

MAVERICK '70



MAVERICK



Tartan plaid standard trim comes in three color combinations.

it's a little gas.

Maverick's the hottest-selling new car to come along in five years. It's priced to rival the imports . . . and at the same time gives you a better, more practical car. Many people won't put an extra cent into Maverick because it's all there. And it's such a simple machine. It's simple to service and so simple to repair that many owners do their own maintenance. And Maverick's size and design make it extremely simple to drive, too.

Inside, you won't find the overall austerity often found in economy cars. You get color-keyed interiors. Deep foam-padded, comfortable seats. Cloth-and-vinyl upholstery with smart tartan plaid patterned inserts that come in red, blue or black.

Maverick is beautifully styled. With a racy spoiler effect at the rear. Curved, ventless side glass. SportsRoof styling. And what a variety of switched-on colors! Take a look on the back page.

In Maverick's heady atmosphere of surprising comfort and luxury . . . a color-keyed instrument panel with thick-padded



hood. Handy instrument grouping. A unique super-width stowage tray for all those vital what-have-you's. Easy-to-read gauges with brushed aluminum dials sit in non-glare pods. Even the heater is included. Warning lights for temperature, oil pressure and alternator tell you the score as you go. Flipper-type rear quarter windows offer a fresh idea in quiet ventilation.

Standard power team features a 3-speed, fully synchronized manual transmission, with a 170-cu. in. Six that doesn't sound like a power mower. You get ample zip for any size trip, extra margin for safe passing when needed.

You get safety features inside like pull-out door handles . . . strong safety door locks . . . two-speed electric wipers, safety belts, front seat head restraints. Plus—conveniences like door-operated courtesy light, armrests, coat hooks, lighted heater controls—important items that add so much to your driving comfort and enjoyment.

If you want to brighten the interior even more, optional Blazer Stripe Upholstery is available in Vermilion or Medium Ginger. And it's a great choice if you want to add an extra dash of luxury, as well as vibrancy, to your Maverick.

Underneath, Maverick's unitized body is welded like a battleship. Sturdy construction that helps eliminate squeaks and rattles. Special insulation keeps road noise out. Rustproofing goes into crevices that never see the light of day. Two primer coats and three coats of paint are applied for lasting beauty.

On the road, Maverick's favorable power-to-weight ratio and its longer, wider stance pay off in a smoother, quieter ride. Engineers who brought you a Ford quieter than a Rolls-Royce now bring you a tough little car that is meticulously put together to stay together . . . quietly.

Be a Maverick. Drive one.



New optional Blazer Stripe Upholstery is offered in two colors.

maverick '70

wonderfully simple

simply wonderful

Many new cars look and act like other cars. Not Maverick. Ford's new small car rivals economy imports in price . . . and tops them in performance, room, ease of operation and ease of service. Maverick simplicity may explain why it's the hottest-selling new car to come along in five years. It's simple to drive. Simple to repair. Simply wonderful to own. Few cars have stirred so much interest and raised so many questions. Here, then, are some answers to those questions.

Q. Why did you build Maverick?

A. Maverick, Ford's newest better idea, plugs the big gap between compacts and imports . . . with a wheelbase eight inches shorter than a '70 Falcon, eight-and-a-half inches longer than a VW 1500, and 21 inches shorter than the average full-size car. Now Americans who want small car economy don't have to send U.S. dollars overseas. It's the end of foreign intrigue.



Q. Why did you make it this size?

A. With every generation growing taller, Americans need more room. Maverick to the rescue! It gives you more leg room . . . more shoulder room . . . more luggage room. Example: Maverick's front passenger compartment provides nine inches more shoulder room than the leading economy import. Maverick pinches pennies, not people.

Q. Why do you call it Maverick?

A. Because it is unlike any other car . . . home-grown, or imported. A maverick is different. It breaks the rules. And Ford's Maverick breaks the rules in your favor. It gives you small car economy and still keeps American driving needs in mind. Like Mustang and Thunderbird, it's a car you'd expect only from a maverick like Ford.



Q. How much trunk space does Maverick have?

A. 10.4 cubic feet . . . nearly three times that of the leading import. Maverick packs luggage for four, including golf clubs. You won't go off half-packed or with laundry and luggage trailing from the top.

