

'74 Ford Maverick

2- and 4-DOOR SEDANS · GRABBER · LUXURY DECOR OPTION

The logo features a stylized, three-dimensional Ford 'F' emblem in a metallic finish. Below the emblem, the word 'MAVERICK' is written in a large, bold, sans-serif font, also with a metallic, three-dimensional appearance. The entire logo is set against a solid yellow background.

MAVERICK

Ford Maverick '74.

The family compact.



Maverick Grabber, Bright Red (Code 28) with Black vinyl roof.



Maverick 2-Door Sedan with Luxury Decor Option, Tan Glow (Code 5U) with vinyl roof.



Maverick 4-Door Sedan, Medium Lime Yellow (Code 4W).



Maverick 4-Door Sedan with Exterior Decor Group, Saddle Bronze Metallic (Code 5T).

We built the Maverick five years ago guided by one premise: that it would be the one compact by which all other compacts would be measured. We've held to that premise. We feel we offer the finest car-per-dollar in the competitive compact car field.

The 1974 Maverick is a compact car sized and powered for family use. A practical car easy to service, park, and handle. An economical car, easy on regular gas*, thanks to a standard 200 1V Six and 3-speed manual transmission. With luxury you'd expect in some cars costing much more.

To meet Federal safety standards, Maverick has new Impact Resistant Front and Rear Bumper Systems and a new Seat Belt Interlock System for driver and front seat passenger.

There are three models: a 2-Door Sedan, a 4-Door Sedan and a 2-Door Grabber. If you're budget-minded, the basic 2-Door

is the one for you. Tastefully appointed inside and out, this Maverick provides adult-sized, deep-cushioned seats with color-keyed carpeting and steering wheel, and highly functional door-pull armrests as well as recessed door handles. Seat material is stylishly executed in random stripe cloth and vinyl. It's long wearing and as easy to clean as it is on the eyes. 2-Door models also have this welcome feature: flip-open rear quarter windows.

You can choose from 15 colors, each applied to a greater thickness than before to provide a deep sheen and tough safeguard from the elements. And, of course, there are many individual options, detailed throughout this catalog, to help you personalize your Maverick.

Now, let's suppose your taste runs toward a little more visual appeal. The '74 Maverick obliges with the optional Exterior Decor

Group. Essentially a styling group, it's yours for only a few extra dollars more whether your choice is the 2-Door or 4-Door. The pleasing result is shown on the right-hand page. You may also opt for the economical Interior Decor Group described on pages 6 and 7.

For the true luxury enthusiast, we offer the 2-Door and 4-Door Sedan fitted with the magnificent Luxury Decor Option. With such features as glove-soft all vinyl trim, independent reclining front seats, 25-oz. cut-pile carpeting, special sound package, WSW steel-belted radial ply tires, and many other comforts and conveniences, you'll still find this Maverick priced within

many other comforts and conveniences, you'll still find this Maverick priced within easy reach. On pages 4 and 5, we offer you the whole story of this luxurious bargain.

The '74 Maverick hasn't forgotten the sports-minded. The 2-Door Maverick Grabber is pure mobile fun . . . and looks it. New, unique lower body paint, special hood tape-and-paint, bright belt moldings, window frames, dual color-keyed mirrors, and distinctive D70 B/WL "raised letter" wide-oval tires establish the Grabber's sporting theme. Interiors just as sporty are shown on pages 8 and 9.

Our goal: no unhappy owners.

The people at Ford Motor Company and Ford Dealers have dedicated themselves to an ambitious project—no unhappy owners. This means when you select a Maverick, you get a product engineered and built to high quality standards. You get the full attention of a dealer organization whose first interest is your satisfaction. This is a deep and personal interest that continues as long as you own your car. We listen to our owners—and we'll do everything possible to make sure you get all the good things planned and built into your '74 Maverick.

*All 1974 Maverick engines are designed to operate on regular gasoline with an octane rating of at least 91 (Research Method) when the engine is adjusted to factory specifications.

Note: See Notable Standard Features for 2- and 4-Door Mavericks with Luxury Decor Option listed on page 4. For 2- and 4-Door Maverick Sedan standards, see page 6. Grabber standards are listed on page 8. Other items shown are optional.

Note: For your convenience, Maverick colors include codes—example, Bright Red (Code 2B). Your Ford Dealer will be glad to show you color chips and actual swatches of vinyl roof and interior trim materials.

Ford Maverick 2-Door and 4-Door Sedans with Luxury Decor Option

Luxury and comfort that cost thousands more on other cars.

The 2-Door Maverick with Luxury Decor Option . . . elegance built on a solid foundation. Shown here in Dark Yellow Green Metallic (Code 4V) with White vinyl roof.



The 4-Door Maverick with Luxury Decor Option . . . a remarkably roomy and luxurious compact with a surprising price. Finish is Medium Yellow Gold (Code 6C) with Brown vinyl roof.



Maverick designers were among the first to recognize that luxury is a matter of feel, not bulk. They were convinced that compact cars could give you much the same quiet, luxury and handling associated with larger, more expensive cars.

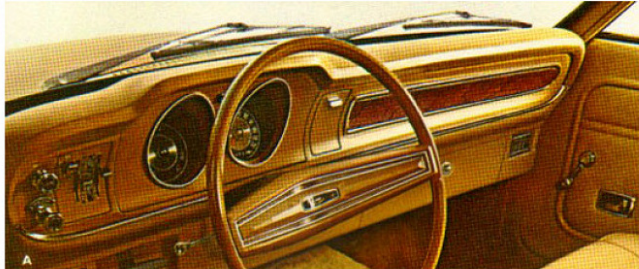
That's why the basically solid Maverick, equipped with our Luxury Decor Option, is so popular. And why thousands of Americans in the past year decided this full-luxury compact is one of the world's best small car buys.

Prove it to yourself by taking a close look at the 2-Door or 4-Door Sedan with the Luxury Decor Option . . . whichever model best suits your driving requirements—the 2-Door with its nimble dimensions or the 4-Door with its longer wheelbase and additional passenger and luggage space. Roofs, for example, are trimmed with Odense grain vinyl and available in five colors like the 2-Door appears with a smart halo effect). Ten rich exterior finishes are available. Vinyl insert bodyside moldings, trimmed with chrome are as useful in parking as they are stylish. Color-keyed wheel covers highlight the white sidewall Steel-Belted Radial Ply tires, tested to give 40,000 miles of tread life for the average driver under normal driving conditions.

