

FORD FAIRMONT

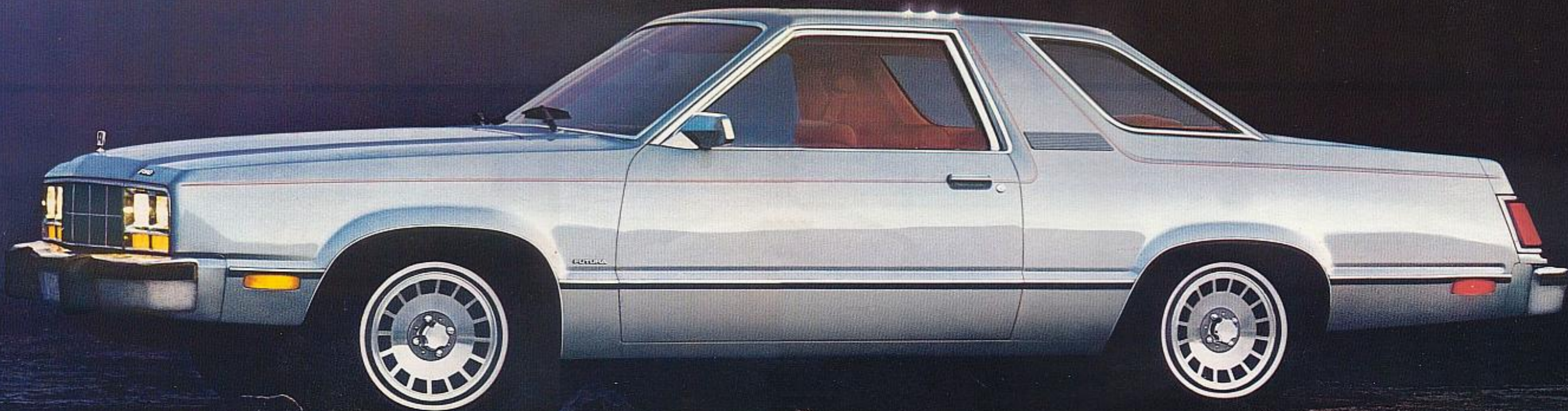
# FUTURA





## FORD INTRODUCES FUTURA

Ford Fairmont Futura. Combining style and technology for 1978...and beyond. This could be the automotive future. Futura. A car with dynamic styling, yet room and comfort for five passengers. Dramatic in its performance, yet with fuel and cost efficiencies for the years ahead. Futura. A car built with ideas of tomorrow but realistically priced for today.



Futura in Silver Metallic (Code 1G) with dramatic Wrapover Roof Pillar, Quad Headlamps. Handsome cast aluminum wheels and wheel lip moldings are just two of the many additional selections. Some items shown are available as optional equipment. See pages 6-7.





Gold vinyl roof accents Futura in Tu-Tone Creme (Code 6P) and Gold (Code 6W). Additional choices: wire wheel covers and dual style-mounted mirrors. Wraparound Taillights complete the styling theme.



For those who prefer darker tones, this Futura is shown in Dark Brown Metallic (Code 5Q) with contrasting Chamois vinyl roof. Color-keyed turbine wheel covers are another distinguishing Futura availability. Some items shown are available as optional equipment. See pages 6-7.





For your added comfort Futura offers a flight bench seat with folding center armrest, one of three interior choices. Trim selection shown is Creme and Gold cloth and vinyl (Code HV).

Clean, functional design of instrument panel is enhanced with warm woodgrain appliques, setting a rich tone for Futura's interior styling. Column-mounted controls add to your driving convenience.





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# FUTURA

The name alone—Futura—tells you something significant about this new sporty coupe. It was conceived and built with the needs of 1978 and the years beyond foremost in mind.

Futura is a beautiful combination of the style and spirit Americans of a new generation want, and the efficiency that the America of today demands.

Futura is a car with a lot of tomorrow in it. Technology straight from the space age helped Ford engineers plan it, design it, shape it.

In Futura, advanced engineering techniques like computer modeling, plus the use of high-strength, low-alloy metals produce a remarkable automobile. One that is roomy inside while it is lean and trim outside. One that is fun to drive and fuel efficient at the same time.

