

Fairmont

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Fairmont...The Ford in Your Future

Conceived in advanced engineering . . . shaped by Ford stylists and aerodynamic scientists . . . refined by computer analyses and road test evaluations . . . the Fairmont is the car of the 1980s, today.

Fairmont continues Ford Motor Company's honored tradition of engineering and styling innovations by pioneering an all-new automotive design concept. The result is a car that is remarkably spacious inside yet compact on the outside, nimble and responsive, yet most comfortable.

All this at a surprisingly low purchase price. Fairmont is presented in two-door, four-door, and station wagon models. A broad range of standard features and available options are designed for every driving preference or transportation need. But whatever your choice, Fairmont is the car of tomorrow . . . today.

Fairmont 2-Door

Fairmont represents a Ford Motor Company breakthrough into the world of tomorrow's car.

Fairmont's unitized body benefits from one of the most sophisticated body structure design and analysis programs ever developed by Ford Motor Company. Resulting weight-saving features, such as more efficient, trimmer door construction and use of aluminum, help the Fairmont achieve outstanding economy of operation without sacrificing performance or riding comfort.

The White two-door Fairmont shown at right features optional Chamois vinyl roof and Exterior Decor Group. There is no mistaking Fairmont's distinctive lines . . . spare, clean, and classic.

Fairmont's standard 2.3 litre overhead cam engine is precision-cast for efficiency and made of cast iron for durability. This proven powerplant delivers smooth, lively performance as well as outstanding fuel efficiency. Coupled with Fairmont's computer-designed front and rear suspension system, the Fairmont drives with agility, flair, and satin comfort.

The Fairmont for 1978 is new in concept and appearance to meet tomorrow's challenges.







The two-door Fairmont at left in Bright Russet Red, is classically simple in styling. Because of thin pillars and large window area, the driver and passengers enjoy a clear, unobstructed view of the highway on all sides. The grille is simple yet bold. Shown above are Fairmont's optional adjustable rear window louvers which provide more comfortable ventilation. Also available are adjustable front window vents.

To sit in a Fairmont for the first time is a pleasant revelation. Its interior is not only surprisingly roomy and spacious enough for five adults, but offers a wide selection of appointments. Interior trim which is keyed to exterior paint colors, is available in a wide choice of vinyl or cloth upholstery combinations. Bench

seats are standard with the optional 3.3 litre and 5.0 litre engines. Color-keyed flight bench seats are available in the high-style interior Decor Group. Thick, cut-pile carpeting in matching colors also contributes to Fairmont's hushed ride.

For those who wish a more dramatic Fairmont, Ford presents the European Sports Option package, shown in silver and black. Dramatic black also accents the interior appointments, highlighted by a distinctive "engine-turned" instrument panel applique. But the ESO boasts more than the dramatic European style. This drama carries over to the ride which is enhanced by a specially-tuned suspension and rear stabilizer bar.



Fairmont 4-Door



Fairmont's styling reflects both the wind tunnel-tested aerodynamic design objectives and a distinct European influence.

The Fairmont four-door is designed for today's family, looking for stylish convenience in an overall efficient size.

In the 1978 Fairmont, Ford styling and engineering innovations provide full five-passenger headroom, seating space, legroom, and luggage capacity. Efficient use of interior space is a Fairmont watchword.

Vinyl and cloth upholstery combinations are available to satisfy every taste. The flight bench seat shown in Blue combines rich, supple vinyl and soft-to-the-touch cloth. All interior materials are keyed to your choice of a wide assortment of vibrant exterior colors.

For those who love beautiful music or desire the latest news or weather while traveling, Fairmont offers a complete range of AM and FM radios, cassette and 8-track tape systems.

Fairmont test cars were subjected to 320 hours of windtunnel testing to find ways to reduce wind resistance, an enemy of fuel economy. These tests also helped to find ways to decrease wind noise and vibration.





To make Fairmont as maneuverable and responsive as possible, the weight of the car was a prime target of the designers and engineers.

For example, computers were used to pinpoint areas that could be lightened without sacrificing durability and structural integrity. Lightweight materials such as aluminum bumpers were used where feasible and unessential weight was searched out and eliminated.

Elegance does not have to be large and expensive. Opposite is Fairmont in Russet Metallic featuring the Exterior Decor Group which includes bright chrome mirrors, belt moldings, window frames and upper wheelip moldings. Accent stripes, bodyside vinyl inserts, and turbine wheel covers make this Fairmont both eye-catching and stylish.

