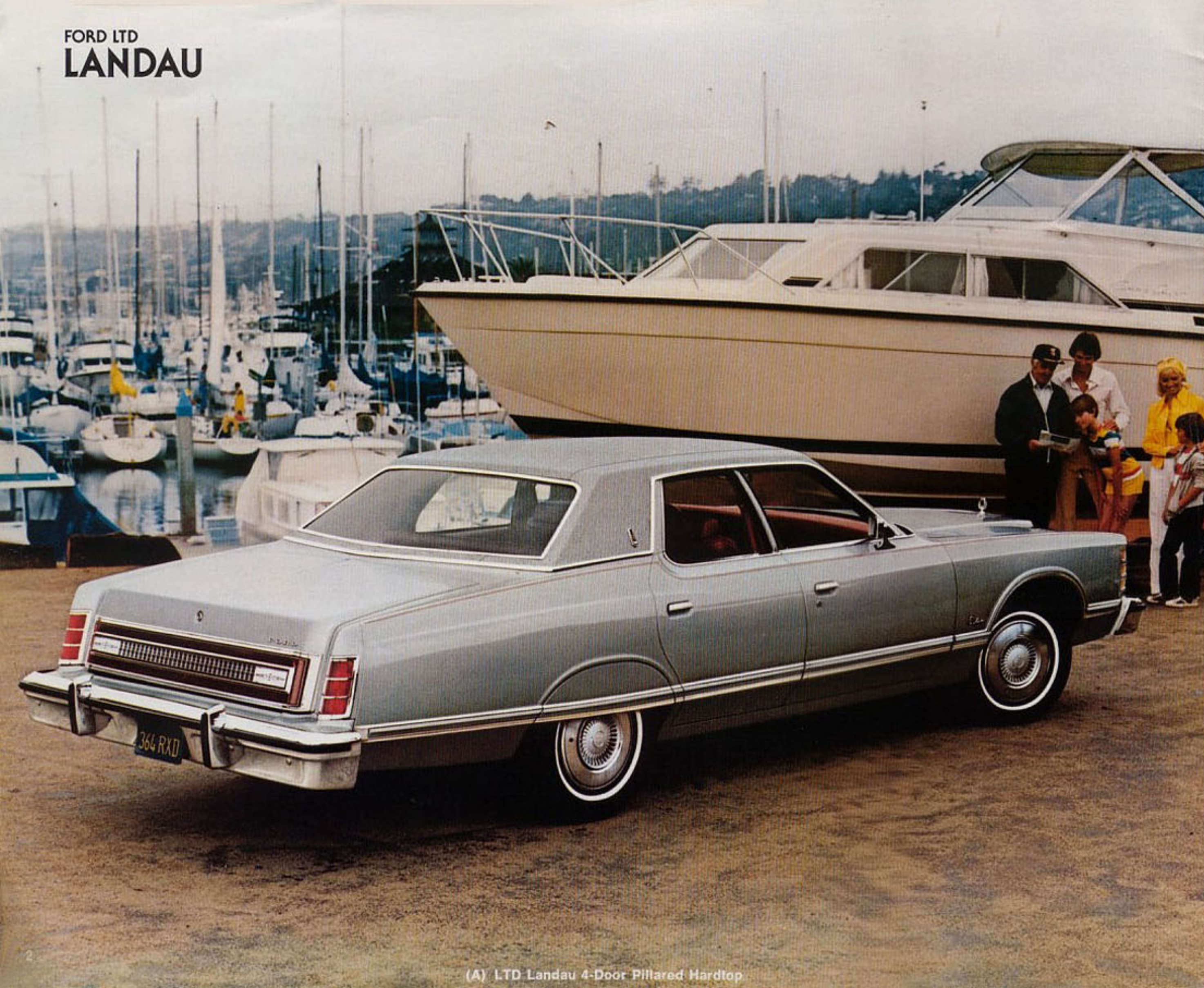


1978 FORD LTD

The luxury you want,
the roominess you need.



