

First Edition *TD Pinto* Buyer's Digest

Published to shed the light of better ideas on small car budgets . . .

Announcing: New

Pinto 3-door Runabout.

(Packs more fun
than any import.)



See the Grand Opening . . .

- Flip-up rear door
- Flip-down rear seat
- 5-foot load length
- Big-car trunk space—41 cu. ft.
- Carpeted load floor

Now you can pack more fun and games into a little car than you ever thought possible.

Because now there's Ford's new Pinto 3-door Runabout—in addition to the Pinto 2-door.

Just flip down the Runabout's rear seat, open the big back door and the big back room makes the packing easy.

Pack in your golf clubs. Groceries. Those big pieces of luggage. You can pack it all in the Pinto 3-door Runabout, featured now at your Ford Dealer.



Pinto

Pinto. The Little, Long-Distance Car.



Takes a firm stance. We deliberately gave Pinto a wide, road-hugging stance. Wider than any economy import. So with its sleek overall height of only 50 inches, Pinto hugs the ground and goes where you want it to go, when you want it to. It's designed to give you better stability going around turns, passing fast-moving trucks and in high crosswinds.

It's our turn. Pinto can run a tight circle of only 31.5 feet. You can maneuver without a lot of elbow grease.

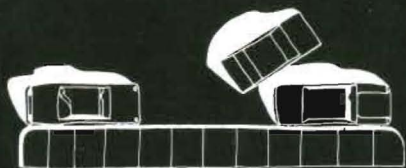
Steering like great European sports cars.

Pinto's rack-and-pinion steering design, like that of many expensive sports cars, provides positive, precise response with minimum effort. The rack housing is mounted on the front crossmember and linked by tie rods to steering arms ahead of the front wheels. Sometimes it's smart not to be too original.



How to drive into a park.

With a steering system that turns on a dime and an overall length of only 13½ feet, you can wheel Pinto into tiny spaces that most other cars have to pass up.

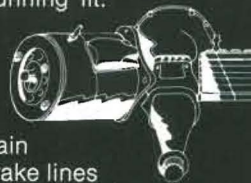


1600-cc. low-cal long distance runner. Ford wasn't about to risk its name just on any kind of performance. So the Pinto comes with a proven four-cylinder engine, backed by over 50 million miles of consumer use and testing. Feed it regular gas. Drive it long. Drive it in city traffic or on cross-country expressways. It'll do the job. In Europe an entire racing class was built around this Pinto engine. The win-famous Formula Ford. And Pinto's little high-efficiency engine performs in more ways than one. It's quiet, smooth, delivers 75 hp, and averaged over 25 mpg in simulated city/suburban driving.

Pinto's got a fine set of teeth. Manual transmission is fully synchronized, 4-speed with a shift lever mounted on the floor. Gears are carefully paired to assure a satin-smooth-running fit.

What about those "overbuilt" parts?

Pinto parts are beefy, designed to big car standards for extra strength, longer life, added comfort and dependability. There are 5 main engine bearings (only 4 in the leading import). Brake lines are made of rustproof steel alloy, shielded at critical points with an additional armored covering.



Pinto's strong case against wear and weather.

Primers guard against corrosion. But you can't beat the additional protection of zinc coating on underbody parts. It's a better idea that few people ever see. In a 6-step process, Pinto is dressed in 26 pounds of paint. greater uniformity, corrosion resistance and maximum durability.



The inside story. There's nothing small about it. Over half a foot more front shoulder room and three inches more front hip room than the leading import.

Nice'n kneesy. No matter how big you are you'll find it comfortable to sit in the front or in the back. Pinto has more knee and head room in back than some cars two and three feet longer.



Easy ins and outs. Forty-four and a quarter inches doesn't sound very tall, when you're standing up. But make a door that wide and you have a main entrance on your hands. And that's what Pinto did so people don't have to go through gymnastics to get in and out.

Breathes easier. Pinto's ventilating system provides passengers three complete changes of air every two minutes at highway speeds.

Standard interior. The seats are designed to make those long backbreaking trips no longer backbreaking. Pinto's slim-line, High Back buckets and full-width rear bench seat also feature easy-care, long-wearing vinyl. The instrument panel is easy to read and easy to reach.

