

'73 FORD PINTO

2-Door Sedan • 3-Door Runabout • Wagon



1973 FORD PINTO BACK TO BASICS

2-DOOR SEDAN
3-DOOR RUNABOUT
WAGON

Quality and Experience. Ford is a very experienced small car manufacturer. We've been building small, dependable, economical cars from the early days of the Model "T" and Model "A" down through the current Cortina, Taunus and Capri of Europe. Ford's subcompact Pinto is another simple, solid car in this long, successful heritage. It is well engineered to give you reliable, comfortable, 4-passenger car transportation at very little cost. Pinto is durable and economical. It's built into all three Pintos—2-Door, 3-Door Runabout and Wagon—because durability and economy represent basic value. That's a major reason for selecting Pinto for your driving requirements. Basic value is simply getting your money's worth. Pinto does that, and more. Here's why:

Dependability. Every 1973 Pinto is equipped with the same type of rugged 4-cylinder engine that has been proven through millions of miles throughout the world. The starter motor, ball and universal joints, and rear wheel bearings are heavy duty. The brake lines have a special rust-resistant coating. The Pinto body is welded solid. It is then electrocoated against rust and corrosion and painted five more times to provide greater durability and less maintenance.

Economy of Operation and Maintenance. We've made Pinto easy to maintain. Normally, Pinto calls for 36,000 miles, or 3 years, between major chassis lubrications and oil filter changes initially at 4,000 miles (or 4 months) and 8,000 miles (or 8 months) thereafter. Other service-savers include 2-year engine coolant anti-freeze, self-adjusting brakes, long-life Motorcraft Sta-Ful battery, corrosion-resistant aluminized muffler, zinc-coated underbody parts, and more. Pinto is also a do-it-yourself car. Lots of Pinto owners will find it easy to clean or replace spark plugs, air cleaner, fuel and oil filters and many other Pinto-simple maintenance jobs.

Stability and Maneuverability. Pinto's ball joint suspension system and wide, stable stance on the road provide positive handling in every road situation. Because Pinto's stance is lower and wider than most other cars, you get

excellent balance on turns and in high crosswinds. Pinto's rack-and-pinion steering is the same kind as on expensive European sports cars. It's standard equipment on Pinto and it makes turning, parking and cornering easier. Please note, too, that it's exclusive. You won't find it on any other domestic compact car.

Safety. To help protect you and your passengers, Ford Motor Company Lifeguard Design Safety Features are built into all 1973 Pintos. There are Steel Guard Rails in side doors, which help absorb side impact forces. One-snap Uni-Lock Shoulder/Lap Belts with Reminder System, and more. In addition, there's an Energy-Absorbing Bumper System that meets 1973 Federal Safety Standards. You'll find a complete listing of all the Pinto Lifeguard Design Safety Features on the back cover.

You Can Tailor Each Pinto. Innovative Ford Engineers give you one of the greatest opportunities in the industry to tailor your Pinto to suit special driving needs. An extensive selection of special options is included in this catalog. You can start with a model choice of 2- or 3-Door Pinto or Pinto Wagon. In the 2- and 3-door you can insert a friskier 2000-cc. engine (standard on wagon). A SelectShift Cruise-O-Matic transmission lets you shift manually or automatically as you wish. You can add an Accent Group, Luxury Decor Group, Squire Option for the

Pinto Wagon, Sunroof, vinyl roof, Steel-Belted Radial Tires, and lots of other options well worth thinking about. Pinto's wide array of choices is listed on pages 12 and 13. But even without these special design elements, Pinto is a neat, tough little car. It's a result of Ford knowledge, experience and quality manufacturing.

**Listening better.
Building better.
That's Ford.**

*All 1973 Pinto engines are designed to operate on regular gasoline with an octane rating of at least 91 (Research Method) when the engine is adjusted to factory recommended specifications.



FOR BASIC VALUE... LOOK TO PINTO



So much for so little. That's value. When it's super-easy to buy and maintain, that's economy. The 1973 Pinto is a new kind of car. Basic. Dependable. Valuable at low initial cost. Pennies to complete. A stable, reliable traveler on the highway. And, big enough for people of just about any size. Basically, that's Pinto for 1973. In 1973, there's a Pinto model to fit every supercompact buyer's budget. The basic Pinto 2-Door Runabout gives you extra load room and extra utility. The 1973 Pinto Wagon is the biggest little Pinto family member, yet has the same sensible, solid value plus room and engine muscle.

