



Pinto. The little, long-distance car.

"Little" because it's sized like the economy imports. "Long Distance" because it's built to run a long, long way. A long way between gas stops. A long way between service intervals. A long way between repair bills. Pinto is one little carefree car.

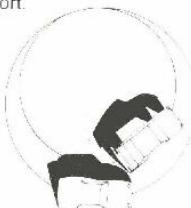


designed to give you better stability going around turns, passing fast-moving trucks and in high crosswinds.

It's our turn. Pinto can run a tight circle of only 31.5 feet. That's three and a half feet less than the leading import.

Rack and Pinion Steering like great European sport cars.

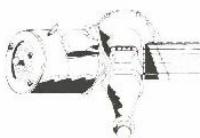
Pinto's rack and pinion steering design, like that of many expensive sports cars, provides positive, precise response with minimum effort. The rack housing is mounted on the front crossmember and linked by tie rods to steering arms ahead of the front wheels. Sometimes it's smart not to be too original.



How to drive into a park. With a steering system that turns on a dime and an overall length of only 13½ feet, you can wheel Pinto into tiny spaces that most other cars have to pass up.

1600-cc. low-cal long distance runner. Ford wasn't about to risk its name just on any kind of performance. So the Pinto comes with a proven four-cylinder engine, backed by over 50 million miles of consumer use and testing. Feed it regular gas. Drive it long. Drive it in city traffic or on cross-country expressways. It'll do the job. In Europe an entire racing class was built around this Pinto engine. The win-famous Formula Ford. And Pinto's little high-efficiency engine performs in more ways than one. It's quiet, smooth, delivers 75 hp. and averaged over 25 mpg in simulated city/suburban driving.

Pinto's got a fine set of teeth. Manual transmission is new, fully synchronized, four-speed with the shift lever mounted on the floor. Gears are carefully paired to assure a satin-smooth-running fit.



What about those "overbuilt" parts?

Pinto parts are beefy, designed to big car standards for extra strength, longer life, added comfort and dependability. There are 5 main engine bearings (only 4 in the leading import).

Brake lines are made of rustproof steel alloy, shielded at critical points with an additional armored covering. Through and through, Pinto is made a little bit better in a lot of important ways.

Pinto's strong case against wear and weather. Primers guard against corrosion. But you can't beat the additional protection of zinc coating on underbody parts. It's a better idea that few people ever see. In a 6-step process, Pinto is dressed in 26 pounds of paint. For greater uniformity, corrosion resistance and maximum durability.

The inside story. There's nothing small about it. Over half a foot more shoulder room and three inches more front hip room than the leading import. The two front seats are designed to put you at the right height whether you're short, tall or in-between.



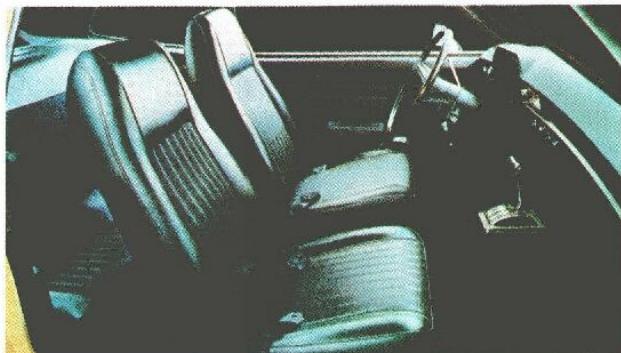
Nice'n kneesy. No matter how big you are, you'll find it comfortable to sit in the front or in the back. Pinto has more knee and head room in back than some cars two and three feet longer.



Easy ins and outs. Forty-four and a quarter inches doesn't sound very tall, when you're standing up. But make a door that wide and you have a main entrance on your hands. And that's what Pinto did so people don't have to go through gymnastics to get in and out.

Breathes easier. Pinto's ventilating system provides passengers three complete changes of air every two minutes at highway speeds. Just another small change for the better.

Standard interior. The seats are designed to make those long, backbreaking trips no longer backbreaking. Pinto's slim-line, High Back buckets and full-width rear bench seat also feature easy-care, long-wear vinyl. The instrument panel is easy to read and easy to reach.



