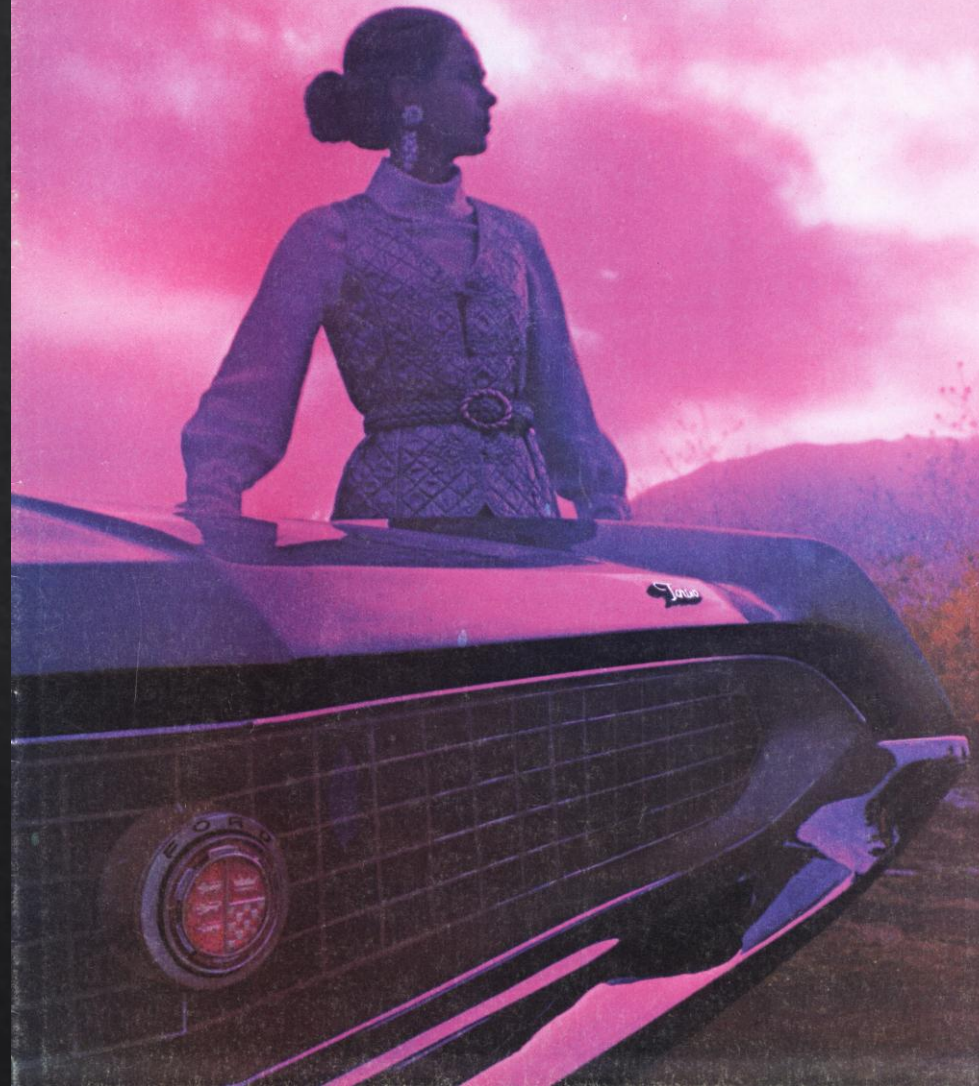


torino '70

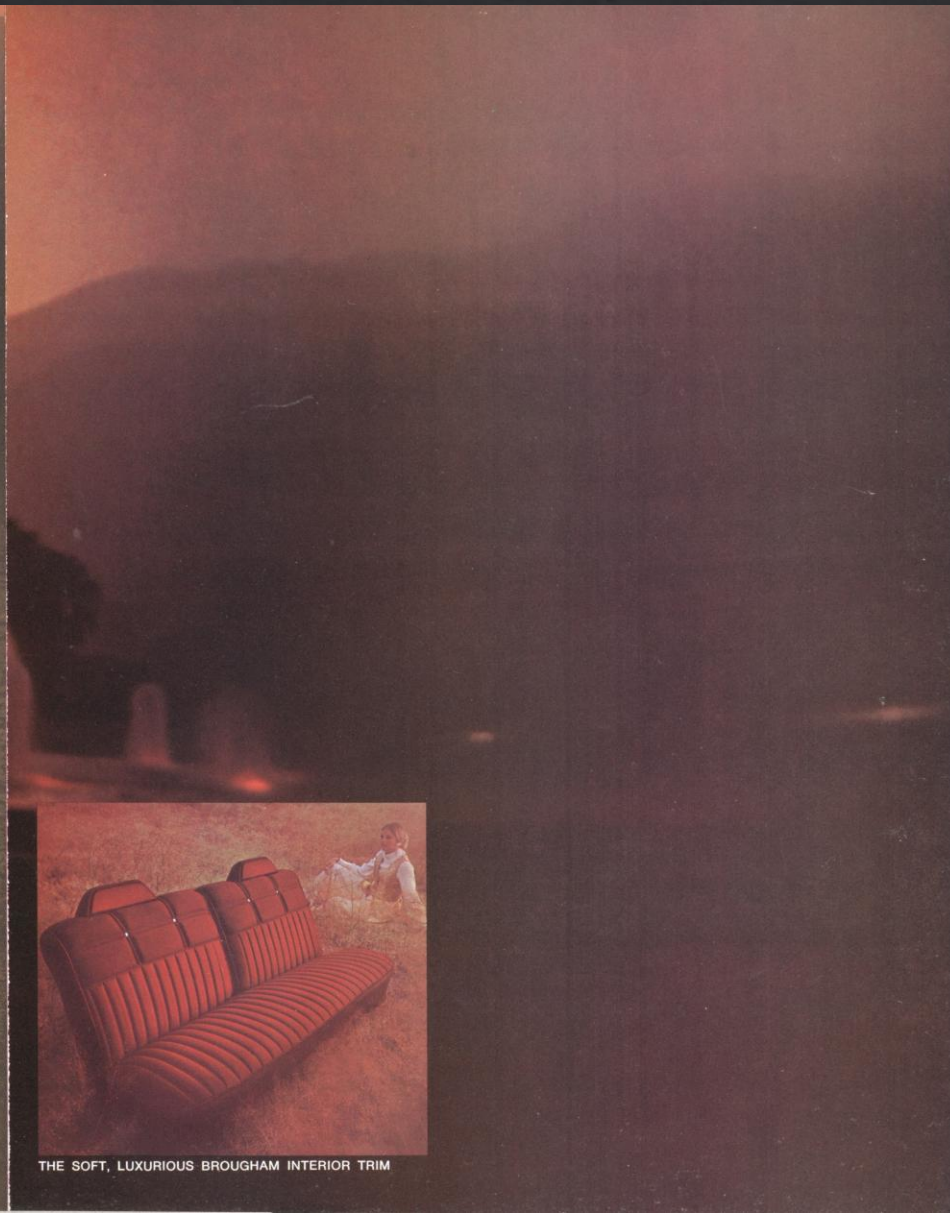




'70 torino change is in the wind.

Torino for '70 is like nothing you've ever seen in the intermediate class. It's new clear through. Lower. Wider. Longer. Gracefully sculptured and aerodynamically styled. Wind-shaped... to move with precision. Monocoque design unites the body into a solid integrated unit—like aircraft and exotic race cars. A Torino also boasts a silk-smooth ride, easily like that of far more expensive cars. There are 13 great Torinos to choose from: the luxurious new

Torino Brougham, designed and built to surround you in elegance... the Torino Hardtops and Sedans, obviously new clear through... the sporty Torinos—GT and Cobra, the hottest of them all... and Fairlane 500, modestly priced, traditionally dependable. Torino Wagons, too, share the same great news and newness as those mentioned above. For those who savor the better, more exhilarating life, change to Torino '70... shaped by the wind.



THE SOFT, LUXURIOUS BROUGHAM INTERIOR TRIM



TORINO BROUGHAM 2-DOOR HARDTOP

all new torino brougham

Torino Brougham . . . new for 1970. The ultimate in intermediates. Rich-looking outside. With crisp, clean lines tastefully accented. Interiors also are luxuriously styled, lavishly appointed, well in keeping with Torino Brougham's overall magnificence. Brougham 2- or 4-Door Hardtop models and Torino Squire Wagons (see wagon catalog) offer outstanding standard features like headlamps that hide in a fine jewel-like grille, a locking column that locks the ignition, transmission linkage and steering wheel. Ventless curved side glass on 2-door hardtops contributes to less wind noise and improves side visibility. The special monocoque unitized body provides a quieter, more solid ride. Optional SelectShift Cruise-O-Matic lets you shift manually or automatically as you desire. DirectAir Ventilation keeps the air fresh and circulating on models with ventless curved side glass. Windshield wipers hide out of sight under the cowl. Brougham is powered by the standard 302-cu. in. 2V V-8 engine. A 351-cu. in. 2V or 4V, and three 429-cu. in. 4V V-8 engines are optional.



