

1984 Ford LTD



At Ford, Quality is Job 1.

At Ford, quality is our top priority. Nothing ranks higher in the design, engineering, manufacture, sale and service of our cars and trucks.

We're determined to make the finest cars and trucks in the world. No exceptions.

Our product philosophy begins with the vision of a customer—of you—sitting behind the wheel of a new car or truck in one of our dealers' showrooms asking a series of questions about quality.

Does this Ford vehicle have the best quality I can find? Will it give me value and pleasure in use? Will it last? Will I get good service? Can I trust the manufacturer and the dealer?

We know that the answers to those questions will determine whether you buy our product or someone else's car or truck. So that's why quality is really Job 1 at Ford.

Our quality system is based on the concept of preventing quality problems, not merely detecting problems and trying to fix them.

Also, we're committed to an operating philosophy of continuous improvement in quality and every other aspect of our business. There is no upper limit to our quality performance. We believe further improvements are always possible.

And most important, Ford employees are directly or indirectly involved in improving the quality of Ford cars and trucks. We know that our jobs and the success of Ford Motor Company depend on building high quality vehicles that meet your needs and expectations.



Donald E. Petersen
President
Ford Motor Company

Ford LTD 4-Door Sedan

Comfort when you want it. Capability when you need it. A family car with a smooth, quiet ride.



Ford LTD Brougham

LTD comfort and then some. The LTD Brougham is identified by its distinctive formal roof. Inside, the Interior Luxury Group is standard.



Ford LTD Wagon

Comfort and utility. LTD Wagon has a larger cargo volume index than any American-built wagon in its class, excluding other Ford Motor Company products.



A word about this catalog

Some of the equipment shown or described throughout the catalog is available at extra cost.

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Power & Efficiency

EEC-IV: the world's most advanced onboard automotive computer

LTD gasoline engines benefit from a computer called EEC-IV, a fourth-generation, state-of-the-art, microprocessor-based engine control system capable of processing thousands of operations per second. EEC-IV instantly adjusts the air/fuel mixture and ignition

timing for quick cold starts. On the road, it senses by the millisecond what the car is being asked to do, then balances the air/fuel mixture and timing for optimum power, response and fuel efficiency.

Choice of gasoline or propane power

LTD's standard engine is the overhead cam 2.3 liter 4-cylinder, a responsive, economical powerplant.* It's coupled

with the SelectShift automatic transmission.

A propane-powered 2.3 liter engine is also available with LTD sedan models.** It offers the advantage of generally lower fuel costs (on average, propane costs about two-thirds as much as gasoline, although prices may vary widely depending on location). This 2.3 liter propane system, unlike aftermarket conversions, is specifically engineered for use

with Ford LTD and carries the same warranty provisions as gasoline systems (with the exception of the emission control system).

3.8L V-6 with electronic fuel injection (EFI)

A 3.8 liter fuel-injected V-6 is standard in LTD wagons and available in sedans. Electronic fuel injection provides several advantages over a conventional carburetor. The major advantage is

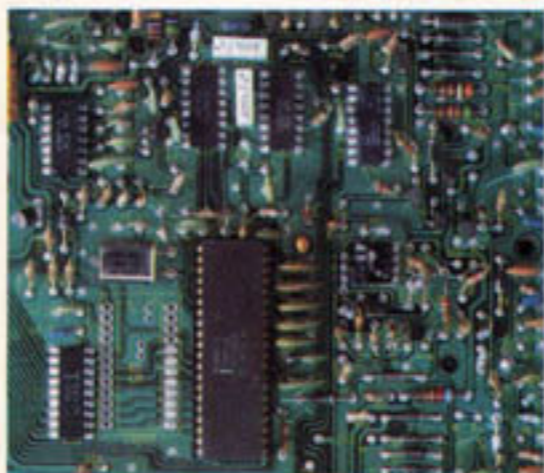


3.8 liter V-6 engine (chrome added for display purposes only).

a more efficient use of fuel,* improved fuel distribution because of the high-pressure discharge from the fuel injectors. EFI offers improved overall operation. Smooth running. Easier starting in cold and hot temperatures.

The 3.8 liter engine can be combined with the optional Automatic Overdrive Transmission in both sedan and wagon models. This transmission automatically shifts into an overdrive fourth gear when the vehicle exceeds 45 mph and the driver eases up on the accelerator pedal. In overdrive fourth, engine speed is reduced by one-third. The result is improved highway fuel economy.*

LTD engines are run by EEC-IV, Ford's state-of-the-art engine control system.



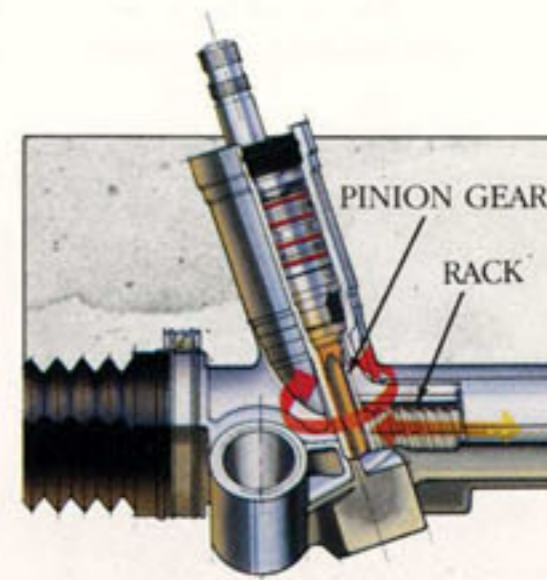
Ride & Handling

MacPherson strut front suspension and gas-filled shock absorbers

The LTD's suspension and steering systems are designed for control and responsiveness. The MacPherson strut front suspension and 4-bar link coil-spring rear suspension are equipped with gas-filled shock absorbers. These contain a low charge of nitrogen to suppress foaming of the hydraulic fluid due to rapid bumps or similar agitation. This means the ride is smooth under normal circumstances yet firm enough for rough conditions.

