

BUYER'S DIGEST

of new car facts for 1970

Twelfth year. The original FORD book for car buyers who want all the facts before making a purchasing decision. 50 models plus options and features.

thunderbird '70



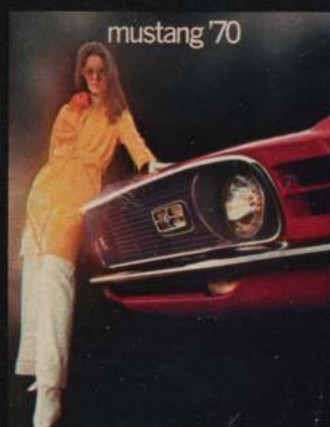
ford '70



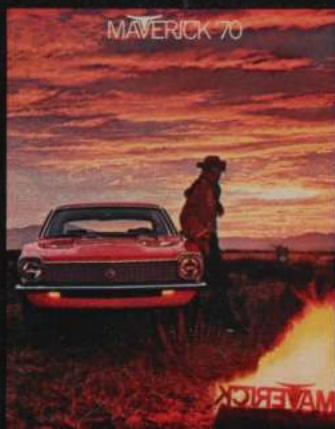
torino '70



mustang '70



MAVERICK '70



falcon '70



ford wagons '70





**THUNDERBIRD TWO-DOOR LANDAU
WITH SPECIAL BROUGHAM OPTION**

The Thunderbird of Thunderbirds

Dramatically new. Thunderbird '70 has it all. Its long hood, aerodynamically inspired grille and compact rear deck present a totally new, visually exciting silhouette. Inside, the ultimate in personalized luxury. Thunderbird the innovator, more than ever, unique in all the world.

3 New Ways to Fly. Three exceptional choices: Two-Door Hardtop, Two-Door Landau, Four-Door Landau. The Hardtop and vinyl-covered Two-Door Landau share a distinctive roofline graced by a unique new Bird emblem. A new "S" bar, with 2

woodtone insert, distinguishes the formal, vinyl-covered town roof of the Four-Door Landau. All Birds are longer, wider, lower than before. All are luxuriously roomier inside.

Standard, hard-muscled power combines the highly refined, reliable 429-cu. in. 4V V-8 smoothly with SelectShift transmission (you shift manually or automatically). Full-width taillamps with sequential turn signals alert following drivers more safely.

Unique Strength. Under its beauty, the Bird is a carefully crafted fortress. Each final assembly is thoroughly tested electronically, and rigidly inspected. The Bird's computer-tuned frame combines durability and comfort. You ride in solid, rugged quiet. Torque-box design helps absorb road vibration. A cushioned-in-rubber suspension system, tuned to standard radial ply tires, softens the ride for even easier, more precise handling.



**THUNDERBIRD
SPECIAL BROUGHAM OPTION INTERIOR**



POWER-OPERATED SUNROOF

Concern for personal comfort shows up in new luxury ideas like the Special Brougham Option (two-door models). It offers high-back bucket seats covered with opulent hopsack and vinyl, a center console, deluxe three-spoke Rim-Blow Steering Wheel, plush carpeting. You also get auxiliary grille lamps, white sidewalls, color-keyed full wheel covers, bodyside molding with resilient, color-keyed vinyl insert (protects finish from careless parkers). There is also a luxuriant Brougham Option available in all vinyl trim or vinyl with leather seating surfaces. And more.

Many Luxury Features Standard. Yours, automatically, are: Exclusive "fluidic-control" Power steering • Power front disc brakes • SelectShift Cruise-O-Matic transmission • Responsive 429-cu. in. 4V V-8 • Cayman grain vinyl roof (Landau models) • Locking Steering Column which locks steering-ignition-

transmission when you remove the key • AM Radio • Hidden radio antenna (bonded into windshield) • Hidden windshield wipers which park below the line of sight • Power Ventilation that freshens air with all windows up • Uni-Lock Safety Harness which fastens shoulder and lap belts with one buckle, unclutters front seats • Automatic parking brake release • Radial ply tires.

Better Idea Options. Make the Bird more exclusively yours with options like: Power-Operated Sunroof • SelectAire Conditioner with Automatic Climate Control, once set, you can forget it • Fingertip Speed Control • High-level Taillamps, in rear window, more vividly alert drivers behind you • Sure-Track Brake Control System, anti-skid device • Electric Defrost (rear window) • AM/FM Stereo Radio • Stereo-Sonic Tape System/AM Radio • Power seats-windows-deck lid release, and more.

