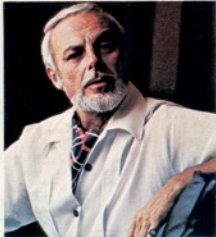
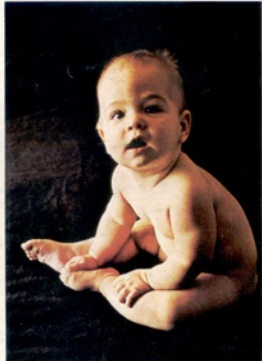


The Smart Set

EXCEPTIONAL VALUE · PINTOS · MAVERICKS · MUSTANGS · TORINOS · FORDS FOR '71



Value has always been a Ford better idea.

With the Model T in 1908, Ford changed the life-style of this country. It was strong, ran long and served the public well. Car owners considered it an outstanding American value.

Today, as then, Ford builds cars to last. They are made to give the most for your dollar.

Price and quality still are our benchmarks. Our basic philosophy remains: offer more of everything you want in a car... give the most car value for the money.

As you read on in these pages, you will discover a special set of smart new Fords with uncommonly attractive features. Each one a better idea value for every kind of driver... every type of driving. And all of them at prices that make each of these Fords a very smart buy.

Which is how we started out years ago. Giving you more of everything... at a price you can live with.

Pinto People:

The Little, Long-Distance Car.

Pinto is the better idea answer to the sub-compacts. "Little" in size like the economy imports. "Long distance" because it's built to run a long, long way. A long way between gas stops, service intervals, repair bills, even styling changes. And Pinto styling will put a kick in your life. Low and lean, it looks like the carefree road-hugger it is.

Pinto has a wider track than the leading import. Its 3.1-inch wider front tread gives Pinto a real road-hugging stance with more stability from a sleek,

low 50-inch profile. And Pinto can turn in a 31 1/2-foot circle—3 1/2 feet less than the top import!

1600-cc. engine.

Pinto's proven 75-hp, 4-cylinder OHV engine is backed by more than 50 million owner-driven miles. It is strong, durable, responsive to highway driving demands. And it averaged over 25 miles per gallon in simulated city/suburban driving.

Rack and pinion steering.

Like European sports cars that cost up to \$8,000,

Pinto's rack and pinion steering system provides precise response with minimum effort. And Pinto is put together like aircraft with maximum strength from a body welded into a single unit. It is designed to be more durable, more carefree with a host of "overbuilt parts" to make it last longer, perform more smoothly. Built in is a do-it-yourself simplicity which provides more savings as it eases maintenance and minimizes any repair work.

Pinto can add more kick to your life with low-cost options . . . everything from decor items to a hotter little 100-hp engine (see pages 14-15).

Pinto handling and size make driving a dream and parking actually fun. Inside, it makes the most of passenger room and comfort. There's more knee-room and headroom than in some cars several feet longer. Front passenger shoulder room exceeds the leading import by half a foot. Wider 44 1/2-inch doors make getting in and out easier, too.

The little, carefree, long-distance car adds up to quite a package. It's a little bit better in a lot of important ways. There's a pleasant surprise, too, in Pinto's low price tag. Move out of the way, you imports!

It's a tough little customer that'll give you a real run for the money.



Fold-down rear seat option for extra carrying space.



It fits so neatly into a working gal's budget.



Rallye Group Option includes appearance and performance extras like racing mirror, side tape stripes, blackout grille, manual front disc brakes, and a whole lot more.



Wider stance for a stable car.



Luxury Decor Interior with slim contoured High Back bucket seats.



I think it's a gas to change my own spark plugs.



Pinto shown with Accent Group Option includes bright-metal trim, wheel covers and color-keyed carpeting.

The Smart Set.

Mavericks:

The Simple Machine.

All of Pinto's value—plus. Maverick pluses add up to more room for passengers, more room for luggage and more zoom for the highway.

