

1978 FORD FAIRMONT

The Ford in your future.



**FAIRMONT.
THE FORD IN
YOUR FUTURE.**



A Better Idea Called Ford Fairmont.

"When America needs a better idea, Ford puts it on wheels." And Ford's better idea for an America in need of efficient cars is Fairmont.

Fairmont . . . a family car for the future . . . built for today, but designed for the years to come.

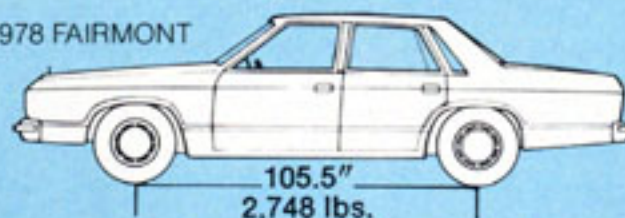
Fairmont is a completely new line of cars designed from the ground up to be fuel efficient, space efficient and cost efficient. While Fairmont is trim outside, it's roomy inside. It's a strong performer, yet easy on gas. And, in typical Ford fashion, while Fairmont is stylish, it doesn't cost a lot.

Fuel efficient. The standard power plant in Fairmont is Ford's popular 2.3 litre 4-cylinder, overhead cam engine.* It is made of precision cast iron and designed to deliver good fuel efficiency.** In addition to the 4-cylinder engine, a 3.3 litre (200 CID) 1V 6-cylinder engine and a 5.0 litre (302 CID) 2V V-8 are available as options.

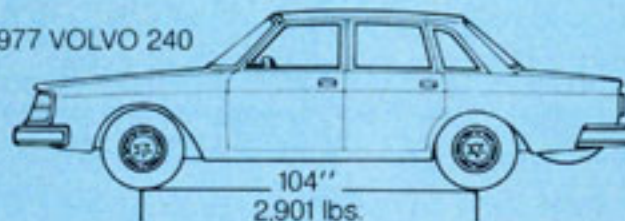
Space efficient. The Fairmont's overall dimensions put it between Pinto and Granada in the Ford line. Among other cars, Fairmont is probably best compared in size to the familiar European middleweights—Audi and Volvo. While Fairmont is slightly longer than either import, it is almost the same in wheelbase, and similar in weight.

Fairmont is close to European middleweights in size and weight.

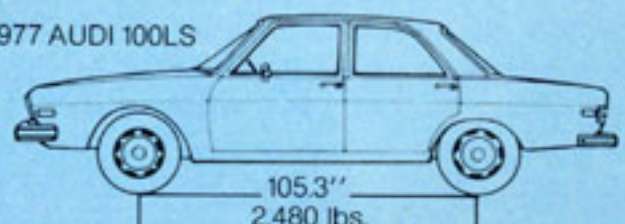
1978 FAIRMONT



1977 VOLVO 240



1977 AUDI 100LS



Fairmont has almost 90% of the room of the 1977 Impala.



Fairmont Interior



Impala Interior

handling characteristics. In the Fairmont, the front suspension features a "zero scrub radius" geometry for steering stability.

Teamed with it in the rear is a new four-bar link system which delivers an excellent ride with added control, particularly in cornering.

Rack and pinion steering (with variable ratio power steering—a better idea option) also contributes importantly to the handling precision of Fairmont.

Cost efficient. With all its room and comfort, its ride and handling characteristics, its smart, functional style, Fairmont has a very attractive sticker price. (See your Ford Dealer for the price of the Fairmont model and equipment of greatest interest to you.)

In the important area of maintenance, Fairmont is designed to help keep costs down. For instance, scheduled oil changes are at 10,000 miles, engine tune-ups at 20,000 miles, chassis lubes each 30,000 miles. An audible signal alerts you when front disc brake linings need replacement. Some parts, like rear wheel bearings and universal joints, are permanently lubricated and require no scheduled maintenance. Without road damage, front-end caster and camber do not need re-alignment.

