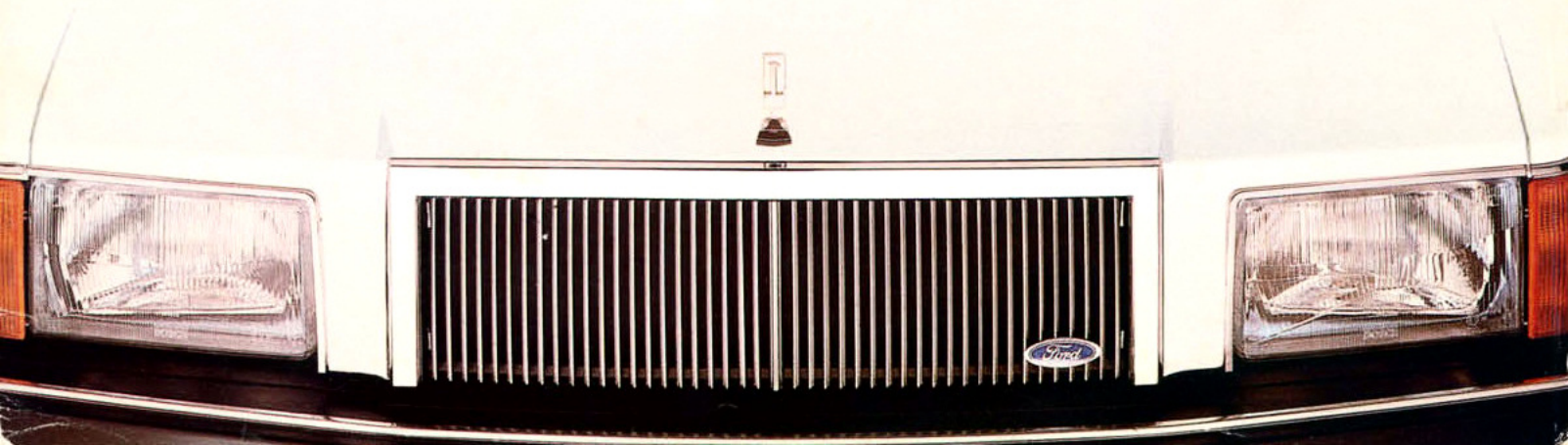




FORD LTD



A very distinguished motor car.

The new Ford LTD. Reduced in its exterior size, yet still spacious in its interior dimensions. Elegant and luxurious. Styled and appointed to impress. To understate rather than shout. To reflect its owner's taste and achievements in a contemporary manner that's in tune with the times.

And just as importantly, a motorcar with significant improvements in riding comfort, quietness, performance and handling characteristics. Improvements which will make it even more of a pleasure to drive...and with an ease of manoeuvrability that will pleasantly surprise you.

In short, the new Ford LTD is a motorcar which will look distinctive in any company...a motorcar which is more practicable for today's driving...and above all, a motorcar which, when you compare it on a feature and price basis, sets its own standard of value among all luxury cars.



Always consult your authorized Ford Dealer for the latest information on models, specifications, features, prices, options and availability before placing an order.

Printed April, 1979

Spacious...luxurious.

The pride of driving a Ford LTD extends far beyond its exceptional exterior appearance. Inside, too, it brings many, and obvious, rewards.

For example, spaciousness. There is more room in the front than in the previous model, and even more legroom for rear seat passengers than for the driver. The LTD is one of the roomiest cars on the road.

It is also one of the quietest, in fact even quieter than the previous model, due to improved aerodynamic styling with a resulting reduction in wind noise, increased use of sound-absorbing materials, and revised suspension settings.

Personal comfort, and luxury, is provided in many forms. Every Ford LTD comes with integrated air conditioning...with individual ducting outlets to the rear compartment.

Individualised front seating comfort comes with six-way powered movement to control legroom adjustment, seat height and tilt. The power control switches are conveniently located in the centre console. In addition, the rake of the front seat backs may be manually adjusted to suit the desired position of driver and passenger, and the seating, both front and rear, is faced with genuine leather. Front and rear head restraints incorporate a soft-trimmed pad for improved comfort and luxury.

Your rear seat passengers are afforded the additional comfort of louvred shades in the rear quarter-windows. Combined with the tinted glass, which is in all side and rear windows, they help reduce harsh glare and lessen the intensity of direct sunrays.

