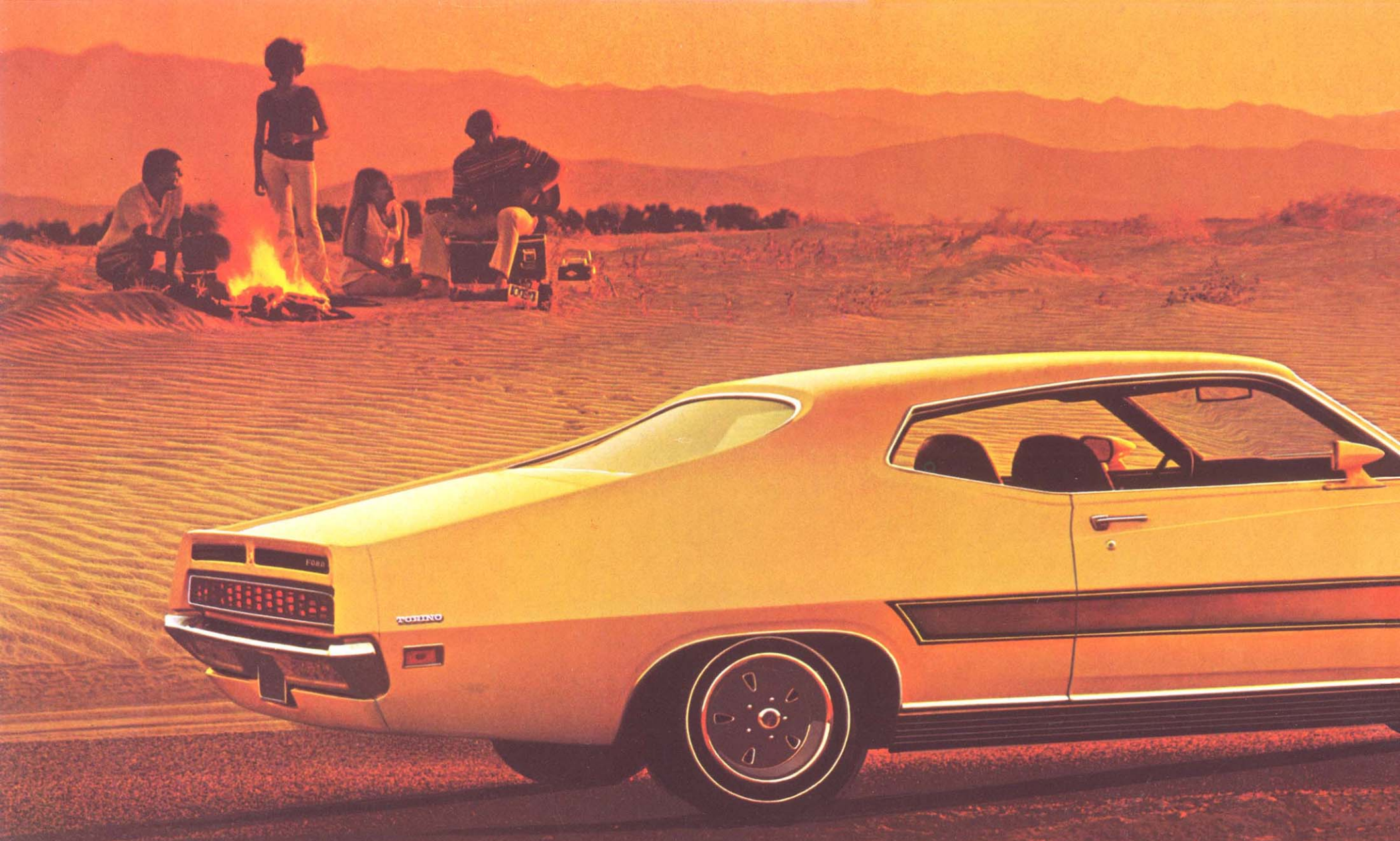


THE SPORTS SET

SPIRITED TORINOS · MUSTANGS · MAVERICKS · PINTOS · FORDS FOR '71





FORDS FOR A MORE SPORTING LIFE

Your kind of life. Active. Adventurous.

Imaginative Fords that make everyday driving a sport. Challenging cars that handle and blow the cobwebs of daily routine away at the turn of a key.

Check out the cars in this book—their features and options. Ford built them the way you want them. Provocative. Functional. Durable.

They're a sporting set of better ideas.



TORINO GT SPORTSROOF



WHY DRIVE ACROSS
THE STATE AND BACK... JUST TO SWIM?
BECAUSE YOU UNDERSTAND
THE SPORTING LIFE. YOU DRIVE A...

