

1978 FORD PINTO

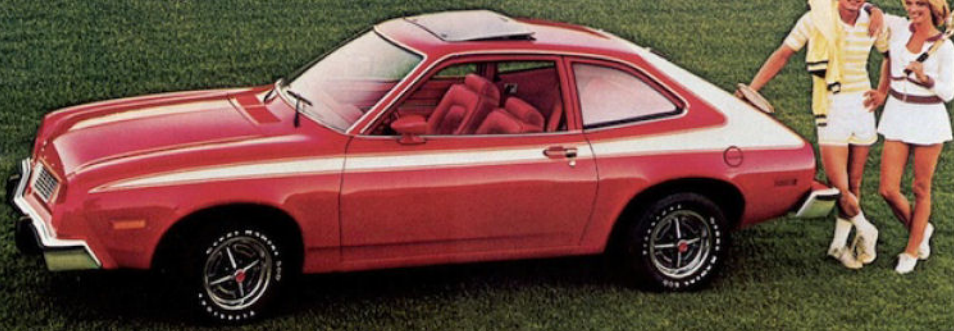
America's traditional best selling
better idea subcompact.



FORD PINTO
3-DOOR RUNABOUT



(A) Pinto 3-Door Runabout



(B) Pinto Runabout with Accent Tape Stripes



(C)



(C)



(C)



(D)



(E)

A Better Idea Called Ford Pinto.

Over the last 5 years, there have been more Pintos sold in America than any other small car (under 100" wheelbase). This may be because Pinto offers subcompact buyers the features that are right for their needs. And for 1978, Pinto is even more right.

Pinto's standard 2.3 litre overhead cam engine and 4-speed manual floor-mounted gearbox deliver welcome economy* with surprising performance. So it can pass on highways, pass gas pumps and join expressway traffic with ease. (A larger 2.8 litre** overhead valve V-6 engine, with SelectShift automatic transmission is also available.) And with rack and pinion steering, 94.5 in. wheelbase, and 30.7 ft. turning circle, it can get you into *and out of* some pretty tight spots. Also, Pinto has the 4-passenger comfort Americans want.

Small as Pinto is, it offers an enormous choice of optional equipment (see pages 10 and 11). Of special interest for 1978 are sporty looking white-painted forged aluminum wheels (4) and striking accent tape stripes. And you can choose from 2-door sedans, 3-door Runabout and three versions of America's favorite subcompact Wagon.

(A) Pinto 3-Door Runabout with All-Glass Third Door Medium Blue (Code 34). Smart looking with optional Valino grain half-vinyl roof, Exterior Decor Group, Deluxe Bumper Group and wire wheel covers (4). It has everything that makes any Pinto a smart choice, *plus*: a fold-down rear seat that turns it into a remarkably roomy cargo carrier. And a third door (optional All-Glass Third Door shown), that opens extra wide for easy access.

(B) Pinto with Accent Tape Stripe, shown in Bright Red (Code 2R). Contrasting color optional wide tape stripe accentuates the positively sleek lines of your new Pinto. Optional styled steel wheels with trim rings (4), RWL tires and Flip-Up Open Air Roof add to its spirited appearance.

(C) Flip-Up Open Air Roof gives you a convertible feel. Option includes a removable sunshade and a tinted glass panel which opens to a vent position, or removes completely. A case for glass and sunshade fits in the trunk.

(D) 3-Door Runabout Cargo Space. The rear seat folds down to reveal 29.0 cu. ft. of very usable carrying space.

(E) Standard Third Door lifts easily to give quick access to a load floor 5 feet long (with rear seat down).

Front Cover: Pinto 3-Door Runabout with optional Tu-Tone Polar White (Code 9D) and Bright Red (2R) and four white-painted forged aluminum wheels.

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

Some items shown are optional, such as Interior Decor Group, rear window defroster, Deluxe Bumper Group, and white sidewall tires. *When this catalog was published, 1978 EPA Estimates were unavailable. However, we know the 1977 Pinto was rated at 37 mpg highway and 26 mpg city (California ratings lower). See your Ford Dealer for 1978 EPA ratings.

**2.8 litre engine is not available on high altitude area cars.

FORD PINTO
2-DOOR SEDANS



(A) Pinto 2-Door Sedan with Rallye Appearance Package



A lively blend of value and fun.

