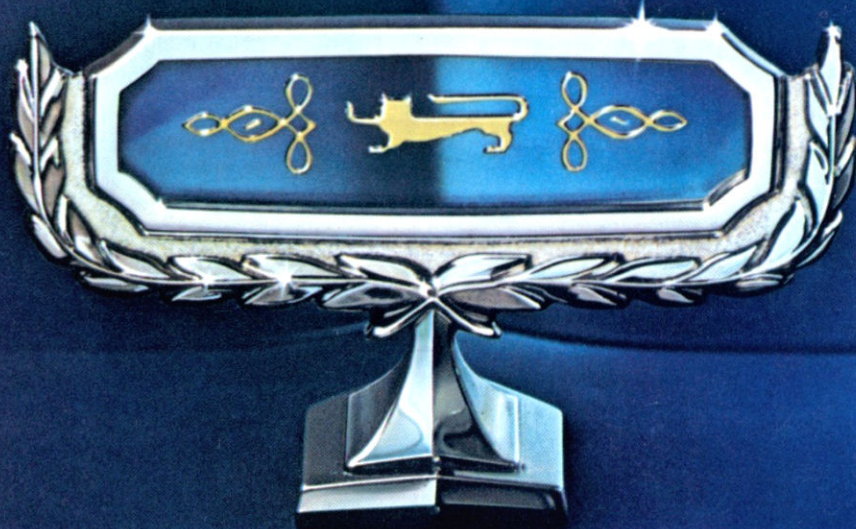


'74 Ford Torino

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



FORD TORINO



FOR 1974

The mid-size Torino proves that solid can be beautiful.

There's more excitement than ever in our solid mid-size. For '74, Torino has been completely restyled with a gleaming new front grille and rear end design. And Torino's improved suspension, wide stance and long wheelbase help give a smooth, steady ride that spells quiet comfort and confidence on the road.

Our illustration shows you the depth of model selection available. Five different kinds of cars (ten models in all) . . . each with the distinctive styling and quality that makes Torino stand out from the pack. Torino invites close inspection for '74. Come see its exciting new look, its new luxury. Come try its smooth and steady ride. You'll find that the closer you look, the better we look.

Start with the Gran Torino Brougham, the glamour leader of the line. We offer it in both 2-Door Hardtop and 4-Door Pillared Hardtop. New styling touches at front, side and rear . . . new interior comforts and conveniences . . . are discussed on pages 4 to 7. The surprising Gran Torino, a premier value in its price class, has also been thoroughly refined for '74. Details await you on pages 8 and 9. For those who prefer luxury with gusto, we recommend the Gran Torino Sport. Look to pages 10 and 11 for the Sport's exciting news. If it's minimum cost you want in a mid-size car, we suggest Ford Torino. Check out the details on pages 12 and 13. And for utility (as well as luxury that's built to take it), consider the three Torino Wagons available for 1974 (pages 14 and 15). Whatever your choice of Torino's wide range of models, rest assured you'll be the owner of the quality leader in its field.

Our goal: no unhappy owners. The people of Ford Motor Company and Ford Dealers have dedicated themselves to an ambitious goal — *no unhappy owners*. This means that when you select a Ford Torino, you get a product engineered and built to high quality standards. You get the full attention of a dealer organization whose primary interest is your satisfaction. This is a deep and personal interest that continues as long as you own your car. 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 '74 Ford Torino.

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.

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



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 Bright Green Gold Metallic (Code 4B) with Green Vinyl Roof.



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



The Torino Collection for 1974

At left we show representative models from each of the five distinctive Torino series for 1974. Read clockwise to locate your favorite. Begin with the star of our show: the

Gran Torino Brougham, featuring new opera windows and distinguished hood ornament. It's the fine car with the mid-sized dimensions, with a wheelbase of 114" for the 2-Door Hardtop and 118" for the 4-Door Pillared Hardtop.

