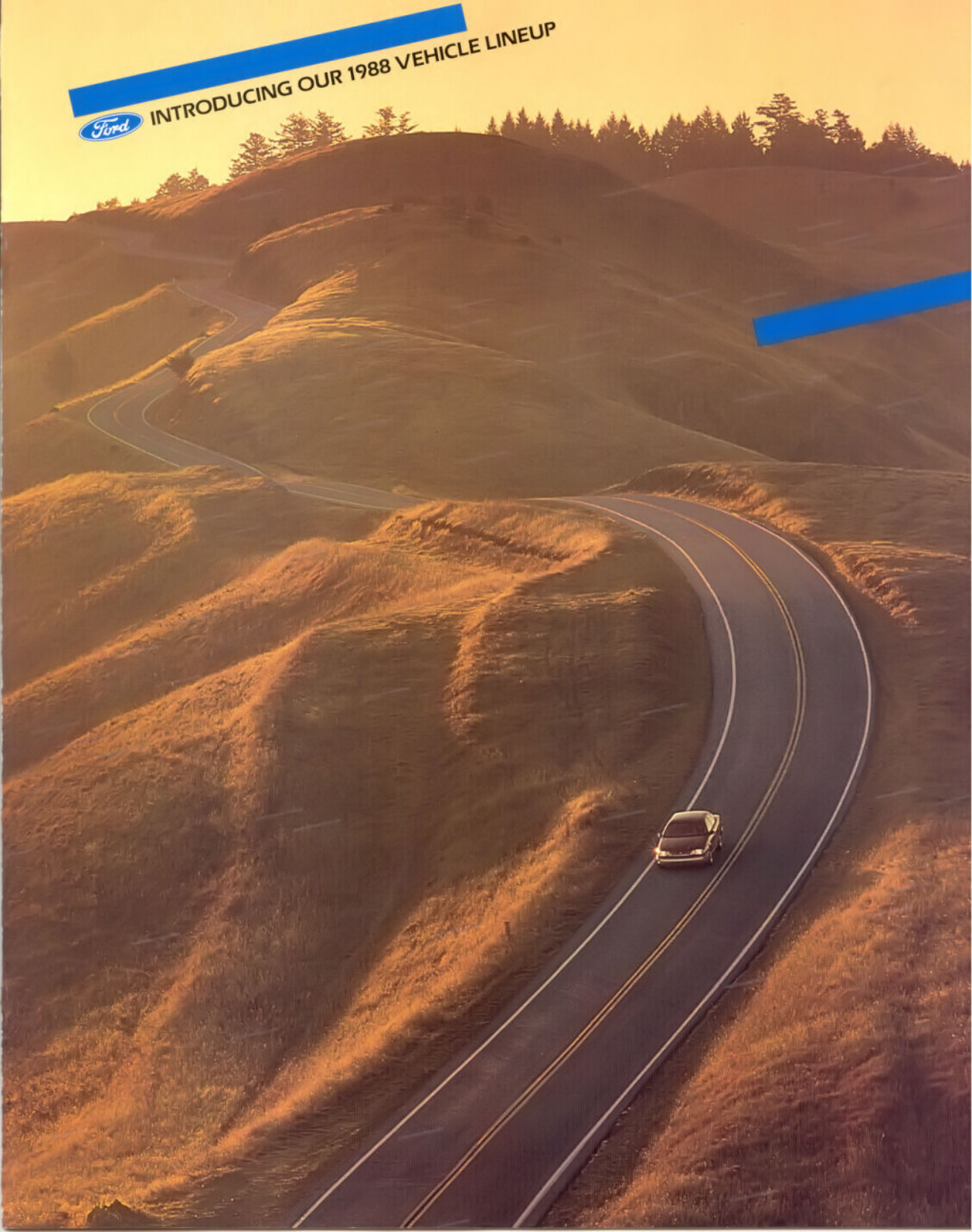




INTRODUCING OUR 1988 VEHICLE LINEUP



THUNDERBIRD TURBO COUPE



The ride of your life.

MODELS: Thunderbird, Sport, LX, Turbo Coupe. BODY STYLE: Two-door sedan.
PRICE: \$13,495 to \$17,815 M.S.R.P.*

TEMPO GL



New Looks. More Value.

MODELS: Tempo GL, GLS, LX, All-Wheel-Drive. BODY STYLES: Two-door sedan,
four-door sedan.
PRICE: \$8,658 to \$10,721 M.S.R.P.*

TAURUS LX WAGON



The wagon you'll want to drive, even when there's nothing to carry.

MODELS: Taurus L, GL, LX. BODY STYLE: Four-door wagon.

PRICE: \$12,684 to \$17,619 M.S.R.P.*

TAURUS GL



Advanced design. Designed to reward you.

