

1978 FORD GRANADA

Compare it to cars costing thousands more.



ESS





(B)



(B)



(C) Granada ESS Interior



A Better Idea Called Ford Granada.

Ever since 1975, when Granada's classic design made its debut, it has been a top seller in its class. And for 1978, as you would expect, Granada continues to offer a level of riding comfort, driving performance and styling that is comparable to cars costing much more.

Granada's five-passenger riding comfort comes from an independent front suspension—with stabilizer bar—and a Hotchkiss-drive rear suspension, which are tuned to the radial tires. And from sound absorbing insulation, body mounts in vibration-prone areas, and careful assembly which results in smooth-fitting body panels.

Granada's driving performance comes from an economical* 4.1 litre (250 CID) 1V overhead valve 6-cylinder engine and 4-speed manual *overdrive* floor shift transmission.**

For 1978, Granada's classic styling is enhanced through subtle refinements to the grille, new rectangular headlamps, new twin opera windows (2-door), and new, one-piece, wraparound tri-color taillamp lenses. And it's yours to enjoy in standard Granada trim, in luxurious Ghia fashion, or in the distinctive new ESS mode.

(A) Granada ESS 2-Door Sedan, styled in the tradition of a European sports sedan. Shown in white (Code 9D), it is distinguished by such exterior accents as: black-painted window frames, windshield wipers, front grille, back panel applique and rocker panels, plus Deluxe Bumper Group. And exquisite finishing touches such as: louvered opera window appliques (2-door), hood and decklid paint stripes, dual color-keyed remote control mirrors, black bodyside moldings with bright inserts and color-keyed wheel covers. ESS also features heavy-duty suspension and wide 14" BSW radial ply tires for stability and control.

(B) Granada ESS. Black rear panel accents and nameplate call attention to the special luxuries within.

(C) Granada ESS interior surrounds you in luxury. Featured here are front bucket seats, fitted with elegant-looking Chainmail vinyl upholstery in Red (Code PD), and European-type headrests, deluxe door trim, deluxe sound package, plus 18-oz. carpeting, leather-wrapped steering wheel, and more. See page 9 for other choices.

(D) Granada ESS 4-Door Sedan is designed to satisfy your appetite for a motorcar with classic style. At a satisfying price. Shown in Antique Cream (Code 62).

Front Cover: Granada ESS 4-Door Sedan, shown in distinctive Silver Metallic (Code 1G).

Note: See Notable Standard Features, Measurements and color code references on back cover.

Some items shown are optional, such as console, front cornering lamps.

*When this catalog was published, 1978 EPA Estimates were unavailable. However, we know the 1977 Granada was rated at 28 mpg highway and 21 mpg city (California ratings lower). See your Ford Dealer for 1978 EPA ratings.

**Not available in California.

FORD
GRANADA





(B) Granada 4-Door Sedan

A classic example of beauty and practicality.

From the beginning, Granada was designed to be a practical car. And, since its introduction, more and more discerning buyers have found Granada to be the right car for them. Because it has an exterior sized to be easy to handle and classically styled to be pleasing to the eye. And because it has an interior roomy enough for five adults and a trunk large enough to hold a vacation assortment of luggage.

For 1978, Granada offers you the practicality of a reduced maintenance schedule (details on back cover). And a new standard engine, the economical* 4.1 litre (250 CID) 1V overhead valve Six, which is teamed with the 4-speed manual *overdrive* floor shift transmission.** Still one more way that Granada will impress you again this year is its abundance of options. Options not normally available on cars in its price class, like: illuminated entry system that lights the key lock and interior for nighttime convenience and security; automatic temperature control that maintains the year-round comfort level you select; tilt steering wheel that makes driver's seat entry and exit easier, and long trips more enjoyable. And 4-wheel power disc brakes for extra stopping power and fade control under adverse conditions.

(A) Granada 2-Door Sedan, with its classic lines smartly wrapped in Dark Red (Code 2M), is the lowest-priced Granada for 1978. Note the wide doors that make rear seat entry and exit easy. And the new one-piece, wrap-around taillamp lenses and twin opera windows that accentuate the crisp, classic lines.

(B) Granada 4-Door Sedan, the roomy five-passenger beauty, shown in sparkling optional Camel Glow (Code 8J). Note how the redesigned rectangular headlamps and stylish new grille enhance Granada's classic style.

