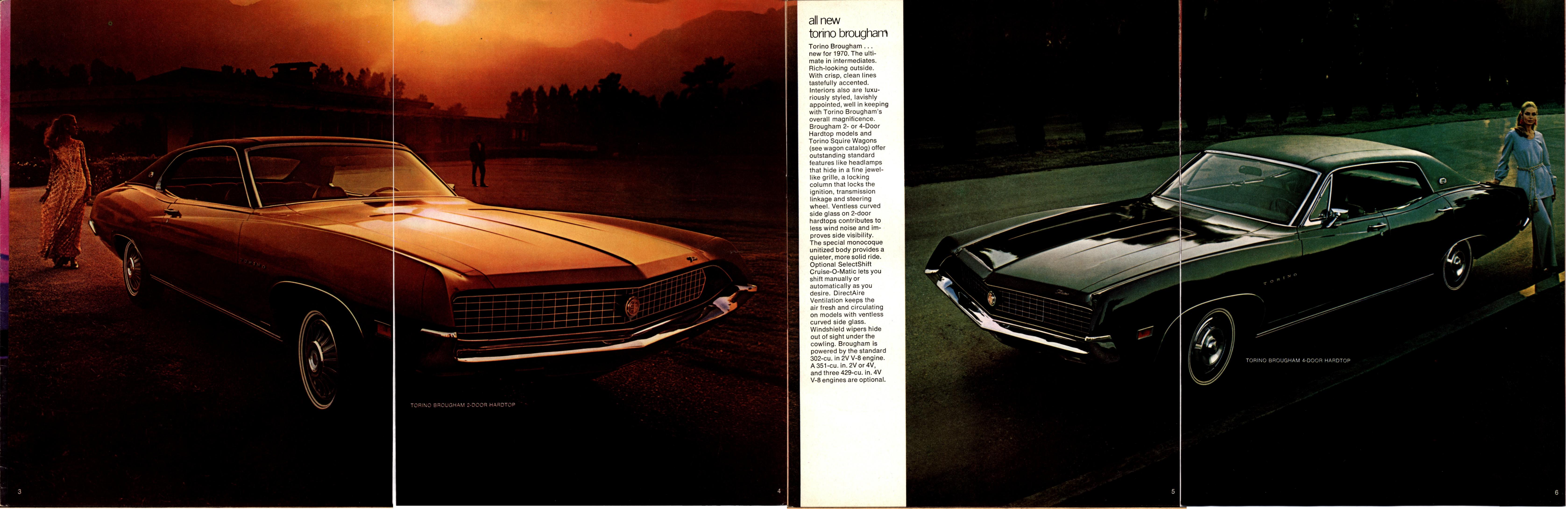






THE SOFT, LUXURIOUS BROUGHAM INTERIOR TRIM



## torino

# changed clear through... everything else follows

Life is changing day to day. And the revolutionary new Torino 4-Door Hardtop opens up a whole new wonderful way of getting about in an ever-changing world. Outstanding engines, from a standard durable 250-cu. in. six-cylinder to the optional hardmuscled 429-cu. in. 4V V-8's, effortlessly power Torino with the heaviest loads on steepest grades. A longer 117-inch wheelbase and new, wider front and rear track contribute to better stability and greater maneuverability. Optional vinyl roof covering is available for that classic look. Special chrome moldings with color-keyed inserts, standard with Torino and Torino Wagon, help protect side panels against careless dooropeners. When you settle back in your new Torino, you'll appreciate the foam-padded, textured cloth and vinyl seats. Uni-Lock Safety Harness utilizes a 3-point locking system. One snap and both shoulder harness and lap belt are in place for your added safety. Take a new-tothe-line Torino 4-Door Hardtop or Wagon for a ride. But be prepared. Friends will notice the happy, satisfied change in you. And you'll find the Torino satisfying clear through.



