

'71 Ford



Take a Quiet Break in the all-new '71 Ford

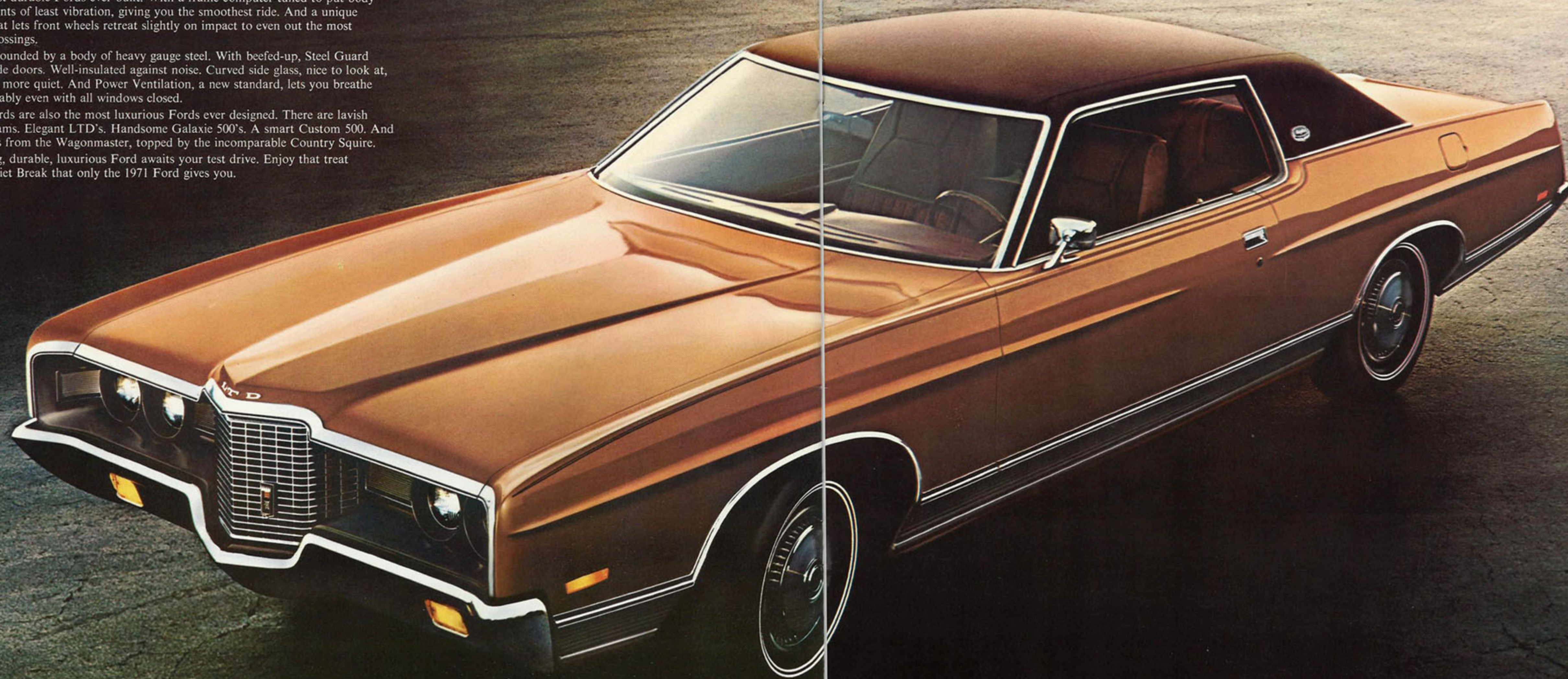
Outside, it's getting noisier and noisier. Inside a dramatically new Ford, you enjoy another world. A quiet world. A world where the impressive absence of noise and vibration tells you that Ford is one of the quietest cars, if not *the* quietest car, on the road. Quiet operation, remember, is a true measure of fine quality.

All this didn't just happen. Ford engineers made it happen by designing one of the strongest, most durable Fords ever built. With a frame computer-tuned to put body mounts at points of least vibration, giving you the smoothest ride. And a unique suspension that lets front wheels retreat slightly on impact to even out the most corrugated crossings.

You're surrounded by a body of heavy gauge steel. With beefed-up, Steel Guard Rails in all side doors. Well-insulated against noise. Curved side glass, nice to look at, is ventless for more quiet. And Power Ventilation, a new standard, lets you breathe more comfortably even with all windows closed.

All-new Fords are also the most luxurious Fords ever designed. There are lavish LTD Broughams. Elegant LTD's. Handsome Galaxie 500's. A smart Custom 500. And seven Wagons from the Wagonmaster, topped by the incomparable Country Squire.

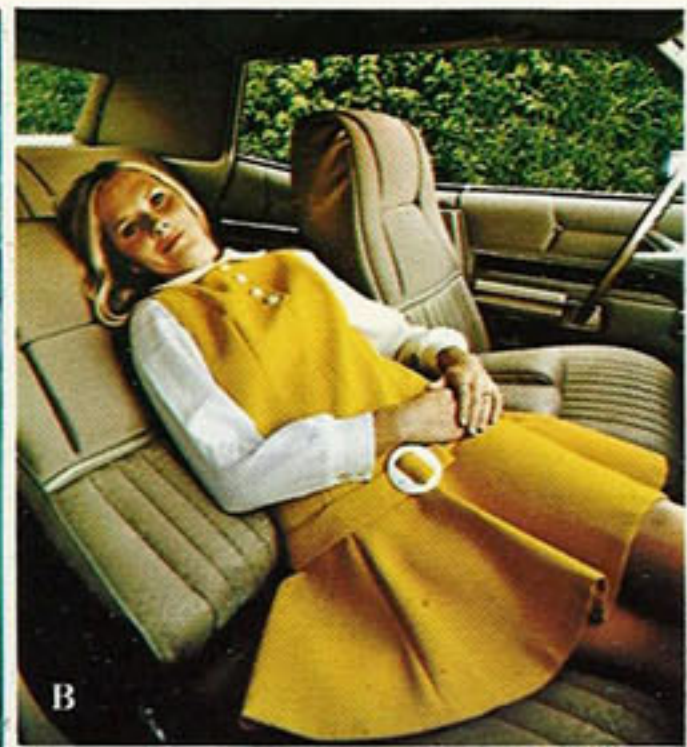
Each strong, durable, luxurious Ford awaits your test drive. Enjoy that treat soon. The Quiet Break that only the 1971 Ford gives you.



LTD Brougham 2-Door Hardtop



A



B



C LTD Brougham 4-Door Hardtop



D



E



F LTD Brougham 4-Door Pillared Hardtop.



LTD Brougham Stylists designed the beauty. Engineers built in the quiet. It's a very winning combination.

Along with almost total quiet, crisp good looks give LTD Brougham a distinct advantage over every car in its class. All body contours sport a sleek new treatment. There's more hood. More glass. And new flair in a graceful, more formal roofline. Wipers are concealed. Ventless door glass enhances the impressively smooth, big-car look.

Extra styling touches make Brougham even more enticing. Triple taillamps that divide on braking, normally give the effect of a full-width, solid red illuminated band. Ribbed rocker panel moldings brighten lower car edges. Flush door handles leave sides clean and uncluttered. And for '71, all interior trim styles are new, with soft, luxurious fabrics picked for their remarkable wear and stain-resistant qualities.

Deeply padded, richly upholstered seats give you lounge-chair comfort, and you could stop there. But you can also order the new High Back split bench (A) with plush, individual armrests and the reclining passenger seat shown (B) which you can set at any desired angle. Co-pilots especially appreciate this restful feature on long trips. You can add even more convenience with a driver only, 6-Way Power Seat, if you wish.

