

# 1975 Ford Pinto

Our basic, little economy car



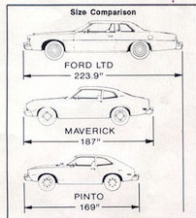
2-Door Sedan • 3-Door Runabout • Wagon Highlights

The closer you look, the better we look.

## About our new 1975 Pinto

**The closer you look, the better we look.** When you're buying a new car, you have every right to expect outstanding quality. We take extra steps and special care to see that you get it in the new 1975 Ford Pinto. Look close. You'll see it in the fit and finish—the body seams, the doors, the trim. But read on. Find out more about this great little car. The closer you look, the better we look.

**Size.** Pinto is a subcompact—smaller than Maverick and nearly five feet shorter than our full-sized Ford LTD. It's built on a nimble 94.4-inch wheelbase (94.7 on Wagon), yet has ample room for four. There are three models to choose from: 2-Door Sedan, 3-Door Runabout and Wagon. See measurements on back cover.



**A solid little car.** Pinto is tough and durable. It surrounds you with a welded, unitized body for quiet going.

**We keep making it better.** For 1975, we've added solid state ignition to all engines, and gas-saving, steel-belted radial ply tires as standard equipment. There's a Wagon liftgate open warning light. Nine new colors plus new trims and new options. And that's not all!

**A larger displacement standard 4-cylinder engine.** Pinto is peppy and still thrifty. Every Pinto comes standard with a bigger 2300-cc. 4-cylinder engine with overhead cam. It mates smoothly with our standard 4-speed manual transmission, or optional SelectShift Cruise-O-Matic transmission. A bigger, new 2800-cc. V-6, teamed with the SelectShift transmission, is also optional on Runabout and Wagon. Both engines feature new solid state ignition (you don't have to replace points or condenser) for efficiency, reduced maintenance.

**Big-car safety features.** Pinto has the same type of Ford Lifeguard Design Safety Features found in larger cars like the Ford LTD, including side door beams, protective bumpers, and many others.

**Low upkeep.** Pinto is scheduled for 5,000 miles between oil changes, 30,000 miles between major chassis lube. Other service-savers include 3-year\* engine coolant/antifreeze, self-adjusting brakes, zinc-coated muffler and underbody parts. No wonder Pinto costs so little to own and operate!

\*35 or 40 months as indicated inside glove box.

## PINTO SEDANS.

Beautiful, durable, low-cost travelers.



The Standard 2-Door Sedan with lots of built-in quality. Good gas mileage, low upkeep. Shown here in Silver Blue Gray (Code 3M), one of 14 colors available.



Standard Pinto interior packs enough room for four people. Includes thick padded high-back bucket seats and full-width molded rear seat with durable all-vinyl trim, color-keyed vinyl door panels, carpeting (floor mats in 2-Door Sedan), mini-console. Medium Blue (Code AB).

### 2-Door Sedan

Our lowest priced Pinto—one of three great model choices.

A close look at all you get standard will tell you Pinto is well-engineered and equipped. It has a thrifty 2300-cc. overhead cam 4-cylinder engine with solid state ignition. Economical four-speed, fully synchronized transmission with floor shift. Gas-saving, steel-belted radial ply tires. Manual front disc brakes. Supple vinyl bucket seats. A mini-console, and more. (See Notable Standard Features listed on page 3.) You get a lot of car at a low initial price. (Note diagrams, measurements on back cover.)

On Cover: Pinto 2-Door Sedan with Exterior Decor and Convenience Groups, shown in Bright Yellow (Code 6E).

### 3-Door Runabout

In addition to basic 2-Door Sedan features, the Runabout offers a big, handy flip-up rear door and a flip-down rear seat that converts into a 5-foot-long carpeted loadfloor. The passenger compartment is also carpeted. With the seat down, you have 29 cu. ft. of cargo capacity. (See diagrams, measurements on back cover.)

Everything else is designed with the same solid, basic features that can save so much on operating costs—and make our Pinto Sedans a great buy for the money.



