

# 1972 Competitive Facts Digest

- MODEL LINE-UPS
- KEY SPECIFICATIONS
- ENGINE AND TRANSMISSION AVAILABILITY
- SALES INFORMATION



## THUNDERBIRD

FORD

TORINO

MUSTANG

MAVERICK

PINTO

*versus*

**MAJOR COMPETITION**

# 1972 Competitive Facts Digest

The 1972 Competitive Facts Digest is designed to help you sell against competition. Each car section contains:

1. Illustrations of our product versus key competitors.
2. Information highlighting important product Features and Options.
3. Option Illustrations.
4. Model Line-Ups.
5. Key dimensional specifications.
6. Engine and transmission availability and specification information.

With this data in hand, you can develop an effective presentation concerning the superiorities of Ford products versus competition. You may also wish to use your 1972 Competitive Facts Digest with prospects to:

- Back up sales presentations with hard facts.
- Make your presentations more believable.
- Answer specific questions concerning
  - Ford products and
  - Competition.
- Verify product superiority claims found in advertisements and consumer information materials.

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# Thunderbird

Thunderbird has been the leader in the Personal Luxury Car Market for sixteen of the seventeen years it has been produced. In 1972, you have many new Thunderbird product advantages to sell:

- A totally new look
- Greater interior roominess and comfort
- A new chassis
- New POSI-RIDE 4-link rear suspension
- Newly designed 4-torque box perimeter frame
- New standard features
- A broad choice of Options

Competition, on the other hand, has very little new, which puts the enterprising Ford salesman in the driver's seat.



Thunderbird is longer, lower, wider and has increased front and rear tread width over the 1971 model. All of these factors contribute to a better ride, stability and control at highway speeds and on curves. Further, the Thunderbird comes equipped with standard Michelin steel-belted radial-ply tires, which provide long tread life.

Thunderbird beats all competition when it comes to color choices—fifteen standard exterior colors are available plus eight optional hand-polished Glamour Colors for a total of twenty-three stunning paint choices. Under all the glamour, Thunderbird is designed to be safe, incorporating the Ford-pioneered energy-absorbing "S" front frame and strong steel guard rails in the doors to help protect the occupants in the event of side impact.

Thunderbird's completely new "Posi-Ride" rear suspension system makes the ride luxurious, quiet and safe. This design provides strong directional stability and resistance to side-to-side body movement on rough roads. Additional stability is assured by an integral rear stabilizer bar. Rear stabilizer bars are usually only found on performance-oriented automobiles or as part of a comprehensive handling/suspension package.

In the Options department, Thunderbird really flies with such desirable items as:

- Leather seat trim, or bucket seats with hopsack cloth inserts
- A reclining passenger seat
- A canted armrest console with controls for:
  - Power seats
  - Remote-control mirror
  - Power windows
- A Convenience Light Group
- An electric rear window defroster

Finally, Thunderbird's many standard items such as an ash tray, cigar lighter and light on the rear end of both front door armrests are important selling points.

Inside, outside and on the road, the 1972 Thunderbird is a most distinguished personal luxury car. Prospective buyers need to have a demonstration ride to fully appreciate its many fine qualities, and especially its smooth, stable ride and exceptional handling characteristics.



#### USE OPTIONS TO:

- Earn larger grosses
- Help move the more saleable, better equipped units out of stock
- Satisfy the consumer's need for Security, Comfort and Convenience features
- Guarantee better resale value at trade-in time



#### THUNDERBIRD versus MAJOR COMPETITION Model Line-Ups

THUNDERBIRD	TORONADO	RIVIERA	GRAND PRIX
			2-Door Hardtop Coupe
2-Door Hardtop	2-Door Hardtop	2-Door Hardtop	"SJ" 2-Door Hardtop Coupe (option)

#### KEY SPECIFICATIONS

CAR LINE	Wheel-base	DIMENSIONS IN INCHES											Luggage Cap. (Cu. Ft.)	Curb Weight (Base Eng.) (Lbs.)	Fuel Cap. (Approx.) (Gals.)	Standard Tire Size	
		OVERALL			TREAD		HEAD ROOM		LEG ROOM		HIP ROOM						
		Length	Width	Height	Front	Rear	Front	Rear	Front (1)	Rear (2)	Front	Rear	Front	Rear			
Thunderbird	120.4	216.0	79.3	52.1	63.0	63.1	36.9	36.5	42.2	36.4	60.6	54.3	13.9	4596	22.5	215 x R15	
Toronado	122.0	220.6	79.8	54.7	63.7	63.6	38.1	37.1	42.4	35.2	62.3	56.0	13.5	4660	25.0	J78 x 15	
Riviera	122.0	218.3	80.0	54.0	63.6	64.0	38.2	37.0	42.5	35.4	62.3	56.0	14.6	4497	25.0	H78 x 15	
Grand Prix	118.0	213.6	78.4	52.0	62.0	60.0	37.5	36.5	42.4	31.6	57.5	52.7	12.0	3962	26.0	G78 x 14	

(1) Maximum effective leg room—accelerator

(2) Minimum effective leg room

#### ENGINE & TRANSMISSION

CAR LINE	MODEL	ENGINES				STD. MODEL APPLICATION	TRANS-MISSIONS AUTO.
		C.I.D.	NET H.P.	TORQUE			
THUNDERBIRD	All	429-4V	212	327		3-Spd.	
	All	460-4V	212	342	Thunderbird	3-Spd.	
TORONADO	All	455-4V	265	375	Toronado	3-Spd.	
	All	455-4V	250	375		3-Spd.	
RIVIERA	All	455-4V GS	260	380	Riviera	3-Spd.	
	All	400-4V	250	325		3-Spd.	
GRAND PRIX	All	455-4V	250	375	Grand Prix	3-Spd.	
	All	455-4V	250	375		3-Spd.	

# Ford

*Quiet and Quality* are the two words that best describe the 1972 Ford. A Quiet ride and a Quality product do not just happen, they are the result of many features that all add up to a great automobile. These features usually do not show up in a listing of specifications. In fact, the only way to really appreciate them is in comparison to cars in the same general market segment.



Comparing Ford to Chevrolet shows that a Ford equipped with disc brakes stops better than a Chevrolet with the same equipment. Both cars feature rear drum brakes, but the Chevrolet drums use seventeen percent less brake lining area than Ford.

Comparing Ford and Chevrolet frames shows another reason for Ford's solid quality. Chevrolet uses a perimeter frame which has only four crossmembers and open C-section center rails. Ford's torque box frame has five crossmembers and closed box-section center rails for high strength.

Comparing Ford vs Plymouth Fury reveals a long list of Quiet-Quality advantages, like Ford's:

- Standard Power Front Disc Brakes on LTD Models
- Standard Hood Insulation Pad on Galaxie 500 and LTD Models
- Adjustable Radio Antenna
- Body/Frame Construction
- Wider Front and Rear Treads
- Longer Wheelbase

- Standard High-Level Power Ventilation
- Standard 100 Percent Nylon Carpeting

Even Pontiac Catalina and Olds Delta 88 lack many of the product refinements of Ford. For example, both of these cars still utilize the A-frame type of front suspension found on Chevrolet. Both also use a perforated steel inner roof liner in comparison to Ford's effective half-inch thick blanket of roof padding, which insulates against both sound and temperature extremes.