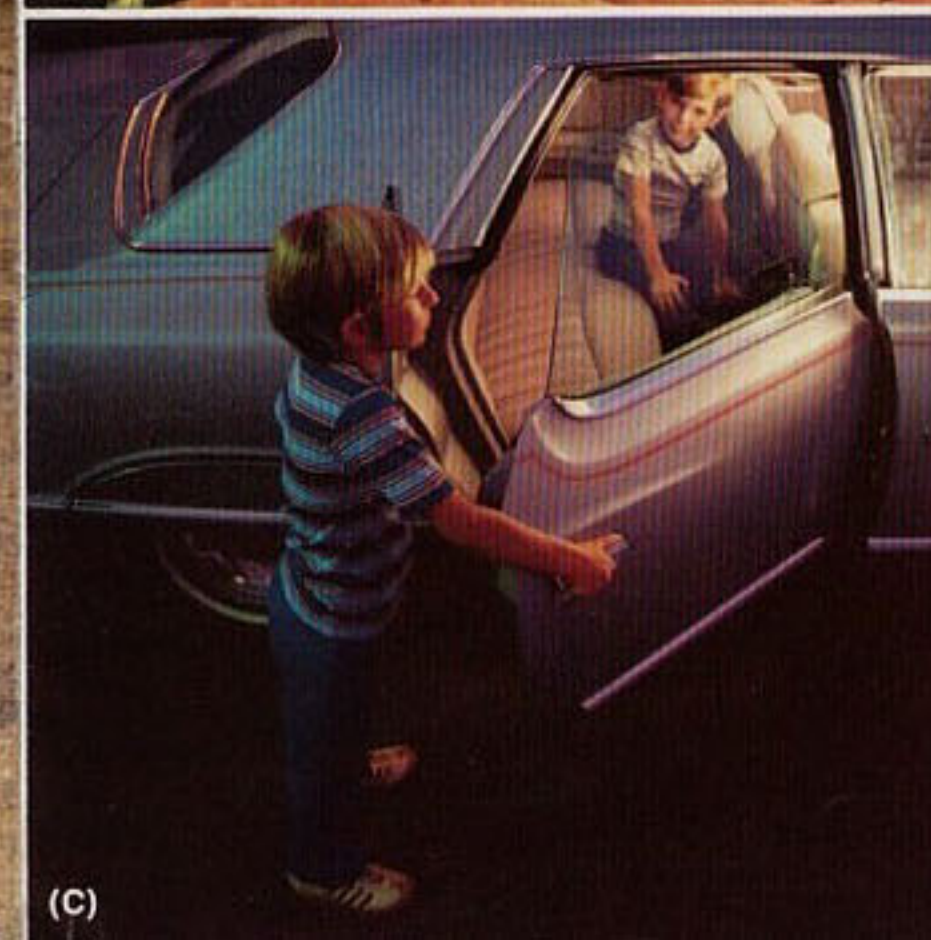
FORD LTD
LANDAU



(A) LTD Landau 4-Door Pillared Hardtop



(B) LTD Landau 2-Door Pillared Hardtop



(C)



(D)

A Better Idea Called Ford LTD.

This is the big Ford—LTD, with all that the name has come to mean in 6-passenger roominess and comfort, in quality workmanship, and the ride that made a car famous. LTD and LTD Landau . . . 2-door and 4-door pillared hardtops plus big LTD wagons . . . full-size proof that when America needs a better idea, Ford puts it on wheels.

A family car built to fine car standards. We've changed LTD very little. Because just as it is, LTD is one of America's finest family cars.

A meaningful test drive. If you've looked longingly at LTD in past years, this year by all means get behind the wheel and drive it. Here is where the legend comes alive. LTD's long 121-inch wheelbase, finely tuned suspension and special LTD sound insulation. Each contributes to the remarkable riding quality of LTD.

The luxury of LTD Landau challenges cars costing thousands more. Landau interiors are plush, well-tailored. Flight bench seat with folding center armrest, carpeted lower door panels, electric clock, color-keyed deluxe belts are a few of Landau's luxurious features.

Also standard on the Landau are half-vinyl roof (2-door) or full-vinyl roof (4-door), concealed headlamps, wide color-keyed bodyside moldings, full wheel covers, 5.0 litre (302 CID) 2V V-8*, SelectShift automatic transmission, power steering, power brakes, and more.

*Not available with Calif. or high altitude emission equipment.

(A) LTD Landau 4-Door Pillared Hardtop. Shown with new optional Tu-Tone paint, Silver Metallic (Code 1G) over Medium Grey Metallic (Code 1P). Full-vinyl roof in Silver, dual accent paint stripes are standard; color-keyed wheel covers, fender skirts optional.

(B) LTD Landau 2-Door Pillared Hardtop. Half-vinyl roof in White is the crowning touch over the body color of Light Jade Glow (Code 7L). This model is also shown with handsome optional deep dish aluminum wheels.

(C) Rear door courtesy light switches (standard on 4-door Landau) activate interior lights automatically when either rear door is opened.

(D) Remote control mirror, on the driver's side, is another Landau convenience feature. Control knob easily sets mirror at desired viewing angle. (Shown with control panel for optional power windows.)

Front cover: LTD Landau 4-Door Pillared Hardtop in Dark Midnight Blue (Code 3A) with Midnight Blue vinyl roof, optional color-keyed wheel covers and fender skirts.

Note: See Notable Standard Features, Measurements, and color code reference on back cover. Some items shown are optional, such as Convenience Group, Deluxe Bumper Group, front cornering lamps, and white sidewall tires.

FORD LTD

Fine car luxury and the price is surprisingly moderate.

