

1978 **FORD**

The Better Ideas keep coming.
When America needs a better idea,
Ford puts it on wheels.



FIESTA



PINTO



MUSTANG II



FAIRMONT FUTURA



FAIRMONT



GRANADA





FORD FAIRMONT

The Ford in your future.

A new line of family cars for the future, built with space, fuel and cost efficiencies for today . . . but designed for the years to come. Each Fairmont (2- or 4-Door Sedan or 4-Door Wagon) is long on looks, surprisingly low in price, and seats five adults in comfort. EPA ratings, with 2.3 litre engine and manual transmission, are 33 mpg highway, 23 mpg city (in Calif., 30 mpg highway/20 mpg city).*

Fairmont 4-Door Sedan in Black (Code 1C) with optional Chamois vinyl roof and Exterior Decor Group. **Interior Decor Group** includes flight bench seat and fold-

down center armrest, handsomely trimmed here in Chamois cloth and vinyl (Code HT). This optional interior also offers deluxe door trim, woodtone appliques, 18-oz. cut-pile carpeting, deluxe color-keyed belts, and more.

Notable Standard Features— Fairmont 2- and 4-Door Sedans
FUNCTIONAL: 2.3 litre 4-cyl. engine with DuraSpark Ignition □ 4-speed manual transmission, floor shift □ Front disc brakes □ Rack and pinion steering □ BSW bias ply tires □ Ford Motor Company Life-guard Design Safety Features.

APPEARANCE AND COMFORT: Bucket seats, all-vinyl trim □ Carpeting □ Bright grille, headlamp and parking lamp bezels □ Bright windshield, backlight and drip moldings □ Bright hub caps (4).

Fairmont Wagon: Most of above with these differences or additions:
 □ Folding second seat with one-hand quick release □ Liftgate with concealed hinges and gas strut assists □ Liftgate "open" warning light □ Color-keyed cargo area carpeting □ Cargo area light □ BSW Steel-belted radial ply tires.

Measurements (all models)

Wheelbase	105.5"	Width	71.0"
Length	193.8"	Passengers	5

Note: Some items shown are optional, such as the Deluxe Bumper Group, wire wheel covers (4), WSW radial tires, Exterior Decor Group. See back cover for Color Code Reference. See the '78 Fairmont catalog for complete details.
 *Your actual mileage may vary, depending on how and where you drive, car condition and optional equipment.



Fairmont 2-Door Sedan—Lt. Jade Glow (7L)



Fairmont 4-Door Wagon—Dk. Brown Met. (5Q)



Fairmont 4-Door Sedan with Exterior Decor Group—Black (1C)



Fairmont 4-Door Squire Wagon—Brt. Russet Red (21)



**FORD FAIRMONT
FUTURA**

New combination of styling and technology for 1978 . . . and beyond.

Futura is a unique specialty car with room and comfort for five passengers. Its dynamic new styling reflects classic lines of more expensive sport coupes, yet Futura is realistically priced. Operating economy is especially impressive. EPA ratings, with 2.3 litre engine and manual transmission, are 33 mpg highway, 23 mpg city (in California, 30 mpg highway/20 mpg city).*

Futura Sports Coupe, in Silver Metallic (Code 1G), with optional WSW tires and cast aluminum wheels (4).

Futura Interior gives you sporty low-back bucket seats, Russet (Code EE) shown, and deluxe steering wheel hub. The instrument panel's clean, functional design is enhanced with woodtone appliques. Column-mounted controls add to driving convenience. A deluxe sound package helps minimize road noise.

Notable Standard Features—Fairmont Futura:

FUNCTIONAL: 2.3 litre 4-cyl. engine with DuraSpark Ignition
 4-speed manual transmission, floor shift Rack and pinion steering
 Inside hood release Anodized aluminum bumpers BSW bias ply tires Ford Motor Company Lifeguard Design Safety Features.
APPEARANCE AND COMFORT: Wrapover roof pillar Bucket

seats, pleated all-vinyl trim Carpeting Deluxe color-keyed belts Upper door painted trim, bright window regulator (black knob), bright door cup accents, dark woodtone instrument panel applique, deluxe sound package Bright grille with quad headlamps Lower bright/vinyl insert bodyside moldings Hood ornament LH bright rearview mirror Futura ornamentation Horizontal louver-like design on center pillar Deluxe wheel covers (4) Wraparound taillamps.

