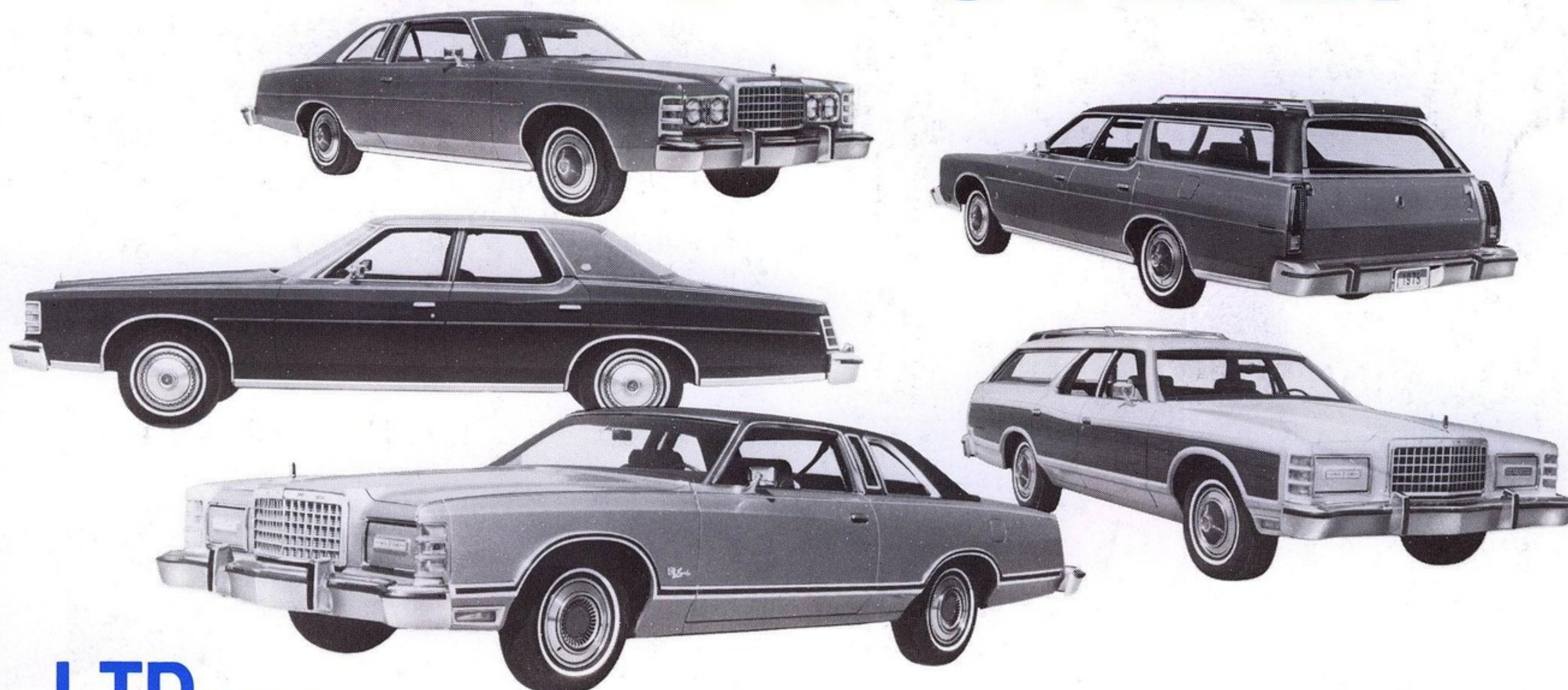


THE '75 FORD...



LTD ...

true value for the practical/basic prospect

LTD BROUGHAM ...

an easy step up to popularly priced luxury

LTD LANDAU ...

most luxurious standard-size car Ford has ever built

LTD WAGON ...

to keep Ford the industry Wagonmaster

COUNTRY SQUIRE WAGON ...

additional luxury, comfort and convenience

These new models combine traditional Ford quality and good value with new degrees of luxury — to challenge anyone's image of "medium-priced" cars.

The 1975 LTD line-up offers you the ability to meet your prospects' needs anywhere in the buying spectrum from the prospect whose motives are most functionally oriented to the buyer who is purely luxury oriented.

The LTD Brougham could turn out to be our most popular Ford series in 1975. It is the likely purchase choice

for the traditional LTD owner who is attitudinally in the substantial luxury segment — in short the step-up buyer.

For the luxury oriented buyer, the LTD Landau and Country Squire, particularly, provide buyers in this class with a sensible new alternative ... a value alternative to bigger, longer, heavier cars. Yet LTD Landau and Country Squire buyers will experience scarcely any sacrifice of spaciousness and luxury ... while saving considerably on purchase price.

STANDARD VALUE DESIRED BY ALL PROSPECTS



QUALITY WORKMANSHIP

"The closer you look, the better we look" states the case for the 1975 LTD's workmanship. The fit of the body panels, the tight sealing of window glass, the lay of the floor carpeting, the super diamond luster finish of the paint...all are obvious testimony of the car's high degree of workmanship.



SPACIOUS INTERIORS



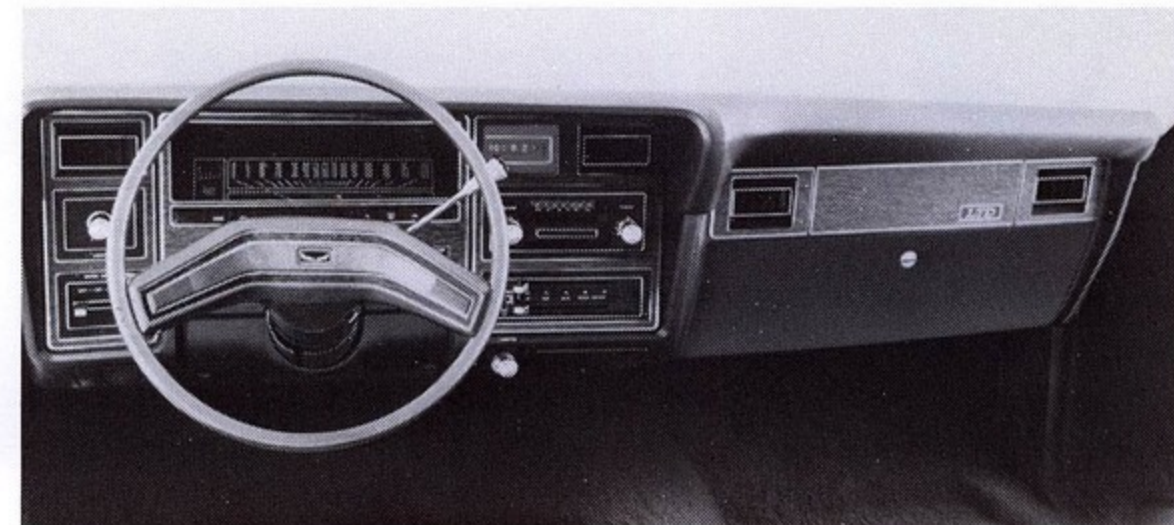
Space, or "roominess," is an understandable consideration with standard-size car buyers. Ford looks for better ways to respond...such as this famous "front room," with uncrowded comfort for three adults. Both the front and rear seats have over five feet of hip and shoulder room.

The roominess story extends to the trunk. It has nearly 22 cubic feet of luggage capacity. And the front of this bigger, deep-well trunk has been redesigned, so there's 4 inches less lift-over when loading or unloading it.

