>ALTERNATOR, 55 AMPERE</b> Standard with air conditioner, Trailer Towing Package—Class III, and rear window electric defroster. 61 ampere alternator standard on models equipped with air conditioner in combination with rear window electric defroster.	\$21.00
<b>ALTERNATOR, 65 AMPERE</b> Available only with 400 CID 2V or 429 CID 4V engine.	87.00
<b>AXLE, OPTIONAL RATIO</b>	13.00
<b>AXLE, TRACTION-LOK DIFFERENTIAL</b>	48.00
<b>BATTERY, HEAVY-DUTY—80 AMPERE</b> Standard with 429 CID 4V engine, Trailer Towing Package—Class III.	16.00
<b>LOAD ADJUSTER, AUTOMATIC (Load Leveler)</b> Available only with 8-cylinder engines. Not available with heavy-duty suspension or Trailer Towing Packages. Recommended for models hauling heavy loads.	89.00
<b>SUSPENSION, HEAVY-DUTY</b> Includes heavy-duty springs and shock absorbers. Standard with Trailer Towing Packages. Not available with automatic load adjuster.	23.00

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## Base Vehicles and Regular Production Options at Ford Dealers

## FORD, Cont'd

HANDLING AND PERFORMANCE	SUGGESTED RETAIL
<b>TRAILER TOWING PACKAGE—CLASS II</b> Includes heavy-duty suspension, extra-cooling package, trailer towing decal, and wiring harness. Requires 400 CID 2V or 429 CID 4V engine, power front disc brakes and H78 x 15 belted tires at extra cost. Not available with automatic load adjuster.	\$34.00

## FORD, Cont'd

HANDLING AND PERFORMANCE	SUGGESTED RETAIL
<b>TRAILER TOWING PACKAGE—CLASS III</b> Includes heavy-duty suspension, heavy-duty battery, heavy-duty alternator, extra-cooling package, 6 1/2 inch wheel rims, trailer towing decal, wiring harness, trailer towing frame, and 3.25 ratio axle. Requires 400 CID 2V or 429 CID 4V engine, power front disc brakes, and H78 x 15 belted tires at extra cost. Not available with automatic load adjuster.	\$91.00

## TIRES:

The following standard tire sizes are 15-inch belted BSW tires:

MODEL AND ENGINE APPLICATION	240 CID 1V 6-CYLINDER	302 CID 2V 8-CYLINDER	351 CID 3V 8-CYLINDER	400 CID 2V 8-CYLINDER	429 CID 4V 8-CYLINDER
<b>FORD CUSTOM</b>					
4 Door Sedan.....	F78	F78	F78 (a)	F78 (a)	G78
Ranch Wagon—Six Passenger.....	N A	H78	H78	H78	H78
<b>CUSTOM 500</b>					
4 Door Sedan.....	F78	F78	F78 (a)	F78 (a)	G78
Ranch Wagon—Six Passenger.....	N A	H78	H78	H78	H78
Ranch Wagon—Dual Facing Rear Seats.....	N A	H78	H78	H78	H78
<b>GALAXIE 500</b>					
4-Door Sedan.....	F78	F78	F78 (a)	F78 (a)	G78
2 Door Hardtop.....	F78	F78	F78 (a)	F78 (a)	G78
4 Door Hardtop.....	F78	F78	F78 (a)	G78	G78 (b)
Country Sedan—Six Passenger.....	N A	H78	H78	H78	H78
Country Sedan—Dual Facing Rear Seats.....	N A	H78	H78	H78	H78
<b>LTD</b>					
2 Door Hardtop.....	N A	N A	F78 (a)	F78 (a)	G78 (b)
4 Door Pillared Hardtop.....	N A	N A	G78	G78	G78 (b)
4 Door Hardtop.....	N A	N A	G78	G78	G78 (b)
2 Door Convertible.....	N A	N A	G78	G78	H78
Country Squire—Six Passenger.....	N A	N A	H78	H78	H78
Country Squire—Dual Facing Rear Seats.....	N A	N A	H78	H78	H78
<b>LTD BROUGHAM</b>					
2 Door Hardtop.....	N A	N A	G78	G78	G78 (b)
4 Door Pillared Hardtop.....	N A	N A	G78	G78	G78 (b)
4 Door Hardtop.....	N A	N A	G78	G78	G78 (b)

(a) G78 BSW standard on models with air conditioner.

(b) H78 BSW standard on models with air conditioner.

## TIRES, Cont'd

TIRES, Cont'd	SUGGESTED RETAIL
<b>MODELS HAVING (5) F78 x 15 BSW TIRES AS STANDARD EQUIPMENT:</b> Extra charge for:	
(5) F78 x 15 WSW.....	\$ 32.00
(5) G78 x 15 BSW.....	18.00
(5) G78 x 15 WSW.....	50.00
(5) H78 x 15 BSW.....	36.00
(5) H78 x 15 WSW.....	68.00
<b>MODELS HAVING (5) G78 x 15 BSW TIRES AS STANDARD EQUIPMENT:</b> Extra charge for:	
(5) G78 x 15 WSW.....	32.00
(5) H78 x 15 BSW.....	18.00
(5) H78 x 15 WSW.....	50.00
<b>MODELS HAVING (5) H78 x 15 BSW TIRES AS STANDARD EQUIPMENT:</b> Extra charge for:	
(5) H78 x 15 WSW.....	32.00

## APPEARANCE AND PROTECTION

APPEARANCE AND PROTECTION	SUGGESTED RETAIL
<b>BELTS WITH WARNING LIGHT, DELUXE</b> Deluxe seat belts with warning light standard on convertible. Shoulder belts not available on convertible.	\$ 17.00
<b>BUMPER GUARDS</b> Station wagon models.....	19.00
All other models.....	38.00
Includes front and rear bumper guards on sedan, pillared hardtop, hardtop, and convertible models; front bumper guards only on station wagon models.	
<b>BUMPER GUARDS, REAR</b> Available only on LTD and LTD Brougham models.	19.00
<b>DOOR-EDGE GUARDS</b> 2 door models.....	7.00
All other models.....	13.00
Not available on Country Squire models.	

## FORD, Cont'd

APPEARANCE AND PROTECTION	SUGGESTED RETAIL
MOLDING WITH BLACK VINYL INSERT, BODY SIDE PROTECTION	\$ 34.00
PAINT, TWO-TONE ROOF Includes bright drip moldings on models where not standard. Not available on convertible.	31.00
PAINT STRIPES, DUAL ACCENT BODY SIDE Not available on Country Squire.	13.00
PAINT, COLOR-GLOW Available in ivy glow, gold glow, or ginger glow.	39.00
ROOF, VINYL-COVERED Sedan and hardtop models. Station wagon models. Not available on convertible.	113.00 142.00
TRIM, PLAID SEAT Available only in Black Watch (Green-Black) on Country Sedan or Country Squire models. Dual facing rear seats will be vinyl and color-keyed to interior.	32.00
TRIM, SQUIRE LUXURY VINYL Available only on Country Squire models in knitted vinyl Brougham trim scheme.	67.00
TRIM, VINYL SEAT Standard on Custom, convertible, and station wagon models. Available only on Galaxie 500 sedan or hardtops, or on LTD pillared hardtop or hardtop models.	19.00
WHEEL COVERS Standard on LTD Brougham and Country Squire models.	26.00
WHEEL COVERS, DELUXE LTD Brougham and Country Squire models. All other models	52.00 78.00

## MUSTANG

BASE VEHICLES	SUGGESTED RETAIL
<b>6-CYLINDER (250 CID 1V) MUSTANG MODELS</b> (6-cylinder models equipped with three-speed manual transmission not available in state of California.)	
2 Door Hardtop	\$2,779.00
2 Door SportsRoof	2,839.00
2 Door Convertible	3,081.00
Mustang Grande	
2 Door Hardtop	2,976.00
<b>8-CYLINDER (302 CID 2V) MUSTANG MODELS</b> (8-cylinder models equipped with three-speed manual transmission not available in state of California.)	
2 Door Hardtop	\$2,870.00
2 Door SportsRoof	2,929.00
2 Door Convertible	3,171.00
Mustang Grande	
2 Door Hardtop	3,066.00
Mustang Mach I	
2 Door SportsRoof	3,120.00

## MUSTANG, Cont'd

ENGINE AND TRANSMISSION	SUGGESTED RETAIL
<b>EXTRA CHARGE OVER BASE 302 CID 2V 8-CYLINDER ENGINE</b>	
<b>351 CID 2V 8-CYLINDER</b> Not available with four-speed manual transmission. Also not available in state of California on models equipped with three-speed manual transmission.	\$ 42.00
<b>351 CID 4V 8-CYLINDER</b> Includes NASA type hood, 55 ampere alternator and battery, special intake manifold, special valve springs with dampers, large capacity 4300-D carburetor, 2 1/2" diameter exhaust outlets, modified camshaft, and four-bolt main-bearing caps. Requires Cruise-O-Matic (3.25 ratio axle) or four-speed manual (3.50 ratio axle) transmission and competition suspension at extra cost.	119.00
<b>EMISSION SYSTEM, CALIFORNIA</b> Required in state of California.	14.00
<b>SELECTSHIFT CRUISE-O-MATIC TRANSMISSION</b>	210.00
<b>FOUR-SPEED MANUAL WITH HURST SHIFTER</b> Available only with 351 CID 4V 8-cylinder engine.	199.00
<b>POWER ASSISTS</b>	SUGGESTED RETAIL
<b>POWER FRONT DISC BRAKES</b>	\$ 64.00
<b>POWER SIDE WINDOWS</b>	117.00
<b>POWER STEERING</b> Includes variable ratio gear (vari-ratio power steering) on models equipped with competition suspension. Required at extra cost on models ordered with tilt steering wheel. Power front disc brakes recommended.	106.00
<b>CONSOLE AND CONVENIENCE</b>	SUGGESTED RETAIL
<b>AIR CONDITIONER—SELECTAIRE</b> Includes 55 ampere alternator and extra-cooling package. Not available with 250 CID 1V engine in combination with three-speed manual transmission. Tinted glass—complete recommended.	\$379.00
<b>CONSOLE</b> Granulé and models with Mach I Sports Interior Option All other models Includes electric clock.	55.00 70.00
<b>CONVENIENCE GROUP</b> Includes trunk light, glove compartment light, map light, underhood light, front "lights-on" warning buzzer, automatic seat back release, under instrument panel courtesy lights (standard on convertible), parking brake warning light, and glove compartment lock.	47.00

