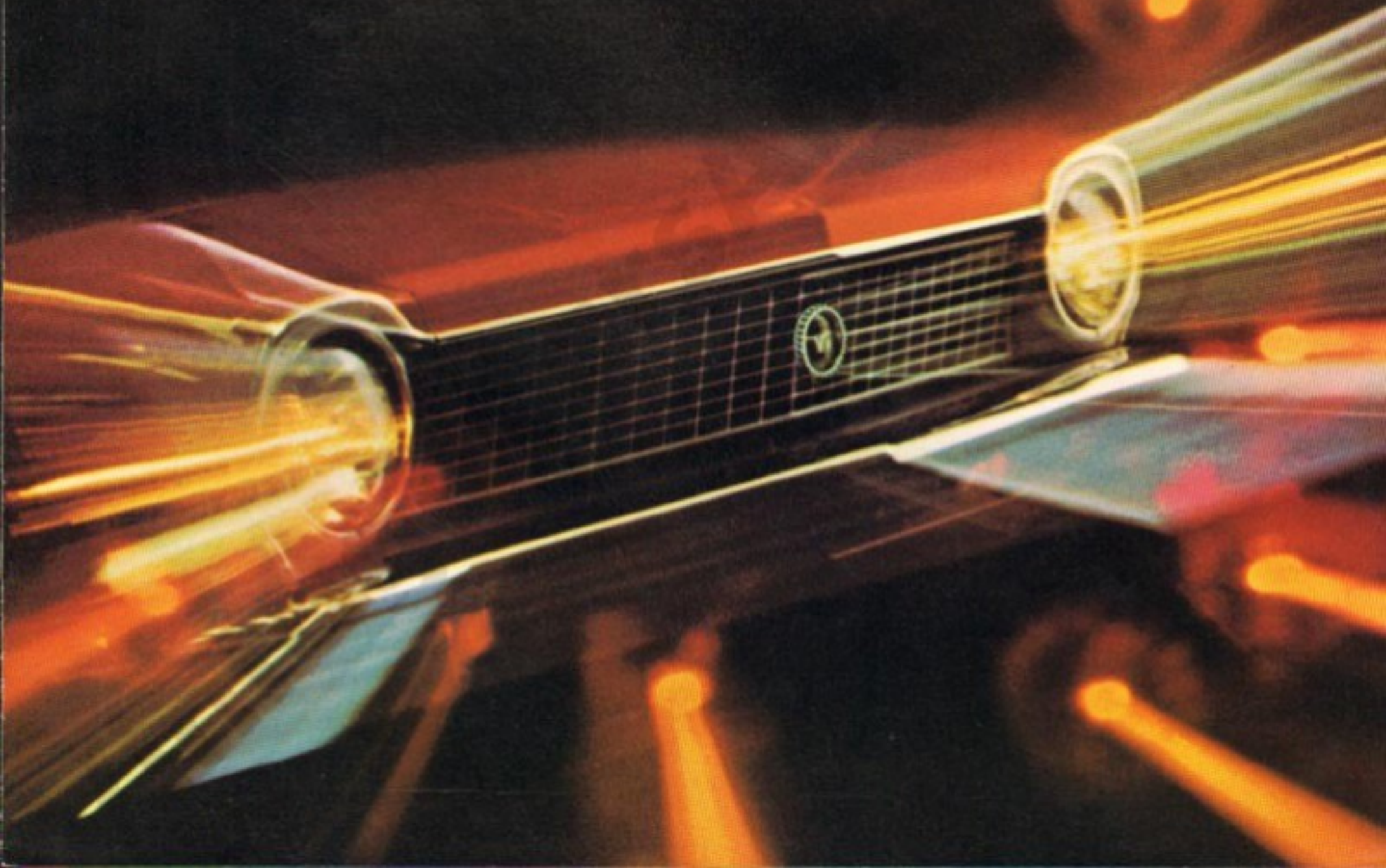


AMERICA'S FAVORITE COMPACT.
MAVERICK '72
...BETTER IDEAS FROM FORD





Family economy Maverick 4-Door Sedan



Economy economy Maverick 2-Door Sedan



Sporty economy Maverick Grabber

MAVERICK. OWN THE CAR THAT DOESN'T OWN YOU.

