

1981

FORD LTD

Discover a world called LTD





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Ford LTD, a lean, trim contemporary-sized car with comfort, roominess and quiet ride in the LTD tradition. Quiet is the trademark of all LTD's. In 1980, tests proved Ford LTD to be as quiet as the Rolls-Royce Silver Shadow.

a world of its own

For 1981, LTD offers a new standard power team—the 4.2 liter (255 CID) V-8 engine and Ford's innovative Automatic Overdrive transmission.

As always, LTD offers an impressive list of standard equipment important to individuals and families who seek value and comfort in a 6-passenger car.

LTD interiors are spacious and comfortable with room for six adult passengers. And you can put plenty of luggage in LTD's big vacation-size, deep-well trunk.

There's an equally impressive list of options which allows you to add your personal touch to any LTD 2-Door, 4-Door or Wagon.

At the top of the lineup is the LTD Crown Victoria in 2-door and 4-door models. Next comes the LTD series in 2-door, 4-door and wagon models. And in a class by itself is the elegant LTD Country Squire Wagon.

In 1981, we want to put you in a car we can both be proud of.

See the LTD Data Center (pages 12 and 13) for Notable Standard Features, Measurements and EPA information. Some items shown are optional, see the Options Selector for a complete list (pages 14 and 15).

Left: LTD Crown Victoria 4-Door in Fawn (89)
Cover: LTD Crown Victoria 4-Door in Med Fawn Glow (55)
Back Cover: LTD Crown Victoria 4-Door in Light Pewter Metallic (11)

Ford LTD Crown Victoria

Elegance, comfort, style and beauty. Each helps to describe the most luxurious LTD, the regal LTD Crown Victoria.

The elegance of LTD Crown Victoria is first apparent in its luxuriously padded rear half vinyl roof with distinctive wrapover molding.

a world of luxury

Inside, you'll find a comfortable flight bench seat in rich fabric with a fold-down center armrest. There's thick 18-ounce carpeting, and deluxe door trim panels with carpeted lower portion to surround you in luxury. The interior is finished with subtle touches like warm woodtone appliques on doors and instrument panel, electric sweep-hand clock and seat belt chime that reminds you pleasantly to buckle up. The deluxe seat belts are color-keyed to the interior with comfort regulators to add to your driving pleasure.

Outside noise interference is minimized by a Super Luxury Sound Insulation Package that features more insulation in more areas than the standard LTD.

The spacious deep-well LTD luggage compartment with low liftover height provides over 22 cubic feet of space. For added convenience there's a trunk courtesy light (standard on all LTD's).

The LTD Crown Victoria is spacious on the inside, yet trimly proportioned on the outside to make driving a pleasure whether you're moving through city traffic or cruising on the open road. LTD Crown Victoria, a car to be owned and driven with pride.



Electronic Digital Clock option incorporates the accuracy of quartz crystal componentry and provides a 5-second reminder of the date when you turn the key, then automatically switches to display the time. Or press a button and time the length of your trip. Press another button and recall the date at will.



Automatic Overdrive with a fourth overdrive gear that takes effect at about 40 mph. This reduces engine rpm by one-third for increased highway fuel economy.* A feature you don't have to see to appreciate.



Luxury Luggage Compartment Trim option pampers your cargo with carpeted load floor, sidelining boards and spare tire cover. Helps protect luggage from scuff marks.

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LTD Crown Victoria 2-Door in Tu-Tone Midnight Blue Metallic (3L) over Medium Blue Glow (3H).
Optional LTD Crown Victoria interior (far right) in Medium Wedgewood Blue triple stripe cloth (JB).



The inner world of Ford LTD
Crown Victoria

The Interior Luxury Group option, displayed here in Sand velour (GY), adds an even finer dimension to the world of LTD Crown Victoria and Country Squire. The split bench seats are a combination of deep foam padding and Flex-O-Lator construction that provides firm yet flexible support for comfortable seating. Top off Ford's quality seat construction with the elegance of crushed velour, supersoft vinyl or leather (an option).

