

falcon '70





falcon futura

big-car idea...
small-car price

The '70 Falcons come in six models including two wagons. Their prices are among the lowest in the compact field, and they offer big-car ideas galore. You can economize . . . and not give up a thing. You get so much inside room with such compact outside dimensions. So much big-car ride with such easy, small-car handling. So much getup-and-go

with such easy-to-take gas mileage. And so much style and comfort for such a compact-sized price.

The Futura 4-Door Sedan is the top of the Falcon lineup. It is the very last word in compact luxury and big-car ideas. Ideas like big-car ride . . . smooth, quiet, soft. But handling that is definitely compact. Ideas like the 200-cu. in. Six, which gives

such big power for quick passing and turnpike cruising. But which is pure compact-car in its gas mileage.

Ideas like the big-car spaciousness with generous seating for six adults plus 12.2 cu. ft. of trunk space for a vacation load of luggage. And it's all on a compact wheelbase of 111 inches so turning is quick and easy. Ideas like the plushness of rich

cloth and vinyl trim, comfortable foam-padded full-width seats, and rich loop-pile carpeting . . . all standard. Ideas like Lifeguard Design Safety Features and Twice-a-Year Maintenance Features (more about these on page 8). They're all part of Ford's long, long list of Better Ideas . . . and they're all part of every Futura.

FUTURA 4-DOOR SEDAN

You can choose even more big-car comfort and convenience ideas from Falcon's option list. Power steering, SelectAire Conditioner, 302-cu. in. V-8, AM Radio, and many others. You'll enjoy them while you drive and they'll pay off in added value at resale time. See page 5. And see your Ford Dealer soon for a Futura test drive.



