



FIESTA



PINTO

1978

FORD

When America needs a better idea,
Ford puts it on wheels.



MUSTANG II



FAIRMONT



GRANADA



LTD II



THUNDERBIRD



FORD LTD



FORD FAIRMONT

The Ford in your future.

A new line of family cars for the future, built with space, fuel and cost efficiencies for today . . . but designed for the years to come. Each Fairmont (2- or 4-Door Sedan or 4-Door Wagon) is long on looks, surprisingly low in price, and seats five adults in comfort. (See your Ford Dealer for EPA mileage estimates, which were unavailable at publication time.)

Fairmont 4-Door Sedan in Black (Code 1C) with optional Chamois vinyl roof and Exterior Decor Group.

Interior Decor Group includes flight bench seat and fold-down center armrest, handsomely trimmed here in Chamois cloth and vinyl (Code HT). This optional interior also offers deluxe door trim, woodtone appliques, 18-oz. cut-pile carpeting, deluxe color-keyed belts, and more.

Notable Standard Features—Fairmont 2- and 4-Door Sedans
FUNCTIONAL: 2.3 litre 4-cyl. engine with DuraSpark Ignition □ 4-speed manual transmission, floor shift □ Front disc brakes □ Rack and pinion steering □ BSW bias ply tires □ Ford Motor Company Lifeguard Design Safety Features.

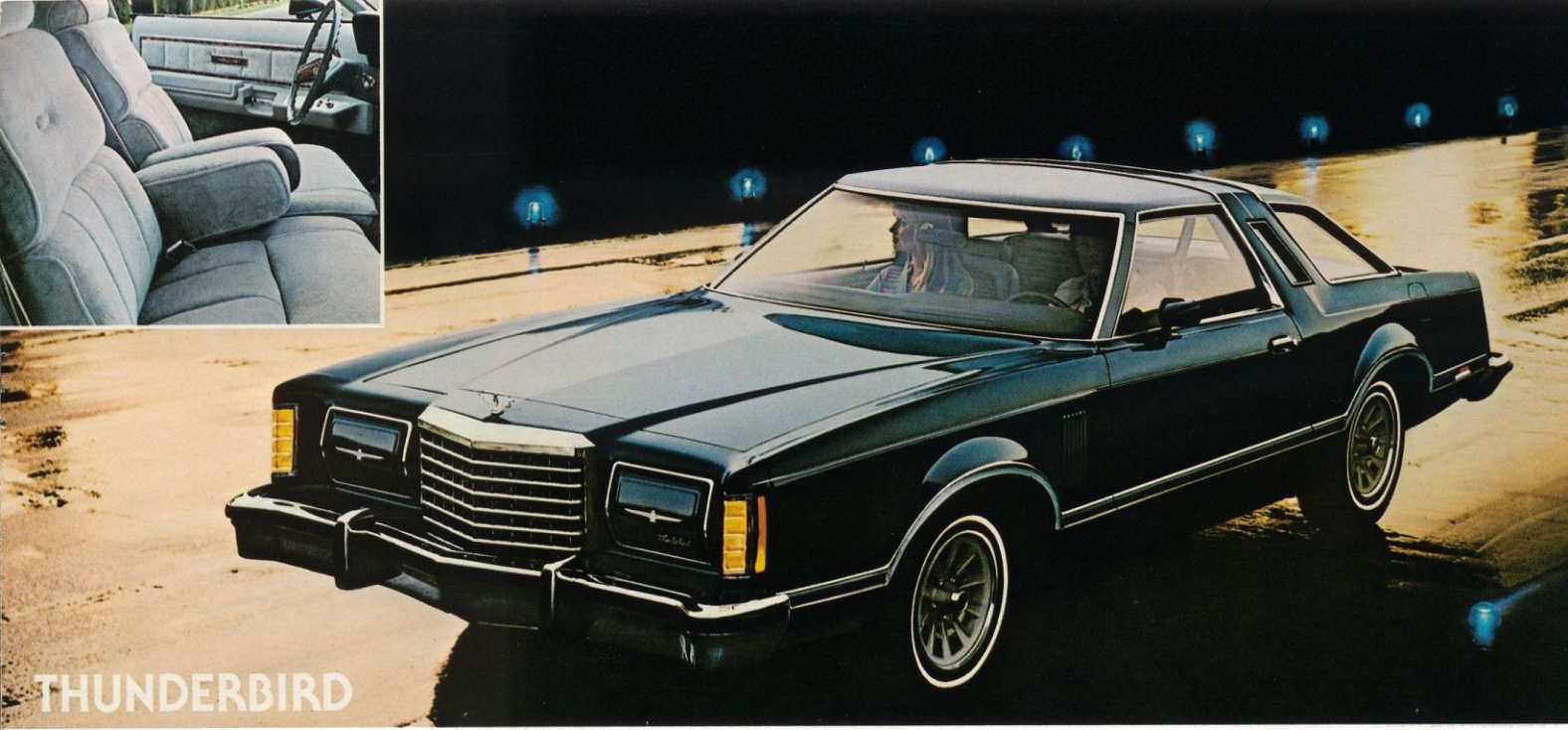
APPEARANCE AND COMFORT: Bucket seats, all-vinyl trim □ Carpeting □ Bright grille, headlamp and parking lamp bezels □ Bright windshield, backlight and drip moldings □ Bright hub caps (4).

