

1980 FORD

LTD

As quiet as a
Rolls-Royce.





Quiet is the sound of a Ford LTD.

For 1979, Ford introduced a new-size LTD, designed for today's demanding driving requirements. It made efficient use of space and materials. And it retained the famous LTD attributes of room, comfort, ride and luxury.

The 1980 Ford LTD has some very important advances in looks and luxury. For even more elegance, there's a new LTD Crown Victoria series topping the line. What's more, in Ford tests, a 1980 Ford LTD rode as quietly as a Rolls-Royce Silver Shadow sticker priced over \$65,000.

Engineering features include an economical V-8. No other full-size car with V-8 beats LTD's mileage estimates.* For even better highway fuel economy, there's Ford's innovative Automatic Overdrive transmission option with a fourth overdrive gear.* No other American car maker offers it. See C on page 7.

What this all indicates is that Ford engineers performed a rather remarkable feat. They designed a full-size car that not only meets today's demands for efficiency, but one that offers remarkable roominess and riding comfort. We think these 1980 LTD's are among the finest cars we've ever built. Yet they're eminently practical.

They actually have more passenger room inside than the longer '78 LTD—ample six-passenger room.

The trunk space is very generous compared to any current car. It incorporates LTD's traditional deep well. And has a low liftover height for easy loading and unloading.

With its new size and 3.5-foot shorter turning circle, the 1980 LTD is easier to handle and park than the '78 LTD.

All these virtues are found in LTD's expanded lineup for 1980. There's a new top-of-the-line LTD Crown Victoria in 2- and 4-door models. An LTD series in 2- and 4-door models and a wagon with a new look up front. And a new low-priced LTD S series in a 4-door and wagon. Finally, LTD Country Squire tops off our wagon lineup with even more elegance than last year.

All these LTD models have the response of V-8 power from an economical 5.0 liter (302 CID) V-8.* SelectShift automatic transmission, power steering, power front disc brakes, new P-metric steel-belted radials, and much more are also included. You'll find a more complete list of standard equipment and engineering features on pages 12-13 and options on pages 14-15.

The best way to get to know the advantages of the 1980 LTD is through a test drive at your Ford Dealer. Enjoy for yourself the quiet experience of LTD—a comfortable, contemporary road car with Better Ideas for the 80's.

Left: LTD Crown Victoria 2-Door in Tu-Tone—Maroon (2L) over Silver Metallic (1G) with Maroon rear half vinyl roof.

Front cover: LTD Crown Victoria 4-Door in Tu-Tone—Midnight Blue Metallic (3L) over Silver Metallic (1G) with Midnight Blue rear half vinyl roof.

Note: Notable Standard Features and Measurements appear on page 13. Some items shown are optional; options list appears on pages 14-15.

See your dealer for actual samples of colors and trims coded by letter in the text.

*EPA gas mileage estimates are on page 12.

FORD LTD
CROWN VICTORIA



(A) LTD Crown Victoria 4-Door

New top-of-the-line
elegance for 1980.

At the top of the LTD line are these two new Better Ideas for the 80's—the LTD Crown Victoria 2- and 4-Doors. The unique roof first attracts your eye—a luxuriously padded rear half vinyl roof with a distinctive, wide wrapover molding. Special moldings, accent stripes, and a hood ornament add more elegance to the clean lines.

Inside, there's a flight bench seat with rich fabric and fold-down armrest, plus thick 18-oz. carpeting, electric clock, woodtone appliques on the doors and instrument panel, even a gentle seat belt reminder chime. And there's a special sound insulation package. See page 13 for more LTD Crown Victoria features.

Want even more luxury? You can provide that, too, with the interior choices on pages 10-11. Or the wide selection of options on pages 14-15—everything from three electronic search radios to the remarkable new Automatic Overdrive transmission on page 7.

The new LTD Crown Victorias—very substantial cars in the LTD tradition. But with a new kind of hushed elegance. And an efficient V-8 that's unbeaten for gas mileage in full-size V-8 cars.*

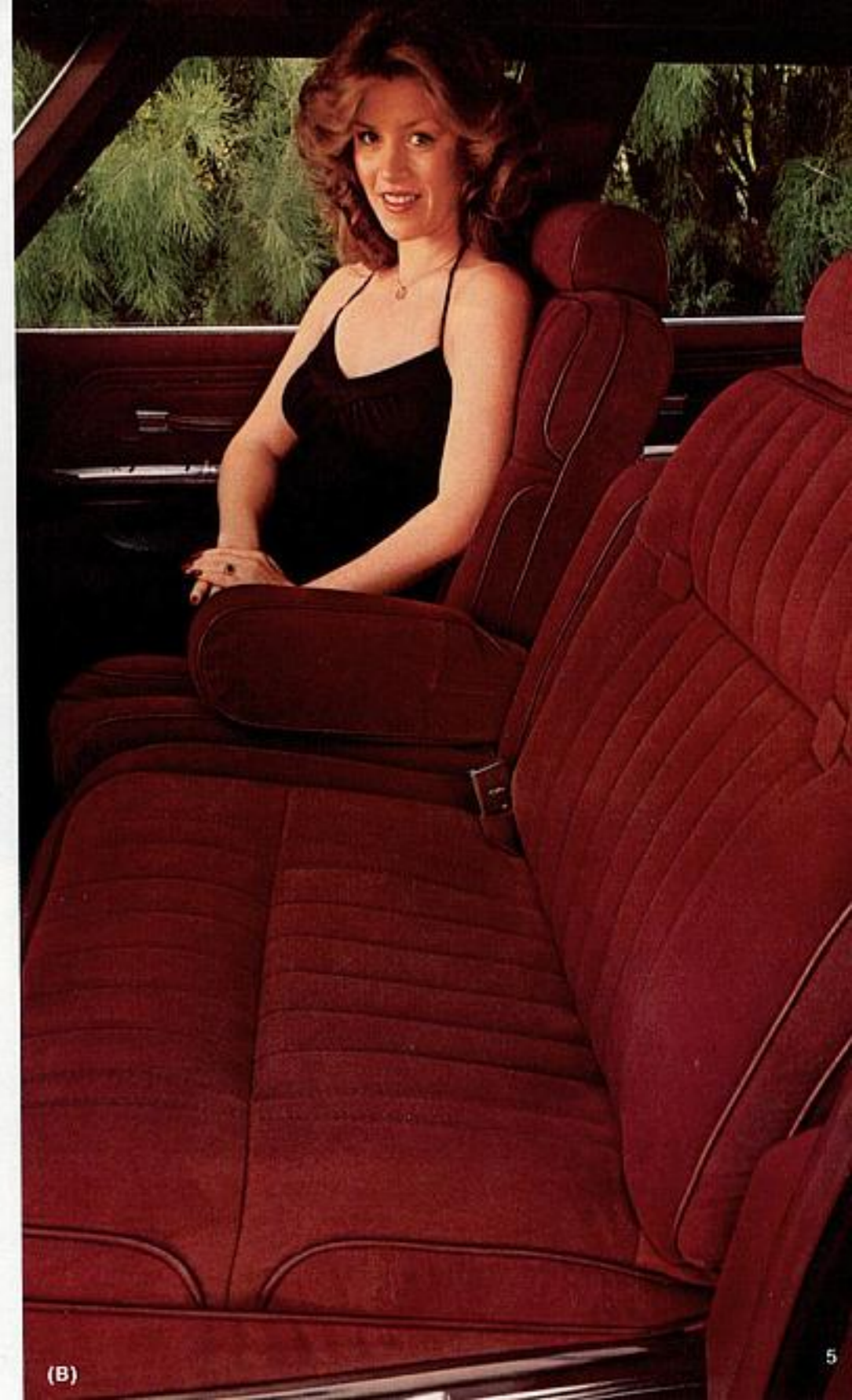
(A) LTD Crown Victoria 4-Door. A new level of luxury with its own distinctive roof styling. Shown in Dark Cordovan Metallic (8N) with Cordovan rear half vinyl roof. The 2-Door version is illustrated on pages 2-3.

