

'73 Ford Maverick

2 and 4-Door Sedans and Luxury Decor Option • Grabber



1973 Ford Maverick

Better ideas make it Simply Reliable

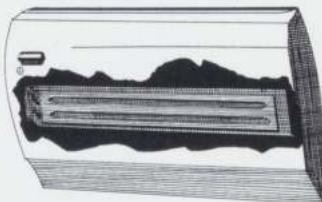
The 1973 Mavericks are dependable, economical family-sized compact cars—2-door, 4-door, Grabber and the newest success—the Luxury Decor Option 2- and 4-door sedans.

Simple. We've taken great care to make sure that every 1973 Maverick we build is a simple machine. In this way, no matter which model you choose, you'll find that Maverick costs less than you would expect when you buy it—and is extremely economical when you operate it. We've made Maverick simple to take care of. If you wish, you can do much of the minor maintenance work yourself. Change the oil, spark plugs. Even tune the engine yourself. We've built simplicity into Maverick's construction, too. Its unitized body construction makes for a tough, durable, quiet body.



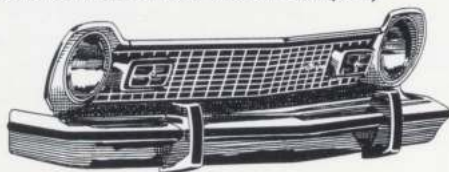
Economy of Operation. All 1973 Mavericks call for 36,000 miles, or 3 years (whichever comes first) between major chassis lubrications. 4,000 miles, or 4 months, between oil changes. Oil filter change initially at 4,000 miles, or 4 months, and at 8000-mile or 8-month intervals thereafter. Other economy 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.

Built-In Safety. Ford is doing a lot to make Maverick safe for you and your passengers. There are Steel



Guard Rails in all side doors. One-snap Uni-Lock shoulder/lap belts with reminder system. And your '73 Maverick has an Energy-Absorbing

Bumper System that meets 1973 Federal Safety Standards. Maverick also has all the other standard Ford Motor Company



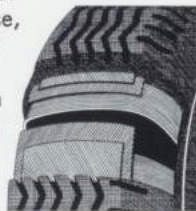
Lifeguard Design Safety Features listed on the back cover.

Standard Equipment. We've equipped every Maverick with a host of attractive standard features. Curved sideglass. Full-width seats handsomely tailored in cloth and vinyl upholstery. Color-keyed carpeting. New door trim panel with unique recessed door handles and integral door pull/armrests. Lighted controls, door-operated courtesy light and full-width stowage tray for your convenience. An economical, regular gas* 200-cu. in. 1V 6-cylinder engine for a little extra performance when traffic conditions demand it. Plus a lot more that adds up to making Maverick one great compact.



You Can Make A Maverick Suit Your Personal Needs. You can personalize

Maverick with a wide range of options. Dress it up as plush as you wish from a wide variety of appearance selections including the elegant Luxury Decor Option. You can make driving Maverick more fun with comfort and convenience options such as the new AM/FM stereo radio. You can install Steel-Belted Radial Ply Tires. And you can add a touch of performance by moving up to a 250 CID Six or 302 V-8. For more driving ease, there's the SelectShift Cruise-O-Matic. It's also available floor mounted in combination with bucket seats. Or you can have the fun of going through the gears yourself with a 3-speed manual floor shift. Maverick, remember, originally was a better idea in compacts. Today, with its many new features, Maverick is an even better idea.



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

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



The lowest-priced Maverick—the Maverick 2-Door Sedan comes with a host of standard features including bright drip and wheel lip moldings and flipper rear quarter windows. (Color 3D.)



The 1973 Line of Mavericks... We're Building on Success

1973 Mavericks are building on a tradition that began four years ago: give the compact car buyer everything he wants and needs in an automobile. This, of course, includes the latest refinements in styling, in safety, plus a wide choice of exciting exterior colors and interior trim selections to

satisfy practically every taste. Stated simply—a compact that is all a compact should be. Simple. Dependable. Reliable. Economical. Comfortable. Easy to park. Easy to service. We sincerely believe that if you're in the market for a compact—Maverick is designed to meet your needs. Consider the Maverick 2-Door Sedan. It has the lowest initial cost of all Mavericks. And it is tastefully appointed. For 1973 you get an attractive new grille treatment with parking lamps. New bright drip and wheel lip moldings. New color-keyed carpeting. New 2-spoke steering wheel. New, more comfortable seats with deeper-

cushioned front seat padding, revamped cushion springs and thick-molded urethane front seat backs. New door trim panel with unique recessed door handles and integral door pull/armrests. Improved handling components. An upgraded sound-proofing package, and more. The standard interior of random stripe cloth and vinyl trim is durable and easy to take care of. As you can see in the illustration, it also has an inviting, handsome look. You can dress-up the Maverick 2-Door Sedan as much as you wish, of course. And the nice thing about it is that it's your choice. Go as plush as you want. Or stay as simple as you wish. And, you still can do it economically.