Fly Thunderbird this year. Fly first class.



FORD Take a quiet break

For 1970, Ford offers a wide choice of 21 irresistible new models: three ultraluxurious LTD Broughams, five luxurious LTD's, two sporty XL's, six high-styled Galaxie 500's, three Custom 500's, and two Customs. By every measure these are the finest, most luxurious riding sedans, hardtops, convertibles and station wagons Ford has ever built. Ford engineers have created an almost totally quiet ride . . . not just by covering up noise, but by designing quietness in. There's a computer-

designed S-frame. A unique "forgiving" suspension system which rolls with the punch of every bump. A long wheelbase for a smooth ride. A wide track for stability. And over all a body built of strong, heavy steel for solid, rugged quiet. Inside, Ford's Front Room lets you relax in padded, paneled elegance, with more people-space than ever. A coved instrument cluster and sweptaway dash give you more leg and knee room. A quietly efficient ventilation system that freshens air with all windows closed. And a host of other better ideas make the 1970 Ford one of America's truly great, quiet-riding, popular-priced cars.

LTD BROUGHAM . . . quietly superior. Ford presents this brand-new ultraluxury series . . . the most carefully crafted, most elegant Fords ever built. They are available as 2- or 4-Door Hardtops and a 4-Door Sedan. Their massive new grille,



LTD BROUGHAM INTERIOR



FORD XL CONVERTIBLE



LTD BROUGHAM 2-DOOR HARDTOP

Hideaway Headlamps and special ornamentation distinguish them on the outside . . . and inside they offer the highest level of luxury ever available in Ford's field. Handsome woodtone trim. Rich knit-nylon fabrics. Deep cut 100% nylon carpeting, a Ford exclusive. Front seat center armrest. Special steering wheel. Five courtesy lights. Electric clock. Power front disc brakes. And much more. All of this is powered by a quietly spirited 351 V-8. And there is an extensive range of optional equipment available for even finer personalized luxury.

LTD . . . the car that Ford is keeping quiet. Luxury leader in its class, the LTD by Ford is available in three choices: 2-Door Hardtop, and 4-Door Hardtop or Sedan. All feature LTD's world-famous quiet design. Interiors, remarkably rich and fashionable, feature Ford's spacious Front Room and sweptaway Flight-

Cockpit Instrument Panel. There's deep loop-pile carpeting and a handsome array of nylon and vinyl upholstery. LTD's have a massive grille and Hideaway Headlamps, power front disc brakes and a quiet, quick-responding 351 V-8. And they have a long list of options including an LTD Luxury Trim Option, with unique seat and door trim, deluxe steering wheel, and much more for added elegance inside.

XL . . . spirited, silent partner. The XL SportsRoof and Convertible make luxury a sporting proposition. They have full wheel covers, dual accent paint stripes, special grille and Hideaway Headlamps, special XL ornamentation, all-vinyl seat trim, woodtone appliques, and nylon loop-pile carpeting. The 351 V-8 is standard, and extra V-8 muscle up to 429 CID is optional, along with many other eager extras.



FORD GALAXIE 500 SPORTSROOF



FORD CUSTOM 500 4-DOOR SEDAN

FORD Quietly superior

GALAXIE 500 . . . with all the quiet of LTD. In the new Galaxie 500's, Ford now gives you the same exceptional "quiet chamber" once featured only in LTD's, plus impeccable good looks at a very reasonable price. Offered in four models: Sports-Roof, 2-Door Hardtop, and 4-Door Sedan and Hardtop, one of the nicest things about them is the long list of extra-value features which come standard. New Uni-Lock Safety Harness with single buckles for lap and shoulder belts. New easy-to-use remote-control door handles. Rich loop-pile, 100% nylon car-

peting. Glove-soft nylon and vinyl fabrics. Bright wheel lip moldings. Protective new vinyl insert bodyside moldings. Tail-lights with brushed aluminum applique. And many more. Standard power is the impressive, economy-minded 240-cu. in. Big Six. Four optional V-8's are offered. Plenty of other options, too, like the new electric rear window defroster.

CUSTOM 500 & CUSTOM . . . quality need not be expensive.

The Custom 500 and Custom 4-Door Sedans are practical cars for practically everyone. They're priced economically low, but they're built to the same high degree of Ford engineering standards as the more expensive models. They share common features with all the other big Fords, such as foam-padded seats, full carpeting, Front Room spaciousness, Full Park Windshield Wipers, and a whole lot more.