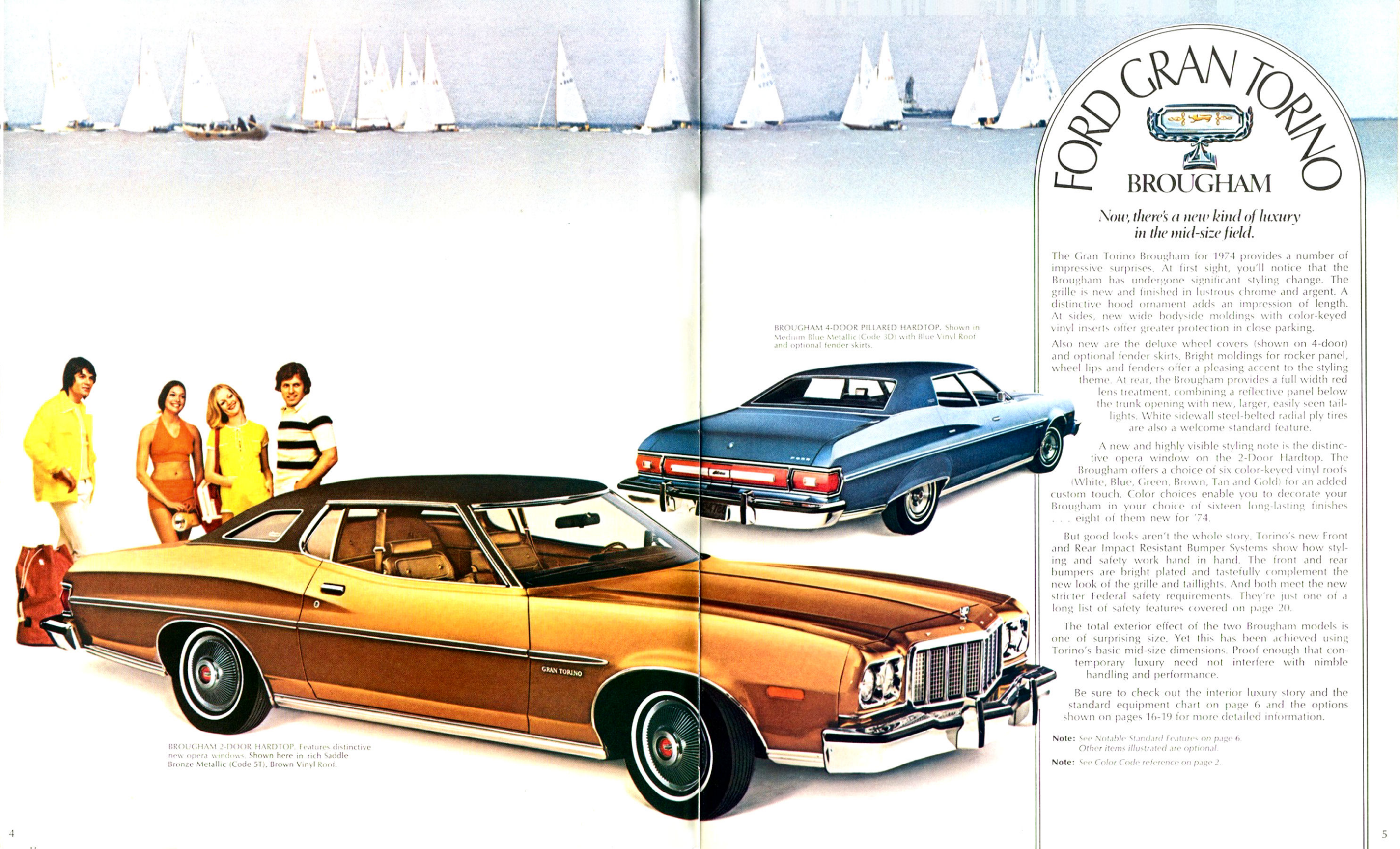
Gran Torino Sport, styled to come on strong with people who like their luxury with a very sporty feel. Features unique ornamentation, turbine wheel covers and dual tender paint stripes.

Gran Torino Squire is the ultimate statement in mid-size wagons . . . proves that the Ford Wagonmasters have re-sharpened their skills for '74. Woodgrain vinyl side panels provide a high note of distinction. Squire is one of three Torino Wagons.

Torino is even more car for the dollar than ever. A long list of standard features—inside and out—quiet and sure handling fit into every budget.

The Gran Torino shown here is the 4-Door Pillared Hardtop. Room for six adults. Comfort to spare and willing performance all delivered in almost unbelievable silence.

Note: See Notable Standard Features: Gran Torino Brougham on page 6, Gran Torino on page 8, Gran Torino Sport on page 11, Torino on page 13, Gran Torino and Torino Wagons, page 19. Other items illustrated are optional.



FORD GRAN TORINO



BROUGHAM

*Now, there's a new kind of luxury
in the mid-size field.*

The Gran Torino Brougham for 1974 provides a number of impressive surprises. At first sight, you'll notice that the Brougham has undergone significant styling change. The grille is new and finished in lustrous chrome and argent. A distinctive hood ornament adds an impression of length. At sides, new wide 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 rear, the 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.