(B) Elegant choices inside. Few cars today are as comfortable to travel in as the LTD Crown Victoria. Every passenger enjoys stretch-out roominess surrounded by elegant appointments and a special sound insulation package. Choose, if you like, the Interior Luxury Group option with leather, all-vinyl, or soft velour upholstery shown here in Cordovan (MF). For full details on interior choices, see pages 10-11.

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(B)



(A) LTD 2-Door with Tu-Tone

A new look up front.

Our popular LTD series has some notable improvements for 1980 to make it even more of a standout value in the full-size field. Like unbeaten V-8 gas mileage.*

The new front end has an elegant grille, dual halogen headlamps and wrap-around parking lamps. And more features have been added, including a Luxury Sound Insulation Package.

Inside are handsome fabrics on full bench seats, a stylish instrument panel with woodtone accents, and convenient controls mounted on the steering column. 5.0 liter (302 CID) V-8 power is standard. So are SelectShift automatic transmission, power steering and brakes, deluxe wheel covers, left-hand remote control mirror, and more (see page 13). There's a wide choice of interiors (pages 10-11) and options (pages 14-15).

(A) LTD 2-Door. You get a lot of quiet comfort for the money in LTD. Shown in Tu-Tone Pastel Sand (6D) over Sand Glow (6B).

(B) LTD 4-Door in Black (1C) with Black vinyl roof. Compare its features and value against other full-size cars.

(C) New Automatic Overdrive Transmission. At about 40 mph in **(D)** (Drive), this option automatically shifts into a fourth overdrive gear. This causes the engine to turn more slowly for improved highway fuel economy.* It's a Ford innovation.

(D) Deep-well trunk. With a very usable 22.4 cu. ft. of space. The deep well lets you stand large luggage upright. And the low liftover sill is only 22.3 inches from the ground.

(E) LTD S 4-Door. Our lowest priced LTD model has its own front end treatment, 5.0 liter (302 CID) V-8, automatic transmission, power assists, and all the features listed on page 13. Shown in Dark Blue Metallic (3D). Both LTD and LTD S are available in wagons.

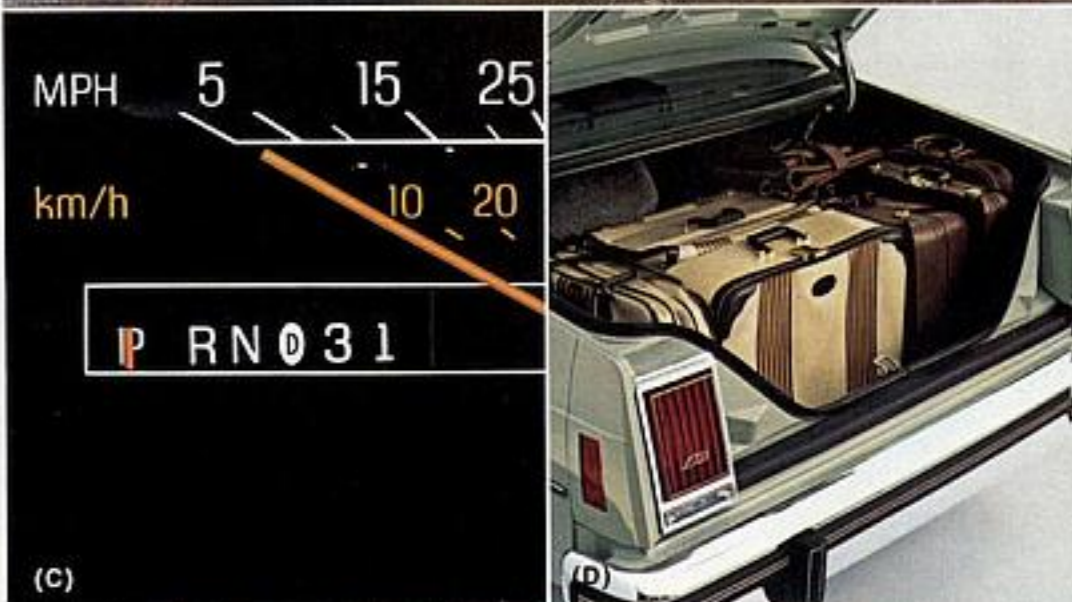
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*EPA gas mileage estimates are on page 12.