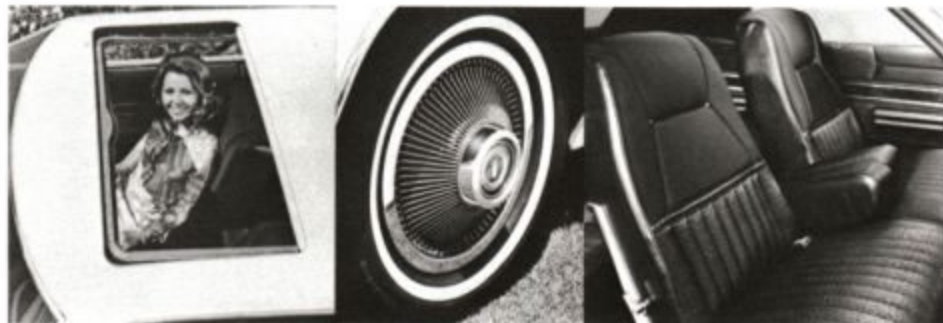
Neither Pontiac nor Olds offers an optional power-operated sunroof. In fact, Ford has a long list of unique personalizing Options such as:

- A Split High-Back Bench Seat with Reclining Passenger Seat
- Cornering Lights
- Intermittent Windshield Wipers
- Automatic Seat Back Releases
- Automatic Load Adjuster (with V-8's only)

For further details concerning the Ford *Quiet-Quality* story, review the materials in the 1972 Car Facts Organizer.

#### USE OPTIONS TO:

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CHEVROLET



PONTIAC CATALINA



PLYMOUTH FURY



OLDSMOBILE 88

## FORD versus MAJOR COMPETITION Model Line-Ups

FORD	CHEVROLET	PLYMOUTH FURY	PONTIAC CATALINA	OLDSMOBILE 88
<b>CUSTOM</b> 4-Door Sedan	<b>BISCAYNE</b> 4-Door Sedan	<b>FURY I</b> 4-Door Sedan	2-Door Hardtop Convertible	<b>DELTA 88</b> 4-Door Hardtop Sedan
<b>CUSTOM 500</b> 4-Door Sedan	<b>BEL AIR</b> 4-Door Sedan	<b>FURY II</b> 2-Door Hardtop 2-Door Sedan	4-Door Sedan 4-Door Hardtop	2-Door Hardtop Coupe
<b>GALAXIE 500</b> 4-Door Sedan 2-Door Hardtop 4-Door Hardtop	<b>IMPALA</b> 4-Door Sport Sedan 2-Door Custom Coupe 2-Door Sport Coupe Convertible 4-Door Sedan	<b>FURY III</b> 2-Door Hardtop 2-Door Special 4-Door Sedan 4-Door Hardtop	<b>CATALINA BROUGHAM</b> 2-Door Hardtop 4-Door Sedan 4-Door Hardtop	<b>DELTA 88 ROYALE</b> 4-Door Hardtop Sedan 2-Door Hardtop Coupe Convertible 4-Door Town Sedan
<b>LTD</b> 2-Door Hardtop 4-Door Hardtop 4-Door Pillared Hardtop Convertible	<b>CAPRICE</b> 4-Door Sedan 2-Door Coupe	<b>FURY GRAN COUPE</b> 2-Door Hardtop 2-Door Special	<b>STATION WAGONS</b> Safari (2-Seat) Safari (3-Seat)	
<b>LTD BROUGHAM</b> 2-Door Hardtop 4-Door Hardtop 4-Door Pillared Hardtop	<b>STATION WAGONS</b> Brookwood (2-Seat) Townsmen (2-Seat) Townsmen (3-Seat) Kingswood (2-Seat) Kingswood (3-Seat) Kingswood Estate (2-Seat) Kingswood Estate (3-Seat)	<b>FURY GRAN SEDAN</b> 4-Door Hardtop		
<b>STATION WAGONS</b> Custom Ranch Wagon (6-passenger) Custom 500 Ranch Wagon (6-passenger) Custom 500 Ranch Wagon (DFRS)* Country Sedan (6-passenger) Country Sedan (DFRS)* Country Squire (6-passenger) Country Squire (DFRS)*		<b>STATION WAGONS</b> Suburban (2-Seat) Suburban (3-Seat) Custom Suburban (2-Seat) Custom Suburban (3-Seat) Sport Suburban (2-Seat) Sport Suburban (3-Seat)		

\*Dual-facing rear seats.

## ENGINE & TRANSMISSION AVAILABILITY

CAR LINE	ENGINES				STD. MODEL APPLICATION	TRANSMISSIONS	
	Model	C.I.D.	Net H.P.	Torque		3-Spd. Manual	Automatic
FORD	Custom Custom 500 Galaxie 500	240-1V	103	170	Custom, Custom 500, Galaxie 500	N.A.	3-Spd.*
	Custom Custom 500	302-2V	140	239		N.A.	3-Spd.*
	All	351-2V	153	266	LTD, LTD Brougham, Station Wagons	N.A.	3-Spd.
	All	351-2V	163	277		N.A.	3-Spd.
	All	400-2V	172	298		N.A.	3-Spd.
CHEVROLET	All	429-4V	208	322		N.A.	3-Spd.
	Biscayne Bel Air Impala	250-1V	110	185	Biscayne, Bel Air, Impala 2-Door Sport Coupe and 4-Door Sedan	N.A.	2-Spd.*
	Biscayne Bel Air Impala	350-2V	165	280	Impala 4-Door Sport Sedan, 2-Door Custom Coupe, Convertible	N.A.	3-Spd.
	All	400-2V	170	325		N.A.	3-Spd.
	All	402-4V	210	320		N.A.	3-Spd.*
	All except Wagons	454-4V	270	390		N.A.	3-Spd.*
	Wagons	454-4V	230	360		N.A.	3-Spd.*
	All	318-2V	150	260	Std. on all Fury models	N.A.	3-Spd.
	All	360-2V	175	285		N.A.	3-Spd.
	All	400-2V	190**	310		N.A.	3-Spd.
PLYMOUTH FURY	All	440-4V	225**	345		N.A.	3-Spd.
	All	400-2V	175	310	Catalina, Catalina Brougham, Safari	N.A.	3-Spd.
	All	400-4V	200	295		N.A.	3-Spd.
PONTIAC CATALINA	All	455-2V	185	350		N.A.	3-Spd.
	All	455-4V	220	350		N.A.	3-Spd.
	All	350-2V	160	275	Std. on all 88 models	N.A.	3-Spd.*
OLDSMOBILE 88	All	350-4V	180	275		N.A.	3-Spd.
	All	455-4V	225	360		N.A.	3-Spd.

\* This engine and transmission combination not available in California.