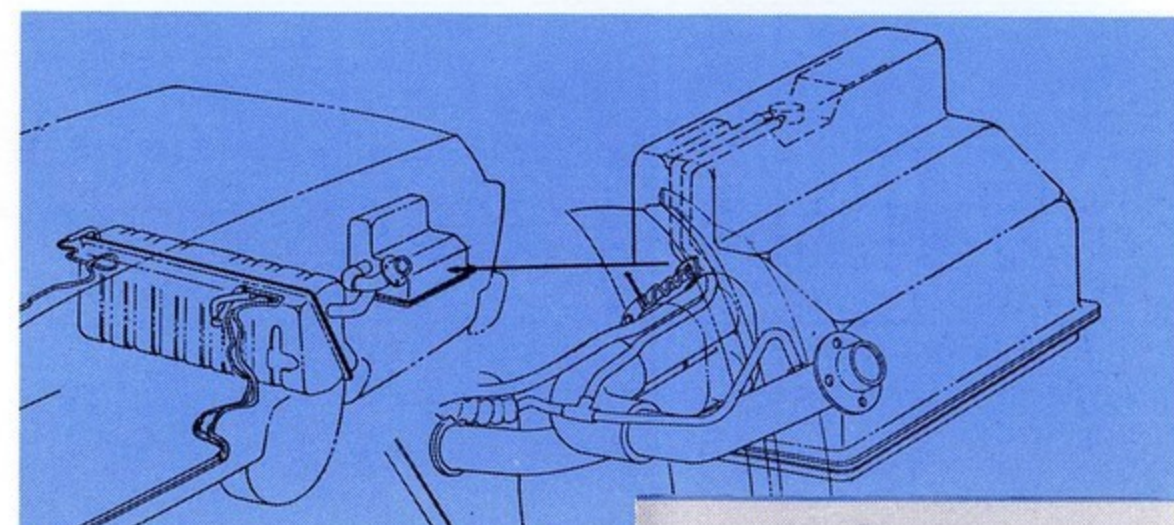
EXCITING NEW STYLING

This new 2-door roofline for all series features a large fixed rear quarter window and a "B" pillar window for improved visibility. The full vinyl roof is standard with LTD Brougham and LTD Landau — a styling touch that lends value — the kind of value that retains its worth. The front end has a new hood and grille treatment, while the rear end has a new wraparound taillight treatment with integral side marker lights.

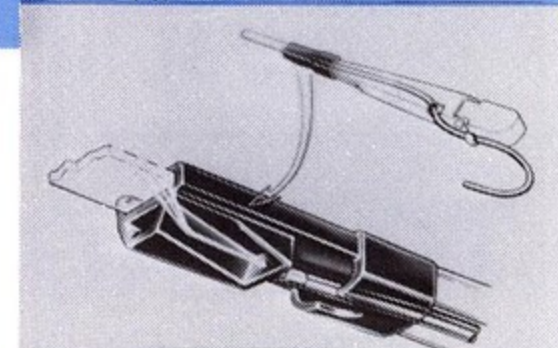
COMFORT & CONVENIENCE



Power ventilation is another appreciated Ford feature. There's fresh outside air available for circulation even with the windows up, or when the car isn't moving.



A convenience when traveling, or in rush-hour traffic... the big fuel tank holds up to 24 gallons. With the optional Extended Range Fuel Tank, capacity is increased to 32 gallons for even longer periods of driving without having to refuel (up to 29 gallons on wagons).



Windshield washer jets are located on the wiper arms, to spray the fluid efficiently right on the sweep area — not distractingly over or under it.

ECONOMY & RELIABILITY

The standard LTD engine is the 351 V-8 designed for durability, performance, economy and quiet operation. Also standard are front disc/rear drum brakes which are self-adjusting for reliable, smooth stops.

The economy and reliability story also includes the steel-belted radial ply tires. These tires save gas and provide increased tread life when compared to conventional bias ply tires.

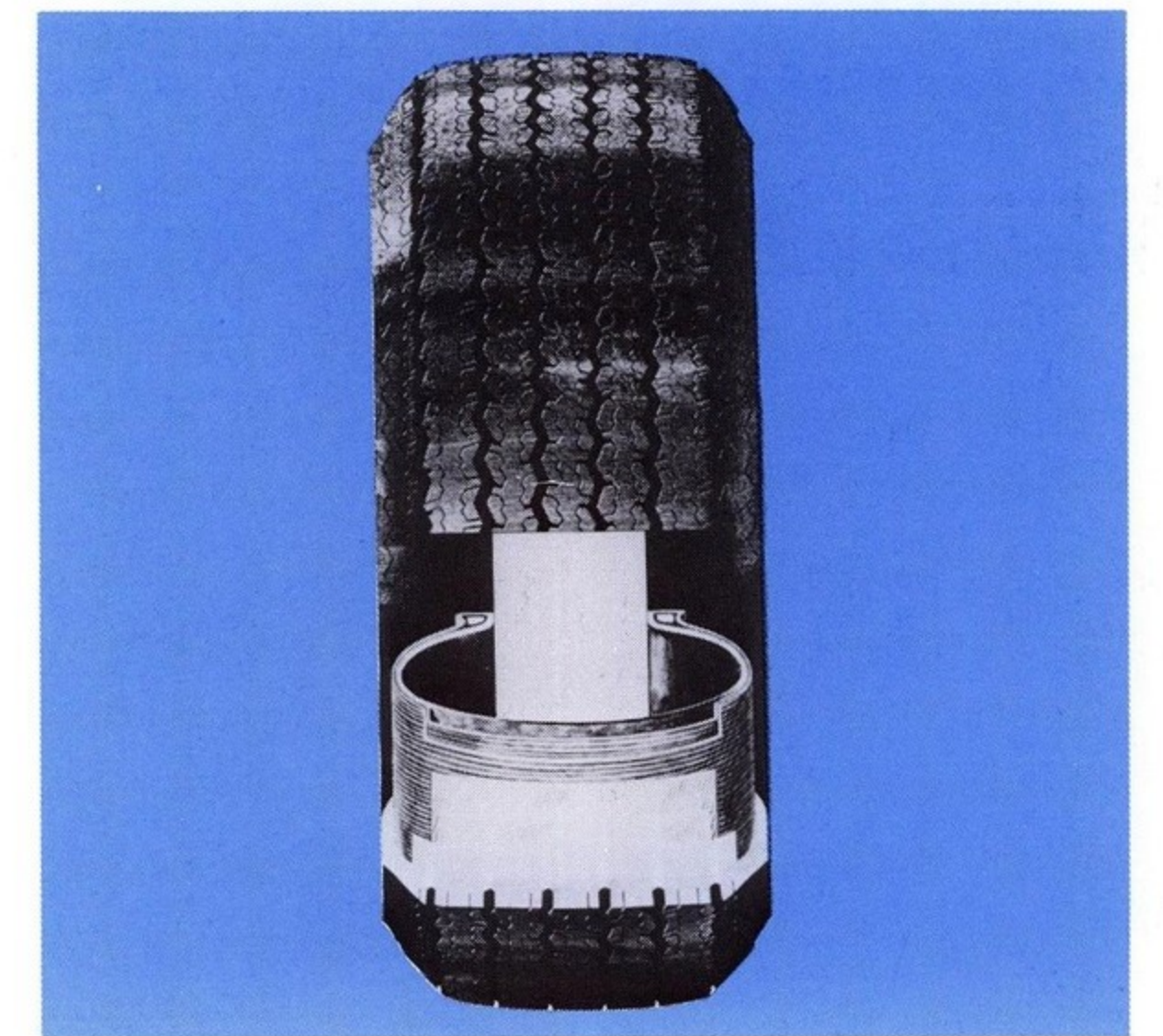
QUALITY TELLS IN FORD'S RIDE

COMFORTABLE & QUIET

The Ford owner is entitled to expect a smooth, quiet ride. Such a ride is created from quality components, repeatedly tested for reliable performance and durability. Here are just a few of the many reasons for the LTD ride:

