

# 1974 FORD TORINO TAXICABS





## Torino Taxicab Better Idea Options

### Regular Production Options

In addition to the many standard features included on 1974 Torino taxicabs, many options are available in order that you may tailor your units to meet your individual requirements.

### Appearance/Protection Options

Protection Group—Includes front color-keyed floor mats, door edge guards, spare tire lock, locking gas cap and bright license plate frames  Accent Group—Includes dual accent bodyside paint stripes and full wheelip moldings  Vinyl Insert Body Side Molding—Includes black vinyl insert  Front and Rear Bumper Guards—Includes rubber inserts  Deluxe Bumper Group—Includes front and rear bumper guards with rubber insert and full width horizontal rub strips on bumpers  Anti-theft Alarm System—Includes alarm, lockable inside hood release and spare tire lock  Deluxe Color-Keyed Seat and Shoulder Belts.

### Audio Equipment

AM Radio  Dual Rear Seat Speakers

### Comfort/Convenience Options

Select-Aire Air Conditioning—Tinted glass complete recommended (requires power steering at extra cost)  Tinted Glass, Complete—Recommended with air conditioner  Electric Rear Window Defroster  Convenience Group—Includes left and right hand remote control outside mirrors, interval concealed windshield wipers, and a visor vanity mirror  Light Group—Includes instrument panel courtesy lights, glove box light, ash tray light, rear courtesy light switches, trunk area light, parking brake warning light, dome/map light, lights-on warning buzzer, illuminated headlamp switch  Outside Color-Keyed Remote Control Mirrors—Includes left-hand and right-hand remote control mirrors  Outside Left-Hand Chrome Remote Control Mirror  Electric Clock  Fingertip Speed Control (Includes Rim Blow Steering Wheel)  Tilt Steering Wheel  Luggage Compartment Trim—Includes carpeting, side lining boards and spare tire cover  Wheel Covers.

### Power Assist Options

Power Steering—Required at extra cost with 302 CID engine in combination with air conditioner  Power Front Disc/Rear Drum Brakes  Power Seat—6 way

### LIMITED PRODUCTION OPTIONS

The following options are available on a limited-production basis and may be valuable assets to many taxi fleets:

### Comfort/Convenience Options

Tinted Windshield Only  Single Key Locking System

### Heavy Duty and Special Equipment Options

Alternator—90 amp (302 C.I.D. engine only)

### DEALER INSTALLED ACCESSORIES

In addition to the factory installed options available to fleets, your dealer offers a wide range of accessories which he can install after your units are delivered. Some of the accessories available are:  Compass  Fire Extinguisher  Wheel Splash Guards.

### DOMESTIC SPECIAL ORDERS

Versatility is the key word when it comes to special purpose applications. Ford's Special Order Department has developed a wide variety of equipment packages to fit specialized needs of fleets. In addition to "on-the-shelf" packages, the Special Order Department also engineers many one-of-a-kind equipment packages for small and large fleets. Vehicles are delivered from the factory with all modification and equipment ready for dealer preparation and immediate use.

### 1974 TORINO POWER TEAM DATA

Engine	302 2v V-8
Displacement (cu. in.)	302
Horse Power @ RPM (S.A.E. Net)	—
Torque (lbs. ft.) @ RPM	—
Compression Ratio	—
Carburetor	2v
Fuel	Regular*
Alternator	70-Ampere
Battery	77-Ampere-Hr.
Transmission	Automatic with first gear lock out
Rear Axle Ratio	3.00:1

\*With an octane rating of at least 91 (Research Method).  
NOTE: Engine compression ratio, horsepower and torque data to be furnished at a later date.

## 1974 Torino Taxicab Specifications

**EXTERIORS:** Choice of 16 super diamond lustre enamel finishes include, White, Bright Red, Medium Blue Metallic, Dark Green Metallic, Bright Green Gold Metallic, Saddle Bronze Metallic, Dark Blue Metallic, Tan Glow, Medium Pastel Blue, Green Glow, Ginger Glow, Medium Copper Metallic, Gold Glow, Dark Olive, Gold Metallic, Medium Ivy Yellow, Pastel Lime.

