

1977 Ford Pinto
New style and sporty
performance.





(C) Pinto 3-Door Runabout



(A) Pinto 2-Door Sedan



(B)

Pinto never forgets what you buy a small car for.

Pinto is nimble and fun to drive. But it never departs from its original plan—to be an economical car to buy. It starts out with a competitive price. Despite its great performance, Pinto also gives you good gas mileage. (See your Ford Dealer for EPA ratings.) Pinto's DuraSpark Ignition never needs points or condenser. Pinto's maintenance schedule now calls for 10,000 miles between oil changes and 30,000 miles between lubes. Finally, because Pinto is



(C) Pinto Pony 2-Door Sedan

so popular with buyers, it traditionally has a high resale value. Add them all up and our small Pinto comes out as a very big value.

(A) Pinto 2-Door Sedan, the small car that loves to kick up its heels. Like all Pintos, its impressive performance comes from a 2.3 liter, overhead cam 4-cylinder engine or optional 2.8 liter* V-6. And both the standard 4-speed manual transmission or optional 3-speed SelectShift automatic have a sporty floor-mounted shift, with a T-bar for the automatic that lets you shift it manually or automatically. Show with optional Bright Blue Glow paint (Code 3V) and White half-vinyl roof.

(B) New Flip-Up Open Air Roof. This unique glass roof option gives you a choice of ways to enjoy the sun and fresh air in the Pinto Pony, Sedan or Runabout. You can open it to a vent position or remove it completely. Under the bronze-tinted glass is a louvered sunshade that's also removable. And it all comes complete with a stowaway bag that accommodates both glass and sunshade and fits in the trunk.

(C) Pinto Pony 2-Door Sedan in Bright Yellow (Code 6E). Our lowest-priced Pinto. But with surprising spirit and a long list of

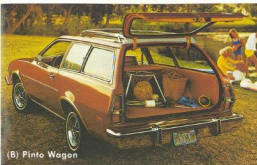
features, including carpeting and all the Ford Lifeguard Design Safety Features. With room for four, including bucket seats up front, the Pinto Pony offers a lot of car for the money.

Note: See Notable Standard Features, measurements, and color code reference on back cover. Some items shown are optional, such as Exterior Decor Group, Deluxe Bumper Group, wire wheel covers, raised white letter and white sidewall tires. *2.8 liter not available with high altitude emission equipment.

Pinto Wagons



(A) Pinto Squire Wagon



(B) Pinto Wagon



(C)



(D) Pinto Cruising Wagon

World's best-selling wagon.

You don't have to be a family man to see why the Pinto Wagon traditionally outsells all other wagons in any size. Pinto looks great. Seats four. Carries a respectable 57.2 cu. ft. of loadspace with the rear seat down. Yet has all the fun and nimble virtues of a small car.

Pinto's turning circle is only 30.7 feet—smaller than a VW Rabbit's. And its precise rack and pinion steering makes it easy to handle and to park, even in the tightest spots.

This year you have three distinctive ways to get a Pinto Wagon—the handsome Squire, the regular Pinto Wagon, and the new Pinto Cruising Wagon for people who prefer a panel wagon with or without bold graphics.

(A) Pinto Squire Wagon in Polar White (Code 9D). Even a small wagon can have a luxurious look if it's a Pinto Squire. Includes woodgrain vinyl bodyside paneling, full wheel covers, and Interior Decor Group.

(B) Pinto Wagon in Bright Saddle Metallic (Code 8K). It's hard to beat Pinto for a handy little wagon. The counterbalanced liftgate gives you full access to Pinto's low load floor.

(C) Cargo capacity. Fold down the rear seat and you have 57.2 cubic feet of cargo space on a flat load floor that's almost six feet long. With the rear seat up, you still have almost 3½ feet of carrying space. Not bad for a little car.

(D) New Pinto Cruising Wagon in Silver Metallic (Code 1G). Striking little fun car that may start a whole new trend in mini street-vans. Includes steel side panels with bubble-glass portholes, front spoiler, dual sport mirrors, styled steel wheels with trim rings,

Sports Rallye Package, and carpeting on the inner quarter walls and load floor. And it's available with or without a choice of bold graphics. See your Ford Dealer for details.

Note: See Notable Standard Features, measurements, and color code reference on back cover. Some items shown are optional, such as Exterior Decor Group, luggage rack with air deflector, rear window defroster, Deluxe Bumper Group, styled steel wheels with trim rings, raised white letter and white sidewall tires.



Very sporty buckets.

Inside, Pinto manages to be both functional and attractive. You get two bucket seats up front, with room for two more people in the back seat. The shift lever for both the manual and optional automatic transmission is handily mounted on the floor. The floor in the passenger compartment is carpeted and color-keyed to the interior. DirectAir ventilation and an inside hood release are also standard. There's a new continuous loop seat belt harness that makes it easy for back seat passengers to enter. And the choice of interiors is easy to understand. High-back bucket seats are available in either cloth or vinyl or all-vinyl trim. Optional is the Interior Decor Group that includes low-back bucket seats in a more luxurious cloth and vinyl or all-vinyl trim. See the chart at the right.

(A) Interior Decor Group—Cloth/Vinyl Trim.

Alpine plaid material with vinyl bolsters is featured in the cloth/vinyl version of the optional Interior Decor Group. Shown in Chamois (Code DTI). The Group also includes low-back bucket seats, deluxe door trim panels, custom steering wheel, 14-oz. carpeting, woodtone appliques on the instrument panel and shift knob or automatic transmission bezel, plus cigar lighter, passenger door courtesy light, deluxe parking brake lever with color-keyed boot, rear seat ashtray, color-keyed deluxe belts, sound package, color-keyed load floor carpet in Runabout and Pinto Wagon, and a mat for the trunk in the 2-door sedan.

