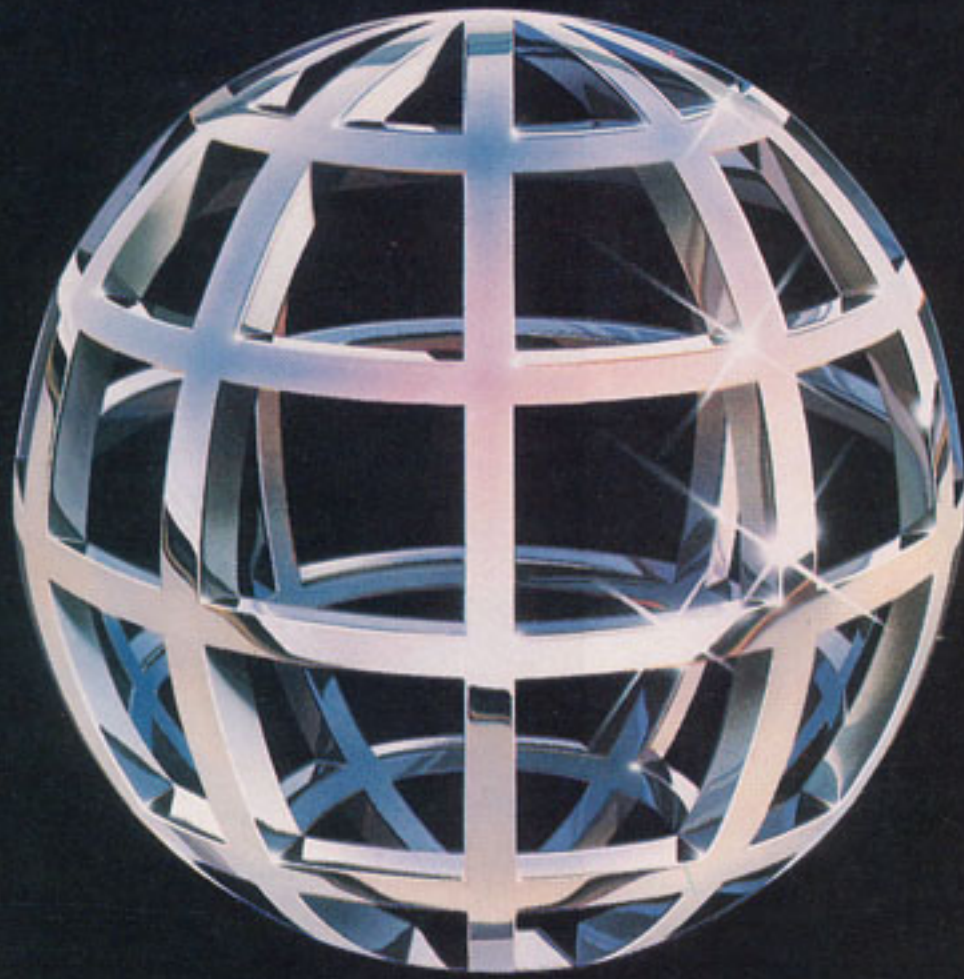

A World
of Better Ideas
from Ford



1981

ESCORT □ GRANADA
FAIRMONT □ THUNDERBIRD
FORD LTD □ MUSTANG

1981 FORD ESCORT



Escort GLX 3-Door Hatchback in Polar White (9D)



Built to take on the world.

Top Ford engineers from around the world teamed up to bring together the best of their better ideas. The result: Ford Escort. The new World Car.

Escort is engineered for sure-footed traction with front wheel drive. Independent 4-wheel suspension. Rack and pinion steering precision. Plus new all-season steel-belted radial tires.

Gas mileage ratings are projected to be excellent with Escort's compound-valve hemispherical head (CVH) engine.* Matched with 4-speed manual overdrive transmission, it takes freeway driving in stride. There's also a new patented split-torque automatic transmission option.

Escort's high degree of fuel efficiency owes much to weight efficiency—the extensive use of high-strength steel in many key areas that is, pound for pound, up to 100% stronger than ordinary steel. Escort's aerodynamic lines also help stretch gas mileage.

Escort is engineered for comfort and convenience, too. Bucket seats are body-contoured. The rear seat has convenient, easy-to-fold-down design for added cargo area. And Escort comes in five series, each with versatile 3-Door Hatchback and 4-Door Liftgate body styles. In all, you have 10 separate choices with the new World Car. The new Ford Escort for 1981. Test-drive it soon.

*See mileage information on back cover.