# the car for all reasons

Torino's a car that offers many reasons for doing most things. Torino 4-Door Sedans and Hardtops make good family cars, commuters, gadabout-towners. The new Torino 4-Door Hardtop, 4-Door Sedan and Wagon have a longer wheelbase, wider front and rear track. Result? A smooth, remarkably quiet ride. With all the extras you get, you'd think Torino would be expensive. Yet its low price will surprise you. Engines? You can have the smooth, economical 250-cu. in. Six or an optional 302-cu. in. 2V V-8. Or you can beef up with optional high output 351-cu. in., a 2V or 4V, or one of the 429 V-8's. Transmissions? Pick one of three: a standard 3-speed, column-operated manual; optional Select-Shift Cruise-O-Matic or 4-speed floor-shift manual with Hurst Shifter®tm (Not available on 6-cylinder, 302 2V V-8 or station wagons). You'll pay less for a Torino 4-Door Hardtop, Sedan or Wagon than you think. And you'll get far more than you'll ever imagine. Try Torino soon. The car for all reasons.







# torino gt and cobra wind shaped made to move. Graduates from the

toughest finishing schools—Daytona, Darlington, Riverside where the tracks were the wind tunnels that gave Torino its aerodynamic shape.
Torino GT—SportsRoof
or Convertible— Cobra's luxury-loving cousin. And the sportiest intermediate around. Even with optional Hideaway Headlamps, the glamour shouldn't fool you. For Torino GT's a performer. There is a big 302-cu. in. 2V V-8 and a synchronized 3-speed manual transmission, integral hood scoop-all standard. Great options, too: 4-speed transmission with Hurst Shifter® or SelectShift, "shaker" scoop, Laser Stripes, Magnum 500 wheels, high-back buckets, Sport Slats, 429-cu. in. Cobra Jet Ram-Air 4V V-8.

Torino Cobra—hottest of them all. 429 cube 4V V-8 standard, 429 cube Cobra or Cobra Jet Ram-Air V-8's, optional. All team with a 4-speed Hurst Shifter®, F70-14 wide-tread belted tires with raised white lettering, black grille and hood, exposed hood lock pins, and more. Options include: Sport Slats, F60-15 bias-ply BSW wide-tread tires, functional air scoop, tachometer. Embarrass competition. Drive Torino '70.



# fairlane 500

# ...modest, but not timid.

Traditionally dependable. A happy medium between getup-and-go and gas-saving economy. The Fairlane 500 4-Door Sedan and 2-Door Hardtop have dual personalities: modest, but not timid. Fairlane is modestly priced, but not timid on the highway. Powered by a smooth, reliable 250-cu. in. Six, or optional 302cu. in. 2V V-8 with 3speed fully synchronized manual shift, or optional SelectShift Cruise-O-Matic transmission. Easy chair comfort in the passenger area, with color-keyed vinyl floor mats, deep foam-padded cloth-and-vinyl trim seats. Enjoy optional AM radio or AM/FM Stereo radio, SelectAire year-round air conditioning, plus many more options to suit your needs. On the outside are concealed windshield wipers and dual horizontal headlights to brighten your way. Fairlane 500, the easiest way to get places. Easy on the eyes. Easy on the pocket.



# your option

Reflect your individuality from a wide array of better idea options.

A. Shaker Hood Scoop-integrated hood scoop and air cleaner pokes thru hood, directs ram air directly to carburetor. (351-cu. in. 4V V-8; standard with 429-cu. in. 4V Cobra Jet Ram-Air engine.)

B. Sport Slats-backlite louvers. add an imported sports car flair to SportsRoof models and shade rear glass from sunlight and rain.

C. Power Side Windows-fingertip convenience. Master control is in driver's door panel.

D. Dual Racing Mirrors-colorkeyed, left-hand remote control.

E. LH Remote-Control Outside Rearview Mirror-lets you adjust with window closed.

F. 4-Speed Manual Transmission -linked to a quick-action Hurst Shifter®tm-changes gears precisely (351, 429 V-8's).

G. Rim-Blow Deluxe 3-Spoke Steering Wheel-sporty design with integrated horn switch positioned full-circle around rim.

H. Hideaway Headlamps-concealed by day, open to light your way by night. (Not available on Cobra, Fairlane 500.)

J. Deluxe Wheel Covers—add a bright touch to Torino, Cobra, Torino Brougham, Fairlane 500.

K. Magnum 500 Chrome Wheels -with F60 x 15 wide-tread tires with raised white letters for an extra bold look (available all except wagons).

