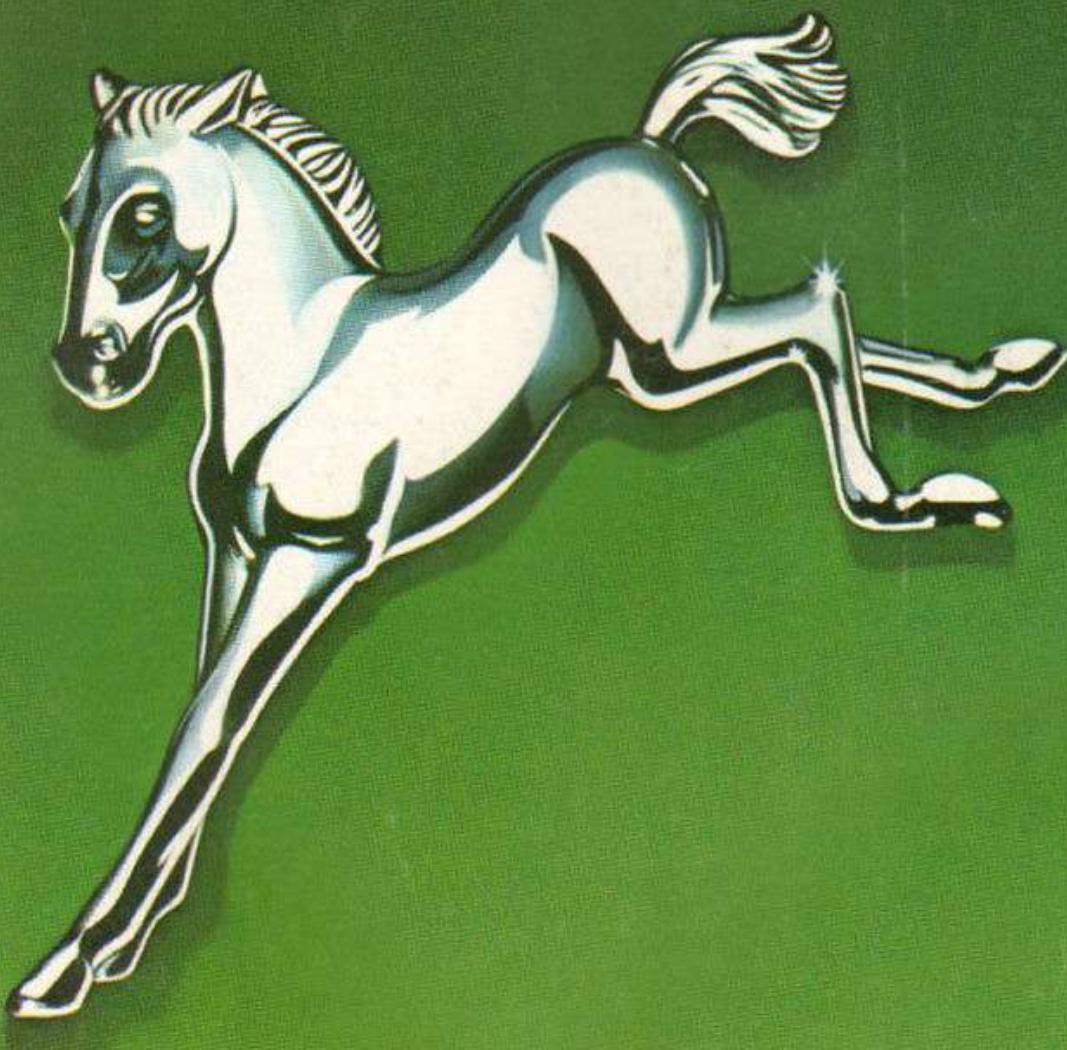


'74 Ford Pinto

2-DOOR SEDAN · 3-DOOR RUNABOUT · AND WAGON HIGHLIGHTS



'74 Ford Pinto

Built to be a basic, economical, durable little car. And this year we've improved the basics.

For a subcompact, we engineered a lot of car into Pinto. We made it tough, durable and economical. It seats four in thick-cushioned comfort. It's fun to drive because it holds the road and corners well. It's low in price, easy on gas, low in upkeep. And it's a smart looking number too.

It all adds up to something we call basic value. A lot of little car for the money. It's the sort of thing that Ford pioneered with the famous Model T a long time ago. And it's the sort of thing that's made Pinto this country's best-selling subcompact.