Added together these features represent an estimated 60% reduction in maintenance costs with Fairmont compared to a 1973 Ford Maverick. (For more details, see Reduced Scheduled Maintenance, on the back cover.)

Test-drive Fairmont. Find out for yourself. Fairmont is a new kind of Ford . . . a different kind of American car. We believe it is the better idea on wheels that America needs now and through the years just ahead. But you be the judge. Take Fairmont out for a personal test drive. Give it a thorough evaluation and see for yourself if this isn't the Ford in your future.

*2.3 litre engine expected to be available in wagon models beginning in late 1977. Consult your Ford Dealer for further details.

**At the time this catalog was published, 1978 EPA estimates were unavailable. However, we believe Fairmont will post good miles-per-gallon ratings both for highway and city driving. For the latest information consult your Ford Dealer.

†Based on EPA interior volume formula.

Front Cover: Fairmont 4-Door Sedan in Russet Metallic (Code 81) with Exterior Decor Group.

Note: See Notable Standard Features, Measurements and color code references on back cover.

Some items shown are optional, such as Deluxe Bumper Group, Exterior Decor Group and white sidewall tires.

4-Door Sedans	Wheelbase	Length Overall	Curb Weight
1978 Fairmont	105.5"	193.8"	2,748 lbs.
1977 Audi 100 LS*	105.3"	188.0"	2,480 lbs.
1977 Volvo 240*	104.0"	192.8"	2,901 lbs.

*Information obtained from published competitive product literature.

Inside, Fairmont has about 90% of the passenger space of domestic cars such as Chevrolet Impala.† This means that Fairmont can seat five adults comfortably. Trunk space (16.8 cu. ft.) is surprisingly generous. Ten assorted pieces of luggage will fit in the trunk because the floor is flat and all the space is usable.

Fairmont has impressive all-around visibility, with wide expanses of glass. Seats are angled to keep you in a comfortable, proper driving position. Controls are clearly laid out. Door openings are wide. Bucket seats, bench or flight bench seats are available.

A new kind of ride system. Fairmont's ride and handling are impressive. Largely responsible is a refinement of a full-coil spring suspension system used on some expensive European sedans which is noted for its ride and

FORD FAIRMONT

Three basic Fairmonts,
almost countless variations.

Another of the beauties of Fairmont is also one of its better ideas. You can take any of the three models and embellish it to your taste with special Fairmont options. For example, add the Exterior Decor Group with its bright moldings, mirrors, turbine wheel covers, and other items. Or the Interior Decor Group with flight bench seat plus a dozen additional features. Or the E.S. option for sedans with features inside and out that can give your Fairmont the look of a European road car. Or the Squire Option that adds many rich touches, including wood-grain vinyl body panels, to the wagon. And there's a lot more where these come from (see pages 12, 13, 14, 15).

Practical, indeed, but a car you can personalize in nearly any way you want to. That's an important part, too, of Fairmont—the Ford in your future.

Below: Fairmont 2-Door Sedan in Bright Russet Red (Code 21) with Exterior Decor Group option; Fairmont 4-Door Sedan in White (Code 9D) with Exterior Decor Group and Chamois vinyl roof options; Fairmont 4-Door Wagon in Light Chamois (Code 83) with Squire Option.

Note: See Notable Standard Features, Measurements and color code references on back cover. Some items shown are optional, such as Deluxe Bumper Group, Interior Decor Group, wagon luggage rack, wire wheel covers, dual bright mirrors, and white sidewall tires.



FORD FAIRMONT
4-DOOR SEDAN





(B) Fairmont 4-Door Sedan with Exterior Accent Group



(C)



With about 90% of the interior space of some standard-size cars.

Fairmont's efficient size. The Fairmont 4-door is going to surprise a lot of people. Especially those who want a practical family car. They may be surprised that this size car could be so roomy and comfortable. Fairmont seats five adults with plenty of trunk space (16.8 cu. ft.) for their luggage. Actually, Fairmont's interior space is about 90% of some standard-size cars like the 1977 Chevrolet Impala. It's all hard to believe until you see and drive the car for yourself.

