

# THE 'BETTER IDEA' CARS FOR 1972



Dear Stockholder:

Publication of this booklet was delayed until we could be certain of the suggested retail prices for our current-model vehicles. We hope that the up-to-date product information it contains will be helpful to you, your family and friends as you make your car-buying plans.

In line with the Administration's temporary wage-price freeze announced last August 15, our 1972 models were introduced at 1971-level prices. Moderate price increases were approved by the government in November and December, but these were offset by repeal of the federal excise tax on cars and light trucks. As a result, many of our 1972-model prices are lower than those for 1971 models—an unprecedented bargain for consumers, especially in the many cases where there have been significant 1972-model improvements.

Four of our 1972 car lines—Torino, Montego, Thunderbird and the Continental Mark IV—feature all-new designs, including steel guard rails in the doors, energy-absorbing "S"-type frames, one-step keyless locking and improved front and rear suspension systems.

The Ford and Mercury lines have appearance refinements for 1972, and Pinto offers steering and suspension improvements for a softer ride. More than a dozen other Pinto design improvements were made during 1971 production, in keeping with our concept of introducing Pinto refinements as they are developed, regardless of the time of year. A Pinto station wagon will be introduced at Ford dealer showrooms on March 17.

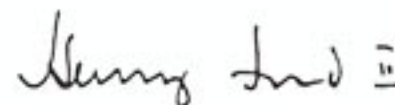
Maverick and Comet remain basically unchanged for 1972, as do Mustang and Cougar, continuing the widely accepted designs that gave Ford 1971 leadership in both small and sporty compact car sales in the United States. The Capri line was expanded by the addition of a V-6 engine model with rally instrumentation in February, 1972.

All our 1972 models offer improved emission controls, certified under federal test requirements 17% to 26% more stringent than those applied to 1971-model cars. In addition, all Ford passenger car engines now are designed to run on 91-research-octane gasoline.

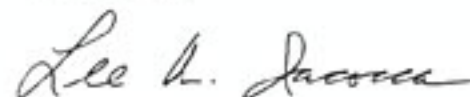
The introduction of our 1972-model cars also marked the beginning of full-scale operational capability for our new Ford Customer Service Division, with field offices in 34 cities for faster, on-the-spot handling of customer problems.

One new Ford customer service may be of special interest: a fact-filled 144-page booklet entitled "Car Buying Made Easier." It is available free from "Ford Motor Company Listens." For your convenience, a clip-out order coupon is printed on the back cover of this brochure.

We are proud of our continuing progress in providing better cars and better service, and we invite you to inspect our 1972 models at your local Ford and Lincoln-Mercury dealerships soon.



Henry Ford II  
Chairman



Lee A. Iacocca  
President

**COVER:** at left, Ford Division's 1972 Pinto Runabout, with enlarged rear window; at right, Lincoln-Mercury Division's all-new Continental Mark IV.



The new Pinto Station Wagon, shown above with Squire option, optional roof luggage rack and white sidewall tires, will go on sale at Ford dealerships March 17, 1972. Suggested retail prices for the Station Wagon and its options were not available at the time of printing this brochure.

# FORD PINTO

Pinto, Ford's sporty subcompact, is the smallest four-passenger car assembled in the U. S. Only 50 inches high, it competes with the small imports in size, price and operating economy, and offers numerous engineering refinements for 1972.

MODELS AND SUGGESTED RETAIL PRICES: (with four-speed floor-mounted manual transmission and 1600-cc four-cylinder engine on Sedan and Runabout; 2000-cc four-cylinder engine on Wagon)	SELECTED APPEARANCE OPTIONS:	SELECTED COMFORT AND CONVENIENCE OPTIONS:	SELECTED POWER OPTIONS:
<b>PINTO</b> 2-Door Sedan . . . . . \$1,960 Runabout . . . . . 2,078 Station Wagon . . . . . — <i>(To be introduced March 17, 1972; price not available at time of printing.)</i>	Accent Group \$70  Luxury Decor Group \$138  Vinyl roof \$75  White sidewall tires \$42	AM radio \$59 SelectShift Cruise-O-Matic transmission \$170  Fold-down rear seat \$35 (std. on Runabout)  SelectAire air conditioner \$363	2000-cc engine \$49 (requires manual front disc brakes, \$31)  (2000-cc engine and front disc brakes standard on Wagon)

DIMENSIONS: Wheelbase 94", Length 163", Width 69.4".

