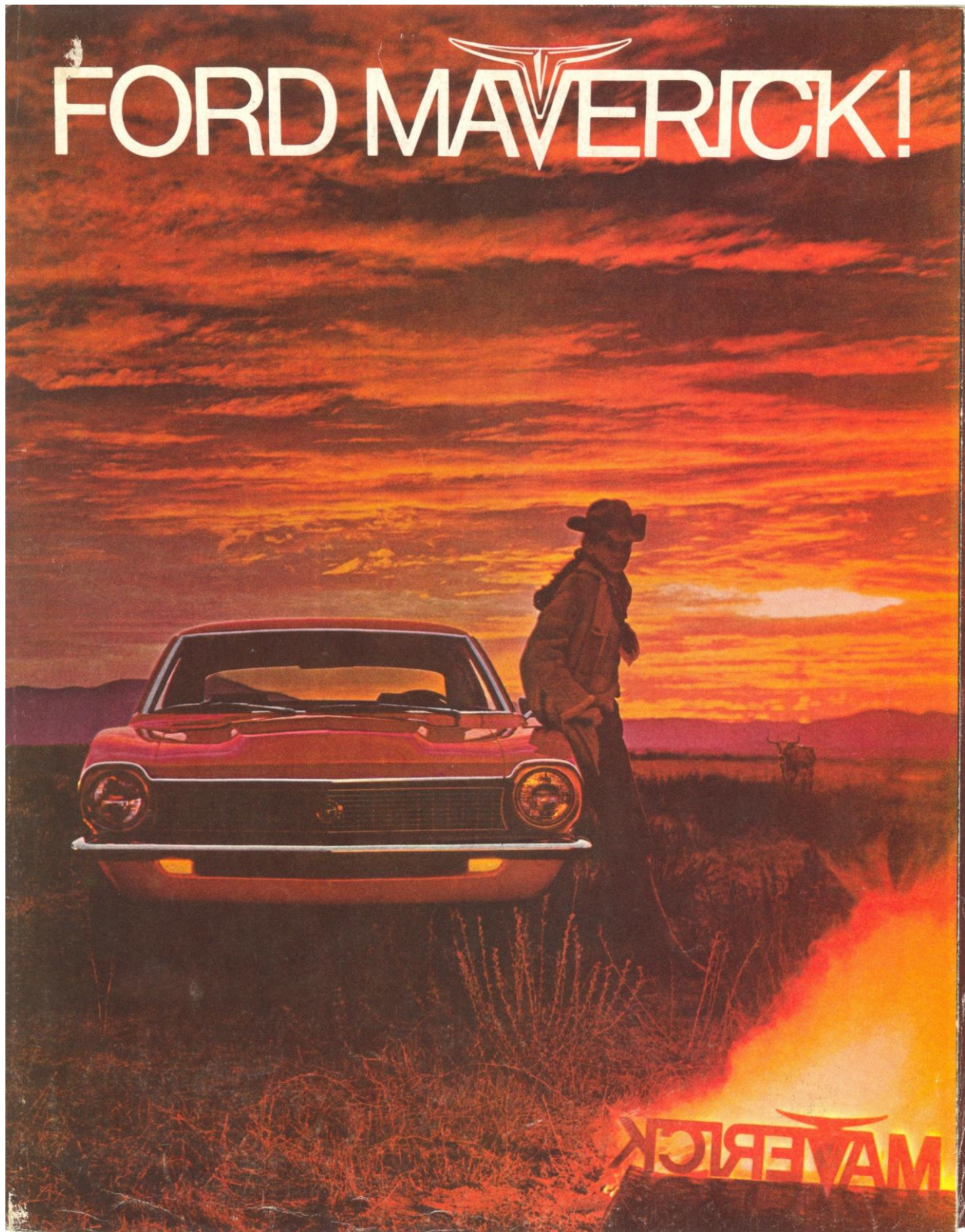


FORD MAVERICK!



FIRST CAR OF THE '70s AT 1960 PRICES

Most new cars look and act like other cars. Now, something really different has come along. Maverick. Ford's new small car that rivals economy imports in price . . . and tops them in power, performance and room. Few cars have stirred so much interest and raised so many questions as the new Maverick. Here, then, are some answers to those questions.

