Best Selling Car of the Year

For 1982, Ford Division will improve its successful 1981 product line with two new models, new drivetrains, several functional refinements, a major program offering substantial savings on popular optional equipment, and — at midyear — a new compact truck.

Despite adverse general economic conditions that have severely depressed automotive industry sales over the last two years, Ford's future product programs are proceeding smoothly and without interruption, according to Louis E. Lataif, Ford Motor Company vice president and Ford Division general manager.

"We have begun to see the results of our efforts in the 1981 model year," Mr. Lataif said. "Escort is 1981's best-selling small front - wheel - drive car. EXP — America's best-selling two-seater — has brought us new business.

Mustang is leading its segment again. Granada's share is up over the 1980 model year. And, for the fourth consecutive model year, we will post truck leadership by a substantial margin over the nearest competitive truck line.

"Even more encouraging than these results are the customer and dealer comments we have received on the greatly increased quality of our products. These quality gains are the best sales tool we can have.

"The new products and programs we are introducing will build on the successful foundation put into place during the 1981 model year."

Lataif described some of the new cars, functional features and programs Ford will introduce for 1982.

Escort 4 - door Hatchback

ESCORT

Escort — 1981's best-selling small front - wheel - drive car line — will be expanded in 1982 with a new four-door hatchback combining the convenience of the Escort station wagon with the styling of the two-door hatchback at a price hundreds of dollars under many competitive compacts and subcompacts. Additional functional improvements spanning the Escort line will include:

EPA ratings of 31-47 — up from 30-44 on the 1981 base model; a new optional close-ratio manual transaxle that will offer livelier through-the-gears performance than the standard wide-ratio unit; more front-seat leg room; a larger standard 11.3-gallon fuel tank and larger standard tires. In addition, selected groups of options will be available on Escort at retail savings as high as $390.

EXP

EXP — Ford's first two-seater since the 1955-57 Thunderbird — will receive several new items of standard equipment for 1982 including an electronic digital clock, a power liftgate release, a headlamps-on warning buzzer and engine - compartment and ashtray lights.

In addition, the new close-ratio manual transaxle also will be offered in EXP. Savings on EXP will be in the form of a "Bonus Option Program." When a buyer selects two or more items from a list of popular optional equipment, the most expensive item is free.

MUSTANG

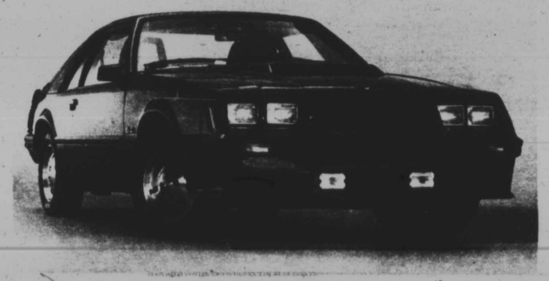
Mustang's big news for 1982 is the reappearance of the 5.0-liter V-8 engine after an absence of two years. And — because of a special camshaft, a larger two-barrel carburetor, a larger exhaust system and a low-restriction air cleaner — the 1982 5.0-liter Mustang will be substantially faster than the 1979 version.

While the 5.0-liter High-Output (H. O.) engine will be available only with a four-speed manual overdrive transmission, the 4.2-liter V-8 and 3.3-liter six-cylinder engines will be teamed with a new SelectShift automatic transmission with a Locking Torque Converter (LTC) designed to provide significant fuel-economy gains over conventional automatic transmissions in all three forward gears. The standard 2.3-liter four-cylinder engine will be offered with an automatic or manual four- and five-speed transmissions.

FAIRMONT FUTURA

For 1982, the Fairmont line has been consolidated into a single highly equipped series — bearing

(Continued on Page 17)



1982 Mustang GT

5 - door Model Lynx

—Best Selling

(Continued from Page 16)

the Futura nameplate. Formerly, Futura designated only the highest-level Fairmont cars.

Standard equipment will include the unique Futura grille, dual halogen headlights, deluxe bodyside moldings and wheel covers, top-of-the-line Futura interior trim, a new deep-well trunk and dual front speakers with the standard AM radio.

In addition, the 1982 base Fairmont Futura four-door sedan will carry a retail price slightly lower than the 1981 model Futura — making it perhaps the best value in the family-car market.