Fairmont Wagon: Most of above with these differences: 3.3 litre (200 CID)* □ 3-speed manual transmission, column-mounted shift □ Bench seats, all-vinyl trim □ Folding second seat □ Liftgate with "ajar" warning light □ Cargo area carpeting □ Radial ply tires. *Standard engine on Wagons until late 1977 when the 2.3 litre engine is expected to become standard. Consult your Ford Dealer for further details.

Measurements (all models)

Wheelbase	105.5"	Width	70.2"
Length	193.8"	Passengers	5

Note: Some items shown are optional, such as the Deluxe Bumper Group, wire wheel covers (4), WSW radial tires, Squire Option, Exterior Decor Group. See back cover for Color Code Reference. See the '78 Fairmont catalog for complete details.



THUNDERBIRD

An achievement in the Thunderbird tradition.

Thunderbird, with emphasis on comfort, is an achievement in personal car luxury . . . a Thunderbird tradition. Style combines with elegance in a lean, trim-size design. And at an affordable price. No wonder Thunderbird has just enjoyed its most successful sales year.

Thunderbird with Exterior Decor Group in Dark Midnight Blue (Code 3A) with Dove Grey vinyl roof. Elegantly formal roofline with crossover moldings, hood ornament and concealed headlamps are standard. Optional Decor Group

adds distinction with vinyl roof, dual accent paint stripes, dual sport mirrors and four styled road wheels.

Interior Luxury Group split bench seats, tailored here with Dove Grey velour bodycloth (Code RS), one of six color choices. This optional interior also includes dual fold-down armrests, manual passenger recliner, luxury steering wheel, and more.

Notable Standard Features—Thunderbird:

FUNCTIONAL: 5.0 litre (302 CID) 2V V-8† with DuraSpark Ignition □ SelectShift automatic transmission □ Power steering □ Power front disc brakes □ BSW steel-belted radial ply tires □ Ford Motor Company Lifeguard Design Safety Features, and more.

APPEARANCE AND COMFORT: Knit cloth/vinyl bench seat □ AM radio □ Concealed headlamps □ Roof wrapover, wheel lip, rocker panel, hood rear, belt moldings □ Opera windows, and more. †See back cover.

Measurements

Wheelbase	114.0"	Width	78.5"
Length	215.5"	Passenger	6*

*Five with optional bucket seats.

Note: Some items shown are optional, such as the wide color-keyed bodyside moldings, Deluxe Bumper Group, WSW tires, power windows, dual sport mirrors. See back cover for Color Code Reference. See the '78 Thunderbird catalog for complete details.



Fairmont 2-Door Sedan—Light Jade Glow (7L)



Fairmont 4-Door Wagon—Dark Brown Metallic (5Q)



Fairmont 4-Door Sedan with Exterior Decor Group—Black (1C)



Fairmont 4-Door Squire Wagon—Bright Russet Red (21)



Thunderbird 2-Door—Dark Jade Metallic (46)



Thunderbird Town Landau—Dark Brown Metallic (5Q)



Thunderbird Diamond Jubilee Edition—Ember Metallic (5Y)



FORD PINTO

It's a lot of little car.

