

Back to basics...

Ford Pinto'72

...better ideas from Ford

2-door Sedan • 3-door Runabout • Station Wagon



THE ALL-NEW PINTO STATION WAGON SHOWN WITH SQUIRE OPTION

THE POPULAR PINTO 2-DOOR SEDAN

THE VERSATILE PINTO 3-DOOR RUNABOUT SHOWN WITH LUXURY DECOR GROUP AND SUNROOF

When you get back to basics, you get back to **FORD PINTO '72**

When your need indicates a small car, you probably want some very basic values.

Dependability. Solid economy. Good mileage and long life. Those basics are our birthplace. The Model T . . . the Model A . . . the first mass-produced station wagon . . . name a basic idea, and chances are Ford built it.

Apply this heritage of solid, sensible, economical transportation to 1972 and you've got Pinto.

The little car with the basic values you want.

ECONOMY OF OPERATION. Service intervals

call for 6,000 miles between oil changes. 36,000 between chassis lubes. The brakes are self-adjusting. Some small cars need a 600- or 1000-mile checkup. Ours doesn't. Besides, you can make minor adjustments and inspections on your own. We designed Pinto to be a do-it-yourselfer (see back cover). But if you're not so inclined, there are almost 6,000 Ford Dealers ready to serve you.

Gas mileage? You could say our little Pinto . . . *increases the gap between gulps*. Both 4-cylinder engines are proven long-distance runners. The thrifty 1600-cc. is standard on 2- and 3-Door Sedans. Or get the spirited 2000-cc. (standard on Wagon). Both handle city and highway driving with ease. The standard transmission is a full-sync, 4-speed manual floor shift with hand-matched gears. The smooth

SelectShift is available with the 2000-cc. **EXTRA-STRENGTH PARTS.** Here are basic values you'll appreciate! The starter motor, ball and universal joints, and rear wheel bearings are heavy-duty. The brake lines have a special rust-resistant coating. There's zinc coating on key underbody parts. More rustproofing than most little cars. And, for greater durability and uniformity, Pinto gets six coats of paint.

STABILITY. Its stance is lower and wider than most other little cars . . . for better balance on turns and surefooted handling in high crosswinds. With an overall width of almost 70" and overall height of only 50", Pinto hugs the ground when and where you want it. And that's stability. **RACK-AND-PINION STEERING.** For precise response with minimum effort, we gave our little Pinto a rack-and-pinion steering system like that

of many European sports cars. With a turning circle of only 31.5 feet and an overall length of just 13½ feet (14.4' for Wagon), you can sneak Pinto into parking spots most other cars have to pass up. It's the only rack-and-pinion design on an American-assembled car. That's a basic value and another better idea from Ford. Now, add all this agility to Pinto's surefooted stance and smooth ride, and you've got a little car that can handle just about any road, street or highway you'd care to put before it.

MORE SPACE WHERE IT COUNTS. There's nothing small about it inside. Over half-a-foot more shoulder room and three inches more hiproom than the leading import. Roomy comfort for four passengers. Ample knee-and-headroom let you sit comfortably in front or in back.

There you have it. Dependability. Solid

economy. Agility. Roomy comfort. And price. The 1972 Pinto . . . a sensible little car. 2-Door Sedan, 3-Door Runabout, and the brand-new Wagon. Get back to basics. Get Pinto.

Options illustrated: Runabout with Luxury Decor Group, vinyl top, Sunroof. Wagon with Squire Option, bodyside protection molding, luggage rack. All with white sidewall tires.



SIDE DOOR STEEL GUARD RAILS

STANDARD FEATURES. 1972 Pintos come with: 4-cylinder 1600-cc. engine (2000-cc. on Wagon) • full-sync, floor-mounted 4-speed manual transmission • A78x13 BSW tires • slotted agent wheel and hub caps • parking lamps • bright backlite/windshield moldings • floor mats • plush, all-vinyl seats • DirectAire Ventilation • 3-speed heater • mini-console • lighter • passenger-side door courtesy light • glove box lock • rear flipper windows (Wagon only) • plus all Ford Motor Company Lifeguard Design Safety Features including side door Steel Guard Rails designed to help absorb side impact forces. And Uni-Lock Harness with the new Seat Belt Reminder System—positive reminder warning light and buzzer automatically starts when you shift into a moving gear, reminding front outboard occupants to buckle up for safety. (See back cover.)

