

FORD STATION WAGONS '72

IT'S THE STATION WAGON SELLING SEASON...



NOW you've got a station wagon for every wagon prospect — the just-arrived Pinto wagons, the all-new-for-'72 Torino wagons and the better-than-ever full-size Ford wagons.



Ford has been the "Wagon Master" for more than forty years and now there is a masterful Ford wagon in every important market segment: sub-compact, mid-size car and standard-size car.

In 1972 Ford is—*more than ever*—the Wagon Master!

TORINO

The Ford logo, featuring a stylized horse and the word "Ford" in a script font.

LTD

PINTO... Now the Ford famous station wagon lineage reaches the sub-compact market segment!



Base Pinto Station Wagon



Pinto Squire

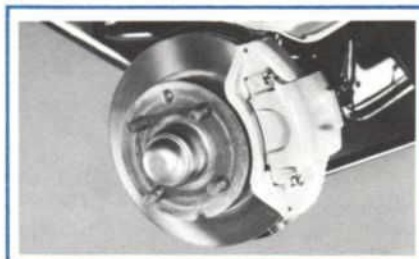
Pinto Station Wagon arrives . . . in two great editions! The Pinto Squire is an option on the base Pinto Station Wagon.



The standard power plant in the base wagon is the 2000 cc engine.



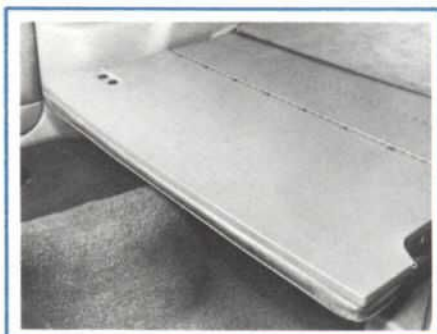
The new Pinto Wagon is your answer to Volkswagen Squareback, Datsun, Toyota Corolla and Vega Kamback Wagons. This is the new sub-compact station wagon champ!



Disc brakes and A78 x 13 tires are standard for smooth, safe stops.

Pinto Wagon Standard Equipment

- Standard Passenger and Cargo Area Carpeting
- Standard Bright Greenhouse Moldings
- Standard Flipper Quarter Windows
- 2000 cc Engine
- 4-Speed Stick-Shift Transmission
- Manual Front Disc Brakes
- Fold-down Rear Seat



The broad rear seat folds flat for big cargo loads. This "big" little car has unbelievable roominess.



A single release located on the right side of the seat provides easy seat-back movement.

Pinto is the American-assembled car that best meets foreign and American competition—and goes on to offer the additional qualities that make American cars popular.

**Pinto
Station Wagons —
a new measure of
style, elegance,
performance and
size — from the
Wagon Master.**

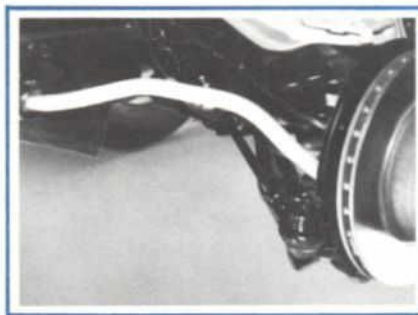
PINTO STATION WAGON... Big value in a small wagon!



To keep the cargo floor uncluttered and completely flat, the spare tire has been stored in an easy-to-reach covered well.



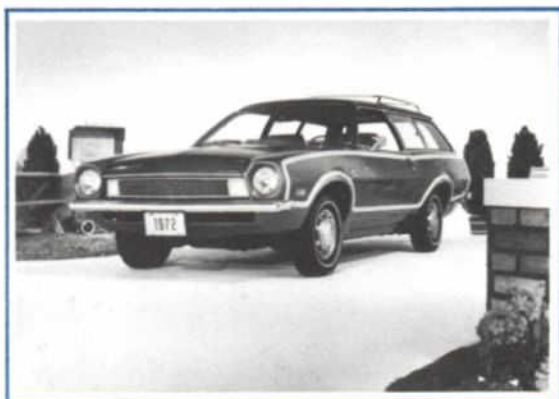
The single-piece liftgate with built-in backlite features a counterbalancing mechanism which makes one-hand operation of the liftgate easy... even for the ladies.



