

# '74 Ford Torino

GRAN TORINO ELITE · GRAN TORINO BROUGHAM · GRAN TORINO  
GRAN TORINO SPORT · TORINO · AND STATION WAGON HIGHLIGHTS



PRESENTING GRAN TORINO *Elite*  
*A timely new mid-size car in the Thunderbird tradition.*





# The 1974 Ford Torino collection... great value in the mid-size field.

Sleek new Ford Torinos. Nearly as large inside as the big cars. With ample room for six—including vacation luggage. And smaller-car handling ease plus mid-size economies.

Mid-size practicality isn't all. Torinos are designed to give you the look and feel of more costlier cars. A bold new grille, new rear deck styling, new interior fabrics—handsomely tailored—provide the luxury. Suspension refinements, wide stance and long wheelbase give you extraordinary comfort and a quiet, solid ride.

Five different Torinos, shown below, offer 10 models to pick from. Looking clockwise, the **Gran Torino Brougham** features new Opera Windows and distinctive hood ornament in 2-Door Hardtop or 4-Door Pillared Hardtop models. **Gran Torino Sport**, 2-Door Hardtop only, combines luxury with sporty flair. **Gran Torino Squire**, one of

three Torino Wagons, displays smart woodgrain vinyl paneling. **Torino**, 2-Door Hardtop or 4-Door Pillared Hardtop, accents value. **Gran Torino**, 4-Door Pillared Hardtop or 2-Door Hardtop, presents luxury a shade below the top-of-the-line.

Obviously, the closer you look, the better we look in the mid-size field. Details on later pages emphasize even more the great value each Torino offers.

**Our goal: no unhappy owners.** Ford Motor Company and Ford Dealers are dedicated to an ambitious goal—**no unhappy owners.** It means that each Torino is built to high quality standards. You also get the full attention of a dealer organization interested in your satisfaction. We listen to our owners, and we will do everything possible to make sure you get all the good things planned and built into your Ford Torino.

GRAN TORINO SQUIRE STATION WAGON in Medium Ivy Yellow (Code 6N).



**Note:** See Notable Standard Features: Gran Torino Elite, page 7; Gran Torino Brougham, page 10; Gran Torino, page 12; Gran Torino Sport, page 15; Torino, page 16. Other items illustrated are optional.

GRAN TORINO SPORT 2-Door Hardtop in Bright Red (Code 2B) with Black vinyl roof.



TORINO 2-Door Hardtop in Medium Copper Metallic (Code 5M).



GRAN TORINO 4-Door Pillared Hardtop in Green Glow (Code 4T) with Green vinyl roof.



GRAN TORINO BROUGHAM 2-Door Hardtop in Dark Blue Metallic (Code 3G) with White vinyl roof.

**Note:** For your convenience, Torino colors include codes—example: Bright Red (Code 2B). Your Ford Dealer will be glad to show you color chips and actual swatches of vinyl roof and interior trim materials.

## and introducing an exciting new addition...the





FORD GRAN TORINO *Elite*. A timely new mid-size car in the Thunderbird tradition.

Now Ford brings you Gran Torino Elite. A totally new 2-Door Hardtop. With Thunderbird-inspired styling, solid engineering and personal luxury . . . plus mid-size economy.

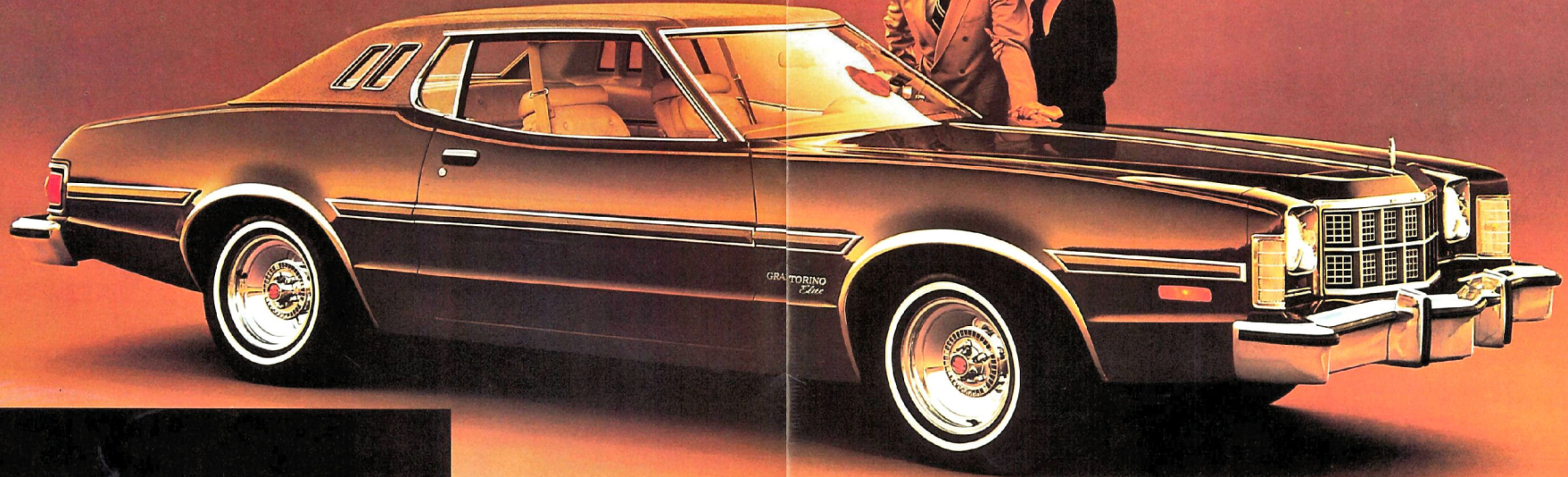
From classic new grille to unique twin Opera Windows, Elite has a youthful elegance all its own. We call it America's youngest luxury car in the mid-size field. And you'll welcome the mid-size price.