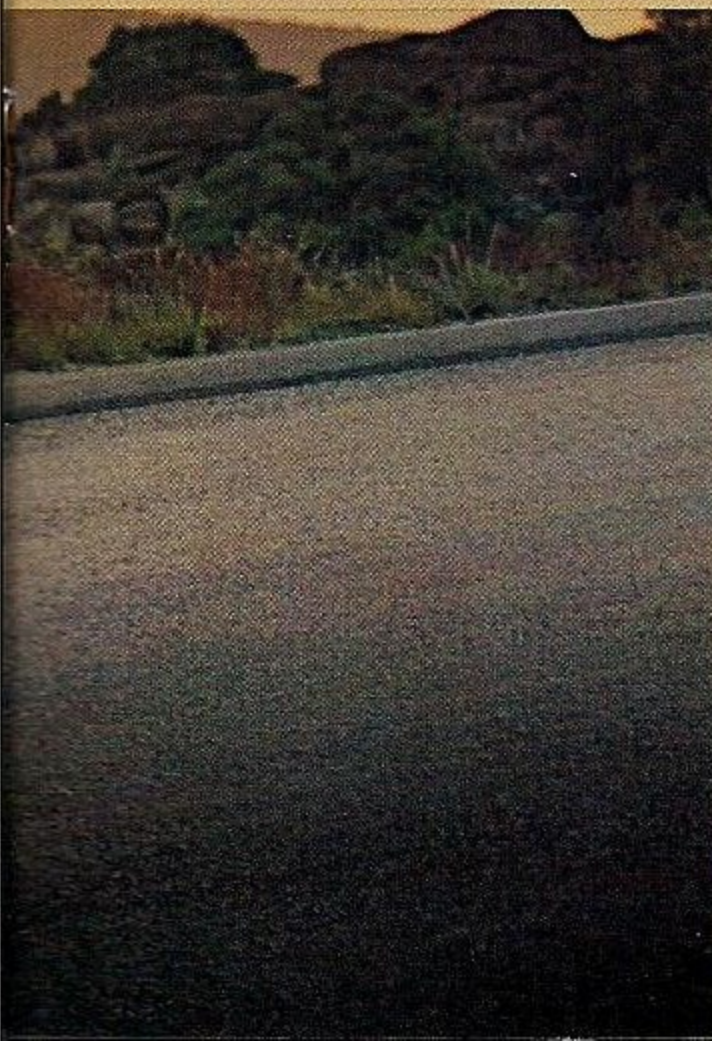
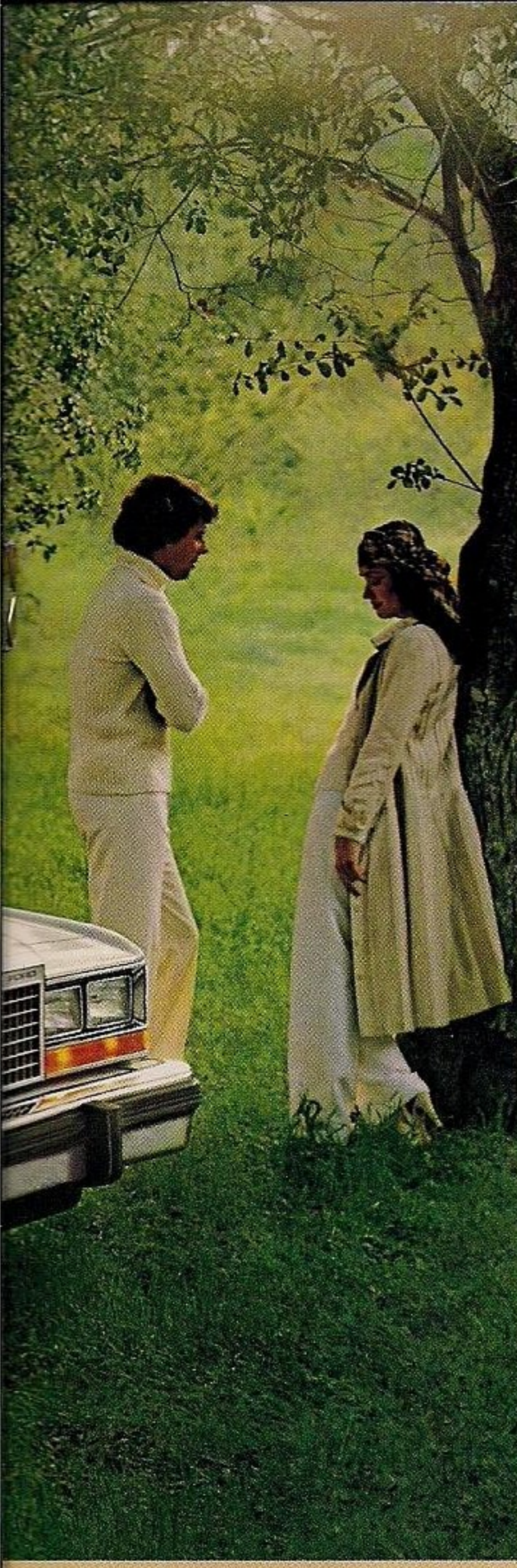
a world of comfort

Note the luxury door trim panels with pull straps. The rich carpeting on the lower portion is 18-ounce cut-pile matching the luxurious floor carpeting.

Both passenger's and driver's seats are equipped with reclining seat backs as well as individual fore and aft adjustment and separate fold-down center armrests. The split bench seats are available with individual 6-way power adjustment, an option, for even greater convenience. The Interior Luxury Group option additionally includes power side windows and seat back map pockets. On LTD Crown Victoria, the Interior Luxury Group has a rear seat fold-down center armrest, deluxe package tray trim and Luxury Luggage Compartment Trim (detailed on page 4).

Interior Luxury Group instrument panel, in matching Sand (shown with optional Fingertip Speed Control and Luxury Leather-Wrapped Steering Wheel) includes warning lights for "low fuel" and "low washer fluid," trip odometer and Electronic Digital Clock.

Some items shown are optional, see the Options Selector for a complete list (pages 14 and 15).