(C) Windshield Wiper/Washer Controls on the turn signal lever, enable you to use these important driving aids without taking your eyes off the road.

(D) 4-Speed Manual Overdrive Transmission** lets the engine turn slower than the driveshaft at any given speed. And, because the engine doesn't turn as fast as it normally would, this means it runs quieter and uses less fuel. And causes less wear on engine parts. Which can help you save two ways. Which really is a better idea.

Note: See Notable Standard Features, Measurements and color code references on back cover.

Some items shown are optional, such as console, bodyside/decklid paint stripes, bodyside protection molding, Deluxe Bumper Group, bodyside accent molding, rocker panel molding, wire wheel covers and white sidewall tires.

*When this catalog was published, 1978 EPA Estimates were unavailable. However, we know the 1977 Granada was rated at 28 mpg highway and 21 mpg city (California ratings lower). See your Ford Dealer for 1978 EPA ratings.

**Not available in California.



(C)



(D)

FORD GRANADA
GHIA





(B) Granada Ghia 2-Door Sedan



The luxurious way to stay within your budget.

The trademark of Granada Ghia is its masterful combination of efficient design and elegant appointments. It is because of this, in fact, that Granada Ghia has become a standard of the luxury mid-size class.

For 1978, Granada Ghia continues to offer luxuries that compare favorably to more costly automobiles, but at a price that is more favorable to you. Special exterior touches like: bodyside moldings with wide Odense grain color-keyed vinyl inserts and integral wheel lip moldings; lower back panel applique with vinyl insert and hidden gas cap; paint stripes on hood, bodyside and decklid; bright left-hand remote control mirror; Ghia ornamentation; deluxe color-keyed wheel covers. And elegant interior touches such as you will find illustrated and described on pages 8 and 9.

And yet with all this luxury, Granada Ghia, like all Granadas, is very mindful of your budget. Not only in initial cost. But in operating cost, as well. For instance: DuraSpark Ignition means there are no points to replace. And scheduled maintenance requirements have been reduced substantially (see back cover for details).

For dependable performance, Granada Ghia, like all 1978 Granadas, comes standard with proven 4.1 litre (250 CID) 1V 6-cylinder engine with 4-speed manual transmission with *overdrive**. A more powerful 5.0 litre (302 CID) 2V V-8 engine** is also available. As is SelectShift automatic transmission, which you can shift manually when you prefer.

(A) Granada Ghia 4-Door Sedan, elegantly outfitted in Cordovan Metallic (Code 8N), with Antique Cream full-vinyl roof.

(B) Granada Ghia 2-Door Sedan, very stylish in Antique Cream (Code 62), with matching half-vinyl roof and wire wheel covers. Note the distinctive appearance of the new twin opera windows.

(C) Power Moonroof lets the fresh air in at the push of a button. Tinted glass panel of this convenient option lets you visit with the sun, the moon and the stars, but screens out glare from the sun.

(D) Granada Ghia luggage compartment gives you surprising space (13.1 cu. ft.), for a vacation load of luggage. And with the no-extra-cost Inflatable Spare option, which replaces the regular spare, you'll have room for even more gear. Trim shown is standard on Ghia.

Note: See Notable Standard Features, Measurements and color code references on back cover.

Some items shown are optional, such as vinyl roof, dual color-keyed remote control mirrors, Deluxe Bumper Group, wire wheel covers and white sidewall tires.

*Not available in California.

**Available in California only with automatic transmission.

FORD GRANADA INTERIORS

The lap of luxury.