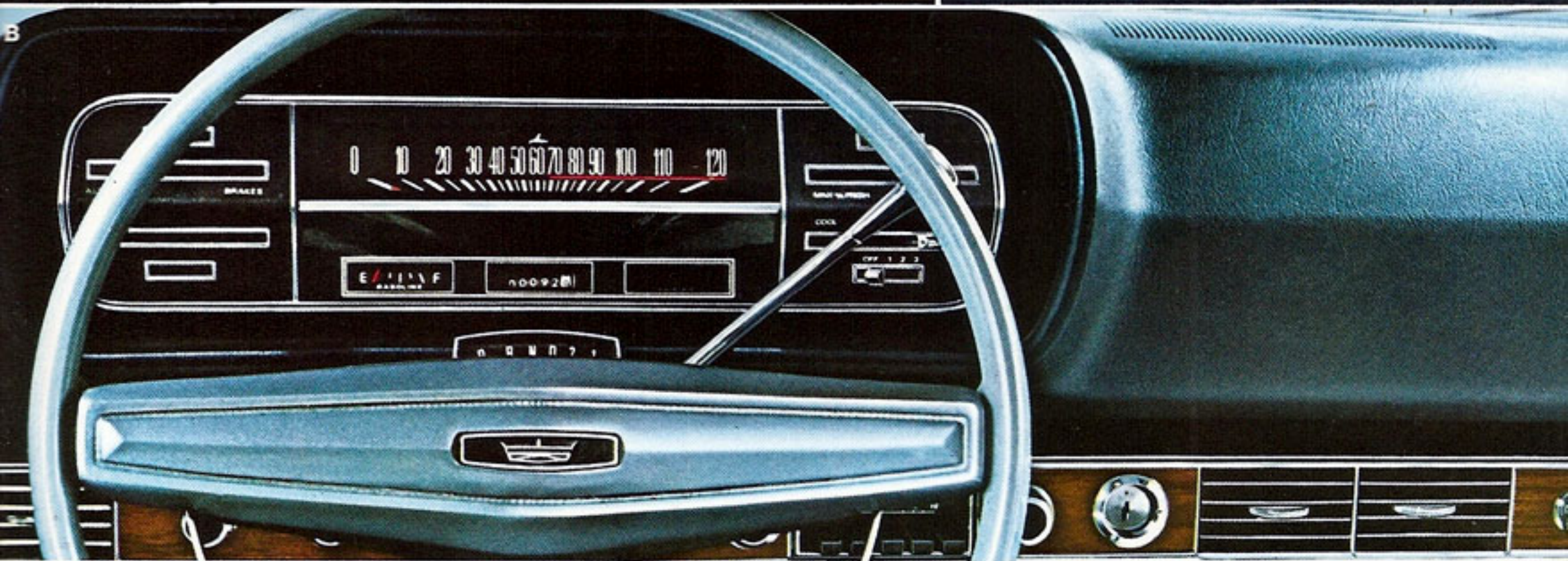
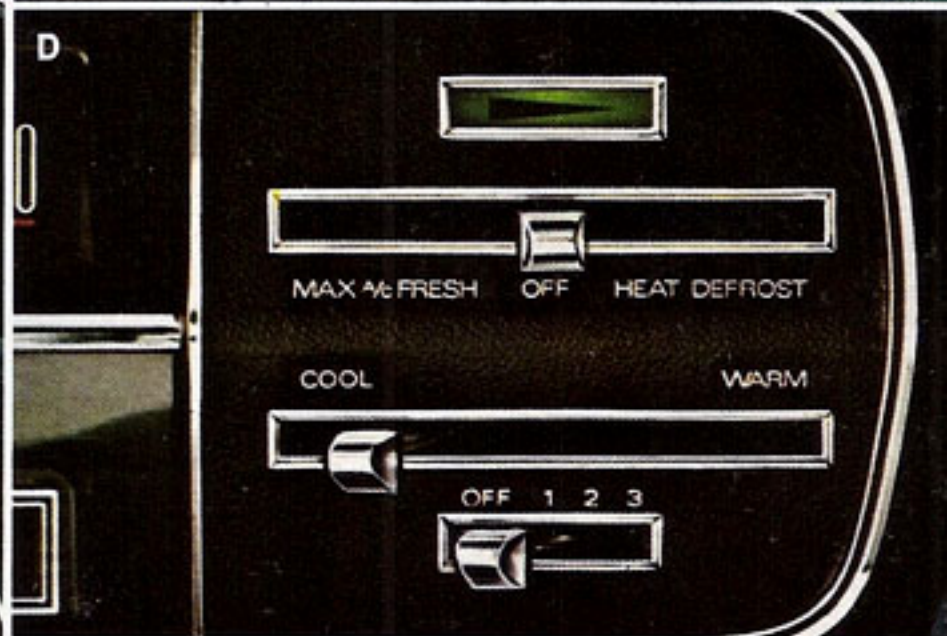
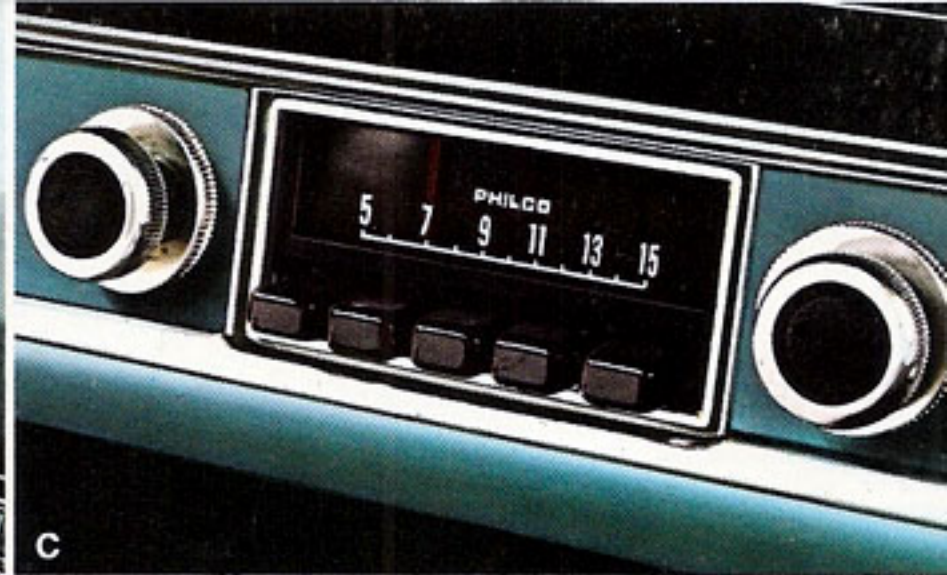
futura club coupe

handsome
practicality

You don't have to teach 'rithmetic to add up the ways Falcon saves you money. This Futura Club Coupe saves when you buy it and while you drive it. It's downright miserly with gas—and it only needs regular. It's built to rigid quality standards like the higher-priced Fords. And since it's a compact, license fees and insurance rates are lower.

FUTURA CLUB COUPE

And you don't have to give up a thing in exchange for all of Futura's saving ways. The styling is contemporary and smart. The spaciousness is family-sized. And the interiors are plush and inviting. There's a wide range of color choices offered . . . plus some mighty desirable options. Find out all about them at your Ford Dealer's.



better ideas...
pleasing features
and pleasant extras

Just like the bigger, higher-priced cars, Falcons are loaded with better ideas. Pictured above: **A. Futura 4-Door Sedan Interior** with deep-padded full-width seats, tasteful cloth and vinyl trim, full carpeting. **B. Falcon Instrument Panel** is neat, uncluttered, fully padded for safety. **BETTER IDEA OPTIONS INCLUDE:** **C. AM Radio.** Fully transistorized for

instant tuning, longer life. **D. Select-Aire Conditioner** combines heating and cooling in an integral unit. **E. SelectShift Cruise-O-Matic** lets you shift or go fully automatic. Also available are the husky 302 V-8, white sidewall tires, wheel covers, and a remote-control outside left-hand rearview mirror. See your Ford Dealer for details.