Futura seats five passengers comfortably, yet has fuel efficiency for the years ahead. Because of its lean and trim design, Futura is EPA rated 33 mpg highway and 23 mpg city, the highest estimates of any car listed in Futura's class.\*

Futura is also a very practical car. Scheduled maintenance requirements have been reduced substantially even by comparison with some previous model Fords noted for their maintenance savings (see page 7).

Impressive as they are, all the facts and figures about Futura are not as eye-catching as the slim, aerodynamic lines of the car itself. And as good as it looks here, wait till you see Futura up close at your Ford Dealer's. Then test-drive it. When you do, we think you'll agree—Futura is a uniquely personal and practical car.

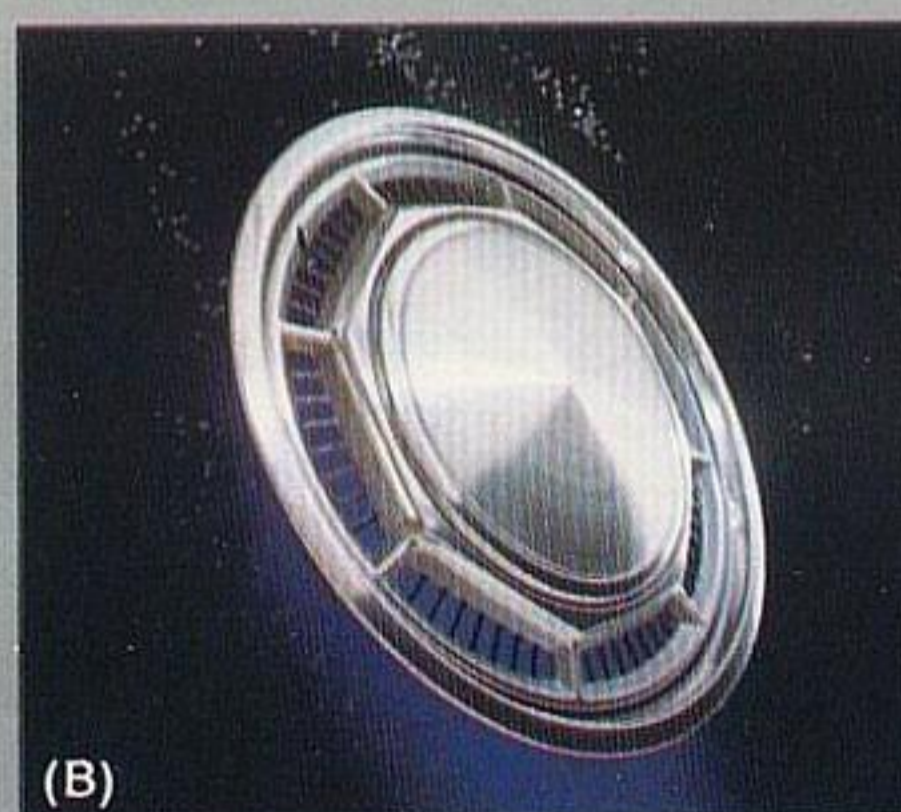
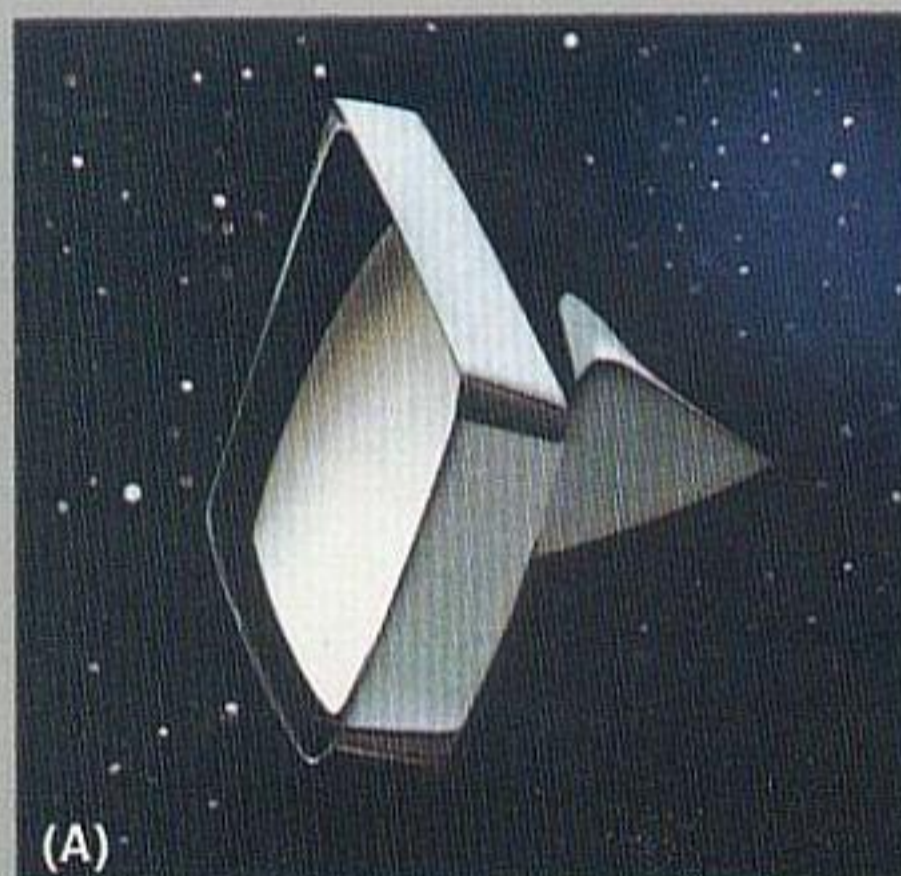
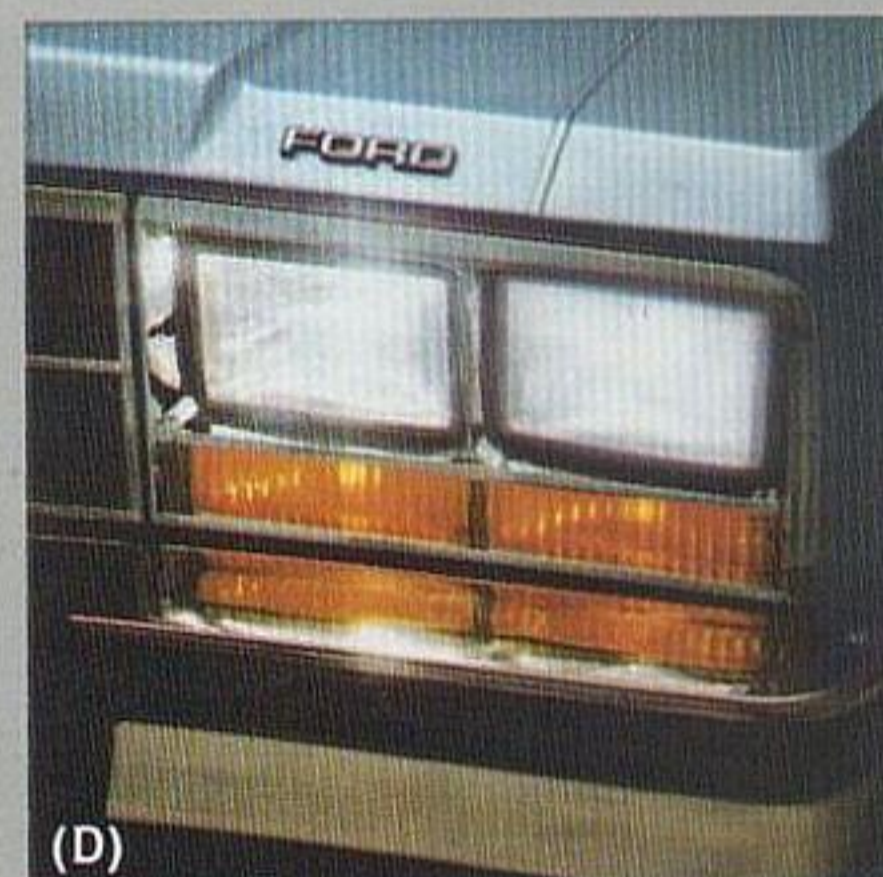
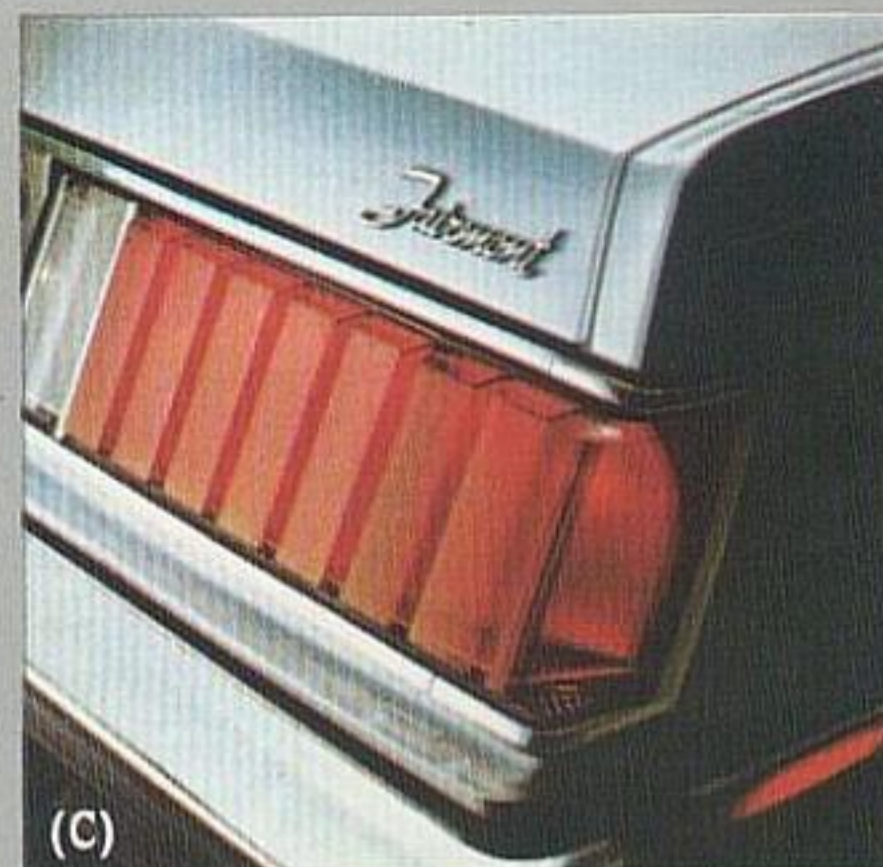
\*Based on a comparison of EPA mileage estimates.

