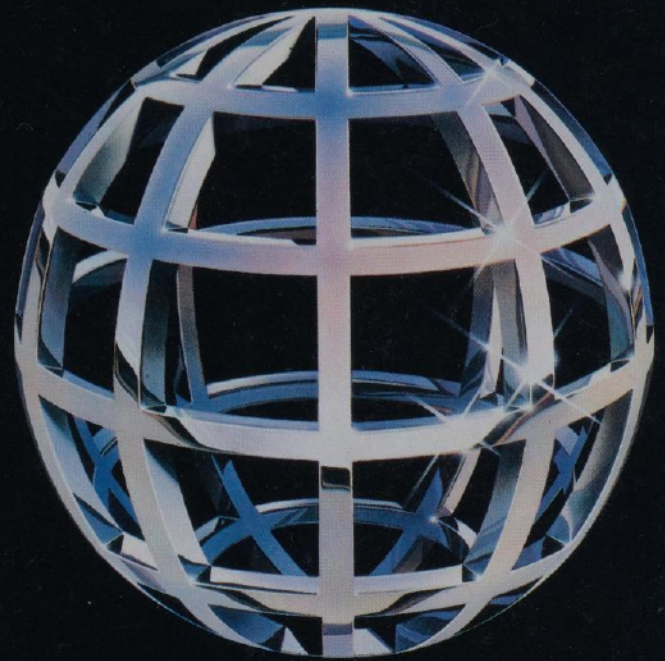

A World
of Better Ideas
from Ford



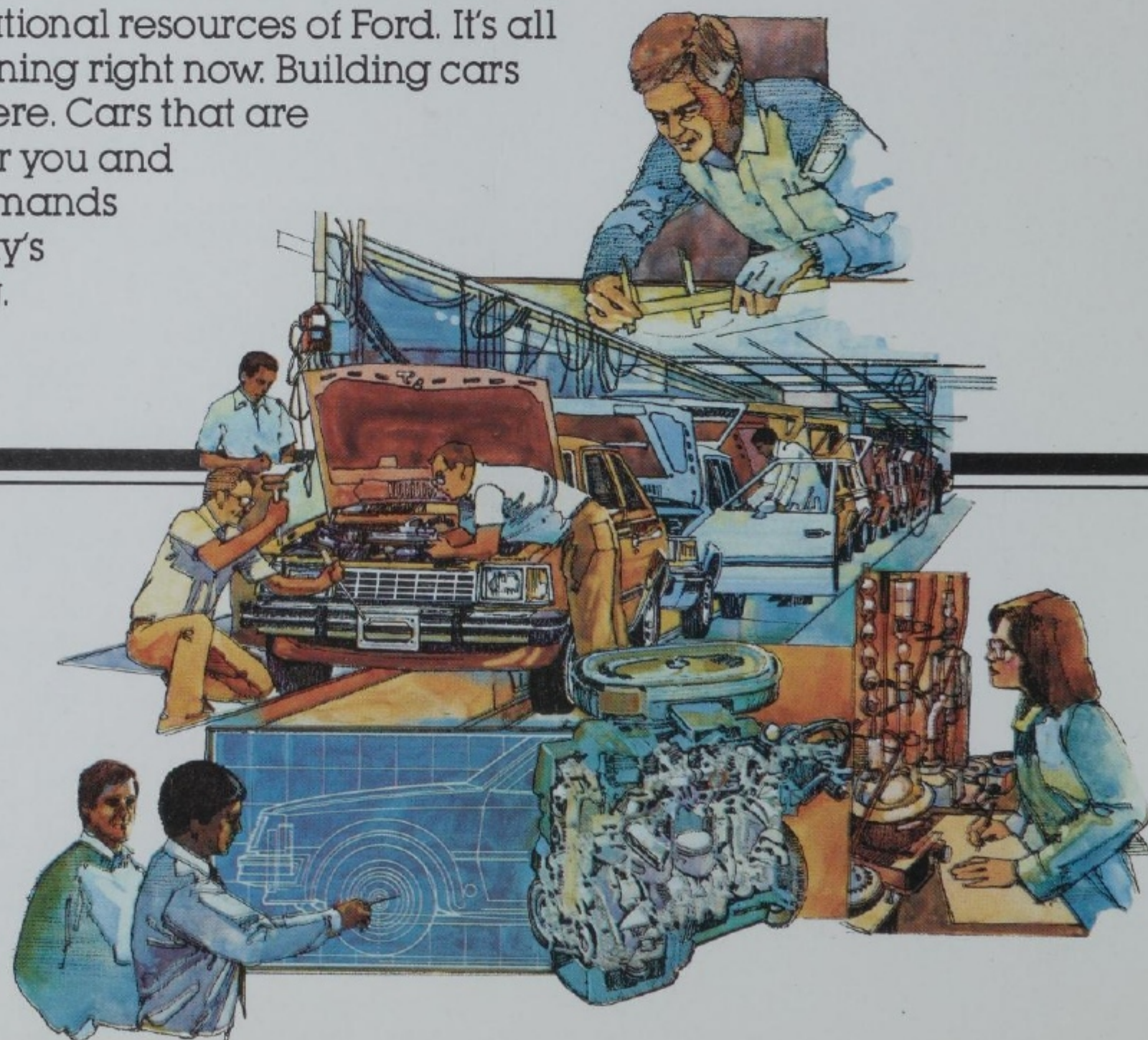
**FORD EXP
ESCORT
GRANADA
FAIRMONT
THUNDERBIRD
MUSTANG
FORD LTD**

FORD'S WORLD OF BETTER IDEAS: A COMMITMENT TO EFFICIENCY. A COMMITMENT TO AMERICA.

Today, when America needs high-quality, fuel-efficient cars, the incredible world of Ford is working to meet that need with Ford EXP and Escort, a new generation of small cars with world-class technology, built right here in America.

And, across its entire line of automobiles, Ford is striving for constant improvement in mileage and innovation to offer a variety of cars for the variety of needs that driving in the 80's demands.

The 1981 Fords are a solid blend of skill and experience and better ideas from the international resources of Ford. It's all happening right now. Building cars right here. Cars that are right for you and the demands of today's driving.



1982 FORD EXP



Ford EXP 3-Door Sport Coupe in Bright Red (27)



Ford EXP. Tomorrow is here.

Up front, you feel that driving this one is going to be different.

EXP tells you that with its fluid lines. This car was shaped in the wind tunnel to run like the wind. Its taut aerodynamic surfaces suggest the sophisticated technology that produced EXP. EXP is a "2+" sport coupe. There's ample room for two. In the rear, there's 31 cubic feet of space for all kinds of gear. In the EXP definition, "2+" means versatility.

EXP takes full advantage of Ford's latest technology. It features the highly fuel-efficient hemispherical head 1.6 liter CVH engine, and to go with it a 4-speed manual overdrive transmission (or unique split-torque automatic transmission option). Although EPA

estimates were not available at the time this catalog was published, EXP mileage ratings are expected to be high. See your dealer for the latest EPA information. Front wheel drive for traction. Four-wheel independent suspension. Rack and pinion steering. High-strength steel to reduce weight for high mileage without sacrificing solid construction.

EXP may be the best equipped and instrumented car you've ever driven. Everything from power front disc brakes to reclining seats to electric rear window defroster is standard.

Get behind the wheel and experience EXP for yourself. Feel EXP's solid road stance. The car is sleek and exciting. Put EXP into a curve. Try it for cornering. Switchbacks. Gravel roads. Straight, open freeways. The stop-and-go of city traffic. You'll feel good about driving again.