TORINO

HANDLES WITH FLAIR
AT A PRICE YOU CAN HANDLE

The middle-sized car that's all sport. Roomy enough for six. Aerodynamically styled. With Torino-bred luxury and durability. Priced so you guys with gals or dads with kids can afford to handle it. Two models—SportsRoof (left) and Convertible (next page).

GT SPORTSROOF handles any road to your kind of sporting life. Hood scoop, color-keyed dual racing mirrors (LH remote control), tinted glass backlite are standard. Belted, bias-ply white sidewall wide ovals hold fast, give longer tread life. Unitized body with 4,500 welds holds tight as the miles add up. DirectAire Ventilation brings fresh air in with the windows up. Other standards include: locking steering column, hub caps and trim rings, Uni-Lock Harness, energy-absorbing 2-spoke steering wheel. Ready to go when you are is a standard 302 cube 2V V-8 with fully synchronized 3-speed manual transmission. Four other V-8's are optional including a 429 cube CJ-R... the "R" is for Ram-Air, means outside air gets rammed through the Shaker Hood Scoop directly into the carburetor. Options like Laser Stripes add racy flashes of color; Magnum 500 wheels (lower photo) give chromed wheel power; Sport Slats louvers shade rear window, look zoomy. Other GT options: 4-speed manual transmission with Hurst Shifter®, SelectShift Cruise-O-Matic, special axle ratios, Hideaway Headlamps, High Back bucket seats (shown). Torino GT SportsRoof. Your kind understands it.



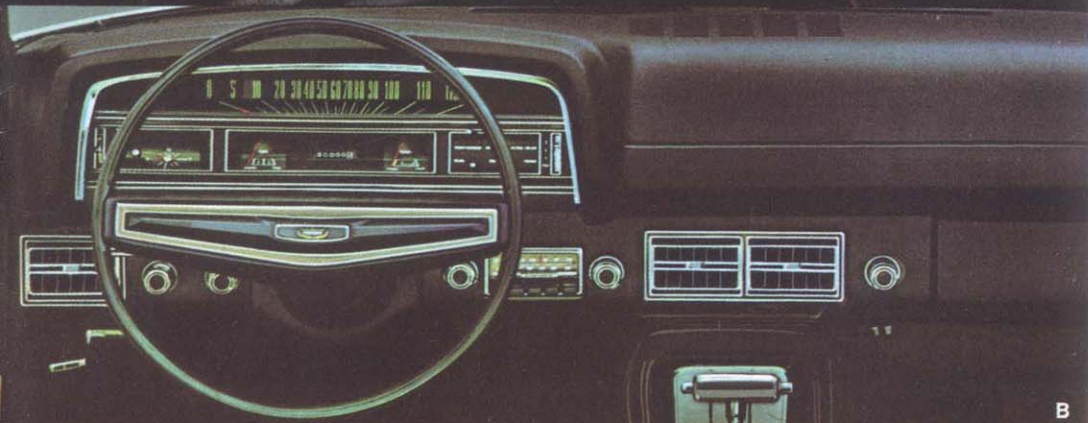
TORINO GT CONVERTIBLE

TORINO COBRA

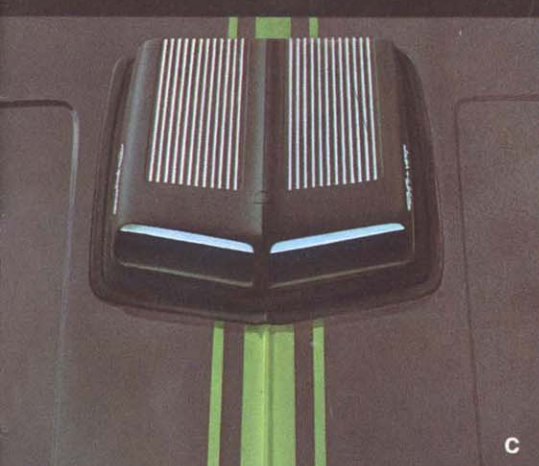




A



B



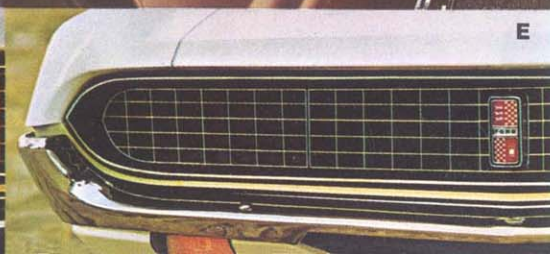
C



D



E



E

TORINO

GT CONVERTIBLE . . . Let the sun, moon and stars shine into your sporting life. And catch a breeze or two. At a power-control touch. Strong 5-ply vinyl, power-operated top has a tempered glass backlite that refuses to discolor. Responsive 302 cube 2V V-8 is standard with a 3-speed fully synchronized manual transmission. Belted bias-ply white sidewall wide ovals give superior traction and tread life. All-vinyl pleated interior is wipe-easy to clean. Hood scoop, dual color-keyed racing mirrors (left is remote control), anti-theft locking steering column, DirectAire Ventilation, and ventless side glass for less wind noise won't cost you an extra cent. Options include four V-8's, colorful Laser Stripes, plus:

A. Center console; new, thin-shell High Back bucket seats with knitted, "breathable" vinyl trim in six two-tone color choices; 4-speed manual transmission with Hurst Shifter®.

B. SelectShift Cruise-O-Matic transmission; AM/FM Stereo Radio, including two front cowl-mounted speakers for faithful stereo effect; SelectAire Conditioner that lets you keep your cool and ventilates, heats and defrosts as well.

C. Shaker Hood Scoop. Rams outside air directly to carburetor. Optional on 351 cube 4V V-8. Included with optional 429 CJ-R V-8.

D. Power front disc brakes require less pedal effort, give superior resistance to fade and effects of water. Standard when you order power brakes.

E. Hideaway Headlamps. A little sneaky and very sleek.

COBRA . . . GT's hiss'n' cousin. New, hot 351 cube 4V V-8 is standard. Plus wide-ratio 4-speed manual transmission with Hurst Shifter®, black-painted hood/grille/back panel, Cobra decals, F70-14 belted white sidewall wide ovals, 7-inch-wide wheels, Heavy Duty Load Suspension, dual exhausts. Options like: 429 cube CJ or CJ-R (with Ram-Air Shaker Hood Scoop) V-8's, both including competition suspension with staggered rear shock absorbers to help tame rear axle hop; 8,000 rpm tachometer; power front disc brakes; Magnum 500 chrome wheels; Sport Slats rear window louvers; High Back bucket seats. Cobra. It's your thing. Do it.

Other Better Idea Torino GT and Cobra Options: Power Steering • Intermittent Windshield Wipers • Visibility Group • Traction-Lok Differential • Trailer Towing Package • 4-Way Power Front Seat • Bumper Guards • Sport Wheel Covers • Argent Styled Steel Wheels • Rim-Blow Deluxe 3-Spoke Steering Wheel . . . and more. For full details consult your Ford Dealer.



NEW DRIVING GLOVES. FROM HER.
BECAUSE YOU ENVIED THE SPORTING LIFE
OF EUROPE'S GREAT ROAD CARS. NOW
YOU CAN WEAR THEM. YOU DRIVE A...

MUSTANG

AMERICA'S CHALLENGE TO
THE GREAT EUROPEAN ROAD CARS

The original pony-car leads the way again! Six models, reborn with great European road car flair... American style, so you don't have to be a well-heeled Count or Countess to afford one. That's what the Mustang challenge is all about. Backed up with a broader stance and lower profile for improved handling. Plus challenging new standards such as concealed windshield wipers, recessed door handles, side door Steel Guard Rails, DirectAire Ventilation.

MACH 1 is more Mach-nificent than ever. Sure, the new roofline seems unreal. But it's as real and wild as Mach 1's standard honeycomb grille, sport driving lamps, Color-Keyed Spoiler-Bumper and your choice of hood with or without NASA Type Hood Scoops (Included with optional engines). Plus Mach 1 touches such as dual racing mirrors (left side is remote control) and a pop-open racing style gas cap. Competition suspension holds the road. Standard interior pampers you with a new Mini-Console, thin-shell High Back buckets in all-vinyl trim, and easier-to-use Uni-Lock Harness. Mach 1 moves you with a standard 302-cube 2V V-8 and 3-speed manual floor shift. New all-muscle 429 4V CJ and 429 4V CJ-R (with Dual Ram Induction) and two 351 V-8's are optional. Bright dual exhaust extensions included with 351 4V and 429 V-8's. Other options: rear window electric defrost, Vari-Ratio Power Steering, power front disc brakes... and more. Mach 1 with driving gloves. A sport in itself.



MUSTANG MACH 1



A



A. Dual Ram Induction Option includes functional NASA Type Hood Scoops, black or argent painted hood, CID/Ram-Air decals, twist-type hood locks. Standard on all Mustangs with 429 CJ-R V-8. Optional with 351 V-8's; standard on Boss 351.