Power rack and pinion steering

The convenience of power is added to the LTD's rack and pinion steering, a precise system that contributes to



LTD's power rack and pinion steering system: At the end of the steering column is a "pinion gear" which engages a "rack" of gear teeth linked to the steering arms. The responsiveness and precision of rack and pinion steering are directly related to its simple, low-friction design.



Gas-filled shock absorbers are designed to handle the full range of road surfaces and driving situations.

ease of handling. Fade-resistant power front disc/rear drum brakes and fuel-saving P-metric steel-belted radial tires are also standard equipment.

LTD aerodynamics and airflow management

An advanced aerodynamic shape improves the LTD's fuel economy. The lower coefficient of drag (C_D) a vehicle has, the more aerodynamically efficient it is. The LTD sedan's .37 C_D means it uses less engine power to overcome the resistance of the air. Because the engine isn't working as hard, it uses less fuel. The LTD's aerodynamic shape makes other contributions. It improves road handling by carefully directing the flow of the air to reduce lift. The result is improved handling and cornering. The aerodynamic design also reduces wind noise, a big factor in the LTD's remarkably quiet ride.

*See Gas Mileage on page 15.

**See your Ford Dealer for details and availability.



The Ford LTD Environment

LTD ergonomics

Correct interior design involves application of the science of ergonomics: the relationship between the passenger environment and its occupants. Instruments, controls, seating — all must be positioned for maximum efficiency and comfort.

In the LTD, applied ergonomics creates an environment with sensible, convenient placement of seats, controls, instruments and lights. For example, turn signals, windshield wiper/washer controls, headlamp dimmer and flash-to-pass feature are stalk-mounted at the driver's fingertips.

Interior comfort split bench seats have cloth seating surfaces

and the seat backs individually recline. Also available, at no extra cost, is a flight bench front seat.* The center seat position is also a convenient place for small packages. A high-low Flow-Through ventilation system with a 4-speed heater/defroster helps maintain a comfortable interior climate. And, thanks to extensive sound insulation, it's quiet inside as well.

*See your dealer for availability.



LTD Brougham interior, shown with optional leather seating surfaces.



LTD's optional electronic instrument cluster is designed with driver convenience foremost in mind.

The Interior Luxury Group

The Interior Luxury Group is standard on the LTD Brougham, available in LTD sedan and wagon. The seats have a knit-cloth seating surface and seat-back map pockets. Door panels have cloth inserts, pull straps and carpeting on the lower portion. The luggage compartment, including the spare tire carrier, is completely carpeted. Thick, 16-ounce carpet covers the passenger compartment floor.

Interior lighting includes a dual-beam map light and instrument panel courtesy lights. There's also a handy light in the engine compartment. Electronic items include a digital clock and a seat belt reminder chime. An automatic parking brake release is also standard. There are illuminated visor vanity mirrors for the driver and front passenger.

Another Brougham convenience is the illuminated entry system. When the exterior door handle is raised, the passenger compartment and door lock are lighted for about 25 seconds or until the ignition is turned on.



Informative electronic options available in all models

Electronic options available on all LTDs can add that extra something to the driving experience.

Electronic Instrument Cluster. Traditional dials have been replaced by small screens with light-emitting diodes. Their intensity is automatically adjusted to compensate for the level of light in the passenger compartment. Large numerals on the digital speedometer indicate precise speed in miles or kilometers per hour. The fuel gauge reports the gas supply with an



easy-reading "bar graph" display. A digital clock (standard with Brougham and the Interior Luxury Group) reveals 1) the date, 2) the correct time (to the second) or 3) the elapsed trip time. The instrument cluster is set against a black background. A black steering wheel and column match the cluster.

Tripfinder® Computer. This on-board information center reports average trip speed at the touch of a button. Another touch: the distance covered per gallon of fuel used on the trip. Another: instantaneous fuel economy. Yet another: the total fuel used. Information is displayed in either the English or Metric system. Other readouts indicate the date, time and elapsed trip time and distance.

Diagnostic Warning Lights. Eight warning lights are lighted when the following conditions should be noted: door ajar, check oil, low washer fluid, headlamp on, low beam (headlamp) out, brake lamp out, taillamp out and low fuel.

LTD Wagon's family roominess includes a spacious cargo area.

