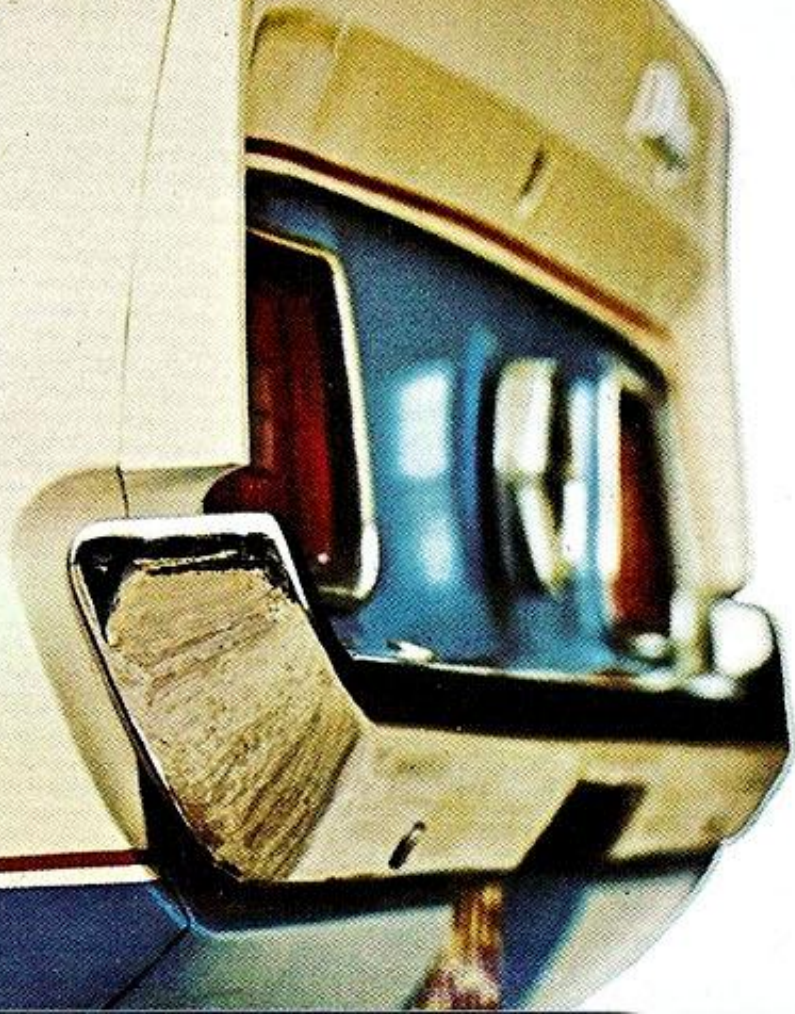
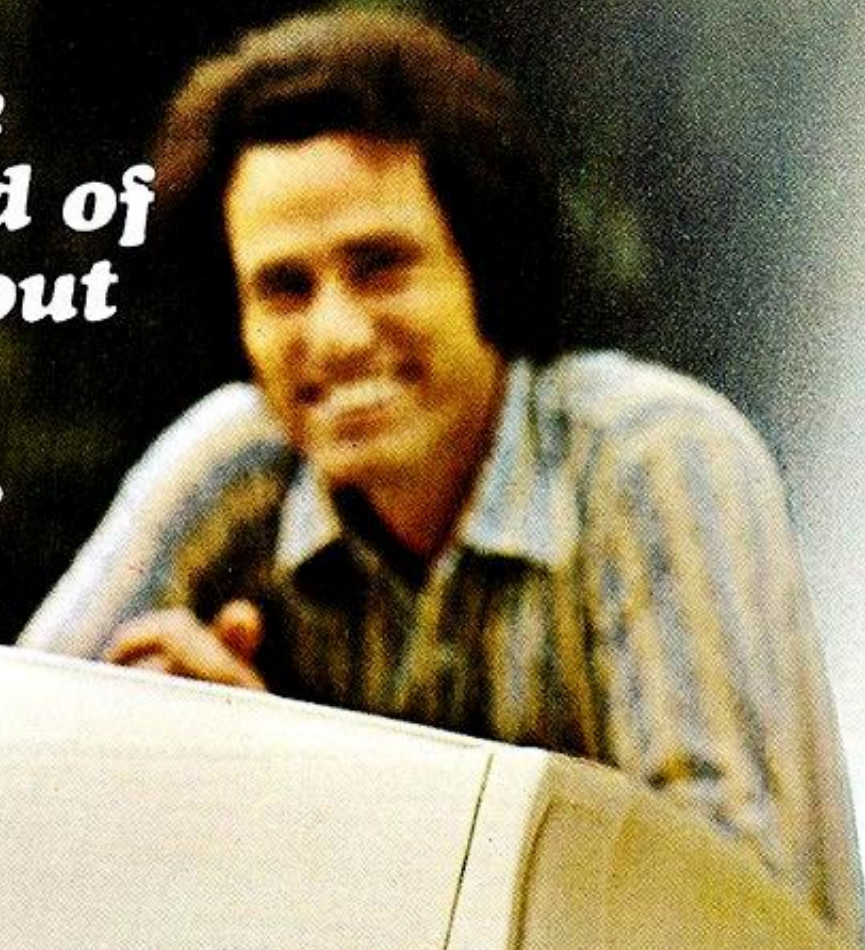