One reason, certainly, that many people buy big Fords is that LTD is such a well-appointed car. And the LTD price is moderate indeed for all that comes standard on the car.

LTD's great list of standard features. Leading off are 5.0 litre (302 CID) 2V V-8*, SelectShift automatic transmission, power steering and brakes, power ventilation, vinyl insert bodyside moldings, and more. Inside, new Athea cloth and vinyl trim (page 9) in a choice of six colors and cut-pile carpeting blend in an interior that is as rich as it is comfortable. The glove box and front ashtray are lighted. Out front, the grille is chrome-plated—a mark of fine quality; in the big 22.1 cu. ft. deep-well trunk, there's a full-width protective mat.

LTD, a great road car. Style is important, but the LTD ride rates top consideration. Just getting into this car is a pleasure; the doors open wide and the full-size interior seats six adults with plenty of room to stretch out. Then you move off . . . and the ride says the rest.

LTD, a great car for all reasons. Choose LTD for standard features, room, comfort, ride. And if you're interested in trailering, the optional Trailer Towing Package (page 11) gives LTD a hefty 7000-lb. rating! Whatever your needs in a full-size family car, compare LTD with any other. Add in LTD's traditionally high resale. You'll see, LTD is the big value in big cars.

*Not available with Calif. or high altitude emission equipment.

(A) LTD 4-Door Pillared Hardtop in Dark Red (Code 2M) with optional Red full-vinyl roof. Generous interior room and comfort, a great roster of features, the superb ride—all add up to great LTD value.

(B) Center pillar windows. One of the styling features that distinguish LTD and Landau 2-door hardtops.

(C) Deep-well trunk with full-width mat. LTD's big 22.1 cu. ft. trunk has a deep well to hold luggage upright, a full-width mat to protect it against scuffing.

(D) LTD 2-Door Pillared Hardtop. The lowest priced LTD is an elegant car. Shown in new Antique Cream (Code 62) with Brown half-vinyl roof option.

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

Some items shown are optional, such as Deluxe Bumper Group, Convenience Group, deluxe wheel covers, color-keyed wheel covers, white sidewall tires.



(A) LTD 4-Door Pillared Hardtop



(B)

(C)



(D) LTD 2-Door Pillared Hardtop



(A) LTD Country Squire



(B) LTD Wagon



(L)

(M)

(R)

Only the Wagonmaster combines utility and luxury this beautifully.

Nowhere is full-size room quite so important as in a wagon. And here LTD scores again. Both the LTD Wagon and the LTD Country Squire are famous for their room, comfort, and luxury. And building them that way has made Ford America's Wagonmaster.

Over 100 cu. ft. of versatility. With rear seat down, LTD wagons give you 94.6 cu. ft. of space on the load floor plus nine more cubic feet of lockable space underneath. With seats set for passengers, you have plenty of room for six, plus two more with Ford's exclusive dual facing rear seats option.

Better ideas make better wagons. Improving on a better idea, the dual facing rear seat cushions are now removable to give you more space and easier access to it. Even in use, there's space for stowage between the second and rear seats. More better ideas: the trend-setting 3-Way Magic Doorgate, pushbutton second seat conversion, spare tire extractor—to name a few.

Luxury-appointed as any LTD. Handsome, durable Ruffino all-vinyl trim is standard. DuraWeave, the vinyl that looks, feels and breathes like cloth, is an option, as is rich leather and vinyl trim (see pages 8, 9). Other standard features include power tailgate window, 5.8 litre (351 CID) 2V V-8*, SelectShift automatic transmission, power steering and brakes, steel-belted radial tires. In addition, the Country Squire includes, as standard, woodgrain vinyl paneling, concealed headlamps, electric clock, full wheel covers and more. LTD and Country Squire—with better ideas and traditionally higher resale value—best buys among the big wagons!

*Not available with Calif. or high altitude emission equipment.

(A) LTD Country Squire. Shown in Black (Code 1C). Rich woodgrain vinyl bodyside panels, concealed headlamps, electric clock, cargo area light are among the many Squire standard features.

(B) LTD Wagon in Dark Brown Metallic (Code 5Q). Adding to the usefulness of either big Ford wagon is the optional Trailer Towing Package which boosts Ford's capacity rating up to 7,000 lbs.

(C) 3-Way Magic Doorgate. Ford's better idea that changed the design of wagons and added all kinds of convenience. (L. to R.) Open it like a door (window up or down) for close-up loading. Or swing it down as a platform for tailgate picnics. Power tailgate window standard.

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

Some items shown are optional, such as Convenience Group, Deluxe Bumper Group, vinyl insert bodyside moldings, deluxe wheel covers, cornering lamps, luggage rack, white sidewall tires.