**INTERIORS:** Heavy-duty, non-pleated all-vinyl upholstery and trim in black, blue or tan. Heavy-duty black rubber front and rear floor mats.

**ENGINE:** Ford's 302 C.I.D. 2v V-8 engine has a record of dependable economical operation. Featured in this durable engine are free-turn valves, precision shell molded crankshaft, plated copper lead alloy main bearings, plus many additional durability features and Ford's latest developments in emission control.

**ELECTRICAL:** 12-volt radio-suppressed electrical system with 70-ampere alternator, 77-ampere-hour battery, transistorized voltage regulator, weather proof ignition system with Static-Ban constant-resistance wiring and air cooled distributor points and positive-engagement starter.

**REAR AXLE:** Semi-floating type with deep offset hypoid gears straddle-mounted pinion. Permanently lubricated rear wheel bearings. Axle ratio: 3:00 to 1.

**FRONT SUSPENSION:** Drag-strut stabilized, ball-joint type suspension system that allows slight rearward movement of front wheels to reduce the effects of bumps. Ball joints packed with 36,000-mile lubricant retained by full-life seals. Rubber-bushed stabilizer helps control sway on turns. Tapered roller wheel bearings with 30,000-mile check interval (repack as required). Specially calibrated shock absorbers with all-weather fluid for excellent year-round control. Heavy-duty suspension includes heavy-duty front coil springs and heavy-duty shock absorbers.

**REAR SUSPENSION:** Coil spring system with four longitudinal arms control the rear axle assembly position and are designed to absorb braking and acceleration forces. Like the front suspension, this system features rubber bushings at all points where it is attached to the frame for smoother, quieter operation. Shock absorbers, mounted at an angle to help provide side stability and control, have all-weather fluid for more uniform action. Heavy-duty suspension has heavy-duty springs and shock absorbers.

**STEERING:** Energy-absorbing steering column. Precision-control, low-friction recirculating ball-type steering gear with anti-friction bearings throughout, plus high ratio for easier steering. Symmetrical linkage with nylon bearings in tie rod and pitman arm pivots packed with 36,000-mile lubricant retained by full-life seals. Overall steering ratio is 30.7 to 1. Steering wheel turns (lock-to-lock) 5.09 Manual; 3.99 Power. Turning diameter (curb-to-curb) 41.6 feet.

**BRAKES:** Dual hydraulic system with dual master cylinder, red warning light on instrument panel indicates any loss of pressure in brake lines upon application of the brakes. Dash mounted master cylinder. Front disc/rear drum brakes standard with self-adjusters. Foot-operated parking brake with hand release under instrument panel. Optional power brakes are available.

**TIRES:** Uniform pressure, belted, 4-ply rating, black tubeless tires. Safety-type rims. Basic size: G78 x 15 with 6" rims.

**DIMENSIONS:**  Overall length 217.6"  Width 79.3"  Height 53.5"  Wheelbase 118"  Tread—63.4" front, 63.5" rear  Fuel tank capacity 26.5 gallons  Trunk capacity 16.5 cubic feet.

### Alternator

Torino Taxi includes a heavy-duty 70-ampere alternator as standard equipment. The alternator provides ample power for the standard electrical load with an average ampere draw of 28 amps. The standard electrical load includes ignition, gauges, regulator, all lighting turned on by headlamp switch, heater motor, electric wipers and all-transistor two-way radio.