Chrome grille, remote control left-hand mirror, protective rubber-insert bumper guards, lower back panel applique, and tasteful chrome detailing are highlights of the exterior features you can expect with the Luxury Decor Option.

Inside, you'll discover even more . . . in both 2-Door and 4-Door versions. The independent, reclining contoured front seats are a visual and comfortable triumph. Seats, front and rear, are trimmed in Tan or Silver Blue super-soft vinyl. A special sound package provides quiet and comfort. The instrument panel is color-keyed and features a simulated woodtone applique. Deep cut-pile carpeting, smart door panel design, and luxury touches such as cigar lighter, dome/map light, rear seat ash tray and inside day/night mirror extend the atmosphere of fine car thoughtfulness that has made the Luxury Decor Option so popular.

There are many other driving conveniences you can choose in addition to the Luxury Decor Option. Like power steering. The ease of SelectShift Cruise-O-Matic coupled with the 250 CID Six or the 302 V-8. And the quiet, cooling relief of the Select-Aire Air Conditioner. On pages 10 and 11, you'll find all the options to personalize your Maverick.



NOTABLE STANDARD FEATURES —2- AND 4-DOOR SEDANS (WITH LUXURY DECOR OPTION)

Functional: 200 CID IV 6-Cylinder Engine with 3-Speed Fully Synchronized Manual Transmission □ Impact Resistant Front and Rear Bumper Systems □ White Sidewall Steel-Belted Radial Ply Tires □ Heater Defroster □ Remote Control Left-Hand Mirror □ Dome Dual Beam Reading Lamp □ Door-Operated Courtesy Light □ Lockable Glove Box □ Flipper Rear-Quarter Window (2-Door only) □ Day/Night Rearview Mirror □ Sound Package □ Seat Belt Interlock System (Deluxe Belts) □ All Ford Motor Company Lifeguard Design Safety Features listed on page 12.

Appearance & Comfort: Independent Reclining Super-Soft Vinyl Front Seats □ Unique Door Panel Trim □ Deluxe 2-Spoke Steering Wheel □ 25-oz. Cut-Pile Carpeting □ Instrument Panel Applique □ Curved Ventless Side Glass □ Rear Seat Ash Tray □ Cigar Lighter □ Color-Keyed Odense Vinyl Roof □ Chrome Grille □ Unique Bodyside, Wheel Lip, Belt, Window Frame and Drip Moldings □ Deluxe Center Rear Fuel Filler Cap □ Lower Back Panel Applique □ Color-Keyed Wheel Covers.

MEASUREMENTS

Wheelbase	2-Door	102.0"
	4-Door	109.9"
Length	2-Door	187.0"
	4-Door	193.9"
Height	2-Door	53.0"
	4-Door	52.8"
Width	2- & 4-Door	70.5"
Front & Rear Treads	2- & 4-Door	56.5"
Fuel Capacity & Type (gal.)	2- & 4-Door	15.0 (reg.)
Curb Weight (lb.)	2-Door	2968
	4-Door	3075
Passenger Capacity	2-Door	4
	4-Door	5
Trunk Volume (cu. ft.)	2-Door	11.3
	4-Door	13.1

A Luxury Decor Option instrument panel with deluxe steering wheel, simulated woodtone applique, lockable glove box.

B Odense grain vinyl roof available in five colors. Choice of ten body paints.

C Among many Luxury Decor Option features are reclining independent seats trimmed in elegant Super-Soft vinyl. 4-Door Sedan seats shown are Tan (Code PU), Silver Blue (Code PE) also available.

D Two-Door Sedan independent seat design shown here is fully reclinable.

E Easy to identify the Luxury Decor Option thanks to these unique color-keyed wheel covers. Color is Medium Yellow Gold (Code 6C). Steel-belted WSW radial ply tires.

Note: See Notable Standard Features on page 5. Other items shown are optional.

Note: See Color Code reference on page 3.

Ford Maverick 2-Door and 4-Door Sedan

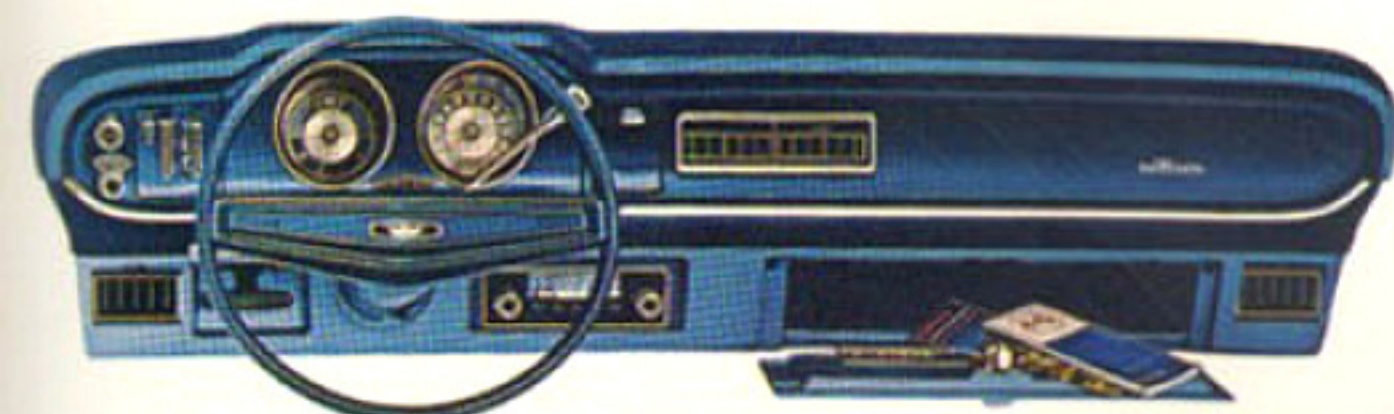
Think of them as a family room on wheels.