B. Mach 1 Sports Interior Option includes High Back bucket seats with knitted vinyl inserts and accent stripes, deluxe 2-spoke steering wheel, electric clock, bright pedal pads, molded door trim panels with integral handles and armrests, carpet runners, oil/ammeter/temperature gauges, rear seat ash tray, black and woodtone instrument panel appliques. Other, separate options: SelectShift Cruise-O-Matic transmission, full center console.

C. Hurst Shifter®. A handful of sport included with optional 4-speed manual transmission. Optional SelectAire Conditioner heats, ventilates, cools, defrosts.

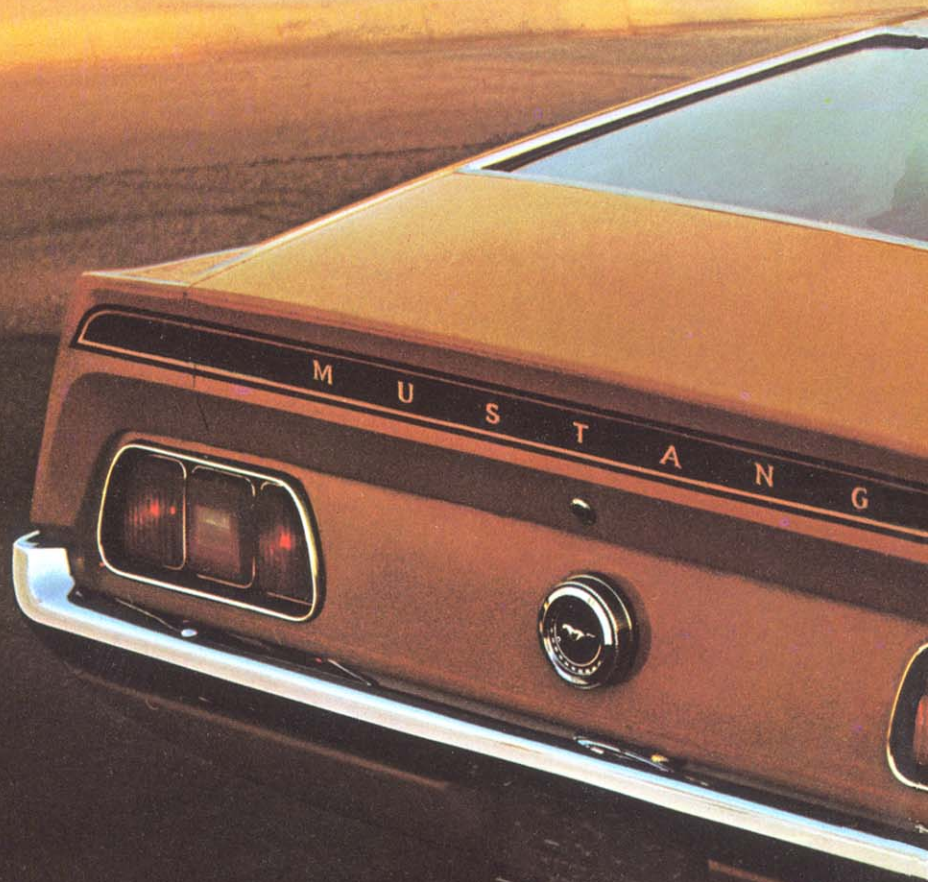


TOMORROW, YOU'LL BE HOME.
IT WAS FUN WHILE IT LASTED. MONDAY,
YOU PICK UP YOUR NEW MUSTANG.
THE SPORTING LIFE GOES ON.

MUSTANG

GRAND TOURING WITHOUT
THE TEN GRAND PRICE

SPORTSROOF, HARDTOP, CONVERTIBLE... a sporting set of great American road cars. The sporting set is as close as your '71 Mustang. Which one's best for you? That's a challenge you can afford to accept. The sleek, new flatback roofline of the SportsRoof is highlighted by a tinted glass backlite. The Hardtop's backlite is set in a striking "tunnel" roofline. In the Convertible, rear seat shoulder room has been increased 11 inches! And, its 5-ply vinyl, power-operated top features a tempered, one-piece glass backlite that refuses to discolor. New standard engine for each model is an economical 250 Six matched to a 3-speed fully synchronized manual floor shift. Plus: concealed windshield wipers, recessed door handles, thin-shell High Back bucket seats, Uni-Lock Harness, door side Steel Guard Rails, belted bias-ply tires . . . and more. New instrument panel. New seat and door trim. Sixteen exterior color choices, including four Grabber colors. DirectAire Ventilation for windows-up driving comfort. Five optional engines include a new 429 cube CJ-R V-8 with Dual Ram Induction. Optional SelectShift transmission lets you shift manually or automatically; 4-speed manual transmission has the joy of a Hurst Shifter®. Special SportsRoof options: Mach 1 Sports Interior, Sport Deck folding rear seat, Rear Deck Spoiler for better stability at expressway speeds. Other all-model options: SelectAire Conditioner, power front disc brakes, power steering . . . and more to match your Mustang to your sporting life style.