Pinto's little options.

Accent Group (illustrated at right). It's that little something extra that can make all the difference. With this group you get the following: Bright window, center pillar and drip moldings. Wheel covers and wheel lip moldings. And inside, a carpet that's color-keyed.

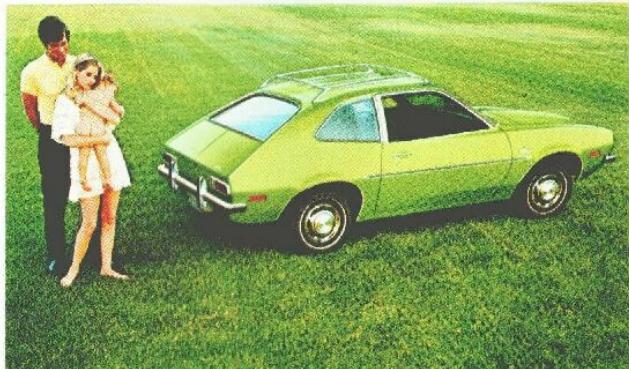
Protection Group (also shown at right). A smart buy if you do a lot of parking in shopping centers and city streets. Side moldings with vinyl inserts are a blessing when the parker next to you opens his door against yours. Bumper guards and bumpers have rubber inserts . . . for people who have a little trouble in tight spots.

Luggage Rack. This sculptured piece of chrome lets you carry all sorts of extras and makes going on vacation a roomy event.



Luxury Decor Group (exterior). Never has a small car had such a look of big car luxury. It's what the name says. A package (exterior shown at right) that begins by offering everything in the Accent Group. We then added a gleaming rocker panel molding and a lot more that you will like inside (see illustrations and details of the inside story at the top of the next page).

Vinyl Top. This tough skin with bright drip moldings will appeal to many as a way to make a fine-looking little car even finer . . . for the life of the car.

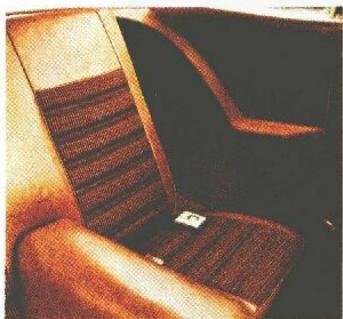


Rallye Appearance Group. For people who like the look of moving out . . . even when standing still. In this package you get a black grille with a Rallye Badge, black tail lamp bezels, black or gold hood paint treatment and a black painted lower back panel with periphery molding. To dress up the windows there are bright window frames, pillar and drip moldings, and driver's color-keyed remote-control racing mirror. There are bright wheel trim rings, hub caps and wheel lip moldings. There's a body-side tape stripe ("Boss" type). Looking at the back, there's a bright tailpipe extension. Not everything is for the outside on the Rallye . . . inside there are color-keyed carpets, a sports shift knob, a shift pattern diagram on the shifter boot and a chrome parking brake handle with woodgrain grip. To turn this Pinto into a real "mover," you'll be getting A78-13 BSW tires and manual front disc brakes. It all adds up to one fine little machine.





Luxury Decor Group (interior). The exterior features (shown below right) are only part of the Luxury Group story. Inside (shown above) you have color-keyed carpeting, deluxe door and instrument panel trim, deluxe 2-spoke steering wheel, a lighter, and multi-directional ventilation registers. You have a choice of deluxe houndstooth cloth or knitted vinyl seat trim. Rear seat (shown at right) is contoured and comfort-molded with urethane foam cushions. A rear ash tray and passenger door courtesy light have been added. And it all adds up to an even finer little car, at Pinto's uncommonly modest cost.



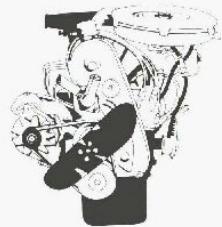
Fold-Down Rear Seat. If you're looking for extra cubic feet to carry some oddball shapes, this is the way to go. A Great Dane shouldn't have any problems settling down there either.

