

1968 FALCON...

Another better idea from FORD





FALCON '68... compact car for a big, fast country

While the information shown herein was in effect when approved for printing, Ford Division reserves the right to discontinue, or change specifications or designs without incurring any obligations. Accessories and other equipment not standard, are optional at extra cost.

Roomy. That's Falcon '68. Room for six—plus 12.5 cubic feet of space for luggage. Economy's big, too, as always. Good gas mileage. Low upkeep. Big saving on normal service. And as one of America's lowest-priced cars, Falcon's an even bigger value. Falcon, America's economy champ, is more than ever the compact car for a big, fast country!

Falcon, this year, is designed with your security in mind. It is built for Americans to stretch-out in comfortably, with confidence. You get more for your money because Falcon has a better idea of American driving needs.

NEW FALCON FUTURA SPORTS COUPE!

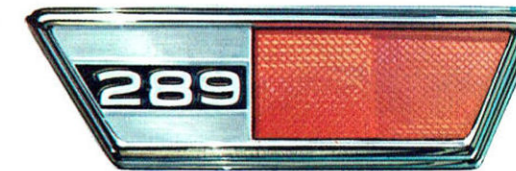
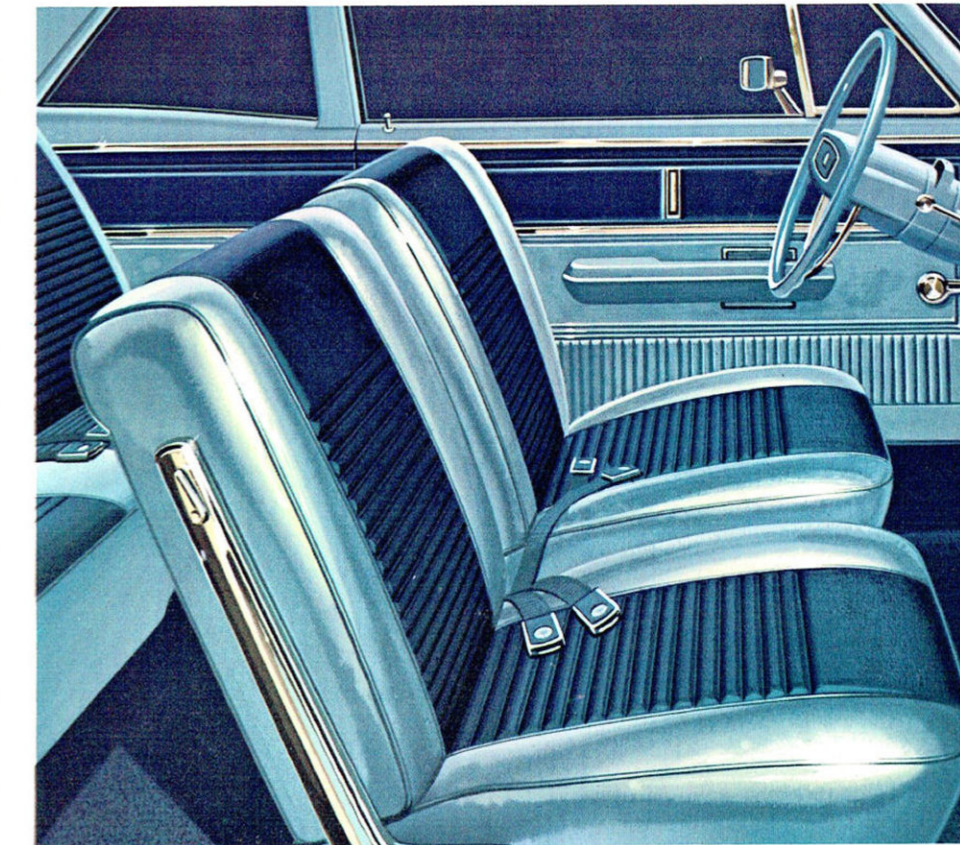
Headlining the choice of seven new Falcons is the sharp Futura Sports Coupe you see here. That smart accent stripe and a smooth-performing, gas-saving 200-cu. in. Fairlane Six are standard. The vinyl-covered roof in black or parchment and 289-cu. in. V-8 (shown) are popular options.

The Falcon Futura Sports Coupe interior, big and beautiful, features elegant all-vinyl trim and is available in dark red, black, blue and parchment. Individually adjustable

bucket seats, deep-foam padded for comfort, are standard. Courtesy lighting, lighted ignition switch and heater controls, front and rear arm rests, cigarette lighter and ash trays also are standard. Seats automatically lock in place and are released by a lever on the outboard side. Steering wheel and thick loop-pile nylon/rayon carpeting are keyed to interior colors.

For added zip, the optional 289-cu. in. V-8 engine with two-barrel carburetor teams up nicely with the standard 3-speed, fully synchronized manual transmission. Or, you can choose the optional transmission, Ford's famous SelectShift, which you can drive manually without a clutch, or go fully automatic. A wide choice of other options (see page 7) lets you personalize your Falcon the way you want to. Ford Motor Company Lifeguard Design Safety Features, page 11, let you drive in confidence.

Your '68 Falcon is at your Ford Dealer's now. Get together soon and see how well better ideas have built the best compacts in Ford history!