Pinto Runabout (above, and left) in Dark Brown Metallic (Code 5J) with Luxury Decor Group. It includes Exterior Decor Group, woodgrain applique touches inside, choice of pleated vinyl inserts or special houndstooth cloth trim (left), cut-pile carpeting, and other fine features. Interior trim available in Black, Blue, Light Green or Tan (Code BU), as shown. (See page 6 for complete Luxury Decor Group content.)

**NOTABLE STANDARD FEATURES—SEDANS**  
**2-Door Sedan, Functional**—2300-cc. 4-cylinder engine □ Fully synchronized, 4-speed manual transmission with floor-mounted shift □ Manual rack-and-pinion steering □ Manual front disc brakes □ Gas-saving 13" BSW steel-belted radial ply tires □ DirectAir Ventilation □ Inside hood release □ Big-car type Ford Lifeguard Design Safety Features, including side door beams, protective bumpers, and many others.

**Appearance & Comfort**—All-vinyl front bucket seats □ Floor mats □ Mini-console □ Bright backlite/windshield moldings □ Slotted black wheels and hub caps.

**3-Door Runabout**, all of above plus: Rear liftgate □ Fold-down rear seat □ Color-keyed carpeting in passenger compartment and load area.

Notes: See Notable Standard Features above. Other items shown are optional. Options are detailed on pages 6-7. See measurements on back cover. See Color Code reference on back cover.



# PINTO WAGON.

Outsells all other Wagons,  
big or small.



Pinto Wagon beautifully combines durability and economy with cargo carrying versatility. Manual front disc brakes, for straight, fade-resistant stops with little pedal effort, are standard. Wagon here shown in Dark Blue Metallic (Code 3G), with Exterior Decor Group, Deluxe Bumper Group (see page 6).

Meet Pinto Wagon. You get Ford Wagonmaster features and leadership with basic Pinto economy virtues. It also offers comfort for four and cargo space you don't expect in a sub-compact Wagon. With the rear seat down, there's a carpeted loadfloor nearly six feet long. And 57.6 cubic feet to carry things like bikes, bales of hay, or what you will.

A 2300-cc. 4-cylinder engine delivers ample power economically—and it's standard. So is the 4-speed manual transmission. For added power you can opt for the new 2800-cc. V-6 engine, which is offered only with the optional SelectShift Cruise-O-Matic.

Handling and parking are smooth and easy. With a tight 30.7 ft. turning diameter. Power steering is optional. Standard manual front disc brakes help you stop with ease. Power front disc brakes are optional. Black sidewall steel-belted radial ply tires, designed for long tread life, are standard.

Durability. Comfort. Low Price. Wagonmaster features and leadership. Good reasons why the closer you look, the better we look.



Standard Wagon Interior shows just how much you can carry in comfort, amid smartly styled interior. Four adults, plenty of cargo. There's cut-pile carpeting in the passenger area, 14-oz. durable carpet covers the cargo floor. Medium Blue Vinyl trim (Code AB) shown.



Easy-loading Cargo Area. There's almost six feet of carpeted load length with the second seat folded down. (See back cover for measurements and floor diagrams.)



Pinto Wagon with Squire Option. Distinctive Squire styling with woodgrain vinyl paneling, bright accents inside and out. Medium Copper Metallic (Code 5M) shown is one of 14 colors to choose from. Squire interior comes in choice of plated all-vinyl (see left) in Tan (Code CU), or vinyl with houndstooth cloth inserts. See page 7 for Squire Option details. Convenience and Deluxe Bumper Groups also shown.



## NOTABLE STANDARD FEATURES—WAGON

**Functional**—2300-cc. 4-cylinder engine □ Fully synchronized, 4-speed manual transmission with floor-mounted shift □ Manual rack-and-pinion steering □ Manual front disc brakes □ BSW steel-belted radial ply tires □ Direct-Aire Ventilation □ Inside hood release □ Full upswinging luggage with fixed backlite and luggage open warning light □ Flipper rear quarter windows □ All Ford Lifeguard Design Safety Features, including side door beams, protective bumpers, and many others.