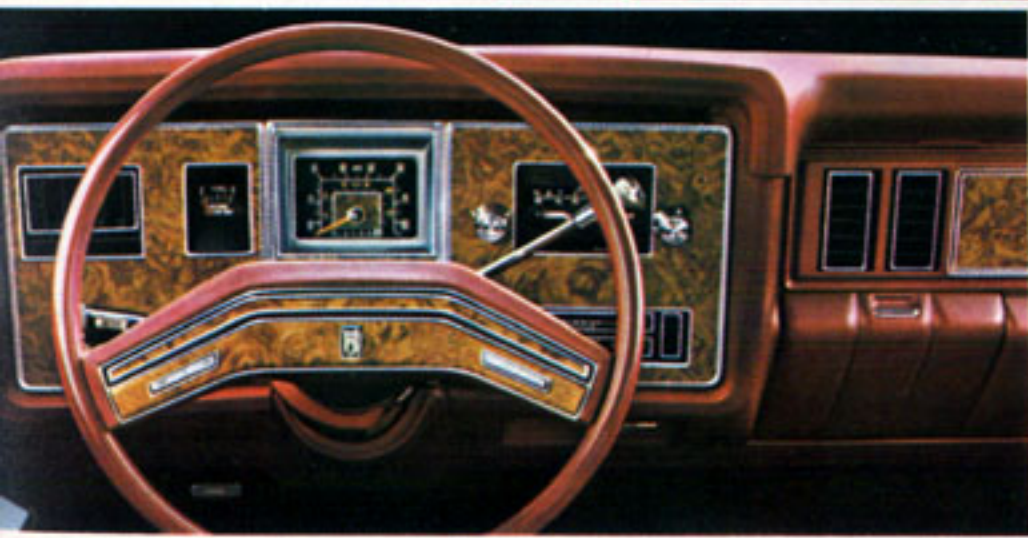
Granada interiors, from standard to sumptuous, treat you to function and fashion that rival those found in some European touring sedans costing thousands more.

Granada interiors are designed for five-passenger comfort. Scientifically contoured seats are thickly cushioned for proper support and comfort even after hours on the road. Reclining bucket seats, standard on ESS and optional on other Granadas, adjust to the most comfortable position for you or your passenger. Plush stain-resistant cut-pile carpeting molds itself to floor contours. Tight body construction, a tuned suspension and liberal use of sound insulating materials produce a solid, comfortable ride. All of which help make the most of your interior choice.

Luxury Interior—Touraine Cloth and Vinyl from the top (left): The flight bench seat, with fold-down armrest, is fitted with plush ribbed velour cloth seat inserts and vinyl bolsters. Shown in Dark Red (Code QD). Also available in Camel and Dove Grey. Companion features of this luxurious option include larger, soft door armrests, rear seat center armrest, power windows, dual beam dome/map lamp, illuminated visor vanity mirror and luxury steering wheel. Burlled walnut woodtone appliques accent the components which are color-keyed to the interior. And, as you will note, instruments and controls are easy to read and reach. All in all, this is a most luxurious optional choice for your 4-door Ghia or ESS.

(A) Leather Bucket Seats give you the premium luxury of leather seating surfaces with vinyl bolsters. Available as an alternate to the optional Touraine Cloth and Vinyl flight bench seat pictured at left (plus all the special features noted above), or as a separate option. Here in Dove Grey (Code MS), also in Red and Camel for 4-door Ghia and ESS. Console shown is optional.

(B) Kasman Cloth/Vinyl Upholstery gives the elegant look and feel of cashmere to this flight bench seat. Shown in Dark Jade (Code BR). This option is also available in Blue, Red, Cordovan, Dove Grey and Camel for 2- and 4-door Ghia and ESS.



(C) Interior Decor Group—Westminster Cloth and Vinyl featuring flight bench seat with fold-down armrest. Shown in Medium Blue (Code HB) and available in Camel, Dove Grey, Jade and Red. Deluxe door trim and deluxe steering wheel are the other elements of this attractive optional interior group for 2- and 4-door Granada.

(D) All-Vinyl Bucket Seats, are shown in Cordovan (Code AF) Corinthian Vinyl. Also in Jade, Camel, Dove Grey, Red and Blue. A smart way to give the interior of your Granada Ghia a comfortable, sporty look. Optional Bucket Seats are also available, as an alternate to the Interior Decor Group (C), for 2- and 4-door Granada.

(E) Chainmail Vinyl Upholstery adds a distinctive look to these bucket seats with European-style headrests. Shown in Red (Code PD), also available in Medium Blue, Cordovan, Jade, Dove Grey and Camel. Also shown on page 3, with description of other elements that make up the special, standard ESS interior.

(F) Standard Flight Bench Seat with fold-down armrest is fitted with soft, easy-to-keep-clean, optional Barletta Cloth and Vinyl. Shown in Camel (Code LY). Also in Blue, Red and Jade for 2- and 4-door Granada. Corinthian All-Vinyl Upholstery is standard.