Pinto comes in a choice of 2-Door Sedan, 3-Door Runabout and a nice, roomy Wagon. Considering how popular it is, we could have left Pinto alone this year. But we didn't.

We made Pinto an even better value. A bigger 2000-cc. 4-cylinder engine comes standard to match our 4-speed manual transmission. It's a rugged overhead-cam engine with 8.2 to 1 compression ratio that moves out smartly in town or country.

Now, strong roof rails and underbody steel cross bars add more strength to Pinto's solid welded body than ever before. The starter motor, ball joints, universal joints



(Left) Pinto packs a lot of room into a subcompact. Enough for four people. Standard trim includes thick padded high-back bucket seats in durable vinyl, full-width molded rear seat, color-keyed vinyl door panels, carpeting (foot mats in Sedan), mini-console. Medium Blue (Code AB).

Note: For your convenience, Pinto colors include codes — example: Bright Blue (Code 3N). Your Ford Dealer will be pleased to show you color chips and actual swatches of vinyl roof and interior trim colors.

1921 Ford Model T. Basic value is a proud tradition with Ford.



The Roomy Pinto Wagon puts the emphasis on elegance with the woodgrain vinyl paneled Squire Option and Sports Accent Group. Medium Yellow Gold (Code 6C). See page 8 for details.

The versatile 3-Door Runabout adds flair with the Sunroot and Sports Accent Group. Polar White with Bright Green Gold Metallic (Code 9D with 4B). Details on page 11.

The 1921 Ford Model T. Basic value is a proud tradition with Ford.

Our goal:
No unhappy owners.

The people at Ford Motor Company and Ford Dealers have dedicated themselves to an ambitious goal — no unhappy owners. This means that when you select a Pinto, you get a product engineered and built to high quality standards. You get the full attention of a dealer organization whose primary interest is your satisfaction. This is a deep and personal interest that continues as long as you own your car. We listen to our owners—and we will do everything possible to make sure you get all the good things planned and built into your Pinto.



The Pinto 2-Door Sedan, highlighted by the gleaming Accent Group is a smart looking, easy riding car for the money. Bright Blue (Code 3N).

Note: See Notable Standard Features for 3-Door Runabout on pages 4-5, for 2-Door Sedan on pages 6-7 and for Wagon on pages 8-9. Other items shown are optional.

Ford Pinto 3-Door Runabout

Makes a practical car more fun. A fun car more practical.

What a difference a door makes. Especially when it's added to the rear of a '74 Pinto. That's our handy Runabout, the car with even more basic value. It comes with a big lift-up rear door and a rear seat that folds down to give you plenty of cargo space—up to 29 cubic feet worth. Our Pinto Runabout is a practical car that carries four people. And with the rear seat down, it's a fun car with plenty of room for fishing gear and an outboard motor.

Loading is a snap, too. The rear door is pneumatically-operated. Just lift it up and up it stays. Out of the way. The rear seat with new easy release folds down with a flip of the wrist to reveal five feet of

floor. And it's flat and carpeted. Pinto Runabout is durable as well as economical. The body is welded into one piece of steel. This year, extra reinforcements have been built into the roof and underbody. The standard 2000-cc. engine is rugged, simple to maintain and easy on gas.

Around town or out on the highway, the Runabout rides and handles like the name implies. Quick and easy. Thanks to rack-and-pinion steering, manual front disc brakes (new standard feature for '74), wide stance and ball joint front suspension system.

The Pinto Runabout is just the ticket for the man who wants to tailor his car. And one way to

start is with the optional Sports Accent Group. It comes with a luxury interior, exterior accent paint, vinyl roof, steel-belted radial ply whitewalls, and much more. This year, we've added color-keyed wheel covers and a "super sound" insulation package.

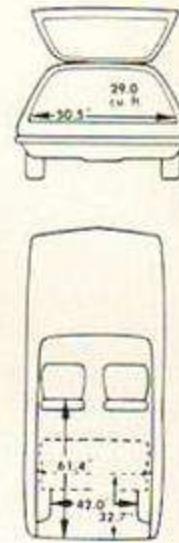
You'll also want to consider the new optional 2300-cc. engine, SelectShift Cruise-O-Matic, Sunroof, SelectAire Conditioner and Mirror Group. Described on pages 10 and 11.