Ford LTD Wagon: combining utility and comfort

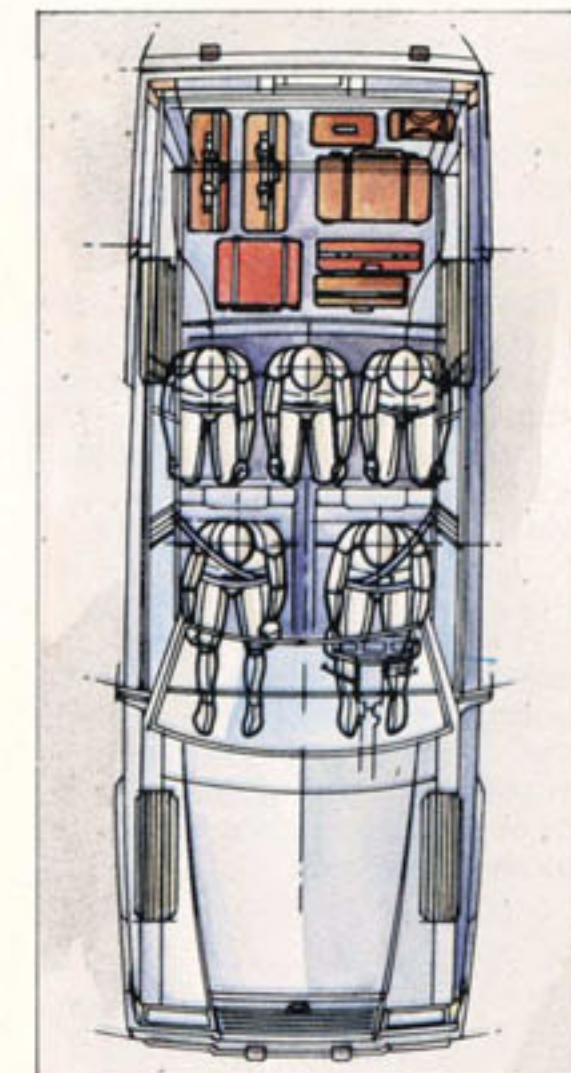
The LTD Wagon combines all the virtues of the LTD Sedan with the convenience of 75.4 cu. ft. of cargo space. And that's a larger cargo volume index than any American-built wagon in its class.* Valuable items can be kept securely out of sight in a separate lockable storage compartment. The cargo area



The Two-Way Liftgate option is a practical, convenient wagon feature.

is lighted. A warning light on the instrument panel lets the driver know when the liftgate isn't firmly closed.

*Excluding other Ford Motor Company products.



Quality & Workmanship

The best-built American cars.

When we say "Quality is Job 1," we are talking about more than a commitment. We are talking about results. An independent survey concluded Ford makes the best-built American cars. The survey measured owner-reported problems during the first three months of



ownership of 1983 cars designed and built in the U.S. The commitment continues in 1984.

A quality-built car like the 1984 LTD performs consistently to its high design and engineering standards.

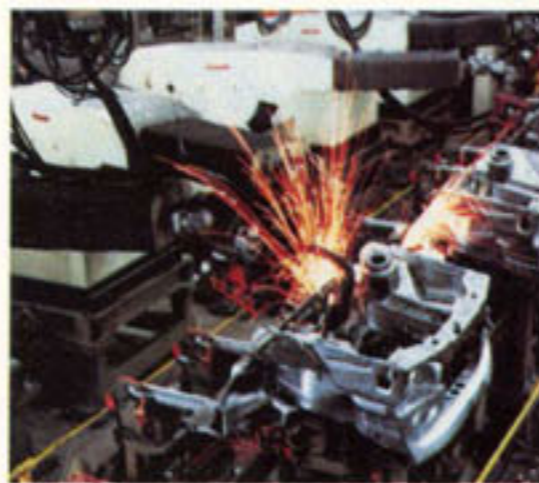
Engines and transmissions deliver ample power and excellent fuel efficiency. Advanced front and rear suspension systems balance ride and handling demands. The interior is ergonomically designed for space-efficiency, comfort and convenience.

Aerodynamics and electronics contribute to functional quality as well. And Ford is a recognized world leader in both fields. Aerodynamics improves fuel economy and handling stability, while reducing wind noise. The EEC-IV microprocessor that monitors and controls engine operation is the world's most advanced onboard automotive computer.

Computer precision from design to assembly

Human ingenuity and computer technology are close partners in the design of Ford cars. Today, engineers are able to study a car's performance on computer screens, and with precision.

Computer graphics techniques like Finite Structural Analysis and Modal Analysis, for example, allow engineers



Robots and lasers

Ford places great importance on the use of robotics to achieve high quality in manufacturing and assembly. Robots are programmed to provide consistency and control to an extraordinary degree. Robots do exactly what the engineers specify. A car's numerous spot welds, for example, are done quickly, completely, with the accuracy the blueprints demand.

The laser is another advanced-technology tool that improves quality. Lasers provide accurate measurement of everything from engine castings to nuts and bolts and fasteners. They're also used in critical applications such as welding pins from an engine sensor to wire leads running to the electronic control module.

The ultimate test of quality

Ford cars are road-tested over hundreds of thousands of miles, are subjected to extreme stress and load conditions over paved and unpaved surfaces, up and down steep grades, through corrosive salt baths.

They run the full course of demanding acceleration, cornering and braking maneuvers. They're also tested under controlled laboratory conditions to verify the quality of each component tested.

Technology provides the means of progress. Dedicated people make it happen.

Quality at Ford is a team effort. Employee Involvement Groups in America alone total more than 1,100. Defect prevention, not merely defect detection, is the primary goal of all quality assurance efforts.

There are "durability-reliability" teams specially trained to carry out extensive quality control programs before production begins, and "quality" teams whose primary concern is quality improvement after production gets under way.

From product planning to assembly and beyond, the quality of every Ford car is a continuous concern. It's a commitment to quality that shows in the new LTD for 1984.

A bumper system that exceeds the requirements

LTD's bumpers are designed to protect safety-related systems — lamps and exhaust, for example — in the event of a minor impact.

While some manufacturers have replaced the 5-mile-an-hour bumper system with a 2½-mile-an-hour system, LTD offers you the protection of 5-mile-an-hour bumpers front and rear.

