Pinto is meeting import competition head-on in price — size — and low cost of ownership — at the same time topping them in ride and handling — comfort and convenience features — interior roominess and appearance. This gives you a strong competitive edge.

Both the Pinto and the Maverick compete squarely and effectively in the biggest segment of the automotive market! More than 1 out of every 3 new cars sold today is an economy car. Sales in this segment have more than doubled in just the past five years — from 15% to over 36%. In this market — Pinto has performed remarkably well—and is expected to improve.

PINTO IS THE ONLY AMERICAN CAR THAT DIRECTLY MATCHES MOST IMPORTS IN SIZE—PRICE—AND ECONOMY OF OPERATION!
HERE ARE SOME PINTO FACTS

**THE MOST IMPORTANT REASONS PEOPLE GIVE FOR BUYING PINTO**

- Low Price
- High Gas Mileage
- Ease of Handling/Driving
- Value for the Money
- Operating Economy
- Styling
- Size

The most important reasons people give for buying Pinto — are exactly the reasons given by foreign car buyers!

Low price — high gas mileage — ease of handling and driving — value for the money — operating economy — styling — size.

Also — right down the line, the characteristics of age — income — and education for Pinto buyers are the same as those for import buyers. They’re in their early 30’s — make slightly over $11,000 per year — and about 30% of them are college educated.

When Pinto buyers were asked...

“**What would you have bought if Pinto were not available?**”

**PINTO RESEARCH RESULTS**

PINTO BUYERS WOULD HAVE BOUGHT!

- Ford Division Cars 27%
- Competitive Domestic Cars 35%
- Foreign Cars 38%

<table>
<thead>
<tr>
<th>PINTO</th>
<th>IMPORT</th>
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<tbody>
<tr>
<td>AGE</td>
<td>30-35</td>
</tr>
<tr>
<td>INCOME</td>
<td>$11,000+</td>
</tr>
<tr>
<td>COLLEGE</td>
<td>30%</td>
</tr>
</tbody>
</table>

...27% mentioned a Ford product

...35% mentioned a competitive domestic car, and

...38% mentioned a foreign car.

In other words, 73% of the Pinto buyers were new business—captured from competitive car buyers!

What this means to you is that with Pinto you have an ideal car with which to compete against all sub-compact competition. Competitive owners are a great source of Pinto Sales!
In 1972, you have the Pinto 2-door sedan — and the 3-door Runabout to sell. The best way to sell Pinto is through a well-thought-out product presentation and, of course, a demonstration. So — walk your customer around Pinto . . . front — side — rear! Let Pinto's contemporary styling sell itself — while you point out specific value features which are meaningful to him . . . such as . . .

Pinto has a wider tread and a lower center of gravity than most imports. This means the driver has better control and realizes a smoother, more stable ride.

While you're up front . . . call attention to some of the more obvious simple maintenance procedures, which the customer can do himself and save money.

These slots in the headlamp assembly make it easy to adjust the aim with just a screwdriver.

By taking off a few bolts the one-piece grille or one-piece bumper can be removed for quick repair.

These are samples of the kind of things that attract an economy buyer's interest.
PRESENT & DEMONSTRATE YOUR

STANDARD TRUNK
Pinto's trunk space is large enough to handle the needs of most small car buyers.

FOLD-DOWN REAR SEAT!
Demonstrate the optional fold-down rear seat. Young families and sportsmen will appreciate a feature like this. The luggage rack option can add even more capacity.

3-DOOR RUNABOUT
The 3-door Runabout that's styled like a sedan—has a standard fold-down rear seat—and offers the convenience of a wide access to the big cargo area.

The Runabout has over 41.0 cubic feet of space behind the front seat—just what is needed for weekend outings or recreational equipment which needs to be transported.

GREATER REAR VISIBILITY
For better styling and increased low-angle rear visibility, the rear window of the Runabout has been lowered eight inches. This large backlight is made of high-grade, heat-resistant, tempered glass for safety. The rear door hinges are larger and stronger.

OPEN THE WIDE DOORS!
Point out the big Pinto doors which are nearly seven inches wider than most small cars. That seven inches means easier getting in and getting out of both the front and rear seats.

HIGH-BACK BUCKET SEATS
Pinto's high-back bucket seats—which come in the standard vinyl trim with a choice of 6 colors—Green, Black, Blue—and 3 new standard trim colors for 1972—Ginger, Beige and White.

OPTIONAL TRIMS
The optional deluxe cloth-and-vinyl—or knit vinyl—with a choice of 6 colors. Two new colors this year are White and Beige.
INTERIOR ROOMINESS!
Point out Pinto's greater interior roominess—a big plus over the cramped conditions in most sub-compact cars. For example—Pinto has 6 inches more front shoulder room than the VW 111 and 4 inches more knee room in the rear—and more rear head room! These dimensions are important to the small car buyer.

DIRECTAIRE VENTILATION
Show him—how easily the driver and passenger individually can control their comfort with the fully adjustable air outlets of the DirectAire ventilation system.

3-SPEED HOT WATER HEATER
Tell him about Pinto's efficient 3-speed hot water heater which warms up quickly.

NEW COLORS
For 1972, he has 13 standard exterior colors to choose from. Four of them are brand new...

...Tan
...Light Blue
...Medium Bright Yellow
...and Medium Lime.
...plus 2 new optional high luster colors—Ivy Glow
...and Gold Glow
...for a total of 15 selections.

LONG-LASTING GOOD LOOKS
Don't forget to tell him about the 6-Step "Electrostatic" paint process that gives Pinto its long-lasting good looks right up to trade-in time!