New functional options include an extended-range fuel tank (20-gallon versus the standard 16-gallon tank) and the new SelectShift LTC automatic transmission with the optional 3.3-liter six-cylinder engine. The 4.2-liter V-8 engine will be available only for police use and the Fairmont station wagon has been dropped because a station wagon has been added to the Granada line.

GRANADA

For 1982, the Granada line — which was re-engineered and restyled for 1981 — will be enhanced by a new station wagon and several new functional features including a new 3.8-liter V-6 engine, the new SelectShift LTC automatic transmission with the 3.3-liter and 3.8-liter six-cylinder engines, a new deep-well trunk, an optional 20-gallon extended-range fuel tank (sedans only), and a unique two-way liftgate on the station wagon.

The new optional liftgate can be operated in two ways. For smaller items, the glass opens. For loading or unloading of bulkier cargo, the entire tailgate swings up and out of the way.

The new 3.8-liter V-6 engine combines the power of a small V-8 with the weight of a four-cylinder engine. Its horsepower (112 at 4000 rpm) is only slightly less than the 4.2-liter engine it replaces, yet it weighs only four pounds more than Granada's standard 2.3-liter four-cylinder engine.

The new V-6's EPA-estimated fuel economy is projected at 19 city and 26 highway.

THUNDERBIRD

The new 3.8-liter V-6, a larger fuel tank, and an optional on-board computer that helps show how to drive more efficiently are new on Thunderbird for 1982.

Ford's innovative Automatic Overdrive Transmission — providing fuel-efficient fourth-gear overdrive operation at highway speeds — is standard on both the optional V-6 and the 4.2-liter V-8 engine.

With standard fuel-tank capacity increased to 21 gallons (versus last year's 18), 1982 Thunderbird owners will gain about a 15-percent boost in cruising range.

The optional Tripminder computer continuously monitors fuel flow, speed and real or elapsed time. With a touch of a button it can tell the driver instantaneous or average miles per gallon (revealing the most economical cruising speed), fuel used, average trip speed, trip miles, elapsed time and actual time and date.

In addition, the 1982 Thunderbird will offer two new vinyl-roof treatments, upgraded interior trim and new optional luxury-level Split Bench front seats.

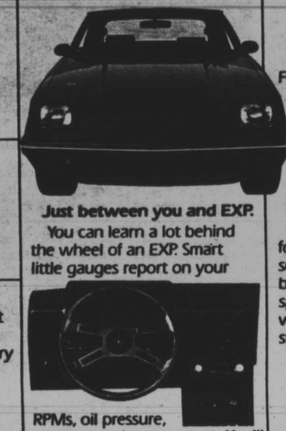
FORD EXP

Brand-new two-seat, movin' to the upbeat.

An open road, front-wheel drive, four-wheel independent suspension and enough pure driving excitement for two very lucky people. You get it all in a Ford EXP.

Two front-row seats and a grand opening.

Two plus groceries, or two plus a great weekend, EXP's 29 cubic feet of cargo room can hold it all. And EXP options like flip-up open-air roof can make it all the more exciting.



Just between you and EXP.

You can learn a lot behind the wheel of an EXP. Smart little gauges report on your RPMs, oil pressure, amperes and temperature. You'll know the time. You'll even know the sports scores if you turn on the AM radio, because that's standard, too. (May be deleted for credit.) A special warning light will even tell you if your door is ajar.

Exciting numbers.

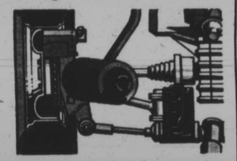
EXP's 1.6 liter CVH engine and four-speed transaxle, with fourth gear as standard overdrive, produce the kind of numbers that keep your driving fun.

46 EST HWY 29 EPA EST MPG

For comparison. Your mileage may differ depending on speed, distance and weather. Actual highway mileage will be lower.

Front-wheel drive, four-wheel independent suspension, fantastic!

EXP's front-wheel drive, four-wheel fully independent suspension and front stabilizer bar are specially tuned for sporty handling. Combine that with EXP's rack and pinion steering, standard power front



disc brakes and sport close-ratio transmission option and you'll get a whole new appreciation for the street where you live. Whether you buy or lease, see EXP at your Ford Dealer now.

FORD EXP

FORD DIVISION

LOOK OUT WORLD HERE COMES FORD

Ford