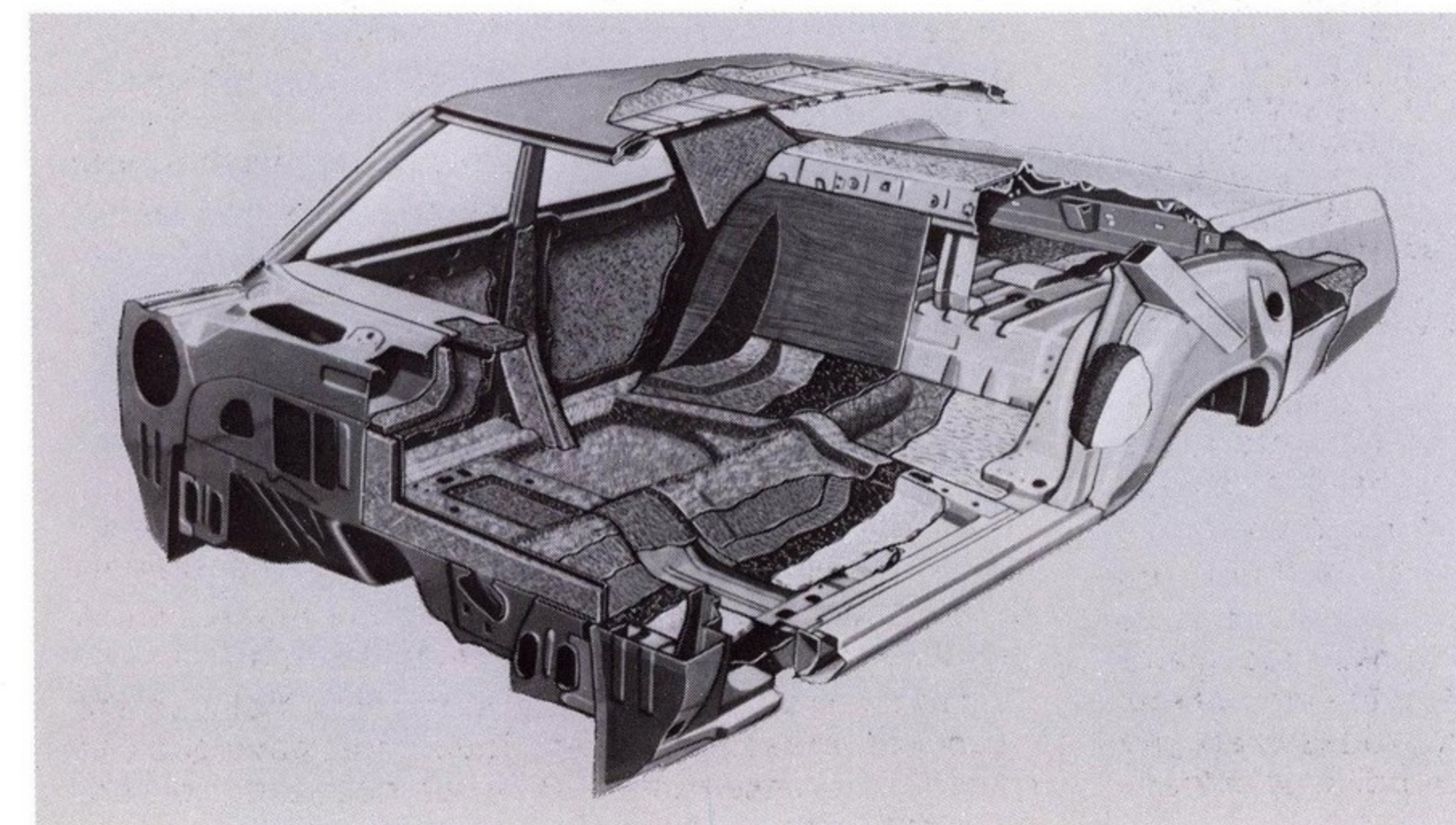
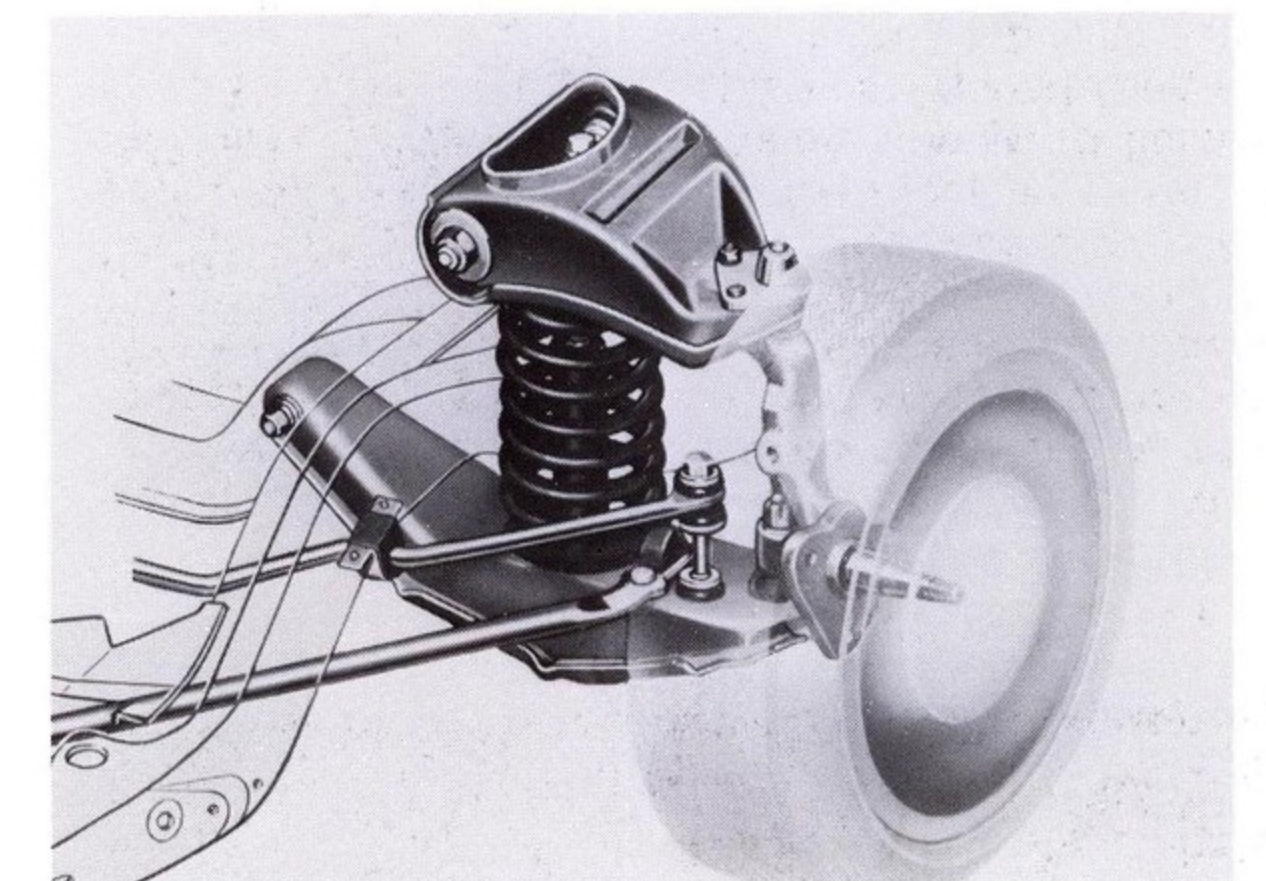
STEEL-BELTED RADIAL PLY TIRES

Ford's quiet, smooth ride begins right at the road. All standard-sized models are equipped with steel-belted radial ply tires... known for their good ride at highway speeds, their resistance to puncture and their long tread mileage.



COMPUTER-SELECTED FRONT SPRINGS AND CALIBRATED SHOCK ABSORBERS

A computer selects the proper springs to match the weight and size requirements of each car, depending on the model, engine, and optional equipment. Shock absorbers are calibrated to provide optimum dampening. That's part of how we provide Ford owners with a quiet ride and a secure feeling over the widest variety of road surfaces.