Choice of 3 Thrifty Engines!

Because big, fast country driving demands pep and pull as well as economy, Falcon offers you three responsive engines to choose from:

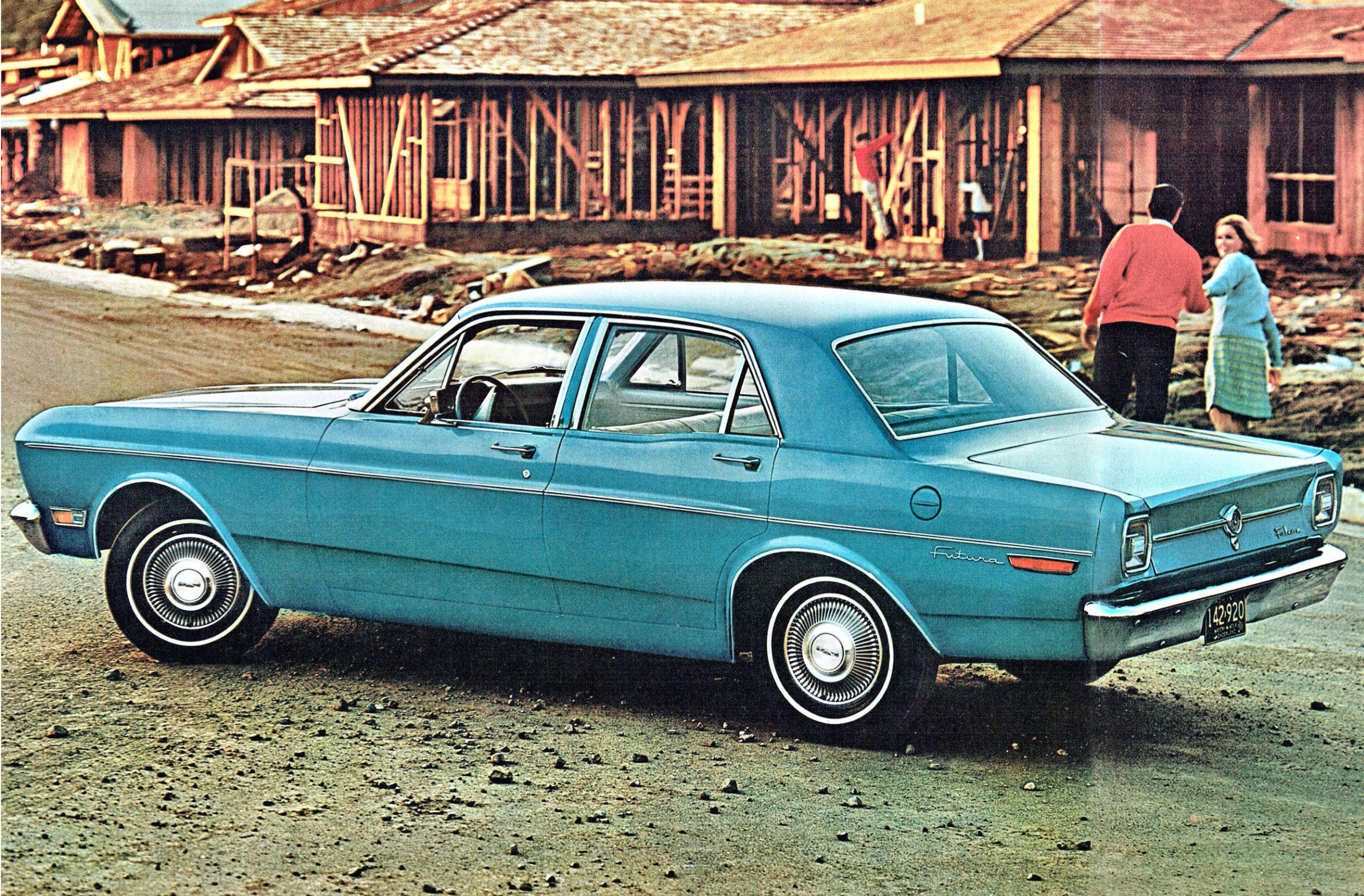
170-cu. in. Six, America's Economy Champ, standard on Falcon Club Coupe and 4-Door Sedan models. It features standout efficiency, good low-speed performance and cold-start ability.

200-cu. in. Fairlane Six, standard on Falcon Futura models (Sports Coupe, Club Coupe, 4-Door Sedan, Wagon) and the Falcon Wagon, provides extra power with remarkable economy.

289-cu. in. 2-barrel V-8, optional on all Falcons, gives you scads of scat, yet runs merrily on regular gas.

Futura Sports Coupe interior (at left) . . . big and beautiful, with all-vinyl trim, individually adjustable bucket seats, thick loop-pile carpeting.

Falcon Futura Sports Coupe



Falcon Futura 4-Door Sedan

Budget-pleasers can be beautiful . . . like this smartly styled Futura 4-Door Sedan. Its low price is surprising in view of its inviting interior, solid construction, cross-country driving power and stability.

There are reflective amber side markers on front fenders . . . reflective red side markers at the rear for greater safety. Bright moldings add flair to crisply sculptured sides. Squared-off taillamps perk up the new rear deck.