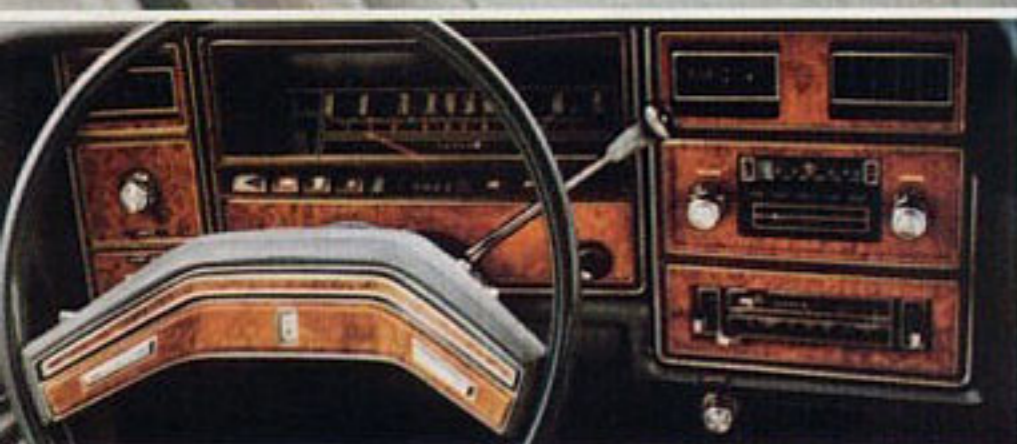
FORD LTD INTERIORS

Luxurious comfort...
spacious and quiet.

Come into Ford's famous Front Room. Wide-opening doors welcome you inside. Roominess and comfort for six adults surround you. Seat fabrics are rich, durable, soil-resistant. Color-keyed cut-pile carpeting stretches wall to wall. And for your greater convenience, every LTD interior is fully appointed—right down to such small things as lights for the glove box and front ashtray. Bench seats are standard in LTD; flight bench seat with fold-down center armrest standard in LTD Landau. Split bench seats with manual passenger recliner are optional and feature automatic seat back releases on 2-doors. A wide range of interior trims is available with the added luxury of leather surfaces as a separate option in the Landau Luxury Group (detailed below). For trim availabilities, see the chart. Most come in Dove Grey, Red, Blue, Jade, Saddle and new Camel.

Landau Luxury Group (left). An all-round view of this elegant option. (From the top and moving clockwise.) Looking into the front compartment, you'll note that split bench seats adjust individually for added comfort, and that each seat has its own folding armrest. Door panels have assist straps above, carpeted sections below complementing the 18-oz. cut-pile carpeting on the floor. Rear compartment view shows the tailoring of the Kasman knit cloth trim with its look and feel of rich cashmere. (The color is Dove Grey, Code PS.) An alternate choice is super-soft Valino vinyl. Manual passenger seat recliner is an additional comfort feature. Head-on view of the luxury steering wheel and instrument panel with its easily read gauges, convenient controls, warm woodtone appliques. All this is in the Landau Luxury Group plus super sound package, digital clock, luggage compartment trim (hardtops). Available also on LTD wagons.

(A) LTD Landau Interior—Split Bench Seats. Landau elegance is exemplified in



this optional selection of split bench seats with Ardmore knit cloth and vinyl in Blue (Code KB). Landau standard interior features a luxurious flight bench seat with fold-down armrest (not shown).

(B) Genuine Leather/Vinyl Trim. Nothing surpasses leather upholstery for elegance. Here the leather seating surfaces of split bench seats are shown in Red (Code YD).

(C) DuraWeave Vinyl Trim. What looks, feels, and breathes like rich cloth is actually durable, easy-to-clean vinyl. Shown in Jade (Code UR). Available with bench seats in hardtops and wagons; with split bench seats additionally in wagons.

(D) Standard LTD Interior Trim. New Athea cloth and vinyl in Saddle (Code DZ) with bench seat—ample proof there's luxury even in our lowest-priced LTD.

Note: Air conditioner, radio, power windows, and certain other items shown are optional. See color code reference on back cover.



