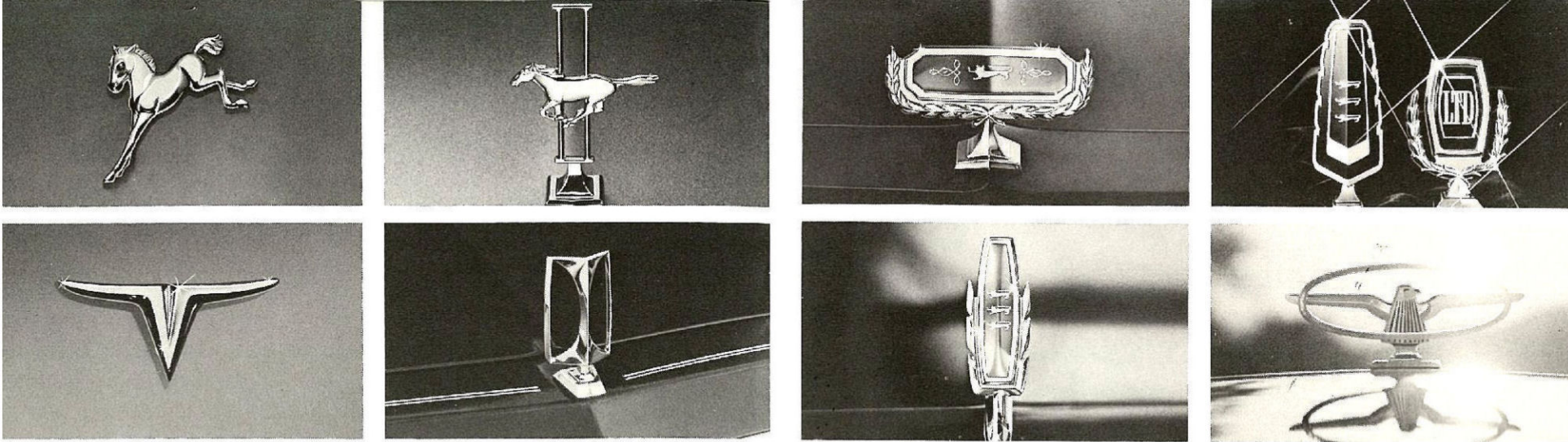


THE CLOSER YOU LOOK BOOK 1975

Everyone says compare
Ford tells you how-

Tips on how and where
to look for quality and value
in a new automobile.



A CLOSER LOOK AT QUALITY AND VALUE:

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When you buy a new Ford car or station wagon, you have every right to expect outstanding quality and value. How can you be sure what you buy measures up?

The answer is simple—look it over closely and compare it with the standards suggested by this book. Look for extra precautions taken to insure durability—like careful workmanship, and the quality of materials used.

Look at fit and finish, for example. How well interiors are tailored. How easily windows work. How smoothly doors operate. Small details, surely, but all together they tell the story of quality and value—inside and out.

And that's what this book is about. We'll show you how to look closely when you shop for a new car, how to identify signs of quality and value. Also, we'll show that both quality and value are as important in a subcompact car as they are in an elegant standard-sized car. As you read, you'll discover many major quality features shared by Ford-built cars from our subcompact Pinto to the luxurious Thunderbird.

We'll also tell you how to check for quality performance on the road—the only place you can truly experience the total quality of a car. That's why we say the most important close "look" you can take is a test drive.

But no matter how much quality and durability we build into a car, or how little maintenance it requires, its excellence must be backed by quality service. And there are six factors which we feel are basic elements of the quality service our dealers perform—just a few of the steps we take to try and make sure there are no unhappy owners.

It takes extra effort and money to build durable, quality cars, but we know it's worth it. If we skimp or cut corners, buyers won't come back for a second car. So look our cars over closely. Test-drive your choice and compare it with suggested standards in this book.

And that's all we ask, because we know that the closer you look, the better we look.

