

1975 Ford

New, luxurious full-size cars



Landau • Brougham • LTD • Custom 500 • Wagon Highlights

The closer you look, the better we look.



Ford presents two exciting new 1975 LTDs.

This year, we introduce the luxurious Ford Ltd Landau. A distinguished new kind of Ford designed as a logical alternative to longer, heavier, more expensive cars. When you look into the magnificence the LTD Landau offers, you'll find you can get nearly all the things you want at a reasonable price.

We've also created a new Ford LTD that gives you traditional LTD quality now at a new level of value in a full-size car. Designed and priced as the LTD is, we believe it presents a great opportunity to buy a lot of automobile.

Our new LTD's, you see, are more than newly styled motorcars. They are quiet-riding, well-made automobiles. Each with a level of comfort, convenience and luxury that you'd normally associate with more expensive cars.

But don't take our word for it. Prove it for yourself. Inspect all the new Fords now at your Ford Dealer's. You'll find 11 tempting new Fords to choose from. Two LTD Landaus. Two LTD Broughams. Two LTDs. Two Custom 500s. And three new Wagonmaster favorites.

New Fords offer you the room, comfort and security of a well-made car.

Better ideas in design give you further reasons to select Ford. Space for six to sit tall, stretch out, relax in. And a roomy interior concept we call the Ford Front Room.

Another attraction: Ford seats are built for comfort. With a steel-support frame. And intermeshed springs thickly covered by foam cushioning.



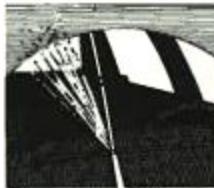
All Fords are built with Ford Safety Design Features. Extra-security like steel side door beams, protective bumpers, and many others. The frame has five rugged crossmembers instead of four. Full coil suspension and shock absorbers maintain firm road contact as they help reduce noise and vibration.

And, gas-saving steel-belted radial ply tires are standard.

All Fords include these standard features.

Here's a partial list of basic values that come standard: 351 2V V-8 engine with Solid State Ignition SelectShift transmission Power steering Power front disc brakes Power ventilation Steel-belted radials Wiper-mounted washer jets Centre pillar windows on 2-Door models Front bumper guards. Luxury refinements like: Fine upholstery fabrics Color-keyed cut-pile carpeting Deluxe steering wheel Deep-well trunk. In addition all LTD's feature items such as: Vinyl insert bodyside moldings Wheel lip moldings Woodtone appliques Brocade Cloth upholstery Hood ornament LTD sound package and more.

LTD Landaus and LTD Broughams offer extra distinctions like: Vinyl roof Wheel covers Special Knit Cloth upholstery Fold-down centre armrest Electric clock, and more.



Ford tells you how and where to look for quality and value in a new car.

Cost of ownership. To get your money's worth, look into price, upkeep and trade-in value. **Price.** Consider what you get for what you pay. Look at what comes standard. Ford's impressive standard feature offerings are listed on pages 3, 6, 7, 8 and 10.

Operating economy. Ask about gas mileage—and upkeep. Many Ford owners find that adjusting how they drive results in good gas mileage. Ford's maintenance schedule emphasizes service savings. **Trade-in value.** Ford popularity extends beyond its desirability as a new car. Ask your Ford Dealer about Ford's good resale value. An indication that for many owners standard-size luxury can be practical. **Look into quality.** You'll improve your ability to choose the well-made car you want by making certain interior, exterior and test-drive quality inspections detailed in "The Closer You Look Book," available **free** at your Ford Dealer's. Get you copy soon.

The closer you look, the better we look.

LTD LANDAU

A new, luxurious full-size car designed as a logical alternative to longer, heavier, more expensive cars.

Ford presents the distinctive new LTD Landau. Easily one of the most luxurious Fords ever built. With fine-car features, plus prestigious styling certain to challenge that of more expensive cars.