A front stabilizer bar adds to the Pinto Wagon's sure-footed, easy handling. Couple this feature with rack-and-pinion steering and special station wagon springs and you have a great little wagon to drive anywhere for any purpose.

Pinto Squire Option... Little Wagon, Big Class!

The Squire option brings Ford's famous Squire touch to the Pinto Wagon. Included are wheel covers and a handsome simulated woodgrain paneling which adds flowing grace to an already good-looking body.



The generous use of woodgrain also adds to the interior luxury impression of the Squire. This warm look is on the deluxe two-spoke steering wheel, and on the instrument panel.



Redesigned seats will be available on all production vehicles in April. With the Squire option, they are available with super-soft pleated vinyl or Manston cloth inserts.



Along with the April change comes an extra level of quality throughout the interior of the wagon such as upgraded door trim, new redesigned rear seats and a movable passenger seat.

PINTO... The right size, the right look at the right price... to meet the small car competition.

		PINTO	VEGA	TOYOTA	DATSUN	VOLKSWAGEN
MODEL		2-Door Station Wagon	2-Door Kammback Wagon	Corolla Deluxe 2-Door Station Wagon	PL 510 Station Wagon	Squareback Station Wagon
Engine		4 cyl. 2000 cc Overhead cam	4 cyl. 2300 cc Overhead cam	4 cyl. 1588 cc Overhead Valve	4 cyl. 1625 cc Overhead cam	4 cyl. 1584 cc Overhead Valve
Transmission		4-speed manual	3-speed manual	4-speed manual	4-speed manual	4-speed manual
Steering		Rack & Pinion	Recirculating Ball	Recirculating Ball	Recirculating Ball	Worm & Roler
LONGER	Overall Length	172.7	169.7	158.1	163.3	172.2
	Wheelbase	94.4	97.0	92.2	95.5	94.8
LOWER	Overall Height	52.0	52.0	53.0	55.1	57.0
WIDER	Overall Width	69.7	65.4	59.6	61.8	63.2
	Track—Front	55.0	55.1	49.8	50.8	52.1
	Track—Rear	55.0	54.1	48.8	49.8	51.9

Pinto Wagon— more of what you buy a station wagon for:	CARGO VOLUME				
	Pinto	Vega	Toyota	Datsun	Volkswagen
	60.5 cu. ft.	50.2 cu. ft.	N/A	N/A	50.5 cu. ft.

Comparing the Pinto Wagon with Vega, Toyota, Datsun and Volkswagen Station Wagons, Pinto comes out ahead in almost every important comparison.

Starting with engines, Pinto has more engine than Toyota, Datsun or Volkswagen. Toyota and Volkswagen still cling to the old overhead valve engine.

When it comes to transmissions, it's pretty much a stand-off with only Vega with its three-speed gear box losing to Pinto.

Pinto's rack-and-pinion steering system sweeps the field!

When it comes to long, lean good looks, Pinto outstretches them all.

Accentuating Pinto's longer look is the low silhouette. None of the other wagons is lower.

Comparing Pinto's front and rear track and overall width, only Vega manages to spoil another clean sweep... by a tenth of an inch in front track width. Wider exterior width enables Pinto to be wider on the inside where comfort is the payoff. Wider track makes Pinto more sure-footed... better in crosswinds. Pinto's cargo volume is 20% larger than both VW Squareback and Vega Kammback Wagons. And cargo volume is what most people buy wagons for.

Pinto's big list of options makes it possible for your customer to tailor the Pinto Wagon to meet his individual requirements.

Almost any way you look at it, Pinto is a bigger, better little wagon... a chip off the old wagon master block.



TORINO... The mid-size wagon with big ideas!

Torino Squire! All new for seventy-two! Torino continues the wagon master lineage established by the full-size Ford Wagons! Just look at the wide stance and crisp, functional lines.

From the rear, Torino is equally attractive and every Torino Wagon has a three-way Magic Doorgate that opens flat with the window down, or out like a door with the window either up or down, with or without optional power. In contrast, Chevelle offers only a two-way, window-down gate.



