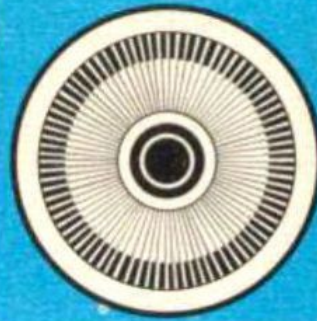
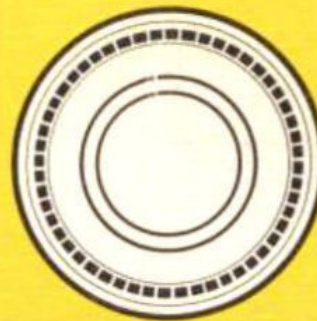
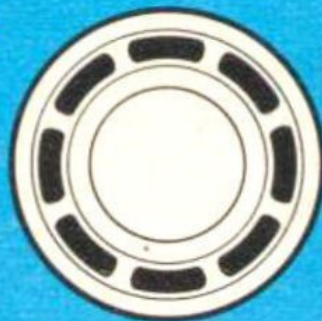


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72



PINTO
MAVERICK
CORTINA
MUSTANG
TORINO
FORD
WAGON
THUNDERBIRD
TRUCKS



1972 FORD AND MERCURY PREVIEW

COMET
CORTINA
CAPRI
COUGAR
MONTEGO
METEOR
WAGON
MARQUIS
TRUCKS



Certain items illustrated are optional equipment. Specifications herein were in effect when this material was approved for printing and are subject to change without notice.



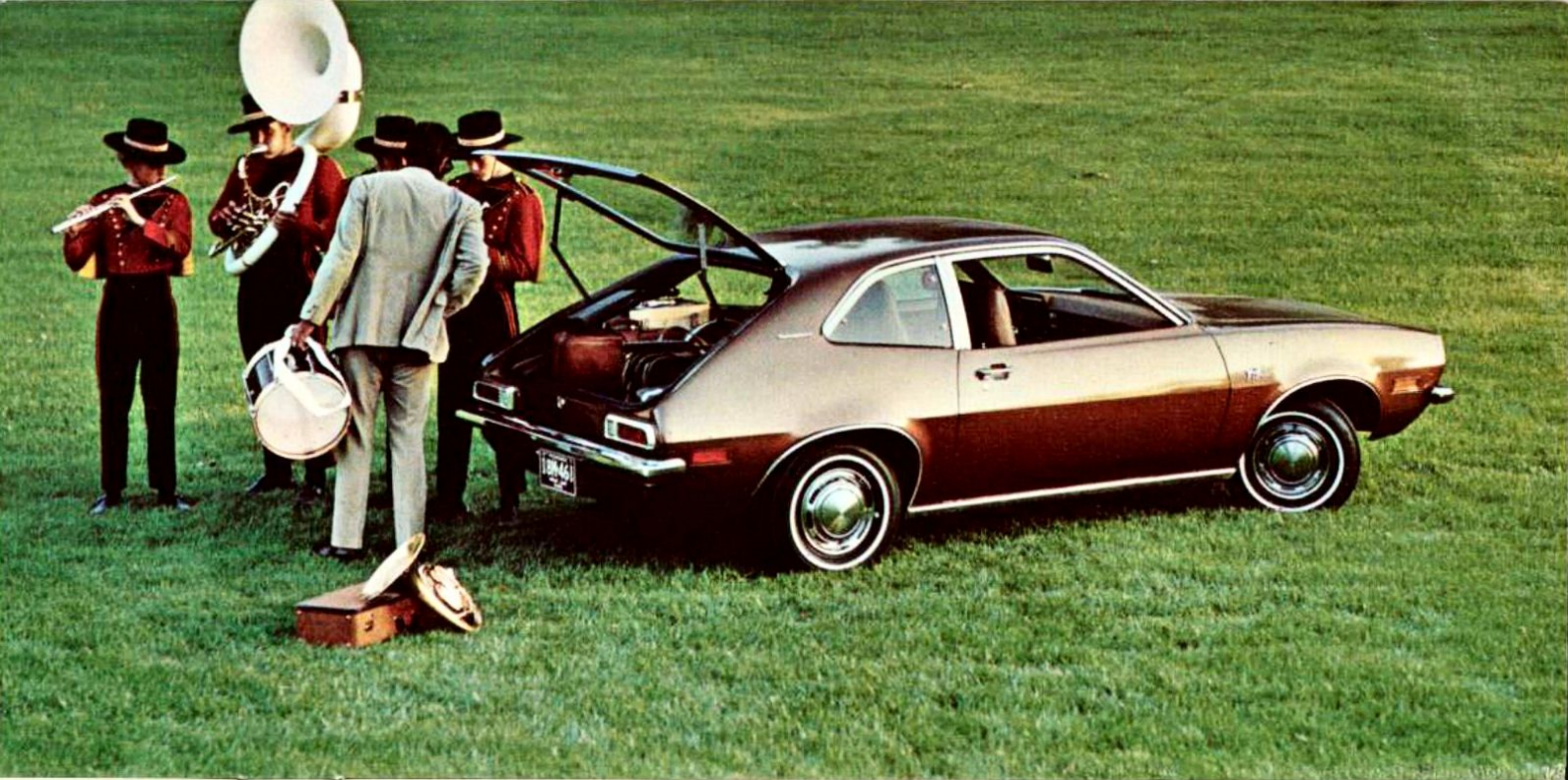
Another better idea year from Ford.

