

THE 1974 FORD LINE

FORD·TORINO·MUSTANG II·MAVERICK·PINTO·THUNDERBIRD·AND WAGON HIGHLIGHTS

The closer you look,
the better we look.



MANHATTAN FORD, LINCOLN-MERCURY, INC.

555 WEST 57th STREET
NEW YORK, N. Y. 10019

Ford

**The closer you look,
the better we look.**

Your close look will show why Ford merits your selection. Sleek styling. Doors that open easily, close solidly. Precision fitting there, at the hood and deck lid. A smooth, glossy finish. And superb tailoring inside.

There's a wide choice of 14 models: three LTD Broughams, three LTD's, three Galaxie 500's, a Custom 500 and four family favorites from the Wagonmaster. There's passenger room for six adults in each model. As one of many benefits, Steel-Belted Radial Ply Tires are standard on LTD Broughams, LTD's and the Country Squire and LTD Wagon. Test-drive the new Ford soon. Discover the driving pleasure it offers and how easily you can own one.

Notable Standard Features—Ford

Functional: Ford: 351 CID 2V V-8 (400 CID 2V V-8 Squire, LTD Wagon) with SelectShift Cruise-O-Matic
 Power Front Disc Brakes Power Steering
 BSW Steel-Belted Radial Ply Tires on LTD Broughams, LTD's, Country Squire and LTD Wagon
 BSW Bias-Belted Tires on other models Inside Hood Release Wiper-Mounted Washer Jets Impact Resistant Front and Rear Bumper Systems.
Appearance & Comfort: Full-Width Bench Seat
 Color-Keyed Carpeting Chrome Hub Caps
 Full Wheel Covers (LTD Brougham, Country Squire) Bright Trim and Vinyl Insert Bodyside Moldings Dome and Ash Tray Lights Full Length Padded Armrests Bin-Type Glove Box.

Measurements:

Wheelbase	121.0"
Length	222.5"
Height (2-Door)	53.5"
(4-Door models)	54.9"
Width	79.5"
Fuel Capacity & Type (gal.)	22.5 reg.
Passenger Capacity	6

Note: See Notable Standard Features above. Other items shown are optional.



LTD Brougham Interior. Gold Cloth and Vinyl with optional low-back split bench seats and passenger recliner (Code JY). Panel instruments are conveniently arranged and there is a deluxe 2-spoke steering wheel with woodtone inserts.



Galaxie 500 4-Door Hardtop in Green Glow (Code 4T). You'll feel pardonable pride when you take the wheel of this beauty. There's a smart new chrome-plated grille, bright moldings around the grille, taillights, at the belt line, wheel openings and protecting the bodysides.

LTD Brougham 2-Door Hardtop in Candyapple Red (Code 2E). As you drive, you will savor the remarkably smooth ride. Quieter than you would expect even from Ford. And there is positive handling with an ease of control.

Model Selector



Custom 500 4-Door Pillared Hardtop—Dark Blue Metallic (3G)



LTD 2-Door Hardtop—Dark Green Metallic (40)



LTD Brougham 4-Door Pillared Hardtop—Candyapple Red (2E)



Galaxie 500 2-Door Hardtop—Green Glow (4T)



LTD 4-Door Pillared Hardtop—Medium Blue Metallic (3D)



LTD Brougham 4-Door Hardtop—Medium Copper Metallic (5M)



Galaxie 500 4-Door Pillared Hardtop—Pastel Lime (4A)



LTD 4-Door Hardtop—Ginger Glow (5J)



Galaxie 500 4-Door Hardtop—Tan Glow (5U)



LTD Brougham 2-Door Hardtop—Gold Glow (6F)

Note: For your convenience, Ford colors include codes—example: White (Code 9A). Your Ford Dealer will be pleased to show you color chips and actual swatches of vinyl roof and interior trim materials.

Full details are in the 1974 Ford Catalog available at your Ford Dealer's.

See page 7 for information on Ford Station Wagons.

'74 Ford



Ford Torino

Notable Standard Features—Torino

Functional: Gran Torino Brougham, Gran Torino, Torino: 302 CID 2V V-8 and 3-Speed Manual Transmission (SelectShift standard on wagons) Manual Front Disc Brakes Impact Resistant Front and Rear Bumper Systems Inside Hood Release BSW Tires (WSW Steel-Belted Radial Ply on Gran Torino Brougham, Squire and Sport).