To fold the seat down, just press the button and pull. Once it's down you've got all sorts of room available. Get to it from either the front seat or the luggage opening at the rear. Push the seat up and you've got two more seats.

It's just one more change for the better.

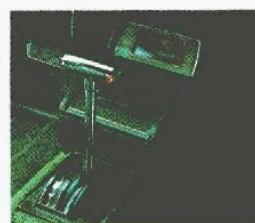
2000-cc. Engine*. This engine is the overhead-cam type. It's a spirited little thing that's capable of throwing out 100 horses and running all day on regular gas. The two-stage carburetor and 9.0-to-1 compression ratio make your Pinto something to contend with.

*Available with SelectShift Cruise-O-Matic transmission. 4-Speed manual also available after Jan. 1, 1971.



Air Conditioning. The SelectAire unit gives you the "right" temperature inside the car. You get all-season comfort with heating, defrosting and cooling from the one unit. In order to cool it you'll need the 2000-cc. engine.

AM Radio. The Philco all-transistorized radio helps you escape "the drearies" of bumper-to-bumper traffic. It also can help you keep in touch with the world, entertain and break the monotony on long trips.



Console with Electric Clock. Opens with a pull of a handle and lets you get into all sorts of things without having to pull off the road. If you have a small item, the console is the ideal place. As for the clock . . . it's self regulating. You won't be able to use it as an excuse for being late anymore.

Front Disc Brakes Plus Drum Brakes. A winning combination that will help pull in the Pinto with a straight-line stop. Braking action is uniform, even when the brake is wet.



Do-it-yourself Pinto

Tool around in a Pinto... and save yourself some money.

Pinto's simple design can free you from car cases, big and little. Free you from cases about loveless, for instance, because Pinto is designed to be easy to service, repair and maintain. In fact, you can do much of the minor maintenance yourself.

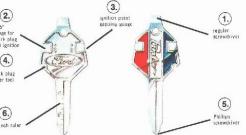
You can change the oil. Clean or replace spark plugs, and the air cleaner. You can replace fuel and oil filters. Replace fuses. Adjust the parking brake. And inside the car) and make many other simple corrections and adjustments.

Radio, heater, and instrument panel bulbs, as well as small bulbs in outside lights—all can be replaced when necessary without taking apart any major assemblies. Just a few screws need to be loosened to remove

the instrument panel, for example, or a damaged grille. And you can get at the fuse block easily to change a fuse whenever needed.

Engine servicing, for you or for your mechanic, is simpler because the Pinto hood lifts open to a fully vertical position. Because of that and the fact that there are no spring towers to get in the way, engine parts are easier to reach and service.

All of this adds up to more room from big cases about maintenance and repair. To point up Pinto's service simplicity, we've even designed a special Do-it-Yourself Key that can be used as a 5-way tool in an emergency, and do-it-yourself. Read on and discover other ways that Pinto is designed to save you time and money.



Here's a key that's more than a key

Ask your Ford Dealer about the Pinto key with special talents. We call it the Pinto Tool Kit. It's really a 5-in-1 tool. You can use it as: (1) screwdriver, (2) distributor point and spark plug gauge for 237 c.c. (3) beam plug gauge for 237 c.c., (4) spark plug electrode bender, (5) Phillips screwdriver, and (6) a 1/16-inch ruler.

What to do if you don't even own a screwdriver.

Get one of our two tool kits—depending on how much of a do-it-yourselfer you are or want to be. Choose the Beginner's Kit or the Master Kit.

Beginner's Kit contains basic hand tools used for most routine service operations: regular screwdriver, Phillips screwdriver, pliers, 6 open end wrenches, adjustable wrench, socket wrench handle, 2 socket wrench extensions, 2 adjustable wrenches, 5 socket wrenches, plug wrench, feeler gauge, vinyl pouch, oil filter wrench, spray gun, oil filter wrench, spray gun, tube, fuse puller, and hand cleaner.

Master Kit contains all the basic hand tools plus specialized tools to maintain peak performance of your Pinto: vacuum pressure gauge, timing light, dwell adapter, brake tension gauge, torque wrench, socket wrench, feeler gauge, vinyl pouch, oil filter wrench, spray gun, oil filter wrench, spray gun, tube, fuse puller, and hand cleaner.