A



Mustang SportsRoof (above) with unique black vinyl roof in sporty $\frac{3}{4}$ length. C'est magnifique!



B



C

A. Mustang Convertible with optional Decor Group, including: knitted vinyl High Back bucket seats, deluxe instrument panel appliques, rear ash tray, deluxe 2-spoke steering wheel, dual racing mirrors (left is remote control), rocker panel/wheel lip moldings, deluxe molded door trim panels.

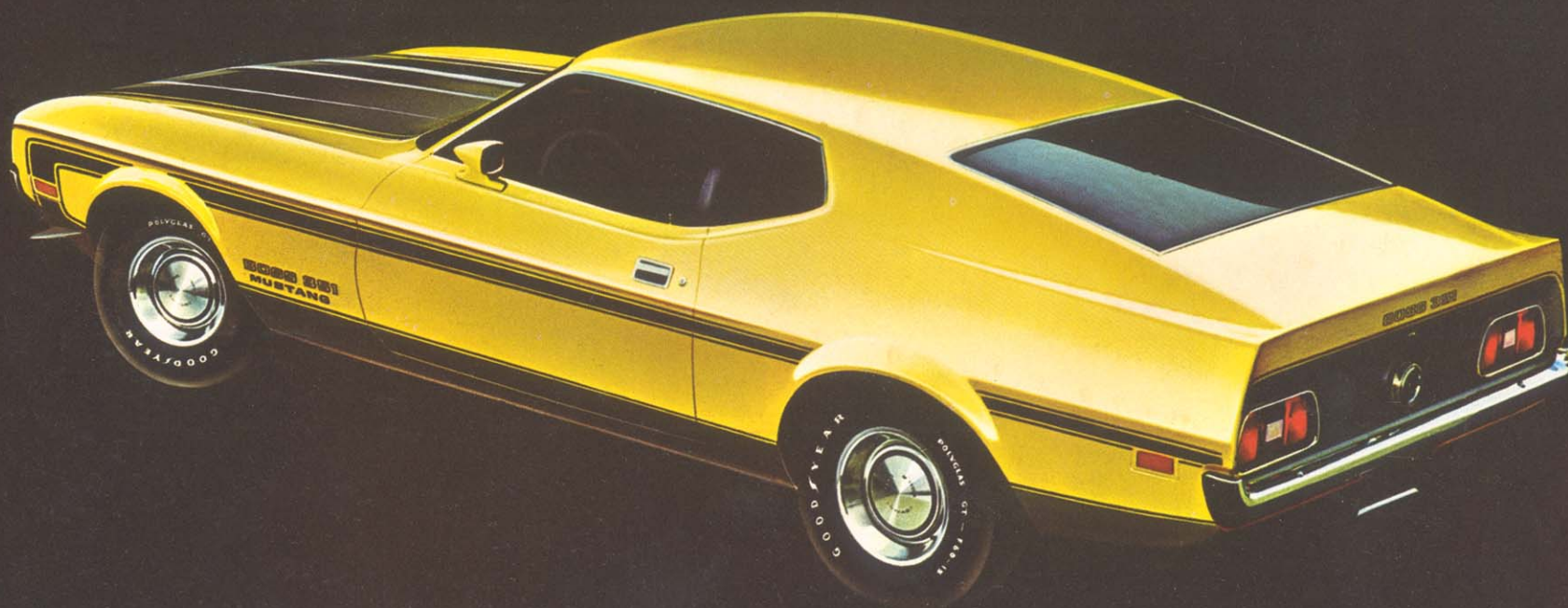
B. Mustang Interior with High Back buckets, optional Decor Group cloth/vinyl trim. Plus optional: center console with electric clock, 4-speed manual transmission with Hurst Shifter[®], Rim-Blow Deluxe 3-Spoke Steering Wheel, dual racing mirrors.