Much of the fun of owning and driving Pinto stems from its basic value at low initial cost. Reduced scheduled maintenance helps you save as you go. There's room for four adults. And its 2.3 litre engine provides good fuel economy. 1978 EPA ratings were not available when this was published. See your Ford Dealer for details.

Pinto 2-Door Sedan with optional Rallye Appearance Package. Dark Jade Metallic (Code 46). Note dual accent stripes, dual sport mirrors, styled steel wheels/trim rings (4).

Low-back bucket seats in Jade Alpine cloth and vinyl (Code DR) included with optional Interior Decor Group.

Notable Standard Features—Pinto Pony:

FUNCTIONAL: 2.3 litre 4-cyl. with DuraSpark Ignition □ 4-speed manual transmission/floor shift □ Rack and pinion steering □ Front disc brakes □ Inside hood release □ Aluminum bumpers □ Bias-ply BSW tires □ Ford Motor Company Lifeguard Design Safety Features. APPEARANCE AND COMFORT: All-vinyl or cloth/vinyl front bucket seats □ Color-keyed carpeting □ Mini-console □ Black instrument panel, steering wheel and column □ DirectAir ventilation □ Bright windshield molding □ Bright hub caps (4).

Measurements

	2-Door/3-Door	Wagon
Wheelbase	94.5"	94.8"
Length	169.3"	179.1"
Width	69.4"	69.7"
Passengers	4	4

Note: Some items shown are optional, such as RWL tires, Deluxe Bumper Group, Squire Option, Cruising Wagon Option. See back cover for Color Code Reference. See the '78 Pinto catalog for complete details, including the 2-Door Sedan, 3-Door Runabout and Wagon.



FORD MUSTANG II

Can take you away from an ordinary day.

Styling and comfort for a sporty car explain why you should go Mustang for the fun of it. Which also may be why it continues as a best seller in its class. Prove it to yourself with a test drive. Soon.

Mustang II 2 + 2 with T-Roof Convertible in Polar White (Code 9D). Optional twin glass panels remove easily. Optional Rallye Appearance Package has Gold-color stripes, Black accents, styled steel wheels, and more.

Rallye Appearance Interior low-back bucket seats in White vinyl with Gold-ribbed velour cloth inserts (Code FB). Gold-color door trim, non-leather wrapped sport steering wheel also add exciting touches.

Notable Standard Features—Hardtop:

FUNCTIONAL: 2.3 litre 4-cyl. with DuraSpark Ignition □ 4-speed manual transmission □ Floor shift □ Rack and pinion steering □ Front disc brakes □ Rear stabilizer bar □ Tachometer and fuel/ammeter/temperature gauges □ Bias-ply BSW tires □ Ford Motor Company Lifeguard Design Safety Features. APPEARANCE AND COMFORT: Low-back front bucket seats, vinyl trim □ Color-keyed carpeting □ Pecan woodtone appliques □ Bright moldings throughout □ Argent grille □ Full wheel covers (4).

Measurements:

Wheelbase	96.2"	Width	70.2"
Length	175.0"	Passengers	4

Note: Some items shown are optional, such as bumper guards, RWL tires, Cobra II and King Cobra. See back cover for Color Code Reference. See the '78 Mustang II catalog for complete details, including the 2+2, Ghia, Mach 1, Cobra II and King Cobra.



FORD GRANADA

Compare it to cars costing thousands more.

Elegant family room, plus the precise control of rack and pinion steering. That's Granada, a top seller in its class since introduction. A car that compares favorably with cars costing far more. There's a new grille. Rectangular headlamps. Twin opera windows (2-Door), and more. Also new are 2- and 4-Door Granada ESS Groups, which feature exciting European sports styling.

Granada 2-Door ESS in Tu-Tone White (9D)/Black (1C).

ESS Interior has front bucket seats with European-style headrests. Trim is Red chainmail vinyl (Code PD).

