

1975 PINTO

America's First Choice Among Small Cars!

The 1975 Pinto exemplifies Ford's "Back To The Basics" concept of building simple, solid, well-engineered cars for reliable transportation—with more built-in values than ever before.

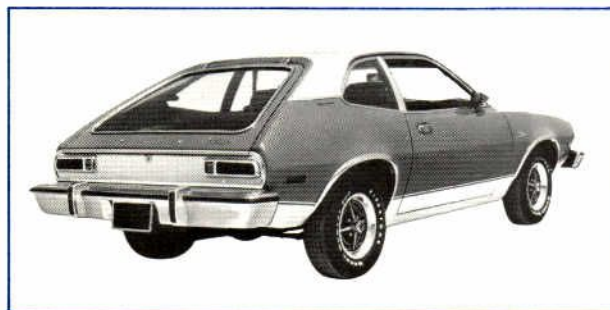
With the greater demand for small cars, more and more people—seeking these values—look to Pinto for its outstanding economy that comes from a *low initial price*—and *low maintenance and operating costs*.

Pinto for '75 is not only economical—but offers *secure, good handling and dependable transportation*.

You can show your customers that all of these values are found in the Pinto model line-up for 1975, which includes . . .



. . . the Pinto 2-Door Sedan—the base model with clean styling—and is the lowest-priced in this year's model line-up. . .



. . . the 3-Door Runabout, that provides the extra utility of up to 29 cubic feet of cargo space with the rear seat down—plus the convenience of wide access to the big cargo area . . .



. . . the Pinto Wagon—the best-selling subcompact wagon in America—that combines *security, dependability* and *economy* with a big 57.6 cubic feet of cargo area!

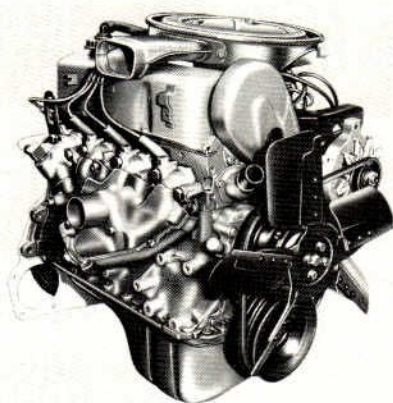
The Small Car Trend Is Here To Stay!

Even with the easing of the fuel shortage, there is no question the small car trend is here to stay! The small car market has been expanding at a tremendous rate—and forecasts for domestic small car sales in the future are very bright. There appears to be no question that the compact, subcompact and small specialty cars will continue to enjoy a large share of the market. It is in this market that Pinto continues to move forward with an even greater potential for the future.

TIE YOUR SELLING STRATEGY

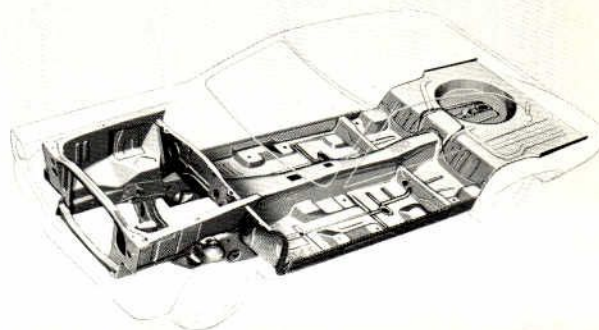
Pinto's clean lines and contemporary styling have been factors in its tremendous success. But, from our research with people who have bought Pintos, we know a subcompact buyer is *primarily* looking for a car that is . . .

Economical!



SHOW CUSTOMERS PINTO IS ECONOMICAL!

- Excellent Fuel Economy!
- Low-Cost Maintenance!
- 2300 cc 4-Cylinder Engine!
- Steel-Belted Radial Ply Tires!
- Solid-State Ignition System!
- Do-It-Yourself Maintenance Features!
- Less Frequent Scheduled Maintenance Intervals!