Ford LTD

It's a practical fact that people aren't getting smaller. Nor is the distance between New York and Chicago getting shorter. For many people the most practical car is the Ford LTD because it offers room and comfort with surprising economy.* And with its impressive list of standard features, LTD is an outstanding value.

a world of value

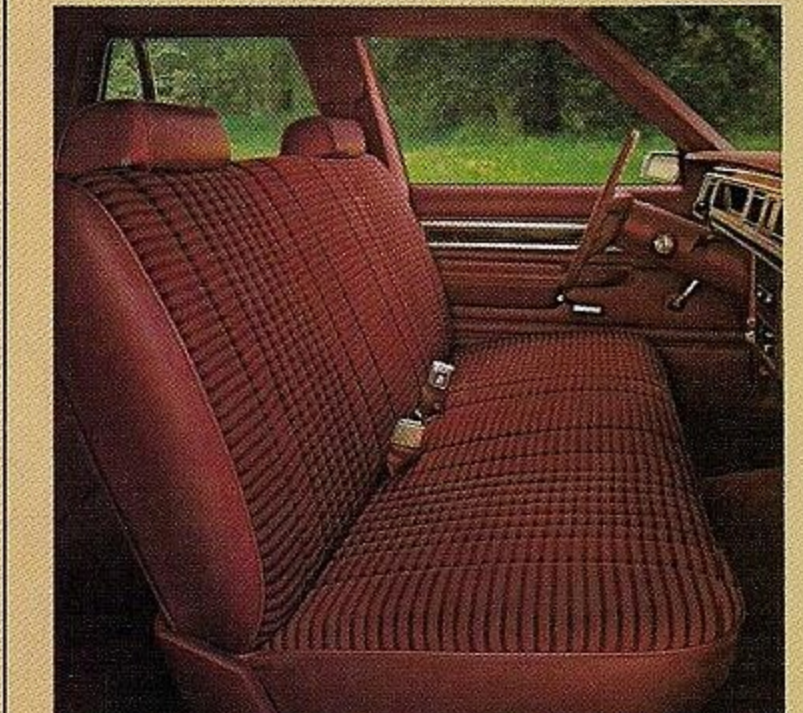
The interiors are roomy and well-appointed, featuring a full comfortable bench seat in a wide choice of colors and materials. And LTD's standard Luxury Sound Insulation Package contributes to its quietness. LTD introduces a new standard power team for 1981 with the 4.2 liter (255 CID) V-8 engine and Ford's innovative Automatic Overdrive transmission. Power steering, power front disc/rear drum brakes and dual rectangular halogen headlamps are also standard on LTD.

For greater entry and exit convenience, door hinges are specially designed with a tiltaway feature to provide increased head and shoulder clearance — a better idea you'll appreciate especially in tight parking situations.

Operating convenience is at your fingertips with 2-lever column-mounted controls for washer/wipers, turn signals, headlamp dimmer and dual note horn. Other standard convenience features are remote-controlled left-hand rearview mirror, illuminated glove compartment, ashtray and luggage

compartment, inertia seat back releases on 2-door models, and more.

Chrome-plated bumpers, front and rear, and color-coordinated vinyl insert bodyside moldings (except with Tu-Tone paint) help protect LTD's elegant profile from the minor hazards of everyday driving.



LTD's standard bench seat. Shown in dark red wide-ribbed knit cloth (AD), the wide bench seat is as comfortable as it looks.



Flight Bench Seat option in Medium Wedgewood Blue vinyl (ZB) is one of over 30 LTD seat trim selections.

See the LTD Data Center (pages 12 and 13) for Notable Standard Features, Measurements and EPA information.* Some items shown are optional; see the Options Selector for a complete list (pages 14 and 15).

LTD 4-Door in Polar White (9D) with White vinyl roof
Luxurious LTD 2-Door (below) in Black (1C)



Ford LTD Wagons

In the world of LTD Wagons, choose either the top-of-the-line Country Squire or the LTD series. Both have ample room for six passengers or eight with the Dual Facing Rear Seat option. When the rear seat is folded down, both models offer 89.5 cubic feet of wide, flat cargo space. Plus 9.9 cubic feet in a lockable compartment below the load floor and 2.0 cubic feet in a lockable side storage compartment.

a world of wagons

But the big news from the Ford Wagonmaster is a new wagon power team for '81—Automatic Overdrive coupled with the standard 5.0 liter (302 CID) V-8

engine. You get V-8 performance plus good fuel economy.* The Wagonmaster also offers these wagon innovations: 3-Way Magic Doorgate with power window that opens like a door with the window up or down, or like a conventional tailgate. Convenient one-hand, fold-down rear seat and Dual Facing Rear Seat option with removable seat cushions. Plus the wagon stylesetter—the elegant LTD Country Squire with distinctive woodtone side panels.

Increased towing capability is available with the Heavy-Duty Trailer Towing Package that lets you tow as much as 6,000 lbs. with any LTD. This package includes heavy-duty battery, 60 amp. alternator, trailer towing suspension, axle and wiring harness, heavy-duty cooling package, and more.

