

'71 Ford



Take a Quiet Break in the all-new '71 Ford

Outside, it's getting noisier and noisier. Inside a new Ford, you enjoy another world. A quiet world. A world where the impressive absence of road noise, shock and vibration tells you that Ford is one of the quietest, if not the quietest, cars on the road. Quietness, remember, is a measure of quality.

All this didn't just happen. Ford engineers made it happen. By design. By building one of the strongest, most durable cars Ford ever built. With a rugged S-frame computer-tuned to put butyl rubber body mounts at points of greatest vibration, giving you the smoothest ride. And a unique suspension that lets wheels retreat slightly on impact to even out the most corrugated crossings.

You're surrounded with a body of heavy gauge steel. Safer, longer-lasting than before. With beefed-up Steel Guard Rails in all side doors. Well insulated against noise. Doors and windows are weather-sealed against wind noise. Curved side glass, nice to look at, is ventless for more quiet. And Power Ventilation, a new standard, lets you breathe easier, more comfortably, with windows, closed, keeping loud sounds out.

All-new Fords are also the most luxurious Fords ever designed. There are 17 to choose from including the beautiful LTD Brougham you see here. Three lavish LTD Broughams. Four elegant LTD's. Three handsome Galaxie 500's. Two smart Custom 500's, one handsome Custom, four Wagons topped by the incomparable Country Squire.

Each strong, durable, luxurious Ford awaits your test drive. Enjoy that treat soon. The Quiet Break that only the 1971 Ford gives you.



LTD Brougham 2-Door Hardtop



LTD Brougham

*Stylists designed the beauty.
Engineers built in the quiet.
It's a very winning combination.*

Along with almost total quiet, crisp good looks give LTD Brougham a distinct advantage over all others in its class. All body contours sport a sleek new treatment. There's more hood. More glass. And new flair in a sharply raked windshield (60°), graceful roofline and a wider, more formal C-pillar. Concealed wipers and ventless door glass add to its contemporary appeal.

Extra styling touches make Brougham even more enticing. Full-width, triple taillamps. Ribbed rocker panels. Flush door handles. And for '71, all interior trim styles are new, with soft, luxurious fabrics picked for their remarkable wear and stain-resistant qualities.

Deeply padded seats give you lounge chair comfort and you could stop there. But for a little more you can order the split-bench with manual reclining passenger seat. Co-pilots like that restful feature on long trips. And you can add even more convenience with a 6-Way Power Seat plus passenger recliner.

An all-new instrument panel – with lighted controls, electric clock and graceful woodtone appliques – puts two ash trays and controls for the optional radio conveniently within reach. Yards of thick, cut-pile carpeting blanket the floor.

When you lift the hood, you'll note that a spirited 351 cu. in. V-8 comes standard. So do power front disc brakes and full wheel covers. Other V-8's up to a 4-barrel 429 cu. in. are available. You can add dressy options on your own – like deluxe wheel covers, dual-band white sidewalls and cornering lamps that light the way on turns.

There's also a wide choice of popular options like SelectAire Conditioner (with or without Automatic Temperature Control) . . . SelectShift Cruise-O-Matic (leaves shifting or not up to you) . . . Stereosonic Tape System with AM Radio, and much more.

LTD Broughams come in a 2-door Hardtop (previous page), 4-Door Hardtop and the new 4-Door Pillared Hardtop (thin, yet strong, B-pillars give you the attractive open look and feel of a hardtop with sedan-rigidity). Both models put you impressively ahead. Quietly. Luxuriously. Test-drive the real thing soon at your Ford Dealer.

- A. Ford Front Room featuring optional split-bench trimmed in nylon brocade and vinyl (2- or 4-Door models).
- B. Manual reclining seat.
- C. LTD Brougham 4-Door Hardtop.
- D. Spacious Ford Front Room featuring swept-away instrument panel, high-back split-bench (2-Door models only).
- E. Optional cornering lamps brighten the way on turns.
- F. LTD Brougham 4-Door Pillared Hardtop.

Ford LTD

*Owners like the quiet way
it holds its value.*

Growing LTD loyalty, and the fact that more people buy LTD Fords each year, suggest ownership reasons other than the handsome, all-new styling you see here. LTD's velvety ride is one big factor, of course. New double-action piston shock absorbers and a refined suspension system help bring that about.

More good news. Each LTD gives you all of the quality and quiet operation you associate with LTD Brougham. And when you consider LTD's solid, rugged construction, its growing popularity is even easier to understand. Every detail is crafted with care to make LTD worth more to you when you buy it, while you drive it, and when you trade it in.

There are four LTD's to choose from: 2-Door and 4-Door Hardtops, a 4-Door Pillared Hardtop and the new Convertible. Each is luxurious and roomy inside. And to its spaciousness it adds simulated wood-grained accents, sill-to-sill carpeting, rich upholsteries.

As you relax in the comfort of the Ford Front Room on wheels, you enjoy an added measure of security. Ford puts beefed-up Steel Guard Rails inside the doors on both sides of you. Page 18 gives you the complete list of standard Ford Motor Company Lifeguard Safety Features.