In Fairmont, the proof is all around you. Step inside and you begin to believe. The interior is handsomely tailored, smartly color-coordinated. Seats are positioned and cushioned to carry you in comfort. Visibility is excellent, front, rear, sides.

Outstanding standard equipment. Another surprise is how much comes standard on Fairmont. The standard 2.3 litre engine has a DuraSpark Ignition System (up to 20,000 miles between tune-ups) just like the optional Six and V-8. Four-speed floor shift is fully synchronized for smooth, easy shifting. (SelectShift automatic is an option.)

There's rack and pinion steering for precise maneuverability. A full coil spring suspension based on a European design and improved on with Ford better ideas. Innovations like Fairmont's two-lever system that mounts windshield washer/wiper and turn signal/horn/headlamp dimmer in handy controls on the steering column. Conveniences like a foot-operated parking brake. Surprises great and small add up to a surprising and different new Ford called Fairmont.

(A) Fairmont 4-Door Sedan. Shown in Black (Code 1C) with optional vinyl roof in Chamois. Window moldings, vinyl insert lower bodyside molding, mirrors are part of Exterior Decor Group option. Wire wheel covers, rear quarter ventilation louvers are separate options.

(B) Fairmont 4-Door Sedan in Medium Chestnut Metallic (Code 5M). Exterior Accent Group option adds bright window frames, deluxe wheel covers, rocker panel moldings, and other features.

(C) Distinctive Hood Ornament with its stylized "F" for Fairmont, is another of the attractive items of the Exterior Decor Group and Exterior Accent Group options.

(D) Fairmont Taillights are distinctive yet cleanly functional in design. Backup lights (mounted inboard) are integrated into the design.

(E) Fairmont 4-Door Sedan in Creme (Code 6P). Practical design plus family size. Shown with optional deluxe wheel covers.

Note: See Notable Standard Features, Measurements and color code references on back cover.

Some items shown are optional, such as Deluxe Bumper Group and white sidewall tires.

FORD FAIRMONT
2-DOOR SEDAN





Fairmont for today and the years ahead... so right for so many reasons.

More reasons to make Fairmont yours. Pick any of the Fairmont 2-doors we've shown here. You'll appreciate the wide-opening doors. And front seat backs that don't require unlatching, making it easier for passengers to enter the rear compartment. These are just the beginning.

There's a big 16.8 cu. ft. trunk with a completely flat floor. Front disc brakes with audible wear sensors. Stylish single rectangular headlamps. Strong lightweight anodized aluminum bumpers. Flat-black windshield wipers with wiper-mounted washer jets. All of Ford Motor Company Lifeguard Safety Features. And the list goes on.

A practical car and more. Like all Fairmonts, the 2-door is designed to be efficient, practical and a pleasure to drive. Teamed with the fuel efficient standard 2.3 litre engine is a 4-speed floor shift, fully synchronized for easy shifting. Even the option, SelectShift, is available floor-mounted (with bucket seats), and lets you go fully automatic or do your own shifting, as you please.

How to add to Fairmont's basic excitement. We're sure you'll enjoy the Fairmont 2-door just as it is. The ride. The handling and control. The room and comfort—there's a lot to enjoy. And a few options can add even more to your enjoyment. Choose the huskier 3.3 litre (200 CID) 1V 6-cylinder engine or 5.0 litre (302 CID) 2V V-8. Power steering. Power brakes. Or go all the way and specify the distinctive new E.S. option (shown in part here, detailed on pages 12, 13 and 14). It gives Fairmont the look of a European road car.

If you get the idea there's a lot to like in Fairmont, you're absolutely right. And a test drive will confirm it all.

(A) Fairmont 2-Door Sedan. Shown in White (Code 9D) with Chamois vinyl roof. Adding to the 2-door's handsome lines are elements of the Exterior Decor Group option. Wire wheel covers, rear quarter ventilation louvers are separate options.