ASSURE CUSTOMERS PINTO IS A SECURE WELL-BUILT CAR!

- All-Welded Unitized Body/Chassis Construction!
- Steel Guard Rails In Doors!
- Energy-Absorbing Bumpers!
- Low Center of Gravity for Good Stability and Control!
- Manual Front Disc Brakes!
- Precision Rack-and-Pinion Steering!
- Liftgate "Open" Warning Light on Station Wagon!
- Bear-Hug Door Latches!

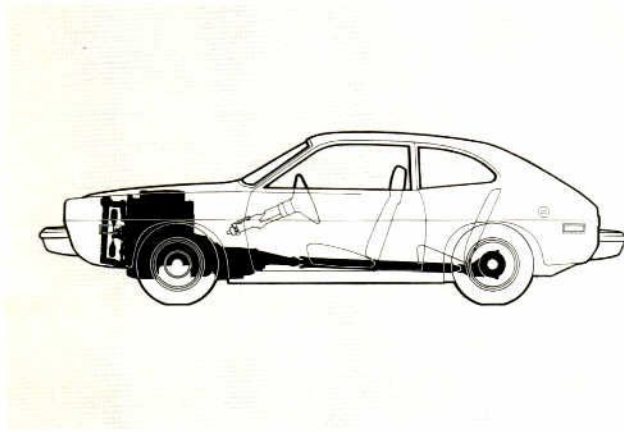
Did you know .

INTO BASIC BUYING MOTIVES!

... Safe!

... Dependable!

... Good Handling!



CONVINCE CUSTOMERS PINTO IS DEPENDABLE!

- Pinto is a simple, solid, basic little car—well-engineered for reliable transportation!
- Solid-State Ignition is designed to provide sure quick starts and reduce scheduled maintenance!
- Pinto's Electrostatic Paint Process is designed to assure long-lasting good looks and good value at trade-in time!
- Pinto's unitized body is durable and strong!
- Steel-belted radial ply tires mean longer tread life over bias-belted tires!

LET CUSTOMERS EXPERIENCE PINTO'S GOOD HANDLING!

- Rack-and-Pinion Steering!
- Steel-Belted Radial Ply Tires!
- 4-Speed Manual Transmission!
- Independent Front Suspension!
- Long, Multi-Leaf Rear Suspension!
- Short Turning Diameter of 30.62 Feet!

OVER 1.6 MILLION PINTOS HAVE BEEN SOLD SINCE ITS INTRODUCTION IN 1970! THIS ATTESTS TO ITS HIGH DEGREE OF CUSTOMER ACCEPTANCE!

PRESENT AND DEMONSTRAT

Economy and Dependability in Pinto's Proven Engines!

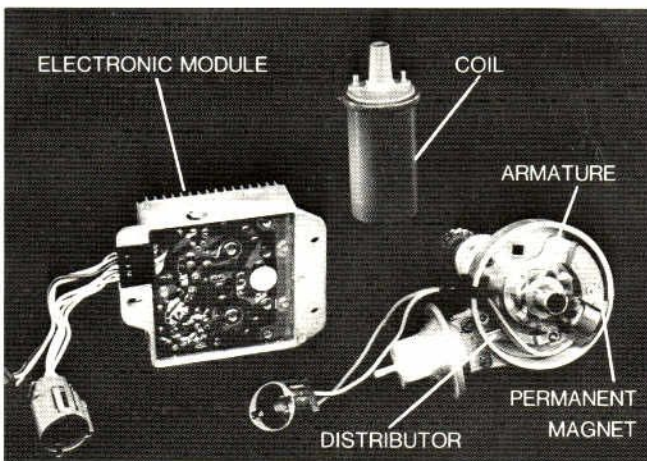
The 2300 cc 4-cylinder engine, which was optional last year, is standard in all Pintos in 1975. This engine features automatic valve adjusters, a Ford exclusive which reduces engine noise. The 2800 cc V-6 engine, that proved so popular in the Mustang II, will be available as an option on Pinto Runabout and Wagon models. This should be welcome news for buyers of these models that frequently have to handle heavier loads. Be sure to cover gas mileage figures, which are soon to be released in a newsflash, with your prospects.