Like all Pintos, the 2-door sedans are designed to give you the biggest possible value for your small-car dollar . . . surprising performance, economy of operation, and competitive price . . . to make it even more fun for you to think small, American style.

As always, Pinto is very easy to live with. For instance, DuraSpark Ignition means it never needs points. And Pinto's scheduled maintenance requirements have been substantially reduced since 1973, to 10,000 miles (or 12 months) between scheduled oil changes, and 30,000 miles between lube jobs. Which means fewer stops for scheduled maintenance. Which leaves you more time and money for the good things in life. (See back cover).

If you do want to do some of the maintenance work yourself, though, a special "1978 Owner's Maintenance and Light Repair Manual" is available to show you how. See your Owner's Manual for order forms.

And to get to where the fun is, choose either the 2.3 litre OHC 4-cylinder engine (which is very thrifty), or the larger, optional 2.8 litre* OHV V-6. Both the standard 4-speed manual transmission and the optional 3-speed SelectShift automatic (which you can shift manually when you prefer), have a floor-mounted shifter. Which is very sporty.

(A) Pinto 2-Door Sedan with Rallye Appearance Package.

Dark Jade Metallic (Code 46). Living proof that a small car doesn't have to shortchange you on looks. Optional package adds: dual Gold accent tape stripes, dual racing mirrors, Black moldings on windows and wiper arms, front spoiler and four styled steel wheels with trim rings. Plus an all-glass third door for Runabout. Beautiful.

(B) Pinto 2-Door Sedan with Exterior Decor Group.

More proof, in Tangerine (Code 85), that small is beautiful. Optional group adds: bright window, wheel lip and rocker panel moldings, wide color-keyed vinyl insert bodyside moldings and full wheel covers (4).

(C) Pinto Pony 2-Door Sedan in Medium Jade (Code 7W).

Our lowest-priced Pinto ponies up with features you might expect only from those higher priced breeds: color-keyed carpeting, 4-speed manual transmission, rack and pinion steering, front disc brakes, inside hood release. And more.

(D) Surprising room for luggage, picnic paraphernalia and other traveling necessities is provided in the 2-door Pinto's 6.3 cu. ft. trunk.

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

Some items shown are optional, such as: Interior Decor Group, Deluxe Bumper Group, dual sport mirrors, electric rear window defroster, four forged aluminum wheels, four full wheel covers, raised white letter tires and white sidewall tires.

*2.8 litre engine not available on high altitude area cars.

(B) Pinto 2-Door Sedan with Exterior Decor Group



(C) Pinto Pony 2-Door Sedan



(D)

FORD PINTO
WAGONS



(A) Pinto Squire Wagon



(B)



(C) Pinto Wagon



(D) Pinto Cruising Wagon with optional graphics



(E) Pinto Cruising Wagon with standard graphics

Versatile carriers from Ford, the Wagonmaster.

Pinto Wagon comfortably holds four full-size people plus 31.3 cu. ft. of cargo, with the rear seat up. And two plus 57.2 cu. ft. of cargo, with the rear seat folded down, so it leaves little to be desired. What's more, thanks to rack and pinion steering and a 94.8 in. wheelbase, Pinto Wagon handles with the greatest of ease. In the tightest spots. No wonder that, with its roomy cargo area, easy handling and great looks, Pinto Wagon is favored by America's small wagon buyers. And for 1978, you can enjoy the versatility of a good-looking Pinto Wagon in more ways than one.

(A) Pinto Squire Wagon, shown in Bright Red (Code 2R). This luxurious option features: Interior Decor Group (see page 8) for extra comfort inside, plus woodgrain vinyl bodyside paneling and four full wheel covers for a distinctive look outside.

(B) Loads of space (over five feet of flat floor space, with the rear seat down), for the cargo you like to carry.

(C) Pinto Wagon, in optional Medium Chestnut Metallic (Code 5M). For basic, dependable transportation plus ample cargo-carrying capacity, you're ahead by a smile in this dandy wagon. Its counterbalanced liftgate opens clear to the bumper (load floor level) for easy loading or unloading.