Again, in 1972, we are offering the Canadian public an unparalleled choice of quality automobiles and proven-on-the-job trucks to meet every possible personal requirement. There is something for everyone in the Ford and Mercury line-up. You have THUNDERBIRD, with an all-new look this year and a longer 120" wheelbase. You have the completely new MONTEGO, with a new GT Fastback model and three new 4-Door Pillared Hardtops. You have PINTO, which we refer to as "one tough little car" — and it is. And for economy, you have MAVERICK and COMET, our popular compacts. For the sports-minded, there's MUSTANG with

its long list of performance and styling options or CAPRI, our little European sports car. TORINO, all new and Quiet because it's a Ford. Then, of course, there is the FORD line — including GALAXIE 500, LTD and LTD BROUGHAM series. And METEOR, where your money gets you more. Much more. Yes, in 1972, with these and our other new car lines, Ford again offers better ideas to the Canadian public. From luxurious elegance to sporty casualness, from family roominess to practical economy you know that we are offering the very best from Ford — *the better idea people.*

FORD MOTOR COMPANY OF CANADA, LIMITED





Pinto 3-Door Runabout with optional Accent Group

PINTO—Different Where It Counts... One Tough Little Car.

Every manufacturer has his own theory on how to build a little car. Ours is simple: it should accelerate fast enough to handle throughways, stop fast and straight in emergencies, steer precisely and responsively — *and it should last a long time.*

Let's talk about that endurance first. Pinto is a small inexpensive car, but it's built to last with expert workmanship and top-quality parts. Key parts like the drive train, starter motor, ball joints and shock absorbers are all strong enough for bigger cars. Special butyl cushions between the body and the suspension cut vibration and reduce wear. Like Mercedes, we zinc-plate key underbody parts to fight rust. And like Ferrari, we take time to match and fit transmission gears by hand. Our engine is lightweight iron. And our steering is rack-and-pinion, a system precise enough for the most expensive sports cars. We didn't skimp on Pinto. Not where it counts. Pinto is one tough little car.

1972 PINTO MODEL LINE

2-Door Sedan
3-Door Runabout

POWER TEAM

Engines

1600 cc (97.5 CID) OHV Four (Standard)

2000 cc (122 CID) OHC Four (Optional)

Transmissions

4-speed manual, floor shift (Standard)

3-speed automatic, floor shift (Optional with 2000 cc only)

OTHER FEATURES

- New front and rear seat belt retractors
- Nylon carpeting
- New bright moulding on instrument panel
- New bright wider hinges on Runabout liftgate
- Increased Runabout rear window size with tinted glass
- 15 standard acrylic enamel colours
- 94" wheelbase
- Curved ventless side windows
- Side marker lights
- All-welded unitized

body/chassis construction • Hi-back front bucket seats.

POPULAR OPTIONS

- New door edge guards
- A78R13 radial ply tires
- New AM/FM monaural radio
- New glamour paints
- New dual racing mirrors with L.H. remote control
- New colour-keyed front floor mat
- Accent Group (bright side window frames, centre pillar cap and drip mouldings, wheel lip mouldings, wheel covers, bodyside protection moulding with vinyl insert)
- Luxury Decor Group (All items in Accent Group plus: rocker panel mouldings, deluxe 2-spoke steering wheel, deluxe houndstooth cloth or knitted vinyl seat trim, deluxe door trim panels, full-width rear seat with coved back, bright instrument panel dress-up with woodgrain applique, multi-directional vent registers, cigarette lighter, front and rear ash trays, passenger side door courtesy light)
- Console with electric clock.



1972 Maverick Grabber 2-Door Sedan

MAVERICK—North America's Favourite Compact.

Own the car that doesn't own you! That's what we like to say about Maverick. Because Maverick is a simple car. Simple to own because it is priced right where most people can handle it. Simple to operate because it runs on regular gasoline. Simple to drive thanks to its excellent manoeuvrability and smooth riding comfort. And simple to maintain with easy serviceability and many do-it-yourself design features. Simplicity has made Maverick North America's favourite compact. And we're not going to change that. In fact, each of the three great Maverick models has the features and options to put it first on anybody's list. It has an efficient 170 6-cylinder standard engine, or you can move up to a 200 cu. in., a 250 cu. in., or on to the extra muscle of the big 302 V8 engine. You can move up in styling, too. There's an Interior Trim option, an Accent Group

and even an Appearance Protection Group. And, of course, there's the "Grabber" with all the carefree features of the regular Maverick plus a sporty good looks that puts it in a class by itself. This is why we say "Own The Car That Doesn't Own You" — Maverick.

1972 MAVERICK MODEL LINE

4-Door Sedan
2-Door Sedan
2-Door Sedan "Grabber"

POWER TEAM

Engines	Transmissions
170 CID 1V 6-Cyl. (Std.)	3
200 CID 1V 6-Cyl. (Opt.)	3-S
250 CID 1V 6-Cyl. (Opt.)	S
302 CID 2V V8 (Opt.)	3-S
3 — 3-speed manual.	
S — SelectShift Cruise-O-Matic.	

OTHER FEATURES

- Choice of 15 colours — 4 new • New "Grabber" tape stripe colour combinations • 103" wheel base on 2-door, 109.9" on 4-doors • Front and rear side marker lights • Colour-keyed rubber floor mats • Self-adjusting brakes • Two-speed electric windshield wipers • Ventless side glass • Staggered rear shock absorbers • Uni-built body with platform chassis • Front and rear ash trays.

POPULAR OPTIONS

- New AM/FM monaural radio • New glamour paints • New door edge guards • DR78X14 radial ply tires (WSW) • Selectaire air conditioner • Power steering • Tinted glass • Heavy duty suspension • Front and rear bumper guards • Interior trim option • Vinyl roof • Convenience equipment group.



Cortina GT

CORTINA—A lot more little car.

Prepare to change your ideas on what you can get for your money in an imported little car — because Cortina for 1972 puts a lot more car within the reach of a lot more people. Cortina for '72 is an all-new vehicle. It's lower and wider-tracked to cling solidly to the road. It has a longer 101.5" wheelbase for a smoother ride. It has more room inside, enough to seat five people comfortably. And, it has improved engineering features for better performance, better handling, better stability, better durability and lower running and servicing costs. It features a snappy 2000 cc OHC engine, 4-speed fully-synchronized stick shift, power front disc brakes, rack and pinion steering, reclining bucket seats and a host of other standard equipment extras you don't expect to find on a little car. And, the Cortina GT is a lot more again, with special instrumentation, Rallye bucket seats and sports steering wheel.