Any way you choose to equip it, the Pinto Runabout is a durable, dependable, economical little car. With plenty of space and plenty of basic value.



Pinto 3-Door Runabout with Luxury Decor Group shows just how versatile and stylish this little car can be. Medium Brown Metallic (Code 5H).

Note: See Color Code reference on page 2.



NOTABLE STANDARD FEATURES — 3-Door Runabout

Functional—2000-cc. 4-cylinder engine □ Fully synchronized, 4-speed manual transmission with floor-mounted shift □ Manual front disc brakes □ 6.00x13 BSW tires □ Impact Resistant Front and Rear Bumper Systems □ DirectAire Ventilation □ 3-speed heater □ Liftgate □ Parking lamps □ Inside hood release □ Seat Belt Interlock System □ All Ford Motor Company Lifeguard Design Safety Features listed on page 12.

Appearance & Comfort—High-back, contoured all-vinyl front seats □ Fold-down rear seat □ Color-keyed carpeting in passenger compartment and load area □ Mini-console □ Reversible keys, "keyless" locking □ Bright backlite/windshield moldings □ Slotted argent wheels and hub caps.

MEASUREMENTS

Wheelbase	94.2"	Rear Compartment	
Length	169.0"	Effective headroom	36.2"
Height	50.3"	Effective legroom	30.7"
Width	69.4"	Shoulder room	51.0"
Front tread	55.0"	Cargo vol. (cu. ft.)	
Rear tread	55.8"	Rear seat down	29.0
Curb weight (w/2000-cc.)	2423	Fuel capacity	
Front Compartment		& type (gal.)	13.0 (Reg.)
Effective headroom	37.3"	Passenger capacity	4 (2 with rear seat down)
Effective legroom	40.8"		
Shoulder room	52.5"		

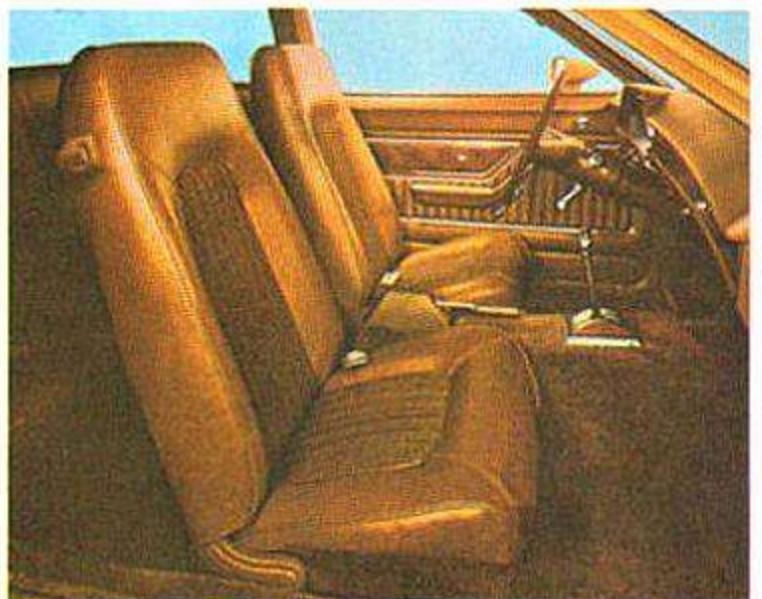
Note: See Notable Standard Features above. Other items shown are optional.



Sports Accent Group Interior. Complements the sporty exterior with vinyl trim and cloth inserts, cut-pile carpeting, deluxe 2-spoke steering wheel and deluxe shoulder/lap belts. Exterior touches include color-keyed wheel covers, lower bodyside and rear panel accent paint, vinyl roof, steel-belted white sidewall radial ply tires, and more. See page 10 for details. Medium Orange (Code BC).



Pinto 3-Door Runabout with Sports Accent Group combines sporty styling with surprising load-carrying ability. Polar White and Orange (Code 9D with 5W).



Luxury Decor Group Interior. Turn on the charm with vinyl trim and a choice of pleated vinyl or cloth inserts, deluxe door trim panels and cut-pile carpeting. Also included are deluxe 2-spoke steering wheel, woodtone instrument panel trim, deluxe seat and shoulder belts, exterior accent group, and many more features. Saddle (Code 8Z). See page 10 for complete details.

Ford Pinto 2-Door Sedan

For basic value . . . it's a tough little car to beat.