ESCORT STANDARD FEATURE HIGHLIGHTS

Front wheel drive 4-speed manual overdrive transmission CVH 4-cyl. engine Fully independent 4-wheel suspension AM radio (may be deleted for credit) High-back body-contoured front bucket seats Fold-down rear seat (for added luggage space) Halogen headlamps

1981 FORD GRANADA



Granada GL 2-Door in Black (1C)



Built for a changing world.

Introducing the Ford Granada for 1981, the newest entry in the modern field of American-built touring sedans. This is a totally redesigned Granada. Our designers and engineers developed it from drawing board to finished car to meet the challenges of a changing world.

Granada is powered by a standard 2.3 liter OHC 4-cylinder engine and is more compact and lighter in weight than last year. In fact, it has the best EPA fuel economy ratings in Granada history.* Trimmer size and improved fuel economy create one new dimension of the '81 Granada. The other is fashioned in the Granada tradition—a world of roominess and comfort for your driving enjoyment.

Surprisingly, though Granada this year is smaller outside, there is more rated passenger room in some areas. Luggage compartment space has been increased by about 1-1/2 cubic feet.

Granada offers, as well, an impressive list of standard features. Maintenance-free battery. P-metric steel-belted radials. Power front disc brakes. Front bumper guards. AM radio. Column-mounted controls. Color-keyed cut-pile carpeting. Many more. And Granada's suspension and steering systems are similar to those you would find on some expensive European luxury sedans.

Granada for 1981 comes in 2-door and 4-door body styles, each in three distinctive series. We call them Granada GLX, GL, and Granada L. Whichever is your choice, you'll own a car you can drive with pride—on America's roads or anywhere in the world.

*See mileage information on back cover.

GRANADA STANDARD FEATURE HIGHLIGHTS

- 2.3 liter 4-cyl. engine
- 4-speed manual transmission
- Modified MacPherson strut front suspension/4-bar link coil spring rear suspension
- Power front disc brakes
- Rack and pinion steering
- Low-back front bucket seats
- AM radio (may be deleted for credit)
- Dual rectangular halogen headlamps
- P-metric steel-belted radial ply tires
- Fluidic windshield washer system

1981 FORD FAIRMONT



Fairmont Futura 4-Door in Red (24)



It makes a world of sense.

All practical things considered, Fairmont should be your next car. It's so sensible for today's kind of driving. More than a million people have chosen Fairmont since its introduction three years ago.

Look over the complete line of 1981 Fairmonts. There's the top-of-the-line Futura, very handsome and personal. The standard Fairmont, with more standard features than ever. And the roomy Fairmont Wagon, now available in a Futura model.

The popular Fairmont, from its beginning, has ranked among the top value leaders in the mid-size class of American-built cars for a number of reasons.

With Fairmont, you needn't move down from 5-passenger size and comfort (6-passenger with bench seats). The EPA mileage ratings of Fairmont's standard 2.3 liter 4-cylinder engine last year rivaled those of many compact and subcompact cars.*

Fairmont has plenty of room with surprising comfort. When you're seated in a Fairmont, you may actually feel you are in a larger car. And, among mid-size wagons, Fairmont's cargo capacity (79.5 cu. ft. with rear seat down) has never been topped.

Ford Fairmont for 1981. Roominess and excellent mileage, impressive standard features and low sticker price—these make Fairmont mighty hard to beat.

*See mileage information on back cover.

FAIRMONT STANDARD FEATURE HIGHLIGHTS

- 2.3 liter 4-cyl. engine
- 4-speed manual transmission
- Power front disc brakes
- Rack and pinion steering
- Low-back front bucket seats
- Fold-down rear seat with one-hand quick release (wagons)
- Big, easy-opening "5th door" rear liftgate (wagons)
- Wrapover roof pillar (Futura 2-Door)
- Turbine wheel covers (Futura)

1981 FORD THUNDERBIRD



Thunderbird Town Landau in Tu-Tone Fawn (89) over Medium Fawn Glow (55)



The thunder's still there.

Presenting the 1981 Thunderbird, the latest in a long and proud line of prestigious personal cars. This Thunderbird is lean, trim and efficient. But famous Thunderbird luxury and innovation—the very “thunder” of the Thunderbird—are still there.

This is a striking Thunderbird. With proud new models for 1981.

Heritage Series. The ultimate Thunderbird offers nothing less than luxury with these features: Padded rear half vinyl roof with brushed aluminum wrapover band and coach lamps. Dual reclining crushed velour split bench seats with six-way power adjustment for the driver. Electronic Instrument Cluster. AM/FM stereo search radio. Air conditioning. Autolamp on/off/delay

system. Bright rhodium engraved owner's nameplate (shipped after delivery). And more.