1972 CORTINA MODEL LINE CORTINA L

2-Door Sedan
4-Door Sedan
4-Door Station Wagon

CORTINA GT 2-Door Sedan

POWER TEAMS

Engines

2000 cc OHC — 4-cyl. — 100 HP —
(Standard on all models)
1600 cc OHV — 4-cyl. — 75 HP —
(Available on all models except GT)

Transmissions

Fully Synchronized 4-speed manual.
Floor mounted.
Optional: 3-speed automatic transmission with 2000 cc engine.

OTHER FEATURES

- Standard 2000 cc engine package including stabilizer bar, larger brakes

(9.7" front disc, 9" rear drum), unique axle, 6.95 x 13 cross ply tires • Canadian Winter Driving Package, including: 55 amp. HD battery, 35 amp. HD alternator, HD heater and defroster, pre-engaged starter • Electric rear window defroster • High level ventilation • Two-speed electric wipers with washers (foot-operated) • North American Safety Package, including padded instrument panel, steering wheel and sunvisors, head restraints, L.H. outside mirror, side marker lights/reflectors, back-up lights, four-way flasher, front and rear seat belts • Reclining all-vinyl bucket seats • Arm rest, front and rear • Cigarette lighter • Day/night mirror • Brake warning light • Loop pile carpeting • Lockable glove compartment • Steering wheel lock and warning buzzer.

POPULAR OPTION

- Radio (Dealer installed).



1972 Mustang Fastback with Sport Wheel Covers

MUSTANG—The Driving Machine.

Why "the Driving Machine"? Because that's what Mustang is all about. It's an extension of your own personality coupled with that long-forgotten thrill of driving. Mustang is exciting. It is a feeling. Not only in the way the machine responds, but even in the way you feel and look behind the wheel.

There are five Mustangs for 1972 with three distinct rooflines. Choose the one you wish. Drive it with all its own standard equipment such as dual racing mirrors, full wheel covers, wheelip and rocker panel mouldings and deluxe 2-spoke steering wheels. Or, design your own personalized Driving Machine with options.

Go with the standard 250 CID Six, or make it a 302 V8 or one of two 351 CID V8's. Move into 3-speed SelectShift Cruise-O-Matic or put "four - on - the - floor". Add glamour paint, seat trims, a combined radio and stereo tape system, or the unique new exterior and interior Decor Groups. However you equip a Mustang, it's your personal car

and you'll love what it does on the road.

1972 MUSTANG MODEL LINE

2-Door Hardtop
2-Door Sportsroof
2-Door Convertible
2-Door Grande Hardtop
2-Door Mach 1 Sportsroof

POWER TEAMS

Engines	Transmissions
250 CID 1V Six (A)	3-S
302 CID 2V V8 (B)	3-S
351 CID 2V V8 C)	3-S
351 CID 4V V8 (D)	4-S

A - Standard on all models except Mach 1.

B - Standard on Mach 1. Optional on all others.

C - Optional on all models.

D - Optional on all models. Requires optional 4-speed or Cruise-O-Matic.

3 - 3-speed manual (fully synchronized).

4 - 4-speed manual (fully synchronized) with Hurst Shifter

S - SelectShift, 3 - speed Cruise-O-Matic.

OTHER FEATURES

• Mini-Console with rear-mounted ash tray • Directaire ventilation • Instrument cluster with standard warning lights • Deluxe 2-spoke steering wheel • Deluxe wheel covers for Grande • Tape stripes for Grande • New Taillamps • Flush exterior door handles • Vinyl roof on Grande • Hardtop roof with tunnel backlight • Highly-styled flat sportsroof • Steel guard rails in door panels.

POPULAR OPTIONS

• New exterior and interior Decor Group • Revised Protection Package • Sports Interior Package • Combined radio and stereo tape system • Revised seat trim • Revised axle ratios • Glamour paint • Door edge guards • Power windows • Electric backlight defroster • Instrumentation group • Selectaire air conditioner • Power steering.



1972 Gran Torino Sport 2-Door Fastback

TORINO—Quiet because it's a Ford.

Quiet because we build them that way. And this year, we've built an all-new Torino with nine different models, including the six new Gran Torinos and two impressively unique 4-door pillared hardtops with frameless windows for a startling new look of elegance. Yes, Torino is completely new for 1972, from front to rear, inside and out. They're roomier and slightly larger, with two different wheelbases — 114" for 2-doors and 118" for 4-door and Station Wagons. They have wider front and rear treads for a more comfortable ride. And they are incredibly quiet. A new body/frame construction along with new advances in accoustical insulation keeps them that way. And the new coil suspension system literally hugs the road for easier cornering and added stability.

The three new Torino Station Wagons are wider inside and longer, with enough room to take 4' x 8' panels laying flat. And this year, power front disc brakes and the 3-way Magic Door gate are standard equipment.

1972 TORINO MODEL LINE

TORINO
2-Door Hardtop

4-Door Pillared Hardtop
4-Door Station Wagon

GRAN TORINO

2-Door Hardtop
4-Door Pillared Hardtop
4-Door Station Wagon

GRAN TORINO SQUIRE

4-Door Squire Wagon

GRAN TORINO SPORT

2-Door Hardtop Sportsroof
2-Door Hardtop

POWER TEAMS

Engines	Transmissions
250 CID 1V Six (A)	3-S
302 CID 2V V8 (B)	3-S
351 CID 2V V8 (C)	S
351 CID 4V V8 (D)	4-S
400 CID 2V V8 (E)	S
429 ID 4V V8 (E)	S

A — Standard on Torino, Gran Torino — cars and wagons.

B — Standard on Gran Torino Sport and Gran Torino Squire. Optional on all others.

C — Optional on all except Sports Equipment group.

D — Standard with Sports Equipment group. Optional on all others, except 4-doors.

E — Optional on all models.

3 — 3-speed manual. Standard and available only with 250 1V and 302 2V engines.

4 — 4-speed manual (wide ratio). Standard with Rallye Equipment Group. Optional on all models except wagons.

S — SelectShift, 3-speed Automatic. Optional all models.