\*\* With California Emission package subtract 5 horsepower

## KEY SPECIFICATIONS (Specifications are for base models except as indicated.)

CAR LINE	DIMENSIONS IN INCHES																
	Wheelbase	Length	OVERALL		TREAD		HEAD ROOM		LEG ROOM		HIP ROOM		Luggage Cap. (Cu. Ft.)	Curb Weight (Base Eng.) (Lbs.)	Fuel Cap. (Approx.) (Gals.)	Tire Size (Std.)	Wagon Cargo Vol. (Cu. Ft.)
			Width	Height	Front	Rear	Front	Rear	Front (1)	Rear (2)	Front	Rear					
<b>FORD</b>																	
2-Door H.T.	121.0	218.4	79.2	53.0	63.3	64.3	37.6	36.7	41.8	35.7	62.3	61.0	18.2	4066	22.0	F78 x 15	—
4-Door Sedan	121.0	218.4	79.2	54.9	63.3	64.3	38.8	37.4	41.8	38.3	62.3	62.3	18.2	4066	22.0	F78 x 15	—
Wagon	121.0	221.4	79.7	57.0	63.3	64.3	39.0	39.5	41.8	37.1	62.3	62.4	—	4450	21.0	H78 x 15	105.3
<b>CHEVROLET</b>																	
2-Door H.T.	121.5	219.9	79.5	53.4	64.1	64.0	38.1	37.1	42.5	36.4	62.0	56.2	17.7	3990	23.0	F78 x 15	—
4-Door Sedan	121.5	219.9	79.5	54.1	64.1	64.0	38.9	38.0	42.5	39.2	62.0	61.9	17.7	3983	23.0	F78 x 15	—
Wagon	125.0	225.2	79.5	57.1	64.1	64.0	39.6	39.4	42.5	39.9	62.0	62.2	—	4808	22.0	L78 x 15	106.4
<b>FURY</b>																	
2-Door H.T.	120.0	217.2	79.9	54.4	62.1	63.4	38.0	37.5	41.7	35.2	63.4	63.4	20.4	3920	23.0	F78 x 15	—
4-Door Sedan	120.0	217.2	79.9	55.0	62.1	63.4	38.8	38.4	41.8	38.0	63.2	63.4	20.4	3970	23.0	F78 x 15	—
Wagon	122.0	222.0	79.9	57.1	62.1	63.4	39.6	40.2	41.8	39.1	63.3	63.4	—	4440	23.0	J78 x 15	104.2
<b>CATALINA</b>																	
2-Door H.T.	123.5	221.3	79.3	53.5	64.0	64.0	38.0	37.0	42.7	35.8	62.0	56.2	17.7	4252	25.0	G78 x 15	—
4-Door Sedan	123.5	221.3	79.3	54.2	64.0	64.0	38.9	37.9	42.7	38.8	62.0	61.9	17.7	4209	25.0	G78 x 15	—
Wagon	127.0	227.3	79.3	54.2	64.0	64.0	39.6	39.3	42.6	39.9	62.2	62.2	—	4935	23.0	L78 x 15	106.3
<b>DELTA 88</b>																	
2-Door H.T.	124.0	222.1	79.5	53.4	63.6	64.0	38.1	37.0	42.4	35.8	62.2	56.2	20.6	4296	24.0	H78 x 15	—
4-Door Sedan	124.0	222.1	79.5	54.3	63.6	64.0	39.0	38.0	42.4	38.8	62.2	62.1	20.6	4324	24.0	H78 x 15	—
Wagon	127.0	227.0	79.5	57.2	63.3	63.7	39.6	39.3	42.4	39.4	62.2	62.1	—	5109	23.0	L78 x 15	106.0

(1) Maximum effective leg room—accelerator.  
(2) Minimum effective leg room.

# Torino

Torino is the most exciting car in the intermediate market place. Torino is exciting because everything about it is new, while most of its competition appears to be carryover. Just a partial list of some of Torino's many product refinements would include:

- New Styling
- New Interiors
- New Body/Frame Construction
- New Coil Spring Front Suspension
- Coil Spring Rear Suspension with 4 Control Arms
- Standard Manual Front Disc Brakes
- Three-Way Magic Doorgate on Station Wagons
- Improved Sound Insulation
- Additional Sound Insulation on Gran Torino, Gran Torino Sport and Squire Models



New Styling is Torino's most obvious advantage. Torino's bold flowing lines with long hood, short rear deck treatment guarantee showroom interest. The added convenience and ride comfort of longer 4-Door wheelbases is an additional incentive for those interested in value-oriented, but stylish transportation.

The four distinct Torino rooflines—SportsRoof, Formal Hardtop, Four-Door Pillared Hardtop and Station Wagon—widen Torino's appeal to encompass all intermediate styling tastes. Further, Torino's high and low series front ends and 9 models allow the customer many choices so that he can select just the right package to meet his most refined interests.

A wide array of Option choices further enhances Torino's appeal. The customer can choose from big car conveniences like:

- 6-Way Power Seat
- Rear Window Electric Defrost

Or the luxury of:

- Brougham Interior Trim Group
- Rear Window Electric Defrost

Or the luxury of:

- Brougham Interior Trim Group
- AM/FM Stereo Radio

Or the eye appeal of:

- Color Glow Paints
- Laser Stripes

Or the protection of:

- Bumper Guards
- Door-Edge Guards
- Bodyside Black Vinyl Insert Protective Moldings

And the functional qualities of:

- Rallye Equipment Group
- Traction-Lok Differential
- Trailer Towing Packages

The 1972 Torino is new from road to roof, front to rear, inside and out, to make it the strongest contender for intermediate sales leadership.

#### USE OPTIONS TO:

- Earn larger grosses
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MONTE CARLO



CHEVELLE



LE MANS



CUTLASS



SKYLARK



SATELLITE



CORONET/CHARGER

**TORINO versus MAJOR COMPETITION**  
Model Line-Ups

TORINO	MONTE CARLO	CHEVELLE	LE MANS	CUTLASS F-85	SKYLARK	SATELLITE	CORONET/CHARGER
4-Door Pillared Hardtop	2-Door Sport Coupe	2-Door Sport Coupe	2-Door Coupe	4-Door Town Sedan	2-Door Thin Pillar Coupe	2-Door Coupe	<b>CHARGER</b>
2-Door Formal Hardtop		4-Door Sedan	2-Door Hardtop Coupe	Cutlass Coupe	2-Door Hardtop Coupe	4-Door Sedan	2-Door Coupe
Station Wagon		<b>HEAVY CHEVY (Opt)</b>	Sport Convertible	<b>CUTLASS</b>	4-Door Thin Pillar Sedan	2-Seat Station Wagon	2-Door Hardtop
<b>GRAN TORINO</b>		2-Door Sport Coupe	4-Door Sedan	4-Door Town Sedan	<b>SKYLARK 350</b>	<b>ROAD RUNNER</b>	<b>CORONET</b>
4-Door Pillared Hardtop		<b>MALIBU</b>	Station Wagon 2-Seat 3-Seat	<b>CUTLASS S</b>	2-Door Hardtop Coupe	2-Door Hardtop	4-Door Sedan
2-Door Formal Hardtop		2-Door Sport Coupe	<b>LUXURY LE MANS</b>	2-Door Sports Coupe	4-Door Thin Pillar Sedan	<b>SATELLITE CUSTOM</b>	2-Seat Station Wagon
Station Wagon		4-Door Sport Sedan	2-Door Hardtop Coupe	2-Door Hardtop Coupe	<b>SKYLARK CUSTOM</b>	4-Door Sedan	<b>CORONET CUSTOM</b>
<b>GRAN TORINO SPORT</b>		Convertible	4-Door Hardtop	<b>CUTLASS SUPREME</b>	2-Door Hardtop Coupe	2-Seat Station Wagon	4-Door Sedan
2-Door Formal Hardtop		4-Door Sedan	<b>SS (Option)</b>	4-Door Hardtop Sedan	Convertible	3-Seat Station Wagon	2-Seat Station Wagon
2-Door SportsRoof Hardtop			Sport Coupe	2-Door Hardtop Coupe	4-Door Hardtop	<b>SEBRING</b>	3-Seat Station Wagon
			Convertible	Convertible	4-Door Thin Pillar Sedan	2-Door Hardtop	<b>CRESTWOOD</b>
<b>GRAN TORINO SQUIRE</b>		<b>STATION WAGONS</b>		<b>CUTLASS CRUISER</b>	<b>GS</b>	<b>SEBRING PLUS</b>	2-Seat Station Wagon
Station Wagon		Nomad 2-Seat		2-Seat Station Wagon	2-Door Sport Coupe	2-Door Hardtop	3-Seat Station Wagon
		Greenbrier 2-Seat 3-Seat			Convertible		<b>REGENT</b>
		Concours 2-Seat 3-Seat					2-Seat Station Wagon
		Concours Estate 2-Seat 3-Seat			<b>SPORTWAGON</b>		3-Seat Station Wagon
					2-Seat Station Wagon		