Great luxuries come standard. SelectShift Cruise-O-Matic transmission. Power steering. Power front disc brakes. Long

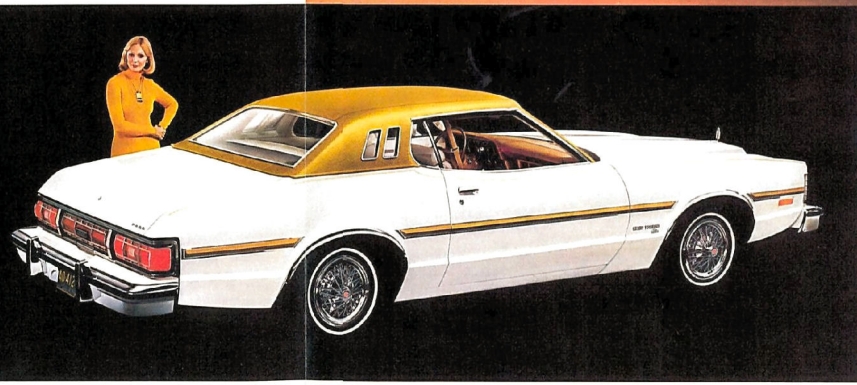
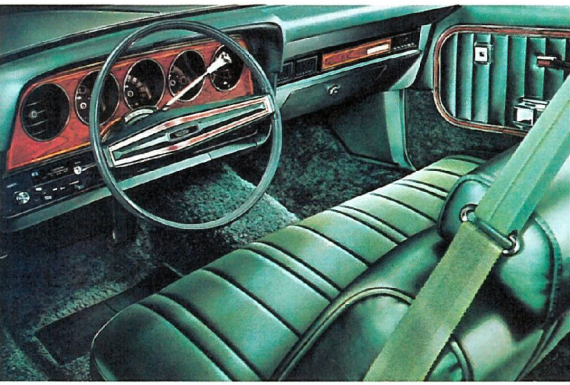
tread-life steel-belted radial ply tires. A V-8 that doesn't require premium gas. Vinyl roof, and more.

Inside . . . deep-cushioned comfort. Richly trimmed with Westminster Cloth and color-keyed throughout. See Medium Blue (Code LB), at left. And Thunderbird-like cherry woodtone accents on the instrument panel. For more luxury, an Interior Decor Group is optional. See pages 7 and 21.

The closer you look at all-new Elite, the better we look. Arrange a test drive soon.



The beautiful Elite exterior is matched with this beautiful standard interior, featuring elegantly contoured, deep-cushioned bench seats to give you the comfort you want. Westminster Cloth trim, impeccably finished, looks rich, feels rich, wears well. Medium Blue (Code LB) is shown. Black, Medium Green and Tan are also available. Color-keyed seat belts, and thick 13-oz. cut-pile carpeting add a further substantial luxurious touch.



GRAN TORINO ELITE 2-DOOR HARDTOP in Ginger Glow (Code 5I) with Tan Odense grain vinyl roof. Note classic new grille, unique twin Opera Windows, color-keyed protective body-side moldings and distinctive hood ornament.

Note: See Notable Standard Features on page 7. Other items shown are optional.

Note: See Color Code reference on page 2.

Easy-care, long-wear Ruffino all-vinyl trim is a handsome option. Medium Green (Code LR) shown. Black, Medium Blue, Tan available. Deluxe steering wheel, electric clock and cherry woodtone instrument panel accents are standard.

GRAN TORINO ELITE 2-DOOR HARDTOP in White (Code 9A), smartly topped with Gold Odense grain vinyl roof. New taillight design, featuring jewel-like chrome latticework, highlights new rear deck styling. Thunderbird-inspired styling from classic new grille to unique twin Opera Windows. Wire wheel covers are one of four choices available. Wide new wheel lip moldings are standard.

New Thunderbird-inspired GRAN TORINO *Elite*





Sumptuous 100% nylon Knit Cloth on split-bench seats. Close your eyes and your senses will say it has the soft, luxurious feel of Cashmere. Color is Tan (Code LU). Medium Blue, Medium Green, Red also available. Thick, rich 25-oz. cut-pile carpeting is also included with the optional Interior Decor Group.

Super-soft vinyl on split-bench seats in Red (Code LD). Black, Medium Blue, Medium Green, Tan, White available. Note complete instrumentation—tach, trip odometer, oil, amp, temperature and fuel gauges—burled walnut woodtone accents on instrument panel and bright pedal trim. Interior Decor Group also includes other refinements.

**FORD GRAN TORINO** *Elite*  
*Thunderbird-inspired elegance...yours with the optional Interior Decor Group.*

Although Elite is a personal luxury car to begin with, the optional Interior Decor Group lets you add even higher caliber elegance. Included are luxuries like individually adjustable split-bench seats. Deftly tailored 100% nylon Knit Cloth with the rich feel of Cashmere (beautifully shown in Tan at the left). Or, you can choose elegant super-soft vinyl, shown below in Red. Plush 25-oz. cut-pile carpeting covers the floor and lower door

panels. Bright pedal trim adds a nice touch. Even the instrument panel is special. With complete instrumentation—tach, trip odometer, oil, amp, temperature and fuel gauges, plus an electric clock. And gracious burled walnut woodtone panel accents. (See below.) There's a visor vanity mirror. And an automatic seat-back release. All Interior Decor Group items add elegance in the Thunderbird tradition, and are well worth the modest extra cost.

**NOTABLE STANDARD FEATURES—GRAN TORINO ELITE**

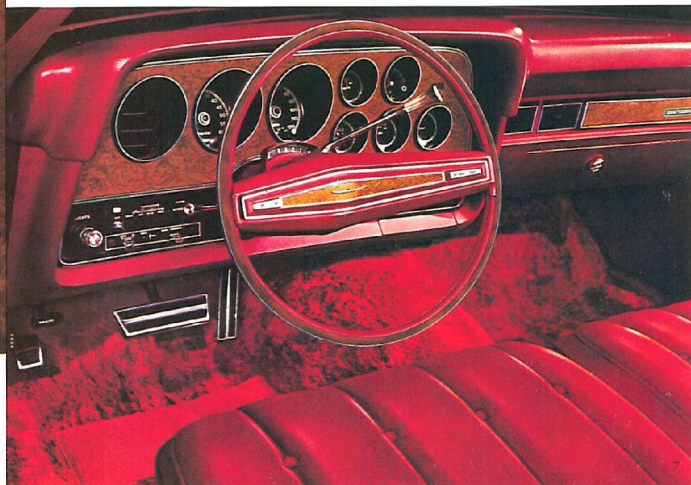
**Functional**—351 CID V-8 with SelectShift Cruise-O-Matic Transmission □ Power Front Disc Brakes □ Power Steering □ Direct-Aire Ventilators □ BSW Steel-Belted Radial Ply Tires □ Impact Resistant Front and Rear Bumper Systems □ Front Bumper Guards □ Dual Note Horn □ Inside Flood Release □ Clock □ Heater/Defroster □ Seat Belt Interlock System □ All Ford Motor Company Life-guard Design Safety Features on page 22.

**Appearance & Comfort**—Westminster Cloth Seat Trim □ Color-Keyed Cut-Pile Carpeting □ Deluxe Steering Wheel □ Color-Keyed Seat Belts □ Hood Ornament □ Wide, Color-Keyed Protective Body-side Moldings □ Full Vinyl Roof □ Unique Twin Opera Windows □ Unique Wheel Covers.

**MEASUREMENTS (2-Door Hardtop)**

Wheelbase .....	114"	Rear Tread .....	63.5"
Length .....	213.6"	Fuel Capacity (gal.) & Type .....	26.5 reg.
Height .....	52.4"	Curb Weight (lb.) .....	4267
Width .....	79.3"	Passenger Capacity—Bench Seats .....	6
Front Tread .....	63.4"		

**Notes:** See Color Code reference on page 2. See Notable Standard Features above. Other items shown are optional. Luggage compartment trim, listed on page 21 (Interior Decor Group), not available.