The '74 Pinto 2-Door is a beautiful example of just how much car you can get for so little money. But a low price tag is just one of many reasons to take a good close look at Pinto.

You'll find it doesn't look at all like a subcompact. Not with its smooth, subtle styling and six-step paint process. The all-welded body is electrocoated against rust and corrosion. And painted five more times to provide a tough, durable finish.

Inside, Pinto is done up in vinyl with plush bucket seats of surprising comfort. And for a more striking appearance, inside and out, you can add such options as the Luxury Decor Group.

On the road, Pinto shows another face. Plenty of power from a 2000-cc, overhead-cam 4-cylinder engine. Good feel of the road with its 4-speed manual transmission. Nimble handling and cornering with rack-and-pinion steering, ball joint front suspension and beefed-up front and rear suspensions. Road-holding stability with a wide stance.

You'll want to consider the new

Pinto 2-Door Sedan with White Side-wall Tires. It's low on price and high on value. Orange (Code SW).



NOTABLE STANDARD FEATURES—2-Door Sedan

Functional—2000-cc, 4-cylinder engine. □ Fully synchronized, 4-speed manual transmission with floor-mounted shift. □ Manual front disc brakes. □ 6.00 x 13 BSW tires. □ Impact Resistant Front and Rear Bumper Systems. □ DirectAire Ventilation. □ 3-speed heater. □ Parking lamps. □ Inside hood release. □ Seat Belt Interlock System. □ All Ford Motor Company Lifeguard Design Safety Features listed on page 12.

Appearance & Comfort—High-back, contoured all-vinyl front seats. □ Floor mats. □ Mini-console. □ Reversible keys, "keyless" locking. □ Bright backlite/windshield moldings. □ Slotted argent wheels and hub caps.

MEASUREMENTS

Wheelbase	94.2"	Effective legroom	40.6"
Length	169.0"	Shoulder room	52.5"
Height	50.3"	Rear Compartment	
Width	69.4"	Effective headroom	36.2"
Front tread	55.0"	Effective legroom	30.7"
Rear tread	55.8"	Shoulder room	51.0"
Curb weight (w/2000-cc)	2443	Trunk Volume—(cu. ft.)	6.3
Front Compartment		Fuel capacity	
Effective headroom	37.3"	& type (gal.)	13 (Reg.)
		Passenger capacity	4

Note: See Notable Standard Features above. Other items shown are optional.

***All 1974 Pinto engines** are designed to operate on regular gasoline with octane rating of at least 91 (Research Method) when the engine is adjusted to factory recommended specifications.

Note: See Color Code reference on page 2.

Pinto 2-Door Sedan with Luxury Decor Group, Sunroof and Vinyl Roof shows how you can dress up your Pinto to suit your taste. Tan Glow (Code 5U).

Ford Pinto Wagon

The best selling economy wagon...
for a lot of good reasons.

Who but Ford, the Wagonmaster, would build so much space into a compact wagon? The versatile Pinto Wagon comes with all the features and basic value of the whole Pinto line. But it's nearly 10 inches longer. And it hauls a whole lot more.

To prove it to yourself, simply open the liftgate and fold down the rear seat. Presto. You have a smooth, carpeted floor almost six feet long, and over 60 cubic feet of cargo capacity. Enough to hold anything from a bicycle to a bale of hay. The counterbalanced liftgate makes loading a snap.

The 2000-cc engine delivers plenty of power. There's a 4-speed manual transmission. You can add the optional new 2300-cc. engine, SelectShift Cruise-O-Matic and other options shown on pages 10 and 11.

For all its practical features, Pinto Wagons are high on comfort and luxury, too. You'll enjoy high-back vinyl bucket seats, plush color-keyed carpeting in both passenger and cargo areas and a versatile mini-console up front.

How much goes into a Pinto Wagon? Four adults and plenty of cargo. Fold the rear seat down and you have almost six feet of loadfloor space. Medium Blue (Code AB). See diagrams above for details. (Note: For combined passenger and cargo load exceeding 900 lbs., optional radial-ply tires are recommended.)



