

1977 Ford Maverick

Dependable family compact.





(A) Sporty Maverick 2-Door Sedan

The Maverick Story.

When American families needed a dependable compact, Ford put Maverick on wheels. Through eight years, and over 2,000,000 Mavericks, we've honed and refined the construction and engineering to make Maverick a tough, reliable performer.

What many families have liked about Maverick is the way it puts first things first—low price—low scheduled maintenance—economy of operation (see your Ford Dealer for EPA ratings). Maverick is big on the kind of economy a family can scarcely do without.

You can pick either the 2-Door or 4-Door Sedan. Each comes with a dependable 200 CID Six* engine and fully synchronized 3-speed manual transmission, standard. A peppier 250 CID Six†, 302 CID 2V V-8 (302 CID VV in Calif.) and the SelectShift automatic transmission are also available.

Compact-size Maverick has comfortable room to spare for five adults in the 4-Door (room for four in the 2-Door). A vacation-size trunk handles luggage so adequately, you won't go off half-packed. And more space is available when you order the Space-Saver tire (at no extra cost) to replace the regular spare.

Suspension refinements see that you get a smooth, quiet ride on long trips. On errands around town, responsive steering maneuvers you easily through rush-hour traffic. The short wheelbase and small turning circle make Maverick easy to park in those narrow, crowded places.

We continue to make Maverick efficient. All engines come with DuraSpark Ignition for good starting, less maintenance (no points or condenser to replace) and improved emission control.

You go long distances between scheduled maintenance intervals for spark plugs, oil changes, filters. Example: initial oil and filter change is at 7,500 miles or six months. After that, 7,500-mile oil changes with 15,000-mile filter changes.

*200 CID not available in California.

Another advantage. With Maverick's low initial price, you can afford to personalize as you like. Some quality extras are shown on these pages. Others appear on pages 4 through 7. See and drive the practical Maverick soon—at your Ford Dealer's.

(A) Sporty Maverick 2-Door Sedan with Exterior Decor Group (left) in vibrant new Orange (Code 8G), smartly topped by optional White ¾-vinyl roof. Dressy accent paint stripes, which come with Exterior Decor Group, carry over the roof to enhance the sportiness of our 2-Door.

(B) Maverick 4-Door Sedan with Exterior Decor Group, brilliantly shown in new Bright Saddle Metallic (Code 8K). Attractive Exterior Decor items include: bodyside moldings with Black vinyl inserts, bright window frames and belt moldings, bodyside accent paint stripes and full wheel covers.

(C) Rear compartment roominess in 4-Door simplifies rear seat entry, exit and provides ample space for heads, shoulders, hips, legs. Distinctive Alpine plaid cloth, an optional trim for bucket seats, is as durable as it is luxurious.

(D) The family compact 4-Door Sedan wide-opening trunk has 13.9 cubic feet readily accessible to pack what you need. Shown with the no-charge Space-Saver Tire. With the standard spare tire, trunk capacity is 13.1 cu. ft.

(E) Maverick 2-Door Sedan displays another bright new '77 color—Tan (Code 8H). Bright hub caps are standard.

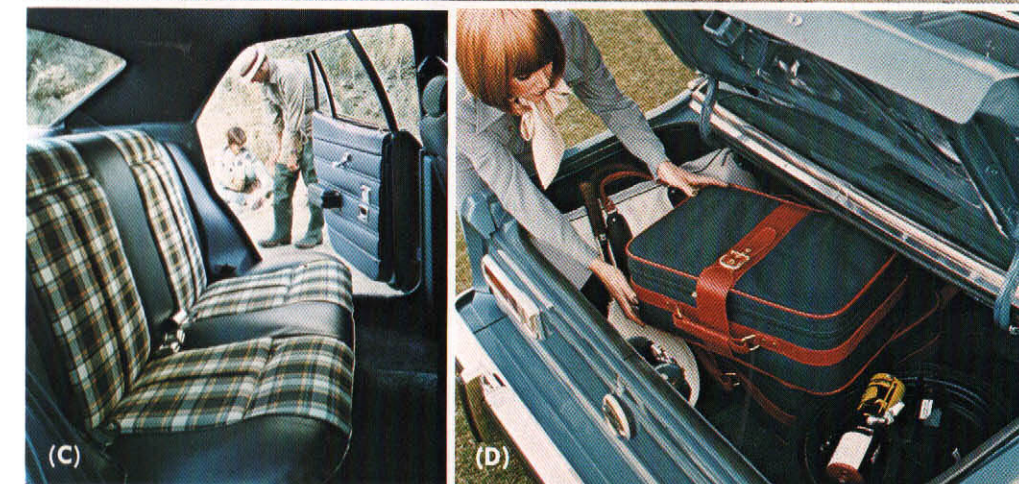
Front cover: Maverick 4-Door Sedan with Exterior Decor Group in Bright Blue Glow (Code 3V) neatly coordinated with Blue halo vinyl roof. Options: Exterior Decor Group, vinyl roof, wide bodyside moldings with vinyl inserts, Deluxe Bumper Group and white sidewall tires.