Maverick, now in its third successful year, has developed quite a following. In fact, Ford's better idea for a compact car has been so successful we decided to leave it virtually unchanged for 1972. Unchanged but not unrefined. We'll forever be looking for ways to make Maverick even better. So let's just say we're letting Maverick mellow. Letting a better idea get even better.

The 1972 Maverick is still an economy champion. That's one reason why it's America's favorite compact. So we would never want to change that. Simplicity is what Maverick is all about. Simple to own at a price most people can handle. Simple to operate because it runs on regular gas (see back cover). Simple to drive with excellent maneuverability and riding comfort. And simple to maintain with easy serviceability and do-it-yourself design features. Simplicity makes Maverick one

of the best values in the compact field. The best-selling compact. In fact, in America. So who'd want to change that?

There are still three versions of America's favorite compact to choose from. The 2-Door Sedan, the economy Maverick that started it all. (Shown here with optional Accent Group—bright window frames and drip moldings, wheel covers and color-keyed carpeting inside, white sidewall tires and Protection Group—front and rear bumper guards and bodyside molding with black vinyl insert.) The carefree Grabber with its low cost and sporty good looks. (Shown with optional WSW tires.) And the family-sized, family-priced 4-Door Sedan. (Also shown with Accent Group and WSW tires.) They're all economy champions. They're all American favorites. And they're all better ideas from Ford. One is probably just right for you.



Solid economy 2-Door Sedan





MAVERICK 2-DOOR. FOR PRACTICAL MANEUVERS.

Maverick is the one true compact in America. It's designed to meet all of the needs of the compact buyer. Let's talk it over.

The trim "in-between" 2-door size (shown with optional Accent Group, vinyl roof and white sidewall tires) was designed for excellent maneuverability without sacrifice to room and comfort. With a turning diameter of 36.9 feet (slightly more on the 4-door), Maverick can turn a pretty tight circle. Maverick's overall length, only 179.4 inches for the 2-door, 183.6 inches for the 4-door, lets you sneak into parking spots most American cars have to pass up.

Unitized construction, which means the body is welded into one piece, makes the Simple Machine tough, durable and quiet. For stability, the rear shock absorbers are staggered giving Maverick flatter cornering, easier handling—and giving you a remarkably smooth, controlled ride. To keep it carefree, you get built-in features like precision-made printed circuitry for trouble-free instrumentation. To keep it safe, Maverick's dual hydraulic brake system is designed to give you sure, fast stopping action. (See back cover for a complete list of Ford Motor Company Lifeguard Design Safety Features that are standard on all 1972 Mavericks.) And for sheer convenience, you get the Uni-Lock Harness with single lap/shoulder belt buckle. Better ideas like these make Maverick a top compact value. And, in fact, America's favorite compact.

A better idea inside is the convenient full-width storage tray. You also get full-width seats with "check" pattern cloth and vinyl trim. And color-keyed floor mats.

MAVERICK 2-DOOR STANDARD FEATURES

170-cu. in. 1V 6-cylinder engine • 3-speed, full-synch manual transmission • 6.45 x 14 BSW tires • hub caps • Uni-Lock Harness • headlamp function protection (separate circuits for parking lights and headlamps) • cowl top air intake ventilation • curved, ventless sideglass • flipper rear quarter windows • center rear fuel filler • door-operated courtesy light • full-width seats with "check" pattern cloth and vinyl seat trim • color-keyed floor mats • full-width storage tray • 2-spoke steering wheel • blend-air heater with 3-speed blower and lighted controls • printed circuits in instrument cluster

MAVERICK GRABBER. LITTLE BIG-SPORT.

