

# 1979 FORD FAIRMONT

Best-Selling  
New Car  
Ever Introduced.

**50%**

**DISCOUNT\***

On FAIRMONT  
Special Value  
Package

**\$222 OFF\***

**SPECIAL  
EDITION  
DISCOUNTS**



**SPECIAL  
EDITION  
DISCOUNTS**

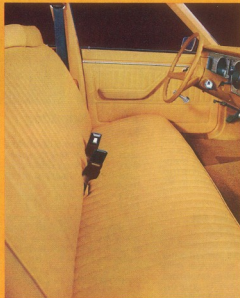
# FORD FAIRMONT

With A Special Value Discount Package\*



Based on sales of new car nameplates for their first 12 months, Ford Fairmont is the best-selling new car ever introduced. And it's no wonder that America has taken Fairmont to its heart. Though Fairmont is built for today, it's designed for the years to come. And Fairmont delivers real value for the money. Standard equipment is one example.

Buyers who still want and need mid-size room will appreciate Fairmont's long list of standard features. Passenger room for five. A 16.8 cu. ft. trunk. All-vinyl front bucket seats. Color-keyed carpeting. A 2.3 litre engine teamed with a 4-speed manual transmission. Front disc brakes. And more. And now, a Special Value Package adds even more value.



**50%  
DISCOUNT\***  
**\$222 OFF\***

**FAIRMONT Special Value Package Includes:**

- Vinyl Roof
- Exterior Decor Group
  - Bright Trim Moldings And Window Frames
  - Black Vinyl Insert Lower Body Side Moldings With Integral Upper Wheel Lip Moldings
  - Bright Dual Mirrors (LH Mirror Remotely Controlled) • Accent Paint Stripes • Luggage Wheel Covers • Wood Ornament
- Interior Accent Group
  - All-Vinyl Padded Seat Trim • Door Trim Panel Bright Accents • Deluxe Steering Wheel Hub • Deluxe Sound Insulation
- Tu-Tone Paint

Available on 2.3 Litre Engine  
**FAIRMONT SEDANS (2-Dr. And 4-Dr.)**

\*Discount based on traditional manufacturer's suggested retail pricing and comparison of price of options purchased separately and as a package. WSW Tires not included. Available at extra cost.

## TAKE FORD FAIRMONT TO YOUR HEART.

# FAIRMONT

## The Ford In The Future Of So Many.



### Space Efficiency

Ford Fairmont gives you the exterior dimensions of a compact combined with the interior roominess and luggage capacity of a mid-size. That's efficiency. With its compact 105.5" wheelbase, Fairmont has a turning diameter of only 39 feet curb-to-curb. Yet you get passenger room for five, plus 16.8 cu. ft. of flat, useable luggage compartment space.

### Fuel Efficiency

Fairmont's standard 2.3 litre 4-cylinder engine teamed with standard 4-speed manual transmission delivers the kind of gasoline fuel economy you want in today's world.

**20** EPA Est.  
MPG

Compare this estimate to the estimated MPG of other cars. Your mileage may vary depending on speed, weather and distance. Calif. mileage is lower.

### Ride & Handling Features

Front strut-type suspension, rear four-bar link suspension, coil springs and rack-and-pinion steering work together to give you the kind of ride and handling features you expect from the best selling new car ever introduced. And those were just some of the reasons why Fairmont, in its first year, was voted "most significant new American car" by the readers of CAR AND DRIVER magazine.

### Scheduled Maintenance

Scheduled maintenance requirements on most new Fords have been reduced dramatically in recent years. On the new Fairmont, for example, the recommendation is 10,000 miles (7,500 miles for V-8 engines) or 12 months between oil changes and 30,000 miles between lubes. This type of scheduled maintenance can lower your cost over 50,000 miles of driving.

### Value For The Money

A long list of standard equipment gives buyers real value. 2.3 litre engine • rack-and-pinion steering • room for 5 • 16.8 cu. ft. of luggage capacity • front disc brakes • dual stalk controls on steering column • DuraSpark ignition system • foot-operated parking brake • 4-speed manual transmission • bias-ply 14" tires • and much more.

**VISIT YOUR FORD DEALER**



**NOW.**

1979 FORD  
FAIRMONT  
**FUTURA**

The Shape Of  
Things To Come.  
Yours Today.

**50%  
DISCOUNT\***

On FUTURA  
Special Value  
Package

**\$238 OFF\***



**SPECIAL  
EDITION  
DISCOUNTS**

# FAIRMONT FUTURA

With A Special Value  
Discount Package\*



Futura. A distinctive personal car that isn't just some day. It's now. With generous styling touches which suggest the fabulous Thunderbird. And because the sporty Futura combines advanced technology in both engineering and design it's as practical as it is beautiful. But perhaps its lengthy list of standard features is what personal car buyers will appreciate most of all.

Passenger room for five. 16.1 cu. ft. of useable trunk space. All-vinyl front bucket seats. Color-keyed carpeting. Woodtone door trim and instrument panel appliques. Deluxe steering wheel hub. Deluxe wheel covers. Deluxe sound insulation package. Styled LH mirror. Quad rectangular headlamps. Inside hood release. Bright moldings. And more. And now, a Special Value Package adds even more value.



**50%  
DISCOUNT\***  
**\$238 OFF\***

**FUTURA Special Value  
Package Includes:**

- Half Vinyl Roof
- Wide Bodyside Moldings
- Wire Wheel Covers
- Deluxe Bumper Group
- Flip-Up Open-Air Roof

Available on 2.3 Litre Engine  
**FAIRMONT FUTURA**

\*Discount based on traditional manufacturer's suggested retail pricing and comparison of price of options purchased separately and as a package. WSW Tires not included. Available at extra cost.

**PUT YOURSELF INTO THE SHAPE OF THINGS TO COME.**

# FUTURA

## A Personal Car Designed To Please.



**It Isn't Some Day. It's Now. Youthfully Lean And Trim. With Styling Touches Suggesting The Fabulous Thunderbird.**

### Exterior Styling

One look documents Futura's designed-to-please appearance. Unique grille with bright accent bars. Distinctive hood ornament. Wraparound taillamps. Quad rectangular headlamps. Wrapover roof pillar. Accent paint stripes. Bright/vinyl lower bodyside moldings. And much more. Crisp. Clean. Beautiful.

### Interior Trim

Handsome interiors and fashion appointments

continue Futura's distinctive appearance inside. Low-back bucket seats with pleated all-vinyl trim. Luxury door trim woodtone applique. High gloss woodtone instrument panel appliques. Deluxe steering wheel. Color-keyed deluxe seat belts. And more. A closer look will show you what we mean when we say Futura is as beautiful as it is practical.

### Standard Features

Futura delivers what you'd expect from a personal car designed for now. 2.3 litre engine. Four-speed manual transmission. Front disc brakes. Rack-and-pinion steering. Color-keyed, cut-pile carpeting. Deluxe wheel covers. Deluxe sound insulation package. Styled LH mirror. Woodtone

door trim and instrument panel appliques. Bright moldings everywhere. And much, much more. Tomorrow's ideas today. From Futura.

### Options To Personalize

Futura's selection of equipment choices gives you just about everything you could ask for to make Futura your very own personal car. To suggest just a few: six radio and/or tape player combinations, power door locks, power seats and power side windows; air conditioning, fingertip speed control, remote control decklid release, electric clock, electric rear window defroster, tilt steering wheel and interval windshield wipers. Your next new car can now be just what you think it should be.

**VISIT YOUR FORD DEALER**  **FORD NOW.**