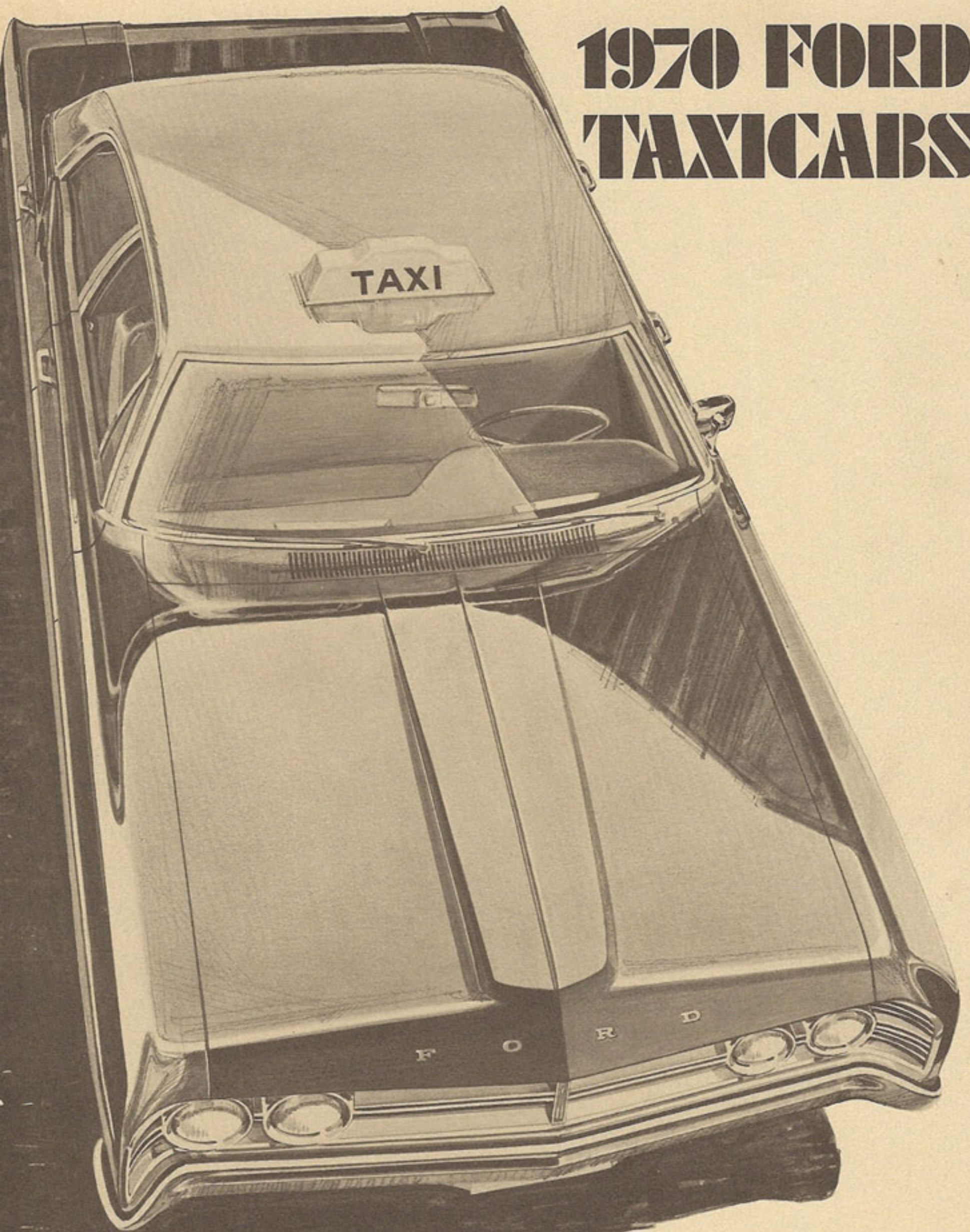


1970 FORD TAXICABS



1970 FORD TAXICABS ... QUIET, STRONG, DURABLE

1970 Ford Custom and Custom 500 Taxicabs present new styling with a more massive front end appearance to accentuate the long-hood/short-deck proportions. And, underneath this new exterior styling, Ford gives you a taxicab that's loaded with standard heavy-duty features and built for greater around the clock dependability.