Both the 2-Door and 4-Door Pillared Hardtops are proud ways to get a lot of car for your money. Each gives you nearly all the things you'd want from a costlier car. And LTD Landau does it without adding a lot of unnecessary weight and size.

In cost of ownership, you'll find that the new LTD Landau gives you a lot of standard equipment for what you pay—including gas-saving radial ply tires. You get a maintenance schedule

that helps make LTD Landau economical to own. It is so distinctively styled and well-made it is designed to maintain popularity and hold its value until you're ready to trade again.

LTD Landau offers outstanding features, standard. Hidden headlamps, for distinctive styling. Vinyl roof. Wide new color-keyed vinyl bodyside moldings. Front cornering lamps that help you see into turns. Wheel covers. And that's just outside.

Equally impressive are interior luxuries. Flight bench seat, with a fold-down armrest, trimmed with lush Knit Cloth. Padded door panels. Cut-pile carpeting. Right- and left-hand remote control mirrors. Automatic parking brake release. Electric trunk lid release.

Going for LTD Landau are great features like a 351 2V V-8 engine. SelectShift transmission. Power steering. Power front disc brakes, and more. Check the Notable Standard Features list below.

When it comes to options, Ford offers a wide variety of ways in which you can design more driving fun. Which is also why we say the Landau is a sensible alternative to longer, heavier, more expensive cars. The closer you look, the better we look.

NOTABLE STANDARD FEATURES—LTD LANDAU

Functional—351-cu. in. 2V V-8 with Solid State Ignition SelectShift Cruise-O-Matic Transmission Power Front Disc Brakes Power Steering Steel-Belted Radial Ply Black Sidewall Tires Front Bumper Guards Front Cornering Lamps Wiper-Mounted Washer Jets Electric Clock Power Ventilation Convenience Group Lights in Glove and Luggage Compartment, Centre Ash Tray Front Door Courtesy Lights Rear Door Courtesy Light Switches Inside Hood Release LTD Sound Package All Ford Motor Company Safety Design Features like side door beams, protective bumpers, and many others.

Appearance & Comfort—Flight Bench Seat with Centre Armrest Niles Knit Cloth and Vinyl Trim Bright Pedal Trim Deluxe Steering Wheel Color-Keyed Deluxe Belts Bright Seat Side Shields Automatic Seat Back Release (2-Door) Color-Keyed Cut-Pile Carpeting Woodtone Instrument Panel and Door Applique Vinyl Roof Hood Ornament Wide Vinyl Insert Bodyside Moldings Bright Windsplit, Fender Peak, Hood Rear, Door Belt, Drip Rail, Taillamp, Quarter and Window Moldings Centre Pillar Windows (2-Door) "C" Pillar Crest (4-Door) Wheel Covers.

MEASUREMENTS

Wheelbase 121.0" Length 223.9" Height 53.7" (2-Dr.), 54.8" (4-Dr.) Width 79.5" Fuel Capacity (gal.) 20 Curb Weight (lb.) 2-Dr. Pillared Hardtop 4625, 4-Dr. Pillared Hardtop 4657 Passenger Capacity—6.

LTD Landau 2-Door Hardtop in Candyapple Red (Code 2E) with Dark Red vinyl roof.

Notes: See Notable Standard Features above. Other items shown are optional. See Color Code reference on back cover.



LTD Landau 4-Door Pillared Hardtop puts fine-car luxury within reach. Silver Blue Glow (Code 3M) with Blue vinyl roof and matching wide vinyl bodyside moldings.



