

'73 FORD BETTER IDEAS

FORD
TORINO
MUSTANG
MAVERICK
PINTO
THUNDERBIRD
WAGONS



MODEL AVAILABILITY



Ford Custom 500 4-Door Pillared Hardtop (Color 3K)



Ford Galaxie 500 2-Door Hardtop (Color 4P)



Ford Galaxie 500 4-Door Pillared Hardtop (Color 6D)



Ford Galaxie 500 4-Door Hardtop (Color 5H)



Ford LTD 2-Door Hardtop (Color 4C)



Ford LTD 4-Door Pillared Hardtop (Color 3D)



Ford LTD 4-Door Hardtop (Color 5J)



Ford LTD Brougham 2-Door Hardtop (Color 6F)



Ford LTD Brougham 4-Door Pillared Hardtop (Color 4B)



Ford LTD Brougham 4-Door Hardtop (Color 5M)

FORD

LTD Brougham 2-Door Hardtop (Color 6F) with optional Vinyl Roof, Front Cornering Lamps, Deluxe Bumper Group, Convenience Group, White Sidewalls, Deluxe Wheel Covers, Dual Bodyside Paint Stripes.



Quiet Is the Sound of a Well-Made Car.

You'll like what you see, what you feel and what you don't hear in one of the big new Fords. Clean, fine-car styling. Totally resculptured, belt line down. New grilles. Wraparound parking lamps with integral front side marker lights.

Under the beauty, a rugged new frame. Steel Guard Rails in side doors. New Energy-Absorbing Bumper System. Road-cushioning and soundproofing ideas that make Ford quiet-riding.

Drive the '73 Ford. See why we can say quiet is the sound of a well-made car.

Standard Power Team: 351 CID 2V V-8 with SelectShift Cruise-O-Matic. **Optional Engines:** 400 CID 2V V-8, 429 and 460 CID 4V V-8's.

Other Standard Features: Functional

—Power Steering • Power Front Disc Brakes • Power Ventilation • Heater/Defroster • Black Sidewall Bias-Belted Tires • Uni-Lock Shoulder/Lap Belts with Reminder System • Energy-Absorbing Bumper System • Ford Motor Company Lifeguard Design Safety Features.

Appearance & Comfort—Color-Keyed Carpeting • Chrome Hub Caps • Lighted Front Ash Tray, Two Rear Seat Ash Trays • Dome Light • Full Wheel Covers (LTD Brougham) • Electric Clock (Brougham & LTD).



LTD Brougham Interior tailored in cloth and vinyl trim (Color HR). Options: Convenience Group, Fingertip Speed Control, Power Side Windows, AM/FM Stereo Radio, Anti-Theft Alarm System, and more.

Specifications:	
Wheelbase	121.0"
Length	219.5"
Height	53.6" (2-Door), 55.0" (4-Door)
Width	79.5"
Trunk	17.1 cu. ft.
Fuel Capacity & Type	22.0 gal. regular*

*Note: All 1973 engines are designed to operate on regular gasoline with octane rating of at least 91 (Research Method) when the engine is adjusted to factory recommended specifications.



Galaxie 500 4-Door Hardtop (Color 5M) with optional Brown Vinyl Roof, Convenience Group, Deluxe Bumper Group, White Sidewalls, Vinyl Insert Bodyside Moldings.

Color codes indicated—example: (Color 6F) are in your Ford Dealer's 1973 Color and Trim Selections book. Ask to see it.

Full details are in the 1973 Ford Catalog available at your Ford Dealer's.

See page 7 for details on Ford Station Wagons



Gran Torino 2-Door Hardtop (Color 5M)
with optional Beige Vinyl Roof,
Deluxe Bumper Group, Deluxe Wheel
Covers, White Sidewalls.

FORD TORINO



MODEL AVAILABILITY



Torino 2-Door Hardtop (Color 6E)



Torino 4-Door Pillared Hardtop (Color 4C)



Gran Torino Sport 2-Door Hardtop (Color 2B)



Gran Torino Sport SportsRoof (Color 6F)



Gran Torino 2-Door Hardtop (Color 5A)



Gran Torino 4-Door Pillared Hardtop (Color 5H)



Gran Torino Brougham 2-Door Hardtop (Color 3K)



Gran Torino Brougham 4-Door Pillared Hardtop (Color 5M)

The Solid Mid-Size Car. Smooth. Strong. And Quiet.