You get your money's worth in a Pinto because the basics are hard to beat. Especially basic ideas. And basic values. And basic fun. And Pinto for 1973 is still basic dependability and economy.

COMFORTABLE, ROOMY INTERIORS

Pinto value is much more than skin deep. The inside story is solid, too. Inside, you'll find a model you choose, you'll be surprised at its roominess. It's designed to comfortably seat four big people. The Pinto 2-Door basic interior (shown in the styling display of left, Color AB) consists of cushy, front High Back vinyl bucket seats with energy-absorbing front seat back, full-width molded rear seat, color-keyed vinyl door panels, floor mats and Mini-console. Slip into the interior of a 1973 Pinto today. See if you don't fall in love with the little rascal.

OPTIONS SHOWN

- Accent Group (shown on 2-Door Sedan, described on page 12).
- Sports Accent Group (shown on 3-Door Runabout, described on pages 9 and 13). Sunroof, Dual Racing Mirrors, Forged Aluminum Wheels, White sidewall Tires and Deluxe Bumper Guards.
- Pinto Wagon Squire Option (described on page 11).
- License plate frames shown are dealer accessory.
- Beted Wide Oval Tires with Raised White Letters shown on Runabout not currently available.

For your convenience, each Pinto illustration is color coded, example: (Color 3D). Your Ford Dealer will be pleased to show you a color chip and actual swatches of vinyl roof and interior trim materials.



Basic Pinto 2-Door Sedan with exciting Accent Group. (Color 3D.)



Pinto 3-Door Runabout with Manual Sunroof and Sports Accent Group. (Color 9A with Avocado.)



Practical Pinto Wagon with smart Squire Option. (Color 6E.)



Pinto 2-Door Sedan. Lowest-priced Pinto for 1973. (Color 28.)



Pinto 2-Door Sedan with Luxury Decor Group, Vinyl Roof and Manual Sunroof. (Color 5L.)

FORD PINTO 2-DOOR SEDAN

For your convenience, each Pinto illustration is color coded, example: (Color 30). Your Ford Dealer will be pleased to show you a color chip and actual switches of vinyl roof and interior trim materials.

When you make a solid, sensible, economical little car like Pinto, you only change it to make it better. The Pinto 2-Door is the one that started it all and it's still the only little subcompact car that doesn't look like a little subcompact car. Or act like one. Pinto's solid, spunky 1600-cc. OHV engine kicks out plenty of power for highway cruising or stop-and-go city traffic. And it does it with the same kind of economical mileage on regular gas as the little imports. The smooth, fully synchronized 4-speed transmission, sporty car rack-and-pinion steering and independent suspension make Pinto a very sensible little car. Service intervals call for 4,000 miles between oil changes. You can pamper Pinto, too. There's an extensive list of options on pages 12 and 13. A few to think about are a huskier 2000-cc. overhead cam engine, manual front disc brakes, SelectShift Cruise-O-Matic transmission and Steel-Belted Radial Ply Tires. But if it's strictly basics, Pinto's it. That's why it was designed—to handle the needs of the subcompact buyer—to be economical, durable, dependable, to be more than just good looking. Designed to fit a budget, to be more for your money. And, most important, to be a little wonder.

LUXURY DECOR GROUP Interior:

A little charm never interferes with economy and dependability. The optional Luxury Decor Group (illustrated top right), really spices up Pinto. Shown here in Ginger, highlights consist of "super-soft" vinyl trim with either pleated vinyl or cloth inserts and cut-pile carpeting. The instrument panel features bright dress-up trim with woodtone accents. **Exterior:** Consists of rocker panel molding, lower back panel periphery molding, plus all of the features of the Accent Group which include bright door and quarter window frame belt, center pillar and drip rail molding, wheel covers, wheel lip molding and black vinyl insert bodyside protection molding. (Complete description page 12.)



Luxury Decor Group Interior.

Neatly finished luxury in "super-soft" vinyl trim with choice of pleated vinyl or cloth inserts, warm, practical cut-pile carpeting. Colors: Cf

Mini-Console. A convenient color-keyed "saddle bag" for maps, sunglasses, gloves, etc.



STANDARD FEATURES:

2-Door Pinto. 4-cylinder 1600-cc. 4-speed transmission • high back, contours all-vinyl front seat seats • reversible keys • "keyless" locking • floor mats • DirectAire Ventilation • optional air conditioning • 6.00x13 BSW tires • slotted argent wheels and hub caps • Energy-Absorbing Bumper Systems • front bumper guards • parking lamps • bright beakle/windshield moldings • plus all Ford Motor Company standard Design Safety Features including a rear Steel Guard Rail and Uni-Lock shoulder/hip belts with the new reminder system.