Falcon roominess seats six comfortably. Handling is easy, responsive, precise. The 200-cubic-inch Fairlane Six gives you up to twice the horsepower of many smaller cars, and with outstanding fuel economy.

The Futura 4-Door Sedan offers a choice of three standard cloth-and-vinyl interiors. Three all-vinyl interiors are optional. A host of comfort and convenience options are available (page 7).

Visit your Ford Dealer soon and arrange a test drive.

FALCON FUTURA HIGHLIGHTS

Standard engine: 200-cu. in. Fairlane Six

Optional engine: 289-cu. in. 2V V-8

Standard transmission: 3-speed manual, fully synchronized

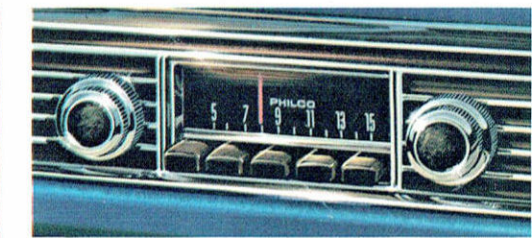
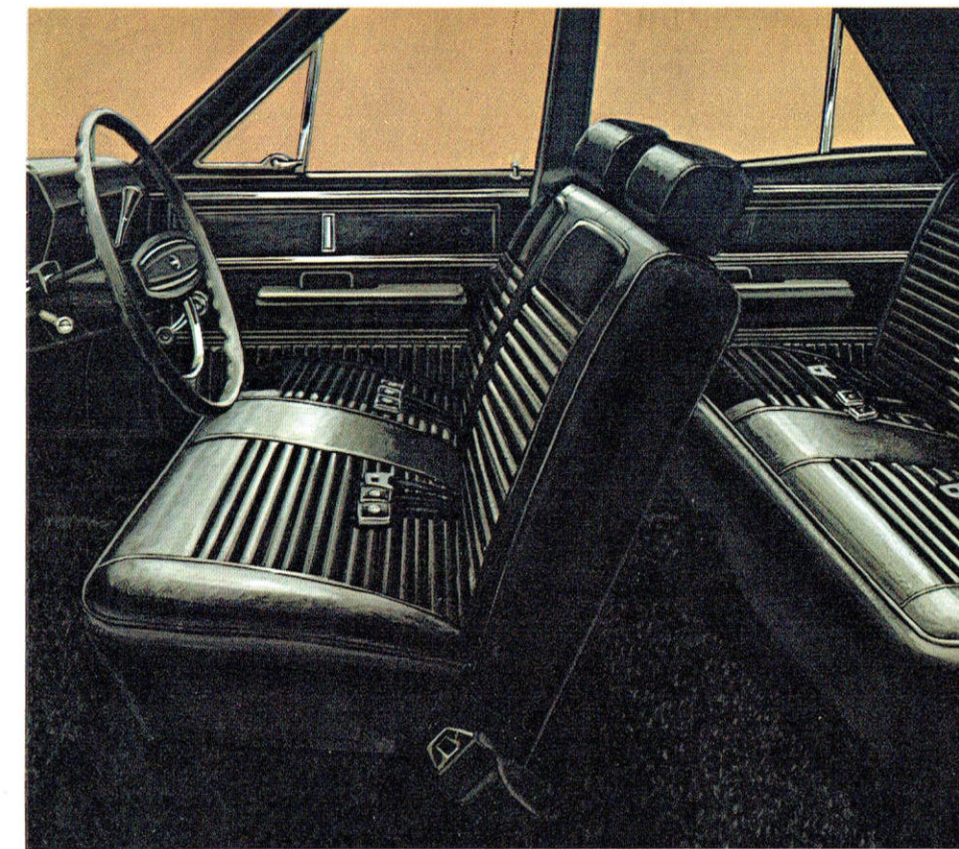
Optional transmission: SelectShift Cruise-O-Matic (with both engines)

Exterior color choices: 15 Super Diamond Lustre Enamel colors

Interior choices: Sports Coupe offers four all-vinyl upholstery colors. Futura 4-Door Sedan and Club Coupe offer three all-vinyl upholstery choices. (See pages 7 and 12 for other optional and standard equipment features.)

Other features: Curved side glass. Suspended accelerator pedal. Foot-operated parking brake with release knob. "Keyless" door locking, all standard.

**FALCON
FUTURA**
4-door sedan...
extra convenience
and luxury
at an easy price



AM Radio. Falcon's most popular option! It's an ideal traveling companion. Five push buttons for preselected tuning. Fully transistorized for instant sound, long life. Speaker centered atop instrument panel for balanced sound.

Falcon Futura 4-Door Sedan interior features surprising roominess, optional all-vinyl trim and wall-to-wall carpeting in three color-keyed choices. Headrests shown are optional. Energy absorbing steering wheel also is color-keyed to interior. 5



Falcon Futura Club Coupe

FALCON FUTURA Club Coupe—enjoy economy in style

Travel happier this year in the handsome new Falcon Futura Club Coupe shown here. Spacious accommodations for you plus five. A family-sized luggage compartment stores more vacation gear than you can cram in most compacts—domestic or imported varieties.

Because Falcon's economy and low price are well-known, you'd scarcely expect the many finer touches that make Futura ownership so attractive. Smart styling, for instance. Trim, sculptured lines. Bright moldings in the right places.