Measurements

Wheelbase	105.5"	Width	71.0"
Length	195.8"	Passengers	5

Note: Some items shown are optional, such as the Deluxe Bumper Group, cast aluminum wheels (4). See back cover for Color Code Reference. See the '78 catalog for complete details.

*Your actual mileage may vary, depending on how and where you drive, car condition and optional equipment.



Futura Sports Coupe—Blue Glow (3H)

Futura Sports Coupe—Blue Glow (3H)



FORD FIESTA

Europe's most successful new car in history.*
 Fiesta's winning friends fast in the U.S.A., just as it did in Europe. Very understandable. It has front-wheel drive for going in snow or on ice. MacPherson suspension for roadability. Comfort for four adults. A 1.6 litre engine and 4-speed manual transmission EPA-estimated at 46 mpg highway/34 mpg city (in Calif., 43 mpg/30 mpg).**

Fiesta 3-Door with Decor Group in Yellow (Code 9).

Fiesta Decor Interior has adjustable reclining seats in Black/White Houndstooth cloth and vinyl trim (Code 1A).

Notable Standard Features—Fiesta:

FUNCTIONAL: Front-wheel drive □ 1.6 litre, 4-cyl. OHV engine □ 4-speed manual transmission □ Rack and pinion steering

□ MacPherson front suspension □ Michelin steel-belted BSW radials □ Ford Fiesta Lifeguard Design Safety Features.

APPEARANCE AND COMFORT: Front bucket seats, all-vinyl trim □ Fold-down rear bench seat □ Brushed aluminum instrument panel appliques □ Fiesta ornamentation with flag decal □ Argent road wheels (4) with Argent bolts, and more.

Measurements

Wheelbase 90.0" Width 61.7"
 Length 147.1" Passengers 4

*Based on sales comparison of new car nameplates in first 12 months.

**Your actual mileage may vary, depending on how and where you drive, car condition and optional equipment.

Note: Some items shown are optional, such as radio, Decor Group. See the Fiesta catalog for complete details, including the Fiesta with Decor, Sport or Ghia Group options.



FORD PINTO

New standard equipment makes it an even bigger value.

New standard features mean greater value. You get power front disc brakes, AM radio (may be deleted for credit), electric rear window defroster, tinted glass, protective bodyside moldings, bright window frames, full wheel covers. Pinto Pony has added features, too. The 2.3 litre engine and manual transmission are EPA-rated at 35 mpg highway, 25 mpg city (in Calif., 34 mpg highway, 25 mpg city).**

Pinto 2-Door Sedan, Dark Jade Metallic (Code 46), with optional Rallye Appearance Package—dual accent stripes, dual sport mirrors, styled steel wheels/trim rings (4).

Low-back bucket seats in Jade cloth and vinyl (Code DR) included with optional Interior Decor Group.

Notable Standard Features—Pinto 2-Door & Runabout:

FUNCTIONAL: 2.3 litre 4-cyl. with DuraSpark Ignition □ 4-speed manual transmission/floor shift □ Rack and pinion steering □ Power front disc brakes □ Electric rear window defroster □ Ford Motor Company Lifeguard Design Safety Features. APPEARANCE AND COMFORT: All-vinyl or cloth/vinyl front bucket seats □ AM radio □ Tinted glass □ DirectAire ventilation □ Bright windshield molding □ Full wheel covers (4).

Measurements

	2-Door/3-Door	Wagon
Wheelbase	94.5"	94.8"
Length	169.3"	179.1"
Width	69.4"	69.7"
Passengers	4	4

Note: Some items shown are optional, such as RWL tires, Deluxe Bumper Group, Sports Rallye Package. See back cover for Color Code Reference. See the '78 Pinto catalog for complete details.

**Your actual mileage may vary, depending on how and where you drive, car condition and optional equipment.



FORD MUSTANG II

Can take you away from an ordinary day.