Ford Pinto 2-Door



BASIC PINTO 2-DOOR SEDAN



PINTO 2-DOOR SEDAN SHOWN WITH LUXURY DECOR GROUP AND VINYL TOP

Pinto 2-Door Sedan—the one that started it all—has been the best-selling little American-assembled car all of its life. Why? Because it was designed to fit the many needs of the subcompact buyer. It's small, but has room for four passengers. It's an economy car but has plenty of smart looks. And it's priced low to fit almost any budget. It's a very basic car with a lot of value.

THE INSIDE STORY. Look what we did to the standard interior (right). These plush, new seats feature easy-care, long-wear vinyl. The front buckets and full-width contoured rear seat are comfort-molded with urethane foam. There's lap/shoulder belts with the exclusive Uni-Lock Harness in front and lap belts in back. The seats are

designed for comfort, roominess. Add simplicity and convenience and you have the basis for the whole interior. Or, better—the basics.

The instrument panel features bright dress-up accents and printed circuits. All controls are easy to read, easy to reach. An adjustable, high-level DirectAire ventilating system provides three complete changes of air every two minutes at highway speeds. You also get a Blend-Air hot water heater with 3-way controls. Both systems let you adjust the climate inside to suit you and your passengers' comfort. Convenient simplicity. Comfort. The basics.

Options illustrated: White sidewall tires.



PINTO STANDARD INTERIOR

ACCENT GROUP. It's that little something extra that makes a big dress-up difference. You get: bright window, belt, center pillar and drip rail moldings, wheel covers, wheel lip moldings and vinyl insert bodyside protection molding. Inside—carpeting is a must. (Ordered on Wagon, center pillar and drip moldings not included.)

LUXURY DECOR GROUP. Give your Pinto a little more flair with this unique package. It's a comfort, convenience and designer kit all in one. As shown on the 2-Door above, the exterior features of the optional Luxury Decor Group include rocker panel molding, lower back panel periphery moldings, plus all of the features of Pinto's Accent Group.

The Luxury Decor interior (right) is all new. More luxurious than ever. The plush comfort of these new seats is enhanced with "super-soft" vinyl trim with either pleated vinyl or Manston cloth inserts. Your choice. You get deluxe door trim panels, deluxe lap/shoulder belts and a rear ash tray. The instrument panel features bright dress-up trim with woodtone accents. There's woodtone accents on the parking brake and transmission shift bezel, too. There's more. Multi-directional vent registers and deluxe steering wheel with woodtone insert. Carpeting, a separate option, is required with the Luxury Decor Group. **Options illustrated:** Luxury Decor Group, vinyl top, bumper guards, WSW tires. (Right) SelectShift, radio.



LUXURY DECOR GROUP INTERIOR IN WHITE VINYL WITH PLEATED VINYL INSERTS

Ford Pinto Runabout

GENERAL STORE

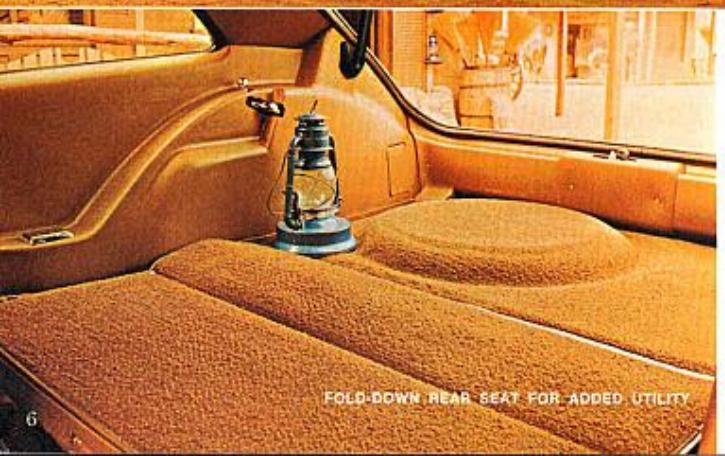
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PINTO 3-DOOR RUNABOUT SHOWN WITH LUXURY DECOR GROUP



PINTO 3-DOOR RUNABOUT FEATURING THE SPORTS ACCENT GROUP IN ORANGE



FOLD-DOWN REAR SEAT FOR ADDED UTILITY

Extra doors are usually for cases of utility. The 3-Door Runabout makes no exception. But its extra door is also for cases of pop. Suitcases. And/or any case where you may need a volume of up to 41.3 cu. ft. With the rear seat folded down (left), that's how large Runabout's trunk is. Five feet long from the rear bumper to the front seat back. Luggage, kids, groceries, golf clubs, saddles. You can pack just about anything. And that's utility. Even with the rear seat up, you have almost six cu. ft. for extra items. You can option the fold-down rear seat on 2-Door Sedans, too.