(D) Pinto Cruising Wagon, with optional graphics, is the first of three versions of this trend-setting mini-street-van option. All feature steel side panels with bubble-glass portholes, dual color-keyed sport mirrors, front spoiler, four styled steel wheels with trim rings, carpeting on inner quarter walls and load floor, and Sports Rallye Package, which adds: tachometer, ammeter and temperature gauges, higher spring rates, front stabilizer bar, sport steering wheel, plus higher axle ratio with 2.3 litre engine and 4-speed manual transmission. Choose yours, as shown here in Silver Metallic (Code 1G), decked out with optional three-color paint/tape, side tape stripe treatment and luggage rack. Sharp.

(E) Pinto Cruising Wagon in Bright Yellow (Code 6E), shown with upper and lower two-color tape stripes which are the standard graphics for this second eye-catching version of the mini-street-van option. Or, order it plain (sans graphics) so you can do your own thing.

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

Some items shown are optional, such as: Interior Decor Group, Exterior Decor Group, luggage rack, Deluxe Bumper Group, four forged aluminum road wheels, four styled steel wheels with trim rings, raised white letter tires and white sidewall tires.



FORD PINTO INTERIORS

Comfort, American Style.

For 1978, Pinto interiors are designed to help you and your passengers travel in comfort and style. Bucket seats up front and bucket-style rear seats are contoured for comfort and good support. Carpeting covers the 4-passenger compartment floor for extra noise insulation and a more finished look.

Whether you choose the standard 4-speed manual transmission, or the optional 3-speed SelectShift automatic transmission, the shift control is floor-mounted for convenient use. And Pinto's DirectAir ventilation system will bathe you in fresh air as you drive, even with the windows closed.

Pinto's instrument panel is designed for easy, quick reading. And all controls are conveniently located for easy use. There's a door on the glove box and a tray in the mini-console to hold little things like glasses, maps, pencils, etc.

Also, for your convenience, there's an inside hood release. And continuous-loop seat belt harnesses that swing out of the way with the seat back, to make it even easier for rear seat passengers to get in or out. Now comes the stylish part of Pinto interiors.

Interior Decor Group—Alpine Cloth/Vinyl (shown at left). Clockwise, from top left: Very stylish plaid material with vinyl trim, on low-back bucket seats, is featured in Medium Jade (Code DR). Also available in Red, Chamois, Wedgewood Blue and Tangerine.

Next, color-keyed deluxe door trim panels, 10-ounce cut-pile carpeting, parking brake boot and seat/shoulder belts that blend beautifully with the interior color.

This optional group also features attractive woodtone appliques on the instrument panel, shift knob and parking brake handle. A custom steering wheel is also included, although shown here is the sport steering wheel (with tachometer and ammeter) of the optional Sports Rallye Package. Including a centrally located ashtray for the convenience of rear seat passengers, this group also provides: Sound Insulation

Package and luggage compartment mat (2-door only) or load floor carpeting (3-door and wagons).

All in all, the built-in comfort and added style and convenience of this optional group is hard to beat. Unless you prefer all-vinyl upholstery. Which is coming up.

(A) Interior Decor Group—Ruffino Vinyl.

A luxurious look and feel are the outstanding characteristics of this practical all-vinyl version of the optional interior described and shown above. You see it here in beautiful Red (Code HD). This and the cloth/vinyl version above are included with the Squire Wagon option.

(B) Standard Interior—Kirsten Cloth/Vinyl. You can choose this boldly striped cloth-and-vinyl upholstery for your high-back bucket seats at no extra cost. Shown in Chamois (Code GT).

(C) Standard Interior—Colton All-Vinyl. An attractive and durable upholstery for your Pinto's high-back bucket seats. Shown in Wedgewood Blue (Code AB).

(D) Pony Interior—Compton Cloth/Vinyl. At no extra cost you can select this attractive cloth/vinyl upholstery, shown in Black (Code JA), for your Pony.

Note: Air conditioner, radio, SelectShift Automatic Transmission and certain other items shown are optional. Color code reference is on back cover.