Flash! The Simple Machine in snazzy sports clothing. With all those little nifties added, it deserves to be called Grabber. Simulated hood scoops, a deck lid spoiler, dual racing mirrors, road lamps, and hub caps/trim rings are some of the many features in the Grabber package. The hood paint treatment and tape stripes come in four color combinations. You also get a choice of Manston Cloth or Ruffino Vinyl seat trim and color-keyed carpeting. (Complete list of Grabber standards below.) Grabber, like all models, can be equipped with any of four engines in the Maverick lineup. There's the standard 170 CID Six. The optional 200 or 250 CID Sixes. And the spirited 302 V-8, a natural for Grabber.

Standard on all Mavericks is the column-mounted, fully synchronized 3-speed manual transmission. A 3-speed manual floor shift is also available as an option with the 200-CID Six or 302 V-8. The optional SelectShift Cruise-O-Matic transmission, required with the 250 CID Six, teams up beautifully with the 200 CID Six and 302 V-8 options. (Whew!) You can also get it with an optional floor shift which makes your decision about optional bucket seats easy. They'd be a must.

Relax! With all its sporty good looks, Grabber (shown with optional white sidewall tires) is as simple and economical as our 2- and 4-door sedans. You'll also be surprised to discover how simple it is to afford one.

GRABBER STANDARD FEATURES

170-cu. in. 1V 6-cylinder engine • 3-speed, full-synch manual transmission • 6.45 x 14 BSW tires • hub caps/trim rings • two-color or black hood panel tape, bodyside stripes with Grabber decal, and lower back panel paint/tape (four color combinations available) • simulated hood scoops • color-keyed dual racing mirrors • char black grille, headlamp and strong deflector • grille-mounted road lamps • Uni-Lock Harness • deck lid spoiler and quarter panel extension moldings • bright window frames and drip moldings • curved, ventless sideglass • flipper rear quarter windows • full-width seats in Ruffino Vinyl or Manston Cloth • carpeting • 2-spoke steering wheel • 3-speed blend-air heater with lighted controls • black center instrument panel with bright molding • full-width storage tray

MAVERICK 4-DOOR. YOUR ENTRY IN THE CAR POOL.

Being the best liked member of your car pool isn't too uplifting. But it is comforting if it's because you drive a roomy Maverick 4-Door. We didn't just give this Simple Machine two extra doors. We gave it more head/shoulder room, four more inches of rear legroom, six more inches of rear hiproom, and seven more inches of wheelbase to let you stretch out in the back seat. It also has a vacation-size trunk—over ten cubic feet. Something all Mavericks have, by the way.

There's a lot of "more" to the 4-Door but it's still a Maverick and still as economical as our other two American favorites. Remember our talking about compact buyers' needs? Let's continue.

Economy is the most important need. And it's not by coincidence that we've made Maverick and economy practically synonymous. Premium-quality features, products of Ford engineering skill, help save you money in repairs and maintenance. Simple to maintain is Maverick's creed. So simple that routine service, like changing spark plugs, you can do yourself. So simple that axle and steering linkage lubes, transmission and brake fluids, you can forget about.

They're designed to last the car's life. And so simple in design that the bumpers and grille can be replaced in minutes.

Maverick's gas mileage and low initial cost are up to you to discover. Watch out though, you may feel like Columbus.

4-Door Sedans come standard with full-width, "check" pattern cloth and vinyl trimmed seats. The 4-Door shown, also equipped with optional vinyl roof, WSW tires, Accent and Protection Groups, can be equipped with optional SelectAir Conditioning and power steering. All Mavericks can. See the inside story below for all the Maverick goodies, standard and optional, you can get into.