## FORD, Cont'd

APPEARANCE AND PROTECTION	SUGGESTED RETAIL
<b>MOLDING WITH BLACK VINYL INSERT, BODY SIDE PROTECTION</b> .....	\$ 34.00
<b>PAINT, TWO-TONE ROOF</b> .....	31.00
Includes bright drip moldings on models where not standard. Not available on convertible.	
<b>PAINT STRIPES, DUAL ACCENT BODY SIDE</b> .....	13.00
Not available on Country Squire.	
<b>PAINT, COLOR-GLOW</b> .....	39.00
Available in ivy glow, gold glow, or ginger glow.	
<b>ROOF, VINYL-COVERED</b>	
Sedan and hardtop models.....	113.00
Station wagon models.....	142.00
Not available on convertible.	
<b>TRIM, PLAID SEAT</b> .....	32.00
Available only in Black Watch (Green Black) on Country Sedan or Country Squire models. Dual facing rear seats will be vinyl and color-keyed to interior.	
<b>TRIM, SQUIRE LUXURY VINYL</b> .....	67.00
Available only on Country Squire models in knitted vinyl Brougham trim scheme.	
<b>TRIM, VINYL SEAT</b> .....	19.00
Standard on Custom, convertible, and station wagon models. Available only on Galaxie 500 sedan or hardtops, or on LTD pillared hardtop or hardtop models.	
<b>WHEEL COVERS</b> .....	26.00
Standard on LTD Brougham and Country Squire models.	
<b>WHEEL COVERS, DELUXE</b>	
LTD Brougham and Country Squire models.....	52.00
All other models.....	78.00

## MUSTANG

BASE VEHICLES	SUGGESTED RETAIL
<b>6-CYLINDER (250 CID 1V) MUSTANG MODELS</b> (6-cylinder models equipped with three-speed manual transmission not available in state of California.)	
2 Door Hardtop.....	\$2,779.00
2 Door SportsRoof.....	2,839.00
2 Door Convertible.....	3,081.00
Mustang Grande.....	
2 Door Hardtop.....	2,976.00
<b>8-CYLINDER (302 CID 2V) MUSTANG MODELS</b> (8-cylinder models equipped with three-speed manual transmission not available in state of California.)	
2 Door Hardtop.....	\$2,870.00
2 Door SportsRoof.....	2,929.00
2 Door Convertible.....	3,171.00
Mustang Grande.....	
2 Door Hardtop.....	3,066.00
Mustang Mach I.....	
2 Door SportsRoof.....	3,120.00

## MUSTANG, Cont'd

ENGINE AND TRANSMISSION	SUGGESTED RETAIL
<b>EXTRA CHARGE OVER BASE 302 CID 2V 8-CYLINDER ENGINE</b>	
<b>302 CID 2V 8-CYLINDER</b> .....	\$ 42.00
Not available with four-speed manual transmission. Also not available in state of California on models equipped with three-speed manual transmission.	
<b>302 CID 4V 8-CYLINDER</b> .....	119.00
Includes NASA type head, 55 ampere alternator and battery, special intake manifold, special valve springs with damper, large capacity 4300-D carburetor, 3" diameter exhaust-pipe, modified camshaft, and four-bolt main-bearing caps. Requires Cruise-O-Matic (2.00 extra) or four-speed manual (2.00 extra) transmission and competition suspension at extra cost.	
<b>EMISSION SYSTEM, CALIFORNIA</b> .....	14.00
Required in state of California.	
<b>SELECTAIFT CRUISE-O-MATIC TRANSMISSION</b> .....	210.00
<b>FOUR-SPEED MANUAL WITH HURST SHIFTER</b> .....	199.00
Available only with 302 CID 4V 8-cylinder engine.	
<b>POWER ASSISTS</b>	SUGGESTED RETAIL
<b>POWER FRONT DISC BRAKES</b> .....	\$ 64.00
<b>POWER SIDE WINDOWS</b> .....	117.00
<b>POWER STEERING</b> .....	106.00
Includes variable ratio gear (vari-ratio power steering) on models equipped with competition suspension. Required at extra cost on models ordered with tilt steering wheel. Power front disc brakes recommended.	
<b>COMFORT AND CONVENIENCE</b>	SUGGESTED RETAIL
<b>AIR CONDITIONER—SELECTAIRE</b> .....	\$379.00
Includes 55 ampere alternator and extra-cooling package. Not available with 250 CID 1V engine in combination with three-speed manual transmission. Tinted glass—complete recommended.	
<b>CONSOLE</b>	
Grandé and models with Mach I Sports Interior Option.....	55.00
All other models.....	70.00
Includes electric clock.	
<b>CONVENIENCE GROUP</b> .....	47.00
Includes trunk light, glove compartment light, map light, underhood light, front "lights-on" warning buzzer, automatic seat back release, under instrument panel courtesy lights (standard on convertible), parking brake warning light, and glove compartment lock.	



## MUSTANG, Cont'd

COMFORT AND CONVENIENCE	SUGGESTED RETAIL
<b>ELECTRIC DEFROST, REAR WINDOW</b> Includes 61 ampere alternator on Mach I and any model equipped with air conditioner; 65 ampere alternator on all other models. Not available on convertible or with 250 CID 1V engine.	\$ 44.00
<b>GLASS, TINTED—COMPLETE</b> Convertible.....	14.00
All other models.....	37.00
Tinted windshield standard on convertible. Recommended with air conditioner.	
<b>INSTRUMENTATION GROUP</b> Models with Mach I Sports Interior Option with console.....	50.00
Models with Mach I Sports Interior Option without console.....	35.00
Grandé without console.....	57.00
All other models.....	73.00
Includes tachometer, trip odometer, and triple instrument pod gauges (OIL, AMP, TEMP). Triple instrument pod standard with Mach I sports interior option. Available only with 8-cylinder engine.	
<b>MIRRORS, OUTSIDE COLOR-KEYED DUAL RACING</b> Includes left-hand remote control and right-hand manual control mirrors. Standard on Grandé and Mach I. Mach I not available with special paint.	24.00
<b>RADIO, AM</b> Required with stereosonic tape system.	61.00
<b>RADIO, AM/FM STEREO</b> Includes two front-door mounted speakers. Not available with stereosonic tape system.	197.00
<b>SEAT, SPORT DECK REAR</b> Includes F78 x 14 Space Saver Spare, folding rear seat, and load floor. Available only on SportsRoof models.	89.00
<b>SPORTS INTERIOR OPTION, MACH I</b> Includes knitted vinyl high-back bucket seats with accent stripes, electric clock, triple instrument pod gauges (OIL, AMP, TEMP), door trim panels with integral pull handle and arm rests, color accented deep embossed carpet runners, deluxe instrument panel high applique with woodtone center section, and rear seat ash tray. Available only on SportsRoof models equipped with 8-cylinder engine.	119.00

## MUSTANG, Cont'd

COMFORT AND CONVENIENCE	SUGGESTED RETAIL
<b>STEERING WHEEL, RIM-BLOW—DELUXE THREE-SPOKE</b> .....	\$ 36.00
<b>STEERING WHEEL, TILT</b> Requires power steering at extra cost.	42.00
<b>STEREOSONIC TAPE SYSTEM</b> Includes two front-door mounted speakers. Not available with AM FM stereo radio. Requires AM radio at extra cost.	124.00
<b>WINDSHIELD WIPERS, INTERMITTENT</b> .....	24.00

HANDLING AND PERFORMANCE	SUGGESTED RETAIL
<b>AXLE, OPTIONAL RATIO</b> Not available in state of California on models equipped with 302 CID 2V engine in combination with Cruise-D-Matic transmission.	\$12.00
<b>AXLE, TRACTION-LOK DIFFERENTIAL</b> .....	44.00
<b>BATTERY, HEAVY-DUTY—70 AMPERE</b> Standard on Mach I models equipped with 351 CID 2V engine in combination with air conditioner and rear window electric defroster. Also standard with 351 CID 4V engine in combination with air conditioner and rear window electric defroster.	14.00
<b>EXTRA-COOLING PACKAGE</b> Standard with air conditioner.	13.00
<b>RAM INDUCTION OPTION, DUAL</b> Includes functional NASA type hood with black or argent two-tone paint, hood lock pins, and ram air engine decals. Available only with 351 CID 2V or 4V engine.	60.00
<b>SPOILER, REAR DECK</b> Available only on SportsRoof models.	30.00
<b>SUSPENSION, COMPETITION</b> Includes extra-heavy-duty front and rear springs, extra-heavy-duty front and rear shock absorbers, and rear stabilizer bar. Standard on Mach I. Not available with 250 CID 1V engine. Models ordered with 351 CID 4V engine or F60 x 15 B WL tires require this option at extra cost. Staggered rear shocks included with 351 CID 4V engine.	29.00

## TIRES:

The following standard tire sizes are belted 14-inch tires.  
(F60 B WL are belted 15-inch tires):

## MODEL AND ENGINE APPLICATION

2 Door Hardtop.....  
2 Door SportsRoof.....  
2 Door Convertible.....  
Mustang Grandé 2 Door Hardtop.....  
Mustang Mach I 2 Door SportsRoof.....

250 CID 1V  
6-CYLINDER

E78 BSW  
E78 BSW  
E78 BSW  
E78 BSW  
N A

302 CID 2V,  
351 CID 2V  
& 4V  
8-CYLINDER

E78 BSW  
E78 BSW  
E78 BSW  
E78 BSW  
E70 WSW

NOTE: B WL—black sidewall tires with raised white letters. E70, F70 and F80—wide oval tires.

## MUSTANG, Cont'd

TIRES, Cont'd	SUGGESTED RETAIL
<b>MODELS HAVING (5) E78 x 14 BSW TIRES AS STANDARD EQUIPMENT:</b>	
Extra charge for:	
(5) E70 x 14 WSW .....	\$ 36.00
(5) F70 x 14 WSW .....	63.00
(5) F70 x 14 B WL .....	75.00
(4) F60 x 15 B WL .....	92.00
Includes F78 x 14 Space Saver Spare.	
Not available with 250 CID 1V engine or standard wheel covers.	
Requires competition suspension at extra cost.	
<b>MODELS HAVING (5) E70 x 14 WSW TIRES AS STANDARD EQUIPMENT:</b>	
Extra charge for:	
(5) F70 x 14 WSW .....	27.00
(5) F70 x 14 B WL .....	39.00
(4) F60 x 15 B WL .....	55.00
Includes F78 x 14 Space Saver Spare.	
Not available with 250 CID 1V engine or standard wheel covers.	
Requires competition suspension at extra cost.	