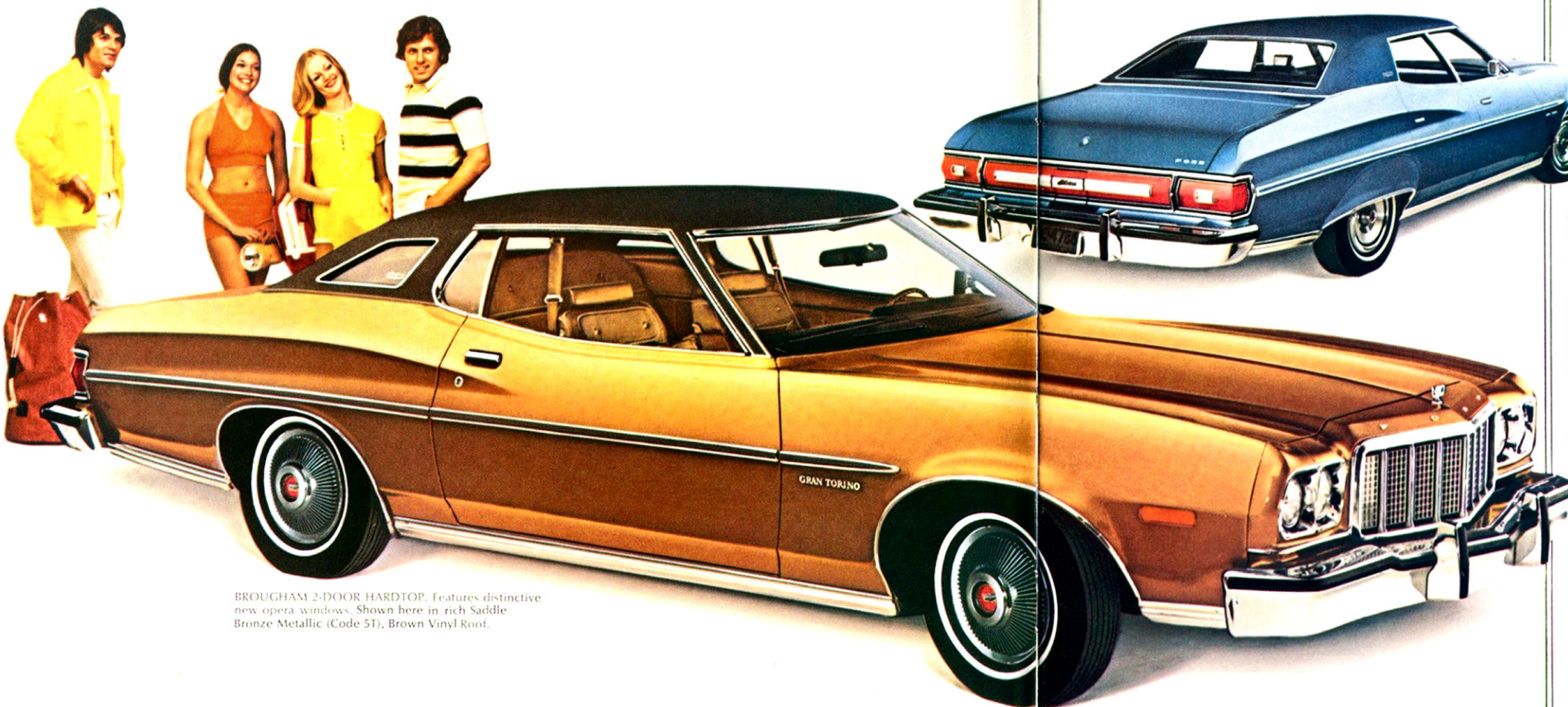
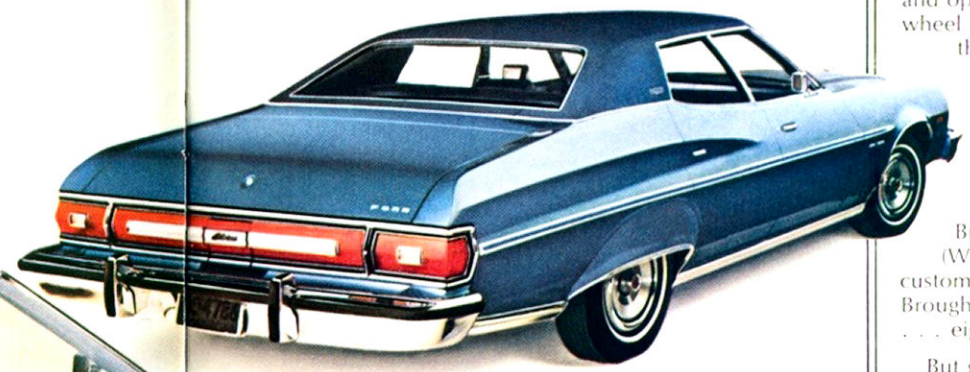
A new and highly visible styling note is the distinctive opera window on the 2-Door Hardtop. The Brougham offers a choice of six color-keyed vinyl roofs (White, Blue, Green, Brown, Tan and Gold) for an added custom touch. Color choices enable you to decorate your Brougham in your choice of sixteen long-lasting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