Corrosion protection

Ford takes tough measures to protect LTD against the damaging effects of corrosion. Galvanized steel is used in the forming of important underbody and structural parts such as wheelhouses and rocker panels.

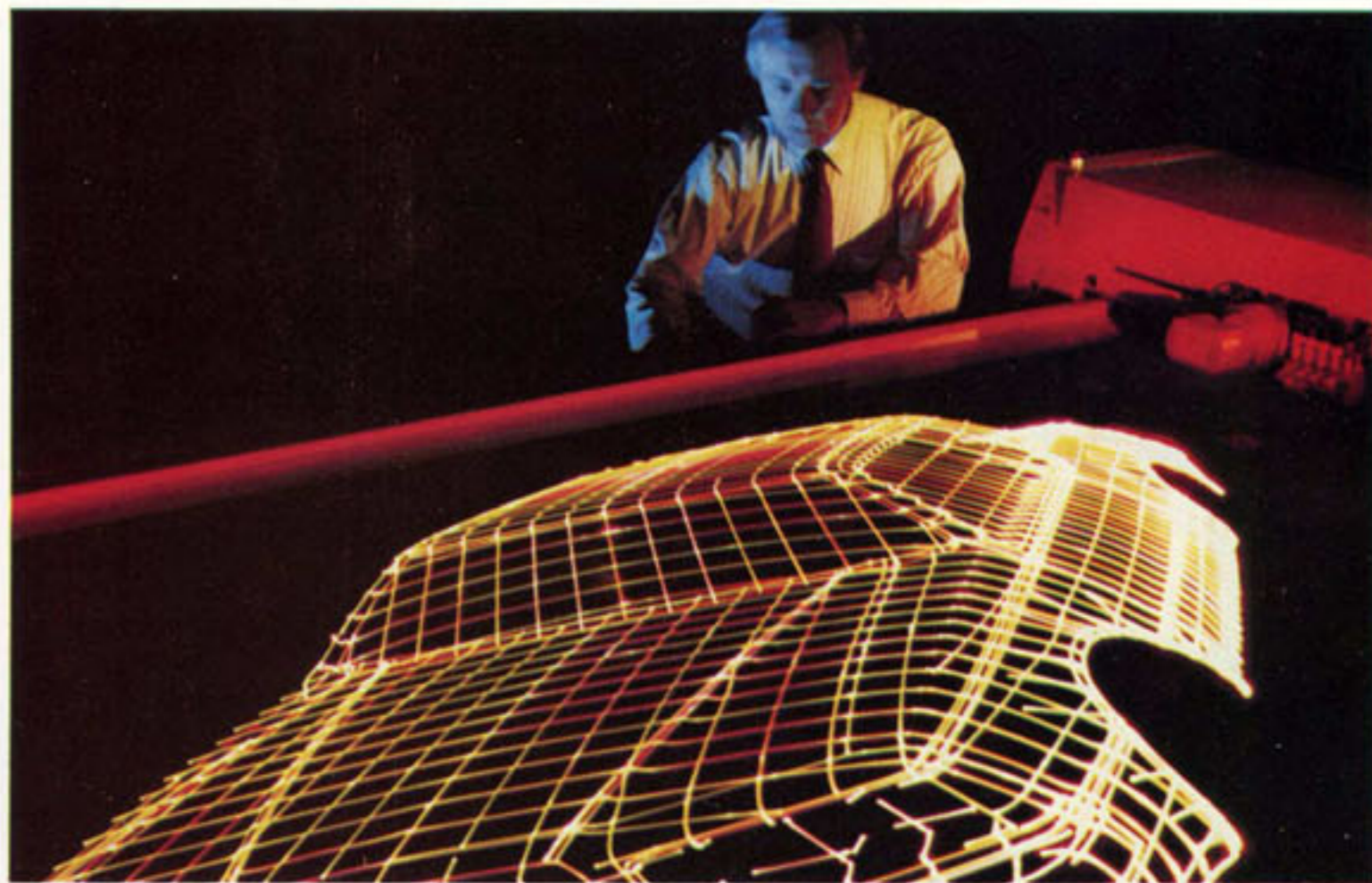
Zinc-coated metal or pre-coated steel, featuring corrosion inhibitors, is used primarily in the hood, doors, fenders and quarter panels. And special treatments such as aluminum filled wax and vinyl sealers are applied to various areas of the body structure.



Lustrous paint finish

An essential ingredient in a quality paint finish is the proper preparation of body sheet metal to assure adhesion of the primers and paint.

The first step Ford takes to achieve this result is cleaning the entire body in a phosphate bath to remove dirt, grease and oil, and thoroughly prepare the surface for the paint coats to come.



The priming process applied to LTD is called Electrocoating. It uses the bonding powers of electricity.

Electrocoat priming uses opposite electrical charges on the body and primer. As the body is immersed in the primer, the electrical attraction provides a thorough, even coat to all areas of the body. Two coats of primer are applied and heat-cured before the paint coatings. Four full coats of acrylic enamel are then applied and baked to produce LTD's deep finish, which resists nicking, cracking and peeling. Paint applications are computer-controlled for color match.

Ford Lifetime Service Guarantee

Participating Ford Dealers are now offering the Lifetime Service Guarantee, which guarantees their work for as long as you own your car. It means that you pay for a covered repair on your Ford car or light truck once — and never again. If it ever has to be fixed again, the repairing dealer will fix it free. Free parts. Free labor. Even if you keep your car a life-

time. It doesn't matter where you bought your car, or whether it's new or used; the work is still covered by the repairing dealer.