## MUSTANG, Cont'd

APPEARANCE AND PROTECTION	SUGGESTED RETAIL
<b>TAPE STRIPE, BLACK OR ARGENT BODY SIDE</b>	
Available only on Mach I or with Decor Group.	\$ 24.00
<b>TRIM RINGS/HUBCAPS</b>	
Grandé .....	8.00
All other models .....	32.00
Standard on Mach I and with Decor Group.	
<b>WHEEL COVERS</b>	24.00
<b>WHEEL COVERS, SPORTS</b>	
Grandé .....	30.00
Mach I and models with Decor Group .....	22.00
All other models .....	54.00
<b>WHEELS, MAGNUM 500 CHROME</b>	
Grandé .....	119.00
Mach I and models with Decor Group .....	111.00
All other models .....	143.00
Includes F78 x 14 Space Saver Spare.	
Requires competition suspension and F60 x 15 B WL tires at extra cost.	

APPEARANCE AND PROTECTION	SUGGESTED RETAIL
<b>BELTS WITH WARNING LIGHT, DELUXE</b>	\$ 16.00
Deluxe seat belts with warning light standard on convertible. Shoulder belts not available on convertible.	
<b>BUMPER GUARDS, FRONT AND REAR</b>	29.00
Standard with Protection Group.	
<b>DECOR GROUP</b>	72.00
Includes lower body side black or argent paint with bright molding at upper edge, unique grille with sport lamps, color-keyed spoiler bumper with color-keyed hood and fender moldings, and trim rings hubcaps.	
Standard rocker panel moldings, wheel lip moldings and wheel covers deleted on models equipped with Decor Group.	
Available only on base hardtop and convertible.	
Not available with Protection Package.	
<b>DOOR-EDGE GUARDS</b>	6.00
<b>HOOD, NASA TYPE</b>	No Charge
Standard on Mach I models equipped with 351 CID 2V or larger engine.	
Available only on Mach I models equipped with 302 CID 2V engine.	
<b>PAINT, COLOR-GLOW</b>	36.00
Available in ivy glow or gold glow.	
<b>PROTECTION PACKAGE</b>	42.00
Includes body side protective molding with color-keyed vinyl insert and front and rear bumper guards. Body side tape stripe deleted on Grandé when this option is ordered.	
Not available on Mach I or with Decor Group.	
<b>ROOF, VINYL-COVERED</b>	82.00
Includes "C" pillar Mustang tri-color ornament.	
Vinyl-covered roof standard on Grandé with "C" pillar.	
Grandé script.	
Available only on 2 door hardtop.	

## THUNDERBIRD (See note at bottom of Page 13)

BASE VEHICLE	SUGGESTED RETAIL
<b>8-CYLINDER (429 CID 4V) THUNDERBIRD MODEL</b>	
2 Door Hardtop .....	\$5,386.00

ENGINE AND TRANSMISSION	SUGGESTED RETAIL
<b>EXTRA CHARGE OVER BASE 429 CID 4V 8-CYLINDER ENGINE</b>	
<b>400 CID 4V 8-CYLINDER</b> .....	\$ 78.00
Requires air conditioning at extra cost.	
<b>EMISSION SYSTEM, CALIFORNIA</b> .....	16.00
Required in state of California.	
<b>TRANSMISSION (Automatic 3-speed standard equipment.)</b>	

POWER ASSISTS	SUGGESTED RETAIL
<b>BRAKE CONTROL SYSTEM, SUKE-TRACK</b> .....	\$ 194.00
<b>POWER ANTENNA</b> .....	31.00
<b>POWER LOCK GROUP</b> .....	61.00
Includes power door locks and power trunk lid release.	
<b>POWER SEAT—6-WAY FULL WIDTH</b> .....	104.00
<b>POWER SEAT—6-WAY, DRIVER ONLY</b> .....	104.00
Available with split bench or bucket seats only.	
<b>POWER SEATS—6-WAY, DRIVER AND PASSENGER</b> .....	207.00
Available with split bench or bucket seats only.	
<b>POWER SIDE WINDOWS</b> .....	133.00
<b>SEAT BACK RELEASE, AUTOMATIC</b> .....	26.00

## Base Vehicles and Regular Production Options at Ford Dealers

## THUNDERBIRD, Cont'd

COMFORT AND CONVENIENCE	SUGGESTED RETAIL
AIR CONDITIONER—SELECTAIRE Tinted glass—complete recommended.	\$448.00
AIR CONDITIONER—SELECTAIRE WITH AUTOMATIC TEMPERATURE CONTROL Tinted glass—complete recommended.	519.00
CONVENIENCE LIGHT GROUP Includes low-fuel and door-ajar warning lights, car "lights-on" warning light and buzzer, dual overhead map lights (integral with dome light), and engine compartment light. Available with split bench or bucket seats only.	45.00
CONVENIENCE GROUP—TURNPIKE Includes fingertip speed control, manual reclining passenger seat, and trip odometer.	136.00
CORNERING LIGHTS, FRONT	34.00
ELECTRIC DEFROSTER, REAR WINDOW Includes instrument panel indicator light and 65 ampere alternator.	84.00
GLASS, TINTED—COMPLETE Recommended with air conditioner.	52.00
MIRROR, OUTSIDE LEFT-HAND REMOTE CONTROL	13.00
RADIO, AM/FM STEREO Includes dual front and rear seat speakers. Not available with stereosonic tape system.	150.00
SEAT, SPLIT BENCH	78.00
SEAT, MANUAL RECLINING PASSENGER Standard with Turnpike Convenience Group. Not available with Flight Bench seat.	41.00
SEATS, HIGH-BACK BUCKET AND CONSOLE Includes unique sew style with hopsack cloth inserts.	78.00
SPEAKERS, DUAL REAR SEAT Standard with AM FM stereo radio or stereosonic tape system.	33.00
SPEED CONTROL, FINGERTIP Includes rim-blow—deluxe two-spoke steering wheel. Standard with Turnpike Convenience Group.	97.00
STEERING WHEEL, RIM-BLOW DELUXE THREE-SPOKE Not available with fingertip speed control.	39.00
STEERING WHEEL, TILT	52.00
STEREOSONIC TAPE SYSTEM WITH AM RADIO Includes dual front and rear seat speakers. Not available with AM FM stereo radio.	150.00
SUNROOF, POWER-OPERATED Requires vinyl-covered roof at extra cost.	518.00
WINDSHIELD WIPERS, INTERMITTENT	26.00

## THUNDERBIRD, Cont'd

HANDLING AND PERFORMANCE	SUGGESTED RETAIL
AXLE, TRACTION-LOK DIFFERENTIAL Without optional ratio axle	\$ 49.00
With optional ratio axle	62.00
SUSPENSION, HEAVY-DUTY Includes heavy-duty front and rear springs and heavy-duty front and rear shock absorbers. Standard with Trailer Towing Package.	28.00
TIRES (See note below):	
ALL MODELS HAVE (5) 215 R15 MICHELIN STEEL-BELTED RADIAL-PLY RSW TIRES AS STANDARD EQUIPMENT: Extra charge for: (5) 215 R15 Michelin steel-belted radially single band WSW	\$ 32.00
TRAILER TOWING PACKAGE—CLASS III Includes heavy-duty suspension, extra-cooling package, wiring harness, trailer towing decal, and high ratio axle. Not available with 400 CID 4V engine.	\$ 47.00

APPEARANCE AND PROTECTION	SUGGESTED RETAIL
BELTS, DELUXE	\$ 17.00
BUMPER GUARDS, FRONT AND REAR Includes front rub strip on bumper and rear guards with rubber inserts.	38.00
GLAMOUR PAINT OPTION GROUP Includes color-keyed wheel covers, dual body side and hood paint stripes, and tooled silver Landau bar inserts (when vinyl roof is ordered). Available with copper fire, gold fire, lime fire, cinnamon fire, burgundy fire, walnut fire, green fire, or blue fire glamour paint color selections.	166.00
MOLDING, BODY SIDE PROTECTION... With black vinyl insert.	34.00
MOLDING, ROCKER PANEL	26.00
PROTECTION GROUP Includes front and rear color-keyed floor mats, license plate frames and door-edge guards.	26.00
ROOF, VINYL-COVERED Includes Landau "S" bars with woodgrain inserts; tooled silver Landau bar inserts when vinyl-covered roof is ordered in combination with Glamour Paint Option Group.	141.00
SPARE TIRE COVER	13.00
TRIM, LEATHER-AND-VINYL Available only with split bench seat.	65.00
WHEEL COVERS, DELUXE Not available with Glamour Paint Option Group.	52.00

NOTE: Prices shown do not include duty surcharges (including Federal excise tax thereon) which applies to imported tires on the unit in question. Please consult your dealer regarding the surcharge on units in his stock.

# AT LINCOLN-MERCURY DEALERS

## COMET

BASE VEHICLES	SUGGESTED RETAIL
<b>6-CYLINDER (170 CID 1V) COMET MODELS</b>	
2 Door Sedan .....	\$2,217.00
4 Door Sedan .....	2,276.00
<b>8-CYLINDER (302 CID 2V) COMET MODELS</b>	
2 Door Sedan .....	\$2,387.00
4 Door Sedan .....	2,446.00

ENGINE AND TRANSMISSION	SUGGESTED RETAIL
<b>EXTRA CHARGE OVER 170 CID 1V 6-CYLINDER</b>	
200 CID 1V 6-cylinder .....	\$ 39.40
*250 CID 1V 6-cylinder .....	78.70
*Requires SelectShift automatic transmission at extra cost.	
<b>EMISSION SYSTEM, CALIFORNIA</b> .....	14.00
Required in state of California.	
<b>SELECTSHIFT AUTOMATIC TRANSMISSION</b> .....	183.50
Not available with 170 CID 1V 6-cylinder engine.	
<b>FLOOR SHIFT</b> .....	13.10
3-speed floor-shift transmission available with 200 CID 1V and 302 CID 2V engines.	
Floor-shift automatic transmission available only with GT Package option.	
Not available with Consolelette option, or with 170 CID 1V engine.	