**IMPORTANT NOTICE**—Prices shown throughout this product brochure are manufacturer's suggested retail prices. Destination charges, state and local taxes and options required by state law are not included. \*Most of the selected options listed here are available on all models. Some are required at extra cost in combination with other options. For reader convenience, option prices in this booklet have been rounded to the nearest dollar. Always consult your dealer for complete details. At the time of printing, prices, product information and specifications were in effect and correct. The Company reserves the right to change prices, specifications and designs at any time, however, without notice and without incurring obligation.

\*Pinto, Maverick, Comet and Capri suggested retail prices do not include dealer preparation charge, if any.

# FORD MAVERICK

Roominess, economy, handling ease and simple service have made Maverick one of America's best-selling compact cars. Six new paint colors and a radial-ply tire option have been added for 1972.

MODELS AND SUGGESTED RETAIL PRICES: (with 3-speed manual transmission and 170 CID Six)	SELECTED APPEARANCE OPTIONS:	SELECTED COMFORT AND CONVENIENCE OPTIONS:	SELECTED POWER OPTIONS:
<b>MAVERICK</b> 2-Door Sedan..... \$2,190 4-Door Sedan..... 2,245	White sidewall tires \$29	AM radio \$59	Power steering \$92
<b>MAVERICK GRABBER</b> 2-Door Sports Sedan..... 2,359	Vinyl roof \$75  Accent Group (carpeting, bright trim, wheel covers; std. on Grabber) \$50	SelectAire air conditioner \$363  SelectShift transmission \$177	302 CID V-8 \$160 (4-Door Sedan, \$161)

OTHER ENGINES: (Extra charge over 170 CID Six): 200 CID Six \$38, 250 CID Six \$77.

OTHER TRANSMISSIONS: Floor-mounted shift (with 3-speed manual and either 200 CID Six or 302 CID V-8, or with Cruise-O-Matic and bucket seats), \$24.

DIMENSIONS: Wheelbase—2-Door 103", 4-Door 109.9"; Length—2-Door 179.4", 4-Door 186.3"; Width—2-Door 70.6", 4-Door 70.7".

The suggested retail price of the Maverick 2-Door Sedan shown below is \$2,430 as equipped, including optional AM radio, tinted glass, Accent Group, Protection Group and white sidewall tires.





The suggested retail price of the above Mustang Grande 2-Door Hardtop is \$3,076 as shown, including optional vinyl roof, dual outside racing mirrors, bodyside tape stripes and wide oval white sidewall tires.

# FORD MUSTANG

Mustang for 1972 continues the contemporary styling accents of 1971, but with upgraded convertible interiors, standard wheel-lip/rocker-panel mouldings, and new "mini" AM/FM Stereo radio and Exterior Decor Group options.

MODELS AND SUGGESTED RETAIL PRICES: (with 3-speed manual transmission and base engine: 250 CID Six; except 302 CID V-8 on Mach 1)	SELECTED APPEARANCE OPTIONS:	SELECTED COMFORT AND CONVENIENCE OPTIONS:	SELECTED POWER OPTIONS:
<b>MUSTANG</b>			
2-Door Hardtop . . . . . \$2,729	Wide oval white sidewall tires (std. on Mach I) \$35	AM radio \$59	302 CID V-8 \$87 (Convertible \$86; std. on Mach I)
2-Door SportsRoof . . . . . 2,786		AM/FM Stereo radio \$191	
2-Door Convertible . . . . . 3,015			
<b>MUSTANG GRANDE</b>			
2-Door Hardtop . . . . . 2,915	Vinyl roof \$80 (std. on Grande; SportsRoof models \$52)	SelectAire air conditioner \$368	Power steering \$103
<b>MUSTANG MACH I</b>			
2-Door SportsRoof . . . . . 3,053	Exterior Decor Group (base hardtop and convertible only) \$70	SelectShift transmission \$204	Power front disc brakes \$62
			Power side windows \$113

OTHER ENGINES (extra charge over 302 CID): 351 2V \$41, 4V \$115; 4V HO package \$870 (on Mach I \$841).

OTHER TRANSMISSIONS; 4-speed manual transmission with Hurst Shifter™, \$193.

DIMENSIONS: Wheelbase 109", Length 189.5", Width 74.1".