Scheduled maintenance costs through 50,000 miles, on the two Pinto engines, are expected to be substantially lower in 1975. For example the 2300 cc 4-cylinder engine by as much as 26% and the 2800 cc V-6 engine by 12% compared to 1974.

And, of course, Radial Ply Tires contribute to greater economy through improved tread life. They have less rolling resistance than bias-belted tires and therefore improve gas economy.

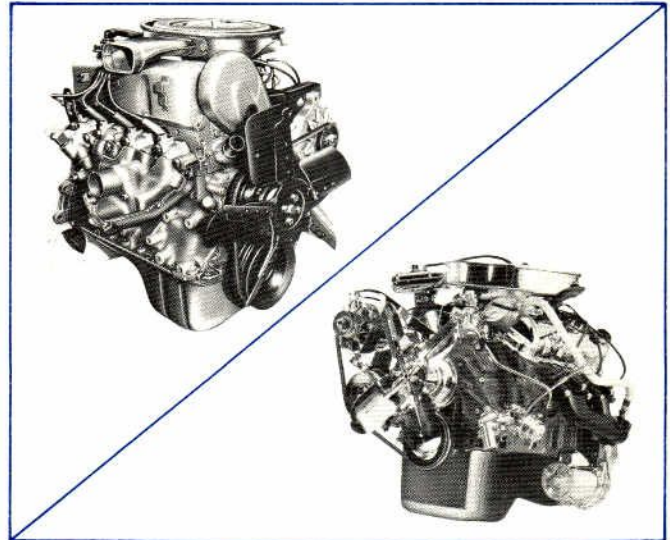
NEW FUEL MONITOR WARNING LIGHT OPTION!

Let your customer know that to help him save gas, Pinto, like all Ford cars in 1975, can be equipped with an *optional fuel monitor warning light* which visually signals the driver when he is carelessly applying either heavy or excessively uneven pressure to the accelerator pedal—thus forcing more gasoline into the engine than is needed for moderate acceleration and optimum mileage.



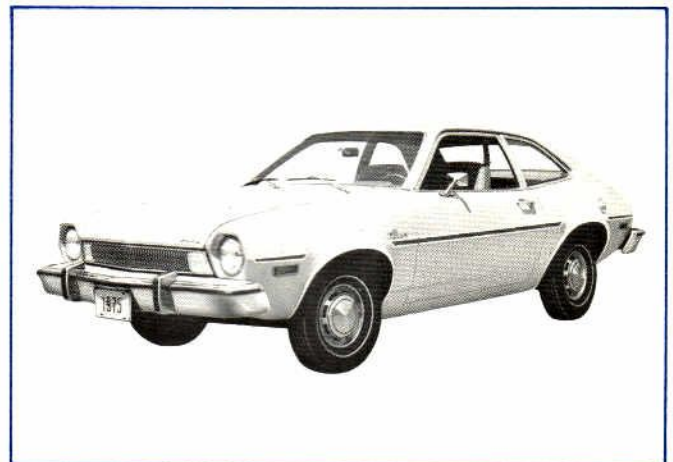
NEW SOLID-STATE IGNITION SYSTEM!

Both Pinto engines come with the new Solid-State Ignition System. The system eliminates the need for breaker points and condenser and reduces routine maintenance. It provides a strong spark for better starting.



