

sell... MAVERICK

America's most unique compact car!

- More value
- Affordable luxury
- Very low maintenance cost
- Exterior and Interior Decor packages
- Range of options
- Initial low cost
- Comfortable ride in a compact size
- Key sales emphasis, the 4-door sedan as a "full-size, family compact"

For 1974, the Maverick continues to hold its traditional advantages over other compact cars in its price range. They are:

RELIABLE
DURABLE
SERVICEABLE
ECONOMICAL



2-DOOR SEDAN



GRABBER SPORTS SEDAN



4-DOOR SEDAN

FULL-SIZE family compact



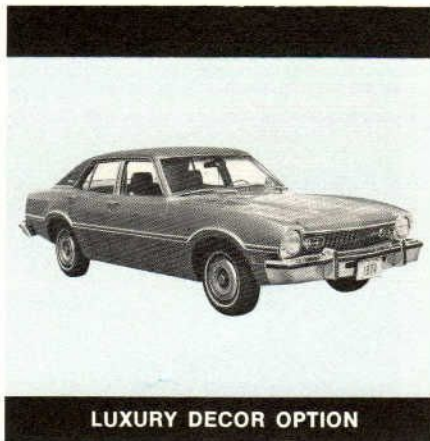
The Maverick 4-door sedan is the best-selling 4-door in the compact segment. On a wheelbase of 109.9", it has the size required to place it squarely in the center of the full-size compact market. The 4-door provides size, convenience and overall flexibility—features most desirable for family transportation.

Sell the Luxury Decor Option!

The Luxury Decor Option offers a high level of exterior and interior finish. For about \$400.00, you can offer the buyer big-car features in a more maneuverable size and at a more affordable price. The Luxury Decor Option is becoming increasingly popular because of the impressive amount of extra value it adds to the car.

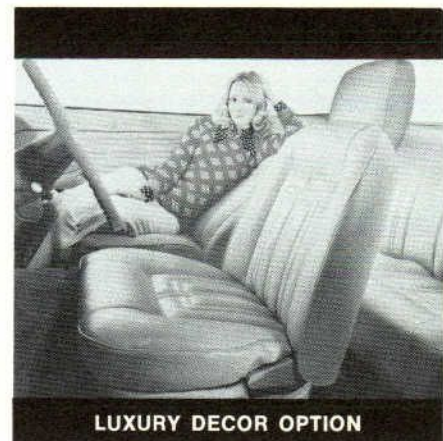
Thicker Paint for '74

All Mavericks feature a thicker paint for 1974—3.0 mils thick as opposed to 2¼ mils in '73.



EXTERIOR

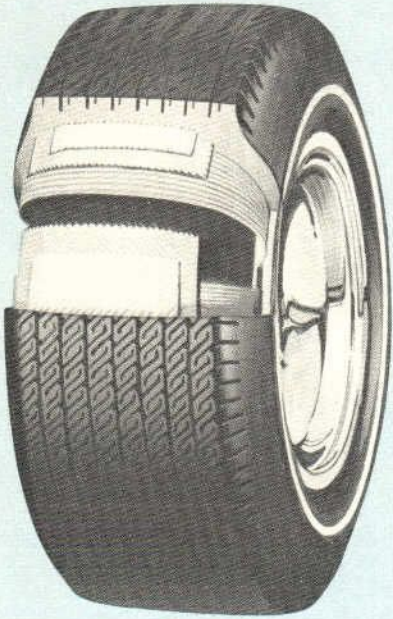
- Odense Vinyl Roof (White, Brown, Copper, Tan and Blue)
- Bright Belt Moldings
- Bright Window Frames
- Bright Drip Moldings
- Vinyl Insert Bodyside/Wheelip Molding
- Lower Back Panel Appliqué (New for '74)
- Chromeplated Grille and Parking Lamps
- Front and Rear Bumper Guards
- Left-Hand Remote Mirror
- WSW Steel-Belted Radial Tires
- Deluxe Gas Cap
- Color-Keyed Wheel Covers