**ENGINE & TRANSMISSION AVAILABILITY**

CAR LINE	ENGINES					STD. MODEL APPLICATION	TRANSMISSIONS		
	Model	Type	C.I.D.	Net H.P.	Torque		3-Spd. Manual	4-Spd. Manual	Automatic
TORINO	All	Six	250-1V	95	181	All Exc. Gran Torino Squire, Sport	X*		3-Spd.
	All	V-8	302-2V	140	230	Std. on Gran Torino Squire, Sport	X*		3-Spd.
	All	V-8	351-2V	161	276				3-Spd.
	All	V-8	351-4V	248	299			X	3-Spd.
	All	V-8	400-2V	168	297				3-Spd.
	All	V-8	429-4V	205	322				3-Spd.
MONTE CARLO	All	V-8	350-2V	165	280	Monte Carlo	X		2-Spd. 3-Spd.
	All	V-8	350-4V	175	280				3-Spd.
	All	V-8	402-4V	240	345				3-Spd.*
	All	V-8	454-4V	270	390				3-Spd.*
CHEVELLE	All but Convertible Sport Sedan	Six	250-1V	110	185		X		2-Spd.
	All	V-8	307-2V	130	230		X*		2-Spd.*—3-Spd.*
	All	V-8	350-2V	165	280		X	X	3-Spd.
	All	V-8	350-4V	175	280		X	X	3-Spd.
	All	V-8	402-4V	240	345		X*	X*	3-Spd.*
	Convertible Sport Coupe	V-8	454-4V	270	390			X*	3-Spd.*
LE MANS	All	Six	250-1V	110	185	All Exc. Luxury LeMans, GTO Option	X		2-Spd.—3-Spd.
	All	V-8	350-2V	160	270	Std. on Luxury LeMans	X	X	2-Spd.—3-Spd.
	All	V-8	400-2V	175	310				3-Spd.
	All	V-8	400-4V	200	295		X	X	3-Spd.
	All	V-8	455-4V	250	375				3-Spd.
	2-Door	V-8	455-4V H.O.	300	415			X	3-Spd.
CUTLASS	All	V-8	350-2V	160	275	All Models Exc. Cutlass Supreme	X		3-Spd.
	All	V-8	350-4V	180	275	Std. on Cutlass Supreme	X	X	3-Spd.
	All	V-8	455-4V	250	370			X	3-Spd.
	2-Door	V-8	455-4V	270	370			X	3-Spd.
	2-Door except Supreme HT	V-8	455-4V	300	410	(W-30 Option)		X*	3-Spd.*
	All but GS	V-8	350-2V	150	265	Std. on Skylark, 350, Custom, Sport Wagon	X*		3-Spd.
SKYLARK	All	V-8	350-4V	175	270		X*		3-Spd.
	All	V-8	350-4V	190	285	Std. on GS	X*	X*	3-Spd.
	All	V-8	455-4V	225	360		X	X	3-Spd.
	All	V-8	455-4V Stage 1	270	390	Optional only on GS	X	X	3-Spd.
	Satellite, Satellite Custom	Six	225-1V	110**	185	Std. all Exc. Road Runner	X		3-Spd.
	All but Road Runner	V-8	318-2V	150	260		X		3-Spd.
SATELLITE	Road Runner	V-8	340-4V	240	290			X	3-Spd.
	All but Road Runner	V-8	400-2V	190***	310				3-Spd.
	All	V-8	400-4V	255***	340	Std. on Road Runner	X	X	3-Spd.
	Road Runner	V-8	440-4V	280***	375			X	3-Spd.
	Road Runner	V-8	440-6V	330	410				3-Spd.*
	Charger, Coronet, Coronet Custom	Six	225-1V	110**	185	Std. all models exc. Charger S.E.	X		3-Spd.
CORONET/CHARGER	All	V-8	318-2V	150	260	Std. in Charger S.E.	X		3-Spd.
	Charger	V-8	340-4V	240	290			X	3-Spd.
	All	V-8	400-2V	190***	310				3-Spd.
	All	V-8	400-4V	255***	340			X	3-Spd.
	All	V-8	440-4V	280***	375			X	3-Spd.
	All	V-8	440-6V	330	410				3-Spd.*

\* This engine and transmission combination not available in California.

\*\* With California emission package subtract 13 horsepower and 5 lb. ft. torque.

\*\*\* With California emission package subtract 9 horsepower and 5 lb. ft. torque.

## KEY SPECIFICATIONS

(Specifications are for base models except as indicated.)

