

1975 Ford LTD

New, luxurious standard-size cars



Landau • Brougham • LTD • Wagon Highlights

The closer you look, the better we look.



Ford presents two new, luxurious standard-size cars.

This year, we introduce the luxurious Ford LTD Landau. A distinguished new kind of Ford designed to replace longer, heavier, more expensive cars. When you look into the magnificence the LTD Landau offers, you'll find you can get nearly all the things you want at a sticker price hundreds of dollars less than costlier cars.

We've also created a new Ford LTD that gives you traditional LTD quality now at a new base-car price. Designed and priced as the LTD is, we believe it presents a great opportunity to buy a lot of automobile.

Our new LTD's, you see, are more than newly styled motorcars. They are quiet-riding, well-made automobiles. Each with a level of comfort, convenience and luxury that you'd normally associate with more expensive cars.

But don't take our word for it. Prove it for yourself. Inspect all the new Fords now at your Ford Dealer's. You'll find 8 tempting new Fords to choose from. Two LTD Landaus. Two LTD Broughams. Two LTD's. And two new Wagonmaster favorites.

New Fords offer you the room, comfort and security of a well-made car.

Better ideas in design give you further reasons to select Ford. Space for six to sit tall, stretch out, relax in. And a roomy interior concept we call the Ford Front Room.

Another attraction: Ford seats are built for comfort. With a steel-support frame. And intermeshed springs thickly covered by foam cushioning.



All Fords are built with Ford Lifeguard Design Safety Features. Extra-secureties like steel side door beams, protective bumpers, and many others. The frame has five rugged crossmembers instead of four. Full coil suspension and shock absorbers maintain firm road contact as they help reduce noise and vibration.

And, gas-saving steel-belted radial ply tires are standard.

All Ford LTD's include these standard features.

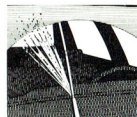
Here's a partial list of basic values that come standard: 351 2V V-8 engine with Solid State Ignition □ SelectShift transmission □ Power steering □ Power front disc brakes □ Power ventilation □ Steel-belted radials □ Wiper-mounted washer jets □ Center



pillar windows on 2-Door models □ Vinyl insert bodyside moldings □ Wheel lip moldings □ Front bumper guards. Luxury refinements like: Fine upholstery fabrics □ Color-keyed cut-pile carpeting □ Deluxe steering wheel □ Woodtone appliques □ Hood ornament □ Deep-well trunk □ LTD sound package, and more.

LTD Landaus and LTD Broughams offer extra distinctions like:

Vinyl roof □ Wheel covers □ Special Knit Cloth upholstery □ Fold-down center armrest □ Electric clock, and more.



Ford tells you how and where to look for quality and value in a new car.

Cost of ownership. To get your money's worth, look into price, upkeep and trade-in value. **Price.** Consider what you get for what you pay. Look at what comes standard. Ford LTD's impressive standard feature offerings are listed on pages 3, 6, 7 and 8. **Operating economy.** Ask about gas mileage—and upkeep. Many Ford LTD owners find that adjusting how they drive results in good gas mileage. Ford LTD's maintenance schedule emphasizes service savings. **Trade-in value.** Ford LTD popularity extends beyond its desirability as a new car. Ask your Ford Dealer about LTD's traditionally good resale value. An indication that for many owners standard-size luxury can be practical. **Look into quality.** You'll improve your ability to choose the well-made car you want by making certain interior, exterior and test-drive quality inspections detailed in "The Closer You Look Book," available **free** at your Ford Dealer's. Get your copy soon.

The closer you look, the better we look.

LTD LANDAU

A new, luxurious standard-size car designed to replace longer, heavier, more expensive cars.

Ford presents the distinctive new LTD Landau. Easily one of the most luxurious Fords ever built. With fine-car features, plus prestigious styling certain to challenge that of more expensive cars.

Both the 2-Door and 4-Door Pillared Hardtops are proud ways to get a lot of car for your money. Each gives you nearly all the things you'd want from a costlier car. And LTD Landau does it without adding a lot of unnecessary weight and size.

In cost of ownership, you'll find that the new LTD Landau gives you a lot of standard equipment for what you pay — including gas-saving radial ply tires. You get a maintenance schedule that helps make LTD Landau economical to own. It is so distinctively styled and well-made it is designed to maintain popularity and hold its value until you're ready to trade again.

LTD Landau offers outstanding features, standard. Hidden headlamps, for distinctive styling. Vinyl roof. Wide new color-keyed vinyl bodyside moldings. Front cornering lamps that help you see into turns. Wheel covers. And that's just outside.

