

1979 FORD

LTD

A new American road car.



INTRODUCING A NEW AMERICAN ROAD CAR

The 1979 Ford LTD with...
More front seat room
More rear seat room
More handling ease
More window area
More driver convenience
...than the 1978 LTD



The 1979 LTD was engineered to make driving on today's American roads a pleasure. With a new combination of roominess, handling ease and driver convenience, for the LTD.

This year's LTD has been designed with more passenger room inside to help give you comfort, on even the longest trips, with more head room, leg room and shoulder room—front seat and back—than last year's LTD. Yet, the new LTD is actually easier handling and easier parking than before.

In addition to its standard 5.0 litre (302 CID) V-8 engine, every 1979 LTD comes equipped with important standard features.*These include: SelectShift automatic transmission, power steering, power front disc brakes, DuraSpark electronic ignition, steel-belted radial ply tires, and more.

Ford LTD for 1979. In LTD Landau and LTD series . . . 2-door and 4-door sedans and 4-door wagons. A new American road car. Designed to take you across town or across country in full-size comfort. Before you buy any full-size car this year, see your Ford Dealer and test-drive the new LTD on your own roads.

Interior Room Comparison

(1979 vs. 1978: 4-Door Models)	'79 LTD (front/rear)	'78 LTD (front/rear)
Head Room	38.0"/37.3"	37.9"/37.0"
Hip Room	61.2"/58.0"	57.8"/58.0"
Leg Room	42.0"/40.5"	41.8"/38.0"
Shoulder Room	61.7"/61.7"	61.3"/61.4"
Trunk Space (usable)	23.4 cu.ft.**	22.6 cu.ft.

Front cover and above: 1979 LTD Landau 4-Door Sedan in Red Glow (2H) with Dark Red vinyl roof.

Notes: See Notable Standard Features, Measurements and color code references on back cover.

Some items shown are optional. See options list on pages 14-15.

*See pages 12-13 for new LTD engineering features.

**With standard mini spare tire (see Standard Features, back cover).

FORD LTD LANDAU

The most luxurious LTD of all.

LTD Landau always has been a luxurious automobile, and for 1979, that is still the mark of the Landau 2-Door and 4-Door Sedans. So much about the LTD Landau is excitingly new.

The styling, new and rich, is accentuated by dual rectangular headlamps with wraparound parking lamps and the Landau chrome-plated grille. Bright moldings sparkle along the body, around the windows and wheel openings. Paint stripes accent hood, bodysides and

decklid. Vinyl roof is set off by rear pillar coach lamps; the rear decklid by a brush-finished accent panel.

Inside, a flight bench seat with fold-down center armrest welcomes you up front. Both seats front and rear are deeply foam-cushioned and tailored in rich knit fabrics. In front of you is LTD's new 4-spoke steering wheel. On the column are two new lever controls combining the functions of horn button, headlamp dimmer, turn signals, and windshield washer/wiper—a great convenience.

Like all '79 LTD's, the Landau is powered by a 5.0 litre (302 CID) V-8 teamed with

SelectShift automatic transmission. (5.8 litre, 351 CID V-8 is an option.) Power steering and power front disc brakes are also standard. So are color-keyed deluxe belts, electric clock, new styled remote control mirror, dual note horn, and more. If you want even more elegance, see the Interior Luxury Group option (pages 10-11) with its individually adjustable split bench front seats with dual recliners, velour cloth or soft vinyl trim, and a dozen more features. To go with it, you can choose from these equally luxurious options: SelectAire Conditioner with automatic temperature control. The

illuminated entry system. Fingertip speed control with new "resume" feature. The list fills two full pages (14 and 15).

The one thing that remains is for you to see the new Landau up close and experience its road car ride and performance for yourself. Your Ford Dealer will be happy to arrange a personal test drive.

(A) LTD Landau 2-Door Sedan shown in Black (1C) with Antique Cream vinyl half roof. This side view shows Landau's crisp body lines and tasteful ornamentation.

(B) LTD Landau 4-Door Sedan with new Tu-Tone paint/tape treatment, Medium Blue Glow (3H) over Midnight Blue Metallic (3L) with Medium Blue vinyl roof. Coming or going, the new Landaus are attractive cars from any angle.

