



BRONCO

F-SERIES

Name plates to watch in 1980
from Ford



FORD LTD

It's what we think a full-size car should be, in a smartly styled automobile. LTD continues its reputation as a comfortable, contemporary road car with roominess for driving around town or clear across the

country. Interior room allows passengers space to stretch out, and the trunk capacity is very generous compared to any current car. An Automatic Overdrive transmission option is also available for 1980.



BRONCO

Compare it to any four-wheeler anywhere. With optional family seating for up to six passengers, the 1980 Bronco will set new standards for four wheel drive vehicles. The new Twin-Traction Beam Independent Front Suspension allows the front wheels to step over obstacles independently. It's tough off the road! Choose from a 4.9 liter I-6, 5.0 liter V-8 or 5.8 liter V-8. Comfort and convenience features and special dressup packages give Bronco all the sporty flair you could want. Bronco tames tough terrain in style.



THUNDERBIRD

Few automobiles attain legendary status. Thunderbird is one of them. From its beginning in 1955, this car has achieved a reputation for personal luxury unmatched by most. This tradition continues for 1980 with a new Thunderbird that com-

bines classic styling touches with a new, contemporary silhouette. Yet Thunderbird is surprisingly affordable for all it offers as standard equipment. Optional equipment for 1980 includes a new automatic overdrive transmission.



F-SERIES/ LIGHT TRUCKS

Ford. First new trucks of the 80's. They're new in looks, payloads and comfort. You get full function with payloads equal or greater than '79 models with comparable gross vehicle weight, full dimension pickup

box and interior roominess. And they're built "Ford Tough." Four by fours feature Twin-Traction Beam Independent Front Suspension that's tough off the road. They're built for comfort and convenience, too.



FAIRMONT

When over three quarters of a million people choose one car over all others in a two-year period, there must be a good reason. There is. It's called Fairmont. And it's because Fairmont offers contemporary styling, roomy interior, comfortable ride and value for the money. Fairmont fits easily into just about anyone's life style. Choose from 2-Door Sedan, 4-Door Sedan, Station Wagon or Futura Sport Coupe.



GRANADA

It takes more than one look to see that Granada isn't one of the more expensive cars. Granada delivers more of what you'd expect to pay more for, like classic styling, impressive interiors, and luxurious appointments and options. That's why Granada is an outstanding value. And it costs less than you think to own this "Modern American Classic" with its high level of standard equipment. You don't have to spend more to get more.



PINTO

If there's any one thing Pintos have in common, it's smart owners. After all, there are few American cars that can offer so much for so little in a family car. Pinto is surprisingly well-equipped with some features others add on for extra money. Interiors are well-appointed. Pinto's value has always been its long suit. Join the Pinto family—2½ million owners strong and growing!



MUSTANG

Mustang is fun to drive. It's the kind of car you take to heart. And it has all the other credentials that make it fit right in with American driving needs today. Like a very sensible price, for one. And you have every opportunity to dress up Mustang with a wide array of stylish options, inside and out. It takes a certain breed of person to drive this breed of car. Maybe you're one of them.



ECONOLINE/ CLUB WAGON

Ford vans and wagons are for those who need the capacity of a versatile, full-size vehicle. Econoline's rugged Ford truck construction and Twin-I-Beam front suspension combine for Built Ford Toughness.



**EXTENDED
SERVICE
PLAN**

Litho in U.S.A.



COURIER

Compact in size, Courier can carry more payload than some "full size" trucks. Smart styling, comfort and convenience options add to Courier's attractiveness as a versatile hauler.

We call it "Our Ultimate Option." This extended service contract provides protection against specific major repairs for your Ford. Ask about details.



FORD