



NINETEEN SIXTY-EIGHT

FORD

...BETTER IDEAS

Ford '68...
Quiet. Strong.
Beautiful.
A great road car!

1968 Ford: The newest expression of the Fords that showed themselves wonderfully quiet, astoundingly strong—in test after test, drive after drive. Consider Ford's quiet heritage. A 1965 Ford showed itself quieter, by actual test, than a Rolls-Royce. The 1966 Ford showed its quiet strength against Europe's finest luxury cars. A 1967 Ford showed its rugged durability by soaring off an Olympic ski jump. And now, more than ever, the 1968 Ford is a great road car. Remarkably quiet. Remarkably smooth. There are 21 new Fords to choose from: Dramatically formal 2- and 4-door LTD's. Racy convertibles. Handsome wagons. Spirited fastbacks.

Luxurious new LTD 2-Door Hardtop!

Notice the smartly styled new LTD 2-door featured here. Headlamps are concealed by retractable doors. Full wheel covers are standard.

Interiors are luxurious. Choice new fabrics—glove-smooth vinyls impeccably tailored and handsomely appointed. Full-width seats with honest-to-goodness easy-chair comfort. Elegance, prestige and distinction you've always admired on much higher-priced cars.

Yet new low prices make LTD easier to own than ever! Behind LTD beauty are better ideas: improved SelectShift transmission (works manually or automatically), 7-position Tilt Steering Wheel, V-8's from a brand-new 302 up to a rugged 428 cubic-incher, plus an impressive array of options to help equip your LTD your special way.

The LTD 2-door is at your Ford Dealer's now. Test-drive it soon!

LTD by Ford. Standard Equipment Highlights
Power team: 302-cu. in. 2V V-8 and fully synchronized 3-speed manual transmission choice of 15 colors in Super Diamond Lustre Enamel 6 color-keyed, pleated cloth and vinyl upholsteries, loop-pile carpeting electric clock full wheel covers retractable headlamp doors "keyless" locking reversible keys all the Ford Motor Company Lifeguard Design Safety Features (see page 22).



'68 LTD by Ford, 2-Door Hardtop with optional vinyl roof covering

Ford XL Fastback— top choice for active people

'68 Ford XL Fastback . . . turn it on and it turns you on. XL's new roofline sweep, one of three new Ford silhouettes, is styled for go and packed with better performance ideas.

Basic XL engine is the smoother, quieter, durable 240-cu. in. Six. Air drawn in is thermostatically regulated for greater power with better economy. Transmission partner is the fully synchronized 3-speed manual. A computer-tuned frame with vibration-absorbing torque boxes gives you a remarkably quiet ride. Retractable doors conceal headlamps. Wheel opening moldings, GT-style stripe and wheel covers—are standard!

Interiors feature supple all-vinyl trim and upholstery. A full-width front seat can be substituted for standard front buckets with a padded console; simulated wood-grain appliques on the padded dash add a more luxurious touch. There are lights where you like them—ash tray, glove box, trunk. Underfoot is plush, color-keyed carpeting.

Among many options available are: GT Equipment Group (see page 8), power assists, five V-8's up to a 428 cubic-incher, the SelectShift Cruise-O-Matic transmission (see pages 10, 11, 23).

If you wish, you can order the optional vinyl roof covering or two-tone paint. Both are easily affordable in view of XL's surprisingly low price.

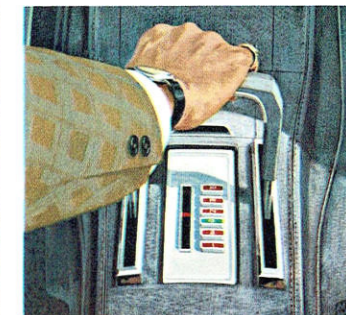
For better ideas in "turned on" driving, go XL! Your Ford Dealer has it—and it's priced to go.

Ford XL. Standard Equipment Highlights

Power team: 240-cu. in. Six and fully synchronized 3-speed manual transmission bucket seats and console choice of 15 colors in Super Diamond Lustre Enamel 7 color-keyed, all-vinyl upholstery, loop-pile carpeting electric clock retractable headlamp doors "keyless" locking, reversible keys all the Ford Motor Company Lifeguard Design Safety Features (see page 22).

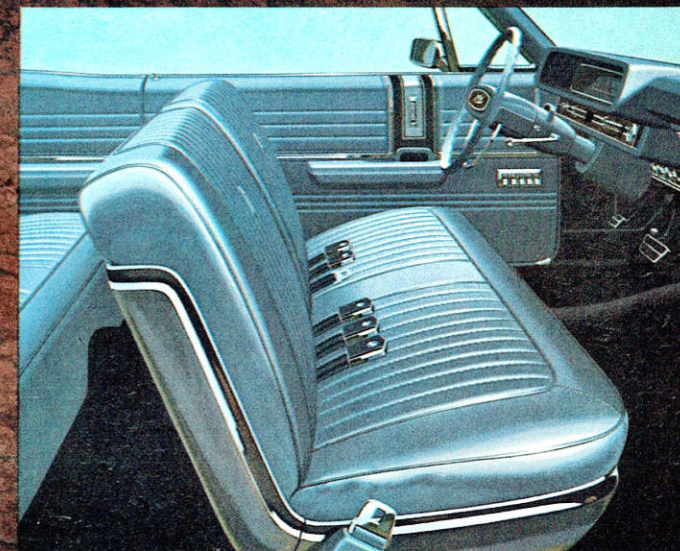


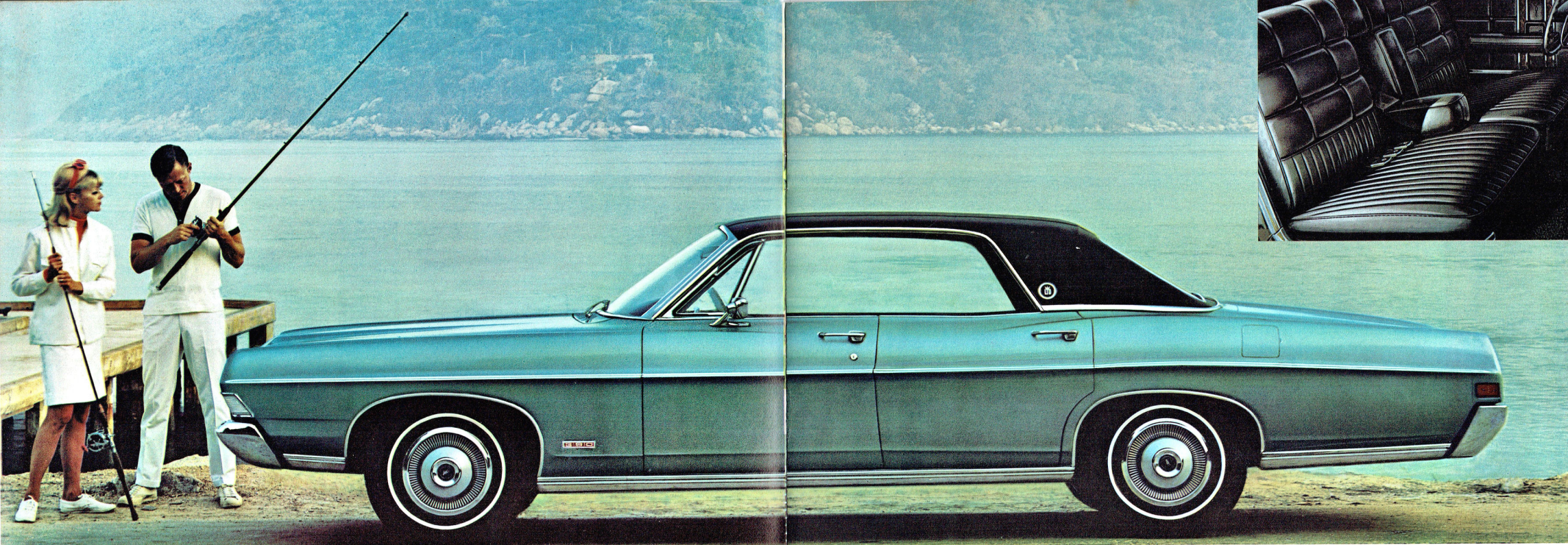
Ford XL Fastback with
GT Equipment Group



Optional SelectShift Cruise-O-Matic transmission, with bail-type stick on full-length console. Shift it automatically or manually. An optional console-mounted tachometer also is available.