The Simple Machine made such a name for itself in its first year, we wouldn't dare change it. We did add a couple of new models: a new 4-Door Sedan and a sporty new Grabber 2-Door. But Maverick is still the Simple Machine that no other manufacturer has been able to duplicate. The one true compact in America today.

Economy economy Maverick.

The Simple Machine was simply too good to change. That's what our first-year buyers tell us. So we didn't change it. It's still simple to run. Simple to buy. Simple to park. Simple to fix. Anything with the name "Maverick" could hardly be any other way. It all started with the Maverick 2-Door, the economy car that better ideas made famous. You can have it just as it comes, or you can add some of your own ideas with options (pages 14-15) to make it your kind of Maverick.

Family economy Maverick.

If you're a Maverick type with a family, the new 4-Door is for you. You'll like the extra doors for added convenience. But that's not all. There's a lot more stretch-out room in back—4.4 inches more for legs, 7 inches more for hips. With a 7-inch longer wheelbase, the ride is smoother, too. The Maverick 4-Door has the same 10-cu. ft. trunk that surprised economy car buyers in the original Maverick. And its standard 170 Six beautifully balances performance with economy.

Sporty economy Maverick Grabber.

Maybe you like your economy with a little more jazz. How's this: Charblack grille with inboard-mounted road lights and Maverick "brand" nameplate on a painted background. Twin simulated air scoops flanking a broad, black or silver center area on the hood. Two-color bodyside, reflective tape stripes. Body color, remote-control racing mirror. Hub caps with trim rings and blackout treatment across the rear. You're right: it's hot looking at the cool Maverick price. A Grabber.

It's the best buy for your money, Sonny.



Grabber interior with optional bucket seats.



Some of life's greatest pleasures are the simplest.



Economy economy Maverick.



Sporty economy Maverick Grabber.



I've had it with the establishment.



10 cu. ft. of usable space.



Family economy 4-Door Maverick

The Smart Set.

Mustang People:

Meet America's challenge to the great European road cars. Exciting Mustang! Dramatically new! With all the flair of expensive European sports cars—at thousands of dollars less. Low, sleek profile. New, pulse-quickening flatback SportsRoof. Girl-pleasing, boy-pleasing handling and roadability. Plus amazing economy. All-new Mustang, this year, challenges the great road cars on both sides of the Atlantic. And you should be part of the action.

Picture yourself in the Mustang Hardtop. Thin-shell High Back bucket seats. Floor-mounted shift (standard fully synchronized 3-speed, optional SelectShift or 4-speed). New instrument panel. DirectAir Ventilation for balanced air circulation. New Mini-Console. Plus rich, new interior trim and appointments. Plus a new 250 Six that knows how to move swiftly and still get the most out of a gallon of regular. Very nice!

And this barely scratches the surface. There are built-in Steel Guard Rails in the doors for extra protection in the event of side impact. Flush-mounted door handles. Concealed windshield wipers. And Ford's exclusive Uni-Lock Harness leads a long list of standard safety features. Add to all this a choice of six Mustang models and a host of options. Now you see why neither European road cars nor American sports cars are up to Mustang's challenge.

I like the sportiness of it.
It goes with my budget
and my bellbottoms.



I like my "European" cars
on the American plan.

Mustang puts me all
together without taking
me to the cleaners.

Mustang SportsRoof.



I like my men
in Mustangs.



Steel Guard Rails, side door protection.

Mustang all-vinyl interior with new Mini-Console, optional SelectAir and AM/PM Stereo Radio.

The Smart Set.

Mustang Hardtop.



Torino People:

Our Torino's just like a member of the family.



Great car for women drivers.



Torino 500 Instrument Panel.

I think Europeans should start looking this way for economy.



Torino 300 Interior.



2-Way Magic Doorgate.



Torino Wagon.



Torino 500 4-Door Sedan.

The Smart Set recognizes this is the Ford that gives you Better Ideas . . . for less.