L. Laser Stripe-reflective tape with graduated coloring (red, blue, brown or green) adds unique brilliance to Torino GT's.

M. Power Steering-park with your little finger. Powerassisted steering reduces effort.

N. SelectShift Cruise-O-Matic -shift manually or automatically.

P. AM/FM Stereo Radio-with rear speaker adds full-tone stereophonic sound for your listening enjoyment.

#### MORE GREAT OPTIONS

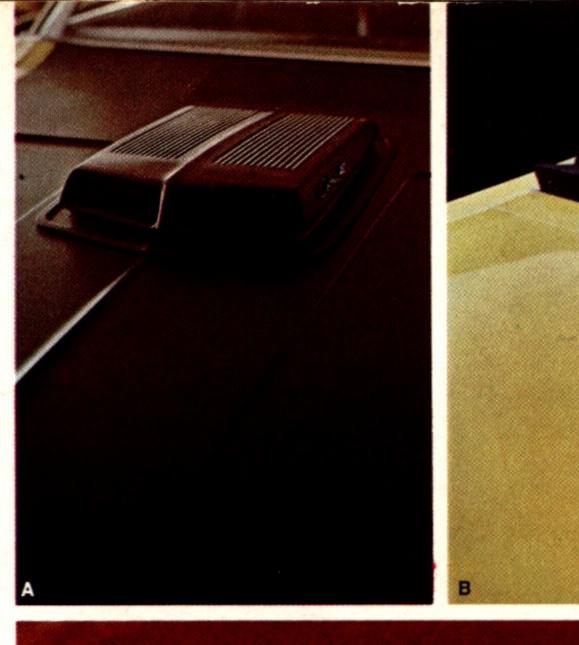
· Power Front Disc Brakes · Power Seats-4-Way Full-Width • Radio Dual Rear Speakers • AM/FM Stereo Radio • SelectAire Conditioner • DirectAire Ventilation • Two-Tone Roof Paint • Vinyl-Covered Roof • Vinyl Seat Trim · Comfortweave "breathable" Knitted Vinyl Seat Trim • Rob Roy and Black Watch Plaid Seat Trim Blazer Stripe Trim • Body-Side Molding with Color-Keyed Vinyl Insert • Hub Cap, Trim Ring · Sports Wheel Cover · Argent Styled Steel 14" Wheels . High-Back Bucket Seats . Console