The all new unique coil-strut front suspension and a four-bar link coil rear suspension combined with rack-and-pinion steering (power assisted at your option) provide a most comfortable ride.

The Fairmont's instrument panel is functionally designed and carefully positioned for maximum driver visibility . . . the result of thousands of computer-controlled decisions reinforced by observations of people of various physiques.

European-type "stalk controls" on the left of the steering column control wiper/washer, horn, turn signals, and the dimmer switch . . . a true convenience that eliminates knobs and switches scattered about the driver's compartment.



Station Wagons

The newest in station wagons from the Wagonmaster . . . to appeal to the traveling family or anyone looking for style combined with utility.

The Fairmont wagon in Dark Brown Metallic, at right, proves that station wagons need not be ponderous or cumbersome. With a base curb weight of less than 3,000 lbs., the Fairmont wagon features roominess and riding comfort.

Room? The 1978 Fairmont station



wagon has a cargo capacity of 79.5 cubic feet and passenger room that rivals many "full-size" cars. The liftgate swings up to provide large and convenient loading access. With the second seat folded down, the load floor is flat and the spare tire is conveniently located under the rear cargo floor.

Performance? The Fairmont wagon family offers a choice of the standard 2.3 litre OHC four-cylinder engine, the optional 3.3 litre six-cylinder engine, or the optional 5.0 litre V-8. Each of the three offers open highway response even with a load of children and camping equipment. Bucket seats are standard with the 2.3 litre engine and four-speed manual transmission.

The list of Fairmont station wagon optional equipment is broad and practical. The convenience of power steering and power brakes is available with Fairmont wagons. Optional air-conditioning makes warm weather driving less tiring, more fun.

As shown, the interior appointments are tasteful and easy to live with. Cloth or vinyl trims are available in attractive colors. Heavy cut-pile carpeting and a cleanly functional instrument panel mean the inside of the Fairmont wagon is as handsome as the outside.





For those who want station wagon convenience plus a touch of luxury, Fairmont for 1978 offers the Squire . . . the head-of-its-class station wagon.