CATALYTIC CONVERTER

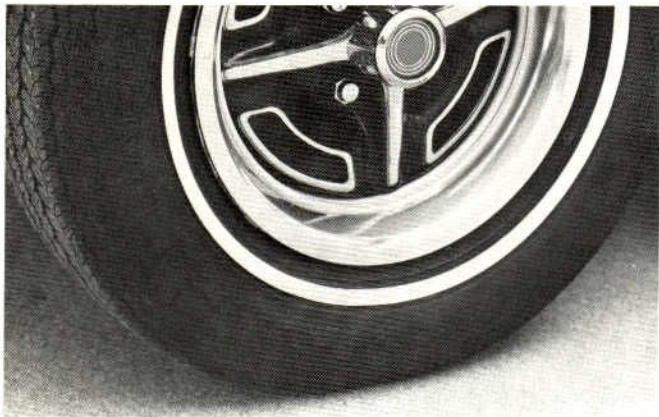
In order to achieve the emission standards established for 1975, the catalytic converter will be installed on the optional 2800 cc engine. However, it will not be required on the standard 2300 cc engine.



6-STEP ELECTROSTATIC PAINT PROCESS!

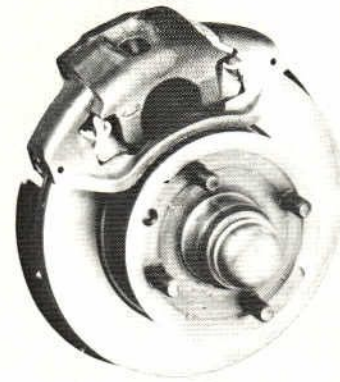
Patented by Ford, this special process produces an exceptionally uniform paint finish which provides excellent corrosion protection and tough, durable good looks that last. This is a plus at trade-in time, another form of economy for the owner!

PINTO'S BASIC VALUES!



STEEL-BELTED RADIAL PLY TIRES, STANDARD!

This year, Steel-belted radial ply tires will give Pinto buyers more of the economy they want. These tires can mean better fuel economy because they have less rolling resistance—and less frequent replacement because they offer longer tread wear than bias-belted tires.



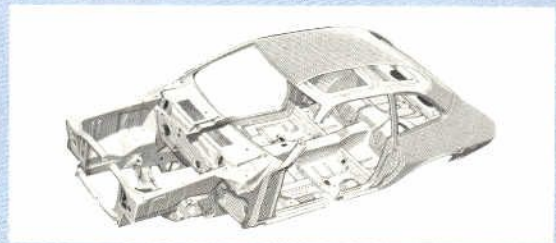
MANUAL FRONT DISC BRAKES, STANDARD!

You can give your customers greater assurance regarding safety and dependability by telling them about this standard feature for 1975. Excellent stopping power! Long-wearing! Dependable! Pinto manual Front Disc Brakes provide a higher degree of fade resistance than drum brakes.

NEW! In 1975, a Power Front Disc Brake Option is available on Pinto—requiring less pedal effort than Manual Disc Brakes.

PINTO'S UNITIZED PLATFORM CONSTRUCTION!

Stress Pinto's unitized platform construction as one of the main reasons why it is such a secure, dependable, well-built little car! The base of this construction starts with a drive-line tunnel to form a sturdy underbody backbone—this along with the boxed side rails and stiff crossmembers are welded to the floor pan, forming a solid unit which is strong—secure—and dependable!



PINTO IS ECONOMICAL!



PINTO IS SAFE!

NEW! Liftgate "OPEN" Warning Light on Pinto Station Wagon, Standard!