Make it better. Price it lower. That's Torino! A trim, tasteful, middle-size Ford spacious enough inside to match bigger, more expensive cars. Ample, comfortable room for six. With nimble traffic and parking manners men admire and women appreciate. Solid durability that lets you go the distance in style makes it even more a family favorite. And you get all these great qualities for less than you'd ever imagine.

Drive the hardtop or sedan. The ride is smooth. The handling precise. You get a big view of the road over that low, sloping hood. Note the quality of the seat trim. Stretch out and enjoy the room.

Smart Set buyers who want a wagon turn to Torino, by Ford the Wagonmaster. You get all the young Torino styling, performance and durability, plus over 85 feet of cargo space and the amazing 2-way Magic Doorgate, the better idea that revolutionized wagon usefulness. All this, at the low Torino price, makes Torino Wagon the smartest buy in the Wagon field.

Standard on Torino is a 250 Six with fully

synchronized, 3-speed transmission. SelectShift, the optional automatic, is another better idea. And there are others everywhere you look . . . Uni-Lock Harness, locking steering column, concealed windshield wipers, and more.

The selection of Torino low-cost options (pages 14-15) lets you do just about anything with the Torino of your choice. Add comfort with SelectAir Conditioner. Add performance with any one of five V-8's. Add extra convenience, style accents and enjoyment in many ways. One thing you can't improve on, however, is the tremendous value that every Torino represents.



Torino 2-Door Hardtop.

The Smart Set.

My dad says it's for big kids.



the smart 500:

Take a Quiet Break in the '71 Ford

It's easy to "get away from it all" in the full-size Ford Custom 500. This big, solid car is pure pleasure to drive whether your trip is long or short. Ford quality, which has produced the quietest of cars, is one reason.

Another is the long Ford 121-inch wheelbase, which, with the full-coil suspension, smooths the ride over any road. Another reason is spacious comfort—the extra room that's all around for six

adults to sit back and relax—plus a big travel-size trunk of 18 cu. ft., all of it usable space. And then there's the economical 240 CID Six engine which teams up smoothly with the 3-speed, fully synchronized manual transmission.

There's a richness, too, about the Custom 500 that makes you think of costlier cars. The elegant grille. The attractive interior styling. The color-keyed carpet of durable 100% nylon. Yet the price of this full-size Ford will surprise you. It's that low—and represents so much more value than other cars in its class.

A host of Ford better ideas enhance the value. Such things as Steel Guard Rails in the side doors. Power Ventilation, standard on all Fords without SelectAir.

Flush-mounted door handles. Concealed windshield wipers. Ford Twice-A-Year Maintenance Features. And a long list of others.

From this point on, you can tailor the Custom 500 in your own way with options (next pages). Everything from air conditioning to stereo to a wide choice of engines. We're sure you'll be pleased with the result. With so much to start with, you simply can't miss.

Backseat driving was never so quiet.



Custom 500 is the big car value to beat.



It's quiet enough even for me.



Steel Guard Rails in all four doors give extra protection in the event of side impact.



Standard cloth and vinyl interior with Ford's exclusive Front Room. Instrument panel is swept away for roomier passenger comfort.



The Ford Custom 500 4-Door Sedan.

The Smart Set.

The People's choice:

An option for everybody.

Our Smart Set cars can be built to meet anyone's individual tastes and needs. The only question is deciding what it takes to make one of our cars your car.

Our Vinyl Roof can be a colorful crowning touch.

Available Colors

Pinto	Black, White.
Maverick	Black, White, Red Tweed, Gold Tweed, Green Houndstooth
Mustang	Black, White, Blue, Green, Brown.
Torino	Black, White, Blue, Green, Beige.
Ford	Black, White, Blue, Green, Brown.



Beautiful sound.



The air is great.

Handles divinely.



LUGGAGE RACK. This chromed piece of sculpture on the Pinto lets you carry all sorts of extras and makes going a roomier event. Two types of luggage racks also are available for Wagons. Both have an adjustable rear cross bar to fit the size of the load. Both have woodtone vinyl inserts along side-rails. The Deluxe rack has a built-in air deflector to help keep the rear window clean.