Further convenience features include power door locks—the system allows the driver and front seat passenger to control the locking of all four doors from a switch in the front door armrests; overhead outboard grab handles for front and rear passengers; thick carpeting on the passenger and luggage compartment floors, the lower area of the doors and on the rear parcel shelf; courtesy lights operated by all doors; a twin-spot dome lamp; reading lamps set into the rear pillars—they're operated by individual controls on the rear door-armrests, or by opening the rear doors; lamp-strips along the doors which lightup when the doors are open; and a courtesy light in the glove-box and in the luggage compartment.

Other standard features include rear-door locks with 'child-proof' settings; map pockets on the rear of front seats; electric rear window demister; and cigar lighters in rear door armrests.

The capacity of the luggage compartment is, of course, in keeping with the overall capacity of the Ford LTD. It provides .46m³ (16.1 cubic feet) of usable space.



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You are in control with Ford LTD.

Ford LTD offers new functional values that further assure its worth and add to your comfort and control.

Seat design is more contoured for relaxed driving and posture. A 'soft-feel' twin spoke steering wheel makes for easier gripping of the wheel and better viewing of the instruments and controls.

The instrument panel itself is new in its design and, with its improved ergonomics, is highly functional. Its comprehensive instrumentation includes a tachometer, tripmeter and voltmeter.

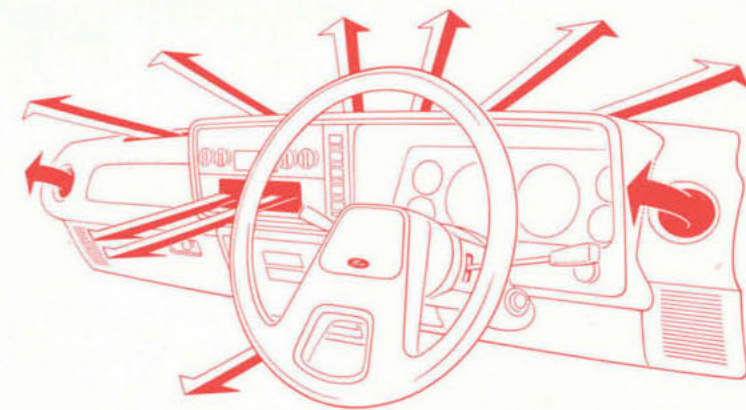


An array of lights are there to signal: Hi Beam, Lights On, Alternator On, Low Fuel, Parking Brake On, Brake Warning and Rear Demist.

There's a new AM/FM push-button Multiplex radio/stereo cassette tape player with a four-speaker system—and a power aerial for operation with the radio. Hazard flashers, which operate at the front and rear turn indicator lights, are new. So too, is a digital clock with date and month display on demand.

Other features include a more efficient, 3-speed fan-boosted ventilation system which increases air-flow by approximately 25% over the previous model, and permits you to direct cool air to your face and warm air to your feet to help keep you alert on long trips; and a more effective windscreen demisting system—there are now vents across the width of the crash pad.

Finally, you may order your interior to be trimmed with a luxurious crushed velour cloth fabric (shown left) which is optional at no extra cost.



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Very authoritative behind the wheel.

A number of significant improvements have been engineered into the new Ford LTD which makes it even more impressive than the previous model in the areas of performance, ride and handling.

It is powered by an even more responsive 5.8 litre V8, with 4 barrel carburettor which now features Electronic Ignition which, with its more constant and stronger spark timing, contributes to better and faster starting and improved performance.

3-speed T-bar automatic transmission smoothly moves you away, shifting for itself or giving you the choice of moving manually through the gears. A larger oil cooler to lower transmission oil temperatures and consequently improve reliability—particularly under towing or very hot conditions—is incorporated in the radiator.

A more responsive variable-ratio power steering for improved road feel, and power disc brakes at all four wheels with a larger capacity booster, increase your driving confidence.

