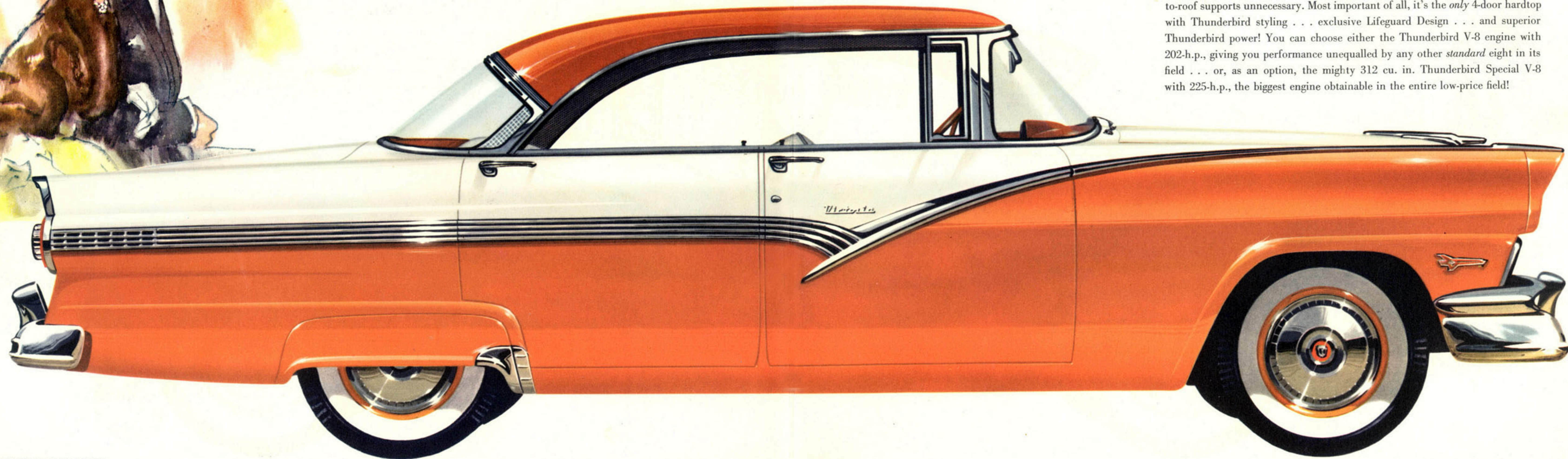


The new *Fairlane*
FORDOR VICTORIA

Newest of the Fairlane beauties!

FOUR-DOOR MODEL OF FORD'S FAMOUS VICTORIA

THE FORDOR VICTORIA brings you all the open-car enjoyment and smart styling of Ford's famous Victoria . . . and the spaciousness and convenience of a 4-door sedan. As trim-looking as a convertible, this newest member of the Fairlane family lets you take guests in comfort and in luxury. Side windows roll down completely out of sight, leaving no center post in view. This Fordor Victoria has extra-strong, half-height center pillars that make traditional floor-to-roof supports unnecessary. Most important of all, it's the *only* 4-door hardtop with Thunderbird styling . . . exclusive Lifeguard Design . . . and superior Thunderbird power! You can choose either the Thunderbird V-8 engine with 202-h.p., giving you performance unequalled by any other *standard* eight in its field . . . or, as an option, the mighty 312 cu. in. Thunderbird Special V-8 with 225-h.p., the biggest engine obtainable in the entire low-price field!