INTERIOR

- Super-Soft Vinyl Trim Set in Tan or Silver Blue (New For '74)
- Unique Door Trim
- 25-oz. Cut-Pile Carpeting
- Deluxe 2-Spoke Steering Wheel
- Dome/Dual Beam Map Light (New for '74)
- Independent Reclining Seats
- Day/Night Rearview Mirror (New for '74)
- Unique Rear Seat Pads
- Cigar Lighter
- Rear Seat Ash Tray
- Deluxe Color-Keyed Seat And Shoulder Belts
- Sound Package

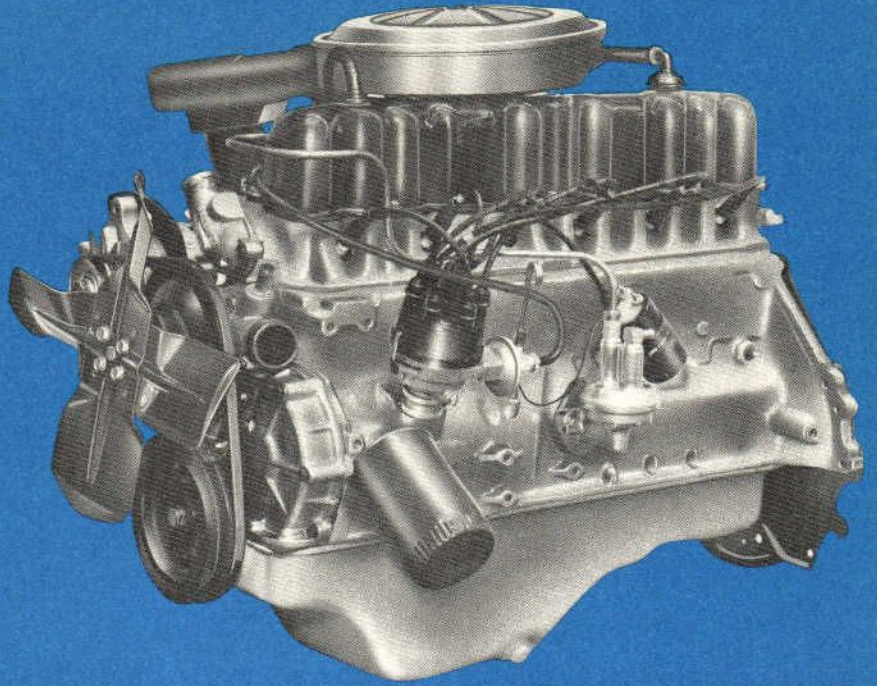
Radial Ply Tires Standard with Luxury Decor Option



White sidewall steel-belted radial tires are more in demand than ever before and have become one of the most popular options.

Steel belting on a radial ply adds more strength to the tread area, giving the tire a more substantial "foot-print" on the road and making it more resistant to puncture.

Steel-belted radials also have a beautiful response when cornering. Where only a portion of the conventional tire tread remains in contact with the road, the entire width of the radial ply tread remains flat on the surface—reducing distortion or squirm.



Performance and Economy offered in engine line-up

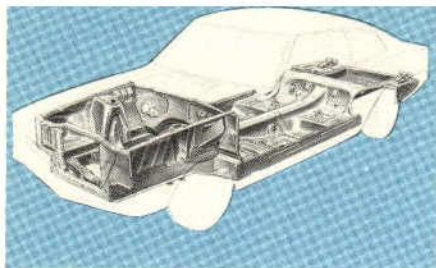
STANDARD, ALL MODELS

200 cu. in. Six—3-speed manual transmission, SelectShift Cruise-O-Matic optional

OPTIONAL, ALL MODELS

250 cu. in. Six—3-speed manual transmission, Cruise-O-Matic transmission optional

302 cu. in. V-8—3-speed manual transmission, Cruise-O-Matic transmission optional