This limited warranty covers vehicles in normal use. Items not covered are routine maintenance parts, belts, hoses, sheet metal and upholstery. See any participating Ford Dealer for details.

1984 Ford LTD

The LTD 4-Door Sedan. A smooth, quiet, comfortable family car. Its aerodynamic design improves fuel efficiency, handling and cornering, lets it slip through the air, and yet leaves room for a large, deep-well trunk. It has performance

equipment that helps the driver when the unexpected happens. Gas-filled shock absorbers maintain control on rough surfaces. Steering control is precise with the power rack and pinion system. Power front disc/rear drum brakes mean fast, sure stops. A solid blend of quiet comfort and capability sums up LTD for 1984.

The LTD Wagon combines sedan comfort with a large cargo

area, including a separate lockable side storage compartment. The standard engine is the electronically fuel-injected 3.8 liter V-6, controlled by the EEC-IV computer system.

With the Squire option, woodtone side and liftgate trim is surrounded by a contrasting woodtone rail for a classic wagon look.

1984 Ford LTD Brougham

The LTD Brougham is distinguished by its formal coach roof. Inside, special appointments are standard, including a digital clock, dual-beam map light, automatic parking brake release and dual illuminated visor vanity mirrors. The LTD



Brougham also features an illuminated entry system which automatically lights the outside door lock and the interior when the exterior door handle is raised. The LTD Brougham is designed for the comfort- and convenience-minded driver.



LTD Wagon shown with optional rear bumper guards and white sidewall tires.

LTD 4-Door Sedan with optional right-hand convex remote-control mirror, bumper rub strips, luxury wheel covers and white sidewall tires.



LTD Brougham 4-Door Sedan shown with optional right-hand convex remote-control mirror, pivoting front vent windows, wire-style wheel covers and white sidewall tires.

FORD LTD FEATURES

	LTD Sedan	LTD Brougham	LTD Wagon
ENGINEERING			
2.3 liter IV OHC 4-cyl. engine with EEC-IV Electronic Engine Controls and SelectShift automatic transmission	\$	\$	NA
3.8 liter V-6 engine with Electronic Fuel Injection (EFI), EEC-IV Electronic Engine Controls and SelectShift automatic transmission	0	0	\$
Power front disc/rear drum brakes	\$	\$	\$
Power rack-and-pinion steering	\$	\$	\$
Modified MacPherson strut front suspension with front stabilizer bar and gas-filled struts	\$	\$	\$
Four-bar link coil-spring rear suspension with gas-filled shock absorbers	\$	\$	\$
Maintenance-free battery	\$	\$	\$
Electronic voltage regulator	\$	\$	\$
All-season P-metric steel-belted radial ply tires	\$	\$	\$
Mini spare tire	\$	\$	NA
Economy spare tire	NA	NA	\$
Extensive sound insulation	\$	\$	\$
"Liftgate Open" warning light	NA	NA	\$
EXTERIOR			
Formal roof treatment	NA	\$	NA
Bright bumpers, grille	\$	\$	\$
Quad rectangular halogen headlamps	\$	\$	\$
Front bumper guards	\$	\$	\$
Vinyl-insert bodyside moldings with bright partial wheelcaps, black with light argent stripe	\$	\$	\$
Dual accent paint stripes, bodyside and hood	\$	\$	\$
Bright moldings: windshield, window frames, drip rail, belt	\$	\$	\$
Bright backlight molding	\$	\$	NA
Bright moldings: liftgate window surround, liftgate lower edge, taillamp surround	NA	NA	\$
Deluxe wheel covers	\$	\$	\$
Left-hand remote-control mirror	\$	\$	\$
INTERIOR			
Split bench seats with recliners	\$	\$	\$
Cloth seating surfaces	\$	NA	\$
Cloth-covered head restraints	\$	NA	\$
Luxury cloth seating surfaces	0**	\$	0**
Cloth-covered headlining and sun visors	\$	\$	\$
Right-hand visor vanity mirror	\$	NA	\$
Dual illuminated visor vanity mirrors	0	\$	0
Padded vinyl door trim panels with integrated front door storage bins and carpeted lower section	\$	NA	\$
Luxury door trim panels with cloth inserts, pull straps, storage bins and carpeted lower section	0**	\$	0**
Color-keyed 10-oz. cut-pile carpeting	\$	NA	\$
16-ounce luxury carpeting	0**	\$	0**
Color-keyed deluxe belts with comfort regulator feature	\$	\$	\$
Seat belt reminder chime	0**	\$	0**
Steering column-mounted controls for turn signals, windshield wipers/washers, headlamp dimmers and flash-to-pass feature	\$	\$	\$
Luxury steering wheel with center horn blow	\$	\$	\$
Trip odometer	\$	\$	\$
AM radio with dual front speakers (may be deleted for credit)	\$	\$	\$
Electronic digital clock	0	\$	0
Cigarette lighter	\$	\$	\$
Carpeted package tray	\$	\$	NA
Locking glove box	\$	\$	\$
Glove box light	\$	\$	\$
Ashtray light	\$	\$	\$
Light group†	0	\$	0
Illuminated entry system	0	\$	0
Rear seat ashtrays(2)	\$	\$	\$
Rear door courtesy lamp switches	\$	\$	\$
Automatic parking brake release	0**	\$	0**

Continued on page 13.