MAVERICK 4-DOOR STANDARD FEATURES

170-cu. in. 1V 6-cylinder engine • 3-speed, full-sync manual transmission • 6:45 x 14 BSW tires • hub caps • Uni-Lock Harness • headlamp function protection (separate circuits for parking lights and headlamps) • cowl top air intake ventilation • curved, ventless sideglass • center rear fuel filler • door-operated courtesy light • full-width seats with "check" pattern cloth and vinyl trim • color-keyed floor mats • full-width stowage tray • 2-spoke steering wheel • blend-air heater with 3-speed blower, lighted controls • printed circuits in instrument cluster.



THE INSIDE STORY...



Standard on 2- and 4-Door Sedans are full-width seats with "check" pattern cloth and vinyl trim (in Belge below left), color-keyed floor mats, full-width stowage tray, 2-spoke steering wheel, and blend-air heater with 3-speed blower.

Grabber's standard interior comes with Ruffino Vinyl (shown in Black below) or Manston Cloth seat trims, color-keyed carpeting, a black center instrument panel with bright molding, and the 2-spoke steering wheel.



2- and 4-Door Interior



Grabber Interior



High Back Bucket Seats

OR, HOW TO MAKE YOUR

One way is to order the **Deluxe Ruffino Vinyl Seat Trim** for your 2- or 4-door. Or, a natural for Grabber, optional **High Back Bucket Seats**. They're available in the pleated Ruffino Vinyl as shown below in Ginger. Two-door models, when equipped with bucket seats, can also be equipped with the optional floor shift, manual or SelectShift. They go together beautifully.



Family economy 4-Door Sedan

MAVERICK AS PERSONAL AS YOU WANT INSIDE.



Available on all models, the **Interior Trim Option** comes with either the pleated Manston Cloth (shown in Blue at left) or the pleated Ruffino Vinyl seat trims. The option also includes deluxe seats and door trim panels, a rear ash tray, and the deluxe 2-spoke steering wheel. All Maverick options are designed for your ultimate convenience and comfort. **SelectAir Conditioning**, available with all optional engines, lets you control the climate inside no matter what the weather might be doing outside.

Maverick's **Power Steering** gives you effortless control of the car. The **AM Radio** is completely transistorized for instant-on and longer life. The **Consolette** (not available with floor shift) is a convenient, lockable storage compartment for all those loose what-have-yous. And you can equip it with an **Electric Clock** option. (More options on back cover.)

Maverick interiors are designed with your individuality in mind. So, go ahead, make your Maverick as personal as you want inside.



Air Conditioning, Power Steering, AM Radio

Interior Trim Option



MORE MAVERICK OPTIONS

A—More Power. Who says America's favorite compact can't have a little Zap! You have three optional powerplants to choose from: the 200 CID Six, the 250 CID Six and the eager 302 CID V-8 (shown). And they all run on regular gas!

B—Floor Shift. Get "command post" treatment with Maverick's floor shift. With either bench or bucket seats, it's available with the 3-speed manual transmission (shown here) and the 200 CID Six or 302 V-8. It's available with SelectShift teamed with any optional engine if you get bucket seats.

C—Protection Group. This option takes the worry out of parking in a crowded lot. Bodyside molding with black vinyl insert and front and rear bumper guards help prevent those little "nicks" and "dings."

D—Rear Window Defogger. Now you can do away with all those streaky attempts to wipe the steam off the rear window. Just a flip of the switch and it's clear again.

Other Options include: Convenience Group—cigarette lighter, color-keyed LH remote-control outside racing mirror, Day/Night inside rearview mirror • deluxe seat belts with retractors • bumper guards • door edge guards • tinted glass • heavy-duty battery • heavy-duty suspension • 3.00 axle ratio • 6-45x14 WSW bias tires • C78x14 BSW bias tires • C78x14 WSW bias tires • DR78x14 WSW Radial Steel Belt tires • D70x14 WSW Wide Oval belted tires • Color Glow Paint available in either Ivy or Gold.