Equally impressive are interior luxuries. Flight bench seat, with a fold-down armrest, trimmed with lush Knit Cloth. Padded door panels. Cut-pile carpeting. Right- and left-hand remote control mirrors. Automatic parking brake release. Electric trunk lid release.

Going for LTD Landau are great features like a 351 2V V-8 engine. SelectShift transmission. Power steering. Power front disc brakes, and more. Check the Notable Standard Features list below.

When it comes to options, Ford offers a wide variety of ways in which you can design more driving fun. Which is also why we say the Landau is a sensible alternative to longer, heavier, more expensive cars. The closer you look, the better we look.

NOTABLE STANDARD FEATURES—LTD LANDAU

Functional—351-cu. in. 2V V-8 with Solid State Ignition □ SelectShift Cruise-O-Matic Transmission □ Power Front Disc Brakes □ Power Steering □ Steel-Belted Radial Ply Black Sidewall Tires □ Front Bumper Guards □ Front Cornering Lamps □ Wiper-Mounted Washer Jets □ Electric Clock □ Power Ventilation □ Convenience Group □ Lights in Glove and Luggage Compartment, Center Ash Tray □ Front Door Courtesy Lights □ Rear Door Courtesy Light Switches □ Inside Hood Release □ LTD Sound Package □ All Ford Motor Company Lifeguard Design Safety Features like side door beams, protective bumpers, and many others.

Appearance & Comfort—Flight Bench Seat with Center Armrest □ Niles Knit Cloth and Vinyl Trim □ Bright Pedal Trim □ Deluxe Steering Wheel □ Color-Keyed Deluxe Belts □ Bright Seat Side Shields □ Automatic Seat Back Release (2-Door) □ Color-Keyed Cut-Pile Carpeting □ Woodtone Instrument Panel and Door Applique □ Vinyl Roof □ Hood Ornament □ Wide Vinyl Insert Bodyside Moldings □ Bright Windsplit, Fender Peak, Hood Rear, Door Belt, Drip Rail, Tailamp, Quarter and Window Moldings □ Center Pillar Windows (2-Door) □ "C" Pillar Crest (4-Door) □ Wheel Covers.

MEASUREMENTS

Wheelbase 121.0" □ Length 223.9" □ Height 53.7" (2-Dr.), 54.8" (4-Dr.) □ Width 79.5" □ Fuel Capacity and Type (gal.) 24.2, Unleaded □ Curb Weight (lb.) 2-Dr. Pillared Hardtop 4625, 4-Dr. Pillared Hardtop 4657 □ Passenger Capacity—6.

LTD Landau 2-Door Hardtop in Candyapple Red (Code 2E) with Dark Red vinyl roof.

Notes: See Notable Standard Features above. Other items shown are optional. See Color Code reference on back cover.



LTD Landau 4-Door Pillared Hardtop puts fine-car luxury within reach. Silver Blue Glow (Code 3M) with Blue vinyl roof and matching wide vinyl bodyside moldings.

Landau Luxury Group. Easy way to add plush comfort. ►

Now you can enjoy salon elegance and bask in compliments to your good taste. New Landau Luxury Group option gives you the sumptuous split bench seat with dual front seat armrests as shown, and passenger recliner, for superb lounge chair comfort. You also get:

- Impeccable tailoring in 100% nylon luxury Knit Cloth with the look and feel of cashmere
- 22-oz. shag carpeting front and rear
- Burl walnut woodtone instrument panel applique (see right)
- Front and rear door pull straps, front seat-back assist straps that let passengers enter and exit gracefully (shown below)
- Digital clock
- Luxury door and quarter trim panels with woven carpeting on lower door panels (except when White vinyl trim is ordered)
- Lights where you want them, including an illuminated visor vanity mirror
- Luxury steering wheel
- Super sound package, and more
- Besides Blue (Code KB) shown, Green, Saddle, Tan and Dark Red are available.



◀ Standard LTD Landau interior. Luxurious as it comes.

Impressive standard Landau interior features a soft, yet durable, luxurious Niles Knit Cloth shown in Dark Red (Code HD). Black, Blue, Green, Saddle or Tan are other color choices. All-vinyl trim, in the same colors, except Black, is optional. White all-vinyl can be ordered on 2-Door models. Flight bench seat, with a single plush center armrest, is deep-cushioned for comfort. Note padded door panels with woodtone accents. Convenience Group refinements like right- and left-hand remote control mirrors, automatic parking brake release, electric trunk lid release, and more.





LTD BROUGHAM

Our LTD with distinctive Brougham flair.

LTD Brougham, just a notch below Landau, also makes fine-car ownership accessible to many. There are two tempting models: 4-Door and 2-Door Pillared Hardtops. Both feature distinguished styling, immaculate detailing and the quiet ride of a well-made car.