Appearance & Comfort: Full-Width Bench Seat New Cloth and Vinyl Seat and Door Trim (except Torino series) Color-Keyed Carpeting Color-Keyed Steering Wheel Deluxe Sound Package Lower Bodyside, Wheel Lip, Lower Back Panel Moldings Hub Caps.



Gran Torino Brougham Interior finished in luxurious, long-wearing Cloth and Vinyl. Shown in Medium Light Gold (Code GY).

Measurements:	(2-Door)	(4-Door)
Wheelbase	114"	118"
Length	211.4"	215.4"
Height	52.8"	53.5"
Width	79.3"	79.3"
Fuel Capacity (gal.)	26.5 reg.	26.5 reg.
Passenger Capacity ...	6	6

Note: See Notable Standard Features above. Other items shown are optional.

Gran Torino 4-Door Pillared Hardtop in Tan Glow (Code 5U). More car for the dollar than ever. Quiet, surefooted handling.

Look closely—at a really solid car.

The closer you look, the more you appreciate the solid value beautiful Torino offers. Room for six adults with handling ease of a mid-size car. And a choice of 10 luxurious new models including three smart Station Wagons.

The ride is smooth with a surprisingly substantial feel. You'll also notice the quiet that marks it Ford. In appearance and appointments, the Torino of your choice will reward you with a sense of pride and satisfaction throughout your ownership. There's a special satisfaction, too, with the mid-size price.



Gran Torino Brougham in Dark Blue Metallic (Code 3G). Solid and beautiful with a White vinyl roof, new opera windows and a distinguished hood ornament. It's truly the fine car with mid-sized dimensions.

Model Selector



Torino 2-Door Hardtop—Gold Glow (6F)



Gran Torino 4-Door Pillared Hardtop—Pastel Lime (4A)



Gran Torino Brougham 4-Door Pillared Hardtop—Medium Copper Metallic (5M)



Torino 4-Door Pillared Hardtop—Dark Green Metallic (4Q)



Gran Torino Sport—Bright Red (2B)



Gran Torino 2-Door Hardtop—Saddle Bronze Metallic (5T)



Gran Torino Brougham 2-Door Hardtop—Green Glow (4T)

Note: See Color Code reference on page 2.

Full details are in the 1974 Ford Torino Catalog available at your Ford Dealer's.

See page 7 for information on Ford Torino Station Wagons.

74 Ford Torino



Ford Mustang II

The right car at the right time.

All-new Mustang II. Ushering in a new line of elegant little cars. With the economy and agility you expect from a more compact car. And it comes with touches of luxury you'd be hard-pressed to find in most cars regardless of size. Or price.

Your choice of four distinctive models: Hardtop, Ghia, 2 + 2 or Mach 1. Standard power team is an all-new 2.3 Liter engine and 4-speed manual gear box. A long list of options lets you tailor your choice precisely to your needs and tastes.

Make this your year to go first class. In Mustang II. The right car at the right time.

Notable Standard Features—Mustang II

Functional: 2.3 Liter 4-Cylinder Engine with Full Sync Floor-Mounted 4-Speed Transmission □ Rack-and-Pinion Steering □ Manual Front Disc Brakes □ Rubber-Isolated Rear Suspension □ Impact Resistant Front and Rear Bumper Systems □ Isolated Front Sub-Frame □ BSW Tires □ Steel-Belted Radial Ply Tires (Ghia, Mach 1 only) □ Tachometer, Fuel, Ammeter and Temperature Gauges.

Appearance & Comfort: Low-Back Bucket Seats □ Full Width Headrests □ Soft Vinyl Door Trim Panels □ Burlled Woodtone Dash □ Color-Keyed Cut-Pile Carpeting □ Deluxe Steering Wheel □ Color-Keyed Urethane-Covered Bumpers □ Wheel Covers □ Styled Steel Wheels □ Ghia Wheels.

Measurements—Hardtop:	
Wheelbase	96.2"
Length	175.0"
Height (2-Door)	49.9"
Width	70.2"
Fuel Capacity & Type (gal.)	13.0 reg.
Passenger Capacity	4

Note: See Notable Standard Features above. Other items shown are optional.



Mustang II Interior trimmed in Tan Vinyl (Code AU). Note the plush cut-pile carpeting, floor-mounted shift and burlled woodtone dash.