TRAILER TOWING OPTIONS. If you're planning to move a boat, a trailer or anything that's too large to go in or on top of your Smart Set car, ask your Ford Dealer for his special recreation brochure. It provides recommendations on the equipment needed for the kind of towing you do with the particular Ford vehicle you drive. And your Ford Dealer offers a Special Towing Package for Fords and Torinos. It includes, among other items, heavy-duty suspension, heavy-duty battery, heavy-duty alternator and extra cooling package.

PLUS MANY MORE. We have all kinds of options for your Smart Set model choice. SelectAir® Conditioner for year-round comfort. Power side windows, power tailgate window, power seat, console or console with electric clock for convenience. For added smartness, everything from bumper guards to Luxury Decor Group. To suit your exact performance preference, a wide selection of engines plus tires, rear axle ratios and suspension components. Your Ford Dealer has complete details concerning prices and availability with various models.

NOTE: Options described here are available on most models. Some are required in combination with other options. Always consult your Ford Dealer for complete details.

AM/FM STEREO RADIO. Surrounds you with rich, concert-quality sound. Available on Ford, Torino, Mustang. **STEREO-SONIC TAPE SYSTEM WITH AM RADIO,** available on Ford and Mustang, lets you hear over one hour of your favorite music without interruption.



SELECTSHIFT is a lot more transmission for the money than other automatics. It's a 3-speed where some others are 2-speed. You not only have an extra speed range, but you take full advantage of it because SelectShift lets you shift manually when you want to. Most of the time, of course, you'll prefer its completely automatic operation.



POWER STEERING. Does away with just about all the effort in steering—the greatest thing that ever happened to parking.

AM RADIO. All-transistorized push-button radio gives you clear reception, rich tone quality. Dual speakers are available on Ford and Torino models.



POWER FRONT DISC BRAKES. Greater fade resistance, virtually unaffected by wet weather driving. Power-assisted on Mustang, Torino, Ford; manual on Pinto.



WHEEL COVERS add style and sparkle, and you'll like the price. If you want something jazzier, we have those too. Covers shown are the lowest priced wheel dress-up options available for each car line.



REAR WINDOW ELECTRIC DEFOGGER. Conductive strips warm rear window to help keep view clear. Rear Window Defogger (fan-type) also available.



PINTO'S FOLD-DOWN REAR SEAT. Extra space nearly doubles carrying capacity. Similar fold-down seat available on Mustang SportsRoof models.

The Smart Set.

Look at all you get with Smart Set Fords.

Little Pinto to big Ford, it's all the same when it comes to concern for your safety and peace of mind. In building strong, dependable cars, Ford also has pioneered the development of safety features. For example, Ford provided lap belts and a padded instrument panel almost a decade before they were required as automotive standards.

Recently the Ford Safety Research Center developed the Uni-Lock Harness, an easy-to-use restraint system that lets you conveniently fasten lap and shoulder belts with a single buckle. It's a better idea for safety, and we hope it will encourage more people to use these protections.

Ford concern for your well-being is further reflected in all the **FORD LIFEGUARD DESIGN SAFETY FEATURES** listed here that are standard on every 1971 Ford car:

There are front and rear lap belts (A) for all seats, plus shoulder belts with exclusive Uni-Lock Harness for the driver and outboard front seat passenger (B).

For safer visibility, there are special glare-reduced surfaces on the instrument panel padding, windshield wiper arms, steering wheel hub, rearview mirror/mirror mounting and windshield pillars. To reduce possibility of injury in the event of impact, there is an energy-absorbing instrument panel, steering column and wheel (C). The windshield is high strength laminate safety glass.

For a clear view of the road ahead, there are dual windshield washers. Two-speed or variable-speed windshield wipers also keep the windshield clear of rain.

There are turning signal lights with lane-changing feature, backup lights, side marker lights (D), an emergency flasher and parking lamps coupled with headlamps.