## STANDARD EQUIPMENT.

### Styling features with special flair set Futura apart:

(A) Style-mounted mirror is sculptured to blend into body lines. (B) Full wheel covers (4) are another attractive standard feature. (C) Wraparound Taillights, thoroughly integrated into the rear end styling, provide large, authoritative stop signals. (D) Quad Rectangular Headlamps accent the front end styling theme of Futura (parking lights and turn signals are mounted below the headlamps in each "quad"). (E) Wrapover Roof Pillar is defined by color-keyed body accent paint stripes which extend over the top of the car. (F) Set against a warm background of woodgrain appliques, Futura instrument dials are large and easily

"scrub radius" feature in front, 4-bar link system in rear □ Front disc brakes with lining wear sensors □ Bias ply 14-in. BSW tires.



### For your comfort and convenience:

Color-keyed cut-pile carpeting □ Color-keyed belts □ Bright-accented door trim □ Deluxe steering wheel hub □ Special sound package □ Ram-air forced ventilation □ Foot-operated parking brake □ Automatic seat back release □ Steering column 2-lever system—1. Windshield washer/wiper, 2. Turn signal/horn/headlamp dimmer □ Inside hood release □ 2-speed windshield wiper with wiper-mounted washer jets □ 16.1 cu. ft. trunk with wide flat floor (spare tire stowed beneath).