FORD LTD OPTIONS

	LTD Sedan	LTD Brougham	LTD Wagon
ENTERTAINMENT SYSTEMS			
AM/FM Stereo Radio	0	0	0
AM/FM Stereo Radio with Cassette Tape Player	0	0	0
Electronic AM/FM Stereo Search Radio with Cassette Tape Player	0	0	0
Premium Sound System (stereo radios only)	0	0	0
(NOTE: Dual rear seat speakers are included with all stereo radios)			
APPEARANCE			
Squire Option (See page 10)	NA	NA	0
Tu-Tone Paint/Tape Treatment* 5 combinations	0	0	0
Full Vinyl Roof*	0	NA	NA
ASSISTS/ELECTRONIC DRIVING AIDS			
Autolamp On/Off-Delay System	0	0	0
Electronic Digital Clock* (See Electronic Instrument Cluster, page 7)	0	\$	0
Diagnostic Warning Lights* (See page 7)	0	0	0
Electronic Instrument Cluster* (See page 7)	0	0	0
Tripminder® Computer* (See page 7)	0	0	0
COMFORT AND CONVENIENCE (Interior)			
SelectAire Conditioner with Automatic Temperature Control	0	0	0
SelectAire Conditioner with Manual Temperature Control	0	0	0
Flight Bench Seat* (1)	0	NA	0
Individual Seats with Console* (2)	0	0	0
Tinted Glass, Complete*	0	0	0
Interior Luxury Group* (See page 7 for contents)	0	\$	0
Light Group (3)	0	\$	0
Dual Illuminated Visor Vanity Mirrors	0	\$	0
Fingertip Speed Control*	0	0	0
Leather-Wrapped Steering Wheel*	0	0	0
Tilt Steering Wheel	0	0	0
COMFORT AND CONVENIENCE (Exterior)			
Front Cornering Lamps	0	0	0
Electric Rear Window Defroster	0	0	0
Illuminated Entry System	0	\$	0
Two-Way Liftgate*	NA	NA	0
Luggage Rack	NA	NA	0
Right-Hand Convex Remote-Control Mirror	0	0	0
Pivoting Front Vent Windows*	0	0	0
Interval Windshield Wipers	0	0	0
Rear Window Wiper/Washer*	NA	NA	0
INTERIOR TRIM			
All-Vinyl Seats*	0	0	0
Leather Seating Surfaces*	0	0	0
PROTECTION			
Lower Bodyside Protection	0	0	0
Front License Plate Bracket* (no-cost option)	0	0	0
Rear Bumper Guards	0	0	0
Bumper Rub Strips	0	0	0
Color-Keyed Front Carpet Floor Mats	0	0	0
POWER ASSISTS			
Power Lock Group (4)	0	0	0
6-Way Power Driver's Seat*	0	0	0
Power Side Windows*	0	0	0
TIRES			
P185/75R 14 White Sidewall*	0	0	0
P195/75R 14 White Sidewall	0	0	0
P195/75R 14 Puncture-Sealant Tires, White Sidewall	0	0	0
WHEELS/WHEEL COVERS			
Luxury Wheel Covers	0	0	0
Wire-Style Wheel Covers	0	0	0
Locking Wire-Style Wheel Covers	0	0	0
Styled Road Wheels	0	0	0

Continued on page 13.

FORD LTD FEATURES (CONT'D)

	LTD Sedan	LTD Brougham	LTD Wagon
INTERIOR			
Fold-down rear seat with carpeting on seat back	NA	NA	\$
Carpeted cargo area	NA	NA	\$
Lockable storage compartment in left rear quarter panel	NA	NA	\$
Luxury luggage compartment carpet with side floor and taillamp liner boards	\$	NA	NA
Luxury luggage compartment trim, including carpeted spare tire cover and carpeted side and taillamp lining boards	0**	\$	0**
Luggage compartment light	\$	\$	NA
Cargo area light	NA	NA	\$

S = Standard 0 = Optional NA = Not Available
 **Available with Interior Luxury Group only.
 †See Interior Luxury Group, page 7, for content.

A. Electronic AM/FM Stereo Search Radio with Cassette Tape Player **B. Pivoting Front Vent Windows** **C. Fingertip Speed Control** **D. Tilt Steering Wheel** **E. Rear Window Wiper/Washer (Wagons)** **F. "Tot-Guard" (accessory)** **G. Styled Road Wheels** **H. Wire-Style Wheel Covers** **I. Luxury Wheel Covers**



FORD LTD OPTIONS (CONT'D)

	LTD Sedan	LTD Brougham	LTD Wagon
PERFORMANCE			
3.8 liter V-6 Engine with Electronic Fuel Injection*	0	0	\$
Automatic Overdrive Transmission*	0	0	0
Propane Fuel Option* (See page 4)	0	0	NA
Traction-Lok Axle	0	0	0
Heavy-Duty Battery	0	0	0
Extended Range Fuel Tank (20-gallon total capacity)	0	0	NA
Medium-Duty Trailer Towing Package* (See your Dealer for contents)	0	0	0
California Emissions System*	0	0	0
High Altitude Emissions System	0	0	NA(5)

- (*) Offered either in combination with other options or subject to additional ordering requirements or limitations.
 (1) Not available with Interior Luxury Group. See your dealer for availability.
 (2) Includes courtesy lamps on front and rear of console (push button operated), coin tray, and flopped storage compartment.
 (3) Includes engine compartment light, dual-beam map light and two instrument panel courtesy lights.
 (4) Includes power door locks on all models, power decklid release on sedans, and electric fuel filler door release which includes a manual emergency feature.
 (5) Wagon is available in high altitude areas, but requires no special equipment.