FORD GALAXIE 500 2-DOOR HARDTOP



FORD LTD COUNTRY SQUIRE



FORD CUSTOM 500 RANCH WAGON

FORD WAGONS . . . America's most welcome wagons. Ford, the all-time leader in station wagons, presents 12 models for 1970, including Fords, Torinos and Falcons. At the top of the Ford lineup is the luxurious *LTD Country Squire*, available in two models, for six passengers or eight. Both have the elegant LTD grille, Hideaway Headlamps, a power doorgate window, full wheel covers and power front disc brakes. *Ford Galaxie 500 Country Sedans* are also available as six- or eight-passenger models. The *Custom* and *Custom 500 Ranch Wagons* are for value seekers who want a big wagon at a down-to-earth price. Both are available as 6-passenger models. The Custom 500 also offers an 8-passenger version. All Ford wagons offer standard features like the 3-Way Magic Doorgate (it swings down for cargo, or—window up or down—aside for people), 351 V-8, 96.2 cu. ft. cargo capacity (ample for storing 4' x 8' ply-

wood panels flat on the floor), hidden lockable storage space beneath the load floor, and a host of other Ford better ideas.

STANDARD FORD FEATURES include: 240 CID Big Six (351 V-8 on LTD Broughams, LTD's, XL's and wagons); fully synchronized 3-speed manual transmission; anti-theft locking steering column; Uni-Lock Safety Harness; fiberglass belted bias-ply tires; Ford's Twice-a-Year Maintenance Features; Ford's Lifeguard Design Safety Features, and more.

FORD OPTIONS include: Choice of five V-8's up to 429 CID; SelectShift; Automatic Speed Control; Tilt Steering Wheel; Stereo-Sonic Tape/AM Radio System; Electric Defrost for rear window; SelectAire Conditioner; Two new special, low-cost Trailering Packages for car or wagon; Power front disc brakes.



TORINO

Styled by the wind

Torino for 1970 is new clear through. Torino is not just a new line of cars, it is a new concept. A new intermediate size five inches longer than last year. And, for the first time, four-door convenience is available in two new hardtop models. There are 13 new models in all. The shape is a new aerodynamic, styled-by-the-wind design. Construction is also new. It's a monocoque system which unites the body into an integral unit—like aircraft and exotic race cars—and it includes an energy-absorbing front structure for greater safety in event of a front-

end collision. The size is new—a 117-inch wheelbase with five-foot treads. And the power is new, including new optional V-8's which are the most efficient Ford has ever built.

New Torino Broughams: The 2-Door and 4-Door Hardtop Broughams, distinctive new additions to the Torino series, introduce a whole new world of magnificence to the intermediate field. Contemporary styling, unmistakably top-of-the-line, is crisp, clean, rich-looking. Restrained chrome touches tastefully accent Brougham's gracefully sculptured proportions. New Hideaway Headlamps, standard, are discreetly molded into an impressive, jewel-like grille. Interiors are equally breathtaking. Incredibly luxurious. You are surrounded with elegant refinements. Plush carpeting is underfoot. Upholstery fabrics are rich and the selection is extensive. Better ideas abound. The



TORINO BROUGHAM INTERIOR



TORINO BROUGHAM 4-DOOR HARDTOP



TORINO BROUGHAM 2-DOOR HARDTOP

vent windows on the 2-door hardtops, for instance, have been eliminated to do away with wind noise. Door release handles are a new design for added security. And options of an almost unbelievable variety permit precise tailoring to your taste. Other Torino models include the *Torino 4-Door Sedan*, *Torino 2-Door Hardtop*, and *Torino 4-Door Hardtop*. They're shaped and built and sized in the new-clear-through manner of every Torino and offer exceptional values at even lower than Brougham price. They make great family cars in town or out, and are easy to handle, easy to park. A longer wheelbase and wider stance give you a remarkably smooth, quiet ride.

Torino Standard Features include: 250-cu. in. Six; fully synchronized 3-speed manual transmission; locking steering column to discourage theft; concealed windshield wipers, curved

side glass; DirectAire Ventilation on 2-door models that routes air for full high-level or low-level circulation; Uni-Lock Safety Harness with one buckle for both shoulder and lap belts; fiberglass belted bias-ply tires; Ford's Twice-a-Year Maintenance Features; and all of Ford's Lifeguard Design Safety Features.