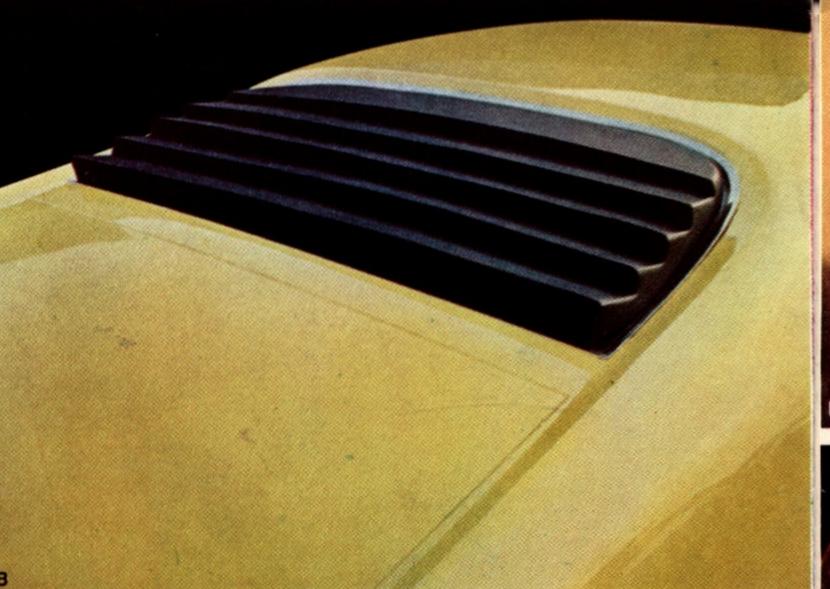
Intermittent Windshield Wipers

 Rear Window Defogger · Visibility Group · Tinted

Glass • Tachometer • Traction-Lok Differential • HD Load Suspension • HD Battery

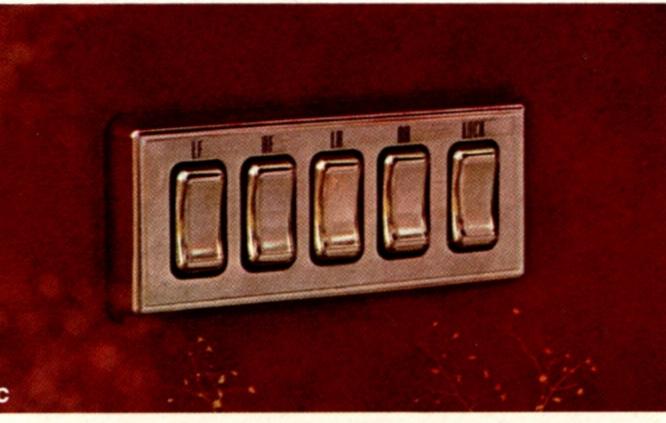
 Trailer Towing Package · Electric Clock · Deluxe Seat Belts • Drag Pack • Special Axle Ratios.