The total exterior effect of the two Brougham models is one of surprising size. Yet this has been achieved using Torino's basic mid-size dimensions. Proof enough that contemporary luxury need not interfere with nimble handling and performance.

Be sure to check out the interior luxury story and the standard equipment chart on page 6 and the options shown on pages 16-19 for more detailed information.

BROUGHAM 4-DOOR PILLARED HARDTOP. Shown in Medium Blue Metallic (Code 3D) with Blue Vinyl Roof and optional tender skirts.



BROUGHAM 2-DOOR HARDTOP. Features distinctive new opera windows. Shown here in rich Saddle Bronze Metallic (Code 5T), Brown Vinyl Roof.

Note: See Notable Standard Features on page 6. Other items illustrated are optional.

Note: See Color Code reference on page 2.

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 seat. It's standard. A super-soft vinyl split bench seat is yours to choose, as well. The comfort must be felt to be appreciated. Thick, color-keyed cut-pile carpeting, simulated woodtone steering wheel and instrument panel appliques enhance the feeling of well-knit luxury. Gauges are canted for easier reading. Back-lit controls are all within easy reach. An electric clock, usually 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 16-19.

NOTABLE STANDARD FEATURES — GRAN TORINO BROUGHAM

Functional 302 CID 2V V-8 with 4-Speed Fully Synchronized Manual Transmission — Manual Front Disc Brakes — Direct-Aire Ventilation — WSW Steel-Belted Radial Ply Tires — Impact Resistant Front and Rear Bumper Systems — Inside Hood Release — Clock — Reversible Keys, "Keyless" Locking — Heater Defroster — Front Outboard Retractable Lap Shoulder Belts with Starter Interlock — All Ford Motor Company Liteguard Design Safety Features on page 20.

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 Window (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.)	3941 approx.	4064 approx.
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 FY). Features dual front armrests.

FORD GRAN TORINO



*Everything makes beautiful sense:
the looks, the size, the 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. Eight 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 in five color choices. Carpeting, rear quarter armrests, deluxe sound package . . . even a luggage compartment mad indicate the kind of 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 page 19), 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 DirectAire Ventilation Black Sidewall Tires Impact Resistant Front and Rear Bumper Systems Inside Hood Release Reversible Keys, "Keyless" Locking Heater/Detrotster Front Outboard Retractable Lap/Shoulder Belts with Starter Interlock All Ford Motor Company Lifetime Design Safety Features listed on page 20.

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"
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.)	3919 (approx.)	4024 (approx.)
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. 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 vinyl roof and opera window.

GRAN TORINO CLOTH & VINYL BENCH SEAT. Of the five 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 and electric clock. You can choose any of four optional engines for '74: 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 16-19.

NOTABLE STANDARD FEATURES — GRAN TORINO SPORT

Functional—302 2V V-8 with 3-Speed Fully Synchronized Column-Mounted Shift Manual Front Disc Brakes DirectAire 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 Front Outboard Retractable Lap/Shoulder Belts with Starter Interlock All Ford Motor Company Lifeguard Design Safety Features on page 20.

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 Fender 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.)	3948 (approx.)
Width	79.3"	Passenger Capacity	
Front Tread	63.4"		5 (with bucket seat)
Rear Tread	63.5"		6 (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.



TORINO 2-DOOR HARDTOP. Ginger Glow (Code 5J) is only one of sixteen 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 4T).

FORD TORINO



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

If you're one who equates an economy car with austerity, you're going to be pleasantly surprised by the '74 Torino. Torino's impressive good looks and sound construction make it a car you'll be pleased and proud to drive. Budget series or not, Torino offers the same confident ride, responsiveness and six-people room you'll find in all Torinos.