Precise handling lets you park deftly in the tightest spaces. And Futura's ride is especially smooth and quiet—thanks to a refined front suspension and strong, unit body construction.

You'll like the elegant interiors. Durable, easy-care nylon cloth and vinyl. The safety-design instrument panel means business, too. Easy-to-read gauges. The fully padded upper section of the instrument panel extends across the car. An optional Convenience Group at the left of the instrument cluster features warning lights for door

ajar, low fuel, parking brake on, and a seat belt reminder light. Ignition, heater and SelectAire Conditioner controls are lighted for night-time convenience. Reversible keys work either side up.

Besides Falcon's low price, further savings are yours through Twice-a-Year Maintenance features. And standard Ford Motor Company Lifeguard Design Safety Features give you an added bonus of confidence.

Test-drive the 1968 Futura Club Coupe soon at your nearest Ford Dealer's.

1968 Falcon Options add fun and value

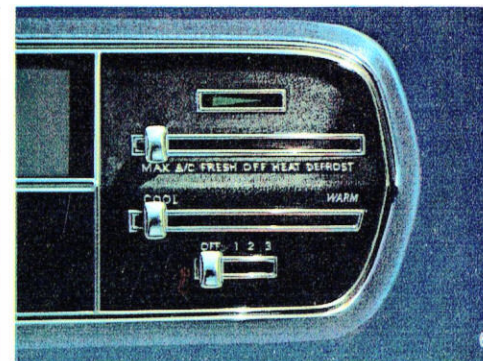
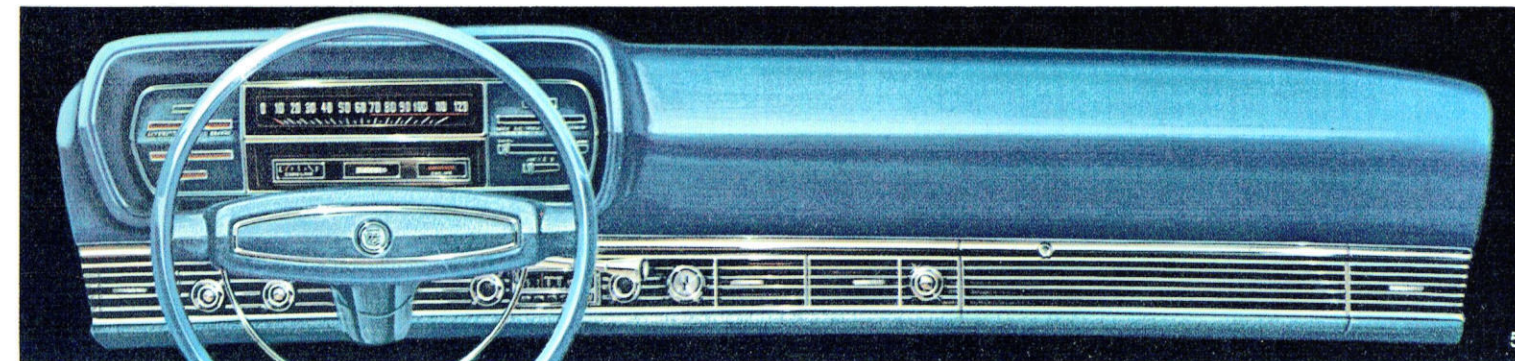
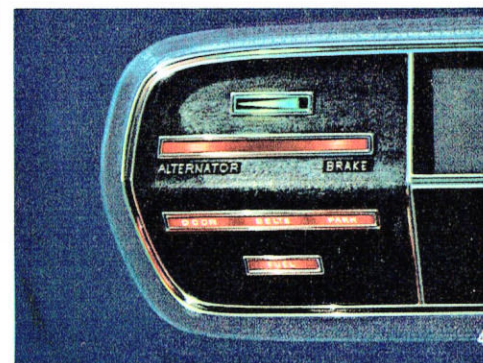
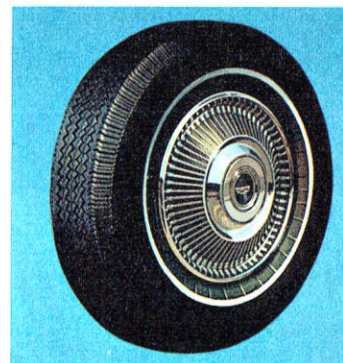
Have more fun when you drive, get more when you trade—with 1968 Falcon options. Pick what you want from this wide variety of power assists plus other convenience and comfort items:

Power convenience—power steering □ power tailgate window □ power front disc brakes □ **Extra listening pleasure**—fully transistorized, 5-push-button AM radio □ **Comfort**—SelectAire Conditioner for all-season heating and air conditioning (new lighted controls) □ **Appearance items**—white

sidewall tires □ two-tone paint □ vinyl roof cover (2-door Futuras, 2-door Falcon) □ all-vinyl trim (Futuras, standard on Sports Coupe and Wagons) □ full wheel covers (standard on Sports Coupe) □ deluxe wheel covers □ **Convenience**—Visibility Group (lighted ash tray, glove box and trunk or cargo area, map light, rear door courtesy light switches, remote-control outside left-hand mirror) □ Convenience Group (warning lights for door ajar, parking brake, low fuel and a seat belt reminder

light) □ headrests □ Magic Doorgate (Wagons) □ luggage rack (Wagons only) □ tinted glass □ limited-slip differential □ **Other popular optional items include**—heavy-duty suspension—heavier springs, shocks, and stabilizer bar (Wagons only) □ 200-cu. in. Six (Falcon Sedan and Club Coupe) □ 289-cu. in. 2-barrel V-8 □ SelectShift (the versatile transmission that's both—an automatic, and a manual) □ plus many others which your Ford Dealer will be happy to describe to you in detail.