Step in (it's easy to do)... enjoy

THE FAIRLANE TOUCH THROUGH AND THROUGH

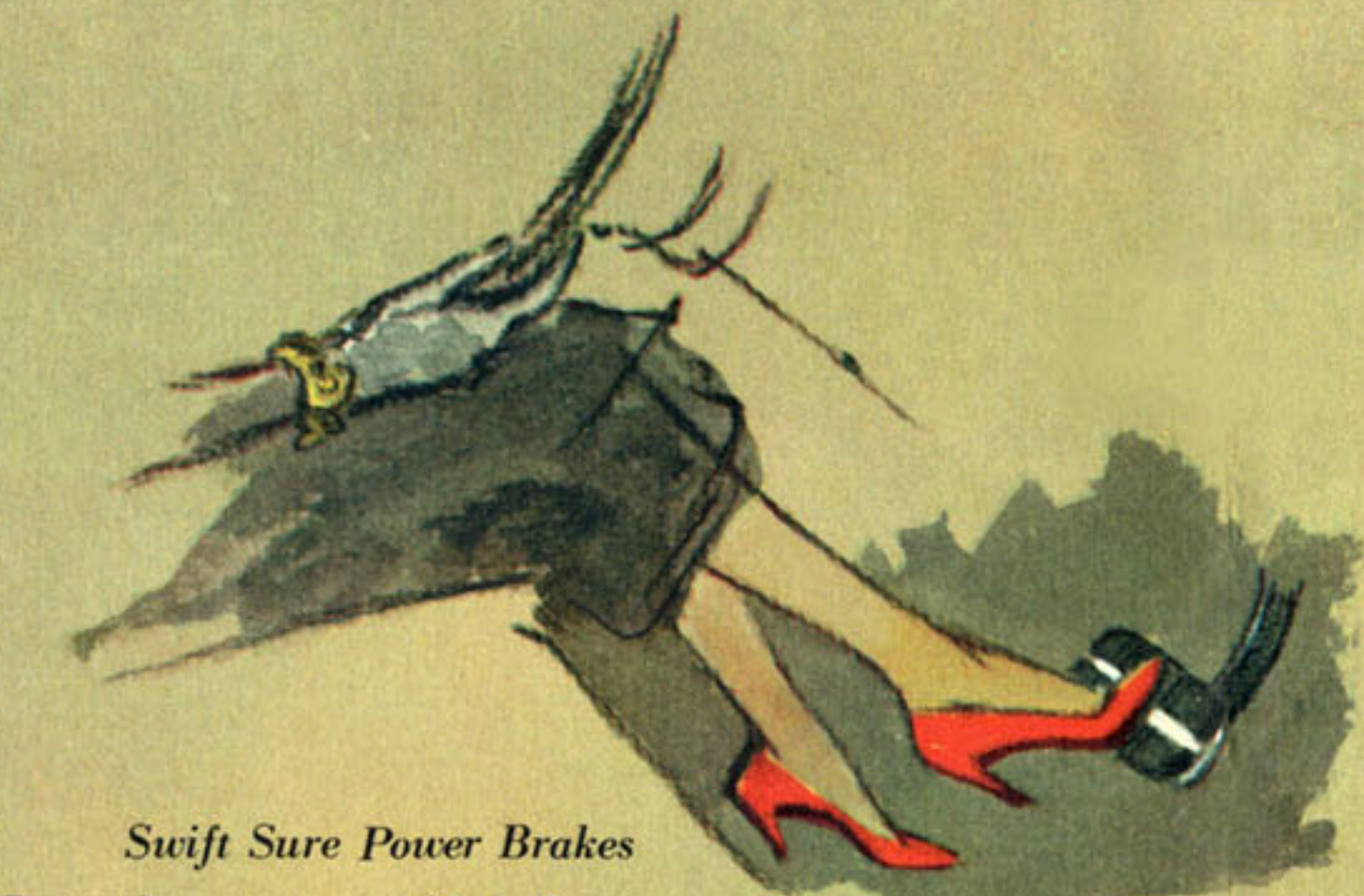
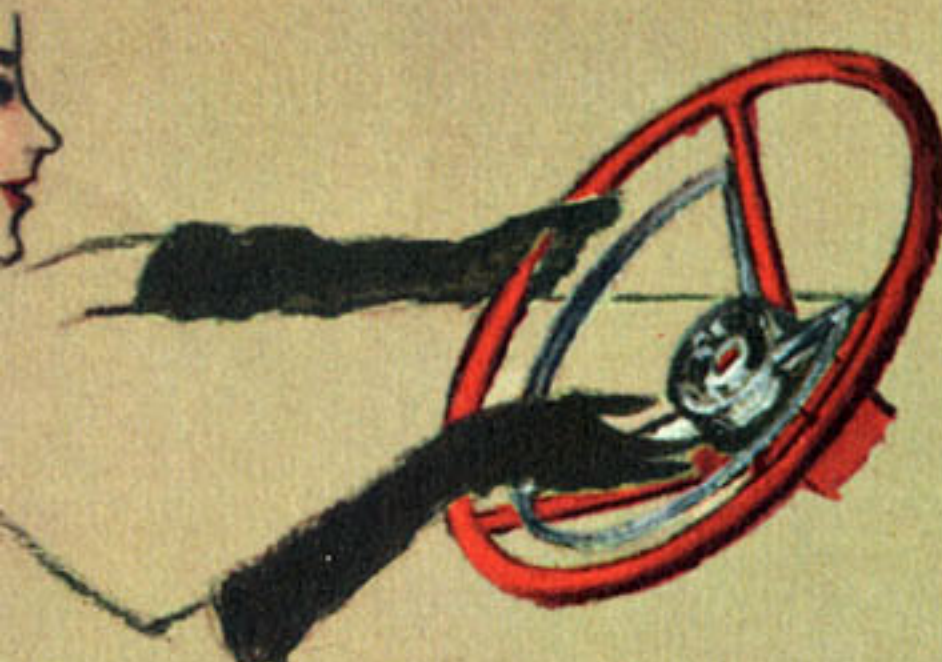
EVERY DETAIL of the beautiful new Fordor Victoria says "Fairlane." Its smart Style-Tone and Single-Tone exteriors are a joy to behold. And its Luxury Lounge interiors are the last word in fine-car living.