The do-it-yourself service manual. Written in easy-to-understand language and clearly illustrated, it shows you exactly how to perform many maintenance and repair projects on your Pinto.

Pinto's do-it-yourself parts kit.

You'll like the way Pinto makes easy-of-service even easier. Pinto do-it-yourself service kits, designed to provide everything you need for six common repair jobs, furnish instruction sheets along with all the parts required. These helpful kits, available at your Ford Dealers, are tested and recommended. Use them to save money and get an extra kick out of driving.

ELECTRICAL TUNE-UP KIT lets you be the expert on keeping your Pinto running smoothly.

LAMP BULB AND FUSE KIT helps insure that you'll never be left in the dark.

WINDSHIELD WIPER BLADE KIT to help you maintain safe driving vision at all times.

TAIL LAMP KIT permits you to keep your Pinto safety lit.

PARKING LAMP KIT allows quick and easy replacement of a damaged lamp.

RADIATOR GRILLE KIT contains all necessary parts to replace a damaged grille.

Ford thinks big, as always, when it comes to little Pinto's built-in safety features.

Flashing headlights, front and rear, according to your needs. • Front wheel anti-servo brakes. • Safety belt reminder. • Safety belt warning. • Soft-closing front seat belts. • Safety-designed radio control knobs, push buttons and coat hooks. • Safety rim wheels and load rated hub and shoulder belts with a single buckle. And Ford concern for your well-being is further reflected in all the *Ford Lifeguard Design Safety Features* (listed here) that are standard on every Pinto for 1971. • Dual hydraulic brakes. • Headlight washers. • Headlight washers. • Headlight panel padding. • Windshield wiper arms, steering wheel hub, reserve mirror/mirror mounting and dash-mounted parking brake. • Front and rear lap belts for all seating positions. • Side marker lights for front and rear. • Anti-theft system (B) with a better idea for safety: back-up alarm. • Energy-absorbing steering column and steering wheel (C). • Side marker lights (D). • Energy-absorbing armrests and safety-designed headrests. • Local steering column (F) (broken wheel seal is a common repair item). • Ignition key reminder buzzer (wails against leaving key in ignition). • Driver's outside rearview mirror. • Inside yield away rearview mirror. • Energy-absorbing instrument panel. • Headlight washers. • Headlight washers. • Headlight panel padding (slow, for a noisy driver, rapid when car comes down in bucketful). • Windshield washers to clear the view. • High strength laminate safety glass windshield. • Double-layer safety door latches and safety hinges (help keep doors closed and occupants inside in event of impact). • Emergency

Maverick

All the Pinto value...and then some.



Economy Economy Maverick



Sporty Economy Maverick



Family Economy Maverick

Maverick

All the Pinto value...and then some

While you're thinking about buying a new car...Maverick, Pinto's bigger brother, offers distinct advantages over other compacts in the Maverick class. There's a wider choice—with three great new models. Roomier comfort—especially the new 4-door family economy Maverick. Handling and parking ease that other compacts can't match. Contemporary styling. Smooth, quiet ride. More economical performance. And you enjoy it all at a considerable advantage in price. The reasons are simple. The Simple Machine is the one true compact in America today.

It's no wonder that the more Maverick owners drive, the more they find they like. Gas mileage we told them they could expect—they get. Stability we described—they enjoy.

Stamina we said was there—is there. Dependability they look for—they're getting. And it was so owner-satisfying in its record first year, we knew we shouldn't change it. So we didn't. We simply multiplied the choice.

You still can get the 2-door economy Maverick that made the Simple Machine famous. For those who need a roomier compact, we added a family economy model with two extra doors and seven extra inches of wheelbase. It offers more stretch-out space, more headroom, legroom, hiproom. And we added a sporty economy model with a little more jazz. Like racing stripes, rallye-type road lights, simulated hood scoops, special-painted hood, and more. We call it the Grabber.

Each Maverick is simple to drive, simple to maintain, simple to own. You're a winner whichever one you choose. Why not exercise that choice soon at your Ford Dealer's?