Below left: Ford XL full-width front seat (optional)





1968 LTD 4-Door Hardtop with optional vinyl roof covering
Above: Optional LTD Brougham trim, Twin-Comfort Lounge Seats

LTD 4-Door Hardtop & LTD 4-Door Sedan... accent on quiet luxury

1968 LTD 4-Door Sedan with
optional vinyl roof covering



Here is sheer luxury, uncommon in the popular car field, and priced amazingly low. LTD styling ideas also are uncommon. Clean lines. Solid look. Smart new grille with retractable headlamp doors. Luxurious LTD interiors come in six color choices. Each features rich-looking, satiny pleated cloth-and-vinyl trim, simulated wood-grain accents on padded dash and doors, loop-pile carpeting underfoot—all standard. At the wheel you'll discover better ideas in LTD performance. Under the hood is a brand-new 302-cu. in. two-barrel V-8 that purrs smoothly on regular fuel. Fully synchronized 3-speed manual transmission completes the standard power team. Suspension engineering makes itself known in the remarkably quiet ride, smooth handling and response

... ideas that make LTD a great road car! For even greater luxury, the new optional Brougham trim gives you: knit nylon upholstery □ pleated center panels □ tufted seat backs with embroidered center cushions □ contoured bright metal frames on seat sides □ front door courtesy lights □ rear seat center arm rest □ plush 100% nylon cut-pile carpeting □ a fully trimmed and matted luggage compartment. Optional Twin-Comfort Lounge seats (in Brougham trim only) with individual arm rests (driver and passenger sections are separately adjustable) are illustrated here. (See other options on pages 10, 11, 23.) V-8 power ranging up to a 428 cubic-incher is available. Accent quiet luxury this year. Drive an LTD!

LTD by Ford. Standard Equipment Highlights
Power team: 302-cu. in. 2V V-8 and fully synchronized 3-speed manual transmission □ choice of 15 colors in Super Diamond Lustre Enamel □ 6 color-keyed, pleated cloth and vinyl upholsteries, loop-pile carpeting □ electric clock □ full wheel covers □ retractable headlamp doors □ reversible keys □ "keyless" locking □ all the Ford Motor Company Standard Lifeguard Design Safety Features (see page 22).

Ford XL Convertible... spirited roadability (priced lower than you'd imagine)

XL convertible. Ford's cool cat. Racy lines. And action-packed with better ideas. An exciting new grille conceals headlamps. Lamp doors open when you switch lights on. Easy-to-latch, easy-to-fold, 5-ply vinyl power top comes in black, parchment or blue. Rear window is scratch- and stain-resistant glass, not plastic! Hidden fasteners keep a stretch-type boot neatly in place. Beautiful, sporty XL interiors feature foam-cushioned buckets . . . padded full-length console . . . padded dash, sun visors, and more—all standard! XL's creamy-smooth, quiet ride is powered by the standard 240-cu. in. Six and fully synchronized 3-speed manual transmission. Five V-8's and dual-action SelectShift Cruise-O-Matic are, of course, available.

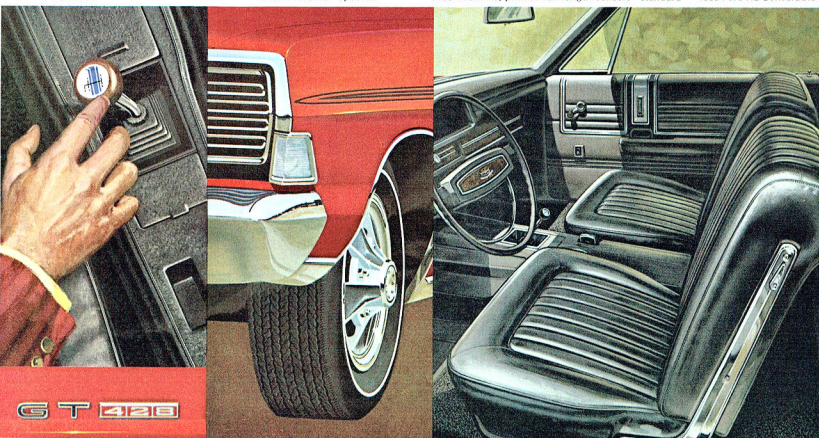
True sportsters will appreciate the optional GT Equipment Group: sporty wide-oval tires □ power front disc brakes □ a new maximum handling suspension with stiffer springs, hefty stabilizer bar, extra heavy-duty shocks □ a 3.25 to 1 rear axle ratio □ new low-restriction exhaust □ GT stripes □ GT emblem □ simulated mag wheel covers. Five V-8's up to the 428 cubic-incher are available, and you can get a 4-on-the-floor manual stick with 390- and 428-cubic-inch V-8's if you wish. Isn't it time you tried XL performance? Test-drive XL better ideas now at your Ford Dealer's!

Ford XL. Standard Equipment Highlights
Power team: 240-cu. in. Six and fully synchronized 3-speed manual transmission □ choice of 15 colors in Super Diamond Lustre Enamel □ 7 color-keyed, all-vinyl upholsteryes, loop-pile carpeting □ electric clock □ retractable headlamp doors □ "keyless" locking, reversible keys □ all the Ford Motor Company Lifeguard Design Safety Features (see page 22).

Push buckets, padded full-length console—standard 1968 Ford XL Convertible

4-speed manual transmission, GT Equipment Group and engines up to 428 cu. in. available

Wide-oval tires—optional

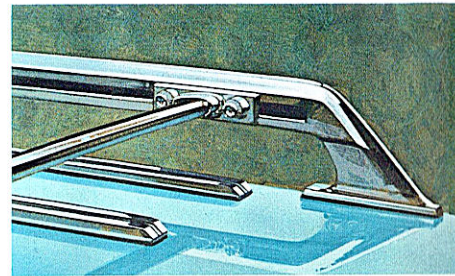




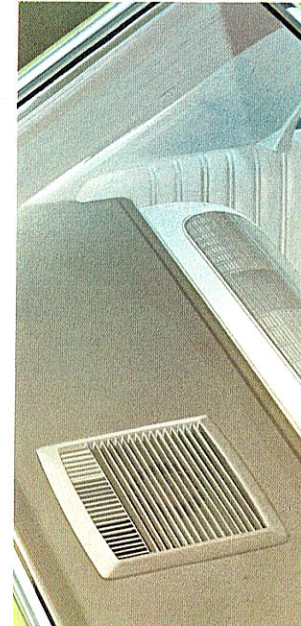
Magic Doorgate. Ingenious hinge design lets you swing Doorgate out like a door for passengers, or down like a tailgate for cargo. Standard on all Ford station wagons.

Better ideas make Ford your best buy

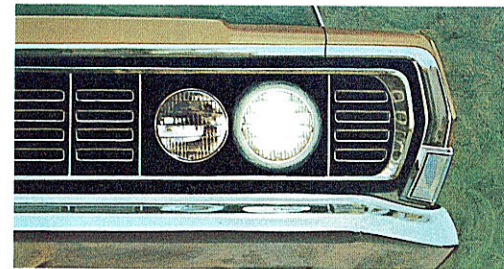
Illustrated here are new 1968 Ford features that make it easy to add your own better ideas on comfort, convenience and performance. Magic Doorgate is standard on wagons. Retractable headlamp doors are standard on LTD's, XL's and Country Squire. Your Ford Dealer will be glad to help you with your selection of options shown or listed on page 23.



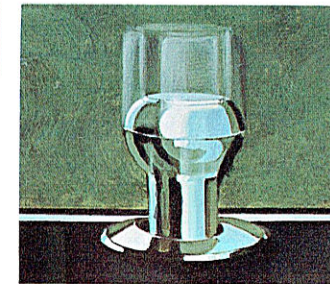
Adjustable Luggage Rack. Now you can adjust the rack to fit the load and hold your extra cargo more securely.



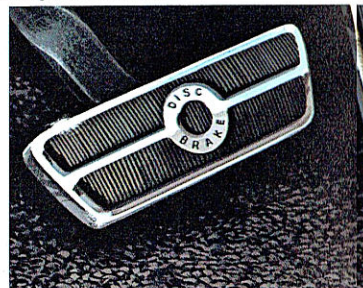
Rear Window Defogger. Directs stream of air on glass to help keep rear window clear for better visibility.