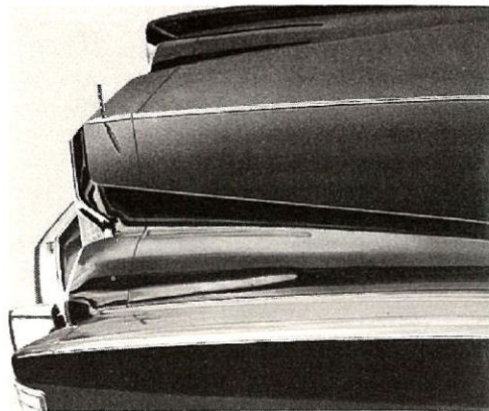
HOW TO LOOK FOR BASIC QUALITY AND VALUE OUTSIDE:

Looking at the car, your overall impression should be one of smooth, flawless surfaces and precise fits. You should feel that the entire car has been

made skillfully, with smoothly finished parts carefully put together, the sort of impression you get when you look at fine furniture or silverware.

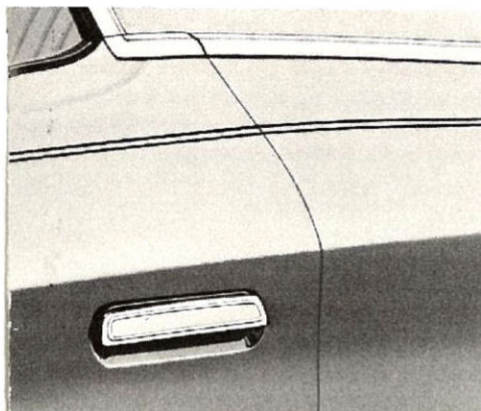
Paint

You should see no "runs." The color of the painted finish should be uniform. All surfaces should have a high gloss and luster.



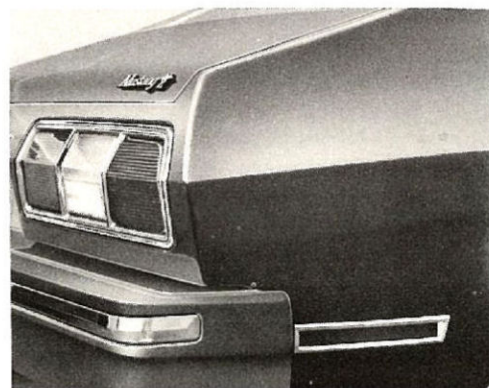
Doors

Opening lines between doors and body should be narrow and even. Doors should latch firmly with a solid "slam." Handles should not feel loose to your touch or contain rough edges.



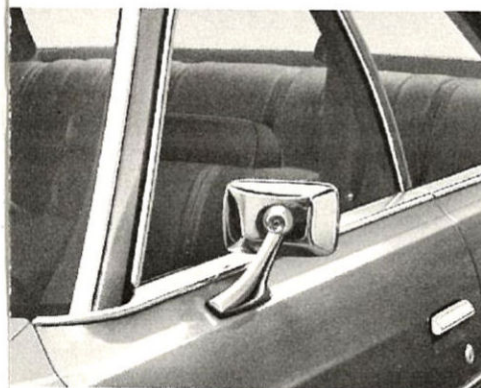
Sheetmetal

You should find smooth, taut surfaces on all sheetmetal components. There should be little or no evidence of uneven joints or weld dents.



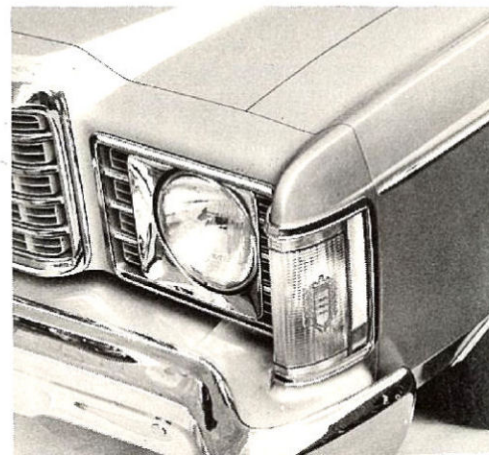
Trim

Look very closely at bright-finished areas such as bumpers and door handles. Bright surfaces should be free from discoloration. Exterior moldings should join evenly and align properly.