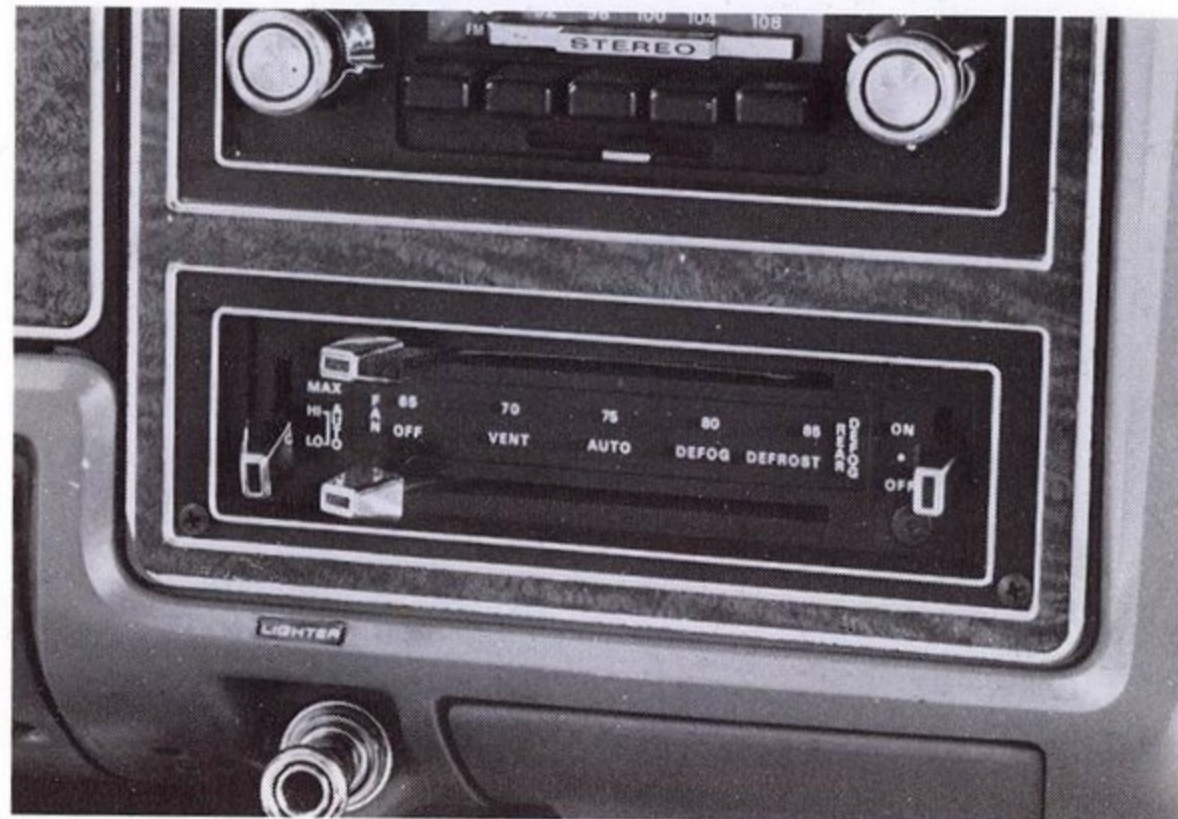
BODY INSULATION & SOUND PACKAGE

Generous applications throughout the car of special deadening materials insulate the passenger compartment against noise, heat and cold.

SOME GOOD-VALUE FORD OPTIONS

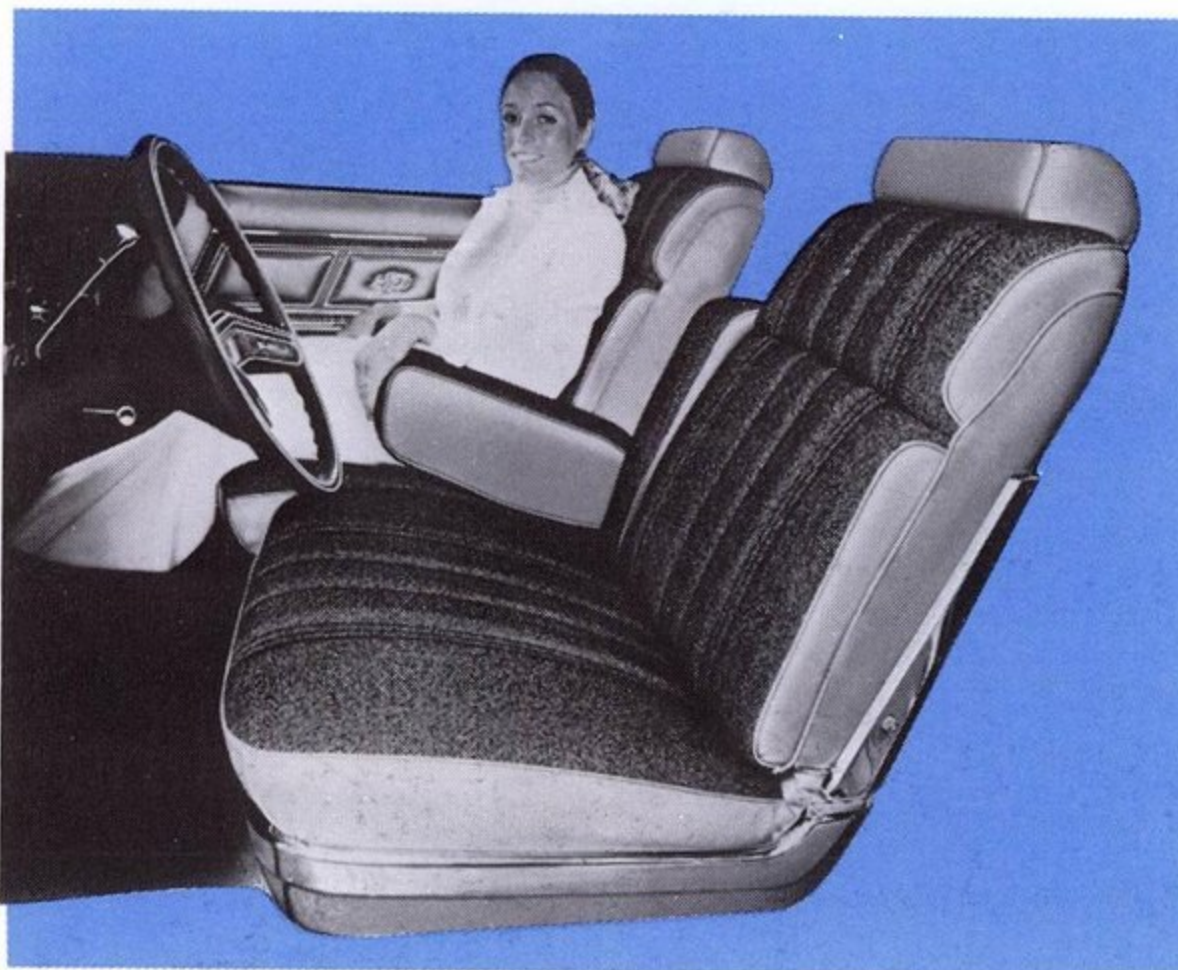
For Ford buyers who want added comfort and convenience, Ford offers a list of options which will help increase its value at trade-in time.

AIR CONDITIONING



Ford's SelectAire system is also available with an Automatic Temperature Control feature (ATC). This combines the conventional A/C-heater system with a thermostatic control, similar to those in homes. The single ATC control setting maintains a constant temperature inside the car, regardless of the climate outside.

POWER SEATS



New seating comfort... '75 models offer separate power adjustment of the driver and passenger split bench seats, providing them both with the most comfortable position at any time. Power adjustment is also available for the driver's seat only, and for the full-width bench seat.

POWER SUNROOF

Owners can enjoy the open-air pleasure of a convertible — along with the styling, quietness and security of a 2- or 4-door pillared hardtop. The sunroof is powered by an electric motor, actuated by a fingertip control in the roof. It slides back out of sight above the headliner, and when closed snugly matches the roofline to seal out the weather and noise.



Convenience Group... (Standard on LTD Landau). This option offers added convenience for the driver. It includes:

- Outside left- and right-hand remote-control mirrors
- Automatic parking brake release
- Interval windshield wipers
- Visor vanity mirror
- Right front armrest ashtray
- Electric trunk deck lid (or tailgate) release

Light Group... This option offers the driver and passengers such convenience features as:

- Illuminated visor vanity mirror
- Dual beam map light
- "Headlights on" warning buzzer
- Instrument panel courtesy light
- Parking brake warning light
- Luggage (or cargo) compartment light
- Rear door courtesy light switches
- Engine compartment light

(Some Standard on LTD Landau, Brougham or Country Squire).