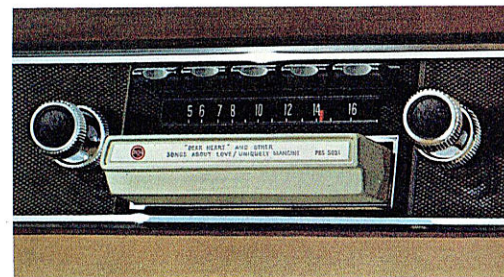
Retractable Headlamp Doors. Dual headlamps are concealed by grille door sections that retract when headlamp switch is turned on. Doors remain closed when parking lights are on. Standard on LTD, XL, Country Squire.



Power Door Locks. Toggle switch on right hand side of steering column lets you lock or unlock all doors automatically. Locks are vacuum-operated.



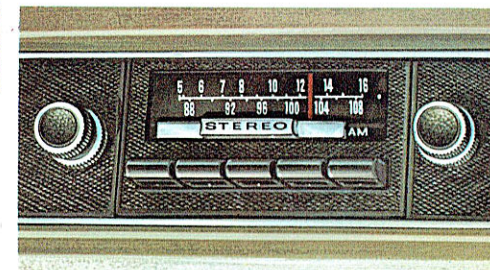
Power front disc brakes. New self-adjusting, floating-caliper disc design power brakes give you more fade-resistant stopping under severe conditions with just a touch of your toe.



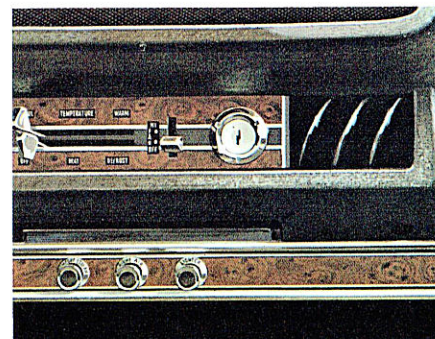
Stereo-Sonic Tape with AM Radio. For the music you prefer when you want it. Tape cartridges provide over 70 minutes of uninterrupted listening.



Fingertip Speed Control. Button on end of turn signal lever actuates automatic control to permit travel at desired speed with your foot off the accelerator pedal. Touch the brake and control returns to driver. (V-8 and SelectShift required.)



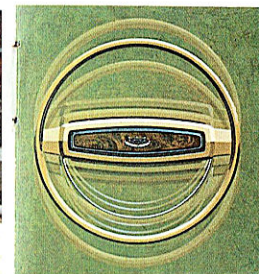
AM/FM Stereo Radio. Enjoy choice of AM, FM or FM stereo reception by merely moving selector bar. Two speakers, with two rear speakers as extra option, provide concert hall enjoyment.



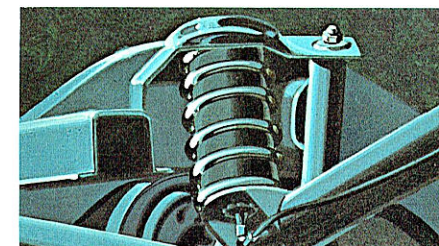
Comfort-Stream Ventilation. A better idea that adds extra comfort. Fresh air enters through grille on the cowl, circulates without noise or drafts, forces stale air out even with all windows closed.



SelectShift Cruise-O-Matic. If you choose automatic transmission on any Ford, you get the SelectShift, the remarkable transmission that works as a manual or an automatic.



Tilt Steering Wheel. May be tilted vertically to any one of seven driving positions for more comfortable, more efficient driver control, or tilted to uppermost position for ease of exit or entry.

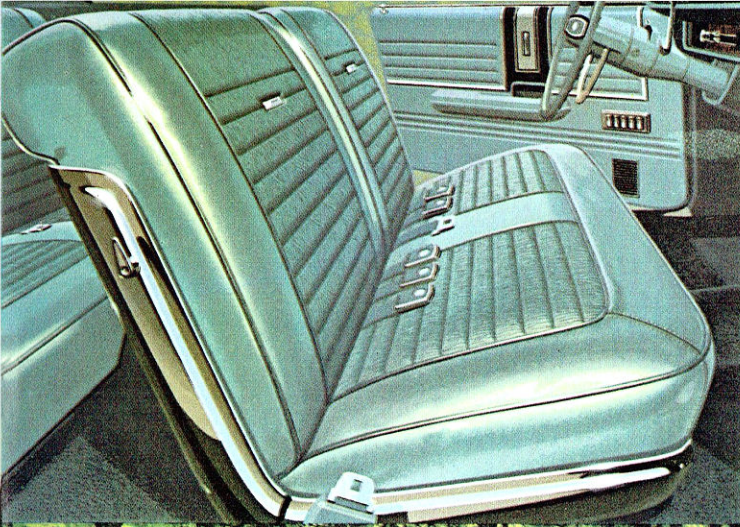


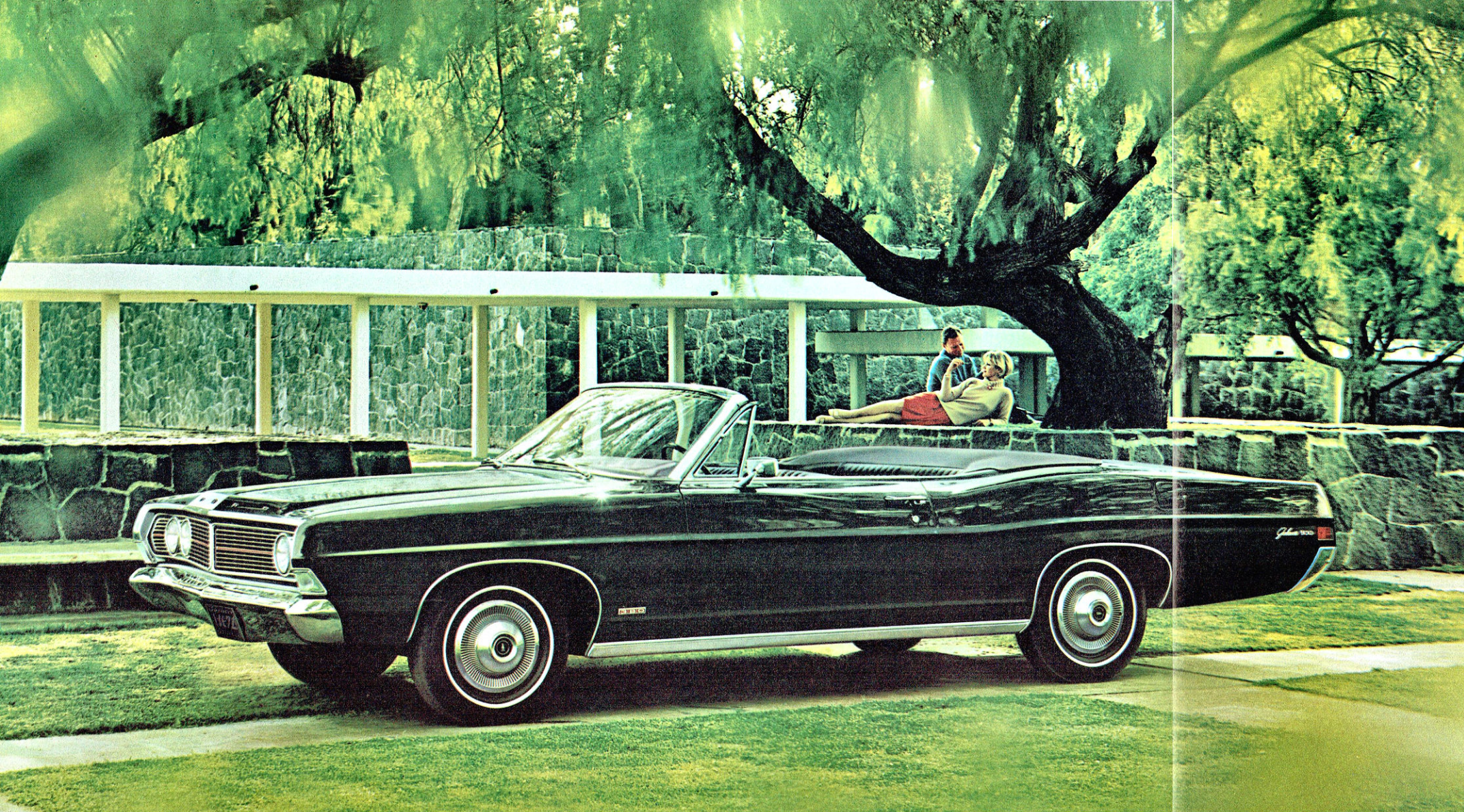
Automatic Load Leveler. Pressurized air bags in each rear spring automatically help keep car at a constant height from the road and level regardless of load.