(C) Landau coach lamps, mounted in both rear roof pillars, a distinguishing mark of this model, are lighted in combination with the parking lamps.

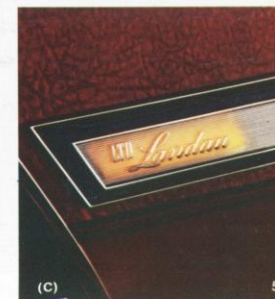
Note: See Notable Standard Features, Measurements and color code references on back cover. Some items shown are optional. See options list on pages 14-15.



(A) LTD Landau 2-Door Sedan



(B) LTD Landau 4-Door Sedan



(C)

FORD
LTD

**Engineered to be a great LTD,
priced to be a great value.**

There is something new almost everywhere you look in the '79 LTD 2-Door and 4-Door Sedans. Smart single rectangular headlamps. Distinctive chrome-plated grille with inset road lamps. The cleanly sculptured rear deck. There never have been LTD's like these before.

Step inside and you get an even more pleasing perspective. The feeling of spaciousness is very real. The '79 LTD's actually have more 6-passenger head, hip, leg, knee, and shoulder room than the spacious '78 models!

Behind the wheel, the lowered cowl and larger side windows put you in LTD's new "command" driving position. The steering wheel itself is an all-new design (see page 10). On the column are two new levers which combine several controls, taking them off the instrument panel and placing them closer to you ("B," at right). More convenience by design: the new instrument panel has a center panel for heater controls, and optional radio, stereo tape, or air conditioning, and easy access by driver and passenger. Even the front door lock buttons are in a new place, an anti-theft Better Idea (as shown in "C").

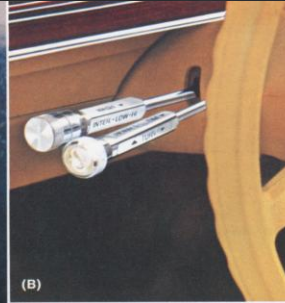
The handsome cloth and vinyl interior is available in five color selections (see pages 10-11). All-vinyl upholstery as well as DuraWeave, the easy-to-clean vinyl fabric that looks and "breathes" like rich cloth, are available options as are flight bench and split bench seats. Standard power team on all LTD's is 5.0 litre (302 CID) V-8 with SelectShift automatic transmission.* (5.8 litre, 351 CID V-8 optional.) Power steering, power front disc brakes, steel-belted radial tires, and much more are standard.

LTD options are every bit as new and exciting. Premium sound system. 40-channel CB radio. Electronic digital clock (tells time, date, elapsed trip time). Electronic stereo search radio with quadrasonic tape player. And many more (see pages 14-15). There *never* have been LTD's like these—and there never was a better time to own one.

*See pages 12-13 for details of '79 engineering features.



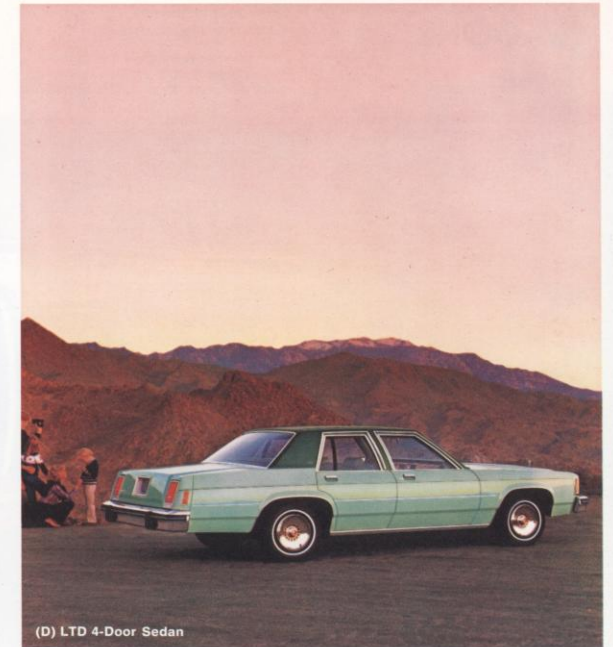
(A) LTD 2-Door Sedan



(B)



(C)



(D) LTD 4-Door Sedan

(A) LTD 2-Door Sedan in new Tu-Tone Antique Cream (62) over Camel Glow (8J). Shown with the Exterior Accent Group option, which includes: bright window frames, hood ornament, wheel lip moldings, and (except with Tu-Tone) color-keyed vinyl insert bodyside moldings.