Ford's brake system is dual hydraulic with an instrument panel warning light to signal the driver should part of the system become inoperative. Brake lines are made of a corrosion-resistant steel alloy, shielded at critical areas for extra protection. Wheels have safety rims; tires are load-rated.

The driver is aided by an outside rearview mirror and one inside that has a special "yield-away" design.

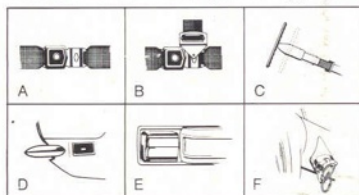
Front seat backs on 2-door models are self-locking to keep them in place during sudden stops. Double-yoke door latches, safety door handles (E) and hinges are a few more Ford strong points. Energy-absorbing materials are designed into the front seat-back tops, armrests and sun visors.

Glove box latches, radio buttons and coat hooks—have all been designed to look out for your safety.

The car's front end structure is safety-designed. You get a uniform transmission shift quadrant and non-reversing odometer. The steering column locks (F) when you remove the key. A warning buzzer reminds you to do it.

Ford tops off all of these safer driving ideas with high back seats or head restraints for driver and front seat passenger.

Built-in safety is something you have going for you in every Ford product. Take full advantage of the protection your Smart Set Ford can provide. Buckle up. Obey all traffic laws. And exercise good driving judgment at all times.



DIMENSIONS	PINTO	2-DOOR	MAVERICK 4-DOOR	GRABBER	MUSTANG HARDTOP	SPORTSROOF	TORINO 2-DOOR	TORINO AND TORINO 500 4-DOOR	WAGON	FORD CUSTOM 500 4-DOOR
Wheelbase (in.)	94	103	109.9	103	109	109	117	117	114	121
Tread Front (in.)	55	56.5	56.5	56.5	61.5	61.5	60.5	60.5	60.5	63.3
Tread Rear (in.)	55	56.5	56.5	56.5	61.0	61.0	60	60	60	64.3
Overall Height (in.)	50	52.6	53	52.6	50.8	50.1	52.3	53.1	55.7	54.9
Overall Length (in.)	163.0	179.4	186.3	179.4	189.5	189.5	206.2	206.2	209	216.2
Overall Width (in.)	69.4	70.6	70.7	70.6	74.1	74.1	76.8	76.5	75.4	79.2
SPECIFICATIONS										
Approx. Curb Weight (lb.)	2015	2624	2719	2679	3087	3057	3293	3285	3630	3849
Tire Size	6.00-13	6.45-14	6.45-14	6.45-14	E78-14	E78-14	E78-14	E78-14	G78-14	F78-15
STANDARD ENGINE										
Type	1600 cc. OHV 4	170 Six	170 Six	170 Six	250 Six	250 Six	250 Six	250 Six	250 Six	240 Six
Displacement	97.6	170	170	170	250	250	250	250	250	240
Compression Ratio	8.4:1	8.7:1	8.7:1	8.7:1	9:1	9:1	9:1	9:1	9:1	8.9:1
Horsepower @ Rpm	75/5000	100/4200	100/4200	100/4200	145/4000	145/4000	145/4000	145/4000	145/4000	140/4000
TRANSMISSION										
Type	Manual synchronized in all forward gears on all models									
No. of Speeds	4	3	3	3	3	3	3	3	3	3
ELECTRICAL										
Battery (amp.)	45	45	45	45	45	45	45	45	45	45
Alternator (amp.)	38	42	42	42	38	38	38	38	38	42
CAPACITIES										
Usable Trunk Space (cu. ft.)	5.6	10	10	10	9.5	8.3	16.2	16.2	85.2*	18
Fuel (gal.)	11	15.5	15.5	15.5	20	20	20	20	16	23.0
Oil (incl. filter) qt.	4.25	4.5	4.5	4.5	5	5	5	5	5	5

Symbols: 3 = 3-speed man.; 4 = 4-speed man.

*Cargo Volume

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