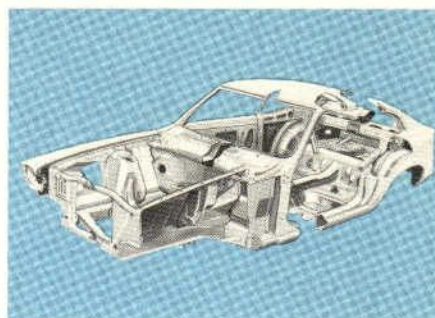
BODY CONSTRUCTION

All Mavericks feature unitized body construction for safety and durability. Platform, cowl, bodyside panels, roof, front end structure and back panel are welded into a single unit. Additional strength is built into the front cowl area. Double-paneled doors provide rigidity, the rear roof panel is double-welded and a hat section cross brace gives stability to the roof.



BODY INSULATION

The quiet ride, a Maverick tradition, is achieved by the application of sound-deadening materials to 12 vital areas of the body: front fenders, dash panel, inner cowl top, front floor, rear floor, door panels, behind the rear seat, entire roof panel, roof quarter panels, rear wheel housing and between glove box and trim panel.

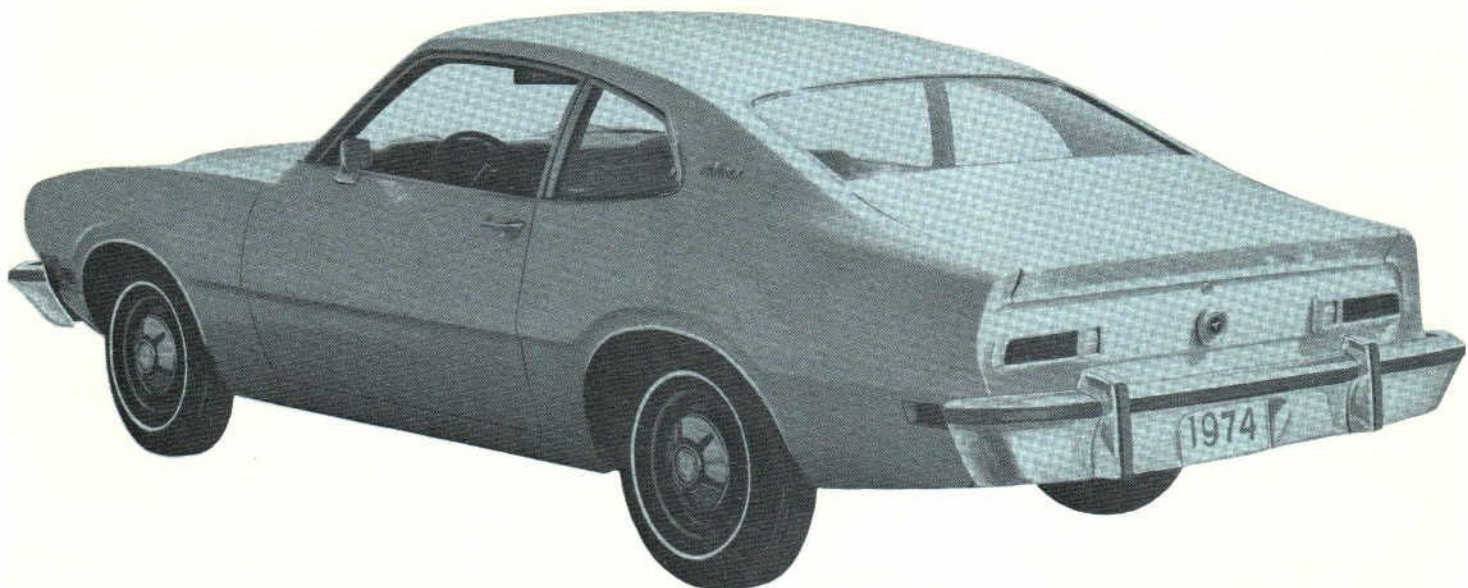


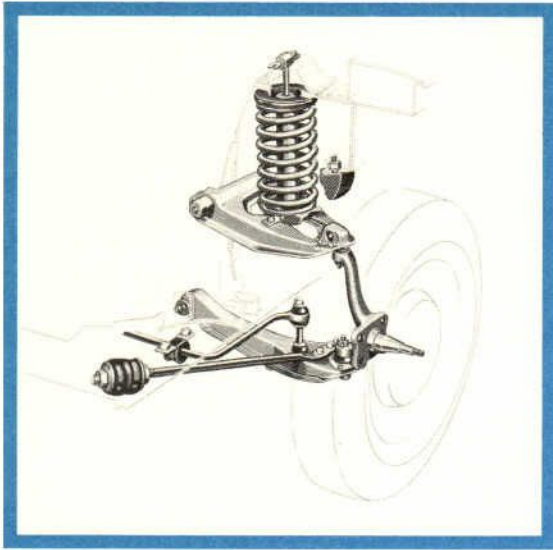