Styling, comfort and economy for a sporty car explain why you should go Mustang. And there's a great model selection: Hardtop, Ghia, 2+2, Mach 1, Cobra II, King Cobra! EPA mpg-estimates with 2.3 litre engine and manual transmission are 33 highway/23 city (30 mpg/20 mpg in Calif.).**

Mustang II 2+2 with T-Roof Convertible in Polar White (Code 9D). Optional twin glass panels remove easily. Optional Rallye Appearance Package has Gold-color stripes, Black accents, styled steel wheels, and more.

Rallye Appearance Interior low-back bucket seats in White vinyl with Gold-ribbed velour cloth inserts (Code FB). Gold-color door trim also adds an exciting touch.

Notable Standard Features—Hardtop:

FUNCTIONAL: 2.3 litre 4-cyl. with DuraSpark Ignition □ 4-speed manual transmission □ Floor shift □ Rack and pinion steering □ Tachometer and fuel/ammeter/temperature gauges □ Bias ply BSW tires □ Ford Motor Company Lifeguard Safety Design Features. APPEARANCE AND COMFORT: Low-back front bucket seats, vinyl trim □ Color-keyed carpeting □ Pecan woodtone appliques □ Bright moldings throughout □ Argent grille □ Full wheel covers (4).

Measurements:

Wheelbase 96.2" Width 70.2"
 Length 175.0" Passengers 4

Note: Some items shown are optional, such as bumper guards, RWL tires, Cobra II and King Cobra. See back cover for Color Code Reference. See the '78 Mustang II catalog for complete details.

**Your actual mileage may vary, depending on how and where you drive, car condition and optional equipment.



Fiesta 3-Door Hatchback—Orange (H)



Pinto Pony 2-Dr. Sedan—Dk. Brown Met. (5Q)



Pinto 2-Door Sedan—Brt. Yellow (6E)



Pinto 3-Door Runabout—Lt. Chamois (83)



Pinto Wagon—Medium Jade (7W)



Pinto Squire (Option)—Brt. Dk. Blue Met. (3G)



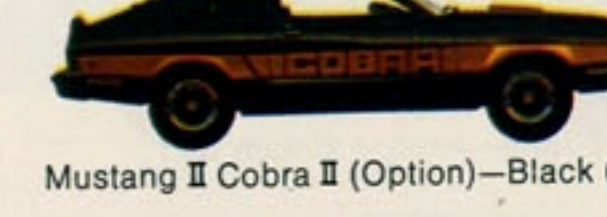
Pinto Cruising Wagon (Option)—Brt. Red (2R)



Mustang II Hardtop—Aqua Glow (7H)



Mustang II 3-Door 2+2—Lt. Chamois (83)



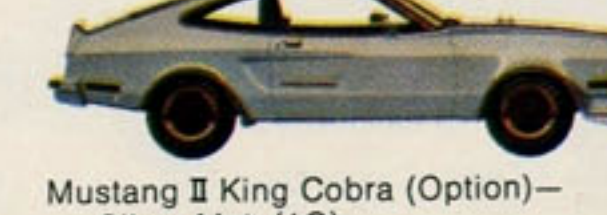
Mustang II Cobra II (Option)—Black (1C)



Mustang II Ghia—Dk. Brown Met. (5Q)



Mustang II Mach 1—Tangerine (85)



Mustang II King Cobra (Option)—Silver Met. (1G)



FORD GRANADA

Compare it to cars costing thousands more.

Elegant family room keeps Granada a top seller and a car that compares favorably with more expensive cars. There's a new grille. Rectangular headlamps. Twin opera windows (2-Door), and more. Also new: 2- and 4-Door Granada ESS with the exciting look of European road cars. EPA mpg-estimates on 4.1 litre engine and manual transmission are 28 highway/21 city. (In Calif., with automatic transmission, 24 mpg/16 mpg.)**

Granada 2-Door ESS in Polar White (Code 9D).

ESS Interior has front bucket seats with European-style headrests. Trim is Red Chainmail vinyl (Code PD).

Notable Standard Features—Granada:

FUNCTIONAL: 4.1 litre (250 CID) 1V6-cyl. engine, DuraSpark Ignition

□ 4-speed manual overdrive transmission and floor shift†† □ Front disc brakes □ Inside hood release □ BSW steel-belted radial ply tires □ Ford Motor Company Lifeguard Design Safety Features.