(B) LTD 4-Door



(C)



(E) LTD S 4-Door



(A) LTD Country Squire Wagon

Full-size roominess and exclusive Wagonmaster ideas.

Take your choice of three wagons—Country Squire, LTD and LTD S. Each wagon offers 89.7 cu. ft. of cargo space with the rear seats down. Add 9.9 cu. ft. below the floor and 2 cu. ft. in a side stowage compartment—both lockable. There's ample seating for six, or eight with optional dual facing rear seats.

All three wagons feature a 5.0 liter (302 CID) VV V-8. No other full-size wagon beats its EPA mileage ratings.* Standard, too, are the 3-Way Magic Doorgate, pioneered by Ford, with power window—plus SelectShift automatic transmission, power front disc brakes, power steering, and the features listed on page 13. Interior choices are on page 10-11.

Engineering features include an innovative Automatic Overdrive transmission option with a fourth overdrive gear. See page 7. Other options include Ford's dual facing rear seats, a deluxe luggage rack with velocity-sensitive air deflector that changes angle at high speeds for less aerodynamic drag. Plus 5.8 liter (351 CID) V-8, heavy-duty suspension, Traction-Lok axle, and Trailer Towing Package.

When it comes to Better Ideas for the 80's, look to Ford—America's Wagonmaster for 50 years.

(A) LTD Country Squire Wagon. With the famous Country Squire woodgrain effect. And more luxury features than last year—like plush 18-oz. carpeting, deluxe door trim, and a seat belt reminder chime. Shown in Black (1C).

(B) LTD Wagon. A new look up front and more standard features than last year. In Tu-Tone Dark Blue Metallic (3D) over Medium Blue Glow (3H).

(C) 3-Way Magic Doorgate. It opens like a door with the window up or down. Or it folds down into a tailgate. Inside are LTD's unique optional dual facing rear seats for two more passengers.

(D) LTD cargo area. Wide enough to stack 4' x 8' sheets of plywood flat on the cargo floor with tailgate down.

Note: Notable Standard Features and Measurements appear on page 13. Some items shown are optional; options list appears on pages 14-15.

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(B) LTD Wagon with Tu-Tone



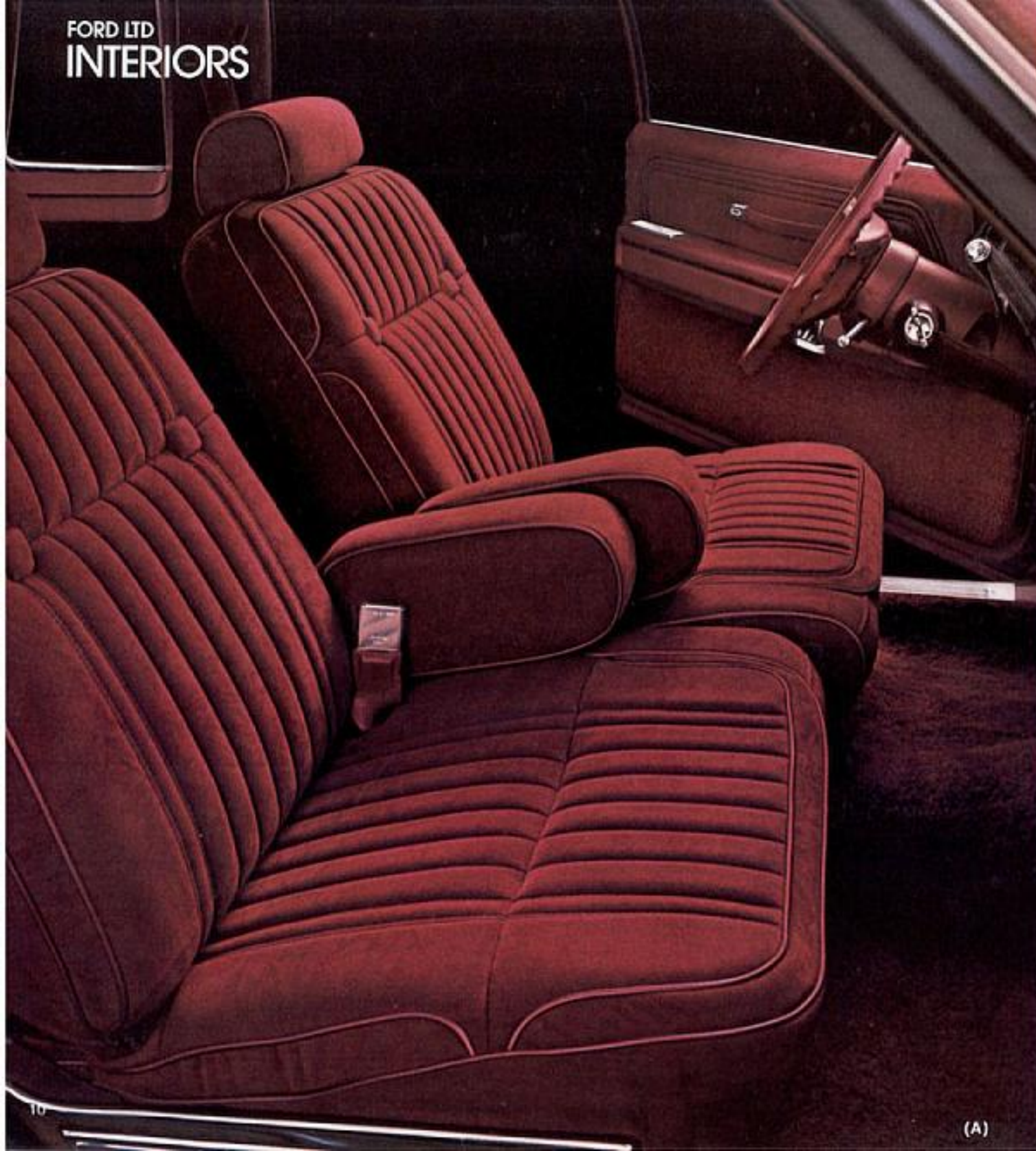
(C)