UNDERBODY RUST PREVENTION

The interior surfaces of the door panels, wheel splash areas and fenders are coated with a zinc-rich primer resistant to mud, water and road salt.

Sell Maverick's built-in Standard value...

The Maverick 2-door base sedan has accounted for approximately 50% of all Maverick sales—and for a very good reason: more *standard* value for the money.





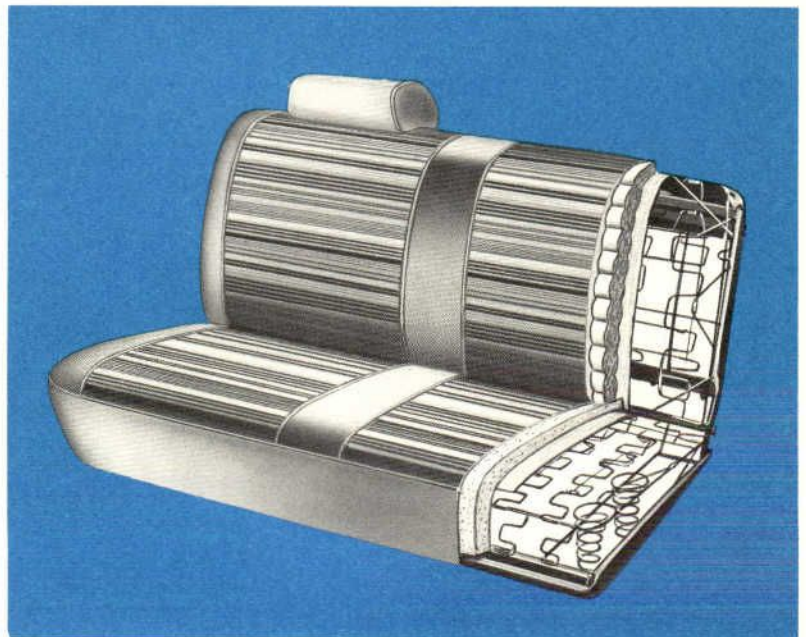
Suspension features contribute to a quieter & more comfortable ride

All Maverick front suspensions feature a lower drag strut and arm, mounted to the structure through rubber bushings. This eliminates metal-to-metal contact and reduces the vibration and noise transmitted to the passenger compartment. The drag strut component allows the wheels to move slightly rearward each time the wheels hit a road depression, absorbing much of the initial shock.