Mustang II Ghia, one of five exciting new models, is shown here in Pearl White (Code 9C). White sidewalls are standard.



Model Selector



Mustang II Hardtop—Light Blue (3B)



Mustang II Mach 1—Dark Red (2M)



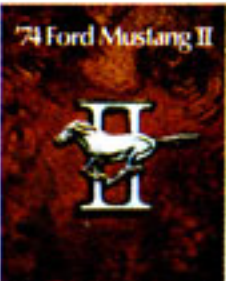
Mustang II 3-Door 2+2—Medium Yellow Gold (6C)



Mustang II Ghia—Ginger Glow (5J)

Note: See Color Code reference on page 2.

Full details are in the 1974 Mustang II Catalog available at your Ford Dealer's.



Ford Maverick

The economical car we build for families.

Bedrock value, with unexpected luxury, makes Maverick a standout family compact. You'll like the room and comfort. The fuel economy. Its impressive dependability, handling and parking ease. Choice of 2- or 4-Door Sedan, or sporty Grabber.

Handsome interiors feature random stripe cloth and vinyl, loop-pile carpeting, a color-keyed steering wheel. The Luxury Decor Option adds touches like a vinyl roof, WSW radial ply tires, super-soft vinyl trim, reclining seats, a sound package, and much more.

Surprising Maverick. At a surprisingly low sticker price.

Notable Standard Features—Maverick

Functional: 200 CID 1V Six with 3-Speed Full Sync Manual Transmission Impact Resistant Front and Rear Bumper Systems Cowl Top Air Intake Ventilation Locking Steering Column Recessed Interior Door Handles Black Sidewall Tires.

Appearance & Comfort: Full-Width Deep-Cushioned Seats with Cloth/Vinyl Trim Color-Keyed Steering Wheel Carpeting Lockable Glove Box Bright Drip and Wheel Lip Moldings Door-Operated Courtesy Light Hub Caps.

Grabber: All above plus All Vinyl Seat Trim Special Paint/Tape Stripes Dual Mirrors (Left-Hand Remote Control) Hub Caps and Trim Rings D70 Raised White Letter Wide Oval Tires.

Measurements:	(2-Door)	(4-Door)
Wheelbase	103"	109.9"
Length	187.0"	193.9"
Height	53.0"	52.8"
Width	70.5"	70.5"
Fuel Capacity & Type (gal.)	15.0 reg.	15.0 reg.
Passenger Capacity ...	4	5

Note: See Notable Standard Features above. Other items shown are optional.



Luxury Decor Option Interior with individual reclining contoured seats trimmed in "super-soft" Tan Vinyl (Code PU).

Maverick 2-Door Sedan in Bright Blue (Code 3N) with 11.3 cu. ft. of luggage capacity.



Maverick 4-Door Sedan in Medium Yellow Gold (Code 6C) shown with Luxury Decor Option includes features such as Brown Vinyl Roof; Bright Window, Windshield, Drip and Belt Moldings; Color-Keyed Wheel Covers; White Sidewall Steel-Belted Radial Ply Tires; Front/Rear Bumper Guards, and more.

Model Selector



Maverick 2-Door Sedan—Light Blue (3B)



Maverick 4-Door Sedan—Dark Yellow Green Metallic (4V)



Maverick Grabber—Orange (5W) with Black stripes

Note: See Color Code reference on page 2.

Full details are in the 1974 Maverick Catalog available at your Ford Dealer's.



Ford Pinto

Back to basics

We made the tough, durable, dependable Pinto better by improving the basics. It seats four nicely and is a lot of fun to drive. You'll find it easy on gas, economical to maintain and surprisingly low in price.

You can pick a 2-Door Sedan, 3-Door Runabout or the roomy, efficient Wagon. A big 2000-cc engine is standard. It's a lot peppier and still very thrifty.

New stronger roof rails and underbody crossbars add muscle to the welded body. Refined front and rear suspensions give you a smoother, softer ride with easier handling. Rack-and-pinion steering, bucket seats and a 4-speed transmission give Pinto basic value that has made it America's favorite subcompact.

Notable Standard Features—Pinto

Functional: 2000-cc, 4-Cylinder OHC Engine with Full Sync 4-Speed Transmission Manual Front Disc Brakes DirectAire Ventilation 6.00 x 13 BSW Tires (Sedans), A78 x 13 BSW Tires (Wagon) Impact Resistant Front and Rear Bumper Systems Locking Steering Column.