The suggested retail price of the above Gran Torino 2-Door Hardtop—Formal Roof is \$3,168 as shown, including optional bumper guards, door edge guards, deluxe wheel covers, white sidewall tires, tinted glass and vinyl roof.

# FORD TORINO

Torino's dramatic changes for 1972 include all new styling, trim and interiors plus important design and comfort improvements—body-frame construction, side door impact protection and DirectAire ventilation.

MODELS AND SUGGESTED RETAIL PRICES: (with 3-speed manual transmission and base engine: 250 CID Six on Torino and Gran Torino, 302 CID V-8 on Gran Torino Sport and Gran Torino Squire models)	SELECTED APPEARANCE OPTIONS:	SELECTED COMFORT AND CONVENIENCE OPTIONS:	SELECTED POWER OPTIONS:
<b>TORINO</b>			
2-Door Hardtop—Formal Roof . . . . .	White sidewall tires (std. on Sport series) \$32	AM radio \$64	Power steering \$112
4-Door Pillared Hardtop . . . . .		Tinted glass \$42	Power front disc brakes (std. on Squire) \$68
4-Door Station Wagon . . . . .		SelectAire air conditioner \$402	Power side windows \$124
<b>GRAN TORINO</b>	Vinyl roof (N/A wagons) \$93	SelectShift transmission \$211	Six-Way power seat \$102
2-Door Hardtop—Formal Roof . . . . .	Bumper guards \$30 (on wagons, \$16)		
4-Door Pillared Hardtop . . . . .			
4-Door Station Wagon . . . . .			
<b>GRAN TORINO SPORT</b>			
2-Door Hardtop—SportsRoof . . . . .			
2-Door Hardtop—Formal Roof . . . . .			
<b>GRAN TORINO SQUIRE</b>			
4-Door Station Wagon . . . . .			

OTHER ENGINES: (Extra charge over 302 CID V-8): 351-2V, \$44; 351-4V, \$127; 400-2V, \$97; 429-4V, \$227.

OTHER TRANSMISSIONS: Four-speed manual with Hurst Shifter™ (on 2-Door models only; requires 351-4V engine), \$200.

DIMENSIONS: Wheelbase 118" (2-Door 114"); Length: 2-Dr. Hardtop \*203.7-207.3", 2-Dr. SportsRoof 207.3", 4-Dr. Hardtop \*207.7-211.3", 4-Dr. wagons \*211.5-215.1"; Width (overall): 79.3" (wagons 80"). (\*Base Torino series).

# FORD

The Ford line includes front and rear styling refinements for 1972. All models include power ventilation, steel guard rails in all doors and a wide-visibility 12-inch rear view mirror. An electric sunroof option has been added.

MODELS AND SUGGESTED LIST PRICES: (with Cruise-O-Matic transmission, power steering and 240 CID Six on Custom, Custom 500 and Galaxie 500 Sedan and Hardtop models, 351 CID V-8 on LTD, LTD Brougham and wagon models.)	SELECTED APPEARANCE OPTIONS:	SELECTED COMFORT AND CONVENIENCE OPTIONS:	SELECTED POWER OPTIONS:
<b>CUSTOM</b> 4-Door Sedan . . . . . \$3,262 Ranch Wagon (6-Passenger) . . . . . 3,852			
<b>CUSTOM 500</b> 4-Door Sedan . . . . . 3,393 Ranch Wagon (6-Passenger) . . . . . 3,941 Ranch Wagon (Dual Facing Rear Seats) . . . . . 4,051	White sidewall tires \$32  Vinyl roof \$110 (on wagons, \$138)	AM radio \$64  Stereosonic tape system \$131 (requires AM radio, \$64)	Power side windows \$129  Power front disc brakes \$51 (std. on LTD series)
<b>GALAXIE 500</b> 4-Door Sedan . . . . . 3,570 2-Door Hardtop . . . . . 3,605 4-Door Hardtop . . . . . 3,637 Country Sedan Wagon (6-Passenger) . . . . . 4,028 Country Sedan Wagon (Dual Facing Rear Seats) . . . . . 4,136	Bumper guards \$37 (on wagons, \$19)	SelectAire air conditioner \$410  Tinted glass \$53	351 CID V-8: on Custom, \$116; on Galaxie 500 models, \$115 (std. on LTD and wagons)
<b>LTD</b> 2-Door Hardtop . . . . . 3,898 4-Door Pillared Hardtop . . . . . 3,906 4-Door Hardtop . . . . . 3,941 2-Door Convertible . . . . . 4,073 Country Squire Wagon (6-Passenger) . . . . . 4,318 Country Squire Wagon (Dual Facing Rear Seats) . . . . . 4,430	Wheel covers \$25 (Std. on LTD, Brougham and Country Squire models)	Cornering lights \$36  Speed Control \$99	Power sunroof \$496
<b>LTD BROUGHAM</b> 2-Door Hardtop . . . . . 4,050 4-Door Pillared Hardtop . . . . . 4,047 4-Door Hardtop . . . . . 4,090			