No matter which selection strikes your fancy and meets your needs, you enjoy the utmost in good taste. Each new interior is color-keyed throughout—upholstery, carpeting and trim—to harmonize with whichever exterior color combination you choose.

Fresh new ideas are everywhere! There's a two-tone Thunderbird-type control panel, a harmonizing-color steering wheel, color-keyed carpeting, two-tone seat upholsteries in easy-to-clean, richly grained vinyls and smart patterned nylons, modern quilted-vinyl door panels . . . all beautifully crafted. Here, indeed, is fine-car living in the Fairlane manner.



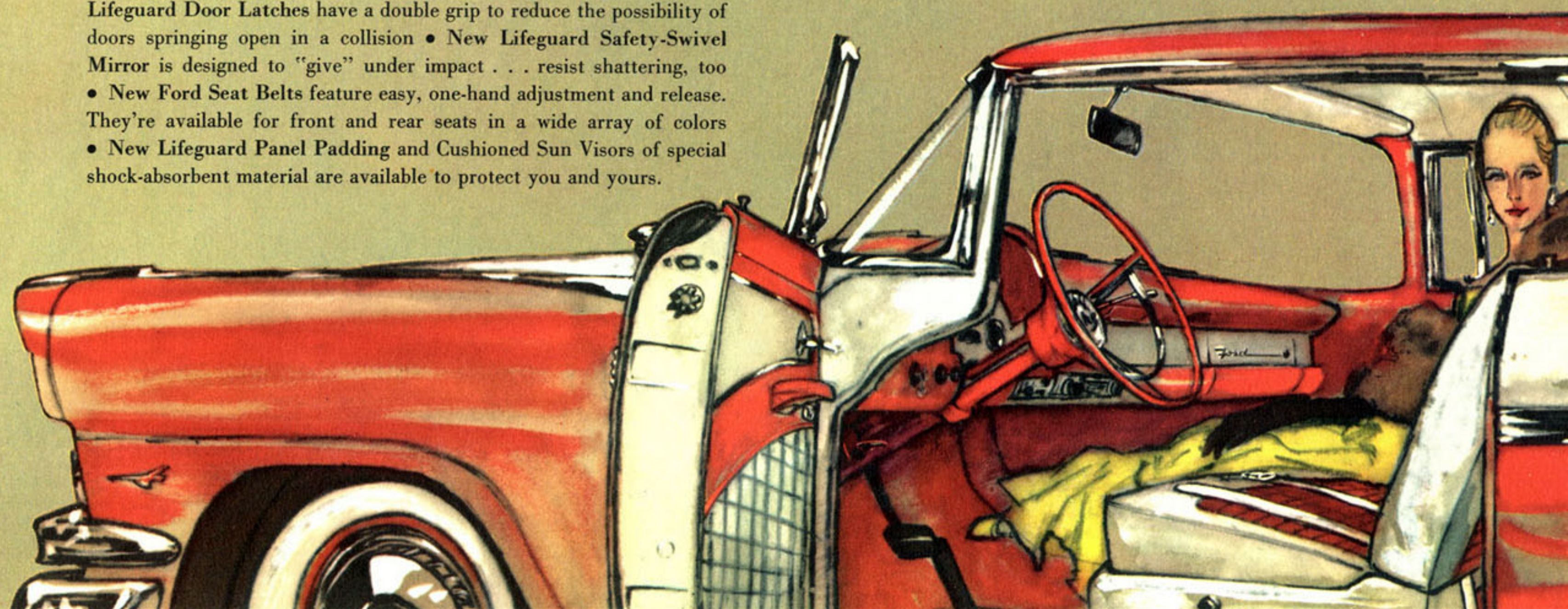
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And Ford's Lifeguard Design rides with you