Appearance & Comfort: High Back Contoured All-Vinyl Bucket Seats Mini-Console Inside Hood Release Floor Mats Bright Backlite/Windshield Moldings Slotted Argent Wheels and Hub Caps, and more. **3-Door Runabout** — Above plus Color-Keyed Carpeting in Passenger and Load Area Liftgate Fold-down Rear Seat. **Wagon** — Above plus Bright Window and Belt Moldings Liftgate with Fixed Backlite Flipper Rear Quarter Windows.

Measurements: (2-Door and Runabout)

Wheelbase	94.2"
Length	169.0"
Height	50.3"
Width	69.4"
Cargo Volume (Runabout)	29.0 cu. ft.
Fuel Capacity & Type (gal.)	13.0 reg.
Passenger Capacity	4

Note: See Notable Standard Features above. Other items shown are optional.



Luxury Decor Interior shown in Saddle (Code BZ), Manston Cloth inserts and "super-soft" vinyl. Includes deluxe door trim panels, cut-pile carpeting, deluxe 2-spoke steering wheel, and many other fine-car touches.

Pinto 3-Door Runabout in Medium Brown Metallic (5H). Smart looking, easy-loading, versatile car about town can park in short spaces.



Pinto 2-Door Sedan in Medium Yellow Gold and Pearl White (Codes 6C and 9C) features Manual Sunroof with Sports Accent Group for added flair and luxury. Includes vinyl roof, bright moldings, color-keyed wheel covers, WSW steel-belted radial ply tires, vinyl seats with houndstooth inserts, interior dress-up items, super sound package, and more.

Model Selector



Pinto 2-Door Sedan—Medium Yellow Gold (6C)



Pinto 3-Door Runabout—Bright Red (2B)

Note: See Color Code reference on page 2.

Full details are in the 1974 Ford Pinto Catalog available at your Ford Dealer's.

See page 7 for information on the Pinto Station Wagon.



Wagons from Ford, the Wagonmaster

Ford • Torino • Pinto

America's first family of station wagons comes in assorted sizes and prices—ranging from the LTD Country Squire to the 4-passenger Pinto. Ford (with standard interior) and Torino models will carry 4' x 8' plywood flat. Both feature the 3-Way Magic Doorgate. Passenger capacity to eight with optional seats in Ford and Gran Torino.

Pinto with Squire Option offers woodgrain vinyl paneling, and more. All Ford wagons bring you versatility of a working vehicle that can step out in fashion any time.

Notable Standard Features—Ford • Torino • Pinto

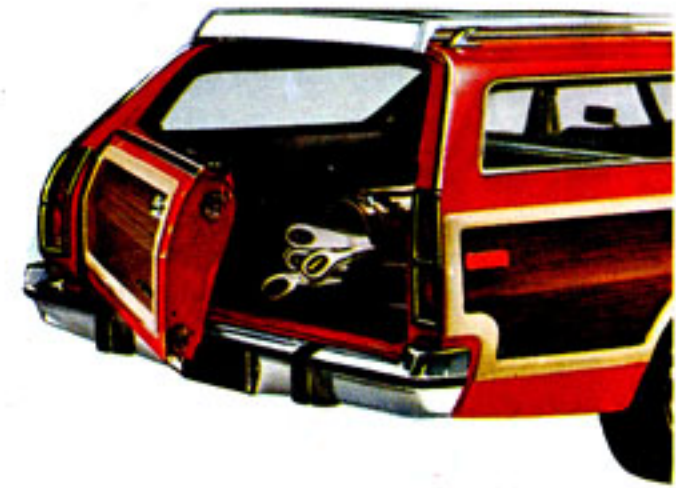
Ford—LTD Wagon & Country Squire: 400 CID 2V V-8. (Other Fords: 351 CID 2V V-8.) SelectShift

Note: See Notable Standard Features above and following. Other items shown are optional.