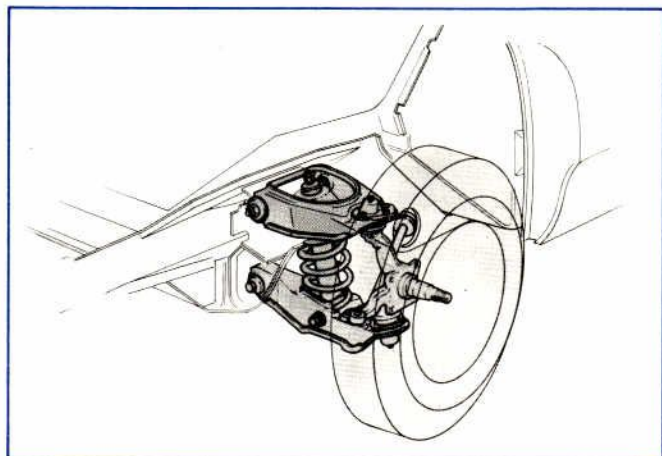
PINTO IS DEPENDABLE!

BE SURE TO DEMONSTRATE THE GOOD HANDLING



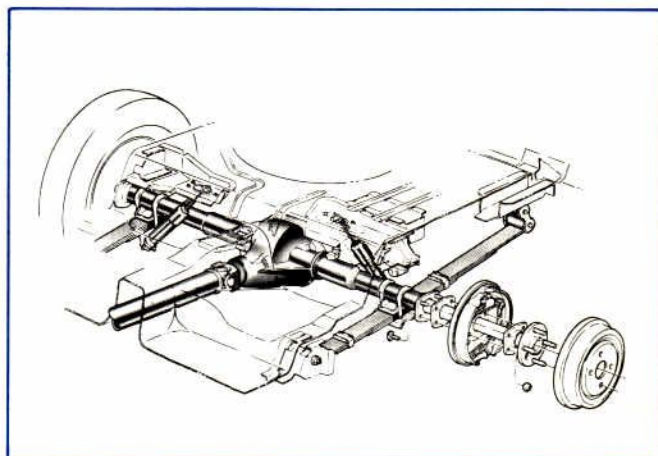
PINTO IS DESIGNED FOR STABILITY!

Pinto's overall width of 69.4 inches—and overall height of 50.3 inches—makes it 19 inches wider than it is high—giving it a low center of gravity. This, combined with a wide 55-inch track, gives the Pinto driver good handling characteristics and a smooth, stable ride. Let your prospect experience this for himself when you take him on a demo ride!



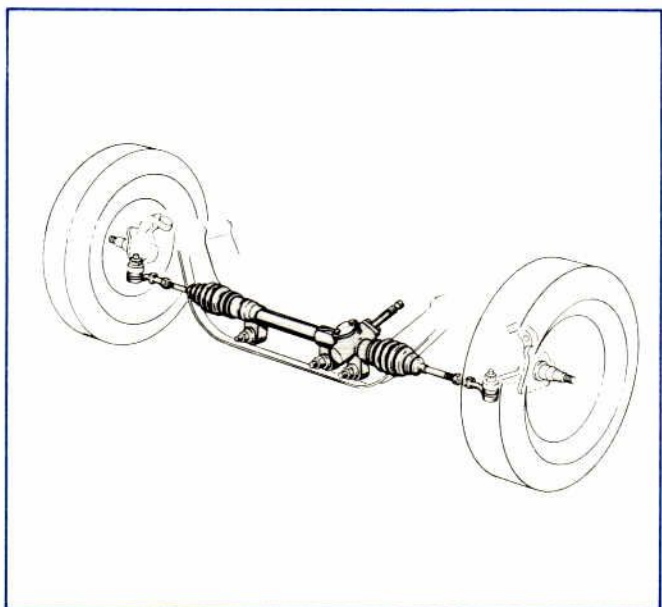
INDEPENDENT FRONT SUSPENSION

Pinto's front suspension is designed to allow the wheels to move back slightly, when they hit a bump—absorbing part of the road shock before it reaches the passenger. It also helps minimize the "nose-diving" that can occur upon braking.



REAR SUSPENSION

Pinto's rear suspension is a combination of long, multi-leaf rear springs and staggered shock absorbers, which are designed to counteract wheel hop—increase traction during acceleration and braking—and minimize side-sway. It helps provide the kind of stable ride and driving control Pinto owners want.