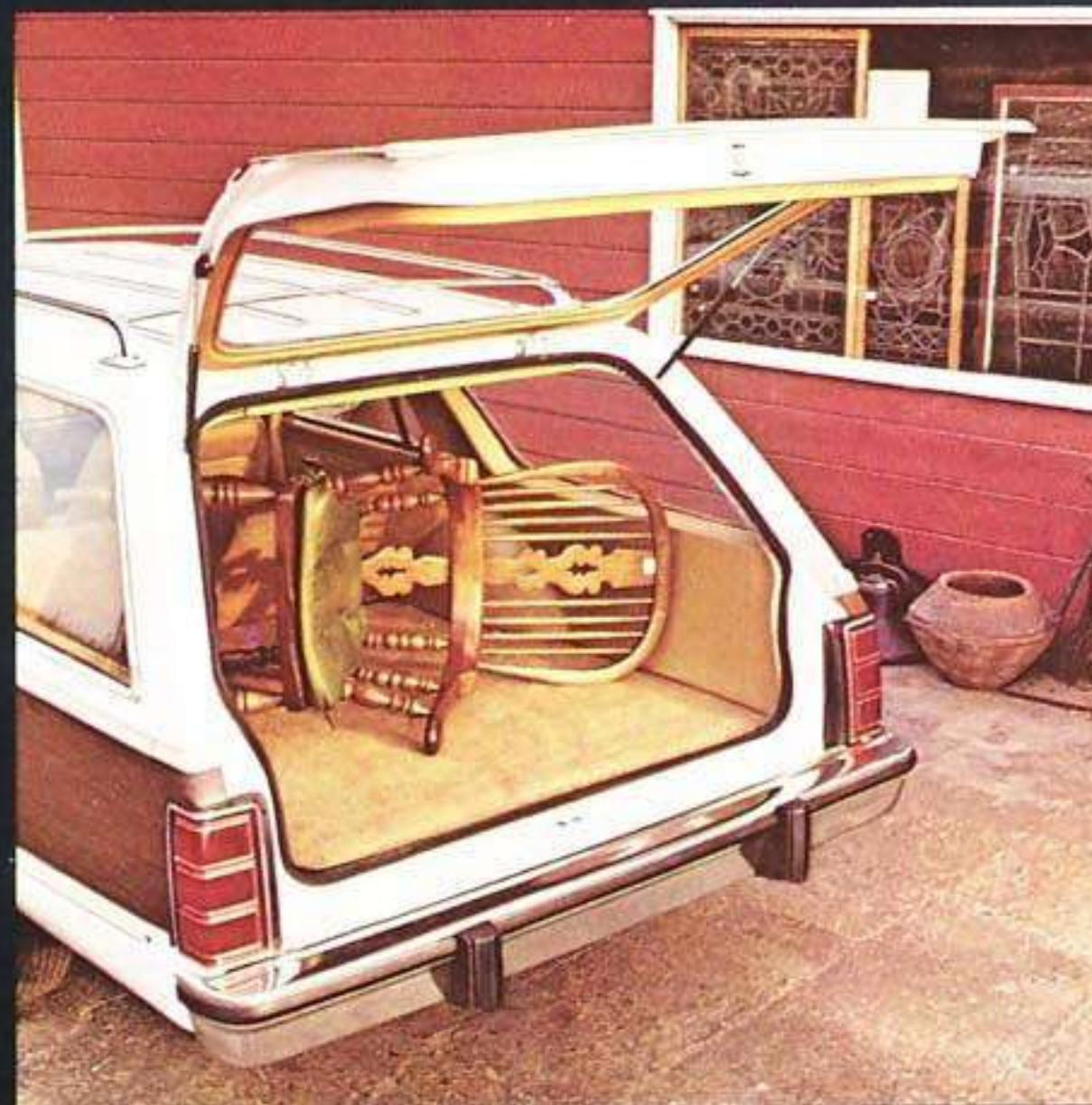
Fairmont Squire station wagon (shown here in White) features Ford's traditional Wagonmaster styling in a new package. The Squire tastefully utilizes bright metal moldings and mirrors, woodgrain side and liftgate applique, deluxe wheelcovers, raised hood ornament and the Squire script on the rear liftgate. Interiors feature 10-oz. cut pile carpeting and a carpeted cargo area.

Noise, vibration, and ride harshness are minimized by Fairmont's suspension design and the effective use of sound-deadening materials.

For driving in the rain or snow, Fairmont can be equipped with the optional rear liftgate washer and wiper. A real plus for better visibility.

And remember vent windows? Fairmont wagons have them optionally available and they are twist-knob operated for convenient operation. To safeguard those valuables, Fairmont wagons offer a lockable side stowage box in the rear cargo area.

Of particular interest to the station wagon owner is cargo space . . . and here Fairmont shines. With almost 80 cubic feet of storage space the Fairmont station wagon can handle luggage, camping equipment, groceries, or lots of children and their friends. Fairmont engineering makes it easy to convert the entire rear of its station wagons to cargo space by simply folding down the rear seat back.



Fairmont Plus

Part of the fun of owning a Fairmont is the enjoyment of a wide array of standard features and equipment. And in addition, a broad selection of optional equipment permits the owner to prescribe his own level of luxury.

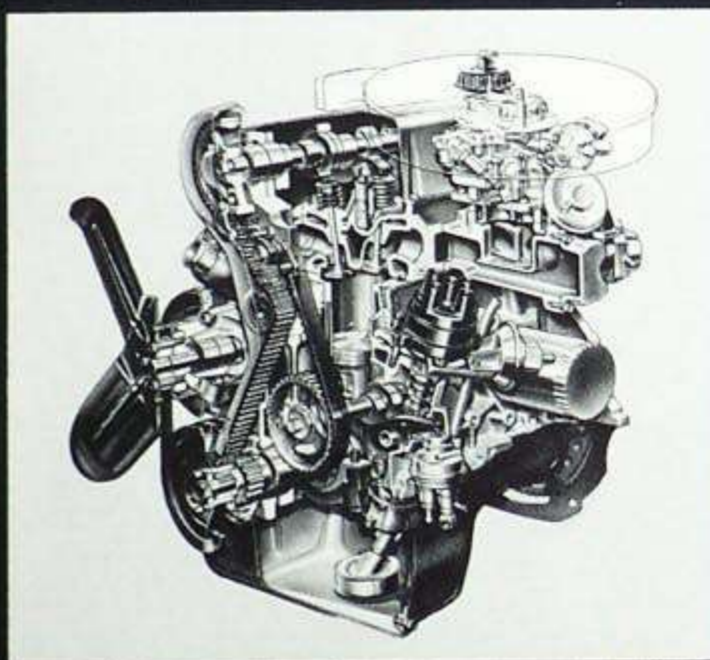
Pictured here are several of the more popular options and features for Fairmont. At top left is the flat floor luggage compartment for two-door and four-door sedans. It holds almost 17 cubic feet of cargo. At top right is the bright metal, sculptured mirror which blends smoothly with Fairmont's styling.