(B) Fairmont 2-Door Sedan in Medium Blue (Code 34). A car that combines practicality with driving fun. Shown with Exterior Accent Group, bumper group options.

(C) Rear Quarter Ventilation Louvers. Provide increased ventilation while main portion of the window remains closed. (A separate option or as part of the E.S. option.)

(D) Stylish Rectangular Headlamps and inboard-mounted turn signal lamps accent Fairmont's trim lines.

(E) Fairmont 2-Door Sedan. Shown in Silver Metallic (Code 1G) and Black (Code 1C), one of the special Tu-Tones available with the E.S. option (see pages 12, 13, 14).

Note: See Notable Standard Features, Measurements and color code references on back cover. Some items shown are optional, such as accent paint stripes, Deluxe Bumper Group, and white sidewall tires.

(B) Fairmont 2-Door Sedan with Exterior Accent Group



(C)



FORD FAIRMONT
4-DOOR WAGON





(B) Fairmont 4-Door Wagon with Exterior Decor Group



(C)



(D)



Efficient use of space...the mark of the Wagonmaster.

Traditional Ford Wagon value in a new efficient size. In some ways, the new 4-door wagon is the most innovative Fairmont of all. It has all the Fairmont featured attributes—the comfort and style, the low initial cost and reduced scheduled maintenance—plus a new kind of space efficiency that comes from Ford better ideas.

About 85% of full-size wagon cargo space. With rear seat folded down, there's 79½ cu. ft. of cargo space, almost 7 ft. long and up to 4 ft. wide—even with five passengers seated, there's 43.3 cu. ft. of space. Altogether, Fairmont has about 85% of the cargo space of such large wagons as the 1977 Chevrolet Impala.* Rear liftgate opens easily; the load floor is flush with the sill. Steel-belted radial ply tires are standard on all Fairmont wagons.

All work and no play makes dull wagons, too. Fairmont's trim size makes it highly maneuverable, easily parkable. Standard is the 3.3 litre (200 CID) 1V 6-cylinder engine** with 3-speed manual transmission. A 5.0 litre (302 CID) 2V V-8, power steering and power brakes are options.

Fairmont Squire and other glamour touches. If you like the traditional look of woodgrain bodyside panels, you can have it and more with the Squire Option. Interior Accent Group also included. Flight bench seat with fold-down center armrest comes with the Interior Decor Group option, which includes a dozen other features. All kinds of choices are yours, as you'll quickly see on pages 12-13 (Interiors) or pages 14-15 (Options).

(A) Fairmont Squire. Shown in White (Code 9D) with woodgrain vinyl bodyside panels, exterior moldings and mirror of the Squire Option. Wire wheel covers are an additional option.

(B) Fairmont 4-Door Wagon in Black (Code 1C). Shown with Exterior Decor Group option. Cast aluminum wheels, handsomely displayed here, are a separate option.

(C) Fairmont Loadspace. With second seat down, cargo space totals 79½ cu. ft.—that's about 85% of such large wagons as the 1977 Chevrolet Impala!

(D) Liftgate Washer/Wiper. This handy option lets you keep the big rear window clean and clear from the driver's seat simply by pushing a switch.

(E) Fairmont 4-Door Wagon in Medium Chestnut Metallic (Code 5M). Shown with bright moldings, deluxe wheel covers and bright mirror of Exterior Accent Group option.

Note: See Notable Standard Features, Measurements and color code references on back cover.

*Based on Motor Vehicle Manufacturers Association information.

**2.3 litre engine with 4-speed manual floor shift expected to be available as standard in wagon models beginning in late 1977. Consult your Ford Dealer for further details.

Some items shown are optional, such as Deluxe Bumper Group, luggage rack, and white sidewall tires.

FORD FAIRMONT INTERIORS

Space efficiency with style.