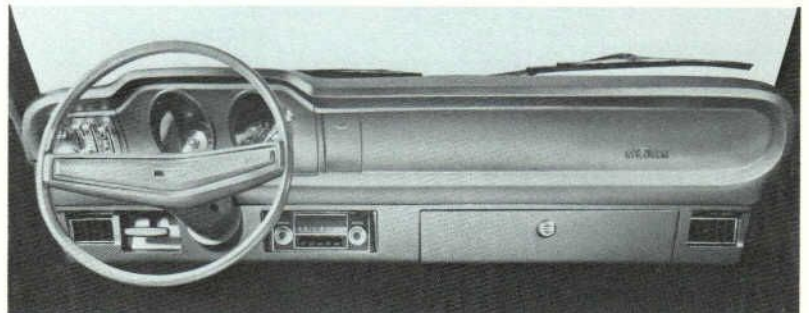
Standard Equipment

... all models

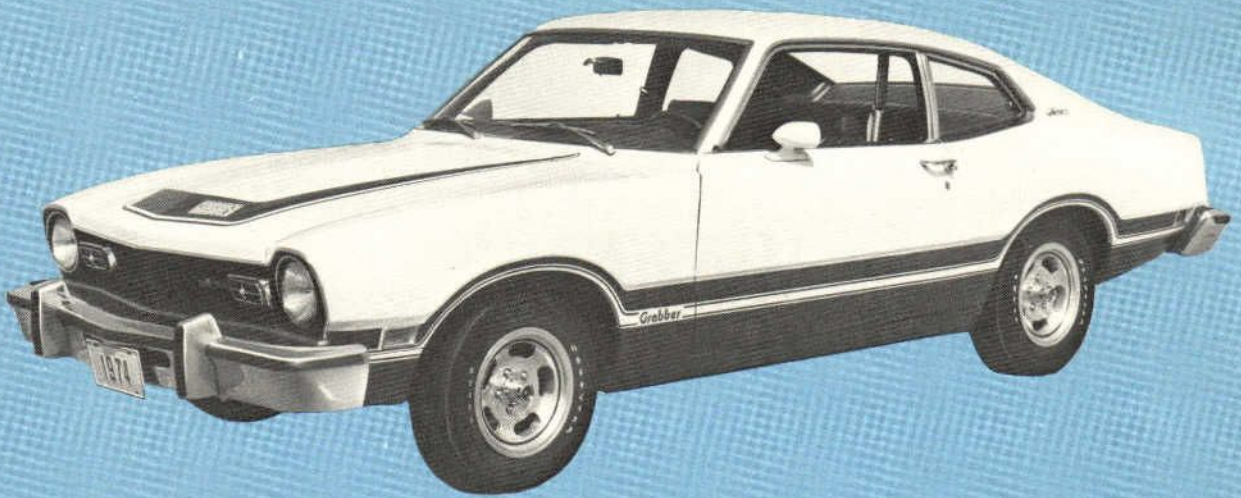
- Curved side glass
- Ventless side glass
- Amber lens parking lights
- Side marker lights, front and rear
- Backup lights
- Bright drip moldings
- Bright wheelip moldings
- Bright molding on windshield and rear window
- Electric 2-speed wipers
- Electrostatically-applied acrylic enamel finish
- Unitized Body construction
- Molded foam seat back padding
- Loop-pile carpeting
- Door trim panel with integral armrests
- Separate rear armrests
- Front seat armrests of molded foam seat back padding
- Seat and shoulder belt restraint system with starter interlock logic
- Lockable glove box
- 2-spoke, color-keyed steering wheel and column
- Front ash trays
- Courtesy lights, door-operated
- Door locks, push-button interior
- European-style recessed door handles
- Front headrests
- Cowl-top air intake ventilation
- 200 cu. in. Six
- 3-speed manual transmission
- Improved sound insulation
- Reversible keys



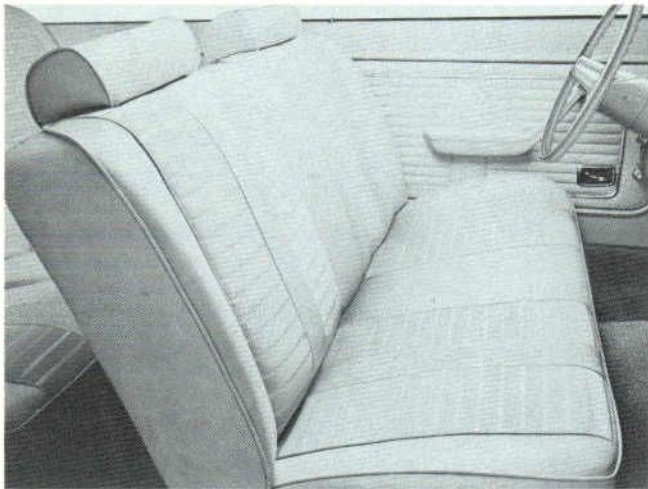
Maverick bench seats are designed to provide firm, yet comfortable body support.