Sumptuous Brougham comfort on the 2-Door Hardtop begins with a unique High Back bench seat with cushioned center armrest (D). The same seat, in low-back design, is standard on 4-Door Brougham models. And, on all Fords, an all-new instrument panel (D), swept-away on the passenger side, gives you spacious, big-car luxury. We call it the Front Room. It gives you all the elegance and prestige you've admired on many higher-priced cars. There are lighted controls. An electric clock is standard. So are attractive woodtone appliques. Two ash trays and the controls for the optional radio are conveniently within reach. Yards of thick, cut-pile carpeting blanket the floor.

When you lift the hood, you'll note that a spirited 351-cu. in. 2V V-8 comes standard. So do power front disc brakes and full wheel covers. Other V-8's up to a 4-barrel 429-cubic-incher are available. Included in this range is Ford's newest 400 CID 2V V-8 that delivers efficient, spirited performance on regular gas. You can add other dressy options on your own—like deluxe wheel covers, dual accent stripes, dual-band white sidewalls and front cornering lights (E) that brighten your way on turns.

There's also a wide choice of popular options like SelectAire Conditioner (with or without Automatic Temperature Control) . . . SelectShift Cruise-O-Matic (leaves shifting or not up to you) . . . Stereo-Sonic Tape System with AM Radio, and much more.

LTD Broughams come in a 2-Door Hardtop (previous page), 4-Door Hardtop (C) and the new 4-Door Pillared Hardtop (F) which features the open look of a hardtop with thin center pillars that add sedan-like rigidity. Either Brougham puts you impressively ahead. Quietly. Luxuriously. Test-drive the real thing soon at your Ford Dealer's.



A LTD 4-Door Hardtop with optional vinyl roof covering.



B LTD 2-Door Hardtop with optional vinyl roof.

Ford LTD

Owners like the quiet way it holds its value.

Growing LTD loyalty, and the fact that more people buy LTD Fords each year, suggest ownership reasons other than the handsome, all-new styling you see here. LTD's velvety ride and rich-looking interiors are big factors, of course.

Each LTD also gives you many of the unique quality features and quiet operation you associate with LTD Brougham. And when you consider LTD's solid, rugged construction, its popularity is easy to understand. Every detail is crafted with care to make the quiet LTD worth more to you when you buy it, while you drive it, and when you trade it in.

There are six LTD's to choose from: 4-Door Hardtop (A), 2-Door Hardtop (B), a 4-Door Pillared Hardtop, the new LTD Convertible and two LTD Country Squire Wagons. Each is luxurious and roomy, with graceful woodtone accents, plush carpeting, rich upholsteries. Vinyl roof, featured on Hardtops illustrated here, is optional.

And in the comfort of the Ford Front Room on wheels, you enjoy added security. Ford puts Steel Guard Rails inside all doors and gives you Uni-Lock Harness, standard. See the complete list of standard Ford Motor Company Lifeguard Design Safety Features on page 18.

For 1971, Ford LTD comes to you with other valuable refinements already on it, at no tacked-on cost: power front disc brakes, 351-cu. in. 2V V-8, exhaust emission control and positive crankcase ventilation systems (to help in the battle against air pollution), self-regulating electric clock, locking steering column with ignition key reminder buzzer, high-level Power Ventilation, concealed windshield wipers, and more.

Optional engines from the new 260-hp 400 2V V-8 up to a 360-hp 429 4V V-8, and the SelectShift Cruise-O-Matic let you add the power combination you wish. Other luxuries from SelectAire Conditioner with Automatic Temperature Control and all types of power assists, to AM/FM Stereo Radio and Stereo-Sonic Tape System are available. See the full list on pages 14 and 15.

Test-drive the LTD soon. You'll find it very persuasive.



LTD Only a superbly crafted car can be so quiet.

All-new LTD's and LTD County Squires are packed with Ford's newest better ideas. You'll proudly park any LTD in your driveway, since no Ford was ever more beautifully built. Neither has any previous Ford been stronger, quieter, nor more solidly built. Nor has Ford featured so much in comfort, convenience and durability before.

Inside each LTD . . . sheer luxury. Room to spare for heads, shoulders, hips, legs. And comfortable, full-width seats with lustrous cloth and vinyl upholstery are standard. Shown at the right (D) is white all-vinyl trim, standard on Convertible (B), optional on the three LTD Hardtops. A similar all-vinyl interior is standard on the Country Squire (A). Elegant woodtone appliques on doors and instrument panel are standard on all LTD's.

An all-new instrument panel (C), swept-away on the passenger side for extra room and comfort, is all business. With easy-to-read gauges. And controls that are fingertip handy. There's high-level Power Ventilation for a quieter, complete change of air with windows closed. And lots of padding all around for your protection. Steel Guard Rails inside side doors and a rugged S-frame make LTD exceptionally snug and strong.

LTD Convertible, new this year, comes with a 5-ply vinyl power top—in black or white. The tempered glass rear window is scratch- and stain-resistant. High Back buckets, with knitted vinyl trim, color-keyed side shields and console, are optional. The luxurious Country Squire (A), with its 3-Way Magic Doorgate that works every time, has a host of elegant new options: Brougham-type Squire Luxury Vinyl Trim. Lockable Side Storage Compartment/Carpeted Cargo Area. Doorgate Washer/Wiper. Power Door Locks, and more.

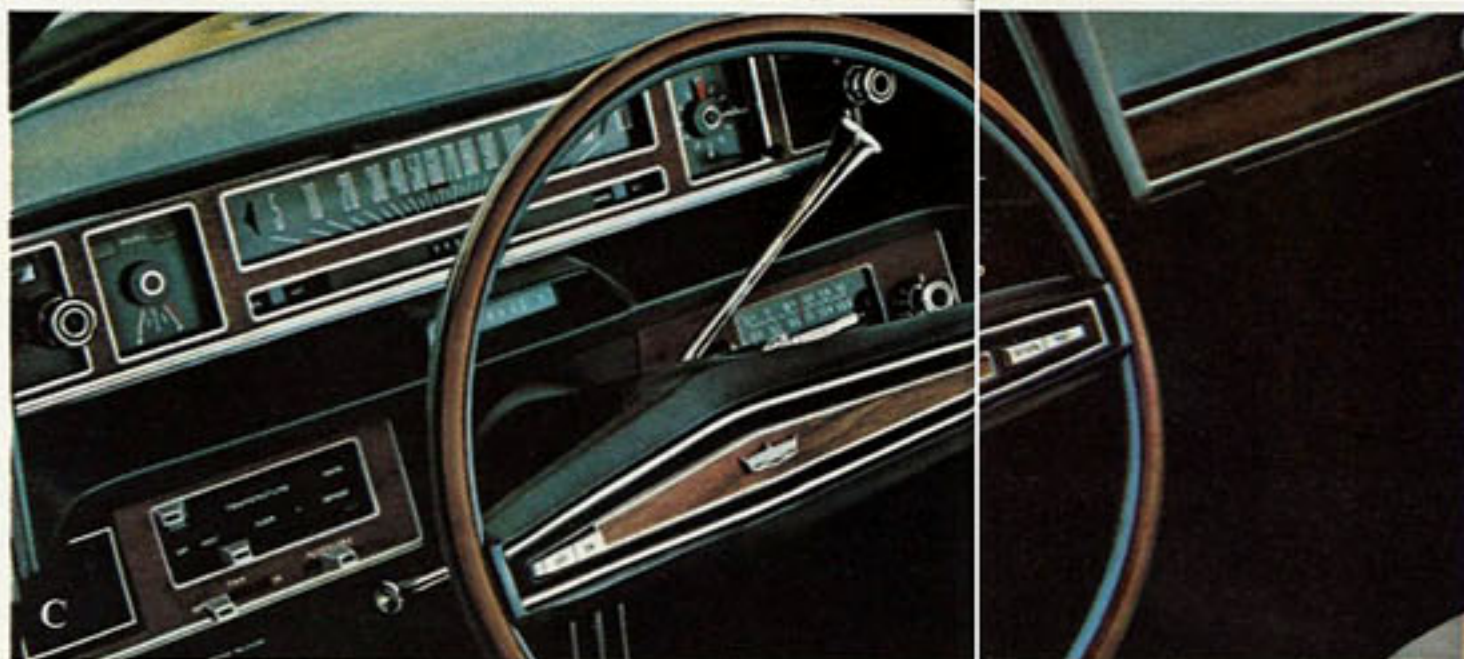
You can order that handsome vinyl roof you're admiring on the 4-Door Pillared Hardtop (E) at the lower right. Your choice of dark blue, black, white, dark green or brown. Dual-band white sidewalls and deluxe wheel covers are optional dress-ups that add an attractive finishing touch.