† N.A. with Calif. or high altitude emission equipment.

Note: See Notable Standard Features, measurements and color code reference on back cover. Some items shown are optional, such as Exterior Decor Group, dual sport mirrors, styled steel wheels, bumper guards, Protection Group, Deluxe Bumper Group, rocker panel moldings and WSW tires.

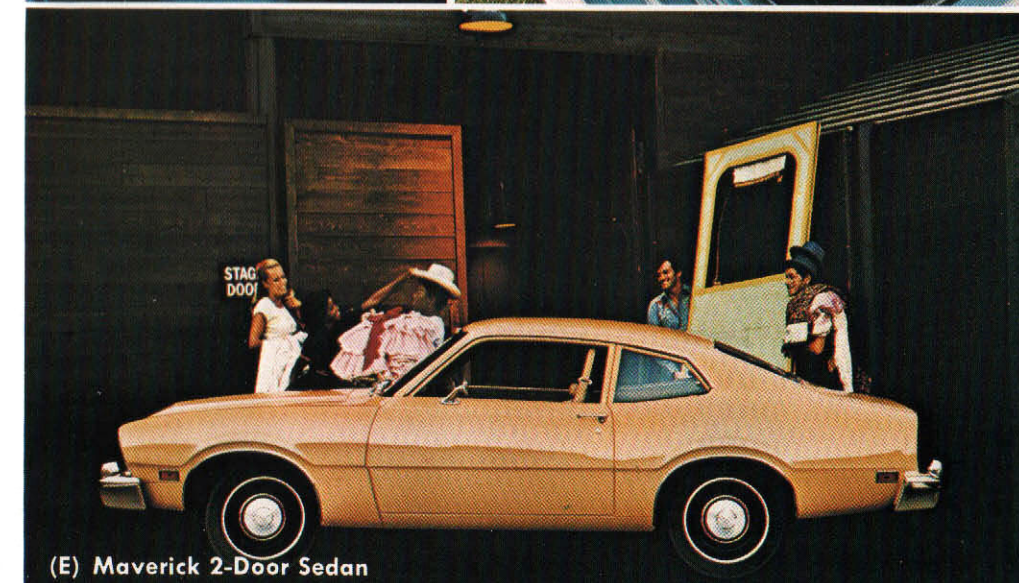


(B) Maverick 4-Door Sedan



(C)

(D)



(E) Maverick 2-Door Sedan



(A)

The look is smart. Contemporary.

Maverick believes in making people comfortable. So you get plenty of breathing room. Family size. Even six-footers can relax on deep-cushioned seats molded and contoured to keep their shape and comfort for years.

You can also choose from a wide range of tones, distinctive textures and fabrics to go with all the handsome new exterior colors available. Contemporary fashion ideas that reflect your good taste. Color-keyed, cut-pile carpeting, which comes standard, adds an elegant note. Deluxe color-keyed belts are included with the optional Interior Decor Group, which also offers: a choice of deluxe cloth and vinyl, or pleated supple vinyl trim • deluxe door trim • 2-spoke steering wheel • instrument panel woodtone appliques • rear seat ashtray, and insulation from noise/vibration with a sound package. It all adds up to uncommon good looks well worth the modest extra cost.