(C)



(D)



(A)



(B)



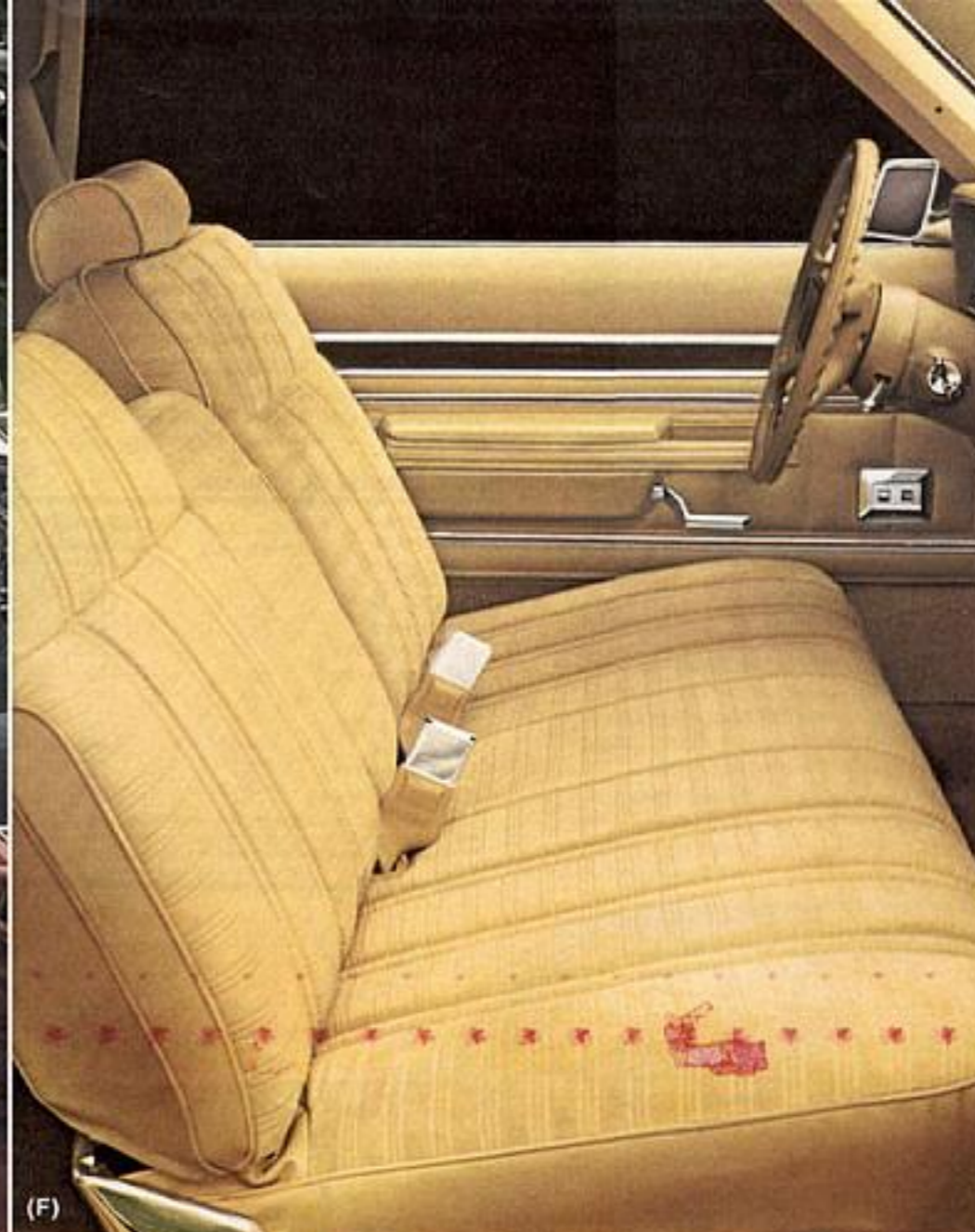
(C)



(D)



(E)



(F)



(G)

Elegant and roomy.

As you can see, LTD's interiors are comfortably inviting with all that Ford roominess set off by LTD luxury. From the commanding feel of the driving position to the finely fitted details, the overall impression is one of comfort and relaxation whether you're at the wheel or a passenger.

All interiors (except LTD S) are available in Dark Red, Medium Wedgewood Blue, Pine Green, Cordovan, and new Sand. Dove Grey is an additional choice on most trims except in wagons. LTD S interiors are available only with a bench seat in Dark Red, Medium Wedgewood Blue, Sand.

(A) Interior Luxury Group—Cloth Split Bench Seats. (See also page 5.) Optional on LTD Crown Victoria and LTD Country Squire. This elegant group features split bench seats. Each seat is individually adjustable, reclinable and has its own center armrest. Take your choice of this rich velour cloth, shown in Dark Red (MD), or super-soft all-vinyl, or optional leather (see B). The elegant doors have 18-oz. carpeting on the lower panel, full-length armrests, assist straps, and power windows. On the back of the front seats are map pockets and assist straps, on the seat cushion sides are brushed aluminum shields. Woodtone appliques grace the luxury steering wheel. An electronic digital clock tells the time, date, or elapsed time. On the right visor is an illuminated vanity mirror with a variable light for personal grooming. Also included are a trip odometer and warning lights for "low fuel" and "low washer fluid."

Sedans also have a fold-down center armrest on the rear seat, as well as package tray trim and a fully carpeted luggage compartment. In the Squire this group includes the LTD Crown Victoria level sound insulation package.

(B) Interior Luxury Group—Leather Split Bench Seats. For Ford's ultimate in luxury, soft leather seating surfaces are available at extra cost with this group. Shown in Pine Green (SR).

(C) LTD Crown Victoria—All-Vinyl Flight Bench Seat. Optional deep-grain vinyl in Dove Grey (HS) on the handsome, standard LTD Crown Victoria flight bench seat. Deep-grain vinyl is standard on the bench seats in all wagons, and is available as an option on all seats in all other models.