POWER ASSISTS	SUGGESTED RETAIL
<b>POWER STEERING</b> .....	\$ 95.40

COMFORT AND CONVENIENCE	SUGGESTED RETAIL
<b>AIR CONDITIONER—WHISPER-AIRE</b> .....	\$370.60
Manual temperature control; tinted glass recommended; 3.00:1 axle required on 200 CID 1V and 302 CID 2V engines. Not available with 170 CID 1V engine.	
<b>CONSOLELETTE</b> .....	41.80
With clock. Lockable storage area.	
Not available with floor shift.	
<b>CONVENIENCE GROUP</b> .....	19.10
With GT Package.	
Without GT Package .....	26.30
Includes remote-control left-hand racing mirror (standard with GT Package); inside day/night mirror; deluxe 3-point seat and shoulder belts with locking retractors; and instrument-panel seat belts warning light.	
<b>DEFOGGER, REAR WINDOW</b> .....	28.60

## COMET, Cont'd.

COMFORT AND CONVENIENCE	SUGGESTED RETAIL
<b>GLASS, TINTED—COMPLETE</b> .....	
With Decor Group or GT Package .....	\$ 37.00
With all other models .....	53.70
Recommended with air conditioner.	
<b>GT PACKAGE</b> .....	178.80
Includes high-back bucket seats, deluxe door trim panels, black instrument panel with bright moldings, hood scoop, dual racing mirrors, bulge caps with bright wheel trim rings, bright window frames, dual body tape stripes, blackout grille, headlamp doors and lower back panel, and hood paint treatment.	
Not available with Exterior Decor Group.	
Not available on 4-door Sedan.	
<b>MIRRORS, DUAL RACING</b> .....	23.90
Left-hand remote control right-hand manual. Standard with optional GT Package.	
<b>RADIO, AM</b> .....	60.80
<b>RADIO, AM/FM</b> .....	127.50
Not available with 170 CID 1V engine.	
<b>SEATS, BUCKET</b> .....	101.30
Standard with optional GT Package.	
Not available on 4-door sedan.	

HANDLING AND PERFORMANCE	SUGGESTED RETAIL
<b>BATTERY, HEAVY-DUTY—55 AMPERE</b> .....	\$ 12.00
<b>SUSPENSION PACKAGE, HANDLING</b> .....	12.00
Includes heavy-duty springs and shock absorbers and .85-diameter front stabilizer bar.	
<b>TIRES:</b>	
<b>EXTRA CHARGE OVER STANDARD 6.45 x 14 BSW TIRES</b>	
(5) 6.45 x 14 WSW .....	27.40
(5) C78 x 14 belted BSW .....	37.00
Standard on all 4-door sedans with 200 CID 1V engine and air conditioner or 302 CID 2V engine with or without air conditioner. Standard on 2-door sedan with 302 CID 2V engine and air conditioner.	
(5) C78 x 14 belted WSW .....	64.40
(5) D70 x 14 belted WSW .....	91.80
(5) DR78 x 14 radial-ply WSW .....	160.90
<b>EXTRA CHARGE OVER C78 x 14 BSW TIRES</b>	
(5) C78 x 14 belted WSW .....	27.40
(5) D70 x 14 belted WSW .....	54.80
(5) DR78 x 14 radial-ply WSW .....	123.90

APPEARANCE AND PROTECTION	SUGGESTED RETAIL
<b>BUMPER GUARDS, FRONT</b> .....	\$ 14.40
<b>BUMPER GUARDS, FRONT AND REAR</b> .....	23.90

COMET, Cont'd

APPEARANCE AND PROTECTION	SUGGESTED RETAIL
<b>DECOR GROUP, EXTERIOR</b> Includes rocker panel, drip cap and upper body side moldings, bright metal window frames, deluxe wheel covers and deluxe gas cap. Not available with GT Package option.	\$ 52.50
<b>DOOR-EDGE GUARDS</b>	
2-door models.....	6.00
4-door models.....	8.40
<b>FLOOR MATS</b> .....	8.40
<b>MOLDING, BODY SIDE PROTECTION</b> .....	31.00
<b>PAINT, TWO-TONE</b> .....	28.60
<b>PAINT, GLAMOUR</b> Available in ivy metallic or gold metallic.	35.80
<b>ROOF, VINYL</b> .....	77.50
<b>TRIM OPTION, DELUXE</b> Standard with optional GT Package.	39.40
<b>TRIM, VINYL</b> Not available with optional GT Package.	17.90
<b>WHEEL COVERS, DELUXE</b> No extra charge when ordered with GT Package option.	23.90
<b>WHEEL TRIM RINGS WITH HUBCAPS</b> .....	28.60

MONTEGO, Cont'd

ENGINE AND TRANSMISSION	SUGGESTED RETAIL
<b>EXTRA CHARGE OVER BASE 302 CID 2V 8-CYLINDER</b>	
<b>351 CID 2V 8-CYLINDER</b> ..... Requires at extra cost power front disc brakes on station wagons and automatic transmission on all models.	\$ 45.40
<b>351 CID C3 4V 8-CYLINDER</b> ..... Available only on Montego, Montego MX (2-door models) and Montego GT.	129.60
<b>400 CID 2V 8-CYLINDER</b> ..... Power steering is a required option at extra cost, with rear window defroster. Also requires power front disc brakes on station wagons.	98.50
<b>429 CID 4V 8-CYLINDER</b> ..... Power front disc brakes at extra cost are a required option.	206.00
<b>EMISSION SYSTEM, CALIFORNIA</b> ..... Required in state of California.	16.00
<b>SELECTSHIFT AUTOMATIC TRANSMISSIONS</b>	
250 CID 4V 6-cylinder engine.....	213.50
302 CID 2V 8-cylinder engine.....	
351 CID 2V 8-cylinder engine.....	
351 CID C3 4V 8-cylinder engine.....	222.10
400 CID 2V 8-cylinder engine.....	
429 CID 4V 8-cylinder engine..... Column mounted.	243.10
Console mounted optional on Montego GT, Montego 2-door and Montego MX with Console option at extra cost.	
<b>FOUR-SPEED MANUAL WITH HURST SHIFTER</b> Floor or console mounted. Available only with 351 CID 4V C3 engine.	204.70

MONTEGO

BASE VEHICLES	SUGGESTED RETAIL
<b>6-CYLINDER (250 CID 1V) MONTEGO MODELS</b>	
<b>MONTEGO</b>	
4 Door Pillared Hardtop.....	\$2,772.00
2 Door Hardtop.....	2,737.00
<b>MONTEGO MX</b>	
4 Door Pillared Hardtop.....	2,878.00
2 Door Hardtop.....	2,891.00
<b>MONTEGO MX BROUGHAM</b>	
4 Door Pillared Hardtop.....	3,073.00
2 Door Hardtop.....	3,085.00
<b>STATIONS WAGONS</b>	
Montego MX.....	3,215.00
Montego MX Villager.....	3,399.00
<b>8-CYLINDER (302 CID 2V) MONTEGO MODELS</b>	
<b>MONTEGO</b>	
4 Door Pillared Hardtop.....	\$2,888.00
2 Door Hardtop.....	2,893.00
<b>MONTEGO MX</b>	
4 Door Pillared Hardtop.....	2,994.00
2 Door Hardtop.....	3,007.00
<b>MONTEGO MX BROUGHAM</b>	
4 Door Pillared Hardtop.....	3,189.00
2 Door Hardtop.....	3,201.00
<b>MONTEGO GT</b>	
2 Door Fastback.....	3,412.00
<b>STATION WAGONS</b>	
Montego MX.....	3,331.00
Montego MX Villager.....	3,515.00

POWER ASSISTS	SUGGESTED RETAIL
<b>POWER FRONT DISC BRAKES</b> ..... Required on station wagons equipped with air conditioner and or 351 CID, 400 CID, and all cars with 429 CID engines.	\$ 70.00
<b>POWER DOOR LOCKS</b>	
2-door models.....	45.40
4-door models.....	68.70
Station wagons..... Includes power door lock on tailgate.	77.80
<b>POWER SEATS</b>	
6-way power bench..... The 6-way non-reclining not available on bucket seats.	104.90
<b>POWER STEERING</b> .....	115.30
<b>POWER WINDOWS</b>	
Side windows.....	115.30
Tailgate window on wagons.....	35.00

## MONTEGO, Cont'd

COMFORT AND CONVENIENCE	SUGGESTED RETAIL
<b>AIR CONDITIONER—WHISPER-AIRE</b> Manual temperature control. Tinted glass recommended. Requires power front disc brakes at extra cost on station wagons. Not available with 6-cylinder engine with manual transmission, or 6-cylinder station wagons.	\$408.00
<b>CLOCK, ELECTRIC</b> Included in Instrumentation Group option. Standard in Montego GT.	18.20
<b>CONSOLE</b> Requires bucket seats. Includes lighted console compartment with removable litter container. Not available on MX Brougham or station wagons.	60.90
<b>CONVENIENCE GROUP</b> 2-door models ..... 4-door models .....	49.30 25.90
Consists of deluxe color-keyed belts, seat-belt warning light, automatic seat-back release (on 2-door models), and remote-control left-hand mirror.	
<b>DEFROSTER, ELECTRIC REAR WINDOW</b> Available only with 8-cylinder engines. Requires power steering with 400 CID 2V engine. Not available on station wagons.	48.00
<b>GLASS, TINTED—COMPLETE</b> Recommended with air conditioner.	42.80
<b>INSTRUMENTATION GROUP</b> Requires 8-cylinder engine. Includes clock, tachometer, trip odometer, and fuel, ammeter, oil pressure and engine temperature gauges. Standard on Montego GT.	102.40
<b>LUGGAGE CARRIER</b> For station wagons. Includes rear air deflector.	79.10
<b>MIRROR, REMOTE-CONTROL, LEFT-HAND</b> Item is included in optional Convenience Group.	13.00
<b>MIRRORS, DUAL RACING</b> Standard on Montego GT.	25.90
<b>RADIO, AM</b>	66.10
<b>RADIO, AM FM STEREO</b> Includes front-door-mounted speakers and dual rear-area speakers.	218.90
<b>SEATS, HIGH-BACK BUCKET</b> Available on Montego GT at no extra cost. Available on Montego and Montego MX 2-door hardtops only, as extra-cost option. Not available on MX Brougham or station wagons.	132.20
<b>SEAT, STATION WAGON, 3RD REAR FACING</b>	80.00
<b>SPEAKERS, DUAL REAR SEAT</b> Standard with AM FM Stereo Radio.	31.10