# FORD GRAN TORINO



## BROUGHAM

*Unexpected roominess and comfort  
in a mid-size car.*

The Gran Torino Brougham for 1974 provides a number of pleasant surprises. You'll notice ample room for a family of six, as well as significant styling change. The new grille is finished in lustrous chrome and argent. A new hood ornament adds distinction. Wide new bodyside moldings with color-keyed vinyl inserts offer greater protection in close parking.

Also new are the deluxe wheel covers (shown on 4-door) and optional fender skirts. Bright moldings for rocker panel, wheel lips and fenders offer a pleasing accent to the styling theme. At the rear, Brougham provides a full-width red lens treatment, combining a reflective panel below the trunk opening with new, larger, easily seen taillights. White sidewall steel-belted radial ply tires are also a welcome standard feature.

A new and highly visible styling note is the distinctive Opera Window on the 2-Door Hardtop. The Brougham offers a choice of six color-keyed vinyl roofs (White, Blue, Green, Brown, Tan and Gold) for an added custom touch. Color choices enable you to decorate your Brougham in your choice of fourteen long-lasting finishes... seven of them new for '74.

But good looks aren't the whole story. Torino's new Front and Rear Impact Resistant Bumper Systems show how styling and safety work hand in hand. The front and rear bumpers are bright plated and tastefully complement the new look of the grille and taillights. And both meet the new stricter Federal safety requirements. They're just one of a long list of safety features covered on page 20.

In reliability, size and comfort... both Brougham models were designed to be logical choices for most Americans. The mid-size dimensions and suspension refinements give you nimbleness on the road plus remarkable handling ease and parkability.

Be sure to look closely at interior luxuries, and the standard feature chart on page 10. Attractive options are detailed on pages 18-21.

**Note:** See Notable Standard Features on page 6.  
**Other items illustrated are optional.**  
**Note:** See Color Code reference on page 2.

BROUGHAM 4-DOOR PILLARED HARDTOP. Shown here in Medium Blue Metallic (Code 3D) with Blue vinyl roof and optional fender skirts.



BROUGHAM 2-DOOR HARDTOP features distinctive new opera windows. Color is rich Saddle Bronze Metallic (Code 5T) with Brown vinyl roof.



# FORD GRAN TORINO

## BROUGHAM



*Why pay thousands more  
for luxury like this?*

Consider this: the detailing, fit and feel of the Brougham interior is sure to return as much enjoyment and pride of ownership as cars that are far more expensive. As evidence we offer the illustration at right. This is the Brougham's splendid new Westminster Cloth with split bench seats. It's standard. Super-soft vinyl split bench seats are yours to choose, as well. The comfort must be felt to be appreciated. Thick, color-keyed cut-pile carpeting, woodtone steering wheel and instrument panel appliques enhance the feeling of roomy, well-knit luxury. Gauges are canted for easy reading. Back-lit controls are within easy reach. An electric lock, extra cost on most cars, is standard, too.

More to consider: the number of convenience and power options available to suit your personal taste. For example: SelectAire Conditioning with automatic temperature control, SelectShift Cruise-O-Matic transmission offer comfort and performance of the highest order. So do power seats—6-way adjustment for all Torinos—as well as for the driver on the Brougham's split bench seat design. AM/FM stereo radio with tape player, tilt steering wheel, and many more. A complete list of options can be found on pages 18-21.

### NOTABLE STANDARD FEATURES — GRAN TORINO BROUGHAM

**Functionals**—3-Speed CID V-8 with 3-Speed Fully Synchronized Manual Transmission  Manual Front Disc Brakes  DirectAire Ventilation  WSW Steel-Belted Radial Ply Tires  Impact Resistant Front and Rear Bumper Systems  Inside Hood Release  Clock  Reversible Keys, "Keyless" Locking  Heater/Defroster  Seat Belt Interlock System  All Ford Motor Company Lieguard Design Safety Features on page 22.

**Appearance & Comfort**—Westminster Cloth or Super-Soft Vinyl Seat/Door Trim  Split Bench Seat (dual armrests)  Color-Keyed Cut-Pile Carpeting  Bright Pedal Pads  Color-Keyed Steering Wheel and Column  Color-Keyed Deluxe Seat Belts  Deluxe Sound Package  Hood Ornament  Bright Belt, Wide Bodyside (with Vinyl Inserts), Wheel Lip Moldings  Vinyl Roof  Opera Windows (2-Door)  Deluxe Wheel Covers.

MEASUREMENTS	2-Door	4-Door
Wheelbase .....	114"	118"
Length .....	213.6"	217.6"
Height .....	52.4"	53.1"
Width .....	79.3"	79.3"
Front Tread .....	63.4"	63.4"
Rear Tread .....	63.5"	63.5"
Fuel Capacity (gal.) & Type .....	26.5 reg.	26.5 reg.
Curb Weight (lb.) .....	4039	4165
Passenger Capacity—Bench Seats .....	6	6

**Note:** See Notable Standard Features above.  
Other items shown are optional.

**Note:** See Color Code reference on page 2.



SUPER-SOFT VINYL SPLIT BENCH SEAT  
with dual fold-down center armrests  
in front. Color is Blue (Code FB).

WESTMINSTER CLOTH AND VINYL  
SPLIT BENCH SEAT. A smart, long-  
lasting material. Gold (Code FV).  
Features dual fold-down armrests.



# FORD GRAN TORINO



*Everything makes sense: comfort, great looks, size and value.*

When it comes to visual appeal, solid size and outstanding value, you'll find the Gran Torino taking its share of honors in the mid-size market, too. For, just like its Brougham and Squire "cousins," the Gran Torino returns a large measure of fine car dividends for your new car dollar.

The Gran Torino is many ways new for '74. New front styling. Distinctive new taillights. New bodyside accents. Seven exciting new colors, each keyed to optional vinyl roofs and interior trim. Inside, you'll find entirely new seats with the roominess six people would expect of longer wheelbased cars. New seats are available in luxurious cloth and vinyl as well as optional all-vinyl. Carpeting, rear quarter armrests, deluxe sound package . . . even a luggage compartment mat indicate the thought we've given to value. For power, you enjoy the quiet competence available in the 302 CID 2V V-8, mated to the 3-speed fully synchronized manual shift. Or choose from four optional engines, ranging up to the 460 4V V-8.

The '74 Gran Torinos also afford the luxury of choice. You can make your 2-Door or 4-Door Pillared Hardtop even more appealing with the kind of equipment we've described in our Gran Torino Brougham story. And, of course, the many other individual and group options (be sure to investigate them on pages 18-21), await your selection.