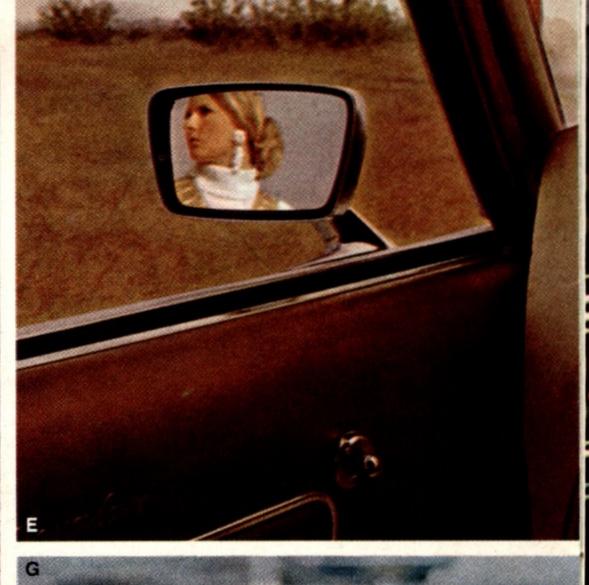




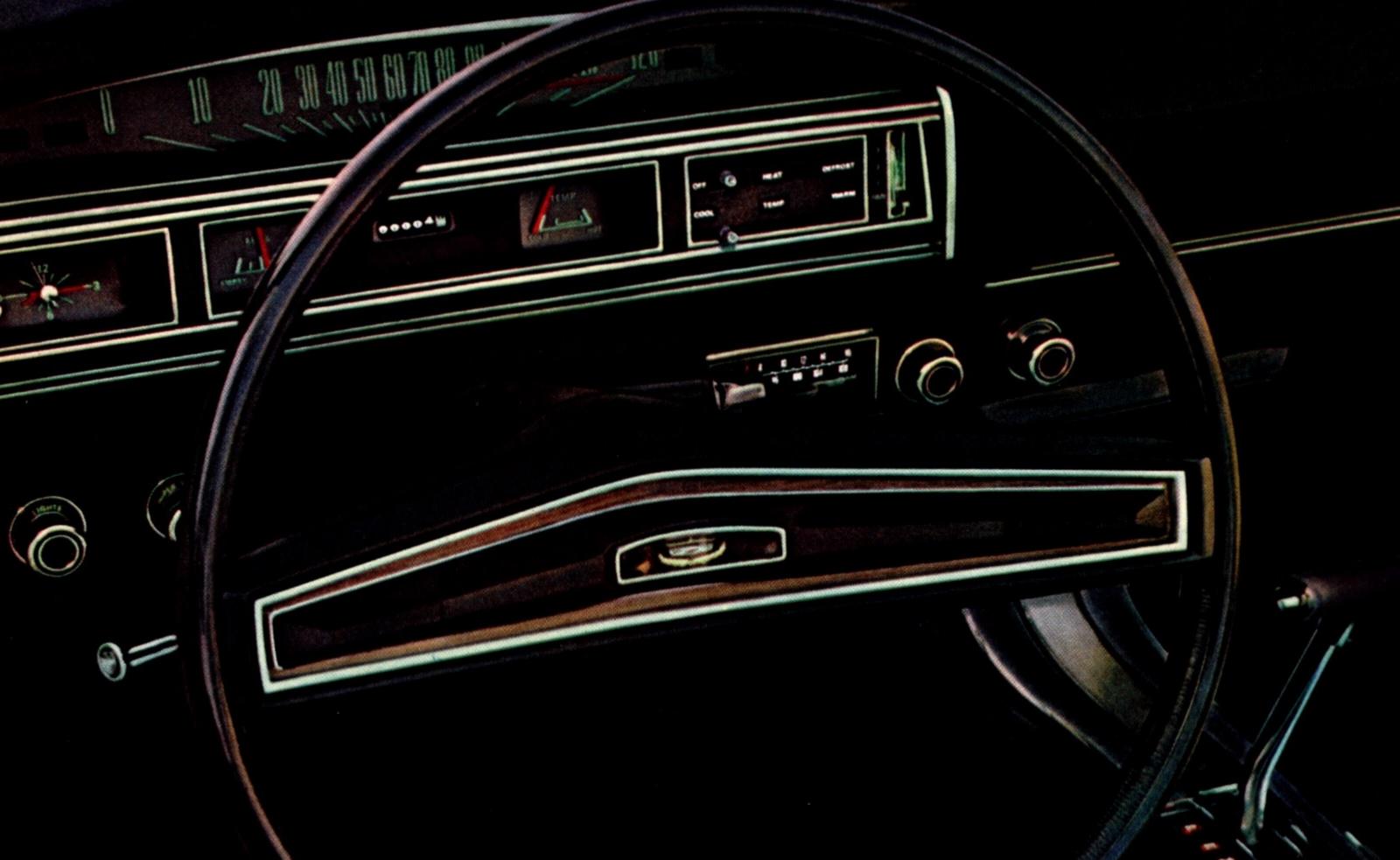












# '70 torino new clear through

The special "seethrough" Torino at the right gives you an inside look at some of the many better ideas that make Torino new, clear through!

## standard equipment

Fairlane 500: 250-cu. in. Big Six synchronized 3-speed manual transmission • 16 brilliant Super Diamond Lustre Enamel exterior finishes • 7 interior color choices all-vinyl headlining • DirectAire Ventilation on ventless side glass models • curved side glass concealed 2-speed electric windshield wipers . locking steering column wheel . 2-Way Magic Doorgate (Wagon only) vinyl insert bodyside molding and wheel lips . vinyl-coated color-keyed floor covering reversible keys, "keyless" locking • Day/Nite mirror • footapplied parking brake • stainless steel hub caps • two-spoke steering wheel • fiberglass belted bias-ply tires • suspended accelerator pedal . dome light heater/defroster blower • colorkeyed armrests . front and rear ash trays . cigar lighter . single note horn • glove box with lock aluminum scuff plates • bright drip moldings • plus Ford Motor Company Lifeguard Design Safety Features listed on the facing page. Torino 2-Door Hardtop, 4-Door Hardtop, 4-Door Sedan: In addition to equipment listed above: nylon-rayon color-keyed carpeting • unitized body-frame construction . Torino interior trim design • bright window frames •

Torino GT Convertible. SportsRoof: In addition to equipment listed above: 302-cu. in. 2V V-8 • integral GT hood scoop, competition suspension (with 429-cu. in. 4V V-8's) . hub caps and trim rings . black decklid appliques • rocker panel molding and wheel lips • tinted glass backlite (SportsRoof) power convertible top w/belt molding . courtesy lights under instrument panel (convertible).

hood and fender moldings . vinyl

insert bodyside moldings.

Torino Brougham 2-Door, 4-Door Hardtop: In addition to all the equipment listed above (excluding Torino GT): Hideaway Headlamps · special Brougham ornamentation . luxurious fine cloth trims in 5 colors • special soundproofing package . full wheel covers . center back panel applique.