2-Door Sedan . . . shown here in Bright Blue (Code 3N) with Impact Resistant Front and Rear Bumper Systems. Crisp, clean styling. Trunk holds plenty of vacation gear with its 11.3 cubic feet of usable capacity.



4-Door Sedan . . . distinctive Exterior Decor Group highlights richness of Medium Brown Metallic (Code 5H). Deluxe Bumper Group also illustrated.



Maverick Interior: (Above) Instrument panel is neat and well laid out for no-strain driving at any hour of the day. One better idea worth noting: lockable glove compartment. (Below) Random stripe cloth with full-width, deep cushioned seats, color-matched carpeting and pleasingly functional door panels belie Maverick's low price. Panel and seat shown color-matched in Blue (Code BB).



Maverick remains basically a simple machine . . . whether you choose the 2-Door or 4-Door Sedan. The 2-Door shown above has the lowest initial cost. It gives you no-nonsense good looks with all the standard features and dimensions.

Two new safety features are the Impact Resistant Front and Rear Bumper Systems which meet the latest Federal safety standards, and the Seat Belt Interlock System. And there's more. Argent grille and bright drip and wheel lip moldings enhance the fifteen thickly applied, deep sheen colors you can choose for '74.

You also get 6-cylinder power . . . 200 willing cubic inches of it with a 3-speed manual transmission. Big enough for free-way going. Small enough to go easy on gas. Maverick's a handler, too. Easy to steer and park. And if you're a do-it-yourself mechanic . . . plug, oil and filter changes are as simple as they come. Our measurement chart on page 7 provides a clue to Maverick's big interior. But you'll have to experience the deep-padded seats, color-keyed carpeting and instrument panel. And you'll appreciate the smart door trim with recessed door handles and integral door pull/armrests.

Maverick hasn't forgotten the 4-Door fancier, either. The 4-Door is the "big" Maverick, with plenty of room for five adults. We've outfitted this particular model with the optional Exterior and Interior Decor Groups for added glamor and comfort. Outside, the changes include bodyside moldings with vinyl inserts, accent paint stripes, bright trim and wheel covers. The interior shown on page 7 gives you a good idea why so many people choose this economical trim package. The handsome cloth and vinyl design is the centerpiece for the color-keyed cut-pile carpeting, deluxe steering wheel, belts and door trim. A bright instrument panel molding, rear seat ash tray and sound package complete the Interior Decor Group offering. There's also an all-vinyl pleated seat trim variation just like the one shown on page 11. That's where you can find details on the Interior Decor Group, too.

We also offer a wide selection of options for more performance or convenience. Like a 250 CID Six, or the 302 V-8 and manual front disc brakes. Like steel-belted radial tires. Or all the other better Ford ideas you can order to your taste. Be sure to see pages 10 and 11 to find those matched to your style.



Optional Interior . . . (shown below). In the 2-Door Sedan, practical luxury never looked better nor felt more comfortable than this tan pleated cloth and vinyl-trimmed front seat (Code JU). Comes with Interior Decor Group option described on these pages. Steering wheel, carpets, belts all color-keyed.



NOTABLE STANDARD FEATURES—2- AND 4-DOOR SEDANS

Functional: 200 CID IV 6-Cylinder Engine with 3-Speed Fully Synchronized Manual Transmission ☐ Impact Resistant Front and Rear Bumper Systems ☐ Black Sidewall Tires ☐ Heater/Defroster ☐ Door-Operated Courtesy Light ☐ Lockable Glove Box ☐ Flipper Rear-Quarter Windows (2-Door only) ☐ Seat Belt Interlock System ☐ All Ford Motor Company Lifeguard Design Safety Features listed on page 12.

Appearance & Comfort: Full-width Bench Seat ☐ Random Stripe Cloth and Vinyl Trim ☐ Color-Keyed Carpeting ☐ Color-Keyed Steering Wheel and Column ☐ Curved Ventless Sideglass ☐ Bright Wheel Lip and Drip Moldings ☐ Center Rear Fuel Filler ☐ Hub Caps.

MEASUREMENTS

Wheelbase	2-Door	103.0"
	4-Door	109.9"
Length	2-Door	187.0"
	4-Door	193.9"
Height	2-Door	53.0"
	4-Door	52.8"
Width	2- & 4-Door	70.5"
Front & Rear Treads	2- & 4-Door	56.5"
Trunk Volume (cu. ft.)	2-Door	11.3
	4-Door	13.1
Fuel Capacity & Type (gal.)	2- & 4-Door	15.0 (reg.)
Curb Weight (lb.)	2-Door	2852
	4-Door	2964
Passenger Capacity	2-Door	4
	4-Door	5

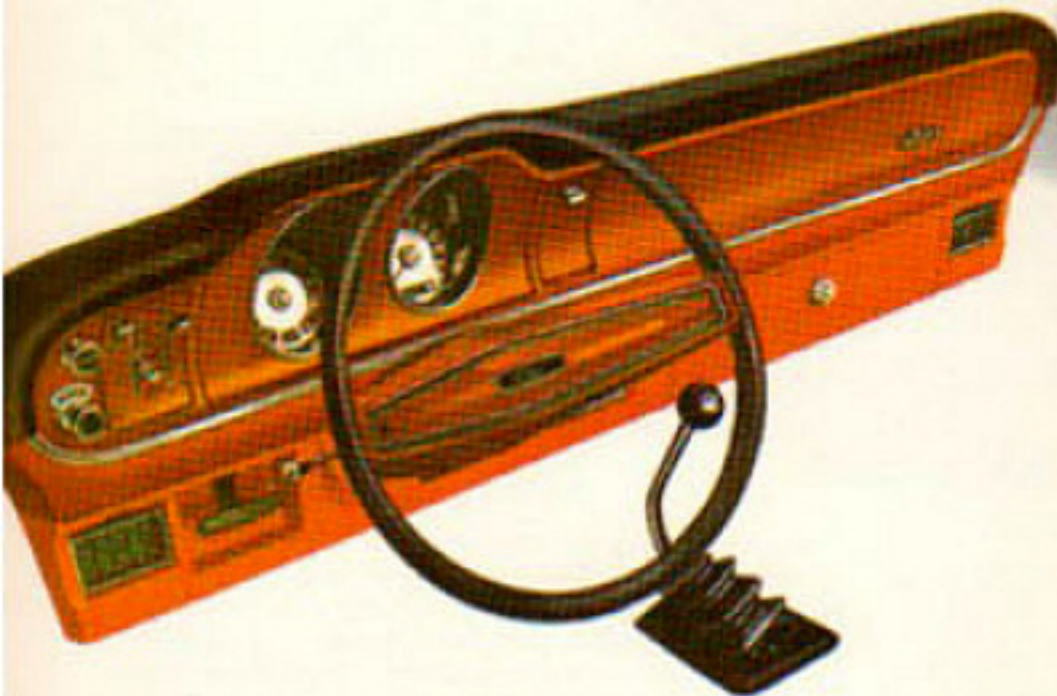
Note: See Notable Standard Features above. Other items shown are optional.