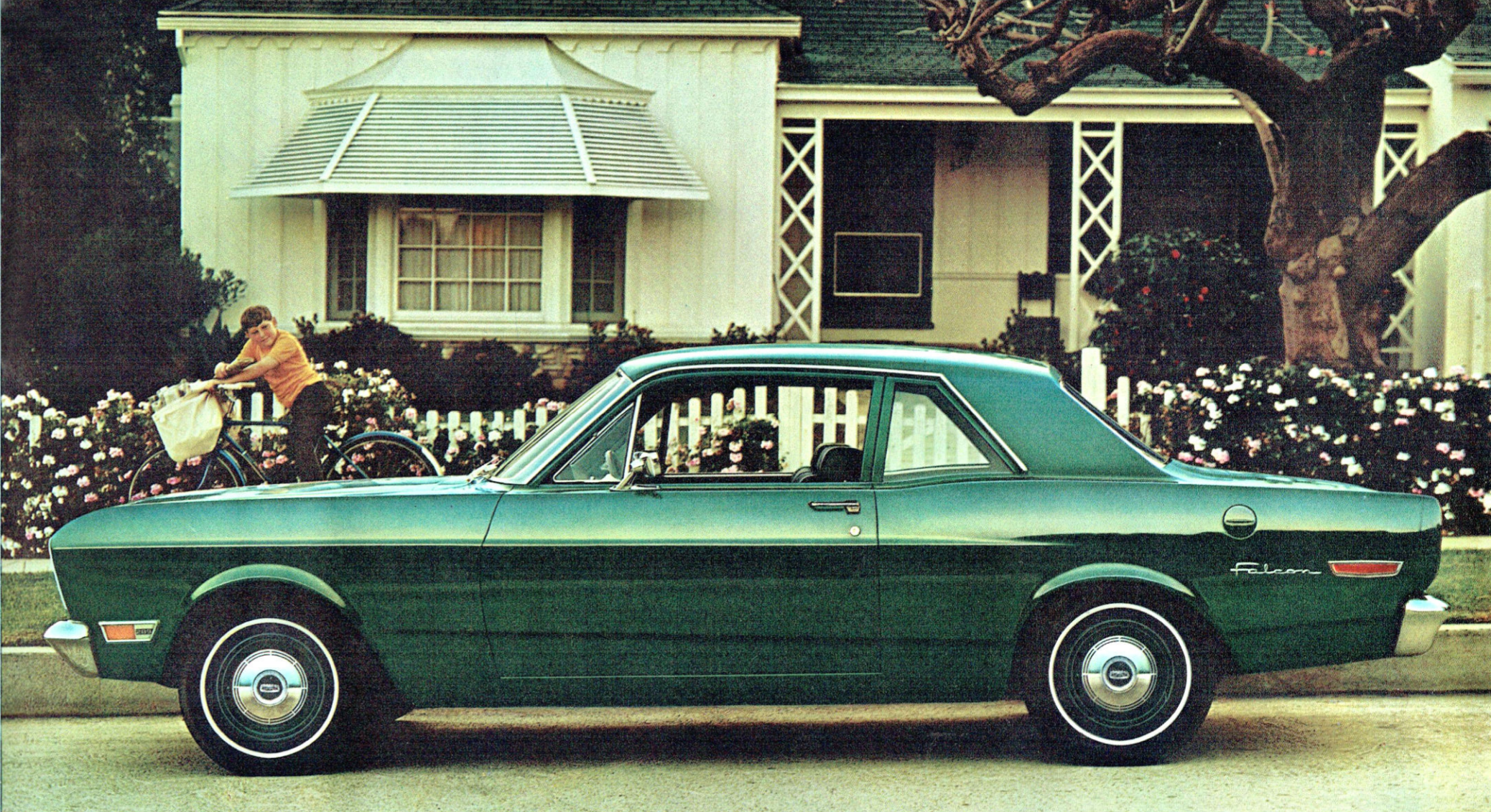
1. Power Front Disc Brakes
2. Deluxe Wheel Covers
3. SelectShift Cruise-O-Matic
4. Convenience Group
5. Falcon Futura Instrument Panel shown with optional SelectAire Conditioner, Radio, Convenience Group
6. SelectAire Conditioner Controls



7



Falcon 4-Door Sedan



Falcon Club Coupe

Falcon 4-Door Sedan interior



FALCON
4-DOOR SEDAN,
CLUB COUPE . . .
family-size cars
with very saving ways

Everything you need and want for family-size comfort and fun is yours in the Falcon 4-Door Sedan or Club Coupe. And they are the easiest Falcons to own.