The 1973 Torino combines big-car features with smaller car size and handling. It is smooth-riding, strong and quiet—because it's a Ford. You can drive it with confidence . . . in comfort.

The mid-size design accommodates six. It maneuvers easily in traffic and when you park. With all that it offers, Torino is a lot of car for a mid-size price.

Standard Power Team: Gran Torino Brougham, Gran Torino & Torino—250 CID 1V Six with 3-speed full-sync manual transmission. Gran Torino Sport—302 CID 2V V-8 with 3-speed full-sync manual transmission. **Optional Engines & Transmissions:** 302 CID 2V V-8, 351 CID 2V V-8, 351 CID 4V V-8, 400 CID 2V V-8, 429 CID 4V V-8, SelectShift Cruise-O-Matic, 4-Speed Manual with Hurst® Shifter.

Other Standard Features: **Functional**—Manual Front Disc Brakes • Black Sidewall Tires • DirectAir Ventilation • Inside Hood Release • Heater/Defroster • Uni-Lock Shoulder/Lap Belts with Reminder System • Energy-Absorbing Bumper System • All Ford Motor Company Lifeguard Design Safety Features. **Appearance & Comfort**—Hub Caps • Bright Drip Moldings, and more. Gran Torino Brougham, Gran Torino & Gran Torino Sport



Gran Torino Brougham Interior in Tobacco cloth and vinyl trim. (Color NZ.) Optional power windows, SelectShift also shown.

—Carpeting • Concealed Windshield Wipers. **Gran Torino Sport**—Raised White Letter Wide Oval Tires • Trim Rings/Hub Caps • Color-Keyed Dual Racing Mirrors.

Specifications:	114" Wheelbase (2-Door)	118" Wheelbase (4-Door)
Length	208"	212"
Height	52.1"	53.0"
Width	79.3"	79.3"
Trunk	14.8 cu. ft.	14.8 cu. ft.
Fuel Capacity & Type	22.5 gal. regular	22.5 gal. regular



Torino 4-Door Pillared Hardtop (Color 4S) with optional Vinyl Insert Bodyside Molding, Deluxe Bumper Group, Wheel Covers, White Sidewalls.

Color codes indicated—example: (Color 6F) are in your Ford Dealer's 1973 Color and Trim Selections book. Ask to see it.

Full details are in the 1973 Ford Torino Catalog available at your Ford Dealer's.

See page 7 for details on Torino Station Wagons

73 Ford Torino



FORD MUSTANG

Mustang Hardtop (Color 2B) with optional Full Wheel Covers, White Sidewalls.



MODEL AVAILABILITY



Mustang Hardtop (Color 5A)



Mustang SportsRoof (Color 2B)



Mustang Convertible (Color 3B)



Mustang Grandé (Color 4P)



Mustang Mach I (Color 5M)

There's Still Nothing Like It.

An experience in control and balance you'll always remember—that's the 1973 Ford Mustang. Satisfaction that comes from the ability to move, stop, turn and communicate with the pavement and with you.

Mustang expresses your own uniqueness. It's getup-and-go, sporty and luxury. Almost a decade ago, Mustang was designed to be designed by you. It still is. And there's still nothing like it!

Standard Power Team: Hardtop, SportsRoof, Convertible & Grandé—250 CID 1V Six with 3-speed full-sync manual transmission. **Mach I**—302 CID 2V V-8 with 3-speed full-sync manual transmission. **Optional Engines & Transmissions:** 302 CID 2V V-8, 351 CID 2V V-8, 351 CID 4V V-8, SelectShift Cruise-O-Matic, 4-Speed Manual with Hurst® Shifter.

Other Standard Features: Functional—Direct Aire Ventilation • Heater/Defroster • Uni-Lock Shoulder/Lap Belts with Reminder System • Energy-Absorbing Bumper System • All Ford Motor Company Lifeguard Design Safety Features. **Appearance & Comfort**—Concealed Windshield Wipers • Color-Keyed Carpeting, and more. **Grandé**—Color-Keyed Dual Mirrors, Vinyl Roof, Deluxe Seat Trim, Bodyside Accent Stripes, Deluxe Wheel Covers,



Mustang's Standard Interior in White (Color AW) boasts sporty High Back Bucket Seats of handsome, durable all-vinyl, SelectShift.

