



THE 'BETTER IDEA' CARS FOR 1971



Dear Shareholder:

This booklet is sent to you in recognition of your special interest in our 1971 cars and their importance to the future prosperity of Ford Motor Company.

Here, with pictures of representative models, you will find simple charts showing prices of all our 1971 passenger cars with basic, typical and luxury option groupings. We hope this information will be helpful to you both in discussing the new Ford products with others and in selecting your personal transportation.

One thing seems certain about Model Year 1971—small cars will take a growing share of the market. To meet that demand, Ford and its dealers now have the widest range of small cars in the industry—seven models in four car lines: Maverick, Pinto, Comet and Capri.

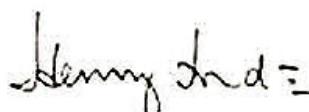
Heading our bid for leadership in this field is Pinto. It is the smallest four-passenger car now assembled in the U.S., and I believe it is going to be one of the most successful cars Ford has ever introduced.

Among domestic compacts, Maverick's leading position has been strengthened for 1971 with a four-door model and a wider range of options. The new Comet gives Lincoln-Mercury dealers a comparable line of cars with luxury and optional equipment advantages. They also have the Capri, a sporty European car at a popular price.

Mustang and Cougar have major styling changes for 1971, leading the sports specialty cars with the widest selection of body styles in that field. The full-sized Ford and Mercury lines have been similarly redesigned for greater safety, comfort and reliability.

All our new cars are equipped with safety and emission control features that meet or exceed applicable 1971 federal standards. With the addition of evaporative controls on all models, hydrocarbon emissions have now been reduced more than 80 per cent from pre-control 1962 model levels. As another part of our continuing program to reduce automotive air pollution, all our regular fuel engines—90 per cent of Ford production—have been modified to run efficiently on the new 91-octane fuels.

We are proud of these products and will market them aggressively. The best way to get the full story on them, of course, is to visit your local Ford or Lincoln-Mercury dealer. I invite you to do so at your earliest opportunity.



Henry Ford II



The suggested retail price of the above Pinto is \$2,007 as shown, including Accent Group and white sidewall tires.

## PINTO

Pinto, Ford's all-new subcompact, is the smallest four-passenger car assembled in the U. S. Only 50 inches high, it competes with the small imports in size, price and operating economy, and offers better stability, more interior room and beautiful styling.

**Base Price**  
(with 1600-cc four-cylinder engine and four-speed floor-mounted manual transmission)

**Including:**  
Accent Group (color-keyed carpeting, bright trim, wheel covers) \$60, AM radio \$61, white sidewall tires \$28

**Also Including:**  
2000-cc OHC engine \$50, SelectShift, Cruise-O-Matic transmission \$176, fold-down rear seat \$36

**Also Including:**  
SelectAire air conditioning \$374, vinyl roof \$77

### MODEL:

PINTO				
2-Door Sedan.....	\$1,919	\$2,068	\$2,329	\$2,780

**DIMENSIONS:** Wheelbase 94", Length 163", Width 69.4".

**IMPORTANT NOTICE**—Prices shown are manufacturer's suggested retail prices, F. O. B. factory, Detroit, Michigan. \*Transportation charges, gasoline, license and title fees, state and local taxes and options required by state law are not included. \*\*Most of the selected options listed here are available on all models. Some are required at extra cost in combination with other options. For greater convenience, option prices in this booklet have been rounded to the nearest dollar. Always consult your dealer for complete details. At the time of printing, prices, product information and specifications were in effect and correct. Ford Motor Company reserves the right to change prices, product specifications and designs at any time, however, without notice and without incurring obligation.

\*except Capri, priced at Point of Entry. \*\*Pinto, Maverick, Comet and Capri suggested retail prices do not include dealer preparation charge, if any.

# MAVERICK

For 1971 the Maverick model line-up has been expanded to include a four-door sedan and Grabber Sports Sedan. New options include a rear window defogger, floor-mounted shift controls and high-back bucket seats.

