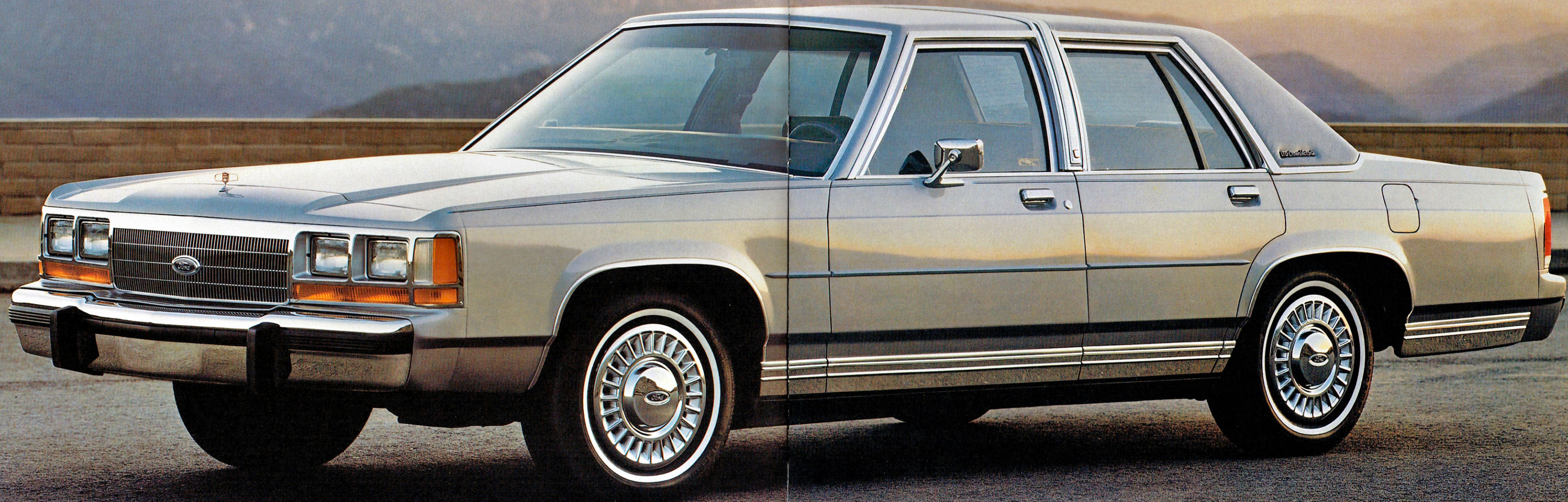


1990 LTD CROWN VICTORIA





1990 FORD LTD CROWN VICTORIA

The LTD Crown Victoria has full-size room and comfort for six, an exceptionally smooth ride, and many standard conveniences. It offers a riding environment that's rare in today's smaller-car world, along with power and capability most cars can't match.

A 5.0 liter V-8 engine with sequential fuel injection provides reassuring response in everyday driving situations. When the optional heavy-duty trailer towing package is added, Crown Victoria is rated to tow trailers weighing up to 5,000 pounds. And there are two

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optional suspensions, automatic load leveling and heavy-duty/handling, for special needs.

As a rule, the longer a vehicle's wheelbase, the better the ride. A 114.3" wheelbase, a ride-oriented suspension and gas-pressurized shocks combine to give Crown Victoria the exceptionally smooth ride for which it's noted.

The standard Automatic Overdrive transmission automatically shifts into an overdrive fourth gear when the vehicle exceeds approximately 45 mph and the driver eases up on the accelerator pedal. In overdrive, engine speed is reduced by about one-third for improved highway fuel economy and reduced engine wear.

Whether you choose the 4-door sedan, or an LTD Crown Victoria Wagon or Country Squire Wagon, you're assured the big-car ride and comfort that so few of today's cars provide. Select the LX version in any body style for top-of-the-line luxury and convenience.



▲ LTD Crown Victoria LX Sedan in Light Titanium Clearcoat Metallic. Included is optional Preferred Equipment Package 112A.

◀ LTD Crown Victoria Sedan in Twilight Blue Clearcoat Metallic with optional Brougham Roof. Also included is optional Preferred Equipment Package 114A.