RACK-AND-PINION STEERING

This is something your customer should experience personally!

Quick response—and direct feel of the road for precise driving control—these are the most frequently stated benefits of rack-and-pinion steering—by experienced race drivers. Rack-and-pinion steering helps the driver maintain a better feel of the road. Combined with Pinto's wide track, it provides excellent handling under most road conditions. This is a good feature which must be demonstrated on a test drive. Rack-and-pinion steering is employed on some of the most select road cars of the world. Let your prospect know that.

CHARACTERISTICS OF THE 1975 PINTO!



PINTO'S 4-SPEED TRANSMISSION IS STANDARD!

While some small cars offer only a 3-speed transmission, with a 4-speed as an option at extra cost—Pinto offers the versatile 4-speed as *standard equipment!*

Its short-throw design makes it easy to shift, and it has great performance flexibility. The shift mechanism is integral with the transmission housing to protect it from weather and road hazards for greater dependability.

PINTO OPTIONAL SELECTSHIFT CRUISE-O-MATIC TRANSMISSION

For those who want the extra convenience of automatic shifting, the optional 3-Speed SelectShift Cruise-O-Matic transmission is available. Smooth—precise—and flexible—it allows the driver to shift up or down at reasonable speeds to meet varying conditions.

POWER TEAM SELECTIONS		
REAR AXLE RATIOS		
Engine	Transmissions	
	Manual 4-Speed	Automatic 3-Speed
Sedan and 3-door 2.3 Liter 2.8 Liter	3.40	3.40
	NA	3.40
Station Wagon 2.3 Liter 2.8 Liter	3.40	3.40
	NA	3.40

Extra Value IS EVIDENT ON PINTO!

All 1975 Pintos include the following items as standard equipment:

EXTERIOR

- Energy-Absorbing Bumpers
- Acrylic Enamel Finish
- Unitized Body Construction
- One-Piece, Corrosion-Resistant Grille
- Side Marker Lights, Front and Rear
- Backup Lights
- Emergency Flasher
- Bright Windshield Moldings
- Bright Metal Hub Caps

INTERIOR

- Armrests, Front and Rear
- Ashtrays, Front
- Mini-Console
- High-back Bucket Seats
- 3-Point Restraint System
- Deep-Dish Steering Wheel
- Padded Sun Visor
- Turn Signals, Lane-Changing Feature
- Glove Box, Fully Enclosed
- Padded Instrument Panel
- All-Vinyl Seat Trim
- Suspended Pedals, Brake, Clutch and Accelerator
- Dome Light
- Lap Belts, All Rear Seat Occupants

FUNCTIONAL

- Manual Front Disc Brakes
- 2300 cc 4-Cylinder Engine
- Keyless Door Locking with Reversible Keys
- Hot Water Heater/Defroster
- Printed Circuits, Instrument Cluster
- Inside Hood Release
- 4-Speed Manual Transmission, Fully Synchronized
- Solid-State Ignition
- Rack-and-Pinion Steering
- Two-Year Coolant
- 2-Speed Electric Windshield Wipers with Washers
- Steel-Belted Radial Ply Tires

1975 PINTO DIMENSIONS AND SPECIFICATIONS

Exterior (Inches)	2-Door Sedan & Runabout	Station Wagon
Wheelbase	94.4	94.7
Overall Length	169.0	178.8
Overall Height	50.3	52.0
Overall Width	69.4	69.7
Tread—Front	55.0	55.0
—Rear	55.8	55.8
Interior (Inches)		
Front Compartment		
Effective Headroom	37.3	37.9
Effective Legroom	40.8	40.8
Shoulder Room	52.5	52.5
Hip Room	51.8	51.8
Rear Compartment		
Effective Headroom	35.7	38.8
Effective Legroom	31.1/30.4	30.4
Shoulder Room	51.0	52.0
Hip Room	42.0	41.5
Luggage Capacity (cu. ft.)	6.3/29.0*	57.6
Tire Size	BR78 x 13	BR78 x 13
Fuel Tank Capacity	13 Gallons	14 Gallons