Up front there's power for every job. On the Squire, the 302 V-8 is standard and has plenty of go for most drivers and most station wagon applications. When more power is needed, optional Torino engines go all the way up to the 429-4V.



Cars that "go" as well as Torinos "go" need to stop well, too. That's why *all three* Torino Wagons have big disc brakes up front... and the Torino Squire has front power disc brakes standard.

The new Torino is an agile, easy-to-handle mid-size car.

Inside or outside . . . Torino's on the winning side!



Torino's instrument panel and steering wheel are functionally designed to put everything at the driver's fingertips including the optional AM/FM radio, Cruise-O-Matic transmission, power steering, intermittent wipers, and Rim-Blow horn.



For the ultimate in station wagon luxury and comfort, buyers will select either the standard pleated vinyl upholstery shown or Torino's optional two-toned knitted vinyl upholstery.



While Torino Squire is an agile, easy-to-handle mid-size car, it does, nonetheless, accommodate eight adults in man-size comfort when the third, rear-facing seat is in place.



With the seats folded out of the way, Torino boasts more than eighty-three cubic feet of cargo space.

And the area between the wheelhousings is so wide a big four-by-eight-foot sheet of plywood slides in with ease.



Now look at Chevelle and Torino Wagons side by side. You can get a four-by-eight-foot panel into the Chevelle, all right, but don't try to get it to lie flat on the floor . . . the car just isn't big enough! A four-by-eight sheet goes into the Torino Wagon easily!

Torino is correctly described as being a step ahead of the competition. From its new body-frame construction to its sophisticated looks, Torino is the mid-size car to which others are compared.



When the permissible load gets too big to put *inside* of the spacious Torino Wagon, space-minded Torino owners go *outside* . . . to the practical rooftop luggage rack.

Torino Squire . . . America's number one mid-size station wagon!

FORD LTD COUNTRY SQUIRE... The most preferred station wagon in America!



Up front there is the look of quality and stability stemming from the elegant yet rugged grille and the wide stance made possible by big tires and wide tread. Here's a car that looks as sure-footed as it is.



Beginning in April, steel-belted radial white sidewall tires will be available as optional equipment for Ford buyers who want the ultimate in ride, handling, long mileage and durability.

The handsome Squire design conceals such important features as hidden windshield wipers and one of Ford's three great power plants... engines ranging from the 351-2V V-8 to the 429-4V. From LTD Squire to budget-minded ranch wagon all the big wagons share Ford's exclusive good looks, comfort, convenience and engineering superiority.

This car's three-way Magic Doorgate, attractive steel wheel covers and optional luggage rack are good examples of features which make Ford number one in wagons.



For 1972 this value-packed big Ford Wagon has even more features to attract a growing share of sales in the standard-size market.

Deep, comfortable seats in five color choices and color-keyed carpet invite the prospect and owner into the luxurious Squire.



without a flag because there is minimal overhang with the tailgate down.

There is additional storage space under the floor—9.1 cubic feet on 6-passenger models and 5.4 cubic feet on units with dual-facing rear seats.



The driver's Command Center Control Panel reflects the elegance, efficiency and good taste of this top-selling station wagon. Everything required for effortless driving is at the driver's fingertips.

When the need is for practicality, the big Ford responds with 96.2 cubic-feet of load space. The wide rear deck accommodates four-by-eight-foot panels and when loads are extra-long, ten-footers can be carried



Young families in particular appreciate Ford's dual-facing rear seats... a great, safe way to transport the whole family. And, everybody appreciates Ford's famous "quiet ride."

LTD Country Squire — incomparable — most masterful of all the Ford Station Wagons.

FORD WAGON advantages over ordinary wagons

(Based on information available
February 15, 1972)



Pinto Wagon Advantages over Competition . . .

- Rack and Pinion Steering
- Greater Overall Length
- Greater Overall Width
- Greater Cargo Volume



Torino Wagon Advantages over Chevelle . . .

- Disc brakes up front . . . standard
- Three-way Magic Doorgate
- Three-inch wider stance—front *and* rear
- New rear suspension for outstanding ride and handling



Ford LTD Wagon Advantages over Chevrolet . . .

- Three-way Magic Doorgate
- Dual-facing rear seats
- Ford's famous Quiet Ride
- Country Squire prestige