TORINO BROUGHAM 4-DOOR HARDTOP

torino

changed
clear through...
everything else
follows

Life is changing day to day. And the revolutionary new Torino 4-Door Hardtop opens up a whole new wonderful way of getting about in an ever-changing world. Outstanding engines, from a standard durable 250-cu. in. six-cylinder to the optional hard-muscled 429-cu. in. 4V V-8's, effortlessly power Torino with the heaviest loads on steepest grades. A longer 117-inch wheelbase and new, wider front and rear track contribute to better stability and greater maneuverability. Optional vinyl roof covering is available for that classic look. Special chrome moldings with color-keyed inserts, standard with Torino and Torino Wagon, help protect side panels against careless door-openers. When you settle back in your new Torino, you'll appreciate the foam-padded, textured cloth and vinyl seats. Uni-Lock Safety Harness utilizes a 3-point locking system. One snap and both shoulder harness and lap belt are in place for your added safety. Take a new-to-the-line Torino 4-Door Hardtop or Wagon for a ride. But be prepared. Friends will notice the happy, satisfied change in you. And you'll find the Torino satisfying clear through.



TORINO 4-DOOR HARDTOP

the car for all reasons

Torino's a car that offers many reasons for doing most things. Torino 4-Door Sedans and Hardtops make good family cars, commuters, gadabout-towners. The new Torino 4-Door Hardtop, 4-Door Sedan and Wagon have a longer wheelbase, wider front and rear track. Result? A smooth, remarkably quiet ride. With all the extras you get, you'd think Torino would be expensive. Yet its low price will surprise you. Engines? You can have the smooth, economical 250-cu. in. Six or an optional 302-cu. in. 2V V-8. Or you can beef up with optional high output 351-cu. in., a 2V or 4V, or one of the 429 V-8's. Transmissions? Pick one of three: a standard 3-speed, column-operated manual; optional Select-Shift Cruise-O-Matic or 4-speed floor-shift manual with Hurst ShifterSM (Not available on 6-cylinder, 301 2V V-8 or station wagons). You'll pay less for a Torino 4-Door Hardtop, Sedan or Wagon than you think. And you'll get far more than you'll ever imagine. Try Torino soon. *The car for all reasons.*



TORINO 2-DOOR HARDTOP



TORINO 4-DOOR SEDAN



TORINO INTERIOR



TORINO GT SPORTSROOF

BLAZER STRIPE UPHOLSTERY

TORINO GT CONVERTIBLE

TORINO GT INTERIOR

13

torino gt and cobra
wind shaped
made to move.

Graduates from the toughest finishing schools—Daytona, Darlington, Riverside—where the tracks were the wind tunnels that gave Torino its aerodynamic shape.

Torino GT—SportsRoof or Convertible—Cobra's luxury-loving cousin. And the sportiest intermediate around. Even with optional Hideaway Headlamps, the glamour shouldn't fool you. For Torino GT's a performer. There is a big 302-cu. in. 2V V-8 and a synchronized 3-speed manual transmission, integral hood scoop—all standard. Great options, too: 4-speed transmission with Hurst Shifter® or SelectShift, "shaker" scoop, Laser Stripes, Magnum 500 wheels, high-back buckets, Sport Slats, 429-cu. in. Cobra Jet Ram-Air 4V V-8.

Torino Cobra—hottest of them all. 429 cube 4V V-8 standard, 429 cube Cobra or Cobra Jet Ram-Air V-8's, optional. All team with a 4-speed Hurst Shifter®, F70-14 wide-tread belted tires with raised white lettering, black grille and hood, exposed hood lock pins, and more. Options include: Sport Slats, F60-15 bias-ply BSW wide-tread tires, functional air scoop, tachometer, Embarrass competition. Drive Torino '70.

TORINO COBRA

15

fairlane 500

...modest,
but not
timid.

Traditionally dependable. A happy medium between getup-and-go and gas-saving economy. The Fairlane 500 4-Door Sedan and 2-Door Hardtop have dual personalities: modest, but not timid. Fairlane is modestly priced, but not timid on the highway. Powered by a smooth, reliable 250-cu. in. Six, or optional 302-cu. in. 2V V-8 with 3-speed fully synchronized manual shift, or optional SelectShift Cruise-O-Matic transmission. Easy chair comfort in the passenger area, with color-keyed vinyl floor mats, deep foam-padded cloth-and-vinyl trim seats. Enjoy optional AM radio or AM/FM Stereo radio, SelectAire year-round air conditioning, plus many more options to suit your needs. On the outside are concealed windshield wipers and dual horizontal headlights to brighten your way. Fairlane 500, the easiest way to get places. Easy on the eyes. Easy on the pocket.