OTHER ENGINES: 302 CID V-8 (Custom and Custom 500 4-Door Sedans only), \$71; extra charge for engines above 351 CID: 400 CID \$52, 429-4V \$178. (Note: six-cylinder models not available in California.)

DIMENSIONS: Wheelbase 121", all models; Length 216.2" (except 219.2" for wagon models); Width 79.2", all models.

The suggested retail price for the Ford LTD Country Squire Wagon with dual facing rear seats shown below is \$4,548 as equipped, including optional luggage rack, front bumper guards and white sidewall tires.



# THUNDERBIRD

Offered in a single body style for 1972, Thunderbird is all new inside and out, with greater interior room, body-frame construction, side door impact protection and standard radial ply tires.

**MODELS AND SUGGESTED RETAIL PRICES:**  
(with SelectShift transmission, 429 CID 4V V-8, power steering and power front disc brakes, AM radio, electric clock)

**THUNDERBIRD**

2-Door Hardtop . . . . . \$5,293

**SELECTED APPEARANCE OPTIONS:**

White sidewall tires \$31  
Front and rear bumper guards \$37  
Vinyl roof \$137

**SELECTED COMFORT AND CONVENIENCE OPTIONS:**

AM/FM Stereo radio \$146  
Tinted glass \$51  
SelectAire air conditioner \$437

**SELECTED POWER OPTIONS:**

Six-way full width power seat \$101  
Power side windows \$130  
Power sunroof \$505

**DIMENSIONS:** Wheelbase 120.4"; Length 216"; Width 79.3".

The suggested retail price of the Thunderbird 2-Door Hardtop shown below is \$5,584 as equipped, including optional vinyl roof, front cornering lights, Protection Group, deluxe wheel covers and radial ply white sidewall tires.





# CAPRI

Capri, the European sporty car with American-car luxury, offers many standard items usually extra on other cars in its class, including styled steel wheels, rack-and-pinion steering and power front disc brakes.

<b>MODELS AND SUGGESTED RETAIL PRICES:</b> (with fully synchronized 4-speed floor-mounted manual transmission, styled steel wheels, radial ply tires and power front disc brakes; 4-cylinder engine on 1600 and 2000, V-6 engine on 2600).	<b>SELECTED APPEARANCE OPTIONS:</b>	<b>SELECTED COMFORT AND CONVENIENCE OPTIONS:</b>	<b>SELECTED POWER OPTIONS:</b>
<b>CAPRI:</b> 2-Door Sport Coupe, 1600 . . . . . \$2,477 2-Door Sport Coupe, 2000 . . . . . 2,548 2-Door Sport Coupe, 2600 V-6 . . . . . 2,821	Vinyl roof \$63  Decor Group (luxury interior trim, reclining front seats) \$117  Sun roof \$119	AM radio* \$57  SelectShift transmission \$182  Air conditioner* \$272	(2000-cc overhead cam engine standard on 2000; 2600-cc V-6 engine standard on 2600)

**DIMENSIONS:** Wheelbase 100.8", Length 167.8", Width 64.8". \*Dealer-installed: installation charges may vary.

The suggested retail price for the Capri 1600 shown below is \$2,477 as equipped, including standard exterior trim, bumper guards, styled steel wheels, color-keyed carpeting and woodgrain instrument panel.





The suggested retail price for the above Comet 4-Door Sedan is \$2,337 as shown, including deluxe wheel covers and white sidewall tires.

# MERCURY COMET

Basically unchanged for 1972, Comet combines roomy interior dimensions with compact size. Luxury extras include rear seat ash trays, lighted heater controls, bright exterior trim and dual bodyside paint stripes.