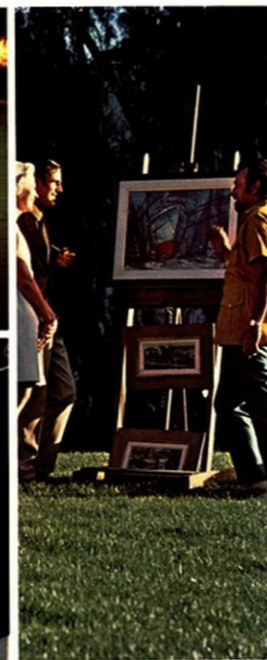
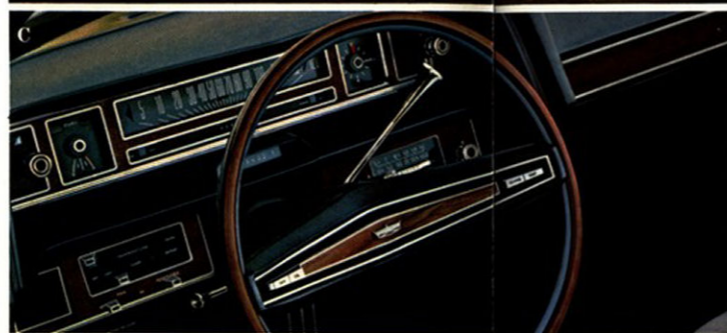
For 1971, Ford LTD comes to you with other valuable refinements already on: power front disc brakes, 351-cu. in. 2V V-8, exhaust emission and evaporative control system and crankcase gases recycling system (to help in the battle against air pollution), self-regulating electric clock, ignition key reminder buzzer, high-level Power Ventilation, concealed windshield wipers, and more.

Optional engines up to a 360-hp 429 4V V-8 and the SelectShift Cruise-O-Matic let you add the power combination you wish. Other luxuries from SelectAire Conditioner with Automatic Temperature Control and all types of power assists, to AM/FM Stereo Radio and AM Radio with Stereosonic Tape System are available. See the full list on pages 14 and 15.

Test-drive the LTD soon. You'll find it very persuasive.

A. (Left) LTD 4-Door Hardtop.
B. (Below) LTD 2-Door Hardtop.





LTD Only a superbly crafted car can be so quiet.

All-new superbly crafted LTD and LTD Country Squire are packed with Ford's newest better ideas. You'll proudly park either LTD in your driveway, since no Ford was ever more beautifully built. Neither has any previous Ford been designed to be as strong, as quiet, or as solidly built. Nor has Ford featured so much in comfort, convenience and durability before.

Inside each LTD . . . sheer luxury. Room to spare for heads, shoulders, hips, legs. That rich-looking, color-keyed fabric at the right is standard dress. Vinyl is standard on the Country Squire. Elegant Woodtone appliques on doors and instrument panel are standard on all LTD's. You can order that handsome roof you're admiring on the 4-Door Pillared Hardtop at the lower right. Your choice of dark blue, black, white, dark green or brown. Dual-band white sidewalls and deluxe wheel covers are two more optional dress-ups you may wish to add.

An all-new instrument panel, swept-away on the passenger side for extra room and comfort, is all business. With easy-to-read gauges. And controls fingertip handy. There's high-level Power Ventilation for a quieter, complete change of air even when windows are closed. And lots of padding all around for your protection. Sturdy Steel Guard Rails inside doors, a rugged S-frame and unitized construction make LTD snug and strong.

LTD Convertible, new this year comes with an easy-latching 5-ply vinyl power top - in black or parchment. The tempered glass rear window is scratch and stain-resistant. Vinyl seats and trim are standard. High-back bucket seats, with knitted vinyl trim, color-keyed side shields, and console, are optional.

LTD comes with a responsive 351-cu. in. V-8 and power front disc brakes as standard equipment. SelectShift Cruise-O-Matic transmission which you can shift manually or automatically, is a silkily efficient option you'll likely want to add. Other V-8's up to 429 4V cubic inches are available. Test-drive a quiet new LTD soon. See for yourself why Ford-built means better built.

A. LTD Country Squire with optional vinyl roof and deluxe adjustable luggage rack. 3-Way Magic Doorgate, standa is shown in Doorgate open position.

B. LTD Convertible.

C. All-new style instrument panel with woodtone appliques. Rim-Blow deluxe 2-spoke steering wheel and SelectAire Conditioner with Automatic Temperature Control are optional.

D. Standard LTD interior with new luxury knit-nylon and vinyl trim fabric.

E. LTD 4-Door Pillared Hardtop with optional vinyl roof.

Ford Galaxie 500

*So much an LTD, only the
modest price will tell.*

LTD styling gives Galaxie extra distinction this year. Same sleek head-turning lines. Long hood. Short deck. With side chrome and grill differences so subtle, the most knowledgeable have to look again to be sure. And you have three Galaxies to pick from: 2-Door and 4-Door Hardtops, and a 4-Door Sedan.

Beautiful Galaxie interiors also parallel LTD elegance. Comfort and fashion go hand in hand here. Sumptuous seats are nylon/vinyl covered. And deep cushioned. Optional all-vinyl looks and feels more like soft kidskin than kidskin. You get stretch-out roominess, too. Of famous Ford proportions. Big.

We styled the instrument panel to please. And serve. Maximum driving ease and convenience were our targets. And we think we're right on. There are modest woodtone appliques gracing the doors and gauge cluster. Thick, rich carpeting for wall-to-wall luxury. Power Ventilation freshens the air. You won't believe the ride, we bet. Incredibly smooth. Exceptionally quiet. Galaxies ride so quietly because they use the same LTD and LTD Brougham sound-insulation package, and they're built to last the same way. Side Steel Guard Rails, and a rugged S-frame give you the added protection you want. And the durability you look for when trailering is your cup of tea.

A 3-speed, fully synchronized manual transmission is standard. So is a thrifty, 240-cu. in. Six that makes you suspect it's more than a Six. Happy deception. If you want more assertiveness, you can order available V-8's ranging from 351 2V to 429 4V cubic inches, and silky-smooth SelectShift transmission. What a power team! Other power conveniences, comfort and dress-up items are detailed on pages 14-15.