(B) Interior Decor Group—All-Vinyl Trim.

Ruffino is the luxury vinyl used in this version of the optional interior described above. Shown in Red (Code HDI).

(C) Standard Interior—All-Vinyl Trim.

If you prefer, you can select this durable Colton vinyl trim on high-back bucket seats for your Pinto at no extra cost. Shown in Blue (Code ABI).

(D) Standard Interior—Cloth/Vinyl Trim.

Kirsten cloth, with a bold stripe effect and vinyl bolsters, graces the standard interior with its high-back bucket seats. Shown in Black (Code GA).

(E) 3-Door Runabout Cargo Space.

Fold down the rear seat of our Runabout and you end up with 29 cubic feet of cargo space on a load floor that's 5 feet long.

All interiors are available in five color choices: Black, Blue, Green, Red and the new Chamois.

(F) Pinto Instrument Panel. Easy to read, easy to reach. And there's nothing stripped-down about it. You get a real glove box with door. And a mini-console with a tray for holding small items like maps and sunglasses. Shown with optional Interior Decor Group. Special instrumentation in a Sports Rallye Package is also available. See page 11.

Note: Air conditioner, radio, load floor carpet, and certain other items shown are optional. Color code reference is on back cover.



(B)



(C)



(E)



(D)

Trim and Seat Chart

Model

Pinto Pony Sedan	S	S		
Pinto 2-Door Sedan	S	S	O	O
Pinto 3-Door Runabout	S	S	O	O
Pinto Wagon	S	S	O	O
Pinto Cruising Wagon	S	S	O	O
Pinto Squire Wagon			S	S

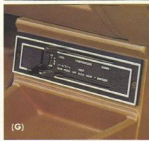
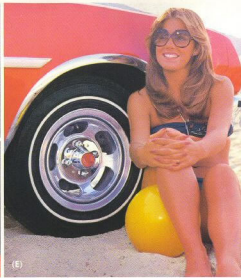
S—Standard
O—Optional

Standard Cloth/Vinyl High-Back Buckets
Optional All-Vinyl High-Back Buckets
Optional Cloth/Vinyl Low-Back Buckets
Optional All-Vinyl Low-Back Buckets



(F)

Personalize with Pinto Options



Audio

Aeronastronic Ford Radios, built under exacting Ford quality control standards, are designed, tested and engineered precisely for Ford cars. Each radio has a 100% solid state chassis for carefree operation, long life and high fidelity sound. Each comes with a fixed length stainless steel whip antenna for maximum reception and resistance to damage. For more details, ask your Ford Dealer for a copy of "Dimensions in Automotive Sound". Ford radio choices:

- AM with pushbutton tuning and dash-mounted speaker.
- (A) AM with Stereo Tape Player. Plays 8-track tapes. Includes one speaker in each front door with balance control.
- AM/FM Monaural. Low-cost system with dash-mounted speaker. Gives you the full range of radio stations.
- AM/FM Stereo. Ten pushbutton choices (5 AM, 5 FM). Two door-mounted speakers with balance control.

Appearance and Protection

- Bumper Group, Deluxe. Adds protection and a stylish touch. Includes front and rear bumper guards with rubber inserts and full-width horizontal rub strips. Page 4.
- (B) Cargo Area Cover. (Runabout.) Black vinyl cover snaps onto the sides to conceal contents from inquisitive eyes.
- Exterior Decor Group. (N.A. on Pony, Squire or Cruising Wagons.) Inexpensive way to spark up Pinto's nimble lines. Includes full wheel covers, bright window frames (standard on Pinto Wagon), wheel lip moldings, rocker panel moldings, wide color-keyed bodyside moldings with vinyl insert (narrow moldings with black vinyl insert on Pinto Wagon). Page 4.
- Glass Third Door. (Runabout.) A new option with pneumatic assist. See pages 2 and 3.
- Interior Decor Group. (N.A. on Pony.) Easy way to get Pinto's most luxurious interior and several convenience items in one simple-to-order package. See pages 8 and 9 for full details.
- Load Floor Carpet, Color-Keyed. (Runabout and Pinto Wagon.) Included on Squire and Cruising Wagons and in Interior Decor Group.
- Molding, Bodyside Protection. Narrow molding with vinyl insert protects against nicks and dents in parking lot situations. See also Exterior Decor Group and Protection Group.
- Molding, Rocker Panel. Adds a bright line below Pinto's doors. Protects against stone nicks. Included in Exterior Decor Group.
- Paint, Metallic Glow. Metallic finish that adds a deep-down luster to Pinto's looks. Available in Bright Blue (Code 3V).
- Paint Treatment, Tu-Tone. (Pony, Sedan and Runabout.) On lower bodyside.

- Smartly accents Pinto's styling. Choice of colors.
- Protection Group. A very practical package that protects against those annoying marks and nicks that mar the looks of your car. Includes door edge guards, front floor mats, bodyside protection moldings, license plate frames, glove box lock, bumper guards with rubber inserts plus horizontal bumper rub strips.
- Roof, Half-Vinyl. Distinctive way to top off the Pinto Pony, Sedan or Runabout. Includes dual band tape strip that runs over the roof and along the sides. Page 3.
- Tires. A variety of tires is available in bias or steel-belted radial ply with BSW, WSW or raised white letters. A stabilizer bar is included with steel-belted radials.
- (C) Wheel Covers, Full. Included in Exterior Decor Group and on Squire Wagon.
- (D) Wheel Covers, Wire. Add a new kind of flair to Pinto.