Even greater emphasis has been placed on quiet vibrationless operation for improved driver and passenger comfort. Quiet means strong and strong means durable. And new computer tuned engine mounts, nodular body to frame rubber mounts, and weather sealing materials help to make the 1970 Fords quieter, smoother and more durable than ever before.

The long, 121-inch wheelbase and wide 64-inch track, smooth rough roads and provide better ride and handling characteristics, while maintaining a turning radius and maneuverability that is comparable to shorter wheelbase cars and essential to city traffic operations.

For driver comfort and convenience, Ford's famous 100,000 mile front seat provides more comfort and support with thick contour-molded foam rubber padding and wrinkle-proof cushions. The driver's "flight-cockpit" places the controls within comfortable reach and the dials in the most legible position to reduce the fatigue of long hours of operation. The right side of the front compartment dash panel is well forward giving exceptional knee room and ample space for meters and 2-way radios without limiting the usefulness of the front compartment.

Ford's heavy-duty high-output MagicAire heater-defroster blends outside air with the heated air to achieve the temperature desired. The powerful three-speed blower is mounted outside the passenger compartment on the engine side of the heavily-insulated front bulkhead for quiet operation.

A standard ventilation system provides a flow of fresh air to all parts of the interior. With this new "windows-up" system, ventilating air, heated and unheated, enters at the front intake . . . circulates throughout the interior . . . and exits through openings under the rear seat, through the trunk and out "B" pillar vents, carrying away stale or smoke-laden air.

In the trunk, you have a big 18-cubic-feet of luggage room allowing you the luxury of easy and efficient operation in and out of busy transportation terminals without crowding the passenger compartment with luggage.

Power is provided by the Taxi-Special heavy-duty 6-cylinder, 240 c.i.d. engine, combined with the sturdy fully-synchronized

3-speed manual transmission and heavy-duty clutch . . . for the reliability and power you need and the economy you deserve.

Check over this folder for details on additional standard taxicab features plus options to fill your particular needs. Then call your fleet salesman at your local Ford dealer and drive the new Ford . . . it's the going thing. It's the quiet car.

Taxicab packages and options are offered on Ford Custom and Custom 500 4-Door Sedans. In addition to the many standard features found on Ford cars, these special taxicab packages are designed to provide an extra plus for low maintenance, economical fleet operation.

STANDARD TAXICAB PACKAGE

Taxi Special 6-cylinder 240 c.i.d., 150 H.P. engine with automatic choke, three-speed, fully synchronized heavy-duty manual transmission, with heavy-duty shift mechanism, permits down-shifting through all three gears from any reasonable car speed without gear clash or grinding. Heavy-duty clutch. Lubricator fitted drive shaft. 3.07 to 1 high ratio heavy-duty rear axle. Heavy-duty bonded wear-resistant brake linings and manual adjusters. Heavy-duty, 70 ampere-hour battery, 42 ampere alternator. Heavy-duty, front and rear, black rubber floor mats. 100,000 Mile front seat and heavy-duty rear seat springs, padding and steering column, black instrument panel and garnish molding. Taxi cooling package, with extra cooling capacity for taxi service. Five-strand wiring for the roof light with a hole in the roof panel. "TAXI" identification on fender plaques. Radio interference suppression. Steering column first gear lockout on models with 240 c.i.d. engine and Cruise-O-Matic transmission. The 1970 Ford Motor Company Lifeguard Design Safety Features are also standard on all 1970 Fords.

EXPANDED TAXICAB PACKAGE

This package includes all the items listed in the Standard Taxicab Package, plus the following: Assist straps on all doors for easier front and rear compartment exiting. Courtesy light switches for all four doors. Door-ajar warning light system (red jewel on instrument panel indicates when any of the four doors are not closed properly). Heavy-duty suspension with heavy-duty front lower arms, heavy-duty front and rear springs and shock absorbers. Metal pull handle for the right rear door.

