

THE 1972 FORDS



Pinto



Ford LTD Country Squire



Maverick Grabber



Gran Torino



Mustang Mach 1



Thunderbird

Ford LTD Brougham

YOUR CHOICE
of 39
BETTER IDEA MODELS
NAMED PINTO,
MAVERICK, MUSTANG,
GRAN TORINO, FORD
AND THUNDERBIRD.



2-Door Sedan. Shown with Vinyl Roof, Racing Mirrors, Luxury Decor Group and Bumper Guards.

1972 PINTO. THE LITTLE CAREFREE CAR MAKES MORE SENSE THAN EVER.



Spacious comfort. Luxury Decor Interior of handsome knitted vinyl trim.



Functional beauty. Easy-to-read instrument panel with Luxury Decor Trim.

Ford's little carefree car rides into a brand-new year on a wave of success—the most popular American-assembled sub-compact! All in just one year! All because Pinto is different where it counts.

On the highway, Pinto's wide track and low silhouette plus generous wheelbase give you solid stability, even in crosswinds. In town, Pinto's precise rack-and-pinion steering and tight 31.5-ft. turning circle give you quick maneuverability and simple parking.

Economy? Naturally. Both the standard 1600-cc. and optional 2000-cc. engines make a gallon of gas go a long way like the imports. But that's only a good beginning. Pinto service intervals are 6,000 miles between oil changes . . . 36,000 miles between chassis lubes . . . and that's a **lot more** savings than the imports!

Pinto helps you in and out with big, wide-opening doors. And next to some imports, Pinto is really spacious inside—up to 6.6 inches more shoulder room alone! Form-fitting, High Back bucket seats. Handsome, rugged all-vinyl trim. Sporty 4-speed manual floor-mounted shift. All are standard. As for options, the Pinto list includes: SelectAire Conditioner, vinyl roof, rear quarter flipper windows, color-keyed dual racing mirrors, SelectShift Cruise-O-Matic, Accent and Luxury Decor Groups, AM Radio, white sidewall tires, bumper guards, protective bodyside molding with vinyl insert, and many more. Pick and choose to your heart's content and you'll have your personal Pinto, either in the popular 2-Door Sedan or the versatile 3-Door Runabout.



3-Door Runabout shown with Accent Group, rear quarter flipper windows and the big back window that's standard for '72.



Runabout loadspace is 41.3 cu. ft. big. Protective body molding with vinyl insert shown.



Economy economy Maverick. 2-Door Sedan with Accent Group.

1972 MAVERICK. AMERICA'S FAVORITE COMPACT.

You said, keep it simple. We did. For 1972, Maverick is more The Simple Machine than ever. Simple to buy. Simple to run. Simple to maintain and own.

With the thrifty 2-Door Sedan, family-size 4-Door and sporty Grabber, Maverick lets you go your own way in an economy car. And more people like that.

More people also like Maverick's smooth, stable ride and roomy comfort — all of which come in even bigger helpings in the 4-Door with its longer wheelbase. Many like Maverick's lively standard 170-cu. in. Six and fully synchronized manual transmission. Others praise Maverick's optional power plants: 200- and 250-cu. in. Sixes and 302-cu. in. V-8, all available with SelectShift Cruise-O-Matic. They appreciate Maverick's big doors, wide seats, roomy passenger compartment and

large trunk space. Also, Maverick's long list of standard equipment, including the latest Ford Motor Company Lifeguard Safety Features.

More than all this, people like the fact that Maverick doesn't look like an economy car inside or out. And the greatest proof is Grabber. Racing mirrors, stripes, rallye road lights, wheel trim rings, black hood and cowl, and more — all standard. And people like what you can do with Maverick options. Bucket seats. Floor shift (3-speed manual or SelectShift). SelectAire Conditioner. AM Radio. Power steering. Accent and Protection Groups. White sidewall tires. The list goes on and on.

Maverick says a lot more for economy to a lot more people. And that, simply stated, is the story of The Simple Machine for '72.



Blue stripe cloth and vinyl Interior Trim option. Knitted vinyl trim also available.



Instrument panel with Interior Trim option. Smartly color-keyed, cleanly functional.



Sporty economy—Grabber... the way to go lively and thrifty.



Family economy—4-Door Sedan with Vinyl Roof and Protection Group.



Hardtop—great sporty car value.

1972 MUSTANG. THE DRIVING MACHINE.

Mustang, first of the sporty cars, is more than ever the great American road car . . . the great American value.

Which Mustang? Five low-slung, clean-lined beauties to choose from. Pick the Hardtop (lowest-priced Mustang). Get the great fun-type standards Mustang invented. High Back buckets. Mini-Console. Floor-mounted stick shift. Pleated vinyl trim. Carpeting. Plus, new for '72, dual racing mirrors, wheel covers, rocker and wheel lip moldings.

Choose the luxurious Grandé. Rich vinyl roof, body accent striping are hints of the elegant upholstery and trim details you'll find inside. Select the sun-loving Convertible. Or choose the slipstream-styled SportsRoof or Mach 1, the latter with 302 V-8 plus hood scoops, wide-oval tires, color-keyed spoiler-bumper, lower bodyside paint and more, standard.