OTHER FEATURES

- New instrument panel • New high back bench seats • Flush door handles • New thin roof appearance • Greater fuel capacity (19 gals.) • Unique Sport series with integral hood scoop • All engines calibrated for low octane fuel • Front manual disc brakes • Uni-lock restraint system • Increased front and rear leg room.

POPULAR OPTIONS

- Vinyl Sportsroof • Six-way power seat • Power door locks • Performance cluster • Carpeted wagon load floor • Selectaire air conditioning • Glamour paints • Rallye Equipment group • Power disc brakes • Power steering • AM/FM radio • Dual rear seat speakers • High back bucket seats • Tinted glass.



1972 LTD Brougham 2-Door Hardtop

FORD—Quiet Plus.

Escape! That's the word for it. With Ford for 1972, you escape from the nagging noise of traffic into the quiet world of Ford. You won't hear a squeak out of the rubber-mounted body which rides on the safety proven "S" frame and the doors and roof have thick sound-deadening material that screens outside noise and gives you quiet . . . Ford's *Quiet Plus*. All LTD's, Galaxie, Custom and Custom 500's feature the beautiful new grille and wrap-around bumper. Completely new rear end appearance with new taillamps, new decklid and quarter extensions. Quiet Plus in the new interior appointments and the comfort. And above all, the powerful 351 2V 8-cylinder engine, automatic transmission and power steering all as standard equipment. Believe it! To drive it is to believe it. Ford for 1972 gives you *quiet plus* — plus new styling, new features, new options, new colours new value. Is it any wonder that all seventeen new 1972 Ford models quietly request your full attention?

1972 FORD MODEL LINE

CUSTOM

4-Door Sedan — Ranch Wagon

CUSTOM 500

4-Door Sedan — 2-Door Hardtop

Ranch Wagon

GALAXIE 500

4-Door Sedan — 2-Door Hardtop

4-Door Hardtop — Country Sedan

LTD

2-Door Hardtop — 4-Door Hardtop

4-Door Pillared Hardtop — Convertible

LTD BROUGHAM

2-Door Hardtop — 4-Door Hardtop

4-Door Pillared Hardtop — Country Squire

POWER TEAMS

Engine

351-2V V8 (Standard on all Models)

Engine Options

240 CID 1V 6-Cyl. (1) 400 CID 2V V8 (3)

302 CID 2V V8 (2) 429 CID 4V V8 (4)

Transmissions

SelectShift, 3-Speed Automatic

1 — Available on Custom, Custom 500 and Galaxie 500 Sedans and Hardtops with automatic transmission.

2 — Available on Custom and Custom 500 Sedans and Hardtops and Station Wagons with automatic transmission only.

3 — Includes 70-amp HD battery. Requires front wheel disc brakes at extra cost

on Station Wagons equipped with air conditioner.

4 — Includes 80-amp. HD battery. Requires power disc brakes at extra cost.

OTHER FEATURES

- New exterior paint colours • Unique LTD rear end appearance with centre applique and bumper guards • New Galaxie 500 bodyside ornamentation • High-back bench seats standard on LTD Brougham 4-door models • 121" wheelbase with wide-track front and rear • Ventless side glass • Fully-concealed 2-speed electric windshield wipers with washers • Power ventilation system • Magic-Aire Heater/Defroster with 3-speed blower • Full coil suspension • Steel guard rail side impact protection • Energy-absorbing "S" frame.

POPULAR OPTIONS

- Electric deck lid release • Separate Station Wagon power tail-gate lock • Radial ply tires • Power-operated sun roof • Glamour paints • Colour-keyed floor mats • "Selectaire" Air Conditioner • Power disc brakes • Vinyl roof • Electric rear window defroster • Power front seat • Power side windows • Heavy-Duty battery • Stereosonic tape system • Visibility light group.



1972 LTD Country Squire

Wagons by Ford—The Wagonmaster

More people buy and drive Ford wagons because they know Ford gives them better ideas. Take power steering for instance, and automatic transmission. They're both standard. And, of course, there is the famous three-way tailgate that lets you drop it down flush with the cargo deck for easy loading, or swing it open as a door for easy passenger entry or exit. Elegant features outside and in set the Ford wagon line apart as the king of all wagons. In the cargo area, there is 92.6 cu. ft. of space. And, Squire models include equipment you'd expect to be extra cost: 351 cu. in. V8, SelectShift Cruise-O-Matic, power steering, power front disc brakes, power doorgate window. It is as smooth and comfortable as a luxury sedan, with deep foam padded seats, convenient arm rests and upper level power ventilation. Ford wagons

are built quiet and strong as only a Ford can be.

1972 FORD WAGON MODEL LINE

FORD CUSTOM RANCH WAGON

FORD CUSTOM 500 RANCH WAGON

6-passenger and dual-facing rear seat models.

FORD GALAXIE 500 COUNTRY SEDAN

6-passenger and dual-facing rear seat models.

FORD LTD COUNTRY SQUIRE

6-passenger and dual-facing rear seat models.

POWER TEAMS

Engines

351 CID 2V V8 (Standard)
400 CID 2V V8 (Optional)
429 CID 4V V8 (Optional)

Transmissions

SelectShift 3-Speed Cruise-O-Matic (standard on all models)

OTHER FEATURES

- Lockable floor compartment • 121" wheelbase • Ventless side windows • Concealed windshield wipers • Steel guard rail side impact protection • "Fasten Seat Belts" warning light and buzzer • Evaporative emission control system • Colour-keyed 2-spoke steering wheel • Two instrument panel ash trays.

POPULAR OPTIONS

- Dual-facing rear seats • Lockable side-wall compartment • Tailgate window wiper and washer • Power tailgate lock • Power front disc brakes • Power front seat • Power windows • Automatic load leveller • Air conditioner • Deluxe or regular luggage rack.



1972 Thunderbird 2-Door Hardtop

THUNDERBIRD—More than a car!

