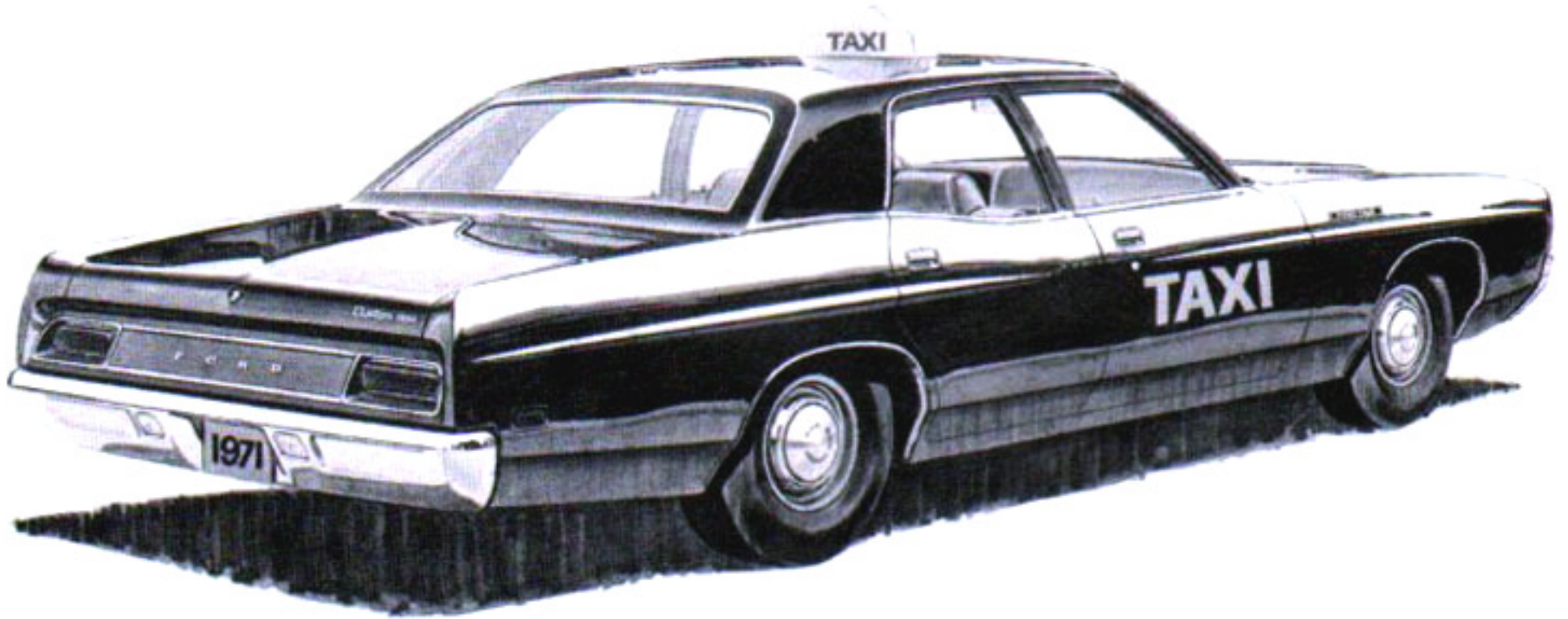


1971 FORD TAXICABS



1971 CUSTOM 500 4-DOOR SEDAN



1971 CUSTOM 4-DOOR SEDAN

1971 FORD TAXICABS

1971 Ford—the latest word in Taxicabs. Completely redesigned for 1971, Ford Custom and Custom 500 four-door Sedan taxicabs feature a new sculptured look of luxury. Underneath these good looks is a taxicab that's loaded with the standard heavy-duty features you've come to expect from Ford. Again in 1971, the emphasis is on quiet vibrationless operation for improved driver and passenger comfort. Computer tuned engine mounts, nodular body to frame rubber mounts, weather sealing materials as well as new ventless side glass, power ventilation, integral steel guard rails and improved door hinges and latches . . . all combine to make the 1971 Fords quieter, smoother, safer and more durable than ever before. The 1971 Fords also feature fully concealed windshield wipers, and flush door handles. Our 121-inch wheelbase and 64-inch-wide track smooth the roughest roads and provide better ride and handling characteristics, while maintaining the turning radius and maneuverability that is essential to city traffic conditions. For driver and passenger comfort and convenience, Ford's famous heavy duty front seats provide more comfort and support with thick contour-molded foam rubber padding and wrinkle-proof cushions.