STANDARD FEATURES

The 1970 Ford INSTRUMENT PANEL is a unique concept in driver convenience. All instrumentation and controls are clustered directly before the driver for easy view and reach. Underneath this "control center" a new printed electrical circuit provides greater instrumentation reliability.

HEAVY-DUTY 100,000 MILE SEAT provides all-day comfort with thick 2½" molded foam-rubber padded seat cushion. Firm support is added with special pre-formed main springs and coil springs while tough, beige-colored vinyl provides a durable easy-clean covering.

Ford's time-proven TAXI SPECIAL SIX provides economical performance day after day. Heavy-duty main and connecting rod bearings, chrome plated valve stem tips, and exhaust valve rotators are some of the built-in features that give this powerplant extra stamina.

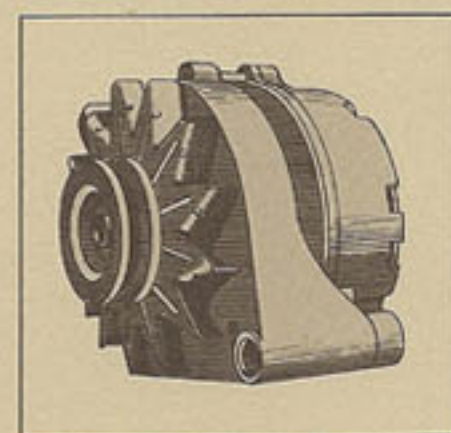
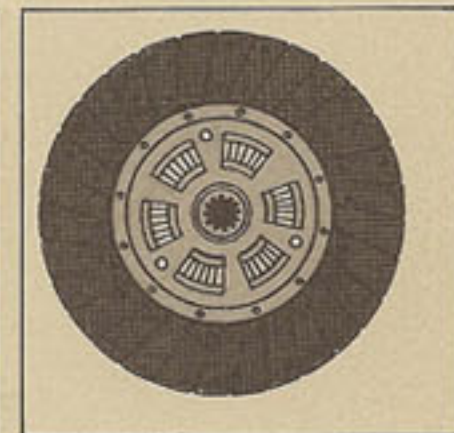
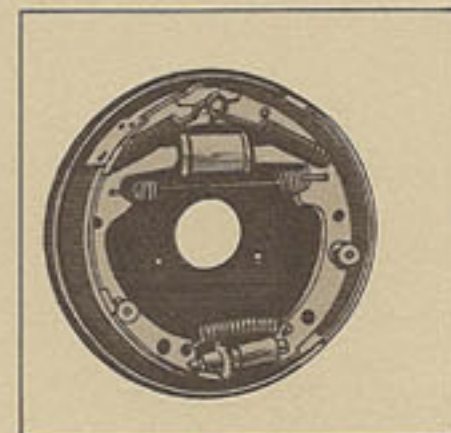
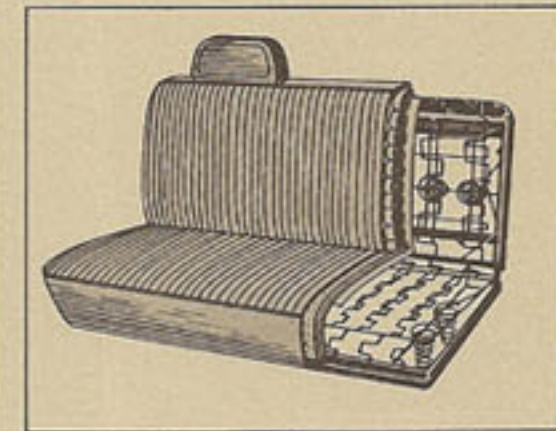
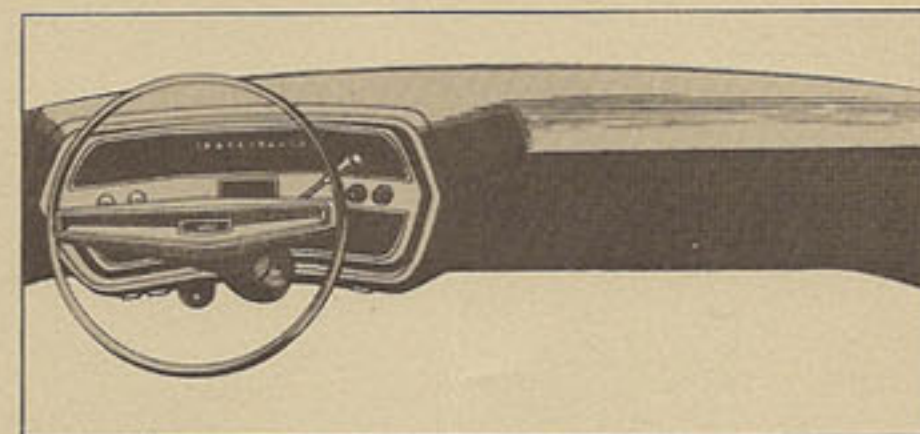
Special taxicab HEAVY-DUTY BRAKES have extra heavy-duty bonded linings, with chrome plated shoe ledges and manual adjusters to increase brake life and help prevent shoe drag. The dual hydraulic system features independent master cylinders, separate lines to the front and rear brakes and an instrument-panel mounted light which, when the brakes are applied, indicates that brake service is required.