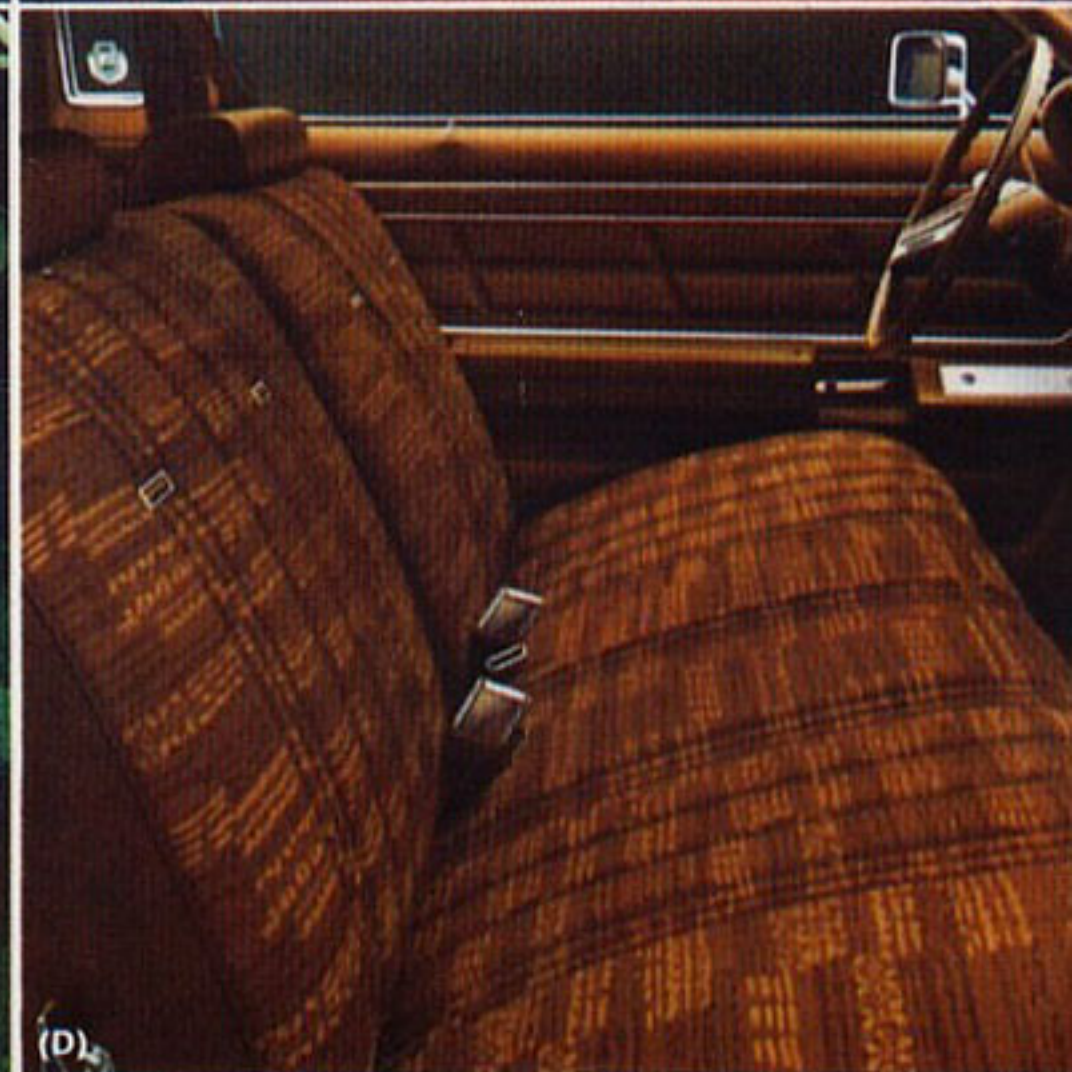
(A)



(B)



(C)



(D)

Trim and Seat Chart

Model

LTD 2-Door				O	O	S	O	O		
LTD 4-Door				O	O	S	O	O		
LTD Wagon			O	O	O	S		O	O	
LTD Landau 2-Door	O	S	O		O			O		O
LTD Landau 4-Door	O	S	O		O			O		O
LTD Country Squire		*	O	O	O	S		O	O	

S—Standard
O—Optional

*Not illustrated.

(A)	Kasman Cloth/Vinyl Split Bench
(B)	Ardmore Cloth/Vinyl Split Bench
(C)	Leather/Vinyl Trim Flight Bench
(D)	DuraWeave Vinyl Split Bench
	Ruffino All-Vinyl Split Bench
	Ruffino All-Vinyl Split Bench*
	Ardmore Cloth/Vinyl Bench
	DuraWeave Vinyl Split Bench*
	Valino All-Vinyl Split Bench*

FORD LTD OPTIONS

Bring out the "you" in you.

Audio

There are many sound reasons why Ford radios and audio equipment are great performers. Reasons like a 100% solid state chassis for long life and carefree operation. And precision engineering along with stringent Ford quality control standards. Then there's the fixed length stainless steel whip antenna for maximum reception and resistance to damage. For more sound reasons, ask your Ford Dealer for a "live" demonstration.

- AM with pushbutton tuning, dash-mounted speaker.
- AM/FM Monaural. The economical way to enjoy both radio bands.
- AM/FM Stereo. Four speakers for rich stereo effect. Pushbutton station selection (five AM, five FM).

- AM/FM Stereo Search. Automatic station selection; 4 speakers.
- (A)** AM/FM Stereo with Tape Player. A 2-band radio that also plays 8-track stereo tapes. 4 speakers.
- AM/FM Stereo with Quadrasonic Tape Player. Four speakers surround you with sound.
- Dual Rear Seat Speakers.