(B) Column-mounted controls. One lever controls windshield washer/wiper, the other turn signals/horn/headlamp dimmer. Simple, convenient.

(C) Relocated front door lock buttons. They're out of the sill moldings and placed

just ahead of the armrest and beneath the assist handle. A neater, more convenient installation designed to help foil would-be car thieves.

(D) LTD 4-Door Sedan in Light Medium Pine (76), with Dark Pine vinyl roof option. Compared to '78, new LTD's have more seat room, more handling ease, more window area, and more driver convenience.

Note: See Notable Standard Features, Measurements and color code references on back cover. Some items shown are optional. See options list on pages 14-15.

FORD LTD WAGONS

New masterpieces from the Wagonmaster.

More maneuverable and easier to park than last year's models, LTD wagons boast more room for six passengers and plenty of room for cargo—91.7 cu. ft.* plus 9.9 cu. ft. more below the floor.† And Ford wagons still feature 18-foot plywood sheets stacked flat on the cargo floor.

Lockable side storage compartment and deluxe wheel covers are now standard

equipment items, alongside such Better Ideas as the 3-Way Magic Doorgate with power window, pushbutton second seat conversion, spare tire extractor, and many more.

Standard power train is the 5.0 litre (302 CID) V-8 with SelectShift automatic transmission. 5.8 litre, 351 CID V-8 is optional.†† Power steering, power front disc brakes, steel-belted radial tires are all standard, too.

In addition to its distinctive woodtone vinyl bodyside trim, the Country Squire

has the grille design and dual rectangular headlamps of the LTD Landau, plus a courtesy-lighted cargo compartment.

Both new wagons offer some exciting '79 options. Example: deluxe luggage rack with velocity-sensitive air deflector† (at low speeds, helps clear rear windows of dust or snow; at highway speeds, automatically changes its position in the air stream to minimize drag). Plus others to go with such Better Idea stand-bys as dual facing rear seats (D).

These beautiful, all-new '79 Ford wagons have a lot more to show you and to

prove once again that Ford is America's Wagonmaster!

*With rear seat down.
††Required with California emission system.
†Available early 1979. Consult your Ford Dealer.

(A) LTD Country Squire Wagon in Dark Cordovan Metallic (8N).

(B) LTD Wagon in attractive new Tu-Tone Medium Blue Glow (3H) over Midnight Blue Metallic (3L).

(C) 3-Way Magic Doorgate. It opens like a door (window up or down) for

close-up loading, or swings down like a platform (for tailgate picnics, one example). Power window is standard.

(D) Dual Facing Rear Seats give you seating for two extra passengers. Or, with seat cushions removed, you have 7.6 cu. ft. of additional stowage space. This option also includes bumper step pad and carpeted foot well.

Note: See Notable Standard Features, Measurements and color code references on back cover.
Some items shown are optional. See options list on pages 14-15.



(A) LTD Country Squire Wagon



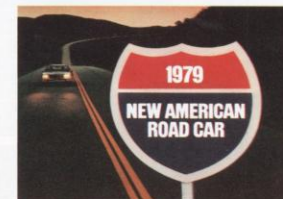
(B) LTD Wagon



(C)



(C)



(D)



(A)



(B)

(C)

FORD LTD INTERIORS

New standards of LTD luxury.

The '79 LTD and Landau are as new and luxurious on the inside as they are outside. Elegant proof is the new Interior Luxury Group option, which is offered on Landau sedans and the LTD Country Squire and depicted in A, B and C.



(D)



(E)



(F)



(G)

Unless otherwise noted, all standard interiors are available in these color choices: Dark Red, Camel, Dove Grey (Landau only), Cordovan, Pine Green and Medium Wedgewood Blue.