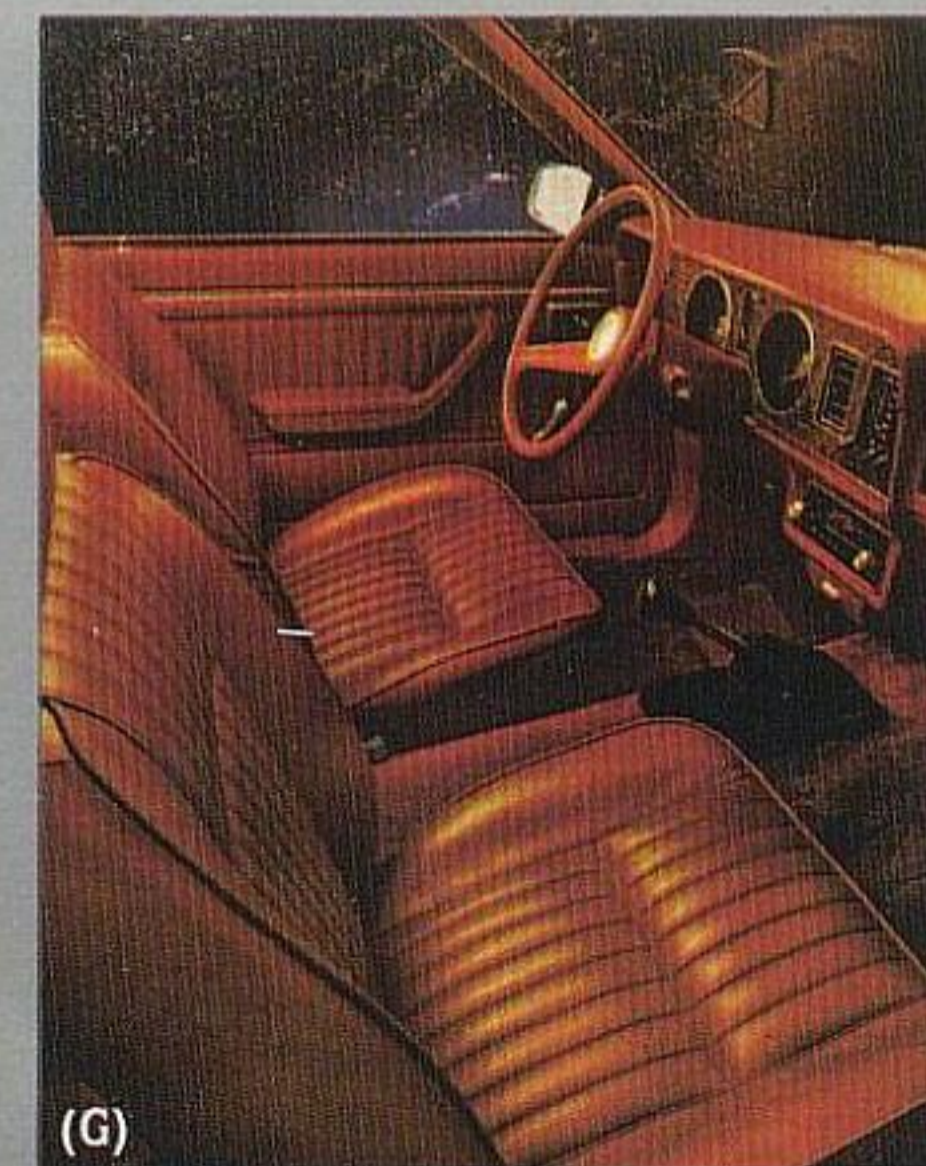
**Additional standard features:** Futura hood ornament and distinctive identification □ Bright belt moldings and window frames □ Bright-edged vinyl lower bodyside moldings □ Anodized aluminum bumpers □ Ford Motor Company Lifeguard Design Safety Features.

## FUTURA MEASUREMENTS

Wheelbase:	105.5"	Tread (front/rear):	56.6"/57.0"
Length:	195.8"	Trunk Space:	16.1 cu. ft.
Height:	52.2"	Fuel Capacity:	16 gal.
Width:	71.0"	Curb Weight:	2,743 lbs.
Passengers:	5		

read. (G) Sporty bucket front seats in richly pleated vinyl are standard with 2.3 litre engine. With optional 3.3 litre (200 CID) 6-cylinder and 5.0 litre (302 CID) V-8 engine options, bench seats are offered. See next page.

**For your driving pleasure:** 2.3 litre OHC 4-cylinder engine with DuraSpark Ignition □ 4-speed fully synchronized manual transmission with floor-mounted shift □ Precise rack and pinion steering □ Full coil spring suspension with zero