They are compact in price . . . in economy . . . in parking and handling ease. But what a pleasant surprise inside! Room for six adults . . . family-size comfort . . . and a big, 12.5-cubic-foot luggage compartment. And Falcon's better ideas don't stop there.

Behind the wheel you get the feel of a smoother, quieter, more stable ride. Falcons have a strong unit body construction. They're solid. And tight. And it shows in the way Falcons perform in our big, fast country.

You'll be pleased with attractive new nylon cloth-and-vinyl fabrics inside. There are thoughtful ideas

Spacious Luggage Compartment with 12.5 cu. ft. for storage



like full-width foam-padded seats, a black vinyl-coated rubber floor mat, courtesy lighting, lighted heater controls and ignition switch—all standard.

You can save a bundle as you drive Falcon—thanks to famous Ford Twice-a-Year Maintenance features: 6,000 miles (or 6 months) between oil and filter changes and minor lubrications; 36,000 miles (or 3 years, whichever comes first) between major chassis lubes; self-adjusting brakes; battery-saving alternator, all the rest. You also get all the new standard Ford Motor Company Lifeguard Design Safety Features.

In '68, Falcon represents more value per dollar than ever. Even more importantly . . . you can get this bargain *now*—at your Ford Dealer's!

FALCON 4-DOOR SEDAN, FALCON CLUB COUPE

Standard engine: 170-cu. in. Six

Optional engines: 200-cu. in. Fairlane Six, 289-cu. in. 2V V-8

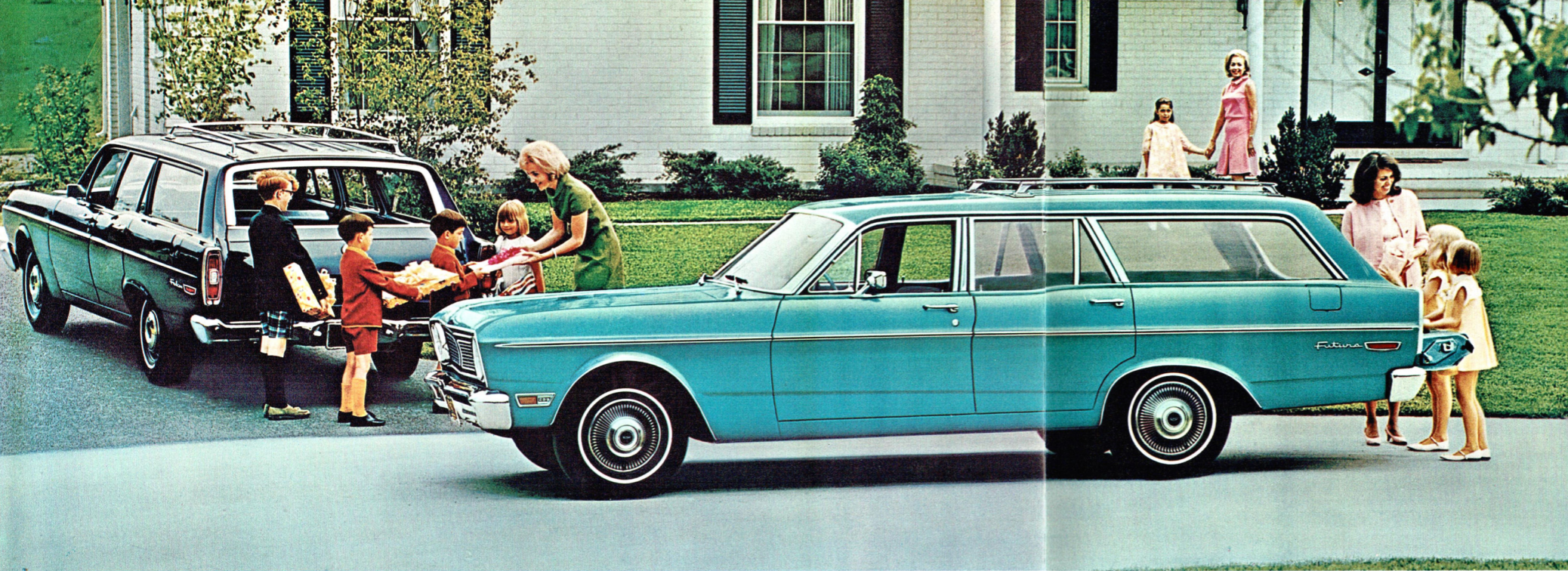
Standard transmission: 3-speed manual, fully synchronized

Optional transmission: SelectShift (with all engines)

Exterior color choices: 15 Super Diamond Lustre Enamel colors

Interior choices: 3 nylon cloth-and-vinyl upholstery colors. (See pages 7, 11 and 12 for complete listing of standard and optional equipment choices.)

Other features: Curved side glass. Suspended accelerator pedal. Foot-operated parking brake with release knob. "Keyless" door locking, all standard.



dependable, durable, economical
FALCON WAGONS

Each new Falcon or Falcon Futura wagon offers you roomy comfort, smooth and easy handling, big-car ride and performance. Dependability and durability come from Falcon's rugged unit body construction. You ride quietly, with big-wagon stability. Low Falcon prices fit almost any budget. An economical 200-cu. in. Six saves you money as you go.