Trim and Seat Chart

2-Door Granada	S				O	O			O
4-Door Granada	S				O	O			O
2-Door Ghia			S	O		O			
4-Door Ghia		O	S	O		O		O	
2-Door ESS				O				S	
4-Door ESS		O		O				S	O

S—Standard
O—Optional
+Shown on page 8

*Not shown

(A) Corinthian All-Vinyl Flight Bench	(B) LEATHER BUCKET	(C) Ghia Corinthian All-Vinyl Flight Bench	(D) KASMAN CLOTH/VINYL FLIGHT BENCH	(E) WESTMINSTER CLOTH/VINYL FLIGHT BENCH	(F) ALL-VINYL BUCKET	(G) CHAINMAIL VINYL BUCKET	(H) TOURAINE VINYL BUCKET FLIGHT BENCH	(I) BARLETTA CLOTH/VINYL FLIGHT BENCH
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Several other attractive interiors are available. Your dealer will be happy to show them to you.

Note: SelectAire Conditioner, SelectShift automatic transmission, fingertip speed control, radio, remote control mirror, power door locks and certain other items shown are optional. Color code reference is on back cover.



FORD GRANADA OPTIONS

Bring out the "you" in you.

Audio

There are many sound reasons why Ford Radios and Audio equipment are all great performers. Ask for a "Live" demonstration of all these choice Ford radios:

- AM with five pushbutton tuning, one instrument panel-mounted speaker.
- AM/FM Monaural, gives excellent sound reproduction with one instrument panel-mounted speaker, plus two rear speakers, with fader control.
- AM with Tape Player, accepts 8-track tapes. Has dual rear seat speakers.
- AM/FM Stereo, reproduces full dimensional sound from four speakers (two front/two rear) with balance control.
- AM/FM Stereo with 8-Track Tape Player, adds the listening pleasure of your favorite tapes to the enjoyment of your favorite AM or FM broadcasts.
- AM/FM Stereo with Quadrasonic Tape Player. 4-channel sound from Quad 8

- tapes. Four speakers (two front/rear).
- (A)** AM/FM Stereo Cassette Tape Player, is a convenient way to enjoy your tape collection or broadcast selection.
- AM/FM Stereo Search Radio. Seeks out stations automatically. Four speakers (two front/two rear).
- (B)** Citizen's Band. Latest 40-channel remote control transceiver development. Has chassis mounted in trunk, all controls located in power microphone which easily disconnects for security. Comes with disappearing power antenna or fixed (AM/FM/CB) tri-band antenna. Automatic scan feature allows searching for active channel. System can override radio through front speakers while sending or receiving. You can enjoy favorite radio programs, still pick up CB signal. Available with all factory-installed sound systems. Requires FCC license to operate.

Appearance

- Deluxe Color-Keyed Belts. Standard on Ghia, ESS and with Convenience Group.
- Bright Bodyside Accent Moldings. For

- 2- and 4-door Granada. See page 5.
- Metallic Glow Paint adds shining highlights to Granada's distinctive styling. In Bright Blue Glow (Code 3V), Light Jade Glow (Code 7L), or Camel Glow (Code 8J), shown on page 5.
- Bodyside/Decklid Paint Stripes add a stylish accent to your color choice. See page 4.
- Rocker Panel Moldings help protect against nicks from stones thrown by tires. See page 4.
- Vinyl Roof lends a distinctive flair to your chosen Granada. Full-Roof on 2- or 4-door. Half-Roof on 2-door only. See pages 6 and 7.

Comfort

- SelectAire Conditioner provides fast cooling throughout the passenger compartment.
- (C)** SelectAire Conditioner with *Automatic Temperature Control* maintains temperature you choose, until you reset it.
- Tinted Glass all-around reduces glare from the sun or snow. Recommended with air conditioning.

- Power-operated Glass Moonroof gives you an open-air convertible feeling. See page 7 for details.
- 4-Way Manual Driver's Bucket Seat raises 1½" and adjusts 5½" fore and aft to keep you comfortable.
- Reclining Front Bucket Seats adjust from upright to nearly flat-back, for maximum comfort any time.