### Ford Lifeguard Design Safety Features

Each of the following items are included as standard equipment on the 1974 Torino Taxicab:  Safety-designed front end structure  Safety-designed roof structure  Steel guard rails in side doors  Double-yoke safety door latches and safety hinges  Impact resistant front and rear bumper systems  Safety rim wheels and load-rated tires  Dual hydraulic brake system with warning light  Corrosion-resistant brake lines  Integral lap and shoulder belt retractors and starter interlock for front outboard occupants  Positive reminder warning light and buzzer for all front seat occupants  Lap belts with mini buckles center front and all rear seating positions with retractors for rear outboard occupants  Energy-absorbing steering column and steering wheel  Energy-absorbing armrests and safety-designed door handles  Energy-absorbing instrument panel with padding for right and center front passenger  Padded sun visors  Energy-absorbing front seat back tops with padding  Self-locking front seat backs on two-door vehicles  Safety-designed coat hooks  Safety-designed radio control knobs and push buttons (on all cars equipped with radios)  Head restraints or high back seats for front outboard occupants  Safety glove-box latch  Inside yield-away rearview mirror  Impact-absorbing laminated safety glass windshield  Turn indicators with lane-changing signal feature  Hazard warning flasher  Backup lights  Side marker lights  Parking lights coupled with headlamps  Two-speed or variable speed windshield wipers  Windshield washer  Outside rear-view mirror, driver's side  Glare reduced instrument panel padding, windshield wiper arms, steering wheel hub, rearview mirror/mirror mounting and windshield pillars  Locking steering column with warning buzzer  Non-reversing odometer.

Illustrations and information presented were correct when approved for printing. Ford Division reserves the right to discontinue or change at any time, specifications or design without incurring obligations.

Some features shown or described are optional at extra cost. Most options are offered on all models. Some options are required in combination with other options. Availability of some models and features described may be subject to a slight delay. Always consult your Ford Dealer for the latest, most complete information on models, features, prices and availability.

 Ford Division

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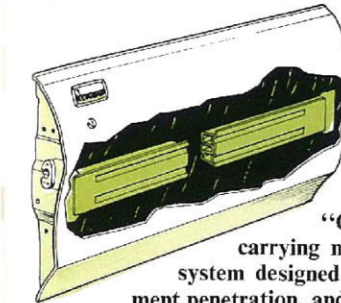




# 1974 Torino Taxi, The Standard of Quality and Durability

## Steel Guard Rails

Ford's steel "Guard Rail" side impact protection is standard on Torino. The rugged steel "Guard Rail" combines with strong door hinges and latches to help provide better distribution of forces for greater protection in the event of side impact. The steel "Guard Rail" side impact system is designed to provide maximum strength and impact absorbing qualities with a minimum of additional weight.

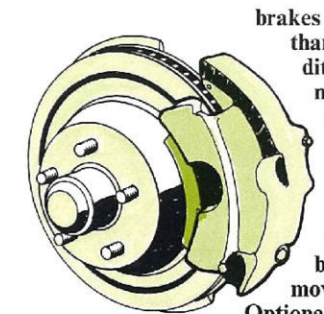
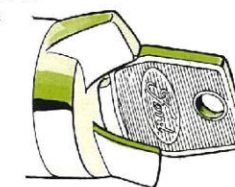


The entire assembly is attached to the door end flanges and located directly inside the outer door panel.

In the event of a side impact collision, the "Guard Rail" becomes a load carrying member of the side structure system designed to resist passenger compartment penetration, and whenever possible, to cause vehicles to be deflected from each other.

## Ignition Lock

To provide additional theft protection, Torino's ignition lock in the steering column is revised for '74. Two changes were made to make it more difficult to steal the car by removing the ignition lock. First, the lock's retention system is strengthened, requiring greater force to pull the lock out of the column. Second, if the lock is removed, part of mechanism is designed to break away and remain in the column. This makes it more difficult to unlock the steering column and turn on the ignition. For added theft protection, the new optional Anti-Theft Alarm System is available to provide additional convenience and protection. The horn sounds intermittently for five to seven minutes when the system is activated if a door, trunk, or hood is opened after the system is armed. The alarm system is armed or disarmed by either locking or unlocking either front door. Once the system has been activated it can also be deactivated by inserting the key into either front door and turning it to the unlock position. As an extra convenience the alarm system features a 90 second delay period which allows you to unload luggage or materials before the alarm sounds after it has been activated.



brakes also perform more efficiently than drum brakes under wet conditions since the disc throws off moisture through its natural centrifugal action.