If you're looking for more space, and still want to retain many of the compact benefits, the Maverick 4-Door Sedan is for you. We began with all the great standard features of the Maverick 2-Door. We then lengthened the wheelbase—increased the room in the rear—and added two doors. The result was a compact with four-door convenience. Like all Mavericks, it is comfortable thanks to its full-width bench seats.

So if you're thinking economy *plus* space—whether it's for your growing family—to use in a car pool—or just because you like to carry five adults in comfort—the Maverick 4-Door Sedan is the answer.

And a really magnificent way to deck out either your 4- or 2-Door Sedan is with the Luxury Decor Option. You get glove-soft all-vinyl trim, reclining independent front seats, plush cut-pile carpeting, Odense grained vinyl roof, and more. Unexpected luxury in a compact car.



The roomiest Maverick—the Maverick 4-Door Sedan. A real standout. Shown with the Exterior Decor Group which includes accent paint stripe, wheel covers, bright window frames, belt molding, deck lid and quarter extension moldings, and vinyl insert bodyside moldings. (Color 4C.)

The Maverick 2-Door and 4-Door Sedan interiors boast a long list of not-so-standard features as standard: Random Stripe Cloth and Vinyl Trim, full-width, deep cushioned seats, color-keyed carpeting, recessed door handles and integral door pull/armrests. (Color BF.)

Finally, there's the Maverick Grabber. What it really is—is the 2-Door Maverick gone dressy, wild, sporty and unique—all at one time. The Grabber stands out on the street and in your driveway. It appeals to those of us who are venturesome sports at heart. Underneath it all, the Grabber is still simple and dependable. Exactly what you'd expect in a Maverick. But inside and outside it's something else. With all-vinyl seats sporting a "tooled" effect. Color-keyed carpeting. A super special paint treatment. Dual racing mirrors. D70 B/WL tires, wheel trim rings and hub caps. Deck lid spoiler, and more. Look it over. All of the best things in life may not be free. But some can be downright economical.

Options Shown:

Exterior Decor Group (shown on 4-Door), Vinyl Roof (optional on all models, included with Luxury Decor Option), Metallic Glow Paint (shown on 4-Door Sedan), Deluxe Bumper Group, Luxury Decor Option (shown on 2-Door Sedan, below, and detailed on pages 6 and 7), Horizontal Rub Strips on bumpers (separate option for Luxury Decor Option, included in Deluxe Bumper Group Option for other models), White Sidewall tires (included with Luxury Decor Option). License plate frames shown are sold as Dealer accessory. See list of options on pages 12 and 13.

Note: For your convenience, Maverick colors are indicated by code—example: (Color 3D). Your Ford Dealer will be glad to show you a color chip and actual swatches of vinyl roof and interior trim materials.



The sportiest Maverick—the Maverick Grabber. With new lower bodyside, lower back panel and rear valance panel paint/tape treatment, deck lid spoiler, dual racing mirrors, hub caps with trim rings, and Wide Oval tires with raised white letters. See pages 10 and 11 for additional details. (Color 2B.)

The most luxurious Maverick—the Maverick 2-Door Sedan with the Luxury Decor Option (also available on 4-Door). It features Odense grain vinyl roof, additional coat of paint, elegant trim, Steel-Belted Radial Ply white sidewalls, plush interior, and more. (Color 6E.) See pages 6 and 7 for details.

Ford Maverick 4-Door

The "Big" Compact

The 1973 Maverick 4-Door Sedan. A beautiful way to get more passenger space plus the convenience of a compact. It's priced only slightly higher than the 2-Door Sedan. And well worth it when you consider the extra room and value for the money.

We began by taking the 2-Door with its great new standard features including an impressive front grille treatment, bright drip and wheel lip moldings, carpeting, recessed door handles with integral door pull/armrests, special sound and handling packages, and more. We made the wheelbase seven inches longer. This gave us the space to build in more head and shoulder room. Eleven more

inches of rear hiproom. Four more inches of legroom. And, we left the trunk vacation-sized. Over 10 cubic feet of usable luggage space. The overall effect is a distinguished looking 4-Door Sedan. A compact that seats five adults in comfort. And yet challenges the 2-Door in terms of economy, nimbleness and parking ease. The longer wheelbase also helps give it a little smoother ride.

You can tailor your 4-Door Maverick to your personal needs, too. For more pleasurable driving, there's power steering. Or the SelectAire Conditioner. You can add convenience and performance with the optional SelectShift Cruise-O-Matic, Steel-Belted Radial Ply Tires, and your choice of a 250 CID Six or a 302 V-8.

Whatever your need—car pool or a growing family—the Maverick 4-Door Sedan is sure to please. We call it the "Big" compact. A welcome blend of spaciousness and dependability.