MODELS:	Base Price (with 3-speed manual transmission and 170 CID Six)	Including: AM radio \$61, Accent Group (N/A Grabber) \$52, white sidewall tires \$28	Also Including: SelectShift Cruise-O- Matic transmission \$183, power steering \$95, 200 CID Six engine \$39	Also Including: SelectAire air conditioning \$374, tinted glass \$37, vinyl roof \$77
<b>MAVERICK</b>				
2-Door Sedan.....	\$2,175	\$2,316	\$2,633	\$3,121
4-Door Sedan.....	2,235	2,376	2,693	3,181
<b>MAVERICK GRABBER</b>				
2-Door Sports Sedan.....	2,354	2,443	2,760	3,248

OTHER ENGINES: 250 CID Six, \$79 over 170 CID Six.

OTHER TRANSMISSIONS: Floor-mounted shift (with 3-speed manual and 200 CID Six or Cruise-O-Matic and bucket seats), \$25.

DIMENSIONS: *Wheelbase*—2-Door 103", 4-Door 109.9"; *Length*—2-Door 179.4", 4-Door 186.3"; *Width*—2-Door 70.6", 4-Door 70.7".

The suggested retail price of the Maverick Grabber two-door Sports Sedan shown below is \$2,382 as equipped, including tape stripes, racing mirrors, road lamps, hood scoop, trim rings/hub caps, and white sidewall tires.





The suggested retail price of the above Mustang Mach 1 SportsRoof is \$3,246 as shown, including 302 CID V-8 engine, competition suspension, dual outside racing mirrors, sportslamps, wide oval white sidewall tires, trim rings/hub caps and twin NASA-type hood scoops.

# MUSTANG

The six-model Mustang line has a totally new contemporary look for 1971, with longer wheelbase and wider stance. Power side windows, an electric rear window defroster and bumper guards are among the new options.

**Base Price:**  
 (with 3-speed manual  
 transmission and base  
 engine: 260 CID Six;  
 except 302 CID V-8  
 on Mach 1 and 351 CID  
 V-8 on Boss 351)

**Including:**  
 AM radio \$66,  
 white sidewall  
 tires (std. on Mach 1,  
 N/A Boss 351) \$39

**Also Including:**  
 Select-Shift Cruise-O-  
 Matic transmission  
 (N/A Boss 351) \$217,  
 power steering \$110,  
 302 CID V-8 \$95  
 (std. on Mach 1,  
 N/A Boss 351)

**Also Including:**  
 SelectAire air  
 conditioning \$407,  
 tinted glass \$40,  
 (convertible, \$15)  
 power front disc brakes  
 (std. on Boss 351) \$70,  
 vinyl roof (on hardtop  
 models only; std.  
 on Grandé) \$89

## MODELS:

### MUSTANG

2-Door Hardtop.....	\$2,888	\$2,993	\$3,415	\$4,021
2-Door SportsRoof.....	2,950	3,055	3,477	3,994
2-Door Convertible.....	3,204	3,309	3,731	4,223

### MUSTANG GRANDE

2-Door Hardtop.....	3,094	3,199	3,621	4,138
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### MUSTANG MACH 1

2-Door SportsRoof.....	3,246	3,312	3,639	4,156
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### MUSTANG BOSS 351

2-Door SportsRoof.....	4,101	4,167	4,277	4,724
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OTHER ENGINES (extra charge over 302 CID): 351 CID (std. on Boss 351); 2V \$45, 4V \$93; 429-4V CJ, \$372, 429-4V CJ-R, \$436.

OTHER TRANSMISSIONS: 4-speed manual transmission with Hurst Shifter™, \$216.

DIMENSIONS: Wheelbase 109", Length 189.5", Width 74.1".



The suggested retail price of the above Torino Brougham 4-door Formal Hardtop is \$3,465 as shown, including deluxe wheel covers, white sidewall tires, AM radio and vinyl roof.

# TORINO

Torinos for 1971 feature subtle design refinements in grilles, ornamentation and interior appointments. New options include a rear window electric defrost and bumper guards.