At left center are the bucket seats, standard with the 2.3 litre engine and four-speed manual transmission.

Center right is the lockable side stowage compartment in the station wagon. At bottom left is the liftgate washer/wiper on station wagon models for better visibility during inclement weather. At bottom right is but one of the available wheel cover designs.



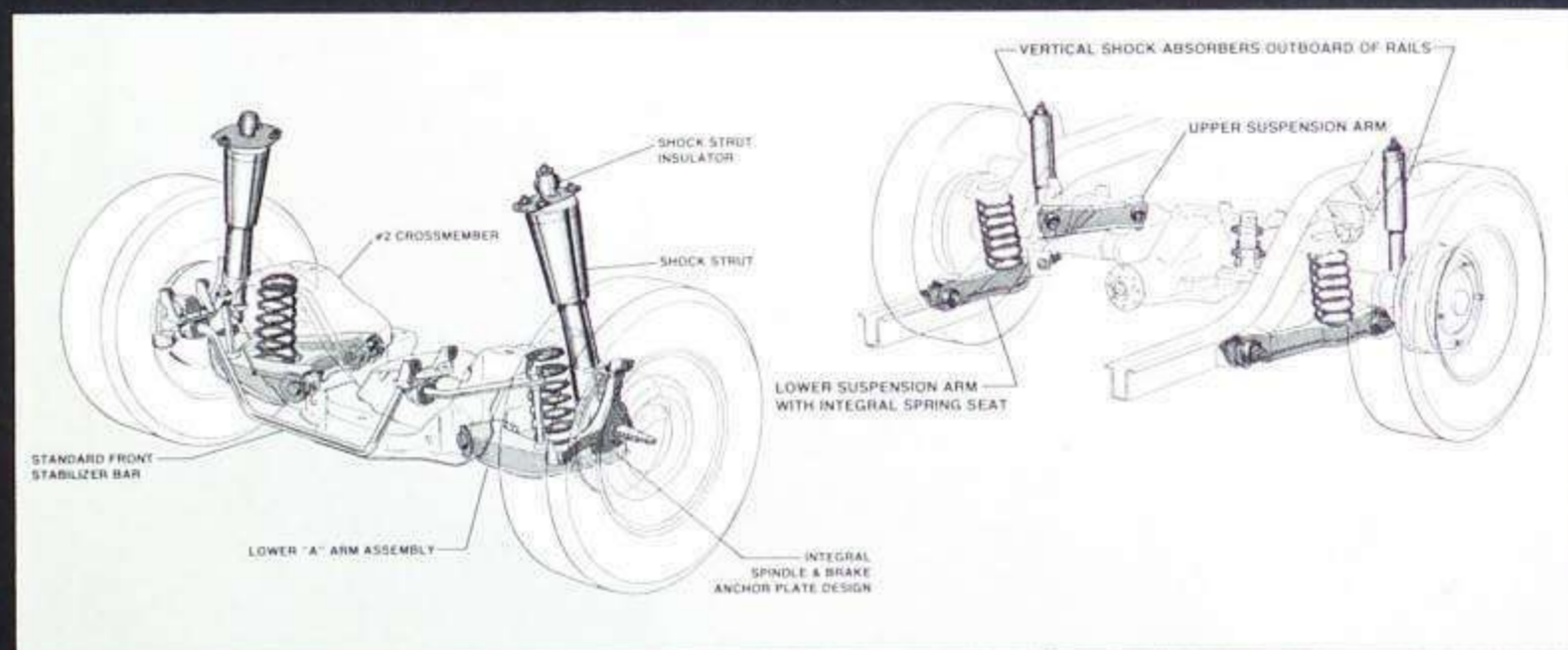
Breakthrough



Fairmont for 1978 represents a preview of the cars of the future. Its exterior lines are clean, straight, and uncluttered. Yet its interior has plenty of room for five adult passengers.

