



All top salesmen naturally qualify their prospects as to their basic buying motivation. Continue using this approach to help you determine which models in each car line best meet your customers' needs. Understanding of buyers' basic automotive needs and desires can only mean greater sales for everyone in the Ford Sales Organization, because it will result in true full-line selling.



# 1971

## PRODUCT INFORMATION

miniature  
car facts organizer  
FOR FORD SALESMEN





**FORD**

19  
71

PRODUCT  
INFORMATION

miniature  
car facts organizer  
FOR FORD SALESMEN



## TO ALL FORD SALESMEN IN 1971

This Miniature Car Facts Organizer is a sampling of the information available in the 1971 Car Facts Organizer for Ford salesmen. The Facts Organizer is a new sales tool designed for Ford salesmen that has been made available to your dealer along with other sales manpower materials. The Facts Organizer puts all material concerning the complete Ford Division product line into one carefully indexed, easy-to-use binder. The new Car Facts Organizer features individual sections devoted to:

- ☐ Each car line including wagons
- ☐ General product information
- ☐ Competitive product information
- ☐ Warranty
- ☐ Safety
- ☐ Ford Motor Company facts
- ☐ Selling aids
- ☐ General miscellaneous information
- ☐ And the *complete* Ford Car Facts Book

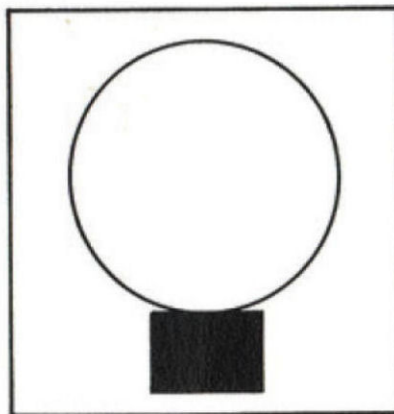
All product and sales literature published for Ford car salesmen throughout 1971 will be designed for inclusion in this Organizer.

A companion publication—the 1971 Light Truck Facts Organizer—has also been made available to your dealer. It contains specially indexed and color-coded sections devoted to:

- ☐ F-100/250/350 Light Trucks ☐ Ranchero ☐ Econoline
- ☐ Club Wagon ☐ Bronco ☐ General product information
- ☐ Comparison information ☐ Recreation ☐ Plus the *complete* Ford Light Truck Facts Book.

As with the Car Facts Organizer, all truck literature in the coming year will be designed for inclusion in the Truck Organizer.

With the introduction of Pinto, Ford products give you solid representation in every important market segment. You have models to appeal to every taste from stylish economy to all-out performance or luxury. Use your Facts Organizer to help you understand and demonstrate the *extra value* in the full Ford line of fine cars.



FORD  
GIVES  
YOU  
BETTER  
IDEAS!

## 1971 DISTRICT INTRODUCTION DISPLAY VEHICLES

MODELS	EXTERIOR		INTERIOR TRIM
	PAINT	ROOF	
<b>FORD</b>			
Galaxie 500 2-Dr. HT	Gray Gold		Green Cloth
Galaxie 500 4-Dr. Sedan	Light Blue		Blue Cloth
LTD 2-Dr. HT	Pewter	Black	Dark Red Cloth
LTD 4-Dr.	Maroon	Black	Dark Red Cloth
Pillared HT			
LTD Brougham 2-Dr. HT	Medium Brown Metallic	Brown	Ginger Cloth
LTD Squire	Light Gold	Ginger	Ginger Vinyl
LTD Convertible	Red		White Vinyl
<b>THUNDERBIRD</b>			
2-Dr. Landau	Green Fire	Green	Green Cloth
4-Dr. Landau	Medium Blue	Blue	Blue Cloth
<b>MUSTANG</b>			
SportsRoof Hardtop	Goldenrod		Ginger Cloth
Mach I	White		Blue Vinyl
Grandé	Pewter		Black Vinyl
	Medium Brown Metallic	Brown	Ginger Cloth
<b>PINTO</b>			
Base	Goldenrod		Black Vinyl
Accent	Red		Black Knit
Luxury	Lime		Green Cloth
<b>TORINO</b>			
Torino 2-Dr. HT	Red		Black Vinyl
Torino 4-Dr. Sedan	Light Blue		Black Vinyl
Torino 500 2-Dr. HT	Medium Green	White	Green Cloth
Torino Brougham 4-Dr. HT	Dark Green	Green	Green Cloth
Torino GT	Yellow		Black Knit
Torino Squire	White		Red Plaid
<b>MAVERICK</b>			
Grabber	Red		Red Buckets
4-Dr. Decor	Medium Blue		Blue Cloth
4-Dr. Accent	Goldenrod		Black Cloth