The Luxury Decor Option: Maverick

Here's unexpected elegance in a compact that luxury-minded buyers have already greeted with overwhelming response. The Luxury Decor Option offers you nearly all you'd ask to give your Maverick 4- or 2-Door Sedan that extra touch of magnificent luxury. The roof is Odense grained vinyl. The exterior finish is deeper, richer looking than any other Maverick model, thanks to its extra coat of paint. The tires are Steel-Belted Radial Ply white sidewalls.

The reclining independent seats are impeccably tailored in tawny Tan, super-soft vinyl. The armrests are European type; the dash is woodtone. The carpeting is deep cut-pile. And the Luxury Decor Option Maverick has a special sound package for quiet comfort. The complete list follows. The Luxury Decor Option. Its price is surprisingly low. You have to experience it to believe it.

Luxury Decor Option Maverick

Exterior: Odense grain vinyl roof for 4-door sedans • Odense grain vinyl roof with Halo treatment for 2-door sedans • additional coat of paint • bright bodyside and wheel lip moldings with color-keyed grained inserts • front and rear bumper guards with rubber inserts • bright pillar applique with grained inserts color-keyed to the vinyl roof (4-door only) • chrome-flashed window frames, windshield reveal, drip and belt moldings • outside remote control left hand mirror • chrome-plated grille

• unique color-keyed wheel covers • deck lid and quarter panel extension moldings • deluxe gas cap • DR78x14 White Sidewall steel belted radial ply tires.

Luxury Decor Option Maverick

Interior: Contoured reclining independent seats • super-soft vinyl interior—available only in tawny Tan • cut-pile carpeting • unique door trim panels • cigar lighter • inside day/night mirror • color-keyed instrument panel with woodtone applique • color-keyed steering column and deluxe two-spoke steering wheel • padded and carpeted utility shelf • rear seat ash tray • deluxe color-keyed seat and shoulder belts • sound package • handling package.

Standard Features: 4-Door Sedan

200-cu. in. 1V 6-cylinder engine
 • 6:45x14 non-belted Black Sidewall tires • bright drip and wheel lip moldings • hub caps • center rear fuel filler • new Energy-Absorbing Bumper System • cowl top air intake ventilation • 3-speed, full-sync manual transmission • curved, ventless sideglass • door-operated courtesy light • recessed door handles • integral door pull/armrest • sound package • handling package • full-width deep cushioned seats with random stripe cloth and vinyl trim • color-keyed carpeting • full-width stowage tray • 2-spoke steering wheel • blend-air heater with 3-speed blower • lighted controls • printed circuits in instrument cluster • locking steering column • ignition key reminder buzzer • Steel Guard Rails in side doors • Uni-Lock shoulder/lap belts with reminder system • plus all the Ford Motor Company Lifeguard Design Safety Features.

Specifications: 4-Door Sedan

	(inches)
Track (front and rear)	56.5
Wheelbase	109.9
Overall length	190.2
Overall width	70.5
Overall height	53.1
Front compartment*	
Headroom	37.7
Legroom	41.1
Shoulder room	55.0
Hiproom	53.7

Rear compartment*

Headroom	36.5
Legroom	36.0
Shoulder room	55.1
Hiproom	52.4
Trunk (cu. ft.)	10.1
Fuel capacity & type	15.0 (Reg.)
Curb weight (lb.)	2776

*Front seat in rearmost position.

Options Shown: *Luxury Decor Option (detailed left), Horizontal Rub Strips on bumpers (separate option for Luxury Decor Option equipped Mavericks), Exterior Decor Group, below, with Deluxe Bumper Group (described on page 13), and White Sidewall tires. License plate frames shown are Dealer accessory. See list of options on pages 12 and 13.*

Note: See Color Code reference on page 5.



Maverick 4-Door Sedan with popular Exterior Decor Group. A stylish, economical way to carry a growing family or friends in comfort. (Color 4Q.)



An unbeatable combination of roominess and elegance—the Maverick 4-Door Sedan with the Luxury Decor Option. A level of luxury, inside and out, that's totally unexpected in a compact car. You get eleven more inches of rear hiproom, four more inches of rear legroom over the Maverick 2-Door Sedan. (Color 5H).

Super plush Luxury Decor Option Interior features Tan (Color PU) super-soft vinyl trim, contoured reclining independent seats, cut-pile carpeting, European-type armrests, woodtoned dash, plus much more.



Ford Maverick 2-Door

The Compact You Can Count On

When it comes to dependable, economical transportation in a compact, Maverick is your best bet. You can count on it to get you where you're going . . . beautifully, economically. It is a remarkably reliable machine. And the 2-Door Sedan is the lowest priced Maverick.