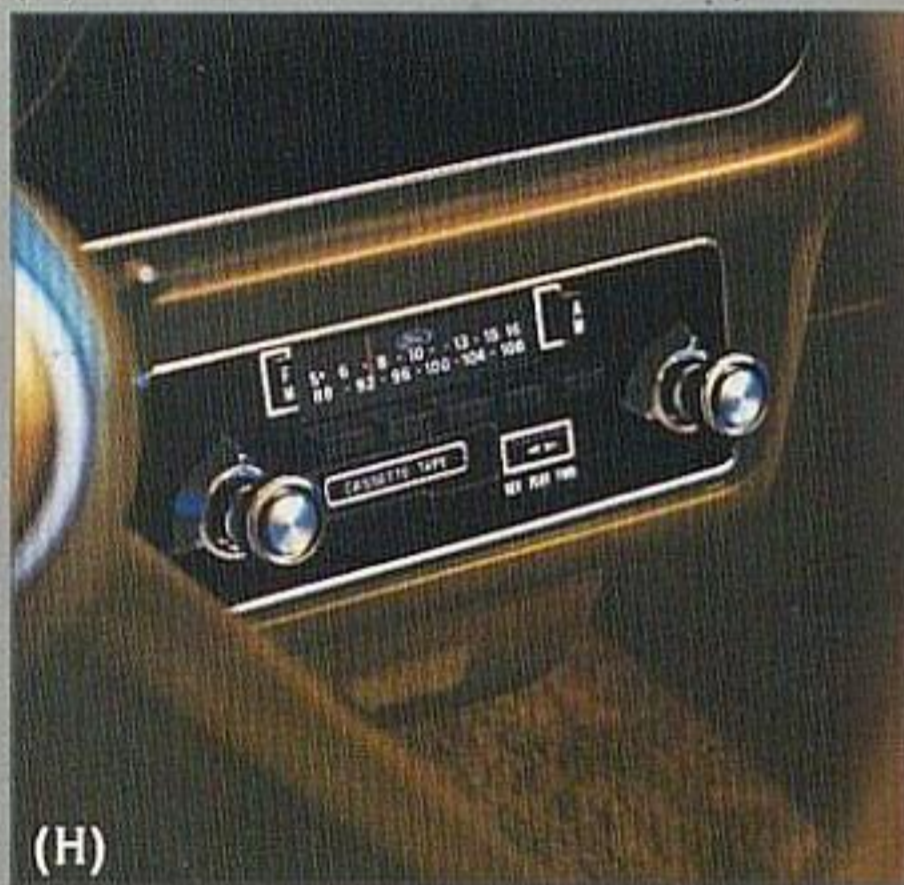


## OPTIONAL EQUIPMENT.

Just see the wide range of personalizing choices you have with Futura:

### Audio—Radios, Stereo Tape Players:

- AM. Five pushbuttons for tuning, dash-mounted speaker
- AM with stereo tape player. Regular radio listening plus 8-track tapes. Four-speaker system, which all Futura stereo radios and tape players feature
- AM/FM monaural. Low-cost system which lets you enjoy the variety of FM along with regular AM listening
- AM/FM stereo. Two radio bands plus 4-speaker stereo
- AM/FM stereo with 8-track tape player. The versatility of two radio bands plus your favorite tapes.
- (H) AM/FM stereo with cassette tape



player. AM and FM radio with a player that takes smaller, more convenient tape cassettes.

**Appearance.** (I) Interior. Bench seats (shown in optional ribbed cloth) are offered with the standard 2.3 litre engine with