### TRUCKS

MODELS	EXTERIOR	INTERIOR TRIM
	PAINT	
Ranchero Squire	Dark Green Met.	Ivy Knit Vinyl
Bronco Wagon	White & Blue	Parchment
F-100 Explorer	Lime Gold	Random Stripe
Custom	Metallic	Cloth
F-100 Sport Custom	White & Coral	Black
F-100 Ranger XLT	Red	Red
F-250 Ranger	White & Aqua	Parchment
F-250 Explorer	Brown Metallic	Random Stripe Cloth

THIS LIST OF DISPLAY CARS CAN BE REMOVED FROM YOUR PERMANENT MINI FACTS ORGANIZER AFTER THE SHOW.



# 1971 Ford

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## MODELS

### CUSTOM

- 4-Door Sedan
- 4-Door Ranch Wagon

### CUSTOM 500

- 4-Door Sedan
- 4-Door Ranch Wagon
- 4-Door Ranch Wagon with DFRS\*

### GALAXIE 500

- 4-Door Sedan
- 2-Door Hardtop
- 4-Door Hardtop
- 4-Door Country Sedan
- 4-Door Country Sedan with DFRS\*

### LTD

- 4-Door Pillared Hardtop
- 2-Door Hardtop
- 4-Door Hardtop
- 2-Door Convertible
- 4-Door Country Squire
- 4-Door Country Squire with DFRS\*

### LTD BROUGHAM

- 4-Door Pillared Hardtop
- 2-Door Hardtop
- 4-Door Hardtop

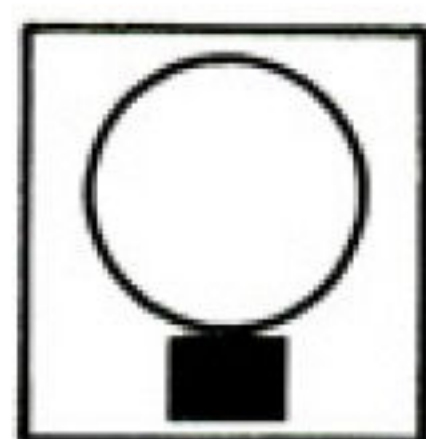
\*Dual Facing Rear Seats

## ENGINES

- 240-1V Six 140 H.P. regular fuel
- 302-2V V-8 210 H.P. regular fuel
- 351-2V V-8 240 H.P. regular fuel
- 390-2V V-8 255 H.P. regular fuel
- 400-2V V-8 260 H.P. regular fuel
- 429-2V V-8 320 H.P. premium fuel
- 429-4V V-8 360 H.P. premium fuel



# NEW FOR



# 71

## EXTERIOR

- Complete restyling for a more formal "Big Car" look
- Three new roof-line designs
- New high and low series grilles with exposed headlamps
- New rear-end appearance with unique LTD taillight treatment
- Concealed windshield wipers
- Ventless front windows on *all* models
- Flush door handles with one-step keyless locking

## INTERIOR

- Restyled instrument panel featuring coved cluster and relocated controls with all controls angled toward the driver
- New seat trim styles and color combinations for all models
- High-back front bench seats (standard on LTD Brougham 2-Door hardtop)
- "Low Profile" seat belt retractor