Convenience

- (D)** Digital Clock. Quartz crystal accuracy.
- (E)** Console nestles between front buckets to give your Granada a tailored, sporty look. Incl. headlights "on," door and trunk "ajar," "low" fuel warning lights.
- Convenience Group adds interval windshield wipers, automatic parking brake release (with SelectShift column shift), automatic seat back release (with buckets), color-keyed deluxe belts.
- Rear Window Defogger helps keep window clear of light snow, ice or fog.
- (F)** Electric Rear Window Defroster removes light snow, ice or fog from window for a clear rear view.
- (G)** Illuminated Entry system is a conve-



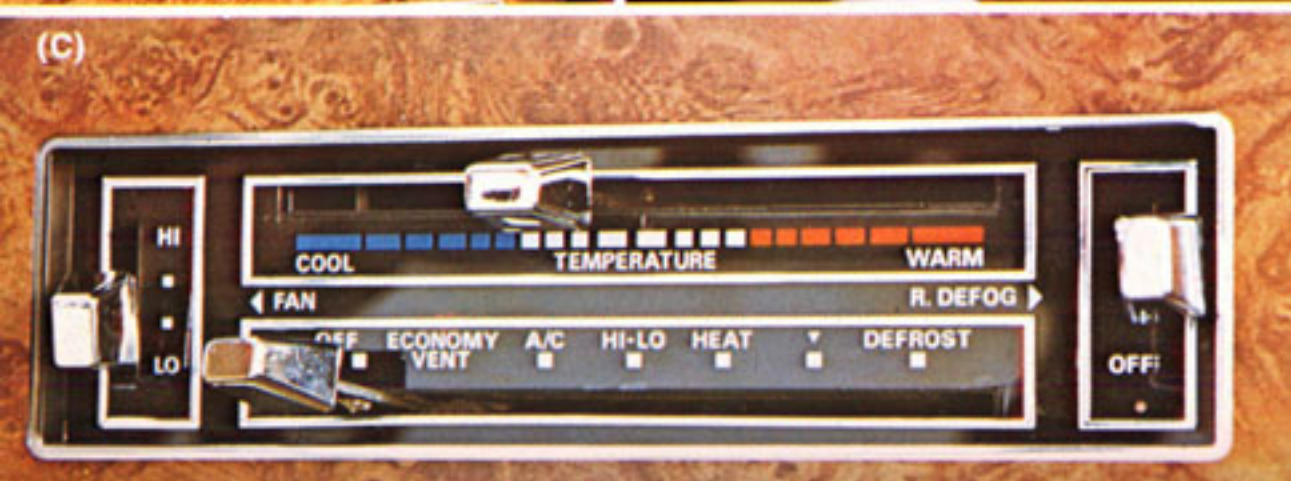
(A)



(B)



(D)



(C)



nience rarely found on cars in Granada's price class. Lift the door handle and the interior and the key lock light up, for ease of nighttime entry and security.

- (H)** Front cornering lamps light your way through corners.
- Light Group provides convenience lighting for instrument panel, ashtray, glove box, engine, luggage compartment. Also adds dual beam dome/map lamp, rear door lamp switches (4-door), headlamp warning buzzer.
- Dual Color-Keyed Remote Controlled Mirrors. Standard on ESS. Pages 2, 3.
- Illuminated Visor/Vanity Mirror on passenger's side is ideal for last minute "freshening up" on the move.
- (I)** Fingertip Speed Control. Just set the speed. System holds it without your foot on the accelerator. Great for expressway trips. Helps conserve fuel, too.
- (J)** Tilt Steering Wheel. Great for long trips.
- Inflatable Spare Tire allows more room for luggage when ordered, at no extra cost, to replace standard spare tire. See page 7.

- Visibility Group. Incl. inside day/night rearview mirror, visor vanity mirror and bright dual outside rearview remote control mirrors.

Interiors

- Seats and trims, illustrated and described on pages 8 and 9.

Performance

- Cold Weather Group helps Granada's electrical and cooling systems handle cold weather demands efficiently. Includes: heavy-duty battery, alternator and engine block heater.
- 5.0 litre (302 CID) V-8*.
- Heavy-Duty Suspension helps give more responsive feel and control in cornering. Standard on ESS.
- (K)** SelectShift Automatic Transmission responds quickly to your driving needs. Can be shifted manually, too. Floor-mounted shift and console shown. Also available as a column shift.

Power Assists

- Power Front Disc Brakes give you

positive stopping power with minimal pedal pressure.

- (L)** 4-Wheel Power Disc Brakes provide an extra measure of stopping power.
- Electric Power Decklid Release lets you open the trunk from inside the car.
- Power Door Locks. A wise investment, for security and with young children.
- Power Seats adjust to keep you and your passenger at ease on long trips (on Bucket Seats, driver's side only).
- Power Steering helps you handle tight parking and traffic situations.
- Power Side Windows are a convenience you'll enjoy more each time you use them.