The Ford better idea "Flight Cockpit" places all instrumentation, controls and ashtray directly before the driver for easy view and reach. The right side of the compartment with its swept away "front room" design gives exceptional knee room and ample space for meters and 2-way radios without taking away from the usefulness of the front passenger seat. The hefty Magic-Aire heater-defroster with its large heater core provides faster warmups, more efficient defrosting, and is combined with a powerful three-speed blower which is mounted in the engine compartment for quieter operation. Our standard power ventilation system provides a steady flow of fresh air to all parts of the interior. When the car is moving, this windows-up ventilation system allows fresh air to enter at the front intake . . . circulate throughout the interior . . . and exit through openings under the rear seat, into the trunk, and outside through "C" pillar vents. When the vehicle is motionless, the powerful three-speed blower permits the same uninterrupted flow of fresh air throughout the interior.

In the trunk, there's a big 18-cubic feet of luggage space for easy loading and unloading at busy transportation terminals while your customers relax in a luggage-free passenger compartment. The 1971 Ford Taxicab Package features the economical Taxi Special 240 c.i.d. 1v 6-cylinder engine designed to perform best on regular fuel and the heavy-duty Ford-O-Matic transmission which is required at extra cost. (240 c.i.d. not available in California.) A husky 302 c.i.d. 2v V-8 is also available as an option with standard heavy-duty three-speed manual or either the optional heavy-duty Ford-O-Matic or Cruise-O-Matic transmissions.

This folder will give you additional information on standard and optional equipment specifically designed to fit your particular taxi requirements. Your Ford Dealer will be happy to arrange demonstrations, as well as answer any questions you may have.

TAXICAB PACKAGE

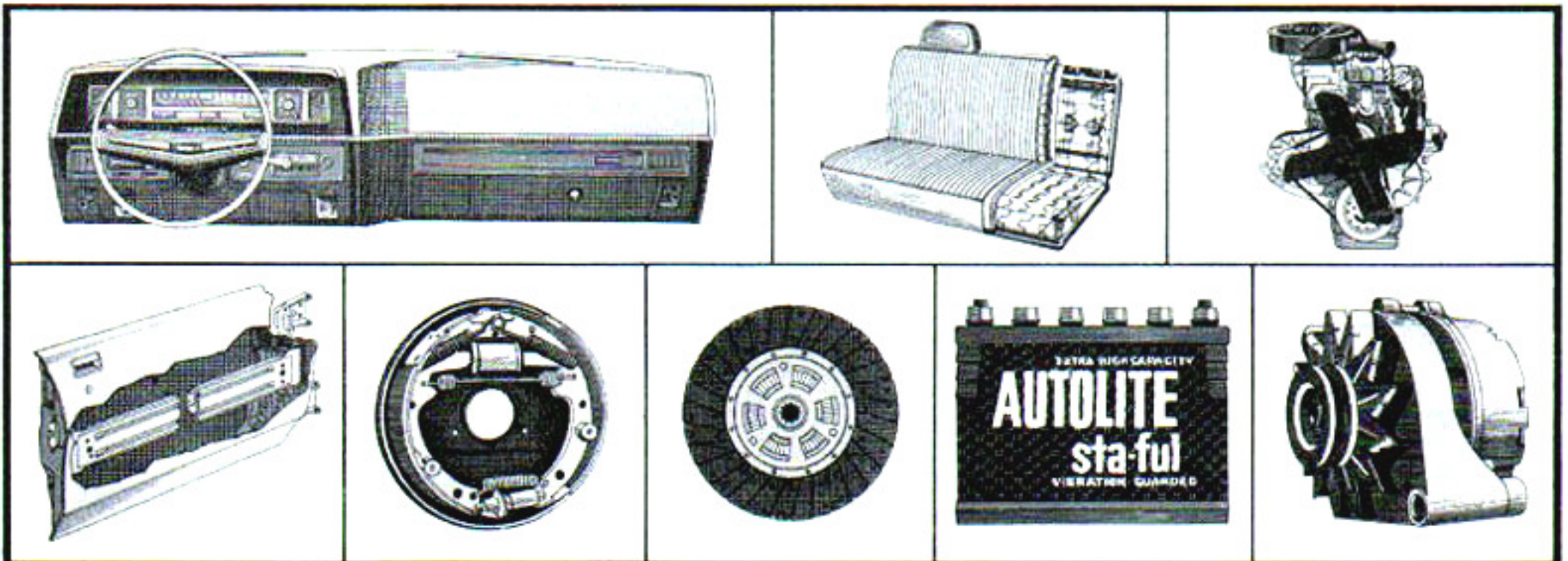
The 1971 Ford Taxicab Package is available on the Custom and Custom 500 4-door Sedans only and is available with the Taxi Special 6-cylinder 240 c.i.d. 140-hp engine with automatic choke and optional H.D. Ford-O-Matic automatic transmission which is required at extra cost. (240 c.i.d. not available in California.) The Taxi Package includes the following equipment: Heavy-duty clutch with standard transmission (available with 302 2v V-8 only). 3.00 to 1 high ratio heavy-duty rear axle. Heavy-duty bonded wear-resistant drum brake lining with manual adjusters. Heavy-duty, 70-ampere-hour battery. Heavy-duty, front and rear, black rubber floor mats. Heavy-duty, front and rear, seat springs and padding. Heavy-duty vinyl trim (beige). Taxi cooling package includes heavy-duty radiator and shroud and extra cooling capacity for taxi service. Five strand wiring for the roof light with a hole in the roof panel. "FORD TAXI" identification on fenders. Radio interference suppression. Heavy-duty frame. Heavy-duty steering column with standard transmission: (available with 302 2v V-8 only). Rear assist strap. Courtesy light switches for all four doors. Door-ajar warning light system (red jewel on instrument panel indicates when any of the four doors are not closed properly). Heavy-duty suspension with heavy-duty front lower arms, heavy-duty front springs and shock absorbers. Pull handle for the right rear door.