Ford Galaxie 500 Fastback, 2-Door Hardtop... new styles in roadability

1968 Ford Galaxie 500's are stronger, quieter, smoother, more luxurious than before. All give you exciting new elegance at surprisingly modest prices. Both the fastback below and the 2-door hardtop (at right) offer new roofline ideas. Bright wheel opening and rocker panel moldings add a tasteful dress-up touch. Interior ideas are completely new. There are fashion-right fabrics and vinyl textures, plus a wide choice of colors and options available. Suspension refinements contribute to an unbelievably smooth, quiet ride. Popular options like the Stereo-Sonic Tape system . . . 6-way power seats and power windows add to your driving enjoyment. Get all the details on these talented performers from your nearest Ford Dealer.

Below:
Ford Galaxie 500
Fastback
Right:
Ford Galaxie
500 interior
At right below:
Ford Galaxie 500
2-Door Hardtop





Ford Galaxie 500 Convertible, 4-Door Hardtop, 4-Door Sedan... more top choices for great going!

Spice up your driving with the Ford Galaxie 500 convertible—always a top-down favorite. It offers you virtually the same comfort, convenience and standout luxury ideas that mark far more expensive convertibles.

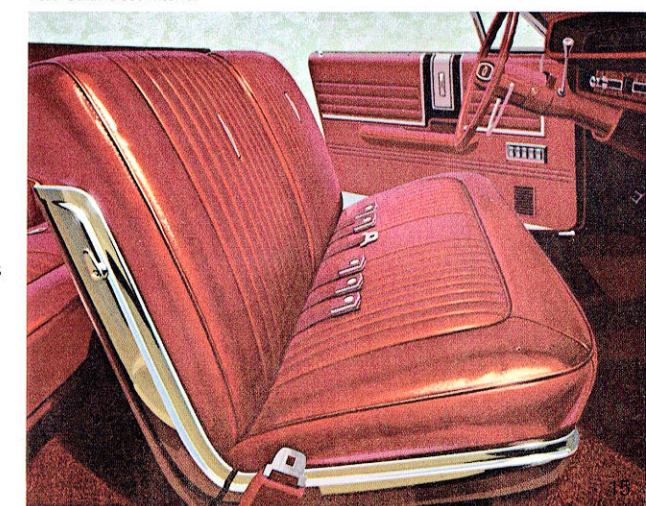
There are effortless ideas—a power top that's standard, with easy-to-use siderail latches for a neatly fitting top. There's a better idea in visibility with a Ford-pioneered, tempered safety glass rear window that won't wrinkle, tear or discolor. It's real glass. You can wipe it, wash it, scrape it. The Ford Galaxie top lowers in seconds. Stows snugly away under a trim, color-keyed, stretch-type boot. Hidden clip-type fasteners help the smooth-as-silk boot flatter the clean, sleek lines of this beauty. Crisply styled, sunproof all-vinyl interiors . . . handsome, deep foam-cushioned, full-width seats . . . rich-looking carpeting . . . are standard elegant touches that help multiply your fun in the sun. Hardtop and sedan models also feature luxurious interiors of cloth-and-vinyl trim and upholstery. All-vinyl trim on hardtops and sedans is optional. On all Ford Galaxie 500's, smooth, sure performance stems from the responsive 240-cu. in. Six, standard. For greater pizzazz, optional V-8 muscle up to a 428 cubic-incher is available. Full road-test privileges are yours for the asking—at your nearest Ford Dealer's.

Ford Galaxie 500 Standard Equipment Highlights

Power team: 240-cu. in. Six and fully synchronized 3-speed manual transmission choice of 15 colors in Super Diamond Lustre Enamel 5 color-keyed, cloth-and-vinyl upholsteries (6 all-vinyl on convertible), loop-pile carpeting curved side glass "keyless" locking, reversible keys all the Ford Motor Company Lifeguard Design Safety Features (see page 22.)

Above left: Ford Galaxie 500 Convertible
Far left: Ford Galaxie 500 4-Door Hardtop
Left: Ford Galaxie 500 4-Door Sedan

Ford Galaxie 500 interior





Meet the most practical Fords for practically everyone! Custom 500 and Custom value-leaders are family favorites with a bonus in luxury. And there are good reasons.

Neither of the two models in each series skimps on space, comfort or convenience. You enjoy virtually the same stability and smoothness-of-ride other Fords provide. All models feature full carpeting, courtesy lighting, foam-cushioned seats, spacious 19.1-cu. ft. luggage compartment . . . padded instrument panel, sun visors, windshield pillars—*all* Ford Motor Company Lifeguard Design Safety Features, in fact—and all as standard equipment. As shown . . . you can add attractive appearance options. An Exterior Decor Package with full wheel covers and bright window frames is available with white sidewalls. A bright new body side molding also is available for Customs.

Along with the always welcome low initial cost, you save a lot on Ford Twice-a-Year Maintenance features (page 22). In addition, you get excellent mileage from the standard power team: 240-cu. in. Six and the fully synchronized 3-speed manual transmission.

There's much more, of course. But you'll appreciate it best by test-driving a Ford Custom or Custom 500 in person.

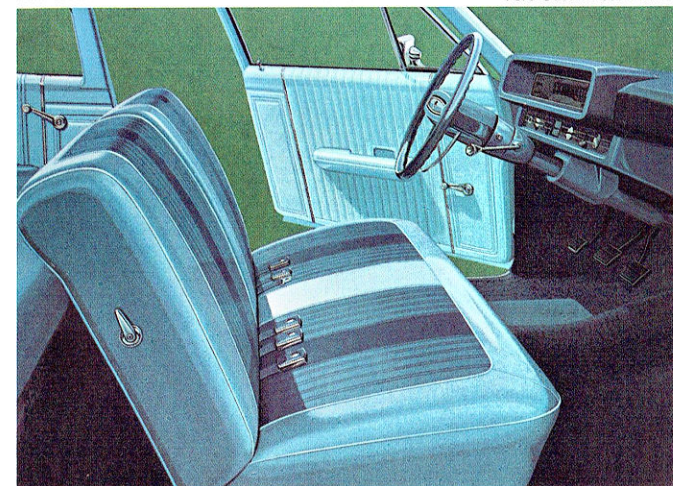
Ford Custom 500 & Custom Standard Equipment Highlights

Power team: 240-cu. in. Six and fully synchronized 3-speed manual transmission choice of 15 colors in Super Diamond Lustre Enamel Custom 500 has 3 color-keyed, cloth-and-vinyl upholsteries (Custom offers 2 interior choices), loop-pile carpeting courtesy lights suspended accelerator pedal "keyless" locking, reversible keys all the Ford Motor Company Lifeguard Design Safety Features (see page 22).