Appearance

- Color-Keyed Deluxe Belts. (Std. on Landau & Squire.) Pgs. 8, 9.
- Fender Skirts. (Landau. Page 2.)
- Landau Luxury Group. Detailed on pages 8, 9. (Landau & Wagons.)
- Rocker Panel Moldings. (Std. on LTD, LTD Wagon.)
- Dual Accent Paint Stripes. (Std. on Landau.) Distinctive touch; pgs. 2, 3, 4.
- Metallic Glow Paint. Available in new Camel Glow (Code 8J), Bright Blue Glow (Code 3V), and Light Jade Glow (Code 7L) page 3.
- New Tu-Tone Paint Treatment. (Landau. Pg. 2.)
- Full-Vinyl Roof. (Hardtops.) Colors:

Antique Cream, Midnight Blue, Black, White, Blue, Jade, Dove Grey, Red, Brown, and Silver. Pgs. 2, 4.

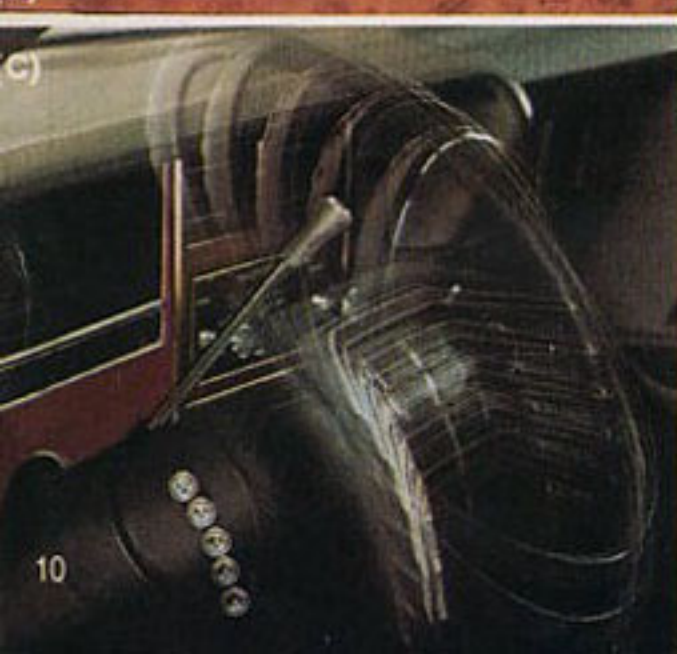
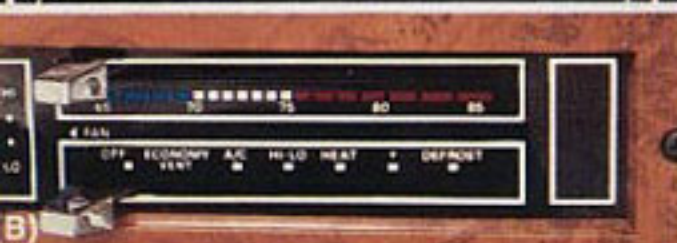
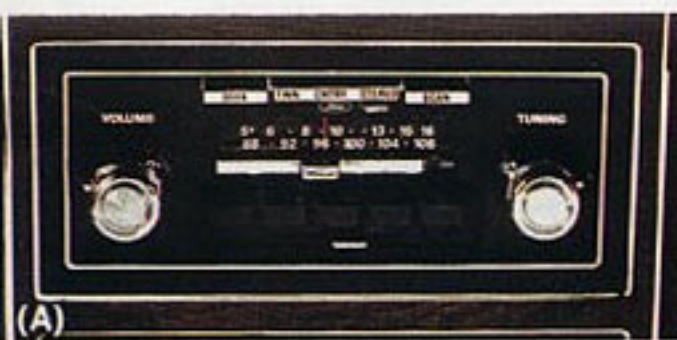
- Half-Vinyl Roof. (LTD 2-Door.) Same colors as full-vinyl roof. Pgs. 3, 5.

Comfort

- (B)** Automatic Temperature Control Air Conditioner. Thermostatically controlled heating or cooling to maintain selected temperature range.
- SelectAire Conditioner. Six-position manual control provides right amount of heating, cooling or ventilating for all-season comfort.
- All-Around Tinted Glass. Reduces both the sun's heat and glare. Recommended with air conditioning.
- Split Bench Seats. Separately adjustable. Manual passenger recliner. See page 8.
- Dual Facing Rear Seats. An exclusive for Ford Wagons. Seating for two more passengers or added stowage space when seat cushions are removed.
- (C)** Tilt Steering Wheel. Adjusts to driving angle that suits you best.