CAR LINE	DIMENSIONS IN INCHES													Luggage Cap. (Cu. Ft.)	Curb Weight (Base Eng.) (Lbs.)	Fuel Cap. (Approx.) (Gals.)	Tire Size (Std.)	Wagon Cargo Vol. (Cu. Ft.)
	Wheelbase	OVERALL			TREAD		HEAD ROOM		LEG ROOM		HIP ROOM							
		Length	Width	Height	Front	Rear	Front	Rear	Front (1)	Rear (2)	Front	Rear						
<b>GRAN TORINO</b>																		
2-Door H.T.	114.0	207.3	79.3	51.9	62.8	62.9	37.6	36.5	42.7	33.0	59.4	58.0	14.8	3718	22.5	F78 x 14	—	
4-Door Sedan	118.0	211.3	79.3	52.6	62.8	62.9	38.3	37.3	42.1	37.6	59.4	59.4	14.8	3797	22.5	F78 x 14	—	
Wagon	118.0	215.1	79.0	55.0	63.4	63.5	38.3	38.6	42.1	37.0	59.4	59.4	—	4187	20.5	H78 x 14	83.5	
<b>MONTE CARLO</b>																		
2-Door H.T.	116.0	215.1	75.6	52.9	60.2	59.3	37.6	36.3	42.8	32.3	59.4	53.0	12.9	3603	19.0	G78 x 15	—	
<b>CHEVELLE</b>																		
2-Door H.T.	112.0	197.5	75.4	52.7	60.0	59.9	37.5	36.3	42.8	32.3	59.7	52.9	12.8	3289	19.0	E78 x 14	—	
4-Door Sedan	116.0	201.5	75.4	53.3	60.0	59.9	38.5	37.1	42.7	35.0	59.8	59.2	12.8	3301	19.0	E78 x 14	—	
Wagon	116.0	206.8	75.4	54.4	60.2	59.2	38.3	38.6	42.8	34.8	59.5	59.3	—	3697	18.0	G78 x 14	84.0	
<b>LE MANS</b>																		
2-Door H.T.	112.0	203.2	76.7	52.0	61.0	60.0	37.9	36.3	42.4	32.3	59.6	51.9	14.6	3329	20.0	E78 x 14	—	
4-Door Sedan	116.0	207.2	76.7	52.6	61.0	60.0	38.5	37.1	42.4	34.9	59.5	59.1	14.6	3363	20.0	E78 x 14	—	
Wagon	116.0	211.3	76.7	54.2	61.0	60.0	38.4	38.3	42.6	34.6	59.7	59.4	—	3874	23.0	H78 x 14	83.6	
<b>CUTLASS</b>																		
2-Door H.T.	112.0	203.6	76.8	52.9	59.3	59.0	37.9	36.3	41.5	32.3	59.6	58.3	14.6	3505	20.0	F78 x 14	—	
4-Door Sedan	116.0	207.6	76.8	53.5	59.3	59.0	38.5	37.1	41.5	34.0	59.6	58.4	14.6	3549	20.0	F78 x 14	—	
Wagon	116.0	213.3	76.8	54.4	59.3	59.2	38.4	38.3	42.6	34.8	59.7	59.4	—	4049	23.0	H78 x 14	83.6	
<b>SKYLARK</b>																		
2-Door H.T.	112.0	203.3	76.8	53.5	59.3	59.3	37.9	36.3	41.3	32.4	59.8	53.0	14.2	3546	20.0	G78 x 14	—	
4-Door Sedan	116.0	207.3	76.8	54.3	59.3	59.3	38.6	37.3	41.3	34.8	59.8	59.5	14.2	3595	20.0	G78 x 14	—	
Wagon	116.0	213.7	76.8	54.8	59.3	59.3	38.4	38.3	42.6	34.6	59.7	59.4	—	4123	23.0	H78 x 14	83.6	
<b>SATELLITE</b>																		
2-Door H.T.	115.0	203.0	79.1	52.1	59.7	62.0	37.3	36.4	42.2	34.1	58.0	54.0	14.3	3360	21.0	E78 x 14	—	
4-Door Sedan	117.0	204.6	78.6	53.6	59.7	61.6	38.5	37.3	42.2	36.7	59.2	59.2	16.5	3390	21.0	E78 x 14	—	
Wagon	117.0	210.9	79.2	56.4	60.1	63.4	39.7	39.9	42.2	36.7	59.2	59.2	—	3900	21.0	H78 x 14	91.3	
<b>CORONET (CHARGER)</b>																		
2-Door H.T.	115.0	205.4	76.9	52.1	59.7	62.0	37.3	36.4	42.2	34.1	58.0	54.0	14.3	3370	21.0	E78 x 14	—	
4-Door Sedan	118.0	207.0	77.7	54.0	59.7	62.0	38.5	37.3	42.2	36.7	59.2	59.2	16.7	3460	21.0	E78 x 14	—	
Wagon	118.0	213.4	78.7	56.4	60.1	63.4	39.7	39.9	42.2	36.7	59.2	59.2	—	3905	21.0	H78 x 14	91.3	

(1) Maximum effective leg room—accelerator.

(2) Minimum effective leg room.



# Mustang

Eight years ago Mustang invented the Sporty Compact Market. Since that time, all the other manufacturers have been trying to catch up, but none of them can beat Mustang's appeal. Mustang is a great success because it offers more Models, plus a long list of desirable Options and Standard Features that few of its competitors can match.



Chevrolet's Camaro is being promoted as "The Closest Thing Yet to a Corvette" but even Corvette is available in two models, while Camaro is only offered in one Sport Coupe version. The only real basis for any claim equating Camaro to Corvette is the fact that the cars are built by the same company. In interior and exterior, suspension, design and even body material, Camaro is "the farthest thing yet from a Corvette."

Camaro offers a number of Options to make up for its lack of models—the RS or Rally Sport, the SS or Super Sport and the Z28 performance package. Yet even these Options are more expensive than similar Mustang Options and models. The Camaro RS Option, for example, is composed of exterior dressup:

- A Grille with a Smaller Grid Pattern
- Rally Sport Nameplates for the Front Fenders
- Bumperettes
- Body Colored Dent-Resistant Grille Frame
- Relocated Parking Lights
- Concealed Windshield Wipers

Mustang's Hardtop and Convertible Decor Group Option is priced \$41.15 less than the Camaro RS Option (as of November 17, 1971) and offers more, with its:

- Honeycomb Black Grille
- Integral Sportslamps
- Color-Keyed Front Bumper/Spoiler
- Color-Keyed Hood and Fender Moldings

- Black or Argent Lower Bodyside Paint with Bright Paint Break Chrome Molding
- Hub Caps with Trim Rings

The same price situation exists for the other Camaro Options, too. The SS is priced \$72.90 more than the Mustang Mach I Model, and the Z28 costs a flat \$545.75 more than Mach I. Mustang has similar price advantages over most competition. (Prices mentioned were effective as of November 17, 1971.)

Sporty Compact buyers have proven over the years that they like to personalize their cars. Mustang's long list of Options gives these buyers more opportunities to "do their thing," than any other car in this market segment. Comparing interior choices alone shows that no one else offers anything close to the Mach I Sports Interior featuring bucket seats with accent stripes, or the optional knitted vinyl available in 6 colors, or the Grande Lambeth cloth and vinyl in 5 color choices. Further, few can match Mustang's many standard features.

When selling against competition remember that Mustang provides more choices—the sportiness and individuality of Mach I, the elegance and luxury of Grande, the bold appearance of the SportsRoof Model, the practicality of the low-priced base Hardtop and the *only* Convertible in the Sporty Compact Market. More Models, more Options and more Standard Features make Mustang *number one!*

- **USE OPTIONS TO:**
- Earn larger grosses
- Help move the more saleable, better equipped units out of stock
- Satisfy the consumer's need for Security, Comfort and Convenience features
- Guarantee better resale value at trade-in time



CAMARO



JAVELIN



BARRACUDA



FIREBIRD



CHALLENGER

**MUSTANG versus MAJOR COMPETITION**  
MODEL LINE-UPS

MUSTANG	CAMARO	FIREBIRD	BARRACUDA	CHALLENGER	JAVELIN
Hardtop SportsRoof Convertible <b>MACH I</b> SportsRoof <b>GRANDE</b> Hardtop	Sport Coupe	Hardtop <b>ESPRIT</b> Hardtop <b>FORMULA</b> Hardtop <b>TRANS AM</b> Hardtop	Hardtop <b>'CUDA</b> Hardtop	Hardtop	<b>SST</b> Hardtop <b>AMX</b> Hardtop



MUSTANG MACH I

**ENGINE & TRANSMISSION AVAILABILITY**

CAR LINE	ENGINES					STD. MODEL APPLICATION	TRANSMISSIONS		
	Model	Type	C.I.D.	Net H.P.	Torque		3-Spd. Manual	4-Spd. Manual	Automatic
MUSTANG	All but Mach I	Six	250-1V	99	184	All models except Mach I	X*		3-Spd.
	All	V-8	307-2V	141	242	Std. on Mach I	X*		3-Spd.
	All	V-8	351-2V	177	284		X*		3-Spd.
	All	V-8	351-4V	266	301			X	3-Spd.
CAMARO	All	Six	250-1V	110	185	Std. all models exc. SS & Z28 options	X		2-Spd. — 3-Spd.
	All	V-8	307-2V	130	230		X		2-Spd. — 3-Spd.
	All	V-8	350-2V	165	280		X	X	3-Spd.
	All	V-8	350-4V	200	300	Std. on SS option		X	3-Spd.
	All	V-8	350-4V	255	280	Opt. Z28 only		X	3-Spd.
	All	V-8	402-4V	240	345			X	3-Spd.
FIREBIRD	Firebird	Six	250-1V	110	185	Std. on Firebird	X	X	2-Spd. — 3-Spd.
	Firebird, Esprit, Formula 350	V-8	350-2V	160	270	Std. on Esprit, Formula	X		3-Spd.
	Esprit	V-8	400-2V	175	310			X	3-Spd.
	Formula 400	V-8	400-4V	250	325			X	3-Spd.
	Formula 400, Trans Am	V-8	455-4V HD	300	415	Std. on Trans Am		X	3-Spd.
BARRACUDA	Barracuda	Six	255-1V	110	185	Std. all models exc. 'Cuda	X		3-Spd.
	Barracuda	V-8	318-2V	150	260		X		3-Spd.
	Barracuda, 'Cuda	V-8	340-2V	240	290	Std. on 'Cuda	X	X	3-Spd.
CHALLENGER	All	Six	225-1V	110	185	Std. all models exc. Rallye	X		3-Spd.
	All	V-8	318-2V	150	260	Std. on Rallye	X		3-Spd.
	All	V-8	340-4V	240	290		X	X	3-Spd.
JAVELIN	SST	Six	232-1V	100	185	Std. exc. on AMX	X		3-Spd.
	SST	Six	258-1V	110	195				3-Spd.
	All	V-8	304-2V	150	245	Std. on AMX	X	X	3-Spd.
	All	V-8	360-2V	175	285				3-Spd.
	All	V-8	360-4V	195	295			X	3-Spd.
	All	V-8	401-4V	255	345			X	3-Spd.