APPEARANCE AND COMFORT: Flight bench seats, vinyl trim □ Color-keyed carpeting □ Walnut woodtone appliques □ Bright window, drip, belt, wheel lip moldings □ Full wheel covers (4), and more. ††See back cover.

Measurements	Granada	Ghia, ESS
Wheelbase	109.9"	109.9"
Length	197.7"	197.7"
Width	74.0"	74.5"
Passengers	5	5

Note: See back cover for Color Code Reference. See the '78 Granada catalog for complete details.

**Your actual mileage may vary, depending on how and where you drive, car condition and optional equipment.



FORD LTD II

The LTD of mid-size cars.

Trim-size LTD II, introduced last year, was one of our best-selling new car lines. It combines LTD quality with a sporty flair. EPA mileage estimates with 5.0 litre (302 CID) engine are 22 mpg highway/15 mpg city. In Calif., with 5.8 litre (351 CID) engine, 18 mpg/12 mpg.**

LTD II 2-Door Brougham in Dark Midnight Blue (Code 3A) with Chamois half-vinyl roof is an impressive beauty.

Split Bench Seats, in optional Chamois all-vinyl trim (Code FT), with manual passenger recliner.

Notable Standard Features—LTD IIS:

FUNCTIONAL: 5.0 litre (302 CID) 2V V-8† with DuraSpark Ignition □ SelectShift automatic transmission □ Power steering □ Power front disc brakes □ BSW steel-belted radial ply tires.

APPEARANCE AND COMFORT: Cloth/vinyl bench seat □ Dual stacked rectangular headlamps □ Chrome-plated grille □ Color-keyed carpeting □ Bright hub caps (4).

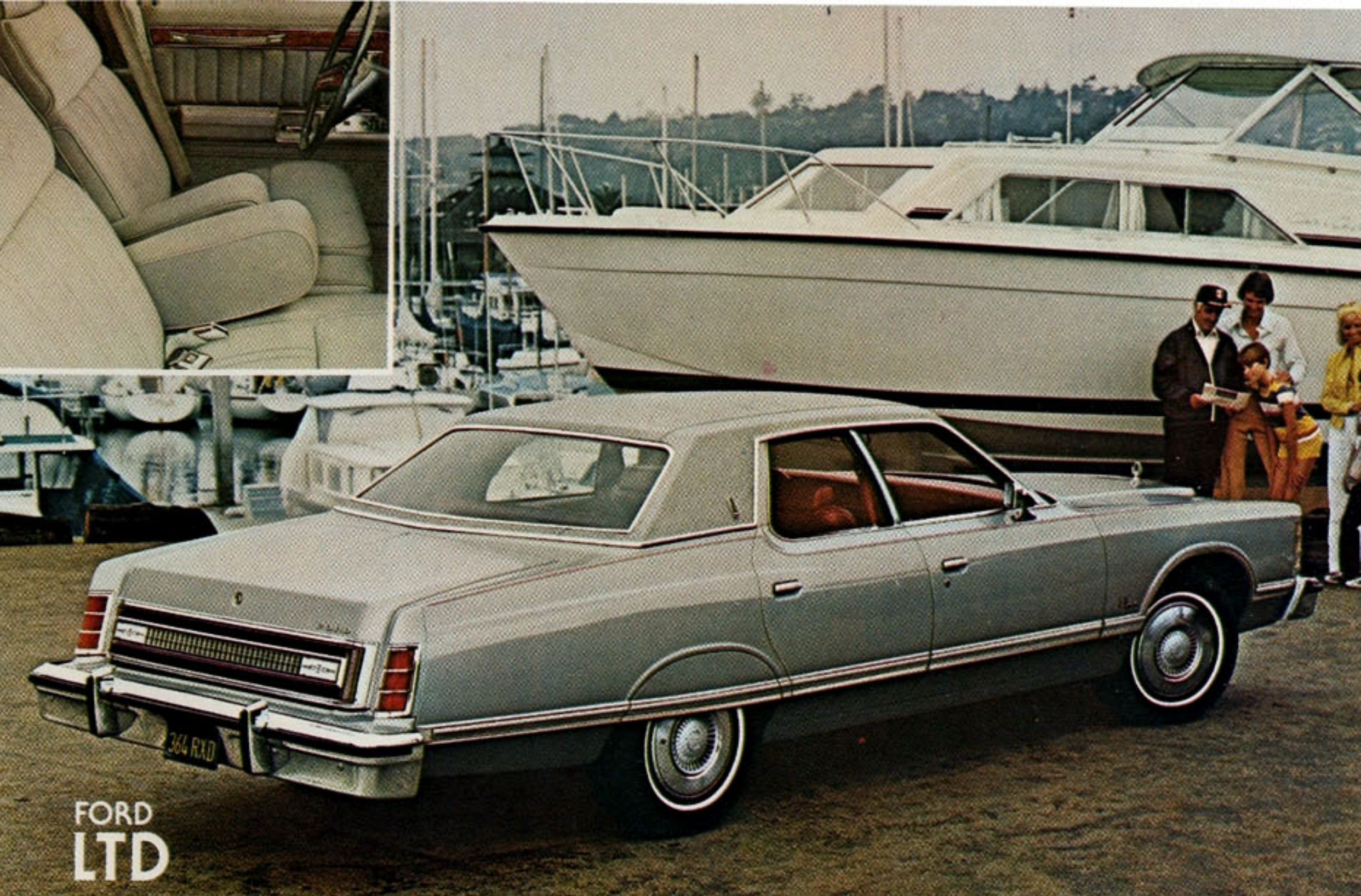
LTD II—Most of above, plus Cloth/vinyl Flight Bench seat □ Wood-tone instrument panel appliques □ Deluxe door trim □ Hood ornament □ Opera windows (2-door) □ Deluxe sound package.