Landau Luxury Group. Easy way to add plush comfort. ►

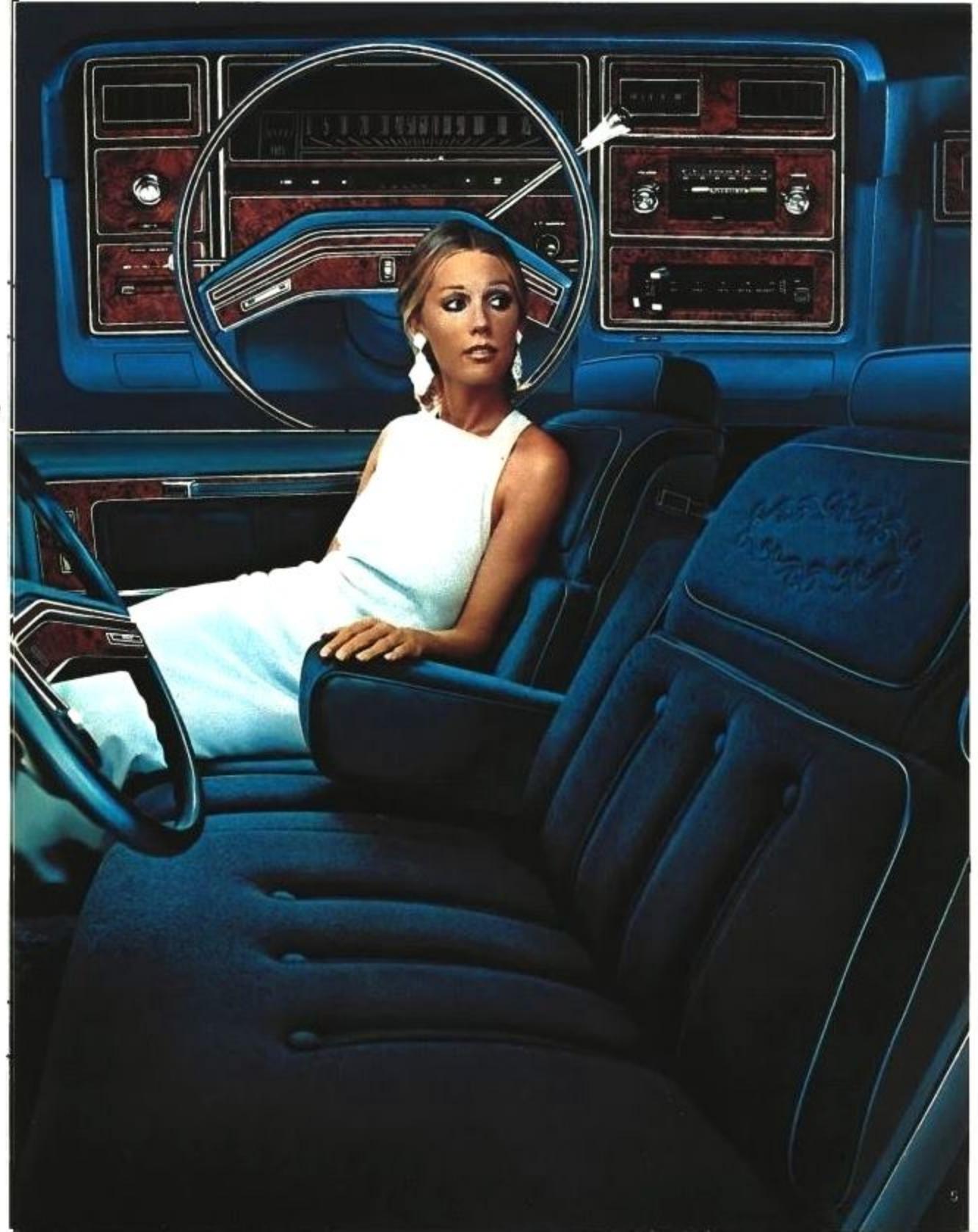
Now you can enjoy salon elegance and bask in compliments to your good taste. New Landau Luxury Group option gives you the sumptuous split bench seat with dual front seat armrests as shown, and passenger recliner, for superb lounge chair comfort. You also get:

Impeccable tailoring in 100% nylon luxury Knit Cloth with the look and feel of cashmere 22-oz. shag carpeting front and rear Burled walnut woodtone instrument panel applique (see right) Front and rear door pull straps, front seat-back assist straps that let passengers enter and exit gracefully (shown below) Digital clock Luxury door and quarter trim panels with woven carpeting on lower door panels (except when White vinyl trim is ordered) Lights where you want them, including an illuminated visor vanity mirror Luxury steering wheel Super sound package, and more Besides Blue (Code KB) shown, Green, Saddle, Tan and Dark Red are available.