MODELS AND SUGGESTED RETAIL PRICES: (with 3-speed manual transmission and 170 CID Six engine)	SELECTED APPEARANCE OPTIONS:	SELECTED COMFORT AND CONVENIENCE OPTIONS:	SELECTED POWER OPTIONS:
<b>COMET:</b> 2-Door Sedan . . . . . \$2,232 4-Door Sedan . . . . . 2,287	White sidewall tires \$27 Vinyl roof \$75 Front and rear bumper guards \$23 GT package (2-Dr. only) \$173	AM radio \$59 SelectShift transmission \$178 Whisper-Aire air conditioner \$360	302 CID V-8 engine \$160 (on 2-door sedan; \$161 on 4-door sedan) Power steering \$92

OTHER ENGINES (extra charge over 170 CID Six): 200 CID Six \$38, 250 CID Six \$76.

DIMENSIONS: Wheelbase—2-Door 103", 4-Door 109.9"; Length—2-Door 181.7", 4-Door 188.6"; Width—2-Door 70.6", 4-Door 70.7".

# MERCURY COUGAR

Cougar for 1972 continues the luxury styling established in 1971, but with emissions improvements, new colors and interior trims, a new V-8 engine option and lower suggested retail prices.

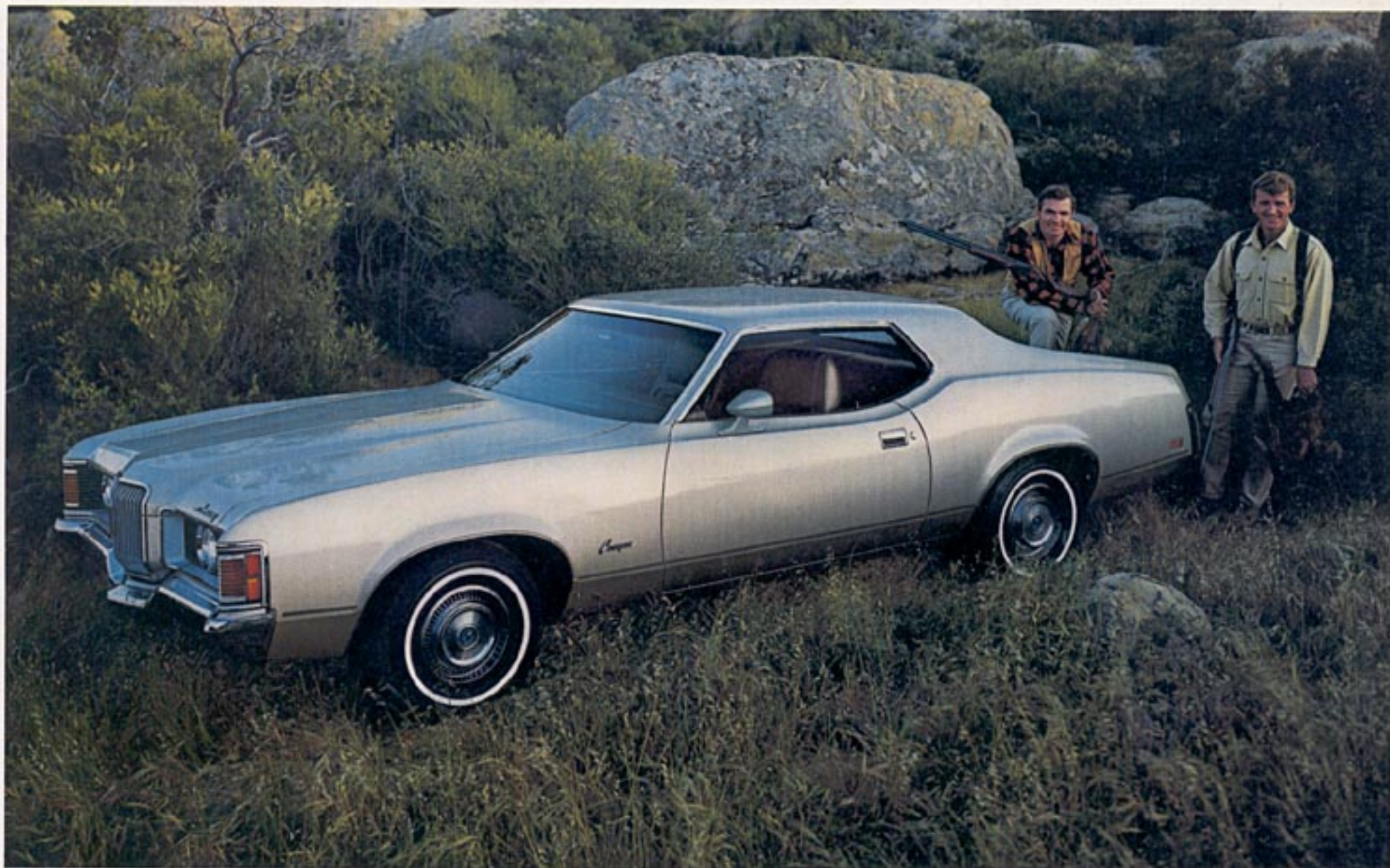
MODELS AND SUGGESTED RETAIL PRICES: (with 3-speed manual transmission and 351 CID 2V V-8)	SELECTED APPEARANCE OPTIONS:	SELECTED COMFORT AND CONVENIENCE OPTIONS:	SELECTED POWER OPTIONS:
<b>COUGAR</b> 2-Door Hardtop ..... \$3,066 2-Door Convertible ..... 3,420	White sidewall tires \$28  Vinyl roof \$80 (on XR-7, \$35)  Appearance Protection Group (bumper/door guards and floor mats) \$29	AM radio \$59  SelectShift transmission \$208  Whisper-Aire air conditioner \$364  Tinted glass \$34 (on convertibles, \$14)	Power steering \$103  Power windows \$103  Power seat (driver side only) \$69  Power front disc brakes \$62
<b>COUGAR XR-7</b> 2-Door Hardtop ..... 3,373 2-Door Convertible ..... 3,597			