(A) Interior Luxury Group in rich velour cloth. The color is Dark Red (MD), one of six choices. (Also available in soft all-vinyl trim.) Beginning with the individually adjustable split bench seats—each with its own recliner and center armrest—this

matched with woodtone accents in the luxury 4-spoke steering wheel (an all-new design). Centered in the panel is the new electronic digital clock which on command registers the time, the date or the elapsed time of your trip.

(C) Interior Luxury Group, rear compartment. Rear seat passengers ride in the same kind of elegance. There's a fold-down center armrest (except on Squire wagons); there are seat back map

optional group includes many luxurious features. Elegantly finished door and quarter trim panels have full-length armrests and lower sections of lush cut-pile carpeting complementing that on the floor. In the upper sections are front and rear door assist straps, as useful as they are decorative. Seat side shields, package tray trim (sedans) and seat belt warning chime* are additional features.

(B) Interior Luxury Group instrument panel. The list of fine features goes on. High gloss woodtone panel appliques are

pockets and assist straps on either side. Out of sight, but contributing no less to all this luxury are the fully trimmed luggage compartment (Landau) and a Luxury Sound Insulation Package.

(D) LTD Landau Interior—Flight Bench Seat. The standard Landau interior of triple-line cloth and vinyl is shown here in Camel (GY).

(E) LTD Landau Interior—Flight Bench Seat. Standard Landau flight bench seat shown with optional deep-grain vinyl trim in Dove Grey (HS). This trim is also

(G) DuraWeave Vinyl Trim—Flight Bench Seat. Shown in Cordovan (CF). DuraWeave option is Ford's exclusive "wonder" fabric which looks and "breathes" like fine cloth but has the wear and easy-cleaning characteristics of vinyl. Offered also in Dark Red, Medium Wedgewood Blue, Pine Green and Camel with flight bench seat (all models), with split bench seats additionally in wagons.

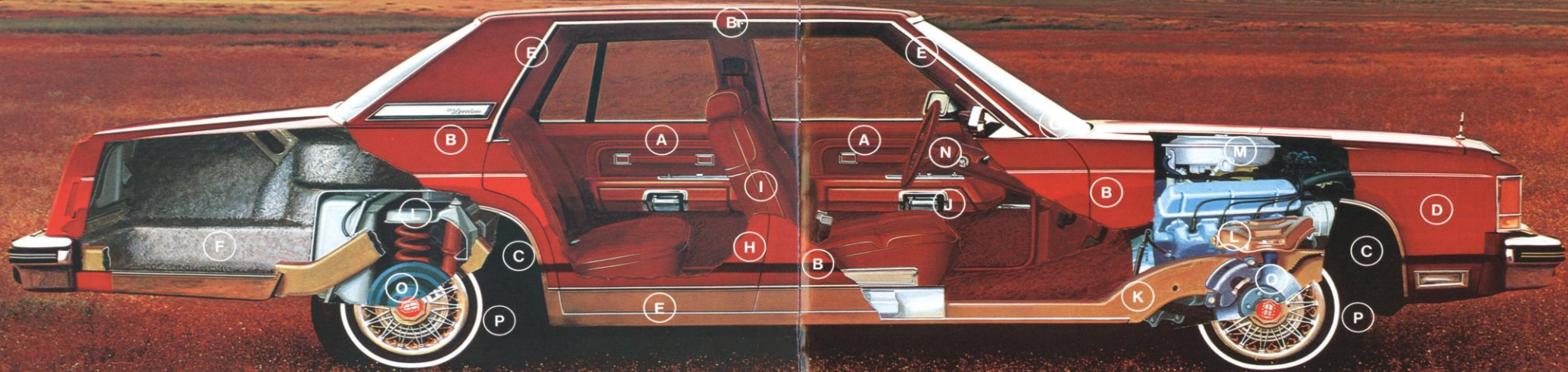
available in the Landau with split bench seats, and in the LTD with standard bench or split bench seats option.

(F) LTD Interior—Bench Seat. Standard LTD Sedan interior is this handsome dual-tone striped cloth and vinyl trim. Wagons feature a similar standard trim design in deep-grain vinyl. Color shown here is new Pine Green (AR). Dark Red, Medium Wedgewood Blue, Camel and Cordovan also available.