(D) Exclusive DuraWeave Vinyl—Flight Bench Seat. You have to see it to believe this remarkable fabric offered only by Ford. It looks, feels and breathes like cloth. Yet it's actually made of durable, easy care vinyl. New for 1980 is an improved, softer feel. Optional in LTD models and Squire on the flight bench seat, shown in Cordovan (CF) with LTD interior, and on split bench seats in Squire and LTD Wagon.

(E) LTD, LTD S—Standard Cloth/Vinyl Bench Seat. The standard bench seats in LTD and LTD S sedans come with this handsome, dual-tone striped cloth. It's also optional on flight bench and split bench seats in LTD sedans. Shown in Medium Wedgewood Blue (AB) with LTD interior.

(F) LTD Crown Victoria Standard Interior—Cloth/Vinyl Flight Bench Seat. This rich cloth with a triple-line pattern graces the LTD Crown Victoria's standard flight bench front seat with its fold-down armrest. Shown in Sand (GY). Also available on optional split bench seats in LTD Crown Victoria.

(G) LTD instrument panel with a clean, sweeping line and a well-designed instrument cluster that reads at a glance. For more convenience, five functions are controlled by two levers on the steering column. One lever operates the windshield wipers and washer. The other—turn signals, horn, headlamp dimmer. Shown with LTD Crown Victoria woodtone appliques and bright levers.

Note: Some items shown are optional; options list appears on pages 14-15.

See your dealer for actual samples of colors and trims coded by letter in the text.

FORD LTD ENGINEERING

Here's where our Better Ideas for the 80's begin: AN INSIDE LOOK AT FORD LTD

The inside story of LTD is one of ingenious ideas and improvements. Shown here is just a sampling. A test drive is your best way to appreciate all the ideas that make LTD such a solid value among today's full-size cars.

A. Deep-Well Trunk. It's one of the roomiest trunks ever offered on LTD, with 22.4 cu. ft. of space. Most luggage stands upright in the deep well and is easily loaded or unloaded over the low sill. See page 7.

B. P-Metric Steel-Belted Radial Ply Tires. Steel-belted radials are standard on all LTD models. New for 1980 is a P-metric design that permits higher tire pressures than last year for less rolling resistance.

C. Roomy Body. Computer technology and extensive wind tunnel testing for effective aerodynamics make this the most sophisticated body ever developed for LTD. Inside, there's actually more head, leg and shoulder room, front and rear, than in the longer 1978 LTD.

D. Tilt-Away Door Hinges. Doors swing up and out for easy entry and exit, especially handy in tight parking situations. Rear doors are wide, too, so you can slip in easily.

E. Short Turning Circle. A turning circle that's 3.5 feet shorter than the '78 LTD, coupled with standard power steering, makes LTD a delight to handle and park.

F. Automatic Transmission. Standard is the 3-speed SelectShift automatic. Optional is an innovative Automatic Overdrive transmission with a fourth overdrive gear for improved highway fuel economy.* See page 7.

G. V-8 Engine, Standard. A 5.0 liter (302 CID) VV (variable venturi) V-8 is standard. Its DuraSpark Electronic Ignition is maintenance-free under normal use except for routine spark plug service. Optional is a 5.8 liter (351 CID) V-8 with Electronic Engine Controls that have sensors and a computer to automatically adjust key engine functions to changing driving conditions for greater efficiency.

H. Four-Coil Suspension. LTD's excellent quiet ride features a 4-coil spring suspension. Up front is a long- and short-arm design with low-friction ball joints. In the rear is a compact, 4-bar link design.

Plus these additional features: Power front disc brakes, extensive body insulation, maintenance-free battery,** electronic voltage regulator. Your Ford Dealer has more details.

**Conventional battery on early production models.

Low Scheduled Maintenance. The 1980 Ford LTD has a recommended maintenance schedule of 7,500 miles or 12 months between oil changes and 30,000 miles between tune-ups and lubes. These are just two small parts of a comprehensive program which, *in total*, can lower scheduled maintenance to an estimated \$170 on the '80 LTD—76% or \$545 less than

*EPA GAS MILEAGE ESTIMATES

	5.0 Liter V-8 SelectShift	5.0 Liter V-8 Automatic Overdrive	5.8 Liter V-8 SelectShift	5.8 Liter V-8 Automatic Overdrive
49 STATES				
EPA Est. MPG	17	17	16	16
Est. Range	340	340	320	320
Est. Hwy. MPG	24	26	23	27
Est. Hwy. Range	480	520	460	540
CALIFORNIA				
EPA Est. MPG	16			16
Est. Range	300			320
Est. Hwy. MPG	21			26
Est. Hwy. Range	420			520

Standard on LTD are 5.0 liter (302 CID) V-8 and SelectShift automatic transmission. Other power teams above are optional. Wagon ratings are lower for optional power teams. See 1980 Ford Wagon catalog.

the 1973 LTD—over 50,000 miles. This example uses base engines and automatic transmissions in both cars. Ford Labor Time Standards, a \$21.35 hourly labor rate, and manufacturer's suggested retail parts prices effective July 1, 1979, were used in the above computations. An accumulation of 15,000 miles annually is assumed on the 1980 LTD.

For comparison with other cars. Actual mpg and range may differ depending on speed, distance and weather. Actual highway mileage and range will probably be lower than estimate. Range based on mileage estimates and LTD's 20-gallon fuel tank.