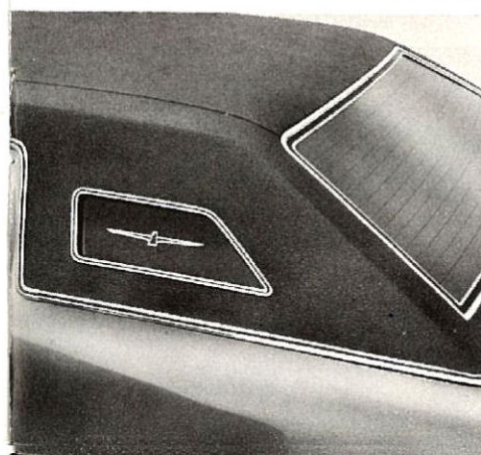
Body Seams

Seams between adjoining metal panels, such as those around doors, deck lid and hood, should be narrow and even. Panel surfaces should be relatively flush—on the same plane.



Vinyl Roof

Vinyl roof fabric should fit smoothly over the entire surface. Seams should be straight and surrounding metal trim should fit snugly. There should be no untrimmed edges showing.



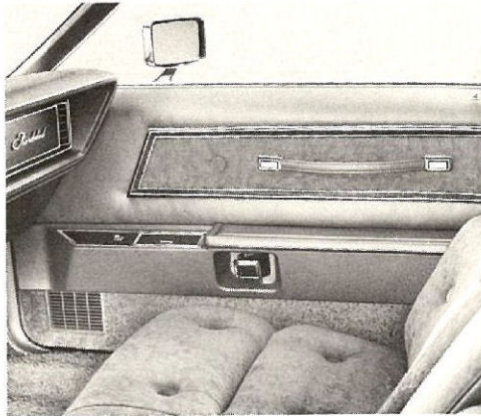
HOW TO LOOK FOR BASIC QUALITY AND VALUE INSIDE:

Car interiors, above all, should be comfortable and well appointed. Even lower-priced models should be finished with quality materials and

have the unmistakable stamp of careful workmanship. Luxury cars should look rich, elegant and convey an impression of fine custom-made furniture.

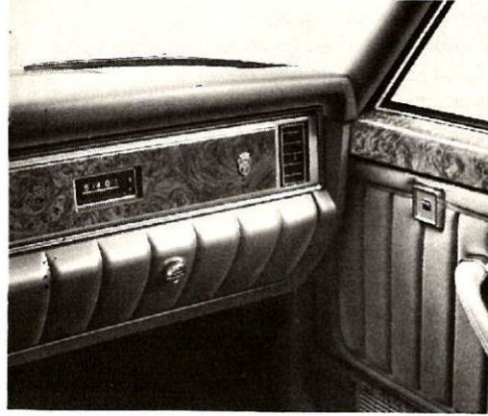
Doors

Interior door paneling should harmonize with the seat trim and should have a protective "scuff" area at the base. Armrests should be of adequate size and comfortably padded. Controls should be accessible, yet so positioned that they do not catch clothing. Doors should align with surrounding interior moldings.



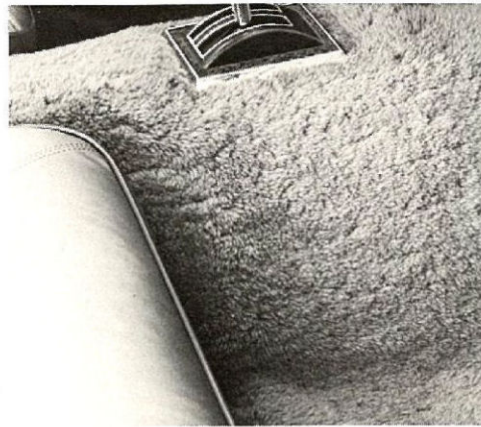
Trim

Look for tight, even fit of moldings around windshield and windows with no gaping joints or exposed rough edges. Woodtone appliques should be firmly bonded panels, not pasted-on paper. Feel for padding behind the headliner which should be taut and wrinkle-free throughout.