**How to raise
your standard of
driving without
raising your
cost of living.**



Put a little Sprint in your life.



Ford Pintos, Mavericks, Mustangs—Now in colorful new Sprint editions for spring.

America's favorite threesome all dressed up with special red, white and blue paint and interior to match! Sporty extras like dual racing mirrors, blackout grille. Racy striping along the sheetmetal. A special USA shield. Bright trim rings, whitewalls, color-keyed hub caps. Even competition suspension, chrome mags and raised lettered wide ovals, if you like, on Mustang. New sports packages for just a little more than you'd pay for a basic Ford Pinto, Maverick or Mustang.

Join your Ford Dealer's all-American salute to savings this spring. Put a little Sprint in your life!

PINTO SPRINT OPTION. 3-Door Runabout Model: Special Red, White and Blue Tutone Exterior Paint • Special USA Shield Emblem • Tutone Lower Bodyside Paint and Accent Stripe • Tutone Hood Tape with Accent Stripe • Color-Keyed Lower Back Panel with Accent Stripe • Sporty Blackout Grille • Trim Rings and Color-Keyed Hub Caps • Dual Racing Mirrors • A78x13 White Sidewall Tires • Flush Bucket Seats with blue Lambeth Cloth Inserts and white Vinyl Bolsters • Color-Keyed Carpeting • Deluxe 2-Spoke Steering Wheel. **MAVERICK SPRINT OPTION.** 2-Door Sedan: Special Red, White and Blue Tutone Exterior Paint • Special USA Shield Emblem • Unique Tutone Lower Bodyside and Front and Rear Valance Panels • Color-Keyed Lower Back Panel with Accent Stripe • Tutone Hood Tape Treatment with Accent Stripe • Sporty Blackout Grille and Headlamp Area • Trim Rings and Color-Keyed Hub Caps • Dual Racing Mirrors • D70x14 Wide Oval White Sidewall Tires • Bench Seat with blue Lambeth Cloth Inserts and white Vinyl Bolsters • Color-Keyed Carpeting • Deluxe 2-Spoke Steering Wheel. **MUSTANG SPRINT OPTION.** SportsRoof or Hardtop: Package "A": Special Red, White and Blue Tutone Exterior Paint • Special USA Shield Emblem • Decor Group with features like Accent Tape Stripe and Color-Keyed Front Bumper • Color-Keyed Back Panel with Accent Stripe • Trim Rings and Color-Keyed Hub Caps • Hood with Tutone Tape and Accent Stripe • Dual Racing Mirrors • E70x14 White Sidewall Tires • Distinctive Interior—High Back Bucket Seats with white Vinyl Bolsters and blue Lambeth Cloth Inserts • Color-Keyed Carpeting.

Package "B": All items in Package "A" plus: F60x15 Wide Oval Black Sidewall Tires with Raised White Letters in place of E70x14 WSW Tires • Magnum 500 Chrome Wheels in place of Trim Rings and Hub Caps • Competition Suspension.

NOTE: Pinto Sprint shown here with optional: Sunroof, bright window frames and drip moldings, bumper guards, raised-letter wide-oval tires. Maverick Sprint shown with optional: bright window frames and drip moldings.



Sporty little red, white and blue cars at surprisingly attractive prices.

New Ford Pinto Wagon



For people who'd like an economy car if it only carried more. Or a wagon if it cost less.

These are the people we had in mind when we built our new Pinto Wagon. Car owners who want simple basic transportation, but have more things going and more to transport.

Pinto Wagon acts just like you'd expect a Pinto to act. Solid and sensible. Easy to drive and own. All the basic values you want—but with a fold-down rear seat, full liftgate and loadfloor that's nearly 6 feet long. Some other things you'll like about our new Pinto Wagon:

It has a standard 2000-cc. overhead cam 4-cylinder engine—bigger than some other economy import wagons. Standard front disc brakes to harness this extra power. Precise rack-and-pinion steering. Rear seat passenger windows that flip open for ventilation and color-keyed carpeting throughout. A standard 4-speed transmission, or optional automatic—both with floor shift control.

