

Ford announces the new Pinto **MPG** and Mustang II **MPG**



34 mpg
highway

\$ Pinto:
2,769

Official test results certified by the U.S. Government Environmental Protection Agency, which rates all cars using a common dynamometer testing procedure. Competitive fuel economy results based on EPA Buyer's Guide. Mileage may vary depending on your driving habits. **City mileage 23 mpg.**

See boxes on following pages for MPG equipment.

Base sticker price of Pinto MPG 2-Door Sedan excluding title, taxes, destination and dealer prep. Price comparisons based on sticker prices. Because destination charges are extra on all cars, and dealer prep is extra on all cars except GM cars and Toyota, the price difference may vary in some areas.

That's better than VW Beetle.

\$224 less than VW Beetle.

That's less than VW Rabbit.

\$555 less than VW Rabbit.

That's better than Toyota Corona.

\$904 less than Toyota Corona.

That's better than Datsun 710.

\$694 less than Datsun 710.

That's the same as Audi Fox.

\$2,075 less than Audi Fox.

That's better than Opel 1900.

\$870 less than Opel 1900.

That's better than Mazda 808.

\$222 less than Mazda 808.

That's better than a Monza
Towne Coupe.

\$795 less than Monza
Towne Coupe.

That's better than many others.

And less than many others.

Take your pick of Ford's six new high-mileage models on the next 3 pages.

New Ford Pinto **MPG**

34mpg. \$2,769

Base sticker price, excluding title, taxes, destination and dealer prep.

Official U.S. Government Environmental Protection Agency tests. 34mpg highway, 23mpg city.

The country's best-selling sub-compact economy car line now has a new model with higher mileage at a lower price than the leading foreign car.



Pinto **MPG** 2-Door Sedan with optional WSW tires (\$30)

New Pinto **MPG** with automatic transmission, 30mpg highway, 21mpg city, in official U.S. Government Environmental Protection Agency tests. It's the lowest sticker-priced 30mpg automatic you can buy. See MPG equipment on next page.

MPG

These three letters can change your mind about looking to the imports for good mileage. When you see them on our newest version of America's best-selling sub-compact, you'll know you're looking at a car that beats even the VW Beetle in price as well as EPA test mileage.

You can buy the new Pinto MPG now—at no increase in price—and get the same kind of standard equipment that makes the regular Pinto so pop-

ular: rack and pinion steering, 4-speed manual with floor-mounted stick, overhead cam 2.3-liter 4-cylinder engine with solid state ignition, front disc brakes, and more. Best of all, Pinto MPG comes with the same type of Lifeguard Design Safety Features found in our full-size Fords including side door beams, protective bumpers, and many others. (If there's one thing more important than better mileage it's peace of mind when you're driving.)



Pinto **MPG High mileage with wide choice of models.**

Pinto **MPG** 3-Door Runabout (above and below), with optional Exterior Decor Group, deluxe bumper group and WSW tires.

MPG The new Pinto MPG is available in three models, including the popular 3-Door Runabout. That handy rear door flips up and the rear seat flips down to give you a five-foot-long carpeted load floor. The Runabout also includes such standard Pinto features as all-vinyl front bucket seats, and a mini-console. You can have the flexibility of the Runabout—and EPA highway test economy of 34 miles a gallon (city 23 mpg)—if you see your Ford Dealer now and order a new Pinto MPG.

Priced lower than any foreign wagon. 34mpg highway, official U.S. Government Environmental Protection Agency tests.



Pinto **MPG** Wagon with Squire Option and WSW tires.

MPG This symbol is your tip-off to a wagon with something you don't usually buy a wagon for: good mileage. The Pinto MPG Wagon comes with all the standard Pinto equipment—and is EPA rated at 34 miles to a gallon on the highway, 23 in the city. And you can get it at no increase in price. Pinto Wagon already outsells every other wagon in this country—big or small. If you want good mileage in a wagon, see your Ford Dealer fast.

MPG equipment:

Pinto MPG comes with a 2.3-liter 2V 4-cylinder engine, 4-speed manual (or optional automatic transmission, see box on facing page), a 3.18 axle ratio and catalytic converter. This is the equipment that produced these high results in the EPA tests.

Pinto **MPG** Wagon production started June 9.