The Maverick instrument panel features thick padding across the top and sides. Instrumentation is set into two recessed pods. Also featured is a standard lockable glove box.



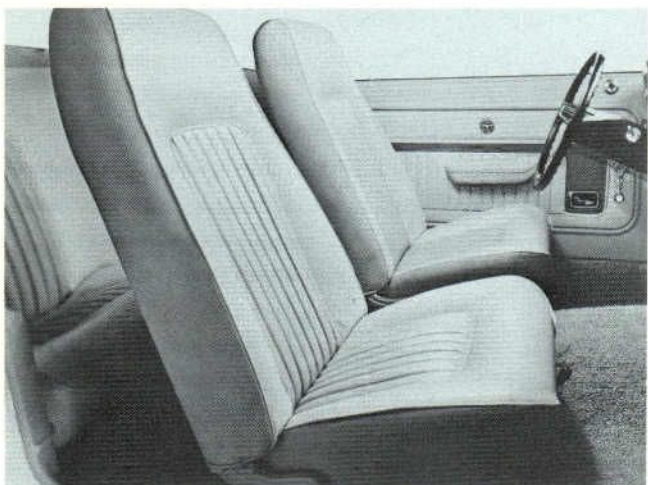
THE GRABBER... with a look and a market of its own!



The Grabber has particular appeal to the young, sporty car-minded buyer.

While the Grabber shares a number of styling features with the base sedan, it has a special exterior treatment to set it apart from the balance of the line. Items included are: bold, U-shaped hood striping, lower bodyside paint/tape treatment, dual outside color-keyed mirrors, wide oval raised white letter tires, and trim rings/hub caps.

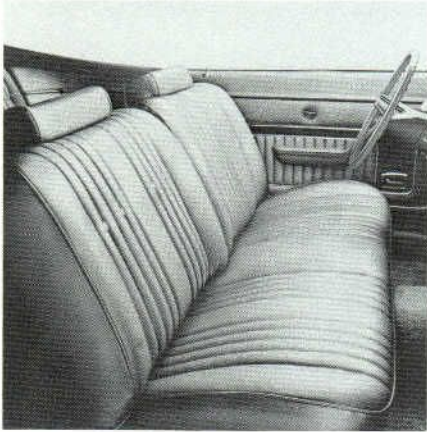
Black center instrument panel and all-vinyl upholstery and trim are distinctive Grabber standard "extras."



Dress-up options popular with Grabber owners are high-back bucket seats and forged aluminum wheels.

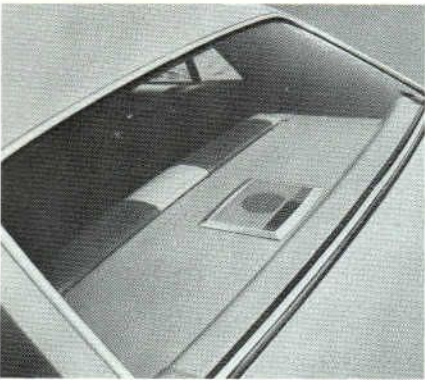
Sell the full range of MAVERICK OPTIONS!

For 1974, the Maverick line offers a comprehensive series of Decor, Convenience and Protection Group options.