Pinto's little options.

We made the standard Pinto a great little car just as it is. But we know people have different driving needs. That's why we also offer these better idea options so you can personalize it.

Accent Group (illustrated at right). It's that little something extra that can make all the difference. With this group you get the following: Bright window, center pillar and drip moldings. Wheel covers and wheel lip moldings. And inside, a carpet that's color-keyed.

Protection Group (also shown at right). A smart buy if you do a lot of parking in shopping centers and city streets. Side moldings with vinyl inserts are a blessing when the parker next to you opens his door against yours. Bumper guards and bumpers have rubber inserts . . . a better idea for people who have a little trouble in tight spots.

Luggage Rack. This sculptured piece of chrome lets you carry all sorts of extras up top and makes going on vacation a roomy event.

Vinyl Top. This tough skin with bright



drip moldings will appeal to many as a way to make a fine-looking little car even finer . . . for the life of the car. (Not available on Runabout model.)

Luxury Decor Group (exterior). Never has a small car had such a look of big car luxury. It's what the name says. A package (exterior shown below) that begins by offering everything in the Accent Group. We then added a gleaming rocker panel molding and a lot more that you will like inside. The exterior features are only part of the Luxury Group story. Inside (shown on next page) you have color-keyed car-



peting, deluxe door and instrument panel trim, deluxe 2-spoke steering wheel, a lighter, multi-directional ventilation registers, and a choice of deluxe houndstooth cloth or knitted vinyl seat trim. Contoured rear seat (below right) is comfort-molded with urethane foam. Plus: rear ash tray and passenger door courtesy light switch.

Luxury Interior Group: With this option, you get all the interior dress-up items in the Luxury Decor Group, above.

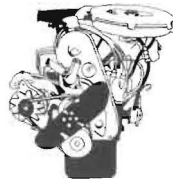


Fold-Down Rear Seat*. If you're looking for extra cubic feet to carry some oddball shapes, this is the way to go.

To fold the seat down, just press the button and pull. Once it's down you've got all sorts of room available. Get to it from either the front seat or the luggage opening at the rear. Push the seat up and you've got two more roomy seats.



2000-cc. Engine. This engine is the overhead-cam type. It's a spirited little thing that's capable of throwing out 100 horses and running all day on regular gas. Comes with standard 4-Speed Manual or optional Cruise-O-Matic. 2000-cc. requires manual front disc brakes.



Air Conditioning. The SelectAire unit gives you the "right" temperature inside the car. You get all-season comfort with heating, defrosting and cooling from the one unit. In order to cool-it you'll need the 2000-cc. engine.

AM Radio. The Philco all-transistorized radio helps you escape "the drearies" of bumper-to-bumper traffic. It also can help you keep in touch with the world and break the monotony on long trips.



Console with Electric Clock. Opens with a pull of a handle and lets you get into all sorts of things without having to pull off the road. If you have a small item, the console is the ideal place. As for the clock...it's self-regulating. You won't be able to use it as an excuse for being late anymore.



Front Disc Brakes Plus Drum Brakes. A winning combination that will help pull in the Pinto with straighter stops. Disc brakes give superior resistance to fade and effects of water.



*Std. on Runabout model.

Pinto. The do-it-yourself car.

Tool around in a Pinto . . . and save yourself some money.

Pinto is designed to be easy to service, repair and maintain. In fact, you can do much of the minor maintenance yourself.

You can change the oil. Clean or replace spark plugs and the air cleaner. You can replace fuel and oil filters. Replace bulbs. Adjust the parking brake (from inside the car) and make many other simple inspections and adjustments.

Just a few screws need to be loosened to remove the instrument panel or a damaged grille. Engine parts are easier to work on because the hood lifts open to a fully vertical position and there are no spring towers to get in the way.

All this adds up to freedom from big cares about maintenance and repairs. And there's more, of course—

Do-it-yourself service manual. Written in easy-to-understand language and clearly illustrated, it shows you exactly how to perform many maintenance and repair projects on your Pinto.



What to do if you don't even own a screwdriver. Get one of our two tool kits—depending on how much of a do-it-yourselfer you are or want to be. Choose the Beginners Kit or the Master Kit.