LTD comes with a responsive 351-cu. in. V-8 and power front disc brakes at not one penny extra. SelectShift Cruise-O-Matic transmission which you can shift manually or automatically is a silkily efficient option you'll likely want to include. Other V-8's from the new 400 CID 2V up to a 429 CID 4V are available. Deluxe Adjustable Luggage Rack, with an air deflector that helps keep the doorgate window clean (A), is an especially useful option.

Test-drive the quiet new LTD soon. See for yourself why Ford-built means better built.



A LTD Country Squire.



C



B LTD Convertible.



D



E LTD 4-Door Pillared Hardtop with optional vinyl roof covering.

Ford Galaxie 500



So much like LTD, and at a very modest price.

The Galaxie look presents added distinction this year, with many of the sleek head-turning lines that distinguish the luxurious LTD's. Long hood. Short deck. With some subtle side chrome and grille differences. And the strong, durable Galaxie 500 is designed with the same acoustical and cushioned-ride features that have made LTD's famous for their quiet quality. With three Galaxies to pick from: 2-Door Hardtop (C), the 4-Door Hardtop, and a 4-Door Sedan (A). Vinyl roof and dual-band white sidewalls, shown in (A) and (C), are optional. The versatile new Galaxie 500 Country Sedan is illustrated on page 14.

Beautiful Galaxie 500 interiors (B) also offer much LTD-like elegance. Sumptuous seats are nylon/vinyl covered. And deep cushioned. Optional all-vinyl looks and feels more like soft kidskin than kidskin. You also get stretch-out room. Of famous Ford proportions. Big.

We styled the instrument panel to please. And serve. Driving ease and convenience were our targets. Modest woodtone appliques grace the doors and gauge cluster. Thick carpeting gives you wall-to-wall luxury. Power Ventilation freshens the air.

You won't believe the ride. Incredibly smooth. Exceptionally quiet. With a strong, solid feel of the road. A 3-speed, fully synchronized manual transmission is standard. So is a thrifty, 240-cu. in. 1V Six that makes you suspect it's more than a Six. Happy deception. For more assertiveness, you can order V-8's of 351, 400 or 429 cubic inches.

Launch your next trip in a new Galaxie 500. Your Ford Dealer's the place to start.



A Ford Galaxie 500 4-Door Sedan.



B



C Ford Galaxie 500 2-Door Hardtop.

Galaxie

500 Beautifully built on the quiet side.

There's a lot to like about this beauty because it's a lot like the luxurious new LTD. On board the Galaxie 500 you go big . . . quiet . . . relaxed . . . smooth. For, like all Fords, it's a great road car. One that stands up to all the demands you make of a car . . . each day you drive it, through each year that you own it.

Engineering efficiency, quality materials and workmanship see to that. Galaxie remembers to take the kinks out of cornering. The bumps out of roads. The fight out of traffic. Its base optional V-8 engine is the hard-muscled 351 CID 2V that performs efficiently and economically on regular fuel. For creamy-smooth going, you can add the SelectShift Cruise-O-Matic transmission that lets you shift automatically or manually as you choose.

On Ford Country Sedans (illustrated page 14), the 351 CID V-8 comes standard. So does the 3-Way Magic Doorgate you can open as a tailgate or door, with window up or down . . . a time-tested better idea that works every time. Interesting new Wagon options include the Lockable Side Storage Compartment/Carpeted Cargo Area, a Doorgate Washer/Wiper for automatically keeping the tailgate window clean, and Power, Front Seat controlled Door Locks, including the Doorgate. There are other luxuries on Country Sedans and Galaxie 500's, and you'll find them highlighted on pages 14 and 15.

But you get the idea. Now get the key. It's all at your Ford Dealer's.



A Ford Galaxie 500 4-Door Hardtop with optional vinyl top.

Ford Custom

500 The easiest-to-own full-size Fords.

If you have a flair for savings, you'll like the Custom 500 4-Door Sedan (illustration C), the Custom 4-Door Sedan, 6- and 8-Passenger Custom 500 Ranch Wagons (B) and the 6-Passenger Ranch Wagon. These offer you graceful, intriguing style in a full-size car without a fancy price tag. And an uncommon knack for stretching every dollar in operation.

Note modest touches of chrome around the Custom 500 wheel openings, at the drip rails and around the bold new grille. Flush-type door handles that unclutter sleek, sculptured sides.

Bench seats (A) are deep-cushioned. And broad. Tasteful cloth-and-vinyl fabrics come in light gray gold, medium blue, medium green or black. Power Ventilation circulates air. Quietly.

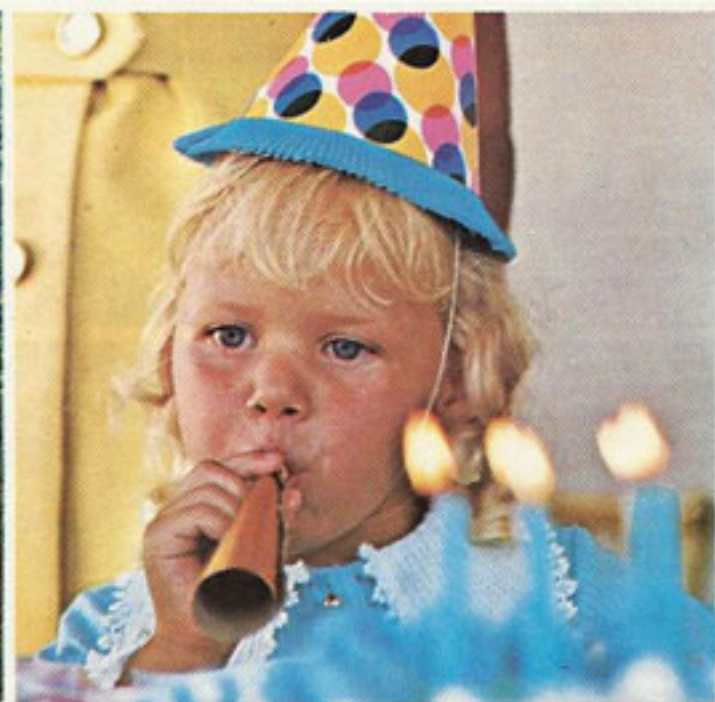
On the road, Custom 500 rides velvet-smooth. Whisper-quiet. You seem to tiptoe through traffic . . . on a suspension that knows how to iron out bumpy roads.

For the Sedan, power stems from a thrifty 240-cu. in. Big Six and the fully synchronized 3-speed manual transmission. V-8's from 302 to 429 CID are optional, including the new 400 CID 2V V-8. Wagons come with smooth-muscled 351-cu. in. 2V V-8 and the 3-Way Magic Doorgate, standard. You can add SelectShift Cruise-O-Matic, SelectAire Conditioner, dual-band white sidewall tires, attractive wheel covers, the usual power assists, and much more.