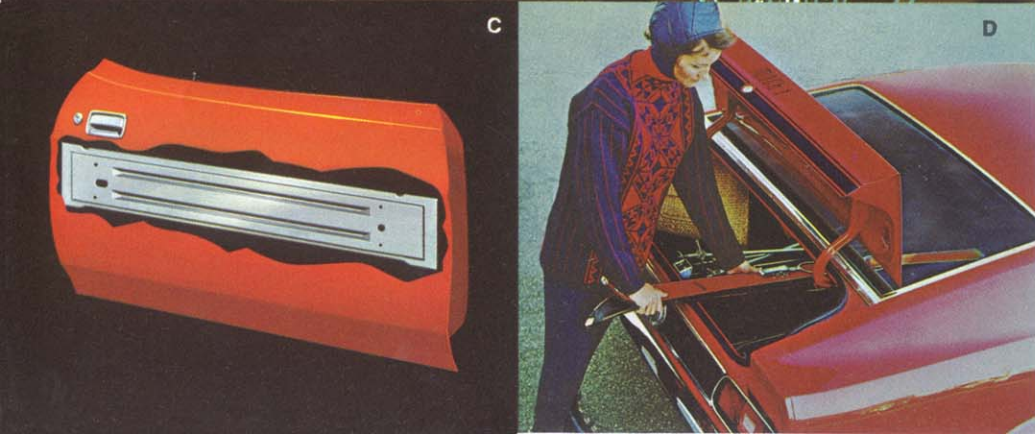
C. Mustang Hardtop. Lowest-priced Mustang. Challenging, but not to your budget.



MUSTANG GRANDE

MUSTANG BOSS 351





MUSTANG

GRANDE . . . Elegante! Mustang sport with Grandé manners. A challenge to any standard of luxury. Dramatic new roofline with "tunnel" backlite is highlighted by a vinyl covering in five color choices. Plus wheel covers, dual bodyside paint stripes, wheel lip and rocker panel moldings. New power team is an economical 250 Six with 3-speed floor-mounted manual transmission. Five V-8's and 4-speed manual transmission with Hurst Shifter®, optional.

A. Grandé warms the senses with standards like: thin-shell High Back bucket seats in Lambeth cloth and vinyl trim, dual racing mirrors (left is remote control), color-keyed carpeting, Mini-Console. Optional center console has integral electric clock.

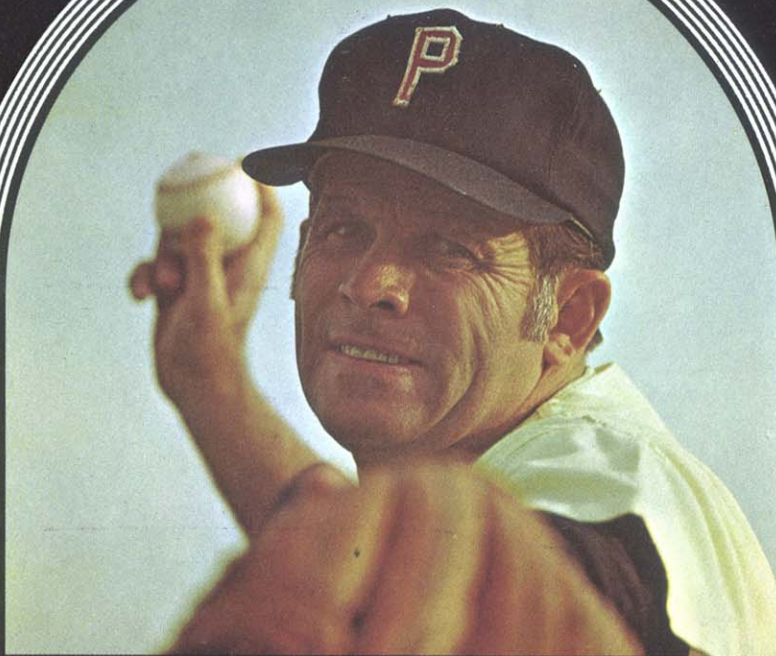
B. New Grandé instrument panel has subtle black and woodtone inserts. Optional Instrumentation Group includes tachometer, trip odometer, and oil/ammeter/temperature gauges. To further personalize your Grandé experience, choose options like: SelectShift Cruise-O-Matic, Rim-Blow Deluxe 3-Spoke Steering Wheel, power front disc brakes, AM/FM Stereo Radio, SelectAire Conditioner, power steering.

C. Steel Guard Rails are standard on Grandé, as well as all 1971 Mustangs. Box-section beam welded into both doors helps absorb side impact forces.

BOSS 351 . . . Blitz Machine! Streetable son of Ford's Trans-Am Mustangs. A straight dose of the sporting life. Standard 351 cube H.O. 330-hp V-8 with Dual Ram Induction includes items shown on page 7 (A). No optional engines offered; none needed. Plus dual exhausts. 4-speed full-synch manual transmission with Hurst Shifter®. Electronic rpm limiter. Traction-Lok differential. Front Spoiler. Competition suspension with rear stabilizer bar and staggered rear shocks. Thin-shell High Back buckets. W-I-D-E F60-15 belted tires with raised white letters. Power front disc brakes. Dual racing mirrors (left is remote control). Bodyside tape stripes. All standard. Boss options include: Rear Deck Spoiler, Vari-Ratio Power Steering. Magnum 500 chrome wheels, Mach 1 Sports Interior, and items like...