Superb Ford quality and workmanship are evident on inspection. Narrow, even spacing around doors, hood and deck lid that close precisely. Lustrous paint. Careful attention to detail everywhere. The closer you look, the better we look.

Inside . . . comfort runs deep. You sink into a deep-cushioned bench seat with plush fold-down armrest. Relax on handsomely tailored Westminster Knit Cloth. Spacious refinement for six.

Luxury features, standard, merit close cost-of-ownership comparison. They include an efficient 351 V-8 with Solid State Ignition. SelectShift transmission. Power steering. Power brakes. Wheel covers, and more. The impressive list appears below.

It's another vintage Brougham year, obviously. And you can own one for hundreds less than a vintage price.



LTD Brougham
4-Door Pillared Hardtop in
Ginger Glow (Code 5J), Brown vinyl roof.

NOTABLE STANDARD FEATURES—LTD BROUGHAM

Functional—351-cu. in. 2V V-8 with Solid State Ignition □ SelectShift Cruise-O-Matic Transmission □ Power Front Disc Brakes □ Power Steering □ Steel-Belted Radial Ply Black Sidewall Tires □ Front Bumper Guards □ Wiper-Mounted Washer Jets □ Electric Clock □ Power Ventilation □ Lights in Glove and Luggage Compartments, Center Ash Tray □ Front Door Courtesy Lights □ Rear Door Courtesy Light Switches □ Inside Hood Release □ LTD Sound Package □ All Ford Motor Company Lifeguard Design Safety Features like side door beams, protective bumpers, and many others.

Appearance & Comfort—Luxurious Bench Seat with Center Armrest □ Westminster Knit Cloth and Vinyl Trim □ Color-Keyed Deluxe Belts □ Bright Seat Side Shields □ Bright Pedal Trim □ Deluxe Steering Wheel □ Automatic Seat Back Release (2-Door) □ Cut-Pile Carpeting □ Woodtone Instrument Panel and Door Applique □ Vinyl Roof □ Vinyl Insert Bodyside Moldings □ Dual Accent Paint Stripes □ Bright Windshield, Hood Rear, Door Belt, Drip Rail, Quarter Window, Rocker Panel with Front / Rear Extensions, Wheel Lip and Taillamp Moldings □ Center Pillar Windows (2-Door), "C" Pillar Crest (4-Door) □ Wheel Covers.

MEASUREMENTS

Wheelbase 121.0" □ Length 223.9" □ Height 53.7" (2-Dr.), 54.3" (4-Dr.) □ Width 79.5" □ Fuel Capacity & Type (gal.) 24.2, Unleaded □ Curb Weight (lb.) 2-Dr. Pillared Hardtop 4565, 4-Dr. Pillared Hardtop 4598 □ Passenger Capacity—6.



LTD Brougham 2-Door Pillared Hardtop in Candyapple Red (Code 2E), White vinyl roof.
Notes: See Notable Standard Features above. Other items shown are optional. See Color Code reference on back cover.

FORD LTD

Traditional LTD quality. Value priced.



Ford LTD 2-Door Pillared
Hardtop in Dark Blue Metallic
(Code 3G).

Roomy, six-passenger comfort. In 2-Door or 4-Door Pillared Hardtop. With the luxury and convenience features that have long been associated with LTD. Plus even greater news.

And for 1975, LTD comes to you as the lowest-priced car in the line with a high level of quality. A price we believe will be within reach of families who previously might have settled for less. Designed and priced as it is, we think it offers a great opportunity to buy a lot of automobile.

Consider LTD's long-standing popularity. Consider LTD's reputation for quality, comfort and quiet ride. Consider that it runs on unleaded gas and steel-belted radials, and has many service-saving maintenance features. Consider the peace of mind you get from its solid construction. Consider LTD's resale value. And the value for the price becomes more meaningful.

The best way to determine cost-of-ownership benefits and get your money's worth is to take a close look at the new LTD. Consider its sticker price. Then look at what you get for that price in standard equipment, luxury and refinements. We're confident that you'll choose all LTD has to offer.

NOTABLE STANDARD FEATURES—LTD

Functional—351-cu. in. 2V V-8 with Solid State Ignition □ SelectShift Cruise-O-Matic Transmission □ Power Front Disc Brakes □ Power Steering □ Steel-Belted Radial Ply Black Sidewall Tires □ Front Bumper Guards □ Wiper-Mounted Washer Jets □ Power Ventilation □ Lights in Glove Compartment and Front Ash Tray □ Inside Hood Release □ LTD Sound Package □ All Ford Motor Company Lifeguard Design Safety Features like side door beams, protective bumpers, and many others.