You can keep Pinto Wagon basic or make it something special with dress-up options like the luxurious Pinto Squire option shown at right. (Try finding this on other economy wagons!)

See it at your Ford Dealer's now. Pinto Wagon—the new subcompact wagon that carries a lot more for a little money.

NOTE: Base Pinto Wagon illustrated above and lower right with optional Accent Group, bumper guards, and whitewalls. Squire Option shown above (right) with optional luggage rack, bodyside molding and whitewalls.



Pinto Squire option. Big wagon luxury with a little Pinto price. No other subcompact wagon offers this kind of elegance. Hand-some woodtone touches and bright accents, inside and out.

Deluxe upholstery and door trim panels, deluxe lap/shoulder belts, courtesy lighting, Ford's exclusive "Squire" look, Pinto's famous frugal ways.



Like all Pintos, it costs less to buy and operate. You pay less to begin with, and Pinto Wagon keeps on costing less with good mileage, 6000-mile recommended service intervals (versus 1000-mile checkups on some imports), many do-it-yourself features.



Like all Ford wagons, it packs a lot more cargo, comfort and wagon value.

10 cu. ft. more loadspace than Vega and VW, 5 cu. ft. more than Toyota. More room for fun and friends, the kind of convenience and usefulness you'd expect from a Ford wagon.

| LOAD-SPACE (cu. ft.) | PINTO | VEGA | VW | TOYOTA |
|----------------------|-------|------|------|--------|
| | 60.5 | 50.2 | 50.2 | 54.9 |

Let the sunshine in...

with our new Pinto Sunroof



A bright new way to get back to basics — and have fun while you're doing it! A smooth-sliding panel of solid steel that opens and closes in a jiffy by hand (not soft fabric like on some other cars). And you can surround your Pinto Sunroof with an optional vinyl top if you like, or dress up the whole car with the colorful Sports Accent Group, brand-new for spring. We designed Pinto to be dependable and economical. And we designed the options to let you design the car—with practical styling accents and functional convenience features.

Shown with optional Sunroof, Sports Accent Group, Vinyl Top, Dual Racing Mirrors.

3-Door Pinto Runabout

The little car with the big 5-foot trunk



You can pack more good times into this little Pinto than you ever thought possible. Just flip up the big back door, flip down the rear seat, and you've got over 41 cu. ft. of loadspace. (Even with the rear seat up, there's almost 6 cu. ft. for extra items.) Combines wagon utility with Pinto's money-saving simplicity—actually priced less than VW Super Beetle*. And that makes sweet music to a growing number of young Runabout owners!

*Based on a comparison of sticker prices for the base Volkswagen 113 "Super Beetle" and Pinto 3-Door Runabout. Runabout shown here with optional Accent Group, whitewalls and bumper guards.

Now you can own a luxury car that doesn't own you

Mustang Grandé

You can spend hundreds more for a car, but you can't get much more luxury and class than our Mustang Grandé offers. It's quiet. Comfortable. Exceptional control, balance and ride. A lavish interior with contoured high-back seats. Standards like the smart vinyl roof, dual racing mirrors, deluxe wheel covers and many more are all included in its base price. Mustang Grandé lets you own your own personal luxury car without penalizing yourself with high payments. Shown with optional whitewalls.

A beautiful new reason for driving a compact

Maverick Luxury Decor Option

Another big surprise from Ford this spring! America's little carefree car adds new style, a new level of comfort and beauty with this new low-cost Luxury Decor Option. Outside, the package includes a distinctive raised-grain vinyl roof, color-keyed wheel covers, radial whitewalls and other tasteful accents. Inside, there are unique reclining bucket seats and extra-thick padding and carpeting everywhere (even on the handy utility shelf). Adds pride and pleasure to your driving, and you still save plenty on gas, oil and repairs.

Maverick Grabber

If its sporty looks don't grab you, its small price will

Simulated hood scoops, rear deck lid spoiler, dual racing mirrors, road lamps, blackout grille and tape striping are just a few of the features that gave this sporty little Maverick its name. Like all Mavericks, it can be equipped with any of the four engines in the Maverick lineup. (The spirited 302 V-8 is a natural for Grabber.) If you've got your own income, you've earned the fun of owning a smart little performer like Grabber. Shown with optional whitewalls.





**See your
Ford
Dealer
...America's
small car
specialist**