Impressive is the word for Fairmont's interior style and roominess. You step through wide-opening doors into an interior that can comfortably carry five passengers. Bucket seats are standard with the 2.3 litre engine; bench seats with the other engines. Standard trim is attractive, durable all-vinyl in a choice of five colors. Color-keyed cut-pile carpeting is on the floor; the instrument panel is handsomely designed and color-coordinated. Interior Accent Group and Interior Decor Group options let you add many additional style and convenience features. Let's look at the Decor Group in detail.

Interior Decor Group (left). An all-round view of an elegant option. (From the top and moving clockwise.) Front compartment view conveys the comfort of the wide and deep flight bench seat with its fold-down center armrest. The fabric is Shannon cloth in Chamois (Code HT). Color-keyed 18-oz. cut-pile carpeting is on the floor. Upper door trim panels are brightly accented, lower panels richly carpeted. To the rear, the wide 3-passenger seat is equally comfortable and luxurious. Another view of the front compartment. And finally, the instrument panel as seen by the driver shows its woodgrain applique, easy-to-read gauges and easy-to-reach column-mounted controls for washer/wiper, turn signal/horn/headlight dimmer. Interior Decor Group includes all this, plus color-keyed deluxe belts, luggage compartment carpeting, inside hood release, visor vanity mirror, and more.

(A) Interior Decor Group—Flight Bench Seat. Supple Corinthian all-vinyl trim in Black (Code KA), handsome alternative to Shannon cloth (left). Also includes all of the featured items listed above.

(B) Interior Accent Group—Bench Seat. The color is Russet (Code FE), the trim Castalla cloth and Corinthian vinyl. The smart styling of this option is pure Fairmont.

(C) E.S. option—Bucket Seats. (With sedans.) Interior comes in this striking Chamois/Black selection of Corinthian



FORD FAIRMONT OPTIONS

Bring out the "you" in you.

Audio

There are many sound reasons why Ford radios and audio equipment are great performers. Reasons like a 100% solid state chassis for long life and carefree operation. And precision engineering along with stringent Ford Quality control standards. Then there's the fixed length stainless steel whip antenna for maximum reception and resistance to damage. For more reasons ask your Ford Dealer for a copy of "Dimensions in Automotive Sound."

- AM. Five pushbuttons for tuning, dash-mounted speaker.
- AM with Stereo Tape Player. Regular radio listening plus 8-track tapes. Dual dash-mounted and rear seat speakers.
- AM/FM Monaural. Low-cost system which lets you enjoy the variety of FM along with regular AM listening.
- AM/FM Stereo. Rich stereo effect from

4 speakers (2 in front doors, 2 in rear).

- (A) AM/FM Stereo with 8-Track Tape Player. The versatility of two radio bands plus your favorite tapes.
- AM/FM Stereo with Cassette Tape Player. Same system as 8-Track Player except this one takes smaller, more compact tape cassettes.

Appearance

- Color-keyed Belts. Add interior styling touch. Pages 12, 13.
- Exterior Accent Group. Bright belt moldings, window frames, wheel lip and rocker panel moldings, bright mirror, deluxe wheel covers (4), hood ornament. Page 9.
- Exterior Decor Group. All items in the Accent Group plus these variations: vinyl insert lower bodyside and integral upper wheel lip moldings, body accent paint stripes, bright remote control LH and manual RH mirrors, turbine wheel covers (4). (Front cover, page 6.)
- (B) E.S. option. Black instrument panel with instrument cluster applique of grey