OTHER ENGINES: 351-4V V-8, \$47; 351-CJ performance group, \$163.

OTHER TRANSMISSIONS: 4-speed manual transmission with Hurst Shifter™, \$192.

DIMENSIONS: Wheelbase 112.1", Length 196.9", Width 75.1".

The suggested retail price of the Cougar 2-Door Hardtop shown below is \$3,140 as equipped, including optional racing mirrors, deluxe wheel covers and white sidewall tires.



# MERCURY MONTEGO

Completely redesigned for 1972, Montego adds a fastback model, luxurious new interiors, side door impact protection, body-frame construction, revised suspension system and front disc brakes.

MODELS AND SUGGESTED RETAIL PRICES: (with 3-speed manual transmission and base engine: 250 CID Six on Montego, MX and Brougham, 302-CID V-8 on GT)	SELECTED APPEARANCE OPTIONS:	SELECTED COMFORT AND CONVENIENCE OPTIONS:	SELECTED POWER OPTIONS:
<b>MONTEGO</b> 2-Door Hardtop..... \$2,736 4-Door Pillared Hardtop..... 2,731	White Sidewall tires \$32	AM radio \$64	302 CID V-8 \$112 (on Montego and MX 2-Door Hardtop models; \$113 on MX 4-Door Pillared Hardtop, wagon and Brougham models; standard on GT)
<b>MONTEGO MX</b> 2-Door Hardtop..... 2,859 4-Door Pillared Hardtop..... 2,838 Station Wagon..... 3,151	Vinyl roof \$97	AM/FM Stereo radio (including rear speakers) \$213	Power Steering \$112
<b>MONTEGO MX BROUGHAM</b> 2-Door Hardtop..... 3,024 4-Door Pillared Hardtop..... 3,014 Villager Station Wagon..... 3,325	Appearance Protection Group (bumper/door guards and floor mats) \$32, on Villager Station wagon \$25	SelectShift transmission \$207 (with V-8, \$216)	Power side windows \$112
<b>MONTEGO GT</b> 2-Door Fastback..... 3,346		Whisper-Aire air conditioner \$398	Power bench seat \$102
		Tinted glass \$42	

OTHER ENGINES (extra charge over 302 CID): 351-2V \$45, 351-CJ \$127, 400-2V \$96, 429-4V \$201.

OTHER TRANSMISSIONS: 4-speed manual with Hurst Shifter™ (requires 351-CJ engine), \$199; SelectShift transmission on 400 and 429 CID V-8, \$236.

DIMENSIONS: Wheelbase 118" (2-Door 114"); Length: 2-Door 208.1", 4-Door 212.1", wagons 215.4"; Width: 78.6" (wagons 79.6").