FALCON 4-DOOR SEDAN

FALCON CLUB COUPE

falcon

the one for
the money

Budget-minded families will find these the savingest Falcons of them all: the economical Club Coupe and convenient 4-Door Sedan. And while they may be the lowest priced *at all* when it comes to features and advantages. The big 200-cu. in. Six is their standard engine—so their performance is quick and powerful,

just like the Futura. And they have the same superior ride that's so smooth and velvety. The same traditional comfort and six-passenger roominess. Their trunks hold over 12 cubic feet of luggage—just like the Futura trunks. And they come in the same wide choice of exterior colors, too.

Other Falcon advantages include

comfortable easy-care, all-vinyl interiors. Also standard are vinyl-coated, color-keyed floor mats, courtesy lights, lighted heater controls and ignition switches, reversible keys, keyless door locking, suspended accelerator pedal, and more. Safety-design door handles are mounted in a recessed area behind the armrest. Seat backs

are firmly locked in position and may only be released by a conveniently located lever. The parking brake operates by a handy foot pedal. And the steering wheel is the safety-designed, energy-absorbing type. All this, and a whole lot more, is built into every Falcon.

Falcon's frugal habits keep saving for you year after year, thanks to

Twice-a-Year Maintenance features like 6,000 miles or 6 months between oil changes; 36,000 miles or 3 years between major chassis lubrications, self-adjusting brakes; and 2-year engine coolant-antifreeze.

See your nearby Ford Dealer for a good close look at these big savers. Try one on the road and you'll probably want to try it in your garage.

falcon facts

STANDARD FEATURES

Falcon 2-Door Club Coupe and 4-Door Sedan: Power team—200-cu. in. Six and 3-speed manual transmission • Choice of 11 Super Diamond Lustre Enamel colors • Choice of three all-vinyl interior colors • Color-keyed vinyl-coated rubber floor mat • Full-width seats with foam-padded cushions • Courtesy lighting • Heater-defroster • Foot-operated parking brake with release knob • Lighted heater controls and ignition switch • Outside left-hand rearview mirror • Front armrests, ash tray • Reversible keys, "keyless" locking • Suspended accelerator pedal • Curved side glass • Ford's famous Twice-A-Year Maintenance • Plus the Standard Ford Motor Company Lifeguard Design Safety Features listed below.

Falcon Futura 2-Door Club Coupe and 4-Door Sedan: Power team—200-cu. in. Six and 3-speed manual transmission • Plus all the above equipment with these variations: Choice of three cloth-vinyl interior colors • Color-keyed carpeting • Armrests, front and rear • Cigarette lighter, front and rear ash trays.

we're concerned about your safety

Ever since there have been Fords on the American Road, safety of the people who drive and ride in them has been a primary concern of the Ford Motor Company. Results of this concern are reflected in the many safety features engineered and built into Ford cars. And every 1970 Falcon includes as standard equipment these **FORD MOTOR COMPANY LIFEGUARD DESIGN SAFETY FEATURES:**

- Dual hydraulic brake system with warning light
- Glare reduced instrument panel padding, windshield wiper arms, steering wheel hub, horn ring, rearview mirror/mirror mounting and windshield pillars
- Energy-absorbing steering column and steering wheel
- Energy-absorbing armrests and safety-designed door handles
- Front and rear lap belts for all seating positions
- Shoulder belts for front outboard occupants
- Turn indicators with lane-changing signal feature
- Inside yield away rearview mirror
- Energy-absorbing instrument panel with padding
- Padded sun visors
- Two-speed windshield wipers
- Windshield washers
- High strength laminate safety glass windshield
- Double-yoke safety door latches and safety hinges
- Emergency flasher
- Backup lights
- Side marker lights
- Energy-absorbing front seat back tops with padding
- Self-locking front seat backs on two-door vehicles
- Safety-designed coat hooks
- Safety-designed radio control knobs and push buttons
- Outside rearview mirror, driver's side
- Safety rim wheels and load-rated tires
- Corrosion-resistant brake lines
- Uniform transmission shift quadrant
- Parking lamps coupled with headlamps
- Non-reversing odometer
- Safety design front end structure
- Head restraints for front outboard occupants
- Safety glove box latch.

specifications

200-cu. in. Six—120 hp; 3.68" bore x 3.13" stroke; 8.8 to 1 comp. ratio; 7 main bearings; regular fuel; single carb.; auto. choke.

302-cu. in. 2V V-8 (Optional) — 220 hp; 4.00" bore x 3.00" stroke; 9.5 to 1 comp. ratio; regular fuel; 2-barrel carb.; auto. choke; self-adj. valves; oil cap'y, incl. filter, 5 qt.