Appearance & Comfort—Deep-cushioned Bench Seat □ Summit Brocade Cloth and Vinyl Trim □ Deluxe Steering Wheel □ Color-Keyed Cut-Pile Carpeting □ Woodtone Instrument Panel and Door Applique □ Vinyl Insert Bodyside Moldings □ Bright Door Belt, Drip Rail, Hood Rear, Wheel Lip and Rocker Panel Moldings □ Textured Lower Rear Applique with Bright Reflex Surround Molding □ Luggage Compartment Mat □ Center Pillar Windows (2-Door) □ LTD "C" Pillar Crest (4-Door) □ Chrome Hub Caps.

MEASUREMENTS

Wheelbase 121.0" □ Length 223.9" □ Height 53.7" (2-Dr.), 54.3" (4-Dr.) □ Width 79.5" □ Fuel Capacity & Type (Gal.) 24.2, Unleaded. Curb Weight (lb.) 2-Dr. Pillared Hardtop 4528, 4-Dr. Pillared Hardtop 4580 □ Passenger Capacity—6.



LTD 4-Door Pillared Hardtop in Light Green (Code 47).

LTD WAGONS

Innovations keep Ford the Wagonmaster.

Ford keeps coming up with just what you want in wagons. Ideas like the 3-Way Magic Doorgate, quick and easy conversion to cargo duty, spare tire extractor, and more. Even great options like dual facing rear seats (for up to 8 passengers), a recreation table, and others.

This year we offer two newly styled, well-made Ford Wagons: LTD Country Squire and LTD Wagon. Each provides a beautiful blend of luxury and Wagon versatility. Each gives you a cargo volume index of 94.6 cubic feet.

LTD Country Squire, with its classic woodgrain vinyl paneling, sports hidden headlamps. LTD Wagon features exposed headlamps plus rocker panel, wheel lip and vinyl insert bodyside moldings. Spacious, comfortable interiors are trimly tailored in durable, easy-care vinyl. Woodtone accents grace the doors and instrument panel. Power tailgate window, load floor carpeting, and more, are standard. (See Notable Standard Features, below.)

A wide array of options is listed on pages 10-11. Complete Wagon details are in the 1975 Wagon catalog, available at your Ford Dealer's.



Inimitable LTD Country Squire,
quiet, elegant luxury. Pastel Yellow
(Code 6D) with a Brown vinyl roof.

NOTABLE STANDARD FEATURES—LTD WAGONS

LTD Wagon—Functional: 400-cu. in. 2V V-8 with Solid State Ignition □ SelectShift Cruise-O-Matic Transmission □ Power Steering □ Power Front Disc Brakes □ Gas-Saving Steel-Belted Radial Ply BSW Tires □ Wiper-Mounted Washer Jets □ Inside Hood Release □ Power Ventilation □ 3-Way Magic Doorgate □ Power Tailgate Window □ Below-Deck Lockable Stowage Compartment □ Spare Tire Extractor □ Front Bumper Guards □ All Ford Motor Company Lifeguard Design Safety Features including side door beams, protective bumpers, and many others.

Appearance & Comfort: Bench Seats with All-Vinyl Trim □ Color-Keyed Cut-Pile Carpeting □ Full-Length Padded Armrests □ Glove Compartment, Center Ash Tray and Dome Lights □ RH Front Armrest Ash Tray, Two Rear Ash Trays □ Load Floor Carpeting □ Deluxe Steering Wheel □ Woodtone Applique on Instrument and Door Panels □ Vinyl Insert Bodyside Moldings □ Hood Ornament □ LTD Sound Package □ Bright Chrome Hub Caps.

LTD Country Squire—All the above with these differences: Distinctive Woodgrain Vinyl Bodyside and Doorgate Paneling □ Hidden Headlamps with Ornamentation □ Unique Landau High-Series Hood Ornament □ Bright Windsplit Molding □ Electric Clock □ Cargo Light □ Wheel Covers.

MEASUREMENTS

Wheelbase 121.0" □ Length 225.6" □ Height 56.7" □ Width 79.9" □ Cargo Volume Index 94.6* cu. ft. □ Curb Weight (lb.) 4991 (LTD), 5039 (Squire) □ Fuel Capacity and Type, 21.0 gal., Unleaded □ Passenger Capacity—6 (8 with optional Dual Facing Rear Seats).

*Plus 9.1 cu. ft. of lockable below-deck storage, and 5.4 cu. ft. with Dual Facing Rear Seats.



Popular LTD Wagon in Green Glow (Code 4T) is big on quality, comfort and ride.