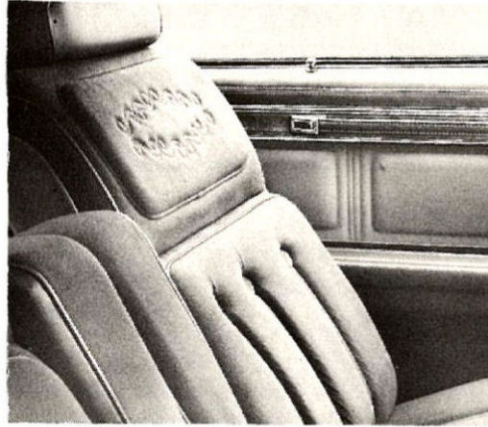
Carpeting

Floor covering, carpeting or floor mats, should fit snugly around seat bases, door sills and the transmission tunnel. It should lie flat with no unsightly bulges. There should be an underpad between the steel floor and floor covering in flat areas.



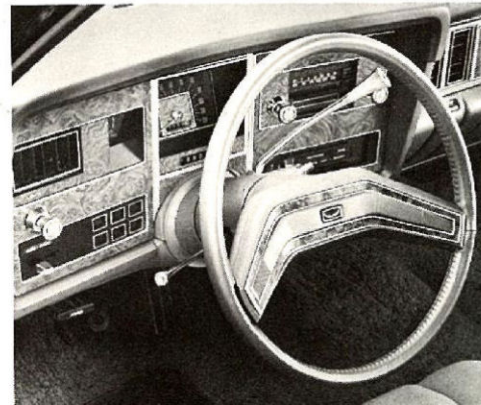
Seats

Upholstery, cloth, vinyl or leather, or a combination of these materials, should be well-tailored. Check for comfort without stiffness and adequate back and thigh support in driving position. Front seat adjustment should work easily, lock securely. Reclining seats, when included, should adjust easily and offer a variety of positions. Granada front seats, for example, recline and adjust to more than 100 positions for individual comfort.



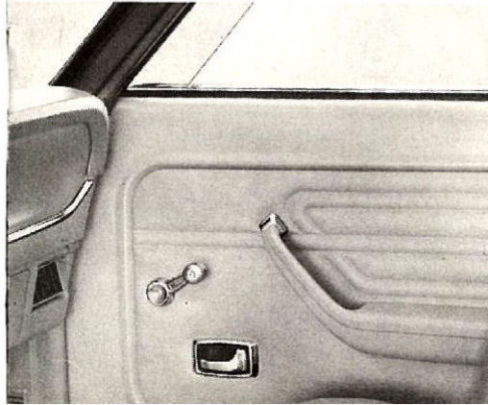
Controls

All segments of the instrument panel should fit neatly into the entire assembly. All instruments should be easily readable and adequately illuminated. Controls should be easy to reach and operate. (Make sure the glove box is functional—enough room for maps and papers.)



Windows

Raise and lower to check smoothness of glass travel and easy working of controls. Open door and check firmness of window support at its bottom edge. Looseness at this point means the window will not seal properly. Close door and check for even, full contact with weatherstrips when windows are closed.



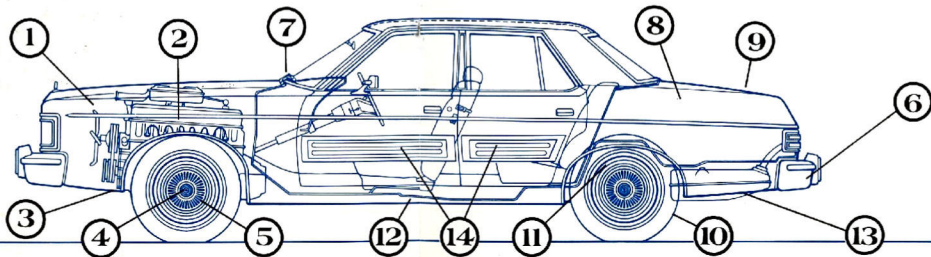
HOW TO FIND HIDDEN QUALITY AND VALUE:

You can learn a lot about a car by looking at it closely inside and out and by taking it on a road test. However, evaluating quality that may (or may not) be deep inside the car is difficult for even the most thoroughgoing car buyer.