*Runabout only

1975 MAJOR PINTO OPTIONS (*New)

- ***2.8-LITER ENGINE**—available on the Runabout and Wagon, lightweight V-6 design, new 2-Venturi carburetor.
 - ***SECURITY LOCK GROUP**—locking gas cap, spare tire lock, locking inside hood release.
 - **FLIPPER REAR QUARTER WINDOWS**—pop-open type, available on both Sedan models, include bright door and window frames, "B" pillar cap, roof drip and belt moldings.
 - **LUXURY DECOR GROUP**—features bodyside protection molding with black vinyl insert, wheelip moldings, wheel covers and rocker panel moldings. Interior includes a choice of deluxe cloth inserts or pleated vinyl inserts seat trim, deluxe 2-spoke steering wheel, multi-directional vent registers, woodtone appliqué, deluxe color-keyed seat and shoulder belts.
 - **SELECTAIRE AIR CONDITIONING**—large evaporator, fully integrated into instrument panel—4-speed blower—adjustable louvers for directional control of air flow.
 - **TINTED GLASS**—recommended with air conditioner.
 - **METALLIC GLOW PAINT**—Green Glow—Tan Glow—Silver Blue Glow—these finishes create the illusion of greater depth.
 - **VINYL INSERT BODYSIDE MOLDING**—designed to help give protection for the sheet metal against scratches and minor dents. Sedan and Runabout feature wide color-keyed inserts. Station Wagon has black insert except on Squire Option which features woodgrain molding.
 - **DELUXE BUMPER GROUP**—designed to reduce minor damage to front and rear bumpers. Features front bumper guards—with rubber inserts—horizontal rub strips on front and rear bumpers. Front or rear bumper guard option is also available as a separate option.
 - **LUGGAGE RACK, ROOF**—bright die-cast and stainless steel rack for Sedans provides extra luggage-carrying space. Includes four roof slats contour-fitted to the roof surface. A luggage rack with an air deflector is available on Station Wagon models.
 - **LIGHT GROUP**—the Light Group is available on all Pinto models and includes under hood, cargo area light (station wagon only), glove box and ashtray lights. Also included are a parking brake warning light, "lights-on" warning buzzer, passenger-side courtesy door light switch and a map light.
 - **SPORTS ACCENT GROUP**—available on all models. Choice of ten exterior colors, WSW tires, styled steel wheels, wide wheelip moldings. Sedan models include a vinyl roof, color matched lower bodyside tape and back panel accent paint in a choice of five colors. Station Wagon models also include rocker panel moldings and narrow vinyl insert bodyside moldings. Interior for all models features deluxe cloth seat trim—22-oz. shag carpeting—deluxe door trim panels. Included with the Sports Accent Group is a *Super-Sound Package*—featuring body and front-end sheet metal mastics, deadeners and absorbers—and front and rear suspension components.
 - **PROTECTION GROUP**—available on all Pintos—includes door edge guards, front floor mats—bright license plate frames. For anti-theft protection—a glove box lock.
 - **SUNROOF**—manually operated—available on the Pinto 2-door and 3-door models—with or without the vinyl roof option. This Sunroof gives the open-air advantages of a convertible and the styling and security of a hardtop model.
 - **FORGED ALUMINUM WHEELS**—available on all Pintos. The important finish dimensions are machined—resulting in a more accurate wheel designed to run truer. Four wheels are included in this option.
 - **STYLED STEEL WHEELS**—available on all models—add a customized look to the 1975 Pinto.
 - **ELECTRIC REAR WINDOW DEFROSTER**—includes tinted backlite glass. Gives better visibility in icy weather.
- AM RADIO**
AM/FM MONAURAL