Cobra: In addition to equipment listed for Torino GT: 429-cu. in.

1. Interior Door Handles

-new design, easy to use pull-type handles, positioned flush with the armrest.

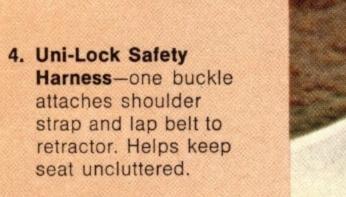


**Curved Ventless** Side Glass-gives you more shoulder room, less wind noise, better visibility.

(1)

3. Instrument Panel--clusters controls and instruments directly in front of driver. Easy to use and read! Printed circuits assure greater instrument reliability service ease.

5. Concealed Windshield Wipers-park out of sight for better visibility and a neat, uncluttered look.



6. Engines—for every driving need. Smoothrunning, economical 250-cu. in. Six to a choice of seven optional V-8's including the dynamic Boss 429-cu. in. 4V (see specifications on page 22).

7. Soundproofingnew insulation package absorbs unwanted noise and vibration. Lets you enjoy a quieter, more relaxing ride.

> woodtone paneling. torino cares about your safety Ford Motor Company Lifeguard Design Safety Features standard on all 1970 Torino cars are:

Fairlane 500).

 Dual hydraulic brake system with warning light • Glare reduced instrument panel padding, windshield wiper arms, steering wheel hub, rearview mirror/mirror mounting and windshield pillars

ratio transmission with Hurst

Shifter®tm • F70-14 wide-tread

tires with white lettering • 7" wide

rim wheel and hub caps . black

twist-type exposed hood lock

pins . wheel lip and bright drip

Fairlane 500 Wagon: In addition to

the items previously listed for the

Fairlane 500: color-keyed vinyl

painted cargo area floor • color-

keyed vinyl-coated rubber floor

vertical taillights with centered

backup lights . color-keyed spare

tire cover • stowage compartment

Torino Wagon: In addition to the

items previously listed for Torino:

color-keyed nylon-rayon carpeting

bright-metal window frames,

moldings • vinyl insert bodyside

moldings • full wheel lip moldings

lockable stowage compartment

Torino Squire: In addition to the

many items previously listed for

Torino Brougham: 302-cu. in. 2V

V-8 engine • simulated exterior

pillar, hood, fender and belt

below rear deck (optional on

mat • 2-way Magic Doorgate

below rear deck.

painted grille and hood

moldings . Cobra decals.

 Energy-absorbing steering column and steering wheel Energy-absorbing armrests and

safety-designed door handles Front and rear lap belts for all seating positions • Shoulder belts for front outboard occupants (except convertibles) • Turn indicators with lane-changing signal feature . Inside yield away rearview mirror • Energyabsorbing instrument panel with

padding • Padded sun visors Two-speed windshield wipers

· Windshield washers · High strength laminate safety glass windshield . Double-yoke safety door latches and safety hinges

 Emergency flasher
 Backup lights . Side marker lights

 Energy-absorbing front seat back tops with padding . Self-locking front seat backs on two-door models and wagons . Safetydesigned coat hooks (except convertibles) • Safety-designed radio control knobs and push buttons . Outside rearview mirror. driver's side . Safety rim wheels and load-rated tires . Corrosionresistant brake lines • Uniform transmission shift quadrant · Parking lamps coupled with headlamps . Non-reversing odometer . Safety design front end structure . Head restraints or high back seats for front outboard

occupants . Safety glove box

latch.

# 3 15. Locking Steering 0 Column-unique

9. Pressure Relief System-pressure relief valves in the door lock pillars exhaust stale air, circulate fresh air

DirectAire Ventilation-draws fresh air

into the passenger compartment through air conditioning vents in the instrument panel. Directing the air both high and low for balanced circulation.

continuously for

greater riding comfort.

10. Tires-fiberglass belted bias-ply tires offer new low, wide appearance and improved traction, handling, durability, longer tread life.