LTD II Brougham—Most of above, plus: Knit cloth/vinyl split bench seats, manual passenger recliner □ Deluxe steering wheel □ Electric clock □ Dual accent stripes □ Deluxe wheel covers (4).

Measurements 2-Dr.	4-Dr.	2-Dr.	4-Dr.
Wheelbase ...	114.0"	118.0"	78.6"
Length	215.5"	219.5"	6"
Width	78.6"	78.6"	6"
Passengers ...	6*	6*	6*

Note: Some items shown are optional, such as WSW tires, Deluxe Bumper Group, vinyl roof, Convenience Group, Sports Appearance and Touring Packages. See '78 LTD II catalog for complete details.

Your actual mileage may vary, depending on how and where you drive, car condition and optional equipment.



FORD LTD

For the millions who need a full-size car.

Family-size Ford LTD. With elegant appointments and fabrics. Also, wide stance for ride stability, and luxurious stretchout room for six. EPA mpg-estimates with 5.0 litre (302 CID) engine are 22 highway/15 city. In Calif., with 6.6 litre (400 CID) engine, 18 mpg highway/11 mpg city.**

LTD Landau 4-Door with optional Tu-Tone paint. Silver Metallic (Code 1G) over Medium Grey Metallic (Code 1P).

Split Bench Seats, in Dove Grey luxury cloth (Code PS). Included with optional Landau Luxury Group.

Notable Standard Features—Ford LTD Hardtop:

FUNCTIONAL: 5.0 litre (302 CID) 2V V-8† □ SelectShift automatic transmission □ Power steering □ Power front disc brakes □ Front

bumper guards □ Steel-belted BSW radial tires, and more. APPEARANCE AND COMFORT: Cloth/vinyl bench seat □ Deluxe steering wheel □ Hood ornament □ Belt, drip, hood rear, rocker panel, wheel lip, vinyl insert bodyside moldings □ Bright hub caps (4). ††See back cover.

Measurements	2-Door/4-Door	Wagon
Wheelbase	121.0"	121.0"
Length	224.1"†	225.7"
Width	79.5"	79.7"
Passengers	6	6*

#226.8" Landau models. *Eight with optional dual facing rear seats.

Note: Some items shown are optional, such as Convenience Group, fender skirts, WSW tires, color-keyed wheel covers (4). See back cover for Color Code Reference. See Ford LTD or Station Wagon catalog for complete details.