Deluxe Instrument Panel, Electric Clock, High Back Buckets. **Mach I**—Competition Suspension, Dual Racing Mirrors, Integral Sportlamps, Side and Deck Lid Tape Stripes, Wheel Trim Rings/Hub Caps, All-Vinyl Seat Trim, High Back Buckets, White Sidewall Wide Oval Tires.

Specifications:	
Wheelbase	109.0"
Length	193.8"
Height	50.7"
Width	74.1"
Trunk	9.5 cu. ft.
Fuel Capacity & Type	19.5 gal. regular



Mustang Convertible (Color 4Q) with optional Full Wheel Covers, White Sidewalls.

Color codes indicated—example: (Color 6F) are in your Ford Dealer's 1973 Color and Trim Selections book. Ask to see it.

Full details are in the 1973 Ford Mustang Catalog available at your Ford Dealer's.



FORD MAVERICK

Maverick 4-Door Sedan (Color 5H) with Luxury Decor Option which includes Deluxe Bumper Group and White Sidewalls, standard.



Surprising Value in a Compact.

Compact Mavericks offer surprising value at unexpected low prices. Big-car ride. Easy handling. And quiet—thanks to suspension and sound package upgrading.

There's power to spare for turnpike travel. New luxury with seat and trim refinements. Loop-pile carpeting. And more interior elegance can be yours with the impressive new Luxury Decor Option.

Drive the surprising new Maverick soon.



The Luxury Decor Option: reclining independent seats in Tan (Color PU) super-soft vinyl, woodtone dash, plush carpeting, and more. Available on 2- and 4-Door Sedans.



Maverick 2-Door Sedan (Color 3K) with popular optional Exterior Decor Group, Metallic Glow Point, Deluxe Bumper Group, White Sidewalls.

Color codes indicated—example: (Color 6F) are in your Ford Dealer's 1973 Color and Trim Selections book. Ask to see it.

Hub Caps • Raised White Letter Black Sidewall Tires.

	103" Wheelbase 2-Door	109.9" Wheelbase 4-Door
Specifications:		
Length.....	183.3"	190.2"
Height.....	53.0"	53.1"
Width.....	70.5"	70.5"
Trunk.....	10.1 cu. ft.	10.1 cu. ft.
Fuel Capacity & Type.....	15 gal. regular	15 gal. regular

MODEL AVAILABILITY



Maverick 2-Door Sedan (Color 3B)

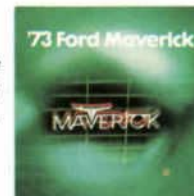


Maverick 4-Door Sedan (Color 4Q)



Maverick Grabber (Color 6E)

Full details are in the 1973 Ford Maverick Catalog available at your Ford Dealer's.



FORD PINTO

Pinto 2-Door Sedan (Color 3D) with optional Accent Group, White Sidewalls, Deluxe Bumper Group.



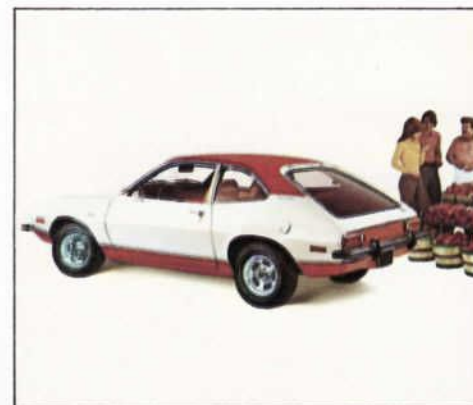
Back to Basics.

Ford has been building dependable, economical small cars ever since the Model T and Model A. 1973 Pintos are durable new editions of this heritage. Simple, solid cars well-engineered for reliable transportation at little cost.

The rugged 4-cylinder Pinto engine gives you economical gas mileage on regular gas. The body is welded solid. Rack-and-pinion steering gives you precise, easy handling. With basics like this, Pinto value is hard to beat.

Standard Power Team: 4-cylinder 1600-cc. 1V OHV engine with full-sync floor-mounted 4-speed transmission. **Optional Engine & Transmission:** 4-cylinder 2000-cc. 2V OHC, SelectShift Cruise-O-Matic.