MODELS:	Base Price: (with 3-speed manual transmission and 250 CID Six on Torino and Torino 500; 302 CID V-8 on other models except: 4-speed manual transmission and 351 CID V-8 on Cobra)	Including: AM radio \$66, white sidewall tires (std. on GT and Cobra) \$30	Also Including: SelectShift Cruise-O- Matic transmission \$217 (\$17 on Cobra), power steering \$110, 302 CID V-8 (std. on Brougham and GT models, N/A Cobra) \$95	Also Including: SelectAuto air conditioning \$407, power front disc brakes (std. on Squire) \$70, vinyl roof (N/A on station wagons, SportsRoof models or convertible) \$95
<b>TORINO</b>				
2-Door Hardtop-Formal Roof	2,706	2,802	3,224	3,796
4-Door Sedan	2,672	2,768	3,190	3,762
4-Door Station Wagon	2,997	3,093	3,515	3,992
<b>TORINO 500</b>				
2-Door Hardtop-Formal Roof	2,861	2,957	3,379	3,951
2-Door Hardtop-SportsRoof	2,917	3,013	3,435	3,912
4-Door Hardtop	2,933	3,029	3,451	4,023
4-Door Sedan	2,827	2,923	3,345	3,917
4-Door Station Wagon	3,189	3,285	3,707	4,184
<b>TORINO COBRA</b>				
2-Door Hardtop-SportsRoof	3,269	3,335	3,462	3,939
<b>TORINO GT</b>				
2-Door Hardtop-SportsRoof	3,123	3,189	3,516	3,993
Convertible	3,376	3,442	3,769	4,246
<b>TORINO BROUHAM</b>				
2-Door Hardtop-Formal Roof	3,149	3,245	3,572	4,144
4-Door Hardtop	3,222	3,318	3,645	4,217
4-Door Squire Station Wagon	3,533	3,629	3,956	4,363

**DIMENSIONS:** Wheelbase 117" (wagons 114"); Length 206.2" (wagons 209"); Width (overall): 2-dr. 76.8"; 4-dr. 76.5"; wagons 75.4".

**OTHER ENGINES:** (over 302 CID V-8), 351-2V, \$45; 351-4V, \$93; 429-4V CJ, \$372 (\$279 on Cobra), CJ-R, \$436 (\$343 on Cobra).

**OTHER TRANSMISSIONS:** Four-speed manual with Hurst Shifter™ (std. on Cobra; N/A with wagons; requires 351-4V or 429 CID engine), \$205.



The suggested retail price for the above Ford LTD Brougham 2-Door Formal Hardtop is \$3,959 as shown, including visibility group, vinyl roof, bodyside accent stripe, deluxe wheel covers and white sidewall tires.

# FORD

The Ford line has been notably restyled for 1971. All models include power ventilation and steel guard rails in all doors. Wagons offer a doorgate washer/wiper option. A convertible has been added to the LTD series.

Base Price: (with 3-speed manual transmission and 240 CID Six on Custom, Custom 500 and Galaxie, 351 CID V-8 on LTD and wagons)	Including: AM radio \$66, white sidewall tires \$30	Including also: SelectShift Cruise- O-Matic transmission \$217, power steering \$110, 351 CID V-8 (std. on LTD and wagons) \$120, (on Galaxie 500 models, \$121)	Including also: SelectAire air conditioning \$414, tinted glass \$50, power front disc brakes (std. on LTD series) \$52
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## MODELS:

### CUSTOM

4-Door Sedan.....	\$2,940	53,036	\$3,483	\$3,999
Ranch Wagon (6-Passenger).....	3,542	3,638	3,965	4,481

### CUSTOM 500

4-Door Sedan.....	3,078	3,174	3,621	4,137
Ranch Wagon (6-Passenger).....	3,606	3,702	4,029	4,545
Ranch Wagon (Facing Rear Seats)....	3,720	3,816	4,143	4,659

### GALAXIE 500

4-Door Sedan.....	3,222	3,318	3,766	4,282
2-Door Hardtop.....	3,256	3,352	3,800	4,316
4-Door Hardtop.....	3,292	3,388	3,836	4,352
Country Sedan (6-Passenger).....	3,726	3,822	4,149	4,665
Country Sedan (Facing Rear Seats)....	3,840	3,936	4,263	4,779

### LTD

2-Door Hardtop.....	3,552	3,648	3,975	4,439
4-Door Pillared Hardtop.....	3,559	3,655	3,982	4,446
4-Door Hardtop.....	3,596	3,692	4,019	4,483
2-Door Convertible.....	3,722	3,818	4,145	4,609
Country Squire (6-Passenger).....	4,002	4,098	4,425	4,889
Country Squire (Facing Rear Seats)....	4,115	4,211	4,538	5,002