**Your actual mileage may vary, depending on how and where you drive, car condition and optional equipment.



Granada 2-Door—Antique Cream (62)

Granada Ghia 2-Door—Dk. Midnight Blue (3A)

Granada ESS 2-Door—White (9D)

LTD IIS 2-Door with Sports Touring Package Option—Lt. Jade Glow (7L)/Dk. Jade Met. (46)

LTD II 2-Door with Sports Appearance Package Option—Russet Met. (81)

LTD II Brougham 2-Door—Lt. Jade Glow (7L)

LTD 2-Door Pillared Hardtop—Dk. Jade Met. (46)

LTD Landau 2-Door Pillared Hardtop—Dove Grey (1N)

LTD Wagon—Dk. Red (2M)

Granada 4-Door—Camel Glow (8J)

Granada Ghia 4-Door—Silver Met. (1G)

Granada ESS 4-Door—Dk. Jade Met. (46)

LTD IIS 4-Door—Lt. Chamois (83)

LTD II 4-Door—Lt. Blue (3U)

LTD II Brougham 4-Door—Silver Met. (1G)

LTD 4-Door Pillared Hardtop—Champagne Met. (8Y)

LTD Landau 4-Door Pillared Hardtop—Brt. Blue Glow (3V)

LTD Country Squire—Antique Cream (62)



THUNDERBIRD

An achievement in the Thunderbird tradition.

Thunderbird, with emphasis on comfort, is an achievement in personal car luxury . . . a Thunderbird tradition. Trim-size styling combines with elegance . . . at an affordable price. Economy of the 5.0 litre (302 CID) V-8 engine and automatic transmission may surprise you. EPA mpg-estimates are: 22 highway/15 city (18 highway/12 city, in Calif.).**

Thunderbird with Exterior Decor Group in Dark Midnight Blue (Code 3A) with Dove Grey vinyl roof. Optional Decor Group adds distinction with vinyl roof, dual accent paint

stripes, dual sport mirrors and four styled road wheels.

Interior Luxury Group split bench seats, tailored here with Dove Grey velour bodycloth (Code RS), one of six color choices. This optional interior also includes dual fold-down armrests, manual passenger recliner, and more.

Notable Standard Features—Thunderbird:

- FUNCTIONAL: 5.0 litre (302 CID) 2V V-8† with DuraSpark Ignition
 SelectShift automatic transmission Power steering Power front disc brakes BSW steel-belted radial ply tires Ford Motor Company Lifeguard Design Safety Features, and more.
 APPEARANCE AND COMFORT: Knit cloth/vinyl bench seat AM radio Concealed headlamps Roof wrapover, wheel lip, rocker

panel, hood rear, belt moldings Opera windows, and more.
 †See below.

Measurements

Wheelbase	114.0"	Width	78.5"
Length	215.5"	Passenger	6*

*Five with optional bucket seats.

Note: Some items shown are optional, such as the wide bright bodyside moldings, Deluxe Bumper Group, WSW tires, power windows, dual sport mirrors. See back cover for Color Code Reference. See the '78 Thunderbird catalog for complete details.

**Your actual mileage may vary, depending on how and where you drive, car condition and optional equipment.



Thunderbird 2-Door—Dk. Jade Met. (46)



Thunderbird Town Landau—Dk. Brown Met. (5Q)



Thunderbird Diamond Jubilee Edition—Ember Met. (5Y)

NOTES: CORROSION PROTECTION. On all cars produced in North America for sale in the United States, Ford takes steps to see that your new car is engineered and built to high quality standards. To keep your car looking new, we incorporate the use of galvanized steel and other precoated steels, vinyl sealers, aluminized wax in critical areas, and enamel as a finishing coat.

COLOR AND TRIM CODES. Car colors and trims are coded. Example: Black (Code 1C). Your Ford Dealer will be pleased to show you color samples of

paint and trim materials.

PRODUCT CHANGES. Ford Division reserves the right to change specifications any time without incurring obligations.

OPTION AVAILABILITY. Some features presented are optional at extra cost. Some options are required in combination with other options. Availability of some models and features described may be subject to a slight delay. Ask your Ford Dealer for the latest information on options, prices and availability.

†Engine N.A. with Calif. emission equipment. Check with Ford Dealer.

††Automatic transmission required in California.

FORD
 FORD DIVISION