Torino Options include: Choice of six V-8's up to 429 CID; 4-speed manual transmission with Hurst Shifter[®]; SelectShift Cruise-O-Matic; High-Back bucket seats; Intermittent windshield wipers; Tu-Tone roof paint; AM/FM Stereo radio; Sport Slats backlite louvers for SportsRoof rear windows; Styled steel wheels; Blazer Stripe Upholstery; Hideaway Headlamps (standard on Broughams); Power seat; Power steering; Power windows; Power front disc brakes, and a whole lot more — ask your Ford Dealer and he'll be glad to give you complete details.



TORINO

Wind shaped. Made to move

Torino GT's and Cobras are graduates of the toughest finishing schools—Daytona, Darlington, Riverside, Galveston. These competitive tracks served as wind tunnels to shape Torino aerodynamically, and as engineering labs to help us design stronger, more durable intermediates. Action-sized and action-minded, Torinos are among the quickest of any street machines ever offered. **Torino GT's** are handsome, luxury-loving cousins of the Cobra. But don't let all their glamour fool you. They are really performance cars and available in SportsRoof or Convertible models. They are equipped with a GT air-scooped hood,

E70-14 or F70-14 wide-tread white sidewall tires, special hub caps and trim rings, GT identification, and unique taillamps. Standard engine is the 302 CID V-8. The **Torino Cobra** (SportsRoof) is downright wild and woolly. Standard equipment includes a 429 4V engine, competition suspension, quick-acting 4-speed manual transmission with Hurst Shifter, F70-14 wide-tread belted tires with raised white letters, 7" wheel rims, hub caps, black painted grille and hood, exposed hood lock pins, and Cobra decals on fenders and rear deck. Plenty of sassy options available, too. For details on Torino GT's and Cobras, ask for Ford's Performance Digest.

Fairlane 500 is Ford's traditional intermediate-size value car. It's styled and built like the Torino, which makes it more attractive than ever. Now, along with Fairlane's saving ways you get



TORINO GT SPORTSROOF



TORINO COBRA



FAIRLANE 500 2-DOOR HARDTOP



TORINO SQUIRE

the new-clear-through Torino concept, the wind-styled Torino shape, and monocoque Torino construction. Standard engine is the 250-cu. in. Six. Two body styles are offered—the 4-Door Sedan and the 2-Door Hardtop. Both have dual horizontal headlights, concealed windshield wipers, foam-padded seats, bright nylon and vinyl trim, Locking Steering Column, Uni-Lock Safety Harness, Ford's Twice-a-Year Maintenance, Ford's Lifeguard Design Safety Features, and Ford's long list of better ideas. Options range all the way from AM/FM Stereo Radio to Select-Aire Conditioner. A variety of V-8's is available, up to 429 CID. New dress-up options include bodyside molding with colored vinyl inserts. There's a Trailer Towing Package, too.

Torino Squire is the top model of three totally new Torino wagons. New in size. 209 inches overall, 114-inch wheelbase.

New in shape. It's low and sporty, wind-styled in design. And, like the other Torino models, its monocoque construction is new. All three wagons—Torino Squire, Torino Wagon, and Fairlane 500 Wagon—will seat six, and there's an optional rear-facing rear seat for two more passengers. Cargo space is 85.2 cubic feet. The big 250 CID Six is standard on the Torino and Fairlane 500 Wagons. The 302 CID V-8 is standard on Torino Squire, optional on the others. And there are three other optional V-8's. Ford's 2-Way Magic Doorgate is also standard; it swings down for cargo and aside for people. The cargo floor is vinyl coated; up front there's carpeting for the Squire and Torino Wagon. Cargo floor length is 89" with the doorgate up and 109.5" with it down. However you measure them, these three all-new intermediate wagons are the last word in value. And the way to find out is to test-drive one first chance you get.



MUSTANG MACH 1

MUSTANG Number One

MACH 1 . . . when you like it hot. Whichever way you like it, Mustang's the Number One choice for '70. Best-selling sporty car ever, it now has new allure outside, new glamour inside, new power play under the hood. Like it hot? Try Mach 1 . . . a machine that likes to get out and go places. Life will never be the same, of course. Mach 1 magic does that. And no wonder. It's got standards like: a unique new grille and grille lamps; dual hood lock pins; choice of black or white painted hood; hood scoop; E70-14 belted bias-ply white sidewall tires; new cast wheel covers; dual color-keyed racing mirrors; high-back

bucket seats with knitted vinyl trim that stays cool and comfortable; under the hood a 351 2V V-8. Optional choices include: V-8's all the way up to the 428 Cobra Jet; "shaker" hood scoop; a close-ratio 4-speed transmission with Hurst Shifter; adjustable rear spoiler; Sport Slats backlite louvers . . . and lots more.