\*This engine and transmission combination not available in California.

**KEY SPECIFICATIONS**

(Specifications are for base models except as indicated.)

CAR LINE	DIMENSIONS IN INCHES										Luggage Cap. (Cu. Ft.)	Curb Weight (Base Eng.) (Lbs.)	Fuel Cap. (Approx.) (Gals.)	Tire Size (Std.)		
	Wheelbase	OVERALL			TREAD		HEAD ROOM		LEG ROOM						HIP ROOM	
		Length	Width	Height	Front	Rear	Front	Rear	Front (1)	Rear (2)					Front	Rear
<b>MUSTANG</b> 2-Door Hardtop	109.0	189.5	74.1	50.8	61.5	61.0	37.2	36.0	41.8	28.2	55.7	47.2	9.5	3185	19.5	E78 x 14
<b>CAMARO</b> 2-Door Hardtop	108.0	188.0	74.4	49.1	61.3	60.0	37.4	36.1	43.8	30.7	53.3	47.2	6.4	3213	18.0	E78 x 14
<b>FIREBIRD</b> 2-Door Hardtop	108.0	191.6	73.4	50.4	61.3	60.0	37.4	36.1	43.8	29.6	56.7	47.3	7.2	3240	17.0	E78 x 14
<b>BARRACUDA</b> 2-Door Hardtop	108.0	186.6	74.9	50.9	59.7	61.6	37.4	35.7	42.3	28.9	57.1	52.5	7.4	3135	16.5	7.35 x 14
<b>CHALLENGER</b> 2-Door Hardtop	110.0	191.3	76.3	50.9	59.7	61.6	37.4	35.6	42.3	30.9	56.9	54.9	8.6	3165	18.0	7.35 x 14
<b>JAVELIN</b> 2-Door Hardtop	110.0	191.8	75.2	50.9	59.3	60.0	37.5	35.6	42.5	30.8	57.6	56.4	11.2	2924	16.0	C78 x 14

(1) Maximum effective leg room—accelerator.  
(2) Minimum effective leg room.

# Maverick

The 1972 Maverick is still the best buy in the compact market. Maverick is the best buy because it offers all of the features that dollar conscious economy buyers prefer:

- Proven Economy of Operation
- Low Cost of Maintenance
- Ease of Service
- Durability
- Reliability
- Sporty Contemporary Styling



Many of Maverick's competitors come close to Maverick in some of these areas, but none of them come close in price. Maverick has a \$110 advantage over its closest rival, Hornet, a \$138 lead on Duster, \$168 versus Demon, and a \$201 price advantage over the Chevrolet Nova. (All prices were effective as of November 17, 1971).

These Maverick price advantages average out to over \$150 per car, and \$150 is very important to dollar conscious buyers. If these customers care to apply their savings to extras, \$150 dollars is almost a Grabber Model instead of a base Maverick; or \$150 is almost a SelectShift Cruise-O-Matic transmission; or \$150 is almost a V-8 engine; or Power Steering and an Accent Group; or High-Back Bucket Seats and a Radio; or whatever Option or combination of Options the customer may prefer.

Maverick is fully competitive against all competition, even though it does have a much lower base price. Not all Maverick customers, however, are aware of the fact that Maverick is the full equal of the many model choices offered by the other compact manufacturers. So when selling Maverick, sell whichever one of the Five Faces of Maverick that best suits the customer's needs.

## THE FIVE FACES OF MAVERICK

Maverick can be:

1. Basic Transportation (Base 2-Door Sedan)

2. An Inexpensive Family Car (Base 4-Door Sedan with a few Options)
3. A Luxury-Oriented Family Package (4-Door Sedan with V-8, Cruise-O-Matic, SelectAire, Accent Group, Interior Trim Option, and more)
4. A Sporty, Attractive Fun Car (Maverick Grabber)
5. A potential low-cost performance car that can be "built up" with the addition of a few bolt-on engine parts. (Maverick Grabber V-8)

When selling against a competitive make, be sure to point out:

- The added value Maverick can deliver at a lower price.
- All the Comfort and Convenience Options a customer can have for the price difference.
- The Five Faces of Maverick
- Maverick's proven
  - Economy of Operation
  - Low Cost of Maintenance
  - Durability
  - Reliability
  - Sporty, Contemporary Styling

In 1972, as in the past three years, Maverick offers the best buy in the Compact Market.



NOVA



HORNET



VALIANT



VEGA



DART

## USE OPTIONS TO:

- Earn larger grosses
- Help move the more saleable, better equipped units out of stock
- Satisfy the consumer's need for Security, Comfort and Convenience features
- Guarantee better resale value at trade-in time



**MAVERICK versus MAJOR COMPETITION  
MODEL LINE-UPS**

MAVERICK	NOVA	HORNET	VALIANT	DART	VEGA
2-Door 4-Door <b>GRABBER</b> 2-Door	2-Door Coupe 4-Door Sedan	<b>SST</b> 2-Door 4-Door  <b>SPORTABOUT</b> Station Wagon	4-Door Sedan  <b>DUSTER</b> 2-Door Special  <b>VALIANT SCAMP</b> 2-Door Hardtop  <b>DUSTER 340</b> 2-Door Special	4-Door Sedan  <b>SWINGER SPECIAL</b> 2-Door Hardtop  <b>DART DEMON</b> 2-Door Special  <b>DART DEMON 340</b> 2-Door Special  <b>DART CUSTOM</b> 4-Door Sedan  <b>SWINGER</b> 2-Door Hardtop	2-Door Sedan  2-Door Hatchback Coupe  2-Door Kamback Station Wagon  2-Door Panel Express

**MAJOR MAVERICK OPTIONS**

- V-8 Engine
  - Convenience Group
  - Defogger, Rear Window
  - Floor Shift
  - Tinted Glass
  - Paint, Tu-Tone Roof
  - Power Steering
- Protection Group
  - Door-Edge Guards
  - AM Radio
  - AM/FM Monaural Radio
  - Vinyl Roof
  - High-Back Bucket Seats
  - Heavy-Duty Suspension
- Interior Trim Options
  - Vinyl Seat Trim
  - SelectShift Cruise-O-Matic
  - SelectAire Air Conditioner
  - Belted WSW Tires

**KEY SPECIFICATIONS**

(Specifications are for base models except as indicated.)