▲ **Optional LTD Brougham interior** with sumptuous split bench seats, dual fold-down armrests and restful passenger recliner. (Driver and passenger can adjust seats individually for positions of greatest comfort.) Plus DuraWeave Vinyl fabric in Tan (Code NU), which has the rich look, feel and cool breathability of cloth. It offers durability, cleanability, plus good soil- and fade-resistance. Blue, Green, and Dark Red DuraWeave also available.



▲ **LTD Brougham interior** shows bench seat with fold-down center armrest luxuriously trimmed in optional Green vinyl upholstery (Code FG). Fabric also comes attractively in Blue, Tan or Dark Red. Color-keyed cut-pile carpeting and deluxe belts are standard.



▲ **LTD interior** has its tasteful elegance heightened by a bench seat handsomely tailored with Summit brocade cloth and vinyl in Blue (Code DB). Green, Tan and Black brocade are alternate color choices. Woodtone accents grace door trim and instrument panel.

LTD OPTIONS

Design your own degree of extra driving fun, flair and luxury.

Each new Ford comes equipped with standard features adequate enough to please most drivers. Yet personal tastes and traveling needs vary. So we offer a wide selection of options with which you can tailor your Ford for even more luxury and convenience.

Vinyl Roof. (Standard on LTD Landau, LTD Brougham.) Smart cross-hatch grain, beautifully available in Beige, Black, White, Brown, Green, Blue, Red, Tan. On Wagons, vinyl roof in Odense grain that comes attractively in Brown or Tan.

Power-Operated Sunroof. Opens smoothly, seals tight at touch of a button.

Electric Rear Window Defroster. Conductive strips warm window, clear it for better visibility. Includes 70-amp. alternator. **Rear Window Defogger.** Does it with a fan.

Luggage Compartment Trim. Cut-pile carpeting, spare tire cover. Side linings and wheelhouse covers. Protects luggage.

Metallic Glow Paint. Add glamour in Silver Blue, Green, Ginger and Tan Glow colors.

Dual Accent Paint Stripes. Dress-up touch to exterior finish. Standard on LTD Broughams.

Trailer Towing Packages. Class I—Trailer hitch with removable ball and tongue, wiring harness and towing plaque. For towing up to 2000-lb. loads. **Class II**—Heavy-duty suspension, extra-cooling package, wiring harness and towing plaque. Tows up to 3500-lb. gross trailer weight. **Class III**—Class II plus heavy-duty battery and alternator, 6½-inch wheel rims, trailer towing frame, high ratio axle, external transmission oil cooler. Tows up to 7000-lb. gross trailer weight. **Trailer Hitch Platform**—Accommodates virtually any equalizer hitch. Available with Class II or III packages.

Automatic Load Adjuster. Special air shock absorbers keep car level, maintain safe road clearance. Car hauling heavy loads rides better, maintains headlight aim and easy handling.

Extended Range Fuel Tank. Adds over 8 gallons to base tank capacity for increased cruising range.

Fender Skirts. (LTD Landau.) Accentuate side styling.

Security Lock Group. Locking inside hood release, spare tire lock and locking gas cap.

Anti-theft Alarm System. Includes alarm system, locking inside hood release, locking gas cap, spare tire lock and decals. A major deterrent to car thieves. System is armed by locking either front door with key. Opening any door or trunk lid will sound horn intermittently for 5 to 7 minutes.

Protection Group. Includes door edge guards, license plate frames, color-keyed front/rear floor mats with carpet inserts.

Electric Power Door Locks. Convenient and adds security. Includes tailgate power door lock on Wagons.

Convenience Group. Great package: left- and right-hand remote control mirrors, electric trunk lid release, or power tailgate lock (Wagons), automatic parking brake release, interval windshield wipers, visor vanity mirror, auxiliary ash tray in right front armrest. Standard on LTD Landaus.

Left-Hand Remote Control Mirror. Conveniently adjusted from inside. Standard on LTD Landaus.

LTD Brougham 2-Door Pillared Hardtop in Tan Glow (Code 5U) with Tan vinyl roof.