Here's what you get for your money. A choice of 2-Door Hardtop or 4-Door Pillared Hardtop, on wheelbases of 114" and 118" respectively. The new front and rear bumpers meet Federal standards. A wide choice of sixteen colors is now available for body decor . . . eight of these being new for '74. A full-width grille, bright hub caps, belt and drip moldings accent the clean, crisp lines. Inside, deep padded all-vinyl bench seats are available in three colors, Black, Tan, and Blue . . . each matched to the body paint. Loop-pile carpeting is standard, also. For a very modest added cost, you can choose the new Accent Group which includes wheel lip moldings and peak paint stripes.

You can depend on the economical 302 CID V-8 with 3-speed full sync manual transmission or available Select-Shift Cruise-O-Matic. Plenty of performance around town or on the interstate delivered on money-saving regular gas. You also get manual front disc brakes. And there are many individual options and optional groups. (See pages 16-19 for the complete option story.) Suggestion: Try Torino . . . for size and savings.

NOTABLE STANDARD FEATURES — TORINO

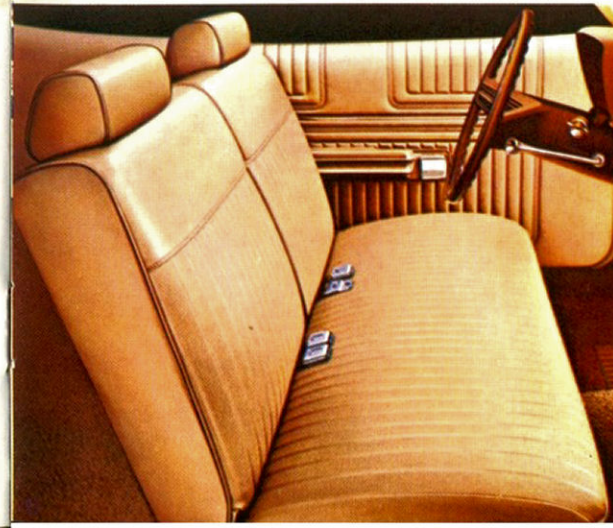
Functional—302 CID 2V V-8 with 3-Speed Fully Synchronized Manual Transmission Manual Front Disc Brakes DirectAire Ventilation Black Sidewall Tires Impact Resistant Front and Rear Bumper Systems Inside Hood Release Reversible Keys, "Keyless" Locking Heater/Defroster Front Outboard Retractable Lap/Shoulder Belts with Starter Interlock All Ford Motor Company Liteguard Design Safety Features listed on page 20.

Appearance & Comfort—All-vinyl Seat/Door Trim Color-Keyed Steering Wheel and Column Loop-Pile Carpeting Bright Hub Caps, Drip and Bead 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.) & Type	26.5 (reg.)	26.5 (reg.)
Curb Weight (lb.)	3886 (approx.)	3970 (approx.)
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.



FORD GRAN TORINO & TORINO WAGONS

We worked harder to make them work harder for you.

One thing about the Wagonmasters at Ford . . . they haven't forgotten that people buy wagons to make their life a lot easier. So along comes Torino with three examples of the 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 very much in mind. All three Torino Wagons offer a 118-in. wheelbase, a dimension that permits nearly 85 cubic feet of cargo space for maximum duty (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. Just about every option is also available, including the unmatched luxury of the Squire Brougham option to meet your personal evaluation of wagon excellence. For greater detail about the Torino Wagon line for '74, we've prepared the '74 Ford Station Wagon Yearbook which you'll want to study carefully. It's available at your Ford Dealer's.

1974 Torino Wagon Highlights. Years of wagon design leadership give you the most. Examples: SelectShift Cruise-O-Matic transmission; choice of engines up to optional 460 4V V-8; power front disc brakes; four vinyl trims (including the incomparable super-soft vinyl split bench seats on the Squire Brougham models); 3-Way Magic Doorgate. Plus a wide range of options and all Ford Motor Company Lifeguard Design Safety Features described on page 20.

GRAN TORINO SQUIRE. A showpiece in looks and utility. Six-people room (eight with optional rear facing third seat). Vinyl woodgrain sides complement lustrous Saddle Bronze Metallic (Code 5T).

Note: See Color Code reference on page 2.



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. Quiet road manners. 85 cubic feet capacity. Smartly finished in Gold Glow (Code 6F), one of sixteen colors.