Note: See Color Code reference on page 3.

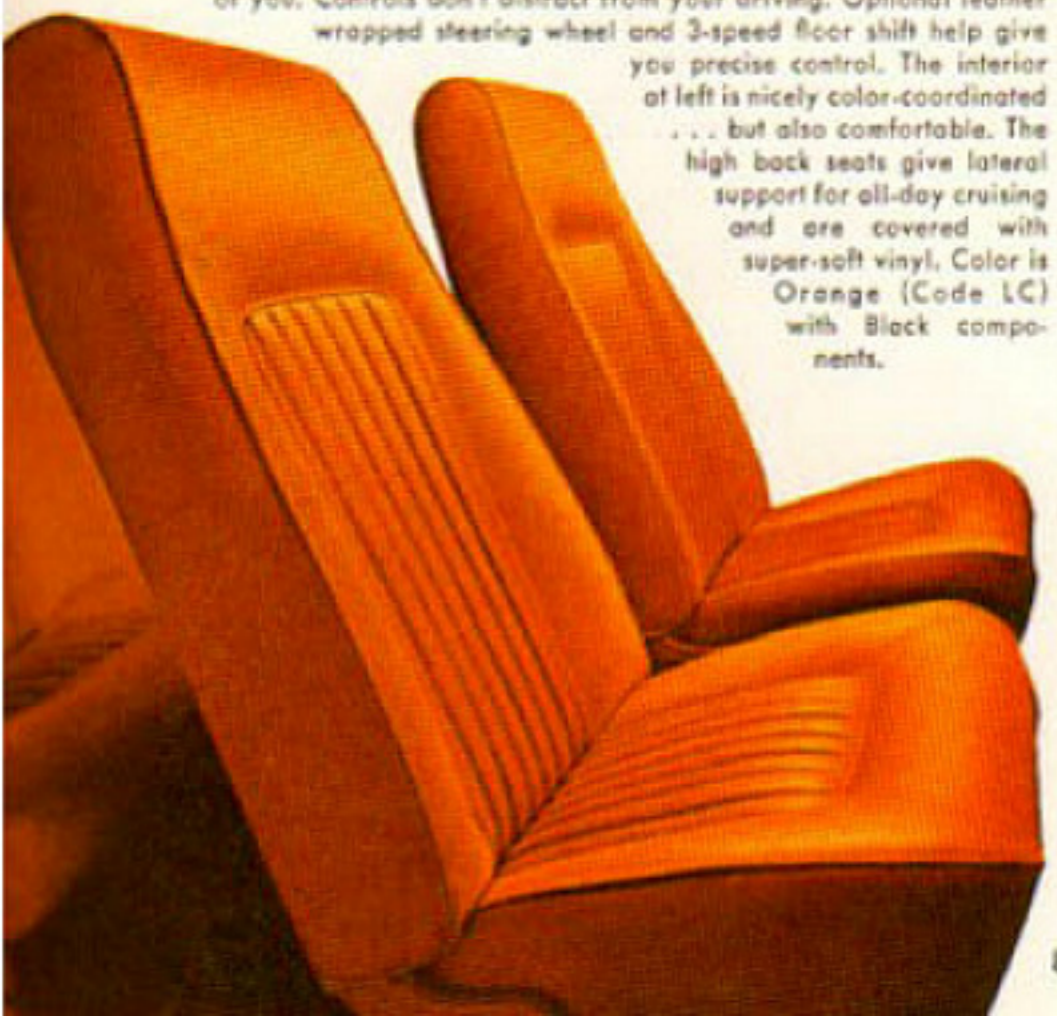
Ford Maverick Grabber

Ideal for the driver with a little sport in mind.

Front and rear views of Grabber reveal plenty of visual clout. Wide Ovals with raised lettering, hub caps and trim rings and new hood and lower body colors. Top car is finished in Polar White (Code 9D) and Bright Green Gold Metallic (Code 48). Lower car in Polar White (Code 9D) and Orange (Code 5W) with color matching vinyl roof. Also featured forged aluminum wheels.



Grabber interior isn't styled for style's sake. Everything means something. The easy-to-read instrument panel puts everything right in front of you. Controls don't distract from your driving. Optional leather wrapped steering wheel and 3-speed floor shift help give you precise control. The interior at left is nicely color-coordinated . . . but also comfortable. The high back seats give lateral support for all-day cruising and are covered with super-soft vinyl. Color is Orange (Code LC) with Black components.



No two ways about it, the Grabber looks like fun. With its unique hood tape-and-paint treatment, distinctive lower body paint, dual color-keyed outside mirrors and D70 x 14 Wide Oval tires with raised white lettering, Grabber comes on strong. Grabber also feels like fun. Sit behind the wheel and you'll dig Grabber's all vinyl interior. Everything is brilliantly color-keyed—low back seats (you may prefer the optional high back design illustrated on this page), plus carpeting, steering wheel, instrument panel.

Yet Grabber isn't going to cost you an arm and a leg. And it lets you build your idea of what a sporty machine ought to be for only a little more. Maybe you want more engine. Make it with the optional 250 CID Six, or the two barrel 302 V-8. Plenty of performance with regular gas. Grabber comes with a standard 3-speed column shift . . . but you can order a 3-speed manual, full sync floor stick with either the 200 CID standard Six, the optional 250 CID Six, or the 302. Order SelectShift automatic and you'll find it teams with every engine in the Maverick performance department. And, to round out your sporty image, you'll want to order Grabber's forged aluminum wheels.