With the second seat down, there's a generous 85.2 cubic feet for cargo. Flip the seat up and you have room for six plus luggage. More luxurious room than you'd expect in a low-priced economy wagon. Futura has fancier trim, but both have foam-cushioned seats, vinyl headlining, trim and upholstery.

To make driving more convenient, order what you wish from a wide array of new Falcon options. For instance, you can order the ingenious Magic Doorgate which flips down for long loads or opens like a door for easier cargo access . . . power tailgate window . . . a remote-control outside rearview mirror . . . a heavy-duty suspension—stiffer springs and heavy-duty shock absorbers—for trailer towing or heavy hauling . . . and many others (page 7).

Get the full story on all Falcon Wagon better ideas from the colorful 1968 Ford Wagons Catalog—free for the asking—at your Ford Dealer's.

TRAILER TOWING

If you are a trailering enthusiast, consult your Ford Dealer. He'll be glad to advise on special equipment recommended for towing trailers with your Falcon model. Be sure to ask for a free copy of the colorfully illustrated brochure, 1968 Ford Cars and Trucks for Recreation. It's packed with helpful information on four-season fun with your new Falcon.

Falcon Wagon

Falcon Futura Wagon

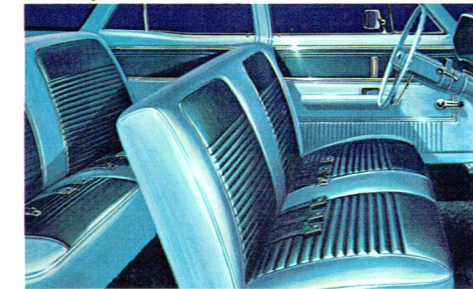
Better ideas come from Ford

Ford engineers keep coming up with better ideas that provide you with the greatest driving enjoyment at the lowest possible cost . . . and more in resale value when you trade. Some of the 1968 better ideas in Falcon include (at right): **full-width bench seats**, foampadded for extra comfort, covered with easy-care, long-wear vinyl □ Falcon **wagon interiors** are so practical—and good looking, too. Just a damp cloth is all that's needed to keep seats, door panels and headlining bright looking □ optional **power steering** which reduces steering effort as much

as 85% is so convenient: when parking or maneuvering in traffic □ **Magic Doorgate**, optional on Falcon, can swing out like a door for longer loads □ optional **heavy-duty suspension**, stiffer springs, heavy-duty shock absorbers and stabilizer bar for easier handling of heavier loads □ optional **remote-control outside rearview mirror** you can adjust inside the car, extra convenient if there are several drivers in one family. Besides these, more better ideas save you

care and money like **Twice-a-Year Maintenance**. 1968 Falcons go 6,000 miles (or 6 months) between oil and filter changes and minor lubrications; 36,000 miles (or 3 years, whichever comes first) between major chassis lubes. Other 1968 Falcon service-savers include: 24,000-mile (or 2-year) engine coolant-antifreeze, self-adjusting brakes, long-life Autolite Sta-ful battery, shielded alternator, rust- and corrosion-resistant aluminized muffler, galvanized underbody parts. Better ideas? Falcon's full of them. See them at your Ford Dealer's.

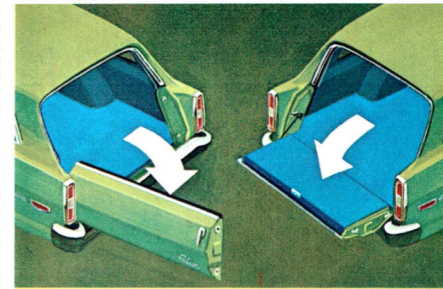
Futura Wagon interior



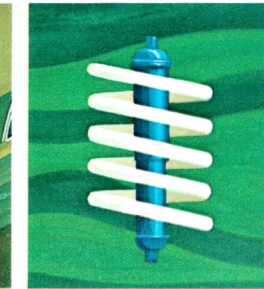
Power Steering



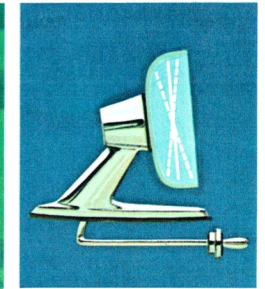
Magic Doorgate



Heavy-Duty Suspension



Remote-Control Rearview Mirror



1968 FALCON SPECIFICATIONS

Engines: 170-cu. in. Six—100 hp; 3.50" bore x 2.94" stroke; 8.7 to 1 comp. ratio; reg. fuel; single-barrel carb.; auto. choke; self-adj. valves; oil cap'y, incl. filter, 4.5 qt.

200-cu. in. Six—115 hp; 3.68" bore x 3.13" stroke; 8.8 to 1 comp. ratio; 7 main bearings; reg. fuel; single carb.; auto. choke.

289-cu. in. V-8—195 hp; 4.00" bore x 2.87" stroke; 8.7 to 1 comp. ratio; reg. fuel; 2-barrel carb.; auto. choke; self-adj. valves; oil cap'y, incl. filter, 5 qt.

Engine Features: 6000-mile (or 6-month) full-flow oil filter; replaceable, dry-element air cleaner; year-round 190° thermostat; 12-volt electrical system; 38-amp. alternator; 54-plate, 45 amp-hr battery; weatherproof ignition system; positive-engagement starter; exhaust system has aluminized longitudinal muffler.