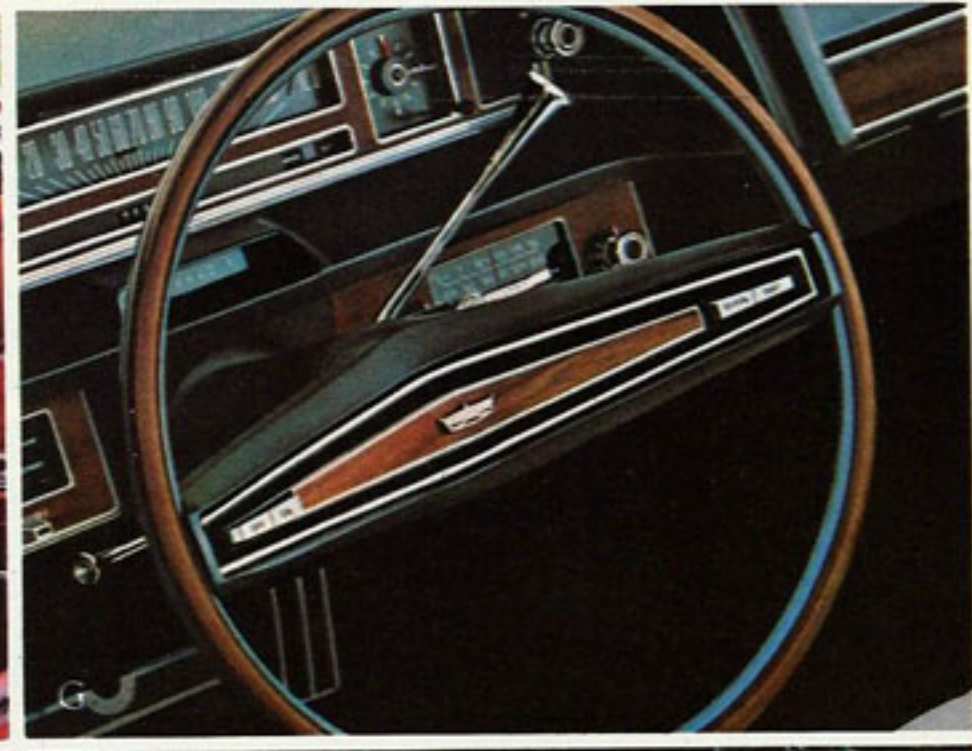
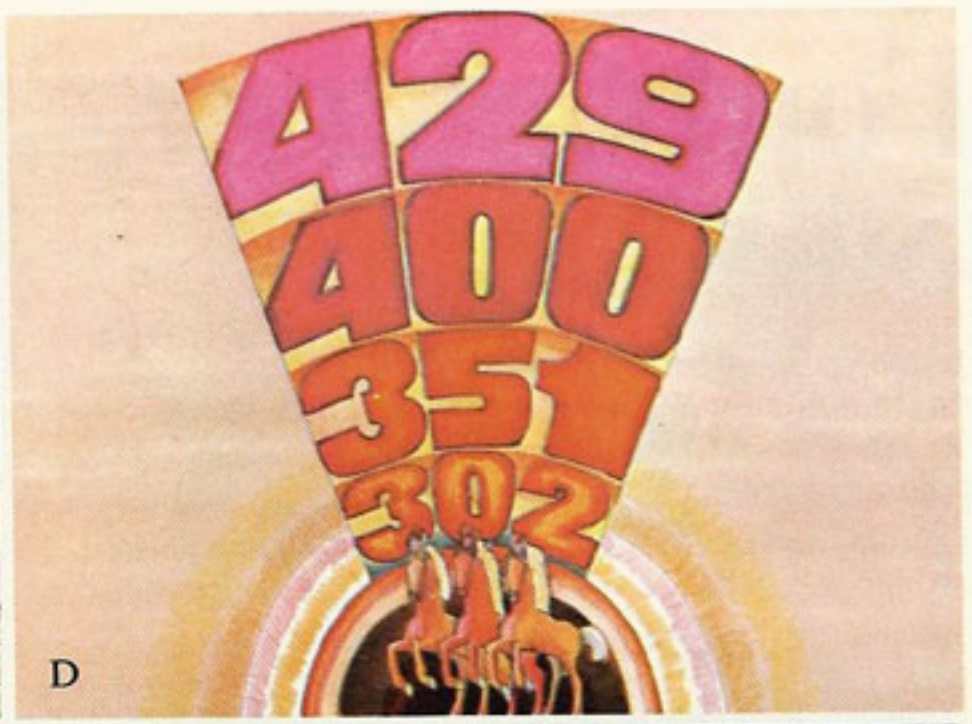
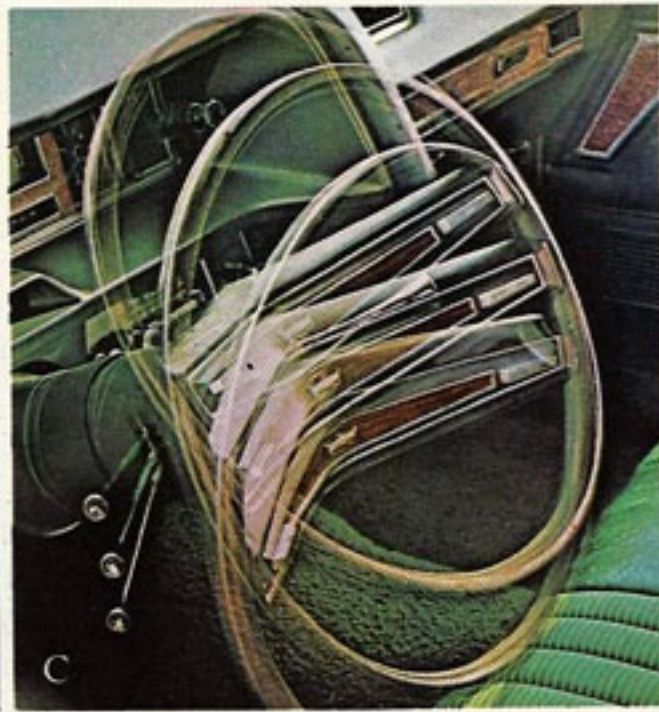
Ford Custom 500 is the car to put your money on. A solid value that pays dividends every time you drive. Your early test drive would be a better idea.



B Ford Custom 500 Ranch Wagon with Dual-Facing Rear Seats.



C Ford Custom 500 4-Door Sedan.



Options

Each new Ford comes fully equipped with many extra-value features standard. Even so, Ford provides a wide array of better idea options so you can add the level of comfort, convenience, appearance and excitement that suits your own ideas about what a car should be.

For more comfort

Air Conditioner, SelectAire. Cools, dehumidifies, filters, warms to give you the climate comfort you prefer, whatever the weather is outside. Also with **Automatic Temperature Control (A).** Set control once. Ideal temperature maintained automatically the year-round.

High Back Bucket Seats and Console. You ride on cooler, knitted-vinyl fabrics, with extra storage at your fingertips.

LTD Brougham High Back Split Bench with Manual Reclining Passenger Seat. Built-in head restraints, rich-looking fabric and restful recliner.

AM Radio. Instant warm-up, superb tone, push-button convenience.

AM/FM Stereo Radio (H). Four speakers surround you with concert-quality sound. (2 speakers on Convertible.)

Stereo-Sonic Tape System. Two front door speakers and dual rear seat speakers for full, rich sound. Over one hour of uninterrupted music. (AM Radio required. 2 speakers on Convertible.)

Dual Rear Speakers. Standard with AM/FM Stereo Radio or Stereo-Sonic Tape System, give you unusual extra dimension and fidelity to listening.