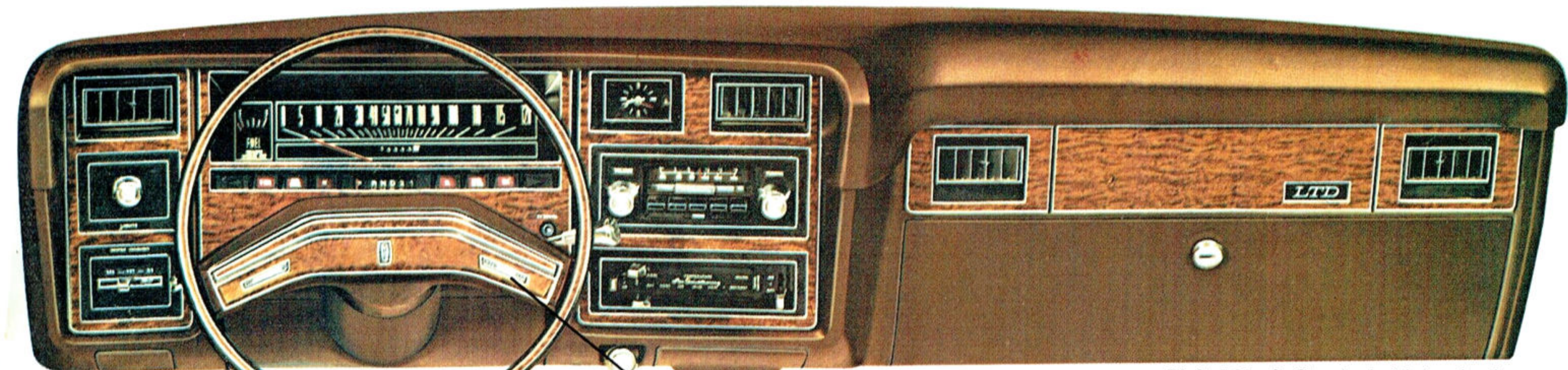
Power Mini-Vent and Side Windows. (4-Door models and Wagons). Automatically opens front Mini-vents for quiet, draft-free air circulation. **Power Side Windows,** available separately, have handy fingertip switch controls. A lockout switch cancels all but driver control when desired.

armrest ash tray, rear door courtesy light switches, bright pedal pad trim. **LTD Wagon Brougham Option**—same as Squire Brougham Option plus electric clock, wheel covers, front/rear rocker panel extensions, dual accent paint stripes and cargo light. **DuraWeave Vinyl Fabric.** rich look and feel of cloth, in Blue, Green, Tan or Dark Red. For Squire, LTD Wagon models with bench seats, or with Brougham Options (split bench).

Radios. Three systems. **AM Radio,** superb tone, instant warm-up, push-button setting. **AM/FM Stereo,** concert-quality sound with two front door speakers, dual rear seat speakers. Has 10 station settings—5 AM, 5 FM.

AM/FM Stereo Radio with Tape Player, insert your own choice of music for uninterrupted listening pleasure. Two front door speakers, dual rear seat speakers. **Dual Rear Seat Speakers.** Fill the car with superb sound. Standard with AM/FM Stereo Radio, with or without Tape Player.

Light Group. Handy lights where you want them: illuminated visor vanity mirror; dual beam map light, "headlights on" warning buzzer, instrument panel, parking brake warning, luggage compartment, cargo area on Wagons, engine compartment, rear door courtesy light switches (4-Doors).



Fingertip Speed Control. Closely maintains preset speed without accelerator pedal. Disengages when you brake or actuate switch on steering wheel. Includes luxury steering wheel.

Luxury Steering Wheel. Adds interior flair, nice steering feel.

Tilt Steering Wheel. 5-position adjustability for easy entry/exit and most comfortable driving.

Fuel Sentry. Vacuum gauge needle tells you when engine manifold vacuum is below peak efficiency so you can adjust driving habits to improve gas mileage. **Fuel Monitor Warning Light.** On instrument panel. Alerts you to low engine vacuum.

Digital Clock. Standard with Landau Luxury Group. Quartz crystal accuracy. Tells time at a glance and is as dependable as it is contemporary.



DuraWeave Vinyl Fabric. Supple woven vinyl with rich look and feel of cloth. Has good fade-, soil- and wear-resistance with exceptional cleanability.

Vinyl Seat Trim. Standard on Wagons. Easy-care, long-wear supple vinyl. Cleans with whisk of a damp cloth.

Automatic Seat Back Release. 2-Door models. Standard on LTD Landau, LTD Brougham. Disengages seat back latches as door opens. Handy when entering with briefcase or bulky packages.

Power Seats, 6-Way, Full-Width. A touch of your finger for perfect positioning. **Power Seat, 6-Way Driver Only.** Automatic adjustment for most comfortable driving angle. **Power Seats, 6-Way Driver and Passenger.** Top convenience with split bench seats.

OTHER OPTIONS AVAILABLE.