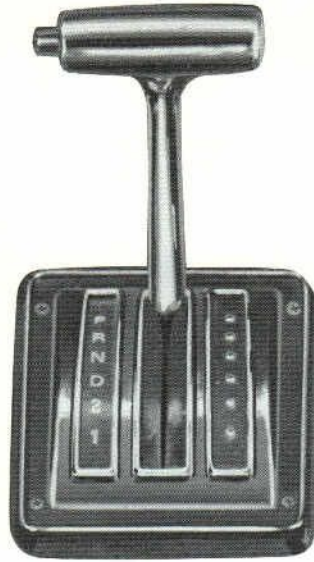


INTERIOR DECOR GROUP

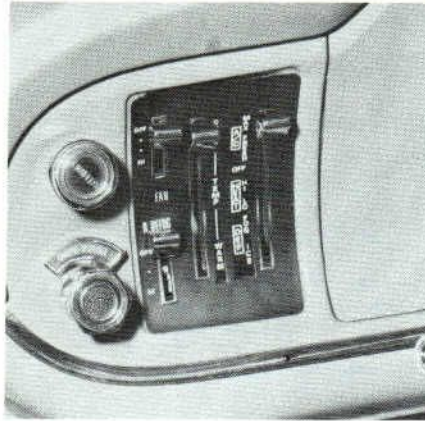
- Choice of Cloth-and-Vinyl or Pleated Vinyl Seat Trim
- Deluxe Steering Wheel
- Deluxe Door Trim
- Instrument Panel Molding
- Color-Keyed Seat Belts
- 14-oz. Cut-Pile Carpeting
- Rear Seat Ash Tray
- Sound Package



The rear window defogger option provides improved visibility on cold and humid days. The defogger is controlled from the driver's seat and includes a separate two-speed blower control.



The floor shift option is available with either the 3-speed syncro-mesh manual transmission or the versatile SelectShift Cruise-O-Matic transmission. Bucket seats are required for the floor mounted shift.



The three-speed blower and two air conditioning positions provide maximum versatility. Four instrument panel registers, one at either side and two in the center, have adjustable vanes permitting the cool air to be directed in any desired trajectory. When the controls are set in the "MAX A/C" position, the air within the car is constantly recirculated for maximum cooling.

EXTERIOR DECOR GROUP

- Vinyl Insert Bodyside Molding
- Belt Moldings
- Bright Window Frames
- Wheel Covers
- Bodyside Paint Stripes

PROTECTION GROUP

- Floor Mats
- Door Edge Guards
- Spare Tire Lock
- License Plate Frames

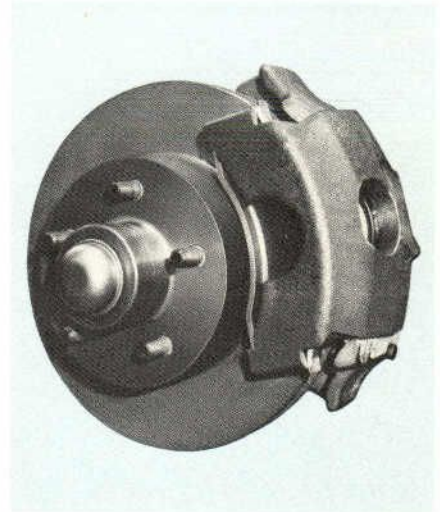
CONVENIENCE GROUP

- Left-Hand Remote Control Mirror
- Cigar Lighter
- Inside Day/Night Mirror
- Deluxe Color-Keyed Seat and Shoulder Belts



DELUXE BUMPER GROUP

- Bumper Guards, front and rear, with rubber inserts and horizontal rub strips



MANUAL FRONT DISC BRAKES— A FIRST TIME OPTION!