If you like to travel as much as most people like to, you'll launch your next trip in a new Galaxie 500. Your Ford Dealer is the place to start.

- A. Ford Galaxie 500 4-Door Hardtop.
- B. Ford Galaxie 500 interior.
- C. Ford Galaxie 500 2-Door Hardtop.



Galaxie

500 Beautifully built on the quiet side.

There's a lot to like about this beauty because it's a lot like the luxurious new LTD. On board the Galaxie you go big . . . quiet . . . relaxed . . . smooth. Like all Fords, it's a great road car. One that stands up to all the demands you put on a car . . . each day you drive it, through each long year you own it.

Engineering efficiency, quality materials and workmanship see to that. Galaxie remembers to take the kinks out of cornering. The bumps out of roads. The fight out of traffic. Its dependable, 240-cu. in. Six is harnessed to a crisp-handling, responsive steering and suspension system. And shifting the standard 3-speed, fully synchronized manual transmission is easier than ever.

In Galaxie, as in all Fords, you get the benefit of service-saving Twice-a-year Maintenance Features. Thoughtful items like: 6,000 miles (or 6 months) between oil changes and minor chassis lubrications; 36,000 miles (or 3 years, whichever comes first) between major chassis lubes; self-adjusting brakes; long-life Sta-Ful battery, and more.

Optionally, you can order the even silkier SelectShift Cruise-O-Matic transmission. And V-8's up to a whopping 429-cubic inch. There are other luxuries of course. They're highlighted on pages 14 and 15.

But you get the idea. Now get the key. It's all at your Ford Dealer.



Ford Galaxie 500 4-Door Hardtop with optional vinyl roof.



Ford Custom 500's & Ford Custom

The easiest-to-own full-size Fords.

If you have a flair for savings, there's much to like about the Custom 500 2-Door Hardtop, Custom 500 4-Door Sedan, Custom 500 Ranch Wagon, Custom 4-Door Sedan and Ranch Wagon. Graceful, intriguing style without the fancy price tag. And an uncommon knack for stretching every dollar in operation as well as original ownership.

Custom 500's feature demure touches of chrome at the drip rail, wheel openings and around the bold new grille. Flush-type door handles that unclutter sculptured sides. And more roominess and elegance inside than you expect. Plus the excitement of a Hardtop model that's a king-size value.

Bench seats are deep-cushioned. And broad. Probably the most comfortable and affordable in the low-price class. Tasteful nylon cloth-and-vinyl fabrics come in light gray gold, medium blue, or black. (Medium green is offered as a fourth choice on the Custom 500's). Color-keyed, 100% nylon loop-pile carpeting covers the floor. Power Ventilation circulates air. Quietly.

On the road, these Custom models ride velvet smooth. Whisper-quiet. You seem to tiptoe through traffic. Strong, durable construction brings that about. Variable-Torque boxes that soak up vibration. A suspension that knows how to iron out bumpy roads.

For the Sedans and the Hardtop, reassuring power stems from a thrifty 240-cu. in. Big Six and the fully synchronized 3-speed manual transmission. V-8's from 302 2V to 429 4V CID are optional. Wagons come with 351-cu. in. 2V V8's, standard. You can add SelectShift Cruise-O-Matic (manual or automatic shifting), SelectAire with Automatic Temperature Control, Electric Rear Window Defroster for Sedans or Hardtops, the usual power assists, and much more.

You can put your money on any Custom 500 or Custom model. A solid value that pays dividends every time you drive. Your early test drive would be a good idea.



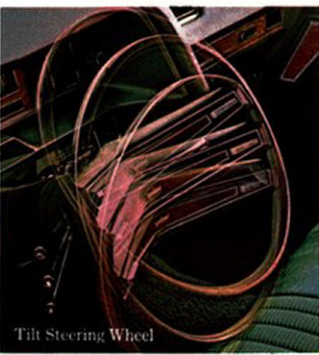
Spacious interior with wearable, washable Cloth-and-vinyl trim.

A. Ford Custom 500 4-Door Sedan. B. Ford Custom 500 Ranch Wagon. C. Ford Custom 500 2-Door Hardtop.

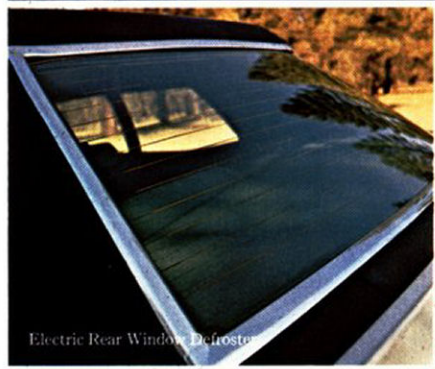




Power Front Disc Brakes



Tilt Steering Wheel



Electric Rear Window Defroster



Automatic Seat Back Release



Fingertip Speed Control



AM/FM Stereo Radio



SelectShift Cruise-O-Matic Transmission



Ranch Wagon with Luggage Rack and Trailer Towing Package.



Automatic Load Adjustor



Whatever the load, car level is maintained.

Options...so you can tailor your Ford to your own exact tastes and driving needs.

Each new Ford comes fully equipped with many extra-value features standard. Even so, Ford provides a wide array of better idea options so you can design the added level of comfort, convenience, appearance and excitement that suits your own ideas about what a car should be.