OPTIONS SHOWN

Deluxe Bumper Group, White Sidewall Tires, Luxury Decor Group, Convenience Group, Vinyl Roof, Sunroof (all on Photo, center), SelectAire and AM Radio. License Plate Frames shown are Dealer accessory.

SPECIFICATIONS: 2-DOOR PINTO

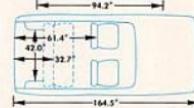
Wheelbase	96.2"	Luggage	33.5"
Tread (front/rear)	55.0"	Passenger room	53.6"
Overall length	164.4"	Hiproom	45.5"
Overall width	64.4"	Front seat in recessed position	
Overall height	59.5"		
Curb wt. (w/1600-cc.)	2720 lbs.	Luggage (usable capacity)	
The Front Compartment: [*]		2-Door	5.9 cu. ft.
Effective headroom	37.5"	The OHV Four 1600-cc.:	
Shoulder room	52.3"	24	
Hiproom	52.8"	Compression ratio	8.0 to 1
The Rear Compartment: [*]		Barrel and stroke	3.19" x 3.06"
Effective headroom	36.3"	Front wheel and grade	Approx. 11 psi/1000 ft.
		Old capacity	3.5 qt.
		Transmission	4-speed manual floor shift



Pinto 3-Door Runabout—practicality and style combined with Luxury Decor Group. (Color SH.)

FORD PINTO 3-DOOR RUNABOUT

Adding a rear door and a seat that folds down to a Pinto that's already practical, makes it even more practical. For handy hauling. For



handy loading. That's the Pinto 3-Door Runabout. The easy handling, pneumatic-operated extra door gives you a cargo area of up to 41.3 cu. ft. When the rear seat is folded down, Runabout's converted flat floor is five feet long (from rear bumper to front seat back). Everything else is the same. Solid, sensible, durable, economical Pinto. Its responsive 1600 cc.

rock solid. Sports car rack-and-pinion steering puts authority in parking, cornering and turning. Pinto's ball joint suspension and wide, stable stance make remarkable road adhesion. Another

paint/tape treatment with matching vinyl roof, cut-pile carpeting, "super-soft" vinyl trim, deluxe door trim panels, and an instrument panel with bright dress-up trim, parking brake and transmission bezel accents and deluxe steering wheel with woodtone insert. See the complete description on page 13.

argent wheels and hub caps • Energy-Absorbing Bumper System • front bumper guards • parking lamps • bright backlite/windshield moldings • plus all Ford Motor Company Lifeguard Design Safety Features including side door Steel Guard Rails and Uni-Lock

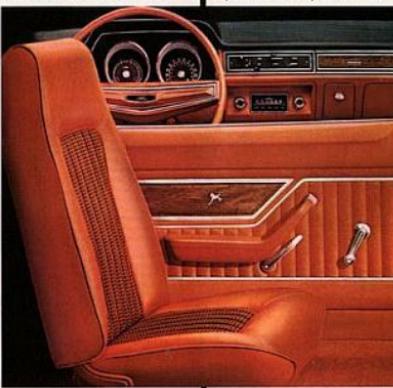


STANDARD FEATURES:

3-Door Pinto Runabout. 4-cylinder 1600-cc. 1V OHV engine • full-sync. 4-speed manual transmission • high-back, contoured all-vinyl front seats • reversible keys, "keyless" locking • DirectAire Ventilation • 3-speed heater • Mini-console • fold-down rear seat • color-keyed carpeting in passenger compartment and load area • liftgate • 6.00 x 13 BSW tires • slotted

Shoulder/Lap Belts with reminder system—positive reminder warning light and buzzer sounds when you shift into a moving gear, reminding front occupants to buckle up.

Sports Accent Group Interior. (Color BC.)



Pinto 3-Door Runabout. Cargo-ready for hauling or cruising with Sports Accent Group (pages 9 and 13). (Color 9A with Orange.)

OPTIONS SHOWN

Luxury Decor Group (on left Pinto, described on pages 7 and 12), Sports Accent Group (above), White Sidewall Tires, Deluxe Bumper Group, Dual Racing Mirrors, Forged Aluminum Wheels, License Plate Frames shown are Dealer accessory.

For your convenience, each Pinto illustration is color coded. For example: (Color 3D). Your Ford Dealer is best qualified to show you a color chip and actual switches of vinyl roof and interior trim materials.