*Available about November, 1978. Consult your Ford Dealer.

Note: See color code reference on back cover. Some items shown are optional. See options list on pages 14-15.

INSIDE THE NEW FORD LTD



Features that make it a fine car.

This cutaway view shows you some of the features that make the '79 LTD a fine car. You may never see them all, just as you may never see the super-sophisticated computers that helped design the new LTD. Or the wind tunnel and track-testing that contributed importantly to LTD's design and road performance. Or the high-strength steels and other new weight-saving materials used to build '79 LTD's. But every time you drive or ride in the new LTD, we think you'll appreciate how important these

features are.

(A) New Body—Roomier Interior. There is actually *more* 6-passenger head, leg and shoulder room, front and rear, than in the longer, spacious '78 LTD!

(B) Body Insulation provides a protective barrier for passengers against outside noise and temperature extremes.

(C) & (D) Corrosion Protection. Ford uses an extensive treatment to thwart rust and corrosion (see back cover). Then, over the rust-protected metal goes tough

primer paint and finishing coats of bright acrylic enamel (D).

(E) Bright Trim—drip moldings, rocker panel moldings, ornaments, body hardware—are fashioned of materials selected to retain their luster.

(F) Deep-Well Trunk. With 23.4 cu. ft. of space* the '79 design is even larger than '78. Trunk features a low-liftover sill for easy loading and unloading, plus the deep well that allows most luggage to stand upright.

(G) New Expansive Windshield plus lower cowl height combine to put the driver in a "command position," reveal 7 ft. more road in front of the car than last year. And there's more total glass area all around in the new LTD.

(H) New Tilt-Away Door Hinges—plus wider rear doors—make it easy to get in and out of the '79 Ford LTD.

(I) New Front Seat Back Design provides 2½ inches more leg room for rear seat passengers than the '78 LTD: Seats front

and rear are cushioned in thick, molded foam.

(J) New Front Door Lock Buttons, removed from the window sills and relocated just ahead of each armrest, provide an extra measure of anti-theft protection.

(K) New "Ride-Tuned" Frame. Computer-designed to help isolate the passenger compartment from road shock, minimize vibration.

(L) Redesigned Front/Rear Suspension.

Front suspension is a long-and-short-arm coil spring design with stabilizer bar. Upper ball joints are a new low-friction design which does not require lubrication. Rear suspension is a 4-bar link design incorporating coil springs centered over the axle with shock absorbers placed in front of the axle.

(M) Power Team. 5.0 litre (302 CID) VV (variable venturi) V-8 with SelectShift 3-speed automatic transmission.

(N) Power Steering. Recirculating ball

type with integral power assist. There is a more responsive gear ratio for '79.

(O) Power Front Disc/Rear Drum Brakes. New front disc brake design offers improved pedal "feel" compared to '78.

(P) Steel-Belted Radial Ply Tires are standard equipment on all models.

*With standard mini spare tire (see Notable Standard Features, back cover). For Ford LTD sedan and wagon dimensions, capacities and curb weights, see Measurements on the back cover.

FORD LTD OPTIONS

Add your personal touch.

Audio

Ford LTD offers a newer, wider selection of factory-installed radios and audio equipment than ever. All are precision engineered and built to exacting Ford quality standards. For details, get the booklet "Dimensions in Sound" at your Ford Dealer's.

- AM Radio. Five pushbuttons for quick tuning. Instrument panel speaker.

Or scan feature can provide 8-second samples of each listenable station until you make your choice. Quartz crystal allows precise tuning. Quadrasonic tape player gives you an entertainment alternative.