FAIRLANE 500 4-DOOR SEDAN



FAIRLANE 500 2-DOOR HARDTOP

your option

Reflect your individuality from a wide array of better idea options.

A. Shaker Hood Scoop—integrated hood scoop and air cleaner pokes thru hood, directs ram air directly to carburetor. (351-cu. in. 4V V-8; standard with 429-cu. in. 4V Cobra Jet Ram-Air engine.)

B. Sport Slats—backlite louvers add an imported sports car flair to SportsRoof models and shade rear glass from sunlight and rain.

C. Power Side Windows—fingertip convenience. Master control is in driver's door panel.

D. Dual Racing Mirrors—color-keyed, left-hand remote control.

E. LH Remote-Control Outside Rearview Mirror—lets you adjust with window closed.

F. 4-Speed Manual Transmission—linked to a quick-action Hurst Shifter—changes gears precisely (351, 429 V-8's).

G. Rim-Blow Deluxe 3-Spoke Steering Wheel—sporty design with integrated horn switch positioned full-circle around rim.

H. Hideaway Headlamps—concealed by day, open to light your way by night. (Not available on Cobra, Fairlane 500.)

J. Deluxe Wheel Covers—add a bright touch to Torino, Cobra, Torino Brougham, Fairlane 500.

K. Magnum 500 Chrome Wheels—with F60 x 15 wide-tread tires with raised white letters for an extra bold look (available all except wagons).

L. Laser Stripe—reflective tape with graduated coloring (red, blue, brown or green) adds unique brilliance to Torino GT's.

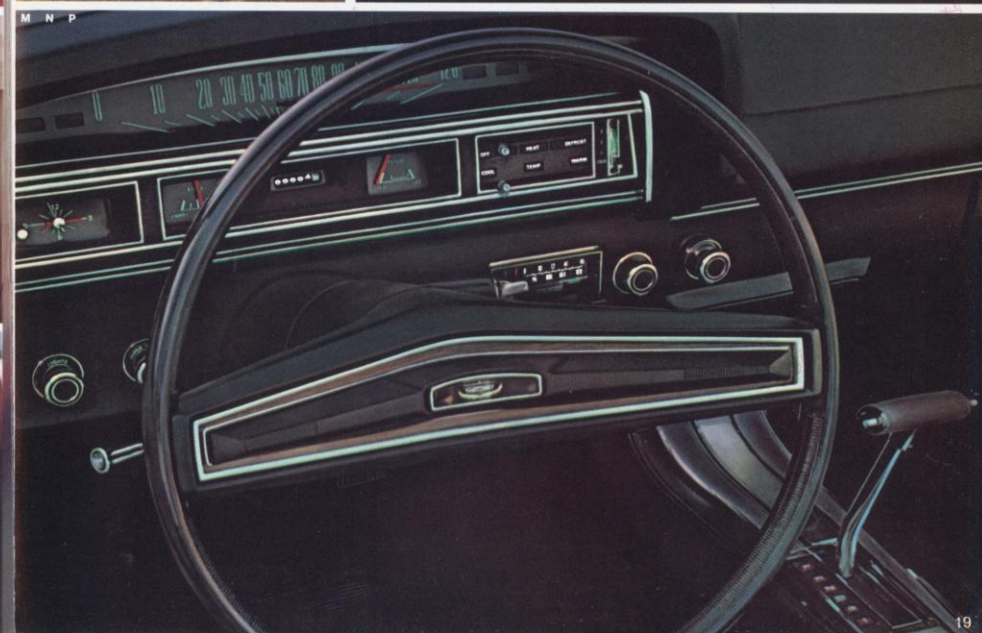
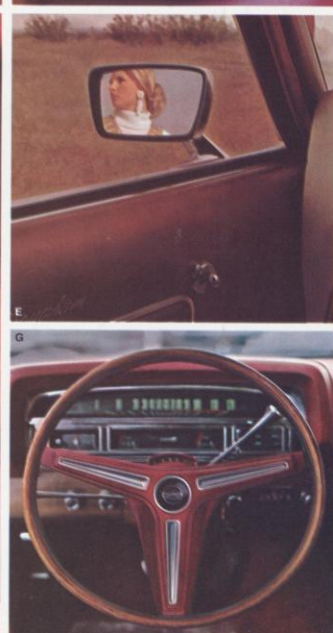
M. Power Steering—park with your little finger. Power-assisted steering reduces effort.