A DO-IT-YOURSELF CAR

* Change the oil
* Clean the oil filter
* Replace plugs, points, condenser, fuel filter, bulbs, fuses
* Set idle speed and fuel mixture
* Adjust headlamps and parking brake
* Remove bumpers, instrument cluster and heater controls

1. PHOSPHATE COATING
2. FIRST PRIMER-EPOXY
3. SECOND PRIMER-EPOXY
4. FIRST FINISH COAT
5. SECOND FINISH COAT
6. FINAL FINISH COAT
("ELECTROSTATIC" PAINTING)

COVER PINTO'S
- Longer Maintenance Intervals
- No Sting Do-It-Yourself Features
- Easier Service Accessibility
- And Easy Parts Replacement
NOTHING SELLS A PINTO BETTER... THAN A DEMO DRIVE!

Pinto's total value must be experienced. An actual test drive is the best idea yet for selling Pinto — and for overcoming the effects of competitive claims. So... get your customer in a new Pinto and let it sell itself through a demonstration that proves Pinto's maneuverability—its extra margin of stability.

RACK-AND-PINION STEERING!

Pinto's rack-and-pinion steering is something that is used on the most expensive European road cars like Ferrari and Maserati. It gives the feel and control of a sports car — and holds the road better. No other domestic sub-compact car has this feature.

Traditionally, small cars have been noisy, but Pinto's quiet is outstanding for a small car because of many factors like...

... unitized, all-welded, rattle-free body construction

... rubber-insulated front and rear suspension

... innovations in weatherstripping, body sealing, insulation

... and sound-dampening chassis design.

All of these things give Pinto a higher degree of insulation from outside road and traffic noises. *Mention them* — they support your quiet story.
PINTO'S WIDE SELECTION OF OPTIONS
(WHICH MOST IMPORTS DON'T HAVE) GIVES YOU A SELLING EDGE!

SELECTSHIFT CRUISE-O-MATIC. While a standard, short-throw, easy-to-shift 4-speed manual transmission makes Pinto fun to drive — the optional SelectShift Cruise-O-Matic 3-speed transmission is available for Pinto buyers who want the extra convenience of automatic shifting — Vega offers a 4-speed manual only at extra cost — and its automatic transmission is only a 2-speed.

NEW PINTO AM/FM MONAURAL RADIO

AM/FM MONAURAL RADIO. You can also offer this new AM/FM Monaural Radio for his listening pleasure.

REAR WINDOW DEFOGGER. Mention the Rear Window Defogger, which gives clearer vision through the backlight for safer all-weather driving.

SELECTAIRE AIR-CONDITIONING. Talk about the big comfort option that's considered more of a necessity than a luxury these days . . . the superior SelectAire Air-Conditioning for comfortable hot-weather driving — available with the 2000 cc engine.

FLIPPER REAR WINDOW. Demonstrate how the optional Flipper Rear Quarter Window can provide instant flow-through ventilation — clearing stale air from the passenger compartment.

PROTECTION GROUP. Your customer will want to hear about the optional Protection Group that keeps down the cost of minor exterior repair — the body side molding with vinyl insert to protect against unsightly nicks and scratches — and bumper guards with durable rubber inserts. These items also are available as separate options.
WITH ALL OF THESE OPTIONS...

... plus manual front disc brakes, luxury decor group, convenience group, consolette with electric clock, AM radio, tinted glass, vinyl roof—and many others, you can satisfy a great range of customer tastes and desires and still be selling an economy car!

Throughout your presentation and demonstration, remember that economy of operation is the main reason people buy a small car—and that Pinto's low cost of ownership is one of its strongest selling points.

SO... in addition to its low initial cost, talk about Pinto's power-to-go economy—with its standard engine—proven in hundreds of millions of miles of customer use on cars built by Ford of Europe.

1972 PINTO KEY SELLING FEATURES
- New Runabout w/big rear window
- Low initial price
- Choice of two engines & two transmissions
- Ease of handling and driving
- Rack-and-pinion steering
- Value for the money
- Operating economy
- Do-It-Yourself maintenance features
- Fold-down rear seat option
- High-back bucket seats with 6 color choices
- DirectAire ventilation system
- 4 new standard exterior colors
- 2 new optional glamour colors
- Wide range of options

Sell Product

1972 PINTO DIMENSIONS AND SPECIFICATIONS

<table>
<thead>
<tr>
<th>EXTERIOR (Inches)</th>
<th>2-Dr. Sedan</th>
<th>3-Dr. Sedan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wheelbase</td>
<td>94.1</td>
<td>94.1</td>
</tr>
<tr>
<td>Overall Length</td>
<td>163.0</td>
<td>163.0</td>
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<tr>
<td>Overall Height</td>
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<tr>
<td>Overall Width</td>
<td>69.4</td>
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<tr>
<td>Tread—Front</td>
<td>55.0</td>
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<tr>
<td>—Rear</td>
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<td>55.0</td>
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</table>

<table>
<thead>
<tr>
<th>INTERIOR (Inches)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front Compartment</td>
</tr>
<tr>
<td>Effective Headroom</td>
</tr>
<tr>
<td>Effective Leg Room</td>
</tr>
<tr>
<td>Shoulder Room</td>
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<tr>
<td>Hip Room</td>
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<table>
<thead>
<tr>
<th>Rear Compartment</th>
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<tr>
<td>Effective Headroom</td>
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</tr>
<tr>
<td>Hip Room</td>
</tr>
<tr>
<td>Knee Room</td>
</tr>
</tbody>
</table>

| Luggage Capacity/Cargo Volume (Cu. Ft.) | 5.6 | 17.7 |
| Tire Size | 6.00x13 | 6.00x13 |
| Fuel Tank Capacity (Gallons) | 11.0 Useable |

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