Medium Charcoal Metallic						
Black						
Silver Metallic						
Midnight Canyon Red Metallic						
Midnight Blue Metallic						
Dark Academy Blue Metallic						
Dark Walnut Metallic						
Light Wheat						
Vanilla Metallic						
Light Desert Tan						
Oxford White						
Light Academy Blue Glow*						
Desert Tan Glow*						
*Optional Glow Colors						

COLORS AND TRIMS

Interior Trim Colors	Exterior Paint Colors
Charcoal	Medium Charcoal Metallic
Oxford Grey	Black
Canyon Red	Silver Metallic
Academy Blue	Midnight Canyon Red Metallic
Desert Tan	Midnight Blue Metallic
Wheat	Dark Academy Blue Metallic
	Dark Academy Blue Metallic
	Dark Walnut Metallic
	Light Wheat
	Vanilla Metallic
	Light Desert Tan
	Oxford White
	Light Academy Blue Glow*
	Desert Tan Glow*

*Optional Glow colors
 †LTD Brougham Sedan available only in these colors.

On the printed page, of course, colors are at best only representative of the originals. Your Ford Dealer can show you actual samples of the paint colors and trim materials presented here as well as Tu-Tone Paint/Tape combinations. See him for available Tu-Tone Paint/Tape schemes.

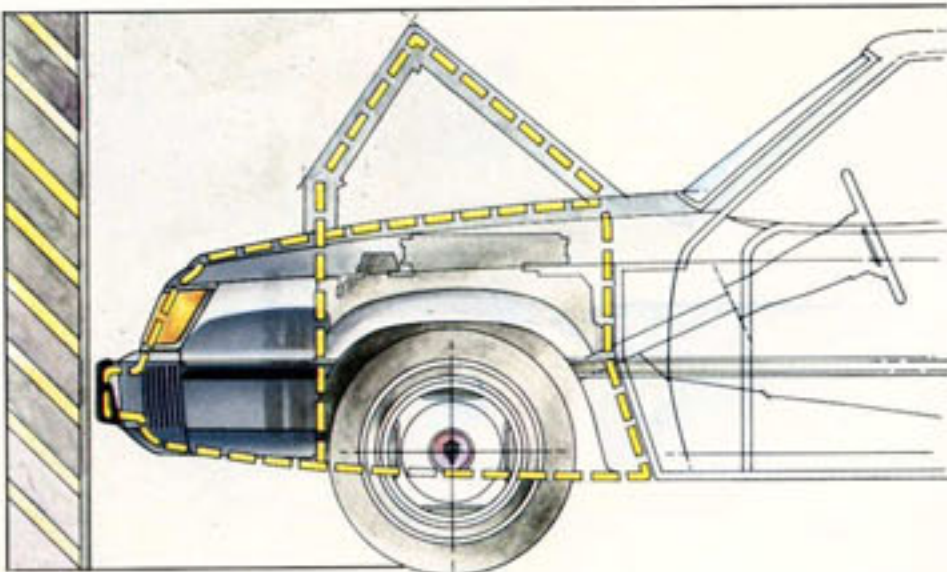
*Optional Glow Colors

A Commitment to Safety

Cars built with a concern for safety are designed and engineered by people who are committed to safety. Safety, like quality, begins as an attitude, a way of thinking that's instrumental in the shaping of a vehicle's structure and components from the drawing board to assembly.

Occupant safety

To help protect passengers in the event of an accident, Ford cars



are equipped with numerous safety-design features, including those listed under the category "Occupant protection."

Ford commits enormous resources every year to the development and testing of all car lines and their occupant protection features.

Body structures — front and rear end assemblies, roof and doors — are carefully designed from the start with passenger safety as a primary concern. After they are validated for theoretical soundness, structures are assembled into prototype vehicles and subjected to exhaustive testing in the Crash Barrier Building at Ford's Dearborn, Michigan, Proving Ground.

Thorough evaluations of instrument panel and steering column designs, seats, head restraints and seat belts are also involved in all phases of safety testing.

The Crash Barrier Building has highly sophisticated equipment designed to analyze the impact of crash testing on the prototypes, and to measure the effects of the force on mannequins representing the driver and passengers. As many as 350 crash tests involving cars and trucks are conducted annually.

Operating safety

This term applies to a vehicle's ability, with the aid of the driver, to avoid an accident.

Most important to operating safety are the major chassis systems

— the front and rear suspensions, steering and brakes. The performance of these systems is vital to accident avoidance should the driver have to take evasive maneuvers in an emergency.

Ford cars are engineered to do their part — provide suspension and steering systems designed for handling responsiveness and control, as well as a brake system that delivers fast stopping action along with fade resistance.

Of course, it's up to the driver to make the best use of the vehicle's accident-avoidance equipment. This involves driving defensively and reacting in time, and such seemingly small things as regulating the interior heating/cooling system for proper ventilation (to help the driver stay alert) and maintaining the steel-belted radial tires at recommended inflation pressures (to keep them at safe temperatures).

Get it together — Buckle up.

Ford Motor Company strongly encourages all passengers to use their safety belts.

In all Ford cars, front seat lap and shoulder belts are equipped with automatic retractors and tension relievers, so they're very convenient to put on and comfortable to wear. Rear seat positions also have lap belts with retractors.