Appearance: Color-Keyed Deluxe Belts, standard on LTD Landau, LTD Brougham. **Comfort: Landau Luxury Group**—split bench seats with reclining passenger seat, seat back assist straps, instrument panel burl woodtone applique, luxury door/quarter trim panels, door pull straps, digital clock, luxury steering wheel, shag carpeting, Deluxe Bumper Group, super sound package, Light Group and padded "C" panel vinyl roof (4-Door). Knit Cloth, with look and feel of cashmere, comes attractively in Blue, Green, Saddle, Tan or Dark Red. Hardtops also include rear seat center armrest, luggage compartment trim. Country Squire includes super-soft vinyl trim in same five color choices, Convenience Group and front cornering lamps. **Performance: Optional Axle Ratio. Traction-Lok Differential Axle,** for extra rear wheel traction in mud and snow, keeps car moving where others bog down. **Heavy-Duty Battery,** extra capacity for cold starts, heavy going. **Heavy-Duty Suspension,** beefed-up springs and shock absorbers, great for firm handling and toting extra-heavy loads.

SelectAir Conditioner. Welcome comfort when the heat's on outside. Same great unit with Automatic Temperature Control gives you year-round climate you prefer, automatically.

Tinted Glass. All around. Helps shield out sun rays. Recommended with SelectAir.

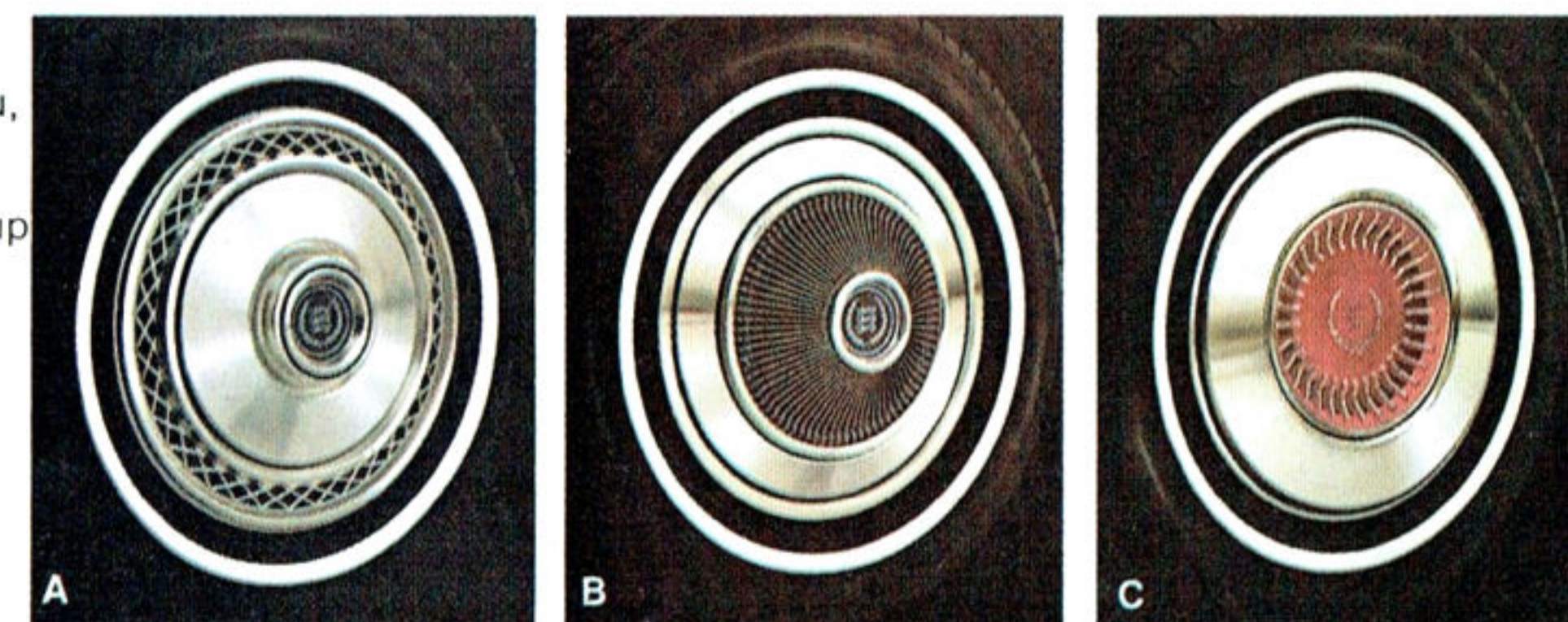
Deluxe Bumper Group. Rear bumper guards, front/rear horizontal rub strips. Wagons include rubber step integrated in rear bumper guard. Standard with Landau Luxury Group. **Rear Bumper Guards.** Includes rubber inserts.

Front Cornering Lamps. Standard on LTD Landau. Helps you see into turns, works with turn signal.

(A) Wheel Covers. (Standard on LTD Landau, LTD Brougham.) Add a sporty touch.