For more convenience

Automatic Seat Back Release (F). Automatically disengages the seat back latch when door opens. Great when loading groceries, passengers, etc. (On 2-Door models.)

Front Cornering Lights. Mounted in front fenders, brightly light your way around dark corners. They are turn-signal-activated and turn off when turn is completed.

Deluxe Seat Belts with Warning Light. Elegance with buckle-up reminder light.

Electric Clock. Fussless, self-regulated, precise timepiece. (Standard, Brougham & LTD.)

Intermittent Windshield Wipers. Pause to adapt to rainfall.

Wagon Luggage Rack, Deluxe and Base Models. You pack and tote more. On Deluxe version, built-in air deflector helps keep rear window clean. On both models, rear rail adjusts to luggage size. Woodtone siderail accents add attractive luxury touch.

Mirror, Outside Left-Hand Remote Control. Inside lever lets you adjust for best view.

Power Door Locks. A handy master control switch on both front doors lets you lock or unlock all doors simultaneously. A great convenience for added security, especially with children along. Wagon models include Doorgate lock.

Power Side Windows. Fingertip control for effortless adjustment. Lockout switch cancels all but driver's control for occasions when children ride with you.

Power Seats, 6-Way, Full-Width. Finger-touch adjustment for ultimate in seating comfort.

Split Bench 6-Way Power Seats. With manual passenger recliner. Offers power seat convenience plus advantage of restful passenger recliner.

Power Steering. Makes easy Ford steering even easier, maintains good feel of road. Required with Trailer Towing Package.

Power Doorgate Window. On Wagons, mighty welcome on a rainy day.

Rear Window Defogger. Trip a handy switch, fan defogs rear window.

Electric Defrost, Rear Window (E). Thin wires warm glass, help clear view rearward.

Rim-Blow Deluxe, Three-Spoke Steering Wheel. Built-in, full-circle horn switch you actuate by squeezing wheel anywhere.

SelectShift Cruise-O-Matic Transmission (I). Silky smooth, 3-speed, you can shift manually or automatically as you wish. Required with Trailer Towing Package.

Speed Control, Fingertip (G). (Includes Rim-Blow deluxe two-spoke steering wheel, requires SelectShift and V-8.) Ideal for turnpike travel. Pre-set speed automatically held regardless of hills. Reduces fatigue, improves fuel economy.

Doorgate Washer/Wiper. Automatically cleans Doorgate window for clearer view.

Tilt Steering Wheel (C). Adjusts to five positions to suit most comfortable driving position.

Visibility Light Group. Features lights at driver's ash tray, parking brake, instrument panel, luggage compartment, cargo deck (Wagons), glove box, seat belt reminder light, rear door courtesy light switch (4-Door) and Outside Left-Hand Remote Control Mirror.

Dress-up ideas

Lockable Side Storage Compartment/Carpeted Cargo Area. Add luxury to Station Wagon cargo deck, place to lock valuables.

Bodyside Protection Moldings. Tasteful chrome accents.

Bumper Guards. Dress up front and rear appearance, protection against bumper override. Front bumper guards only on Wagon models.

Door Edge Guards. Protection against dents, paint chipping in parking lots.

Dual Accent Paint Stripe. Spices up bodyside appearance.

Squire Luxury Vinyl Trim. Drive off with the best-dressed Wagon in town.

Plaid Seat Trim. Smart new pattern to enhance Country Sedan or Squire Wagon interiors.

Tu-Tone Roof Paint. New way to mingle hues for a total change of outlook.

Vinyl Seat Trim. Good wearability, washability. (Standard on Custom, LTD Convertible and all Wagon models).

Vinyl Top. Your choice of dark blue, black, white, dark green or brown, in attractive Levant grain vinyl.

Wheel Covers, Deluxe. Perfect touch, available all models, to complement car exterior.

Wheel Covers. Add a sporty dress-up touch.

For improved action on the road

Alternator, 55-Amp. or 65-Amp. Battery-saver, charges at even low idle speeds.

Automatic Load Adjustor (J). Automatically adjusts the rear suspension to maintain a level car attitude and safe car-to-road clearance whatever the load. Improves car and wagon handling under load and maintains proper headlight aim.

Heavy-Duty Battery. Available in 55-, 70- and 80-amp. sizes. Your Ford Dealer is the best man to consult on the size best suited to your requirements.

Optional Axle Ratio. High numerical ratio delivers more torque to rear wheels for better acceleration, towing and hill-climbing ability.

Power Front Disc Brakes (B). Smooth, fade-resistant stops with minimum pedal pressure. Required with Trailer Towing Package.

Heavy-Duty Suspension. Beefed-up springs and shock absorbers.

Traction-Lok Differential Axle. Surefooted traction in mud and snow. Power diverts from spinning wheel to gripping wheel automatically.

Trailer Towing Package (K). Provides trailer towing frame, HD suspension, HD wiring harness, 6½-inch rim wheels, HD alternator, HD battery, trailer cooling package and trailer towing identification. Recommended for Class III towing (5000-lb. GVW and 700-lb. tongue loads).

(K) Ford Country Sedan, illustrated here is discussed on page 12.

Choice of 6 Spirited V-8's (D)

Ever since Ford introduced its V-8 idea in 1932, it has held a commanding lead in V-8 manufacture. And refinements each year assure you of top cruising V-8 economy and performance. For 1971, Ford offers you six responsive V-8's to choose from, in cubic inch displacements (CID's) of 302, 351, 390, 400, 429 2V and 429 4V. See Power Team Chart, page 16, for horsepower ratings of each engine.

Among many fine features is Ford's precision lightweight casting construction which reduces nose-heaviness and steering effort, and still gives you an engine more rugged than ever. V-8's from 302 to the 400 CID (new this year), also are designed to run on regular 91 octane fuel, or higher, which can save you a bundle in operating cost.

Each Ford V-8 also runs long and strong because of better ideas like ventilated distributor points, and a depth-type, dual-density oil filter. Oil is filtered throughout the entire depth rather than just on the filter surface. All 429 CID V-8's have canted valves for better breathing and higher engine efficiency. Obviously, when it comes to better ideas in engine reliability and durability, you get the best first from Ford—the industry's most experienced V-8 builder.

Note: 240 CID 1V and 390 CID V-8 not available in California.

Note: Many Ford options covered here are available on most models, not on others. Some are required in combination with other options. Always consult your Ford Dealer for complete details.

Standard Features & Specifications

All 1971 Fords thoughtfully come with these desirable features: Fully Synchronized 3-Speed Manual Transmission • Choice of 15 Super Diamond Lustre Enamel Colors • Color-Keyed Headlining and Sun Visors • Color-Keyed Carpeting • Heater-Defroster • Concealed Windshield Wipers • Reversible Keys, "Keyless" Locking • Cigarette Lighter, Ash Trays • Courtesy Lighting • Locking Steering Column • Ignition Key Reminder Buzzer • High-Level Power Ventilation • Front and Rear Armrests • Engine Exhaust and Fuel Evaporative Emission Control System • Twice-A-Year Maintenance Features • Curved Side Glass • Ventless Door Glass • Front and Rear Window Moldings • Plus all the other Ford Motor Company Lifeguard Design Safety Features.

Custom 500 4-Door Sedan: In addition to the above listed equipment, you get: 240-cu. in. Big Six • Front and Rear Wheel Lip Moldings • Argent and Bright Appliques on Instrument Panel • Rear Deck Molding • Custom 500 Ornamentation.