Beginners Kit contains basic hand tools used for most routine service operations: regular screwdriver, Phillips screwdriver, pliers, 6 open end wrenches, socket wrench handle, 2 socket wrench extensions, socket wrench universal adapter, 5 socket wrenches, plug wrench, feeler gauge, vinyl pouch, oil filter wrench, spray lube, fuse puller, and hand cleaner.



Master Kit contains precision gauges, meters and specialized tools to maintain peak performance of your Pinto: tachometer, vacuum pressure gauge, timing light, dwell meter, belt tension gauge, torque wrench, socket wrench, brake adjusting tool, and oil seal installing drift.

Pinto's do-it-yourself parts kits. Designed to provide everything you need for six common repair jobs, including instruction sheets and all parts required. Use them to save money and get an extra kick out of doing it.

Electrical Tune-up Kit lets you be the expert on keeping your Pinto running smoothly.

Lamp Bulb and Fuse Kit helps to insure that you'll never be left in the dark.

Windshield Wiper Blade Kit to help you maintain safe driving vision at all times.

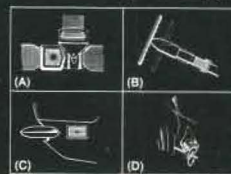
Tail Lamp Kit permits you to keep your Pinto safely lit.

Parking Lamp Kit allows quick and easy replacement of a damaged lens.

Radiator Grille Kit contains all necessary parts to replace a damaged grille.



Little Pinto's Big Built-in Safety Features. Every 1971 Pinto has these Ford Lifeguard Design Safety Features: Dual hydraulic brake system with warning light • Glare reduced instrument panel padding, windshield wiper arms, steering wheel hub, rearview mirror/mirror mounting and windshield pillars • Front and rear lap belts for all seating positions • Shoulder belts for front outboard occupants • Uni-Lock Harness (A) • Energy-absorbing steering column and steering wheel (B) • Side marker lights (C) • Locking steering column (D) (locks wheel so it cannot be turned) and ignition key reminder buzzer (warns against leaving key in ignition) • Energy-absorbing armrests and safety-designed door handles • Turn indicators with lane-changing signal feature • Driver's outside rearview mirror • Inside yield away rearview mirror • Energy-absorbing instrument panel with padding • Padded sun visors • Two-speed windshield wipers (slow, for a misty spray; rapid when rain comes down in bucketfuls) • Windshield washers • High strength laminate safety glass windshield • Double yoke safety door latches and safety hinges (help keep doors closed and occupants inside in event of impact) • Emergency flasher • Backup lights • Energy-absorbing front seat back tops with padding • Self-locking front seat backs • Safety-designed radio control knobs, push buttons and coat hooks • Safety rim wheels and load rated tires • Corrosion-resistant brake lines • Uniform transmission shift quadrant • Parking lamps coupled with headlamps • Non-reversing odometer • Safety-design front end structure • Padded head restraints or high back seats for front outboard occupants • Safety glove box latch.