GRANDE . . . when you like it rich. How about Grandé, the formal luxury model? Grandé elegance says formality can be fun and backs it up with a unique, distinctively crowned, black or white vinyl Landau roof, high-back foam-filled bucket seats, deluxe 2-spoke steering wheel, woodtone instrument panel and new houndstooth-check upholstery. Plus a wide array of luxury options like: SelectAire Conditioner; AM/FM Stereo Radio; Stereo Tape Deck; new Houndstooth Vinyl Roof in Blue-and-Black or Green-and-Black; and Tilt Steering Wheel.



MUSTANG GRANDE



MUSTANG GRANDE INTERIOR



MUSTANG BOSS 302

BOSS 302 . . . when you like it quick. This one goes like the wild wind. All-out performance for adventurous souls who want to rule the road. A high-output Boss 302 4V V-8 winds up 290 ferocious horses. It has belted wide-oval tires, hub cap/trim ring, a front spoiler, and a space saver spare tire. Available are hot extras like the "shaker" hood scoop, adjustable rear deck spoiler, Sport Slats, and the close-ratio 4-speed with Hurst Shifter. Like all Mustangs, Boss is available in wild colors, too. And there's plenty more.

SPORTSROOF, HARDTOP, CONVERTIBLE . . . however you like it. Mustang is Number One to run with. And Mustang gives you so many ways to live it up economically. You get great standard features like: full carpeting; high-back bucket seats; sports-styled interiors; sweet, sassy 200 CID Six; 3-speed

manual transmission; fiberglass belted tires; anti-theft locking steering column; Twice-a-Year Maintenance, and a full quota of Ford's better ideas. There's a kaleidoscope of Mustang color choices, too. How does Grabber Green grab you? Grabber Orange or Blue? Bright Yellow? Vermilion? And there are 11 other Super Diamond Lustre Enamel color selections.

There's a host of Mustang options, too, that challenge you to design your own exclusive Mustang—the car to suit your individual needs and personality. Start with Blazer Stripe Interior Trim, Rim-Blow Deluxe Steering Wheel, center console, sporty Magnum 500 chrome wheels (with Boss 302 only), Power Front Disc Brakes, a big 250 CID Six or choice of seven V-8's, Select-Aire Conditioner and SelectShift transmission, to name a few. Live gloriously. Splurge modestly. Go with Number One.

MAVERICK

The simple machine

Maverick, the hottest selling new car to come along in five years. Priced to rival the imports, it gives you a finer, more practical car. Simply wonderful and wonderfully simple. Simple to service, to repair, to drive. And so much is included, standard, that many will not put an extra cent into Maverick because it's already all there. The standard 170-cu. in. Six gives Maverick plenty of sass and quick response. The wide, low design puts the center of gravity down near the road where it should be. Welded, unitized body construction, special insulation, and a host of Ford's other Better Ideas combine to make Maverick quiet, husky, and long-lived. You can choose from switched-on body colors, too, with names like Hulla Blue and Freudian Gilt. And there are popular options like: *Blazer Stripe* seat trim; a big 200 CID Six; SelectShift transmission, and SelectAire Conditioner. Be a Maverick. Buy a Maverick.



MAVERICK



MAVERICK



MAVERICK
INTERIOR

FALCON

Practicality can be handsome

Economize without giving up a thing in a new 1970 Falcon. Spacious inside, compact outside, Falcon combines big-car ride with easy, small-car handling. Performance is snappy and eager. Gas mileage, something to write home about. The Futura Club Coupe and 4-Door Sedan are the last word in compact luxury and big-car ideas. The Falcon 4-Door Sedan and Club Coupe are downright king-sized when it comes to savings. Falcon and Futura Wagons tote almost as much as any full-sized wagon (85.2 cu. ft.). And every Falcon model is built to the rigid quality standards of the higher priced Fords. **Standard Falcon features include:** 111-inch wheelbase (113" on wagons); Ford's big 200-cu. in. Six; fully synchronized manual 3-speed transmission; and Ford's Lifeguard Design Safety Features. **Options include:** 302 V-8; SelectShift; Select-Aire Conditioner; Power Steering; AM Radio, and many more.