## MONTEGO, Cont'd

COMFORT AND CONVENIENCE	SUGGESTED RETAIL
<b>STEERING WHEEL, RIM-BLOW</b> Extra charge over Standard Wheel Price applies to Montego and MX wagon. Extra charge over Deluxe Wheel Price applies to MX Brougham and MX Villager station wagon. Montego GT has sports-type 3-spoke rim-blow steering wheel standard. Rim-blow is included in optional Cyclone Performance Package, other than on GT.	\$ 35.00 19.50
<b>VISIBILITY LIGHT GROUP</b> Consists of underhood lamp, luggage-compartment lamp (except wagon), ashtray lamp, glovebox lamp, under-instrument-panel lamps, rear-door-jamb lamp switches (4-door models), headlamps on warning buzzer, rear-compartment lamp (wagons), parking-brake-on warning light, and Lights and Wipers lighted controls on instrument panel.	25.90
<b>WINDSHIELD WIPERS, INTERMITTENT</b> The depressed, when-parked wiper option is required when ordered on base Montego model.	25.90

HANDLING AND PERFORMANCE	SUGGESTED RETAIL
<b>AXLE, OPTIONAL RATIO</b> Higher rear axle ratio	\$ 13.00
<b>AXLE TRACTION-LOK LIMITED-SLIP DIFFERENTIAL</b>	48.00
<b>ELECTRICAL SYSTEM, HEAVY-DUTY</b> Consists of 55 75-ampere battery, 65 65-ampere alternator. Maximum alternator on 6-cylinder engine is 55-ampere.	28.50
<b>PERFORMANCE OPTION, CYCLONE</b> With 351 CID CJ 4V 8-cylinder engine ..... With 429 CID 4V 8-cylinder engine .....	518.10 616.60
Includes functional dual hood scoop; Traction-Lok axle, F70 x 14 WSW (with 351 CID CJ) or G70 x 14 traction tires (with 429 CID 4V); hubcaps and wheel trim rings; ram-air; 4-speed manual (with 351 CID CJ only) or automatic transmission; body stripping and identification; dual racing mirrors; and rim-blow 3-spoke steering wheel. Available only on 2-door models. Not available on MX Brougham.	
<b>RIDE PACKAGE, CROSS-COUNTRY</b> Includes heavy-duty shock absorbers and increased front and rear spring rates. Recommended for heavy loads and trailer towing.	16.90
<b>SUSPENSION PACKAGE, COMPETITION</b> Increased spring rates, over Cross-Country Ride Package option, increased-diameter shock absorbers, increased front-stabilizer-bar diameter, and rear stabilizer (available only with 351 CID CJ and 429 CID 4V engines).	28.50

## Base Vehicles and Regular Production Options at L-M Dealers

## MONTEGO, Cont'd

## HANDLING AND PERFORMANCE, Cont'd

**TIRES:**  
All Montego tires are belted, and all standard tires are Black Side Wall except as noted:

MODEL AND ENGINE APPLICATION	258 CID 1V 6-CYLINDER	302 CID 2V 8-CYLINDER	351 CID 2V 8-CYLINDER	391 CID CJ 4V 8-CYLINDER	400 CID 2V 8-CYLINDER	429 CID 4V 8-CYLINDER
<b>MONTEGO</b> 4 Door Pillared Hardtop 2 Door Hardtop —without Air Conditioning —with Air Conditioning	E78 F78 (b)	E78 F78	F78 G78 (c)	F78 G78	G78 (a) G78	G78 G78
<b>MONTEGO MX</b> 4 Door Pillared Hardtop 2 Door Hardtop —without Air Conditioning —with Air Conditioning	E78 (d) F78	E78 (e) F78	F78 G78	F78 G78	G78 G78	G78 H78
<b>MONTEGO MX BROUGHAM</b> 4 Door Pillared Hardtop 2 Door Hardtop —without Air Conditioning —with Air Conditioning	E78 (d) F78	F78 F78	F78 G78	F78 G78	G78 G78	G78 H78
<b>MONTEGO GT (F)</b> 2 Door Fastback —without Air Conditioning —with Air Conditioning	N.A. N.A.	F78 F78	F78 G78	G78 G78	G78 G78	G78 H78
<b>STATION WAGONS</b> Montego MX Montego MX Villager —without Air Conditioning —with Air Conditioning	H78 H78	H78 H78	H78 H78	H78 H78	H78 H78	H78 H78

N.A.—Not Available

(a) F78 tire standard on 2 Door Hardtop without Air Conditioning.

(b) F78 tire standard on 2 Door Hardtop.

(c) F78 tire standard on 2 Door Hardtop.

(d) F78 tire standard on 4 Door Pillared Hardtop.

(e) F78 tire standard on MX and Brougham 4 Door Pillared Hardtop.

(f) White Side Walls are standard.

HANDLING AND PERFORMANCE	SUGGESTED RETAIL
<b>TIRES:</b>	
<b>EXTRA CHARGE OVER STANDARD TIRES</b>	
(5) E78 x 14 WSW (over E78 x 14 BSW) ..	\$32.40
(5) F78 x 14 WSW (over E78 x 14 WSW) ..	50.60
(over F78 x 14 BSW) ..	32.40
(5) G78 x 14 WSW (over E78 x 14 BSW) ..	68.70
(over F78 x 14 BSW) ..	50.60
(over F78 x 14 WSW) ..	32.40
(over E78 x 14 WSW) ..	18.20
(5) H78 x 14 WSW (over F78 x 14 BSW) ..	68.70
(over F78 x 14 BSW) ..	50.60
(over H78 x 14 BSW) ..	32.40
(over F78 x 14 WSW) ..	36.30
(over G78 x 14 WSW) ..	18.20
(5) E70 x 14 WSW (over E78 x 14 BSW) ..	66.10
(over F78 x 14 BSW) ..	48.00
(over F78 x 14 WSW) ..	15.60
(5) G70 x 14 traction (over E78 x 14 BSW) ..	97.20
(over F78 x 14 BSW) ..	79.10
(over G78 x 14 BSW) ..	60.90
(over H78 x 14 BSW) ..	42.80
(over F78 x 14 WSW) ..	46.70
(over G78 x 14 WSW) ..	28.50

HANDLING AND PERFORMANCE	SUGGESTED RETAIL
<b>TRAILER TOWING PACKAGE, CLASS II</b> (Note: This package is a Limited Production Option.)	\$33.70
This medium-duty trailer towing package includes Cross-Country Ride Package, extra engine cooling (over air conditioner requirement), trailer towing harness, and trailer towing window decal.	
APPEARANCE AND PROTECTION	SUGGESTED RETAIL
<b>APPEARANCE PROTECTION GROUP</b> All models except MX Villager station wagon ..	\$32.40
MX Villager station wagon ..	25.90
Consists of front bumper guards, front floor mats, and door-edge guards. Door-edge guards not available on MX Villager station wagon.	
<b>BUMPER GUARDS, FRONT</b> ..	15.60
<b>CARPETING, COLOR-KEYED</b> ..	20.80
Optional only on Montego. Standard on all other models.	
<b>CARPETING, STATION WAGON CARGO AREA</b> ..	25.90
<b>MOLDING, BODY SIDE PROTECTION</b> ..	33.70
With vinyl insert. Not available on Montego GT or MX Villager station wagon.	

## MONTEGO, Cont'd

APPEARANCE AND PROTECTION	SUGGESTED RETAIL
<b>PAINT, GLAMOUR</b> .....	\$38.90
<b>ROOF, VINYL</b> .....	99.80
Not available on station wagons.	
<b>WHEEL COVERS</b>	
Deluxe, extra charge over hubcaps .....	25.90
Standard on MX Brougham, Montego GT, MX Villager wagon.	
Luxury, extra charge over hubcaps .....	44.10
Extra charge over Deluxe .....	18.20
Extra charge over Wheel Trim Rings .....	13.00
Price for Luxury Wheel Covers over wheel trim rings applies when Cyclone Performance Option is ordered.	
<b>WHEEL TRIM RINGS</b> .....	31.10
Standard on Cyclone Performance Package.	
<b>WINDSHIELD WIPERS, DEPRESSED-WHEN-PARKED</b> .....	19.50
Standard on all models except base Montego model.	

## MERCURY

BASE VEHICLES	SUGGESTED RETAIL
<b>8-CYLINDER (351 CID 2V) MERCURY MODELS</b>	
<b>MONTEREY</b>	
4 Door Pillared Hardtop .....	\$3,858.00
2 Door Hardtop .....	3,900.00
4 Door Hardtop .....	3,968.00
<b>8-CYLINDER (400 CID 2V) MERCURY MODELS</b>	
<b>MONTEREY CUSTOM</b>	
4 Door Pillared Hardtop .....	\$4,030.00
2 Door Hardtop .....	4,113.00
4 Door Hardtop .....	4,185.00
<b>STATION WAGONS</b>	
Monterey Station Wagon .....	4,283.00
Marquis Station Wagon .....	4,547.00
Colony Park Station Wagon .....	4,732.00
<b>8-CYLINDER (429 CID 4V) MERCURY MODELS</b>	
<b>MARQUIS</b>	
4 Door Pillared Hardtop .....	\$4,338.80
2 Door Hardtop .....	4,621.80
4 Door Hardtop .....	4,688.80
<b>MARQUIS BROUGHAM</b>	
4 Door Pillared Hardtop .....	4,944.80
2 Door Hardtop .....	5,027.80
4 Door Hardtop .....	5,097.80

ENGINE AND TRANSMISSION	SUGGESTED RETAIL
<b>351 CID 2V 8-CYLINDER</b>	
Standard on Mercury Monterey series.	
Includes automatic transmission with column-mounted selector lever.	

## MERCURY, Cont'd.

ENGINE AND TRANSMISSION	SUGGESTED RETAIL
<b>400 CID 2V 8-CYLINDER</b>	
Extra charge over 351 CID 2V .....	
Includes automatic transmission and column-mounted selector lever.	
Available as option only on Mercury Monterey Standard on Monterey Custom and all station wagons.	
<b>429 CID 4V 8-CYLINDER</b>	
Extra charge over 351 CID 2V .....	
Extra charge over 400 CID 2V .....	
Includes automatic transmission with column-mounted selector lever. Single exhaust.	
Standard on Marquis and Marquis Brougham.	
<b>460 CID 4V 8-CYLINDER</b>	
Extra charge over 351 CID 2V .....	
Extra charge over 400 CID 2V .....	
Includes automatic transmission with column-mounted selector lever.	
Requires air conditioning at extra cost.	
<b>EMISSION SYSTEM, CALIFORNIA</b> .....	16.00
Required in state of California.	
<b>TRANSMISSIONS</b> (All transmissions are automatic 3-speed as standard equipment.)	