#### NOTABLE STANDARD FEATURES — GRAN TORINO

**Functional**—302 CID 2V V-8 with 3-Speed Fully Synchronized Manual Transmission  Manual Front Disc Brakes  Direct/Aire Ventilation  Black Sidewall Tires  Impact Resistant Front and Rear Bumper Systems  Inside Hood Release  Reversible Keys, "Keyless" Locking  Heater/Defroster  Seat Belt Interlock System  All Ford Motor Company Lifeguard Design Safety Features listed on page 22.

**Appearance & Comfort**—New Cloth and Vinyl Seat/Door Trim  Rear Quarter Armrests  Color-Keyed Carpeting  Color-Keyed Steering Wheel and Column  Deluxe Sound Package  Rocker Panel, Wheel Lip, Lower Back Panel Moldings.

MEASUREMENTS	2-Door	4-Door
Wheelbase	114"	118"
Length	213.6"	217.6"
Height	52.8"	53.5"
Width	79.3"	79.3"
Rear Tread	63.4"	63.4"
Rear Tread	63.5"	63.5"
Fuel Capacity (gal.) & Type	26.5 (reg.)	26.5 (reg.)
Curb Weight (lb.)	4008	4113
Passenger Capacity — Bench Seats	6	6

Note: See Notable Standard Features above. Other items shown are optional.

Note: See Color Code reference on page 2.



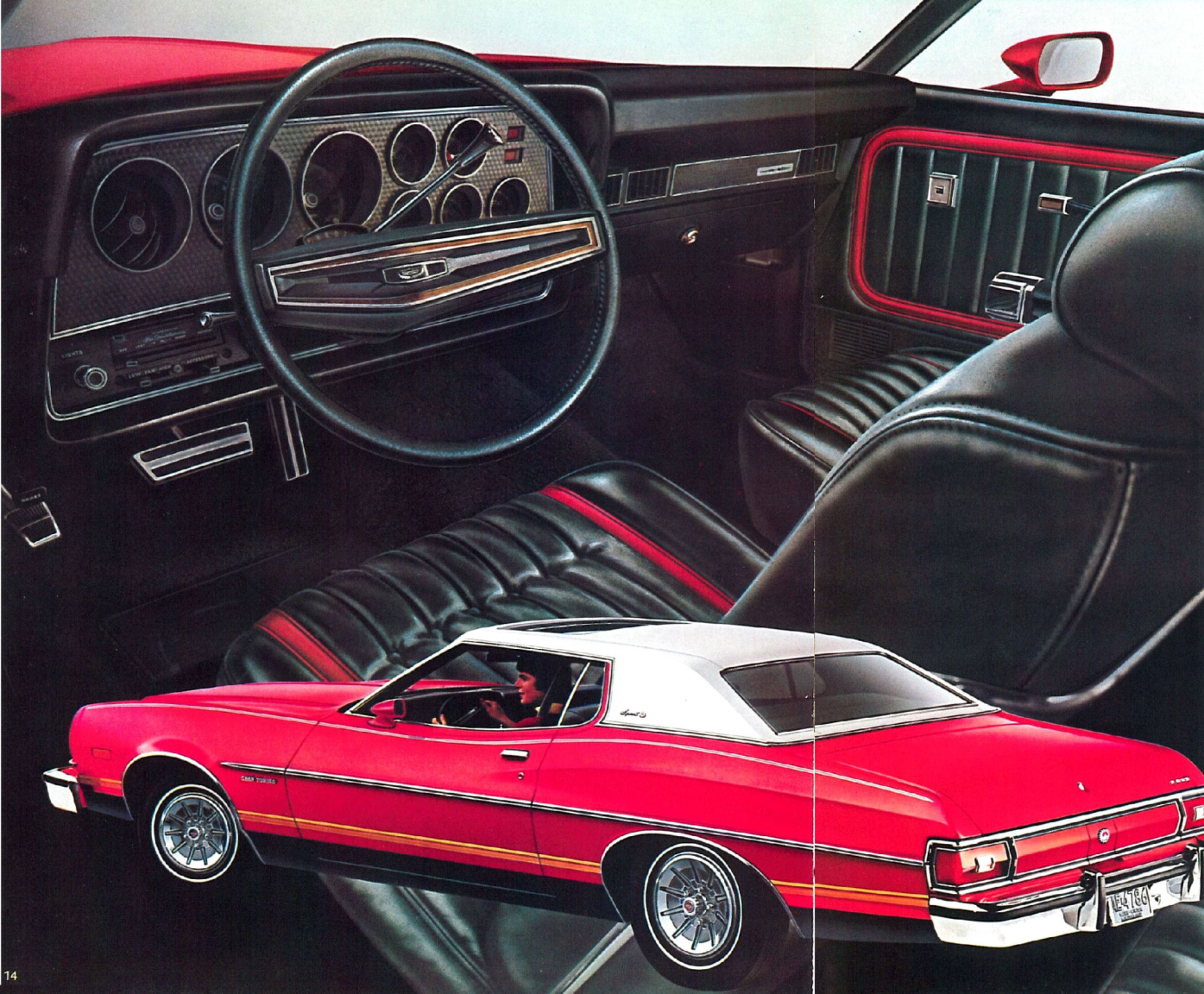
GRAN TORINO 4-DOOR PILLARED HARDTOP in Tan Glow (Code 5U) with color-matching vinyl roof.



GRAN TORINO 2-DOOR HARDTOP. Front treatment emphasizes strength of Gran Torino's new looks. Shown in Medium Copper Metallic (Code 5M) with tasteful Black vinyl roof and opera windows.

GRAN TORINO CLOTH & VINYL BENCH SEAT. Of the colors available on this soft and durably upholstered seat, we show Medium Green (Code BR).





# FORD GRAN TORINO

## SPORT



*If you're looking for deep-seated excitement, here's a solid solution.*

The new Gran Torino Sport is totally prepared to prove what its looks promise. Smart new styling changes accent the sporting ingredients of the car. Special "sport" crests at front and sides . . . unique fuel door ornament . . . new wide bodyside moldings . . . unique dual fender paint stripes . . . color-keyed dual remote control mirrors . . . HR78 white sidewall steel-belted radial ply tires . . . the "now" look of turbine-type wheel covers . . . completely distinctive trim and more. Its interior proves that a truly roadworthy car can be superbly comfortable, too. You have your choice of two extremely comfortable interiors . . . both standard: the flight bench seat in super-soft vinyl or the bucket seat, shown at left, also in super-soft vinyl. Luxurious cut-pile carpeting and a two-spoke steering wheel (shown is the optional leather wrapped wheel) are color-keyed to the Black, Tan or Blue vinyl-trimmed seats. Complete instrumentation is also standard in the Sport: including tach, trip odometer, oil, amp, temperature and fuel gauges are optional: the 351 CID 2V or 4V V-8, the 400 CID 2V V-8, or the 460 4V V-8. Other options are described on pages 18-21.