STANDARD FEATURES

The 1971 Ford INSTRUMENT PANEL is a unique concept in driver convenience. All instrumentation and controls are clustered directly before the driver for easy view and reach. Greater instrumentation reliability is provided by a printed electrical circuit underneath this "control center." The radio has been relocated within the "Flight Cockpit" and there are now separate ashtrays for driver and passenger.

HEAVY-DUTY SEAT provides all-day comfort with thick 2½" molded foam-rubber padded seat cushion. Firm support is added with special pre-formed main springs and coil springs while tough, beige-colored vinyl provides a durable easy-clean covering.

Ford's time-proven 240 c.i.d. TAXI SPECIAL SIX provides regular fuel economy and dependable performance day after day. Heavy-duty main and connecting rod bearings, chrome-tipped valves, and exhaust valve rotators are some of the built-



the standard of dependability

in features that give this powerplant extra stamina.

New GUARD RAIL side impact protection system consists of structural steel beam members inside the door panels to help protect occupants from possible injury from side impact.

Special taxicab HEAVY-DUTY BRAKES have extra heavy-duty bonded wear resistant drum brake linings, with manual adjusters to increase brake life and help prevent shoe drag. The dual hydraulic system features independent master cylinders, separate lines to the front and rear brakes and an instrument-panel mounted red warning light which indicates any loss of pressure when the brakes are applied.

Ford's HEAVY-DUTY CLUTCH, a full 11 inches in diameter, features extra-thick lining and high-capacity pressure-plate springs. It has a semi-centrifugal design with 113.1 square inches of wear-resistant lining to withstand constant taxi use. Available with standard three-speed manual transmission and 302 2v V-8 only.

Autolite's 70 amp HEAVY-DUTY BATTERY needs filling only three times a year. This famous "Sta-Ful" vibration-guarded design features a large above-the-plates reservoir and epoxy-bonded elements to provide more starting volts... longer life. Ford's standard 42 amp ALTERNATOR has its own belt from the crankshaft drive plus a new, higher 3:1 drive ratio which supplies ample current at idle speed to keep the battery fully charged under standard load conditions.