For 1973, we've added a new grille to catch your eye. Included new bright drip and wheel lip moldings for an extra dash of style. Moved the standard engine up to a peppier, yet economical, 200 CID Six. Added more sound-proofing to make your drive more

pleasurable. Improved handling components so that your Maverick is even more effortless to drive. Inside we made the 1973 Maverick a knockout. New color-keyed carpeting. New 2-spoke steering wheel. New door trim panel with unique recessed door handles and integral door pull/armrests. We put more padding into the front seat for more comfort. We also added to an already long list of safety features—the new Energy-Absorbing Bumper System. And we increased options to the point where you can listen to FM stereo music while driving in air-conditioned splendor. You'll like Maverick's ability to turn in a tight circle. 36.9 feet to be exact. You'll appreciate that even more as you ease into those tight parking spaces. And if you like to putter around under the hood on a Saturday afternoon—you'll be happy to know that the spark plugs, distributor and oil filter are easy to get at. You enjoy other savings because the Maverick 2-Door Sedan is competitively priced, and its thrifty

200-cu. in. Six is easy on the gas. If you wish, you can order the optional 250 CID Six or 302 V-8 which also run on regular gas. For more driving ease, the SelectShift Cruise-O-Matic transmission is available. You can also equip your Maverick with Steel-Belted Radial Ply Tires. Even as it comes, the 1973 Ford Maverick 2-Door Sedan rides well—handles like a dream—and looks good. But you can dress it up, inside and out, to your heart's content.

There's a handsome Interior Decor Group with luxurious cloth and vinyl trim illustrated on page 9. The supple cloth comes in Black, Medium Blue, Ginger, Beige, and Avocado. This eye-pleasing option is further enhanced with cut-pile carpeting, deluxe door trim panels, bright instrument panel molding, deluxe two-spoke steering wheel, rear seat ash tray, deluxe color-keyed seat and shoulder belts, and sound package. Beautiful. The Interior Decor Group also is available in deluxe pleated all-vinyl seat trim (illustrated on page 12).

Standard Features: 2-Door Sedan

200 CID 1V 6-cylinder engine
• 6:45x14 non-belted Black Sidewall tires • bright drip and wheel lip moldings • hub caps • center rear fuel filler • new Energy-Absorbing Bumper System • cowl top air intake ventilation • 3-speed, full-sync manual transmission • curved, ventless sideglass • flipper rear quarter windows • door-operated courtesy light • recessed door handles • integral door pull/armrests • sound package • handling package • full-width deep cushioned seats with random stripe cloth and vinyl trim • color-keyed carpeting • full-width stowage tray • 2-spoke steering wheel • blend-air heater with 3-speed blower • lighted controls • Steel Guard Rails in side doors • locking steering column with key reminder buzzer • Uni-Lock shoulder/lap belts with reminder system • plus all the Ford Motor Company Lifeguard Design Safety Features.



Maverick 2-Door Sedan with stylish Exterior Decor Group, bold new argent painted grille, Deluxe Bumper Group and glamorous Metallic Glow Paint. (Color 3K.)

Specifications: 2-Door Sedan

	(inches)
Track (front and rear)	56.5
Wheelbase	103.0

Overall length	183.3
Overall width	70.5
Overall height	53.0
Front compartment*	
Headroom	37.4
Legroom	41.1
Shoulder room	55.0
Hiproom	53.7

Rear compartment*	
Headroom	35.9
Legroom	31.8
Shoulder room	53.6
Hiproom	41.5
Trunk (cu. ft.)	10.1
Fuel capacity & type	15.0 (reg.)
Curb weight (lb.)	2681

*Front seat in rearmost position

Options Shown:

Interior Decor Group, below (described on the facing page), Exterior Decor Group (left), Deluxe Bumper Group (detailed on page 13), Metallic Glow Paint and White Sidewall tires. See option list on pages 12 and 13. License plate frames shown are sold as Dealer accessory.

Note: See Color Code reference on page 5.



2-Door Sedan with Metallic Glow Paint (Color 6F) and Deluxe Bumper Group shows that economy can be beautiful. The trunk holds over 10 cubic feet of usable luggage space.



New Interior Decor Group adds unexpected luxury with cloth and vinyl trim, plush cut-pile carpeting, deluxe touches in door trim, two-spoke steering wheel, color-keyed seat and shoulder belts, and more. Deluxe pleated all-vinyl seat trim also available. See pages 8 and 12 for complete details. (Color JB.)



Ford Maverick Grabber

More Than Just a Good Sport

The 1973 Maverick Grabber has all the WOW of a sporty compact and all the SAVE of a simple machine. No, we're not putting you on. Everything about it says sporty compact. Deck lid spoiler. Dual racing mirrors. D70x14 Wide Oval Black Sidewall tires with raised white letters. Hub caps/trim rings. New hood paint treatment and tape stripes. New lower bodyside paint/tape treatment. The new all-vinyl seat trim has a "tooled" effect. It's durable, long wearing and

easy to take care of. You also get color-keyed carpeting, 2-spoke steering wheel and a well-padded front seat for a soft, comfortable ride. On the sporty "economist" side, Grabber is built the same dependable, well-put-together way as all Mavericks. This includes extra sound deadening materials for a quiet ride. And a handling package that makes Grabber a dream machine to drive. You'll find that underneath all those goodies, Grabber is simply reliable. With Grabber you get in a fun car without paying the price. That's only the beginning. You can stay with the standard 200 CID Six or move out with the 250 CID Six. If you really want performance, try the 302 2V V-8. It has a two-barrel