Q. What kind of gas mileage can I get?

A. That depends on you as well as the car. You can get as much as 25 or 26 miles per gallon—if you have an educated toe and the right road conditions. If you have a lead foot, or do a lot of city driving, you will get a lot less. In tests by professional drivers at our tracks, where we do our best to duplicate actual driving conditions, Maverick averaged 22.5 mpg. Drivers didn't nurse the car. It was stop and go, uphill and down, over pavement, dirt and gravel. And 22.5 was their average.

Q. What kind of power does Maverick have?

A. Maverick's Six is a smoother, quieter, going thing. It lets loose 105 galloping horses . . . 52 more than the 4-cylinder VW 1500. It covers 417 feet in ten seconds from a standing start, gets you up to highway speeds in a hurry. When you enter a 70-mph turnpike, you won't feel like a retired bookkeeper in a pro football game.



Q. Does Maverick handle and park easily?

A. Maverick's turning radius (35.6 feet vs. 36.0 for the leading import) can U-turn in a tighter circle and maneuver through traffic better than the imports. It can turn on a dime and give you nine cents change. If you've been driving any other American car, you'll find Maverick's neat size adds up to 5½ feet to parking spaces. Maverick is America's smallest national park.



Q. Can a small car be safe?

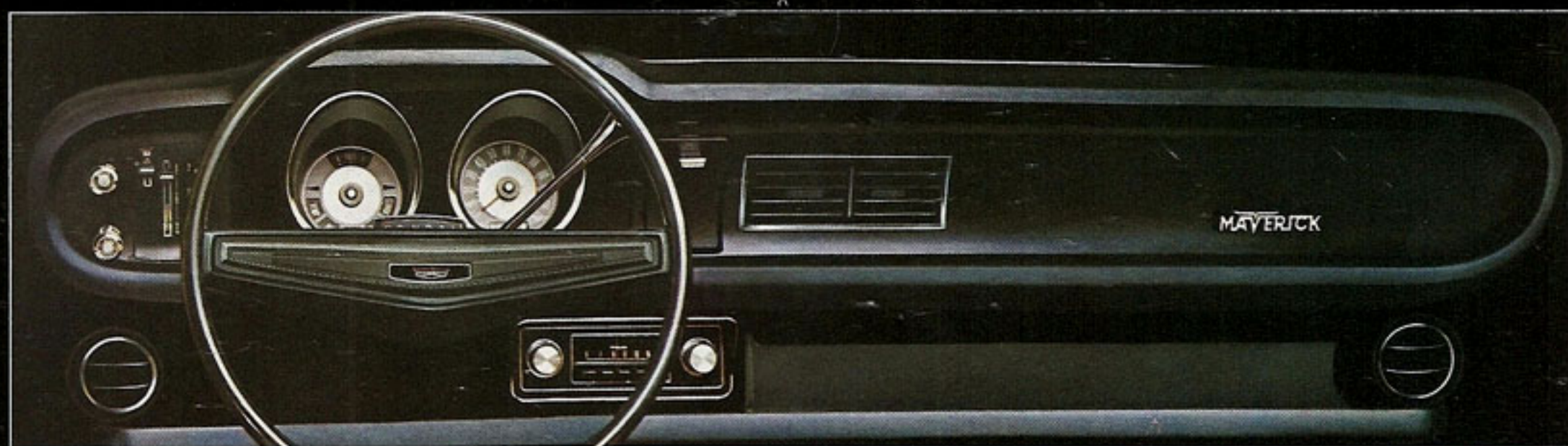
A. Maverick incorporates the latest engineering advances. Compare that with economy imports. Most are higher than their treads are wide. Maverick's tread is wider than the car is high. It's designed to give you better balance and greater stability when big winds blow and going gets rough. Maverick's brakes are as big as a standard compact's—designed to stop cars weighing hundreds of pounds more. Maverick gives you weight . . . power . . . stability. It's designed for American driving conditions and greater peace of mind on high-speed turnpikes.

Q. How about parts and service?

A. Maverick is designed to be easy to service. You're dealing with made-in-America parts and 6,000 easy-to-find Ford Dealers. Bolt-on front fenders are less expensive to replace. Printed electrical circuits last longer. The one-piece grille can be removed in just seven minutes. Some repairs are so simple that many owners do-it-themselves. And that means savings. So do oil changes that come only every 6,000 miles (or six months). Try doing that on most foreign imports.