Q. Why did you build the Maverick?

A. Maverick, Ford's newest better idea, plugs the big gap between compacts and imports . . . with a wheelbase eight inches shorter than a '69 Falcon, eight-and-a-half inches longer than a VW 1500, and 21 inches shorter than the average full-size car. Now Americans who want small car economy don't have to send U.S. dollars overseas. It's the end of foreign intrigue.



Q. Why did you make it this size?

A. With every generation growing taller, Americans need more room. Maverick to the rescue! It gives you more leg room . . . more shoulder room . . . more luggage room. Example: Maverick's front passenger compartment provides nine inches more shoulder room than the leading economy import. If you've got the bug, Maverick's got the cure. Maverick pinches pennies, not people.

Q. Why do you call it Maverick?

A. Because it is unlike any other car . . . home-grown or imported. A maverick is different. It breaks the rules. And Ford's Maverick breaks the rules in your favor. It gives you small car economy and still keeps American driving needs in mind. Like Mustang and Thunderbird, it's a car you'd expect only from a maverick like Ford.



Q. How much trunk space does Maverick have?

A. 10.4 cubic feet . . . nearly three times that of the leading import. Maverick packs luggage for four, including golf clubs. You won't go off half-packed or with laundry and luggage trailing from the top. That's all, Volks!

Q. What kind of gas mileage can I get?

A. That depends on you as well as the car. You can get as much as 25 or 26 miles per gallon — if you have an educated toe and the right road conditions. If you have a lead foot, or do a lot of city driving, you will get a lot less. In tests by professional drivers at our tracks, where we do our best to duplicate actual driving conditions, Maverick averaged 22.5 mpg. Drivers didn't nurse the car. It was stop and go, uphill and down, over pavement, dirt and gravel. And 22.5 was their average.

Q. What kind of power does Maverick have?

A. Maverick's Six is a smoother, quieter, going thing. It lets loose 105 galloping horses . . . 52 more than the 4-cylinder VW 1500. It covers 417 feet in ten seconds from a standing start, gets you up to highway speeds in a hurry. When you enter a 70-mph turnpike, you won't feel like a retired bookkeeper in a pro football game.



Q. Does Maverick handle and park easily?

A. Maverick's turning radius (35.6 feet vs. 36.0 for the leading import) can U-turn in a tighter circle and maneuver through traffic better than the imports. It can turn on a dime and give you nine cents change. And if you've been driving any other American car, you'll find Maverick's neat size adds up to 5½ feet to any parking space. Maverick is America's smallest national park.



Q. Can a small car be safe?

A. Maverick incorporates the latest engineering advances. Compare that with economy imports. Most are higher than their treads are wide. Maverick's tread is wider than the car is high. It's designed to give you better balance and greater stability when big winds blow and going gets rough. Maverick brakes are as big as a standard compact's — designed to stop cars weighing hundreds of pounds more. Maverick gives you weight . . . power . . . stability. It's designed for American driving conditions and greater peace of mind on high-speed turnpikes.

Q. How about parts and service?

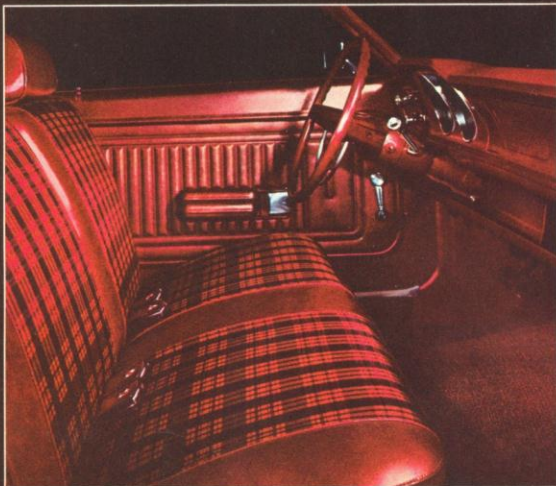
A. Maverick is designed to be easy to service. You're dealing with made-in-America parts and 6,000 easy-to-find Ford Dealers. Bolt-on front fenders are less expensive to replace. Printed electrical circuits last longer. The one-piece grille can be removed in just seven minutes. Fast repairs and easy replacements mean savings. So do oil changes that come only every 6,000 miles (or six months). Try doing that on most foreign imports.

Q. Do I gain by Maverick's being a 1970 car?

A. Yes. Maverick's 1970 model designation means slower depreciation. That keeps trade-in value higher, longer. Maverick is a good investment from the minute you buy it to the minute you sell it.