CAR LINE	DIMENSIONS IN INCHES								LEG ROOM	HIP ROOM	Luggage Cap. (Cu. Ft.)	Curb Weight (Base Eng.) (Lbs.)	Fuel Cap. (Approx.) (Gals.)	Tire Size (Std.)				
	Wheelbase	OVERALL			TREAD		HEAD ROOM								Front (1)	Rear (2)	Front	Rear
		Length	Width	Height	Front	Rear	Front	Rear										
<b>MAVERICK</b>																		
2-Door Sedan	103.0	179.4	70.6	53.0	56.5	56.5	37.6	36.1	41.3	31.9	53.7	46.1	10.1	2653	15.0	6.45 x 14		
4-Door Sedan	109.9	186.3	70.6	53.1	56.5	56.5	37.9	36.7	41.3	36.0	53.7	52.4	10.1	2748	15.0	6.45 x 14		
<b>NOVA</b>																		
2-Door Sedan	111.0	189.4	72.4	52.5	59.0	58.9	37.6	36.6	41.0	32.6	56.3	55.3	14.6	3032	16.0	E78 x 14		
4-Door Sedan	111.0	189.4	72.4	53.9	59.0	58.9	38.8	37.2	41.0	35.7	56.3	56.4	13.7	3065	16.0	E78 x 14		
<b>HORNET</b>																		
2-Door Sedan	108.0	179.3	70.6	52.4	57.4	57.0	38.0	37.0	41.1	36.8	54.9	54.4	11.2	2675	16.0	6.45 x 14		
4-Door Sedan	108.0	179.3	70.6	52.4	57.4	57.0	38.0	37.0	41.1	36.8	54.9	54.4	11.2	2779	16.0	6.45 x 14		
<b>VALIANT</b>																		
2-Door Sedan	108.0	188.4	71.0	52.7	57.5	55.6	37.5	36.5	41.5	29.9	57.2	56.9	15.9	2865	16.0	6.45 x 14		
4-Door Sedan	108.0	188.4	71.0	54.2	57.4	55.6	38.7	37.3	41.5	34.7	57.2	57.2	15.9	2885	16.0	6.45 x 14		
<b>DART</b>																		
2-Door Sedan	108.0	192.5	71.7	53.0	57.5	55.6	37.5	36.5	41.5	29.9	57.2	56.9	15.9	2885	16.0	6.95 x 14		
4-Door Sedan	111.0	196.2	69.6	54.0	57.4	55.6	38.7	37.3	41.5	35.9	57.2	57.2	14.3	2940	16.0	6.95 x 14		
<b>VEGA</b>																		
2-Door Sedan	97.0	169.7	65.4	51.9	55.1	54.1	38.3	37.4	42.4	33.2	49.1	42.5	8.7	2213	11.0	6.00 x 13		
Station Wagon	97.0	169.7	65.4	52.0	55.1	54.1	38.3	37.7	42.4	31.8	49.1	42.5	50.2	2388	11.0	A78 x 13		

(1) Maximum effective leg room—accelerator

(2) Minimum effective leg room

**ENGINE & TRANSMISSION AVAILABILITY**

CAR LINE	ENGINES						STD. MODEL APPLICATION	TRANSMISSIONS		
	Model	Type	C.I.D.	Net H.P.	Torque	3-Spd. Manual		4-Spd. Manual	Automatic	
MAVERICK	All	Six	170-1V	82	129	Std. All Models	X			
	All	Six	200-1V	91	154		X		3-Spd.	
	All	Six	250-1V	98	183				3-Spd.	
	All	V-8	302-2V	143	242		X*		3-Spd.	
NOVA	All	Six	250-1V	110	185	Std. All Models Exc. SS	X		2-Spd.—3-Spd.	
	All	V-8	307-2V	130	230		X		2-Spd.—3-Spd.	
	All	V-8	350-2V	165	280		X		3-Spd.	
	Coupe Only	V-8	350-4V	200	300	Std. on SS		X	3-Spd.	
HORNET	All	Six	232-1V	100	185	Std. All Models	X		3-Spd.	
	All	Six	258-1V	110	195		X		3-Spd.	
	All	V-8	304-2V	150	245		X		3-Spd.	
	All	V-8	360-2V	175	285				3-Spd.	
VALIANT	All but Duster 340	Six	198-1V	100	160	Std. All Models Exc. Duster 340	X		3-Spd.	
	All but Duster 340	Six	225-1V	110	185		X		3-Spd.	
	All but Duster 340	V-8	318-2V	150	260		X		3-Spd.	
	Duster 340	V-8	340-4V	240	290	Std. on Duster 340	X	X	3-Spd.	
DART	All but Demon 340	Six	198-1V	100	160	Std. all Models exc. Demon	X		3-Spd.	
	All but Demon 340	Six	225-1V	110	185		X		3-Spd.	
	All but Demon 340	V-8	318-2V	150	260		X		3-Spd.	
	Demon 340	V-8	340-4V	240	290	Std. on Demon 340	X	X	3-Spd.	
VEGA	All	4 Cyl.	140-1V	80	121	All Models	X	X	2-Spd.—3-Spd.	
	All	4 Cyl.	140-2V	90	121	Included with GT Option	X	X	2-Spd.—3-Spd.	

\*This engine and transmission combination not available in California.

# Pinto

Pinto is the sub-compact best able to compete head on with the leading imports in terms of size, price and economy of operation. Today, because of the world economic situation, Pinto is in an especially favorable price position. This price advantage may be modified somewhat later in the year, but Pinto's price leadership should still remain substantial.



When selling against the imports, avoid a straight point by point comparison of features, since this approach might actually detract from Pinto's strong image. This is not to say that you can't admit that one foreign competitor does offer some good standard features that Pinto does not—but be sure to quickly point out that the customer is paying for these features in a higher base price. Pinto, on the other hand, gives the customer a choice by allowing him to select just the features desired from the long list of Pinto Options.

A good example of ways to personalize Pinto can be shown in comparison to the Datsun PL-510. The 510 is currently priced \$191 over Pinto. \$191 will buy:

- Roof Luggage Rack ..... \$47.00
- Carpeting ..... \$18.00
- Convenience Group ..... \$34.00
- Bodyside Protection Molding with Black Vinyl Insert ..... \$31.00
- AM Radio ..... \$61.00

**TOTAL \$191.00**

(All prices were effective as of November 17, 1971.)

Pinto's broad Option availability makes it possible to turn Pinto into a fun sports car or a small luxury vehicle in a choice of fifteen colors, complete with top quality SelectAire, SelectShift Cruise-O-Matic and even attrac-

tive Houndstooth upholstery. If protection is an issue, Pinto offers things like Door-Edge Guards, Rocker Panel Moldings, a complete Protection Group or individually available Bumper Guards with rubber inserts and Bodyside Moldings with vinyl inserts.

If the customer is durability and performance-oriented there is a larger 2000cc overhead cam engine to choose, or disc brakes and even steel-belted radial-ply tires.

If product is important, remember that Pinto was developed to make annual sheet metal changes unnecessary. Instead, running changes have been and will continue to be made to make Pinto a more effective competitor in the sub-compact market. These changes give you more product to sell and prospective customers more car for their money.

So don't try to compare Pinto to competition on their terms. Instead, take the approach of having the customer look at competition on Pinto's terms.

Pinto meets foreign sub-compacts head on in size and economy of operation, beats them all in price, and goes on to offer a continually improved product as well as all of the comfort, convenience and security Options that independent Americans want and need to personalize their automobiles.