FORD EXP STANDARD FEATURE HIGHLIGHTS

EXP's extensive roster of standard equipment includes, in part: ☐ Front wheel drive ☐ Hemispherical head 4-cyl. CVH engine ☐ 4-spd. manual overdrive transmission ☐ Fully independent 4-wheel suspension ☐ High-back body-contoured reclining bucket seats ☐ AM radio (may be deleted for credit) ☐ Full instrumentation with steering column-mounted controls

1981 FORD ESCORT



Escort GLX 3-Door Hatchback in Bright Red (27)



Built to take on the world— and doing it!

Top Ford engineers from around the world teamed up to bring together the best of their better ideas.

The result: Ford Escort. The new World Car.

Escort is engineered for sure-footed traction with front wheel drive. Independent 4-wheel suspension. Rack and pinion steering precision. Plus new all-season steel-belted radial tires.

Gas mileage ratings are excellent with Escort's

compound-valve hemispherical head (CVH) engine.* Matched with 4-speed manual overdrive transmission, it takes freeway driving in stride. There's also a new patented split-torque automatic transmission option.

Escort's high degree of fuel efficiency owes much to weight efficiency—the extensive use of high-strength steel in many key areas plus other weight-saving materials. Escort's aerodynamic lines also help stretch gas mileage.

Escort is engineered for comfort and convenience, too. Bucket seats are body-contoured. The rear seat has convenient, easy-to-fold-down design for added cargo area. And Escort comes in five series, each with versatile 3-Door Hatchback and 4-Door Liftgate Wagon body styles. In all, you have 10 separate choices with the new World Car. The new Ford Escort for 1981. Test-drive it soon.

*See EPA Gas Mileage Estimates on back cover.

ESCORT STANDARD FEATURE HIGHLIGHTS

☐ Front wheel drive ☐ Hemispherical head 4-cyl. CVH engine ☐ 4-spd. manual overdrive transmission ☐ Fully independent 4-wheel suspension ☐ AM radio (may be deleted for credit) ☐ High-back body-contoured front bucket seats ☐ Fold-down rear seat (for added luggage space) ☐ Halogen headlamps

1981 FORD GRANADA



Granada GL 2-Door in Black (1C)



Built for a changing world.

The Ford Granada for 1981 is the newest of a new generation of American-built touring sedans. This is a totally redesigned Granada. Our designers and engineers developed it from drawing board to finished car to meet the challenges of a changing world.

Granada is powered by a standard 2.3 liter OHC 4-cylinder engine and is more compact and lighter in weight than last year. In fact, it has the best EPA fuel economy ratings in Granada history.* Trimmer size and improved fuel economy create one new dimension of the '81 Granada. The other is fashioned in the Granada tradition—a world of roominess and comfort for your driving enjoyment.

Surprisingly, though Granada this year is smaller outside, there is more rated passenger room in some areas. Luggage compartment space has been increased by about 1-1/2 cubic feet.

Granada offers, as well, an impressive list of standard features. Power front disc brakes. Maintenance-free battery. P-metric steel-belted radials. Front bumper guards. AM radio. Column-mounted controls. Color-keyed cut-pile carpeting. Many more. And Granada's suspension and steering systems are similar to those you would find on some expensive European luxury sedans.

Granada for 1981 comes in 2-door and 4-door body styles, each in three distinctive series. We call them Granada GLX, GL, and Granada L. Whichever is your choice, you'll own a car you can drive with pride—on America's roads or anywhere in the world.

*See EPA Gas Mileage Estimates on back cover.

GRANADA STANDARD FEATURE HIGHLIGHTS

☐ 2.3 liter 4-cyl. engine ☐ 4-spd. manual transmission ☐ Modified MacPherson strut front suspension/4-bar link coil spring rear suspension ☐ Power front disc brakes ☐ Rack and pinion steering ☐ Low-back front bucket seats ☐ AM radio (may be deleted for credit) ☐ Dual rectangular halogen headlamps ☐ P-metric steel-belted radial ply tires ☐ Fluidic windshield washer system

1981 FORD FAIRMONT



Fairmont Futura 4-Door in Red (24)



The great American family car.