FORD LTD Notable Standard Features

LTD S

FUNCTIONAL

- 5.0 liter (302 CID) VV (variable venturi) V-8 with DuraSpark Electronic Ignition
- Electronic voltage regulator
- Maintenance-free battery*
- SelectShift automatic transmission
- Full coil spring suspension with 4-bar link system in rear
- Power front disc/rear drum brakes
- Foot-operated parking brake
- 14" BSW P-metric steel-belted radial ply tires (4)
- Mini spare tire
- Power steering
- Front bumper guards
- Concealed windshield wipers with wiper-mounted washer jets
- Steering column 2-lever system
 1. Windshield washer/wipers
 2. Turn signal/horn/headlamp dimmer
- Power ventilation
- Inside hood release
- Day/night inside mirror
- Anti-theft door lock buttons
- Cigarette lighter
- Deep-well trunk with full-width mat
- Ford Limited Corrosion Perforation Warranty (see back cover)

APPEARANCE AND COMFORT

- Bench seat with knit cloth and vinyl trim
- Cloth headlining and sun visors
- 10-oz. color-keyed cut-pile carpeting
- Woodtone door appliques
- Deluxe 4-spoke soft rim steering wheel
- Lighted glove box and front ashtray
- Chrome-plated grille with single rectangular headlamps, grille-mounted road lamps and wrap-

- around parking lamps
- Bright door belt, drip rail, wheel lip and rocker panel moldings
- Deluxe wheel covers (4)

LTD

- Most of the above features with these additions or variations:
- Woodtone instrument panel appliques
 - Luxury Sound Insulation Package
 - Automatic inertia-type seat back releases (2-door)
 - Styled left-hand remote control mirror
 - Bright window frame and hood rear moldings
 - Color-keyed vinyl insert bodyside moldings
 - Decklid accent tape stripes
 - Brush-finished accent panel on lower decklid
 - Distinctive chrome-plated grille with dual rectangular halogen headlamps and wraparound parking lamps
 - Front bumper slot grilles
 - Dual note horn
 - Trunk side lining panels

LTD CROWN VICTORIA

- Most of the LTD features with these additions or variations:
- Flight bench seat with fold-down armrest and higher level cloth and vinyl trim
 - 18-oz. cut-pile carpeting
 - Deluxe door trim with carpeted lower panels
 - Color-keyed deluxe belts with comfort regulators and reminder chime
 - Unique sound insulation package
 - High-gloss woodtone instrument panel appliques with LTD Crown Victoria nomenclature
 - Electric clock: illuminated, self-regulating
 - Rear door courtesy light switches (4-door)

- Padded rear half vinyl roof with LTD Crown Victoria nomenclature and color-keyed backlight moldings
- Wide wrapover roof molding with brushed aluminum insert and crown ornament
- Accent stripes on bodysides and hood
- Black rocker panel moldings
- Bright lower bodyside moldings with rear extensions
- Hood ornament
- Trunk light

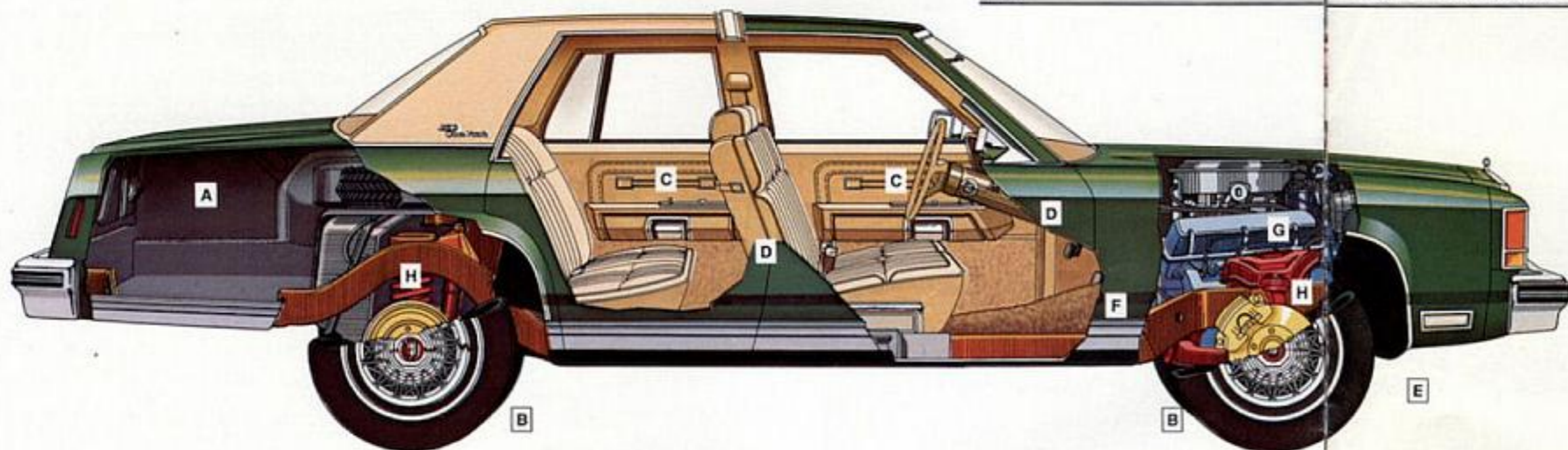
LTD S, LTD WAGON

- Most of the features in each series with these variations:
- All-vinyl bench seats
 - Fold-down rear seat with one-hand latch
 - Removable color-keyed load floor carpet
 - 3-Way Magic Doorgate with power window
 - Lockable stowage compartments in cargo floor and left rear side panel
 - Conventional spare tire with handy extractor
 - Rear bumper guards
 - Accent tape stripes on doorgate (LTD)

LTD COUNTRY SQUIRE WAGON

- Most of the above wagon features plus:
- Woodgrain vinyl paneling and surround rails on bodysides and rear
 - 18-oz. cut-pile carpeting
 - Deluxe door trim with carpeted lower panels
 - Color-keyed deluxe belts with comfort regulators and reminder chime
 - High-gloss woodtone instrument panel appliques
 - Electric clock: illuminated, self-regulating
 - Rear door courtesy light switches
 - Cargo area light with doorgate-actuated courtesy switch
 - Hood ornament

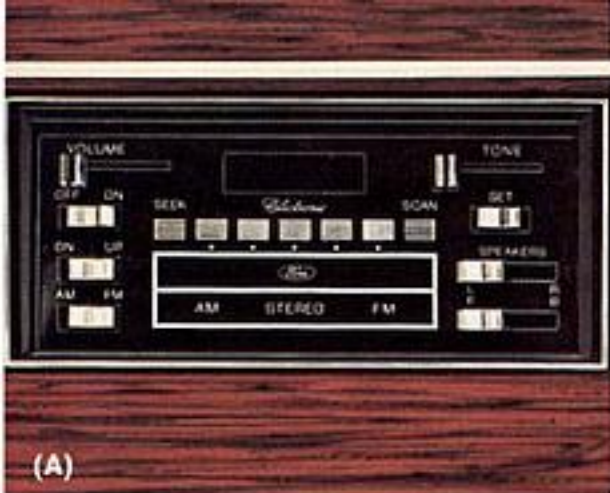
*Conventional battery on early production models.