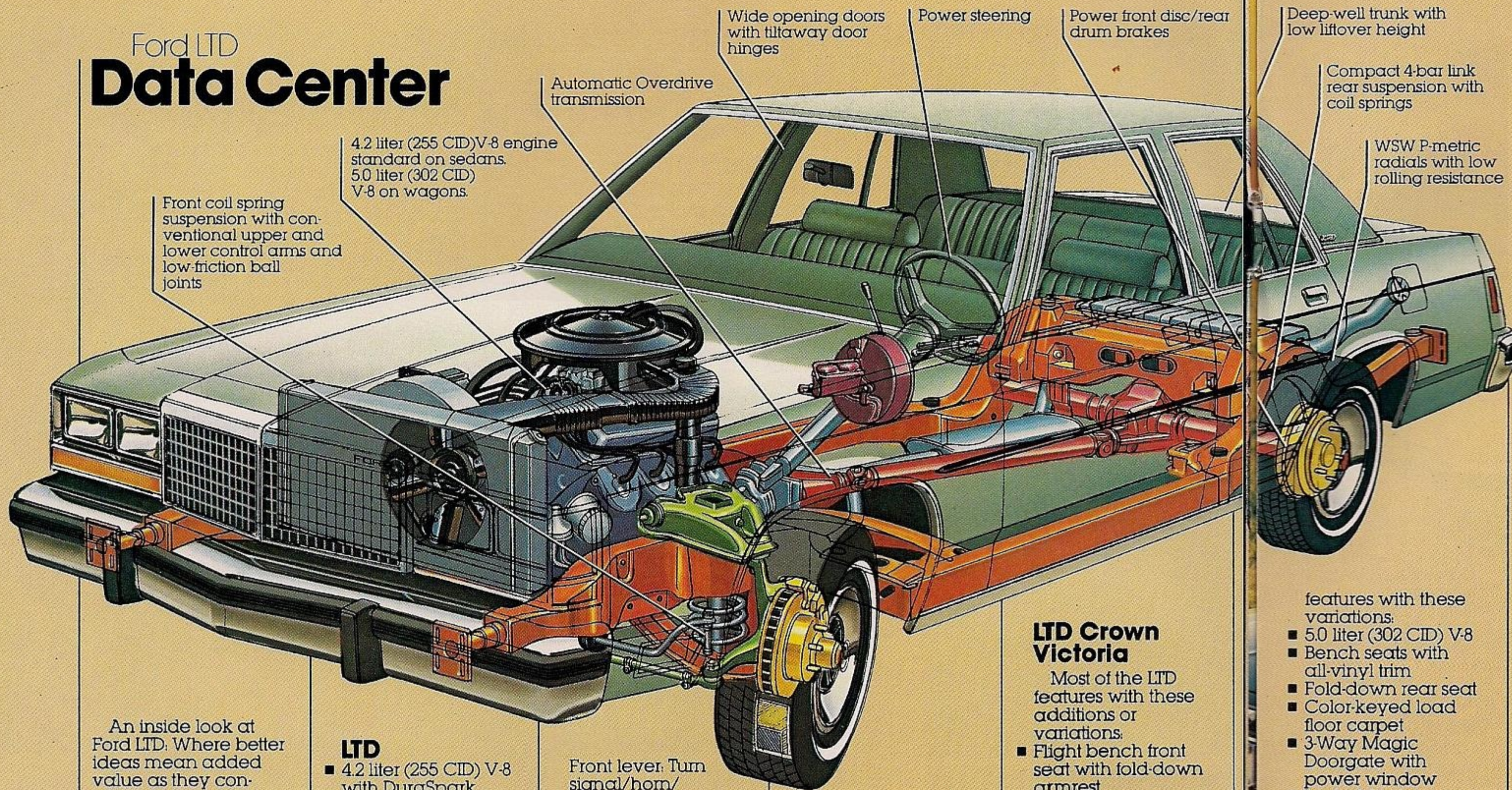
See the LTD Data Center (pages 12 and 13) for Notable Standard Features, Measurements and EPA information.* Some items shown are optional; see the Options Selector for a complete list (pages 14 and 15).



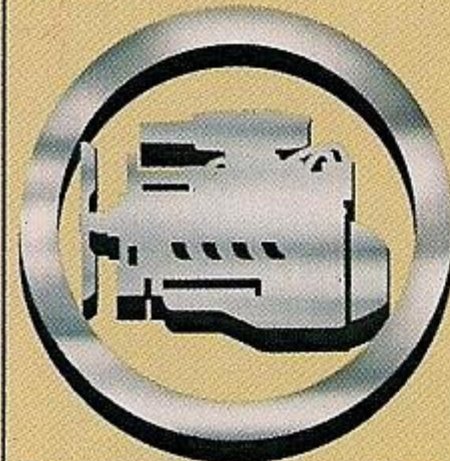
Flight bench seat (std. on LTD Country Squire) in Sand DuraWeave vinyl (LY). DuraWeave vinyl is optional.

The one and only LTD Country Squire (above left) in Antique Cream (62). The affordable LTD Wagon in Candyapple Red (2K).

Ford LTD Data Center



An inside look at Ford LTD. Where better ideas mean added value as they contribute to your driving pleasure.



Notable Standard Features

The standard equipment of any car is often a reliable yardstick of its value. Read over the list. Then compare LTD's standard features with any other car in its class.