To achieve this combination of limited outside dimensions and spacious interior room and comfort, Ford engineers and stylists employed sophisticated computer technology. Thousands of factors involving wheelbase, center pillar width, windshield angle, wheelwell location, trunk space, and hundreds more were fed into computers. At the same time, people were used to determine ideal knee clearance, driver position, side-by-side roominess, head clearance and other comfort factors. Body engineers developed structural sections that are less bulky and lighter than previous Ford designs.

Rack and pinion steering with a unique variable-ratio power option provides excellent maneuverability and handling.



Front road noise and harshness are minimized by isolating the specially-designed suspension from the body with special bushings and rubber mountings. Cornering roll is controlled by a front stabilizer bar.

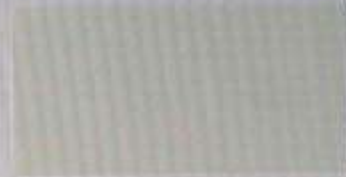
The rear shock absorbers and coil springs are mounted on large rubber bushings to reduce road noise and harshness levels. Rear spring dampers minimize vibration.

The Fairmont standard engine, an OHC 2.3 litre, is the same as used in the Mustang II. Coupled with the standard four-speed manual transmission, the 2.3 litre engine is an efficient, responsive performer. This overhead cam engine is made of cast iron for durability. More than 24,000 dynamometer test hours and 1,700,000 test miles went into its development. Scheduled maintenance schedules are another strong point. For example, oil changes are every 10,000 miles or six months, engine coolant replacement is 50,000 miles and spark plug change now is 30,000 miles.

Color Selections



Black



White



Silver Metallic



Medium Blue



Dark Blue Metallic



Russet Metallic



Dark Jade Metallic



Light Jade Glow



Dark Brown Metallic



Creme



Light Chamois



Medium Chestnut Metallic



Bright Russet Red

Fairmont exterior colors are a decorator's dream come true. A veritable rainbow of 13 solid colors is available, ranging from the dramatic to the lively. These can be combined with Fairmont's selection of six vibrant interior colors and six vinyl roof selections. The result is a color combination to satisfy the most discriminating taste.

Whatever your color choice, you will know it has satisfied the critical eye of Ford's most critical people, the quality control inspectors.

Have fun with Fairmont, an exciting new generation of cars that offers economy in an efficient-size package.

Fairmont . . . The Ford in Your Future.

1978 Fairmont Specifications

Base Model Standard Equipment

Functional

- 2.3 litre engine
- 4-speed manual transmission
- Wiper mounted windshield washer jets
- Front disc brakes
- Foot operated parking brake
- Rack and pinion steering
- Advanced coil-strut front suspension
- Four-bar link and coil rear suspension
- Electronic ignition
- Electronic voltage regulator
- Coolant recovery system
- Bright anodized extruded aluminum bumpers
- 45 AH battery
- Bias ply 14-inch BSW tires

Interior

- Driver "command" seating position
- Column-mounted controls
 - Horn, turn signals and dimmer switch
 - Windshield wash/wipe
- Inertia type automatic seat back release (2-door models)
- Bucket seats with 2.3 litre engine
- Fully-padded instrument panel
- International Safety Organization symbols for operating control designations
- Header mounted dome lamp
- Miles per hour/kilometer per hour speedometer
- 10 oz. cut pile carpeting
- Flat luggage compartment floor (16.8 cubic feet)

Exterior

- Bright grille
- Bright headlamp/parking lamp
- Rectangular headlamps
- Bright, door-mounted outside rear view mirror
- Bright windshield surround molding

- Large glass area for improved all around visibility
- Bright backlite molding
- Large taillamps with integral back-up lights
- Bright drip moldings

Station Wagon Features

- Liftgate open warning light
- Cargo area light
- Load floor carpet
- Flat load floor