## GENERAL

- Power ventilation system
- Steel Guard Rail side impact protection system
- 400 CID 2V V-8 regular fuel engine option
- Optional station wagon lockable side storage compartment with carpeted cargo area
- Optional station wagon doorgate window washer/wiper
- Automatic Temperature Control added to air conditioning option
- Squire luxury vinyl trim option



# 1971 Thunderbird

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## MODELS

- 2-Door Hardtop
- 2-Door Landau
- 4-Door Landau

## ENGINE

- 429-4V 360 H.P. Premium fuel

**NEW FOR**



**71**

- New grille and chromed valance panel
- Formal 2-door Landau roof
- High-back split bench seat option
- "Low-profile" seat belt retractors
- New "glamour" paint selection
- Turnpike Convenience Group
- Electrically operated deck lid release
- H78 x 15 bias belted tires
- Vinyl roof for 2-Dr. Hardtop
- Exterior Appearance Group
- Front and rear bumper guards
- Sun roof available on all vinyl roof models
- Michelin steel-belted radial tires optional

# 1971 Maverick

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## MODELS

- 2-Door Sedan
- 4-Door Sedan
- 2-Door Grabber Sport Sedan



## ENGINES

- 170-1V Six 100 H.P. regular fuel
- 200-1V Six 115 H.P. regular fuel
- 250-1V Six 145 H.P. regular fuel

# NEW FOR



# 71

- New 4-door Sedan model with "family-size" interior roominess
- Grabber Sport Sedan with new performance-styled exterior and interior features including hood with scoops
- Eleven-inch head restraints for bench seat backs
- New seat trim colors and materials
- Staggered rear shock absorbers

## ADDED OPTIONS

- Floor shift for 3-speed manual or automatic transmission
- Wide-oval D70 x 14 tires on wider rims
- High-back bucket seats with either Comfortweave vinyl or cloth and vinyl trim
- Interior Trim Group
- Protection Group
- Revised Base Accent Group
- Two-tone paint
- Revised Convenience Group
- Rear window defogger
- Deluxe color-keyed seat belts with warning lights



# 1971 Mustang

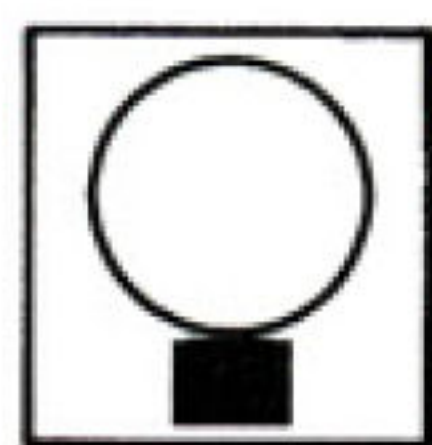
## MODELS

- 2-Door Hardtop
- 2-Door SportsRoof
- 2-Door Convertible
- Mach I SportsRoof
- Boss 351 SportsRoof
- Grandé Hardtop

## ENGINES

- 250-1V Six 145 H.P. regular fuel
- 302-2V V-8 210 H.P. regular fuel
- 351-2V V-8 240 H.P. regular fuel
- 351-4V V-8 285 H.P. premium fuel
- 351-4V HO V-8 330 H.P. premium fuel
- 429-4V CJ V-8 370 H.P. premium fuel
- 429-4V CJ-R V-8 370 H.P. premium fuel
- 429-4V CJ or CJ-R V-8 with Drag Pack 375 H.P. premium fuel

**NEW FOR**



**71**

## EXTERIOR

- All-new styling reminiscent of the great European road cars
- Restyled SportsRoof and hardtop rooflines
  - Performance-oriented “flatback” roof on SportsRoof models
  - Unique “tunnel backlite” design for hardtop models
- Increased overall length, wheelbase and tread



- New sports-oriented grille and taillamp styling
- Unique Mach I hood with NASA-type scoops and color-keyed spoiler-bumper
- Concealed windshield wipers with 18-in. blades
- Flush door handles