- Power Front Disc Brakes
- Power Steering
- Power Doorgate Window
- 3-Way Magic Doorgate
- Spare Tire Extractor
- Steel-Belted Radial Ply Tires (Country Squire & LTD Wagon)
- Wheel Covers (Squire)
- Hub Caps. Torino—302 CID 2V V-8 and SelectShift
- Power Front Disc Brakes
- Power Tailgate Window (Gran Torino Squire)
- BSW Steel-Belted Radial Ply Tires (Squire), BSW Tires. Pinto—2000-cc. 4-cyl. Engine with 4-Speed Manual Floor Shift
- Manual Front Disc Brakes
- BSW Tires
- Liftgate
- Carpeted Passenger/Cargo Areas
- Hub Caps.

Note: All have Impact Resistant Front and Rear Bumper Systems.

Measurements:	Ford Wagons	Torino Wagons	Pinto Wagons
Wheelbase	121.0"	118"	94.2"
Length*	225.2"	221.3"	178.7"
Height	57.1"	54.7"	51.9"
Width	79.9"	79.0"	69.7"
Cargo Capacity (cu. ft.)	94.5	84.9	60.6
Fuel Cap. (gal.)	21.5 reg.	21.2 reg.	12.0 reg.
Pass. Capacity	6**	6**	4
*Base Torino, 219.1"		**8 with optional seats.	



Gran Torino Squire Wagon with 3-Way Magic Doorgate, has wide accessible cargo area.

Pinto Wagon with Squire Option in Bright Red (Code 2B), an irresistible, easy-handling beauty.



LTD Country Squire in Green Glow (Code 4T) with Medium Green interior (Code FR), widely imitated leader of the Wagonmaster fleet. A versatile, elegant example of all a Wagon should be.



Model Selector



Pinto—Dark Yellow Green Metallic (4V)



Gran Torino Squire—Green Glow (4T)



LTD Wagon—Ginger Glow (5J)



Torino—Medium Blue Metallic (3D)



Custom 500 Ranch Wagon—Dark Green Metallic (4Q)



LTD Country Squire—Gold Glow (6F)



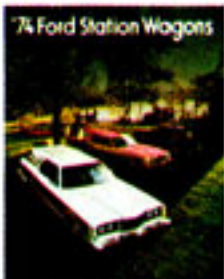
Gran Torino—Medium Copper Metallic (5M)



Galaxie 500 Country Sedan—Candyapple Red (2E)

Note: See Color Code reference on page 2.

Full details are in the 1974 Ford Wagon Yearbook available at your Ford Dealer's.



Thunderbird

Make a little Thunder of your own.

Thunderbird for '74. A motorcar of rare distinction with the enduring beauty of a classic from hood ornament to taillamps. Thunderbird . . . for those who want to put a little Thunder in their lives.

Meticulously crafted . . . and featuring trend-setting innovations. More luxurious. More elegant. More personally yours than before. With a smooth, geared-to-the-road ride — relaxing and exceptionally quiet.

To fully understand and appreciate Thunderbird calls for a test drive. Take one soon.

Notable Standard Features—Thunderbird

Functional: 460 CID 4V V-8 and SelectShift Cruise-O-Matic Power Front Disc Brakes Power Steering White Sidewall Steel-Belted Radial Ply Tires Full Coil Suspension Impact Resistant Front and Rear Bumper Systems.

Comfort & Appearance: SelectAire Conditioner Tinted Glass Power Windows Individually Adjustable Split Bench Seat AM Radio Vinyl Roof Opera Windows Full Wheel Covers.

Measurements:

Wheelbase	120.4"
Length	224.8"
Height	53.0"
Width	79.7"
Fuel Capacity & Type (gal.)	26.0 reg.
Passenger Capacity	6

Note: See Notable Standard Features above. Other items shown are optional.



Elegant Thunderbird Interior featuring Dark Red Leather seating surfaces with Vinyl trim (Code KD). The restful, reclining passenger seat, a blessing on long trips, is well worth including.