NOTABLE STANDARD

Functional: 200 CID IV 6-Cylinder Engine with 3-Speed Fully Synchronized Manual Transmission □ Impact Resistant Front and Rear Bumper Systems □ D70 x 14 Wide Oval Black Sidewall Tires with Raised White Letters □ Heater/Defroster □ Dual Color-Keyed Outside Mirrors with Left-Hand Mirror Remote Control □ Door-Operated Courtesy Light □ Lockable Glove Box □ Flipper Rear-Quarter Window □ Seat Belt Interlock System □ All Ford Motor Company Lifeguard Design Safety Features listed on page 12.

Appearance & Comfort: Full-Width Deep Cushioned Vinyl Seats □ Color-Keyed 2-Spoke Steering Wheel and Column □ Color-Keyed

Note: See Notable Standard Features above. Other items shown are optional.



FEATURES—GRABBER

Carpeting □ Curved Ventless Side Glass □ Unique Paint Treatment on Instrument Panel □ Hood Paint Tape Treatment □ Grabber Decal on Hood and Fenders □ Window Frame and Belt Moldings □ New Bodyside, Lower Back Panel Paint/Tape Treatment □ Hub Caps and Trim Rings.

MEASUREMENTS

Wheelbase	103.0"
Length	187.0"
Height	53.0"
Width	70.5"
Front & Rear Tread	56.5"
Trunk Volume (cu. ft.)	11.3
Fuel Capacity & Type (gal.)	15.0 (reg.)
Curb Weight (lb.)	2900
Passenger Capacity	4

Note: See Color Code reference on page 3.

When we say Maverick is practical, reliable and well built...this is what we're talking about.

Well-built is the word. A close look at all the major design components of the '74 Maverick shows that this is a very stout automobile. Soundness of construction and engineering make it that way. For example, Maverick's body is unitized . . . welded into one rattle-resistant piece for quiet going.

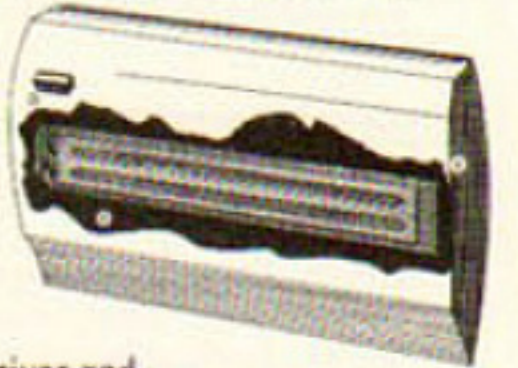
As for engines, we've kept them tough and simple. And after building over a million Mavericks, and listening to owners who've put many millions of miles on them, our experience shows that our 200 and 250 CID Sixes and our much-admired 302 2V V-8 offer the kind of performance you can rely on. In fact, the 200 Six is used by one company to power equipment that smooths the ski slopes in the high snow country at Vail, Colorado. It was chosen for one reason: reliability under very unreliable weather conditions.

For '74, we've paid extra attention to exterior finishes, too. Paint is now thicker . . . not only for a deep, rich sheen but also to protect your Maverick from sand, salt, tar, intense sunlight . . . you name it. **Practical means savings.** You save to begin with because of Maverick's low initial cost. But there's more to consider. The '74 Maverick can go 36,000 miles or three years (whichever comes first) between major chassis lube jobs. Oil changes are called for every 6,000 miles or 4 months. Oil filters should be changed initially at 6,000 miles or 4 months, then at every 12,000-mile or 8-month interval.

Here are other service-saving features: self-adjusting brakes; engine coolant-antifreeze that lasts two years; long life Motorcraft Sta-Ful battery to keep you off the hook; corrosion-resistant aluminized muffler; zinc-coated underbody parts; regular gas usage. Savings can also be yours if you like to do minor maintenance. Oil and spark plug changes are a snap. So is an ordinary engine tune-up. And we supply the instructions.

Well-built means safely-built. In addition to its basic muscle, Maverick is designed with a number of important safety features.

There are Steel Guard Rails in all side doors. For '74, we've built in a new Seat Belt Interlock



System for driver and front seat passenger. A "logic" circuit has been added to the seat belt system to gently remind you that all belts must be secured. Also, Maverick has new Impact Resistant Front and Rear Bumper Systems to comply with Federal safety standards.



Standard features indicate practicality.

It's not only how much you get as standard on all Mavericks for 1974, it's how well all that equipment is made and assembled. Full-width roomy seats in cloth and vinyl upholstery, color-keyed carpets, highly functional door pull/armrests and recessed door handles are all pleasant but useful surprises. And such



details as door-operated courtesy light and lockable glove box are items that show thoughtful concern for your convenience. When you read the long list of standard equipment provided on the model of your choice, you'll wonder why Maverick doesn't cost more.

Desirable options let you customize your Maverick. And they're not going to break your bank. You'll find the Decor Option Groups most reasonable additions to Maverick's basic goodness. The AM/FM stereo radio entertains and informs you. SelectAire conditioning comforts you. Steel-belted radial ply tires have been tested to give 40,000 miles of tread life for the average driver under normal driving conditions. Optional power teams ease your driving day and get you where you want to go with minimum fuss.

Details on all the options Maverick offers are on pages 10-11.

Match your Ford Maverick to your driving needs...let these 1974 Better Idea options be your guide.

Better looks. Better performance. Start with a basically handsome automobile like Maverick. Add whatever individual or group option suits your taste or needs. You'll find the added cost will be more than repaid in satisfaction.

Heavy Duty Ideas. You can select optional axle ratios, heavy duty 53-ampere battery, heavy duty suspension (includes heavy duty front and rear springs, heavy duty shock absorbers and front stabilizer bar).

DeLuxe Bumper Group. For the minor jars encountered in crowded parking areas. Includes front and rear bumper guards with rubber inserts and full-width rub strips. Handsomely styled. Obviously useful.