D. Sport Deck rear seat. Folds down, permits interior access to trunk for bulky item storage. Includes space-saver spare tire. Also available for Mustang SportsRoof and Mach 1.

Other Better Idea Mustang Options: Tilt Steering Wheel
 • Drag Pack for 429 cube V-8's • Bumper Guards
 • Convenience Group • Power Windows • AM Radio with Stereo Tape Deck • Sport Wheel Covers
 • Intermittent Windshield Wipers . . . and more. For full details, consult your Ford Dealer.



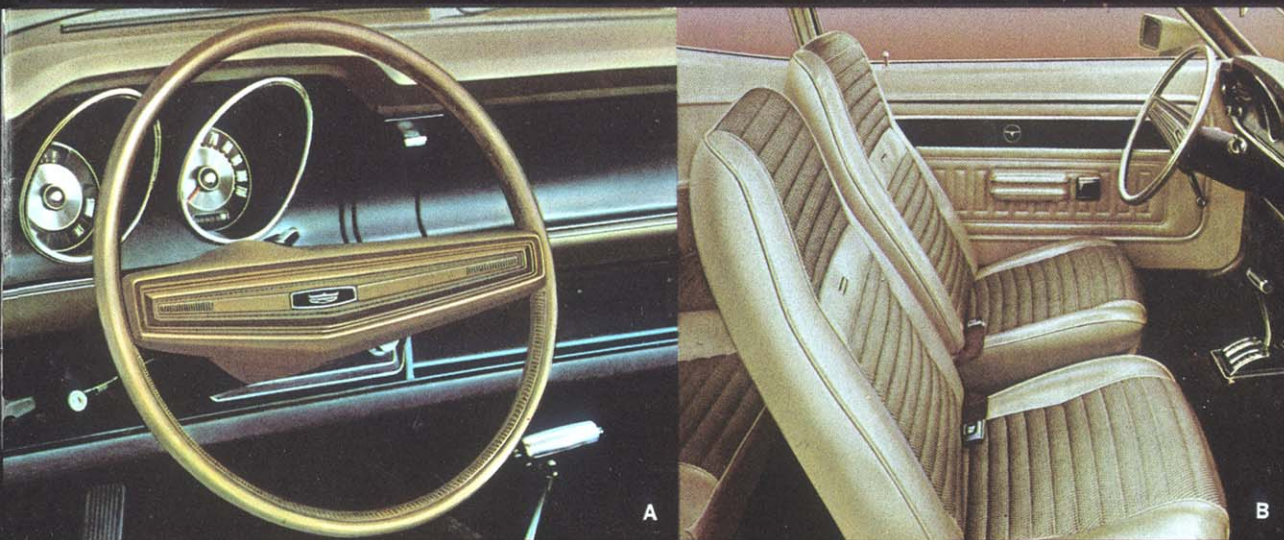
THE GAME WENT INTO THE
RECORD BOOKS. YOU WENT HOME
IN A MAVERICK GRABBER. END OF
A PERFECT DAY IN THE SPORTING LIFE.

MAVERICK

THE SIMPLE SPORTS MACHINE

GRABBER looks like a big-league, all "go" machine. 'Course, it's not. It's still a simple-to-maintain Maverick you drive to enjoy. Not to pay record-breaking gas costs and insurance bills. And what a Grabber it is. Sportier than ever for '71. With 15 colors including bold hues like Grabber Green Metallic, Grabber Yellow, Grabber Lime, Grabber Blue, Bright Red, Medium Yellow Gold, Bright Blue Metallic, and more. Plus four vinyl top selections, including Red Tweed and Gold Tweed. Dual color-keyed racing mirrors (left side remote control). Sport driving lamps. Dual hood scoops. Plus performance-like touches such as wheel trim rings/hub caps, and an integral rear deck spoiler. Grabber paint scheme includes black or silver hood and black grille, headlamp bezel, lower back panel and center instrument panel. With bodyside tape stripes and Grabber decals. 170 cube Six and column-mounted 3-speed manual transmission are standard. Staggered rear shock absorbers are no bluff; help tame rear axle acceleration hop—same design as on the Mustang Boss 351. Unitized body gives a quiet, rattle-free ride. 14-inch wheels give you four good grips on the road. Meatier 200 or 250 cube Six is optional. Other options include: tire choices up to D70-14 WSW belted wide ovals, heavy-duty suspension, power steering, Select-Aire Conditioner, rear window defogger, and much more. Psyche-out the opposition. Go Maverick Grabber.