Other Standard Features: Functional—DirectAire Ventilation • 3-Speed Heater • Front Bumper Guards • Locking Steering Column • Uni-Lock Shoulder/Lap Belts with Reminder System • Energy-Absorbing Bumper System • All Ford Motor Company Lifeguard Design Safety Features. **Appearance & Comfort**—High Back, Contoured All-Vinyl Seats • Floor Mats • Mini-Console • Parking Lamps, and more. **3-Door Runabout**—Carpeting • Rear Door • Fold-Down Rear Seat.



Pinto 3-Door Runabout (Color 9A) with optional Sports Accent Group, Dual Racing Mirrors, Forged Aluminum Wheels.



Luxurious Interior, Great Options: Sports Accent Group in Orange (Color BC) includes "super-soft" vinyl trim with Manston cloth insert, Deluxe 2-Spoke Steering Wheel, AM Radio.

Color codes indicated—example: (Color 6F) are in your Ford Dealer's 1973 Color and Trim Selections book. Ask to see it.

MODEL AVAILABILITY



Pinto 2-Door Sedan (Color 6B)



Pinto 3-Door Runabout (Color 2B)

Specifications (2-Door):	
Wheelbase.....	94.2"
Length.....	164.5"
Height.....	49.6"
Width.....	69.4"
Trunk.....	5.9 cu. ft.
Fuel Capacity & Type.....	11 gal. regular

Full details are in the 1973 Ford Pinto Catalog available at your Ford Dealer's.

See page 7 for details on Pinto Station Wagons



Ford LTD Country Squire (Color 2C) with optional Steel-Belted Radial Ply WSW Tires, Deluxe Luggage Rack, Deluxe Bumper Group, Front Cornering Lamps, Deluxe Wheel Covers, Appearance Protection Group, Power Mini-vent Windows.

FORD WAGONS

MODEL AVAILABILITY

Ford



Custom 500 Ranch Wagon 6-Passenger (Color 4Q)



Custom 500 Ranch Wagon/Dual Facing Rear Seats (Color 6D)



Galaxie 500 Country Sedan 6-Passenger (Color 2C)



Galaxie 500 Country Sedan/Dual Facing Rear Seats (Color 4S)



LTD Country Squire 6-Passenger (Color 3B)



LTD Country Squire/Dual Facing Rear Seats (Color 6F)

Ford Torino



Torino Wagon (Color 3D)



Gran Torino Wagon (Color 3B)



Gran Torino Squire (Color 4S)

Ford Pinto



Pinto Wagon (Color 4P)



Pinto Wagon with Squire Option (Color 5L)



From the Wagonmaster.

Handsome Ford Wagons, with better ideas for work or play, are shown at the far right. 3-Way Magic Doorgate makes big Fords and Torinos easy to load. There's room to carry 4 x 8 panels flat with the tailgate down. And below-deck storage.

Pinto's space will surprise you. Liftgate simplifies loading. DirectAir Ventilation freshens air as you drive . . . quietly.

All have smart, durable vinyl trims. Uni-Lock Shoulder/Lap Belts with Reminder System, and more. Adjustable luggage racks available. See why smooth-riding, easy handling Ford Wagons lead Wagon sales every year.

Standard Power Team: Ford Wagons—

351 CID 2V V-8, SelectShift Cruise-O-Matic.

Torino Wagons—302 CID 2V V-8, 3-speed

manual transmission. Pinto Wagon—4-cyl.

2000-cc. engine, 4-speed manual floor shift.

Optional Engines & Transmissions: Ford

Wagons—400 CID 2V V-8, 429 and 460 CID

4V V-8's. Torino Wagons—351 CID 2V V-8, 400

CID 2V V-8, 429 CID 4V V-8, SelectShift.

Pinto Wagon—SelectShift.

Other Standard Features: Ford Wagons

—Power Front Disc Brakes • Spare Tire Extractor

• Power Steering • Power Tailgate Window.

Torino Wagons—Power Front Disc Brakes.



Pinto Wagon (Color 4B) with Squire Option, Optional Luggage Rack, Deluxe Bumper Group, White Sidewalls, Dual Racing Mirrors.

Pinto Wagon—Manual Front Disc Brakes • Liftgate • Passenger, Cargo Carpeting • Bright Window, Belt Moldings. **Note:** 1973 Wagons have new Energy-Absorbing Bumper System plus Ford Lifeguard Design Safety Features.