(A) Interior Decor Group, (left) with optional reclining bucket seats richly tailored in optional Medium Blue Alpine cloth and vinyl (Code QB). Bucket seats, which recline and adjust individually for extraordinary comfort and support. Bucket seats are also available as a separate option. Rear seat, in same fabric, is shown in (C) on page 3. Two other smart new color choices are Tan and Light Green. Note deluxe door trim panels.

(B) Bucket seats (right) handsomely trimmed in Red Corinthian vinyl (Code SD). For all its luxury, this option, with its easy-to-care-for upholstery, is surprisingly durable. It is also beautifully available in Medium Blue, Tan and Black.

(C) Bench seat (right) features a typically Ford inventive touch: Superb tailoring in Black tooled vinyl (Code HA), an optional fabric which has seat and back inserts with the look of leather. The overall effect is an infinitely detailed, hand-fitted look. Also offered in Blue, Red, Light Green and Tan.

(D) Interior Decor Group shows bench seat upholstered with Tan Barletta cloth and vinyl fabric (Code UU), so luxurious that you'd never suspect it's practical. Black, Blue or Light Green also available. Pleated all-vinyl fabric, also available as an option, comes in the same colors with the addition of Bright Red.

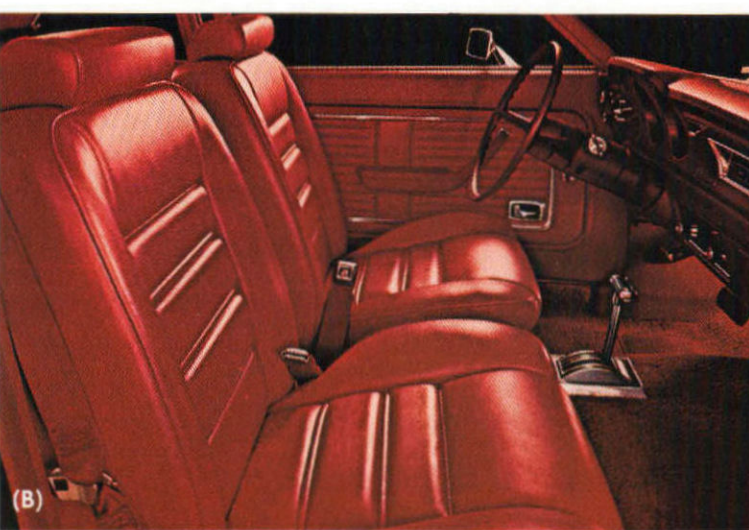
(E) Standard Maverick interior features bench seat smartly trimmed with Light Green Random Stripe cloth and vinyl trim (Code BG), soft to the touch, and as durable as it is luxurious. Random cloth also comes attractively in Black, Blue, Red and Tan.

(F) Maverick instrument panel maximizes driver convenience. Well-arranged controls are easy to reach, gauges are easy to see. Two of many notable standard features are: DirectAire ventilation that freshens the air—even with the windows closed, and an inside hood release to deter theft.

Note: See Notable Standard Features list, measurements and color code reference on the back cover. Other items shown, like SelectShift, SelectAire Conditioner, radios and deluxe color-keyed belts are optional.

Trim and Seat Chart

Model						
2-Door Sedan	S	O	O	O	O	O
4-Door Sedan	S	O	O	O	O	O
S—Standard						
O—Optional						
†Not illustrated						
*Interior Decor Group						
Random Stripe Cloth/Vinyl Bench						
Tooled Vinyl Bench						
Pleated All-Vinyl Bench†*						
Barletta Cloth/Vinyl Bench†*						
Corinthian Vinyl Buckets						
Alpine Cloth/Vinyl Buckets						