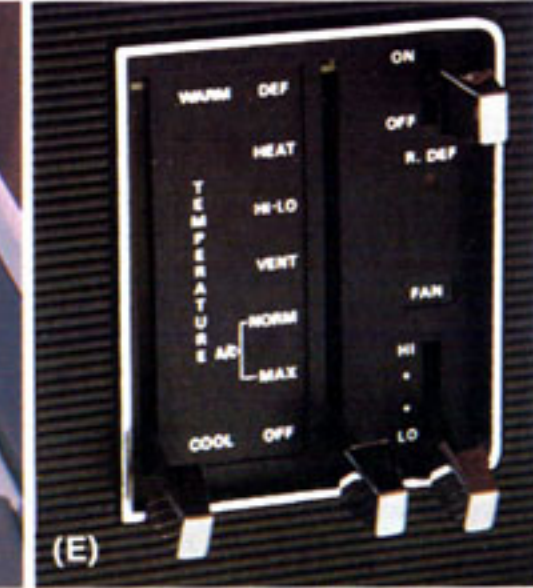
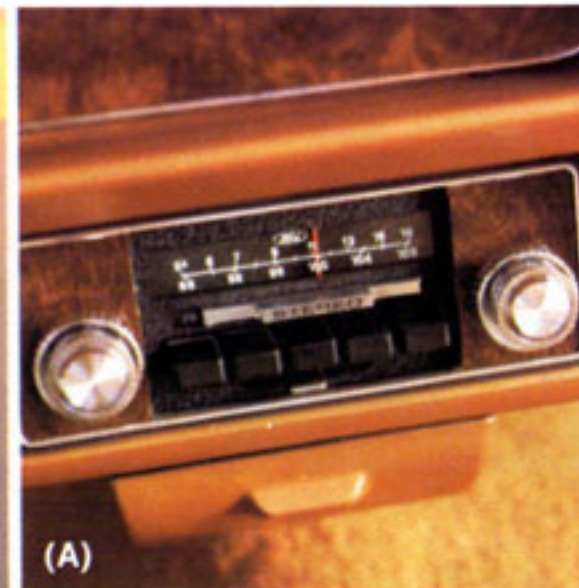
engine turnings is just one of numerous features. *Interior.* Black components (in addition to instrument panel): sport steering wheel, steering column, door hardware, armrests, seat belts, carpeting. All other interior components in choice of Black or Chamois.

Exterior. Black components: front grille, cowl grille, window frames, rear quarter ventilation louvers, lower back panel, dual Fairmont style-mounted mirrors (LH remote-controlled). Bright belt and lower vinyl insert bodyside moldings, Deluxe Bumper Group, turbine wheel covers (4). *Functional.* Rear stabilizer bar, special suspension tuning. (Pages 9, 13.)

- Interior Accent Group. Pleated seat trim (two choices in vinyl, two cloth options), door trim with bright accents, wood-grain instrument panel applique, deluxe steering wheel hub, sound package. Pages 12, 13.
- Interior Decor Group. Visor vanity mirror heads long list of styling, con-

venience items: flight bench seat with fold-down center armrest, deluxe cloth trim (vinyl in wagons, an option in sedans), deluxe door trim, woodgrain instrument panel applique, deluxe steering wheel hub, color-keyed belts, 18-oz. cut-pile carpeting, extra sound package, day/night inside mirror, cigar lighter, rear seat ashtrays, glove box lock, inside hood release, luggage compartment carpeting. Pages 12, 13.

- Body Accent Paint Stripes. Tastefully highlight body styling. (Front cover.)
- (C) Dual Bright Mirrors. Unique Fairmont style-mounting blends beautifully into body lines. LH mirror remote controlled.
- Rocker Panel Moldings. Bright accents plus protection for lower body. Page 9.
- Tu-Tone Paint. Available with E.S. option in four color combinations.
- Metallic Glow Paint. Light Jade Glow (Code 7L.)
- Squire Wagon Option is identified by handsome script and the look of traditional Squire elegance with wood-



grain vinyl body panels (pages 5, 10). Also included are: bright window frames, belt moldings and bright LH style-mounted mirror, plus deluxe wheel covers (4), and hood ornament plus all items in the Interior Accent Group.

(D) Vinyl Roof. A rich crowning touch for sedans. Available in six colors in Valino grain vinyl, and in Chamois in Lugano grain. Pages 5, 6 and 8.