Clutch and Manual Transmissions: Non-centrifugal clutch with Sixes; semi-centrifugal clutch with V-8. Face diameter 8½" with 170-cu. in. Six, 9" with 200-cu. in. Six, 10" with V-8.

Synchro-Smooth Drive has synchronized manual shifting in all three forward gears; clash-free downshifting to low while under way. Standard "H" shift pattern with lever on steering column.

SelectShift Cruise-O-Matic lets you shift fully automatically or manually as you choose. Three forward speeds, one reverse. Effective engine braking in low gear (1) for better control on grades and hills, and slippery roads. Quadrant sequence P-R-N-D-2-1.

Rear Axle: Semi-floating type with deep-offset hypoid gears. Induction-hardened, forged shafts, permanently lubed wheel bearings.

Front Suspension: Ball-Joint type with coil springs pivot-mounted on upper arms. 36,000-mile (or 3-year) lube intervals, full-life seals. Angle-Poised design for anti-dive control. Link-type, rubber-bushed ride stabilizer. Tapered roller wheel bearings. All-weather shock absorber fluid for better year-round control.

Rear Suspension: Asymmetrical design with rear axle forward of spring center for anti-squat on takeoff. Longer wide-leaf springs with tip inserts and wider spring base provide softer, more stable, leveled ride. Diagonally mounted shock absorbers have all-weather fluid.

Steering: Recirculating-ball type steering gear for easy handling. Anti-friction bearings throughout. Permanently lubricated steering linkage joints. Steering ratio, 29.4 to 1. Turning diameter, 39.8 feet. Power steering option has a 21.6 to 1 ratio for fast responsive control.

Brakes: Dual brake system with dual master cylinder, separate lines to front and rear brakes. Self-adjusting, self-energizing

design. Diameter 9" (Sixes), 10" (V-8). Riveted linings for durability and fade resistance. Total lining area (sq. in.) 131 (six-cylinder models), 154.7 (V-8 model).

Tires: 4-ply rated, black tubeless with Tyrex rayon cord. White sidewall tires optional. Safety-type rims. Basic sizes: All Six Sedans—6.95 x 14. Wagon models come with 7.75 x 14 4 PR standard, white sidewalls optional.

BASIC DIMENSIONS & CAPACITIES: Length—184.5", Width—73.5", 4-door sedans; 73.0", 2-door sedans, Height—55.0", Trunk Luggage Volume—12.5 cu. ft., Wheelbase—111.0", Tread (front/rear)—59.3", 59.0", Fuel—16 gallons. **Approximate Weights:** Falcon Club Coupe—2797 lb., 4-Door Sedan—2831 lb., Futura Club Coupe—2807 lb., 4-Door Sedan—2841 lb., and Sports Coupe—2835 lb.

*For all models except wagons. Complete wagon information is available in the 1968 Ford Wagons Catalog. Ask your Ford Dealer for a copy.

FORD MOTOR COMPANY LIFEGUARD DESIGN SAFETY FEATURES

There is no better idea than safety, and Ford cars have been engineered and built with that in mind. Here are some of the many safety features you'll find in every Ford-built car for 1968:

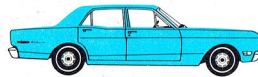
- Dual hydraulic brake system with warning light
- Glare-reduced instrument panel padding, windshield wiper arms, steering wheel hub, horn ring, rearview mirror and windshield pillars
- Energy absorbing steering column and steering wheel
- Energy absorbing arm rests and safety-designed door handles
- Front and rear seat belts with front outboard retractors
- Turn indicators with lane-change signal feature
- Inside day/night, yield-away, windshield-mounted rearview mirror
- Energy absorbing instrument panel with padding
- Padded safety sun visors
- Two-speed or variable-speed windshield wipers
- Windshield washers
- Double-thick laminate safety glass windshield
- Double-yoke safety door latches and safety hinges
- Positive door lock buttons
- 4-way emergency flasher
- Backup lights
- Side marker lights or reflectors
- Energy absorbing front seat back tops with padding
- Self-locking folding seats
- Shoulder belts for outboard front seat passengers (except convertibles)
- Vehicle structure designed to limit steering column displacement
- Safety-designed coat hooks
- Safety-designed window regulator knobs
- Safety-designed radio control push buttons
- Outside rearview mirror, driver's side
- Safety rim wheels and load-rated tires
- Corrosion-resistant brake lines
- Uniform transmission shift quadrant.

1968 FALCONS

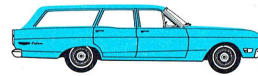
FALCON



Club Coupe

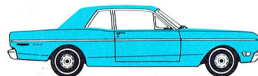


4-Door Sedan



Falcon Wagon

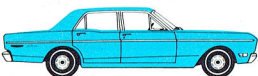
FUTURA



Club Coupe



Sports Coupe

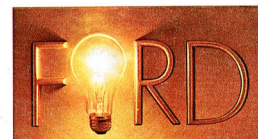


4-Door Sedan



Futura Wagon

The illustrations and product information contained herein were current at the time this publication was approved for printing. However, in order to continue to offer the finest automotive products available, Ford Motor Company reserves the right to change specifications, designs, models or prices without notice and without liability for such changes.



Ford ...has a better idea.