Ford's HEAVY-DUTY CLUTCH, a full 11 inches in diameter, features extra thick lining and high-capacity pressure-plate springs. Both the Taxi Special Six and the 302 V-8 clutches are semi-centrifugal design with 113.1 square inches or wear-resistant lining to withstand constant taxi use.

Autolite's 70 amp HEAVY-DUTY BATTERY needs filling only three times a year. This famous "Sta-Ful" vibration-guarded design features a large above-the-plates reservoir and epoxy-bonded elements to provide more starting volts . . . longer life.

Ford's standard 42 amp ALTERNATOR has its own belt from the crankshaft drive plus a new, higher 3:1 drive ratio which supplies ample current at idle speed to keep the battery more fully charged under standard load conditions. (See options page for alternator load-requirement table.)

All of the 1970 Fords continue to use rugged engine, chassis and power team components designed to keep your taxicabs on the road and maintenance-free. Features such as a tube-and-fin radiator (competition uses a "cellular" design); cast-and-coined rocker arms (competition uses a light stamping, susceptible to wear); 36,000 miles between chassis suspension and steering lubrications (competition requires this lubrication as often as every 6,000 miles); plus many lube-for-life features that require no lubrication for the life of the car provide the durability, economy and stamina that makes Ford, America's Number One Taxicab.



1970 FORD MOTOR COMPANY LIFEGUARD DESIGN SAFETY FEATURES

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. Ford engineers have driven millions of test-track miles, worked millions of laboratory man-hours to make each Ford car stronger and more reliable. Some of the more recent results of their dedicated work are reflected in the Ford Motor Company Lifeguard Design Safety Features listed here. These features help reduce the likelihood of theft and injury in case of an accident. However, you can contribute more importantly by your actions as a driver.

- Dual Hydraulic Brake System with Warning Light
- Glare Reduced Instrument Panel Padding, Windshield Wiper Arms, Steering Wheel Hub, Horn Rmg, 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 (Except Convertibles)
- Turn Indicators with Lane-Changing Signal Feature
- Inside Yield-Away Rearview Mirror
- Energy-Absorbing Instrument Panel with Padding
- Padded Sun Visors
- Two-Speed or Variable-Speed Windshield Wipers
- Windshield Washers
- High-Strength Laminate Safety Glass Windshield
- Double-Yoke Safety Door Latches and Safety Hinges
- 4-Way Emergency Flasher
- Back-Up Lights
- Side Marker Lights Coupled with Turn Indicators
- Energy-Absorbing Front Seat Back Tops with Padding
- Self-Locking Front Seat Backs on Two-Door Vehicles
- Safety-Designed Coat Hooks (Except Convertibles)
- Safety-Designed Radio Control Knobs and Push Buttons
- Outside Rear View 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 or High Back Seats for Front Outboard Occupants
- Safety Glove Box Latch (on all cars equipped with glove boxes)

Note: The above list applies to 1970 Mavericks produced after 9/30/69 and to all 1970 Falcons, Mustangs, Torinos, Fords and Thunderbirds.