## INTERIOR

- New instrument panel and cluster design
- New interior trim styles, colors and fabrics
- New thin shell design high-back bucket seats
- New pull-type door handles and armrests
- Molded door trim panels with integral armrests and grab handles standard on Grandé
- Standard mini-console with pull-out ash tray
- New power window option

## GENERAL

- Improved ride and handling
- Staggered rear shock absorbers on 351 4V and larger engines
- Optional Vari-Ratio(variable ratio) power steering gear with Competition suspension
- Steel Guard Rail side impact protection system
- High/low DirectAire ventilation system
- Standard 250-1V six-cylinder engine
- 302-2V V-8 standard on Mach I
- New optional 429 CID engines
- New instrumentation option
- 351-4V HO V-8 standard in Boss 351
- Partial vinyl roof option for SportsRoof models
- New Mach I sports interior option
- New rear window electric defrost option
- New Ram Air option with functional NASA-type hood scoops



# 1971 Torino

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## MODELS

### TORINO

- 2-Door Formal Hardtop
- 4-Door Sedan
- 4-Door Station Wagon

### TORINO 500

- 2-Door Formal Hardtop
- 2-Door SportsRoof Hardtop
- 4-Door Hardtop
- 4-Door Sedan
- 4-Door Station Wagon

### TORINO COBRA

- 2-Door SportsRoof Hardtop

### TORINO GT

- 2-Door SportsRoof Hardtop
- 2-Door Convertible

### TORINO BROUGHAM

- 2-Door Formal Hardtop
- 4-Door Hardtop
- 4-Door Station Wagon (Torino Squire)

## ENGINES

- 250-1V Six 145 H.P. regular fuel
- 302-2V V-8 210 H.P. regular fuel
- 351-2V V-8 240 H.P. regular fuel
- 351-4V V-8 285 H.P. premium fuel
- 429-4V CJ V-8 370 H.P. premium fuel
- 429-4V CJ-R V-8 370 H.P. premium fuel



# NEW FOR



# 71

- Revised model line-up
- New high and modified low series grilles
- New exterior ornamentation
- New Brougham, Squire and Cobra interior trim
- Revised AM/FM stereo radio
- Electric rear window defrost
- Front and rear bumper guards
- 351-4V engine standard in Cobra
- New two-tone Comfortweave knitted vinyl interior trim
- SportsRoof laser tape stripe option

# *Torino*



# 1971 Pinto

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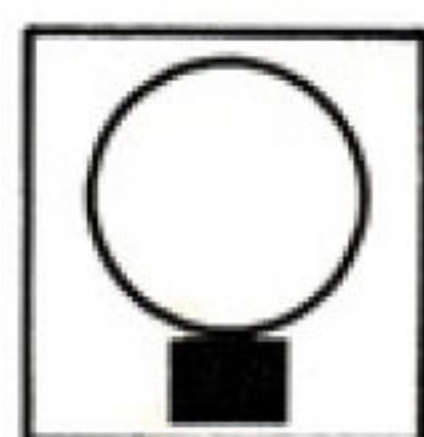
## MODELS

- 2-Door Sedan

## ENGINES

- 1600cc-1V 75 H.P. regular fuel (Standard)
- 2000cc-2V 100 H.P. regular fuel (Optional —requires automatic transmission)

## NEW FOR



# 71

## EXTERIOR

- True subcompact size—94-inch wheel-base, 163-inch overall length—almost 20 inches wider than it is high for a low center of gravity and better stability
- Sporty long hood/short deck proportions
- Ventless door windows, curved side glass
- One-piece corrosion-resistant ABS plastic grille

## INTERIOR

- High-back slim-line front bucket seats
- Full-width rear bench seat
- All-vinyl upholstery
- Two-pod instrument cluster
- Ample seating capacity for 4 passengers
- Glove box
- Interior dome light
- Floor-mounted transmission controls

## GENERAL

- Unitized body-chassis construction
- Standard staggered rear shock absorbers
- Standard 4-speed manual transmission
- Rack and pinion steering system