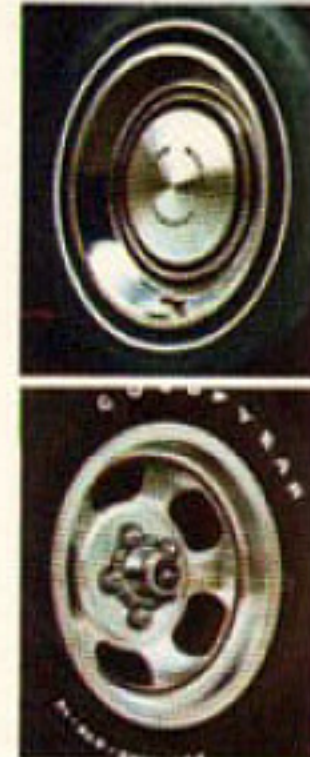
Bumper Guards with rubber inserts can be ordered separately—front or rear.



Steel-Belted Radial Ply Tires. Have been tested to give the average driver 40,000 miles of tread life under normal driving conditions. **Other Tires Available.** Wide ovals with raised white lettering make a distinctive addition; enhance ride and handling. Standard on Grabber. Also, non-belted WSW; WSW steel-belted radial ply.

Rear Window Defogger. Ready for convenient use on the steamiest or the coldest day. Cleared window stays clear for safer rear vision.

Vinyl Roof. In Odense Grain Roofs, you can match Black, Blue, Brown or White to your favorite car color. In Levant Grain, choose Avocado or, for Grabber only, Orange.



Trim Rings/Hub Caps. Standard on Grabber. Tastefully styled for added wheel flair.

Forged Aluminum Wheels. Light, but strong, for the look of performance.

High Back Bucket Seats. We show them on page 8. But you can order them for any 2-Door Maverick. Available in Tan, Black, Avocado. Orange (Grabber only) is also available. Includes deluxe door trim panels, cut-pile carpeting, deluxe color-keyed belts.

Metallic Glow Paints. Deep lustre finish. Available in glowing Ginger, Silver Blue (Luxury Decor Option only), Green and Tan.

Dual Color-Keyed Outside Mirrors. For any Maverick. Left-hand mirror is remote control; right-hand mirror, manual.

Convenience Group. Highlighted by outside left-hand remote control rearview mirror. Also includes cigar lighter, inside day/night mirror, color-keyed deluxe belts.

Tinted Glass. Takes a lot of squint out of driving. Includes bright window frames. Recommended with air conditioning.



Exterior Decor Group. Includes smartly styled full wheel covers, vinyl insert body-side and belt moldings; bright window frames; accent paint stripe. Glamour at a price you can't beat.

Protection Group. Spare tire lock (shown), door edge guards, license plate frames and front floor mats. Economical package for the owner who cares.



Engines. Both the 250 CID Six and the sturdy 302 CID 2V V-8 are ready to serve you well on money-saving regular gas.

Floor Shift. It's available with 3-speed manual transmission. Or you can order it with those models equipped with Cruise-O-Matic transmission in combination with bucket seats or Luxury Decor Option.

Manual Front Disc Brakes. Straight line stops—with minimum pedal effort. Available across the line and a most welcome safety addition.

Light Group. Always ready to serve after sundown. Includes dome/dual beam map light (shown); ash tray light; glove box, engine and luggage compartment lights; and instrument panel courtesy lights.



Popular Dress-Up Option Groups

Interior Decor Group. (Shown below, left.) You get the glamorous choice of deluxe cloth and vinyl, or pleated vinyl seat trim; cut-pile carpeting; deluxe door trim panels; bright instrument panel molding; deluxe 2-spoke steering wheel; rear seat ash tray; deluxe color-keyed belts; sound package.

Luxury Decor Option. (See pages 4 and 5.) Exterior: Odense grain vinyl roof (White, Brown, Tan, Copper, Blue); steel-belted WSW radial ply tires; bright body-side and wheel lip moldings; "B" pillar applique on 4-Door, lower back panel applique with color-keyed inserts; front/rear bumper guards with rubber inserts; bright window, windshield, drip and belt moldings; remote left-hand control mirror; chromed grille and parking lamps; deluxe gas cap and color-keyed wheel covers. Interior: Super-Soft vinyl trim in Silver Blue (Code PE) shown below, or Tan (page 5); 25-oz. cut-pile carpeting; unique door trim panels; reclining front seats—rear seat ash tray; cigar lighter; inside day/night mirror; dome/dual beam map light; simulated woodtone instrument panel; deluxe 2-spoke steering wheel; deluxe color-keyed belts; sound package.