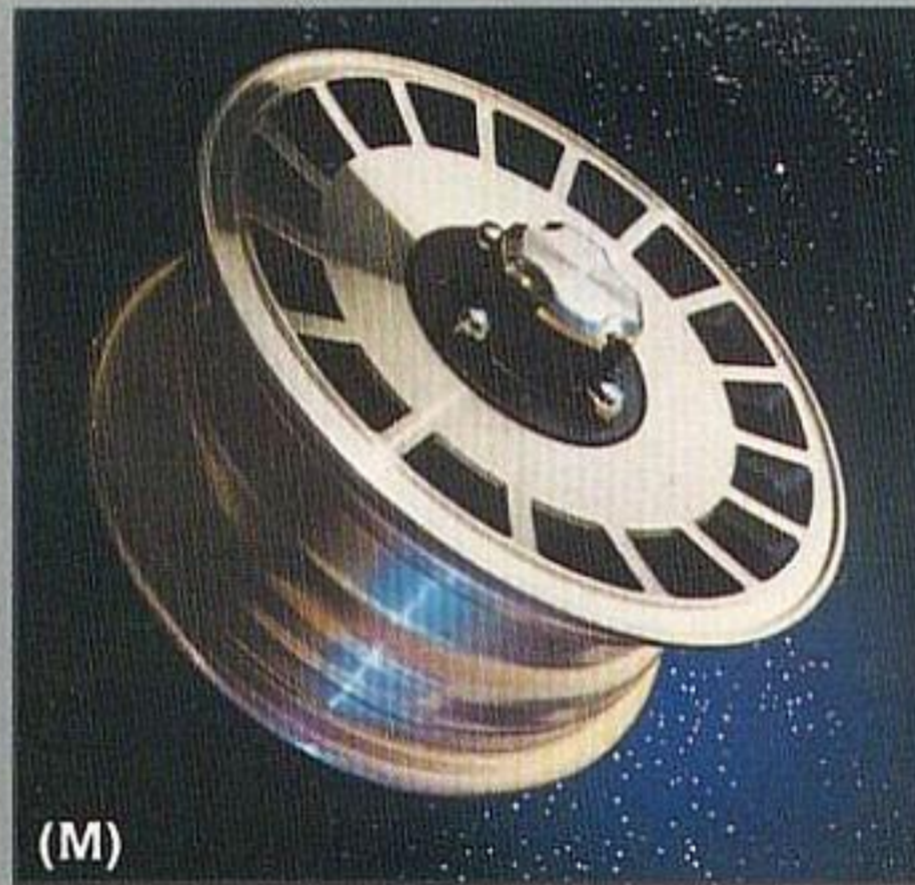
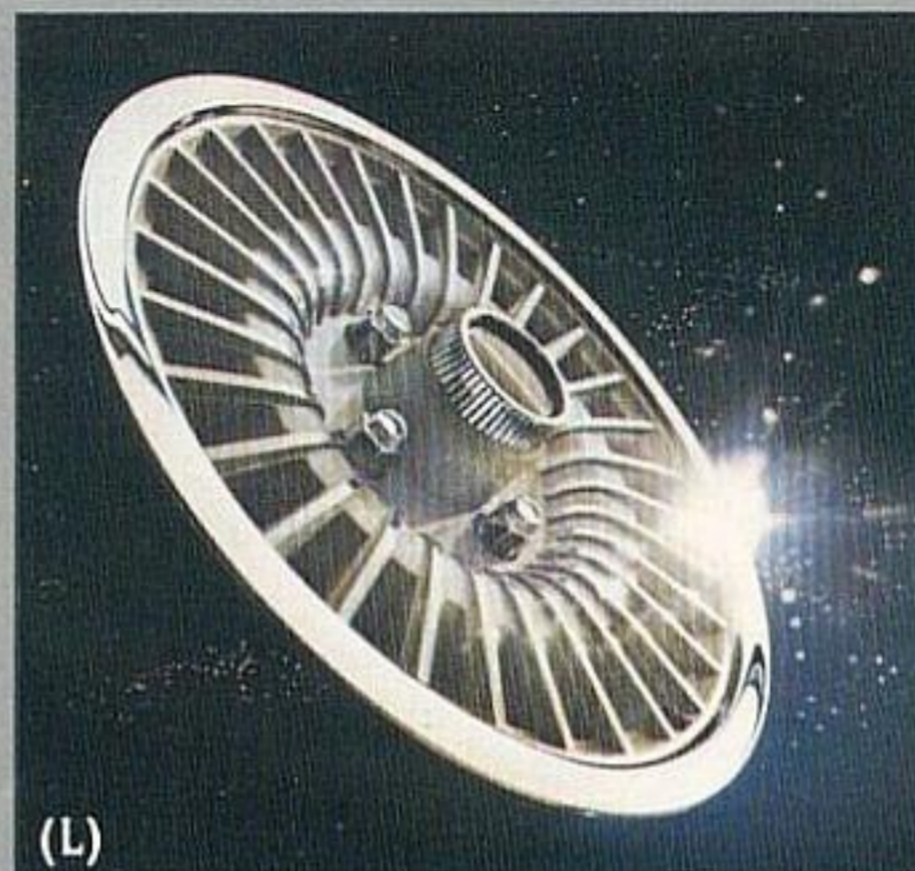
automatic transmission as well as the 3.3 litre (200 CID) 6-cylinder and 5.0 litre (302 CID) V-8 engine options. Futura offers bucket seats, bench seats or flight bench seats in either cloth or vinyl trims. Your Ford Dealer will gladly show you trim samples of actual fabrics illustrating the wide variety of colors offered- Interior Decor Group. Flight bench seat with fold-down center armrest, deluxe cloth trim (or vinyl, an additional option), deluxe door trim, 18-oz. cut-pile carpeting, extra sound package, day/night inside mirror, visor vanity mirror, cigar lighter, rear seat ashtrays, glove box lock, luggage compartment carpeting. (See page 5.)
- (J) Sport steering wheel. Competition design with perforated spokes, wrapped



wheel- Dual bright mirrors. RH and LH mirrors, LH remote controlled
- Wheel lip moldings. Add bright highlights to wheel openings.
- Tu-Tone paint. Seven choices
- Metallic Glow paint
- Vinyl roof. A rich crowning touch. Available in seven colors.