### LTD BROUHAM

2-Door Hardtop.....	3,723	3,819	4,146	4,610
4-Door Pillared Hardtop.....	3,722	3,818	4,145	4,609
4-Door Hardtop.....	3,764	3,860	4,187	4,651

**DIMENSIONS:** Wheelbase 121", all models; Length 216.2" (except 219.2" for wagon models); Width 79.2", all models.

**OTHER ENGINES:** 302 CID V-8 (Custom and Custom 500 models only) \$75; extra charge for engines above 351 CID: 390 or 400 CID \$53, 429-2V \$168, 429-4V \$268. (Note: six-cylinder models not available in California.)

# THUNDERBIRD

The 1971 Thunderbird features subtle design refinements, including a new horizontal bar grille with matching headlamp doors. Among the new options for '71 are a turnpike convenience group, bumper guards and power antenna.

## MODELS:

**Base Price:**  
(with SelectShift  
Cruise-O-Matic  
transmission and 429  
CID 4V V-8, AM radio,  
power steering, power  
front disc brakes and  
cornering lights)

**Including:**  
AM-FM stereo radio  
\$150, white sidewall  
tires \$30

**Also including:**  
SelectAire air  
conditioning (with  
automatic temperature  
control) \$514,  
tinted glass \$50,  
Sure-Track Brake  
System \$194

**Also including:**  
Brougham interior trim  
(cloth and vinyl) \$162,  
(\$240 on 4-door,  
including high-back  
seat) power windows  
\$127, rear window  
electric defrost \$84

## THUNDERBIRD

2-Door Hardtop . . . . .	\$5,255	\$6,435	\$6,193	\$6,566
2-Door Landau . . . . .	5,398	5,578	6,336	6,709
4-Door Landau . . . . .	5,477	6,657	6,415	6,866

**DIMENSIONS:** *Wheelbase*—2-Door 114.7", 4-Door 117.2"; *Length*—2-Door 212.5", 4-Door 215"; *Width*—2-Door 78", 4-Door 77.4".

The suggested retail price of the Thunderbird two-door hardtop shown below is \$5,580 as equipped, including vinyl roof, exterior appearance group and Michelin steel-belted radial ply tires.



# CAPRI

Capri, the European sporty car with American-car luxury, offers many standard items usually extra on other cars in its class, including radial ply tires, rack-and-pinion steering and power front disc brakes.

MODEL:	Base Price: (with fully synchronized 4-speed floor-mounted manual transmission, 1600-cc 4-cylinder engine, radial ply tires and power front disc brakes)	Including: AM radio* \$57	Also including: Automatic transmission** \$185, 2,000-cc OHC engine** \$50, Decor Group (luxury trim and reclining front seats) \$119	Also including: Air conditioning* \$272, AM-FM radio* \$75 (over AM radio), vinyl roof \$63	
CAPRI:	2-Door Sport Coupe.....	\$2,395	\$2,452	\$2,806	\$3,216

DIMENSIONS: *Wheelbase 100.8", Length 167.8", Width 64.8".*

\*Dealer-installed; installation charges may vary.

\*\*Available in early 1971.

The suggested retail price for the Capri shown below is \$2,395 as equipped, including luxury trim, bumper guards, styled steel wheels, color-keyed carpeting and woodgrain instrument panel.





The suggested retail price for the above Comet two-door sedan is \$2,435 as shown, including vinyl roof, exterior Decor Group, AM radio and white sidewall tires.

# COMET

The new Comet combines roomy interior dimensions with compact overall size. Numerous "do-it-yourself" service features permit low ownership cost, and options include a V-8 engine, floor shift, and rear window defogger.

## MODELS:

Base Price: (with 3-speed manual transmission and base engine: 170 CID Six)	Including: AM radio \$61, white sidewall tires \$26, wheel covers (no charge on GT) \$24	Also including: SelectShift transmission \$184, power steering \$95, 302 CID V-8 \$163	Also including: Whisper-Aire conditioning \$371, tinted glass \$54, vinyl roof \$78
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## COMET:

2-Door Sedan.....	\$2,217	\$2,328	\$2,770	\$3,273
4-Door Sedan.....	2,276	2,387	2,829	3,332

## COMET GT:

2-Door Sedan.....	2,396	2,483	2,925	3,428
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OTHER ENGINES (extra charge over 170 CID Six): 200 CID Six \$39, 250 CID Six \$79.