Trim and Seat Chart

| | | | | | | |
|-----------------------|---|---|---|---|---|---|
| Pinto Pony Sedan | S | S | | | | |
| Pinto 2-Door Sedan | S | S | O | O | O | O |
| Pinto 3-Door Runabout | S | S | O | O | O | O |
| Pinto Wagon | S | S | O | O | O | O |
| Pinto Cruising Wagon | S | S | O | O | O | O |
| Pinto Squire Wagon | | | | S | S | |

S—Standard
O—Optional

*Shown on page 8.

(D) Compton Cloth/Vinyl High-Back Buckets
(C) Colton All-Vinyl High-Back Buckets
(B) Kirsten Cloth/Vinyl High-Back Buckets
(A) Ruffino All-Vinyl Low-Back Buckets
*Alpine Cloth/Vinyl Low-Back Buckets



FORD PINTO OPTIONS

Bring out the "you" in you.

Audio

There are many sound reasons why Ford Radios and Audio Equipment are all 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 of these Ford radios:

- AM with five pushbutton tuning and dash-mounted speaker.
- AM/Digital Clock Radio.
- AM/FM Monaural, is the economical way to enjoy the AM or FM broadcasts you prefer. Dash-mounted speaker.
- (A) AM with Stereo Tape Player, accepts 8-Track Tape. Has speaker in each front door, plus balance control.

- AM/FM Stereo, for automotive sound at its most enjoyable. Two door-mounted speakers, plus balance control.

Appearance

- Cruising Wagon Option. See page 7.
- Exterior Decor Group, adds sparkling highlights to Pinto's stylish lines. Includes: bright window frames, wheel lip and rocker panel moldings, wide color-keyed vinyl insert bodyside moldings and four full wheel covers for all models. See page 5.
- All-Glass Third Door, greatly enhances the appearance of, and visibility from, the Runabout. Door opens easily with pneumatic assist. Shown on page 2.
- Load Floor Carpet, adds a color-coordinated finishing touch to the interior. For Runabout and wagons.
- Metallic Glow Paint, gives Pinto's quality finish a distinctive "wet" look. Available for all models in Chamois Glow (Code 8W).
- Tu-Tone Paint Treatment, is yet another way to distinguish the youthful style of your 2- or 3-door Pinto. Lower

bodyside paint is available in a wide range of colors. See front cover.

- Special Paint/Tape Treatment gives your Cruising Wagon a unique flair. Replaces standard Cruising Wagon paint/tape. See page 7, photo (D).
- Rallye Appearance Package, gives your 2- or 3-door Pinto a sporty look. See page 4 for the full story.
- Rocker Panel Moldings, add a bright touch to Pinto's distinctive profile, and protect against stone nicks and wheel wash. Included in the Exterior Decor Group, shown on pages 2 and 5.
- Squire Wagon Option. Pictured on page 6 and described on page 7.
- Accent Tape Stripe lets you add your own mark of distinction to Pinto's stylish lines. Wide Tape Stripes (in four colors) extend along upper fenders to rear quarter and over the roof around rear window on 2-door (third-door opening on Runabout). Also includes pinstripes on hood. See it on page 3.
- Half-Vinyl Roof, gives your 2- or 3-door Pinto a distinctive look. Includes dual

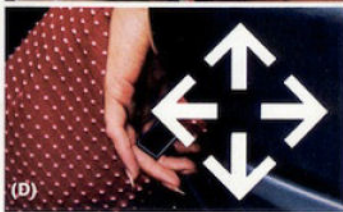
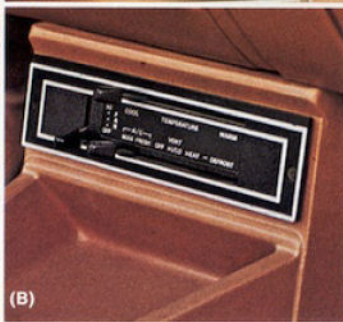
over-the-roof tape stripes. See page 2.

Comfort

- (B) SelectAire Conditioner, is Ford-engineered to keep Pinto's interior comfortable year-round. Four adjustable vents and five-position temperature control provide just the right amount of cool (or warm), dehumidified air to keep both front and rear seat passengers comfortable. Tinted glass and power steering are recommended.
- All-Around Tinted Glass, reduces heat and glare from the sun. Snow, too. Recommended with air conditioning.
- (C) Flip-Up Open Air Roof, for 2- and 3-door models, opens to a vent position or removes completely for the convertible effect. See page 3.
- (D) 4-Way Manual Driver's Seat, gives the driver a choice of settings for his—or her—height and comfort. Seat can be adjusted 1½ in. vertically and 5½ in. fore and aft for all Pintos.