carburetor but still runs on money-saving regular gas. You can stay with the column-mounted fully synchronized 3-speed manual transmission—or add a 3-speed manual floor shift available with the Grabber's standard 200 CID Six or 302 2V V-8. The SelectShift Cruise-O-Matic transmission required with the 250 CID Six, also teams up beautifully with the standard 200 CID Six and the 302 2V V-8. Inside, you can make your Grabber really swing with the High Back bucket seats illustrated at lower right. The illustration gives you an idea as to the real luxury of the deluxe super-soft all-vinyl trim. They all look and feel super good. You also get deluxe door trim panels and deluxe color-keyed seat and shoulder belts.

Standard Features: Grabber

- 200 CID 1V 6-cylinder engine
- 3-speed, full-sync manual transmission
- D70x14 Wide Oval Black Sidewall tires with raised white letters
- new Energy-Absorbing Bumper System
- new lower bodyside, lower back panel and rear valance panel paint/tape treatment
- new tape treatment on hood
- Grabber decal on hood tape and lower bodyside paint/tape at rear of front fender
- black painted grille with bright parking lamp bezels
- dual racing mirrors with left-hand mirror remote control
- bright drip moldings
- deck lid spoiler
- bright window frame and belt moldings



Grabber adds the eye-pleasing appeal of Wide Oval tires with Raised White Letters, hub caps and trim rings, and new lower bodyside, lower back panel and rear valance panel paint/tape treatment. (Color 9A and Avocado.)



- hub caps and trim rings • curved ventless sideglass • flipper rear quarter windows • recessed door handles • integral door pull/armrests • special sound package • special handling package
- full-width deep cushioned seats in vinyl with "tooled" effect • color-keyed carpeting
- 2-spoke steering wheel
- 3-speed blend-air heater with lighted controls
- full-width stowage tray
- Steel Guard Rails in side doors
- locking steering column with key reminder buzzer • Uni-Lock shoulder/lap belts with reminder system
- plus all the Ford Motor Company Lifeguard Design Safety Features.



Specifications: Grabber

	(inches)
Track (front and rear)	56.5
Wheelbase	103.0
Overall length	183.3
Overall width	70.5
Overall height	53.0
Trunk (cu. ft.)	10.1
Fuel capacity & type	15.0 (reg.)
Curb weight (lb.)	2810

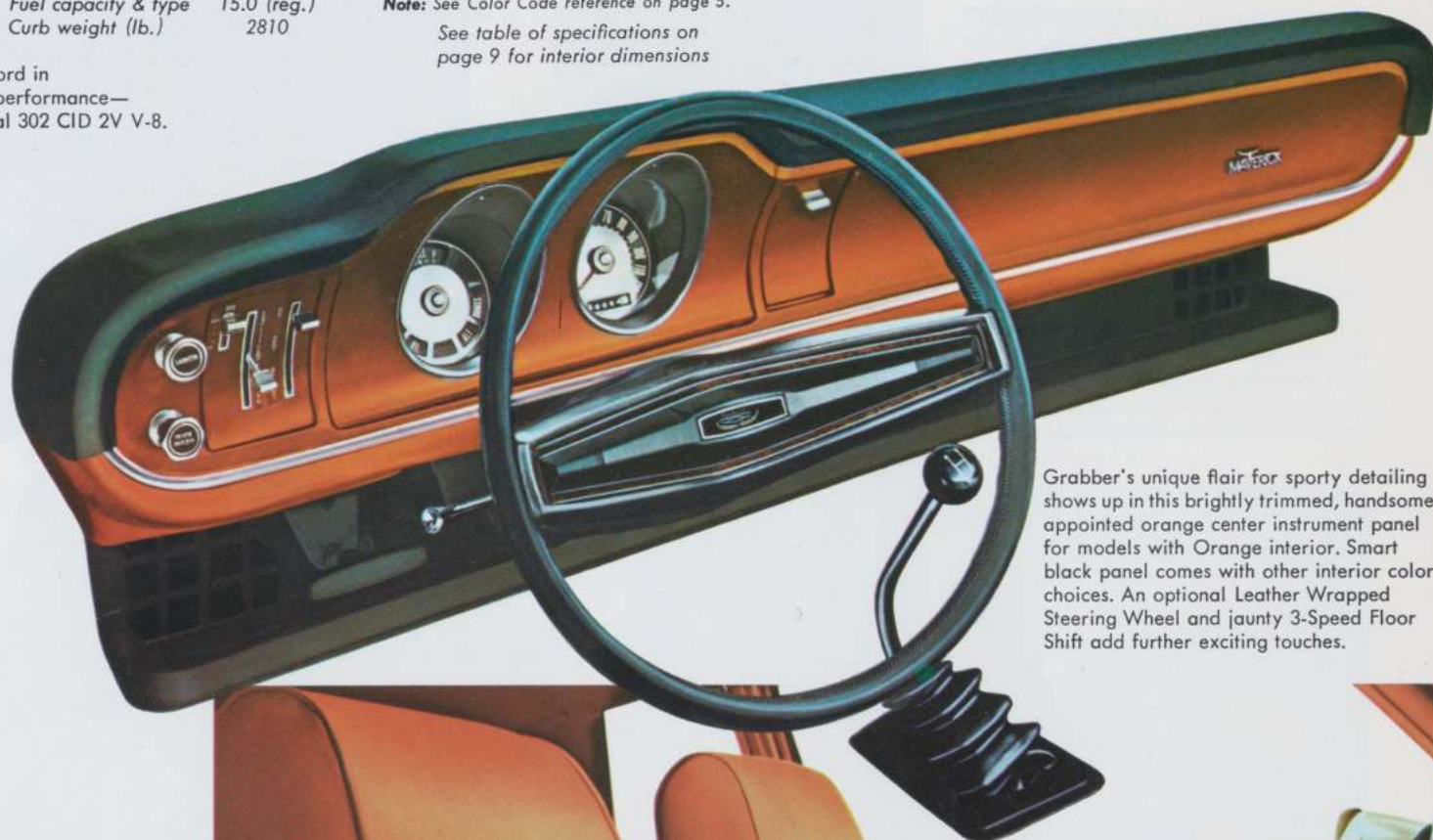
The last word in Maverick performance—the optional 302 CID 2V V-8.