◀ Standard LTD Landau interior. Luxurious as it comes.

Impressive standard Landau interior features a soft, yet durable, luxurious Niles Knit Cloth shown in Dark Red (Code HD). Black, Blue, Green, Saddle or Tan are other color choices. All-vinyl trim, in the same colors, except Black, is optional. White all-vinyl can be ordered on 2-Door models. Flight bench seat, with a single plush center armrest, is deep-cushioned for comfort. Note padded door panels with woodtone accents. Convenience Group refinements like right- and left-hand remote control mirrors, automatic parking brake release, electric trunk lid release, and more.



LTD BROUGHAM

Our LTD with distinctive Brougham flair.

LTD Brougham, just a notch below Landau, also makes fine-car ownership accessible to many. There are two tempting models: 4-Door and 2-Door Pillared Hardtops. Both feature distinguished styling, immaculate detailing and the quiet ride of a well-made car.

Superb Ford quality and workmanship are evident on inspection. Narrow, even spacing around doors, hood and deck lid that close precisely. Lustrous paint. Careful attention to detail everywhere. The closer you look, the better we look.

Inside . . . comfort runs deep. You sink into a deep-cushioned bench seat with plush fold-down armrest. Relax on handsomely tailored Westminster Knit Cloth. Spacious refinement for six.

Luxury features, standard, merit close cost-of-ownership comparison. They include an efficient 351 V-8 with Solid State Ignition. SelectShift transmission. Power steering. Power brakes. Wheel covers, and more. The impressive list appears below.

It's another vintage Brougham year, obviously.



LTD Brougham
4-Door Pillared Hardtop in
Ginger Glow (Code 5J), Brown vinyl roof.

NOTABLE STANDARD FEATURES—LTD BROUGHAM

Functional—351-cu. in. 2V V-8 with Solid State Ignition SelectShift Cruise-O-Matic Transmission Power Front Disc Brakes Power Steering Steel-Belted Radial Ply Black Sidewall Tires Front Bumper Guards Wiper-Mounted Washer Jets Electric Clock Power Ventilation Lights in Glove and Luggage Compartments, Centre Ash Tray Front Door Courtesy Lights Rear Door Courtesy Light Switches Inside Hood Release LTD Sound Package All Ford Motor Company Safety Design Features like side door beams, protective bumpers, and many others.

Appearance & Comfort—Luxurious Bench Seat with Centre Armrest Westminster Knit Cloth and Vinyl Trim Color-Keyed Deluxe Belts Bright Seat Side Shields Bright Pedal Trim Deluxe Steering Wheel Automatic Seat Back Release (2-Door) Cut-Pile Carpeting Woodtone Instrument Panel and Door Applique Vinyl Roof Vinyl Insert Bodyside Moldings Dual Accent Palm Stripes Bright Windshield, Hood Rear, Door Bell, Drip Rail, Quarter Window, Rocker Panel with Front/Rear Extensions, Wheel Lip and Taillamp Moldings Centre Pillar Windows (2-Door), "C" Pillar Crest (4-Door) Wheel Covers.

MEASUREMENTS

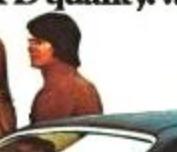
Wheelbase 121.0" Length 223.9" Height 53.7" (2-Dr.), 54.3" (4-Dr.) Width 79.5" Fuel Capacity (gal.) 20 Curb Weight (lb.) 4585, 4-Dr. Pillared Hardtop 4598 Passenger Capacity—6.