In addition to standard features

listed on page 3, Pinto Runabout has the full-length liftgate with its enlarged rear window. It swings open easily and stays up on two hydraulic supports for instant, handy loading. You also get color-keyed carpeting in the passenger compartment and on the load floor behind the standard fold-down rear seat.

Set your mind at ease. Runabout is as economical and sensible, and as small and nimble as the 2-Door Sedan. Test-drive Pinto at your Ford Dealer's and see.

Options illustrated: Luxury Decor Group, dual racing mirrors, WSW tires.

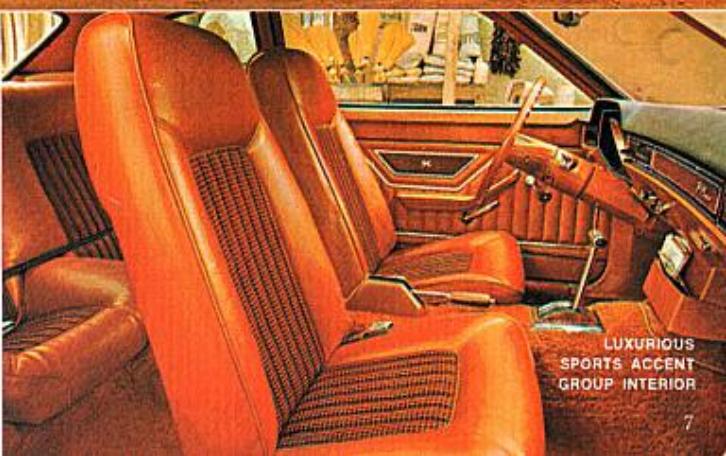
SPORTS ACCENT GROUP. This new option package—the ultimate Pinto designer kit—puts sporty flair and luxury together into one beautiful combination. Available on 2- and 3-Door Sedans, it can be ordered in either orange or avocado.

Now, start out white. Like the Runabout above. Add the exterior features of the Accent Group (except vinyl insert bodyside moldings) as described on page 5. Then sport it up with an orange or avocado paint treatment on the lower bodysides, front and rear valance panels, and lower back panel. Add an orange or avocado vinyl top. (This option is also

available without vinyl top.) And you've got the makings of the best-looking Pinto around. But that's just the outside.

Add all of the interior features of the Luxury Decor Group (described on page 5). Put the orange or avocado Manston cloth inserts in the plush, "super-soft" vinyl seats. Take your shoes off because the unique orange or avocado carpeting is 25 oz. cut-pile. And now you've got not only the most beautiful but the most luxurious Pinto around. As witnessed above and right.

Options illustrated: Sports Accent Group, Wide Oval tires, dual racing mirrors. (Right) SelectShift, radio.



LUXURIOUS
SPORTS ACCENT
GROUP INTERIOR



Ford Pinto Wagon

Now, there's a brand-new member in the family. Pinto Wagon (above right). Also shown is the beautiful Squire option. And in keeping with the family tradition, it's built with the same simple basic values you've come to expect from Pinto. A solid, sensible, carefree little car. With roomy comfort for four passengers.

It's almost ten inches longer than the 2- and 3-door models. With the rear seat folded down, that means a floor space length of almost 70 inches and a volume of over 60 cu. ft. to fill up with just about anything you'd like. Check all the roomy dimensions on the back cover.

Standard on Wagon (plus the features listed on page 3) is the fold-down rear seat and color-keyed rubber cargo mat. (You can option snap-down, foam-backed carpeting for the cargo area if you prefer.) You get bright window moldings, rear flipper quarter windows and counterbalanced supports for the full, upswinging liftgate. 2000-cc. engine and front disc brakes standard, too.