Ford Custom 500 4-Door Sedan with Decor Group option

Ford Custom 500 and Custom Sedans—great roadability for the budget-minded

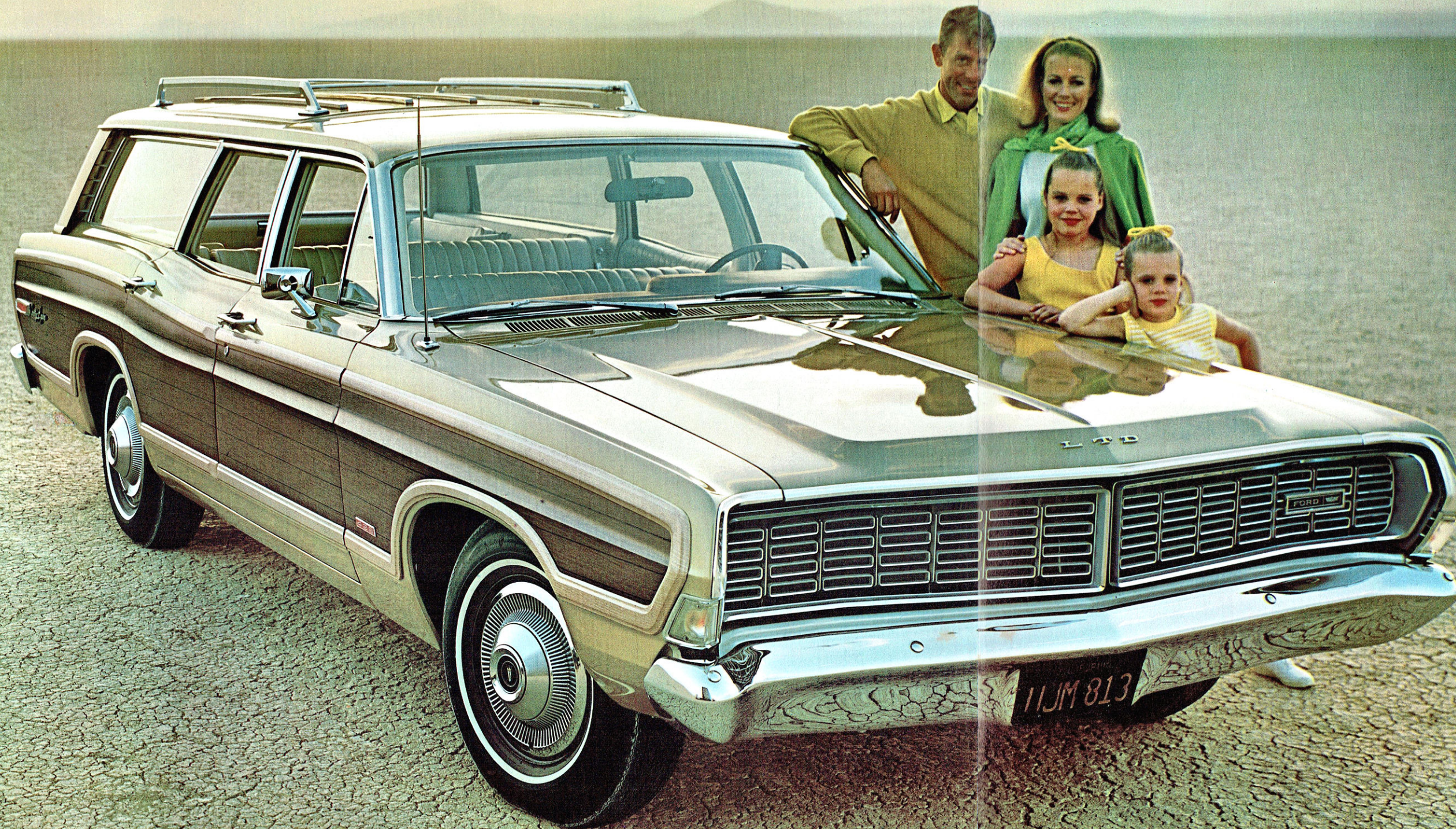
Ford Custom 2-Door Sedan with Decor Group option



Ford Custom 500 interior



1968 Ford Wagons...the inimitable Country Squire



Only Ford, the Wagonmaster, could design the classic Country Squire. In '68, Country Squire again sets the style with even smarter woodlike side paneling . . . a new grille . . . retractable headlamp doors . . . full wheel covers. Interiors are more luxurious than ever.

On the road, under load, Country Squire is uncommonly smooth, exceptionally quiet. Better ideas build better, stronger wagons. Like Ford's new heavy-duty suspension which is standard. The Magic Doorgate, also standard, swings open for people or flips down for cargo.

Consider these standard luxuries: pleated, glove-soft vinyl trim finished to LTD quality standards
□ rich-looking carpeting □ simulated wood-grain accents on padded instrument panel and doors. Choose from two models. One has Dual-Facing Rear Seats for extra passengers. And a bumper step to simplify entry.

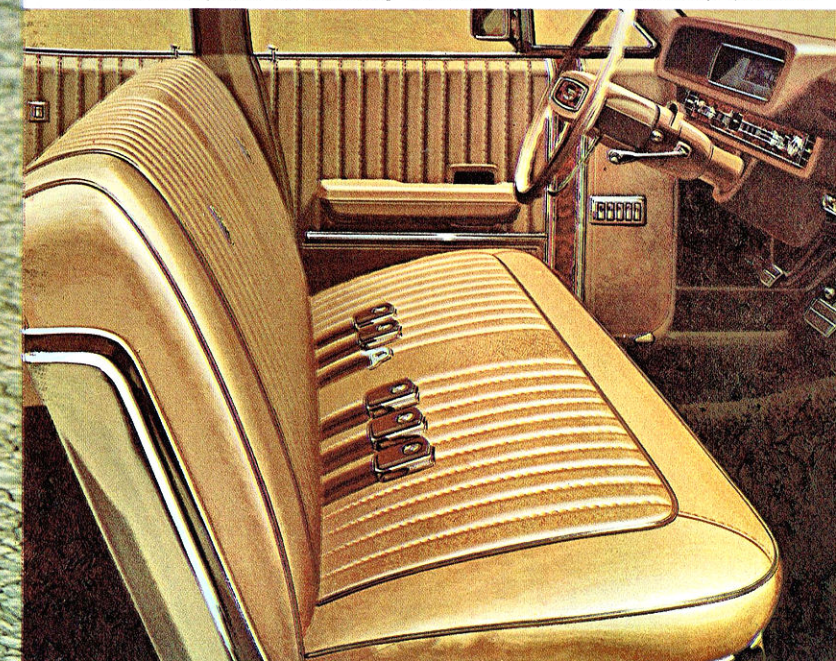
The spirited new 302-cu. in. two-barrel V-8 and a fully synchronized 3-speed manual transmission are standard. For extra muscle, choose from three other V-8's ranging up to a 428 cubic-incher.

Your Ford Dealer has the new '68 Country Squire now. See him soon for a test drive.

Country Squire Standard Equipment Highlights
Power Team: 302-cu. in. 2V V-8 and fully synchronized 3-speed manual transmission □ choice of 15 colors in Super Diamond Lustre Enamel □ 6 color-keyed, LTD-quality, all-vinyl upholsteries □ retractable headlamp doors □ loop-pile carpeting □ simulated wood-grain accents on instrument panel and doors □ self-regulating electric clock □ full wheel covers □ courtesy lighting □ and all the Ford Motor Company Lifeguard Design Safety Features (page 22).