LTD Brougham 2-Door Pillared Hardtop in Candyapple Red (Code 2E), White vinyl roof.
Notes: See Notable Standard Features above. Other items shown are optional. See Color Code reference on back cover.

FORD LTD

Traditional LTD quality. Value priced.



Ford LTD 2-Door Pillared Hardtop in Dark Blue Metallic (Code 3G).

Roomy, six-passenger comfort. In 2-Door or 4-Door Pillared Hardtop. With the luxury and convenience features that have long been associated with LTD. Plus even greater news.

And for 1975, LTD comes to you newly styled and value-priced. A price we believe will be within reach of families who previously might have settled for less. Designed and priced as it is, we think it offers a great opportunity to buy a lot of automobile.

Consider LTD's long-standing popularity. Consider LTD's reputation for quality, comfort and quiet ride. Consider that it runs on steel-belted radials, and has many service-saving maintenance features. Consider the peace of mind you get from its solid construction. Consider LTD's resale value. And the value for the price becomes more meaningful.

The best way to determine cost-of-ownership benefits and get your money's worth is to take a close look at the new LTD. Consider its price. Then look at what you get for that price in standard equipment, luxury and refinements. We're confident that you'll choose all LTD has to offer.

NOTABLE STANDARD FEATURES—LTD

Functional—351-cu. in. 2V V-8 with Solid State Ignition SelectShift Cruise-O-Matic Transmission Power Front Disc Brakes Power Steering Steel-Belted Radial Ply BSW Tires Wiper-Mounted Washer Jets Inside Hood Release Power Ventilation 3-Way Magic Doorgate Power Tailgate Window Below-Deck Lockable Storage Compartment Spare Tire Extractor Front Bumper Guards All Ford Motor Company Safety Design Features including side door beams, protective bumpers, and many others.

Appearance & Comfort—Deep-cushioned Bench Seat Summit Brocade Cloth and Vinyl Trim Deluxe Steering Wheel Color-Keyed Cut-Pile Carpeting Wood-tone Instrument Panel and Door Applique Vinyl Roof Vinyl Insert Bodyside Moldings Bright Door Belt, Drip Rail, Hood Rear, Wheel Lip and Rocker Panel Moldings Textured Lower Rear Applique with Bright Reflex Surround Molding Luggage Compartment Mat Centre Pillar Windows (2-Door) LTD "C" Pillar Crest (4-Door) Chrome Hub Caps.

MEASUREMENTS

Wheelbase 121.0" Length 223.9" Height 53.7" (2-Dr.), 54.3" (4-Dr.) Width 79.5" Fuel Capacity (gal.) 20 Curb Weight (lb.) 4539 (2-Dr.), 5039 (4-Dr.) Fuel Capacity (gal.) 17.5 Passenger Capacity—6 (With optional Dual Facing Rear Seats).

LTD 4-Door Pillared Hardtop in Light Green (Code 47).

FORD WAGONS

Innovations keep Ford the Wagonmaster.

Ford keeps coming up with just what you want in wagons. Ideas like the 3-Way Magic Doorgate, quick and easy conversion to cargo duty, spare tire extractor, and more. Even great options like dual facing rear seats (for up to 8 passengers), a recreation table, and others.

This year we offer three newly styled, well-made Ford Wagons: LTD Country Squire, LTD Wagon and the Custom 500 Wagon. Each provides a beautiful blend of luxury and Wagon versatility. Each gives you a cargo volume index of 94.6 cubic feet.

LTD Country Squire, with its classic woodgrain vinyl paneling, sports hidden headlamps. LTD Wagon features exposed headlamps plus rocker panel, wheel lip and vinyl insert bodyside moldings. Spacious, comfortable interiors are trimly tailored in durable, easy-care vinyl. Woodtone accents grace the doors and instrument panel. Power tailgate window, load floor carpeting, and more, are standard. (See Notable Standard Features, below.)