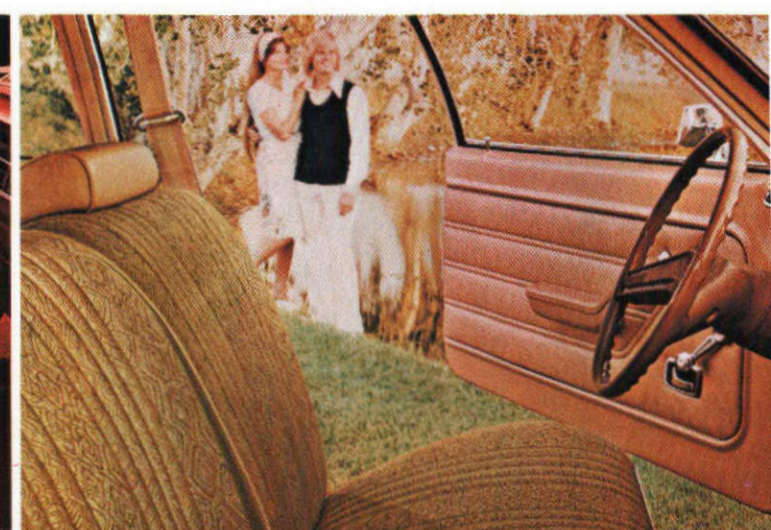
(B)



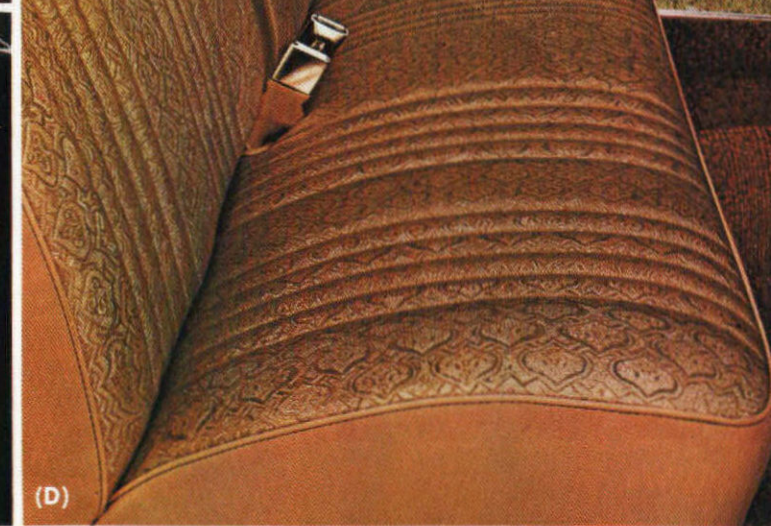
(C)



(E)

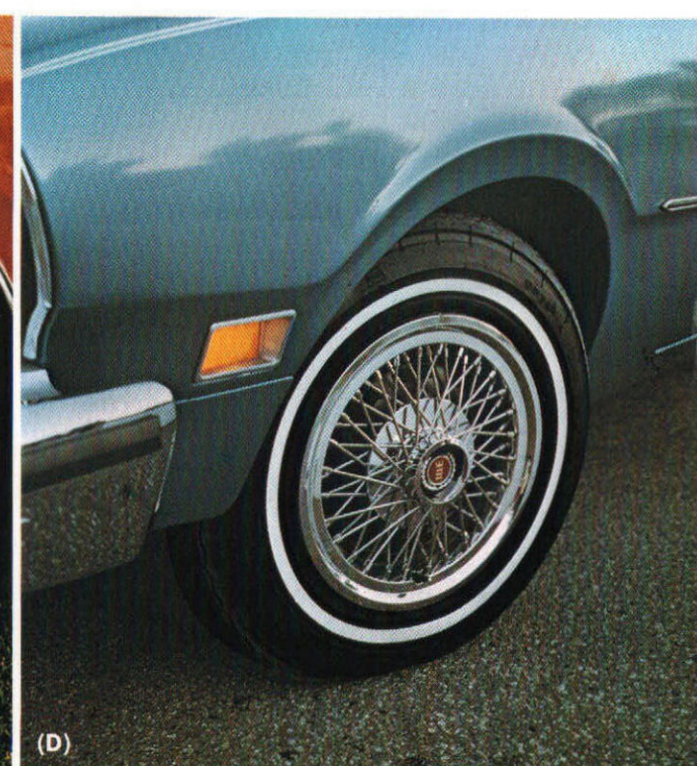


(D)



(F)

Personalize with Maverick Options.