Notable Standard Features—Granada:

FUNCTIONAL: 4.1 litre (250 CID) 1V 6-cyl. engine, DuraSpark Ignition

□ 4-speed manual overdrive transmission and floor shift†† □ Front disc brakes □ Inside hood release □ Tricolored taillights □ BSW steel-belted radial ply tires □ Ford Motor Company Lifeguard Design Safety Features. APPEARANCE AND COMFORT: Flight bench seats, vinyl trim □ Color-keyed carpeting □ Walnut woodtone appliques □ Bright twin opera windows (2-Door) □ Bright window, drip, belt, wheel lip moldings □ Full wheel covers (4), and more. ††See back cover.

Measurements

	Granada	Ghia, ESS
Wheelbase	109.9"	109.9"
Length	197.7"	197.7"
Width	74.0"	74.5"
Passengers	5	5

Note: See back cover for Color Code Reference. See the '78 Granada catalog for complete details, including the Granada Ghia and Granada ESS Groups.



Pinto Pony 2-Door Sedan—Dark Brown Metallic (5Q)



Pinto 2-Door Sedan—Bright Yellow (6E)



Pinto 3-Door Runabout—Light Chamois (83)



Pinto Wagon—Medium Jade (7W)



Pinto Squire—Bright Dark Blue Metallic (3G)



Pinto Cruising Wagon—Bright Red (2R)



Mustang II Hardtop—Aqua Glow (7H)



Mustang II 3-Door 2+2—Light Chamois (83)



Mustang II Cobra II—Black (1C)



Mustang II Ghia—Dark Brown Metallic (5Q) with White vinyl roof



Mustang II Mach 1—Tangerine (85)



Mustang II King Cobra—Silver Metallic (1G)



Granada 2-Door—Antique Cream (62)



Granada Ghia 2-Door—Bright Blue Glow (3V)



Granada ESS 2-Door—White (9D)



Granada 4-Door—Camel Glow (8J)



Granada Ghia 4-Door—Silver Metallic (1G)



Granada ESS 4-Door—Dark Jade Metallic (46)



FORD
LTD

The luxury you want, the roominess you need.

Family-size Ford LTD. Just sitting inside does something for you. Elegant appointments. Fabrics that look and feel rich. Plush carpeting. Then try the LTD ride. With its wide stance and luxurious stretchout room for six.

Styling is special, too. Flair that says LTD. With quality touches that indicate care during assembly. If these are attributes important to you, see your Ford Dealer. While you're there, ask for the latest EPA mileage estimates.

LTD Landau 4-Door with optional Tu-Tone paint treatment. Silver Metallic (Code 1G) over Medium Grey Metallic

(Code 1P). Silver vinyl roof and wide bodyside moldings with color-coordinated vinyl inserts are standard.

Split Bench Seats, shown in Dove Grey cloth and vinyl (Code PS). Included with optional Landau Luxury Group.

Notable Standard Features

Ford LTD Hardtop:

FUNCTIONAL: 5.0 litre (302 CID) 2V V-8† with DuraSpark Ignition
☐ SelectShift automatic transmission ☐ Power steering ☐ Power front disc brakes ☐ Inside hood release ☐ Coolant recovery system ☐ Front bumper guards ☐ Steel-belted BSW radial tires.

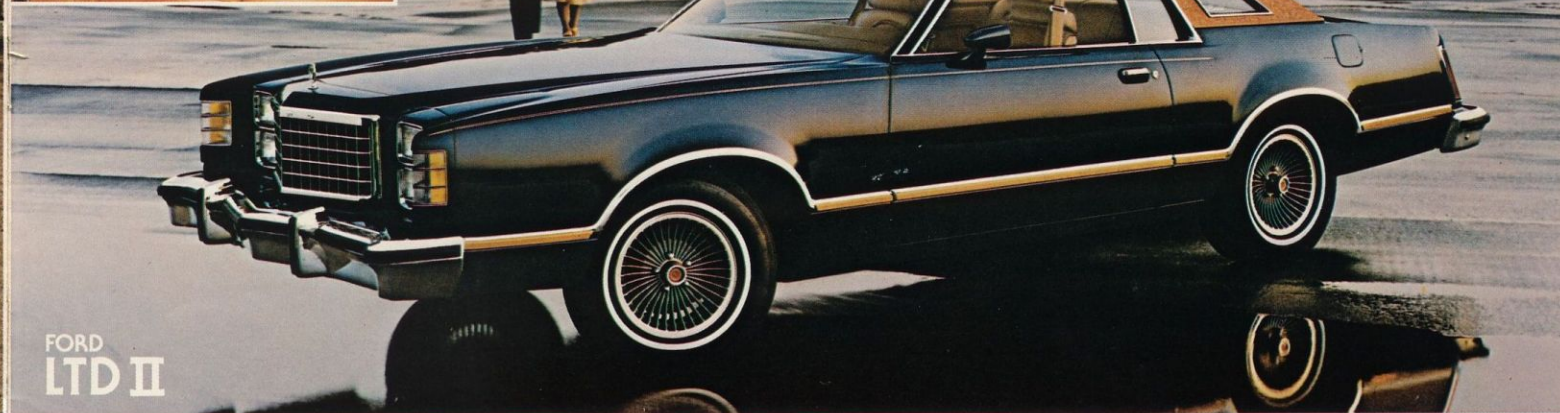
APPEARANCE AND COMFORT: Cloth/vinyl bench seat ☐ Deluxe steering wheel ☐ Lighted glove box, front ashtray ☐ Power ventilation ☐ Hood ornament ☐ Belt, drip, hood rear, rocker panel, wheel lip, vinyl insert bodyside moldings ☐ Bright hub caps (4).