For more comfort
AIR CONDITIONER - SELECTAIRE. Cools, dehumidifies, filters, warms to give you the climate comfort you prefer, whatever the weather is outside.
AIR CONDITIONER - SELECTAIRE, with AUTOMATIC TEMPERATURE CONTROL. Set control once. Ideal temperature maintained automatically the year-round.
HIGH-BACK BUCKET SEATS AND CONSOLE. You ride on cooler, knit-vinyl fabric, with extra storage at your fingertips.
LTD BROUGHAM SPLIT-BENCH WITH MANUAL RECLINING PASSENGER SEAT. Built-in head restraints, rich-looking fabric and restful recliner.
SPLIT-BENCH SEATS WITH MANUAL RECLINING PASSENGER SEAT. Wide, deeply padded, with restful recliner.
AM RADIO. Instant warm-up, superb tone, push-button convenience.
AM/FM STEREO RADIO. Two front-door speakers plus dual rear seat speakers surround you with concert-quality sound, AM or FM.
STERESONIC TAPE SYSTEM. New unit integral with AM Radio, features two front-door speakers and dual rear seat speakers for full, rich sound. Over one hour of uninterrupted music from tape.
DUAL REAR SPEAKERS. Standard with AM/FM Stereo Radio or Stereosonic Tape System, give you unusual extra dimension and fidelity to listening.

For more convenience
AUTOMATIC SEAT BACK RELEASE. Automatically disengages the seat back latch when door opens. Great when loading groceries.
CORNERING LAMPS. Mounted in front fenders, brightly light your way around dark corners. They are turn-signal activated and turn off when turn is completed. (Available only on LTD and LTD Brougham).
DELUXE SEAT BELTS WITH WARNING LIGHT. A step up in elegance, with light to remind all to buckle up.
ELECTRIC CLOCK. Fuseless, self-regulated, precise timepiece. (Standard on LTD and LTD Brougham).
INTERMITTENT WINDSHIELD WIPERS. Pause to adapt to rainfall
WAGON LUGGAGE RACK, DELUXE. Lets you pack and tote more. Rear rail adjusts to fit load. A built-in air deflector helps keep rear window clean. Woodtone appliques add an attractive luxury touch.
WAGON LUGGAGE RACK, STANDARD. Modest way to increase loadspace.
MIRROR, OUTSIDE LEFT-HAND REMOTE CONTROL. Inside toggle lever lets you adjust angle for best view.
POWER DOOR LOCKS. A handy master control switch lets driver lock or unlock all doors simultaneously. A great convenience for added security, especially with children along. Wagon models include Door-gate lock.
POWER SIDE WINDOWS. Fingertip control for effortless adjustment. Lockout switch cancels all but driver's control for occasions when children ride with you.
POWER FRONT DISC BRAKES. Smooth, fade-resistant stops with minimum pedal pressure. Recommended for trailering.
POWER SEATS, 6-WAY, FULL-WIDTH (Non-reclining). Effortless finger-touch adjustment for ultimate in seating comfort.
LTD BROUGHAM 6-WAY POWER SEATS, SPLIT-BENCH, DRIVER ONLY (With manual recliner). Offers power seat convenience plus advantage of restful passenger recliner.
POWER STEERING. Makes easy Ford steering even easier, maintains good feel of road.
POWER DOOR GATE WINDOW. (Wagons only.) Mighty welcome on a rainy day.
REAR WINDOW DEFOGGER. Trip a handy switch, fan defogs rear window.
ELECTRIC REAR WINDOW DEFROSTER. Trip a switch, thin wires inside rear glass defog and defrost rear window.
RIM-BLOW DELUXE, THREE-SPOKE STEERING WHEEL. Fingertip pressure, anywhere on the inside rim of the wheel, actuates the horn.
SELECTSHIFT CRUISE-O-MATIC TRANSMISSION. Silky-smooth, 3-speed, you can shift manually or automatically as you wish. Recommended for trailering.
SPEED CONTROL, FINGERTIP. (Includes Rim-Blow deluxe two-spoke steering wheel, requires SelectShift and V-8.) Ideal for turnpike travel. Pre-set speed automatically held regardless of hills. Reduces fatigue, improves fuel economy.
WAGON DOOR GATE WASHER/WIPER. Easy to clean Door-gate window for clearer

view. The window glides down dirty and comes up with a clear outlook for you.
TILT STEERING WHEEL. Adjusts to several positions to suit most comfortable driving position. (Requires Power Steering and Cruise-O-Matic).
VISIBILITY LIGHT GROUP. Features lights at driver's ash tray, parking brake, instrument panel, luggage compartment, cargo deck (Wagons), glove box, seat belt reminder light, rear door courtesy light switch (4-Doors), and Outside Lefthand Remote Control Mirror.

For better appearance
LOCKABLE SIDE STORAGE COMPARTMENT WITH WAGON CARPETED LOADFLOOR. Gives you a place to lock valuables and the carpeting adds luxury.
BODYSIDE MOLDING. Tasteful chrome accent. (N.A. Squire.)
BUMPER GUARDS. Dress up front and rear appearance, protect against bumper override. Front bumper guards only on Wagon models.
DOOR EDGE GUARDS. Protect against dents, paint chipping in parking lots.
DUAL ACCENT PAINT STRIPE. Spices up bodyside appearance.
COUNTRY SQUIRE LUXURY KNITTED VINYL TRIM. Drive off with the best-dressed Wagon in town.
COUNTRY SQUIRE SEDAN PLAID SEAT TRIM. Smart new pattern to enhance Wagon interiors.
TU-TONE PAINT (Roof) (includes bright drip-rails, door belt moldings on Hardtops and Pillared Hardtops). New way to color your view with a mingling of hues for a total change of outlook.
VINYL SEAT TRIM. Good wearability, washability. Feels more like leather than leather (standard on LTD Convertible and Wagon models).
VINYL ROOF. Includes door belt moldings. Your choice of dark blue, black, white, dark green or brown, in attractive Levant grain vinyl.
WHEEL COVERS, DELUXE. Perfect finishing touch, available all models, to complement car exterior.
WHEEL COVERS, STANDARD. Add sporty dress-up touch.