Pinto Armchair Estimator Prices for the 1971 Pinto

PINTO	
2-Door Sedan*	\$1919.00
	*1600 cc. 1V 75-hp, four cylinders standard
Runabout	\$2062.00
Pinto Optional Equipment:	
Power Teams	
2000 cc. OHC 2V 100-hp, four cylinders (req. manual front disc brakes)	\$ 50.00
SelectShift Cruise-O-Matic (requires 2000 cc. engine)	175.00
Emission Control, NO _x Exhaust (Req. in California. Optional elsewhere)	
Std. on 1600 cc. engine. Optional with 2000 cc. engine	N.C.
Comfort & Convenience Options:	
Air Conditioner, SelectAire (requires 2000 cc. engine)	\$ 374.00
Battery, Heavy Duty 54-amp.	14.00
Console with Electric Clock	42.00
Convenience Group:	
Includes deluxe belts, inside day/night mirror, outside LH remote control color-keyed racing mirror, and glove box lock	34.00
Defogger, Rear Window (N.A. on Runabout)	28.00
Disc Brakes, Manual Front	32.00
Glass, Tinted—Complete	37.00
Luggage Rack, Roof	47.00
Radio, AM	61.00
Rear Quarter Windows, Flipper	29.00
Seat, Fold-Down Rear (Std. on Runabout)	36.00
Appearance Options:	
Accent Group (Std. w/Luxury Decor Group)	
Includes bright door & quarter window frames, bright "B" pillar cap, bright drip moldings, wheel lip moldings, wheel covers, and color-keyed carpeting—Sedan	\$ 60.00
—Runabout	48.00
Luxury Interior Group (Std. w/Luxury Decor Group; N.A. w/Accent Group)	
Includes color-keyed carpeting, deluxe two-spoke steering wheel, deluxe houndstooth cloth or knitted vinyl seat trim, deluxe door trim panels, contoured rear seat, instrument panel bright dress-up and woodgrain applique, multi-directional vent registers, cigar lighter (front), rear seat ash tray, and passenger-side door courtesy light switch	
—Sedan	72.00
—Runabout	60.00
Luxury Decor Group. Includes all items in Accent Group and Luxury Interior Group plus bright rocker panel moldings	
—Sedan	130.00
—Runabout	118.00
Bumper Guards, Front and Rear. Included with Protection Group	37.00
Molding, Body Side with vinyl insert	31.00
Molding, Bright Rocker Panel (Std. with Luxury Decor Group)	14.00
Protection Group. Includes body side molding with vinyl insert, front/rear bumper guards with rubber inserts, and rubber bumper inserts	
	68.00
Roof, Vinyl. Includes bright drip moldings (N.A. on Runabout)	77.00
Tires, 6.00-13 WSW	29.00
Tires, A78-13 Single Stripe WSW	42.00
Tires, A70-13 Belted B/WL	87.00
Wheel Covers (Std. w/Accent and Luxury Decor Group)	24.00

Figure out your own Pinto deal

Here's a do-it-yourself price-writer for the do-it-yourself car! See how easily you can own a 1971 Pinto equipped the way you want it. This Armchair Estimator, with suggested retail prices of Pinto and its popular options, makes figuring your own deal A-B-C easy.

- 1 Write in the price of the Pinto
- 2 Write in the total price of the options you want
- 3 Add 1 and 2 to obtain the approximate manufacturer's suggested retail price of your car, equipped the way you want it
- 4 Add any sales or other state and local taxes that apply in your area. Call your Ford Dealer to determine charges for gasoline, dealer preparation, if any, and transportation to his dealer point. Write the total of these items here
- 5 If you plan to trade, make a rough estimate of the trade-in value of your present car, or ask your Ford Dealer for an exact appraisal. Add this amount or the amount of your down payment here
- 6 Subtract 5 from 4. This gives your Armchair Estimated Price for a new Pinto
- 7 To figure monthly payments, take the price from No. 6 and multiply it by the appropriate factor listed below:

12 months .089	24 months .047	36 months .033
18 months .061	30 months .039	

This table gives a good approximation of payments computed at an approximate Average ANNUAL PERCENTAGE RATE OF 12.83%. It cannot provide figures due to local variations in finance rates, taxes, insurance and transportation charges. It is helpful, however, in showing how little extra per month you pay to add valuable options to your car. For example, adding the Luxury Decor Group costs about 14½¢ a day—price of item: \$130.00 X .033 (36 mos.) ÷ 30 days.

IMPORTANT NOTICE — Prices shown are manufacturer's suggested retail prices F.O.B. factory, Detroit, Michigan. Optional equipment prices are based on factory installation. **Transportation charges, gasoline, license and title fees, state and local taxes are not included. Suggested retail prices do not include dealer preparation charge, if any.** At the time of printing, prices, product information and specifications were in effect and correct. Ford Division of Ford Marketing Corporation reserves the right to change prices, product specifications, and designs at any time, however, without notice and without incurring obligation. Some features shown or described are optional at extra cost. Some options are required in combination with other options. Transportation charges, which are additional to suggested retail prices for the Pinto, vary by distance from Detroit, Michigan. For example, the California transportation charge is \$115.00.

Now—See your Ford Dealer for his Pinto deal.
You'll be pleasantly surprised!



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