FORD IS FIRST to bring you safety features designed especially to protect you and your family in case of accident. In fact, *only* Ford can offer you all the new protection of Lifeguard Design.

- New Lifeguard Steering Wheel is designed with deep-recessed center, a chest-protecting rim and spokes that flex under impact
- New Lifeguard Door Latches have a double grip to reduce the possibility of doors springing open in a collision
- New Lifeguard Safety-Swivel Mirror is designed to "give" under impact . . . resist shattering, too
- New Ford Seat Belts feature easy, one-hand adjustment and release. They're available for front and rear seats in a wide array of colors
- New Lifeguard Panel Padding and Cushioned Sun Visors of special shock-absorbent material are available to protect you and yours.



Master-Guide Power Steering

Does up to 75% of your steering work; makes parking virtually a one-finger operation!

4-Way Power Seat

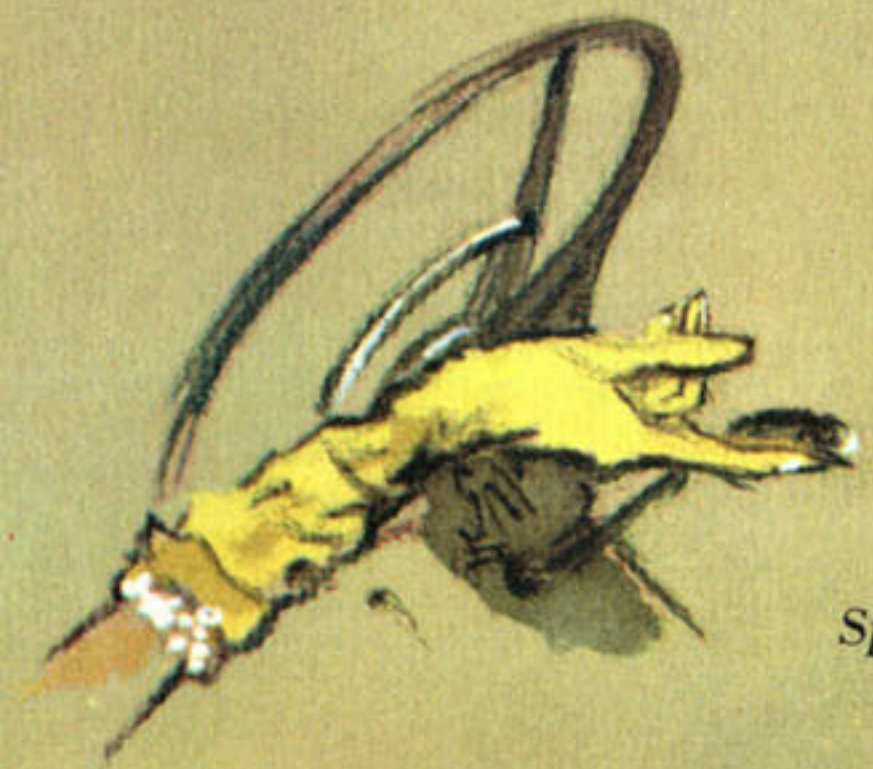
Power moves your front seat forward or back, up or down. And a single button controls it!

Swift Sure Power Brakes

Power does up to one-third of your stopping work, adds new ease to stop-go driving.

Power* to wait
on you
hand and foot

*Optional



Speed-Trigger Fordomatic Drive

Most versatile automatic drive of all. Has automatic "getaway" gear for extra-fast starts.



Power-Lift Windows

Push buttons on the driver's door let you control all four windows. Each window has its own control button, too.

hgn '04

Exterior Selections



Harmonizing Upholsteries