LTD Landau—Most of above plus: Knit cloth/vinyl Flight Bench seat ☐ Electric clock ☐ Concealed headlamps ☐ Full-vinyl roof (4-door) ☐ Half-vinyl roof (2-door) ☐ Wide bodyside moldings, color-keyed inserts ☐ Rear bumper guards ☐ Full wheel covers (4), and more. †See back cover.

Measurements

	2-Door/4-Door	Wagon
Wheelbase	121.0"	121.0"
Length	224.1" #	225.7"
Width	79.5"	79.7"
Passengers	6	6*
#226.8" Landau models. *Eight with optional dual facing rear seats.		

Note: Some items shown are optional, such as Convenience Group, front cornering lamps, fender skirts, WSW tires, color-keyed wheel covers (4). See back cover for Color Code Reference. See Ford LTD or Station Wagon catalog for complete details.



FORD
LTD II

The LTD of mid-size cars.

Trim-size LTD II, introduced last year, was an overwhelming sales success. It combines LTD quality with a sporty flair at a surprisingly affordable price. Trim dimensions give you agility in traffic, and easy parkability. Yet six can sit comfortably inside. 1978 EPA mileage estimates were unavailable at publication time. Please see your Ford Dealer for actual 1978 EPA ratings.

LTD II 2-Door Brougham in Dark Midnight Blue (Code 3A) with Chamois half-vinyl roof is an impressive beauty.

Split Bench Seats, handsomely tailored in optional Chamois all-vinyl trim (Code FT), with manual passenger

recliner, standard on Brougham.

Notable Standard Features

LTD IIS:

FUNCTIONAL: 5.0 litre (302 CID) 2V V-8† with DuraSpark Ignition
☐ SelectShift automatic transmission ☐ Power steering ☐ Power front disc brakes ☐ Coolant recovery system ☐ BSW steel-belted radial ply tires.

APPEARANCE AND COMFORT: Cloth/vinyl bench seat ☐ Dual stacked rectangular headlamps ☐ Chrome-plated grille ☐ Color-keyed carpeting ☐ Bright hub caps (4).

LTD II—Most of above plus: Cloth/vinyl Flight Bench seat ☐ Wood-tone instrument panel appliques ☐ Deluxe door trim ☐ Hood ornament ☐ Opera windows (2-door) ☐ Rocker panel, wheel lip moldings ☐ Lower back panel applique ☐ Deluxe sound package.

LTD II Brougham—Most of above plus: Knit cloth and vinyl split bench seats, manual passenger recliner ☐ Deluxe steering wheel ☐ Electric clock ☐ Wide bodyside moldings with color-keyed vinyl inserts ☐ Dual accent paint stripes ☐ Deluxe wheel covers (4), and more. †See back cover.

Measurements

	2-Door	4-Door
Wheelbase	114.0"	118.0"
Length	215.5"	219.5"
Width	78.6	78.6
Passengers	6*	6
*Five with optional bucket seats.		