For improved action on the road
ALTERNATOR, 55-AMP OR 65-AMP. Alternator, charges at even low battery-saving idle speeds. Especially desirable in cold climates.
AUTOMATIC LOAD ADJUSTOR. Automatically adjusts the rear suspension to maintain a level car attitude and safe car-to-road-clearance whatever the load. Improves car handling under load and maintains proper headlight aim.
HEAVY-DUTY BATTERY, 70-AMP. Comes with 429-cu. in V-8, recommended with Select-Aire and for trailerists.
OPTIONAL AXLE RATIO. High numerical ratio delivers more torque to rear wheels for better acceleration, towing and hill-climbing ability.
HEAVY-DUTY SUSPENSION. Features beefed-up springs and shock absorbers. A must for trailering.
TRACTION-LOK DIFFERENTIAL AXLE. Surefooted traction in mud, snow and on rain-slick roads. Power diverts from spinning wheel to gripping wheel automatically.
TRAILER TOWING PACKAGE. Provides front power disc brakes, trailer towing frame, HD suspension, HD wiring harness, rear stabilizer bar, 6½-inch rim wheels, HD alternator, HD battery, extra-cooling package and trailer towing identification. Recommended for Class III towing (5000 lb. and 600 lb. tongue loads).

Choice of 6 Spirited V-8's!
 Ever since Ford introduced its V-8 idea in 1932, it has held a commanding lead in V-8 manufacture. And refinements each year assure you of top cruising V-8 economy and performance. For 1971, Ford offers you six responsive V-8's to choose from, in CID's of 302, 351, 390, 400, 429 2V and 429 4V. Among many fine features is Ford's precision light-weight casting construction which reduces nose-heaviness and steering effort, and still gives you an engine more rugged than ever. V-8's from 302 to the 400 CID (new this year), also are designed to run on regular fuel, which can save you a bundle in operating cost. Each Ford V-8 also runs long and strong because of better ideas like ventilated distributor points, and a depth-type, dual-density oil filter. Oil is filtered throughout the entire depth rather than just on the filter surface. All 429 CID V-8's have canted valves for better breathing and higher engine efficiency. Obviously, when it comes to better ideas in engine reliability and durability, you get the best first from Ford - the industry's most experienced V-8 builder.

NOTE: Some options illustrated and described are standard on certain models. Not all options are available on all Ford models. Always consult your Ford Dealer for the full availability story.

Standard Features & Specifications

CUSTOM 4-DOOR SEDAN:

NOTE: Features that follow are common to all models in the '71 Ford lineup except LTD's, LTD Brougham and wagons:

- 240 cu. in. Big Six
- Fully synchronized 3-Speed Manual Transmission
- Choice of 15 Super Diamond Lustre Enamel Colors
- Color-Keyed Headlining and Sun Visors
- Color-Keyed Carpeting.
- Heater-Defroster
- Concealed Windshield Wipers
- Reversible Keys, "Keyless" Locking
- Cigarette Lighter, Ash Trays
- Courtesy Lighting
- Locking Steering Column
- Ignition Key Reminder Buzzer
- High-Level Power Ventilation
- Front and Rear Armrests
- Engine Exhaust and Fuel Evaporative Emission Control System
- Twice-A-Year Maintenance Features
- Curved Side Glass
- Ventless Door Glass
- Rear Window Moldings
- Argent and Bright Appliques on Instrument Panel plus custom ornamentation
- Plus all the other Ford Motor Company Lifeguard Design Safety Features.

CUSTOM 500 4-Door Sedan, 2-Door Hardtop:

In addition to the above listed equipment, you get:

- Front and Rear Wheel Lip Moulding
 - Bright Drip Cap Moulding
 - Rear Deck Molding
 - Custom 500 Ornamentation
- ## GALAXIE 500 4-Door Sedan, 2-Door Hardtop, 4-Door Hardtop:
- In addition to standard equipment listed above, you get these variations:
- Woodtone Appliques on Doors and Instrument Cluster
 - Illuminated Ash Tray
 - Bodyside Molding with Black Paint Fill
 - Partial Front and Rear Wheel Lip Moldings
 - Bright Window Frames (4-door Sedan)
 - Rear Deck Panel Bright and Argent Applique
 - Deck and Rear Quarter Extension Moldings
 - Galaxie 500 Ornamentation.

LTD 4-Door Pillared Hardtop, 2-Door Hardtop, 4-Door Hardtop, Convertible:

In addition to the standard equipment listed above, you get these variations:

- 351-cu. in. 2V V-8
- Power Front Disc Brakes
- Electric Clock
- Woodgrain Appliques on Instrument Panel
- Illuminated Glove Compartment
- Wide-Ribbed Bodyside Molding
- Drip Rail Moldings
- Bright Brake and Clutch Pedal Accents
- LTD Ornamentation

Convertible Features:

- 5-ply Vinyl Power-Operated Top
- Tempered Safety Glass Rear Window
- Stretchable, Color-Keyed Boot
- Belt-Line Molding

LTD BROUGHAM 2 and 4-Door Hardtops, 4-Door Pillared Hardtop:

In addition to standard equipment listed above, you get these variations:

- Cut-Pile Carpeting

- Rear Door Courtesy Light Switches (4-Door Models)
- Full Wheel Covers
- LTD Brougham Ornamentation and Trim.

FORD WAGONS (Country Squire, Country Sedan, Custom 500 Ranch Wagon and Custom Ranch Wagon):

Standard features and specifications are covered in the new 1971 Ford Wagon Set Catalogue. Ask your Ford Dealer for a copy.