- 31.5-foot turning circle
- 3-Speed, high-efficiency hot water heating system
- Standard DirectAire ventilation
- Extra-wide doors for easy entrance to front and rear passenger compartments
- Body and mechanical components designed for greater durability, reliability and serviceability
- Fuel economy—over 25 MPG

## OPTIONS

- SelectAire air conditioning
- 3-Speed Cruise-O-Matic transmission
- Fold-down rear seat
- Protection Group
- Convenience Group
- Consolette with electric clock
- Accent Group
- Rallye Sport Option
- Roof luggage rack
- Luxury Decor Group
- Deluxe wheel covers
- AM radio
- Rear window defogger
- Tinted glass
- Pivoting rear quarter windows





# 1971 Bronco

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Ford's versatile and popular Bronco is available in two models—Bronco Pickup and Bronco Wagon. Both models feature many important improvements for 1971. Bronco is the only four-wheeler in its field designed from scratch for both on and off-the-road travel. Bronco has won every four-wheel drive competition it's entered, and that includes the meanest of them all—the Baja 1000.

## NEW FOR



# 71

- Dana 44 heavy-duty front axle for greater durability (late introduction)
- 9 new exterior colors
- Fiberglass belted tires standard

### NEW OPTIONS

- Higher capacity and mud/snow tread fiberglass belted tires
- Left-hand remote-control mirror

# Bronco



# 1971 Ford Light Trucks

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## Econoline & Club Wagon

For 1971, Ford Econolines are available in a choice of regular, display or window van models in two trim levels, with two wheelbases. Club Wagons are offered in three trim levels, with five-, eight-, or twelve-passenger capacity.

### NEW FOR



# 71

- Grille design
- Paint colors
- Fully-contoured, molded foam bucket seats
- Upholstery fabrics and trim
- Instrument cluster styling
- Full-length color-keyed headlining in Custom and Chateau Club Wagon models
- 240-C.I.D. Six engine standard for E-100 and E-200 models
- 4200-lb. standard GVW rating on E-100 models

#### NEW OPTIONS

- 8300-lb. GVW rating, E-300
- Power steering
- Heavy-duty shock absorbers
- High-capacity air conditioner



# 1971 Ford Light Trucks

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## Ranchero

With four models offering the style, feel and ride of the award-winning Torino and the load-carrying ability of a half-ton pickup, the 1971 Ranchero, Ranchero 500, Ranchero GT and Ranchero Squire are aimed directly at buyers who demand style and luxury with function.

**NEW FOR**



**71**

- Grilles for all models
- Deep-rib rocker panel molding for Ranchero GT
- Exterior ornamentation for Ranchero and Ranchero 500
- Tu-tone Comfortweave knitted vinyl on optional high-back bucket seats
- Optional AM/FM Multiplex Radio
- Throttle control for improved throttle operation
- 2-stage choke on 302 C.I.D. 2V and 351 C.I.D. 2V engines

### NEW OPTIONS

- Front bumper guards
- "Laser" stripe for GT's
- Four-way power bench seats



# F-100/250/350

Ford conventional light trucks for 1971 feature mechanical changes, exterior and interior design refinements and new options to make these popular models even more desirable.

## NEW FOR



- High-style grille with more rugged appearance
- Tailgate applique on Sport Custom
- Seat trims for Custom, Ranger and Ranger XLT
- Door trim panels for Sport Custom, Ranger and Ranger XLT
- Two-spoke steering wheel with concealed horn switch
- Power brakes standard on F-250 4x2 and F-350
- G78x15D rating tires for F-100
- G78x15B and D rating mud and snow tires for F-100
- Windshield washer reservoir with doubled capacity

### NEW OPTIONS

- AM/FM stereo radio
- Deluxe and mag-type wheel covers
- 7.50x16 6PR and 8PR tube-type mud and snow tires for F-250 4x4
- Larger diameter, heavy-duty shock absorbers for F-100 and F-250 4x2 models