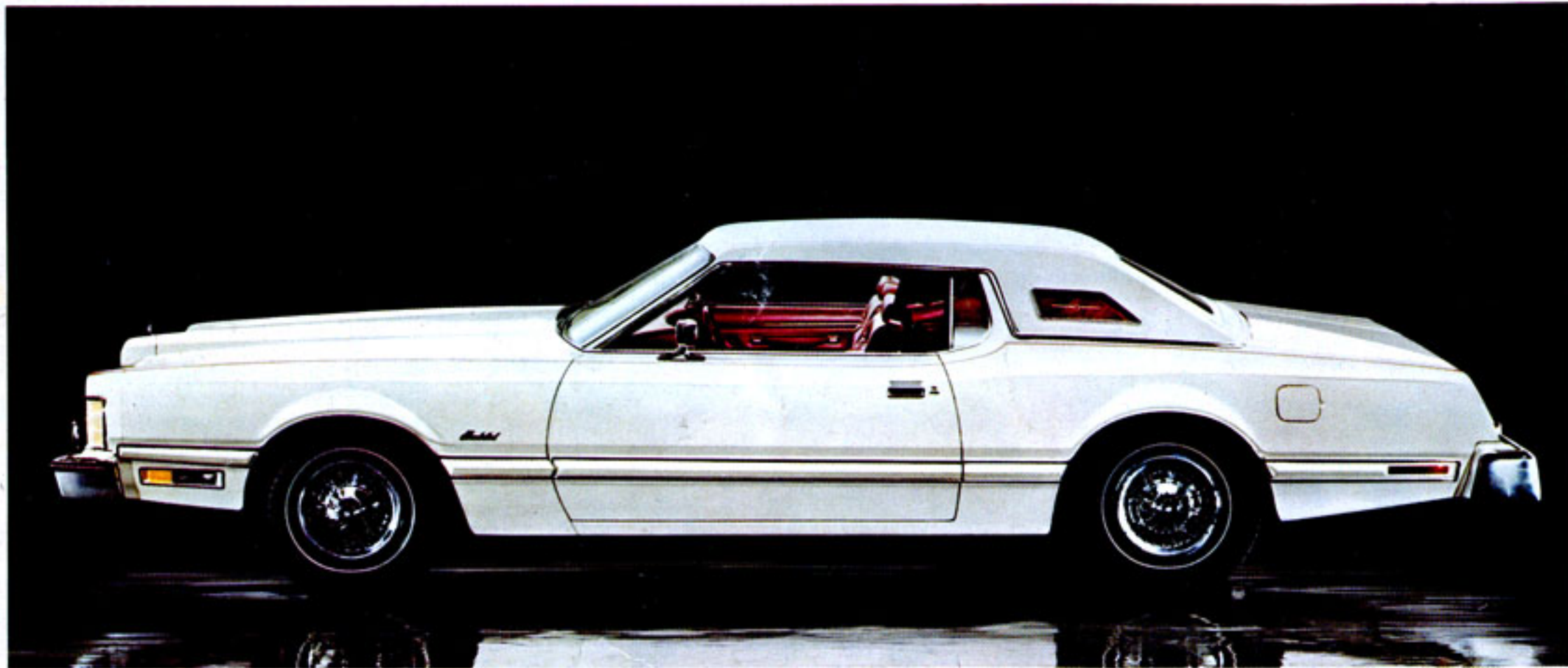


New Power-Operated Glass Moonroof, of one-way tinted glass. Open, you and the moon see each other. Closed, only you have the view. A shade can be drawn for privacy. Unique option for those who want a world without horizons.

Full details are in the 1974 Ford Thunderbird Catalog available at your Ford Dealer's.



Ford Thunderbird for '74 in new Pearl White (Code 9C) with White Vinyl roof. Personal luxury motoring at its best. Under the sleek exterior is a body and frame structure of exceptional strength.



NOTES COVERING CAR LINES:

Color Codes: For your convenience, colors include codes—example: Saddle Bronze Metallic (Code 5T). Your Ford Dealer will be pleased to show you color chips and actual swatches of vinyl roof and interior trim materials.

Replacement Parts. Your 1974 Ford comes with factory-engineered Motorcraft battery, oil filter, shock absorbers; Autolite Powertip Spark Plugs and other Ford-approved precision parts. For continued top performance, be sure to specify Motorcraft Parts and Autolite Powertip Spark Plugs whenever replacement is necessary.

All 1974 cars must meet Federal Emission Standards before sale. See your Ford Dealer for details.

All 1974 engines are designed to operate on regular gasoline with octane rating of at least 91 (Research Method) when the engine is adjusted to factory recommended specifications.

Information shown herein was correct when approved for printing. Ford Division reserves the right to discontinue or change at any time, specifications or designs without incurring obligations. Some features described or illustrated are optional at extra cost. Many options are available on most models. Some are required in combination with other options.

Availability of some models and features described may be subject to a slight delay. Always check your Ford Dealer for the latest, most complete information on models, features and availability.

The closer you look, the better we look.

FORD

FORD DIVISION