Perhaps the most important reason for buying a six-passenger car is the riding comfort it offers. Much of LTD Crown Victoria's comfort is attributable to sheer space. The doors, seats and roof were designed to optimize head, shoulder, hip and leg room. Crown Victoria is simply roomier than the vast majority of cars found on the road today.

Seat construction is another comfort factor. The reclining split bench front seats with center armrests have molded foam cushions which provide lumbar and back support. The seat track travel is extended to nine inches for individual comfort adjustment. It all adds up to an environment that invites you to stretch, relax and enjoy the trip.

If standard equipment is the yardstick, Crown Victoria measures up well. Air conditioning and tinted

glass. Dual electric remote-control mirrors. Side window demisters. Glove box, ashtray and cargo area courtesy lights and courtesy light switches at all doors. Passenger side visor mirror. Electronic digital clock. Interval wipers are handy when it's drizzling. The autolamp system offers extra security after dark.

Simply roomier than the vast majority of cars found on the road today.

An electronic AM/FM stereo radio provides the entertainment (may be deleted for credit). There are also power windows, tilt steering wheel and other conveniences. The redesigned instrument panel is more ergonomically arranged than ever. It includes a tempera-

ture gauge, a larger glove box and a smart new steering wheel.

Not to be overlooked is Crown Victoria's practical side. The capacity of the spacious, carpeted deep-well trunk is unsurpassed by any other American car (excluding other Ford Motor Company products). And it's easy to load due to its low liftover height.

LTD Crown Victoria and Country Squire Wagons provide a lot of room for cargo. In addition, there's a lockable compartment below the load floor with another 9.9 cubic feet of space. And two cubic feet more in a handy lockable side panel compartment.

Wagon models also offer dual facing rear seats in selected Preferred Equipment Packages. They increase the seating capacity to eight. And special DuraWeave vinyl upholstery is optional with standard wagons. It looks, feels and breathes like cloth, yet wears and cleans like vinyl.



▲ The new instrument panel design is more ergonomic than ever. Clean and contemporary, it features a larger glove box and a new steering wheel treatment.

◀ The LTD Crown Victoria LX interior shown with optional Preferred Equipment Package 114A.



LTD CROWN VICTORIA WAGONS

Crown Victoria wagons provide a full measure of the commodity that wagons are noted for: cargo room—the kind of cargo room that only full-size wagons can offer. A 90.4-cubic-foot cargo volume index means a lot of space for all kinds of things from grocery bags to antique furniture.

Also featured on wagon models is the versatile 3-way doorgate with power window. It opens like a door to let people in or out (with the window either open or closed), or swings down like a conventional tailgate to accommodate cargo. It

The 3-way doorgate adds versatility to the impressive cargo-carrying capability of Crown Victoria.

adds versatility to the impressive cargo-carrying capability of Crown Victoria. The 3-way doorgate is a Ford innovation.

Heavy-duty rear brakes are standard in all Crown Victoria wagons. And for extra capability, optional automatic load-leveling and heavy-duty/handling suspensions are available.

Choose the standard LTD Crown Victoria Wagon or the distinctive Country Squire, with its classic look of woodtone bodyside and doorgate paneling. Both are available in the LX series, with its extra complement of luxury and convenience.



▲ The LTD Country Squire LX Wagon is shown in Oxford White. Included is optional Preferred Equipment Package 134A.