- AM/FM Stereo Radio with Cassette. Tape Player.* Listen to compact cassettes (up to 80 minutes).
- 40 Channel CB Radio. Automatically scans for active channel. Will override radio front speakers sending or receiving; so you can listen to AM or FM programs and still pick up CB

Appearance

- Color-Keyed Deluxe Belts. Include tension eliminator feature. Std. Landau and Squire. (Pages 10-11.)
- Exterior Accent Group. See page 6.
- Interior Luxury Group. See pages 10-11.
- Rocker Panel Moldings. Available for Country Squire. Shown on LTD Wagon (see page 9).
- Dual Accent Paint Stripes. Bodyside decor. See pages 2, 3, 4, 5, 6, 7.
- Metallic Glow Paint. Red Glow (2H), Medium Blue Glow (3H), Camel Glow

- SelectAir® Conditioner with Automatic Temperature Control. You select the inside temperature, thermostatic controls help maintain it.
- Tinted Glass—Complete. Reduces heat and glare of the sun. Recommended with air conditioner.
- Dual Facing Rear Seats. See page 9.
- Dual Flight Bench Seat Recliners. Permit separate adjustment of driver and passenger seat backs.
- Split Bench Seats. Individually adjustable, each has recliner and folding armrest. See pages 10-11.

- Electronic (Date/ET) Digital Clock. Detailed under "B" page 11.

- Electric Rear Window Defroster. Quickly melts ice or snow, defogs inside surface.

- Front Cornering Lamps. Side lighting for dark corners. (Pages 2, 5, 8.)

- Illuminated Entry System. Lifting door handle illuminates keyhole, switches on inside lights.

- Dual Note Horn. Std. on Landau and Squire.

- Light Group. Front courtesy lights, dual beam map light, plus lights in

and hold any speed above 30 mph. Resume feature reestablishes speed after braking. All controls blended into styling of luxury steering wheel.

- Tilt Steering Wheel. Adjusts to five positions. In full "up" position eases entry and exit.

- Conventional Spare Tire. (Std. on wagons.)

Interiors

- For seats and trims, see pages 10-11.

Performance

- Optional Axle Ratio.
- Engine Option. 5.8 liter (351 CID)

and battery, 60-amp. (minimum) alternator, special wiring harness, trailer towing axle, 6½-in. wheels.

Power Assists

- Power Lock Group. Includes: power door locks and remote control decklid release in sedan glove box; power tailgate lock on wagons.

- Power Radio Antenna. Electrically raises antenna or lowers it.

- Power Seats. Six-way adjustment. On bench seat, flight bench, split bench seats (driver only or dual control.)

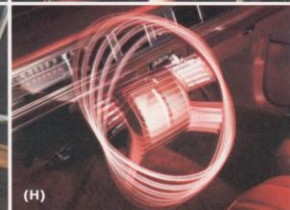
roads or where use of road salt is heavy.

- Bumper Guards. Front, rear or both; include bumper grilles.

- Bumper Rub Strips. Help protect bumpers and guards. (Shown on all display models.)

- Protection Group. Door edge guards, color-keyed carpet floor mats, license plate frame(s).

- The Ford Extended Service Plan, backed by Ford Motor Company and honored by participating Ford Dealers nationwide, is available to provide



- AM/FM Monaural Radio. AM and FM programming in a moderately priced entertainment package.
- AM/FM Stereo Radio.* Stereo indicator light. Controls for 4-speaker mix adjustment.
- AM/FM Stereo Radio with 8-Track Tape Player.*
- Electronic AM/FM Stereo Search Radio with Quadrasonic Tape Player* Your preferred station choices (five AM, five FM) can be stored in the radio's electronic memory bank and selected by sensitive touch-buttons.

signal. Controls mounted in hand mike which disconnects for security. (Chassis mounted in trunk.) Available with all LTD factory-installed sound systems. Comes with fixed AM/FM/CB tri-band antenna. FCC license application included.

- Dual Rear Seat Speakers.
- Premium Sound System. Separate power amplifier (two with Quadrasonic tape player) and more sensitive rear speakers improve the sound of any LTD AM/FM stereo radio.

*Four speakers, with fader control, included.

- (8J). See Cover, pages 2, 5, 6, 9.

- Tu-Tone Paint/Tape Treatment. Four combinations offered. Available on all sedans and LTD Wagon.
- Vinyl Roof. 10 colors. (Std. on Landaus.) Full roof on LTD's (no cost option on Landau 2-Dr.) Rear half roof on LTD 2-Dr. only.
- Luggage Compartment Trim. Luxuriously finished in 12 oz. carpeting.

Comfort

- SelectAir® Conditioner provides year-round comfort (heating, cooling, ventilating) with manual controls.