- 1. Precision body assembly.** The subassemblies of all Ford-built bodies, from Pinto to Thunderbird, are clamped together by an automatic machine, called the pivotal pillar buck, and precision-welded into a single unit within $\frac{1}{8}$ th inch tolerance.
- 2. Solid state ignition system.** Is on all Ford engines for 1975 which helps reduce scheduled maintenance due to elimination of breaker points and condenser.
- 3. Rubber-isolated suspension system.** Tuned rubber bushings and isolators are fitted between the springs and other moving suspension parts and the frames (*or unit bodies*) of all 1975 Ford car lines to reduce transmission of road noise, vibration and harshness to the passenger compartment.
- 4. Electromagnetic testing of front wheel spindles.** The ultimate safety test that reveals any invisible flaws in these critical parts on every car Ford makes.
- 5. Self-adjusting front wheel disc brakes.** Ford floating caliper front disc brakes promote straightline stops—wet or dry. Self-adjusting feature (on rear brakes, too) keeps them at top efficiency. Built-in early warning system (an audible squeal) tells you when it's time to reline.
- 6. Energy absorbing bumpers.** All 1975 cars made by Ford have impact resistant bumper systems, front and rear, to minimize damage of minor traffic accidents. Energy absorbers return bumpers to original position after impacts.
- 7. Long intervals between routine service stops.** Ford engineering and design stretch scheduled service intervals that can save you

To help you, we've listed 14 areas where we put extra quality in every car we build, from the thrifty little Pinto to the elegant Thunderbird. These are standard features that add to comfort, safety, durability and reliability.

- maintenance. All Ford cars, for example, are scheduled for 5,000 miles between oil changes and 30,000 miles between major chassis lubes.
- 8. Nine-point sound insulation package.** At least nine different locations for sound absorbing materials are used in all Ford car lines to promote a quiet, restful ride.
- 9. Six-step process.** An anti-corrosion coat is used to prepare the sheetmetal for maximum adhesion of paint. Two coats of epoxy primer, followed by three coats of acrylic color enamel for a tough, beautiful finish.
- 10. Steel-belted radial ply tires.** Standard on all Ford cars for 1975. They reduce rolling friction for better gas mileage, deliver excellent tread wear.
- 11. Shock absorbers with reserve capacity.** All Ford shock absorbers have constant viscosity "all-weather" fluid with reserve fluid capacity designed for long, effective absorber life.
- 12. Double wrapped muffler.** Ford mufflers have an outer shell of aluminized steel for added corrosion resistance and long life.
- 13. Zinc-plated metal.** Many body parts in areas exposed to abrasion and corrosive snow melting chemicals are zinc-plated before painting to give many extra years of corrosion resistance.
- 14. Side door beams.** Located in the doors and designed for protection in the event of side impact collision. One of many Ford Motor Company Lifeguard Design Safety Features found in all cars made by Ford.



WHAT TO LOOK AND LISTEN FOR ON A TEST DRIVE:

Driving a brand-new car is exciting, sometimes a bit overwhelming, because it may be larger or smaller, smoother or plusher than the car to which you are accustomed. But don't get swept off your feet by these differences. Take a careful test drive in any new car made by Ford and check its road behavior. Here are some things to look for and listen to when you take that drive.



Quiet Take the car over a bumpy road. Close all the windows tightly and turn off the radio, air conditioner or heater. Listen carefully as you drive. At highway speeds a well-made car will be quiet enough for normal conversation. Undue noise could be a tip-off to inadequate or poorly designed soundproofing, inefficient suspension . . . or if it is a whistling sound, to poor fits around window moldings.



Comfort You don't have to drive all day to evaluate comfort. Almost any car will ride smoothly on superhighways,

but not all of them give you a comfortable ride on old-fashioned bumpy roads. You shouldn't be lifted off the seat when you go over a bad bump . . . and you shouldn't bottom, either. The ride should be smooth and steady.