1971 Ford Specifications

Basic Dimensions and Capacities: - All Fords are 216.2" long, except Wagons which are 219.2" long. All are 79.2" wide. Heights are 54.9" (4-Door Sedans), 53.8" (4-Door Pillared Hardtops & Hardtops), 53" (2-Door Hardtops), 53.9" Convertible and 57.0" Wagons. Wheelbase - 121". Tread is 63" front, 64" rear. Luggage Vol. (cu. ft.) - 18, 15.9 (Conv.). Fuel capacity 18.7 imp. gal.

Engines (see chart for availability):

Note: All Ford engines have automatic choke, self-adjusting valves and an oil capacity (including filter) of 4.1 quarts.

240-cu. in. Big Six - 140 hp; 4.00" bore x 3.18" stroke; 8.9 to 1 comp. ratio; 7 main bearings; reg. fuel.

302-cu. in. V-8 - 210 hp; 4.00" bore x 3.00" stroke; 9.0 to 1 comp. ratio; reg. fuel; 2-barrel carb.

351-cu. in. V-8 - 240 hp; 4.00" bore x 3.50" stroke; 9.0 to 1 comp. ratio; reg. fuel; 2-barrel carb.

390-cu. in. V-8 - 255 hp; 4.05" bore x 3.78" stroke; 8.6 to 1 comp. ratio; reg. fuel; 2-barrel carb.

400-cu. in. V-8 - 260 hp; 4.00" bore x 4.00" stroke; 9.0 to 1 comp. ratio; reg. fuel; 2-barrel carb.

429-cu. in. V-8 - 320 hp; 4.35" bore x 3.59" stroke; 10.5 to 1 comp. ratio; prem. fuel; 2-barrel carb.

429-cu. in. V-8 - 360 hp; 4.35" bore x 3.59" stroke; 10.5 to 1 comp. ratio; prem. fuel; 4-barrel carb.

Front Suspension: 63" tread; ball-joint type dragstrut, rubber mounted, allows slight rearward wheel movement to soften road shock. Rubber-bushed stabilizer helps control roll on turns.

Rear Suspension: 64" tread. Three-link to control dive and squat on braking, acceleration. Lateral track bar centers axle, resists body sway. Links and bar are rubber-bushed for smooth, quiet operation.

SelectShift Transmission: - Shift automatically or manually through three forward gears, one reverse gear. Low gear (1) gives effective engine braking for hilly driving. Quadrant sequence: P-R-N-D-2-1.

Brakes: Dual hydraulic system with dual master cylinder, separate lines to front and rear. Self-energizing, self-adjusting (when applied while car moves rearward), 11-inch composite drums, grooved for better cooling.

Lining area 201.6 sq. in., 222.7 sq. in. on Wagons, 217.3 sq. in. swept area on front power discs.

Tires: Black tubeless with rayon/polyester cord. Basic sizes F78-15, G78-15, H78-15; load-range B, belted bias-ply. Belted Wide-Tread Tires optional (except Wagons). Tire size depends on engine choice and special equipment.

Frame: Center sidersails connect front and rear end assemblies and four reinforced torque box assemblies. S-shape front frame rails have energy-absorbing ability. Node-point body mounting with variable rate mounts gives superior vibration suppression.

Color and Trim Selections: 15 single tones, 27 two-tone combinations. Upholstery color choices: up to 7 in hardtops and sedans, 5 in Wagons and Convertible. **Steering:** Overall steering ratio 30.8 to 1; with power steering, 21.8 to 1.

ENGINES	Power Team Selections	
	Horse-power	All Models
Cu. In. Displacement		
240 Big Six*	140	S*, C
302 V-8**	210	S, C
351 V-8†	240	S†, C
398 V-8	255	C
400 V-8	260	C
429 V-8 2V	320	C
429 V-8 4V	360	C

*Std. engine and trans. Custom, Custom 500, Galaxie 500, LTD Broughams, Wagons
 †Std. engine, transmission LTD's, LTD Broughams, Wagons
 **Available Custom, Custom 500 only
 S 3-Speed, Fully Synchronized Manual Transmission
 C SelectShift Cruise-O-Matic Transmission

Approximate Weights - Custom 4-Door Sedan 3854 lb., Custom 500 - 4-Door Sedan 3843 lb., Custom 500 2-Door Hardtop 3854 lb., Galaxie 500 4-Door Sedan 3955 lb., Galaxie 500 4-Door Hardtop 4026 lb., Galaxie 500 2-Door Hardtop 3826 lb., LTD 4-Door Pillared Hardtop 4108 lb., LTD 2-Door Hardtop 4134 lb., LTD 4-Door Hardtop 4178 lb., LTD Convertible 4283 lb., LTD Brougham 4-Door Pillared Hardtop 4153 lb., LTD Brougham 2-Door Hardtop 4181 lb., LTD Brougham 4-Door Hardtop 4219 lb.