All practical things considered, Fairmont should be your next car. It's so sensible for today's kind of driving. More than a million people have chosen Fairmont since its introduction three years ago.

Look over the complete line of 1981 Fairmonts. There's the top-of-the-line Futura, very handsome and personal. The standard Fairmont, with more standard features than ever. And the roomy Fairmont Wagon, now available in a Futura model.

The popular Fairmont, from its beginning, has ranked among the top value leaders in the mid-size class of American-built cars for a number of reasons.

With Fairmont, you needn't move down from 6-passenger size and comfort (Fairmont seats six when equipped with optional bench seats; bucket seat models accommodate five). The EPA mileage ratings of Fairmont's standard 2.3 liter 4-cylinder engine rival those of many compact and subcompact cars.*

Fairmont has plenty of room with surprising comfort. When you're seated in a Fairmont, you may actually feel you are in a larger car. And, among mid-size wagons, Fairmont's cargo capacity (79.5 cu. ft. with rear seat down) has never been topped.

Ford Fairmont for 1981. Roominess and excellent mileage, impressive standard features and attractive sticker price—these make Fairmont mighty hard to beat.

*See EPA Gas Mileage Estimates on back cover.

FAIRMONT STANDARD FEATURE HIGHLIGHTS

□ 2.3 liter 4-cyl. engine □ 4-spd. manual transmission □ Modified MacPherson strut front suspension/4-bar link coil spring rear suspension □ Power front disc brakes □ Rack and pinion steering □ Low-back front bucket seats □ Fold-down rear seat with one-hand quick release (wagons) □ Big, easy-opening "5th door" rear liftgate (wagons) □ Wrapover roof pillar (Futura 2-Door) □ Turbine wheel covers (Futura)

1981 FORD MUSTANG



Mustang Ghia in Black (1C) with new T-Rooftop option



America's most popular sports car.

Ford Mustang for 1981. Sporty good looks with sleek, aerodynamic lines and the exciting new T-Rooftop option.

Mustang's standard power team, the 2.3 liter OHC 4-cylinder engine and 4-speed manual transmission with self-adjusting clutch, offers excellent fuel economy.* And you can add an optional 5-speed manual overdrive transmission.

Mustang's sporty design features rack and pinion steering and a suspension system with modified MacPherson struts in front and a 4-bar link/coil spring setup in the rear. All specially tuned for use with advanced high pressure, steel-belted P-metric radials.

Inside, Mustang offers body-contoured bucket seats, pushbutton AM radio and full instrumentation—standard. And with Mustang options you can "build" a car to match your personal life style—from practical to sporty to luxurious.

Mustang comes on strong in three great styles. There's the standard Mustang in sporty 2-door or versatile 3-door that offers over 32 cu. ft. of cargo area (rear seat down). There's the elegance of Ghia that combines luxury and sporting flair in 2- or 3-door models. And then there's the high-spirited Cobra with Handling Suspension Package, plus much more, standard.

Test-drive America's most popular sports car today. The 1981 Ford Mustang.

*See EPA Gas Mileage Estimates on back cover.

MUSTANG STANDARD FEATURE HIGHLIGHTS

□ 2.3 liter OHC 4-cyl. engine with DuraSpark Electronic Ignition □ 4-spd. manual transmission with self-adjusting clutch □ Rack and pinion steering □ Dual rectangular halogen headlamps □ High-back reclining bucket seats □ AM radio (may be deleted for credit) □ Full, wide wraparound bodyside molding □ Full instrumentation

1981 FORD LTD



LTD Crown Victoria in Fawn (89) with matching padded rear half vinyl roof



Discover a world called LTD.

A world of quiet, comfort and roominess in the LTD tradition.