**Appearance & Comfort**—Comfort-contoured all-vinyl front seats □ Fold-down rear seat □ Color-keyed carpeting in passenger compartment and cargo area □ Mini-console □ Bright window and belt moldings □ Slotted black wheels and hub caps.

Notes: See Notable Standard Features above. Other items shown are optional. Options are detailed on pages 6-7. See measurements on back cover. See Color Code reference on back cover.



# PINTO OPTIONS.

## Add all the extra comforts and beauty you want.

You can equip your Pinto with more convenience, comfort and good looks to spare from a wide array of quality options. It adds enjoyment as well as basic value.

**Accent Group.** Low-cost elegance. Includes wheel lip moldings, bright window frames, "B" pillar, belt and drip moldings.

**Exterior Decor Group.** Includes Accent Group plus wide color-keyed vinyl insert bodyside and rocker panel moldings, lower back panel molding, wheel covers.

**Luxury Decor Group.** (Illustrated on page 3.) Includes Exterior Decor Group plus: vinyl trim with choice of houndstooth cloth or pleated vinyl inserts, deluxe door trim panels, color-keyed deluxe belts, front seat lighter and rear seat ash tray, instrument panel with woodtone accents, bright parking brake with woodtone grip and color-keyed boot, woodtone shift knob (4-speed manual), multi-directional vent registers, passenger-side door courtesy light switch and deluxe steering wheel with woodtone inserts.

**Sports Accent Group.** Sporty flair, inside and out. (Illustrated below and right.) Interior (below): Includes Luxury Decor Group interior items plus: leather wrapped steering wheel, super sound package and 22-oz. shag carpeting (14-oz. durable carpeting in Wagon and 22-oz. shag in Runabout cargo area). Available in Orange, Green, Tan or Blue. Exterior (at right): Wide wheel lip moldings, WSW steel-belted radial ply tires (optional Raised White Letter Tires also available), styled steel wheels and trim rings, grille badge, 2-Door Sedan, 3-Door Runabout also include vinyl roof, lower bodyside and back panel paint stripes; bright moldings on window frames, belt, center pillar, drip rail and lower back panel. Wagons also include rocker panel molding and narrow Black vinyl insert bodyside moldings. (When Squire Option ordered, wheel lip, rocker panel, bodyside moldings not included.)



**Sports Accent Group Interior** complements the sporty exterior illustrated above.

**Power Disc/Drum Brakes.** Smooth, easy braking.

**Wide Color-Keyed Vinyl Insert Bodyside Moldings.** Add protection and beauty. Narrow Black vinyl insert bodyside moldings available on wagon, woodgrain vinyl with Squire Option. Standard with Exterior Decor, Luxury Decor Groups. Available with Sports Accent Group.

**Vinyl Roof.** Smart topper for Sedan and Runabout models. Includes bright drip moldings. Levant grain texture comes in Black, White, Blue, Light Green or Orange. (Orange available with Sports Accent Group.) Brown Dense grain also available.

**Manual Sunroof.** Let the sunshine in. Steel panel opens, closes easily with turn of handle for 2-Door Sedan and Runabout.

**Metallic Glow Paint.** Bold, bright metallic colors: Avialite in Green, Glow (4T), Silver Blue Glow (3M), and Tan Glow (5U).

**New 2800-cc. V-6 Engine** (with SelectShift Cruise-O-Matic) Runabout and Wagon. Powerful yet economical. Dual exhausts.



### Other options available

**Fuel Monitor Warning Light.** Alerts you when engine manifold vacuum is below peak efficiency. You can adjust driving habits to attain better gas mileage.

**Deluxe Belts.** Color-keyed to interior, include deluxe buckles. Standard with Convenience, Luxury Decor, Sports Accent Groups and Squire Option.

**Super Sound Package.** Added insulation enhances riding comfort. Standard with Sports Accent Group.

**DuraWeave Vinyl.** Polyknit trim, with rich look and feel of cloth, good wear- and fade-resistance and cleanability. Available on Runabout and Wagon with or without Luxury Decor Group or on Wagon with Squire Option. In Tan, Blue or Green.