N. SelectShift Cruise-O-Matic—shift manually or automatically.

P. AM/FM Stereo Radio—with rear speaker adds full-tone stereophonic sound for your listening enjoyment.

MORE GREAT OPTIONS

- Power Front Disc Brakes • Power Seats—4-Way Full-Width • Radio
- Dual Rear Speakers • AM/FM Stereo Radio • SelectAir Conditioner • DirectAir Ventilation
- Two-Tone Roof Paint • Vinyl-Covered Roof • Vinyl Seat Trim • Comfortweave "breathable" Knitted Vinyl Seat Trim • Rob Roy and Black Watch Plaid Seat Trim • Blazer Stripe Trim • Body-Side Molding with Color-Keyed Vinyl Insert • Hub Cap, Trim Ring
- Sports Wheel Cover • Argent Styled Steel 14" Wheels • High-Back Bucket Seats • Console • Intermittent Windshield Wipers • Rear Window Defogger
- Visibility Group • Tinted Glass • Tachometer • Traction-Lok Differential • HD Load Suspension • HD Battery
- Trailer Towing Package • Electric Clock • Deluxe Seat Belts • Drag Pack • Special Axle Ratios.



'70 torino new clear through

The special "see-through" Torino at the right gives you an inside look at some of the many better ideas that make Torino new, clear through!

standard equipment

Fairlane 500: 250-cu. in. Big Six • synchronized 3-speed manual transmission • 16 brilliant Super Diamond Lustre Enamel exterior finishes • 7 interior color choices • all-vinyl headlining • DirectAir Ventilation on ventless side glass models • curved side glass • concealed 2-speed electric windshield wipers • locking steering column wheel • 2-Way Magic Doorgate (Wagon only) • vinyl insert bodyside molding and wheel lips • vinyl-coated color-keyed floor covering • reversible keys, "keyless" locking • Day/Nite mirror • foot-applied parking brake • stainless steel hub caps • two-spoke steering wheel • fiberglass belted bias-ply tires • suspended accelerator pedal • dome light • heater/detector blower • color-keyed armrests • front and rear ash trays • cigar lighter • single note horn • glove box with lock • aluminum scuff plates • bright drip moldings • plus *Ford Motor Company Lifeguard Design Safety Features* listed on the facing page.

Torino 2-Door Hardtop, 4-Door Hardtop, 4-Door Sedan: In addition to equipment listed above: nylon-rayon color-keyed carpeting • unitized body-frame construction • Torino interior trim design • bright window frames • hood and fender moldings • vinyl insert bodyside moldings.

Torino GT Convertible, SportsRoof: In addition to equipment listed above: 302-cu. in. 2V V-8 • integral GT hood, scoop, competition suspension (with 429-cu. in. 4V V-8's) • hub caps and trim rings • black decklid appliques • rocker panel molding and wheel lips • tinted glass backlite (SportsRoof) • power convertible top w/belt molding • courtesy lights under instrument panel (convertible).

Torino Brougham 2-Door, 4-Door Hardtop: In addition to all the equipment listed above (excluding Torino GT): Hideaway Headlamps • special Brougham ornamentation • luxurious fine cloth trims in 5 colors • special soundproofing package • full wheel covers • center back panel applique.

Cobra: In addition to equipment listed for Torino GT: 429-cu. in. 4V V-8 and 4-speed manual quick-

1. Interior Door Handles—new design, easy to use pull-type handles, positioned flush with the armrest.



2. Curved Ventless Side Glass—gives you more shoulder room, less wind noise, better visibility.

3. Instrument Panel—clusters controls and instruments directly in front of driver. Easy to use and read. Printed circuits assure greater instrument reliability, service ease.