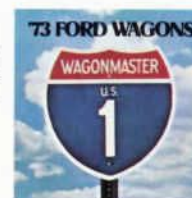
Specifications:	Ford Wagon	Torino Wagon	Pinto Wagon
Wheelbase	121"	118"	94.2"
Length	223.4"	215.6"	173.8"
Height	57.1"	55.0"	51.3"
Width	79.9"	79.0"	69.7"
Cargo Capacity	96.2 cu. ft.	84.9 cu. ft.	60.6 cu. ft.
Fuel Capacity & Type	21 gal. regular	20.5 gal. regular	12 gal. regular



Gran Torino Squire (Color 9A) optional Vinyl Insert Bodyside Molding, Luggage Rack, Deluxe Bumper Group, Power Tailgate Window.

Color codes indicated—example: (Color 6F) are in your Ford Dealer's 1973 Color and Trim Selections book. Ask to see it.

Full details are in the 1973 Ford Wagon Catalog available at your Ford Dealer's.



THUNDERBIRD

Thunderbird Hardtop (Color 3L) impressive in optional new Exterior Decor Group and Opera Windows. Cornering Lamps, Deluxe Bumper Group, Deluxe Wheel Covers and Glamour Paint Option Group also shown.



MODEL AVAILABILITY



Thunderbird 2-Door Hardtop (Color 5P)

NOTES

Color Codes. For your convenience, each illustration is color coded (example: Color 4B). Your Ford Dealer will be pleased to show you a color chip and actual swatches of vinyl roof and interior trim materials.

All 1973 engines are designed to operate on regular gasoline with octane rating of at least 91 (Research Method) when the engine is adjusted to factory recommended specifications.

Replacement Parts. Your 1973 Ford comes with factory-engineered Motorcraft battery, oil filter, shock absorbers; Autolite Powertip Spark Plugs and other Ford-approved precision parts. For continued top performance, be sure to specify Motorcraft Parts and Autolite Powertip Spark Plugs whenever replacement is necessary.

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 obligations. Some features described or illustrated are optional at extra cost. Many options are available on most models. Some are required in combination with other options. Availability of some models and features described may be subject to a slight delay. Always check your Ford Dealer for the latest, most complete information on models, features and availability.

All 1973 cars must meet Federal Emission Standards before sale. See your Ford Dealer for details.

Color codes indicated—example: (Color 6F) are in your Ford Dealer's 1973 Color and Trim Selections book. Ask to see it.

Still Unique in All the World.

Thunderbird '73. A car made with care in the Thunderbird tradition. A car with styling, comfort and ride refinements attained by few of the world's finest motorcars.

Thunderbird combines elegance with innovative engineering for its own high standard of what a personal luxury car should be. At your first convenience . . . discover why we consider the 1973 Thunderbird to be the finest ever built.

Standard Power Team: 429-cu. in. 4V V-8 engine, SelectShift Cruise-O-Matic transmission.
Optional Engine: 460-cu. in. 4V V-8.

Other Standard Features Include: Functional—Power Steering • Power Front Disc Brakes • Electric Clock • Power Ventilation • MagicAire Heater/Defroster • Courtesy Lighting • Remote Control Left Hand Mirror • Spare Tire Lock • Inside Hood Release • Front Bumper Guards • Energy-Absorbing Bumper System • Ford Motor Company Lifeguard Design Safety Features.

Appearance & Comfort—Cut-Pile Carpeting • White Sidewall Steel-Belted Radial Ply Tires • AM Radio • Bodyside Molding with Protective Vinyl Insert • Full Wheel Covers • Individually Adjustable Split Bench Front Seat and more.



Split Bench Seat, luxuriously trimmed in White leather. Optional Opera Windows, Right Hand Remote Control Mirror, Reclining Passenger Seat also illustrated.

Specifications:	
Wheelbase	120.4"
Length	218.9"
Height	53.1"
Width	79.7"
Trunk	13.9 cu. ft.
Fuel Capacity & Type	22.5 gal. regular



Thunderbird Hardtop (Color 4U) with optional Sunroof, Opera Windows, Appearance Protection Group, Remote Control Right Hand Mirror, Glamour Paint Option Group, Color-Keyed Wheel Covers, Deluxe Bumper Group, Cornering Lamps.

Full details are in the 1973 Ford Thunderbird Catalog available at your Ford Dealer's.



Listening better.
Building better.
That's Ford.

FORD

FORD DIVISION