High Back Buckets, all-vinyl trim, full carpeting . . . all standard Mustang features.

How much Mustang? You can design your own with options—that's the nicest thing about Mustang. Go with the standard 250-cu. in. Six. Or make it a 302 or one of two 351-cu. in. V-8's. Add SelectShift Cruise-O-Matic or 4-speed manual. Add protective bumper guards. Add power assists for steering, windows, front disc brakes. Add the all-season comfort of

SelectAire Conditioner . . . the enjoyment of AM/FM Stereo Radio . . . the Decor Group (unique grille and sports lamps, color-keyed spoiler-bumper, hood and fender moldings, special lower bodyside paint, wheel trim rings). White sidewall tires.

However you equip your personal Mustang, you'll like what it does to the road. Curves and winding roads become straighter. Hills flatter. Driving is fun again in Mustang, The Driving Machine.



Driving Machine Panel showing Instrumentation Group—one of many option choices.



Convertible. Power top, knitted vinyl trim standard.



Grandé mixes driving fun with luxury.



Mach 1—styled, equipped to be a great road car.



Gran Torino 2-Door Hardtop. All-new from roof to ride.

1972 GRAN TORINO. ALL NEW, QUIET MID-SIZE CARS.

Gran Torino—the one that can say “new” and mean it. And prove it **everywhere**. Handsome, new styling. New space and luxury. An all-new hushed-smooth ride that puts this mid-sized car in a class all by itself.

Nine new models . . . so new we've even given them new names. Meet Gran Torino, Gran Torino Sport and the all-new Torino series. Three 2-door hardtops, two 4-door pillared hardtops, a sleek SportsRoof and three wagons with the famous 3-Way Magic Door-gate.

You can have the richness of a Brougham Interior Trim Group option (right) in Gran Torino Hardtops or High Back buckets of knitted vinyl seat trim in Gran Torino 2-Door Hardtop and Sport models. In all new Gran Torinos, you'll get the extra roominess all around that makes Ford's mid-size car the '72 choice for comfort.

Economical 250-cu. in. Six

is standard power on Torino and Gran Torino Hardtops; 302 V-8 standard on Gran Torino Sport and Squire models. But you can choose any one of five V-8's, with up to 429 cubic inches.

Famous 3-speed SelectShift Cruise-O-Matic or 4-speed manual available. New 6-way power front seat and electric power door locks join power windows, power steering, power front disc brakes, Visibility Group and deluxe 3-spoke Rim-Blow Steering Wheel as popular options. Others include vinyl roof, SelectAire Conditioner, AM/FM Stereo Radio, electric rear window defroster, wheel covers, bumper guards, white sidewall tires, adjustable Deluxe Roof Rack with rear window air deflector (for wagons), plus many more.

There are three all-new wagons led by Gran Torino Squire—with elegant wood-grained paneling, Ford's proven 3-Way Magic Door-



Brougham Interior Trim Group. Front seat has pull-down armrest. Five color choices.



Gran Torino Brougham instrument panel: quick-reading and good looking.

gate, power front disc brakes, 302 V-8, big 83.5 cu. ft. of loadspace and more, standard.

See the Squire—all the new Gran Torinos—and see what's **really new** in mid-size cars!

Gran Torino Squire . . . one of three new wagons.

Gran Torino Sport SportsRoof. Named for its long, graceful roofline.

Gran Torino Sport 2-Door Hardtop with its distinctive GT hood.



Gran Torino 4-Door Pillared Hardtop with vinyl roof.



LTD Brougham 2-Door Hardtop with vinyl top and Sunroof

1972 Ford. 19 models...All with QUIET plus.

Now there's an even better reason to take a quiet break. The finer Ford for '72. We refined it in many ways. Some you can see—like the rich new grille, new interior trims, and more. Most you have to experience—like the Ford ride.

For its remarkably quiet, exceptionally smooth ride, no car in its class compares to the new Ford. You'll learn that behind the wheel. The ride tells you something else—the new Ford is a strong, solidly built car. Quality like this usually costs much more.

As for luxury, who can say more than LTD, best-selling car in its class? Elegant interior fabrics (right), the deep-cushioned comfort of LTD Brougham's High Back Bench Seat, the spaciousness



LTD Brougham interior. High Back bench seat with folding armrest.

of Ford's Front Room. And a lot of LTD rubs off on Ford's new Galaxies and value-packed Custom 500 and Custom series as well.

Seven separate wagon models—two of them wood-

grain-paneled Country Squires—offer you the better ideas that have made Ford the Wagonmaster and No. 1 in wagon sales. (3-Way Magic Doorgate, Dual Facing Rear

Seats, 96.2-cu. ft. loadspace are three of them.)

Every new Ford comes with a brisk, regular-gas 351-cu. in. V-8, SelectShift Cruise-O-Matic and power steering. Power front disc brakes standard on all LTD Brougham and LTD models. Steel Guard Rails in each side door head a long list of standard safety features.