**Heavy-Duty Battery.** 53-amp. Reserve capacity for options, stop-and-go driving, extra starting power. Standard with 2.8 Liter V-6 engine.

**Handling Suspension.** (Sedan, Runabout.) Comes with stiffer spring rates, shock absorber valving and front stabilizer bar.



**SelectAir Conditioner.** All-season comfort. Warm, cools, dehumidifies. Tinted glass recommended.

**SelectShift Cruise-O-Matic Transmission.** Shift manually or automatically with this smooth 3-speed transmission.

**Radios—AM, AM/FM Stereo, AM/FM Monaural.** High fidelity sound. AM and AM/FM Monaural all-transistorized. AM/FM Stereo has twin door speakers for rich concert quality.

**Power Steering.** Parking is easy, steering smooth and precise.

**Rear Window Electric Defroster.** Flip a switch and frost and ice melt away. Includes rear window tinted glass.

**Tinted Glass.** Helps reduce glare, recommended with SelectAir Conditioner. (Standard with Rear Window Electric Defroster.)

**Rear Quarter Flipper Windows.** Open, close easily, light-sealing. Come with bright frames, moldings on center pillar, belt line, drip rail. Standard on Wagon.

**Dual Accent Paint Stripes.** Add a stylish touch.

**Deluxe Bumper Guards.** Front and rear bumper guards with rubber inserts, full-width horizontal rub strips. Bumper Guards also available separately, front or rear.

**Traction-Lock Differential.** Extra rear wheel traction in mud and snow, keeps car moving where others bog down.

**Squire Option.** (Illustrated, detailed on page 5.) Interior. Comes with all trim items listed in Luxury Decor Group plus cargo area lamp. Exterior: Wheel covers, woodgrain vinyl paneling on bodyside and luggage, Squire ornamentation.

**Model shown:** 3-Door Runabout with Sports Accent Group in Light Green Gold Metallic with Polar White (Code 42 with 5D).

**Convenience Group.** Added safety and convenience with inside day/night mirror, outside remote control color-keyed dual mirrors, vinyl vanity mirror, color-keyed deluxe belts and cigar lighter.

**Light Group.** Lights for under hood, glove box, ash tray, cargo area (Wagon), parking brake warning lights, headlights, "lights on" warning buzzer, passenger-side door courtesy light switch and map light.

**Security Lock Group.** Spare tire lock, locking gas cap, locking inside hood release.

**Luggage Rack.** Adds dress and extra carrying space on roof. Includes bright side rails and roof skid moldings. Air deflector on Wagons.

**Color-Keyed Carpeting.** 12-oz. cut-pile carpeting on 2-Door Sedan, standard on Runabout and Wagon.

**Protection Group.** Door edge guards, front floor mats, license plate frames and glove box lock.



(A) Trim Rings/Hub Caps. Added flair. Shown with raised white letter wide-oval steel-belted tires. (B) Wheel Covers. For that beautiful finishing touch. (C) Styled Steel Wheels. Smart styling distinction. Adding trim rings recommended, as shown. (D) Aluminum Wheels. Rugged, sporty look. For extra dash, add optional white sidewall or raised white letter tires.

**Optional Tires.** White sidewall or raised white letter wide-oval steel-belted radials. For complete list, see your Ford Dealer.



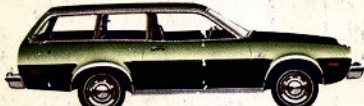
## 1975 Pinto model selector.