SOME OTHER POPULAR '75 FORD OPTIONS

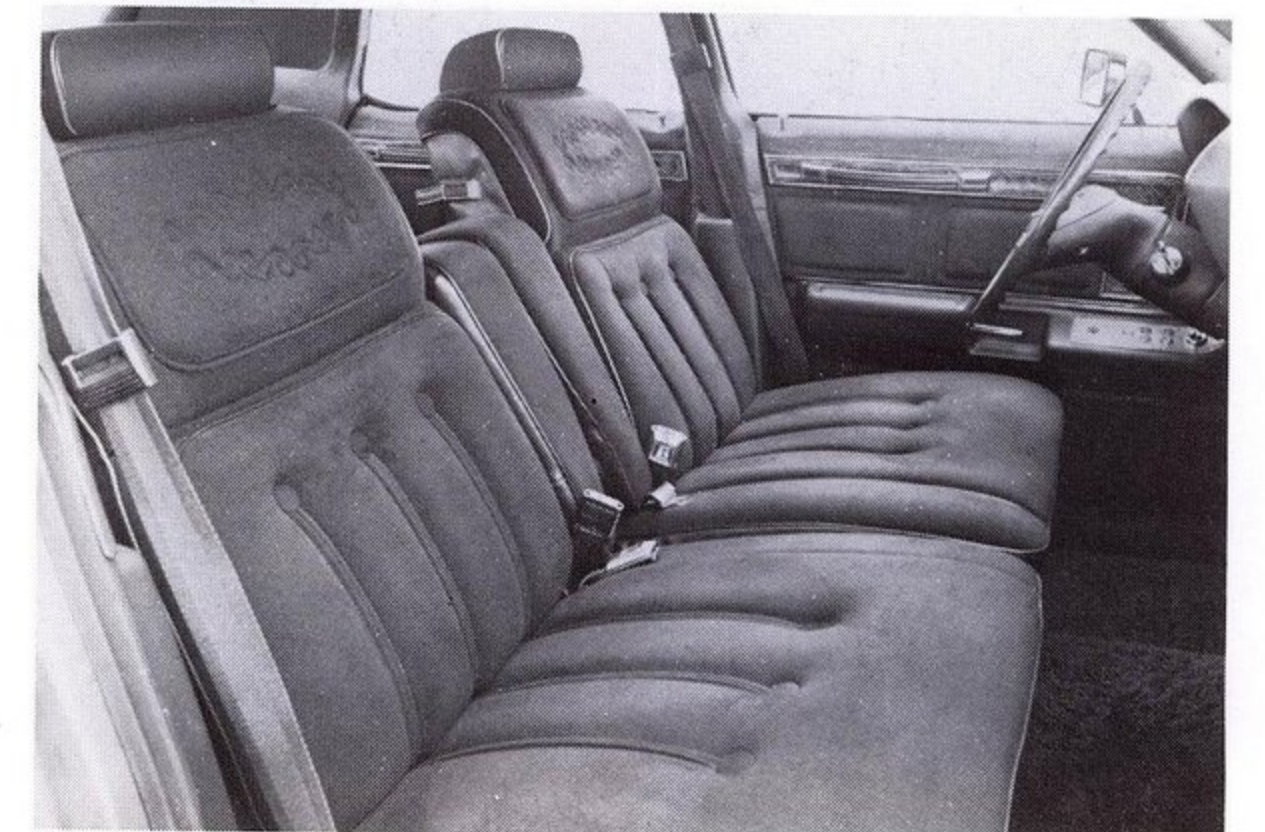
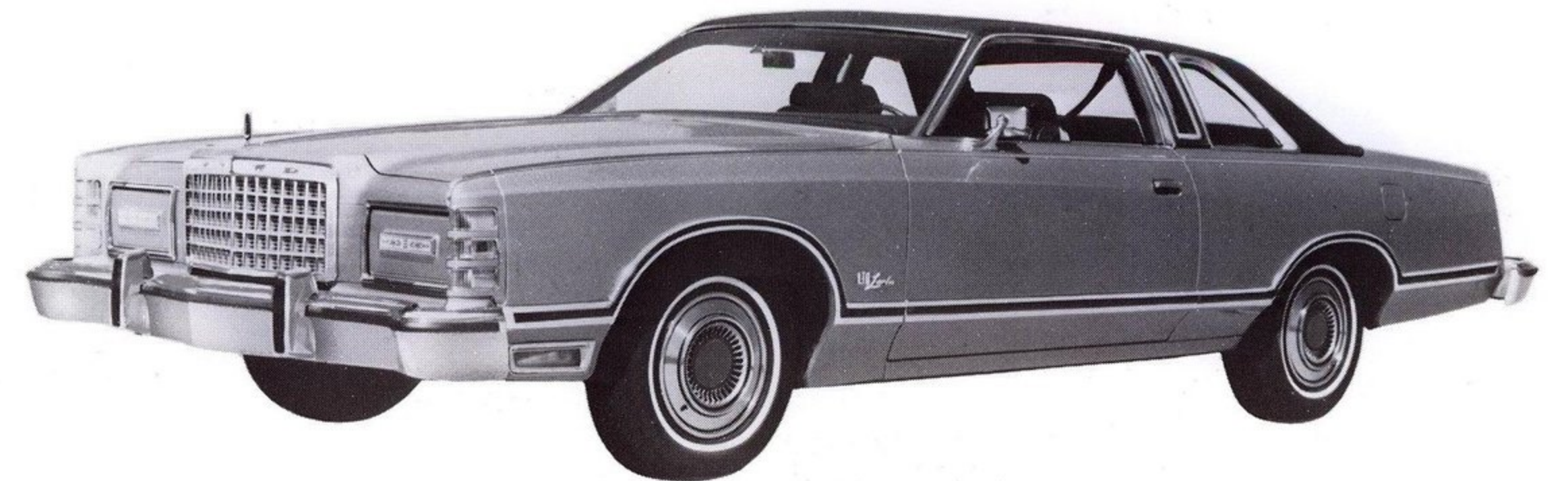
FUEL SENTRY VACUUM GAUGE — monitors engine vacuum to help drivers achieve the best possible gas mileage.

FINGERTIP SPEED CONTROL — regulates speed automatically for added comfort on long distance trips.

AM, AM/FM STEREO, AM/FM STEREO WITH TAPE PLAYER — LTD offers a wide selection of sound systems to suit each owner's needs.

ELECTRIC REAR WINDOW DEFROSTER — helps keep rear window clear for better visibility.