NOTABLE STANDARD FEATURES — Wagon

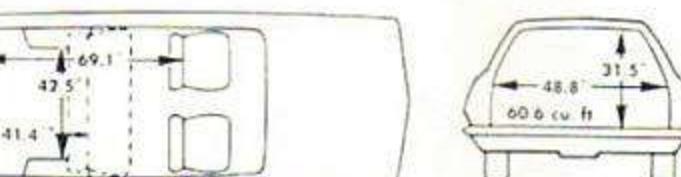
Functional—2000-cc. 4-cylinder engine □ Fully synchronized, 4-speed manual transmission with floor-mounted shift □ Manual front disc brakes □ A78 x 13 BSW tires □ Impact Resistant Front and Rear Bumper Systems □ DirectAire Ventilation □ 3-speed heater □ Parking lamps □ Inside hood release □ Full upswinging liftgate with fixed backlite □ Flipper rear quarter windows □ Seat Belt Interlock System □ All Ford Motor Company Lifeguard Design Safety Features listed on page 12.

Appearance & Comfort—High-back, contoured all-vinyl front seats □ Fold-down rear seat □ Color-keyed carpeting in passenger compartment and cargo area □ Mini-console □ Reversible keys, "keyless" locking □ Bright window and belt moldings □ Slotted argent wheels and hub caps.

MEASUREMENTS

Wheelbase	94.2"	Shoulder room	52.5"
Length	178.8"	Rear Compartment	
Height	51.9"	Effective headroom	39.3"
Width	69.7"	Effective legroom	30.7"
Front tread	55.0"	Shoulder room	52.0"
Rear tread	55.8"	Cargo capacity (cu. ft.)	
Curb weight (w/2000-cc.)	2647	Rear seat down	60.6
Front Compartment		Fuel capacity	
Effective headroom	37.9"	(gal.) & type	12.0 (Reg.)
Effective legroom	40.8"	Passenger capacity	4

Note: See Notable Standard Features above. Other items shown are optional.



Note: See Color Code reference on page 2.

Easy Loading Cargo Area. With the second seat folded down there is almost six feet of carpeted load length.



Pinto Wagon with popular Squire Option shown with luggage rack and air deflector. Pinto comes in a choice of 15 exterior colors to suit your taste. Bright Red (Code 2B).

Squire Option Interior. Shown in Tan (Code BU). Your choice of deluxe cloth or pleated vinyl seat trim. Includes 14 oz. cut-pile carpeting. For a complete listing of all features in this option see page 10.



Ford Pinto Better Idea Options

Basic value is what Pinto is all about. And that means offering you a good dependable car that fits your needs to a "T." A full range of options is offered to add luxury, looks, convenience, versatility as you wish.

LUXURY DECOR GROUP. Interior—Comes in vinyl trim with either houndstooth cloth or pleated vinyl inserts, deluxe door trim panels, 14 oz. cut-pile carpeting, color-keyed deluxe belts, lighter and rear seat ash tray. The instrument panel and quarter trim panels feature bright dress-up trim with woodtone accents, woodtone accents on the parking brake and shift knob, color-keyed parking brake boot, multi-directional vent registers, passenger-side door courtesy light switch and deluxe 2-spoke steering wheel with woodtone inserts. Exterior—Consists of wheel covers, rocker panel, wheel lip and vinyl insert bodyside protection moldings. 2-Door Sedans and Runabouts also include bright window frame, belt, center pillar, drip, and lower back panel periphery moldings.

SPORTS ACCENT GROUP (RIGHT). Interior—Comes with vinyl seats with houndstooth inserts and all interior trim items listed in the Luxury Decor Group above plus the "super sound" package and 25 oz. cut-pile carpeting. Available in Orange, Avocado, Medium Yellow and Tan. Medium Yellow, right (Code BY).

Exterior—WSW steel-belted radial ply tires (Optional Raised White Letter radial ply tires also are available), color-keyed wheel covers, wheel lip moldings. 2-Door Sedan, 3-Door Runabout include vinyl roof, lower bodyside and lower back panel accent paint. Bright door, quarter window frame, belt, center pillar and drip moldings. Wagons include bodyside vinyl insert and rocker panel moldings.

SQUIRE OPTION. Interior—Comes with all trim items listed in Luxury Decor Group above plus cargo lamp. Exterior—Wheel covers, woodgrain vinyl paneling on bodysides and liftgate, rear Squire script.

VINYL ROOF. Sporty flair for 2-Door Sedans, Runabouts. Comes Black, White, Avocado or Brown with bright drip moldings. (Orange and Yellow available with Sports Accent Group.)

REAR WINDOW ELECTRIC DEFROST. Flip a switch and frost and ice melt away. Includes rear window tinted glass.