Pinto 3-Door Runabout—Dark Red (Code 2M)



Pinto 2-Door Sedan—Bright Yellow (Code 6E)

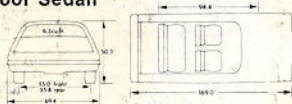


Pinto Wagon—Dark Yellow Green Metallic (Code 4V)

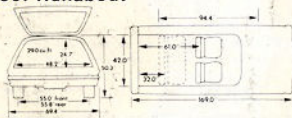


Pinto Wagon With Squire Option  
Silver Blue Glow (Code 3M)

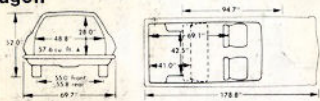
### 2-Door Sedan



### 3-Door Runabout



### Wagon



#### Measurements

	2-Door Sedan	3-Door Runabout	Wagon
Wheelbase .....	94.4"	94.4"	94.7"
Length .....	169.0"	169.0"	178.8"
Height .....	50.3"	50.3"	52.0"
Width .....	69.4"	69.4"	69.7"
Curb Wt. (w/2300-cc.) (lbs.) .....	2594	2621	2769
Trunk Volume (cu. ft.) .....	6.3	—	—
Cargo Volume Index .....	—	20.0	57.6
Rear seat down (cu. ft.) .....	13	14	—
Fuel Capacity (gal.) .....	Unleaded	Unleaded	Unleaded
Fuel Type .....	4	4 (2 with rear seat down)	4 (2 with rear seat down)
Passenger Capacity .....	4	4	4

## What to look for in a basic little car like the new '75 Pinto.

**Cost of ownership.** To get your money's worth, compare price, operating economy and trade-in value. **Price.** Compare what you get for what you pay. Look at what comes standard. For 1975, you get standard features Pinto never offered before. See pages 3 and 5. **Operating economy.** Ask how far you can go on a tank of gas. Also, how often your new car will need scheduled maintenance in the course of 50,000 miles. Pinto is scheduled for major chassis lubrication only once in 30,000 miles and oil change at 5000-mile intervals. Solid state ignition means you don't have to replace points or condenser. These and other features can add up to significant savings. **Trade-in value.** The durable Pinto's popularity last year with economy-minded owners is an indication that it will retain much of its original value when you're ready to trade again.

**Features that let you drive in confidence.** Pinto is built with the same type of Ford Lifeguard Design Safety Features you find on the Ford LTD. The Tot-Guard and Infant Safety Carrier shown here offer comfort and security for little ones, peace-of-mind for you. These items are available from your Ford Dealer. Ask about them. We care about you and those you care about.

**Quality.** Ford takes quality very seriously. We want you to check the care taken to give you quality fit and finish of body seams, doors and trim. Snug, flat carpeting. And we urge you to test-drive Pinto's quiet ride, comfort and handling—signs of excellence you have to experience. You'll find these and other tests of quality in a free, "The Closer You Look Book" you can pick up at your Ford Dealer's.



**Satisfaction after the sale.** Besides deep-down Pinto quality, you need a good service system to take care of anything that may come up. Our goal is: No unhappy owners. And we back it up with a nationwide network of nearly 6,000 Ford Dealers. Each one invites you to test-drive the new Pinto at your earliest convenience.

#### Notes:

The engine in your car is designed to operate on UNLEADED FUEL ONLY (cars sold in the U.S.A.). Leaded fuel can damage the catalytic converter and affect other emission control components.

**Replacement Parts.** Your 1975 Ford Pinto comes with factory engineered Motorcraft battery, oil filter, shock absorbers, Autolite PowerTip Spark Plugs and other Ford approved precision parts. For continued top performance, be sure to specify Motorcraft Parts and Autolite PowerTip Spark Plugs whenever replacement is necessary.

For your convenience, Pinto colors and interior trims are coded. Example: Bright Dark Blue Metallic (Code 3S). Your Ford Dealer will be pleased to show you actual color chips and sample swatches of vinyl roof and interior trim colors.

Illustrations and information presented were correct when approved for printing. Ford Division reserves the right to discontinue or change at any time, specifications or design without incurring obligations.

Some features shown or described are optional at extra cost. Most options are offered on all models. Some options are required in combination with other options. Availability of some model and features described may be subject to a slight delay. Always consult your Ford Dealer for the latest, most complete information on models, features, prices and availability.

The closer you look, the better we look.

FORD PINTO

FORD DIVISION