Audio

Aeronutronic Radios, built under exacting Ford quality control standards, are designed, tested and engineered precisely for Ford cars. Each radio has a 100% solid state chassis for carefree operation, long life and high fidelity sound. Each comes with a fixed length stainless steel whip antenna for maximum reception and resistance to damage. For more details, ask your Ford Dealer for a copy of "Dimensions in Automotive Sound." Ford quality radio choices:

- ☐ AM with pushbutton tuning. One speaker mounted in instrument panel.
- ☐ AM with Tape Player. Accommodates 8-track cartridge. Two front-door-mounted speakers plus dual rear seat speakers.

- ☐ AM/FM Monaural. Low-cost sound system. One speaker mounted in instrument panel plus dual rear speakers.
- ☐ AM/FM Stereo. Two front-door-mounted speakers plus dual rear seat speakers with front/rear fader and right/left balance controls.
- (A)** AM/FM Stereo with Tape Player. 8-track, automatic or manual tape channel indexing, plus 10 station settings (5 AM, 5 FM). Two front-door-mounted speakers plus dual rear seat speakers with front/rear fader and right/left balance controls.

Appearance and Protection

- (B)** Deluxe Bumper Group. Adds protection and flair. Includes front and rear bumper guards with rubber inserts, full-width horizontal rub strips. See pages 1, 3.
- ☐ Front and Rear Bumper Guards. Include rubber inserts. See page 2.

- ☐ Exterior Decor Group. Adds style distinction for modest extra cost and is shown and detailed on page 3.
- ☐ Interior Decor Group. Gives you special elegance inside. See pages 4, 5.
- ☐ Wide Color-Keyed Vinyl Insert Moldings. Available only with Exterior Decor Group. Guard body finish against careless parkers. See front cover.
- ☐ Metallic Glow Paint. A high-metallic content color for greater reflectivity and a glamorous, lustrous sheen. Available in Bright Blue Glow. Illustrated on front cover.
- ☐ Tu-Tone Paint Treatment. Includes lower bodyside paint, wide bodyside moldings with vinyl inserts. Check availability with your Ford Dealer.

- ☐ Protection Group. Helps keep your car new-looking longer. Includes bright door edge guards, rocker panel moldings, rear license plate frame (front frame included when ordered with front license bracket), front floor mats. See page 3.
- ☐ Vinyl Roof. Smart way to top it off. 3/4-vinyl roof on 2-Door, halo vinyl roof on 4-Door. When Exterior Group is ordered, the bodyside/roof paint stripe is included. Offered in Black, White, Blue, Brown, Red and Green. See pages 2, 3.
- ☐ Alpine Cloth and Vinyl Trim. Available with Reclining Bucket Seat. See pages 3 and 4.
- ☐ Barletta Cloth and Vinyl Trim. Offered only on the bench seat with Interior Decor Group. Luxurious fabric is surprisingly durable. Shown on page 5.
- ☐ Pleated All-Vinyl Trim Bench. Available only with Interior Decor Group.

- ☐ Tooled Vinyl Bench Trim. Unique detailing with the rich feel and look of leather. Easy-care vinyl is also long wearing. See page 5.
- ☐ Lacy Spoke Aluminum Wheels. Smart, unique styling. Check availability with your Ford Dealer.
- (C)** Styled Steel Wheels, with Trim Rings. Add a tasteful sporty touch. Also shown on page 2.
- (D)** Wire Wheel Covers. Elegant finishing dress-up touch. Also illustrated on page 3.
- ☐ Tires. There's a wide selection of sizes and styles available in either bias-ply BSW or WSW steel-belted radial ply. Ask your Ford Dealer for complete details. See pages 1 and 3.

Comfort and Convenience

- (E)** SelectAire Conditioner. A cooling, heating, dehumidifying system to help you enjoy the climate you want all seasons. Tinted glass recommended.
- (F)** Convenience Group. Easier, more pleasurable driving. Includes interval windshield wipers, left-hand remote control mirror (illustrated), inside day/night mirror, cigar lighter, deluxe color-keyed belts.
- (G)** Rear Window Defogger. Clears away snow, ice and inside condensation.
- ☐ Tinted Glass all around. Includes bright window frames. Cuts down glare, recommended with air conditioning.
- (H)** Light Group. Simplifies driving, especially at night. Includes dome/dual beam map lamp (shown), instrument panel courtesy lights, glove box light, ashtray light, trunk and engine compartment lights.