- Deluxe Sound Insulation Package (std. on Landau and Squire) and Luxury Sound Insulation Package. Your Ford Dealer can give you full details on these two separate options.

Convenience

- Convenience Group. Includes: interval windshield wipers, visor vanity mirror, remote control decklid release (sedans), electric tailgate lock (wagons), trip odometer, "low fuel" and "low washer fluid" warning lights.
- Electric Clock (Std. in Landau and Squire.)

- engine compartment, trunk or cargo area (std. Landau and Squire), rear door (and doorgate) courtesy switches (std. Landau 4-Door and Squire), "headlamps on" warning buzzer.

- Deluxe Luggage Rack. (Pages 8-9.)
- Illuminated Visor Vanity Mirror. Grooming aid; adjustable lighting intensity.

- Dual Remote Control Mirrors. Driver can aim both mirrors.
- LH Remote Control Mirror. Aimed from inside by door-mounted control.

- (G) Fingertip Speed Control. Lets you set

- V-8. (Required on wagons with California emission system.)
- Handling Suspension. Higher capacity springs, shocks; heavier front stabilizer bar & rear bar, 6½-in. wheels.

- Heavy-Duty Battery.
- Adjustable Level Air Shock Absorbers. Compensate for heavy loads.
- Heavy-Duty Suspension. Higher capacity springs and shock absorbers.

- (I) Heavy-Duty Trailer Towing Package. Gives LTD a 6000-lb rating. Includes trailer towing suspension and frame, HD cooling system, rear brakes, frame

- (K) Power Side Windows. On 4-door and wagon models, include lock-out switch so only driver can operate all windows.

Protection

- Vinyl Insert Bodyside Moldings.
- Lower Bodyside Protection (in addition to Ford corrosion protection measures noted on the back cover), offers an application of vinyl under the paint along the lower sides of the body to help provide extra protection against stone pecking. Especially important when traveling on gravel

longer protection than your car's basic warranty against specified major component repairs. Consult your salesman for full details.

Tires

- Black or white sidewall tires in a choice of sizes. Consult your Ford Dealer for the tires best suited to your kind of driving.

Wheel Covers

- Luxury Wheel Covers (4). See page 8.
- Wire Wheel Covers (4). See pages 2, 4, 5, 6.

Ford LTD Choices



LTD 2-Door Sedan, Dark Pine Metallic (4D)



LTD 4-Door Sedan, Camel Glow (8J)



LTD Landau 2-Door Sedan, Black (1C)



LTD Landau 4-Door Sedan, Midnight Blue Metallic (3L)



LTD Wagon, Dove Grey (1N)



LTD Country Squire, Pastel Chamois (5P)

Notable Standard Features

LTD SEDANS

- 5.0 litre (302 CID) VV (variable venturi) V-8 with DuraSpark Ignition*
- SelectShift automatic transmission
- Power steering
- Power front disc brakes
- Foot-operated parking brake
- Inside hood release
- Steel-belted radial ply 14" BSW tires
- LTD Sound Insulation Package
- Concealed windshield wipers with wiper-mounted washer jets
- Single rectangular headlamps with grille-mounted road lamps and wraparound parking lamps
- Ford Motor Company Lifeguard Design Safety Features

APPEARANCE AND COMFORT

- Bench seats front and rear with knit cloth and vinyl trim
- Color-keyed cut-pile carpeting
- Deluxe 4-spoke soft rim steering wheel
- Steering column 2-lever system
 1. Windshield washer/wiper
 2. Turn signal/horn/headlamp dimmer
- Woodtone instrument panel and door appliques
- Power ventilation
- Lighted glove box and front ashtray
- Anti-theft front door lock buttons
- Automatic inertia-type seat back release (2-door)

Measurements

	Wheelbase	Length	Height	Width	Front Tread	Rear Tread	Trunk or Cargo Space	Fuel Capacity	Curb Weight	Passenger Capacity
2-DOOR	114.4"	209.1"	54.5"	77.5"	62.2"	62.0"	23.4 cu.ft.*	19 gal.	3,566 lbs.	6
4-DOOR	114.4"	209.1"	54.5"	77.5"	62.2"	62.0"	23.4 cu.ft.*	19 gal.	3,616 lbs.	6
WAGON	114.4"	214.7"	56.8"	79.3"	62.2"	62.0"	91.7 cu.ft.**	20 gal.	3,850 lbs.	6†

*With standard mini spare tire. 21.3 cu. ft. with conventional spare tire option.