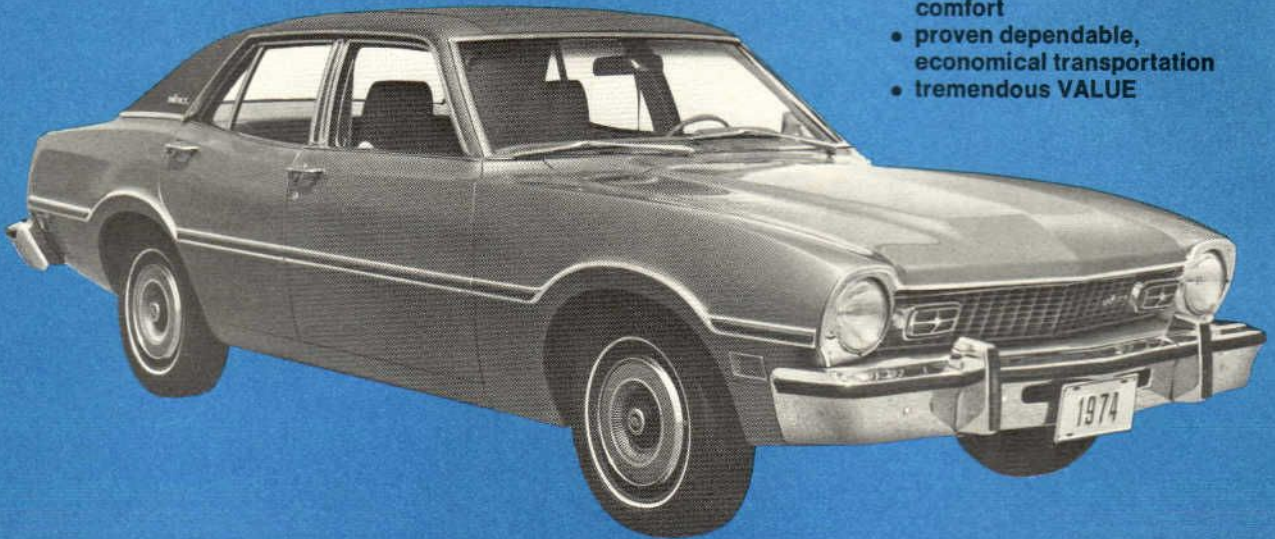
Available for the first time for '74—front manual disc brakes. Sell the effectiveness of discs. They have dual advantage: water cannot be trapped in them and they are more fade-resistant, due to being cooled by the passing airstream.

Major Maverick Options

- Luxury Decor Option
- Exterior Decor Group
- Interior Decor Group
- Rear Window Defogger
- SelectAire air conditioner
- AM, AM/FM Stereo and new AM/FM monaural radio
- Power Steering
- High-back bucket seats
- Steel-belted radial ply tires
- New manual front disc brakes
- Heavy-duty suspension
- Vinyl seat trim
- Floor shift
- Vinyl roof
- New Light group
- Tinted glass
- SelectShift Cruise-O-Matic
- Forged aluminum wheels

Sell the 1974 Maverick as...

- a family-size compact
- with a family-size ride and comfort
- proven dependable, economical transportation
- tremendous VALUE



1974 DIMENSIONS AND SPECIFICATIONS

All Dimensions In Inches Unless Otherwise Noted	4-Door Sedan	2-Door Sedan
Exterior		
Wheelbase	109.9	103.0
Overall Length	193.0	187.0
Overall Height	52.8	53.0
Overall Width	70.5	70.5
Tread—Front	56.5	56.5
Rear	56.5	56.5
Interior		
Front Compartment		
Effective Head Room	37.8	37.5
Effective Leg Room	40.7	40.7
Shoulder Room	55.0	55.0
Hip Room	53.7	53.7
Rear Compartment		
Effective Head Room	36.7	36.0
Effective Leg Room	36.2	32.0
Shoulder Room	55.1	53.6
Hip Room	52.4	40.8
Luggage Capacity (Cu. Ft.)	11.3	11.3
Fuel Tank Capacity (approx. Gals.)	15.0	15.0



Ford Division

At the time of release, specifications and prices contained herein are believed to be correct. Ford Division reserves the right to discontinue models at any time or change specifications, designs or prices without incurring obligation.