Major Option Group Packages

Interior Decor Group

- Luxury flight bench seat with deluxe velour trim on sedans and vinyl on station wagons, vinyl optional on sedans
- Luxury door trim panel with woodgrain insert and carpet on lower portion
- Instrument panel, cluster, radio, high gloss woodgrain appliques
- Upgraded sound package
- 18 oz. cut pile passenger compartment carpeting
- Deluxe color keyed seat belts
- Deluxe steering wheel hub
- Bright door trim hardware
- Cigar lighter
- Day/Night inside mirror
- Glove box lock
- Inside hood release
- Visor vanity mirror
- Rear seat ash trays
- Carpeted luggage compartment load floor

Exterior Decor Group

- Bright window frames
- Deluxe vinyl insert bodyside protection molding
- Bodyside accent paint stripe
- Left hand remote control mirror
- Right hand non-remote mirror
- Bright belt moldings
- Turbine wheel covers
- Hood ornament

Squire Option

- Woodgrain bodyside/liftgate applique
- Woodgrain surround rails
- Deluxe wheelcovers
- Bright window frames
- Bright belt moldings
- Bright LH O/S mirror
- Hood ornament

Exterior Accent Group

- Bright belt moldings
- Bright window frames
- Wheelip moldings
- Rocker panel moldings
- Deluxe wheel covers
- Hood ornament
- Bright LH O/S mirror

Interior Accent Group

- Pleated seat trim (vinyl standard, cloth RPO)
- Door trim with bright accents
- Interior color paint on doors
- Deluxe steering wheel hub
- Woodgrain instrument panel
- Deluxe sound package

Other Selected Options

- Engines:
 - 3.3L (200 CID)—6 cylinder
 - 5.0L (302 CID)—V-8
- Select-shift automatic transmission
- Power steering
- Power brakes
- Front vent windows
- Air Conditioning
- Electric rear window defroster
- Cast aluminum wheels
- AM/FM Stereo Cassette Tape radio
- Rear window ventilation louvers
- Wheel Covers:
 - Deluxe
 - Wire Wheel
 - Turbine
- Station Wagons:
 - Rear window washer/wiper
 - Lockable side stowage
 - Luggage rack

European Sports Option

Functional

- Dual black mirrors
- Rear stabilizer bar
- Special suspension tuning
- Deluxe bumper group

Interior

- Black sports steering wheel
- Black instrument panel
- Engine turned instrument panel applique
- Black carpeting

- Black door arm rest, door belt and accents
- Choice of Black or Chamois/Black seat and door trim

Exterior

- Blackout grille treatment
- Full length bright lower body-side molding
- Turbine wheel covers
- Black window frames
- Black rear window ventilation louvers (2-door models)
- Black lower back panel

1978 Fairmont Specifications and Dimensions

	2-door	4-door	Wagon
Wheelbase	105.5"	105.5"	105.5"
Overall Length	193.8	193.8	193.8
Overall Height	53.5	53.5	54.7
Overall Width	70.2	70.2	70.2
Tread, Front	56.6	56.6	56.6
Tread, Rear	57.0	57.0	57.0
Luggage Capacity—Cubic Feet (Cargo Volume—Wagons)	16.8	16.8	79.5
Fuel Tank Capacity—(gallons)	16.0	16.0	16.0
Curb Weight	2711 lbs.	2753 lbs.	2889 lbs.

1978 Fairmont Internal Dimensions

Sedans, 2-Door, 4-Door			Station Wagons		
Front	Headroom	38.5"	Front	Headroom	39.2"
	Shoulder Room	56.7		Shoulder Room	56.7
	Hip Room	56.2		Hip Room	56.2
	Leg Room	41.8		Leg Room	41.8
Rear	Headroom	37.7	Rear	Headroom	39.2
	Shoulder Room	55.7/56.7		Shoulder Room	56.7
	Hip Room	53.7		Hip Room	48.7
	Leg Room	35.4		Leg Room	35.4
Luggage compt. (cu. ft.)	16.8	Cargo	Length	82.2	
Fuel Tank (gal.)	16.0		Width*	37.5	
			Height	32.6	
			Capacity (cu. ft.)	79.5	

*Between wheel housings

Specifications and descriptions used were in effect when this publication was approved for printing. Ford Division reserves the right to discontinue models or options at any time, or change specifications, equipment or designs without notice and without incurring obligation. Standard and optional equipment listed is subject to change. Some features described are optional at extra cost. Some options are required in combination with other options. Availability of some models and features may be subject to a slight delay. At the time of printing, 1978 EPA fuel economy ratings were not available. Availability of all models is subject to 1978 EPA vehicle certification.



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