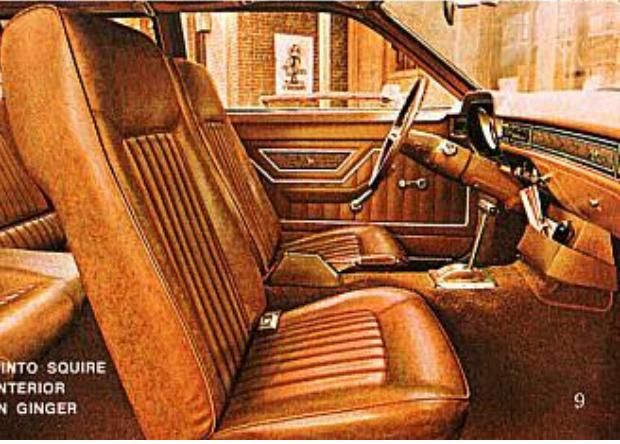
The Squire option comes with all this and more. As shown above, it includes Accent Group features like bright window trim, door belt moldings and wheel covers. The woodgrain on the bodyside and liftgate is a Squire exclusive.

Squire's interior (right) includes the new comfort-molded, "super-soft" vinyl seats with your choice of pleated vinyl or Manston cloth inserts; deluxe lap/shoulder belts; deluxe door trim panels; cargo light and rear ash tray. Multi-directional vent registers come on the stylish instrument panel with its bright trim and woodtone accents. The transmission shift bezel, parking brake grip, and deluxe steering wheel insert are also woodtone.

Pinto Wagon. A new member of the Pinto family—specially designed for your family. Check it out at your nearest Ford Dealer's. Take a good look at the Squire, too.

Options illustrated: Wagon with Accent Group, bumper guards. Squire option with luggage rack, bodyside protection molding with brown vinyl insert. Both with white sidewall tires. (Right) SelectShift, radio.

WAGON STANDARD FEATURES.
All features listed on page 3, plus:
OHC 4-cylinder 2000-cc. engine
• front disc brakes • A78x13 BSW tires
• full, upswinging liftgate with fixed backlite • bright window moldings
• rear flipper quarter windows
• fold-down rear seat • color-keyed rubber cargo mat.



PINTO SQUIRE
INTERIOR
IN GINGER

PINTO DESIGNER KITS

MORE FORD PINTO BETTER IDEA OPTIONS

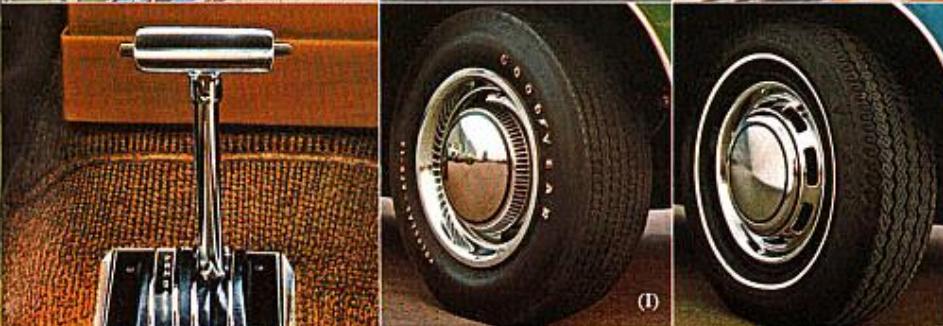
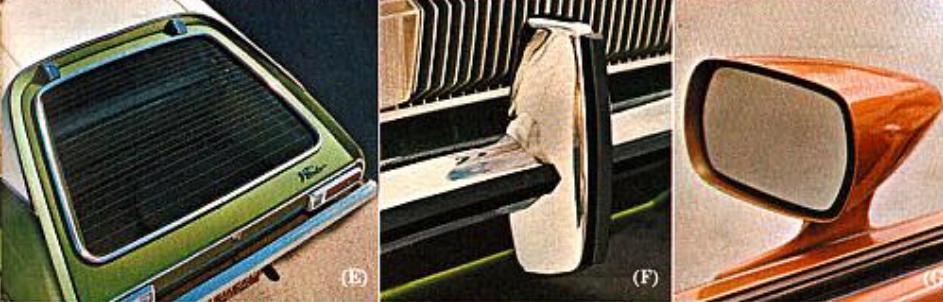
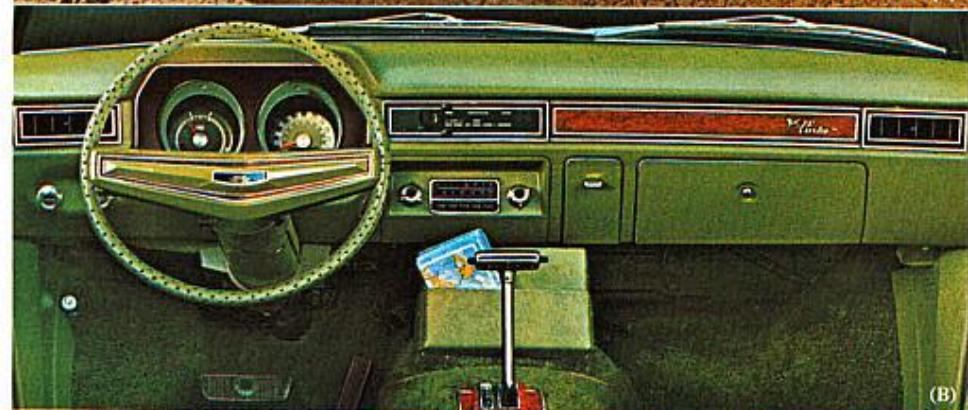
We've explained the Pinto philosophy. To be economical. To be dependable. To be basic. To be just what you're looking for in a small car. But there's nothing there that says you can't spruce it up to meet your personal whims. We designed the options to let you design the car. With practical styling accents and functional convenience features. So, go ahead. Express yourself.