A wide array of options is listed on page 11. Complete Wagon details are in the 1975 Wagon catalog, available at your Ford Dealer's.



Inimitable LTD Country Squire, quiet, elegant luxury. Pastel Yellow (Code 6D) with a Brown vinyl roof.

NOTABLE STANDARD FEATURES—FORD WAGONS

Custom 500 Wagon—Functional: 400-cu. in. 2V V-8 with Solid State Ignition SelectShift Cruise-O-Matic Transmission Power Front Disc Brakes Power Steering Steel-Belted Radial Ply BSW Tires Wiper-Mounted Washer Jets Inside Hood Release Power Ventilation 3-Way Magic Doorgate Power Tailgate Window Below-Deck Lockable Storage Compartment Spare Tire Extractor Front Bumper Guards All Ford Motor Company Safety Design Features including side door beams, protective bumpers, and many others.

Appearance & Comfort: Bench Seats with All-Vinyl Trim Color-Keyed Cut-Pile Carpeting Full-Length Padded Armrests Centre Ash Tray and Dome Lights RH Front Armrest Ash Tray, Two Rear Ash Trays Load Floor Carpeting Deluxe Steering Wheel Bright Chrome Hub Caps.

LTD Wagon: All of the above plus: Vinyl Insert Bodyside Moldings Glove Compartment Light Woodtone Applique on Instrument and Door Panels Hood Ornament LTD Sound Package and more.

LTD Country Squire: All the above with these differences: Distinctive Woodgrain Vinyl Bodyside and Doorgate Paneling Hidden Headlamps with Ornamentation Unique Landau High-Series Hood Ornament Bright Windsplit Molding Electric Clock Cargo Light Wheel Covers.

MEASUREMENTS

Wheelbase 121.0" Length 225.6" Height 56.7" Width 79.9" Cargo Volume Index 94.6 cu. ft. Curb Weight (lb.) 4991 (LTD), 5039 (Squire) Fuel Capacity (gal.) 17.5 Passenger Capacity—6 (With optional Dual Facing Rear Seats).

*Plus 9.1 cu. ft. of lockable below-deck storage, and 5.4 cu. ft. with Dual Facing Rear Seats.



Popular LTD Wagon in Green Glow (Code 4T) is big on quality, comfort and ride.



FORD CUSTOM 500

Full-size value at the lowest price.

Ford's full-size economy model is newly styled and has many major features you'll find on other full-size Fords.

Available in 2 and 4-Door Pillared Hardtop models, the Custom 500 offers welcome standards like a 351-cu. in. V-8 with solid state ignition and SelectShift Cruise-O-Matic transmission. Power front disc brakes and power steering are dependably standard too. And there's more.

Inside a new level of luxury in Ford's full-size economy model. You can relax on deep-cushioned seats neatly tailored in cloth and vinyl. There are full-length door armrests. Color-keyed steering wheel and column. Rich, color-keyed cut-pile carpeting graces the floor.

Beneath the beauty you get the basic quality and durability, professionally engineered into every Ford product.

It's easy to see why the Custom 500 is among Canada's value favourites.



Ford Custom 500 2-Door Pillared Hardtop in Maroon Metallic (Code 2Q) with Red vinyl roof.

NOTABLE STANDARD FEATURES— CUSTOM 500

Functional—351-cu. 2V V-8 with Solid State Ignition SelectShift Cruise-O-Matic Transmission Power-Front Disc Brakes Power Steering Steel-Belted Radial Ply Black Sidewall Tires Front Bumper Guards Wiper-Mounted Washer Jets Power Ventilation Front Ash Tray

Light Inside Hood Release All Ford Safety Design Features like side door beams, protective bumpers, and many others.