SPECIFICATIONS: 3-DOOR PINTO RUNABOUT

Wheelbase	98.2"	Shoulder room	54.5"
Front (front/rear)	55.0"	Headroom	41.5"
Overall length	166.5"	Legroom	43.0"
Overall width	66.5"	Shoulder room	53.5"
Overall height	69.6"	Legroom	33.8"
Curb wt. (w/1600-cc.)	2054 lb.	Luggage (usable capacity)	41.3 cu. ft.
The Front Compartment*		3-Door Four 1500-cc.:	
Effective headroom	38.5"	Cylinder capacity	3.8 cu. in.
Legroom	43.0"	Compression ratio	8.0 to 1
Shoulder room	53.5"	Front grade	3.15" x 3.06"
Legroom	33.8"	Fuel capacity	approx. 11 gal.
The Rear Compartment*		Transmission	4-speed manual floor shift
Effective headroom	36.3"		
Legroom	38.5"		



Pinto Wagon with classic Squire Option. (Color 4P.)

FORD PINTO WAGON

The 1973 Pinto Wagon—a chip off the old Waggonmaster's block. And built with the same simple, basic values that are Ford and Pinto traditions. The 1973 Pinto Wagon is long on function because it's almost 10 inches longer than the 2- and 3-door models. With the rear seat folded down, there's a floor space length of almost six feet and a volume of over 60 cu. ft. Loads of luggage, groceries or even a bale of hay can fit conveniently in the cargo area. Counterbalanced supports for the full upswinging liftgate help make loading easier. But cargo isn't everything in a station wagon. Comfort, dash and maneuverability are off the beaten track just as much. Pinto's got it. Wide stance, stable comfort on roads that feature bumps and high winds, 2000-cc. engine punch for any turnpike, and rack-and-pinion steering for zip-quick, nimble turns. Front disc brakes are standard and there's a new Energy-Absorbing Bumper System to give greater protection to the car. Service intervals call for 4,000 miles between oil changes. If you're keen on options, Pinto has a wide range to do the job: Select Shift.

PINTO SQUIRE OPTION

Sophisticated simplicity for a solid, sensible, carefree little car. The Squire Option is just that. And, it's in the finest Waggonmaster tradition of Ford and Tomato Squire models.

The Squire Option has decorative woodgrain paneling on the bodysides and liftgate. The Squire Option interior, shown in Avocado, consists of comfort-molded "super-soft" vinyl seats with your choice of pleated vinyl or Monsoon cloth inserts; cutpile carpeting; deluxe shoulder/ lap belts; deluxe door trim

Cruise-O-Matic automatic transmission, Select-Air Conditioner, Steel-Belted Radial Ply Tires, luggage rack, and lots more listed on pages 12 and 13. In every Pinto you have the basics: dependable, reliable, durable, sensible. The 1973 Ford Pinto Wagon is a stout little

panel; cargo light, cigar lighter and rear ash tray; passenger-side door courtesy light switch; bright trim and woodtone instrument panel; transmission shift bezel; parking brake with woodtone grip and deluxe 2-spoke steering wheel.



Beautiful Squire Option Interior. (Color CG.)



panels; cargo light, cigar lighter and rear ash tray; passenger-side door courtesy light switch; bright trim and woodtone instrument panel; transmission shift bezel; parking brake with woodtone grip and deluxe 2-spoke steering wheel.

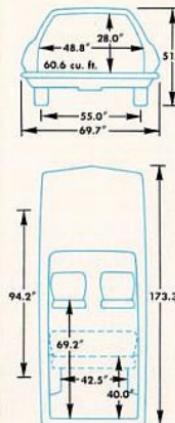
STANDARD FEATURES:

Pinto Wagon. 4-cylinder 2000-cc. 2V OHV engine • full-sync. 4-speed manual transmission • manual front disc brakes • fold-down rear seat • color-keyed passenger and cargo carpeting • high back, contoured front all-vinyl seats • reversible keys, "keyless" locking • door locks • front and rear door handles • Monocrome • A/TB x 13 non-balanced BSW tires • full upswinging liftgate with fixed backlite • bright window and belt moldings • rear flipper quarter windows • slotted argent wheels and hub caps • new Energy-Absorbing

with reminder system—positive reminder warning light and buzzer automatically starts when you shift into a moving gear, reminding front occupants to buckle up for safety.