LTD

- 4.2 liter (255 CID) V-8 with DuraSpark Electronic Ignition, Automatic Overdrive transmission
- Electric voltage regulator
- Maintenance-free battery
- Full coil spring suspension with 4-bar link system in rear
- Power front disc/rear drum brakes
- Foot-operated parking brake
- 14" WSW P-metric steel-belted radial ply tires (4) on 5½" wheels
- Mini spare tire
- Power steering
- Tiltaway door hinges
- Front bumper guards
- Concealed windshield wipers with fluidic washer system
- Steering column-mounted controls—

- Front lever, Turn signal/horn/headlamp dimmer.
- Rear lever, Windshield washer/wipers.
- AM radio (may be deleted for credit)
- Dual note horn
- Power ventilation
- Inside hood release
- Day/night inside mirror
- Antitheft door lock buttons
- Ford Limited Corrosion Perforation Warranty
- Bench seat with knitted cloth and vinyl trim
- Cloth-covered headlining and sun visors
- 10-oz color-keyed cut-pile carpeting
- Woodtone door and instrument panel appliques
- Deluxe 4-spoke soft rim steering wheel

- Lighted glove box and front ashtray
- Bright door belt, window frame, drip rail, wheelip and rocker panel moldings
- Deluxe wheel covers
- Luggage compartment light
- Color-keyed deluxe belts with comfort regulator feature
- Luxury Sound Insulation Package
- Automatic inertia-type seat back releases (2-Door)
- LH remote control mirror
- Vinyl insert bodyside moldings
- Decklid tape stripes
- Chrome-plated grille with dual rectangular halogen headlamps

LTD Crown Victoria

Most of the LTD features with these additions or variations.

- Flight bench front seat with fold-down armrest
- 18-oz cut-pile carpeting
- Deluxe door trim with carpeted lower panels
- Seat belt reminder chime
- Super Luxury Sound Insulation Package
- AM/FM stereo radio
- Self-regulating electric clock
- Rear door courtesy light switches (4-Door)
- Padded rear half vinyl roof
- Wide wrapover roof molding
- Rear bumper guards
- Accent tape stripes on hood
- Bright lower bodyside moldings with rear extensions

LTD Wagon

Most of the sedan

features with these variations:

- 5.0 liter (302 CID) V-8
- Bench seats with all-vinyl trim
- Fold-down rear seat
- Color-keyed load floor carpet
- 3-Way Magic Doorgate with power window
- Lockable stowage compartments in cargo floor and left rear side panel
- 6½" wheels
- Conventional spare tire with handy extractor
- Cargo area light with doorgate-actuated courtesy light switch
- Doorgate tapestripes

LTD Country Squire Wagon

Most of the above wagon and sedan features plus:

- Woodtone vinyl bodyside paneling and fiberglass surround rails
- LTD Crown Victoria level interior with all-vinyl trim
- Hood ornament

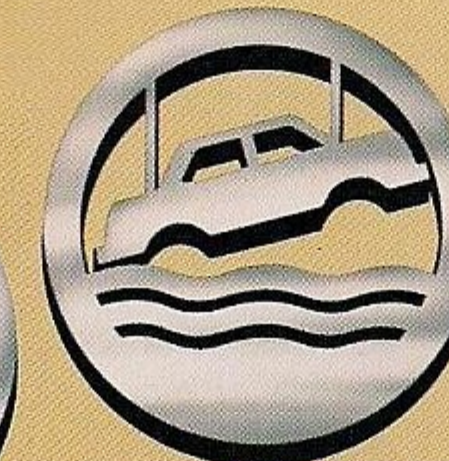


Measurements

2-Door 4-Door Wagon

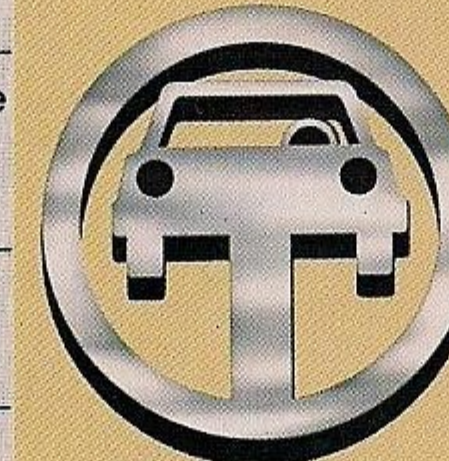
Wheelbase	114.3"	114.3"	114.3"
Overall Length	209.3"	209.3"	215.0"
Overall Height	54.7"	54.7"	57.4"
Overall Width	77.5"	77.5"	79.3"
Front Tread	62.2"	62.2"	62.2"
Rear Tread	62.0"	62.0"	62.0"
Trunk or Cargo Space	22.4 cu. ft.*	22.4 cu. ft.*	89.5 cu. ft.*
Fuel Capacity	20 gal.	20 gal.	20 gal.
Curb Weight	3595 lb.	3623 lb.	3861 lb.
Passenger Capacity	6	6	6†

* With standard mini spare tire.
† Plus 9.9 cu. ft. of lockable below-deck stowage (5.7 cu. ft. with cushions of optional dual facing rear seats in place, 7.7 cu. ft. with cushions removed).
‡ Eight with optional dual facing rear seats.



Ford Limited Corrosion Warranty

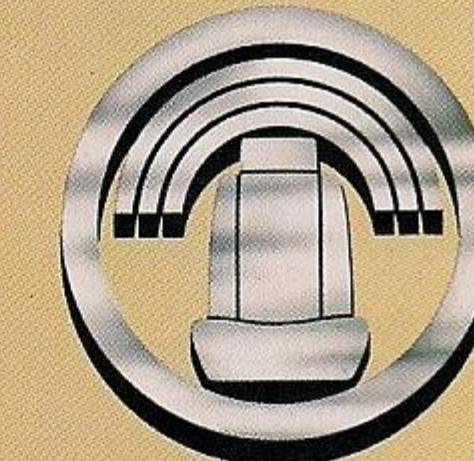
Ford Motor Company provides a 3-year, unlimited mileage corrosion perforation warranty on all new model cars sold in the 50 United States. The warranty states that any part which, in normal use, rusts through from corrosion within three years of retail delivery or first use will be repaired or replaced free of charge by the selling dealer after inspection by a Ford representative. Of course, exhaust system components or parts which develop corrosion perforation caused by accidents or other damage are not covered.