POWER ASSISTS	SUGGESTED RETAIL
<b>BRAKE SYSTEM, "SURE-TRACK"</b>	\$ 194.30
Available only with 429 CID and 460 CID engines.	
<b>POWER DOOR LOCKS</b>	
2-door models .....	45.40
4-door models .....	68.70
Station wagons .....	77.80
For wagons, also includes power lock for tailgate.	
<b>POWER SEATS</b>	
6-way power bench seat .....	104.90
6-way, driver side only .....	89.40
Available only with Twin Comfort Lounge seats.	
Available only on Marquis, Marquis Brougham and Colony Park wagon.	
6-way, both sides .....	178.80
Available only with Twin Comfort Lounge seats.	
Available only on Marquis, Marquis Brougham and Colony Park wagon.	
<b>POWER WINDOWS</b>	132.20
Standard on Marquis Brougham, with a delete option credit of \$132.20 available in lieu of standard power side windows.	
<b>TRUNK RELEASE, REMOTE CONTROL</b> .....	14.30
Not available on station wagons.	

COMFORT AND CONVENIENCE	SUGGESTED RETAIL
<b>AIR CONDITIONER</b>	
Whisper-Aire, manually operated .....	\$441.70
Automatic Temperature Control .....	320.70



Base Vehicles and Regular Production Options at L-M Dealers

MERCURY, Cont'd

COMFORT AND CONVENIENCE	SUGGESTED RETAIL
<b>CARPETING, WAGON CARGO AREA FLOOR</b> With lockable side storage compartment. Available on all wagons.	\$ 53.20
<b>CLOCK, ELECTRIC</b> Standard on Marquis, Marquis Brougham, Marquis and Colony Park station wagons.	18.20
<b>CONVENIENCE GROUP</b> 2-door models 4-door models	59.60 36.30
Includes deluxe seat and shoulder belts, remote-control left-hand mirror, manual right-hand mirror, automatic seat-back release (2-door models only), underhood lamp, and on Monterey and Monterey Custom, courtesy lamp under instrument panel, and luggage-compartment lamp.	
<b>DEFROSTER, ELECTRIC REAR WINDOW</b> Includes tinted-glass rear window. Not available on station wagons.	63.50
<b>GLASS, TINTED—COMPLETE</b> Recommended with air conditioners.	51.90
<b>LAMPS, CORNERING</b> Replace front side marker lamps.	36.30
<b>LUGGAGE CARRIER</b> With rear air deflector. Available only on station wagons.	94.60
<b>MIRROR, REMOTE CONTROL LEFT-HAND</b> Also included in optional Convenience Group.	13.00
<b>RADIO, AM</b>	66.10
<b>RADIO, AM/FM STEREO</b> Includes 2 front-door-mounted and 2 rear speakers.	299.60
<b>RADIO, AM WITH STEREO-TAPE SYSTEM</b> Includes 2 front-door-mounted speakers and 2 rear speakers.	200.80
<b>SEATS</b> Reclining passenger Available only with Twin Comfort Lounge seats. Available only on Marquis, Marquis Brougham and Colony Park wagon. Twin Comfort Lounge Available only on Marquis, Marquis Brougham and Colony Park wagon. Wagon, 2 dual center-facing rear seats	44.10 77.80 128.60
<b>SPEAKERS, DUAL REAR SEAT</b> Require AM radio. Standard with AM, FM Stereo Radio, and AM Radio Stereo-Tape System.	33.70
<b>SPEED CONTROL, AUTOMATIC</b> Not available with 351 CID 2V engine. Includes 2-spoke speed-control rim-blow steering wheel.	68.70
<b>STEERING WHEEL, RIM-BLOW</b> Mercury Monterey without optional Decor Group, and Monterey wagon Others Not available with Automatic Speed Control. Not available in Monterey station wagon.	35.00 19.50
<b>STEERING WHEEL, TILT</b>	45.40

MERCURY, Cont'd

COMFORT AND CONVENIENCE	SUGGESTED RETAIL
<b>SUNROOF, POWER-OPERATED</b> Requires optional vinyl roof. Not available on station wagons.	\$509.00
<b>VANITY MIRROR</b> Standard on Marquis Brougham.	3.90
<b>WINDSHIELD WIPERS, INTERMITTENT</b>	25.90
<b>WINDOW WASHER, REAR WINDOW, STATION WAGON</b>	38.90

HANDLING AND PERFORMANCE	SUGGESTED RETAIL
<b>AXLE RATIO, OPTIONAL</b> Higher rear axle gear ratio	\$13.00
<b>AXLE, TRACTION-LOK DIFFERENTIAL</b>	51.90
<b>BATTERY, HEAVY-DUTY—80 AMPERE</b> Standard with all 429 CID engines, and with optional Class III Trailer Towing Package.	13.00
<b>LOAD ADJUSTER, AUTOMATIC</b>	79.10
<b>TIRES:</b> G78 x 15 belted BSW are standard on Monterey and Monterey Custom. H78 x 15 belted BSW are standard on all other Mercury models, including station wagons, and also standard on all models with optional 429 CID and 460 CID 8-cylinder engines and air conditioning.	
<b>EXTRA CHARGE</b>	
(5) G78 x 15 belted WSW (over G78 x 15 BSW)	32.40
(5) H78 x 15 belted BSW (over G78 x 15 BSW)	18.20
(5) H78 x 15 belted WSW (over H78 x 15 BSW)	35.00
(5) H78 x 15 belted WSW (over G78 x 15 BSW)	53.20
(5) HR78 x 15 radial ply WSW (over H78 x 15 BSW)	125.70
(5) HR78 x 15 radial ply WSW (over G78 x 15 BSW)	143.80
<b>TRAILER TOWING PACKAGES</b> (Note: These packages are Limited Production Options.)	
<b>Class II, up to 3500 lbs.</b> Includes heavy-duty radiator (2.27") with built-in transmission-oil cooler, Cross-Country Hide Package, special wiring harness and window decal. Required equipment: 400 CID, 429 CID or 460 CID engine, and H78 x 15 tires at extra cost.	33.70
<b>Class III, up to 6000 lbs.</b> Includes same items as, and requires same equipment as, Class II package, plus heavy-duty alternator (55-ampere), 80-ampere battery, 3.25:1 rear axle ratio, trailer towing frame, and 15 x 6.5 wheels.	90.70

## MERCURY, Cont'd

APPEARANCE AND PROTECTION	SUGGESTED RETAIL
<b>APPEARANCE PROTECTION GROUP</b> For all models except station wagons . . . . .	\$ 38.90
For station wagons . . . . .	25.90
Includes door-edge guards (except Colony Park wagon), front and rear floor mats, front and rear bumper guards (front only, on wagons).	
<b>BELTS, DELUXE SEAT AND SHOULDER</b> Includes deluxe buckles and belts color-keyed in any of 8 colors. Also included in optional Convenience Group.	15.60
<b>BUMPER GUARDS</b> Front only . . . . .	9.10
Front and rear . . . . .	20.80
Bumper guards are included in optional Appearance Protection Group. Front and rear combined are not available on station wagons.	
<b>DECOR GROUP</b> Includes deluxe 2-spoke steering wheel, deluxe wheel covers, protective body side molding with black vinyl insert, and bright curb moldings. Available only on Mercury Monterey, (except wagon).	80.40
<b>FENDER SKIRTS</b> Available as option only on Mercury Monterey and Monterey Custom. Standard on Marquis and Marquis Brougham.	36.30
<b>FLOOR MATS, FRONT AND REAR</b> Also included in optional Appearance Protection Group.	14.30
<b>MOLDING, BODY SIDE PROTECTION</b> . . . . . Also included in optional Decor Group. Available as option only on Mercury Monterey. Standard on Monterey Custom.	34.70
<b>PAINT, GLAMOUR METALLIC</b> Available in gold, ivy or ginger.	38.90
<b>ROOF, VINYL</b> 2-door and 4-door . . . . .	149.20
Includes bright and painted (black or white only) "C" pillars, and lower rear window moldings. Available only on Mercury Monterey and Monterey Custom. Station wagons . . . . .	142.50
Halo type . . . . .	128.30
Includes "Halo" roof moldings. Available as option only on Marquis. Standard on Marquis Brougham.	
<b>TRIM, DELUXE ALL-VINYL</b> Available on Monterey hardtops only. Standard on all station wagons. No extra cost on other models.	28.50
<b>WHEEL COVERS</b> Deluxe . . . . .	25.90
Also included in optional Monterey Decor Group. Standard on Monterey Custom, Marquis, Marquis wagon and Colony Park wagon. Luxury, extra charge over hubcaps . . . . .	59.60
Available as option only on Mercury Monterey without optional Decor Group, and Monterey station wagon. Luxury, extra charge over Deluxe wheel covers . . . . .	33.70
This price applies for Mercury Monterey only when Decor Group option is ordered, and on all other models except Monterey station wagon.	

## MERCURY, Cont'd

APPEARANCE AND PROTECTION	SUGGESTED RETAIL
Available as option on Monterey wagon. Color-keyed in 5 colors, to match vinyl-covered roofs. Standard on Marquis Brougham. Not available on other models.	

## LINCOLN CONTINENTAL

(See note at bottom of Page 141)

BASE VEHICLES	SUGGESTED RETAIL
8-CYLINDER (660 CID V8) LINCOLN CONTINENTAL MODELS	
LINCOLN CONTINENTAL 2 Door Coupe . . . . .	\$7,172.00
4 Door Sedan . . . . .	7,419.00
<b>ENGINE AND TRANSMISSION</b>	<b>SUGGESTED RETAIL</b>
<b>EMISSION SYSTEM, CALIFORNIA</b> . . . . . Required in state of California . . . . .	16.00
<b>TRANSMISSION</b> (Automatic 3-speed standard equipment.)	
<b>POWER ASSISTS</b>	<b>SUGGESTED RETAIL</b>
<b>BRAKE SYSTEM, "SURE-TRACK"</b> . . . . .	\$196.80
<b>HEADLAMP DIMMER, AUTOMATIC</b> . . . . .	51.20
<b>POWER LOCK/RELEASE GROUP</b> Includes power door locks, power deck-lid release and (on 2-door model) automatic seat-back release.	106.30
<b>POWER SEAT</b> 6-way power bench seat . . . . .	91.90
6-way power bench seat with recliner . . . . .	152.20
6-way 2-way power Twin Comfort, non-reclining . . . . .	223.00
6-way 2-way power Twin Comfort, with passenger side recliner . . . . .	283.30
<b>COMFORT AND CONVENIENCE</b>	<b>SUGGESTED RETAIL</b>
<b>DEFROSTER, ELECTRIC REAR WINDOW</b> Includes warning light and automatic shut-off.	\$ 85.30
<b>RADIO, AM/FM STEREO</b> . . . . . Includes 2 front and 2 rear speakers.	145.60
<b>RADIO, AM/STEREO-TAPE SYSTEM</b> . . . . . Includes 2 front and 2 rear speakers.	140.40
<b>SPEED CONTROL, AUTOMATIC</b> Controls on 2-spoke steering wheel.	94.50
<b>STEERING WHEEL, TILT</b> . . . . .	72.20
<b>SUNROOF, POWER-OPERATED</b> Requires optional vinyl roof.	627.00
<b>WINDSHIELD WIPERS, INTERMITTENT</b>	26.30