All of the 1971 Fords continue to use rugged engine, chassis and power team components designed to keep your taxicabs on the road and maintenance-free. Features such as a tube-and-fin radiator (competition uses a "cellular" design); cast-and-coined rocker arms (competition uses a stamping, susceptible to wear); 36,000 miles between chassis suspension and steering lubrications; plus many lube-for-life features that require no lubrication for the life of the car provide the durability, economy, and stamina that makes Ford, America's Number One Taxicab.

REGULAR PRODUCTION OPTIONS

In addition to the many standard features included on your 1971 Ford Taxicab, many regular production options are available so that you might tailor your units to meet your individual requirements.

APPEARANCE AND PROTECTION OPTIONS

Door Edge Guards Bumper Guards Rim-Blow Deluxe 3-Spoke Steering Wheel Vinyl Insert Body Side Molding

AUDIO EQUIPMENT OPTIONS

Radio—AM

CONVENIENCE OPTIONS

Air Conditioning—SelectAire with or without Automatic Temperature Control (available with 351 V-8 or larger) Clock—Electric Defogger—Rear Window Deluxe Seat Belts with Warning Light Tinted Glass Intermittent Windshield Wipers

Mirror—Outside, LH Remote Control Tilt Steering Wheel Visibility Group (Including ashtray light, parking brake light, instrument panel courtesy light, trunk light, glove box light, rear door courtesy switches, outside LH remote control mirror and seat belt warning light.)

HEAVY-DUTY AND SPECIAL EQUIPMENT OPTIONS

Alternator—55 Ampere Alternator—65 Ampere Battery—Heavy-Duty, 80 Ampere/Hour NOx Exhaust Emission Control System (Mandatory on cars delivered in California.) Tires—G78 x 15, H78 x 15 Belted Transmission—SelectShift Cruise-O-Matic Traction-Lok Differential

POWER ASSIST OPTIONS

Power Door Locks Power Front Disc Brakes Power Steering

LIMITED PRODUCTION OPTIONS

The following options are available on a limited-production basis and are valuable to many taxi fleets:

CONVENIENCE OPTIONS

Glass—Tinted Windshield Locking System—Single Key

HEAVY-DUTY AND SPECIAL EQUIPMENT OPTIONS

Engine—302 c.i.d. 2v V-8, 9.0:1 Compression Ratio Transmission—Ford-O-Matic. An automatic transmission with first gear lockout is available on both the 240 c.i.d. 6-cylinder and 302 c.i.d. V-8 engine. This transmission eliminates the possibility of holding the automatic transmission in first gear.

POWER ASSIST OPTIONS

Power Drum Brakes

DEALER-INSTALLED ACCESSORIES

In addition to the factory-installed options available to fleets, your dealer offers a wide range of accessories which he can install after your units are delivered. Some of the accessories available are:

Compass Fire Extinguishers Parking Brake Warning Light Spotlight Wheel Splash Guards

DOMESTIC SPECIAL ORDERS

Versatility is the key word when it comes to special purpose applications. Ford's Special Order Department has developed a wide variety of equipment packages to fit the specialized needs of fleets. In addition to "on-the-shelf" packages, the Special Order Department also engineers many one-of-a-kind equipment packages for small and large fleets. Vehicles are delivered from the factory with all modifications and equipment ready for immediate use. The range of options available as DSO is so large that it is impossible to print an entire or exact list for you. Some of the popular taxi items are: special exterior paint colors, special roof lighting and remote trunk lid release. For others simply ask your fleet salesman for assistance.

1971 FORD POWER TEAM SELECTIONS

ENGINES	TAXI-SPECIAL SIX*	302 V-8
Displacement (cu. in.)	240	302
Horsepower @ rpm	140 @ 4000	210 @ 4600
Torque (lbs.-ft. @ rpm)	230 @ 2200	296 @ 2600
Compression Ratio	8.9:1	9.0:1
Carburetor	1v	2v
FUEL	Regular	Regular
ALTERNATOR	42-Ampere	42-Ampere
BATTERY	70-Ampere	70-Ampere
TRANSMISSION Standard Optional	NA HD Ford-O-Matic† HD Cruise-O-Matic	3-Speed Manual HD Ford-O-Matic HD Cruise-O-Matic
REAR AXLE RATIOS	3.00	3.00

*Not available in California.