### NOTABLE STANDARD FEATURES — GRAN TORINO SPORT

**Functional**—302 2V V-8 with 3-Speed Manual Fully Synchronized Column-Mounted Shift  Manual Front Disc Brakes  Direct-Aire Ventilation  Impact Resistant Front and Rear Bumper Systems  HR78 WSW Steel-Belted Radial Ply Tires  Inside Hood Release  Reversible Keys, "Keyless" Locking  Complete Instrumentation (tach, trip odometer, oil, amp, temperature and fuel gauges, electric clock)  Heater/Defroster  Seat Belt Interlock System  All Ford Motor Company Lifeguard Design Safety Features on page 22.

**Appearance and Comfort**—Super-Soft Vinyl Flight Bench or Bucket Seats  Cut-Pile Carpeting  Color-Keyed Steering Wheel and Column  Color-Keyed Deluxe Seat Belts  Rear Pillar and Fuel Door Ornamentation  Special Grille Ornamentation  Bright Drip, Rocker Panel and Wheel Lip Moldings  Dual Fancier Paint Stripes  "Turbine" Wheel Covers  Dual Remote Control Mirrors  Concealed Windshield Wipers  Trunk Mat.

### MEASUREMENTS

Wheelbase . . . . .	114"	Fuel Capacity (gal.)	
Length . . . . .	213.6"	and Type . . . . .	26.5 (reg.)
Height . . . . .	52.4"	Curb Weight (lb.) . . . . .	4037
Width . . . . .	79.3"	Passenger Capacity . . . . .	5 (with bucket seat)
Front Tread . . . . .	63.4"	Rear Tread . . . . .	63.5"
			5 (with bench seat)

**Note:** See Notable Standard Features above. Other items shown are optional.

GRAN TORINO SPORT shown fitted with vinyl Sunroof in White. Car is finished in gleaming Bright Red (Code 2B) and Lower Bodyside Paint/Tape Option. (Check your dealer for availability.) Interior is trimmed in Black super-soft vinyl (Code DA).

**Note:** See Color Code reference on page 2.



# FORD TORINO

*Our budget mid-size doesn't look or act like one.*

If you equate economy with austerity, the '74 Torino will surprise you. Good looks and sound construction make it a car you'll be proud to drive. It

offers the ride, responsiveness and six-people room you find in all Torinos.

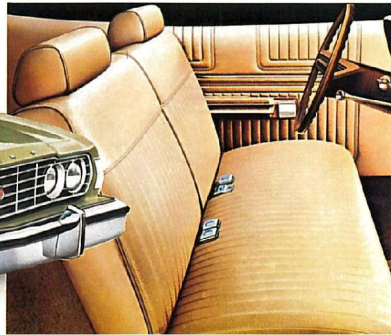
There's a choice of 2-Door Hardtop or 4-Door Pillared Hardtop, on wheelbases of 114" and 118" respectively. A full-width grille, bright hub caps, belt and drip moldings accent clean, crisp Torino styling. Inside, deep-cushioned all-vinyl bench seats are available in three colors, Black, Tan, and Blue . . . each matched to the body paint.

An economical 302 CID V-8 with 3-speed full sync manual transmission performs beautifully on regular gas. So, for big savings in a mid-size beauty, try Torino.



**TORINO 2-DOOR HARDTOP.** Ginger Glow (Code 5J) is only one of fourteen colors available for '74.

**TORINO ALL-VINYL INTERIOR.** Comes in Light Tan (Code AU) shown, plus two other choices: Black (AA), Medium Blue (AB).



**TORINO 4-DOOR PILLARED HARDTOP.** The real value leader in its field. Shown here in Green Glow (Code 4J).

## NOTABLE STANDARD FEATURES—TORINO

**Functional**—302 CID 2V V-8 with Manual Transmission □ Manual Front Disc Brakes □ DirectAir® Ventilation □ BSW Tires □ Impact Resistant Front and Rear Bumper Systems □ Inside Hood Release □ Heater/Defroster □ Seat Belt Interlock System □ All Ford Motor Company Lifeguard Design Safety Features listed on page 22.

**Appearance and Comfort**—All-vinyl Seat/Door Trim □ Color-Keyed Steering Wheel and Column □ Loop-Pile Carpeting □ Bright Hub Caps, Drip, Belt Moldings.

MEASUREMENTS	2-Door	4-Door
Wheelbase	114"	118"
Length	211.4"	215.4"
Height	52.8"	53.5"
Width	79.3"	79.3"
Front Tread	63.4"	63.4"
Rear Tread	63.5"	63.5"
Fuel Capacity (gal.)	26.5 (reg.)	26.5 (reg.)
Curb Weight (lb.)	3975	4059
Passenger Capacity	6	6

**Notes:** See Notable Standard Features above. Other items shown are optional.

**Note:** See Color Code reference on page 2.

# FORD GRAN TORINO & TORINO WAGONS

*We worked harder to make them work harder for you.*

Ford Wagonmasters haven't forgotten that people buy wagons to live a lot easier. That's why Torino offers three fine mid-size examples of the Wagon art . . . each designed with utility, six-passenger comfort (eight-passenger with available third rear facing seat in Gran Torino and Squire Wagons), loadspace and convenience. All mid-size Torino Wagons are on a 118-in. wheelbase, a dimension that permits nearly 85 cubic feet of cargo space (including the ability to carry 4 x 8 wall panels with tailgate down). There's plenty of engine heft, too . . . the 302 CID 2V V-8 being standard. It mates smoothly with SelectShift Cruise-O-Matic transmission, also standard. Just about every option is also available, including the luxury of the Squire Brougham option. For greater detail about Torino Wagons, we've prepared the '74 Ford Station Wagon Yearbook which you'll want to study carefully. Ask for your copy at your Ford Dealer's.

**1974 Torino Wagon Highlights.** Years of wagon design leadership give you the most. Examples: choice of engines up to optional 460 4V V-8; power front disc brakes (standard); four vinyl trims (including the incomparable super-soft vinyl split bench seats on Squire Brougham models), and 3-Way Magic Doorgate, standard. Plus all Ford Motor Company Lifeguard Design Safety Features described on page 22.

**GRAN TORINO SQUIRE,** with Squire Brougham option includes deluxe wheel covers, hood ornament, front split bench seats trimmed in super-soft vinyl, cut-pile carpeting, electric clock and carpeted load floor. Color shown is Saddle Bronze Metallic (Code 5T).



**TORINO WAGON.** Low initial cost but no skimping on functional features. Roof rack available. Shown in Dark Olive Gold Metallic (Code 6M).



**GRAN TORINO WAGON.** Solid. Qui et road manners. 85 cubic feet capacity. Smartly finished in Gold Glow (Code 5E), one of sixteen colors.