Convenience

- Convenience Group. Includes dual chrome remote control mirrors, interval windshield wipers, visor vanity mirror, electric trunk lid release (power tailgate lock on wagons), automatic parking brake release, automatic seatback release (2-doors), ashtray in right front armrest (LTD & Wagons).
- (D)** Digital Clock. Vibrating quartz crystal provides extreme accuracy. (Included in Landau Luxury Group.)
- Electric Clock. (Std. on Landau & Squire.)
- (E)** Electric Rear Window Defroster. Heating element in glass quickly defogs inside surface, melts snow and ice. 60 amp. alternator included.
- (F)** Front Cornering Lamps. Light your way around dark corners.
- (G)** Illuminated Entry System. As you lift door handle, keyhole is illuminated, interior lights come on.
- Dual Note Horn. Commanding tone. (Std. on Landau & Squire.)



- Light Group.** Includes courtesy lights under the instrument panel, dual beam map light, engine compartment light, trunk or cargo light (std. on Landau & Squire), rear door courtesy light switches (std. on Landau 4-Dr. & Squire), "headlights on" buzzer.
- Luggage Rack.** (Wagons.) Extra carrying capacity on the roof. Adjustable. (See page 6.)
- (H) Illuminated Visor Vanity Mirror.** For touching up make-up; adjustable light intensity.
- Left-Hand Remote Control Mirror.** (Std. on Landau.) Saves rolling down window to aim mirror.
- Lockable Side Stowage Compartment.** (Wagons.) Handy, additional 2 cu. ft. of concealed space.
- Rear Window Defogger.** (Hardtops.) Concealed fan keeps window clear.
- (I) Fingertip Speed Control.** Controls in luxury steering wheel let you select any speed above 30 mph and cruise with your foot off the accelerator.

Interiors

- For seats and trims, see pages 8, 9.

Performance

- Optional Axle Ratio.** Improves performance on hills and in trailering.
- Traction-Lok Differential.** Better traction on soft ground, slippery surfaces.
- Heavy-Duty Battery.** 77 amp.
- Engine Options:** 5.8 litre (351 CID) 2V V-8* (std. on Wagons), 6.6 litre (400 CID) 2V V-8, 7.5 litre (460 CID) 4V V-8*, for towing.
- Adjustable Level Air Shock Absorbers.** Adding air to rear shocks keeps car riding level with heavy loads and in trailering.
- Heavy-Duty Suspension.** Stiffer springs, larger shocks.
- (J) Heavy-Duty Trailer Towing Package.** Includes heavy-duty suspension, battery and alternator, heavy-duty radiator and internal-mounted transmission oil cooler, plus trailer towing axle, wiring harness and 6½" wheel rims.

Power Assists

- (K) 4-Wheel Power Disc Brakes.** Over conventional brakes, provide shorter stopping distances, greater fade resistance, more consistent stopping when hot or wet.
- (L) Power Door Locks.** Lock or unlock all doors simultaneously.
- (M) Power Moonroof.** (Hardtops.) The open-air feeling of a convertible at the touch of a button. Glass roof panel comes in tints of gold, silver, brown, rose, or jade to coordinate with vinyl roof (required).
- 6-Way Power Seats.** Adjust fore and aft, up or down, tilt forward or back. Full-width or split bench seats.
- Power Side Windows.** See (L) below. Driver has master panel; separate controls at each door window. Driver lockout control (all 4-door models).

Protection

- Deluxe Bumper Group.** Rear bumper guards with rubber inserts, horizontal rub strips front and rear (pg. 5).
- Rear Bumper Guards.** (Std. on

Landau.)

- Protection Group.** Door edge guards, color-keyed floor mats with carpet inserts, license plate frames.
- Vinyl Insert Bodyside Moldings.** (Wagons.) Added protection against parking lot dings. Pgs. 6, 7.
- Lower Bodyside Protection** (in addition to Ford Corrosion Protection measures noted on the back cover), includes expanded use of vinyl sealer 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

- WSW Steel-Belted Radials.
- Wide-Band WSW Steel-Belted Radials.

Wheel Covers/Wheels

- (N) Color-Keyed Wheel Covers** (4).
- (O) Deluxe Wheel Covers** (4).
- (P) Full Wheel Covers** (4).
- (Q) Wire Wheel Covers** (4).
- (R) Deep Dish Aluminum Wheels** (4).

*Not available with Calif. or high altitude emission equipment.