FALCON FUTURA INTERIOR



FALCON FUTURA WAGON



FALCON FUTURA 4-DOOR SEDAN

50 FORDS...match any need, fit any budget

THUNDERBIRD

2-Door Hardtop
2-Door Landau
4-Door Landau

FORD

Custom 4-Door Sedan
Custom 500 4-Door Sedan
Galaxie 500 4-Door Sedan
Galaxie 500 SportsRoof
Galaxie 500 2-Door Hardtop
Galaxie 500 4-Door Hardtop

Ford XL SportsRoof
Ford XL Convertible
Ford LTD 4-Door Sedan
Ford LTD 2-Door Hardtop
Ford LTD 4-Door Hardtop
LTD Brougham
4-Door Sedan
LTD Brougham
2-Door Hardtop
LTD Brougham
4-Door Hardtop

Custom Ranch Wagon
(6-passenger)
Custom 500 Ranch Wagon
(6-passenger)
Custom 500 Ranch Wagon
w/Dual-Facing Rear Seat*
Galaxie 500 Country Sedan
(6-passenger)
Galaxie 500 Country Sedan
w/Dual-Facing Rear Seat*
LTD Country Squire
(6-passenger)
LTD Country Squire
w/Dual-Facing Rear Seat*

*8-passenger

TORINO

Fairlane 500 4-Door Sedan
Fairlane 500 2-Door Hardtop
Torino Cobra SportsRoof
Torino GT SportsRoof
Torino GT Convertible
Torino 4-Door Sedan
Torino 2-Door Hardtop
Torino 4-Door Hardtop
Torino Brougham
2-Door Hardtop
Torino Brougham
4-Door Hardtop

Fairlane 500 Wagon
Torino Wagon
Torino Squire

MUSTANG

Hardtop
SportsRoof
Convertible
Grandé Hardtop
Mach 1 SportsRoof
Boss 302 SportsRoof

MAVERICK

2-Door Sedan

FALCON

Falcon Club Coupe
Falcon 4-Door Sedan
Futura Club Coupe
Futura 4-Door Sedan
Falcon Wagon
Futura Wagon

While the information shown herein 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.

New edition...better ideas '70

(A) Dualtone Paint option adds a highly dignified two-tone paint treatment to the Ford XL SportsRoof and Convertible.

(B) Lock Pillar Air Pressure Relief Valves, expel air quietly for continuous fresh air flow. Standard on Ford, Torino, Mustang.

(C) Uni-Lock Safety Harness locks both shoulder and lap strap with one buckle. Self-locking retractors store lap belt out of sight (standard Ford, Torino, Mustang and Thunderbird).

(D) New 4-Speed Transmission features a Hurst Shifter[®] and competition linkage for fast, precise shifting at high rpm.

(E) Concealed Wipers standard on Torino and Thunderbird.

(F) "Boss 302," hottest new Mustang model.

(G) Fiberglass Belted Tires give up to 31% more traction, 40% more tread life. Standard on Ford, Torino, Mustang, Maverick. Radial-ply tires standard on Thunderbird. Bias-ply on Falcon.

(H) Rim-Blow Deluxe 3-Spoke Steering Wheel adds a sporty flair. Optional Ford, Torino, Mustang and Thunderbird.

(I) Locking Steering Column with unique design that locks ignition switch, transmission linkage and steering wheel... as a deterrent to car theft. Standard on all models except Falcon.

(J) Laser Stripe, made of graduated reflective tape, is a sporty option (in red, blue, brown or green) for Torino GT's.

(K) Hideaway Headlamps, standard on Ford LTD Brougham, LTD, XL, Country Squire and Torino Brougham models. Optional on Torino, Torino GT and Torino Squire.

(L) Blazer Stripe Interior Trim, optional on Torino 2-Door Hardtop, Cobra and GT SportsRoof models (in Red or Ginger), Mustang Hardtop, Convertible and SportsRoof models (in Vermilion or Ginger), and Maverick (in Red or Nugget).

(M) Spoilers. Manually adjusted rear-deck spoilers are Mustang SportsRoof options. **Sport Slats** backlite louvers (optional on Mustang and Torino SportsRoof models) add an imported sports car flair, and shade rear glass from direct sunlight or precipitation.



FORD 