Measurements

	Wheelbase	Length	Height	Width	Front Tread	Rear Tread	Trunk or Cargo Space	Fuel Capacity	Curb Weight	Passenger Capacity
2-DOOR	114.3"	209.3"	54.7"	77.5"	62.2"	62.0"	22.4 cu. ft.*	20 gal.**	3595 lb.	6
4-DOOR	114.3"	209.3"	54.7"	77.5"	62.2"	62.0"	22.4 cu. ft.*	20 gal.**	3623 lb.	6
WAGON	114.3"	215.0"	57.4"	79.3"	62.2"	62.0"	89.7 cu. ft.†	20 gal.	3861 lb.	6‡

*With standard mini spare tire. **19 gal. on early production models.
†Plus 9.9 cu. ft. of lockable below-deck stowage (5.7 cu. ft. with cushions of optional dual facing rear seats in place, 7.7 cu. ft. with cushions removed).
‡Eight with optional dual facing rear seats.



FORD LTD OPTIONS

Add your personal touch.

Audio
Ford offers a superb selection of radios and audio equipment for LTD. All precision-engineered and built to exacting Ford quality standards. Of special interest, all Ford radios are designed to receive traveler's advisory broadcasts when tuned to either end of the AM band. For details, get the booklet "1980 Sound Systems and Electronic Options" at your Ford Dealer.

- AM Radio.
- AM/FM Monaural Radio.
- AM/FM Stereo Radio.**
- AM/FM Stereo Radio with 8-Track Tape Player.**
- AM/FM Stereo Radio with Cassette Tape Player.**

(A) Electronic AM/FM Stereo Search Radio.** Advanced electronics eliminates mechanical tuning. Seeks or scans stations automatically with digital readout.

Electronic AM/FM Stereo Search Radio Cassette Player with Dolby® Noise Reduction System.** Our ultimate radio option. Both radio and cassette tape player have Dolby® system.

Electronic AM/FM Stereo Search Radio with 8-Track Tape Player.**

(B) 40 Channel CB Radio. Available with any LTD sound system. Automatically scans for active channel. Can store and summon five favorite channels. Digital readout. All controls in detachable hand mike with Channel 9 push-button for emergencies.

Premium Sound System. Extra 30-watt amplifier and larger rear speakers for stereo systems.

Power Antenna.

Dual Rear Seat Speakers. For monaural systems.

**Includes four speakers with balance controls.

Appearance
 Color-Keyed Deluxe Belts. With comfort regulators. Std., LTD Crown Victoria and Squire. Pages 10-11.

Interior Luxury Group. Pages 5, 10-11.†

Rocker Panel Moldings. For Squire.

- Std. on all other models.
- Dual Accent Paint Stripes. Std. on LTD Crown Victoria. Pages 4, 7.
- Hood Accent Stripes. LTD, Squire. Std., LTD Crown Victoria. Front cover, pages 2, 4.†
- Metallic Glow Paint. Red Glow (2H), Medium Blue Glow (3H), Light Pine Glow (4E), Sand Glow (6B), Bittersweet Glow (8D). Pages 6, 9.
- Tu-Tone Paint/Tape Treatment. For LTD Crown Victoria and LTD. Front cover, pages 2, 6, 9.†
- Vinyl Roof. For LTD, LTD S sedans. 8 colors. Full roof for 4-door. Rear half roof for 2-door. Padded rear half roof std. on LTD Crown Victoria. Page 7.
- Luggage Compartment Mat. Removable rubber trunk mat.
- Luxury Luggage Compartment Trim. Rich carpeting covers floor, sides and spare tire.
- Leather-Wrapped Luxury Steering Wheel. Available with Fingertip Speed Control option. See I.

Comfort
 SelectAire Conditioner. With manual controls for year-round comfort. Tinted glass recommended.

(C) SelectAire Conditioner with Automatic Temperature Control. Select the inside temperature you want. Thermostatic controls help maintain it in any weather.

Tinted Glass—Complete. Cuts down heat and glare from the sun. Recommended with air conditioner.

Dual Facing Rear Seats. Page 9.

Dual Flight Bench Seat Recliners.†

Seat Belt Reminder Chime. Std. on LTD Crown Victoria and Squire.†

Convenience
 Convenience Group. Includes: interval windshield wipers, visor vanity mirror, remote control electric release for trunk lid (sedans) or doorgate (wagons), trip odometer, warning lights for "low fuel" and "low washer fluid."

Pivoting Front Vent Windows.

Electric Clock. Std. on LTD Crown Victoria and Squire.

(D) Electronic Digital Clock. Gives time, date, or elapsed time of trip.

(E) Electric Rear Window Defroster. Grid defogs glass, melts snow or ice.

(F) Autolamp On/Off/Delay System. Automatically turns headlamps on or off when traveling at dusk or in early morning. Can also be set to

- keep headlamps on for up to 4 minutes after parking car.
- Front Cornering Lamps. Light your path around corners.
- (G) Illuminated Entry System.** Lifting front door handle illuminates keyhole and switches on interior lights.
- Dual Note Horn. LTD S. Std., others.
- Light Group. Includes: dual beam map light, front courtesy lights, plus lights in engine compartment, trunk or cargo area (std., LTD Crown Victoria and Squire), rear door and doorgate courtesy light switches (std., LTD Crown Victoria 4-Door and Squire), and "headlamps on" warning buzzer or chime.
- (H) Illuminated Visor Vanity Mirror(s).** Handy grooming aid. Adjustable light intensity. Dual or passenger side only.†
- Deluxe Luggage Rack. For wagons. With velocity-sensitive air deflector. Pages 8-9.
- Dual Remote Control Mirrors. Both adjustable from driver's seat.
- Left-Hand Remote Control Mirror. LTD S. Std. on others.
- Automatic Parking Brake Release.
- (I) Fingertip Speed Control.** Automatically maintains any speed you set at 30 mph or above. Great convenience, and holding steady speed helps save gas. Pressing the brake pedal deactivates the system. Touch of the "resume" button automatically reestablishes the speed set prior to braking. Shown with optional Leather-Wrapped Luxury Steering Wheel.
- (J) Tilt Steering Wheel.** Conveniently adjusts to five positions. Makes entry/exit easier.