A. Grabber Instrument Panel with Grabber standards such as black panel paint and deluxe 2-spoke steering wheel. Plus Maverick standards like handy package tray and printed circuit instrument cluster for reliability and ease of servicing. Choose optional High Back Bucket seats and you can also choose optional floor mounting of the standard 3-speed manual or optional SelectShift Cruise-O-Matic transmissions.

B. Grabber Interior. Color-keyed carpeting, Uni-Lock Harness and anti-theft locking steering column are standard. Optional High Back bucket seats are thin-shell design, available in knitted vinyl or striped cloth trims; includes deluxe door trim panels.





YOU SOLOED! AND IT WAS FUN.
LIKE YOUR NEW PINTO. FUNNY HOW
PINTO AND THE SPORTING LIFE
HAVE SO MUCH IN COMMON.



THE LITTLE CAREFREE CAR

Funny thing about the new Pinto. It's economical and easy to service. Yet it's fun. No, it's not a sports car. Wasn't meant to be. Doesn't cost enough. But Pinto gives so much unexpected sport, it makes you wonder. Styling is upbeat, spirited. Windshield slope is a smooth, wind-splitting sixty degrees; rear fastback lines flow right along; not an awkward shape in sight. With 15 color choices almost too jazzy for a small car. Precise rack and pinion steering assures snappy, positive handling; turning circle is a tight 31.5 feet; only four steering wheel turns lock-to-lock. Wide, 55-inch tread helps make Pinto a steady mount in crosswinds. Oversize tires really hang in there. Lively 1600-cc. overhead valve engine and 4-Speed Stick Shift are standard. High output 2000-cc. overhead cam engine is optional and available with optional SelectShift Cruise-O-Matic transmission. Other standards: High Back buckets, Uni-Lock Harness, ventless side glass, hot-water heater/defroster, DirectAire Ventilation, all-vinyl seat trim. Rallye Group option includes 19 items like: manual front disc brakes, color-keyed carpeting, left side racing mirror (remote control), bodyside tape stripe, Rallye grille badge, black or gold hood, black grille and lower back panel, bright tailpipe extension, bright wheel trim rings/hub caps . . . and more. Other options: rear window defogger, consolette with electric clock, SelectAire Conditioner, roof luggage rack, fold-down rear seat. Pinto. Drive it for fun. All the way to the bank.



A

B



Pinto Rallye Group Option (above and C)

A. Pinto with Luxury Decor Group and Vinyl Roof options.

B. Luxury Decor Group option includes: wheel covers, deluxe 2-spoke steering wheel, rocker panel and wheel lip moldings, color-keyed carpeting, bright window frames and drip moldings, deluxe seat trim with hounds-tooth cloth or knitted vinyl, deluxe door panel trim, contoured rear seat, bright-trimmed woodgrain instrument panel applique with multidirectional vent outlets, cigar lighter, rear ash tray, and passenger door courtesy light switch.

FORD 

YOU FINALLY BROKE 100!
YOU MAY NEVER BE IN THE P.G.A.,
BUT YOU'LL AT LEAST DRIVE
LIKE A PRO IN YOUR NEW LTD.

FORD LTD

A SPORTING PROPOSITION

New for '71. LTD style, luxury, quiet ride . . . in a Convertible. The ultimate, the LTD way to live the sporting life and unwind . . . luxuriously. With wide LTD stance for confident handling. Ventless door glass. New Power Ventilation system for quiet, dustfree driving with top and windows up. New side-door Steel Guard Rails. Power front disc brakes. Strong, 5-ply vinyl, power-operated top has a tempered glass backlite that refuses to discolor. Full-width rear seat is 3-passenger big. 351 2V V-8 and 3-speed fully-synchronized manual transmission are standard; four other V-8's and SelectShift Cruise-O-Matic, optional. And other options like: power steering, power windows, High Back bucket seats with center console. LTD Convertible. Drives like a pro!



A. LTD Convertible Interior with standard color-keyed carpeting, sporty all-vinyl trim.

B. LTD Instrument Panel with recessed, lighted controls standard. Fingertip Speed Control, SelectAir Conditioner optional.

Your Safety Is Ford's Concern

Ford has always made its cars as strong and durable as possible, and pioneered in the development of safety features. Lap belts and padded instrument panel, for example, were provided almost a decade before they were required as automotive industry standards. Recently, the Ford Safety Research Center

developed the Uni-Lock Harness, an easy-to-use restraint system that lets you attach lap and shoulder belts with a single buckle. It's a better idea for safety. So buckle up—Obey traffic laws. And exercise good driving judgement at all times.



Better idea for safety... Buckle up.