Options Shown: Deluxe Bumper Group, White Sidewall Tires, Wheel Covers, Roof Rack, Glamour Paint, Convenience Group.



## Choose from a wide range of Ford "Better Idea" Options.

Whatever your choice of the Torino models shown in this catalog, you're sure to enjoy the satisfaction of owning something of value. On the following pages, you can learn how to make your Torino experience even more satisfying... with Ford's "Better

Idea" optional features, and equipment groups, specifically designed for every need. For convenience, for appearance, for performance. Your dealer, or salesman, will be glad to help you match your Torino exactly to your driving requirements.



**Trailer Towing Packages for 1974.** Torino is prepared to meet the needs of rapidly growing numbers of trailer tourists with specifically designed factory-installed towing packages. Trailers with loaded weights up to 3,500 pounds (and tongue load up to 500 lb) require the Class II package. It includes: heavy-duty/handling suspension, higher ratio axle, extra cooling package, wiring harness and rear window towing plaque. For Class III (up to 6,000 pounds loaded and tongue load up to 700 lb), you'll need all the above plus: heavy-duty alternator, heavy-duty frame (except wagons), coolant recovery system and external transmission oil cooler. Be sure to talk to your dealer about optional engines, tires and transmissions, and other equipment designed to make your trailer-travel a happier, more memorable experience. See Station Wagon Yearbook for details.



### A tougher tire for Torino

The steel-belted radial ply tire has become increasingly popular. Tests show average driver can expect 40,000 miles of tread life in normal driving. Standard on Gran Torino Brougham, Squire and Sport models. It's one of a selection which includes radial ply design, belted bias ply and non-radial black and white sidewall tires.



**Full Wheel Cover.** Bright stainless steel with ribbed center design. Standard on Gran Torino Squire.



**New Deluxe Wheel Cover.** Features slotted design. Standard on Brougham models. (N.A. on Gran Torino Sport.)



**New Luxury Wheel Cover.** Rich, jewel-like web effect creates mood of motion.



**Magnum 500 Wheel/Trim Ring.** Tough, strong, corrosion resistant.

**Exterior Decor Group.** Simply and effectively glamorous at a very small price. Order this group and you get dual fender paint stripes, deluxe wheel covers (shown at left), and vinyl roof matched to your favorite body color.

**Tinted Glass.** Less eye strain on bright days. Available all windows, it is recommended with air-conditioned models.

**Metallic Glow Paint.** Available on all models are four rich colors: Green Glow, Gold Glow, Tan Glow, and Ginger Glow. Deep, lustrous "show car" finish adds extra attractiveness to Torino's clean lines.

**Convenience Group.** You'll find it lives up to its name, too. Includes: both left- and right-hand bright remote control mirrors, interior wipers, visor vanity mirror and spare tire extractor (for wagons only). All at minimum cost.

**Engine Options.** There's a wide choice available: 351 CID 2V V-8; 351 CID 4V V-8 (available on 2-Door models only); 400 CID 2V V-8; and the magnificent 460 4V V-8 (both with solid state ignition).

**Sunroof:** The modern "convertible" design. Touch a button and presto! Fresh air and sunshine.

**Vinyl Roof.** Choose from seven colors so you're sure of a nicely matched combination for your body color. Colors are: White, Black, Blue, Green, Brown, and two new colors—Tan and Gold. They're all standard on Gran Torino Brougham.

**Electric Rear Window Defroster.** An investment in frigid climates. Melts ice snow. No more scraping. Tinted glass included.

**Opera Windows.** Highly styled. Highly visible. Standard on Gran Torino Brougham 2-Door Hardtop. Optional on 2-Door Gran Torino and Sport models. Requires vinyl roof.

**Protection Group.** For the careful owner. Includes: front color-keyed floor mats, door edge guards, spare tire lock, locking gas cap and bright license plate frames.

**Vinyl Insert Bodyside Moldings.** A mighty useful addition if you're a frequent shopper. Avoids paint chipping due to careless door openers in parking lots. Black on all 2- & 4-Door models. Brown on Squire Wagon.

**Fender Skirts.** Accentuate clean, crisp side styling. Available on Gran Torino, Gran Torino Brougham 2-Door and 4-Door Pillared Hardtops, and Gran Torino Sport.

**Electric Power Door Locks.** Provide added security. Master control buttons unlock, or lock, both front and rear doors and the doorgate on wagons. Keep kids in, outsiders out.

**Left-Hand Remote Control Mirror.** Available individually as well as part of Convenience Group. Easily adjustable for all driving members of your family. Right-hand remote mirror is also available.

**Power Front Disc Brakes.** Provide easier stopping power. Standard on wagons, required on models equipped with 351 CID 2V V-8 or larger engines. More than worth the cost.

**Deluxe Bumper Group.** Bumper guards with rubber inserts, front and rear, plus full-width rub strips on front and rear bumpers. Front and rear bumper guards also available. Rear bumper guards standard on wagons.

**Accent Group.** Great dress-up. Includes dual accent paint stripe and full wheel lip moldings. On Torino Sedans and Hardtops only.

**Other Options Available.** Deluxe Luggage Rack, Dual Color-Keyed Mirrors, Dual Fender Paint Stripes, Lower Bodyside Paint/Tape Stripes, Optional Axle Ratio, Traction-Lok Differential, Heavy-Duty Battery.



## Unique Gran Torino Elite Options

Most Torino options available on Elite. Unique Elite options: Interior Decor Group (see pages 6-7, 20-21) • Manual Passenger Recliner • Lighted Visor/Vanity Mirror • Heavy-Duty Electrical System • Handling Suspension (BSW Wide-Oval Radial Tires) • Exterior Colors Dark Red (Code 2N), Silver Metallic (Code 1G) • Wheel Covers shown at right.