Interiors
For seats and trims, see pages 10-11.

Performance
 Optional Axle Ratio. For more pulling power.

Engine. 5.8 liter (351 CID) VV V-8. With Electronic Engine Control.

Automatic Overdrive Transmission. New for '80, with a fourth overdrive gear for highway fuel economy.* Not available with 5.0 liter (302 CID) V-8 in wagons or Calif. sedans.

Handling Suspension. For sedans. Higher capacity springs, shocks; heavier front stabilizer bar, plus rear bar.

Heavy-Duty Suspension. Higher capacity springs and shocks.

- Adjustable Level Air Shock Absorbers. For heavy loads.
- Heavy-Duty Battery.
- (K) Heavy-Duty Trailer Towing Package.** Gives any LTD a 6000-lb. towing rating. Includes trailer towing suspension and axle, external transmission and power steering oil coolers, wiring harness. Plus heavy-duty radiator, rear brakes (std. on wagons), battery.
- (L) Traction-Lok Axle.** Transfers power to both wheels for better traction on snow, ice and soft ground.

Power Assists
(M) Power Lock Group. Single control on each front door locks all doors. Remote control electric switch unlocks decklid or doorgate.

(N) Power Seats. Adjust six ways. For bench seat, flight bench seat, or split bench seats (driver only or dual controls).

(O) Power Side Windows. Individual controls plus driver master controls, with safety lockout switch on 4-doors and wagons.

Protection
 Vinyl Insert Bodyside Moldings. Std. on LTD.

Front License Plate Bracket.

Lower Bodyside Protection (in addition to Ford Corrosion Protection Measures on back cover). Provides an application of vinyl under the paint along lower sides of body to help provide extra protection against stone pecking. Important on gravel or heavily salted roads.

Rear Bumper Guards. Standard on wagons.

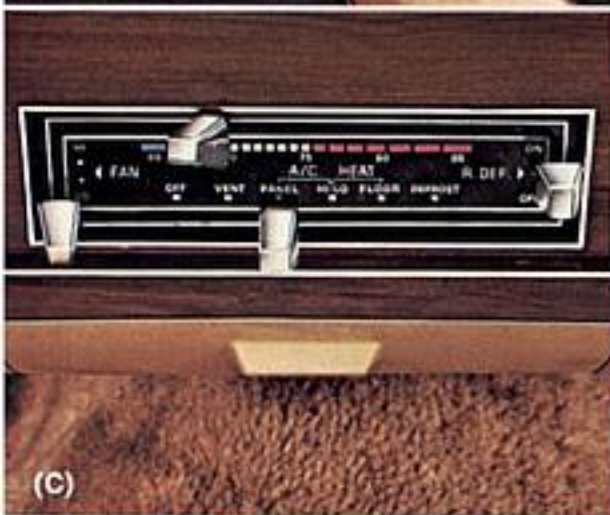
Bumper Rub Strips. Stylish and protective. On most display cars.

Protection Group. Door edge guards, color-keyed carpeted front and rear floor mats, license plate frame(s).

Tires
 BSW or WSW P-metric steel-belted radials in a choice of sizes.

Conventional Spare Tire. Std. on wagons.

(P) Wheels/Wheel Covers. Clockwise from top: Cast Aluminum Wheels (4), Wire Wheel Covers (4), Luxury Wheel Covers (4).
†Not available on LTD S models.
*EPA gas mileage estimates are on page 12.



FORD LTD CHOICES



LTD S 4-Door, Sand Glow (6B)



LTD 2-Door, Black (1C)



LTD 4-Door, Light Medium Blue (3F)



LTD Crown Victoria 2-Door, Dark Pine Metallic (7M)



LTD Crown Victoria 4-Door, Midnight Blue Metallic (3L) over Silver Metallic (1G)

Better Ideas for the 80's FORD.



113-Rev. 1/80



LTD S Wagon, Light Grey (12)



LTD Wagon, Light Pine Glow (4E)



LTD Country Squire, Bittersweet Glow (8D)

See options list on pages 14-15.

NEW LIMITED CORROSION PERFORMANCE WARRANTY.

Ford Motor Company provides a 3-year, unlimited mileage corrosion warranty on all new 1980 model cars. The warranty states that any part which, in normal use, rusts through from corrosion within three years of retail delivery or first use will be repaired or replaced free of charge by the selling dealer after inspection by a Ford representative. Of course, exhaust system components or parts which develop corrosion perforation caused by accidents or other damage are not covered.



Ford Motor Company's optional Extended Service Plan covers certain selected components on new Ford cars and light trucks for longer than the vehicle's basic warranty. The cost is so moderate for the protection you get that it could pay for itself the first time you need it. Ask your Ford Dealer for more information about the Plan.

OPTION AVAILABILITY. Some features presented are optional at extra cost. Some options are required in combination with other options. Availability of some models and features described may be subject to a slight delay. Ask your Ford Dealer for the latest information on options, prices and availability.

PRODUCT CHANGES. Ford Division reserves the right to change specifications any time without incurring obligations.

A 1980 Ford Designed for You. As you consider the purchase of a new car, here's an important point to remember: Ford is the only U.S. car and truck manufacturer with improved mileage ratings for every 1980 car and truck model built in America (except Pinto in California). This is based on EPA ratings for standard power teams compared to 1979 introductory models. A test drive at your Ford Dealer, we believe, will prove there's a Ford for the 80's designed for you.

Buy or lease a new Ford LTD from your Ford Dealer—a great choice either way!

FORD LTD

FORD DIVISION



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