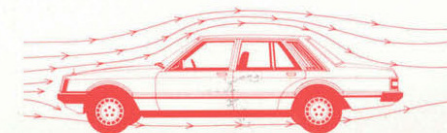
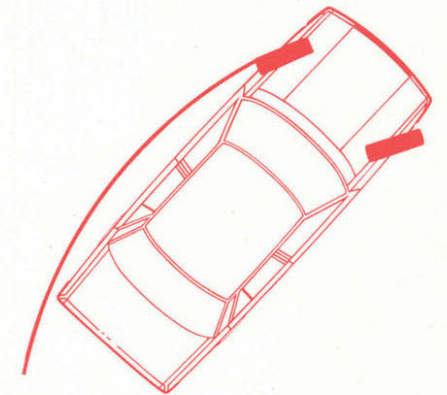
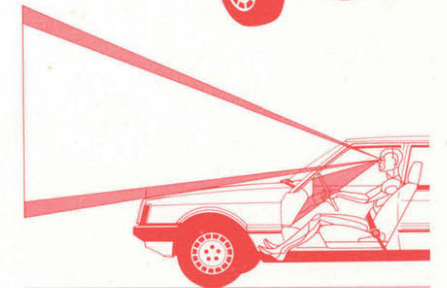
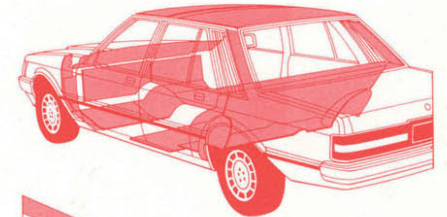
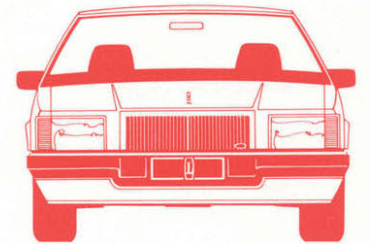
Tyres are premium-grade, Michelin XVS for comfort, durability and excellent road-holding characteristics.

Road-adhesion is further enhanced by a wider front track. And front and rear suspensions which feature reduced-rate springs, and the fitment of a rear stabilizer bar.

While these features add to Ford LTD's comfortable ride and handling characteristics, you will also be impressed with the car's manoeuvrability. With a wheelbase shortened by 127 mm (5 inches), and a lesser overall length, the turning circle and ability to negotiate traffic are considerably improved.

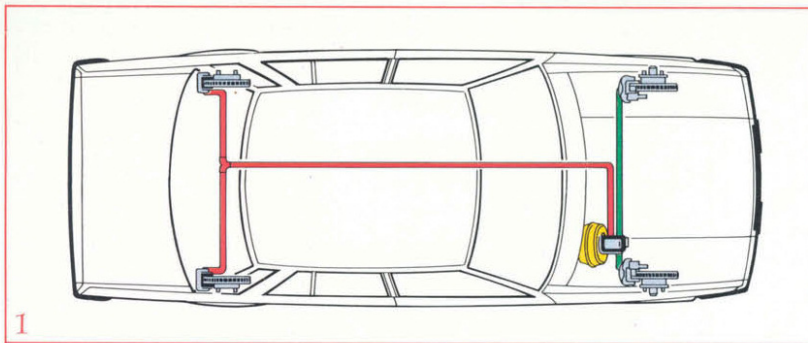
Improved visibility is also significant. There is a 20% increase in glass area, and a command driving position which lets you see more of the road ahead.

The overall quality of the Ford LTD's ride, handling and performance is, of course, best evaluated through your personal experience. If you have yet to take a test drive, we suggest that you do so at your earliest convenience. Your Ford Dealer will be happy to arrange it.