**Comfort.** □ Air Conditioning. Simple controls regulate cooling, heating defroster, fresh air ventilation for year-round comfort- Tinted glass all-around. Reduces heat and glare of the sun. Recommended with air conditioning.

**Convenience.** □ Convenience Group. Day/night mirror, visor vanity mirror, cigar lighter, rear seat ashtray, glove box lock- Electric clock (shown in F, opposite page)



- Rear window defogger. Concealed electric fan clears away condensation
- Rear window defroster. Electric heating element on the glass melts ice or snow, also defogs
- Light Group. Includes: luggage compartment light, engine compartment light, glove box light, ashtray light, map light, passenger door courtesy light
- Interval windshield wipers. Let you regulate wipers to weather conditions.

**Performance.** □ Engine options: 3.3 litre (200 CID) 1V 6-cylinder engine. 5.0 litre (302 CID) 2V V-8. (K) SelectShift automatic transmission (includes steel-belted radial-ply tires). Floor-mounted shift is a separate option.

**Power Assists.** □ Power front disc brakes. Less pedal effort- Variable ratio rack and pinion power steering. Reduced steering effort.

**FORD** When America needs a better idea, Ford puts it on wheels.

**Protection.** □ Deluxe Bumper Group. Front and rear guards plus rubber inserts and horizontal rub strips for protection. (Shown on all cars displayed.)- Rocker panel moldings
- Lower bodyside protection (in addition to Ford Corrosion Protection measures noted on this page) includes expanded use of vinyl sealer plus rocker panel moldings to help provide extra protection against stone-pecking. Especially important when traveling on gravel roads and in parts of the country where use of road salt is heavy.

**Tires.** □ White sidewall tires (bias ply or steel-belted radials)- Raised white letter tires (steel-belted radials only).

**Wheel Covers/Wheels.** (L) Turbine wheel covers (4). Both argent and color-keyed designs offered. (See your dealer for availability.)- Wire wheel covers (4). (M) Cast aluminum wheels (4).

### NOTES

**CORROSION PROTECTION.** Ford takes steps to see that your new car is engineered to high quality standards. And in order to help keep your car looking new, we incorporate the use of galvanized steel and other precoated steels, vinyl sealers, aluminized wax in critical areas, and enamel as a finishing coat.

**REDUCED SCHEDULED MAINTENANCE REQUIREMENTS.** As part of a continuing program, scheduled maintenance requirements on Fairmont Futura have been reduced substantially by comparison with the 1973 Ford Maverick. For example, with the 1978 Futura, the recommended maintenance schedule is 12 months or 10,000 miles (7,500 miles with V-8 engines) between scheduled oil changes and 30,000 miles between lube. These are just two small parts of the comprehensive program which, in total, can lower the cost of scheduled maintenance by an estimated 72% or \$360 in 50,000 miles on the 1978 Futura equipped with 3.3 litre (200 CID) 6-cylinder engine and automatic transmission, as compared with the '73 Maverick equipped with similar engine and transmission. Computations are based on Ford's Labor Time Standards, a \$14.50 hourly labor rate, and manufacturer's suggested retail parts prices effective August 31, 1977.

**COLOR AND TRIM CODES.** Car colors and trims are coded, example: Silver Metallic (Code 1G). Your Ford Dealer will be pleased to show you color samples.

**OPTION AVAILABILITY.** Some features presented are optional at extra cost. Some options are required in combination with other options. Availability of some models and features described may be subject to a slight delay. Ask your Ford Dealer for the latest information on options, prices and availability.

**PRODUCT CHANGES.** Ford reserves the right to change specifications any time without incurring obligations.

**FORD FAIRMONT  
FUTURA**



FORD DIVISION

75th ANNIVERSARY



FORD FAIRMONT

# FUTURA