FLIPPER REAR QUARTER WINDOWS. Easy to open, easy to close. Rattle-resistant, positive-locking, tight-sealing. Comes with bright moldings. Standard on wagons.

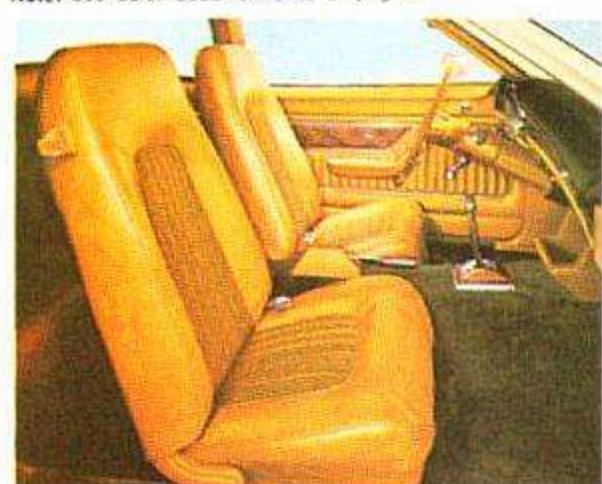
ANTI-THEFT ALARM SYSTEM. Activates horn to attract attention when car is tampered with. Includes locking inside hood release, electric control, control modular, alarm and spare tire lock.

ACCENT GROUP. Nice dress-up includes bright door, quarter window frames, belt, center pillar and drip moldings (2-Door Sedans and Runabouts), wheel covers, wheel lip molding and black vinyl insert bodyside protection moldings.

BODYSIDE MOLDINGS. Added protection to body finish. Includes black vinyl insert, woodgrain vinyl with Squire Option. Standard with Accent Group, Luxury Decor Group, and Sports Accent Group (except Wagon).

METALLIC GLOW PAINT. Bold bright colors with a metallic sparkle. Available in Ginger Glow, Green Glow, Tan Glow.

Note: See Color Code reference on page 2.



MANUAL SUNROOF. Let the sunshine in. Opens and closes easily with a turn of a handle. Designed for 2-Door Sedans and Runabouts.

TINTED GLASS. Recommended with SelectAire Conditioner, it helps reduce glare. Tinted rear window available on Runabout.

MIRROR GROUP. Added safety and convenience with day/night inside mirror, visor vanity mirror and remote control dual color-keyed mirrors.

ANTI-THEFT ALARM SYSTEM. Activates horn to attract attention when car is tampered with. Includes locking inside hood release, electric control, control modular, alarm and spare tire lock.

HANDLING SUSPENSION. Comes with unique spring rates, shock absorber valving and front stabilizer bar to carry heavier loads. 2-Door Sedans and Runabouts only.

TIRES. Available in steel-belted radial ply and non-belted types, white or black sidewalls and wide ovals with raised white letters. See your dealer for a complete list.

LIGHT GROUP. Extra convenience with under-hood, ash tray, glove box, cargo area (wagons), parking brake warning lights, headlights "lights-on" warning buzzer, passenger side door courtesy light switch.



DELUXE BUMPER GROUP. Front and rear bumper guards with vertical rubber inserts. Also horizontal bumper rub strips, front and rear.

BUMPER GUARDS. Available separately for front or rear.

DELUXE BELTS. Color-keyed to interior plus deluxe buckles.

SELECTAIRE CONDITIONER. Solid comfort for all seasons. Warms, cools, ventilates, defrosts. Tinted glass recommended.

COLOR-KEYED CARPETING. 12 oz. nylon carpeting is optional on 2-

PROTECTION GROUP. Includes spare tire lock, door edge guards, front floor mats, license plate frames, glove box lock, and locking gas cap.



SELECTSHIFT CRUISE-O-MATIC TRANSMISSION. Shift manually or automatically with this smooth 3-speed floor-mounted transmission.

AM, AM/FM STEREO, AM/FM MONO-AURAL RADIOS. Choose from casual reception to wraparound sound. Philco-Ford AM/FM Monaural is all-transistorized. AM/FM Stereo has twin speakers for genuine stereo sound. AM radio is all-transistorized for easy listening.



STEEL-BELTED RADIAL PLY TIRES. Have been tested to give the average driver 40,000 miles of tread life under normal driving conditions. Available in white or black sidewalls.