We started from scratch with Thunderbird for 1972. We gave it an all-new look; different, yet with the same individuality and personal luxury that has kept Thunderbird owners happy for years. We gave it an all-new stature, with enlarged, roomier passenger compartments, a longer 120.4" wheelbase and new front and rear suspension to give it an even smoother ride, more Thunderbird than ever before. We gave it an all-new chassis with a safer, energy-absorbing frame design. We engineered steel guard rails into the doors for side impact protection. And we went to a new 400 cu. in V8 engine that maintains Thunderbird performance on regular fuel.

Thunderbird's standard equipment would be luxury listing for lesser cars. For instance, there is Michelin steel-belted radial ply tires. SelectShift

Cruise-O-Matic with automatic parking brake release, power steering, power front disc brakes, cut pile carpeting, split-bench front seat and a choice of colours and textures to add that extra touch of individuality Thunderbird owners expect. And the options; they're seemingly endless. That's Thunderbird for 1972 — *More Than A Car.*

1972 THUNDERBIRD MODEL LINE 2-Door Hardtop

POWER TEAMS

Engines

400 CID 2V V8, single exhaust. (Std.)

429 CID 4V V8, dual exhaust. (Opt.)

Transmission

SelectShift, 3-speed automatic. Std.)

OTHER FEATURES

• New grille and new exterior ornamentation • New flush door handles • New

dual exposed headlamps • New "Mini" steering column • New improved exhaust emission control • New wider front and rear tread • New instrument panel featuring cockpit styling • New remote control outside rear-view mirror • New thin elongated marker lights, front and rear • New improved door latch mechanism • New flat floor luggage compartment • New rollover protection.

POPULAR OPTIONS

• New high-power electric rear window defroster • Five new glamour paints • Selectaire air conditioner • 6-Way power seat • Power side windows • AM/FM stereo radio • Vinyl roof • Power-operated sun roof • Tilt steering wheel • Exterior Appearance Group • Front cornering lights • Automatic seat-back release.



1972 Comet 2-Door Sedan with optional Decor Group

COMET—The beauty car . . . and still the economy car.

A winner — that's Comet for 1972. Small enough to do anything that the little cars can do, yet large enough to give you all the comfort and stretch-out room you expect in a sensible car. Beautiful enough to turn heads with its proud lines and unique powerdome hood, yet economical enough to maintain and operate. You choose from three distinct models, four different engines (including an economical V8), and either standard manual or optional automatic transmission. Inside, there are full-width bench seats, a handsome colour-keyed instrument panel with padded dash, full carpeting and deluxe 2-spoke steering wheel. For the more sports-minded, choose the Comet GT option, with colour-keyed hood scoop, high-back bucket seats, dual racing mirrors and special GT interior and exterior ornamentation.

Any way you judge it, Comet still maintains its position — the beauty car . . . and still the economy car for 1972.

1972 COMET MODEL LINE

COMET

2-Door Sedan
4-Door Sedan

COMET GT

2-Door Sedan

POWER TEAMS

Engines	Transmissions
170 CID 1V Six (Standard)	3
200 CID 1V Six (Optional)	3-S
250 CID 1V Six (Optional)	S
302 CID 2V V8 (Optional)	3-S
3-3-speed manual (column or floor-mounted on optional engines).	
S - SelectShift, Merc - O - Matic (floor mounted option with GT only).	

OTHER FEATURES

- Four new exterior paint colours • Ventless windows • Blend-Air heater with 3-speed blower • New front seat belt warning system • Printed circuits in instrument cluster • Energy-absorbing steering column and steering wheel • Two-speed windshield wipers with washers • Front and rear ash trays • Locking steering column • Cigar lighter • Dual hydraulic brake system with warning light.

POPULAR OPTIONS

- New glamour paints • New door edge guards • AM/FM monaural radio • Radial ply tires • Exterior or interior decor groups • Air conditioner • Power steering • Vinyl roof • Bumper guards, front and rear • Console with electric clock • Tinted glass • Rear window defogger.



Capri 2-Door Sport Coupe

CAPRI—the first little European sports car.

You love it as soon as you see it. It's Ford of Europe's sporty little import that's captured the hearts of thousands of car buyers. It's got the true European sports car styling, yet is priced right for the Canadian market, and offers so many "extras" as standard equipment that it's actually hard to believe. It's got a sleek, handsome profile with power bulge hood, dual headlights and jaunty rear-deck styling with tunnel-mounted rear window. Inside, Capri is roomy and comfortable with foam-padded deep-contour front bucket seats, sporty instrument panel, loop-pile carpeting and vinyl upholstery. Power and engineering? Capri's got it with "four-on-the-floor" . . . rack-and-pinion steering . . . Flo-Thru ventilation and the full complement of Lifeguard Safety Features. In short, Capri is Ford's European sports car with true foreign styling and intrigue. It dares comparison on this side of the Atlantic. Try it.

CAPRI MODEL LINE

2-Door Sports Coupe

POWER TEAMS

1600 cc 4-cyl. OHV engine (std.)
2000 cc 4-cyl. OHC (opt.)
4-speed, floor mounted synchronized manual transmission (std.)
Automatic Transmission opt. with 2000 cc engine only.

OTHER FEATURES

• Side marker lights/reflectors • Dual simulated air scoops • Hinged rear quarter window • Back-up lights • Front and rear bumper guards • Recessed interior door handles • Coil spring front suspension and rear leaf springs • Power front disc brakes and self-adjusting rear drum brakes • High-output heater with 2-speed fan • Dual brake

warning light with buzzer • 2-speed windshield wipers with washers • European-fashion pictograph controls and gauges with speedometer, odometer, fuel gauge, temperature gauge • Also warning lights for alternator, oil pressure, hi-beam and turn signals • Cigar lighter • Padded sun visors • Day/night mirror • Steering column lock and buzzer.

POPULAR OPTIONS

• Vinyl roof • Air conditioner • AM/FM radio • Decor Group including: bucket seats, separate contour rear seats with folding centre arm rest, leather-trimmed sports steering wheel, simulated wood-grain console with integrated clock and leather-covered gearshift knob, black-out grille, parking brake warning light, map light on flexible extension, courtesy light on driver's side, bright pedal trim and dual horn.