(B) Deluxe Wheel Covers. Nice flair, dress-up touch.

(C) Color-Keyed Wheel Covers. Attractively complement vinyl roof or exterior finish on models without vinyl roof.



STATION WAGON OPTIONS (IN ADDITION TO ABOVE).

Deluxe Cargo Area—padded quarter trim panels with carpeted lower portion, lockable side storage compartment. **Lockable Side Storage**—adds 1.8 cu. ft. storage space. **Deluxe Luggage Rack**—handy carrier with adjustable rear crossbar, rear window air deflector, woodtone applique. **Vinyl Insert Bodyside Moldings**—protects exterior finish, on

Country Squire. **Recreation Table**—with magnetized checkers. Use as a game board or snack table. Available on Wagons with Dual Facing Rear Seats. **Dual Facing Rear Seats**—adds passenger capacity, converts quickly to flat load floor. **Squire Brougham Option**—split bench seats with manual passenger recliner, bright seat side shields, Brougham vinyl trim, door panels with cut-pile carpeting on lower portion, door courtesy lights, color-keyed deluxe belts, right-hand front door

1975 Ford LTD Selector



FORD LTD 2-Door Pillared Hardtop, Dark Yellow Green Metallic (Code 4V)



FORD LTD 4-Door Pillared Hardtop, Tan Glow (Code 5U)



LTD BROUGHAM 2-Door Pillared Hardtop, Dark Copper Metallic (Code 5Y)



LTD BROUGHAM 4-Door Pillared Hardtop, Candyapple Red (Code 2E)



LTD LANDAU 2-Door Pillared Hardtop, Silver Metallic (Code 1G)



LTD LANDAU 4-Door Pillared Hardtop, Silver Blue Glow (Code 3M)



LTD WAGON, 4-Door, Ginger Glow (Code 5J)



LTD COUNTRY SQUIRE, 4-Door, Pastel Yellow (Code 6D)

What to look for in a luxurious standard-size car like the Ford LTD.

Cost of ownership.

To get your money's worth, compare price, operating economy and trade-in value. **Price.** Compare what you get for what you pay. Look at what comes standard. Ford LTD's give you an impressive list of standard features. See pages 3, 6, 7 and 8.

Operating economy.

Ask how far you can go on a tank of gas. Also, how often your new car will need routine maintenance in the course of 50,000 miles. Many LTD owners find that adjusting *how* they drive results in good gas mileage. And LTD's are scheduled for 5,000 miles between oil changes, 30,000 miles between major chassis lubes. Solid state ignition means you don't have to replace points or condenser. Battery, muffler, and key underbody parts are designed for long life.

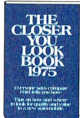
Trade-in value.

The well-made, attractively styled Ford LTD has a history of providing its owners with smooth, quiet-riding comfort. Any car with all this going for it tends to be competitive in retaining much of its original value when you're ready to trade again.

Look at these important factors, too.

Features that let you drive in confidence.

Ford LTD's are built with all of the Ford Life-guard Design Safety Features including side door beams, protective bumpers, and many others. The Tot-Guard and Infant Safety Carrier shown here offer security for little ones, peace-of-mind for you. They are available from your Ford Dealer. Ask him about them. We care about you and those you care about.



Quality.

Ford takes quality very seriously. We want you to check the care taken to give you quality fit and finish of body seams, doors and trim. Uniformly lustrous paint. Snug, flat carpeting. And we urge you to test-drive LTD's quiet ride, comfort and handling—hallmarks of excellence you have to experience. You'll find these and other measures of quality in the free "Closer You Look Book" you can pick up at your Ford Dealer's.

Satisfaction after the sale.

Besides deep-down Ford LTD quality, you need a good service system to take care of anything that may come up. That's why our goal is: No unhappy owners. And we back it up with a nationwide network of nearly 6,000 Ford Dealers. Each one invites you to test-drive the new Ford LTD's at your earliest convenience.

Notes:

Replacement Parts. Your 1975 Ford LTD comes with factory engineered Motorcraft battery, oil filter, shock absorbers, Autolite Powertrap Spark Plugs and other Ford approved precision parts. For continued top performance, be sure to specify Motorcraft Parts and Autolite Powertrap Spark Plugs whenever replacement is necessary.

For your convenience, Ford LTD colors and interior trims are coded. Example: Polar White (Code 9D). Your Ford Dealer will be pleased to show you actual color chips and sample swatches of vinyl roof and interior trim colors.

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.

The engine in your car is designed to operate on UNLEADED FUEL ONLY (cars sold in the U.S.A.). Leaded fuel can damage the catalytic converter and affect other emission control components.

The closer you look, the better we look.

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