†Heavy-duty transmission option required at extra cost.

1971 FORD TAXICAB SPECIFICATIONS

EXTERIORS: Choice of 15 Super Diamond Lustre Enamel finishes Black, White, Red, Maroon Metallic, Pastel Blue, Medium Blue Metallic, Dark Blue Metallic, Light Green, Medium Green Metallic, Dark Green Metallic, Yellow, Light Gold, Gray Gold Metallic, Medium Brown Metallic and Light Pewter Metallic. See your Ford Dealer for Tu-Tone options.

INTERIORS: (Taxi Package) Heavy-duty, non-pleated all-vinyl upholstery and trim is beige in both models. Heavy-duty front and rear floor mats (black rubber).

ENGINES: 140-hp Ford Taxi Special Six (Taxi Package)—240-cu. in. disp.; 4.00" bore x 3.18" stroke; 8.9 to 1 comp. ratio; precision-cast crankshaft with seven main bearings; chrome-tipped valves, rotators on the exhaust valves, and hydraulic lifters with chrome-plated plungers; gear-driven camshaft; regular fuel; single-barrel carburetor with automatic choke; high-capacity long-life fuel filter; disposable-type (cartridge replacement) full-flow oil filter; 5-qt. oil capacity, incl. filter; single exhaust system with a stainless and aluminized steel muffler.

210-hp V-8 (optional)—302-cu. in. displ.; 4.00" bore x 3.00" stroke; 9.0 to 1 comp. ratio, regular fuel; 2-barrel carburetor with automatic choke. Other specifications same as Taxi Special Six.

ELECTRICAL: 12-volt radio-suppressed electrical system with 42-amp. alternator, 66-plate, 70-amp-hr battery, weather-proof ignition system with Static-Ban constant-resistance wiring and air-cooled distributor points and positive-engagement starter.

CLUTCH: Heavy-Duty Clutch for the 302 V-8 is 11" diameter with extra thick lining and high capacity pressure plate springs. The clutch is semi-centrifugal design and provides a 113.1-sq. in. frictional area.

TRANSMISSIONS: 3-Speed Manual Transmission—HD type (standard with 302 V-8 only)—fully synchronized in all forward speeds; alloy-steel helical gears and forged bronze synchronizers. Shift lever on steering column. Taxi Package includes heavy-duty shift linkage. Automatic Transmissions—HD type (optional)—special Ford-O-Matic automatic transmission mandatory with standard 140-hp Ford Taxi Special Six and optional with 210-hp V-8. 3-speed SelectShift Cruise-O-Matic transmission optional with 140-hp Six and 210-hp V-8.

REAR AXLE: Semi-floating type with deep-offset hypoid gears, straddle-mounted pinion. Permanently lubricated rear wheel bearings. Axle ratio: 3.00 to 1 for 3-speed manual and automatic transmissions.

FRONT SUSPENSIONS: Drag-strut, ball-joint type suspension system with mounting feature that allows slight rearward movement of front wheels to reduce effects of bumps and ruts. Ball joints packed with 36,000-mile lubricant retained by full-life seals. Rubber-bushed stabilizer helps control sway on turns. Tapered roller wheel bearings with 30,000-mile check interval (repack as required). Specially calibrated shock absorbers with all-weather fluid for better year-round control. Heavy-duty suspension includes heavy-duty front coil springs, heavy-duty shock absorbers and heavy-duty front lower arms.

REAR SUSPENSION: Coil spring system with three longitudinal arms control the rear axle assembly position and absorb braking and acceleration forces. Lateral track bar centers axle, resists body sway and roll on turns. Like the front suspension, this system features rubber bushings at all points where it is attached to the frame for smooth, quiet operation. Shock absorbers, mounted at an angle to help provide side stability and control, have all-weather fluid for more uniform action. Heavy-duty suspension has heavy-duty springs and shock absorbers.