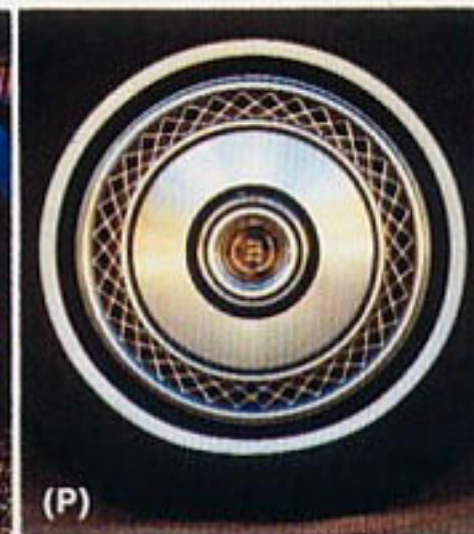
(K)



(M)



(O)



(P)



(L)



(N)



(Q)



(R)

LTD Choices



LTD 2-Door Pillared Hardtop,
Dark Jade Metallic (46)



LTD Landau 2-Door Pillared Hardtop,
Silver Metallic (1G)



LTD Wagon, Dark Red (2M)



LTD 4-Door Pillared Hardtop,
Champagne Metallic (8Y)



LTD Landau 4-Door Pillared Hardtop,
Bright Blue Glow (3V)



LTD Country Squire, Antiqua Cream (62)

Notable Standard Features

LTD Hardtops

FUNCTIONAL

- 5.0 litre (302 CID) 2V V-8 with DuraSpark Ignition*
- SelectShift automatic transmission
- Power steering; power front disc brakes
- Foot-operated parking brake
- Steel-belted radial ply 15" BSW tires
- Wiper-mounted washer jets
- Front bumper guards
- Inside hood release
- LTD quiet package
- Ford Motor Co. Lifeguard Design Safety Features

APPEARANCE AND COMFORT

- Athea cloth/vinyl bench seat
- Color-keyed cut-pile carpeting
- Full-length padded front door armrests
- Woodtone instrument panel and door appliques
- Lighted glove box and front ashtray
- Power ventilation

- Bright door belt, drip, hood rear, rocker panel and wheel lip moldings; chrome-plated grille
- Vinyl insert bodyside moldings (hardtops)
- Deep-well trunk with mat
- Center pillar windows (2-door)
- Bright hub caps (4)

LTD Landau Hardtops

Most of the features above with these variations:

- Ardmore cloth/vinyl flight bench front seat
- Deluxe door trim with carpeted lower panels
- Color-keyed deluxe belts
- Electric clock ■ Trunk light
- Rear door courtesy light switches (4-door)
- Concealed headlamps
- Wide, color-keyed vinyl insert bodyside moldings
- Full-vinyl roof (4-dr.); half-vinyl roof (2-dr.)
- Full wheel covers (4) ■ Rear bumper guards
- Left-hand remote control mirror

LTD Wagon

Most of the above LTD features with these variations:

- 5.8 litre (351 CID) 2V V-8 with DuraSpark Ignition*
- Ruffino all-vinyl bench seat
- 3-Way Magic Doorgate with power window
- Lockable, below-deck stowage compartment
- Spare tire extractor
- Fold-down rear seat with one-hand latch
- Removable color-keyed load floor carpet

LTD Country Squire Wagon

All the above wagon features, plus:

- Woodgrain vinyl appliques on sides and rear
- Full wheel covers (4)
- Concealed headlamps
- Electric clock ■ Cargo area light
- Color-keyed deluxe belts
- Rear door courtesy light switches

*Not available with Calif. or high altitude emission equipment.

Measurements

	Wheelbase	Length	Height	Width	Front Tread	Rear Tread	Trunk or Cargo Space	Fuel Capacity	Curb Weight	Passenger Capacity
2-DOOR	121"	224.1"	53.8"	79.5"	64.1"	64.3"	22.1 cu. ft.	24.2 gal.	4,167 lbs.	6
4-DOOR	121"	224.1"	54.8"	79.5"	64.1"	64.3"	22.1 cu. ft.	24.2 gal.	4,215 lbs.	6
WAGON	121"	225.7"	56.7"	79.7"	64.1"	64.3"	94.6 cu. ft.**	21.0 gal.	4,702 lbs.	6***

*Landau 226.8"

**Plus 9.1 cu. ft. of lockable below-deck stowage (5.0 cu. ft. with dual facing rear seat cushions in place, 7.2 cu. ft. with seat cushions removed).

***Eight with optional dual facing rear seats.

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, aluminumized 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 LTD has been reduced steadily since 1973.

For example, with the 1978 Ford LTD, you can now go 12 months or 7,500 miles between scheduled oil changes and 30,000 miles between lube. These are just two small parts of the comprehensive scheduled maintenance reduction program which, in total, lowers the cost of scheduled maintenance by an estimated 70% or \$390* on the 1978 Ford LTD, as compared to the '73 LTD, both equipped with a 5.8 litre (351 CID) V-8 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 May 19, 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 anytime without incurring obligations.

REPLACEMENT PARTS. Be sure to specify genuine Ford-approved parts and Autolite Spark Plugs from Motorcraft.

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

**FORD
LTD**
FORD DIVISION