Options Shown:

Deluxe Bumper Group, 302 V-8, Forged Aluminum Wheels, High Back Bucket Seats, Vinyl Roof, Leather Wrapped Steering Wheel and 3-Speed Manual Floor Shift. License plate frames shown are sold as Dealer accessory. See list of options on pages 12 and 13.

Note: See Color Code reference on page 5.

See table of specifications on page 9 for interior dimensions



Grabber's unique flair for sporty detailing shows up in this brightly trimmed, handsomely appointed orange center instrument panel for models with Orange interior. Smart black panel comes with other interior color choices. An optional Leather Wrapped Steering Wheel and jaunty 3-Speed Floor Shift add further exciting touches.



Super sporty High Back bucket seats are covered in deluxe super-soft all-vinyl trim. And they're even more comfortable than they look. (Color LC.)



Grabber's new looks include new hood paint treatment with tape stripes, black painted grille and bright belt, window and drip rail moldings and forged aluminum wheels. (Color 9A and Orange.)

Ford Maverick Better idea Options

The 1973 Maverick is a great machine. You can make it even greater by adding one or more of these better idea options. Choose from a wide selection of comfort, convenience, appearance and performance items. They're designed to bring out the best in your Maverick.

SelectShift Cruise-O-Matic

A great convenience. Especially with today's heavy traffic. You can shift manually or automatically as you prefer. It's available on all engines, and is required with the 250 CID Six.

SelectAire Conditioner

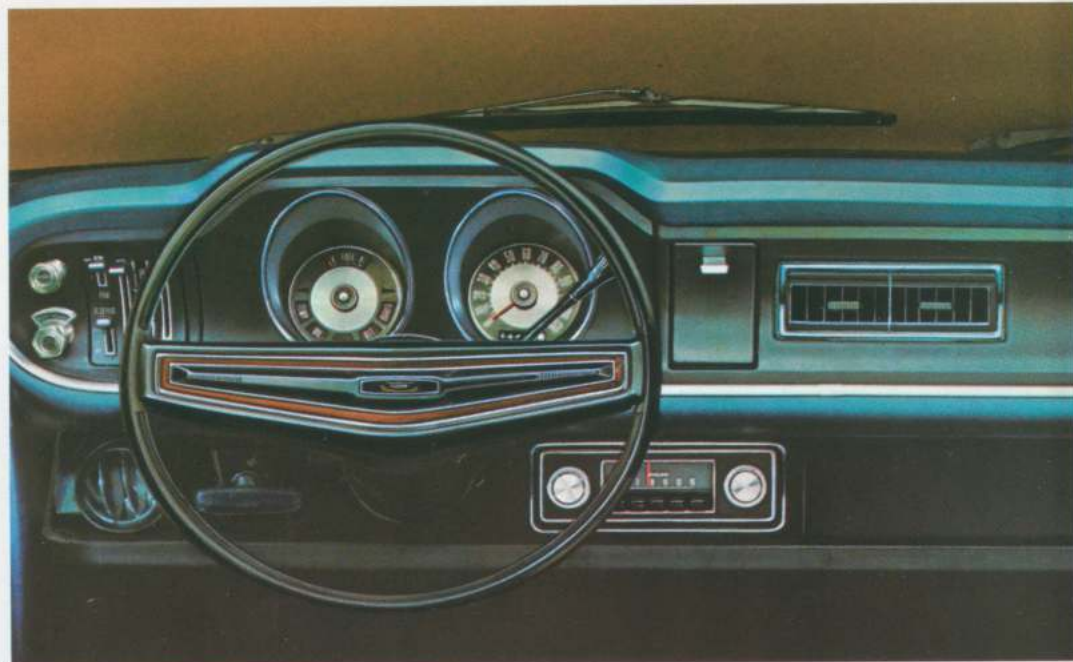
Forget about the weather. Just select your climate and enjoy your drive. Includes bright instrument panel molding. Tinted glass is recommended.