Comfort

(E) Air Conditioning. It's always fair weather with Fairmont air conditioning. Simple controls regulate cooling, heating, defrosting, fresh air ventilation for year-round comfort.

Tinted Glass All-Around. Reduces heat and glare of the sun. Recommended with air conditioning.

(F) Pivoting Front Vent Windows. Knob lets you "dial" small window open as much or as little as you like for draft-free ventilation. (Bright mirrors included.)

Rear Quarter Ventilation Louvers. Increase ventilation. (Page 9.)

Convenience

Convenience Group. Day/night mirror, visor vanity mirror, color-keyed belts, cigar lighter, rear seat ashtray, glove box lock, inside hood release.

Lockable Side Stowage Box (Wagon). Handy compartment for stowing valuables out of sight.

Electric Clock.

Rear Window Defogger. Concealed electric fan clears away condensation.

(G) Rear Window Defroster. Electric heating element in the glass melts ice or snow, also defogs.

Light Group. Includes: luggage compartment light, engine compartment light, glove box light, ashtray light, map light, passenger door courtesy light, rear door courtesy light switches (4-door models).

Luggage Rack. Adds to carrying capacity. (Pages 10, 11.)

(H) Interval Windshield Wipers. Let you regulate wipers to weather conditions.

Wagon Liftgate Washer/Wiper. Cleans rear window. Page 11.

Interiors

For seats and trims, see pages 12, 13.

Performance

Heavy-Duty Battery. Extra cranking power.

Engine Options: 3.3 litre (200 CID) 1V 6-cyl. engine.* 5.0 litre (302 CID) 2V V-8.

(I) SelectShift Automatic Transmission. Go fully automatic or shift for yourself. Includes steel-belted radial ply tires on sedans. Floor-mounted shifter is a separate option.

Power Assists

Power Front Disc Brakes. Less pedal effort.

Variable Ratio Rack and Pinion Power Steering. Reduced steering effort.

Protection

Bumper Guards. Front and rear guards protect bumpers, help prevent override.

Deluxe Bumper Group. Front and rear guards plus rubber inserts and horizontal rub strips for protection. (Shown on most car models.)

Appearance Protection Group. Front floor mats, door edge guards, and

license plate frames.

Vinyl Insert Bodyside Moldings. Protection against parking lot dings.

Lower Bodyside Protection (in addition to Ford Corrosion Protection measures noted on the back cover), includes expanded use of vinyl sealer to help provide extra protection against stone-pecking. Especially important when traveling on gravel roads and in parts of the country where use of road salt is heavy.

Tires

White Sidewall Tires.

Steel-Belted Radial Ply Tires.

Raised White Letter Tires.

Wheel Covers/Wheels

(J) Deluxe Wheel Covers (4). Pages 7, 9.

(K) Turbine Wheel Covers (4).

(L) Wire Wheel Covers (4).

(M) Cast Aluminum Wheels (4).

Wheel Trim Rings (4).

*Standard engine on wagons until late 1977 when 2.3 litre engine is expected to become standard. Consult your Ford Dealer for further details.



Fairmont Choices



Fairmont 2-Door Sedan, Light Jade Glow (7L)



Fairmont 4-Door Wagon, Dark Brown Metallic (5Q)



Fairmont 4-Door Sedan, Black (1C)



Fairmont Squire (Option†), Bright Russet Red (21)

Notable Standard Features

2-Door and 4-Door Sedans

FUNCTIONAL

- 2.3 litre 4-cylinder engine with DuraSpark Ignition
- 4-speed fully synchronized manual transmission, floor-mounted shift
- Rack and pinion steering
- Full coil spring suspension with zero "scrub radius" feature in front, 4-bar link system in rear
- Front disc brakes with lining wear indicators
- Ram-air forced ventilation
- Foot-operated parking brake
- Automatic seat back release (2-door)
- Steering Column 2-Lever System—
 1. Windshield washer/wiper
 2. Turn signal/horn/headlamp dimmer
- 2-speed windshield wiper with wiper-mounted washer jets

†For content of optional package, see pages 14, 15.