1970 FORD POWER TEAM SELECTIONS

ENGINES	TAXI-SPECIAL SIX	302 V-8
Displacement (cu. in.)	240	302
Horsepower @ rpm	150 @ 4000	220 @ 4600
Torque (lbs.-ft. @ rpm)	234 @ 2200	300 @ 2600
Compression Ratio	9.2:1	9.5:1
Carburetor	1v	2v
FUEL	Regular	Regular
ALTERNATOR	42-Amp.	42-Amp.
BATTERY	70-Amp.	70-Amp.
TRANSMISSIONS		
Standard	3-speed Manual	3-speed Manual
Optional	HD Cruise-O-Matic	HD Cruise-O-Matic
REAR AXLE RATIOS	3.07 (3.25 Optional)	3.07 (3.25 Optional)



CUSTOM 4-DOOR SEDAN



CUSTOM 500 4-DOOR SEDAN

REGULAR PRODUCTION OPTIONS

In addition to the many standard features included on your 1970 Ford Taxicab, many regular production options are available so that you might tailor your units to meet your individual requirements.

APPEARANCE OPTIONS DOOR EDGE GUARDS ROCKER PANEL MOLDING RIM BLOW-DELUXE 3-SPOKE STEERING WHEEL VINYL INSERT BODY SIDE MOLDING

AUDIO EQUIPMENT OPTIONS RADIO-AM RADIO-AM/FM Stereo REAR SEAT SPEAKERS-Dual

CONVENIENCE OPTIONS AIR CONDITIONER-SelectAire (V-8 engine required) CLOCK-Electric CONVENIENCE CHECK GROUP (Includes 4 indicator lights in clock face: seat belt light, door ajar light, low fuel light, and headlights-on light with warning buzzer) DEFOGGER-Rear Window DELUXE BELT WITH WARNING LIGHT GLASS-Tinted ELECTRIC DEFROST BACKLITE (V-8 engine and clock required) INTERMITTENT WINDSHIELD WIPERS MIRROR-Outside, LH Remote Control TILT STEERING WHEEL VISIBILITY GROUP (Including ash tray light, parking brake light, instrument panel courtesy light, trunk light, glove box light, rear door courtesy switches and LH remote control mirror)

HEAVY-DUTY AND SPECIAL EQUIPMENT OPTIONS. ALTERNATOR-Dual Belt, 55 Ampere ALTERNATOR-Dual Belt, 65 Ampere BATTERY-Heavy-Duty, 80 Ampere/Hour EVAPORATIVE EMISSION CONTROL SYSTEM (Mandatory on cars delivered in California-not available elsewhere) TIRES-G78 x 15, H78 x 15 and H70 x 15 Fiberglass Belted TRANSMISSION-SelectShift Cruise-O-Matic (Includes first gear lockout when ordered with 240 c.i.d. Taxi Special Six on either Taxi Package TRACTION-LOK DIFFERENTIAL

POWER ASSIST OPTIONS POWER DOOR LOCKS POWER BRAKES-Front Discs and Rear Drum POWER SEATS-Six-Way POWER STEERING

LIMITED PRODUCTION OPTIONS

The following options are available on a limited-production basis and are valuable to many taxi fleets:

CONVENIENCE OPTIONS GLASS-Tinted Windshield LOCKING SYSTEM-Single Key

HEAVY-DUTY AND SPECIAL EQUIPMENT OPTIONS ALTERNATOR-Leece-Neville, 65-Ampere, Internal Silicon Rectified, Dual Belt Dive and Ammeter BRAKES-Manual Front Disc and Rear Drum (New York Taxi only) ENGINE-302 c.i.d. 2v V-8, 9.5:1 Compression Ratio

POWER ASSIST OPTIONS POWER DRUM BRAKES

DEALER-INSTALLED ACCESSORIES

In addition to the factory-installed options available to fleets, your dealer offers a wide range of accessories which he can install after your units are delivered. Some of the accessories available are: BUMPER GUARDS FIRE EXTINGUISHERS PARKING BRAKE WARNING LIGHT

DOMESTIC SPECIAL ORDERS

Versatility is the key word when it comes to special purpose applications. Ford's Special Order Department has developed a wide variety of equipment packages to fit the specialized needs of fleets. In addition to "on-the-shelf" packages, the Special Order Department also engineers many one-of-a-kind equipment packages for small and large fleets. Vehicles are delivered from the factory with all modifications and equipment ready for immediate use. Typical of the special order option packages available and valuable to taxi fleets is the remote control deck lid opener which lets the driver open the trunk without getting out of the car. The range of options available as DSO is so large that it is impossible to print an entire or exact list for you, simply ask your fleet salesman for assistance on an item.

1970 FORD TAXICAB SPECIFICATIONS

EXTERIORS: Choice of 15 Super Diamond Lustre Enamel finishes: Black, White, Red, Dark Maroon, Dark Blue, Medium Blue Metallic, Platinum, Dark Aqua Metallic, Light Gold, Dark Ivy Green Metallic, Medium Ivy Green Metallic, Light Ivy Yellow, Nugget Gold Metallic, Ginger Metallic and Yellow. See your Ford Dealer for Two-Tone options.

INTERIORS: (Standard Taxi Package) Heavy-duty, non-pleated all-vinyl upholstery and trim is beige in both models. Heavy-duty front and rear floor mats (black rubber). Black steering column, black instrument panel, and garnish molding.

ENGINES: 150-hp Ford Taxi Special Six (Standard and Expanded Taxi Packages)—240-cu. in. disp.; 4.00" bore x 3.18" stroke; 9.2 to 1 comp. ratio; precision-cast crankshaft with seven main bearings; chrome-tipped valves, rotators on the exhaust valves, and hydraulic lifters with chrome-plated plungers; gear-driven camshaft; regular fuel; single-barrel carburetor with automatic choke; high-capacity long-life fuel filter; disposable-type (cartridge replacement) full-flow oil filter; 5-qt. oil capacity, incl. filter; single exhaust system with a stainless and aluminized steel muffler.

220-hp V-8 (Optional)—302-cu. in. displ.; 4.00" bore x 3.00" stroke; 9.5 to 1 comp. ratio, regular fuel; 2-barrel carburetor with automatic choke. Other specifications same as Taxi Special Six.

ELECTRICAL: 12-volt radio-suppressed electrical system with 42-amp. alternator, 66-plate, 70 amp-hr battery, weather-proof ignition system with Static-Ban constant-resistance wiring and air-cooled distributor points and positive-engagement starter.

CLUTCHES: Heavy-Duty Clutch for the 240 c.i.d. Six and the 302 V-8 is 11" diameter with extra thick lining and high capacity pressure plate springs. The clutch is semi-centrifugal design and provides a 113.1-sq. in. frictional area.

TRANSMISSIONS: 3-Speed Manual Transmission (standard; HD type)—fully synchronized in all forward speeds; alloy-steel helical gears and forged bronze synchronizers. Shift lever on steering column. Taxi Packages include heavy-duty shift linkage.

SelectShift Automatic Transmission (optional; HD type)—3-speed automatic transmission optional with standard 150-hp Ford Taxi Special Six and 220-hp V-8. (Includes steering column first gear lockout on models with 240 c.i.d. engine.)