**Plus 9.9 cu. ft. of lockable below-deck stowage (5.7 cu. ft. with cushions of optional dual facing rear seats in place, 7.6 cu. ft. with cushions removed), 2 cu. ft. in lockable side storage compartment.

†Eight with optional dual facing rear seats.

Notes

CORROSION PROTECTION. Ford takes steps to see that your new Ford LTD is engineered and built to high quality standards. And in order to help keep your Ford LTD looking new, we incorporate the use of pre-coated steels, such as galvanized steel and chromium/zinc-rich primer coated steel, vinyl sealers, aluminized wax in critical areas, and enamel as a finishing coat.

REDUCED SCHEDULED MAINTENANCE. As part of a continuing program to lower the cost of ownership, scheduled maintenance requirements on most new Fords have been reduced dramatically in

- Bright door belt, drip, hood rear, and rocker panel moldings; chrome-plated grille
- Deep-well trunk
- Mini spare tire**
- Deluxe wheel covers (4)

LTD LANDAU SEDANS

Most of the features above with these variations:

- Flight bench front seat with Landau level knit cloth and vinyl trim
- Deluxe door trim with carpeted lower panels
- Color-keyed deluxe belts with tension eliminator feature
- Electric clock; illuminated, self-regulating
- Rear door courtesy light switches (4-door)
- Trunk light
- Distinctive chrome-plated Landau grille
- Dual rectangular headlamps with wraparound parking lamps
- Rear pillar coach lamps (lighted in combination with parking lamps)
- Vinyl roof: full roof on 4-dr., rear half roof on 2-dr. (full roof no cost option on 2-dr.)
- Styled left-hand remote control mirror
- Dual accent paint stripes on hood, bodysides and decklid
- Bright window frames and wheel lip moldings
- Wide rocker panel moldings with rear extensions
- Brush-finished accent panel on lower decklid
- Dual note horn

- Hood ornament

LTD WAGON

Most of the above LTD features with these variations:

- All-vinyl bench seats
- Fold-down rear seat with one-hand latch
- Removable color-keyed load floor carpet
- 3-Way Magic Doorgate with power window
- Two lockable stowage compartments; one below cargo floor, the other in left rear side panel
- Conventional spare tire with handy extractor

LTD COUNTRY SQUIRE WAGON

All of the above wagon features, plus:

- Woodtone vinyl appliques on sides and rear
- Chrome-plated Landau-style grille and hood ornament
- Dual rectangular headlamps with wraparound parking lamps
- Cargo area light with doorgate-actuated courtesy switch
- Color-keyed deluxe belts with tension eliminator feature
- Electric clock; illuminated, self-regulating
- Rear door courtesy light switches

*5.8 litre (351 CID) 2-V V-8 required on wagons with California emission system.

**In early production, optional conventional spare tire will be substituted for mini spare at no extra cost.

Options list is shown on pages 14-15.

recent years. For example, with the 1979 Ford LTD, the recommended maintenance schedule is 7,500 miles or 12 months between scheduled oil changes and 30,000 miles between lube. These are just two small parts of the comprehensive program which, in total, can significantly lower the cost of scheduled maintenance for Ford LTD over 50,000 miles of driving.

COLOR AND TRIM CODES. Car colors and trims are coded, example: Dark Pine Metallic (4D). Your Ford Dealer will be pleased to show you color samples.

OPTION AVAILABILITY. Some features presented are optional at extra cost. Some options are required in combination with other options. Availability of some models and features described may be subject to a slight delay. Ask your Ford Dealer for the latest information on options, prices and availability.

PRODUCT CHANGES. Ford reserves the right to change specifications any time without incurring obligations.

REPLACEMENT PARTS. Be sure to specify genuine Ford-approved parts, Motorcraft parts and Autolite Spark Plugs from your Ford Dealer.

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