The '81 LTD offers new fuel efficiency with a new standard engine/transmission combination.* The engine is the 4.2 liter (255 CID) V-8.† The transmission is Ford's innovative Automatic Overdrive, which allows the engine to turn more slowly above 40 mph for increased fuel economy.

Add to this LTD's already impressive list of standard features and you have outstanding 6-passenger car value. AM radio (AM/FM stereo on Crown Victoria).** Left-hand remote control mirror. Luxury Sound Insulation Package. P-metric WSW steel-belted radials. Deluxe wheel covers. All these and more.

LTD's spacious interiors offer ample head, shoulder, hip and leg

room for six adults. And seats feature Ford's Flex-o-lator construction for solid comfort.

Among other features, you'll appreciate LTD's famous deep-well trunk with over 22 cu. ft. of space and low liftover height for easier loading and unloading. LTD's wide-opening doors incorporate tiltaway door hinges with increased head and shoulder clearance for entry and exit convenience.

The LTD lineup offers a full choice of sedans or wagons. The standard LTD series and top-of-the-line LTD Crown Victoria are available in 2- or 4-door models. LTD wagons are headed up by the prestigious Country Squire. All LTD wagons feature the innovative 3-Way Magic Doorgate with power window and wide, flat cargo area (89.5 cu. ft. with rear seat down).

*See EPA Gas Mileage Estimates on back cover. †5.0 liter (302 CID) V-8 is standard with wagons. **Radio may be deleted for credit.

FORD LTD STANDARD FEATURE HIGHLIGHTS

☐ 4.2 liter V-8 engine (5.0 liter in wagons) ☐ Automatic Overdrive transmission ☐ Power steering ☐ Power front disc/rear drum brakes ☐ 6-passenger roominess ☐ Deep-well trunk ☐ Dual rectangular halogen headlamps ☐ Front bumper guards ☐ Color-keyed deluxe belts ☐ Luxury Sound Insulation Package

1981 FORD THUNDERBIRD



Thunderbird Town Landau in Tu-Tone Fawn (89) over Medium Fawn Glow (55)



The thunder's still there.

Presenting the 1981 Thunderbird, the latest in a long and proud line of prestigious personal cars. This Thunderbird is lean, trim and efficient. But famous Thunderbird luxury and innovation—the very "thunder" of the Thunderbird—are still there.

This is a striking Thunderbird. With proud new models for 1981.

Town Landau. Restyled with a new padded rear half vinyl roof, color-coordinated wrapover band, elegant coach lamps. Standard features include: tilt steering wheel, diagnostic warning lights, AM/FM stereo radio, Light Group, interval windshield wipers, dual remote control mirrors, among others. Among the numerous options are: Electronic Instrument Cluster, AM/FM stereo search radio, Autolamp on/off/delay system.†

Heritage Series. The ultimate Thunderbird offers nothing less than luxury with these features: Padded rear half vinyl roof with brushed aluminum wrapover band and coach lamps. Dual reclining crushed velour split bench seats with 6-way power adjustment for the driver. Air conditioning. Bright rhodium engraved owner's nameplate (shipped after delivery). And these are just a few of the items that are standard on Heritage.

Very much in the Thunderbird tradition is the new Carriage Roof option that's reminiscent of a sporty convertible. And, in response to the needs of today, the 4.2 liter (255 CID) engine can now be teamed with Ford's innovative Automatic Overdrive transmission for increased highway fuel economy.*

*See EPA Gas Mileage Estimates on back cover. †Standard on Heritage.

THUNDERBIRD STANDARD FEATURE HIGHLIGHTS

☐ 3.3 liter (200 CID) 6-cyl. engine with SelectShift automatic transmission (4.2L V-8 on Heritage) ☐ MacPherson strut-type front suspension/4-bar link coil spring rear suspension ☐ Power front disc brakes/rear drum brakes ☐ P-metric WSW steel-belted radial ply tires ☐ Variable ratio power rack and pinion steering ☐ Vinyl insert bodyside moldings (color-coordinated) ☐ Concealed halogen headlamps ☐ Deep-well trunk ☐ Flight bench seat

EPA GAS MILEAGE ESTIMATES

Of course, gas mileage is one of your top concerns these days. It's one of ours, too. Here are the EPA gas mileage estimates for the 1981 Fords.