REAR AXLE: Semi-floating type with deep-offset hypoid gears, straddle-mounted pinion. Permanently lubricated rear wheel bearings. Axle ratio: 3.07 to 1 for 3-speed manual and SelectShift transmissions. Lubricator-fitted universal joints.

FRONT SUSPENSION: Drag-strut, ball-joint type suspension system with mounting feature that allows slight rearward movement of front wheels to reduce effects of bumps and ruts. Ball joints packed with 36,000-mile lubricant retained by full-life seals. Rubber-bushed stabilizer helps control sway on turns. Tapered roller wheel bearings with 30,000-mile check interval (repack as required). Specially calibrated shock absorbers with all-weather fluid for better year-round control. Heavy-duty suspension on Expanded Taxi Package includes heavy-duty front coil springs, heavy-duty shock absorbers and heavy-duty front lower arms.

REAR SUSPENSION: Coil spring system with three longitudinal arms control the rear axle assembly position and absorb braking and acceleration forces. Lateral track bar centers axle, resists body sway and roll on turns. Like the front suspension, this system features rubber bushings at all points where it is attached to the frame for smooth, quiet operation. Shock absorbers, mounted at an angle to help provide side stability and control, have all-weather fluid for more uniform action. Heavy-duty suspension on the Expanded Taxi Package has heavy-duty springs and shock absorbers.

STEERING: Energy-absorbing type steering wheel and column. Precision-control, low-friction recirculating ball-type steering gear with anti-friction bearings throughout plus high ratio for easier steering. Flexible coupling in steering shaft insulates steering wheel. Symmetrical linkage with nylon bearings in tie rod and pitman arm pivots packed with 36,000-mile lubricant retained by full-life seals. Overall steering ratio 30.8 to 1; with power steering 21.8 to 1.

BRAKES: Dual hydraulic system with dual master cylinder; red warning light on instrument panel indicates a loss of pressure upon application of the brakes. Drum brakes are double-sealed, self-energizing design. Dash-mounted master cylinder. Heavy-Duty Brakes in Taxi Packages have

236-sq. in. bonded linings and cooling-grooved 11-in. composite drums for long life. Manually adjusted. Foot-operated parking brake with hand release under instrument panel. Optional power brakes with front discs and rear drums have special low pedal position and self-adjusters.

TIRES: Uniform pressure, fiberglass belted, 4-ply rating, black tubeless tires. Safety-type rims. Basic size: F78 x 15 standard; G78 x 15 and H78 x 15 optional.

DIMENSIONS: Overall length 213.9"; width 79.8"; height 54.9"; wheelbase 121"; tread 63" front, 64" rear; fuel 24 gallons; trunk luggage volume 18 cu. ft.

PRICES: All power assists, optional equipment and accessories as well as some items illustrated or referred to as options, optional or available in this catalog are at extra cost. For the price of the model with the equipment you desire, see your Ford Dealer.

ALTERNATORS

Alternators must meet the electrical load requirements for the vehicle at average driving speeds, plus supply sufficient output to charge the battery. To determine the required alternator size, find the electrical item group in the Ampere-Draw Table that best describes your vehicle equipment.

AMPERE-DRAW TABLE

Electrical Equipment Groups	Average Ampere Draw	Recommended Alternator
STANDARD LOAD: Includes ignition, gauges, regulator, all lighting turned on by headlamp switch, heater motor, electric wipers plus All-Transistor, Two-Way Radio	28	42-Amp.
Standard Load plus: Tube-Type Two-Way Radio; or Transistor Ignition; or Ford Air Conditioner†	32	55-Amp.
Standard Load plus: Transistor Ignition and Ford Air Conditioner†	34	55-Amp.
Standard Load plus: Tube-Type Two-Way Radio and Transistor Ignition; or Tube-Type Radio and Ford Air Conditioner†	55	65-Amp.

†Ford SelectAire has 55-amp. alternator as standard equipment

The illustrations and product information contained herein were current at the time this publication was approved for printing. However, the Ford Motor Company reserves the right to change specifications, designs, models or prices without notice and without liability for such changes.

FORD 