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## Base Vehicles and Regular Production Options at L-M Dealers

## LINCOLN CONTINENTAL, Cont'd

HANDLING AND PERFORMANCE	SUGGESTED RETAIL
AXLE, REAR, OPTIONAL— HIGHER RATIO .....	\$13.20
AXLE, TRACTION-LOK DIFFERENTIAL	57.80
TIRES (See note below): JH70 x 15 radial-ply WSW (5) may be ordered in place of 225R x 15 WSW at no extra cost.	No Charge

APPEARANCE AND PROTECTION	SUGGESTED RETAIL
APPEARANCE PROTECTION GROUP	
2-door coupe .....	\$ 39.40
4-door sedan .....	43.30
Includes door-edge guards; license plate frames; front and rear floor mats; spare tire cover. (Door-edge guards deleted when ordered with optional body side protection molding.)	
BUMPER GUARDS, FRONT .....	19.70
MOLDING, BODY SIDE PROTECTION .....	34.10
PAINT, MOONDUST METALLIC .....	131.20
Available in blue, ivy, light ivy, ginger, light ginger, gold, copper or red.	
ROOF, VINYL .....	156.10
TOWN CAR OPTION .....	393.50
Available only with 4-door sedan. Includes unique leather-and-vinyl seats, flocked headlining and angel wings (except with white and light-gray-gold, which retain vinyl), deep cut pile carpeting, glovebox vanity mirror, "Town Car" exterior identification plates, vinyl- covered roof and "B" pillars.	
TRIM, LEATHER-AND-VINYL .....	173.20
WHEEL COVERS, LUXURY .....	59.10

## CONTINENTAL MARK IV

(See note below)

BASE VEHICLE	SUGGESTED RETAIL
8-CYLINDER (460 CID 4V) CONTINENTAL MARK IV MODEL	
CONTINENTAL MARK IV 2 Door Coupe .....	\$8,813.00

ENGINE AND TRANSMISSION	SUGGESTED RETAIL
EMISSION SYSTEM, CALIFORNIA .....	\$16.00
Required in state of California.	
TRANSMISSIONS (All transmissions are automatic 3-speed as standard equipment.)	
POWER ASSISTS	SUGGESTED RETAIL
HEADLAMP DIMMER, AUTOMATIC .....	\$51.20
POWER-LOCK CONVENIENCE GROUP .....	95.80
Includes electric power door locks and power deck-lid release.	

NOTE: Prices shown do not include duty surcharges (including Federal excise tax thereon) which applies to imported tires on the unit in question. Please consult your dealer regarding the surcharge on units in his stock.

## CONTINENTAL MARK IV, Cont'd

COMFORT AND CONVENIENCE	SUGGESTED RETAIL
CORNERING LAMPS .....	\$ 36.80
DEFROSTER, ELECTRIC REAR WINDOW Includes warming light and automatic cut-off.	85.30
RADIO, AM/FM STEREO .....	145.60
Includes 2 front-door speakers and 2 rear package-tray speakers.	
RADIO, AM/STEREO-TAPE SYSTEM .....	140.40
Includes 2 front-door speakers, 2 rear package-tray speakers, and stereo-tape cartridge holder.	
SEAT, PASSENGER-RECLINER .....	63.00
SPEED CONTROL, AUTOMATIC .....	94.50
Controls on 2-spoke steering wheel.	
STEERING WHEEL, TILT .....	72.20
SUNROOF, POWER-OPERATED .....	627.00
WINDSHIELD WIPERS, INTERMITTENT .....	26.30

HANDLING AND PERFORMANCE	SUGGESTED RETAIL
AXLE, REAR, OPTIONAL RATIO .....	\$13.20
AXLE, TRACTION-LOK DIFFERENTIAL	57.80

APPEARANCE AND PROTECTION	SUGGESTED RETAIL
APPEARANCE PROTECTION GROUP .....	\$ 26.30
Includes door-edge guards, and front and rear floor mats.	
BUMPER GUARDS, FRONT .....	19.70
MOLDING, BODY SIDE PROTECTION .....	34.10
PAINT, MOONDUST METALLIC .....	131.20
Available in blue, ivy, light ivy, ginger, light ginger, gold, copper or red.	
TRIM, LEATHER-AND-VINYL .....	183.70
WINDOWS, OPERA .....	84.00

## COUGAR

BASE VEHICLES	SUGGESTED RETAIL
8-CYLINDER (351 CID 2V) COUGAR MODELS	
COUGAR	
2 Door Hardtop .....	\$3,140.00
2 Door Convertible .....	3,514.00
COUGAR XR-7	
2 Door Hardtop .....	3,464.00
2 Door Convertible .....	3,701.00



## Base Vehicles and Regular Production Options at L-M Dealers

## COUGAR, Cont'd

APPEARANCE AND PROTECTION	SUGGESTED RETAIL
BUMPER GUARDS, FRONT .....	\$ 14.40
<b>DECOR GROUP</b> .....	83.50
Basic Group .....	
Available as option only in Cougar Hardtop; standard in Cougar Convertible; not available in Cougar XR-7 models.	
With GT Package .....	64.40
Available only in Cougar Hardtop; not available in Cougar Convertible or Cougar XR-7 models. Decor Group includes rocker panel moldings; 2-spoke deluxe steering wheel; deluxe wheel covers; custom door and quarter trim; door pull-straps; bright metal pedal trim; choice of two-tone woven vinyl or special cloth-and-vinyl trim.	
<b>MOLDING, BODY SIDE PROTECTION</b> .....	31.00
<b>PAINT, GLAMOUR METALLIC</b> .....	35.80
Available in ivy or gold.	
<b>ROOF, VINYL</b> .....	82.30
Cougar Hardtop, full roof .....	35.80
Cougar XR-7 Hardtop, full roof .....	
<b>WHEELS, STYLED STEEL</b> .....	53.70
Extra charge over wheels with hubcaps .....	29.80
Extra charge over other wheels .....	
<b>WHEEL COVERS</b> .....	23.90
Deluxe, extra charge over hubcaps .....	
No extra charge over wheels with trim rings.	
Wire, extra charge over hubcaps .....	77.60
Wire, extra charge over wheel covers .....	59.70
Unique wheel covers are standard on Cougar XR-7; hubcaps and wheel trim rings are standard with GT Package option; deluxe wheel covers are included in Decor Group option.	

## CAPRI (Imported from Europe. See note below, at right.)

BASE VEHICLES	SUGGESTED RETAIL
<b>1600 CC 4-CYLINDER 1V 97.6 CID</b> .....	
2 Door Sport Coupe .....	\$2,614.00
<b>2000 CC 4-CYLINDER 2V 122 CID</b> .....	
2 Door Sport Coupe .....	\$2,669.00

ENGINE AND TRANSMISSION	SUGGESTED RETAIL
<b>EMISSION SYSTEM, CALIFORNIA</b> .....	\$14.00
Required in state of California.	
<b>TRANSMISSION (4-Speed stick shift standard)</b> .....	
<b>TRANSMISSION, 3-SPEED AUTOMATIC</b> .....	192.70
Available only with 2000 CC 2V engine.	

## CAPRI, Cont'd

COMFORT AND CONVENIENCE	SUGGESTED RETAIL
<b>AIR CONDITIONER</b> .....	(Dealer-installed option.)
Not available with 1600 CC 1V engine.	\$124.20
<b>DECOR GROUP</b> .....	
Includes woodgrain console with clock; fully reclining front seats, separate contour rear seats with folding center armrest; leather-trimmed sports steering wheel; parking brake warning light; map light with flexible extension; added courtesy light; bright pedal trim; dual horns; and blackout grille.	
<b>RADIO, AM</b> .....	(Radio is dealer-installed option.)
<b>RADIO, AM/FM MONAURAL</b> .....	125.40
<b>SUNROOF, MANUALLY OPERATED</b> .....	

APPEARANCE AND PROTECTION	SUGGESTED RETAIL
<b>ROOF, VINYL</b> .....	\$ 66.20

## PANTERA (Imported from Europe. See note below.)

BASE VEHICLE	SUGGESTED RETAIL
<b>8-CYLINDER 351 CID 4V</b> .....	
2 Door Sport Coupe .....	\$9,000.00

OPTIONS AVAILABLE	SUGGESTED RETAIL
<b>AIR CONDITIONER</b> .....	\$500.00
<b>MAGNESIUM WHEELS</b> .....	300.00
<b>RADIO, AM/FM STEREO</b> .....	(Dealer-installed option.)

NOTE: Prices shown do not include import duty surcharges (including Federal excise tax thereon) which applies to imported cars. The amount of the tax depends on the specific equipment on the unit in question. Please consult your dealer regarding the surcharge on units in his stock.

# GOOD NEWS!

Suggested retail prices of most Ford, Mercury and Lincoln cars and regular production options are now lower than those shown in the last chapter of "Car Buying Made Easier." A summary of the new suggested retail prices for the various models is shown inside this folder.

In line with the Administration's temporary wage-price freeze, our 1972 models were introduced at 1971 level prices. Ford Motor Company price increases were approved by the government in November and January, but these were in most cases more than offset by repeal of the excise tax on cars and options. As a result, most of our 1972 model suggested retail prices are lower than those for 1971 models—an unprecedented bargain for consumers, enhanced by 1972 model improvements.

The repeal of the import duty surcharge has also affected charges for our European-made models and certain imported components.

Because prices have already fluctuated several times this model year, and there are sometimes small changes in features as the year progresses, we encourage you to check your local Ford or Lincoln-Mercury dealer for the latest information.

