

1975 Ford Elite

A mid-size car in the Thunderbird tradition



The closer you look, the better we look.



The new 1975 Elite is offered in one beautiful 2-Door Hardtop model. Here it is in Polar White (9D) with optional power-operated glass Moonroof. Note the color-keyed odense-grained vinyl roof, unique twin opera windows and extra-wide padded vinyl bodyside molding—all standard.

PRESENTING ELITE FOR 1975

THUNDERBIRD-INSPIRED. One glance at Elite's stately grille, graceful lines and unique twin opera windows tells you the heritage of this luxurious new mid-size car. It's designed with the craftsmanship, solid engineering, personal luxury and classic styling that have so long been the tradition of Thunderbird.

You notice the similarity not only in Elite's look, but also in its outstanding ride and roadability. And not without good reason. Elite is engineered with the same-type, solid body/frame design as Thunderbird. It rides on a finely tuned coil spring suspension system with 15-inch wheels and steel-belted radial tires (similar to Thunderbird). There's full 6-passenger comfort inside. We took extra care to make Elite extra quiet by adding generous sound-proofing in key body areas (as we do on Thunderbird). **THE BEST THINGS IN LIFE—STANDARD.** Elite comes to you the way a luxury car should: Full vinyl roof, opera windows, steel-belted radial ply tires, power steering,

power brakes and many more luxury features. Check the chart at right for some of the more notable items.

LUXURY OPTIONS YOU MIGHT EXPECT ONLY ON THE MOST EXPENSIVE CARS. Options like a glamorous see-through Moonroof that's power-operated, a

passenger seat recliner, illuminated vanity mirror for the lady, aluminum wheels — even a super-luxurious interior. Options so typically Thunderbird-inspired (see pages 6-7).

LUXURY DESIGNED FOR THE TIMES. Elite offers Thunderbird-like elegance with the operating economy of a mid-size. Its engine has solid state ignition. (No points or condenser to replace.) Elite comes with a big 28½ gallon fuel tank for longer cruising range. It's scheduled for 5,000 miles between oil changes, 30,000 miles between major chassis lube. The 1975 Elite . . . designed in the Thunderbird tradition and built for the way you drive today.

NOTABLE STANDARD FEATURES —

FUNCTIONAL: 351 CID V-8 with Solid State Ignition ■ SelectShift Cruise-O-Matic Transmission ■ Power Front Disc Brakes ■ Power Steering ■ DirectAir Ventilation ■ Fuel Saving, Steel-Belted Radial Ply 15" BSW Tires ■ Front Bumper Guards ■ Heater/Defroster ■ 5-Pod Instrument Panel ■ Clock ■ Inside Mood Release ■ 2-Speed Wipers w/Wiper-Mounted Windshield Washers ■ All Ford Lifeguard Design Safety Features, Including Steel Side Door Beams, Protective Bumper System, and others.

APPEARANCE AND COMFORT: Bench Seat with Westminster Cloth & Vinyl Trim ■ Color-Keyed Cut-Pile Carpeting on floor and lower door panels (except with optional White Interior Decor Group trim) ■ Deluxe Steering Wheel ■ Deluxe Color-Keyed Seat Belts ■ Full Vinyl Roof ■ Unique Twin Opera Windows ■ Wide Protective Bodyside Molding with padded vinyl insert color-keyed to roof ■ Unique Elite Hood Ornament ■ Full Wheel Covers ■ Bright Window Moldings ■ Wide Wheel Lip Moldings ■ Front Bumper Guards ■ Distinctive Elite Ornamentation.

MEASUREMENTS: Wheelbase 114"; Length 210.1"; Height 53.2"; Width 78.5"; Front Tread 63.0"; Rear Tread 62.6"; Fuel Capacity (gal.) 8 Type 26.5—unloaded; Curb Weight (lb.) 4341; Usable Luggage Capacity (cu. ft.) 16.8; Passenger Capacity, Bench Seat—4

Notes: See Notable Standard Features above. Other items shown are optional. See pages 6-7 for options in detail. Also see Color Code reference on back cover.



▲ The Beautiful Standard Elite Interior.

Its rich detailing is something to see and feel. Elegantly pleated bench seats are trimmed in luxurious Westminster cloth and vinyl. Underfoot is plush cut-pile carpeting. A handsomely styled 5 pod instrument panel, with controls and instruments conveniently lighted. Walnut woodtone touches all around. Deluxe color-keyed seat belts. The same attention to detail we give our Thunderbird. Shown here in Medium Blue (Code JB), one of five interior color schemes available. A pleated all-vinyl seat trim, tailored in the same style as above, is optional.