Options galore. Everything from tailored vinyl top to bumper guards. Every kind of convenience from power-operated Sunroof to power trunk lid release to an adjustable wagon luggage rack. SelectAire Conditioner, Tilt Steering Wheel, Fingertip Speed Control, wheel covers, white sidewall tires, and a lot more. You can tailor a new Ford your way to get the most from its lasting value.

LTD Country Squire with vinyl top and Luggage Rack



Galaxie 500 4-Door Hardtop. Style, room, quiet ride and much more.



Custom 500 4-Door Sedan . . . quiet plus value.



LTD Convertible. Great favorite with sun-lovers.



Thunderbird '72 with Vinyl Roof, Glamour Paint Option Group, Cornering Lights.

THUNDERBIRD. All-NEW FOR '72 AND MORE THUNDERBIRD THAN EVER.

With thousands already loving Thunderbird for its individuality . . . its personal luxury . . . what could you do to improve it? Do the same thing we did for '72—make it more Thunderbird than ever. And that's anything but easy.

We started from scratch. With an all-new look that is pure Thunderbird in stature. An all-new body with enlarged passenger compartment. A longer 120-inch wheelbase . . . a new suspension system to embellish the flightlike ride. A regular fuel 400-cu. in. V-8.

Every new Thunderbird includes: Michelin steel-belted radial ply tires. SelectShift Cruise-O-Matic with

automatic parking brake release. Power steering. Power front disc brakes. Luxury interior with cut pile carpeting, Split Bench Front Seat. Plus many more.

Your equipment choices, more than ever, make Thunderbird personally yours. To the Split Bench Seat add leather and vinyl upholstery. Or change the interior completely with High Back Bucket Seats and Console. Add extra luxury touches outside with the Glamour Paint Option Group. Add Sure-Track Brake Control System. White sidewall tires. Bumper guards.

For a completely automatic Thunderbird you can order:

Power Sunroof, Power Side Windows, Fingertip Speed Control, Power Seats, Power Lock Group. For entertainment as you drive—AM Radio,

AM/FM Stereo Radio or Stereoscopic Tape System with AM Radio.

How much more Thunderbird could you ask for?



Leather seating surfaces with vinyl trim, Reclining Passenger Seat are two luxurious options.



Split Bench Seat with folding armrests; luxurious fabrics offered in selection of five colors.

1972 Ford SHOWROOM of BETTER IDEAS.

We invite you to check the new Ford lineup for your favorite model here. Then check out the real thing in your Ford Dealer's showroom.

EDWARDS FORD, INC.
2075 Hamburg Turnpike
Post Office Box 815
Wayne, New Jersey
TEmpLe 5-3200

PINTO



Pinto 2-Door Sedan



Pinto 3-Door Runabout

MAVERICK



Maverick 2-Door Sedan



Maverick 4-Door Sedan



Maverick Grabber

MUSTANG



Mustang Hardtop



Mustang SportsRoof



Mustang Convertible



Mustang Grandé



Mustang Mach 1

TORINO



Torino 2-Door Hardtop



Torino 4-Door Pillared Hardtop



Gran Torino 2-Door Hardtop



Gran Torino 4-Door Pillared Hardtop



Gran Torino Sport 2-Door Hardtop



Gran Torino Sport SportsRoof



Torino Wagon



Gran Torino Wagon



Gran Torino Squire

FORD



Ford Custom 4-Door Sedan



Ford Custom 500 4-Door Sedan



Ford Galaxie 500 2-Door Hardtop



Ford Galaxie 500 4-Door Sedan



Ford Galaxie 500 4-Door Hardtop



Ford LTD 2-Door Hardtop



Ford LTD 4-Door Pillared Hardtop



Ford LTD 4-Door Hardtop



Ford LTD Convertible



Ford LTD Brougham 2-Door Hardtop



Ford LTD Brougham 4-Door Pillared Hardtop



Ford LTD Brougham 4-Door Hardtop



Custom Ranch Wagon 6-Passenger



Custom 500 Ranch Wagon 6-Passenger



Custom 500 Ranch Wagon with Dual Facing Rear Seats



Galaxie 500 Country Sedan 6-Passenger



Galaxie 500 Country Sedan with Dual Facing Rear Seats



LTD Country Squire 6-Passenger



LTD Country Squire with Dual Facing Rear Seats

THUNDERBIRD



Thunderbird 2-Door Hardtop

Note: Your 1972 Ford comes with factory-engineered Autolite/Motorcraft battery, oil filter, shock absorbers; Autolite spark plugs and other Ford-approved precision parts. For continued top performance, be sure to specify Autolite spark plugs and Autolite/Motorcraft parts whenever replacement is necessary.

Note: All 1972 engines are designed to operate on regular gasoline with octane rating of at least 91 when the engine is adjusted to factory recommended specifications.

Availability of engines and transmissions is contingent upon Federal certification and production schedules.

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. Always consult your Ford Dealer for complete details.

FORD 

Ford gives you Better Ideas.