Maverick isn't the kind of car you buy simply because you can't afford more. It does a lot of driving jobs better than any other car — and with a certain style all its own.

Read on. Learn why Maverick is a great little first car. Great for newlyweds. For the campus. For senior citizens, too. A great second car. Suburban car. City car. Fun car.



Inviting cloth-and-vinyl standard interior comes in four colors.

IT'S A LITTLE GAS.

Maverick, priced to rival the imports, gives you a better, more practical car. Many people won't put an extra cent into Maverick because it's all there. A basic Maverick is more than a basic car.

Inside, you won't find the overall austerity often found in economy cars. You get color-keyed interiors. Deep foam-padded, comfortable seats. Cloth-and-vinyl upholstery with smart tartan plaid patterned inserts that come in nugget, red, blue or white.

Maverick is beautifully styled. With a racy spoiler at the rear. Curved, ventless side glass. SportsRoof styling. And you can Maverick about in any one of 15 switched-on colors!

In Maverick's heady atmosphere of surprising comfort and luxury . . . a color-keyed instrument panel with thick-padded



hood. Handy instrument grouping. A unique super-width storage tray for all those vital what-have-you's. Easy-to-read gauges with brushed aluminum dials sit in non-glare pods. Even the heater is included. Warning lights for temperature, oil pressure and alternator tell you the score as you go. Flipper-type rear quarter windows offer a fresh idea in quiet ventilation.

Standard power team features a 3-speed, fully synchronized manual transmission, with a 170-cu. in. Six that doesn't sound like a power mower. You get ample zip for any size trip, extra margin for safe passing when needed.

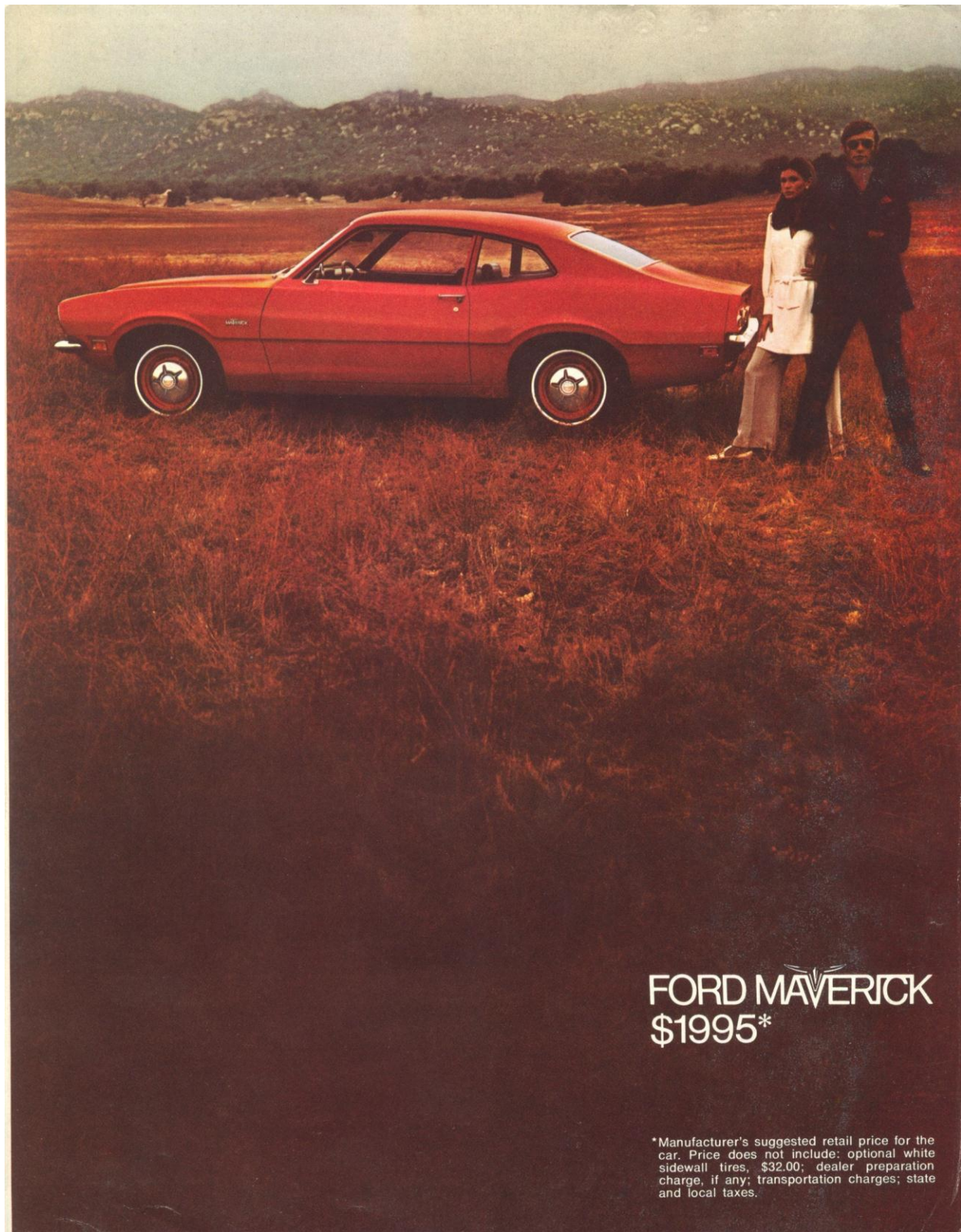
You get safety features like pull-out door handles . . . strong safety door locks . . . two-speed electric wipers, safety belts, front seat head restraints. Plus—conveniences like door-operated