Ford LTD Maintenance Schedule—Another Better Idea

Ford wants to reduce both the frequency and cost of scheduled maintenance on its cars to an absolute

minimum. And, compared to just a few years ago, we're making strides in that direction. For example, in 1973 an engine oil change was called for each 4,000 miles. In 1981, LTD oil changes are recommended at 7,500-mile intervals. Other recommended intervals are now 30,000 miles between spark plug changes, 30,000 miles between air filter replacements, 50,000 miles or 3 years between engine coolant replacements. We think this kind of maintenance schedule rates as a Ford Better Idea—and we're working constantly to make it even better!



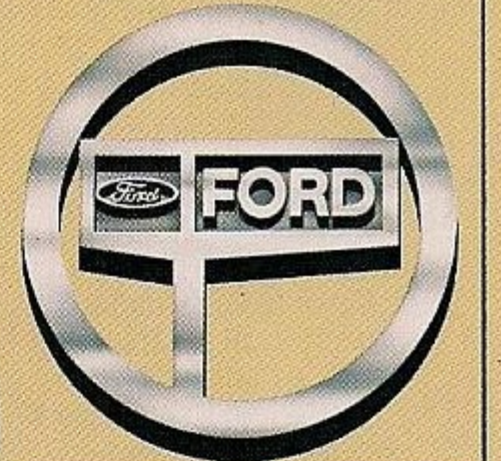
Colors and Trims

As you've probably already noted, '81 Ford LTD car colors and interior trims are referred to by their order codes. Example: Polar White (9D). On the printed page, of course, colors are at best only representative of the original. For this reason we've included the codes wherever possible so that you can more easily check out a particular color or trim. With the code as a guide, your Ford Dealer can show you actual samples of LTD paint colors and trim materials.



EPA Gas Mileage Estimates

Of course, gas mileage is one of your top concerns these days. It's one of ours, too. 1981 EPA estimates were not available at the time this catalog was published. Ford LTD, however, should post good miles-per-gallon ratings in the new EPA Gas Mileage Guide as it did last year. See your Ford Dealer for the latest EPA information.



"Ask Your Ford Dealer"

Every effort has been made in preparing this catalog to provide you—in one convenient place—the most complete and current information on the new Ford LTD. Following publication, however, certain changes in standard equipment, options, model availability, prices, and the like, may have occurred which would not be included in these pages. In such cases, it's good to remember that your best source is also closest to you. It is your local Ford Dealer who has the most up-to-date information and who is always ready at any time to answer your questions about the fine Ford products he sells.

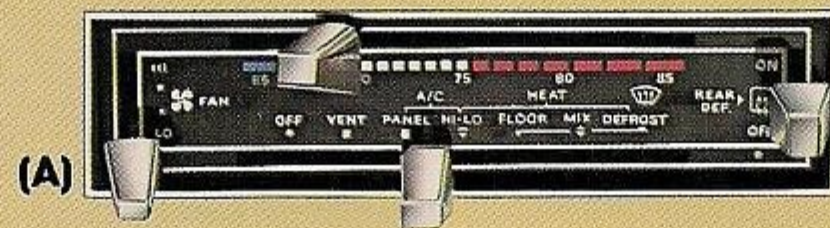
Ford LTD Options Selector

Selecting options for your new Ford LTD can be doubly rewarding. With your selection, you can personalize your LTD. And, by adding to the actual dollar value in the beginning, options can contribute to your trade-in value when it's time for another new LTD. The '81 LTD options list is as varied as it is long. See for yourself.

Appearance

- Interior Luxury Group. Includes split bench seats with RH and LH recliners, luxury seat trim (choice of crushed velour or SuperSoft vinyl—leather optional at extra cost), luxury door trim panels with pull straps and full length armrest, 18-ounce lower door carpeting, electronic digital clock, luxury steering wheel, trip odometer, warning lights for "low fuel" and "low washer fluid." Power side windows, Super Luxury Sound Insulation Package (included with Country Squire, standard on LTD Crown Victoria). And on sedans: rear seat center armrest, seat back map pockets, luxury luggage compartment trim, package tray trim.
- Rocker Panel Moldings (Squire only)
- Dual Accent Paint Stripes
- Hood Accent Stripes (LTD, Squire)

- Metallic Glow Paint. Medium Blue Glow, Light Pine Glow, Bittersweet Glow, Medium Fawn Glow, Sand Glow.
- Tu-Tone Paint Treatment
- Full Vinyl Roof (4-Door LTD)
- Rear Half Vinyl Roof (2-Door LTD)
- Luxury Luggage Compartment Trim. (See description, page 4)
- Leather-Wrapped Luxury Steering Wheel



Comfort

(A) SelectAire Conditioner with Automatic Temperature Control.