Galaxie 500 4-Door Sedan, 2-Door Hardtop, 4-Door Hardtop: In addition to standard equipment listed above, you get these variations: Woodtone Appliques on Doors and Instrument Cluster • Bright and Black Applique on Instrument Panel • Bodyside Molding with Black Paint Fill • Partial Front and Rear Wheel Lip Moldings • Bright Window Frames (Sedan) • Rear Deck Panel, Bright and Argent Applique • Deck and Rear Quarter Extension Moldings • Galaxie 500 Ornamentation.

LTD 4-Door Pillared Hardtop, 2-Door Hardtop, 4-Door Hardtop, Convertible: In addition to the standard equipment listed above, you get these variations: 351-cu. in. 2V V-8, Power Front Disc Brakes • Self-regulating, Illuminated Electric Clock • Woodgrain Appliques on Instrument Panel • Illuminated Glove Compartment • Illuminated Trunk • Wide-Ribbed Bodyside Molding • Drip Rail Moldings • Bright Brake and Clutch Pedal Accents • LTD Ornamentation • **Convertible Features:** 5-Ply Vinyl, Power-Operated Top • Tempered Safety Glass Rear Window • Stretchable, Color-Keyed Boot • Belt Line Molding • Full-Width 3-Passenger Rear Seat.

LTD Brougham 2- and 4-Door Hardtops, 4-Door Pillared Hardtop: In addition to standard equipment listed above, you get these variations: Cut Pile Carpeting • Rear Door Courtesy Light Switches (4-door models) • Full Wheel Covers • LTD Brougham Roof Quarter and Exterior Ornamentation and Trim • Exclusive Brougham Luxury Upholsteries and Interior Decor.

Ford Wagons (Country Squires, Country Sedans, Custom 500 Ranch Wagons and Custom Ranch Wagon): Standard features and specifications are covered in the new 1971 Ford Wagon Set Catalog. Ask your Ford Dealer for a copy.

1971 FORD SPECIFICATIONS

Basic Dimensions & Capacities—All Fords are 216.2" long, except Wagons which are 219.2" long. All are 79.2" wide. Heights are 54.9" (4-Dr. Sedans), 53.6" (4-Dr. Pillared Hardtops & Hardtops), 52.9" (2-Dr. Hardtops), 53.9" (Convertible), 57.0" (Wagons). Wheelbase—121". Tread is 63.3" front, 64.3" rear. Luggage Vol. (cu. ft.)—18, 15.0 (Convertible). Fuel 23.0 gal. (22.0 Wagons).

Engines: (see chart for availability): 240-cu. in. Big Six—140 hp; 4.00" bore x 3.18" stroke; 8.9 to 1 comp. ratio; 7 main bearings; reg. fuel. Note: All Ford engines have automatic choke, self-adjusting valves and an oil capacity (including filter) of 5 quarts.

302-cu. in. V-8—210 hp; 4.00" bore x 3.00" stroke; 9.0 to 1 comp. ratio; reg. fuel; 2-barrel carb.

351-cu. in. V-8—240 hp; 4.00" bore x 3.50" stroke; 9.0 to 1 comp. ratio; reg. fuel; 2-barrel carb.

390-cu. in. V-8—255 hp; 4.05" bore x 3.78" stroke; 8.6 to 1 comp. ratio; reg. fuel; 2-barrel carb.

400-cu. in. V-8—260 hp; 4.00" bore x 4.00" stroke; 9.0 to 1 comp. ratio; reg. fuel; 2-barrel carb.

429-cu. in. V-8—320 hp; 4.36" bore x 3.59" stroke; 10.5 to 1 comp. ratio; prem. fuel; 2-barrel carb.

429-cu. in. V-8—360 hp; 4.36" bore x 3.59" stroke; 10.5 to 1 comp. ratio; prem. fuel; 4-barrel carb.

Front Suspension: 63.3" tread; ball-joint type drag-strut, rubber mounted, allows slight rearward wheel movement to soften road shock. Rubber-bushed stabilizer helps control roll on turns.

Rear Suspension: 64.3" tread. Three-link to control dive and squat on braking, acceleration. Lateral track bar centers axle, resists body sway. Links and bar are rubber-bushed for smooth, quiet operation.

SelectShift Cruise-O-Matic Transmission: Shift automatically or manually through three forward gears, one reverse gear. Low gear (1) or intermediate (2) gives effective control for hilly driving or slippery surfaces. Quadrant sequence: P-R-N-D-2-1.

Brakes: Dual hydraulic system with dual master cylinder, separate lines to front and rear. Self-energizing, self-adjusting (when applied while car moves rearward), 11-inch composite drums, grooved for better cooling. Lining area 201.6 sq. in., 222.7 sq. in. on Wagons, 217.3 sq. in. swept area on front power discs.

Belted Tires: Black tubeless with rayon/polyester cord. Basic sizes F78-15, G78-15, H78-15; load-range B, belted bias ply. Tire size depends on engine choice and special equipment.

Frames: Center siderails connect front and rear end assemblies and four reinforced torque box assemblies. S-shape front frame rails have energy-absorbing ability. Node-point body mounting with variable rate mounts gives superior vibration suppression.

Color and Trim Selections: 15 single tones, 26 two-tone combinations. Upholstery choices: up to 76 in Hardtops, 32 in Sedans, 24 in Wagons, 8 in Convertible.

Steering: Overall steering ratio 30.7 to 1; with power steering, 21.8 to 1.

POWER TEAM SELECTIONS

ENGINES	TRANSMISSIONS			
	Cu. In. Dis- placement	## Horse- power	LTD Broughams, LTD's, Wagons	Other Models
240 Big Six*#	140			S*, C
302 V-8**	210			S†, C
351 V-8‡	240		S†, C	S†, C
390 V-8#	255		S†, C	S†, C
400 V-8	260		C	C
429 V-8 2V	320		C	C
429 V-8 4V	360		C	C

*Std. engine and trans.
Custom 500, Galaxie 500.
†Std. trans. as indicated,
all others optional
‡Std. engine, LTD
Broughams, LTD's, Wagons
**Available Custom 500 only
‡3-Speed, Fully Synchronized
Manual Transmission
cSelectShift Cruise-O-Matic
Transmission
#N.A. in California

Note: Represents gross horsepower as determined by dynamometer tests.

Approximate Weights—Custom 500 4-Dr. Sedan 3849 lb., Galaxie 500 4-Dr. Sedan 3854 lb., Galaxie 500 2-Dr. Hardtop 3854 lb., Galaxie 500 4-Dr. Hardtop 3909 lb., LTD 4-Dr. Pillared Hardtop 4109 lb., LTD 2-Dr. Hardtop 4043 lb., LTD 4-Dr. Hardtop 4104 lb., LTD Convertible 4304 lb., LTD Brougham 4-Dr. Pillared Hardtop 4139 lb., LTD Brougham 2-Dr. Hardtop 4079 lb., LTD Brougham 4-Dr. Hardtop 4134 lb.

Twice-A-Year Maintenance: 1971 Fords are designed to go 6,000 miles (or 6 months) between oil changes and minor chassis lubrications; 36,000 miles (or 3 years, whichever comes first) between major chassis lubs. Other service-savers include: 2-year engine coolant-antifreeze, self-adjusting brakes, long-life Autolite Sta-Ful battery, and more.