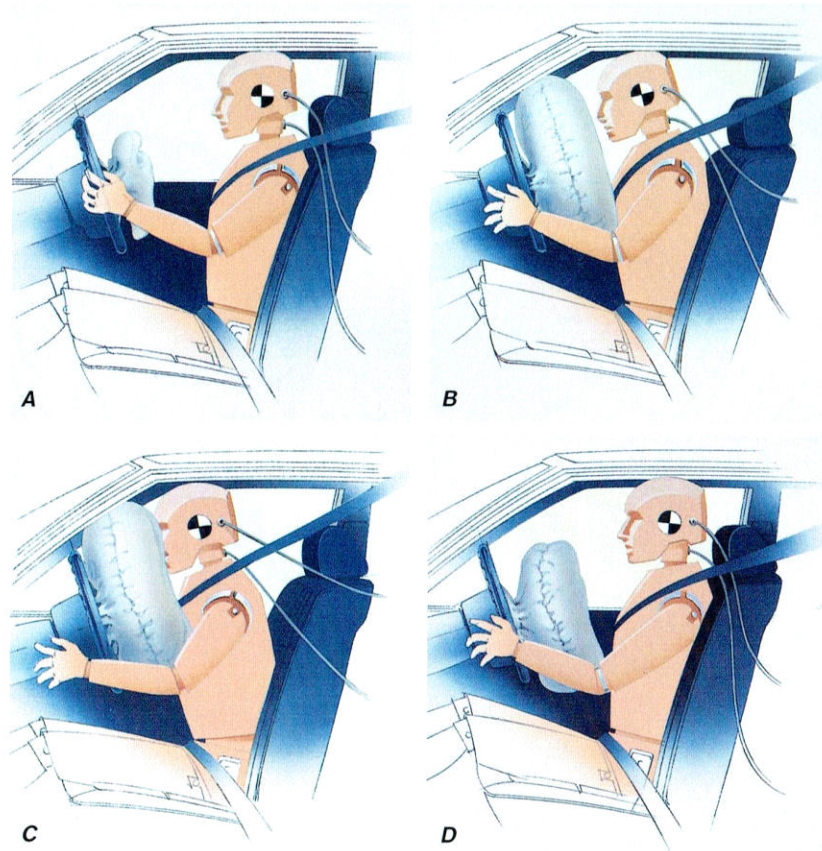
◀ The optional heavy-duty trailer-towing package prepares Crown Victoria sedans and wagons to haul trailers weighing as much as 5,000 pounds.

DRIVER AIR BAG SUPPLEMENTAL RESTRAINT SYSTEM

Building cars with advanced occupant safety technology is not new to Ford. As early as 1956, Ford cars included standard safety features such as safety door latches, energy-absorbing (deep dish) steering wheels, strengthened seat anchors and shatter-resistant rear-view mirrors. That same year Ford also offered three items that have since become standard: safety belts; energy-absorbing instrument panels; and energy-absorbing sun visors.

New for 1990 on LTD Crown Victoria is a driver air bag supplemental restraint system as standard equipment. The supplemental air bag, located in a module in the center of the steering wheel, is designed to activate in the event of a moderate to severe frontal impact roughly equivalent to striking a parked car of similar size at 28 miles per hour.

From initial impact to full deployment, the air bag inflates in less than 1/10 of a second. It also begins to deflate within a fraction of a second. Five crash sensors determine if a frontal collision is



▲ Crown Victoria's driver air bag supplemental restraint system inflates in less than 1/10 of a second and begins to deflate within a fraction of a second.

severe enough to activate the air bag. The sensor system is designed not to activate unless the bag is needed.

The supplemental air bag is designed for one use. Once it is used, the module must be removed and replaced by a qualified service technician. Replacement of the bag is normally covered by the insurance company as part of the collision repair. In addition, many insurance companies are offering discounts on the medical premiums for cars equipped with air bags.

It is very important to remember that the air bag is intended to supplement, not replace, the driver's conventional lap and shoulder belt. The safety belt system helps provide protection in all types of impacts. When used together, air bags and seat belts comprise one of the best occupant restraint systems available today.

Safety belts in LTD Crown Victoria include the integral lap/shoulder style for front and rear outboard seating positions, while lap belts are supplied for the center positions (and for the optional dual facing rear seats in wagons).