Protection

- Bodyside Protection Moldings, with black vinyl inserts, help avoid paint nicks. For 2- and 4-dr. Granada. Pg. 4.
- Deluxe Bumper Group, includes front and rear bumper guards, full-width rub strips. Page 5 (standard on ESS).
- Protection Group, has door edge guards (except Ghia), front and rear license plate frames, front floor mats.

- Lower Bodyside Protection (in addition to Ford corrosion protection measures noted on the back cover), offers an expanded application of vinyl sealer to help provide extra protection against stone pecking. Especially important on gravel roads and in parts of the country where use of road salt is heavy.

Tires

- Tires. BSW and WSW in a full range of sizes and styles. All are steel-belted radials, for better wear and gas mileage. Ask your Ford Dealer.

Wheel Covers/Wheels

- (M)** Deluxe Wheel Covers (4) give the look of luxury.
- (N)** Wire Wheel Covers (4) add a distinctive flair.
- (O)** Lacy Spoke Aluminum Wheels (4) add a custom touch.
- (P)** White Lacy Spoke Aluminum Wheels (4) make a smart addition to Granada's classic style.
- (Q)** Styled Steel Wheels with Trim Rings (4).

*Available in California only with automatic transmission.



(H)



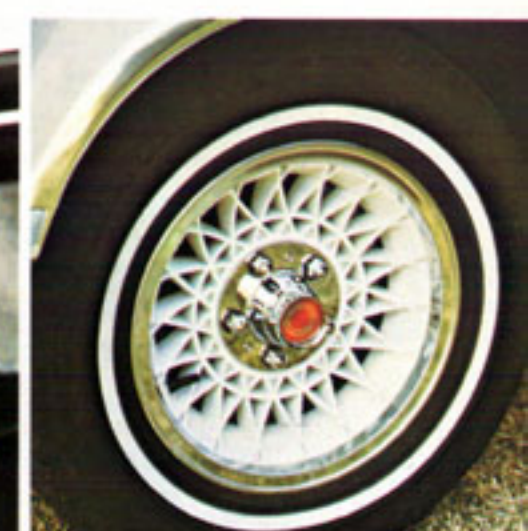
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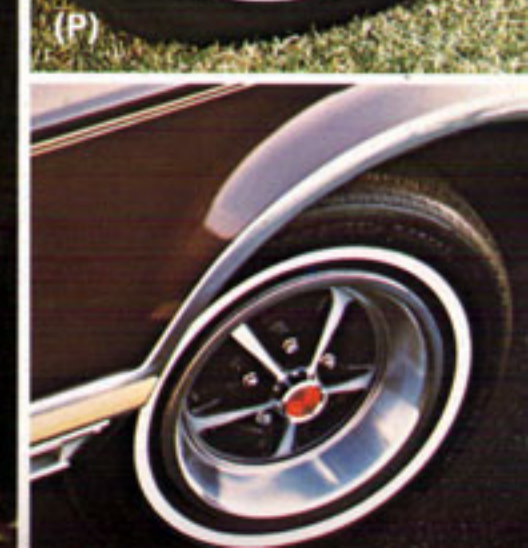
(L)



(M)



(P)





Granada 2-Door Sedan, Antique Cream (62)



Ghia 2-Door Sedan, Bright Blue Glow (3V)



ESS 2-Door Sedan, White (9D)



Granada 4-Door Sedan, Camel Glow (8J)



Ghia 4-Door Sedan, Silver Metallic (1G)



ESS 4-Door Sedan, Dark Jade Metallic (46)

Notable Standard Features

Granada

FUNCTIONAL

- 4.1 litre (250 CID) 1V OHV 6-cylinder engine* with DuraSpark Ignition
- 4-Speed, floor-mounted manual shift fully synchronized *overdrive* transmission*
- Front Disc Brakes, Single-Action foot-operated Parking Brake with warning light
- Articulated Windshield Wiper
- Turn Signal-mounted Wiper/Washer Controls
- Anti-theft Decklid Lock, Inside Hood Release
- Rectangular Headlamps/parking lamps
- Tri-colored Taillights
- 14" BSW Steel-Belted Radial Ply Tires
- Ford Motor Co. Lifeguard Design Safety Features

APPEARANCE AND COMFORT

- Granada Script on Front Fenders
- Unique Granada Hood Ornament
- Chrome-plated Grille and Grille Opening
- Bright Twin Opera Window (2-dr.), Window, Drip, Belt and Wheel Lip Moldings
- Bright Metal Gas Cap with Granada Script
- Full Wheel Covers (4)

*Not available in California.