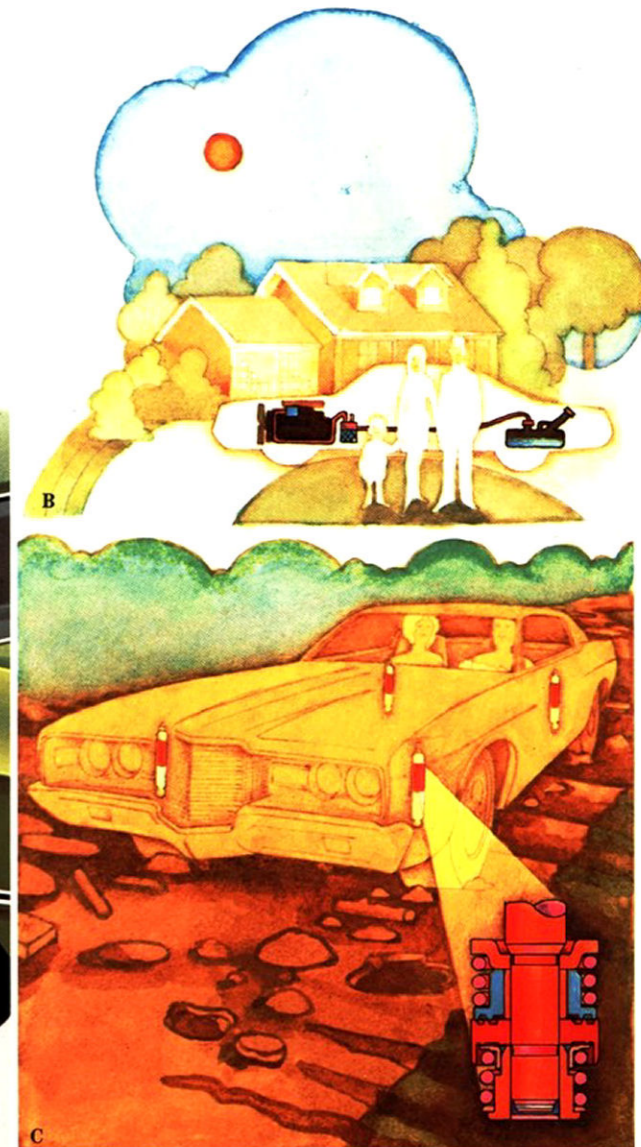
Twice-A-Year Maintenance: 1971 Fords are designed to go 6,000 miles (or 6 months) between oil changes and minor chassis lubrications; 36,000 miles (or 3 years, whichever comes first) between major chassis lubes. Other service-savers include: 2-year engine coolant-antifreeze, self-adjusting brakes, long-life Autolite Sta-Ful battery, and more.

Station Wagons and Trailer Towing: For full details and specifications on Station Wagon models and on trailer towing information, see your Ford Dealer.

Ford cares about the air you breathe

Each new Ford incorporates these latest devices to help reduce emission of undesirable elements into the atmosphere: **Exhaust Emission Control System**, to re-channel and burn smog-producing components within the engine. **Closed Crankcase Ventilation System**, works with Exhaust Emission Control to prevent the escape of crankcase fumes through the engine oil filter cap. **Fuel Evaporative Emission Control System**, a closed venting which transmits fuel tank vapors to the engine for consumption to drastically limit fuel vapor escape into the outside air. **High-level Power Ventilation System** gives you cleaner, quieter air inside, even with all windows closed.

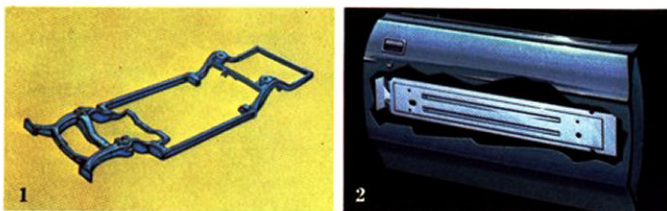
A. High-Level Power Ventilation, new standard feature, changes air quietly and continuously even with all windows up. Ram air enters concealed windshield wiper trough inlet, flows through outlets at each end of the instrument panel and leaves through metered opening at door edge seam.
B. Fuel Evaporative Emission Control System, standard, is a major step forward in keeping air pollution-free. It is estimated that with all controls on the 1971 Fords, more than 80% of hydrocarbon emissions and nearly 70% of carbon monoxide emissions are eliminated.
C. Double-action piston shock absorbers help level out the roughest roads, improve ride control and handling.



Ford Safety Features let you travel with confidence

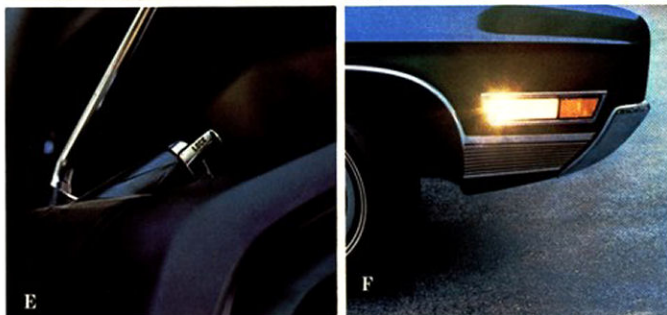
The safety and peace of mind of people who drive and ride in Fords always comes first with Ford Motor Company. Ford has been a pioneer and leader throughout its history in developing stronger, safer, more dependable automotive products. And for 1971 Ford engineers continue to include in Ford cars the latest proven protections it is possible to provide.