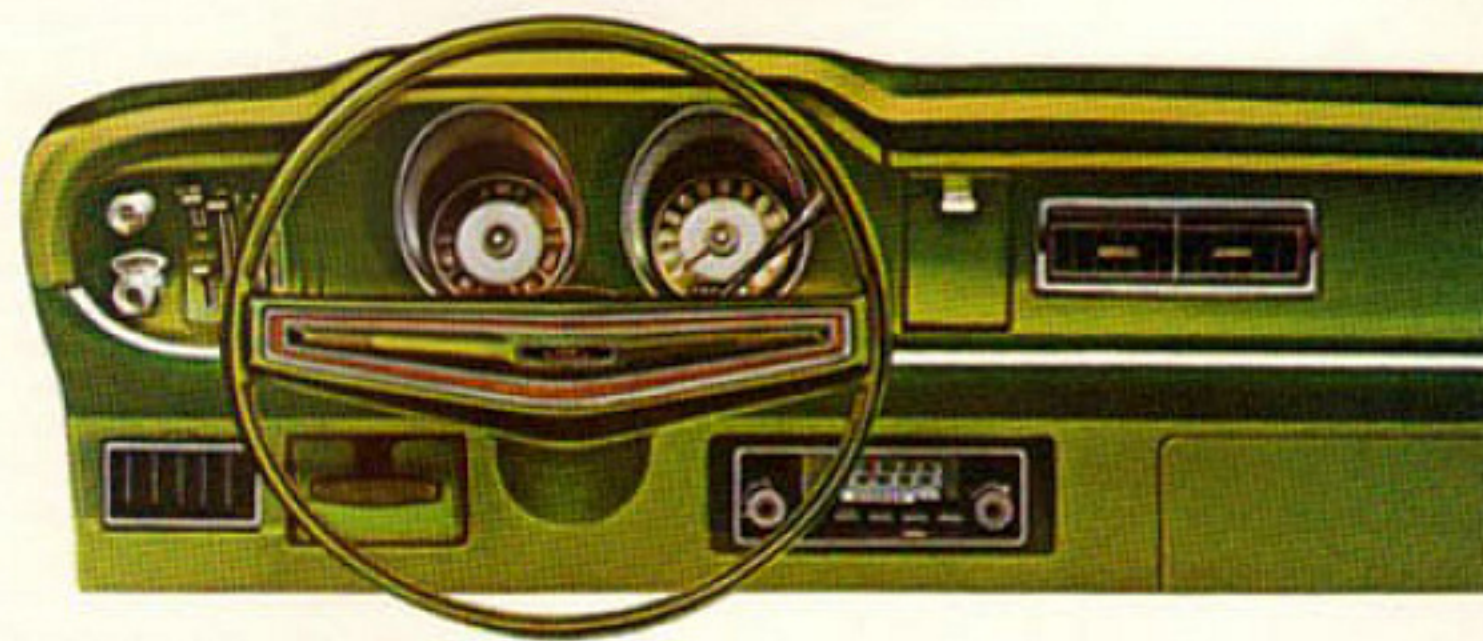


Better Living. You'll be spending a lot of time in your Maverick. Why not make it another home on wheels... with these superb options.

SelectShift Cruise-O-Matic. Smooth, responsive, versatile. Three speeds allow you to shift automatically or manually for every driving condition. A wonderful plus when you come back for another Maverick, too. Think of it as an investment for the whole family.

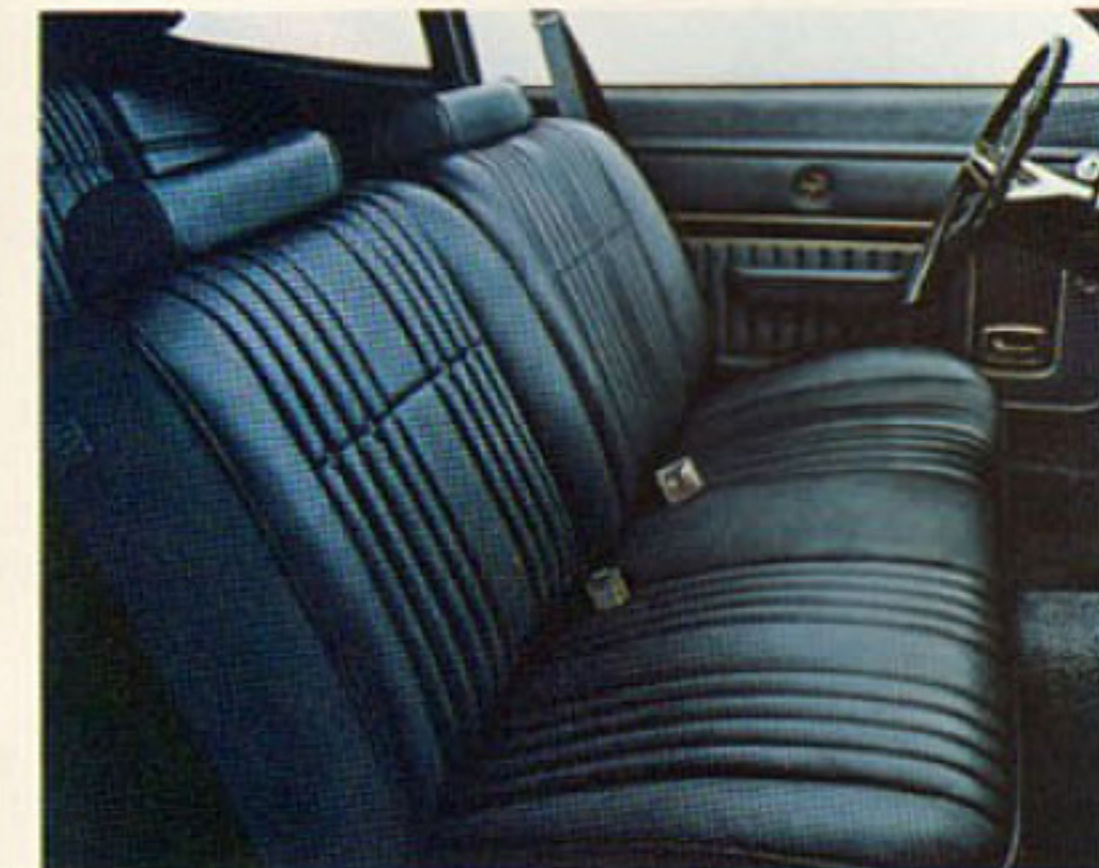
SelectAir Conditioning. For hot weather, allergy time, or quiet, comfortable cruising. Choose your climate, regardless. Settle back and relax. Tinted glass helps it to work even better.

Leather Wrapped Steering Wheel. A sporting touch you can enjoy in any '74 Maverick.



Power Steering. If the little woman is a little woman, she'll appreciate the convenience of power when parking. Steering is precise, smooth, easy.

Radios: AM/FM Stereo (shown), AM and AM/FM Monaural. High fidelity Stereo model includes two front door-mounted speakers and dual rear speakers. Whip antenna resists breakage in car wash or garage.