(A) Let the sunshine in with Pinto's new Sunroof. Designed for 2-Door and Runabout models, it consists of a unique sliding steel panel easily opened and closed with a convenient turn handle. You can option it with a vinyl top, too, as shown on this 2-Door Sedan. Also featured is the Sports Accent Group in avocado. (See page 7 for details.)

(B) Here's the Sports Accent instrument panel with its bright dress-up trim and woodtone accents. If you get the 2000-cc. engine, you can get SelectAire Conditioning. It gives you all-season comfort. It cools, defrosts and heats. The AM/FM Monaural Radio, also shown, is a new option. This Philco-Ford all-transistorized, dual-speaker radio keeps you informed, entertained and free from the "drearries" when you take your little Pinto on those long-distance runs. An AM radio is also available. A sporty option for all models, the Leather-Wrapped Steering Wheel consists of the deluxe 2-spoke steering wheel with perforated leather wrapping around the rim. Sewn together with a fine hidden stitch, the leather helps you grip the wheel as the car grips the road.

2000-cc. Engine. This spirited engine is a 4-cylinder overhead-cam type, with a 2-stage carburetor and 8.0 to 1 compression ratio. It comes with the standard 4-speed manual transmission or you can get it with the optional SelectShift Cruise-O-Matic. Either way, it runs on regular gas. And it's standard on Wagon.

(C) Add distinctive sporty flair to a 2-Door or Runabout model with the Vinyl Top. It's available in black, white, dark green or dark brown. The Runabout version, shown here, includes bright roof belt moldings which give a halo appearance along the sides and across the top of the liftgate opening. Bright drip rail moldings are included with the 2-door version. Both are available with the luggage rack or Sunroof options. Another sporty option for these two models is the Bodyside Paint Stripes. This Tuxedo lower bodyside paint treatment adds emphasis to their sleek styling. The front and rear valance panels and lower back panel are also painted in matching colors. Also featured is Tinted Glass. This option, designed to reduce glare, is ideal for Runabout's enlarged rear window. Tinted glass can be ordered complete for all Pinto models.



(D) This Pinto 2-Door Sedan features a chrome Luggage Rack for carrying even more vacation goodies. You know, the ones that end up in your lap or get left behind. You'll have more room for the trip and more fun. It makes whatever pony you choose kind of racy, too. Also featured is the Protection Group. It's designed to protect your Pinto from those who think they can squeeze into as tight a parking spot as you. The option includes bodyside molding with black vinyl inserts, front and rear bumper guards and bumpers with wraparound rubber inserts for extra protection. If you prefer one without the other, bumper guards (F) and vinyl insert moldings are also available separately. Ordered with the Squire Option, the vinyl insert moldings are brown to match the woodgrain.

(E) Heated Backlite. No more scrapers. A flip of the switch removes frost and ice. (Requires 2000-cc. on Runabout.)