Results of Ford's concern for your well being are reflected further in the FORD LIFE GUARD DESIGN SAFETY FEATURES, listed here, that are standard in every 1971 Ford: Dual hydraulic brake system with warning light • Glare reduced instrument panel padding, windshield wiper arms, steering wheel hub, horn ring, rearview mirror/mirror mounting and windshield pillars • Energy-absorbing steering column and steering wheel is designed to absorb energy by yielding in the event of severe impact, reducing injury possibility • Energy-absorbing armrests and safety-designed door handles are mounted so not to protrude • Turn indicators with lane-changing signal feature • Driver's outside rearview mirror • Inside yield away rearview mirror with glare-reducing day/night adjustment • Energy-absorbing instrument panel with padding (padded full-width for all front passengers) • Padded sun visors • Two-speed windshield wipers (slow, for a misty spray; rapid, when rain comes down in bucketfuls) • Windshield washers to clear the view when windshield gets dirty • High strength laminate safety glass windshield • Double-yoke safety door latches and safety hinges (help keep doors closed and occupants inside in event of impact) • Emergency flasher • Back-up lights • Side marker lights are amber at front fender corners, red on rear fenders. They light when headlamps or parking lights are turned on as a safety alert to other drivers • Energy-absorbing front seat back tops with padding • Self-locking front seat backs on 2-door models • Safety-designed radio control knobs, push buttons and coat hooks (except convertible) • Safety rim wheels and load rated tires • Corrosion-resistant brake lines (made of steel alloy, shielded with additional armored covering at critical areas for extra protection) • Uniform transmission shift quadrant • Parking lamps coupled with headlamps • Non-reversing odometer • Safety-design front end structure • Padded head restraints or high back seats for front outboard occupants • Safety glove box latch • Front and rear lap belts for all seating positions • Retractable front Lap Belt withdraws into seat-side receptacle, automatically, when not in use; helps keep seats uncluttered, belts untangled and reduces wear • Shoulder belts for front outboard occupants (except convertibles) • Uni-Lock Harness lets you conveniently fasten lap and shoulder belts with a single buckle. It's a better idea for safety: so, buckle up. • Locking Steering Wheel (locks wheel so it cannot be turned) and Ignition Key Reminder Buzzer (warns against leaving key in ignition). Built-in safety is something you have going for you in every Ford. Take full advantage of this fact and the protection your Ford can provide. Obey traffic laws, think ahead as you drive and follow rules of safe, sound driving judgment at all times.



(1) S-frame features front rails of heavy box members which are shaped to curve outward in the shape of an "S" for greater energy absorption during impact. Frame design includes a more effective front end collapse distance to make available greater safety for driver and passengers.

(2) Steel Guard Rail construction. Strong Steel Guard Rails built into the side doors provide a more solid wall between you and the outside world . . . added side impact strength for your protection.



A. Uni-Lock Harness lets you fasten shoulder and seat belts with one buckle.

B. Retractable Lap Belts withdraw out of the way when not in use.

C. Energy-Absorbing Steering Column and Wheel is designed to give way in the event of severe impact, reducing injury possibility.

D. Safety Design Door Handles are mounted flat, nearly flush with the door, so they won't protrude. Another way Ford looks out for passenger safety.

E. Locking Steering Wheel with Ignition Key Reminder Buzzer. When you remove the key, the wheel won't turn. An effective anti-theft measure. Buzzer reminds you to remove the key.

F. Side Marker Lights are amber at the front fender corners, red at the rear fender corners. They light when headlamps or parking lights are turned on as a safety alert to other drivers.

Consider Thunderbird '71

...Ford classic in individuality.

Thunderbird people have one thing in common. They're uncommon.

Crowds. Conformity. Convention. Hundreds of men in the same pink shirt. Thousands of women in the same print dress. Millions of kids in jeans and T-shirts. Chain motels. Whatever happened to individuality?

This happened. Thunderbird 1971.

Thunderbird has always soared ahead of the crowd. It has always been instantly recognizable for its individual good looks. Its special ride has always meant smoothness, comfort, quiet and handling pleasure.

Now it is more original. More personal. More individual. Each Thunderbird is checked for quality by a computer. Each one is rechecked by a man with a stethoscope who listens for noise the unaided human ear might not hear.

Thunderbird's standard equipment would be luxury listing for lesser cars.

It includes a 429 V-8, power steering, power front disc brakes, SelectShift Cruise-O-Matic transmission, AM radio and more.

There are myriad colors and textures of paint and trim, carpet and roof, leather and metal for you to mix and watch.

And Thunderbird's fantastic option offerings let you be more of an individual than ever before. They include a push button sun roof, Michelin steel-belted radial-ply tires, a Tilt Steering Wheel, an all-new Turnpike Convenience Group, and much more.

With choice like that, almost no Thunderbird is precisely like any other. With individuality like that, you can never be one of the herd. With Thunderbird 1971, you can fly alone.

Which is probably the way you want it. For Thunderbird people have one thing in common. They're uncommon.



1971 Thunderbird Two-Door Landau. Also available Four-Door Landau and Two-Door Hardtop.

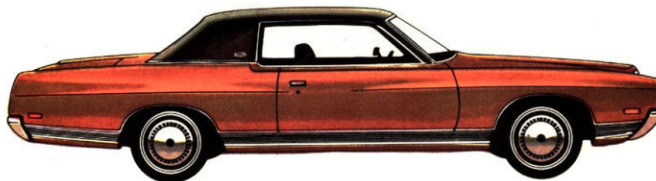
LTD Brougham

- 2-Door Hardtop
- 4-Door Hardtop
- 4-Door Pillared Hardtop



LTD

- 2-Door Hardtop
- 4-Door Hardtop
- 4-Door Pillared Hardtop
- Convertible



Galaxie 500

- 2-Door Hardtop
- 4-Door Hardtop
- 4-Door Sedan



Custom 500

- 2-Door Hardtop
- 4-Door Sedan

Custom

- 4-Door Sedan



Wagons

- LTD Country Squire*
- Country Sedan*
- Custom 500 Ranch Wagon*
- Ranch Wagon

*Dual-Facing Rear Seats optional.



Note: Your 1971 Ford comes with factory engineered and approved parts such as the Autolite Sta-Ful battery, Autolite Power-Tip spark plugs, Autolite shock Absorbers, an Autolite 6000 mile oil filter. For continued top performance, be sure to specify Autolite parts whenever replacement is necessary.

While the information shown herein was correct when approved for printing, Ford Motor Company of Canada reserves the right to discontinue, or change at any time, specifications or designs without incurring obligations. Some features shown or described are optional at extra cost.

Ford gives you Better Ideas... It's a fact.

FORD



Litho in Canada 1