Power Steering

You get precise, immediate response for whatever the situation. It makes your Maverick almost effortless to handle.

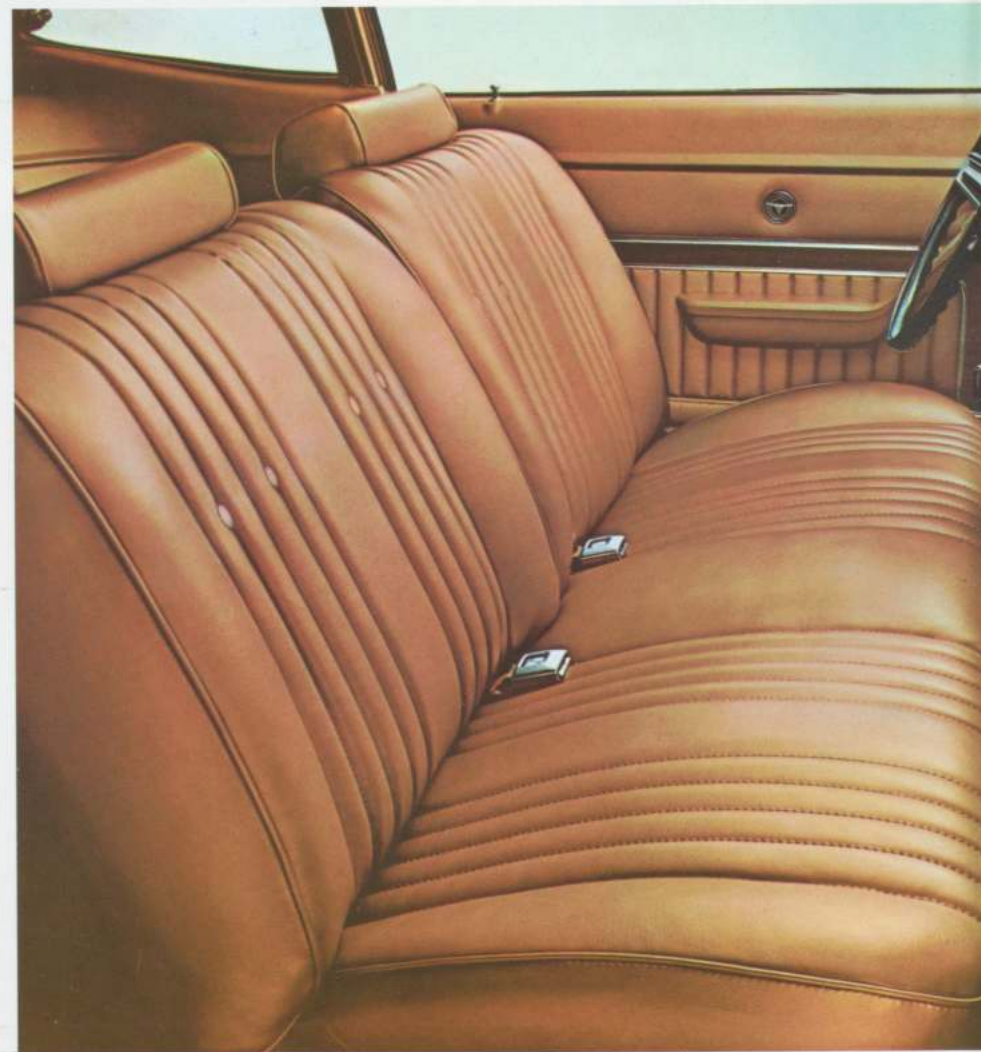
Radios

Imagine listening to true AM/FM stereo sounds as you drive along in your Maverick. The AM/FM Stereo Radio has two front-door-mounted speakers and dual rear-seat speakers to create a concert-hall-like effect. Completely transistorized for instant-on plus longer life. An AM radio is also available.



All-Vinyl Seat Trim Option Give your 2- or 4-Door Maverick the sporty interior that comes with Grabber. You'll like the unique "tooled" design and supple feel of the high quality all-vinyl trim. It's strong,

long-wearing and easy to take care of. Shown in Beige. (Color HT.) Also available in Black, Medium Blue, Ginger and Avocado.



Interior Decor Group Pleated all-vinyl trim, luxuriously soft, yet durable. Shown in Ginger. (Color KF.) Black, Medium Blue, Beige, Avocado also available. Orange offered on Grabber only. Cut-pile carpeting, deluxe door trim, bright door

panel molding, deluxe two-spoke steering wheel, rear seat ash tray, deluxe color-keyed seat and shoulder belts, and sound package included. Choice of Deluxe cloth trim shown on page 9.