13. Foot-Applied Parking Brakeeasy to use, easy to release.

12. Two-Spoke Steering

Wheel-semi-oval

entry and exit.

shape permits easier

11. Dimensions—new, longer, wider measurements give Torino a smoother ride, greater stability, easier handling.

60.5" TRACK (front) 60.0" TRACK (rear) 206.2" OVERALL LENGTH 117.0" WHEELBASE 76.4" OVERALL WIDTH

mission, ignition and steering mechanism as you remove key. Deters auto theft.

14. Front Seat Back Latch-keeps folding front seat back secure during sudden stops for added safety.

device locks trans-

4V V-8 and 4-speed manual quick-

8. Monocoque Con-

struction-body and

frame are integrated

to reduce road rattles

and provide greater

strength and durability.

21

## specifications

Color and Trim: 16 brilliant Super Diamond
Lustre Enamel exterior finishes, and 7 interior
color choices.

Engines: (see availability chart also).

250-cu. in. 6-cylinder engine—155 hp; 3.68" bore x 3.91" stroke; 9.0 to 1 comp. ratio; 7 main bearings; reg. fuel; single bbl. carb.; auto. choke; self-adj. valves; oil cap'y, incl. filter 4.2 qt.

302-cu, in. V-8—220 hp; 4.00" bore x 3.00" stroke; 9.5 to 1 comp. ratio; reg. fuel; 2-bbl. carb.; auto. choke; self-adj. valves; oil cap'y, incl. filter, 4.2 qt.

**351-cu. in. V-8**—250 hp; 4.00" bore x 3.50" stroke; 9.5 to 1 comp. ratio; reg. fuel; 2-bbl. carb.; auto. choke; self-adj. valves; oil cap'y, incl. filter, 4.2 qt.

351-cu. in. V-8—300 hp; 4.00" bore x 3.50" stroke; 11.0 to 1 compression ratio; premium fuel; 4-bbl. carb.; automatic choke; canted self-adjusting valves; oil cap'y, incl. filter, 4.2 qt.

429-cu. in. V-8 Thunder Jet—360 hp; 4.36" bore x 3.59" stroke; 10.5 to 1 comp. ratio; prem. fuel; 4-bbl. carb.; auto. choke; canted self-adj. valves; oil cap'y, incl. filter, 4.2 qt.

429-cu. in. V-8 Cobra—370 hp; 4.36" bore x 3.59" stroke; 11.3 to 1 comp. ratio; premium fuel; 4-bbl. carb.; auto. choke; canted self-adjusting valves; oil capacity, including filter, 4.2 qt.

429-cu. in. Cobra Jet V-8—370 hp; 4.36" bore x 3.59" stroke; 11.3 to 1 comp. ratio; prem. fuel; 4-bbl. carb.; auto. choke; canted self-adj. valves; oil cap'y, incl. filter, 4.2 qt.

429-cu. in. Boss V-8—375 hp; 4.36" bore x 3.61" stroke; 10.5 to 1 comp. ratio; prem. fuel; 4-bbl. carb.; auto. choke, canted valves, mechanical valve and train; oil cap'y. incl. filter, 4.2 qt.

#### **POWER TEAMS**

ENGINES	<b>TRANSMISSIONS</b>
250 cu. in. Six (N.A. Torino Brougham, So GT and Cobra models)	quire, 3, C
302 cu. in. 2V V-8 (Std. on GT, Brougham an N.A. Cobra)	d Squire models, 3, C
351 cu. in. 2V V-8 (N.A. Cobra)	3, 4, C
351 cu. in. 4V V-8 (N.A. Cobra)	3, 4, C
429 cu. in. 4V V-8 (Standard on Cobra mode)	1) 4, C
429 cu. in. 4V Cobra (N.A. with wagons)	4, C
429 cu. in. 4V Cobra Jet Ram (N.A. with wagons)	-Air 4, C
429 cu. in. 4V Boss (Avail. only on	
Cobra SportsRoof)	4

#### SYMBOLS:

- 3-3-speed fully synchronized manual shift
- 4-4-speed manual with Hurst Shifter®tm linkage (N.A. Wagons)
- C-SelectShift Cruise-O-Matic (3-speed automatic transmission)

Engine Features: 6000-mile (or 6-month) full-flow oil filter; hydraulic valve lifters (mechanical on Boss 429); dry element air cleaner; 190° thermostat; 12-volt elect. syst.; 42-amp. alt. (38 amp. on 250 Six); 54-plate, 45 amp-hr Autolite Sta-Ful battery, weatherproof ignition with constant-resistance wiring; air-cooled breaker points; positive-engagement starter; fully aluminized

mufflers with stainless steel components.