DIMENSIONS: *Wheelbase*—2-Door 103", 4-Door 109.9"; *Length*—2-Door 181.7", 4-Door 188.6"; *Width*—2-Door 70.6", 4-Door 70.7".

# COUGAR

Cougar changes for 1971 are the most extensive since the car was introduced. The car is longer and lower, the grille has a strong Mark III flavor, and a high-low ventilation system and consolette are now standard.

Base Price: (with 3-speed manual transmission and base engine: 351 CID 2V V-8)	Including: AM radio \$66, white sidewall tires (std on GT) \$30	Also including: SelectShift transmission \$222, power steering \$110, power front disc brakes \$70	Also including: Whisper-Aire conditioning \$403, AM-FM Stereo radio \$154 (over AM radio) vinyl roof \$89 (std. XR-7, N/A convertible)
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## MODELS:

### COUGAR

2-Door Hardtop.....	\$3,268	\$3,364	\$3,766	\$4,412
2-Door Convertible.....	3,660	3,756	4,158	4,715

### COUGAR GT:

2-Door Hardtop.....	3,398	3,484	3,866	4,512
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### COUGAR XR-7

2-Door Hardtop.....	3,607	3,703	4,105	4,662
2-Door Convertible.....	3,855	3,951	4,353	4,910

OTHER ENGINES (extra charge over 351-2V): 351-4V \$53, 429-CJ \$111. DIMENSIONS: Wheelbase 112.1", Length 196.9", Width 75.1".

OTHER TRANSMISSIONS: 4-speed manual transmission with Hurst Shifter™, \$215.

The suggested retail price of the Cougar XR-7 two-door hardtop shown below is \$3,637 as equipped, including partial vinyl roof, white sidewall tires and leather and cherry woodgrain interior trim.



# MONTEGO

For 1971, the intermediate size Montego offers 12 models in four body styles—two-door hardtop, four-door sedan, four-door hardtop and station wagon. New options include an electric rear window defroster and new vinyl roof colors.

MODELS:	Base Price: (with 3-speed manual transmission and 250 CID Six on Montego series, 351-4V V-8 on Cyclone and Spoiler, 351-2V and SelectShift on GT)	Including: AM radio \$66, white sidewall tires \$31 (std. on Cyclone series)	Also including: SelectShift transmission (std. on Cyclone GT) \$222 (Cyclone Spoiler \$27), power steering \$110, 302 CID 2V V-8 \$116 (N/A on Cyclone series)	Also including: Whisper-Aire conditioning \$403, tinted glass \$43, vinyl roof \$100 (N/A wagons), AM-FM stereo radio \$153 (over AM radio)
<b>MONTEGO</b>				
2-Door Hardtop.....	\$2,777	\$2,874	\$3,322	\$4,021
4-Door Sedan.....	2,763	2,860	3,308	4,007
<b>MONTEGO MX</b>				
2-Door Hardtop.....	2,874	2,971	3,419	4,118
4-Door Sedan.....	2,861	2,958	3,406	4,105
Station Wagon.....	3,215	3,312	3,760	4,359
<b>MONTEGO MX BROUHAM</b>				
2-Door Hardtop.....	3,058	3,155	3,603	4,302
4-Door Sedan.....	3,047	3,144	3,592	4,291
4-Door Hardtop.....	3,130	3,227	3,675	4,374
Villager Station Wagon.....	3,429	3,526	3,974	4,573
<b>CYCLONE</b>				
2-Door Hardtop.....	3,335	3,401	3,538	4,237
<b>CYCLONE GT</b>				
2-Door Hardtop.....	3,646	3,712	3,822	4,521
<b>CYCLONE SPOILER</b>				
2-Door Hardtop.....	3,768	3,834	3,971	4,670

OTHER ENGINES (extra charge over 302 CID): 351-2V \$45, 4V \$99 (or \$153 over 2V). Over 351-4V: 429-4V CJ \$258.