Maverick isn't the kind of car you buy simply because you can't afford more. It does a lot of driving jobs better than any other car—and with a certain style all its own.

Read on. Learn why Maverick is a great little first car. Great for newlyweds. For the campus. For senior citizens, too. A great second car. Suburban car. City car. Fun car.



(Above) Standard color-keyed instrument panel with thick-padded hood, unique super-width stowage tray. Shown with optional **Select-Aire Conditioner**, **SelectShift** automatic transmission, **AM Radio**.

Maverick in Anti-Establish Mint, with optional **White Sidewall Tires** and **Accent Group** (includes: bright drip rail moldings and window frames, 6.45-14 BSW tires, wheel covers and color-keyed carpeting).

goodbye, old paint...

Everything's bolder, brighter today. Maverick has colors to go with the times—and names to go with the colors:

anti-establish mint • **hulla blue** • **original cinnamon** • **freudian gilt**

Red • Dark Ivy Green Metallic • Medium Gold Metallic • Dark Aqua Metallic • Bright Yellow
Medium Blue Metallic • Medium Ivy Green Metallic • Pastel Blue • Black • White • Vermilion

MAVERICK measurements

Wheelbase: 103.0"; Tread (front and rear): 55.5"; Overall Length: 179.3"; Overall Width: 70.6"; Overall Height: 52.3"; Front Compartment—Head room: 37.6", Leg room: 41.3", Shoulder room: 55.0", Hip room: 53.7"; Rear Compartment—Head room: 36.1", Leg room: 31.9", Shoulder room: 53.5", Hip room: 46.1"; Luggage Capacity: 10.4 cu. ft.; Fuel Tank: 16 gal.; Standard Tire: 6.00-13 BSW; Turning Dia.: 35.6 ft.; Curb Weight: 2847 lb.

Engines: 170-cu. in. 6-Cyl.—105 hp @ 4200 rpm; 3.50" bore x 2.94" stroke; 200-cu. in. 6-Cyl.—120 hp @ 4000 rpm; 3.68" bore x 3.13" stroke; both feature 8.7 to 1 comp. ratio; reg. fuel; single-barrel carb.; auto. choke; hyd. valve lifters; oil capacity, incl. filter, 4.5 qt. **Transmissions:** Column-mounted 3-speed, fully synchronized manual (either engine); SelectShift (either engine). **Axle Ratios:** Standard w/170 CID Six and 3-speed manual trans.—2.83, w/SelectShift; w/200 CID Six and 3-speed manual trans.—3.08, w/SelectShift —2.83, w/SelectAire Conditioner—3.08 required.

Standard Features: 170-cu. in. 1V 6-cyl. engine (105 hp) • 3-speed, fully synchronized manual transmission • Locking Steering Column • Flashing Side Marker Lamps (synchronized with turn signals) • Headlamp function protection (separate circuits for parking lights and headlamps) • Full-width seats w/folding, self-locking front seat backs • Tartan plaid cloth and vinyl seat trim • 2-spoke steering wheel • Door-operated courtesy light • Blend-air heater w/3-speed blower, lighted controls • Printed circuits in instrument cluster • Suspended accelerator, clutch and brake pedals • Color-keyed floor mats • Curved, ventless side glass • Coat hooks • Cowl top air intake ventilation • Flipper-type rear quarter window • Full-width stowage tray • Reversible keys • Luggage compartment mat • Center fuel filler • Belted tires for up to 40% increased wear, up to 31% increased traction and up to 50% increased road hazard resistance.

Options: 200 CID Six Engine • SelectShift • SelectAire Conditioner • Tinted Glass • AM Radio • 6.00-13 WSW Tires • 6.45-14 BSW Tires • 6.45-14 WSW Tires • B78-14 WSW Tires • Wheel Covers • Accent Group (described above) • Blazer Stripe Seat Trim (w/Accent Group only) • Vinyl Seat Trim • Axle Ratios: 170 CID—w/Man. Trans. 3.08 or 3.20, w/SelectShift; 200 CID—w/Man. Trans. 2.83 or 3.20, w/SelectShift 3.08.

FORD MOTOR COMPANY LIFEGUARD DESIGN SAFETY FEATURES

Maverick has been engineered and built with your safety in mind. Here are the Maverick Lifeguard Design Safety Features you get standard: 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 • 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.

NOTE: above list applies to Mavericks produced after 9/30/69.

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

MAVERICK