courtesy light, armrests, coat hooks, lighted heater controls—important items that add so much to your driving comfort.

Underneath, Maverick's unitized body is welded like a battleship. Sturdy construction that helps eliminate squeaks and rattles. Special insulation keeps road noise out. Rustproofing goes into crevices that never see the light of day. One primer coat and three coats of paint are applied for lasting beauty.

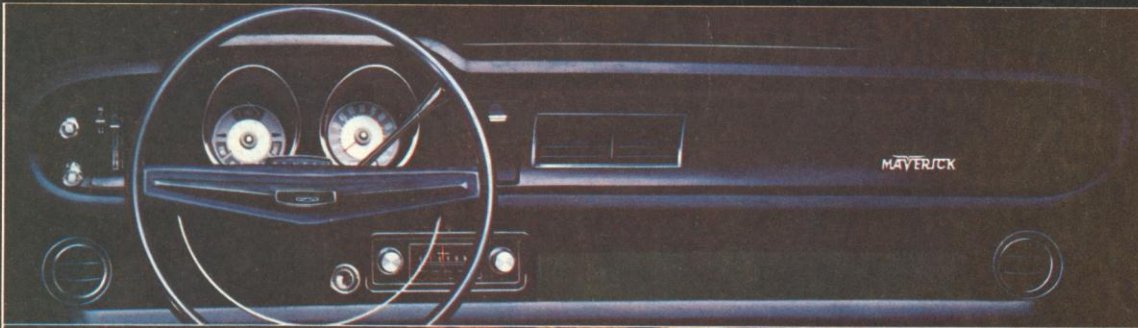
On the road, Maverick's favorable power-to-weight ratio and its longer, wider stance pay off in a smoother, quieter ride. Engineers who brought you a Ford quieter than a Rolls-Royce now bring you a quiet, tough little car that is meticulously put together to stay together.

Be a maverick. Drive one.



FORD MAVERICK
\$1995*

*Manufacturer's suggested retail price for the car. Price does not include: optional white sidewall tires, \$32.00; dealer preparation charge, if any; transportation charges; state and local taxes.



(Above) Standard color-keyed instrument panel with thick-padded hood, unique super-width stowage tray. Shown with optional Select-Aire Conditioner, SelectShift automatic transmission, AM Radio.

Maverick in Anti-Establish Mint, with optional White Sidewall Tires and Accent Group (includes: bright drip rail moldings and window frames, 6.45-14 BSW tires, wheel covers and color-keyed carpeting).

GOODBYE, OLD PAINT . . .