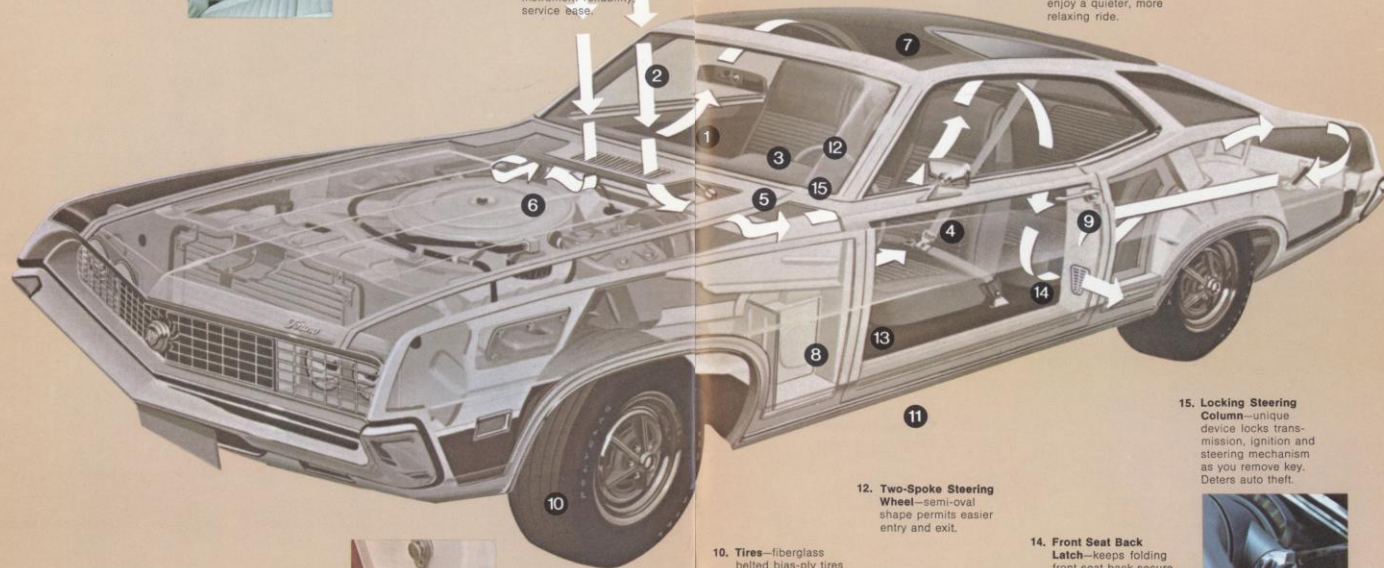
5. Concealed Windshield Wipers—park out of sight for better visibility and a neat, uncluttered look.



4. Uni-Lock Safety Harness—one buckle attaches shoulder strap and lap belt to retractor. Helps keep seat uncluttered.

6. Engines—for every driving need. Smooth-running, economical 250-cu. in. Six to a choice of seven optional V-8's including the dynamic Boss 429-cu. in. 4V (see specifications on page 22).

7. Soundproofing—new insulation package absorbs unwanted noise and vibration. Lets you enjoy a quieter, more relaxing ride.



8. Monocoque Construction—body and frame are integrated to reduce road rattles and provide greater strength and durability.



9. Pressure Relief System—pressure relief valves in the door lock pillars exhaust stale air, circulate fresh air continuously for greater riding comfort.

DirectAir Ventilation—draws fresh air into the passenger compartment through air conditioning vents in the instrument panel. Directing the air both high and low for balanced circulation.

10. Tires—fiberglass belted bias-ply tires offer new low, wide appearance and improved traction, handling, durability, longer tread life.

11. Dimensions—new, longer, wider measurements give Torino a smoother ride, greater stability, easier handling.

12. Two-Spoke Steering Wheel—semi-oval shape permits easier entry and exit.

13. Foot-Applied Parking Brake—easy to use, easy to release.

14. Front Seat Back Latch—keeps folding front seat back secure during sudden stops for added safety.



15. Locking Steering Column—unique device locks transmission, ignition and steering mechanism as you remove key. Deters auto theft.

ratio transmission with Hurst Shifter™ • F70-14 wide-tread tires with white lettering • 7" wide rim wheel and hub caps • black painted grille and hood • twist-type exposed hood lock pins • wheel lip and bright drip moldings • Cobra decals.

Fairlane 500 Wagon: In addition to the items previously listed for the Fairlane 500: color-keyed vinyl painted cargo area floor • color-keyed vinyl-coated rubber floor mat • 2-way Magic Doorgate • vertical taillights with centered backup lights • color-keyed spare tire cover • stowage compartment below rear deck.

Torino Wagon: In addition to the items previously listed for Torino: color-keyed nylon-rayon carpeting • bright-metal window frames, pillar, hood, fender and belt moldings • vinyl insert bodyside moldings • full wheel lip moldings • lockable stowage compartment below rear deck (optional on Fairlane 500).