Options Shown: Deluxe Bumper Group, White Sidewall Tires, Full Wheel Covers, Roof Rack, Glamour Paint, Dual Color-Keyed Mirrors.

Here's why we say... "The closer you look, the better we look."

When the whole idea of designing and building a car is based on a sincere dedication to quality, that car's owner is going to be a happier owner. Torino for 1974 is just such a car. Result: a totality of owner benefits outstanding in the mid-size field.

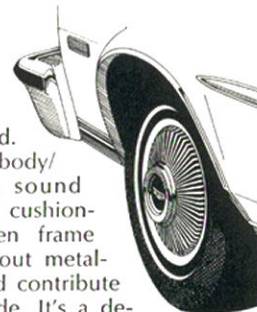
Safety First. Quality thinking always gives safety top priority. That's why Ford's many Lifeguard Design Safety Features are so important to you. Ford builds stout Steel Guard Rails



into the side of each door. The complete new Impact Resistant Front and Rear Bumper Systems provide greater overall impact security. (They meet all Federal requirements for impact levels and also for corner impact requirements.) You'll also appreciate Torino's new Front Outboard Retractable Lap/Shoulder Belts with Starter Interlock that makes sure seat belts are worn . . . for everybody's sake. For a complete list of Ford's many safety features see back cover.

Solid Foundations.

Drive a Torino and you'll realize what happens when a car is designed solid and built solid. Torino's muscular body/frame provides a sound foundation. Sixteen cushioning mounts between frame and body to snuff out metal-to-metal contact and contribute to Torino's silent ride. It's a design that makes sense . . . and makes loyal owners out of those who put Torino to the test.



Comfort Just Doesn't Happen.

It's the result of thorough thinking. We've given Torino dimensions that will accommodate six adults with ease. Seats are carefully designed and built for comfort (they just don't look stylish)! Suspension

*All 1974 Torino engines are designed to operate on regular gasoline with octane rating of at least 91 (Research Method) when the engine is adjusted to factory recommended specifications.

uses computer-selected coil springs at all four corners so that ride is not only precisely controlled but supremely comfortable and smooth. Rubber insulation is also used in suspension components to counteract harsh, noisy ride characteristics. Torino's DirectAir Ventilation system is another example of thoughtfulness: it brings fresh air in welcome volume to all occupants even when windows are closed.

Economy Is a Welcome Quality, Too.

The first evidence of quality construction is durability. There are interesting requirements for Torino maintenance to support the idea that your chosen model is going to last and last. For example, chassis lubes are called for only every 36,000 miles, or 3 years. Oil filters need be changed initially at 6,000 miles, or 4 months. After that, every 12,000 miles, or 8 months. Engine oil change interval is every 6,000 miles or 4 months. Engine coolant and antifreeze is good for 2 years. In addition, Torino's brakes are self-adjusting. The muffler is aluminized for resistance to corrosion. Underbody parts are thoroughly zinc-coated to resist rusting. And all Torino engines run on regular gas*—a consideration that becomes more important in these days of rising fuel costs.

Versatility Is Yours to Choose.

On the next four pages, we describe the wide and exciting range of options, and option groups, available for your added comfort and convenience. Some of these are offered as standard equipment on certain Ford Torino models for '74. Still, it should be emphasized that such important components as tires, engines, power features and many more are tailored exactly to Torino specifications. The best thing to remember is that all equipment can be added to an automobile of exceptional strength, basic comfort and silence and outstanding performance. In fact, Torino constantly surprises those who feel quality is the sole heritage of the traditionally "fine car" class of cars. Why not take a test drive at your Ford Dealer's, soon. You'll find yourself admitting, "It's great to know you're in a solid car." And at a very modest cost.



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.



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.