- Flight Bench Seat with Vinyl Trim
- Automatic Inertia-type Seat Back Release (2-dr.)
- 10-oz. Carpeting, 2-Spoke Steering Wheel
- Burled Woodtone Instrument Panel Applique with Granada Script
- Lockable Glove Box, Cigar Lighter
- Rear Seat Ashtrays, Luggage Compartment Mat
- Granada Sound Insulation Package

Granada Ghia

Most of the standard Granada features, plus these differences and/or additions:

- Ghia Exterior and Interior Ornamentation
- Hood, Bodyside and Decklid Paint Stripes
- Bright L.H. Remote Control Rearview Mirror
- Wide Bodyside Moldings with Color-Keyed Vinyl Inserts and Integral Bright Wheel Lip Moldings
- Rear Panel Applique with Hidden Gas Cap
- Color-Keyed Wheel Covers (4)
- Deluxe Flight Bench Seat with vinyl trim, seat back map pockets
- 18-oz. Cut-Pile Carpeting
- Deluxe Door Trim Panels with Woodtone Appliques and Carpeted Lower Portion
- Deluxe Steering Wheel, Color-Keyed Belts

- Day-Night Inside Rearview Mirror
- Rear Door Courtesy Lights (4-door)
- Luggage Compartment Trim
- Deluxe Sound Insulation Package, Dual Note Horn

Granada ESS

Most of the standard Granada features, plus these differences and/or additions:

- ESS Ornamentation on front fenders
- Black Window Frames, Windshield Wipers, Grille, Bodyside Moldings (with Bright Inserts), Back Panel Applique, Rocker Panels
- Louvered Opera Window Applique (2-door)
- Hood and Decklid Paint Stripes
- Dual Color-Keyed Remote Control Mirrors
- Deluxe Bumper Group
- Color-Keyed Wheel Covers (4)
- Buckets with Vinyl Trim, European-style Headrests
- 18-oz. Carpeting, Leather-Wrapped Steering Wheel
- Deluxe Door Trim with Woodtone Appliques
- Day/Night Inside Rearview Mirror
- Rear Door Courtesy Lights (4-door)
- Luggage Compartment Trim
- Heavy-Duty Suspension with wide 14" tires
- Deluxe Belts, Sound Pkg., Dual Note Horn

Measurements

	Wheelbase	Length	Height	Width	Trunk Cap. (cu. ft.)	Curb Wt. (lb.)**	Fuel Cap. (gal.)	Passenger Cap.
GRANADA 2-DOOR	109.9"	197.7"	53.2"	74.0"	14.8(a)	3,224	18	5
GRANADA 4-DOOR	109.9"	197.7"	53.3"	74.0"	14.8(a)	3,259	18	5
GHIA and ESS 2-DOOR	109.9"	197.7"	53.2"	74.5"	13.1(b)	3,284	18	5
GHIA and ESS 4-DOOR	109.9"	197.7"	53.3"	74.5"	13.1(b)	3,367	18	5

(a) 15.8 cu. ft. with Inflatable Spare.

(b) 13.9 cu. ft. with Inflatable Spare.

**With 4.1 litre (250 CID) 1V Six and 4-speed transmission.

Notes

CORROSION PROTECTION. Ford takes steps to see that your new car is engineered and built 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.

As part of a continuing program to lower your cost of ownership, scheduled maintenance on Ford Granada has been reduced steadily since 1975. For example, with the 1978 Ford Granada, you can now go 12 months or 10,000 miles between

scheduled oil changes and 30,000 miles between lubes. These are just two small parts of the comprehensive scheduled maintenance reduction program which, in total, lowers your scheduled maintenance cost by an estimated 45% or \$140† on the 1978 Ford Granada, equipped with a 4.1 litre (250 CID) 1V 6-cylinder engine and automatic transmission. Computations are based on Ford's Labor Time Standards, a \$14.50 hourly labor rate, and manufacturer's suggested retail parts prices, effective 5/19/77.

COLOR AND TRIM CODES. Car colors and trims are coded, example: Antique Cream (Code 62).

Your Ford Dealer will be happy to show you color samples of paint and trim materials.

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 Division reserves the right to change specifications any time without incurring obligations.

†Estimates made before 1978 EPA vehicle certification.



FORD
GRANADA

FORD DIVISION