Torino Squire: In addition to the many items previously listed for Torino Brougham: 302-cu. in. 2V V-8 engine • simulated exterior woodtone paneling.

torino cares about your safety

Ford Motor Company Lifeguard Design Safety Features standard on all 1970 Torino cars are:

- Dual hydraulic brake system with warning light • Glare reduced instrument panel padding, windshield wiper arms, steering wheel hub, 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 for all seating positions • Shoulder belts for front outboard occupants (except convertibles) • 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 • High strength laminate safety glass windshield • Double-yoke safety door latches and safety hinges • Emergency flasher • Backup lights • Side marker lights
- Energy-absorbing front seat back tops with padding • Self-locking front seat backs on two-door models and wagons • Safety-designed coat hooks (except convertibles) • 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
- Parking lamps coupled with headlamps • Non-reversing odometer • Safety design front end structure • Head restraints on high back seats for front outboard occupants • Safety glove box latch.

specifications

Color and Trim: 16 brilliant Super Diamond Lustre Enamel exterior finishes, and 7 interior color choices.

Engines: (see availability chart also).

250-cu. in. 6-cylinder engine—155 hp; 3.68" bore x 3.91" stroke; 9.0 to 1 comp. ratio; 7 main bearings; reg. fuel; single bbl. carb.; auto. choke; self-adj. valves; oil cap'y, incl. filter, 5 qt.

302-cu. in. V-8—220 hp; 4.00" bore x 3.00" stroke; 9.5 to 1 comp. ratio; reg. fuel; 2-bbl. carb.; auto. choke; self-adj. valves; oil cap'y, incl. filter, 5 qt.

351-cu. in. V-8—250 hp; 4.00" bore x 3.50" stroke; 9.5 to 1 comp. ratio; reg. fuel; 2-bbl. carb.; auto. choke; self-adj. valves; oil cap'y, incl. filter, 5 qt.

351-cu. in. V-8—300 hp; 4.00" bore x 3.50" stroke; 11.0 to 1 compression ratio; premium fuel; 4-bbl. carb.; automatic choke; canted self-adjusting valves; oil cap'y, incl. filter, 5 qt.

429-cu. in. V-8—360 hp; 4.36" bore x 3.59" stroke; 10.5 to 1 comp. ratio; prem. fuel; 4-bbl. carb.; auto. choke; canted self-adj. valves; oil cap'y, incl. filter, 5 qt.

429-cu. in. V-8 Cobra—370 hp; 4.36" bore x 3.59" stroke; 11.3 to 1 comp. ratio; premium fuel; 4-bbl. carb.; auto. choke; canted self-adjusting valves; oil capacity, including filter, 5 qt.

429-cu. in. Cobra Jet V-8—370 hp; 4.36" bore x 3.59" stroke; 11.3 to 1 comp. ratio; prem. fuel; 4-bbl. carb.; auto. choke; canted self-adj. valves; oil cap'y, incl. filter, 5 qt.

429-cu. in. Boss V-8—375 hp; 4.36" bore x 3.61" stroke; 10.5 to 1 comp. ratio; prem. fuel; 4-bbl. carb.; auto. choke, canted valves, mechanical valve and train; oil cap'y, incl. filter, 5 qt.

POWER TEAMS	
ENGINES	TRANSMISSIONS
250 cu. in. Six (N.A. Torino Brougham, Squire, GT and Cobra models)	3, C
302 cu. in. 2V V-8 (Std. on GT models, N.A. Cobra)	3, C
351 cu. in. 2V V-8 (N.A. Cobra)	3, 4, C
351 cu. in. 4V V-8 (N.A. Cobra)	3, 4, C
429 cu. in. 4V V-8 (Standard on Cobra model)	4, C
429 cu. in. 4V Cobra (N.A. with wagons)	4, C
429 cu. in. 4V Cobra Jet Ram-Air (N.A. with wagons)	4, C
429 cu. in. 4V Boss (Avail. only on Cobra SportsRoof)	4

SYMBOLS:

- 3—3-speed fully synchronized manual shift
- 4—4-speed manual with Hurst Shifter™ linkage (N.A. Wagons)
- C—SelectShift Cruise-O-Matic (3-speed automatic transmission)

Engine Features: 6000-mile (or 6-month) full-flow oil filter; hydraulic valve lifters (mechanical on Boss 429); dry element air cleaner; 190° thermostat; 12-volt elect. syst.; 42-amp. alt. (38 amp. on 250 Six); 54-plate, 45 amp-hr Autolite Sta-Ful battery, weatherproof ignition with constant-resistance wiring; air-cooled breaker points; positive-engagement starter; fully aluminized

mufflers with stainless steel components.

Clutch and Manual Trans. (see chart for avail.): clutch face dia. 10.0" with 250 Six and 302 V-8; 11" with 351; 11.5" with 429 V-8's.