Appearance & Comfort

—Deep-Cushioned Bench Seat Cloth and Vinyl Trim Deluxe Steering Wheel Color-Keyed Cut-Pile Carpeting Rocker Panel Molding Textured Lower Rear Applique with Bright Reflex Surround Molding Luggage Compartment Mat Chrome Hub Caps.

MEASUREMENTS

Wheelbase 121.0" Length 223.9" Height 53.7" (2-Dr.), 54.3" (4-Dr.) Width 79.5" Fuel Capacity (gal.) 20 Passenger Capacity—6

Ford Custom 500 4-Door Pillared Hardtop in Ginger Glow (Code 5J).

FORD OPTIONS

Design your own degree of extra driving fun, flair and luxury.



Vinyl Roof. (Standard on LTD Landau, LTD Brougham.) Smart cross-hatch grain, beautifully available in Beige, Black, White, Brown, Green, Blue, Red, Tan. On Wagons, vinyl roof in Odense grain that comes attractively in Brown or Tan.

Fingertip Speed Control. Closely maintains present speed without accelerator pedal. Disengages when you brake or actuate switch on steering wheel. Includes luxury steering wheel.

Anti-theft Alarm System. Includes alarm system, locking inside hood release, locking gas cap, spare tire lock and decals.

Fuel Monitor Warning Light. On instrument panel. Alerts you to low engine vacuum.

Protection Group. Includes door edge guards, license plate frames, color-keyed front/rear floor mats with carpet inserts.

Electric Power Door Locks. Convenient and adds security. Includes tailgate power door lock on Wagons.

Luggage Compartment Trim. Cut-pile carpeting, spare tire cover. Side linings and wheelhouse covers. Protects luggage.

Metallic Glow Paint. Add glamour in Silver Blue, Green, Ginger and Tan Glow colors.

Convenience Group. Great package: left- and right-hand remote control mirrors, electric trunk lid release, or power tailgate lock (Wagons), automatic parking brake release, interval windshield wipers, visor vanity mirror, auxiliary ash tray in right front armrest. Standard on LTD Landaus.

Dual Accent Paint Stripes. Dress-up touch to exterior finish. Standard on LTD Broughams.

Left-Hand Remote Control Mirror. Conveniently adjusted from inside. Standard on LTD Landaus.

Fender Skirts. (LTD Landau.) Accentuate side styling.

Security Lock Group. Locking inside hood release, spare tire lock and locking gas cap.

AM/FM Stereo Radio with Tape Player.

Insert your own choice of music for uninterrupted listening pleasure. Two front door speakers, dual rear seat speakers.

V-8 Engine Choices. 400 CID 2V V-8, includes 70-amp, heavy-duty battery (standard on station wagon models.) 460 CID 4V V-8, with 80-amp, heavy-duty battery, dual exhausts. Solid State ignition, with all Ford engines, eliminates replacement of points and condensers.

Luxury Steering Wheel. Adds instant flair, nice steering feel.

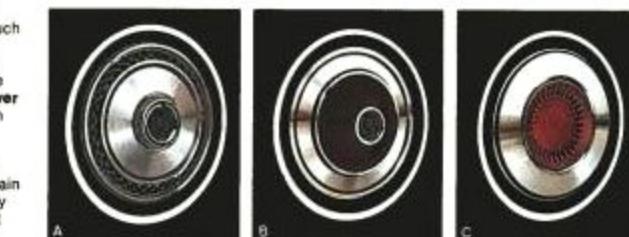
Automatic Seat Belts. Release 2-Door models. Standard on LTD Landau, LTD Brougham. Disengages seat belt latches as door opens. handy when entering with briefcase or luggage.

(A) Wheel Covers. (Standard on LTD Landau, LTD Brougham.) Adds a sporty touch.

(B) Deluxe Wheel Covers. Nice flair, dress-up touch.

(C) Color-Keyed Wheel Covers. Attractively complement vinyl roof or exterior finish on models without vinyl roof.