#### USE OPTIONS TO:

- Earn larger grosses
- Help move the more saleable, better equipped units out of stock
- Satisfy the consumer's need for Security, Comfort and Convenience features
- Guarantee better resale value at trade-in time



VW SUPER BEETLE



TOYOTA COROLLA 1600



DATSON PL-510



DODGE COLT



PLYMOUTH CRICKET



VEGA

## PINTO versus MAJOR COMPETITION

### Model Line-Ups

PINTO	VW SUPER BEETLE	TOYOTA COROLLA 1600	DATSUN PL-510	DODGE COLT	PLYMOUTH CRICKET	VEGA
2-Door Sedan 3-Door Sedan	2-Door Sedan Convertible	2-Door Sedan 4-Door Sedan 2-Door Coupe 2-Door Wagon	2-Door Sedan 4-Door Sedan 4-Door Wagon	2-Door Coupe 4-Door Sedan 2-Door Hardtop 4-Door Wagon	4-Door Sedan	2-Door Sedan 2-Door Coupe 2-Door Station Wagon 2-Door Panel Delivery

REMEMBER  
PINTO  
OPTIONS



SELECTAIRE AIR CONDITIONING

SELECTSHIFT CRUISE-O-MATIC

## KEY SPECIFICATIONS

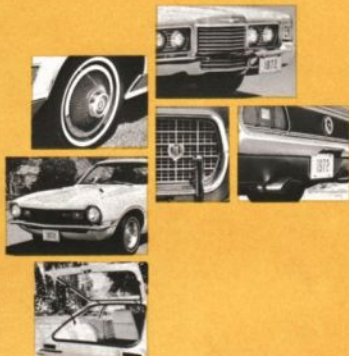
(Specifications are for base models except as indicated.)

CAR LINE	DIMENSIONS IN INCHES													Curb Weight (Base Eng.) (Lbs.)	Tire Size (Std.)	
	Wheelbase	OVERALL			TREAD		HEAD ROOM		LEG ROOM		SHOULDER ROOM					
		Length	Width	Height	Front	Rear	Front	Rear	Front (1)	Rear (2)	Front	Rear				
<b>PINTO</b>																
2-Door Sedan	94.2	163.0	69.4	50.1	55.0	55.0	37.5	36.3	41.0	31.4	52.5	51.6	2050	6.00 x 13		
3-Door Runabout	94.2	163.0	69.4	50.1	55.0	55.0	37.5	36.3	41.0	31.4	52.5	51.6	2097	6.00 x 13		
<b>VOLKSWAGEN SUPER BEETLE</b>																
2-Door Sedan	95.3	160.6	62.4	58.2	54.3	53.2	38.9	35.8	39.3	30.7	46.2	48.6	1918	5.60 x 15		
<b>TOYOTA COROLLA 1600</b>																
2-Door Sedan	91.9	161.4	59.3	54.1	49.4	49.0	37.6	36.6	39.2	31.7	49.6	46.0	1900	6.00 x 12		
4-Door Sedan	91.9	161.4	59.3	54.1	49.4	49.0	37.6	36.6	39.2	31.7	49.6	46.0	1900	6.00 x 12		
2-Door Coupe	91.9	161.5	59.3	53.0	49.4	49.0	37.6	36.6	39.2	31.7	49.6	46.0	1910	6.00 x 12		
2-Door Wagon	91.9	161.8	59.3	54.1	49.4	49.0	37.6	36.6	39.2	31.7	49.6	46.0	1980	6.00 x 12		
<b>DATSUN PL-510</b>																
2-Door Sedan	95.3	160.2	61.4	55.1	50.4	50.4	37.9	36.3	39.2	32.6	49.8	49.8	2140	5.60 x 13		
4-Door Sedan	95.3	162.2	61.4	55.9	51.1	51.2	37.9	36.3	39.2	32.6	49.8	49.8	2130	5.60 x 13		
4-Door Wagon	95.3	163.2	61.4	56.5	51.1	51.2	37.9	36.3	39.2	32.6	49.8	49.8	2216	5.60 x 13		
<b>DODGE COLT</b>																
2-Door Coupe	95.3	160.6	61.4	52.5	50.6	50.6	36.7	35.5	42.7	30.5	50.0	50.0	2055	6.00 x 13		
4-Door Sedan	95.3	160.6	61.4	54.5	50.6	50.6	37.8	37.0	42.7	30.5	50.0	50.0	2020	6.00 x 13		
2-Door H.T.	95.3	160.6	61.4	52.5	50.6	50.6	36.9	35.5	42.7	30.5	50.0	50.0	2055	6.00 x 13		
4-Door Wagon	95.3	161.2	61.4	55.6	50.6	50.6	37.2	37.3	42.7	30.5	50.0	50.0	2120	6.00 x 13		
<b>PLYMOUTH CRICKET</b>																
4-Door Sedan	98.0	162.0	62.5	54.6	51.0	51.0	37.6	36.0	38.3	33.3	53.5	53.5	1966	6.00 x 13		
<b>VEGA</b>																
2-Door Sedan	97.0	169.7	65.4	51.9	55.1	54.1	38.3	37.4	42.4	33.2	51.6	49.5	2213	6.00 x 13		
2-Door Coupe	97.0	169.7	65.4	50.0	55.1	54.1	37.6	36.6	42.8	30.8	51.6	49.5	2349	A78 x 13		
2-Door Wagon	97.0	169.7	65.4	52.0	55.1	54.1	38.3	37.7	42.4	31.8	51.6	49.5	2388	A78 x 13		
2-Door Delivery	97.0	169.7	65.4	52.0	55.1	54.1	39.3	—	42.7	—	51.6	—	2239	A78 x 13		

(1) Maximum effective leg room—accelerator.  
(2) Minimum effective leg room.

## ENGINE & TRANSMISSION AVAILABILITY

CAR LINE	ENGINES					STD. MODEL APPLICATION	TRANSMISSIONS		
	Model	Type	Displacement	Net H.P.	Torque		3-Spd. Manual	4-Spd. Manual	Automatic
PINTO	All	4-Cyl.	1600cc 1-V	54	80	All Models		X	
	All	4-Cyl.	2000cc 2-V	86	103			X	3-Spd.
VOLKSWAGEN SUPER BEETLE	All	4-Cyl.	1600cc 1-V	N.A.	N.A.	Super Beetle		X	3-Spd. (Semi-Auto.)
TOYOTA COROLLA 1600	All	4-Cyl.	1600cc 2-V	N.A.	N.A.	All Models		X	3-Spd.
DATSUN PL-510	All	4-Cyl.	1600cc 2-V	N.A.	N.A.	All Models		X	3-Spd.
DODGE COLT	All	4-Cyl.	1600cc 2-V	N.A.	N.A.	All Models		X	3-Spd.
PLYMOUTH CRICKET	All	4-Cyl.	1500cc 1-V	N.A.	N.A.	Cricket		X	3-Spd.
	All	4-Cyl.	1500cc 1-V	N.A.	N.A.	Available with Decor Group		X	3-Spd.
VEGA	All	4-Cyl.	2300cc 1-V	80	21	All Models	X	X	2-Spd.—3-Spd.
	All	4-Cyl.	2300cc 2-V	90	121	Included in GT Option	X	X	2-Spd.—3-Spd.



Product information, specifications and price data (as of November 17, 1971) appearing in this booklet were obtained from authoritative and appropriate sources available at the time of compilation; however, their accuracy cannot be guaranteed.