Convenience

- (E) Convenience/Light Group helps you



get more enjoyment from your Pinto. And at a surprisingly low cost: intermittent wipers, cigar lighter, visor vanity mirror, day/night rearview mirror, combination dome/map reading lamp, and lights in the lockable glove box, ashtray, under the hood, in the trunk, or cargo area. Also included: courtesy light switch on passenger door (on liftgate of Runabout), "headlights on" warning buzzer, and pivoting quarter windows with bright frames.

- Luggage Rack adds utility and style to your Pinto Wagon. Pages 6 and 7.
- Dual Sport Mirrors, lend a sporty look to any Pinto. Color-keyed mirrors are remote control. (Included with optional Cruising Wagons and Rallye Appearance Package.) See pages 4 and 7.
- (F) Electric Rear Window Defroster, quickly rids rear window of snow, ice or fog.
- Interior Decor Group, is the one-step way to get the most luxurious interior and special conveniences Pinto has to offer. See page 8, and page 9, photo (B). Included on Squire Wagon.

Interiors

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

Performance

- Axle Ratio, 3.18. It is standard in high altitude areas.
- 2.8 Litre V-6 Engine*, delivers great performance. Lightweight, yet tough, it has a durable mechanical valve train.
- High Altitude Emission Equipment, required for all Pintos sold in high altitude areas.
- (G) Sports Rallye Package, helps you get the most in performance from any Pinto. Part of Cruising Wagon option, described on page 7.
- (H) SelectShift Automatic Transmission, delivers smooth shifting through Pinto's three forward gears. Floor-mounted T-Bar shifter can be shifted manually when you prefer.

Power Assists

- Power Front Disc Brakes help make stopping easier.
- Variable Ratio Power Rack and Pinion

Steering, is a welcome driving aid when parking, or in tight traffic. Or anytime. Recommended with 2.8 litre engine or air conditioning.

Protection

- (I) Cargo Area Cover, snaps into place to keep contents out of sight. In black vinyl, for Runabout.
- Deluxe Bumper Group, helps protect against dings and nicks and adds a stylish accent. Includes: rubber guards plus full-width rub strips front and rear, for all Pintos. Pages 2 through 7.
- Protection Group, helps guard your Pinto against nicks and chips that mar its smart appearance. Includes: door edge guards, wide color-keyed vinyl-insert bodyside moldings, rubber bumper guards with rub strips, license plate frames and front floor mats, for all Pintos.
- Vinyl Insert Bodyside Protection Moldings, shield all Pintos against parking lot scrapes. Narrow moldings have brown vinyl inserts for wagon with Squire option, black for others. Page 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.

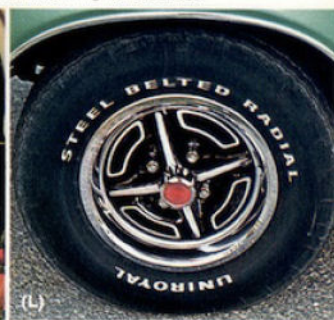
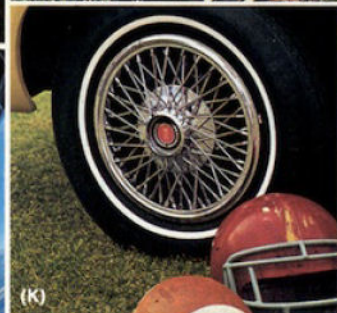
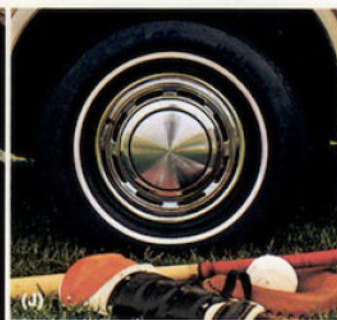
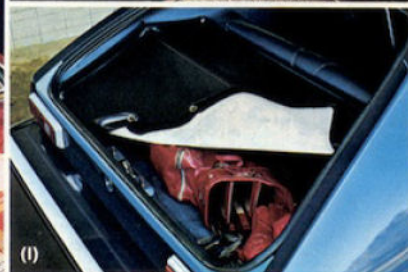
Tires

- Bias ply and steel-belted radial ply tires, with black or white sidewall, or raised white letters, are available to add a stylish finishing touch to any Pinto.