1972 Cougar XR7 with optional Sun Roof

COUGAR... We've made a lot of improvement since 1966.

You'd hardly recognize it as the same car we introduced back in the mid-sixties. And small wonder! Because today's Cougar is a different breed of cat. It's more sleek and more sophisticated, in the European Grand Touring manner. The Cougar XR7 for instance, has long been established as the best equipped, most sumptuously outfitted sports car on the Canadian road. And for 1972, we've made a few subtle improvements that even enhance its already popular sports-minded image. We've improved the suspension system with larger springs, shock absorbers and stabilizer bar. We've improved the sound-proofing material for added quietness, and we've revised the back angle of the high-back front bucket seats. We've also added three standard exterior colours and a choice of two new optional metallic glamour colours. We've made a lot of improvements in the Cougar since 1966. And all for the good.

1972 COUGAR MODEL LINE

COUGAR

2-Door Hardtop
2-Door Convertible

COUGAR XR-7

2-Door Hardtop
2-Door Convertible

COUGAR GT

2-Door Hardtop

POWER TEAMS

Engines	Transmissions
351 CID 2V V8 (Standard)	3-S
351 CID 4V V8 (Optional)	S
351 CID 4V V8 (Optional)*	4-S
* - Mandatory Special Performance Group — includes dual exhaust, 4-speed manual and competition suspension. Automatic is optional.	
3 - 3-speed manual (Standard).	
4 - 4-speed manual (Wide Ratio) with Hurst Shifter (Optional).	
S - SelectShift, Merc-O-Matic, 3-speed automatic (Optional).	

OTHER FEATURES

• 351 cu. in. 2V V8 engine • Ventless and frameless windows • Locking steering column • Steel guard rail side impact protection • Two-spoke oval, colour-keyed steering wheel • Concealed windshield wipers • Flo-Thru ventilation with instrument panel registers • Std. consolette with ash tray • New front seat belt warning system.

POPULAR OPTIONS

• Selectaire air conditioner • Power steering • Power front disc brakes • Power (4-way) driver's seat • AM/FM Stereo radio • Competition suspension package • GT Group (including hood scoop, dual racing mirrors, E 78 x 14 WSW tires, bright trim rings and hub caps, deluxe rim blow steering wheel, tachometer 6000 RPM, instrument panel and steering wheel crash pad, competition suspension, higher axle ratio, special cooling package).



1972 Montego MX Brougham 2-Door Hardtop

MONTEGO—We've built it the way you want it.

Montego is all-new for 1972 — inside and out. It is the car you asked for. We've given it an all-new body with new bumpers, new grille, new tail lamps and new exterior ornamentation. We've given it ventless side glass, an entirely new instrument panel and completely new interior appointments. We've added a new 2-Door Montego GT Fast-back, and created smart new 4-Door pillared hardtops in place of the former sedans. We've given the complete line a new body/frame construction, new front suspension and new rear suspension to give that smooth, big-car ride. For the same reason, we've also gone to two wheelbases — 114" for 2-doors and 118" for 4-doors. We've added 3 new engine options, new safety features and a smart hardtop-type tailgate door to the functional Montego MX Station Wagon and ever-popular Villager. It's true, for 1972, we've built Montego the way you want it.

1972 MONTEGO MODEL LINE

MONTEGO

2-Door Hardtop
4-Door Pillared Hardtop

MONTEGO MX

2-Door Hardtop
4-Door Pillared Hardtop

MONTEGO MX BROUGHAM

2-Door Hardtop
4-Door Pillared Hardtop

MONTEGO GT

2-Door Hardtop (Sportsroof)

STATION WAGONS

Montego MX
Montego MX Villager

POWER TEAMS

Engines	Transmissions
250 CID 1V 6-Cyl. (A)	 3-S
302 CID 2V V8 (B)	 3-S
351 CID 2V V8 (C)	 3-S
351 CID 4V V8 (D)	 3-4-S
400 CID 2V V8 (C)	 3-4-S
429 CID 4V V8 (C)	 3-S

A — Standard on all models except GT.

B — Optional on all models. Standard on GT.

C — Optional on all models.

D — Optional on Montego, Montego MX 2-Dr. and Montego GT.

3 — 3-speed Manual. Standard all models.

4 — 4-speed Manual (Hurst Shifter).

S — SelectShift Merc-O-Matic 3-speed automatic.

OTHER FEATURES

• All-new exterior and interior styling • New design seat construction • Energy-absorbing "S" frame front end construction • Manual disc front brakes • Colour-keyed rubber floor covering • Recessed door handles • Safety door locks.

POPULAR OPTIONS

• Cyclone performance option • New glamour paints • Competition suspension • 6-way power bench seat • Power brakes • Electric power door locks • Selectaire Air Conditioner • Power Steering.



1972 Rideau 500 4-Door pillared Hardtop

METEOR... Your money gets you more. Much more.

It's true! With Meteor for 1972, you simply get more car for your money... more value for your money in all eight exciting models. For example, many full-size cars offer just a 6-cylinder engine as standard equipment. Not Meteor. All 1972 Meteors come equipped with a powerful 351 cu. in. V8 as standard equipment. And that's not all. Meteor also gives you power steering as standard equipment, and a 3-speed SelectShift Automatic transmission. You get a power ventilation system, 100% nylon carpeting and deep foam padded seats. Meteor has a long 124" wheelbase for a stable, smoother ride. It has over 35 built-in safety features, including steel guard rails in the doors for side impact protection.

In short, Meteor for 1972 is a big, rich-looking car with roomy, well-appointed interiors and loaded with features you'd expect to pay extra for. Yet Meteor is priced right... priced so that your money gets you more. Much more.

1972 METEOR MODEL LINE RIDEAU

4-Door Sedan

RIDEAU 500

4-Door Sedan

2-Door Hardtop

4-Door Station Wagon

MONTCALM

2-Door Hardtop

4-Door Hardtop

4-Door Pillared Hardtop

4-Door Station Wagon

POWER TEAMS

Engines	Transmissions
351 CID 2V V8 (Standard)	S
302 CID 2V V8 (Optional)*	S
400 CID 2V V8 (Optional)	S
429 CID 4V V8 (Optional)	S
* - Optional on Rideau and Rideau 500 Sedans and Hardtops.	
S - SelectShift, Merc-O-Matic, 3-speed automatic.	