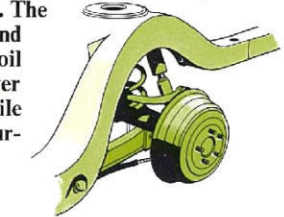
Torino's rear brakes incorporate self-adjusters, which maintain proper adjustment.

Self-adjustment is accomplished, if needed, when the brake is applied when the car is moving in reverse.

Optional power disc brakes are available for added convenience.

## Suspension

Torino's heavy-duty suspension uses computer selected coil springs at all four corners so that the ride is not only controlled but comfortable and smooth. The front suspension is a short and long arm type with the coil springs mounted to the lower arm and features 36,000 mile lub. ball joints. Torino's four-link "stabul" rear suspension provides stability of the car in either loaded or unloaded conditions. Four longitudinal arms control the position of the rear axle assembly. This arrangement gives the car strong directional stability and resistance to side-to-side body shake.



## Alternator

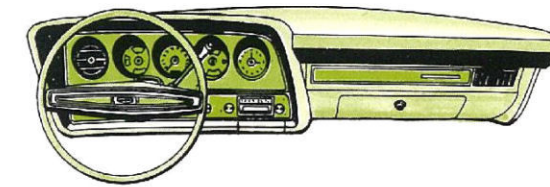
Torino's heavy-duty (70-Ampere) alternator has a 2.22 to 1 drive ratio to provide ample delivery at idle speed to keep the battery charged. An optional 90-Ampere alternator is available on the 302 C.I.D. engine for heavier load requirements.

## Automatic Transmission

Torino's versatile automatic transmission provides smooth, even, quiet shifting. The transmission includes a first-gear lock-out feature which is designed to eliminate the possibility of holding the transmission in first gear, as is possible with the regular Cruise-O-Matic transmission. The transmission may be held manually in second gear. When placed in the "Drive" position, the transmission provides fully automatic three-speed operation.



The 1974 Torino taxicabs include rugged chassis and power team components designed to keep your unit on the road with reduced maintenance. Features such as tube and fin radiator, 36,000 miles between chassis suspension and steering lubrications, plus many lube for life features provide the durability, economy of operation and stamina that make Torino an outstanding taxi unit.

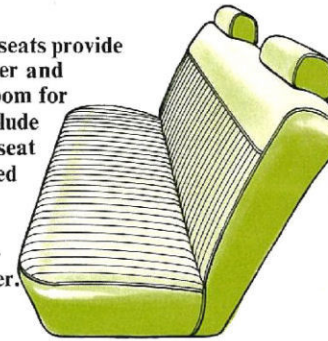


## Instrument Panel

Torino's instrument panel with its swept away design provides convenience for the driver and added roominess for front seat passengers. All instrumentation and controls are arranged directly before the driver for easy viewing and reach. An inside hood release provides an additional anti-theft measure. The release handle is below the left side of the instrument panel. Pulling the handle partially opens the hood, permitting access to an outside safety latch.

## Seats

Torino's wide heavy-duty seats provide all-day comfort for the driver and plenty of stretch-out room for passengers. The seats include thick molded heavy-duty seat pads. Firm support is added with special pre-formed heavy-duty springs. The durable all vinyl trim provides an easy cleaning cover.

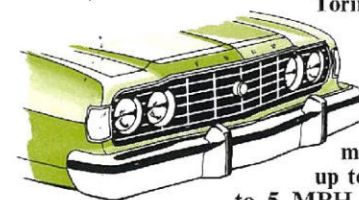


## Damageability Protection

A damage free taxi enhances appearance, is more appealing to customers and will help bring a higher resale value.

Torino's complete new energy absorbing bumper system provides greater overall impact security. The new bumpers meet Federal requirements for impact levels of up to 5 MPH frontal and up to 5 MPH rear impact protection straight into a flat, vertical fixed barrier without preventing normal operation of the car's latching, fuel, cooling and exhaust systems or of the propulsion, suspension, steering and braking systems. In addition, the new bumpers comply with the 3 MPH corner impact requirements. Tests show that, with bumper guards, no substantial damage to sheet metal should result from such a barrier impact at or below these speeds.