THE MOST LUXURIOUS FORD EVER PUT TOGETHER: THE LANDAU WITH LUXURY GROUP

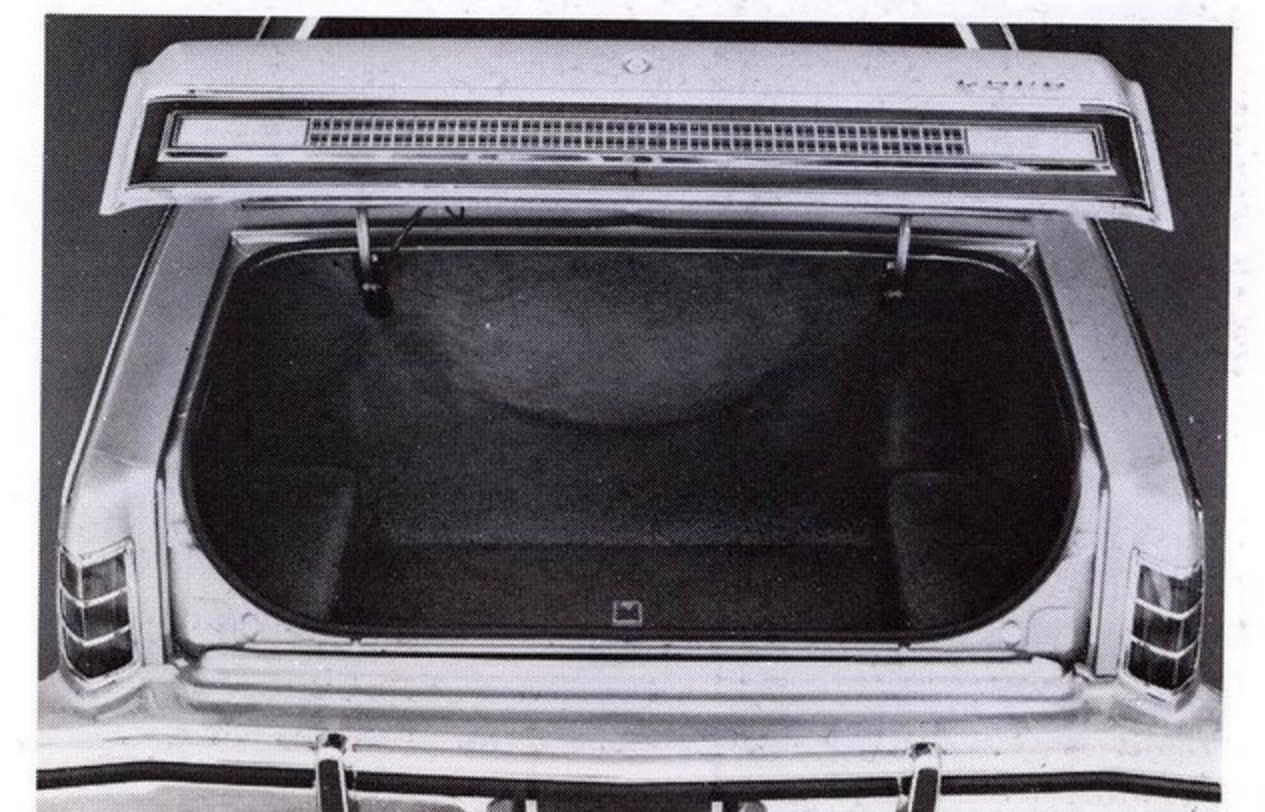


The new Ford Landau Luxury Group option positions these economical "right full-sized cars at the right time" among the "medium-priced" cars — but only in satisfaction and value, not necessarily in price!

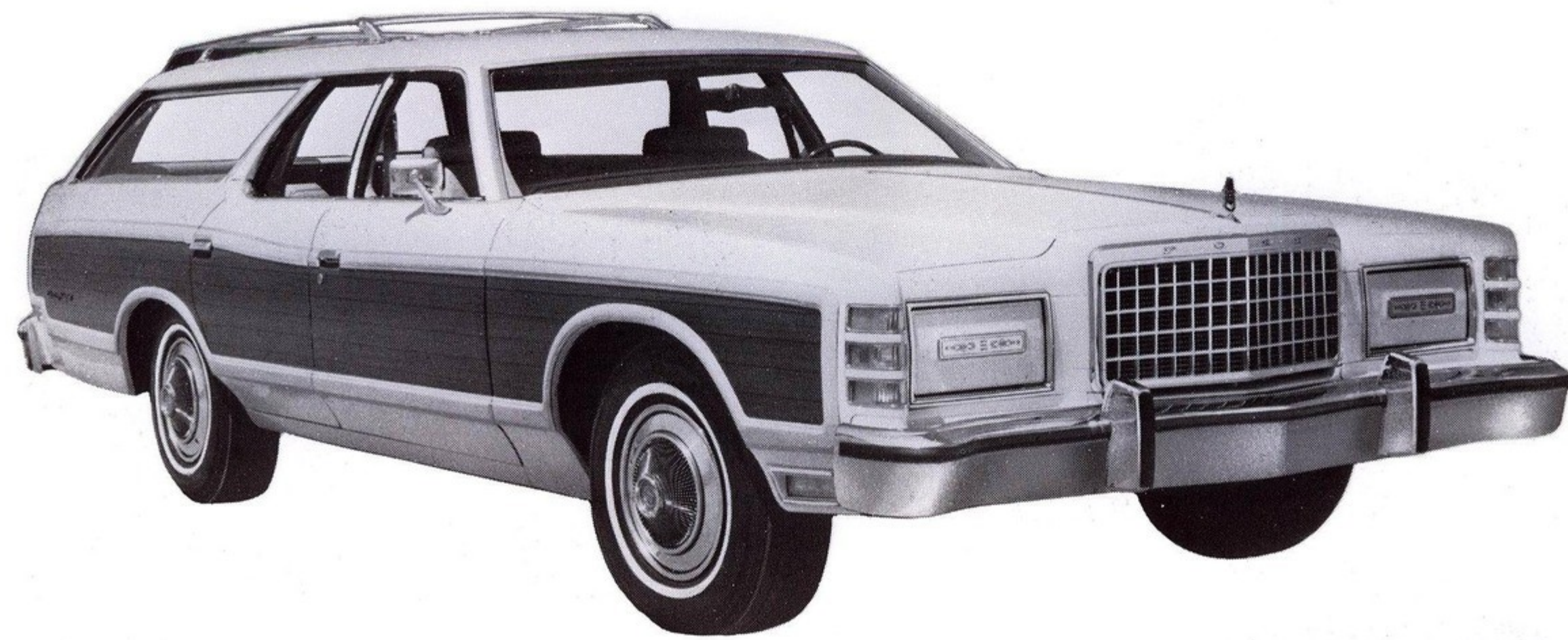
This Group, available with LTD Landau and Country Squire, offers such added luxury as:

- Split bench seats with manual passenger recliner — and luxury knit 100% nylon cloth with the look and feel of cashmere or super-soft vinyl, both easy to clean
- Deep cut-pile shag carpeting (22-oz. per sq. yard)
- Luxury car-like sew style with "loose pillow" effect and embroidery pattern
- Rich burl walnut instrument panel woodtone applique
- Rear seat fold-down center armrest (except Country Squire)
- Assist straps on doors and front seat backs
- Rear seat cigar lighters (with Power Window option on 4-doors and Squires)
- And even ...

... this rich luggage compartment cut-pile carpeting to save bags from scuffs and tears.



GOOD REASONS WHY FORD REMAINS "THE WAGONMASTER"



COMFORT, ROOMINESS, LUXURY, SECURITY

Ford wagons give owners performance and a comfortable ride... with a 400 CID 2V engine and special suspension with higher rate springs and larger shock absorbers. From a supermarket "special" load to a boat or four-horse trailer... Ford wagons fit more owners' life-styles.