Ford also urges the use of child and infant restraints, even in states where they are not required by law. Ford's Tot-Guard (for children 20 to 50 pounds) and Infant Carrier (for children up to 20 pounds) are available at all Ford Dealers. These restraint systems are easy to install and meet all state and federal standards. If a child restraint requires a top-tether, Ford cars provide a special anchorage at each rear outboard seating position.

Ford LTD Lifeguard Design Safety Features

Vehicle operation

Safety rim wheels and load-rated tires Split service hydraulic brake system with warning light Corrosion-resistant brake lines Turn indicator lever with lane-changing signal feature Hazard warning flasher Back-up lights Side marker lights Parking lights coupled with headlamps Two-speed windshield wipers Windshield washers Outside rearview mirror, driver's side Glare reduced instrument panel, windshield wiper arms, and windshield pillars Uniform transmission shift quadrant with safety starting switch Continuously variable control illumination intensity

(instrument cluster lighting)

Safety hood latch system Function-rated windshield defroster system Impact-resistant front and rear bumper systems.

Occupant protection

Safety-designed front end structure Safety-designed roof structure Steel guard rails in side doors Double yoke safety door latches and safety hinges Integral lap and shoulder belts with automatic retractors for front out-board occupants Positive seat belt fastening reminder warning light and buzzer or optional chime for the driver Lap belts for center front (with optional three-passenger front seat) and all rear seating positions with retractors for outboard occupants of the rear seat Energy-absorbing steering column and steering wheel Energy-absorbing armrests and safety-designed door handles Energy-absorbing instrument panel with padding for front passenger (right and center passengers with optional front seat) Energy-absorbing sun visors Energy-absorbing front seat back tops Head restraints for front seat outboard occupants Safety glove box latch Inside yield-away rear-view mirror Impact-absorbing laminated safety glass windshield Flame-resistant interior materials Safety-designed coat hooks Safety-designed radio control knobs and push buttons Child restraint tether anchorages.

Anti-theft

Locking steering column with key warning buzzer (or optional chime) reminder (with "Park" interlock or push button for key release) Visible vehicle identification number Separate keys for ignition and door entry.

Ford-Paid Repair Programs After the Warranty Period

Sometimes Ford offers adjustment programs to pay all or part of the cost of certain repairs. These programs are intended to assist owners and are in addition to the warranty or to required recalls. Ask Ford or your dealer about such programs relating to your Ford or Lincoln-Mercury vehicle.

To get copies of any adjustment program for your vehicle or the vehicle of interest to you: Call Ford toll-free at 1-800-241-3673. Alaska/Hawaii call 1-800-241-3711 and in Georgia call 1-800-282-0959. Or write Ford at:

Ford Customer Information System
Post Office Box 95427
Atlanta, Georgia 30347.

We'll need your name and address; year, make, and model

vehicle, as well as engine size; and whether you have a manual or automatic transmission.

Technical Service Bulletins

All vehicles need repairs during their lifetime. Sometimes Ford issues Technical Service Bulletins (TSBs) and easy-to-read explanations describing unusual engine or transmission conditions which may lead to costly repairs, the recommended repairs, and new repair procedures. Often a repair now can prevent a more serious repair later. Ask Ford or your dealer for any such TSBs and explanations relating to your Ford or Lincoln-Mercury vehicle.

To get copies of these Technical Service Bulletins and explanations for your vehicle or the vehicle of interest to you:

Call Ford toll-free at 1-800-241-3673. Alaska/Hawaii call 1-800-241-3711 and in Georgia call 1-800-282-0959. Or write Ford at:

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Also well worth considering...



Ford Motor Company's optional Extended Service Plan covers major 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 detail the plan for you. Available on all cars and most light trucks, it is honored by more than 6,300 Ford and Lincoln-Mercury dealers nationwide and in Canada.

MEASUREMENTS	Sedan/ Brougham	Wagon
Wheelbase	105.6"	105.6"
Length	196.5"	196.5"
Height	53.6"	54.3"
Width	71.0"	71.0"
Front Tread	56.6"	56.6"
Rear Tread	57.0"	57.0"
Trunk or Cargo Volume (cu. ft.)	15.1	75.4*
Fuel Capacity (gal.)	16.0**	15.3
Curb Weight (lbs.)	3,001†	3,123†
Passenger Capacity	5††	5††

* 41.6 cu. ft. with rear seat up

** Optional 20-gallon (usable capacity) extended range fuel tank also available. Propane fuel option includes 25-gallon tank.

† With 3.8 liter V-6 engine.

†† 6 with optional flight bench front seat.



SCHEDULED MAINTENANCE

Ford wants to reduce the frequency and cost of scheduled maintenance on its cars to an absolute minimum. Here are some examples of scheduled maintenance intervals for the 1984 Ford LTD. For complete recommendations, refer to the LTD Owner Guide.

Engine Oil Change	each 7,500 miles
Spark Plug Change	each 30,000 miles
Air Filter Replacement	30,000 miles
Engine Coolant Replacement	each 52,000 miles or 3 years (30,000 miles or 3 years with 3.8 L V-6)

Gas Mileage

1984 EPA mileage estimates were not available at the time this catalog was approved for printing. However, Ford LTD is expected to post good mileage ratings as it did last year. As soon as EPA figures are released, your Ford Dealer will be among the first to receive this information and will be happy to pass it along to you.

Product Changes

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

"Ask Your Ford Dealer"

Following publication of this catalog, certain changes in standard equipment, options, prices and the like may have occurred which would not be included in these pages. Your Ford Dealer is your best source for up-to-date information.

Have you driven a Ford...lately?



Get it together — Buckle up.

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