OTHER TRANSMISSIONS: 4-speed manual with Hurst Shifter™ (requires 351-4V engine), \$205.

DIMENSIONS: *Wheelbase 117" (wagons 114")*, *Length 209.9" (wagons 211.8")*, *Width 77.4" (wagons 75.4")*.

The suggested retail price of the Montego MX Brougham Villager station wagon shown below is \$3,473 as equipped, including luggage rack, wheel covers, remote-control mirror, and white sidewall tires.





The suggested retail price of the above Mercury Marquis Brougham four-door Hardtop is \$5,062 as shown, including vinyl roof, cornering lamps, wheel covers and white sidewall tires.

# MERCURY

All four Mercury car lines have been completely restyled for 1971, and now share the same overall length. The Monterey and Monterey Custom series have been upgraded to approach the Marquis and Marquis Brougham in styling elegance.

Base Price:	Including:	Also including:	Also including:
(with 3-speed manual transmission and 351 CID 2V V-8 on Monterey; SelectShift, power steering and 400 CID 2V V-8 on all other models, except 429-2V on Marquis and Marquis Brougham)	AM radio \$66, white sidewall tires \$33 (on Monterey and Custom models; \$34 on all others)	SelectShift transmission \$233, and power steering \$121 (both std. on all but Monterey), power windows \$126 (std. on Brougham)	Whisper-Aire conditioning \$437, tinted glass \$51, AM-FM stereo radio \$174 (over AM radio)

## MODELS:

### MERCURY MONTEREY

4-Door Pillared Hardtop.....	\$3,398	\$3,495	\$3,975	\$4,637
2-Door Hardtop.....	3,440	3,537	4,017	4,679
4-Door Hardtop.....	3,508	3,605	4,085	4,747
Station Wagon (6-Passenger).....	4,250	4,350	4,830	5,492

### MERCURY MONTEREY CUSTOM

4-Door Pillared Hardtop.....	3,927	4,024	4,150	4,812
2-Door Hardtop.....	4,010	4,107	4,233	4,895
4-Door Hardtop.....	4,082	4,179	4,305	4,967

### MERCURY MARQUIS

4-Door Pillared Hardtop.....	4,442	4,542	4,668	5,330
2-Door Hardtop.....	4,525	4,625	4,751	5,413
4-Door Hardtop.....	4,593	4,693	4,819	5,481
Station Wagon (6-Passenger).....	4,514	4,614	4,740	5,402
Colony Park Wagon (Facing Rear Seats).....	4,766	4,866	4,992	5,654

### MERCURY MARQUIS BROUHAM

4-Door Pillared Hardtop.....	4,839	4,939	4,939	5,601
2-Door Hardtop.....	4,922	5,022	5,022	5,684
4-Door Hardtop.....	4,992	5,092	5,092	5,754

OTHER ENGINES: (all require SelectShift, \$233 extra on Monterey models). Extra charge over 351-2V: 400-2V \$53. Extra charge over 400-2V: 429-2V \$40, 429-4V \$105 (over 429-2V, \$65).

DIMENSIONS: Wheelbase 124" (wagons 121"). Length 224.7" (wagons 220.5"). Width 79.3" (wagons 79.4").



The suggested retail price of the above Lincoln Continental four-door sedan is \$7,364 as shown, including vinyl roof, white sidewall tires, and such standard luxury features as air conditioning, power windows and power seat.

# LINCOLN CONTINENTAL

The Continental, which was substantially re-engineered last year, has new appearance and comfort refinements for 1971, its 50th Anniversary year. Automatic temperature control has been added to its many standard luxury features.

**Base Price:**  
(with SelectShift,  
460 CID V-8, power  
steering, windows and  
brakes, two-way power  
seat, air conditioning,  
and Michelin radial ply  
steel belted tires)

**Including:**  
AM signal-seeking  
radio \$161, speed  
control \$95, tilt  
steering wheel \$72,  
white sidewall tires \$41

**Also including:**  
Automatic load  
adjuster \$97,  
6-way power bench  
seat \$89,  
AM-FM stereo  
radio \$146  
(over AM radio)

**Also including:**  
Leather seat trim \$173,  
vinyl roof \$152,  
electric rear window  
defrost \$85 .

## MODELS:

### LINCOLN CONTINENTAL

2-Door Coupe.....	\$6,924	\$7,293	\$7,625	\$8,035
4-Door Sedan.....	7,171	7,540	7,872	8,282

DIMENSIONS: Wheelbase 127", Length 225", Width 79.6".