# Ford Motor Company Suggested Retail Price Comparison: In the wake of the confusion, good news for new car buyers.

	'71 Model Prices as of Aug. '71	'72 Model Prices as of Jan. '72	Change
<b>Ford Division Cars</b>			
Pinto 2 Door Sedan 4 cyl.....	\$1,919	\$1,960	\$+ 41
Pinto 3 Door Runabout 4 cyl.....	2,062	2,078	+ 16
Maverick 2 Door Sedan 6 cyl.....	2,175	2,190	+ 15
Maverick 4 Door Sedan 6 cyl.....	2,235	2,245	+ 10
Maverick 2 Door Grabber Sport Sedan 6 cyl.....	2,354	2,359	+ 5
Maverick 2 Door Sedan 8 cyl.....	2,344	2,350	+ 6
Maverick 4 Door Sedan 8 cyl.....	2,404	2,406	+ 2
Maverick 2 Door Grabber Sport Sedan 8 cyl.....	2,523	2,519	- 4
Mustang 2 Door Hardtop 6 cyl.....	2,911	2,729	-182
Mustang 2 Door SportsRoof 6 cyl.....	2,973	2,786	-187
Mustang 2 Door Convertible 6 cyl.....	3,227	3,015	-212
Mustang Grande 2 Door Hardtop 6 cyl.....	3,117	2,915	-202
Mustang 2 Door Hardtop 8 cyl.....	3,006	2,816	-190
Mustang 2 Door SportsRoof 8 cyl.....	3,068	2,873	-195
Mustang 2 Door Convertible 8 cyl.....	3,322	3,101	-221
Mustang Grande 2 Door Hardtop 8 cyl.....	3,212	3,002	-210
Mustang Mach 1 2 Door SportsRoof 8 cyl.....	3,268	3,053	-215
Torino 2 Door Hardtop Formal Roof 6 cyl.....	2,706*	2,673	- 33
Torino 4 Door Pillared Hardtop 6 cyl.....	2,672*	2,641	- 31
Torino 4 Door Station Wagon 6 cyl.....	3,023*	2,955	- 68
Gran Torino 2 Door Hardtop Formal Roof 6 cyl.....	2,887*	2,878	- 9
Gran Torino 4 Door Pillared Hardtop 6 cyl.....	2,855*	2,856	+ 1
Gran Torino 4 Door Station Wagon 6 cyl.....	3,170*	3,096	- 74
Torino 2 Door Hardtop Formal Roof 8 cyl.....	2,801*	2,762	- 39
Torino 4 Door Pillared Hardtop 8 cyl.....	2,767*	2,731	- 36
Torino 4 Door Station Wagon 8 cyl.....	3,118*	3,045	- 73
Gran Torino 2 Door Hardtop Formal Roof 8 cyl.....	2,982*	2,967	- 15
Gran Torino 4 Door Pillared Hardtop 8 cyl.....	2,950*	2,947	- 3
Gran Torino 4 Door Station Wagon 8 cyl.....	3,265*	3,186	- 79
Gran Torino Squire 4 Door Station Wagon 8 cyl.....	3,560*	3,486	- 74
Gran Torino Sport 2 Door Hardtop SportsRoof 8 cyl.....	3,150*	3,094	- 56
Gran Torino Sport 2 Door Hardtop Formal Roof 8 cyl.....	3,150*	3,094	- 56
Custom 4 Door Sedan 6 cyl.....	3,288	3,262	- 26
Custom 500 4 Door Sedan 6 cyl.....	3,426	3,393	- 33
Galaxie 500 4 Door Sedan 6 cyl.....	3,594	3,570	- 24
Galaxie 500 2 Door Hardtop 6 cyl.....	3,628	3,605	- 23
Galaxie 500 4 Door Hardtop 6 cyl.....	3,665	3,637	- 28
Custom 4 Door Sedan 8 cyl.....	3,363	3,334	- 29
Custom 500 4 Door Sedan 8 cyl.....	3,501	3,464	- 37
Custom Ranch Wagon 6 Pass. 8 cyl.....	3,890	3,852	- 38
Custom 500 Ranch Wagon 6 Pass. 8 cyl.....	3,982	3,941	- 41
Custom 500 Ranch Wagon Dual Facing Rear Seats 8 cyl.....	4,097	4,051	- 46
Galaxie 500 4 Door Sedan 8 cyl.....	3,715	3,685	- 30
Galaxie 500 2 Door Hardtop 8 cyl.....	3,749	3,720	- 29
Galaxie 500 4 Door Hardtop 8 cyl.....	3,786	3,752	- 34
Galaxie 500 Country Sedan 6 Pass. 8 cyl.....	4,074	4,028	- 46
Galaxie 500 Country Sedan Dual Facing Rear Seats 8 cyl.....	4,188	4,136	- 52
LTD 2 Door Hardtop 8 cyl.....	3,923	3,898	- 25
LTD 4 Door Pillared Hardtop 8 cyl.....	3,931	3,906	- 25
LTD 4 Door Hardtop 8 cyl.....	3,969	3,941	- 28
LTD 2 Door Convertible 8 cyl.....	4,094	4,073	- 21
LTD Country Squire 6 Pass. 8 cyl.....	4,380	4,318	- 62
LTD Country Squire Dual Facing Rear Seats 8 cyl.....	4,496	4,430	- 66
LTD Brougham 2 Door Hardtop 8 cyl.....	4,097	4,050	- 47

	'71 Model Prices as of Aug. '71	'72 Model Prices as of Jan. '72	Change
LTD Brougham 4 Door Pillared Hardtop 8 cyl.....	\$4,094	\$4,047	\$- 47
LTD Brougham 4 Door Hardtop 8 cyl.....	4,140	4,090	- 50
Thunderbird 2 Door Hardtop 8 cyl.....	5,295*	5,293	- 2
<b>Lincoln-Mercury Division Cars</b>			
Capri 2 Door Sport Coupe—1600 cc eng.....	\$2,395	\$2,477	\$+ 82
Capri 2 Door Sport Coupe—2000 cc eng.....	2,445	2,528	+ 83
Capri 2 Door Sport Coupe—2600 cc eng.....	New in '72	2,821	-
Comet 2 Door Sedan 6 cyl.....	2,217	2,232	+ 15
Comet 4 Door Sedan 6 cyl.....	2,276	2,287	+ 11
Comet 2 Door Sedan 8 cyl.....	2,387	2,392	+ 5
Comet 4 Door Sedan 8 cyl.....	2,446	2,448	+ 2
Cougar 2 Door Hardtop 8 cyl.....	3,289	3,066	-223
Cougar 2 Door Convertible 8 cyl.....	3,681	3,420	-261
Cougar XR-7 2 Door Hardtop 8 cyl.....	3,629	3,373	-256
Cougar XR-7 2 Door Convertible 8 cyl.....	3,877	3,597	-280
Montego 4 Door Pillared Hardtop 6 cyl.....	2,772*	2,731	- 41
Montego 2 Door Hardtop 6 cyl.....	2,777*	2,736	- 41
Montego MX 4 Door Pillared Hardtop 6 cyl.....	2,878*	2,838	- 40
Montego MX 2 Door Hardtop 6 cyl.....	2,891*	2,859	- 32
Montego MX Brougham 4 Door Pillared Hardtop 6 cyl.....	3,073*	3,014	- 59
Montego MX Brougham 2 Door Hardtop 6 cyl.....	3,085*	3,024	- 61
Montego MX Station Wagon 6 cyl.....	3,215*	3,151	- 64
Montego MX Villager Station Wagon 6 cyl.....	3,456*	3,325	-131
Montego 4 Door Pillared Hardtop 8 cyl.....	2,888*	2,843	- 45
Montego 2 Door Hardtop 8 cyl.....	2,893*	2,848	- 45
Montego MX 4 Door Pillared Hardtop 8 cyl.....	2,994*	2,951	- 43
Montego MX 2 Door Hardtop 8 cyl.....	3,007*	2,971	- 36
Montego MX Brougham 4 Door Pillared Hardtop 8 cyl.....	3,189*	3,127	- 62
Montego MX Brougham 2 Door Hardtop 8 cyl.....	3,201*	3,137	- 64
Montego GT 2 Door Fastback 8 cyl.....	New in '72	3,346	-
Montego MX Station Wagon 8 cyl.....	3,331*	3,264	- 67
Montego MX Villager Station Wagon 8 cyl.....	3,572*	3,438	-134
Monterey 4 Door Pillared Hardtop 8 cyl.....	3,858	3,809	- 49
Monterey 2 Door Hardtop 8 cyl.....	3,900	3,848	- 52
Monterey 4 Door Hardtop 8 cyl.....	3,968	3,912	- 56
Monterey Custom 4 Door Pillared Hardtop 8 cyl.....	4,030	3,972	- 58
Monterey Custom 2 Door Hardtop 8 cyl.....	4,113	4,051	- 62
Monterey Custom 4 Door Hardtop 8 cyl.....	4,185	4,119	- 66
Monterey Station Wagon 8 cyl.....	4,283	4,212	- 71
Marquis Station Wagon 8 cyl.....	4,547	4,445	-102
Colony Park Station Wagon 8 cyl.....	4,806	4,550	-256
Marquis 4 Door Pillared Hardtop 8 cyl.....	4,474	4,493	+ 19
Marquis 2 Door Hardtop 8 cyl.....	4,557	4,572	+ 15
Marquis 4 Door Hardtop 8 cyl.....	4,624	4,637	+ 13
Marquis Brougham 4 Door Pillared Hardtop 8 cyl.....	4,880	4,890	+ 10
Marquis Brougham 2 Door Hardtop 8 cyl.....	4,963	4,969	+ 6
Marquis Brougham 4 Door Hardtop 8 cyl.....	5,033	5,034	+ 1
Lincoln Continental 2 Door Coupe 8 cyl.....	7,172	7,068	-104
Lincoln Continental 4 Door Sedan 8 cyl.....	7,419	7,302	-117
Continental Mark IV 2 Door Coupe 8 cyl.....	8,813*	8,640	-173
DeTomaso Pantera 2 Door Coupe 8 cyl.....	9,000	(Price Not Available)	-

\*Torino, Montego, Thunderbird and Mark IV are new car lines for '72. '71 prices shown are for the most nearly comparable '71 models. Note: Mustang and Cougar discount changes have lowered the suggested retail selling price for 1972 models. Prices for Capri and Pantera rounded to nearest dollar.

**IMPORTANT NOTICE** ■ Prices shown are manufacturer's suggested retail prices and will be applicable, until further notice, for all 1972 models. The manufacturer's suggested retail prices are suggested prices only and are not intended

to determine the prices charged by dealers to their customers on resale. Transportation charges, gasoline, license and title fees, state and local taxes, and options required by state law are not included. Pinto, Maverick, Comet and Capri sug-

gested retail prices do not include dealer preparation charge, if any. Suggested retail prices of other cars include suggested preparation charges. Always consult your dealer for complete details. At the time of printing, prices were in effect and

correct. The Company reserves the right to change prices, product specifications and designs at any time, however, without notice and without incurring obligation.