Fleet Only - SelectShift, 2-speed Automatic (1st Gear lockout).

OTHER FEATURES

- New exposed headlights • New grille
- New "Fasten Seat Belt" warning light and buzzer • New front and rear seat belt retractors for outboard passengers
- Evaporative emission control system
- Colour-keyed 2-spoke steering wheel
- Ventless side windows • Concealed windshield wipers • Die-cast front fender extensions • Two ash trays in instrument panel.

POPULAR OPTIONS

- Electric rear deck lid remote control release • Radial ply steel belted tires • Mini AM/FM multiplex radio • Yellow Gold glamour metallic paint • Power disc front brakes • 6-way power seat • Power side windows • Air conditioner with automatic temperature control • Vinyl roof • Tilt steering wheel.



1972 Marquis Brougham 4-Door Hardtop

MARQUIS—Luxury you can afford in 3 great series.

You can't help but notice the relationship between Lincoln Continental and the three new Marquis series for 1972. It's definitely there. You see it in the over-all lines of the car . . . in the front fender extensions, in the new high-series grille and in the luxurious interior appointments. There's a Marquis model that will give you the degree of luxury you demand. All Marquis offer as standard equipment, power steering, power brakes, deluxe sound insulation and SelectShift Automatic transmission to give you mile after mile of smooth, effortless driving. With the Marquis Deluxe, you step up from the standard 400 cu. in. V8 to the powerful 429 cu. in. V8 engine. And with the Marquis Brougham, you get the added elegance and convenience of power windows, a halo vinyl roof and a host of other luxury interior extras hard to believe as standard in a car at this price. Luxury you can afford in three great series — that's Marquis for 1972.

1972 MARQUIS MODEL LINE

MARQUIS

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

MARQUIS DELUXE

2-Door Hardtop — 4-Door Hardtop
4-Door Pillared Hardtop
4-Door Marquis Station Wagon

MARQUIS BROUGHAM

2-Door Hardtop — 4-Door Hardtop
4-Door Pillared Hardtop
4-Door Colony Park Station Wagon

POWER TEAMS

Engines

400 CID 2V V8 (A)
429 CID 4V V8 (B)

A — Standard on Marquis models and Station Wagons.

B — Standard on Marquis Deluxe and Marquis Brougham models. Optional on Marquis.

Transmission

SelectShift, 3-speed automatic. (Standard on all models).

OTHER FEATURES

- New parking lamps • New grille with concealed headlamps • New 12"-wide inside rear-view mirror • New nylon cut-pile carpeting • New seat belt light and buzzer system • Steel guard rail side impact protection • High-level forced ventilation system • Evaporative emission control system • Concealed windshield wipers.

POPULAR OPTIONS

- New Sure-Track braking system • Radial ply steel belted tires • Yellow gold glamour metallic paint • New electric deck lid release • Electrically-operated sun roof • Front bumper guards • Air conditioner • 6-way Power seat • Stereo tape system • AM/FM Stereo Multiplex radio.



The Pickup Car

The Ranchero for '72 is an all-new high-styled luxury pickup on a longer (118") wheelbase and separate body/frame construction. Front disc brakes are standard equipment. Its three models continue to offer the look and feel of a passenger car with the load carrying ability of a pickup. All Ranchero models, Ranchero 500, Ranchero GT and Ranchero Squire will offer a new front end appearance and dramatic side ornamentation to enhance the high

style Torino design. If you are looking for the luxury, high-style or performance of a passenger car with the work capability of a pickup—Ranchero is the answer. Choose your power from a line of proven engines, the 250 Six, 302 V-8, 351 V-8 (both 2V and 4V) 400 V-8 or the sizzling 429 V-8 (4V). A complete line of luxury and performance options are available. You can choose equipment in packages to give you a GVW choice of 4300, 4500, or 4900 lbs.



Ford Pickups work like trucks...ride like cars.

In 1972 Ford Pickups give you a choice of four models, each one reaching a new level of luxury. The Custom, Sport Custom Ranger and Ranger XLT feature the exclusive Twin-I-Beam front suspension, Flex-O-Matic rear suspension (Std. F-250, Opt. F-100) adjusts automatically to suit the load. Power assisted drum brakes—(optional on the F-100, std. on F-100 4 x 4, F-250 and F-350), provide a further aid to driving ease and sure, safe stops. Styleside or Flareside, 1972 Ford Pickups offer a choice of 240/300 sixes or 302, 360 or 390 CID V-8's. Series F-100-250-350 offer maximum GVW ratings of 5000, 7500 and 10,000 pounds.



Carefree Camping

Camper Special — F-250-350 pickups and chassis-cab models. Vacations were never easier — camping was never more luxurious. Ford Camper Specials offer you reliable, comfortable transportation on the road. Plus all the comforts of a cottage at the camp site. Not only can you bring along the kitchen sink, but the stove, refrigerator, bathroom, and if you want to rough it first class, air conditioning and AM/FM Stereo music. An optional sliding rear window allows convenient communication between cab and camper.



Ford's go anywhere 4-wheel drives!

These 4 x 4 Pickups will tackle the roughest trail or the toughest job. Single-speed transfer case with a 4-speed transmission for the F-100 and a 2-speed transfer case with a 4-speed transmission for the F-250 provide correct gearing for on and off-road work. Shifting from two to four-wheel drive can be done without stopping or using the clutch. Your power choice runs from Thrifty 240- and 300-cu. in. Sixes to the big 360-cu. in. V-8. Styleside and Flareside bodies are available in 6½-ft. and 8-ft. box lengths. Or you may order a chassis cab, for custom body application if you prefer.