Clutch and Manual Trans. (see chart for avail.): clutch face dia. 10.0" with 250 Six and 302 V-8; 11" with 351; 11.5" with 429 V-8's.

3-Speed Manual Transmission: Synchro manual shifting in all three forward gears. Std. "H" pattern with lever on steering column.

4-Speed Manual Transmission: Sports-type transmission, fully synchronized in the four forward gears with Hurst Shifter®tm floor-mounted stick shift linkage.

SelectShift Cruise-O-Matic Drive (see chart for availability): Fully automatic, or may be shifted manually. Three forward speeds, one reverse. Provides engine braking in low or intermediate gear for better control on grades and hilly driving, or when pulling trailing devices.

Rear Axle: Semi-floating type with deep-offset hypoid gears. Straddle-mounted drive pinion with roller bearings (V-8's). Permanently lubricated wheel bearings.

Front Suspension: Ball-joint type with coil springs pivot-mounted on upper arms. Angle-Poised for anti-dive control. Strut stabilized lower arms.

Rear Suspension: Asymmetrical design with rear axle forward of spring center for anti-dive and anti-squat. Extra-long leaf type springs.

Steering: Recirculating-ball type steering gear. Linkage system lubricated for life. Steering ratio 29.04 to 1. Turning diameter 42.75 feet (approx.). Power steering option ratio: 20.64 to 1.

Brakes: Dual hydraulic system with dual master cylinder, separate lines to front and rear brakes. Self-adj. type. 10-inch full cast front drums finned and flared for better cooling. Lining area sedans, hdtps. with Six and 302 V-8—163.6 sq. in.; convs. and wagons with Six and 302 V-8, sedans, hdtps., convs. with 351 or 429 V-8's—173.3 sq. in.; wagons with 351 and 429 V-8's—192.5 sq. in.

Basic Dimensions and Capacities: Length—206.2" (Wagons—209.0"); Width—76.4" (4-Door Sedan, 4-Door Hardtop), 76.7" (2-Door Hardtop, SportsRoof), 76.8" (Conv.) 75.4" (Wagon); Wheelbase—117.0" (Wagon—114.0"); Track (front/rear)—60.5"/60.0"; Height (design)—53.0" (4-Door Sedan, 4-Door Hardtop), 52.2" (2-Door Hardtop), 51.0" (SportsRoof), 52.8" (Convertible), 55.9" (Wagon); Usable Cargo Capacity—16.2 cu. ft. (4-Door Sedan, 4-Door Hardtop, 2-Door Hardtop), 12.1 cu. ft. (Convertible), 85.2 cu. ft.—(Wagon); Fuel Capacity—18.4 Imp. gal.

Approximate Curb Weights: Torino GT Sports-Roof—3508 lb., Conv. 3632 lb.; Torino 2-Dr. Hdtp.—3315 lb., 4-Dr. Hdtp.—3331 lb., 4-Dr. Sed. —3300 lb.; Cobra SportsRoof—3916 lb.; Fairlane 500 2-Dr. Hdtp.—3270 lb.; 4-Dr. Sed.—3258 lb., Torino Squire Wag.—3715 lb., Torino Wag.—3695 lb., Fairlane 500 Wag.—3650 lb.

Station Wagons: For full details and specifications on station wagon models referred to herein, ask for the Ford Wagons Catalog.

Trailer Towing: Ask your Ford Dealer for information on how to best equip your car for trailer towing.

NOTE: Your new 1970 Torino, Fairlane or Cobra comes equipped with factory engineered and approved parts such as dependable Autolite Sta-Ful battery, Autolite Power-Tip spark plugs, Autolite shock absorbers, and an Autolite 6000-mile oil filter. For continued top performance, be sure to specify genuine Autolite parts whenever replacement is necessary.

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