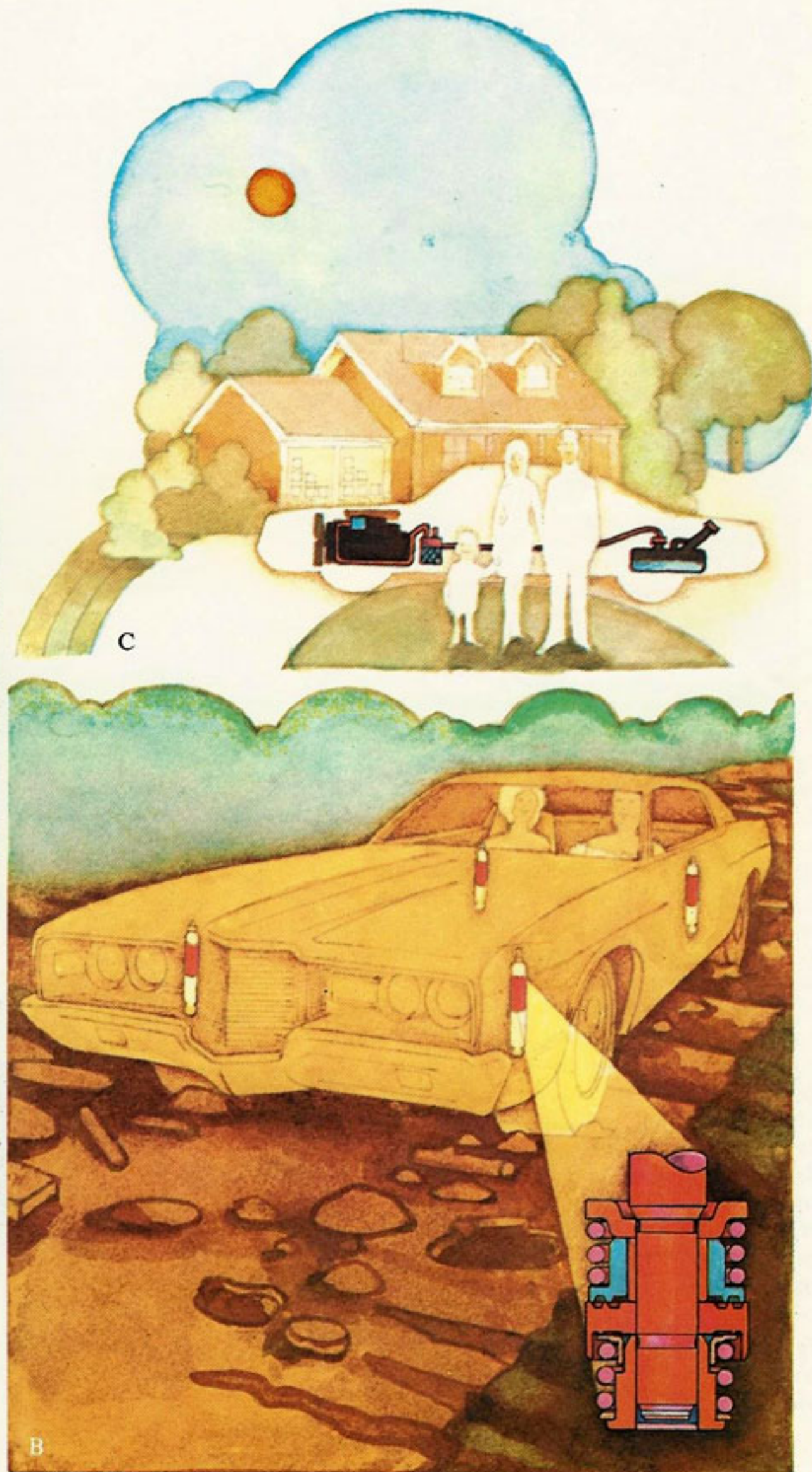
Station Wagons and Trailer Towing: For full details and specifications on Station Wagon models and on trailer towing information, see your Ford Dealer. Ask him for copies of the 1971 Wagon Set Catalog and the 1971 Ford Cars & Trucks for Recreation Catalog.

Ford cares about your comfort

A. Power Ventilation, new standard feature, changes air quietly and continuously even with all windows up. A fan compels air to enter the concealed windshield wiper trough inlet, and flow through outlets at each end of the instrument panel. Inside air leaves through metered opening at door edge seam.

B. Double-action piston shock absorbers help level out the roughest roads, improve ride control and handling.

C. Fuel Evaporative Emission Control System, standard, is a major step forward in keeping air pollution-free. It is estimated that with all controls on the 1971 Fords, more than 80% of hydrocarbon emissions and nearly 70% of carbon monoxide emissions are eliminated.



Ford Safety Features let you travel with confidence.

The safety and peace of mind of people who drive and ride in Fords always comes first with Ford Motor Company. Ford has been a pioneer and leader throughout its history in developing stronger, safer, more dependable automotive products. And for 1971 Ford engineers continue to include in Ford cars the latest proven protection it is possible to provide. Like the energy-absorbing S-frame construction and strong new Steel Guard Rails in doors, described and illustrated in (A) and (B) at right.

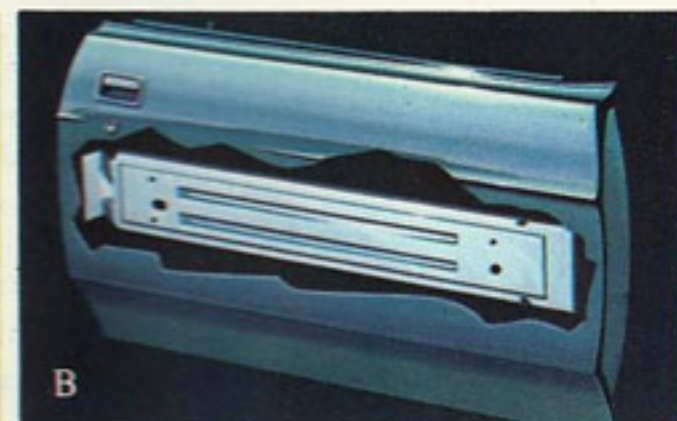
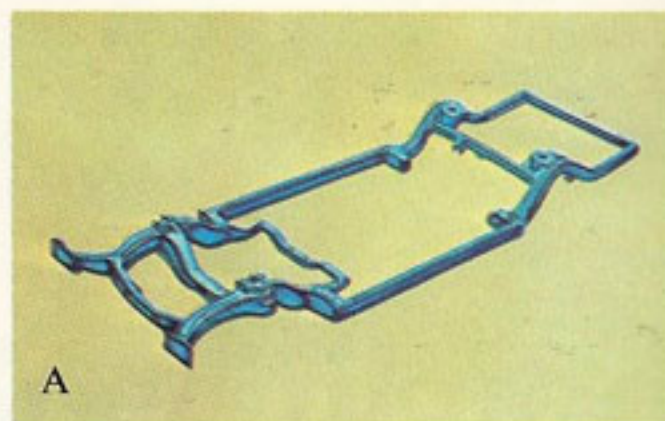
Results of Ford's concern for your well-being are reflected further in the FORD LIFEGUARD DESIGN SAFETY FEATURES, listed here, that are standard in every 1971 Ford:

- Dual hydraulic brake system with warning light
- Glare reduced instrument panel padding, windshield wiper arms, steering wheel hub, rearview mirror/mirror mounting and windshield pillars
- Energy-absorbing steering column and steering wheel (E) is designed to absorb energy by yielding in the event of severe impact, reducing injury possibility
- Energy-absorbing armrests and safety-designed door handles (F) are mounted so not to protrude
- Turn indicators with lane-changing signal feature
- Outside rearview mirror, driver's side
- Inside yield away rearview mirror with glare-reducing day/night adjustment
- Energy-absorbing instrument panel with padding (padded full-width for all front passengers)
- Padded sun visors
- Two-speed windshield wipers (slow, for a misty spray; rapid, when rain comes down in bucketfuls)
- Windshield washers to clear the view when windshield gets dirty
- High strength laminate safety glass windshield
- Double-yoke safety door latches and safety hinges (help keep doors closed and occupants inside in event of impact)
- Emergency Flasher
- Backup lights
- Side marker lights (H) are amber at front fender corners, red on rear fenders. They light when headlamps or parking lights are turned on as a safety alert to other drivers (shown here with optional Cornering Light)
- Energy-absorbing front seat back tops with padding
- Self-locking front seat backs on 2-door models
- Safety-designed radio control knobs, push buttons and coat hooks (except convertible)
- Safety rim wheels and load rated tires
- Corrosion-resistant brake lines (made of steel alloy, shield with additional armored covering at critical areas for extra protection)
- Uniform transmission shift quadrant
- Parking lamps coupled with headlamps
- Non-reversing odometer
- Safety-design front end structure
- Padded head restraints or high back seats for front outboard occupants
- Safety glove box latch
- Front and rear lap belts for all seating positions
- Shoulder belts for front outboard occupants (except convertibles)
- Uni-Lock Harness (C) lets you conveniently fasten lap and shoulder belts with a single buckle. It's a better idea for safety: so, buckle up
- Locking Steering Wheel (G) (locks wheel so it cannot be turned) and warning buzzer (warns against leaving key in ignition).