STEERING: Energy-absorbing type steering wheel and column. Precision-control, low-friction recirculating ball-type steering gear with

anti-friction bearings throughout plus high ratio for easier steering. Flexible coupling in steering shaft insulates steering wheel. Symmetrical linkage with nylon bearings in tie rod and pitman arm pivots packed with 36,000-mile lubricant retained by full-life seals. Overall steering ratio 30.8 to 1; with power steering 21.8 to 1.

BRAKES: Dual hydraulic system with dual master cylinder; red warning light on instrument panel indicates any loss of pressure upon application of the brakes. Drum brakes are double-sealed, self-energizing design. Dash-mounted master cylinder. Heavy-Duty Brakes in Taxi Package have 236-sq. in. bonded wear resistant drum brake linings with manual adjusters. Foot-operated parking brake with hand release under instrument panel. Optional power brakes with front discs and rear drums have special low pedal position and self-adjusters.

TIRES: Uniform pressure, belted, 4-ply rating, black tubeless tires. Safety-type rims. Basic size: G78 x 15 with H78 x 15 optional.

DIMENSIONS: Overall length 216.2"; width 79.2"; height 54.9"; wheel-base 121"; tread 63" front, 64" rear; fuel 22.5 gallons; trunk luggage volume 18 cu. ft.

PRICES: All power assists, optional equipment and accessories as well as some items illustrated or referred to as options, optional or available in this catalog are at extra cost. For the price of the model with the equipment you desire, see your Ford Dealer.

ALTERNATORS

Alternators must meet the electrical load requirements for the vehicle at average driving speeds, plus supply sufficient output to charge the battery. To determine the required alternator size, find the electrical item group in the Ampere-Draw Table that best describes your vehicle equipment.

AMPERE-DRAW TABLE

Electrical Equipment Groups	Average Ampere Draw	Recommended Alternator
STANDARD LOAD: Includes ignition, gauges, regulator, all lighting turned on by headlamp switch, heater motor, electric wipers plus All-Transistor, Two-Way Radio	28	42-Ampere
Standard Load plus: Tube-Type Two-Way Radio; or Transistor Ignition	32	55-Ampere
Standard Load plus: Tube-Type Two-Way Radio and Transistor Ignition	55	65-Ampere

1971 FORD MOTOR COMPANY LIFEGUARD DESIGN SAFETY FEATURES

Ever since there have been Fords on the American Road, safety of the people who drive and ride in them has been a primary concern of the Ford Motor Company. Ford engineers have driven millions of test-track miles, worked millions of laboratory man-hours to make each Ford car stronger and more reliable. Some of the more recent results of their dedicated work are reflected in the Ford Motor Company Lifeguard Design Safety Features listed here. These features help reduce the likelihood of injury in case of an accident. However, you can contribute more importantly by your actions as a driver.

Dual Hydraulic Brake System with Warning Light Glare Reduced Instrument Panel Padding, Windshield Wiper Arms, Steering Wheel Hub, Rearview Mirror/Mirror Mounting and Windshield Pillars Energy-Absorbing Steering Column and Steering Wheel Energy-Absorbing Armrests and Safety-Designed Door Handles Front and Rear Lap Belts for All Seating Positions Shoulder Belts for Front Outboard Occupants Turn Indicators with Lane-Changing Signal Feature Inside Yield-Away Rearview Mirror Energy-Absorbing Instrument Panel with Padding Padded Sun Visors Two-Speed or Variable-Speed Windshield Wipers Windshield Washers High-Strength Laminate Safety Glass Windshield Double-Yoke Safety Door Latches and Safety Hinges Emergency Flasher Back-Up Lights Side Marker Lights Energy-Absorbing Front Seat Back Tops with Padding Self-Locking Front Seat Backs on Two-Door Vehicles Safety-Designed Coat Hooks Safety-Designed Radio Control Knobs and Push Buttons Outside Rear View Mirror, Driver's Side Safety Rim Wheels and Load-Rated Tires Corrosion-Resistant Brake Lines Parking Lamps Coupled with Headlamps Non-Reversing Odometer Safety Design Front End Structure Head Restraints or High Back Seats for Front Outboard Occupants Safety Glove Box Latch

The illustrations and product information contained herein were current at the time this publication was approved for printing. However, Ford reserves the right to change specifications, designs, models or prices without notice and without liability for such changes.