3-Speed Manual Transmission: Synchro manual shifting in all three forward gears. Std. "H" pattern with lever on steering column.

4-Speed Manual Transmission: Sports-type transmission, fully synchronized in the four forward gears with Hurst Shifter™ floor-mounted stick shift linkage.

SelectShift Cruise-O-Matic Drive (see chart for availability): Fully automatic, or may be shifted manually. Three forward speeds, one reverse. Provides engine braking in low or intermediate gear for better control on grades and hilly driving, or when pulling trailing devices.

Rear Axle: Semi-floating type with deep-offset hypoid gears. Straddle-mounted drive pinion with roller bearings (V-8's). Permanently lubricated wheel bearings.

Front Suspension: Ball-joint type with coil springs pivot-mounted on upper arms. Angle-Poised for anti-dive control. Strut stabilized lower arms.

Rear Suspension: Asymmetrical design with rear axle forward of spring center for low-dive and anti-squat. Extra-long leaf type springs.

Steering: Recirculating-ball type steering gear. Linkage system lubricated for life. Steering ratio 29.04 to 1. Turning diameter 42.75 feet (approx.). Power steering option ratio: 20.64 to 1.

Brakes: Dual hydraulic system with dual master cylinder, separate lines to front and rear brakes. Self-adj. type, 10-inch full cast front drums finned and flared for better cooling. Lining area sedans, hdtps. with Six and 302 V-8—163.6 sq. in.; convs. and wagons with Six and 302 V-8, sedans, hdtps., convs. with 351 or 429 V-8's—173.3 sq. in.; wagons with 351 and 429 V-8's—192.5 sq. in.

Basic Dimensions and Capacities: Length—206.2" (Wagons—209.0"); Width—76.4" (4-Door Sedan, 4-Door Hardtop), 76.7" (2-Door Hardtop, SportsRoof, Conv.), 75.4" (Wagon); Wheelbase—117.0" (Wagon—114.0"); Track (front/rear)—60.5"/60.0"; Height (design)—53.0" (4-Door Sedan, 4-Door Hardtop), 52.2" (2-Door Hardtop), 51.0" (SportsRoof), 52.8" (Convertible), 55.9" (Wagon); Usable Cargo Capacity—16.2 cu. ft. (4-Door Sedan, 4-Door Hardtop, 2-Door Hardtop), 12.1 cu. ft. (Convertible), 85.2 cu. ft.—(Wagon); Fuel Capacity—22 gallons (California—20 gallons).

Approximate Curb Weights: Torino GT SportsRoof—3508 lb., Conv. 3632 lb.; Torino 2-Dr. Hdtp.—3315 lb., 4-Dr. Hdtp.—3331 lb., 4-Dr. Sed.—3300 lb.; Cobra SportsRoof—3916 lb.; Fairlane 500 2-Dr. Hdtp.—3270 lb.; 4-Dr. Sed.—3258 lb., Torino Squire Wag.—3715 lb., Torino Wag.—3695 lb., Fairlane 500 Wag.—3650 lb.

Station Wagons: For full details and specifications on station wagon models referred to herein, ask for the Ford Wagons Catalog.

Trailer Towing: Ask your Ford Dealer for a copy of the brochure "1970 Ford Recreation Vehicles" to best equip your car for trailer towing.

NOTE: Your new 1970 Torino, Fairlane or Cobra comes equipped with factory engineered and approved parts such as dependable Autolite Sta-Ful battery, Autolite Power-Tip spark plugs, Autolite shock absorbers, and an Autolite 6000-mile oil filter. For continued top performance, be sure to specify genuine Autolite parts whenever replacement is necessary.

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

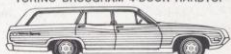
TORINO BROUGHAM



TORINO BROUGHAM 2-DOOR HARDTOP



TORINO BROUGHAM 4-DOOR HARDTOP



TORINO SQUIRE WAGON

TORINO



TORINO 2-DOOR HARDTOP



TORINO 4-DOOR HARDTOP



TORINO 4-DOOR SEDAN

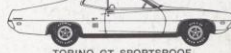


TORINO WAGON

TORINO GT



TORINO GT CONVERTIBLE



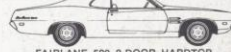
TORINO GT SPORTSROOF

TORINO COBRA



TORINO COBRA SPORTSROOF

FAIRLANE 500



FAIRLANE 500 2-DOOR HARDTOP



FAIRLANE 500 4-DOOR SEDAN



FAIRLANE 500 WAGON

TORINO 

5105 8/69 Litho in U.S.A.