Luxury Decor Option: 2- or 4-Door Sedans

Beautiful is the word when it comes to describing the Maverick decked out in the Luxury Decor Option. It's super rich in looks but not in price. Your Maverick stands apart with its unique Odense grain vinyl roof with Halo treatment for 2-door sedans and Odense grain vinyl roof for 4-door sedans. See pages 6 and 7 for a detailed description of all the luxury you get—inside and out—when you order the Luxury Decor Option.



Vinyl Roofs

The *Halo Vinyl Roof* adds a note of style and elegance to your 2-Door Sedan or Grabber. Includes bright edge moldings. Seamless one-piece design. Comes in Black, White and Avocado—and Orange on Grabber. The *Vinyl Roof* without the Halo effect is available on the Maverick 4-Door.

Metallic Glow Paints

You can make your Maverick even more exclusive with optional Metallic Glow Paint. Gold Glow, Ivy Glow or Blue Glow colors are available.



Trim Rings/Hub Caps

They put a nice finishing touch on your Maverick. Standard on Grabber.



Steel-Belted Radial Ply Tires

Available in DR78x14 Black and White Sidewall options.



Wide Ovals with Raised White Letters/ Forged Aluminum Wheels

Wide Ovals, standard on Grabber, add sportiness. *Forged Aluminum Wheels* also add snap.



Lockable Storage Console with Electric Clock

Sporty looking as well as convenient. Includes integral electric clock.

More Maverick Better idea Options

Better Ideas in Comfort and Convenience

Rear Window Defogger. Just a flip of the switch and rear visibility improves.

Dual Racing Mirrors add a touch of flair. Standard on Grabber.

Tinted Glass, complete, includes bright window frames.

Better Ideas in Appearance

Exterior Decor Group: Includes vinyl insert bodyside molding, bright window frames, belt molding, deck lid and quarter extension moldings, accent paint stripe and wheel covers. (Illustrated on pages 4, 7 and 8.)

High Back Bucket Seats. (Illustrated and described on pages 10 and 11.)

Leather Wrapped Deluxe Two-Spoke Steering Wheel. (Shown on page 11.)

Better Ideas in Performance

250 CID Six—runs on regular fuel. SelectShift Cruise-O-Matic transmission is required when you order this engine.

302 CID 2V V-8 will give you all the power you want. It runs on regular gas.

Floor Shift—available with 3-speed manual transmission and the 200 CID Six or 302 CID 2V V-8 engines. Or on models equipped with Cruise-O-Matic transmission in combination with bucket seats.

Optional ratio axle • *55 ampere heavy-duty battery* • *heavy-duty suspension*. *Optional ratio axle* is standard with SelectAire Conditioner, except with 250 CID Six. *Heavy-Duty Suspension* includes heavy-duty front and rear springs, heavy-duty shock absorbers and front stabilizer bar.

Note: License plate frames shown are sold as Dealer accessory.



Convenience Group

Makes driving a little more pleasurable. Includes bright rectangular remote control left hand mirror, cigar lighter, inside day/night mirror and luggage compartment light.



Appearance Protection Group

Includes a spare tire lock to help keep your spare tire where it belongs, door edge guards and floor mats. Helps you protect your Maverick and keep it looking at its best.



Deluxe Bumper Group

Includes front and rear bumper guards with inserts (standard with Luxury Decor Option) and horizontal rub strips on bumpers (a separate option for Luxury Decor Option equipped Mavericks). You can order separately *Front Bumper Guards* or *Rear Bumper Guards*. These come with vertical rub strips.

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 Ford Maverick model which includes these FORD MOTOR COMPANY LIFE GUARD 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 all cars equipped with automatic transmissions) • Parking lamps coupled with headlamps • Non-reversing odometer • Safety design front end structure • Head restraints or high back seats for front outboard occupants.

Built-in safety is something you have going for you in every Maverick. 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 Mavericks call for 36,000 miles, or 3 years (whichever comes first) between major chassis lubrications. 4,000 miles, or 4 months, between oil changes. Oil filter change initially at 4,000 miles, or 4 months, and at 8000-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 illustration is color coded (example: Color 4B). Your Ford Dealer will be pleased to show you a color chip and actual swatches of vinyl roof and interior trim materials.

All 1973 Maverick 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 Maverick comes with factory-engineered Motorcraft battery, oil filter, shock absorbers; Autolite PowerTip Spark Plugs and other Ford approved precision parts. For continued top performance, be sure to specify Motorcraft Parts and Autolite PowerTip Spark Plugs whenever replacement is necessary.

Listening better.
Building better.
That's Ford.



Maverick Grabber (Color 6E)



Maverick 2-Door Sedan (Color 3B)



Maverick 4-Door Sedan (Color 4Q)

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.

FORD MAVERICK

FORD DIVISION