Handling Now take the car out on a winding stretch of road. Steering should be easy, with a minimum of sway as you go through the curves. You should have the feeling that the car "follows" your steering direction precisely.



Safety When you test braking, look for a car that under normal driving conditions stops in a straight line. A car should also offer a long list of safety features as standard equipment. Every car made by Ford is built with many Ford Lifeguard Design Safety Features, all standard. Each car you look at also should offer, as standard, steel-belted radial ply tires for reduced rolling friction, better gas mileage and excellent tread wear.

FORD SAYS- LOOK AT SERVICE TOO:

ASK YOUR PARTICIPATING FORD DEALER* THESE QUESTIONS

1. Does he guarantee his service work? He does. He guarantees his service on any age car for 90 days or 4,000 miles, whichever comes first. If the repair or replacement fails in normal service within that period, it'll be fixed free of charge—parts and labor.

2. Does he ask you to grade his service? He does. After your car is repaired, you'll receive a service report card. It's your way to grade the service done on your car. And it's your Ford Dealer's way of finding out what he's doing right—and what needs to be improved.

3. Does he let you charge repairs on five major credit cards? He accepts five major credit cards for repairs, rentals, whatever. Master Charge. BankAmericard. American Express. Carte Blanche. Diners Club. It's a convenient way to get service work done.

4. Does he accept personal checks for repair work and other services? He does. Ford Dealers want customers who are accustomed to buying conveniently to be able to pay their service bills and make other purchases by personal check.

5. Does he give you a service convenience number? You can call the toll-free number (1-800-648-4848)** any time you are on the road and need help with your car. The line is open seven days a week, 24 hours a day. An operator will tell you the name and telephone number of the nearest, Ford Dealer. If it's after business hours, the operator usually will be able to help you find a local towing service, a place to get minor repairs, even help you make a motel reservation for the night.

6. If you still have a problem is there someone to turn to? Yes. Most problems end right at the dealership. But if you still have a problem, you can obtain the address and telephone number of the local District Office of the Ford Customer Service Division by calling 1-800-748-4848**. Then when you contact your District Office, they'll work with you and your Dealer.

***No unhappy owners.** Over 5,500 Ford Dealers are committed to this goal. If you have any other questions about buying or owning a car, please ask. If you're buying any Ford product, it's something to think about. And if you're not, then it's really something to think about.

**In Nevada, 1-800-992-5777. In Alaska, Zenith 8700. In Hawaii, Enterprise 8099.

LOOK AT COST OF OWNERSHIP:

Looking at the total cost of ownership is the only way to be sure you get your money's worth when buying a new car. And Ford says there are three important considerations that make up the total cost of ownership; purchase price, operating economy and trade-in value. Before you make your buying decision, look into the trade-in value of the Ford model of your choice.

PURCHASE PRICE

Ford cars have always been very competitively priced, and 1975 is no exception. The 1975 Ford LTD, for example, is actually more competitively priced than the 1974 model. Torinos for 1975 offer 351 CID V-8 engine, automatic transmission, power steering and power front disc brakes as standard equipment—a net increase in value per dollar for the buyer. And all 1975 Ford cars offer steel-belted radial ply tires and solid state ignition as standard equipment—another example of added value.

OPERATING ECONOMY

Ford models for 1975 are designed to require less scheduled maintenance. Chassis lubrication is called for only once in 30,000 miles, oil changes only at 5,000-mile intervals and engine-coolant antifreeze every 3 years*. Solid state ignition means you don't have to replace points or condenser. These and other features can add up to significant savings for you.

**35 or 40 months as indicated by decal posted on inside glove box door.*

TRADE-IN VALUE

Ford cars have a history of being competitive in value at trade-in time. And when a car is durable, attractively styled and provides its owners with smooth, quiet-riding comfort—such as the Ford LTD, it retains much of its original value until you're ready to trade again. Solid, well-made cars generally return more at trade-in time. So, before you make your buying decision, look into the trade-in values of recent Ford models.