Engine Features: 6000-mile (or 6-month) full-flow oil filter; replaceable, dry-element air cleaner; year-round 190° thermostat; 12-volt electrical system; 38-amp. alternator; 54-plate, 45 amp-hr battery; weatherproof ignition system; positive-engagement starter; exhaust system has aluminized longitudinal muffler.

Clutch and Manual Transmissions: Semi-centrifugal clutch. Face diameter 9.1" with 200-cu. in. Six, 10" with 302-cu. in. 2V V-8.

Synchro-Smooth Transmission: Synchronized manual shifting in all 3 forward gears; clash-free downshifting to low while under way. "H" shift pattern with lever on steering column.

SelectShift: (Optional) Lets you shift fully automatically or manually as you choose. Three forward speeds, one reverse. Effective engine braking in low gear (1) for better control on grades and hills, and slippery roads. Quadrant sequence P-R-N-D-2-1.

Rear Axle: Semi-floating type with deep-offset hypoid gears. Induction-hardened, forged shafts, permanently lubed wheel bearings.

Front Suspension: Ball-joint type with coil springs pivot-mounted on upper arms. 36,000-mile (or 3-year) lube intervals, full-life seals. Angle-Poised design for anti-dive control. Link-type, rubber-bushed ride stabilizer. Tapered roller wheel bearings. All-weather shock absorber fluid for better year-round control.

Rear Suspension: Asymmetrical design with rear axle forward of spring center for smooth, level takeoff. Long, wide-leaf springs with tip inserts and wide spring base provide soft, more stable, levelized ride. Diagonally mounted shock absorbers have all-weather fluid.

Steering: Recirculating-ball type steering gear for easy handling. Anti-friction bearings throughout. Permanently lubricated steering linkage joints. Steering ratio, 29.4 to 1. Turning diameter, 39.8 feet. Power steering option has a 21.3 to 1 ratio for fast, responsive control.

Brakes: Dual brake system with dual master cylinder, separate lines to front and rear brakes. Self-adjusting, self-energizing design. Diameter 9" (Six), 10" (V-8). Riveted linings for durability and fade resistance. Total gross lining area (sq. in.): 130.4 (six-cylinder model), 163.6 (V-8 model).

Tires: Black bias-ply "B" load range. White sidewall tires optional. Safety-type rims. Basic sizes: All sedans with 6-cyl. engine or V-8 engine without air conditioner—6.95 x 14. All

sedans with V-8 engine and air conditioner—7.35 x 14, white sidewalls optional.

Basic Dimensions and Capacities: Length—184.3"; Width—73.2"; Height—54.4"; Trunk Luggage Volume—12.2 cu. ft.; Wheelbase—111.0"; Tread (front/rear)—58.8", 58.5"; Fuel—16 gallons. Curb Weights (6-cyl. model): Falcon 2-Door Club Coupe 2825 lb., 4-Door Sedan 2870 lb., Futura 2-Door Club Coupe 2849 lb., 4-Door Sedan 2886 lb.

Station Wagons: For full details and specifications, on Station Wagon models referred to herein, ask for the Ford Wagons Catalog.

Twice-A-Year Maintenance: 1970 Falcons are designed to go 6,000 miles (or 6 months) between oil changes and minor chassis lubrications; 36,000 miles (or 3 years, whichever comes first) between major chassis lube. Other '70 service-savers include 24,000-mile (or 2-year) engine coolant-antifreeze, self-adjusting brakes, long-life Sta-Ful battery, shielded alternator, rust- and corrosion-resistant aluminized muffler and galvanized major underbody parts.

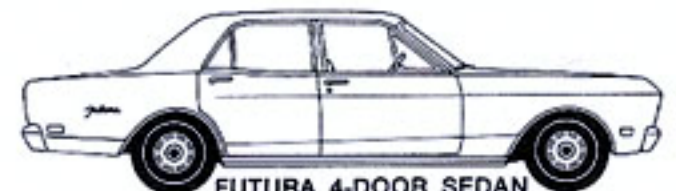
Your new 1970 Falcon comes equipped with factory engineered and approved parts such as the dependable Autolite Sta-Ful battery, Autolite Power-Tip spark plugs, Autolite shock absorbers, and an Autolite 6000-mile oil filter. For continued top performance, be sure to specify genuine Autolite parts whenever replacement is necessary.

While the information shown herein was correct when approved for printing, Ford Division reserves the right to discontinue, or change at any time, specifications or designs without incurring any obligations. Some features shown or described are optional at extra cost.

FALCON FUTURA



FUTURA CLUB COUPE



FUTURA 4-DOOR SEDAN



FUTURA WAGON

FALCON



FALCON CLUB COUPE



FALCON 4-DOOR SEDAN



FALCON WAGON

FALCON