MODELS: Taurus L, GL, LX, MT-5. BODY STYLE: Four-door sedan.

PRICE: \$11,380 to \$16,887 M.S.R.P.*

MUSTANG LX



Synonymous with excitement.

MODELS: Mustang LX, GT. BODY STYLES: Two-door sedan, two-door hatchback.
PRICE: \$8,835 to \$14,270 M.S.R.P.*

MUSTANG GT CONVERTIBLE



Think performance.

MODELS: Mustang LX, GT. BODY STYLE: Two-door convertible.
PRICE: \$13,702 to \$17,975 M.S.R.P.*

FESTIVA LX



A new kind of Ford.

MODELS: Festiva L, L Plus, LX. BODY STYLE: Two-door hatchback.
PRICE: \$5,490 to \$8,022 M.S.R.P.*

LTD CROWN VICTORIA LX



Updated appearance inside and out.

MODELS: LTD Crown Victoria, LX. BODY STYLES: Four-door sedan, four-door wagon.
PRICE: \$16,157 to \$17,964 M.S.R.P.*

ESCORT GL



World's best-selling car five years running.**

MODELS: Escort Pony, GL, GT. BODY STYLES: Two-door hatchback, four-door hatchback, four-door wagon.
PRICE: \$6,586 to \$9,792 M.S.R.P.*

ESCORT EXP LUXURY COUPE



Comfort and versatility for the pleasure of two.

MODEL: Escort EXP Luxury Coupe. BODY STYLE: Two-door hatchback.
PRICE: \$8,024 to \$8,985 M.S.R.P.*

*See note on page 11.

**Based on 1982-86 calendar year worldwide sales and export data.



Nobody does it like Ford Aerostar.

MODELS: Aerostar Wagons: XL, XL Plus, XLT, XLT Plus, Eddie Bauer. Aerostar Vans: Cargo Van, Window Van.
 BODY STYLES: Sliding side-door wagon, van.
 PRICE: \$10,487 to \$17,398 M.S.R.P.*



Full-size measure of space and comfort.

MODELS: Club Wagon XL, XLT (up to 12 passengers), Super Wagon XL, XLT (up to 15 passengers), Econoline Standard Van and XL Van (up to 9,400 lb. GVWR), Econoline Super Van and XL Super Van (up to 9,000 lb. GVWR).
 BODY STYLES: Sliding side door, hinged side door wagon, van.
 PRICE: \$10,949 to \$19,992 M.S.R.P.*

EDDIE BAUER BRONCO



America's best-selling utility vehicle.

MODEL: Bronco (4-wheel drive). TRIM LEVELS: Custom, XLT, Eddie Bauer. BODY STYLE: Two-door utility.
PRICE: \$15,096 to \$19,061 M.S.R.P.*



BRONCO II XL SPORT

Built fun tough.

MODELS: Bronco II (available in 2-wheel drive and 4-wheel drive). TRIM LEVELS: XL, XL Sport, XLT, Eddie Bauer.
BODY STYLE: Two-door compact utility.
PRICE: \$11,831 to \$16,776 M.S.R.P.*

*See note on page 11.

RANGER XLT



Fun with all the trimmings.

MODELS: Ranger (available in 2-wheel drive and 4-wheel drive). TRIM LEVELS: S, S Plus, Custom, XLT, STX.
BODY STYLES: Regular cab, super cab.
PRICE: \$6,893 to \$12,602 M.S.R.P.*

F-150 XLT LARIAT



America's truck.

MODELS: F-150, F-250, F-250 HD, F-350 (available in 2-wheel drive and 4-wheel drive).
TRIM LEVELS: Custom, XL, XLT Lariat. BODY STYLES: Regular cab, super cab, crew cab, chassis cab.
PRICE: \$9,676 to \$19,680 M.S.R.P.*

JUST ASK.

**All it takes is a simple request and you'll receive—with our compli-
ments—additional literature about the new 1988 Ford cars and trucks.**

Simply fill out the questionnaire you received with this brochure. To receive more detailed literature, just check the appropriate box(es) on the questionnaire and drop it in the mail—it's postage-paid for your convenience.

This brochure provides you with a personal look at the Ford lineup for 1988. However, the detailed literature provides in-depth details on the vehicle you'd like to learn more about. It's the kind of information you'll want to have in-hand before you visit your nearby dealership to test drive this year's model.



NOTE: Manufacturer's Suggested Retail Prices for Ford models listed in this brochure do not include taxes, title, destination charges, or free-standing options. Specifications and prices listed in this brochure are subject to change without prior notice.



Best-Built American Cars and Trucks Seven Years Running.



Buckle up— together we can save lives.