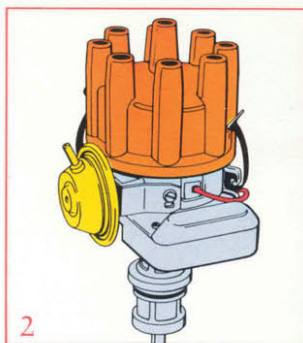


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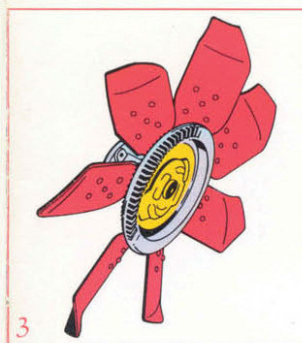
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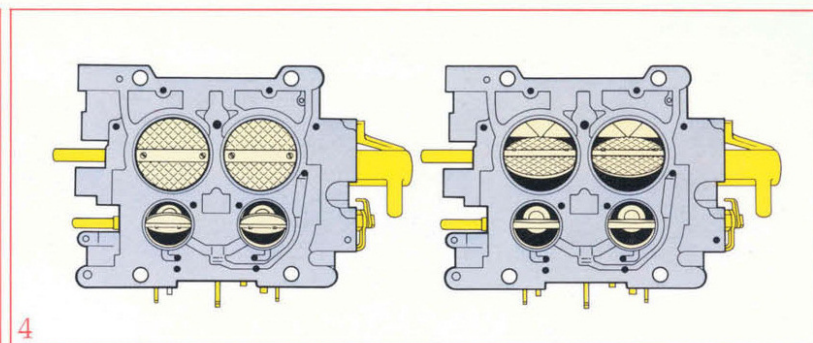
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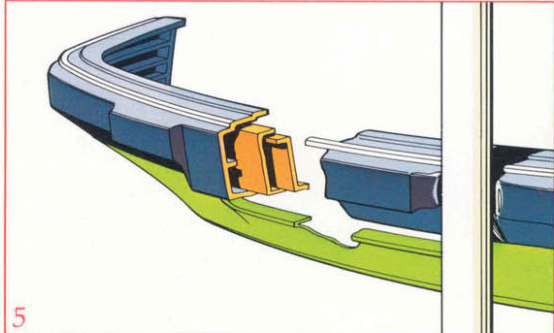
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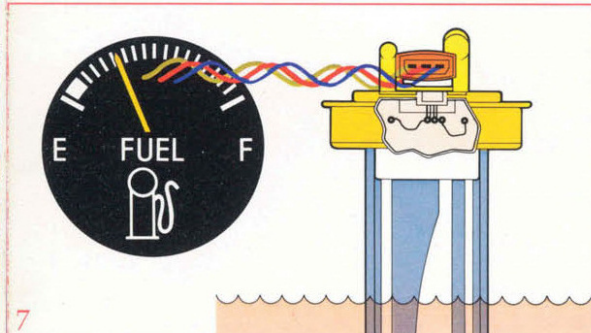
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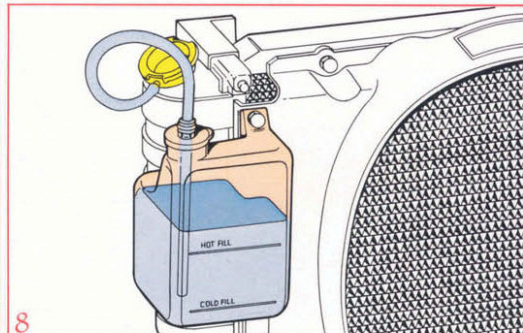
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- Dual line brake system: The four wheel ventilated disc brake system has separate lines to front and rear brakes as a safety feature. There is also a rear wheel pressure limiting valve to reduce brake lock-up under emergency braking conditions and a larger booster for better brake feel with less pedal effort.
- Electronic ignition: Electronic ignition provides for easier starting, a more consistent spark for improved engine efficiency and less maintenance than conventional systems over the life of the car.
- Viscous-clutch engine cooling fan: The Viscous-clutch fitted to the fan, only fully engages when increased cooling performance is required: Under normal conditions the fan is driven at less than engine speed to help

- improve fuel economy and reduce engine noise.
- Four barrel carburettor system: The two small primary chokes shown open in the left hand diagram provide for more efficient and for more economical operation around town and at low speed. When extra power is required for emergency passing manoeuvres, the two large diameter chokes come into operation to provide optimum power on command.
- Energy-absorbing bumpers: The lightweight tough 'energy-absorbing' bumpers are designed to help reduce minor parking and impact damage. In addition, the valance panel under the front bumper is now made of soft deformable plastic to help reduce damage from high kerbs.

- Michelin 70-Series XV5 steel braced radial tyres: These tyres feature an asymmetrical tread pattern design which improves the braking and traction capability as well as providing a longer tyre life through more balanced loading on the tread. The tyre also features special circumferential grooving for good water drainage to provide excellent wet road performance.
- Electronic fuel sender system: This system, which is similar to that used in the Boeing 727 jet aircraft, is designed not only to give more accurate reading of fuel levels, but also to provide a more robust system than the mechanically operated device previously used.
- Coolant recovery system: The necessity for frequent radiator 'top-ups' because of high

temperature and high load conditions is greatly reduced. A separate tank traps overflow which is then returned to the radiator under normal operating conditions.



FORD LTD OPTIONS AND SPECIFICATIONS

(options are at extra cost unless otherwise stated)

CONVENIENCE AND APPEARANCE EQUIPMENT: FORD LTD

Cloth seat facings—'crushed velour'	NCO
Vinyl roof	(a) OPT
Metallic paint	(b) NCO

HEAVY DUTY EQUIPMENT:

Heavy Duty suspension	(c) OPT
Outback Pack	(d) OPT
Class I Towing Pack	(e) OPT
Heavy Duty Pack for Towing	(f) OPT
Class II Towing Pack	(g) OPT

ENGINE AND TRANSMISSION COMBINATIONS:

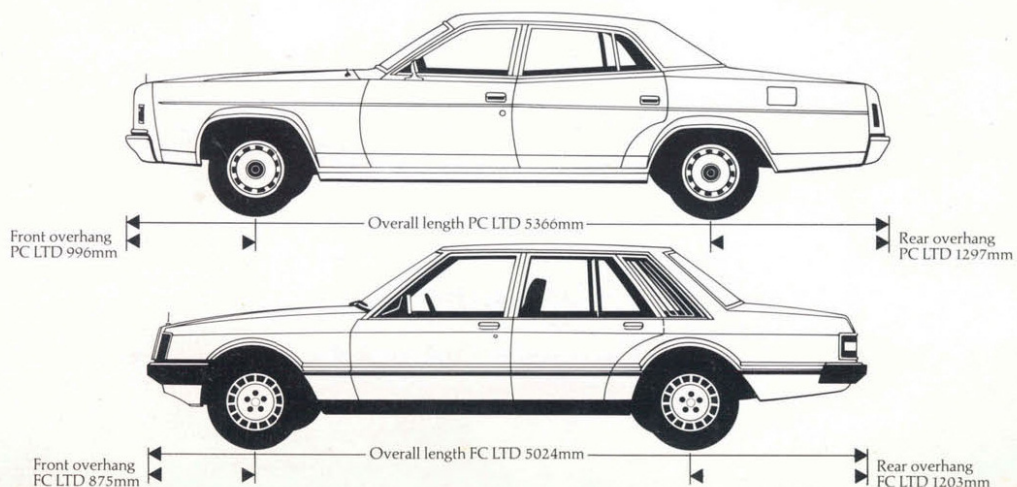
5.8 litre 4-barrel carburettor V8 engine coupled with 3-speed T-bar automatic	STD
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TYRE AVAILABILITY:

205/70HR14 Michelin XV5 steel belt radial ply tyres	STD
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NOTE: NCO means no cost option OPT means optional at extra cost STD means standard equipment

DIMENSIONS:	FORD LTD
Overall length	5024 mm (197.8")
Overall width	1868 mm (73.5")
Overall height	1394 mm (54.9")
Wheelbase	2946 mm (116.0")
Track...Front	1559 mm (61.4")
...Rear	1527 mm (60.1")
Fuel tank capacity	78.0 litres (17.2 gals)
Boot capacity	.46 m ³ (16.1 ft ³)
Turning circle	12.4 m (40.6 ft)
ENGINE SPECIFICATIONS:	
Engine displacement (cc)	5.8 litre
Bore (mm)	4-barrel V8
Stroke	5800
Compression Ratio (to 1)	101.6
	88.9
	8.9



FOOTNOTES TO CHART:

- Consult your authorized Ford Dealer to determine the colour availability of vinyl roofs.
 - Consult the Ford Colour Selector or your authorized Ford Dealer to determine which colours are available in metallic paint.
 - Heavy duty suspension consists of larger diameter, heavy duty shock absorbers and springs, increased ride height, increased diameter rear stabilizer bar. Heavy duty suspension is included as part of the Outback Pack, Heavy Duty Pack for Towing and Class II Towing Pack.
 - Outback Pack consists of heavy duty suspension, heavy duty rear axle, engine sump guard and rear axle shock absorber protection plate.
 - The Class I Towing Pack is capable of towing loads of up to 907 kg (2000 lbs) and consists of tow bar, chrome plated gooseneck wiring harness with 7-pin electrical connector.
 - The Heavy Duty Pack for Towing is a base option for the convenience of those buyers who already own compatible tow bars and wish to transfer them to their new vehicle. Note: Certain modifications and/or adjustments to the tow bar may be required. This Pack upgrades the vehicle specification to enable towing of loads up to 1587 kg (3500 lbs). It consists of:
 - Automatic transmission oil cooler
 - Heavy duty suspension which consists of heavy duty shock absorbers and springs, increased ride height and increased diameter rear stabilizer bar
 - Wiring harness with 7-pin electrical connector.
 A Spring Bar Kit is not supplied as part of the Heavy Duty Pack for Towing but is required for a comprehensive towing kit. (Spring Bar Kit available as a Ford Dealer fitted accessory.)
 - A 1814 kg (4000 lb) rated tow ball is not supplied.
 - The Class II Towing Pack upgrades the vehicle specification to tow loads up to 1587 kg (3500 lbs). It consists of all items in the Heavy Duty Pack for Towing but with these additional features:
 - Load distributing tow bar and body siderail reinforcements
 - Heavy duty towing hitch
 - Chrome plated hitch box cover plate
- NOTE:
Neither a Spring Bar Kit nor a tow ball are included in the kit.

PLEASE NOTE:

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