- Flat trunk (16.8 cu. ft.) with spare tire stowed below floor
 - Bias ply 14" BSW tires
 - Anodized aluminum bumpers
 - Ford Motor Co. Lifeguard Design Safety Features
- #### APPEARANCE AND COMFORT
- Low-back bucket seats with Colton all-vinyl trim in choice of five colors
 - Color-keyed cut-pile carpeting
 - Single rectangular headlamps
 - Bright grille, headlamp and parking lamp bezels; bright windshield, backlight, and drip moldings
 - Black windshield wiper arms
 - Bright hub caps (4)

Wagon

Most of the features listed for 2-door and 4-door sedans with these differences or additions:

- 3.3 litre (200 CID) 1V 6-cylinder engine* with DuraSpark Ignition
- 3-speed manual transmission, column-mounted shift
- Bench seats with Colton all-vinyl trim in choice of four colors
- Folding second seat with one-hand quick release
- Liftgate with concealed hinges and gas strut assists
- Liftgate "open" warning light
- Cargo area light
- Level load floor with no rear sill
- Color-keyed cargo area carpeting
- Steel-belted radial ply tires

*2.3 litre engine expected to be available as standard in wagon models beginning in late 1977. Consult your Ford Dealer for further details.

Measurements

	Wheelbase	Length	Height	Width	Front Tread	Rear Tread	Trunk or Cargo Space	Fuel Capacity	Curb Weight	Passenger Capacity
2-DOOR	105.5"	193.8"	53.5"	70.2"	56.6"	57.0"	16.8 cu. ft.	16 gal.	2,706 lbs.	5
4-DOOR	105.5"	193.8"	53.5"	70.2"	56.6"	57.0"	16.8 cu. ft.	16 gal.	2,748 lbs.	5
WAGON	105.5"	193.8"	54.7"	70.2"	56.6"	57.0"	79.5 cu. ft.*	16 gal.	2,847 lbs.	5

*With rear seat down.

Notes

CORROSION PROTECTION. Ford takes steps to see that your new car is engineered to high quality standards. And in order to help keep your car looking new, we incorporate the use of galvanized steel and other precoated steels, vinyl sealers, aluminized wax in critical areas, and enamel as a finishing coat.

REDUCED SCHEDULED MAINTENANCE. As part of a continuing program to lower your cost of ownership, scheduled maintenance on Ford Fairmont has been reduced substantially by comparison with the 1973 Ford Maverick. For example, with the 1978 Ford Fairmont, the recommended maintenance schedule

is now 12 months or 10,000 miles between scheduled oil changes and 30,000 miles between lube. These are just two small parts of the comprehensive scheduled maintenance reduction program which, in total, lowers the cost of scheduled maintenance by an estimated 60% or \$300 on the 1978 Fairmont, equipped with 3.3 litre (200 CID) 6-cylinder engine and automatic transmission, as compared to the '73 Maverick with similar engine and transmission. Computations are based on Ford's Labor Time Standards, a \$14.50 hourly labor rate, and manufacturer's suggested retail parts prices effective May 19, 1977.

COLOR AND TRIM CODES. Car colors and trims are coded, example: Silver Metallic (Code 1G). Your

Ford Dealer will be pleased to show you color samples.

OPTION AVAILABILITY. Some features presented are optional at extra cost. Some options are required in combination with other options. Availability of some models and features described may be subject to a slight delay. Ask your Ford Dealer for the latest information on options, prices and availability.

PRODUCT CHANGES. Ford reserves the right to change specifications any time without incurring obligations.

REPLACEMENT PARTS. Be sure to specify genuine Ford-approved parts and Autolite spark plugs from Motorcraft.

FORD When America needs a better idea, Ford puts it on wheels.

FORD
FAIRMONT
FORD DIVISION