The suggested retail price for the above Continental Mark III is \$8,418 as shown, including white sidewall tires and such standard features as the Sure-Track Brake System, padded vinyl roof, power windows and air conditioning.

# CONTINENTAL MARK III

Following the tradition of timeless automobiles, the 1971 Mark III remains essentially unchanged. However, new Twin Comfort Lounge seats and automatic temperature control have been added to its luxury appointments.

**Base Price:**  
(with SelectShift  
transmission, 460 CID  
V-8, Sure-Track Brake  
System, air conditioning,  
tinted glass, power  
steering and windows,  
padded vinyl roof,  
Michelin radial ply  
steel belted tires)

**Including:**  
AM signal-seeking  
radio with power  
antenna \$161,  
power-operated  
sunroof \$627,  
power trunk lid  
release \$46, white  
sidewall tires \$41

**Also including:**  
AM-FM stereo  
radio \$148  
(over AM radio),  
rear window electric  
defrost \$85, tilt  
steering wheel \$72

**Also including:**  
Speed control \$95,  
6-way non-recliner  
power seats \$180,  
automatic headlight  
dimmer \$51

## MODELS:

### CONTINENTAL MARK III

2-Door Coupe.....

\$8,377

\$9,252

\$9,555

\$9,881

DIMENSIONS: Wheelbase 117.2", Length 216.1", Width 79.4".



Ford Motor Company  
The American Road  
Dearborn, Michigan 48121

BULK RATE  
U.S. POSTAGE  
PAID  
DETROIT, MICH.  
PERMIT No. 3692

## 1971 SAFETY FEATURES

Every 1971 Ford Motor Company car includes the following Ford Lifeguard Design Safety Features: Dual hydraulic brake system with warning light • Glare reduced instrument panel padding, windshield wiper arms, steering wheel hub, horn ring, rearview mirror/mirror mounting and windshield pillars • Locking steering column with warning buzzer • Energy-absorbing steering column and steering wheel • Energy-absorbing armrests and safety-designed door handles • Front and rear lap belts for all seating positions • Shoulder belts for front outboard occupants (except convertibles) • 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 • Emergency flasher • Backup lights • Side marker lights • Energy-absorbing front seat back tops with padding • Self-locking front seat backs on two-door models • Safety-designed coat hooks (except convertibles) • Safety-designed radio control knobs, push buttons • Outside rearview mirror, driver's side • Safety-rim wheels and load-rated tires • Corrosion-resistant brake lines • Uniform transmission shift quadrant • Parking lamps coupled with headlamps • Non-reversing odometer • Safety-design front end structure • Head restraints on high-back bucket seats for front outboard occupants • Safety glove box latch. In addition, steel guard rails in all side doors are standard on 1971 Ford, Mustang, Mercury, Cougar and Continental models.

## 1971 EMISSION CONTROLS

Significant improvements for cleaner air—evaporative emission controls on all models and regular fuel engines modified for 91-octane fuel—have been made on 1971 Ford Motor Company cars.

The evaporative system, together with earlier controls, reduces unburned hydrocarbon emissions by more than 80 per cent, carbon monoxide emissions by about 70 per cent, from pre-control 1962 model levels.

The evaporative system collects fuel vapors from the carburetor and fuel tank, stores them in a carbon canister in the engine compartment, and then routes them back into the engine for combustion when the car is running. Fuel vapors account for almost 20 per cent of hydrocarbon emissions from cars without any emission controls.

The engine conversions to 91-octane fuel—accomplished by lowering compression ratios and/or spark timing—have a related purpose: to facilitate the elimination or substantial reduction of lead in gasoline. This is desirable for two reasons. First, it will reduce engine deposits, in themselves a source of hydrocarbon emissions, and will also reduce particulate matter in the exhaust. Secondly, it will improve the durability of some of the more promising future emission control systems.

605

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