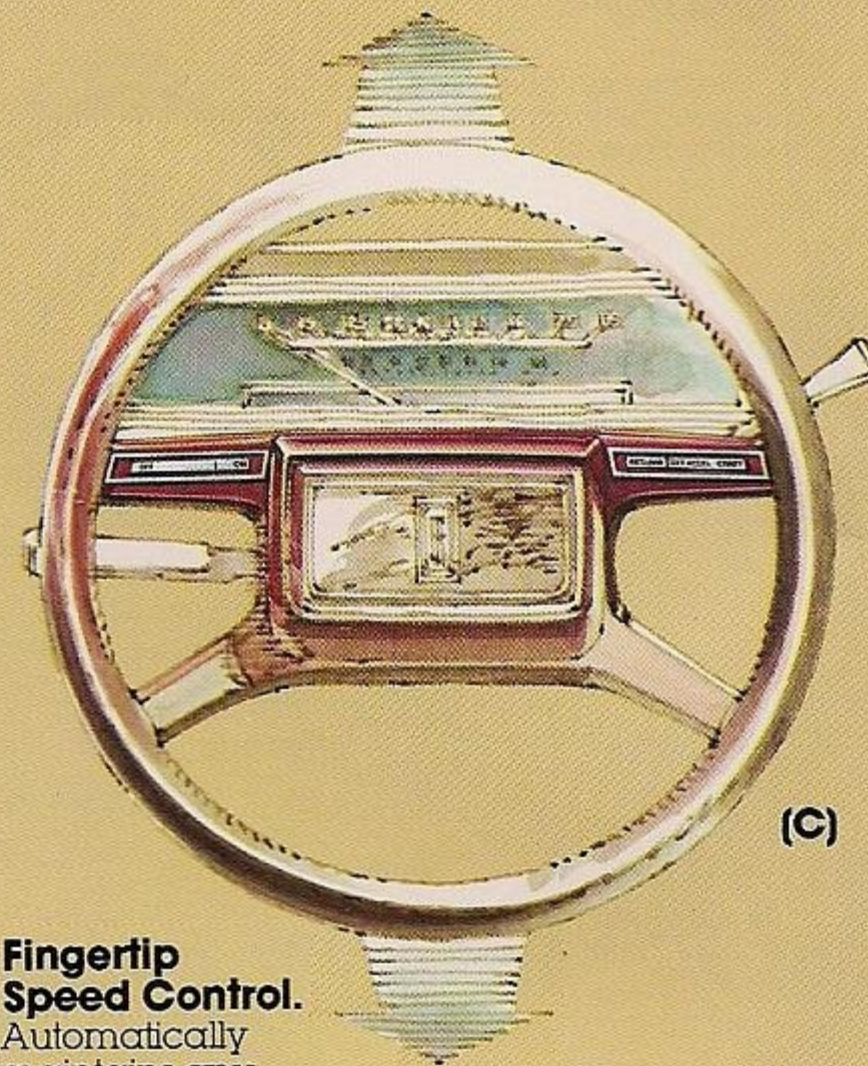
- Select the inside temperature you want. Thermostatic controls help maintain it year-round. Tinted glass recommended.
- Tinted Glass-Complete
 - Dual Facing Rear Seats with removable seat cushions (wagons)
 - Dual Flight Bench Seat Recliners
 - Seat Belt Reminder Chime

- ## Convenience
- Convenience Group. Includes interval windshield wipers, remote control trunk lid release (sedans) or doorgate lock

- (wagons), trip odometer, warning lights for "low washer fluid" and "low fuel".
- Pivoting Front Vent Windows
- Electric Clock
- Electronic Digital (time/date/elapsed time) Clock
- Electric Rear Window Defroster
- Autolamp On/Off/Delay System. Automatically turns headlamps on or off

- when traveling at dusk or early morning. Can also be set to keep headlamps on for up to four minutes after parking car.
- Front Cornering Lamps. Shine in the direction you turn.

- ## (B) Illuminated Entry System.
- Lifting door handle automatically illuminates keyhole and activates interior lights.
- Light Group. Includes dual beam map light, "headlamps on" audible warning buzzer (chimes on units with seat belt reminder chime), rear door courtesy lamp switches (LTD 4-Door and LTD Wagon, standard on other models), engine compartment light, dual instrument panel courtesy lamps.



(C) Fingertip Speed Control.

- Automatically maintains any speed you set at 30 mph or above. System deactivates when brake pedal is depressed. Touch the "resume" button and return to your previously set speed. Shown with optional Leather-Wrapped Luxury Steering Wheel.

(D) Tilt Steering Wheel.

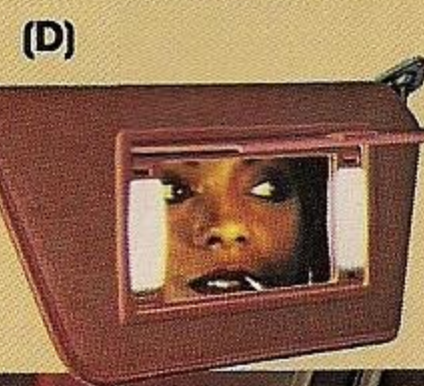
- Conveniently adjusts to one of five positions. Makes entry/exit easier.

(E) Illuminated Visor Vanity Mirror(s).