**Luxury Wheel Covers.** Thunderbird-inspired, add a nice dress-up touch.



**Wire Wheel Covers.** Classic styling in the Thunderbird tradition.



**Deep Dish Forged Aluminum Wheels.** Exposed bright chrome lug nuts with Red crest. Not inset.



**Unique Wheel Covers.** Offered only with Gran Torino Elite at no extra cost.

(Turn page for more options.) 19



## Outstanding interior options for those who value greater driving comfort and convenience.

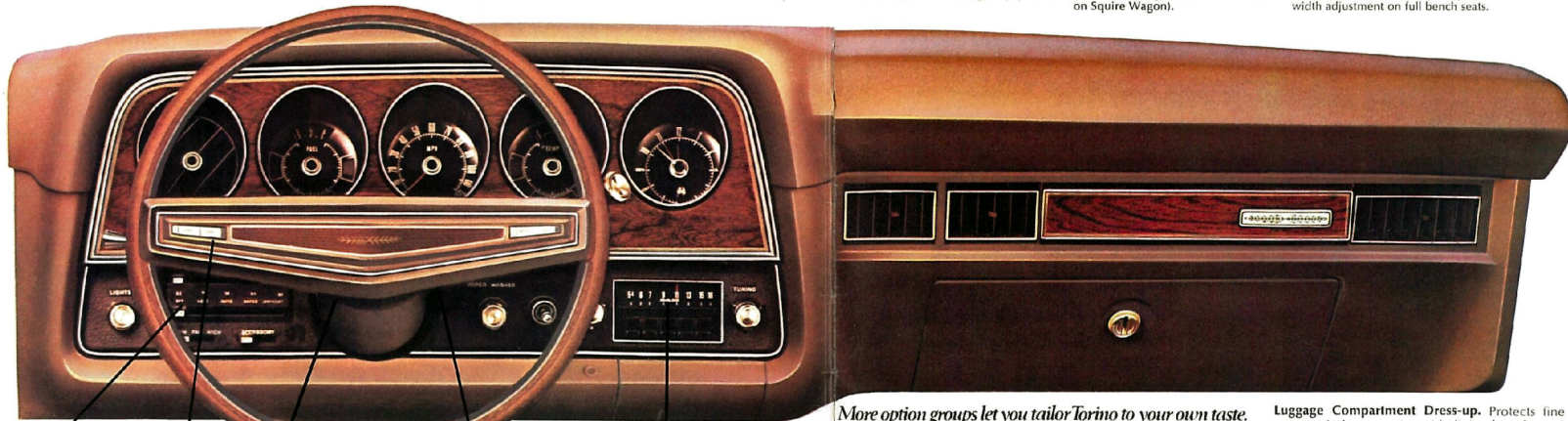
## MORE POWER TO YOU AND YOUR DRIVING COMFORT WITH THESE "BETTER IDEA" DRIVING AIDS.

**Power Steering.** True finger-tip steering is yours with this desirable system. Parking becomes a snap. Yet road feel has been built in so you retain easy control at highway speeds.

**Power Side Windows.** Fingertip control. Actuates all four windows on 4-Door models, front windows on 2-Door. Also available for tailgate window on wagon models (standard on Squire Wagon).

**Power Seats.** Allow better seating position for all drivers in the family. Permits posture changes on long trips. Variations available: driver seat only with split bench seat, 6-way full width adjustment on full bench seats.

**Power Front Disc Brakes and Door Locks.** Full description of these items can be found on previous two pages (18 and 19).



**SelectAir Conditioner.** Welcome relief from heat and humidity. Controls permit easy, accurate setting for your personal comfort.

**Automatic Temperature Control Air Conditioning.** Works in conjunction with SelectAir to heat as well as cool. As easy as a home thermostat for comfortable, uniform temperatures.

**Fingertip Speed Control System.** Permits automatic road speed control between 30 and 80 mph. Convenient steering wheel controls for fingertip operation. Includes rim-blow deluxe 2-spoke steering wheel.

**Tilt Steering Wheel.** Available with Cruise-O-Matic automatic transmission, design permits every driver in family to adjust steering wheel to correct height and angle. Swings up and away for easier entrance and exit to driver's seat. A true comfort feature.

**Other Options Available.** Color-keyed deluxe seat belts (Gran Torino and Torino), automatic seat back release, carpeted wagon cargo area, electric clock, console, power tailgate window, rear facing third seat.

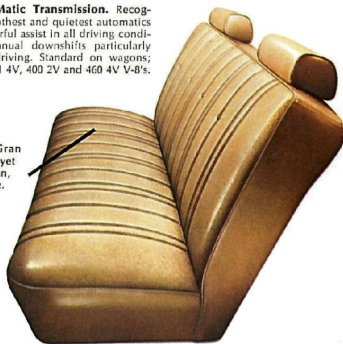
**Leather Wrapped Steering Wheel.** Favored by those who prefer a sporty feel. Particularly valuable in glove-wearing weather.

**AM, AM/FM Radios.** 1974 selection is highlighted by new **AM/FM stereo radio with tape player.** Like the AM/FM set also offered, this new radio provides ultimate fidelity and clarity thanks to two front door-mounted speakers and dual rear seat speakers. Tape player ideal for those who prefer to select music of their choice. Popular **AM radio** offers great push-button sound.

**SelectShift Cruise-O-Matic Transmission.** Recognized as one of the smoothest and quietest automatics in the business. A wonderful assist in all driving conditions. Automatic or manual downshifts particularly welcome in mountain driving. Standard on wagons, required with 351 2V, 351 4V, 400 2V and 460 4V V-8's.

**Pleated Vinyl Bench Seat** (Gran Torino sedans and hardtops). Soft yet durable. Choose from black, tan, blue, green, saddle, or white. Shown here is Light Tan (Code CU).

**Super-Soft Vinyl Trim.** Soft, luxurious, durable in five colors—black, tan, blue, green and saddle. Available on Gran Torino Brougham.



### More option groups let you tailor Torino to your own taste.

**Anti-Theft Alarm Group.** You get alarm system, lockable inside hood release and spare tire lock... all at a comforting price.

**Light Group.** Greater convenience after sundown. Includes: ash tray light, dual beam map light, glove compartment light, luggage compartment light, cargo light (on wagons), instrument panel courtesy light, engine compartment light, rear door courtesy light (4-door models), headlight "lights on" warning buzzer, headlight switch illumination, and parking brake warning light.

**Luggage Compartment Dress-up.** Protects fine luggage and travel gear. Includes carpeting, side lining boards, spare tire cover.

**Gran Torino Squire Brougham Option.** Elegant, yet practical, approach to Wagon living. Includes: deluxe wheel covers, hood ornament; split bench front seats with super-soft vinyl trim, carpeted cargo area, and electric clock. For more information on Wagons, consult the 1974 Ford Station Wagon Yearbook.

**Heavy Duty/Handling Suspension Package.** Includes heavy-duty front and rear springs, heavy-duty shock absorbers and rear stabilizer bar on hardtop and pillared hardtop models.

## INTERIOR DECOR GROUP, UNIQUE GRAN TORINO *Elite* OPTION.



Most Torino options are available on the all-new Elite. The Interior Decor Group option, offered only on Elite, provides exceptional opulence. You see it here with individually adjustable split bench seats, impeccably tailored in Tan super-soft vinyl (Code LU). 100% nylon Knit Cloth, with the luxurious feel of Cashmere, is another plush choice. Manual Passenger Recliner shown, available as a separate option.



**Interior Decor Group option** includes: split bench seats, choice of luxurious Knit Cloth or super-soft vinyl; 25-oz. cut-pile carpeting, complete instrumentation (tach, trip odometer, oil, amp, temperature and fuel gauges, and electric clock); burled walnut woodtone panel accents; visor vanity mirror (lighting optional); luggage compartment trim, and an automatic seat back release. See pages 6-7.



## 1974 Ford Torino Car Selector



TORINO: 4-DOOR PILLARED HARDTOP  
Dark Green Metallic (Code 4Q), Torino 2-Door Hardtop.