QUALITY AND VALUE SIGNS IN A STATION WAGON:



ACCESSIBILITY

Ford's 3-Way Magic Doorgate gives you quick, easy wagon entry. With the window up or down, you can open it like a door. Or you can swing it down as a tailgate and get extra feet of cargo floor. It comes standard on Ford and Torino Wagons. Pinto has a convenient, wide-opening liftgate for easy loading.



CONVERTIBILITY

Ford, Torino and Pinto Wagons convert easily from passenger to cargo carriers *in seconds* by just folding down the rear seat.



UTILITY

Ford Wagons with standard trim and Torino Wagons have ample cargo width and load floor length (tailgate down) to stack a dozen sheets of 4 x 8 plywood easily. Pinto has close to six unobstructed feet of load length with second seat folded down.



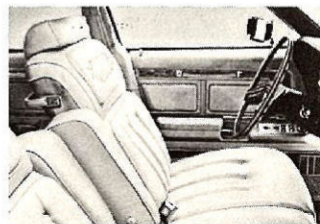
CONVENIENCE

Spare tire is easy to get at on all Ford Wagons. Vinyl trim, so beautifully easy to care for, is standard on all easy-loading Ford Wagons. SelectShift, a Ford and Torino standard (Pinto option), shifts manually or automatically. Luggage rack air deflectors help keep the rear window clear.



CAPACITY

With third seat options, Ford and Torino Wagons carry up to 8 people in comfort. Cargo volume index (cu. ft.) on Ford—94.6, Torino—84.9, Pinto—57.6. Pinto carries 4 people comfortably.



COMFORT

Foam-padded seats, firmly sprung for good lateral and back support, let you drive in comfort. Padding is thicker at edges where it's needed. Rubber-insulated coil suspension, plus soundproofing, make roomy Ford Wagons smooth and quiet on the road.

MAKE SURE YOU GET THE OPTIONS YOU WANT

If you haven't shopped for a car for several years, you'll be surprised at how many items that you once had to pay extra for are now included in the base price of many 1975 Ford models. Popular mid-size Torinos now join Ford and Thunderbird in offering V-8 engines, automatic transmission, power steering and power front disc brakes standard. However, all permit you to create your own personal combination of economy, convenience, sportiness and luxury. But, no matter which model Ford you choose or how many options you may or may not select, you get a full complement of basic equipment from disc brakes to backup lights.

The most wanted options are standard on many Fords.

Features you often pay extra for are standard on many cars made by Ford. 1. Front disc brakes. 2. Steel-belted radial ply tires. 3. V-8 engines. 4. Automatic transmission. 5. Power steering. 6. 3-Way Magic Doorgate. 7. Power ventilation.

Here is a cross section of a number of popular options available on many 1975 Ford models

Protective Options • Spare tire lock • Locking gas cap • Bumper guards • Vinyl bodyside molding

Comfort Options • Air conditioning • Split bench seats • Passenger seat recliner

Appearance Options • Vinyl roof covering • Rear fender skirts • Deluxe wheel covers • Lower bodyside tape stripes

Sporty Options • Forged aluminum wheels • Rallyc package • Leather wrapped steering wheel

Wagon Options • Lockable storage compartments • Adjustable roof rack • Tailgate window washer

Convenience Options • Cruise control • Remote control rearview mirrors • Automatic seat back release

Luxury Options • Power Sunroof • Glass Moonroof • Leather upholstery • Carpeted luggage compartment

Trailer Options • Heavy-duty suspension • Wiring harness • Extra-cooling package • Load equalizing hitch

Entertainment Options • AM/FM Radio • Stereo with tape player • Dual rear seat speakers

We know that you are looking for and deserve to find quality and value in the car you buy. That's why we've put together this "Closer You Look" book. We're proud of the quality built into all of our cars and we want you to know it. If you haven't made the ultimate quality check—a test drive with you behind the wheel—we hope you'll do so now. Once you do, we think you'll know what we mean when we say . . .

**THE CLOSER YOU LOOK,
THE BETTER WE LOOK.**

FORD DIVISION