Everything's bolder, brighter today. Maverick has colors to go with the times — and names to go with the colors:

**Anti-Establish Mint • Hulla Blue • Original Cinnamon
Freudian Gilt • Thanks Vermillion**

Candyapple Red • Black Jade • Champagne Gold • Gulfstream Aqua • Meadowlark Yellow • Brittany Blue • Lime Gold
Dresden Blue • Raven Black • Wimbledon White

MAVERICK MEASUREMENTS

Wheelbase 103.0"; Tread (front and rear) 55.5"; Overall Length 179.3"; Overall Width 70.6"; Overall Height 52.3"; Front Compartment—Head room 37.6", Leg room 41.3", Shoulder room 55.0", Hip room 53.7"; Rear Compartment—Head room 36.1", Leg room 31.9", Shoulder room 53.5", Hip room 46.1"; Luggage Capacity 10.4 cu. ft.; Fuel Tank 16 gal.; Standard Tire Size 6.00-13; Turning Diameter 35.6 ft.; Curb Weight 2501 lb.

Engines: 170-cu. in. 6-Cyl.—105 hp @ 4200 rpm; 3.50" bore x 2.94" stroke; 200-cu. in. 6-Cyl.—120 hp @ 4000 rpm; 3.68" bore x 3.13" stroke; both feature 8.7 to 1 comp. ratio; reg. fuel; single-barrel carb.; auto. choke; hyd. valve lifters; oil capacity, incl. filter, 4.5 qt. **Transmissions:** Column-mounted 3-speed, fully synchronized manual (either engine); SelectShift (either engine); Semi-automatic 3-speed (w/170 CID only). **Axle Ratios:** Standard w/170 CID Six and 3-speed Manual Trans.—2.83, w/SelectShift or Semi-Automatic Trans.—3.08; w/200 CID Six and 3-speed Manual Trans.—3.08, w/SelectShift—2.83, w/SelectAire Conditioner—3.08 required.

Standard Features: 170-cu. in. 1V 6-cyl. engine (105 hp) • 3-speed, fully synchronized manual transmission • Full-width seats w/folding, self-locking front seat backs • Tartan plaid cloth and vinyl seat trim • 2-spoke steering wheel w/fully padded, one-half horn ring • Door-operated courtesy light • Blend-air heater w/3-speed blower, lighted controls • Printed circuits in instrument cluster • Suspended accelerator, clutch and brake pedals • Color-keyed floor mats • Curved, ventless side glass • Coat hooks • Cowl top air intake ventilation • Flipper-type rear quarter window • Full-width stowage tray • Reversible keys • Luggage compartment mat • Center fuel filler.

Options: 200 CID Six Engine • SelectShift • Semi-Automatic Transmission (w/170 CID only) • SelectAire Conditioner • Tinted Glass • Day/Night Inside Rearview Mirror • AM Radio • 6.45-14 BSW Tires • 6.00-13 WSW Tires • 6.45-14 WSW Tires • Wheel Covers (w/14" wheels only) • Accent Group (described above) • Blazer Stripe Seat Trim (w/Accent Group only) • Vinyl Seat Trim • Axle Ratios: 170 CID—w/Man. Trans. 3.08 or 3.20, w/SelectShift or Semi-Auto. 2.83; 200 CID—w/Man. Trans. 2.83 or 3.20, w/SelectShift 3.08.

FORD MOTOR COMPANY LIFEGUARD DESIGN MAVERICK SAFETY FEATURES

Maverick has been engineered and built with your safety in mind. Here are the Ford Motor Company Lifeguard Design Maverick Safety Features you get standard: Dual hydraulic brake system with warning light • Glare reduced instrument panel padding, windshield wiper arms, steering wheel hub, horn ring, 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 • Turn indicators with lane-changing signal feature • Inside yield away, rearview mirror • Energy-absorbing instrument panel with padding • Padded sun visors • Two-speed windshield wipers • Windshield washers • Double-thick laminate safety glass windshield • Double-yoke safety door latches and safety hinges • 4-way emergency flasher • Backup lights • Side marker lights or reflectors • Energy-absorbing front seat back tops with padding • Self-locking folding front seat backs • Shoulder belts for outboard front seat passengers • Safety-designed coat hooks • Safety-designed window regulator knobs • Safety-designed radio control knobs and push buttons • Outside rearview mirror, driver's side • Safety rim wheels and load-rated tires • Corrosion-resistant brake lines • Uniform transmission shift quadrant • Safety design front end structure • Front seat head restraints.

While information shown herein was correct when approved for printing, Ford Division reserves the right to discontinue, or to change at any time its product specifications or designs without incurring obligations. Some features shown or described are optional at extra cost.

MAVERICK



5054 Litho in U.S.A., 3/69



It's the going thing!