1968 Ford Country Squire with Dual-Facing Rear Seats

Ford Country Squire interior



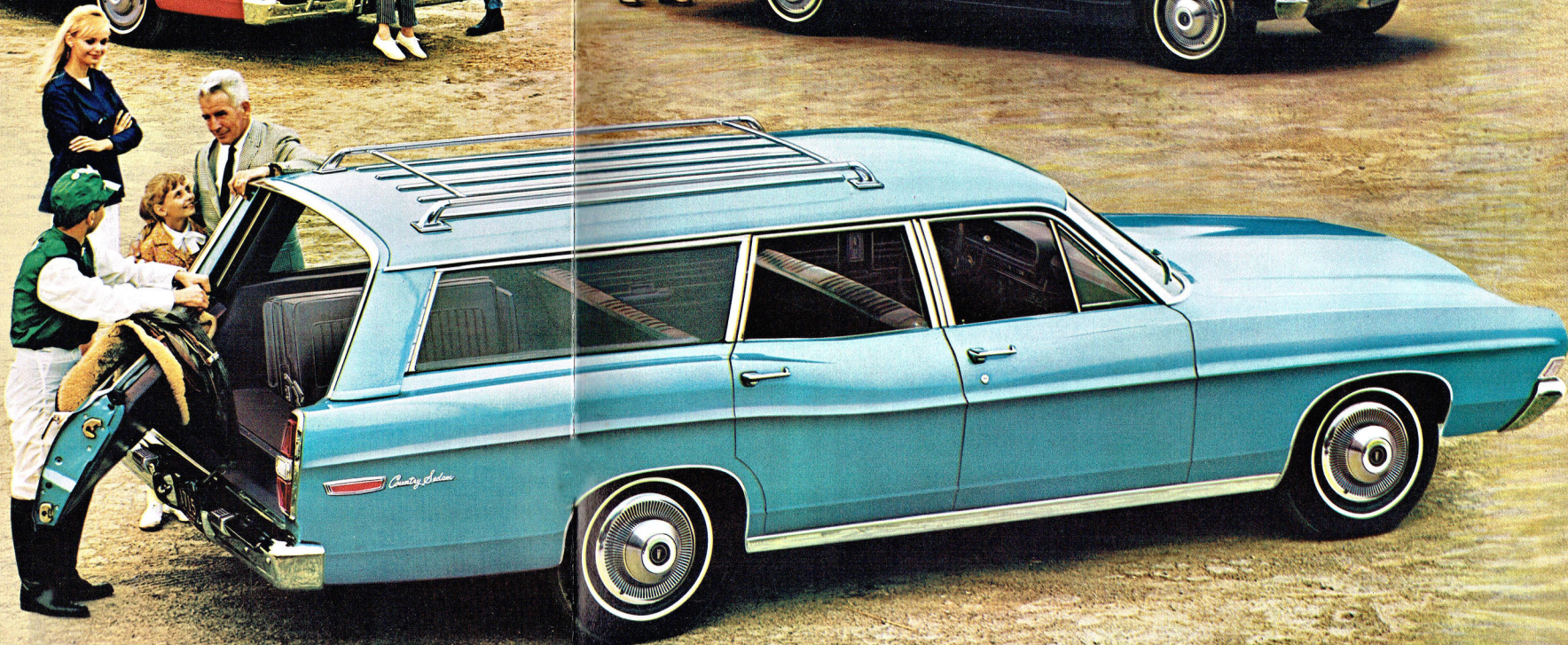
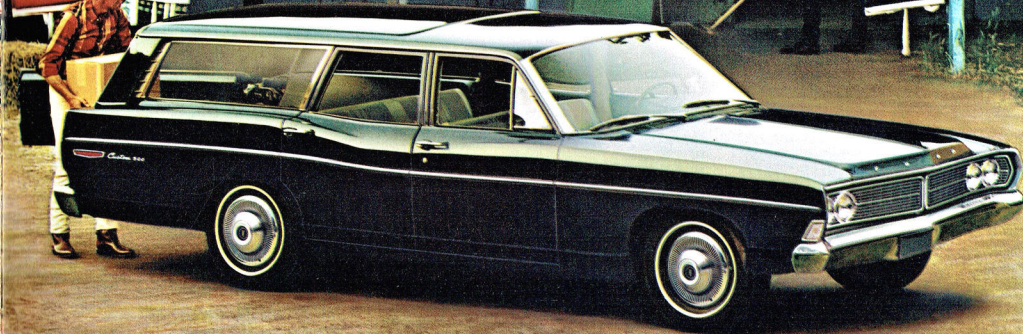
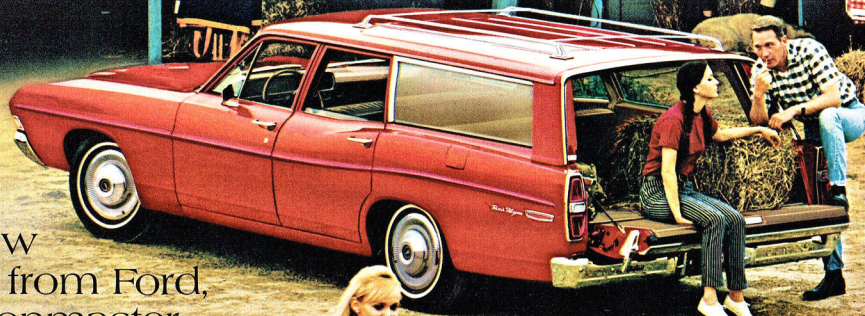
More New Wagons from Ford, the Wagonmaster

Ford wagons, first choice of wagon owners, are just what you need for hauling, calling—most any occasion. Every year more families buy Fords than any other make because Ford leads with better ideas. The Magic Doorgate, for instance, is standard. It opens as a door for people, as a tailgate for cargo. You can load large 4 x 8-ft. plywood panels flat in the spacious cargo area. Other ideas: rear pillar air deflectors to help keep the tailgate window clean. Exclusive Dual-Facing Rear Seats (all but Ranch Wagon) for carrying extra passengers. A new heavy-duty suspension makes going smoother, quieter. Styling ideas feature a bold new grille, new tail-lamps, brand-new trim inside. You'll be surrounded, too, with all the new standard Ford Motor Company Lifeguard Design Safety Features (see list on page 22). A dependable 240-cu. in. Six and a fully synchronized 3-speed manual transmission are standard. Four V-8's ranging up to a 428 cubic-incher are available. So is the velvety SelectShift Cruise-O-Matic transmission you can shift automatically or manually. Test-drive the '68 wagon of your choice soon at your Ford Dealer's.

Country Sedan, Custom 500 Ranch Wagon, Ranch Wagon Standard Equipment Highlights

Power Team: 240-cu. in. Six and fully synchronized 3-speed manual transmission □ choice of 15 colors in Super Diamond Lustre Enamel □ Country Sedan (5), Custom 500 Ranch Wagon (4) and Ranch Wagon (2) color-keyed, all-vinyl upholstery, loop-pile carpeting □ courtesy lights □ suspended accelerator pedal □ "keyless" locking, reversible keys □ all the Ford Motor Company Lifeguard Design Safety Features (see page 22).

Models shown:
Foreground: Ford Country Sedan with Dual-Facing Rear Seats
Above, left: Ford Ranch Wagon
Above, right: Ford Custom 500 Ranch Wagon



Standard Equipment

FORD CUSTOM 500 & CUSTOM 2- and 4-Door Sedans: Power Team—240-cu. in. Big Six □ Synchro-Smooth Drive (fully synchronized 3-speed man. trans.) □ Choice of 15 Super Diamond Lustre Enamel Colors □ Cloth-Vinyl Interiors: 3 Trims (Custom 500), 2 Trims (Custom) □ Color-Keyed Headlining and Sun Visors □ Full-Width Seats with Foam-Padded Cushions □ Color-Keyed Carpeting, Courtesy Lighting □ Heater-Defroster □ Cigarette Lighter, Ash Trays □ Reversible Keys, "Keyless" Locking □ Suspended Accelerator Pedal □ Crank-Adjusted Vent Windows □ Ford's Famous Twice-a-Year Maintenance (detailed in the next column) □ Plus all the *Ford Motor Company Lifeguard Design Safety Features* listed on this page.

FORD GALAXIE 500 4-Door Sedan, Fastback, 2- and 4-Door Hardtops, Convertible: Power Team—240-cu. in. Big Six □ Synchro-Smooth Drive (fully synchronized 3-speed man. trans.) □ Plus all the above equipment with these variations: Interior Choices—5 Cloth-Vinyl Trims (Sedan, Hardtops), 6 All-Vinyl Trims (Convertible) □ Simulated Wood Instrument Panel Insert □ Lighted Glove Box □ Lighted Trunk □ *Convertible Features:* 5-Ply Vinyl, Power-Operated Top, Tempered Safety Glass Rear Window □ Stretch-Taut, Color-Keyed Boot with Easy-Action Top Latches.

FORD XL Fastback and Convertible: Power Team—240-cu. in. Big Six □ Synchro-Smooth Drive (fully synchronized 3-speed man. trans.) □ Plus all the above equipment with these variations: Interior Choices—7 All-Vinyl Trims □ Individually Adjustable Front Bucket Seats □ Full-Length Console □ Simulated Walnut instrument panel □ Full Wheel Covers □ Die-Cast Grille □ Disappearing Headlamps □ (*Convertible Features same as above*).

LTD by FORD 2- and 4-Door Hardtops, 4-Door Sedan: Power Team—302-cu. in. Challenger V-8 □ Synchro-Smooth Drive

(fully synchronized 3-speed man. trans.) □ Plus all the above equipment with these variations: Interior Choices—6 "Limousine-Luxury" Trims of Cloth and Vinyl □ Full-Width Seats □ Simulated Walnut on Instrument and Door Panels.

FORD WAGONS (Country Squire, Country Sedan, Custom 500 Ranch Wagon and Ranch Wagon): For Standard Equipment, all other facts on Ford Wagons, ask your Ford Dealer for a copy of the 1968 Ford Wagons Catalog.