(G) Color-Keyed Dual Racing Mirrors. A sporty touch with added convenience. The left-hand mirror is remote-control.

(H) SelectShift Cruise-O-Matic Transmission. A super-convenience option, this smooth 3-speed transmission shifts manually or automatically. Available only with 2000-cc. engine.

(I) Tires and Wheel Covers. Pinto has three optional tires to choose from: an A70x13 white sidewall; an A70x13 belted Wide Oval black sidewall with raised white letters, shown here with the trim ring/hub cap option; and a 175Rx13 radial ply white sidewall shown with optional wheel covers.

(J) Flipper Rear Quarter Windows. Simple, functional design, easy to open and close. They're rattle-resistant, positive-locking and tight-sealing. (Standard on Wagon.)

(K) Manual Front Disc Brakes. Big jet or little Pinto, they're designed for straight, sure stops, even in a downpour. (Standard on Wagon; required with 2000-cc. engine.)

OTHER FORD PINTO OPTIONS

Trailer Towing Package. Your Pinto can tow trailers up to 800 pounds with this new option. It features the extra-cooling radiator with radiator shroud. The SelectShift transmission, 2000-cc. engine and front disc brakes are required with this option.

Convenience Group. This package has all the little touches you'll appreciate: deluxe lap/shoulder belts, day/night inside mirror and a LH remote-control, color-keyed racing mirror.

Ignition Interlock. This option consists of an electrical system which will not permit the engine to start unless the driver's seat belt (and/or the front passenger's seat belt) is fastened.

Color Glow Paint. Two new glamour colors are now available for your Pinto—Ivy Glow and Gold Glow. Other Options. Color-keyed carpeting • HD battery • Rocker panel molding • Door edge guards.

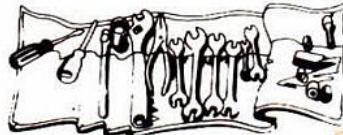
DO-IT-YOURSELF PINTO

To answer that inevitable question—"Just how easy to service, repair and maintain is Pinto?" Get this.

You can change the oil. Clean or replace the spark plugs and air cleaner. You can replace fuel and oil filters. Adjust the parking brake from inside the car. Replace radio, heater and instrument panel bulbs, small bulbs in the outside lights. Loosen a few screws and remove the instrument panel or a damaged grille. You can get at the fuse box easily to replace fuses. The hood opens up to a fully vertical position for easy access to engine parts. And to make it even simpler, order one of our two tool kits at your Ford Dealer's.

BEGINNER'S KIT contains: regular screwdriver, Phillips screwdriver, pliers, 6 open end wrenches, adjustable wrench, socket wrench handle, 2 socket wrench extensions, socket wrench universal adapter, 5 socket wrenches, plug wrench, feeler gauge, vinyl pouch, oil filter wrench, spray lube, fuse puller, and hand cleaner.

MASTER KIT contains precision gauges, meters and specialized tools to main-



tain peak performance of your Pinto; tachometer—timing light—dwell meter, vacuum pressure gauge, belt tension gauge, torque wrench, socket wrench, brake adjusting tool, and oil seal installing drift.

Or get one of Pinto's six do-it-yourself Motorcraft service kits. Order them at your Ford Dealer's, too. Instructions and all required parts are furnished with each kit.

- ELECTRICAL TUNE-UP KIT • LAMP BULB AND FUSE KIT • WINDSHIELD WIPER BLADE KIT
- TAIL LAMP KIT • PARKING LAMP KIT • RADIATOR GRILLE KIT

And, finally, the ultimate helper—Ford's OWNER MAINTENANCE AND LIGHT REPAIR MANUAL. Written clearly and well illustrated, it shows you exactly how to perform many maintenance operations, adjustments and inspections. Get a copy of this 128-page do-it-yourself manual at your local Ford Dealer's. And keep it in the glove box of your new Pinto.

We hope that answers your question.

NOTE: Your 1972 Pinto comes with factory-engineered Autolite/Motorcraft battery, oil filter, shock absorbers; Autolite spark plugs and other Ford-approved precision parts. For continued top performance, be sure to specify Autolite spark plugs and Autolite/Motorcraft parts whenever replacement is necessary.