- ☐ Dual Sport Mirrors. Left-hand, remote controlled. Gives you better visibility, adds sporty touch. See page 2.
- (I)** 4-Way Manual Driver's Bucket Seat. Another better idea in manual up-down and fore-aft adjustments for maximum driving comfort.
- ☐ Reclining Bucket Seats. Recline and adjust independently for greatest comfort. See pages 4 and 5.
- ☐ Space-Saver Spare Tire. Makes more room available for luggage. Inflates instantly when needed and is available at no extra cost when ordered to replace standard spare tire. See page 3.

Performance and Economy

- ☐ Heavy-Duty Battery. Provides extra capacity for longer life, better cranking ability, more power for accessories.
- ☐ Power Front Disc Brakes. Gives you easy, positive stopping. Required with 302 CID 2V V-8 engine.

- ☐ Engines: 250 CID 1V Six† and spirited 302 CID 2V V-8 (302 CID VV in Calif.) for smooth, extra power. Both have Dura-Spark Ignition which burns lean and clean with larger spark plug gap. Contributes to long plug life, less scheduled maintenance (no points or condenser to replace).
- ☐ Power Steering. Makes it easier to maneuver through traffic and crowded parking lots.
- ☐ Heavy-Duty Suspension. Includes heavy-duty front and rear springs, shock absorbers and front stabilizer bar.
- (J)** SelectShift Automatic Transmission. Lets you shift manually or automatically. The shift lever is conveniently mounted on steering column.

†N.A. with Calif. or high altitude emission equipment.

Models



Maverick 2-Door Sedan, Bright Red (2R)



Maverick 4-Door Sedan, Dark Yellow Green Metallic (4V)

Notable Standard Features

FUNCTIONAL

- 200 CID† 1V 6-cylinder engine with DuraSpark Ignition
- 3-speed, fully synchronized manual transmission, column-mounted shift
- Recirculating-ball type steering
- Front disc brakes
- Foot-operated parking brake
- Bias-ply, 14" BSW tires
- Ford Lifeguard Design Safety Features

†200 CID not available in California.

APPEARANCE AND COMFORT

- Full-width bench seat
- Random stripe cloth and vinyl trim
- Color-keyed cut-pile carpeting
- Integral-type armrests with door pull assist handle
- Color-keyed steering wheel and column
- DirectAir ventilation
- Flipper rear quarter window (2-Door)

- Curved ventless side glass (stationary rear door vent window on 4-Door)
- Bright drip rail and wheel lip moldings
- Bright hub caps with Blackout center

Measurements

	Wheelbase	Length	Height	Width	Front/Rear Tread	Trunk Space	Fuel Capacity	Curb Weight	Passenger Capacity
2-DOOR	103.0"	187.0"	53.5"	70.5"	56.5"	11.3 cu. ft.*	19.2 gal.	2909 lb.	4
4-DOOR	109.9"	193.9"	53.4"	70.5"	56.5"	13.1 cu. ft.**	19.2 gal.	3011 lb.	5

*12.1 cu. ft. with Space-Saver Spare.

**13.9 cu. ft. with Space-Saver Spare.

Notes

CORROSION PROTECTION. Ford takes extra steps to see that your new Maverick is engineered and built to high quality standards. And in order to help your car remain new-looking longer, we have increased the use of galvanized steel, rust-resistant primer coats, use of precoated steel in critical areas, aluminized wax, and acrylic enamel as a finishing coat.

COLOR AND TRIM CODES. Car colors and trims are coded. Example: Orange (Code 8G). Your Ford Dealer will be pleased to show you color samples of paint and trim materials.

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. **PRODUCT CHANGES.** Ford Division reserves the right to change specifications any time without incurring obligations. **REPLACEMENT PARTS.** Be sure to specify genuine Ford-approved Motorcraft Parts and Autolite Spark Plugs.