The suggested retail price of the Montego MX Brougham 4-Door Pillared Hardtop shown below is \$3,046 as equipped, including flight-bench seats, deluxe wheel covers and white sidewall tires.





The suggested retail price of the above Mercury Marquis Brougham 4-Door Pillared Hardtop is \$4,957 as shown, including standard paint-filled bodyside molding, "halo" vinyl roof and optional front and rear bumper guards, remote control left-hand mirror and white sidewall tires.

# MERCURY

Mercury improvements for 1972 are evolutionary—front and rear styling refinements, rear seat belt retractors, and new options, including new metallic paints and Sure-Track brake system.

<b>MODELS AND SUGGESTED RETAIL PRICES:</b> (with SelectShift transmission, power steering and base engine: 351-2V V-8 on Monterey; 400-2V V-8 on Monterey Custom and all wagons, 429-4V on Marquis and Marquis Brougham)	<b>SELECTED APPEARANCE OPTIONS:</b>	<b>SELECTED COMFORT AND CONVENIENCE OPTIONS:</b>	<b>SELECTED POWER OPTIONS:</b>
<b>MERCURY MONTEREY</b> 4-Door Pillared Hardtop..... \$3,809 2-Door Hardtop..... 3,848 4-Door Hardtop..... 3,912 Station Wagon (6-Passenger)..... 4,212	White sidewall tires \$32 (on Monterey and Custom; on wagons and other models, \$35)	AM radio \$64 AM/FM Stereo radio \$233	Power side windows \$129
<b>MERCURY MONTEREY CUSTOM</b> 4-Door Pillared Hardtop..... 3,972 2-Door Hardtop..... 4,051 4-Door Hardtop..... 4,119	Vinyl roof \$116 (wagons \$139)	Whisper-Aire air conditioner \$431	Power door locks (2-Door \$44, 4-Door \$67, wagons \$76)
<b>MERCURY MARQUIS</b> 4-Door Pillared Hardtop..... 4,493 2-Door Hardtop..... 4,572 4-Door Hardtop..... 4,637 Station Wagon (6-Passenger)..... 4,445 Colony Park Wagon (6-Passenger)..... 4,550	Bumper guards \$20 Glamour metallic paint \$38	Tinted glass \$50 Twin comfort lounge seats \$76 Speed control \$67	Six-way power bench seat \$102
<b>MERCURY MARQUIS BROUGHAM</b> 4-Door Pillared Hardtop..... 4,890 2-Door Hardtop..... 4,969 4-Door Hardtop..... 5,034	Appearance protection group \$38 (on wagons \$25)		Power sun roof \$496

OTHER ENGINES: (extra charge over 351-2V): 400-2V \$73; 429-4V \$175; 460-4V \$251.

DIMENSIONS: Wheelbase 124" (wagons 121"); Length 224.7" (wagons 220.5"); Width 79.3" (wagons 79.4").



The suggested retail price of the above Lincoln Continental 4-Door Sedan is \$7,454 as shown, including optional vinyl roof and such standard luxury features as Automatic Temperature Control, power windows, 2-way power seat and radial ply white sidewall tires.

# LINCOLN CONTINENTAL

The luxurious Lincoln Continental has new ornamentation, rear lighting and interior trim for 1972. An AM radio, power antenna and white sidewall radial ply tires were added to its long list of standard equipment features in mid-1971.

## MODELS AND SUGGESTED RETAIL PRICES:

(with SelectShift transmission, 460 CID V-8, power steering, power windows and power front disc brakes, two-way power seat, AM radio, power antenna, Automatic Temperature Control, tinted glass and radial ply white sidewall tires)

### LINCOLN CONTINENTAL

2-Door Coupe .....	\$7,068
4-Door Sedan .....	7,302

### SELECTED APPEARANCE OPTIONS:

Front bumper guards	\$19
Vinyl roof	\$152
Leather seating surfaces	\$169

### SELECTED COMFORT AND CONVENIENCE OPTIONS:

AM/FM Stereo radio	\$142
Automatic Speed Control	\$92

### SELECTED POWER OPTIONS:

Six-way power bench seat,	\$90
Power sunroof	\$611

DIMENSIONS: Wheelbase 127", Length 225.1", Width 79.6".