49 States	Escort	Granada	Fairmont	Thunderbird*	Ford LTD	Mustang
Est. Hwy.	44**	34	34	28	25	34
Est. Hwy. Range	440	544	476	504	500	425
EPA Est. MPG	(30)**	(23)	(23)	(18)	(16)	(23)
Est. Range	(300)	(368)	(322)	(324)	(320)	(287.5)
California						
Est. Hwy.	44	33	33	28	24	33
Est. Hwy. Range	440	528	462	504	480	412.5
EPA Est. MPG	(28)	(23)	(23)	(18)	(15)	(23)
Est. Range	(280)	(368)	(322)	(324)	(300)	(287.5)

*Figures are for optional 4.2 liter (255 CID) V-8 engine and optional Automatic Overdrive transmission.

**Applicable only to units without power steering or air conditioning.

Note: Estimates are for standard engine and transmission. Range is based on EPA estimates and each car's standard fuel tank: Escort, 10 gal.; Granada, 16 gal.; Fairmont, 14 gal.; Thunderbird, 18 gal.; Ford LTD, 20 gal.; Mustang, 12.5 gal. Estimates are for comparison only. Actual mileage and range may differ, depending on speed, distance and weather. Actual highway mileage and range will probably be lower than estimate.

FORD-PAID REPAIR PROGRAMS AFTER THE WARRANTY PERIOD

Sometimes Ford offers adjustment programs to pay all or part of the cost of certain repairs. These programs are intended to assist owners and are in addition to the warranty or to required recalls. Ask Ford or your dealer about such programs relating to your Ford or Lincoln-Mercury vehicle.

To get copies of any adjustment program for your vehicle or the vehicle of interest to you:

Call Ford toll-free at 1-800-241-3673
Alaska and Hawaii call 1-800-243-3711
and in Georgia call 1-800-282-0959

Or write Ford at: Ford Customer Information System
Post Office Box 95427
Atlanta, Georgia 30347

We'll need your name and address; year, make, and model vehicle, as well as engine size; and whether you have a manual or automatic transmission.

TECHNICAL SERVICE BULLETINS

All vehicles need repairs during their lifetime. Sometimes Ford issues Technical Service Bulletins (TSBs) and easy-to-read explanations describing unusual engine or transmission conditions which may lead to costly repairs, the recommended repairs, and new repair procedures. Often a repair now can prevent a more serious repair later. Ask Ford or your dealer for any such TSBs and explanations relating to your Ford or Lincoln-Mercury vehicle.

To get copies of these Technical Service Bulletins and explanations for your vehicle or the vehicle of interest to you:

Call Ford toll-free at 1-800-241-3673
Alaska and Hawaii call 1-800-243-3711
and in Georgia call 1-800-282-0959

Or write Ford at: Ford Customer Information System
Post Office Box 95427
Atlanta, Georgia 30347

We'll need your name and address; year, make, and model vehicle, as well as engine size; and whether you have a manual or automatic transmission.

LIMITED CORROSION PERFORATION WARRANTY

Ford Motor Company provides a 3-year, unlimited mileage corrosion perforation warranty on all new 1981 model cars. The warranty states that any part which, in normal use, rusts through from corrosion within three years of retail delivery or first use will be repaired or replaced free of charge by the selling dealer after inspection by a Ford representative. Of course, exhaust system components or parts which develop corrosion perforation caused by accidents or other damage are not covered.

PRODUCT CHANGES

Ford Division reserves the right to change product specifications at 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 production delay. Ask your Ford Dealer for the latest information on options, prices and availability.

A World of
Better Ideas



FORD

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