**INSIDE...
SOFT, DEEP-CUSHIONED
LUXURY.**

Interior Decor Group — even the instrument panel is special.

Although Elite comes to you complete to begin with, you may prefer to make it even more luxurious, more personal with this optional interior. You get so much plushness at so modest a cost. Individually adjustable split bench seat with dual armrests, trimmed in either a 100% nylon luxury knit that looks and feels like cashmere (shown in Saddle — Code LZ), or in a super-soft vinyl (see pages 6-7). Extra-thick cut-pile carpeting. Automatic seat back release. Visor vanity mirror. Even a special 8 pod instrument panel complete with: tachometer, trip odometer, oil, ammeter, temperature and fuel gauges (optional Luxury Steering Wheel shown). Options like the Interior Decor Group can add so much to your pride and personal satisfaction in owning a 1975 Elite.



This is Elite in Black (Code 1C). The matching black vinyl roof and twin opera windows are just a few of its fine standard features.

Illuminated Visor Vanity Mirror.

A thoughtful option for the lady. An unlighted vanity mirror comes with Interior Decor Group and Convenience Group.

▲ Power-Operated Glass Moonroof.

Your window to the sky. One-way tinted glass (in Silver or Gold) lets you see the sun and the stars — even with roof closed. Touch a button and it opens automatically, silently. Press it again and it closes snugly.

Power-Operated Sunroof.

Another glamorous option that turns your Elite into a "convertible." Stool roof panel opens and closes smoothly quietly automatically.

Convenience Group. Includes outside left-hand chrome remote control mirror, interior wipers and visor vanity mirror (unlighted).

Outside Left-Hand Chrome Remote Control Mirror. Available individually as well as part of Convenience Group. **Outside Color-Keyed Remote Control Mirrors.** Racing type, color keyed to body finish, LH and RH remote control.

Metallic Glow Paint. Deep lustrous metallic sheen. Available in four special colors: Green Glow, Ginger Glow, Tan Glow and Silver Blue Glow.

Engine Options. Two fine power plants to choose from: the 400 CID 2V V-8 and the magnificent 460 CID 4V V-8 — both with solid state ignition, both use unleaded gas.

Deluxe Bumper Group. Includes rear bumper guards with rubber inserts plus horizontal rub stripe on both front and rear bumpers. **Rear Bumper Guards** also available separately.



AM/FM Stereo Radio with Tape Player. Concert hall fidelity, dual speakers, front and rear. Lets you select your own music on tape, or an AM/FM. **AM/FM Stereo Radio,** also with four speakers. **AM Radio** also available. Can create your own concert hall sound with optional **Dual Rear Seat Speakers.**

Select-Aire Conditioner. Dehumidifies as it cools, adds pleasure to your driving. **Automatic Temp Control** works with Select-Aire to heat as well as cool, just like a thermostat. Set desired temperature and forget about it.

Light Group. Includes lights for headlight switch, ash tray, glove compartment, engine compartment and trunk; dual beam map light, instrument panel courtesy light, warning buzzer for "headlights on" and parking brake warning light.

Tinted Glass. Reduces glare on sunny days. Comes on all windows. Recommended with air conditioning.

Fingertip Speed Control. Ideal for expressway driving. Maintains selected speed above 30 without your foot on the accelerator. Automatically disengages when you touch brake pedal or steering wheel button. Includes luxury steering wheel.

Leather-Wrapped Steering Wheel. Adds sporty looks, sporty feel.

Luxury Steering Wheel. Rich appearance, handsome woodgrain applique.

Tilt Steering Wheel. Swings up and away for easier entrance and exit to driver's seat. Five-position adjustability for more comfortable driving.

Interior Decor Group instrument panel shown.



Fuel Sentry Vacuum Gauge.

Designed to help you improve your driving habits and reduce fuel consumption. Gauge hood's alerts you when low engine vacuum is robbing fuel, indicates when gas mileage is "good" or "poor." **Fuel Monitor Warning Light** is also available. Uses light instead of gauge.

Electric Rear Window Defroster.

Melts ice, helps keep rear window dry.

Luggage Compartment Trim.

Includes carpeting, side lining boards and spare tire cover.

Protection Group. For the careful owner. Includes front color-keyed floor mats, door edge guards and bright license plate frames.

Anti-theft Alarm System includes door, hood and trunk alarm, and hood and spare tire lock. **Security Lock Group** comes with lockable hood, hood release, spare tire lock and locking gas cap.

Electric Power Door Locks. Provide added security and convenience. Master lock buttons on both doors.

Other Options: Optional Axle Ratio, Handling Suspension, Traction-Lok, Differential, Axle, Trailer Towing Package. See your Ford Dealer for complete details.