- Convenient grooming



(B)



(D)



(E)

Performance

- Traction-Lok Axle. Automatically shifts power to the wheel with the most traction. (See your Ford Dealer for availability.)
- Engines: 5.0 liter (302 CID) V-8, 5.8 liter (351 CID) V-8, 5.8 liter (351 CID) high output V-8.
- Handling Suspension
- Heavy-Duty Suspension
- Adjustable Level Air Shock Absorbers. For heavy loads.
- Heavy-Duty Battery
- Heavy-Duty Trailer Towing Package. (See description on page 11)

Power Assists

- Power Lock Group
- (E) 6-Way Power Seats (Single or dual control)
- Power Side Windows

Protection

- Vinyl Insert Bodyside Moldings (Squire, standard on other models except with Tu-Tone paint/tape treatment)
- Front License Plate Bracket
- Lower Bodyside Protection (in addition to Ford Limited Corrosion Perforation Warranty). Provides an application of vinyl under the paint along lower sides of body to

help provide extra protection against stone pecking. Important on gravel or heavily salted roads.

- Rear Bumper Guards (LTD Sedans, standard on other models)
- Bumper Rub Strips
- Protection Group. Door edge guards, color-keyed carpeted front and rear floor mats, license plate frame(s).



(E)



(F)

Radios

- AM/FM Monaural Radio
- AM/FM Stereo Radio*
- AM/FM Stereo Radio with 8-Track Tape Player*
- AM/FM Stereo Radio with Cassette Tape Player*
- Electronic AM/FM Stereo Search Radio.* No mechanical tuning. Automatically seeks or scans stations with digital readout.

(F) Electronic AM/FM Stereo Search Radio/Cassette Player.

- With Dolby® noise reduction system in both radio and cassette.
- Electronic AM/FM Stereo Search Radio with 8-Track Tape Player*
 - Premium Sound System. Improved for 1981—now with a total of six speakers. Includes power amplifier. Speaker placement: two in dash, one in each lower front door panel and two in package tray or

- wagon quarter trim panels
- Power Antenna
- Dual Rear Seat Speakers

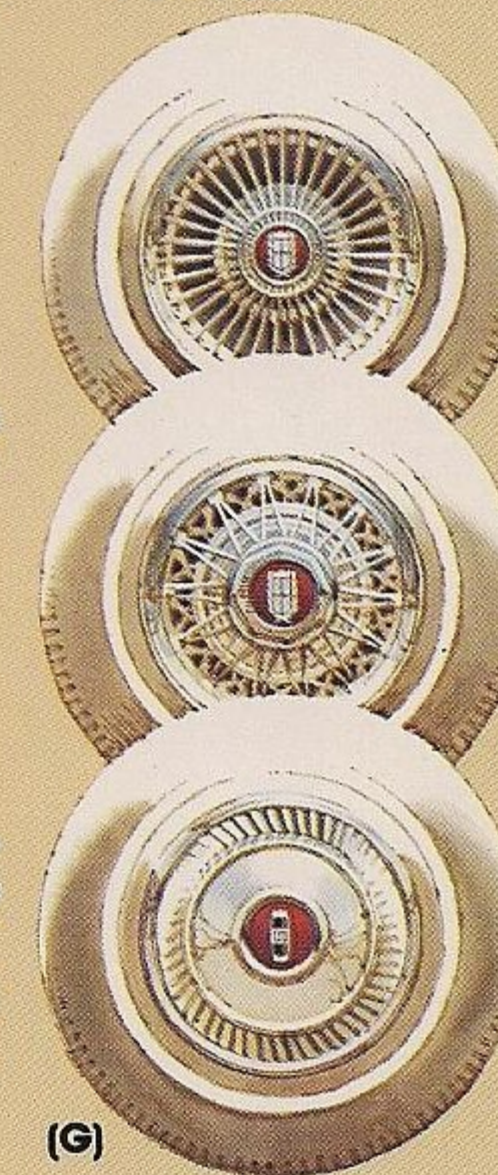
*Includes four speakers with balance controls

Tires

- Puncture Resistant Self-Sealing WSW Tires
- Conventional Spare Tire

(G) Wheels/Wheel Covers.

- From top: Cast Aluminum Wheels (4), Wire Wheel Covers (4), Luxury Wheel Covers (4).



(G)

Options Availability
1981 Ford LTD options are not confined to these pages but are shown throughout the catalog. Options, whether or not they are identified, are offered at extra cost. Some options are offered only in combination with other options. Availability of some models and features described here and elsewhere may be subject to delay. Again, consult your Ford Dealer for the latest information.



Ford Motor Company's optional Extended Service Plan covers certain selected components on new Ford cars and light trucks for longer than the vehicle's basic warranty. The cost is so moderate for the protection you get that it could pay for itself the first time you need it. Your Ford Dealer will be happy to give you complete details of the Plan, which is available on cars and light trucks sold and normally operated in all 50 United States and Canada.

PRODUCT CHANGES: Ford Division reserves the right to change product specifications at any time without incurring obligations.

Buy or lease a Ford LTD from your Ford Dealer—a great choice either way!

A World of Better Ideas



Ford LTD Choices



LTD Crown Victoria 2-Door, Dark Pine Metallic (7M)



LTD Crown Victoria 4-Door, Midnight Blue Metallic (3L)



LTD 2-Door, Red (24)



LTD 4-Door, Dark Cordovan Metallic (8N)



LTD Country Squire, Bittersweet Glow (8D)



LTD Wagon, Light Pine Glow (4E)



FORD LTD

FORD DIVISION