Note: Some items shown are optional, such as WSW tires, Deluxe Bumper Group, vinyl roof, Convenience Group, front cornering lamps, Sports Appearance and Touring Packages. See the '78 LTD II catalog for complete details.



LTD 2-Door Pillared Hardtop—Dark Jade Metallic (46)



LTD Landau 2-Door Pillared Hardtop—Dove Grey (1N)



LTD Wagon—Dark Red (2M)



LTD 4-Door Pillared Hardtop—Champagne Metallic (8Y)



LTD Landau 4-Door Pillared Hardtop—Bright Blue Glow (3V)



LTD Country Squire—Antique Cream (62)



LTD IIS 2-Door with Sports Touring Package—Light Jade Glow (7L)/Dark Jade Metallic (46)



LTD IIS 2-Door with Sports Appearance Package—Russet Metallic (81)



LTD II Brougham 2-Door—Light Jade Glow (7L)



LTD IIS 4-Door—Light Chamois (83)



LTD II 4-Door—Light Blue (3U)



LTD II Brougham 4-Door—Silver Metallic (1G)



FORD FIESTA

Europe's most successful new car in history.*

Fiesta's here! With advanced features like front-wheel drive, for going in snow or on ice. Transverse mounted engine that gives you a nearly flat floor. MacPherson suspension for roadability, easy handling. Comfort for four adults. A 1.6 litre engine and 4-speed manual transmission EPA-estimated at 46 mpg highway/34 mpg city (in Calif. 43 mpg highway/30 mpg city).**

Fiesta 3-Door with Decor Group in Yellow (Code 9).

Fiesta Decor Interior has adjustable reclining seats in Black/White Houndstooth cloth and vinyl trim (Code 1A).

Notable Standard Features

Fiesta:

FUNCTIONAL: Front-wheel drive ☐ 1.6 litre, 4-cyl. OHV engine
☐ 4-speed floor-mounted manual transmission ☐ Front disc brakes
☐ Rack and pinion steering ☐ MacPherson front suspension
☐ Michelin steel-belted BSW radials ☐ Front air dam/rear roof spoiler
☐ Inside hood release ☐ Foot-operated windshield washer system
☐ Ram-Air flow-thru ventilation ☐ Ford Fiesta Lifeguard Design Safety Features.

APPEARANCE AND COMFORT: Contoured front bucket seats, all-vinyl trim ☐ Fold-down rear bench seat ☐ Carpeting ☐ Brushed aluminum instrument panel appliques ☐ Courtesy light with driver/passenger door switches ☐ Black window moldings ☐ Painted drip rails
☐ Nearly flat passenger compartment floor ☐ Black grille ☐ Fiesta ornamentation with flag decal ☐ Argent road wheels with Argent bolts, (4) and more.

Measurements

Wheelbase	90.0"
Length	147.1"
Width	61.7"
Passengers	4

*Based on a comparison of sales of new car nameplates in the first six months.

**Your actual mileage may vary, depending on how and where you drive, car condition and optional equipment.

Note: Some items shown are optional, such as radio, Decor Group. See the Fiesta catalog for complete details, including the Fiesta with Decor, Sport or Ghia Group options.

Notes:

CORROSION PROTECTION. Ford takes steps to see that your new car is engineered and built to high quality standards. And in order to keep your car looking new, we incorporate the use of galvanized steel and other precoated steels, vinyl sealers, aluminized wax in critical areas, and enamel as a finishing coat.

† Engine not available with California emission equipment.

Check with your Ford Dealer.

†† Automatic transmission required in California.

COLOR AND TRIM CODES. Car colors and trims are coded. Example: Black (Code 1C). Your Ford Dealer can show you color samples of paint and trim materials.

PRODUCT CHANGES. Ford Division reserves the right to change specifications any time without incurring obligations.

OPTION AVAILABILITY. Some features presented are optional at extra cost. Some options are required in combination with other options. Availability of some models and features described may be subject to a slight delay. Ask your Ford Dealer for the latest information on options, prices and availability.

REDUCED SCHEDULED MAINTENANCE. As a part of a continuing program to lower cost of ownership, scheduled maintenance on all 1978 Ford cars has been substantially reduced. Your Ford Dealer can give you details regarding the particular Ford models in which you are most interested.

FORD
FORD DIVISION



When America needs a better idea, Ford puts it on wheels.