Dual Accent Body Side Paint Stripes. They add an attractive styling touch.

Power Side Windows. A favorite convenience option. Master control on driver's door, individual control on passenger door.

Tire Options. White sidewalls or wide-ovals available, see your Ford Dealer for complete details.

Automatic Seat Back Release. Automatically releases seat back when you open door, a welcome convenience option for rear seat passengers. Standard with Interior Decor Group.

Pleated Vinyl Bench Seat. Hand-some vinyl in the same cow style as the standard Westminster cloth trim. Durable and easy to clean. (See pg. 5.)

Interior Decor Group. Shown at left in Tan Super-soft vinyl (Code 6U). See pages 4-5 for complete details.



▲ Full Wheel Covers. Standard at no extra cost.



▲ Luxury Wheel Covers. Thunderbird inspired, add a nice dress-up touch.



▲ Wire Wheel Covers. Classic styling in the finest European tradition.



▲ Deep-Dish Aluminum Wheels. A sporty look, with exposed bright chrome fugs.

OPTIONS TO MAKE YOUR FORD ELITE EVEN MORE EXCITING, MORE PERSONAL.



Power Seats. Just a touch of the control and you've got perfect positioning: forward, backward, up or down. Tilt positions, too. Variations available: 8-way full width adjustment on full bench seats; 8-way driver seat only on split bench seat.

▲ Manual Reclining Passenger Seat. (Shown here in Tan Vinyl—Code 6U). Available with Interior Decor Group only. Seat back adjusts to a number of reclining positions, especially restful on long trips.

What to look for in a mid-size car like Elite

Cost of ownership.

To get your money's worth, check price, operating economy and trade-in value. **Price.** Find out what you get for what you pay. Look at what comes standard. For 1975, Elite offers such standard equipment as: vinyl roof, twin opera windows, steel-belted radial ply tires, automatic transmission, power steering, power front disc brakes, and more. See page 3. **Operating economy.** Ask how often your new car will need routine



scheduled maintenance in the course of 50,000 miles. Elite is designed to keep operating cost low. Chassis lubrication is called for only once in 30,000 miles, oil changes only at 5000-mile intervals and engine-coolant antifreeze every 3 years*. Solid state ignition means you don't have to replace points or condenser. These and other features can add up to significant savings for you. **Trade-in value.** Elite's quality design, long list of standard equipment, and public acceptance are an indication that it will hold its value when you're ready to trade again.

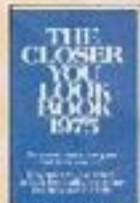
Features that let you drive in confidence.

Elite is built with the same type Ford Lifeguard Design Safety Features found in larger cars like the Ford LTD, including side door beams, protective bumper system, and others. The Tot-Guard and Infant Safety Carrier shown here are the latest safety items available from your Ford Dealer. Ask about them. We care about you and those you care about.



Quality.

Ford takes quality very seriously. We want you to check the care taken to give you quality fit and finish of body seams, doors and trim. Uniformly lustrous paint. Snug, flat carpeting. And we urge you to test-drive Elite's quiet ride, comfort, and handling — signs of excellence you have to experience. You'll find these and other tests of quality in a free "Closer You Look" you can pick up at your Ford Dealer's.



Satisfaction after the sale.

In addition to deep-down Elite quality, we know you need a good service system to take care of anything that may come up. That's why our goal is: No unhappy owners. And we back it up with a network of nearly 6,000 Ford Dealers. Each one invites you to test drive a new Elite at your earliest convenience.

This is Elite in Saddle Bronze Metallic (Code 5T). Highlighting the rear deck styling are full-width red lens accent and lower like wrap-around taillamp.

NOTES:

Replacement Parts. Your 1975 Elite 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.

For your convenience, Ford Elite colors and interior trims are coded. Example: Dark Red (Code 2M). Your Ford Dealer will be pleased to show you actual color chips and sample swatches of vinyl roof and interior trim colors.

Illustrations and information presented were correct when approved for printing. Ford Division reserves the right to discontinue or change at any time, specifications or design without incurring obligations.

Some features shown or described are optional at extra cost. Most options are offered on all models. Some options are required in combination with other options. Availability of some models and features described may be subject to a slight delay. Always consult your Ford Dealer for the latest, most complete information on models, features, prices and availability.

The engine in your car is designed to operate on UNLEADED FUEL ONLY (cars sold in the U.S.A.). Leaded fuel can damage the catalytic converter and affect other emission control components.

*35 or 40 months as indicated inside glove box.

The closer you look, the better we look.

FORD ELITE

FORD DIVISION