Wheel Covers/Wheels

- (J) Full Wheel Covers (4), included with the Exterior Deco Group and Squire Wagon option.
- (K) Wire Wheel Covers (4), add a classic touch to Pinto's stylish appearance.
- (L) Styled Steel Wheels (4), with Trim Rings. With optional Cruising Wagon and Rallye Appearance Packages.
- (M) White-Painted Forged Aluminum Wheels (4), give the new look of performance wheels. See front cover.

*Not available in high altitude areas.



Pinto Choices



Pinto Pony 2-Door Sedan, Dark Brown Metallic (5Q)



Pinto 2-Door Sedan, Bright Yellow (6E)



Pinto 3-Door Runabout, Light Chamois (63)



Pinto Wagon, Medium Jade (7W)



Pinto Squire (Option), Bright Dark Blue Metallic (3G)*



Pinto Cruising Wagon (Option), Bright Red (2R)*

Notable Standard Features

Pinto Pony 2-Door Sedan

FUNCTIONAL

- 2.3 litre OHC 4-cylinder engine with DuraSpark Ignition
- Floor-mounted, fully synchronized, 4-speed manual transmission
- Rack and pinion steering
- Front disc brakes
- Hand-operated parking brake
- Inside hood release
- Aluminum bumpers
- Bias ply 13" BSW tires
- Ford Motor Company Lifeguard Design Safety Features
- Heavy-Duty 45 amp Battery

APPEARANCE AND COMFORT

- All-vinyl or cloth-and-vinyl high-back front bucket seats

- Color-keyed carpeting
- Black instrument panel, steering wheel and column
- DirectAir® Ventilation
- Mini-console
- Glove box with door
- Bright windshield molding
- Slotted black wheels with four bright hub caps

Pinto 2-Door Sedan

Most of the Pinto Pony features, plus these differences and/or additions:

- Color-keyed instrument panel, steering wheel and column
- Bright rear window, drip and belt moldings

Pinto 3-Door Runabout

Most of the Pinto 2-Door Sedan features, plus these

differences and/or additions:

- Fold-down rear seat with one-hand latch
- Load floor rubber mat
- Third door with metal-framed glass and pneumatic assist

Pinto Wagon

All of the Pinto 2-Door Sedan features, plus these differences and/or additions:

- Counterbalanced, full-length liftgate with fixed window
- Liftgate "open" warning light
- Fold-down rear seat with one-hand latch
- Pivoting quarter windows
- Load floor rubber mat
- Bright side window moldings

*For content of optional packages, see page 7.

Measurements

| | Wheel-base | Length | Height | Width | Front Tread | Rear Tread | Trunk or Cargo Space | Fuel Capacity | Curb Weight | Passenger Capacity |
|----------|------------|--------|--------|-------|-------------|------------|----------------------|---------------|-------------|--------------------|
| SEDAN | 94.5" | 169.3" | 50.6" | 69.4" | 55" | 55.8" | 6.3 cu. ft. | 13 gal. | 2,426 lbs. | 4 |
| RUNABOUT | 94.5" | 169.3" | 50.6" | 69.4" | 55" | 55.8" | 29.0 cu. ft.* | 13 gal. | 2,472 lbs. | 4 |
| WAGON | 94.8" | 179.1" | 52.1" | 69.7" | 55" | 55.8" | 57.2 cu. ft.* | 14 gal. | 2,634 lbs. | 4 |

*Cargo Volume Index—with rear seat folded down.

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 Pinto has been reduced steadily since 1973. For example, with the 1978 Ford Pinto, 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, can lower the scheduled maintenance cost by an estimated 70% or \$400 on the 1978 Ford Pinto, equipped with a 2.3 litre engine (vs. 2.0 litre engine in 1973) 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: Tangerine (Code 85). Your Ford Dealer will be pleased 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.

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 PINTO
FORD DIVISION



75th ANNIVERSARY