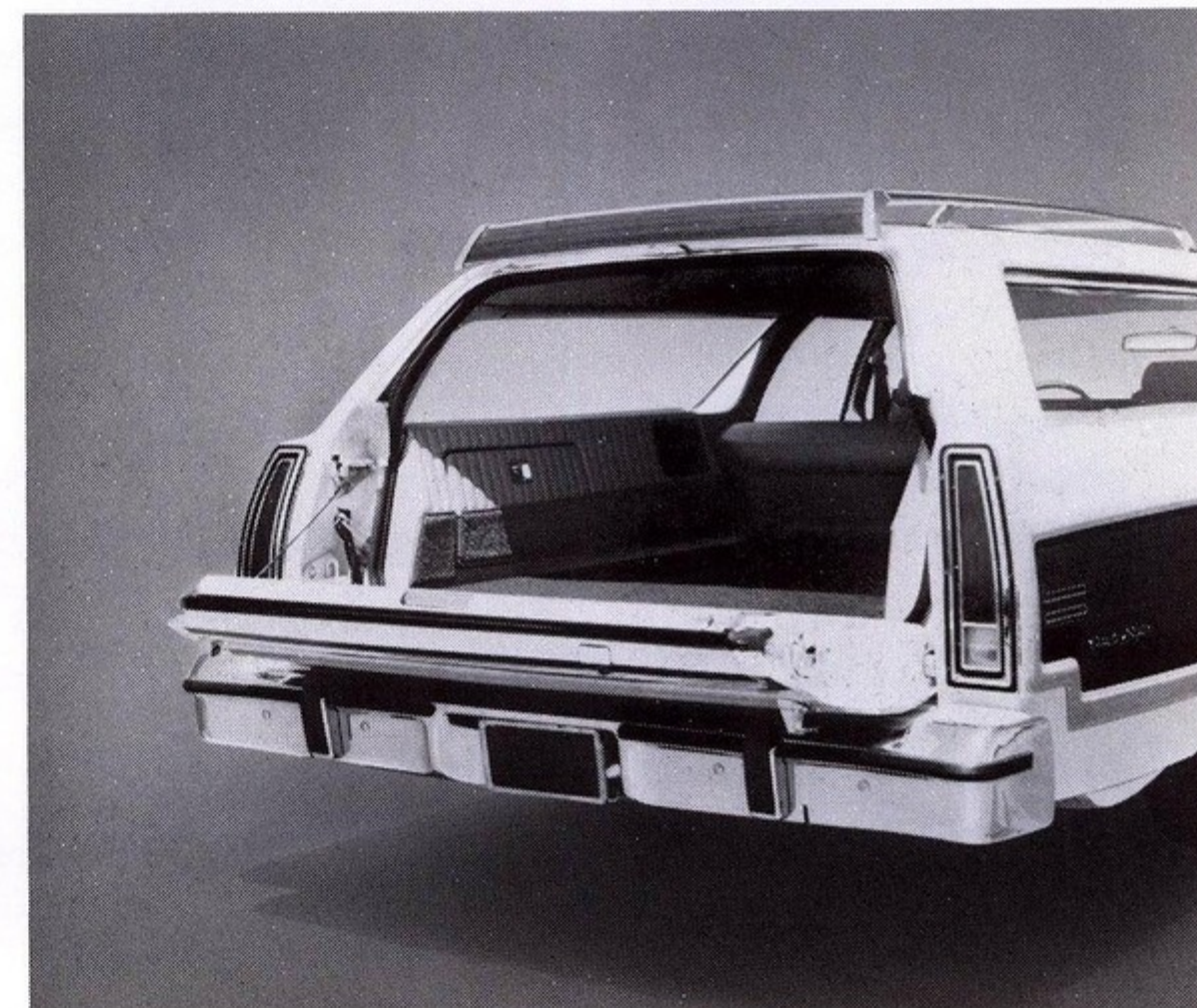


MAGIC DOOR-GATE ADDS RELIABLE CONVENIENCE

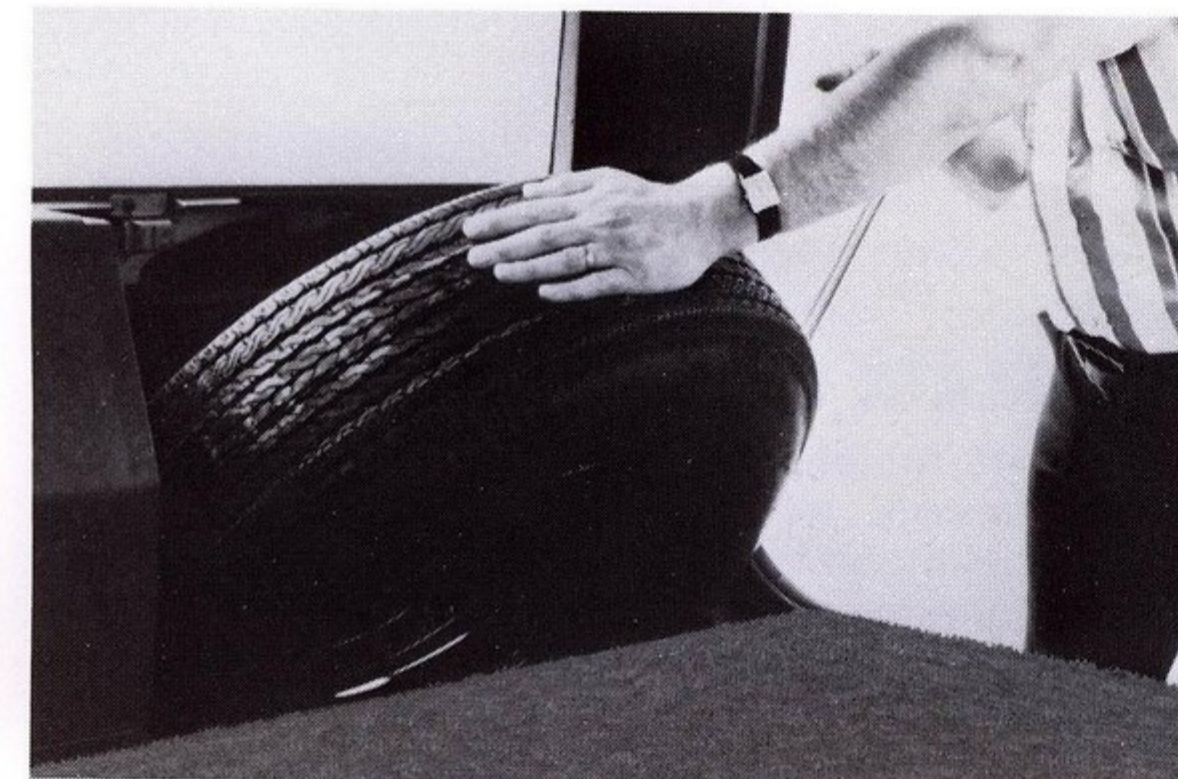


Ford's famous three-way door-gate folds down to handle extra-long loads — swings out with the glass raised or lowered. The safety lock button prevents accidental opening from inside.

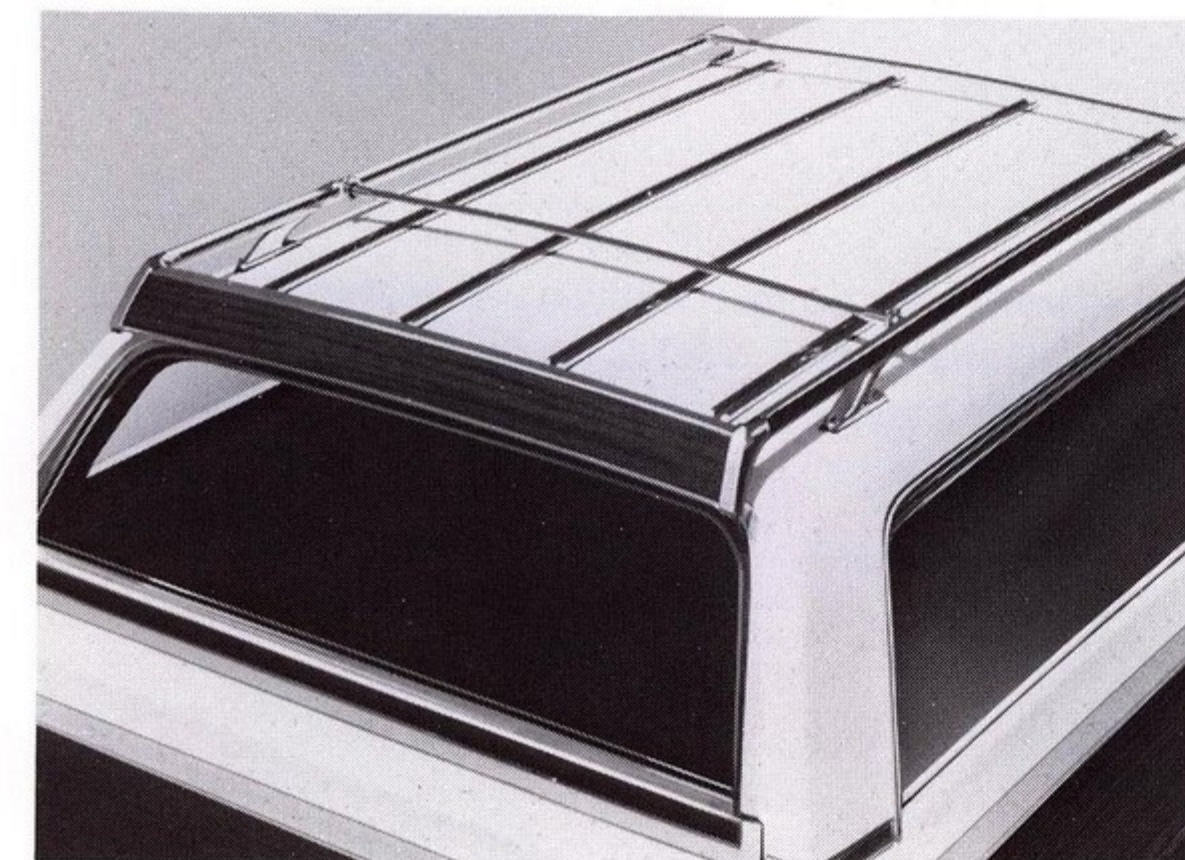
FULL CARPETED LOAD FLOOR PROTECTS CARGO



This fully carpeted load floor makes a handsome appearance... and provides additional protection for any cargo. It's wide enough to handle 4' x 8' panels. Under the floor, there's added lockable storage area.