SPECIFICATIONS

ENGINES: 170-cu. in. 6-cyl.—3.50" bore x 2.94" stroke; reg. fuel; single-barrel carb.; auto. choke; hyd. valve lifters; oil capacity, incl. filter, 5 qt. (this engine available with manual transmission only). 200-cu. in. 6-cyl.—3.68" bore x 3.13" stroke; reg. fuel; single-barrel carb.; auto. choke; hyd. valve lifters; oil capacity, incl. filter, 5 qt. 250-cu. in. 6-cyl.—3.68" bore x 3.91" stroke; reg. fuel; single-barrel carb.; auto. choke; hyd. valve lifters; oil capacity, incl. filter, 5 qt. 302-cu. in. V-8—4.00" bore x 3.00" stroke; reg. fuel; 2-barrel carb.; auto. choke; hyd. valve lifters; oil capacity, incl. filter, 5 qt. (NOTE: This engine in combination with 3-speed manual transmission not available in California.)

FORD MOTOR COMPANY LIFE GUARD DESIGN SAFETY FEATURES

Ford, the industry's safety pioneer, wants to make cars as strong and safe as possible. To protect you. The results of this dedication are reflected in the following list of safety features that are standard on all Mavericks:

Dual hydraulic brake system with warning light • Uniform transmission shift quadrant (on models equipped with SelectShift) • Glare reduced instrument panel padding, windshield wiper arms, steering wheel hub, rearview mirror/mirror mounting and windshield pillars.

(A) Energy-absorbing steering column and steering wheel • Turn indicators with lane-changing signal feature • Inside yield away rearview mirror • Energy-absorbing instrument panel with padding.
(B) Side marker lights • Two-speed electric windshield wipers • Windshield washers • High strength laminate safety glass windshield • Double-

NOTE: All 1972 Maverick engines are designed to operate on regular gasoline with octane rating of at least 91 when the engine is adjusted to factory recommended specifications.

Transmissions: Column-mounted 3-speed, fully synchronized manual (170 and 200 CID Six and 302 V-8 engines); SelectShift (200 and 250 Six and 302 V-8 engines). **Axle Ratios:** Standard with 170 CID Six and 3-speed manual transmission—2.79; with 200 CID Six and 3-speed manual transmission—3.00; with SelectShift—2.79; with 250 CID Six and SelectShift—2.79; with 302 V-8 and 3-speed manual or SelectShift transmission—2.79; with SelectAir Conditioner—3.00 required with all engines.

NOTE: Availability of engines and transmissions is contingent upon Federal certification and production schedules.

Dimension (inches)	2-Door, Grabber	4-Door
Track (front and rear)	56.5	56.5
Wheelbase	103.0	109.9
Overall length	179.4	186.3
Overall width	70.5	70.6
Overall height	53.0	53.1
Front compartment*		
Headroom	37.6	37.9
Legroom	41.3	41.3
Shoulder room	55.0	55.0
Hiproom	53.7	53.7
Rear compartment*		
Headroom	36.1	36.7
Legroom	31.8	36.0
Shoulder room	53.5	55.1
Hiproom	46.1	52.4
Luggage (cu. ft.)	10.1	10.1
Fuel capacity (approx. gal.)	15.0	15.0
Curb weight (lb.)	2-Door—2626	2721
	Grabber—2681	

*Front seat in rearmost position.

NOTE: Your 1972 Maverick comes with factory-engineered AutoLite/Motorcraft battery, oil filter, shock absorbers; AutoLite spark plugs and other Ford-approved precision parts. For continued top performance, be sure to specify AutoLite spark plugs and AutoLite/Motorcraft parts when ever replacement is necessary.

Information shown was correct when approved for printing. Ford Division reserves the right to discontinue, or change at any time its product specifications or design without incurring obligations. Some items illustrated or described are optional at extra cost. Many options are offered on all models. Some are required in combination with other options. Always see your Ford Dealer for full details.




Maverick 2-Door Sedan



Maverick 4-Door Sedan



Maverick Grabber

MAVERICK 
Ford gives you Better Ideas.