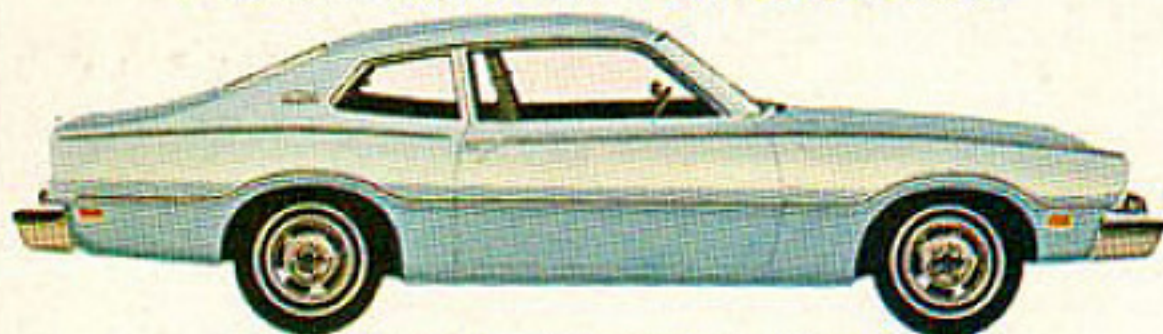


Interior Decor Group Pleated All-Vinyl Trim. The alternate choice when ordering this group. Especially soft and durable. Available in Black, Tan, Avocado, and Blue (Code KG) as shown.

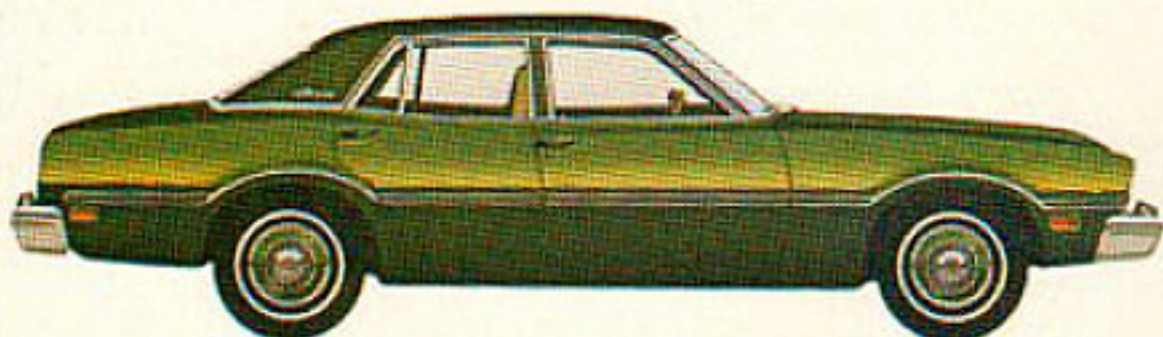


All-Vinyl Seat Trim Option. For either 2-Door or 4-Door Sedans; standard on Grabber. You'll appreciate the supple, easy-to-clean surface and its high quality feel. It's long wearing, too. Available in Black, Blue, Avocado, and Tan. Shown above is Avocado (Code JB).

Ford Maverick Car Selector.



Maverick 2-Door Sedan—Light Blue (3B)



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



Maverick Grabber—Orange (5W) with Black stripes

Ford cares about your safety.

Ford really cares about you and those you care about. You'll find this reflected in each new 1974 Ford Maverick model which includes these FORD MOTOR COMPANY LIFEGUARD DESIGN SAFETY FEATURES, standard:

- 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 belts with individual 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 for 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 washers
- Outside rearview mirror, driver's side
- Glare reduced instrument panel padding, windshield wiper arms, steering wheel hub and windshield pillars
- Uniform transmission shift quadrant (on all cars equipped with automatic transmission)
- Locking steering column with warning buzzer
- Non-reversing odometer.

Your '74 Maverick check list. Equip the model you want the way you want it.

Models

☐ 2-Door ☐ 4-Door ☐ Grabber

Exterior Colors

☐ Bright Red (2B) ☐ Light Blue (3B) ☐ Medium Bright Blue Metallic (3E) ☐ Bright Blue (3N) ☐ Bright Green Gold Metallic (4B) ☐ Dark Yellow Green Metallic (4V) ☐ Medium Lime Yellow (4W) ☐ Medium Brown Metallic (5H) ☐ Saddle Bronze Metallic (5T) ☐ Orange (5W) ☐ Medium Yellow Gold (6C) ☐ Polar White (9D) ☐ Green Glow (4T) ☐ Ginger Glow (5J) ☐ Tan Glow (5U) ☐ Silver Blue Metallic (Luxury Decor Option only, 3M)

Interior Trim Selections

☐ Black ☐ Medium Blue ☐ Avocado ☐ Tan ☐ Orange (Grabber) ☐ Silver Blue (Luxury Decor Option)

Vinyl Roof Colors

Odense grain: ☐ Black ☐ White ☐ Brown

☐ Blue, Levant grain: ☐ Avocado ☐ Orange (Grabber). Odense, Luxury Decor Option only: ☐ White ☐ Brown ☐ Copper ☐ Blue ☐ Tan.

Better Idea Option Highlights

☐ 250 CID 1V Six Engine ☐ 302 CID 2V V-8 Engine ☐ Floor Shift ☐ SelectShift Cruise-O-Matic ☐ Power Steering ☐ Manual Front Disc Brakes ☐ Convenience Group ☐ Interior Decor Group ☐ Luxury Decor Option ☐ High Back Bucket Seats ☐ SelectAire Conditioner ☐ Tinted Glass ☐ AM Radio ☐ AM/FM Monaural ☐ AM/FM Stereo ☐ Rear Window Defogger ☐ Protection Group ☐ Exterior Decor Group ☐ Light Group ☐ Deluxe Bumper Group ☐ Bumper Guards Front & Rear ☐ Dual Color-Keyed Mirrors ☐ Vinyl Roof ☐ Forged Aluminum Wheels ☐ Trim Rings/Hub Caps ☐ Steel-Belted Radial Ply Tires

Notes:

For your convenience, Maverick colors include codes—example: Bright Red (Code 2B). Your Ford Dealer will be glad to show you color chips and actual swatches of vinyl roof and interior trim materials.

Replacement Parts. Your 1974 Ford comes with factory engineered Motorcraft battery, oil filter, shock absorbers, Autolite Powertip Spark Plugs and other Ford approved precision parts. For continued top performance, be sure to specify Motorcraft Parts and Autolite Powertip Spark Plugs whenever replacement is necessary.

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.

All 1974 Maverick engines are designed to operate on regular gasoline with an octane rating of at least 91 (Research Method) when the engine is adjusted to factory recommended specifications.

The closer you look, the better we look.

FORD MAVERICK

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