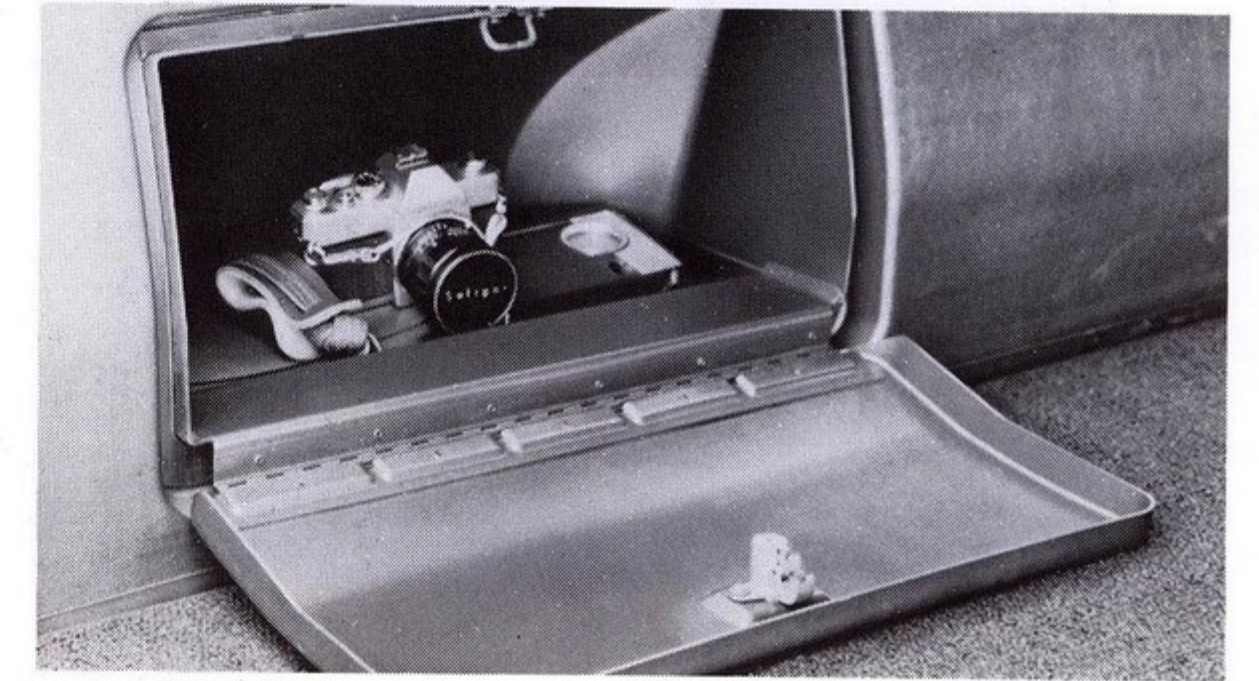


If something on the road results in a flat tire, Ford's handy spare tire extractor is designed to save time, effort and patience in getting at, and removing, the spare.



This deluxe luggage rack has an adjustable end rail, permitting different length loads to be carried securely.

For better visibility, the luggage rack design incorporates an air deflector to help prevent accumulation of dirt on the rear glass.



Left rear quarter panel provides for nearly two cubic feet of lockable storage space — a separate option also included in the Deluxe Cargo Area Group.



This LTD Brougham option brings the station wagon owner luxury and convenience values comparable to those available for our passenger cars. The package includes:

- Split bench seats with passenger recliner
- Bright seat side shields
- Exclusive sew style seat trim
- Carpeted lower door trim panels
- Front door courtesy lights, and rear door courtesy light switches
- Color-keyed deluxe seat and shoulder belts
- Passenger-side front armrest ashtray
- Bright pedal trim
- Self-regulated illuminated electric clock
- Full wheel covers
- Bright front and rear rocker panel extensions
- Cargo light
- Dual accent paint stripes

UTILITY HAULING OPTIONS

AUTOMATIC LOAD ADJUSTER

This option is recommended to customers who will be hauling heavier than normal loads. This vacuum-operated system automatically adjusts to change the ride height as the load varies. Not available with Class III Trailer Towing Package or with hitch platform.

LOAD EQUALIZING TRAILER HITCH PLATFORM

This option is now factory-installed, by bolting the hitch to the frame just behind the rear axle. When used in conjunction with an equalizing trailer hitch, it distributes trailer tongue loads between the towing vehicle's front and rear wheels. A Class II or Class III Trailer Towing Package is required with this option.

TRAILER TOWING PACKAGES

Ford offers a complete range of Trailer Towing Packages. Class I is for light towing. Class II for medium-duty use and Class III Trailer Towing Package is for heavy-duty applications capable of handling up to 800 lbs. static tongue load and 7000 pounds maximum trailer weight.

The laws of several states now provide that the implied warranty of fitness for intended purpose may not be disclaimed by an express written warranty.

Salesmen selling vehicles or parts to be used for towing or hauling of other accessories such as campers are obligated to advise customers of the suitability of the product sold for the purpose intended. If a salesman sells a hitch to a customer who has made known the type of towing intended, the salesman must advise the customer of the limits of the particular hitch being sold. Such limits should be noted on the Retail Buyers Order to assure an adequate record.

"TRACTION-LOK" DIFFERENTIAL AXLE

The "Traction-Lok" system provides maximum accelerating power by locking the rear wheels together under high torque. This differential provides extra traction on ice, mud or snow.

**ENGINE/AXLE/TRANSMISSION
AVAILABILITY CHART**

Engine	Rear Axle Ratios		
	Standard	Optional	Traction-Lok
351-2V	3.07	3.25	3.00 3.25
400-2V	3.07	3.25	3.00 3.25
460-4V	2.75(a)	3.00	2.75(b) 3.00

A/C available with either ratio
(a) 3.00 standard in California
(b) NA California

1975 DIMENSIONS

Wheelbase	121"
Length (overall)	223.9"
	(Wagon) 225.6"
Width (overall)	79.5"
	(Wagon) 79.9"
Tread — Front	64.1"
Tread — Rear	64.3"

SOLID-STATE IGNITION

1975 engines feature solid-state components which virtually eliminate all of the moving parts usually associated with conventional "breaker" point ignition systems, that require periodic maintenance. Except for routine spark plug service, Solid-State Ignition is virtually maintenance-free during normal use. It provides stronger spark for better starting performance than the conventional system.

1975 Model Realignment

The 1975 LTD line-up has been changed with the deletion of the Galaxie 500 and the addition of the LTD Landau. The base LTD has not been downgraded but several standard features on the 1974 LTD are optional on the 1975 LTD. The LTD Landau will give you a completely new line and with the optional Luxury Group will be positioned above last year's LTD Brougham Luxury Group.

1974 Ford

Brougham Luxury Group

LTD Brougham

LTD

Galaxie 500

1975 Ford

Landau Luxury Group

LTD Landau

LTD Brougham

LTD

In order to achieve the emissions standards established for 1975 model vehicles, catalytic converters will be installed on all 1975 Fords.



Ford Division

At the time of release, specifications and prices contained herein are believed to be correct. Ford Division reserves the right to discontinue models at any time or change specifications, designs or prices without incurring obligation.