Bumper System • front bumper guards • parking lamps • plus all Ford Motor Company Lifeguard Design Safety Features including side door Steel Guard Rails and Uni-Lock shoulder/lap belts



SPECIFICATIONS: PINTO WAGON	
Wheelbase	94.7"
Track (front/rear)	56.5"
Overall length	172.7"
Overall width	68.7"
Overall height	57.7"
Curb wt.	2487 lbs.
The Front Compartment:	
Effective headroom	38.8"
Lagroom	43.0"
Shoulder room	52.5"
Hiproom	52.8"
The Rear Compartment:	
Effective headroom	39.6"
Lagroom	31.5"
For your convenience, each Pinto illustration is color coded, except (Color 30). Your Ford Dealer will be pleased to show you a color chip and actual swatches of vinyl roof and interior trim materials.	
The DHC Four 2000-cc.:	
Carside	2V
Compressor	8.914
Brake stroke	3.58" x 3.57"
Fuel capacity and grade	approx. 11 gal., regular
Oil capacity	4 qt.
Transmission	4-speed manual four shift



Pinto Wagon with Accent Group. (Color 3B.)

OPTIONS SHOWN

Pinto Wagon Squire Option, AM Radio, Dual Racing Mirrors (shown with Squire Option) Luggage Rack, Accent Group, Steel-Belted Radial Fly White sidewall Tires, Deluxe Bumper Group.

FORD CARES ABOUT YOUR SAFETY

Ford has been a pioneer in safety design in the automotive industry. Our Safety Research Center has developed stronger, safer, more dependable automotive products for you.

You'll find this reflected in each new 1973 Pinto model which includes these **FORD MOTOR COMPANY LIFEGUARD DESIGN SAFETY FEATURES**, standard: Improved front and rear bumpers • Improved impact-absorbing laminated safety glass windshield • Dual hydraulic brake system with warning light • Glare-reduced instrument panel padding, windshield wiper arms, steering wheel hub, rearview mirror/mirror mounting and windshield pillars • Energy-absorbing steering column and steering wheel • Energy-absorbing armrests and safety-designed door handles • Front and rear lap belts with mini buckles for all seating positions and retractors for front and rear outboard occupants • Shoulder belts for front outboard occupants • Positive reminder warning light and buzzer for front outboard seat belts • Turn indicators with lane-changing signal feature • Inside yield-away rearview mirror • Energy-absorbing instrument panel with padding for center and outboard passengers • Padded sun visors • Locking steering column with warning buzzer • Two-speed windshield wipers • Windshield washers • Double-yoke safety door latches and safety hinges • Steel guard rails in side doors • Hazard warning flasher • Backup lights • Side marker lights • 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) • Outside rearview mirror, driver's side • Safety rim wheels and load-rated tires • Corrosion-resistant brake lines • Uniform transmission shift quadrant (on Pintos equipped with SelectShift) • Parking lamps coupled with headlamps • Non-reversing odometer • Safety design front end structure • Head restraints or high back seats for front outboard occupants • Safety glove-box latch

(on all cars equipped with glove boxes).

Built-in safety is something you have going for you in every Pinto. Take full advantage of this protection as you drive. Obey all traffic laws, think ahead and always buckle up for safety.

Economy of Operation: All 1973 Pintos call for 36,000 miles, or 3 years, between major chassis lubrications. 4,000 miles or 4 months (whichever comes first) between oil changes. Oil filter change initially at 4,000 miles or 4 months, and at 8,000-mile or 8-month intervals thereafter. Other economy features include: self-adjusting brakes, 2-year engine coolant-antifreeze, long-life Motorcraft Sta-Ful battery, corrosion-resistant aluminized muffler, zinc-coated underbody parts, use of regular gas, and more.

NOTES

Color Codes. For your convenience, each Pinto illustration is color coded, example: (Color 6B). Your Ford Dealer will be pleased to show you a color chip and actual swatches of vinyl roof and interior trim materials.

All 1973 Pinto engines are designed to operate on regular gasoline with octane rating of at least 91 (Research Method) when adjusted to factory recommended specifications.

Replacement Parts. Your 1973 Pinto comes with a factory-engineered Motorcraft battery, oil filter, shock absorbers, Autolite Powerlif Spark Plugs and other Ford-approved precision parts. For continued top performance, be sure to specify Motorcraft Parts and Autolite Powerlif 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 or 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 1973 cars must meet Federal Emission Standards before sale. See your Ford Dealer for details.

**Listening better.
Building better.
That's Ford.**



2-Door Pinto Sedan (Color 6B.)



3-Door Pinto Runabout (Color 2B.)



Pinto Wagon (Color 4P.)



Pinto Wagon with Squire Option (Color 5L.)

FORD PINTO

FORD DIVISION