OPTIONS AND PREFERRED EQUIPMENT PACKAGES

	Preferred Equipment Packages									
	Std. 110A	Sedans				Wagons				
		111A	112A	113A	114A	Std. 130A	131A	132A	LX 133A	134A
■ = Included in package (package content subject to change) S = Standard O = Optional										
Automatic Overdrive transmission	S	S	S	S	S	S	S	S	S	S
Front and rear bumper guards	O	O	■	■	■	O	■	O	■	■
Rear window defroster (1)	O	O	■	■	■	O	■	O	■	■
Speed control	O	O	■	■	■	O	■	O	■	■
Power Lock Group (2)	O	O	■	■	■	O	■	O	■	■
Electronic AM/FM stereo search radio with cassette tape (3)	O	O	■	■		O	■	O	■	
6-way power driver's seat	O	O	O	■		O	■	O	■	
Cast aluminum wheels			O	■	■	O	O	O	■	■
Light Group (4)	O	S	S	S	S	O	■	S	S	S
Dual facing rear seats						O	■	S	S	S
Heavy-duty battery	O	O	O	O	O	O	O	O	■	■
Cornering lamps			O	■	■	O	O		■	■
Front and rear carpeted floor mats	O	O	O	O	■	O	O	O	■	■
Illuminated entry system			O	■	■	O	O		■	■
Leather-wrapped steering wheel	O	O	O	■	■	O	O	O	■	■
Automatic climate control air conditioning			O	O	■	O	O		O	■
High-level audio system (5)	O	O	O	O	■	O	O	O	O	■
Power radio antenna			O	O	■	O	O		O	■
Premium-level interior trim		S	S	S	S			S	S	S
Dual control 6-way power seats			O	O	■	O	O		O	■
Other options										
Front license plate bracket	O	O	O	O	O	O	O	O	O	O
Brougham roof treatment	O	O	O	O	O					
Engine block immersion heater	O	O	O	O	O	O	O	O	O	O
Vinyl insert bodyside moldings (6)	S	S	S	S	S	O	O	O	O	O
Two-tone paint with tape stripes	O	O	O	O	O					
Clearcoat paint	O	O	O	O	O	O	O	O	O	O
Premium sound system (7)			O	O		O	O		O	
Automatic load-leveling suspension	O	O	O	O	O	O	O	O	O	O
Heavy-duty handling suspension	O	O	O	O	O	O	O	O	O	O
Heavy-duty trailer towing package	O	O	O	O	O	O	O	O	O	O
Locking wire-style wheel covers	O	O	O	O	O	O	O	O	O	O
Insta-Clear® windshield			O	O	O		O		O	O

(1) Not deletable in state of New York. Premium sound system or high-level audio system may be substituted except in 114A and 134A. (2) Includes power door locks (power doorlock on wagons) and remote-control electric decklid release in glove box (sedans). (3) May be deleted for credit. (4) Includes dual-beam map light, dual instrument panel courtesy lights and engine compartment light. (5) Sophisticated sound reception and reproduction. Includes premium sound system, AM/FM stereo seek/scan radio with cassette player, and features like seek or scan functions for both radio and tape; popout controls for bass, treble, balance and fade; DNR noise reduction for radio (Dolby® for tape); AM stereo reception; 80 watts RMS continuous power; electronic volume control and more. (6) Optional with two-tone paint. (7) Includes four upgraded speakers and power amplifier (rear speakers are coaxial).

MAJOR STANDARD FEATURES

EXTERIOR

- Front and rear bumper rub strips
- Quad rectangular halogen headlamps
- Lower bodyside protection
- Dual electric remote-control mirrors
- Vinyl insert bodyside moldings (optional with two-tone paint)
- Functional drip moldings
- Dual bodyside accent stripes
- Padded rear half-vinyl roof (may be deleted)
- Deluxe wheel covers

INTERIOR

- Color-keyed deluxe belts, driver air bag supplemental restraint system and lap/shoulder belts for forward facing rear outboard seating positions
- 18-ounce luxury floor carpeting
- Electronic digital clock
- Luxury door trim
- Lockable glove box
- "Headlamps on" reminder chime
- Courtesy lights in glove box, ashtray, cargo area
- Courtesy light switches at all doors
- Right-hand visor mirror
- Split bench seats with recliners, cloth and vinyl trim
- Tilt steering wheel
- Manual air conditioning
- "Engine check" and "low fuel" alerts
- Autolamp system
- Tinted glass
- Inside hood release
- Automatic parking brake release
- Electronic AM/FM stereo search radio (may be deleted for credit)
- "Super Luxury" sound insulation
- Power steering
- Trip odometer
- Power windows
- Fluidic windshield washer system
- Interval windshield wipers

Best-Built American Cars.



This is based on an average of consumer-reported problems in a series of surveys of '81-'89 models designed and built in North America.