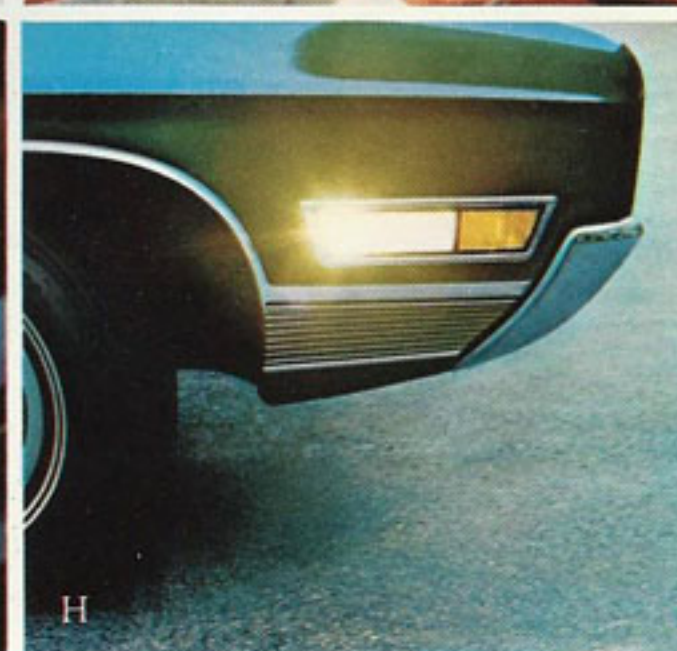


Better idea for safety... Buckle up.

Built-in safety is something you have going for you in every Ford. Take full advantage of this fact and the protection your Ford can provide. Obey traffic laws, think ahead as you drive and follow rules of safe, sound driving judgment at all times.



(A) S-frame features front rails of heavy box members which are shaped to curve outward in the shape of an "S" for greater energy absorption during impact. Frame design includes a more effective front end collapse distance to make available greater safety for driver and passengers. (B) Strong Steel Guard Rails built into the side doors provide a more solid wall between you and the outside world . . . added side impact strength for your protection.



Thunderbird '71

And when you're ready for the big step . . . consider Thunderbird

Thunderbird. Unique in all the world. Ford's classic in individuality.

Thunderbird, the personal luxury car that has always soared ahead of the crowd. Always instantly recognizable for its individual good looks. Always outstanding in quality and good taste. And with a special ride that has always meant the ultimate in smoothness, quiet, and comfort.

Now it is more original. More personal. More individual. Each Thunderbird is checked for quality by a computer. Each is rechecked by audio sensors to detect noise that the unaided human ear might not hear.

Thunderbird's standard equipment would be a luxury listing for lesser cars. It includes a 360-horsepower 429 V-8, power steering, power front disc brakes, cornering lights, Uni-Lock Harness, Power Ventilation, belted radial ply tires, full-width taillights with sequential turn signals, SelectShift Cruise-O-Matic transmission, AM radio, and more. There are myriad colors and textures of paint and trim, carpet and roof, leather and metal to mix and match to your very individual taste.

Thunderbird can be yours in one of three individually styled models: Two-Door Landau (shown), Four-Door Landau, or Two-Door Hardtop.

And Thunderbird's wide array of option offerings lets you be more individual than ever. They include a push-button, power-operated Sunroof, Michelin steel-belt radial ply tires, a Tilt Steering Wheel, Sure-Track Brake Control System, SelectAire Conditioner with Automatic Temperature Control, Stereo-Sonic Tape System, High Back Bucket Seats (Bench seat on Four-Door), Automatic Fingertip Speed Control, Recliner Passenger Seat, all-new Turnpike Convenience Group, and much more.

With choice like this, no Thunderbird is precisely like any other. You can fly alone. Which may be the way you prefer it. For Thunderbird people have one thing in common. They're uncommon.

What ever happened to individuality? Thunderbird '71.

Ask your Ford Dealer for the 1971 Thunderbird catalog soon. Discover how easily you can step up to Thunderbird individuality.



1971 Thunderbird Two-Door Landau.

LTD Brougham

2-Door Hardtop
4-Door Hardtop
4-Door Pillared Hardtop



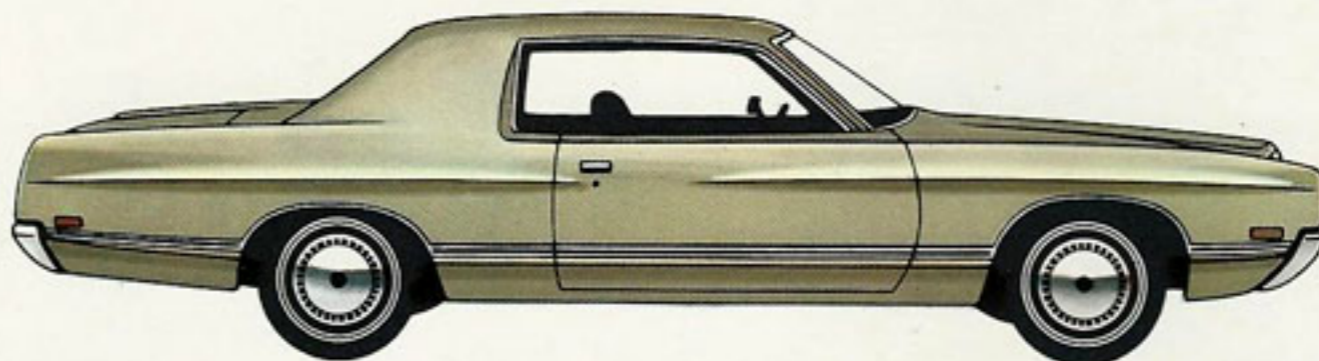
LTD

2-Door Hardtop
4-Door Hardtop
4-Door Pillared Hardtop
Convertible



Galaxie 500

2-Door Hardtop
4-Door Hardtop
4-Door Sedan



Custom 500

4-Door Sedan



Wagons

LTD Country Squire with Dual-Facing Rear Seats
LTD Country Squire (6-Passenger)
Country Sedan with Dual-Facing Rear Seats
Country Sedan (6-Passenger)
Custom 500 Ranch Wagon with Dual-Facing Rear Seats
Custom 500 Ranch Wagon (6-Passenger)
Ranch Wagon (6-Passenger)



NOTE: Your 1971 Ford comes with factory engineered and approved parts such as the Autolite Sta-Ful battery, Autolite Power-Tip spark plugs, Autolite shock absorbers, an Autolite 6000-mile oil filter. For continued top performance, be sure to specify Autolite parts whenever replacement is necessary.

While the information shown herein was correct when approved for printing, Ford Division reserves the right to discontinue, or change at any time, specifications or designs without incurring obligations. Some features shown or described are optional at extra cost.

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