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



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

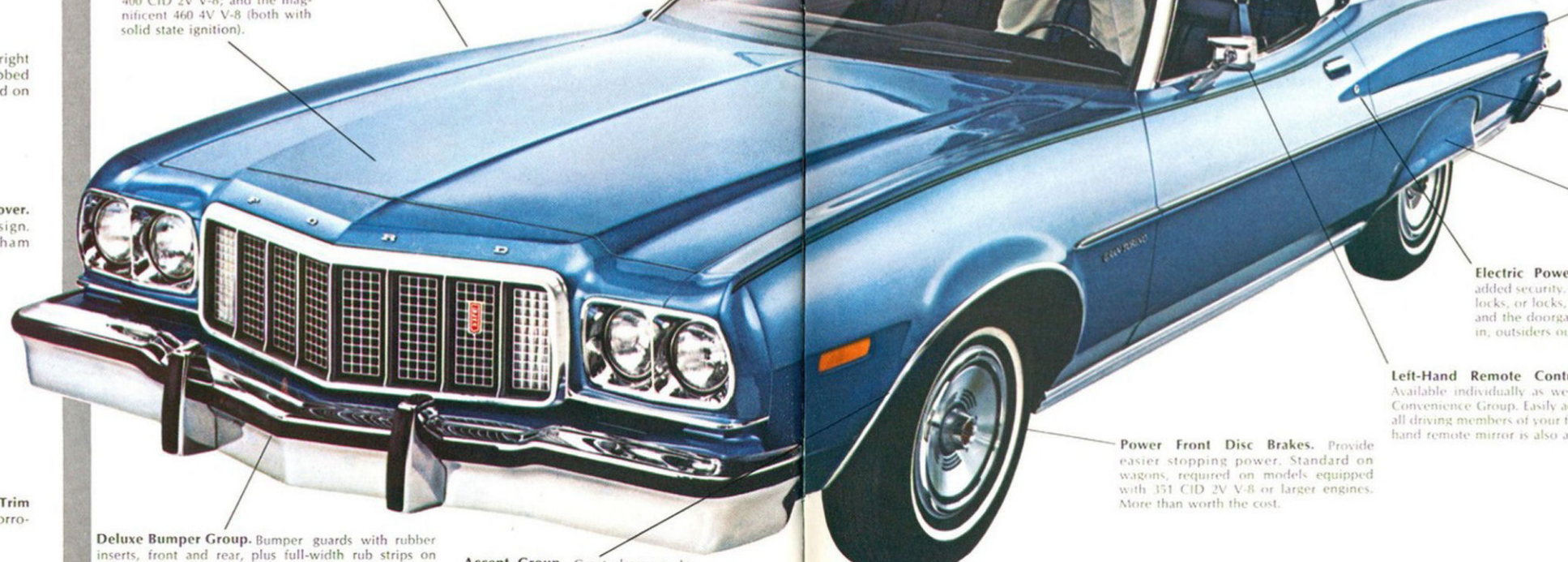
Exterior Decor Group. Simply and effectively glamorous at a very small price. Order this group and you get dual fender paint stripes, deluxe wheel covers (shown at left), and vinyl roof matched to your favorite body color.

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 new 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 remote control mirrors, interval 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).



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.

Sunroof: The modern "convertible" design. You can have fresh air with a switch of a button.

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. (Black unavailable.)

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 locks, 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 Torino's clean, crisp side styling. Available on Gran Torino Brougham 2-Door Hardtop and 4-Door Pillared Hardtop and Gran Torino Sport.

Electric Power Door Locks. Provide added security. Master control button unlocks, or locks, both front and rear doors and the doorgate on wagons. Keeps 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.

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



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.

Turn the page for more options...