Additional protection is available with the Deluxe Bumper Group, Body Side Moldings with Vinyl insert and the Protection Group options. (See options availability page).



## Front Disc/Rear Drum Brakes

Torino's manual front disc/rear drum brakes help provide sure stops. Disc brakes offer several advantages. They are designed to resist fade and help eliminate braking pulls. Disc

## Torino Taxicab Package

The Torino Taxicab Package is available on the Torino Four-Door Pillared Hardtop model. The package includes Ford's quiet, durable 302 C.I.D. engine and heavy-duty automatic transmission with first-gear lockout as standard equipment. The first-gear lockout feature eliminates the possibility of manually holding the transmission in first gear, as is possible with the regular Cruise-O-Matic transmission.

Note: The Taxicab Package is not available in the state of California. Other standard features in the Taxi Package include:

- Heavy-duty 70 ampere alternator
- Heavy-duty 77 ampere/hour battery
- All vinyl seat trim
- Axle ratio 3.00:1
- Rear door pull handles
- Five strand roof light wiring (includes hole in roof panel)
- Heavy-duty front and rear black rubber floor mats
- Heavy-duty frame
- Heavy-duty front and rear suspension
- Left-hand and right-hand rear assist straps
- Door-ajar warning light
- Parking brake warning light
- Inside hood release
- Transistorized voltage regulator
- Maximum extra cooling package
- Manual front disc brakes with heavy-duty linings
- Rear door courtesy lights
- Heavy-duty front and rear seats
- G78 x 15 black side wall belted bias-ply tires

Torino has a new rear look for 1974. New horizontal wrap-around tail lamps fit into the sheet metal, and also perform the side marker identification function. The new wrap-around tail lamps also house the back-up lamps. A door in the lower panel between the tail lamps conceals the convenient center fuel filler cap. And a new wrap-around rear bumper designed to meet the 1974 impact standards, gives Torino a clean, integrated look.

nomical 302 C.I.D. 2v V-8 engine. An automatic transmission with first gear lock-out and a 3.00:1 axle ratio are also included as standard equipment.

Additional improvements for Torino have been made in protection and safety. The new energy absorbing bumper systems provide greater overall impact security and meets the 1974 Federal Government impact absorbing standards. In addition, Torino has a new, revised roof structure that has been updated to meet new Federal Government roof crush strength requirements. And Torino has Ford's new three-point safety restraint system with starter interlock that reminds you to buckle up.

The 1974 Torino Taxicab includes rugged chassis and power team components designed to keep them on the road with as little maintenance as possible. Inside it's built for all around comfort, convenience, and safety to reduce driver fatigue and increase passenger satisfaction. Features such as 36,000 miles between chassis suspension and steering lubrication, plus many lube-for-life features that require no lubrication for the life of the car, provide the durability, economy of operation and stamina that make Torino an outstanding taxi unit.

Up front, Torino's standard power plant is a peppy eco-

In years past the Torino taxi has stood for the quiet, comfort, quality and dependability that Ford builds into taxicabs. The 1974 Torino taxicab continues in that tradition with additional improvements to benefit the taxi owner. Torino's rugged body/frame construction, and its specially designed heavy-duty features so necessary to the taxi owner, help Torino overcome the difficult challenge of around the clock use.

A body securely mounted on a torque-box perimeter type frame, independent front suspension, and rubber cushioned heavy-duty springs with heavy-duty shock absorbers, plus a long 118 inch wheelbase and wide 63 inch front and rear tracks help give Torino the secure, responsive maneuverability that is essential in high traffic areas.

Comfort and convenience is another important aspect of Torino's quality construction. Insulation, sound proofing and rubber body and engine mounts work together to reduce road noise from the passenger compartment. Heavy duty contour molded foam rubber cushion front and rear seats, with wrinkle-proof padding provide seating comfort. And the driver oriented instrument panel is designed specifically for easy viewing of instrumentation in addition to providing sufficient room up front for added passenger convenience.

Convenience items such as; direct-air ventilation, rear seat assist straps, rear door pull handles, rear door courtesy lights, and door ajar warning system are also included as standard equipment.

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