The suggested retail price for the above Continental Mark IV is \$8,722 as shown, including optional opera window and such standard features as the Sure-Track Brake System, padded vinyl roof, power windows and Automatic Temperature Control.

# CONTINENTAL MARK IV

The all-new Continental Mark IV continues the classic tradition of the Mark III, but with greater interior room, lower silhouette, side door impact protection and added luxury features, including twin six-way power front seats.

## MODELS AND SUGGESTED RETAIL PRICES:

(with SelectShift transmission, 460 CID V-8, Sure-Track Brake System, Automatic Temperature Control, tinted glass, power steering/windows/seats, padded vinyl roof, radial ply white sidewall tires)

### CONTINENTAL MARK IV

2-Door Coupe . . . . . \$8,640

#### SELECTED APPEARANCE OPTIONS:

Protective bodyside moulding \$33

Opera window \$82

#### SELECTED COMFORT AND CONVENIENCE OPTIONS:

AM/FM Stereo radio \$142

Cornering lamps \$36

Automatic Speed Control \$92

#### SELECTED POWER OPTIONS:

Power sunroof \$611

Power door-and-trunk locks \$93

DIMENSIONS: Wheelbase 120.4", Length 220.1", Width 79.2"



Ford Motor Company  
The American Road  
Dearborn, Michigan 48121

BULK RATE  
U. S. POSTAGE  
**PAID**  
DETROIT, MICH.  
PERMIT No. 3692

## 1972 SAFETY FEATURES

Every 1972 Ford Motor Company car includes the following Ford Motor Company Lifeguard Design Safety Features: 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 with mini-buckles for all seating positions and retractors for front and rear outboard occupants • Shoulder belts for front outboard occupants (except convertibles) • Positive reminder warning light and buzzer for front outboard seat belts • Turn indicators with lane-changing signal feature • Inside yield-away rearview mirror • Energy-absorbing instrument panel with padding • Padded sun

visors • Locking steering column with warning buzzer • Two-speed or variable windshield wipers • Windshield washers • High strength laminate safety glass windshield • Double-yoke safety door latches and safety hinges • Steel guard rails in side doors (except Capri and Pantera; scheduled for March 1, 1972, on Pinto, Maverick and Comet) • Hazard warning flasher • Backup 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 (except convertibles) • Safety-designed radio control knobs and push buttons (on all cars equipped with radios) • Outside rearview mirror, driver's side • Safety-rim wheels and load-rated tires • Corrosion-resistant brake lines • Uniform transmission shift quadrant (on all cars equipped with automatic transmissions) • 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 (on all cars equipped with glove-boxes).

## 1972 EMISSION CONTROLS

Emission controls on all 1972-model Ford Motor Company cars have been significantly improved, certified under federal test requirements 17% to 26% more stringent than those applied to 1971-model cars.

Closed crankcase ventilation systems, fuel evaporative control systems and Ford IMCO (improved combustion) systems on all 1972-model Ford Motor Company passenger car engines, on the average, reduce hydrocarbon emissions by more than 80%, carbon monoxide emissions by about 70%, from pre-control 1962-model levels. In addition, all 1972-model Ford Motor Company cars sold in California are equipped with oxides of nitrogen emission controls.

All 1972-model Ford Motor Company passenger car engines also have been designed to run on 91-research-octane gasoline.

"Car Buying Made Easier"  
FOR YOUR FREE COPY, MAIL TO:  
Ford Motor Company Listens  
P.O. Box 1958-S  
The American Road  
Dearborn, Michigan 48121

1. Check this box if you'd like to have a Ford  or L-M  dealer telephone you.
2.  Check this one if you want to be left alone with your book. We promise to leave you in peace.

Mr.  Mrs.  Miss \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ PHONE \_\_\_\_\_

STATE \_\_\_\_\_ ZIP \_\_\_\_\_

Offer Expires Sept. 1972

*If you'd like to become a smarter car buyer—  
send for this free book.*



Selecting the right car can be a complicated business. Because we listen better, we know that consumers want more information to help make the right car buying decision. So, we've written a 144-page book called, "Car Buying Made Easier." If you plan to buy a new car in the year ahead, chances are it can help you. And best of all, it's free. Section I of the book discusses everything from selecting the right size and type of car to selecting the right options. There are even chapters on insurance and financing. Section II contains detailed product information about every 1972 Ford Motor Company car. For your free copy, just send in the coupon.