Bronco — Canada's most popular personal recreation vehicle — does things your first car can't do, takes you where the fun begins after the road runs out. Exclusive monobeam front suspension gives Bronco a smooth riding and easy handling quality that's even better in 1972. Choice of 170 cu. in. Six or 302 cu. in. V-8 engines to provide power. Bronco's a real workhorse too! Hook up a power take-off and front winch, snowplow, or rotary broom and the job's done fast. And don't forget, if you're looking for that extra touch of luxury, Bronco Wagons and Pickups offer a Sports option.



Ford's better idea Vans and Club Wagons

For 1972 Econoline Vans are offered in three series in two trim levels with a choice of two wheelbases. Hinged cargo doors are std. The new gliding door is optional. For 1972 the E-200 and E-300 feature self adjusting power brakes as standard (Opt. on E-100). Maximum GVW ratings on the E-100, E-200 are 4800 and 6000 lbs. Maximum GVW for the E-300 is 8300 lbs. The 240 Six is standard on all models and the 302 V-8 continues as the optional engine. Exclusive to the Econoline is the proven Twin-I-Beam front suspension to give an exceptional highway stability. In 1972, for low temperature areas you may choose the Northland Special Package which includes block heater, 50/50 strength antifreeze, heavy-duty

battery and alternator and high output heater.

Ford Club Wagons are available in three levels of luxury — Club Wagon, Custom Club Wagon and Chateau Club Wagon. You have a choice of 5, 8, or 12 passenger models. You may order 105.5 inch or 123.5 inch wheelbase models. For 1972, a new gliding side door is standard on all models. Power brakes are standard on 8 and 12-passenger Club Wagons and optional on 5-passenger Club Wagons. The 240 Six is std. (302 V-8 opt.). Power steering, air conditioning, automatic transmission are all available. All models may be converted for special purposes. School Bus, Airport/Hotel Station Bus or Recreational Camper.



6-Man Crew Cab

When rigged for use as a pickup, it means all the workmen can ride up front . . . when coupled with a camper body, the entire family, fishing or hunting party can relax comfortably in the cab. Exclusive Twin-I-Beam front suspension plus Flex-O-Matic rear suspension (standard on F-250 models) provide the riding qualities of a car, whether empty or loaded. Power sources include the rugged 300 CID Six, 360 CID V8 and 390 CID V-8 providing up to 255 hp. Transmissions include 3 and 4-speed manuals in addition to the popular 3-speed SelectShift automatic. 6-man crew cab availability: Series F-250-350-600-700-750 models.



More Roadtime, Less Downtime

Louisville Line L-Series — the big ones with better ideas/for more roadtime and less downtime. The Louisville Line includes Series L, LN, LNT, LT, LTS . . . over 650 models to handle virtually all big trucking jobs. Medium/heavy short conventionals with 95.3 BBC, heavy and extra-heavies with 93.3 BBC, and heavy and extra-long conventionals with 105.3 BBC. Power choices include gas engines up to 534 CID, Diesels up to 335 hp. GVW's range from 15,000 to 64,000 lb. GCW's up to 80,000 lb.

An important part of providing more roadtime is to shorten service



Ford P-Series

The P-Series parcel van is available in 6 series with GVW ratings running from 6,100 lb. to 15,000 lb. Ford P-Series stripped-chassis units are especially engineered to take a wide variety of custom bodies. Wheelbases of 104", 122", 137" and 154" permit proper weight distribution for bodies in the 7- to 16 foot length range. With the emphasis on economical short-trip operation, you have a choice of a 240 6-cylinder and a 300 6-cylinder. Transmissions include 3 and 4-speed synchronized manuals and SelectShift automatic.



time. Ford put better ideas to work eliminating the need for some service operations, while those remaining were made easier, faster. For example, air tank moisture ejectors eliminate need to hand-drain. Complete Air-Pac assembly can be removed and repaired or replaced in minutes. Four easy-to-reach junction blocks speed electrical troubleshooting. Color-coded air lines cut tracing time. Two-piece tachometer and speedometer cables reduce replacement time. Coolant level on all cross-flow radiators can be checked by a sight gauge. Everything on the LOUISVILLE LINE is easy to service.



LT-Series Tandem Truck

Part of Ford's big Louisville Line . . . the part that specializes in extreme service applications like dump, mixer, low-boy, semi-trailers, logging, oil field exploration, etc. The durability of these trucks has been proven by frame, cab, front end fiberglass assembly and radiator testing in the laboratory to stimulate over 300,000 miles of varying types of off-road application. GVW ratings up to 62,000 lbs. and a GCW up to 80,000 lbs. Power comes in your choice of gasoline or diesel engines.



Conventionals—comfortable . . . maneuverable

Ford Conventional — Medium/Heavies preferred by the professional drivers. Big cabs provide plenty of shoulder-room for three husky men. Mammoth windshield, big 20-inch steering wheel, individually mounted instrument dials make driving easier on long hauls. Wide-track front axles let you turn as sharp as 44 degrees. Frame-rails have straight-through design for greater strength and easier body mounting. Wheel-bases range from 132 to 212 inches, for truck or tractor service; GVW's to 27,500 lbs.; GCW's to 50,000 lbs.



C- & CT-Series Tilt Cabs

Ford's C-Series Tilts are engineered for maximum payloads, more profitable operation. Set-back front axle design allows as much as 1,000 pounds more payload to be carried by the front axle. Short BBC and short wheelbases allow larger loads and longer bodies within the same overall length. Cabs tilt 45 degrees to provide wide-open accessibility for all types of engine maintenance and repair. Choice of gas or Diesel engines in both single and tandem axle models. GVW's range from 20,000 to 51,000 lbs. GCW's range up to 75,000 lbs.



W- & WT-Series Highway Diesels

W-Series haulers are designed to reduce operating costs. Standard all-steel cab or a sturdy aluminum cab with lightweight chassis options can increase maximum payloads over 1,000 pounds. W-Series tractors are available as single or tandem axle models with 52-inch BBC standard cab or 82-inch BBC sleeper. You can choose from the industry's best names in engines, transmissions and axles . . . Cummins, Caterpillar, Detroit Diesel, Fuller, Spicer, Eaton and Rockwell . . . in hundreds of power train combinations. GCW's range up to 80,000 lbs.