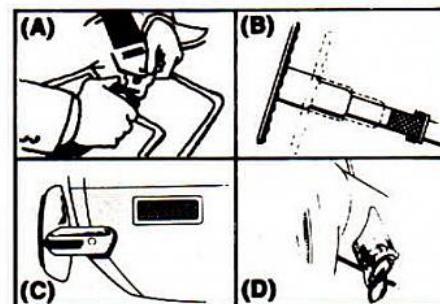
SAFETY FEATURES

Your peace of mind comes first with us at Ford. In automotive safety, we've been the pioneer for the industry. We've even established a Safety Research Center to help develop stronger, safer, more dependable automotive products. You'll find this reflected in each new Pinto (produced after Dec. 1, 1971), which includes these FORD MOTOR COMPANY LIFEGUARD DESIGN SAFETY FEATURES, standard:

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 armrests and safety-designed door handles • Steel guard rails in side doors • 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 • (A) Positive reminder warning light and buzzer (Seat Belt Reminder System) for front outboard seat belts with Uni-Lock Harness • (B) Energy-absorbing steering column and steering wheel • Turn indicators with lane-changing signal feature • Inside yield away rearview mirror • Energy-absorbing instrument panel with padding • Padded sun visors • Two-speed windshield wipers • Windshield washers • High strength

laminate safety glass windshield • Double-yoke safety door latches and safety hinges • Hazard warning flasher • Backup lights • (C) Side marker lights • Energy-absorbing front seat back tops with padding • Self-locking front seat backs • (D) Locking steering column with warning buzzer • Safety-designed coat hooks • Safety-designed radio control knobs and push buttons (on cars equipped with radios) • Outside rearview mirror, driver's side • Corrosion resistant brake lines • Uniform transmission shift quadrant (on cars equipped with automatic transmissions) • Parking lamps coupled with headlamps • Non-reversing odometer • Safety design front end structure • High Back seats for front outboard occupants • Safety glove box latch.

Take full advantage of the built-in protection your Pinto can provide. Always buckle up. Obey traffic laws. And exercise good driving judgment at all times.



SPECIFICATIONS

	2-Door	3-Door	Wagon
Wheelbase.....	94.2"	94.2"	94.2"
Tread (front/rear).....	55.0"	55.0"	55.0"
Overall length.....	163.0"	163.0"	172.7"
Overall width.....	69.4"	69.4"	69.7"
Overall height.....	50.1"	50.1"	52.0"
Curb wt. (2- and 3-door w/1600-cc., Wagon w/2000-cc. engines).....	2,091 lb.	2,101 lb.	2,375 lb.
Standard tires.....	A78x13	A78x13	A78x13

The Front Compartment*:

Effective headroom	37.5"	37.5"	38.3"
Legroom	41.0"	41.0"	41.0"
Shoulder room	52.5"	52.5"	52.5"
Hiproom	51.8"	51.8"	51.8"

The Rear Compartment*:

Effective headroom	36.3"	36.3"	39.6"
Legroom	31.4"	31.4"	31.4"
Shoulder room	51.6"	51.6"	51.6"
Hiproom	41.5"	41.5"	41.5"

*Front seat in rearmost position.

Luggage: (usable capacity)

2-Door.....	5.9 cu. ft.
2-Door w/opt. rear seat folded down, volume.....	38.1 cu. ft.
3-Door w/rear seat folded down, volume.....	41.3 cu. ft.
Wagon w/rear seat folded down, volume.....	60.5 cu. ft.

The OHV Four 1600-cc.:

Carburetor.....	1V
Compression ratio.....	8.0 to 1
Bore and stroke.....	3.58" x 3.03"
Fuel capacity (all you need is regular†).....	11 gal.

Oil capacity..... 3.5 qt.
Transmission..... 4-speed manual floor shift

The OHC Four 2000-cc.:

Carburetor.....	2V
Compression ratio.....	8.0 to 1
Bore and stroke.....	3.58" x 3.03"
Fuel capacity (all you need is regular†).....	11 gal.
Oil capacity.....	5.0 qt.
Transmission.....	4-speed manual floor shift

†Both 1972 Pinto engines are designed to operate on regular gasoline with octane rating of at least 91 when the engine is adjusted to factory recommended specifications.

NOTE: Information shown was correct when approved for printing. Ford Division reserves the right to discontinue, or change at any time, specifications or designs without incurring any 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 check your Ford Dealer for the latest, most complete information on models, features, prices and availability.

Ford gives you Better Ideas.

FORD PINTO

FORD DIVISION