Each new Ford comes equipped with standard features adequate enough to please most drivers. Yet personal tastes and traveling needs vary. So we offer a wide selection of options with which you can tailor your Ford for even more luxury and convenience.



Digital Clock. Standard with Landau Luxury Group. Quartz crystal accuracy. Tells time at a glance and is dependable as it is contemporary.

Tilt Steering Wheel. 5-position adjustability for easier entry/exit and most comfortable driving.

Fuel Sentry. Vacuum gauge needle tells you when engine manifold vacuum is below peak efficiency so you can adjust driving habits to improve gas mileage.

Deluxe Bumper Guards. Rear bumper guards, front/rear horizontal rubber strips. Wagons include rubber step integrated in rear bumper guard. Standard with Landau Luxury Group. **Rear Bumper Guards.** Includes rubber inserts.

Extended Range Fuel Tank. Adds over 6 gallons to total tank capacity for increased cruising range.

Front Cornering Lamps. Standard on LTD Landau. Helps you see in turns, works with turn signal.

DuraWeave Vinyl Fabric. Supple woven vinyl with rich look and feel of cloth. Has good fade-, soil- and wear-resistance with exceptional cleanability.

Vinyl Seat Trim. Standard on Wagons. Easy-care, long-wear supple vinyl. Cleans with wash or damp cloth.

Luxury Steering Wheel. Adds instant flair, nice steering feel.

Automatic Seat Belts. Release 2-Door models. Standard on LTD Landau, LTD Brougham. Disengages seat belt latches as door opens. handy when entering with briefcase or luggage.

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1975 Ford Selector



Custom 500 4-Door Pillared Hardtop, Ginger Glow (Code 5J)
Custom 500 2-Door Pillared Hardtop



FORD LTD 2-Door Pillared Hardtop, Dark Yellow Green Metallic (Code 4V)



FORD LTD 4-Door Pillared Hardtop, Tan Glow (Code 5U)



LTD BROUHAM 2-Door Pillared Hardtop, Dark Copper Metallic (Code 5Y)



LTD BROUHAM 4-Door Pillared Hardtop, Candyapple Red (Code 2E)



LTD LANDAU 2-Door Pillared Hardtop, Silver Metallic (Code 1G)



LTD LANDAU 4-Door Pillared Hardtop, Silver Blue Glow (Code 3M)



Wagonmaster Wagons: LTD Country Squire, 4-Door, Pastel Yellow (Code 6D), LTD Wagon, Custom 500 Wagon

The closer you look, the better we look.

What to look for in a luxurious full-size car.

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. Ford gives you an impressive list of standard features. See pages 3, 6, 7, 8 and 10.

Operating economy.

Ask how far you can go on a tank of gas. Also, how often your new car will need routine maintenance in the course of 50,000 miles. Many Ford owners find that adjusting how they drive results in good gas mileage. Solid state ignition means you don't have to replace points or condenser. Battery, muffler, and key underbody parts are designed for long life.

Trade-in value.

The well-made, attractively styled Ford has a history of providing its owners with smooth, quiet-riding comfort. Any car with all this going for it tends to be competitive in retaining much of its original value when you're ready to trade again.

Look at these important factors, too.

Features that let you drive in confidence.

'75 Fords are built with all of the Ford Safety Design Features including side door beams, protective bumpers, and many others. The Tot-Guard and Infant Safety Carrier shown here offer security for little ones, peace-of-mind for you. They are available from your Ford Dealer. Ask him 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. Uniformly lustrous paint. Snug, flat carpeting. And we urge you to test-drive Ford's quiet ride, comfort and handling —hallmarks of excellence you have to experience.

You'll find these and other measures of quality in the free "Closer You Look Book" you can pick up at your Ford Dealer's.

Notes:

Replacement Parts. Your 1975 Ford 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, Ford colors and interior trims are coded. Example: Polar White (Code 9D). 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 of Canada 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 models 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.

FORD