LUGGAGE RACK. Extra carrying capacity. Includes bright side rails, roof moldings and air deflector (wagons).

Door Sedan, standard on Runabout and Wagon.

HEAVY-DUTY BATTERY. For frequent start-stop driving.

Note: See Color Code reference on page 2.

'74 Ford Pinto Model Selector



Pinto 3-Door Runabout Bright Red (Code 2B).



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



Pinto 2-Door Sedan Medium Yellow Gold (Code 6C).



Pinto Wagon with Squire Option Bright Red (Code 2B).

Your '74 Pinto check list. Equip the model you want the way you want it.

MODELS

2-Door Sedan 3-Door Runabout Wagon

EXTERIOR COLORS

Bright Red (Code 2B) Light Blue (3B) Medium Bright Blue Metallic (3E) Bright Blue (3N) Bright Green Gold Metallic (4B) Dark Yellow Green Metallic (4V) Medium Lime Yellow (4W) Medium Brown Metallic (5H) Saddle Bronze Metallic (5T) Orange (5W) Medium Yellow Gold (6C) Polar White (9D) Green Glow (4T) Ginger Glow (5J) Tan Glow (5U)

INTERIOR TRIM SELECTIONS

Fabrics— Vinyl Cloth & Vinyl Pleated Vinyl
Typical Colors Black Medium Blue Avocado Tan Saddle

Medium Orange Medium Yellow

BETTER IDEA OPTION HIGHLIGHTS (See details on pages 10-11)

2300-cc 4-cylinder 2V Engine SelectShift Cruise-O-Matic SelectAire Conditioner Luggage Rack Flipper Rear Quarter Windows Anti-Theft Alarm System Handling Suspension Limited Slip Differential Luxury Decor Group Sports Accent Group Squire Option Accent Group Sunroof Metallic Glow Paints Vinyl Roof Mirror Group Bodyside Molding Protection Group Deluxe Bumper Group Forged Aluminum Wheels Trim Rings/Hub Caps Steel-Belted Radial Ply Tires Leather Wrapped Steering Wheel AM Radio AM/FM Stereo Electric Rear Window Defroster Light Group Color-Keyed Carpeting

Ford cares about your safety

Ford really cares about you and those you care about. You'll find this reflected in each new 1974 Pinto which includes these FORD MOTOR COMPANY LIFEGUARD DESIGN SAFETY FEATURES, standard: Safety-designed front end structure • Safety-designed roof structure • Steel guard rails in side doors • Double-yoke safety door latches and safety hinges • Impact resistant front and rear bumper systems • Safety rim wheels and load-rated tires • Dual hydraulic brake system with warning light • Corrosion-resistant brake lines • Integral lap and shoulder belts with individual lap and shoulder belt retractors and starter interlock for front seat occupants • Positive reminder warning light and buzzer for all front seat occupants • Lap belts with mini buckles for center front and all rear seating positions with retractors for rear outboard occupants • Energy-absorbing steering column and steering wheel • Energy-absorbing armrests and safety designed door handles • Energy-absorbing instrument panel with padding for right and center front passenger • Padded sun visors • Energy-absorbing front seat back tops with padding • Self-locking front seat backs on two-door vehicles • Safety-designed coat hooks • Safety-designed radio control knobs and push buttons (on all cars equipped with radios) • Head restraints or high back seats for front outboard occupants • Safety glove box latch • Inside yield-away rearview mirror • Impact-absorbing laminated safety glass windshield • Turn indicators with lane-changing signal feature • Hazard warning flasher • Backup lights • Side marker lights • Parking lights coupled with headlamps • Two-speed or variable speed windshield wipers • Windshield washers • Outside rearview mirror, driver's side • Glare

reduced instrument panel padding, windshield wiper arms, steering wheel hub and windshield pillars • Uniform transmission shift quadrant (on all cars equipped with automatic transmission) • Locking steering column with warning buzzer • Non-reversing odometer.

NOTES:

For your convenience, Pinto colors include codes—example: Bright Blue (Code 3N). Your Ford Dealer will be glad to show you color chips and actual swatches of vinyl roof and interior trim materials.

Replacement Parts. Your 1974 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.

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 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.

All 1974 Pinto engines are designed to operate on regular gasoline with octane rating of at least 91 (Research Method) when the engine is adjusted to factory recommended specifications.

The closer you look, the better we look.

FORD PINTO

FORD DIVISION