GRAN TORINO:  
4-Door Pillared Hardtop, Medium Copper Metallic (5M), 2-Door Hardtop.



GRAN TORINO SPORT:  
2-Door Hardtop, Bright Red (Code 2B).



GRAN TORINO BROUGHAM:  
2-Door Hardtop, Pastel Lime (Code 4A), 4-Door Pillared Hardtop.



GRAN TORINO ELITE:  
2-Door Hardtop, White (Code 9A).



WAGONMASTER WAGONS:  
Gran Torino Squire Station Wagon, Green Glow (Code 4T), Gran Torino Wagon, Torino Wagon.

### Your '74 Ford Torino Check List. Equip the model you want the way you want it.

#### MODELS

- Gran Torino Elite 2-Door Hardtop
- Gran Torino Brougham 2-Door Hardtop
- Gran Torino Brougham 4-Door Pillared Hardtop
- Gran Torino Sport 2-Door Hardtop
- Gran Torino 2-Door Hardtop
- Gran Torino 4-Door Pillared Hardtop
- Torino 2-Door Hardtop
- Torino 4-Door Pillared Hardtop
- Gran Torino Squire Wagon
- Gran Torino Wagon
- Torino Wagon.

#### EXTERIOR COLORS

- Bright Red (2B)
- Dark Red, Elite only (2M)
- Silver Metallic, Elite only (1G)
- Black (1C)
- Pastel Blue (3Q)
- Medium Blue Metallic (3D)
- Dark Blue Metallic (3G)
- Pastel Lime (4A)
- Dark Green Metallic (4Q)
- Medium Copper Metallic (5M)
- Saddle Bronze Metallic (5T)
- Medium Dark Gold Metallic (6M)
- Medium Ivy Yellow (6N)
- White (9A)
- Green Glow (4T)
- Ginger Glow (5J)
- Tan Glow (5U)
- Gold Glow (6F). Glow colors optional.

#### INTERIOR TRIM SELECTIONS

- Fabrics—Vinyl
- Cloth & Vinyl
- Super-Soft Vinyl
- 100% Nylon Knit Cloth (Elite). Typical Colors—
- Black
- Medium Blue
- Medium Green
- Tan
- Medium Saddle
- Medium Light Gold
- Red
- Black
- White.

#### BETTER IDEA OPTION HIGHLIGHTS

- SelectShift Cruise-O-Matic
- SelectAire Conditioner
- Interior Decor Group (Elite only)
- Lighted Visor Vanity Mirror (Elite)
- Accent Group
- Protection Group
- Anti-Theft Alarm System
- Deluxe Bumper Group
- Exterior Decor Group
- Vinyl Roof
- Electric Rear Window Defroster
- Fender Skirts
- Tinted Glass
- Light Group
- Vinyl Insert Bodyside Moldings
- Metallic Glow Paints
- Lower Bodyside Paint/Tape Stripes
- Full Wheel Covers
- Deluxe Wheel Covers
- Luxury Wheel Covers
- Magnum 500 Wheel/Trim Rings
- Wire Wheel Covers (Elite)
- Deep Dish Forged Aluminum Wheels (Elite)

## FORD CARES ABOUT YOUR SAFETY

Ford really cares about you and those you care about. You'll find this reflected in each new 1974 Torino model which includes these FORD MOTOR COMPANY LIFEGUARD DESIGN SAFETY FEATURES, standard:

- Safety-designed front end structure
- Safety-designed roof structure
- Steel guard beams in side doors
- Double-yoke safety door latches and safety hinges
- Impact resistant front and rear bumper systems
- Safety rim wheels and load-rated tires
- Dual hydraulic brake system with warning light
- Corrosion-resistant brake lines
- Integral lap and shoulder belts with individual lap and shoulder belt retractors and starter interlock for front outboard occupants
- Positive reminder warning light and buzzer for all front seat occupants
- Lap belts with mini buckles for center front and all rear seating positions with retractors for rear outboard occupants
- Energy-absorbing steering column and steering wheel
- Energy-absorbing armrests and safety designed door handles
- Energy-absorbing instrument panel with padding for right and center front passenger
- Padded sun visors
- Energy-absorbing front seat back tops with padding
- Self-locking front seat backs on two-door vehicles
- Safety-designed coat hooks
- Safety-designed radio control knobs and push buttons (on all cars equipped with radios)
- Head restraints or high back seats for front outboard occupants
- Safety glove box latch
- Inside yield-away rearview mirror
- Impact-absorbing laminated safety glass windshield
- Turn indicators with lane-changing signal feature
- Hazard warning flasher
- Backup lights
- Side marker lights
- Parking lights coupled with headlamps
- Two-speed windshield wipers
- Windshield washers
- Outside rearview mirror, driver's side
- Glare reduced instrument panel padding, windshield wiper arms, steering wheel hub and windshield pillars
- Uniform transmission shift quadrant (on all cars equipped with automatic transmission)
- Locking steering column with warning buzzer
- Non-reversing odometer.

**NOTES:** For your convenience, Torino colors include codes—example: Bright Red (Code 2B). Your Ford Dealer will be glad to show you color chips and actual swatches of vinyl roof and interior trim materials.

**1974 Torino engines** do not require premium gas when adjusted to factory recommended specifications.

**Replacement Parts.** Your 1974 Ford Torino comes with factory engineered Motorcraft battery, oil filter, shock absorbers, Autolite PowerTip Spark Plugs and other Ford approved precision parts. For continued top performance, be sure to specify Motorcraft Parts and Autolite PowerTip Spark Plugs whenever replacement is necessary.

Illustrations and information presented were correct when approved for printing. Ford Division reserves the right to discontinue or change at any time, specifications or design without incurring obligations.

Some features shown or described are optional at extra cost. Most options are offered on all models. Some options are required in combination with other options. Availability for some models and features described may be subject to a slight delay. Always consult your Ford Dealer for the latest, most complete information on models, features, prices and availability.

- Opera Windows
- Steel-Belted Radial Ply WSW Tires
- Power Door Locks
- Power Front Disc Brakes
- Power Seats, 6-Way
- Manual Passenger Recliner (Elite)
- Power Windows
- Power Steering
- Color-Keyed Deluxe Seat Belts
- Convenience Group
- Radios: AM, AM/FM Stereo, AM/FM Stereo with Tape Player
- Bucket Seats (no cost Sport option)
- Rear Facing Third Seat (Wagon)
- Carpeted Cargo Area (Wagons)
- Power Tailgate Window (Wagons)
- Squire Brougham Option
- Tilt Steering Wheel
- Pleated Vinyl Seat Trim
- Super-Soft Vinyl Seat Trim
- Heavy-Duty Electrical System (Elite).

*The closer you look, the better we look.*

# FORD TORINO

FORD DIVISION