STANDARD FORD MOTOR COMPANY LIFEGUARD DESIGN SAFETY FEATURES

Ever since there have been Fords on the American Road, the safety of the people who drive and ride in them has been a primary concern of thousands of people at Ford Motor Company—driving millions of miles on the test track, working millions of man-hours in the laboratory. Some of the latest results of their work are seen in the Ford Motor Company Lifeguard Design Safety Features listed here.

Lifeguard Design Safety Features help reduce the likelihood of injury in case of an accident, but you can accomplish the most important job of all—preventing an accident. By obeying traffic laws at all times and developing alert, defensive driving habits, you can best protect yourself and your family against unsafe conditions on the road.

Every 1968 Ford includes: Dual Hydraulic Brake System with Warning Light □ Glare-Reduced Instrument Panel Padding, Windshield Wiper Arms, Steering Wheel Hub, Horn Ring, Rearview Mirror and Windshield Pillars □ Energy Absorbing Steering Column and Steering Wheel □ Energy Absorbing Arm Rests and Safety-Designed Door Handles □ Front and Rear Seat Belts with Front Outboard Retractors □ Turn Indicators with Lane-Change Signal Feature □ Inside Day/Night Yield-Away

Windshield-Mounted Rearview Mirror □ Energy Absorbing Instrument Panel with Padding □ Padded Safety Sun Visors □ Padded Windshield Pillars □ Two-Speed or Variable Speed Windshield Wipers □ Windshield Washers □ Double-Thick Laminated Safety Glass Windshield □ Double-Yoke Safety Door Latches and Safety Hinges □ Positive Door Lock Buttons □ 4-Way Emergency Flasher □ Backup Lights □ Side Marker Lights or Reflectors □ Energy Absorbing Front Seat Backs with Padding □ Self-Locking Folding Seats □ Shoulder Belts for Outboard Front Seat Passengers except convertibles □ Vehicle Structure Designed to Limit Steering Column Displacement □ Safety-Designed Coat Hooks □ Safety-Designed Window Regulator Knobs □ Safety-Designed Radio Control Push Buttons □ Padding on Back of Second Seat in Station Wagon □ Outside Rearview Mirror, Driver's Side □ Safety Rim Wheels and Load-Rated Tires □ Corrosion-Resistant Brake Lines □ Uniform Transmission Shift Quadrant.

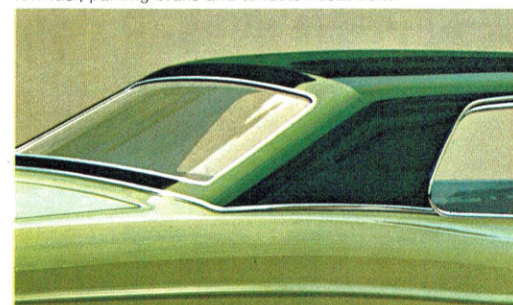
Trailer Towing: For all the information about trailer towing with the '68 Fords, see your Ford Dealer. He can advise you on the special equipment recommended for towing trailers of all types and sizes. And be sure to ask him for a copy of the 1968 Ford Car & Truck Recreation Brochure. It's filled with all kinds of suggestions and helpful information on the subject.

Twice-a-Year Maintenance '68 Fords are designed to go 6,000 miles (or 6 months) between oil changes and minor chassis lubrications; 36,000 miles (or 3 years, whichever comes first) between major chassis lubs. Other '68 Ford service-savers include: 2-year engine coolant-antifreeze, self-adjusting brakes, long-life Sta-Ful battery, shielded alternator, rust- and corrosion-resistant aluminized muffler, galvanized underbody parts.

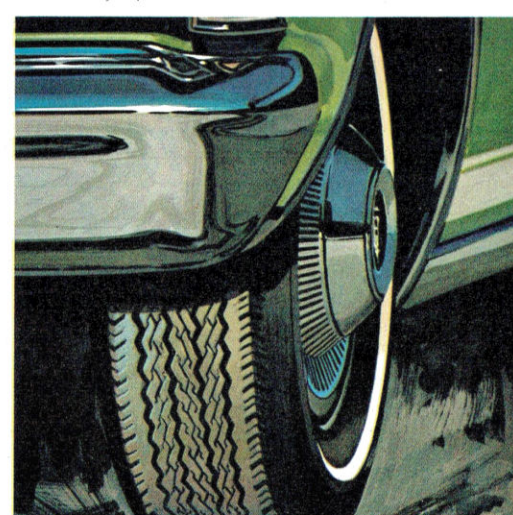
Ford Options

GT Equipment Group (XL models require 390, 427 or 428-cubic-inch V-8) □ SelectShift Cruise-O-Matic Drive □ Fingertip Speed Control □ Floating-caliper power front disc brakes (with power drum-type rear brakes) □ Tachometer (XL models) □ Radial ply tires (except wagons and with maximum handling suspension or GT Equipment Group) □ Wide-oval tires (standard with 427-cubic-inch engine, any model; standard with GT Equipment Group; optional with any model, except wagons, equipped with 390- or 428-cubic-inch engine) □ White sidewall tires □ Wheel covers □ Limited-slip differential □ Adjustable roof rack (wagons) □ Power tailgate window (standard on Country Squire and all dual-facing rear seat models) □ Load leveling system (V-8 required) □ AM Radio, AM/FM Stereo Radio, Stereo-Sonic Tape System with AM Radio □ SelectAire Conditioner □ Comfort-Stream Ventilation □ Rear window defogger (except convertibles and wagons) □ Visibility group □ Electric clock (standard on LTD, XL and Country Squire) □ Convenience Group □ Exterior Decor Group (Custom, Custom 500, Ranch Wagon and Custom 500 Ranch Wagon—WSW tires required; includes full wheel covers, bright window frames) □ Vinyl-covered roof (all 2- and 4-door hardtops, and LTD 4-door sedan) □ 6-way power front seat (driver's side or full width) □ Power steering (except with 427-cubic-inch V-8) □ Tilt Steering Wheel (with V-8 engine and Automatic transmission) □ Power door locks □ Power windows (except Custom, Custom 500, Ranch Wagon and Custom 500 Ranch Wagon) □ LTD Twin-Comfort Lounge Seats (LTD's with Brougham Interior Trim only) □ LTD Brougham Interior Trim Option (LTD's only) □ Left-hand remote-control outside mirror □ Right-hand mirror □ Two-tone paint (except convertibles and Country Squire).

Convenience Group has warning lights for door ajar, low fuel, parking brake and to fasten seat belts.



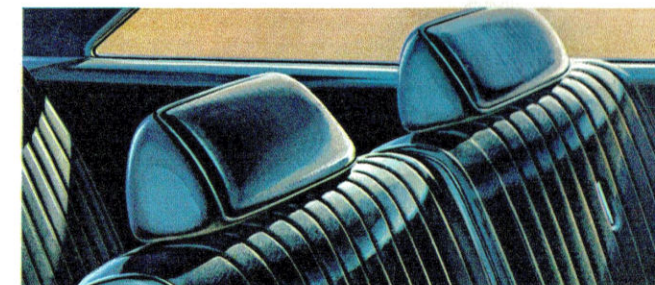
Two-Tone Paint is available on all models except convertibles and Country Squires. 23 color combinations available.



Radial Ply Tires in either black or white sidewall styles are available on all models except wagons and XL with GT Equipment Group. Unique construction provides greater tread life.



SelectAire Conditioner provides all-season comfort, by heating, defrosting and cooling all in one unit. Four individual outlets integrated into the instrument panel are adjustable. Available on all models (except those equipped with 427-cubic-inch engines).



Contoured Headrests. Adjustable, all-vinyl headrests are optional, in pairs, for any type front seating. They give driver and passenger additional comfort.



Styled Steel Wheel Covers are available as a dress-up option on all models. Five spokes to simulate "mag" wheels.

Full Wheel Covers are optional on all models. Black center with Ford crest.



Vinyl-Covered Roof is available on all 2- and 4-door hardtops and LTD 4-door sedan. Smart leather-like appearance adds a touch of luxury.



Left-Hand Remote-Control Outside Mirror is included in the Visibility Group option, or as a separate option on all models. Can be adjusted conveniently from inside the car by the driver.



Right-Hand Outside Rearview Mirror to match the standard LH mirror or optional Remote-Control mirror, is available on all models.