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

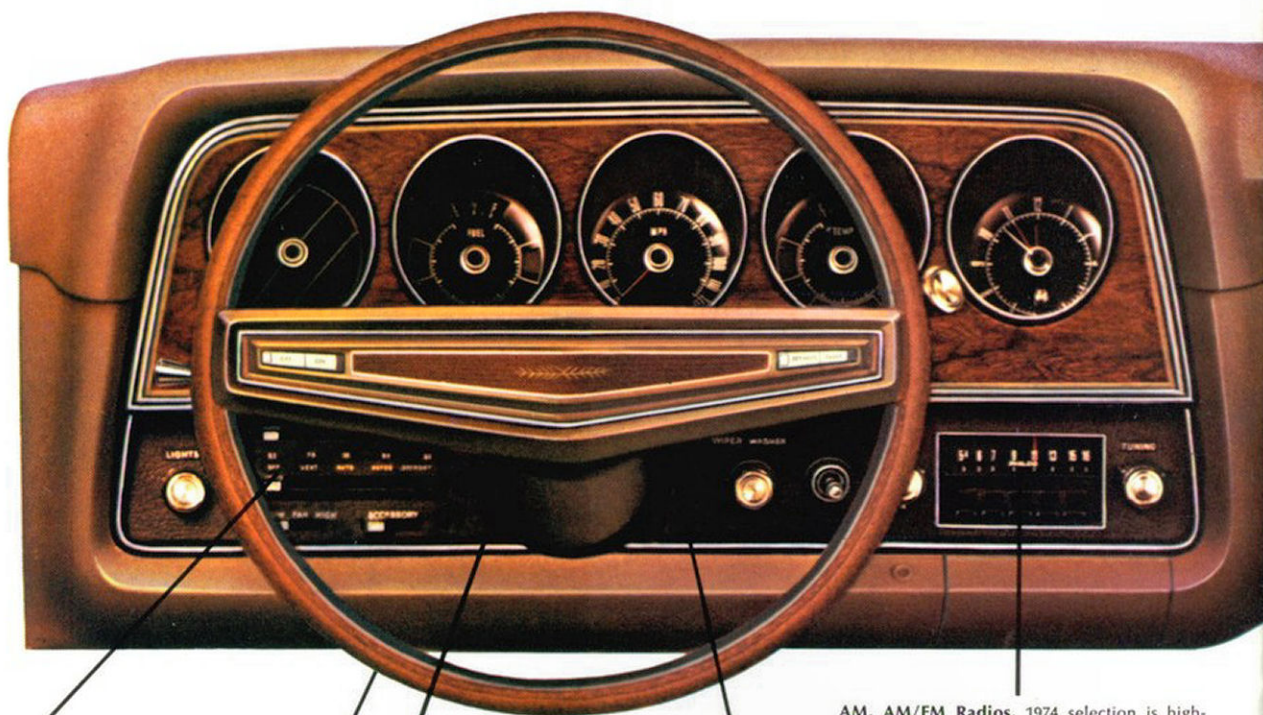
MORE POWER TO YOU AND YOUR DRIVING COMFORT WITH THESE "BETTER IDEA" DRIVING AIDS.

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 (16 and 17).



SelectAire 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 SelectAire 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 3-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 five colors—Black, Tan, Blue, Green, and Saddle. Shown here is Light Tan (Code CU).

Super-Soft Vinyl Trim. Soft, luxurious, durable in five colors—Black, Tan, Blue, Green and Saddle.



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

Anti-Theft Alarm Group. Theft statistics make this group well worth your consideration. You get alarm system, lockable inside hood release and spare tire lock . . . all at a comforting price.

Light Group. Enlightened thinking adds to your convenience after sundown. Group includes the following: ash tray light, dual beam map light (a wonderful plus for your "navigator"), 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 expensive luggage and travel gear. Includes

carpeting, side lining boards and spare tire cover.

Gran Torino Squire Brougham Option. An elegant, yet practical, approach to station wagon living. Group provides: deluxe wheel covers, stand-up hood ornament; split bench front seat with super-soft vinyl seat and door panel trim, color-keyed deluxe seat belts, carpeted cargo area, and an electric clock. For information about complete line of group and individual wagon options, we suggest you consult the 1974 Ford Station Wagon Yearbook.

Heavy Duty/Handling Suspension Package. Includes heavy-duty front and rear springs. Hardtop and pillared hardtop models also include heavy-duty shock absorbers and rear stabilizer bar.

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. Green Glow (Code 4T), 4-Door Pillared Hardtop.



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

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 rails 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 or variable 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.

All 1974 Torino engines are designed to operate on regular gasoline with octane rating of at least 91 (Research Method) when the engine is 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.

All 1974 cars must meet Federal Emission Standards before sale. See your Ford Dealer for details.

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

MODELS

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 (Code 2B) Pastel Blue (3Q) Medium Blue Metallic (3D) Dark Blue Metallic (3G) Pastel Lime (4A) Bright Green Gold Metallic (4B) 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. Typical Colors— Black Medium Blue Medium Green Light Tan Medium Saddle Medium Light Gold.

BETTER IDEA OPTION HIGHLIGHTS

SelectShift Cruise-O-Matic SelectAire Conditioner 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 Opera Window Steel-Belted Radial Ply WSW Tires Power Door Locks Power Front Disc

Brakes Power Seats, 6-Way Power Windows Power Steering Power Tailgate Window (Wagons) Color-Keyed Deluxe Seat Belts Carpeted Cargo Area (Wagons) Convenience Group Radios: AM, AM/FM Stereo, AM/FM Stereo with Tape Player Bucket Seats (no cost Sport option) Rear Facing Third Seat (Wagon) Squire Brougham Option Tilt Steering Wheel Pleated Vinyl Seat Trim Super-Soft Vinyl Seat Trim.

The closer you look, the better we look.

FORD TORINO

FORD DIVISION