1968 Ford Specifications

Color and Upholstery Selections: 15 single tones, 23 two-tone combinations. Upholstery choices: Up to 30 in hardtops, 25 in sedans, 17 in wagons, 13 in convertibles.

Engines (see chart for availability):

240-cu. in. Big Six—150 hp; 4.00" bore x 3.18" stroke; 9.2 to 1 comp. ratio; 7 main bearings; reg. fuel; auto. choke; self-adj. valves; oil cap'y, incl. filter, 5 qt.

302-cu. in. Challenger V-8—210 hp; 4.00" bore x 3.00" stroke; 9.0 to 1 comp. ratio; reg. fuel; 2-barrel carb.; auto. choke; self-adj. valves; oil cap'y, incl. filter, 5 qt.

390-cu. in. Thunderbird V-8—265 hp; 4.05" bore x 3.78" stroke; 9.5 to 1 comp. ratio; reg. fuel; 2-barrel carb.; auto. choke; self-adj. valves; oil cap'y, incl. filter, 5 qt.

390-cu. in. Thunderbird Special V-8—315 hp. Same specifications as above except 10.5 to 1 comp. ratio; prem. fuel; 4-barrel carb.

428-cu. in. Thunderbird V-8—340 hp; 4.13" bore x 3.98" stroke; 10.5 to 1 comp. ratio; prem. fuel; 4-barrel carb.; auto. choke; self-adj. valves; dual exhaust (single on wagons); oil cap'y, incl. filter, 5 qt.

427-cu. in. Cobra V-8—390 hp;

4.23" bore x 3.78" stroke; 10.9 to 1 comp. ratio; 4-barrel carb. Available for all models (except wagons). Equipment package includes: 80 amp-hr battery; power disc brakes; G70-15 wide-oval tires; maximum handling suspension; heavy-duty 3.25 to 1 ratio rear axle.

Engine Features: 6000-mile (or 6-month) full-flow oil filter; dry-type air cleaner; year-round 190° thermostat; 12-volt electrical system; 42-amp. alternator; 54-plate, 45 amp-hr battery (66-plate, 55 amp-hr with 265- and 315-hp V-8's with automatic transmission); weatherproof ignition with constant-resistance wiring and air-cooled breaker points; positive-engagement starter; fully aluminum muffler. (Dual mufflers of aluminum and stainless steel.)

Clutch and Manual Transmissions (see chart for availability): Semi-centrifugal clutch with weighted levers for more positive engagement. Face diameter 9.5" with Big Six, 10" with Challenger V-8, 11" with Thunderbird 390 V-8's, 11.5" with Thunderbird 428 V-8. Synchro-Smooth Drive Manual Transmission—smooth, fully synchronized shifting in all forward speeds.

4-Speed Manual Transmission—Fully

synchronized with console-mounted stick shift on XL models; floor-mounted on others.

Selectshift Cruise-O-Matic Drive—Lets you drive fully automatic or shift manually through the gears. Three forward gears, one reverse. Effective engine braking in low gear (1) for better control in hilly driving. Quadrant sequence P-R-N-D-2-1.

Power Team Selections

ENGINES		TRANSMISSIONS			
Cu. in.	Designation	LTD's, Other Squires Models	S1, C	S1, C	S1, C
240	Big Six†		S1, C	S1, C	S1, C
302	Challenger V-8†		S1, C	S1, C	S1, C
390	Thunderbird V-8		S1, C	S1, C	S1, C
390	T-bird Special V-8	S, C, 4	S, C, 4	S, C, 4	S, C, 4
428	Thunderbird V-8	C, 4	C, 4	C, 4	C, 4
427	Cobra V-8	C	C	C	C

†502, engine and trans. all models except LTD's and Squire Wagons. ‡510, 516, as indicated, all others optional. †336, engine and trans. LTD's and Country Squires.

Transmission Key: S—Synchro-Smooth Drive (fully synchronized 3-speed manual); C—Cruise-O-Matic Drive (4-Speed Manual)

Rear Axle: Semi-floating type with deep-offset hypoid gears. Overhung drive pinion and cast center section with roller bearings

for all 240- and 302-cu. in. engines. Straddle-mounted drive pinion with roller bearings for all other engines.

Frame: Front end assembly, rear end assembly, and four torque bar assemblies connected by center sidersails. Ladder-type construction has five reinforced crossmembers. Reinforced body mounting results in superior noise and vibration suppression characteristics.

Front Suspension: Wide 62" tread; drag-strut, ball-joint type mounted to allow slight rearward movement of wheels to reduce effect of bumps and road faults. Rubber-bushed stabilizer helps control roll on turns. Tapered roller wheel bearings.

Rear Suspension: Wide 62" tread. Three-link arrangement to control dive and squat on braking and acceleration. Lateral track bar centers axle, resists body rubber-strap on turns. Links and track bar rubber-bushed for smooth, quiet operation.

Steering: Overall steering ratio 30.9 to 1; with power steering, 18.9 to 1.

Brakes: Dual hydraulic system with dual master cylinder, separate lines to front and rear. Self-energizing, self-adjusting (when applied while car is moving backwards), 11-inch composite drums, grooved for better cooling. Lining area 203.8 sq. in.

Tires: Uniform pressure 4-ply rating black tubeless with rayon/polyester cord. Basic sizes 7.75 x 15, 8.15 x 15, G70-15. Super Wide-Oval Tires included on XL's optional GT Equipment Group, with 427-cu. in. engine, optional on all models, with 390- or 428-cu. in. engines (except wagons). Tire sizes are determined in part by engine choice and special equipment.

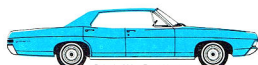
Basic Dimensions & Capacities (All Models*)
—Length—213.3". Width—78.0". Height—55.8" (sedans), 54.6" (2-dr. hdtps.), 54.8" (4-dr. hdtps.), 54.4" (conv's). Wheelbase—119".
Tread (front)—62". Trunk Luggage Vol. (cu. ft.)—18.7 (conv's), 18.9 (fastback hdtps.), 19.1 (others). Fuel—25 gal.

Approximate Weights—Custom 2-Door Sedan 3825 lb., Custom 4-Door Sedan 3663 lb., Custom 500 2-Door Sedan 3637 lb., Galaxie 500 4-Door Sedan 3652 lb., Galaxie 500 2-Door Hardtop 3695 lb., Galaxie 500 Fastback 3700 lb., Galaxie 500 4-Door Hardtop 3728 lb., Galaxie 500 Conv. 3845 lb., Ford XL Fastback 3754 lb., Ford XL Conv. 3911 lb., LTD 2-Door Hardtop 3893 lb., LTD 4-Door Hardtop 3826 lb., LTD 4-Door Sedan 3780 lb.

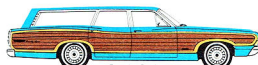
Prices: All power assists, optional equipment and accessories as well as some items illustrated or referred to as options, optional or available are at extra cost. For the price of the Ford model you desire, consult your Ford Dealer.



LTD 3-Door Hardtop



Galaxie 500 4-Door Hardtop



Country Squire with Dual-Facing Rear Seats



LTD 4-Door Hardtop



Galaxie 500 Convertible



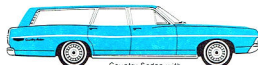
Country Squire



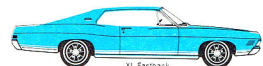
LTD 4-Door Sedan



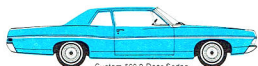
Galaxie 500 4-Door Sedan



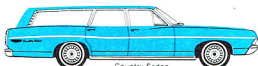
Country Sedan with Dual-Facing Rear Seats



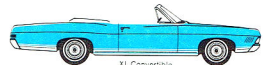
XL Fastback



Custom 500 2-Door Sedan



Country Sedan



XL Convertible



Custom 500 4-Door Sedan



Custom 500 Ranch Wagon with Dual-Facing Rear Seats



Galaxie 500 2-Door Hardtop



Custom 4-Door Sedan



Custom 500 Ranch Wagon



Galaxie 500 Fastback



Custom 2-Door Sedan



Ranch Wagon

The illustrations and product information contained herein were current at the time this publication was approved for printing. However, in order to continue to offer the finest alternatives possible, Ford Motor Company reserves the right to change specifications, designs, models or prices without notice and without liability for such changes.