Town Landau. Restyled with a new padded rear half vinyl roof, color-coordinated wrapover band, elegant coach lamps. Standard features include: tilt steering wheel, diagnostic warning lights, AM/FM stereo radio, Light Group, interval windshield wipers, dual remote control mirrors, among others.

Very much in the Thunderbird tradition is the new Carriage Roof option that's reminiscent of yesterday's convertible. And, in response to the needs of today, the 4.2 liter (255 CID) engine can now be teamed with Ford's innovative Automatic Overdrive transmission for increased highway fuel economy.*

*See mileage information on back cover.

THUNDERBIRD STANDARD FEATURE HIGHLIGHTS

- 3.3 liter (200 CID) 6-cyl. engine with SelectShift automatic transmission (4.2L V-8 on Heritage)
- MacPherson strut-type front suspension/4-bar link coil spring rear suspension
- Power front disc brakes/rear drum brakes
- P-metric WSW steel-belted radial ply tires
- Variable ratio power rack and pinion steering
- Vinyl insert bodyside moldings (color-coordinated)
- Halogen headlamps
- Deep-well trunk
- Flight bench seat

1981 FORD LTD



LTD Crown Victoria in Fawn (89) with matching padded rear half vinyl roof



Discover a world called LTD.

A world of quiet, comfort and roominess in the LTD tradition.

The '81 LTD offers new fuel efficiency with a new standard engine/transmission combination.* The engine is the 4.2 liter (255 CID) V-8.† The transmission is Ford's innovative Automatic Overdrive, which allows the engine to turn more slowly above 40 mph for increased fuel economy.

Add to this LTD's already impressive list of standard features and you have outstanding 6-passenger car value. AM radio (AM/FM stereo on Crown Victorias)** Left-hand remote control mirror. Luxury Sound Insulation Package. P-metric WSW steel-belted radials. Deluxe wheel covers. All these and more.

LTD's spacious interiors offer ample head, shoulder, hip and leg room for six adults. And seats feature Ford's Flex-o-lator construction for solid comfort.

Among other features, you'll appreciate LTD's famous deep-well trunk with over 22 cu. ft. of space and low liftover height for easier loading and unloading. LTD's wide-opening doors incorporate tiltaway door hinges with increased head and shoulder clearance for entry and exit convenience.

The LTD lineup offers a full choice of sedans or wagons. The standard LTD series and top-of-the-line LTD Crown Victoria are available in 2- or 4-door models. LTD wagons are headed up by the prestigious Country Squire. All LTD wagons feature the innovative 3-Way Magic Doorgate with power window and wide, flat cargo area (89.5 cu. ft. with rear seat down).

*See mileage information on back cover. †5.0 liter (302 CID) V-8 is standard with wagons. **Radio may be deleted for credit.

FORD LTD STANDARD FEATURE HIGHLIGHTS

4.2 liter V-8 engine (5.0 liter in wagons) Automatic Overdrive transmission Power steering Power front disc/rear drum brakes 6-passenger roominess Deep-well trunk Dual rectangular halogen headlamps Front bumper guards Color-keyed deluxe belts Luxury Sound Insulation Package

1981 FORD MUSTANG



Mustang Ghia in Black (1C) with new T-Roof option.



America's most popular sports car.

Ford Mustang for 1981. Sporty good looks with sleek, aerodynamic lines and the exciting new T-Roof option.

Mustang's standard power team, the 2.3 liter OHC 4-cylinder engine and 4-speed manual transmission with self-adjusting clutch, offers excellent fuel economy.* Or, add some spunk to your driving pleasure with turbocharged 2.3 liter and 5-speed manual overdrive† options.

Mustang's sporty design features rack and pinion steering and a suspension system with modified MacPherson struts in front and a 4-bar link/coil spring setup in the rear. All specially tuned for use with advanced high pressure, steel-belted P-metric radials.

Inside, Mustang offers body-contoured bucket seats, pushbutton AM radio and full instrumentation—standard. And with Mustang options you can "build" a car to match your personal life style—from practical to sporty to luxurious.

Mustang comes on strong in three great styles. There's the standard Mustang in sporty 2-door or versatile 3-door that offers over 32 cu. ft. of cargo area (rear seat down). There's the elegance of Ghia that combines luxury and sporting flair in 2- or 3-door models. And then there's the high-spirited Cobra with 2.3 liter turbocharged power and Handling Suspension Package, plus much more, standard.

Test-drive America's most popular sports car today. The 1981 Ford Mustang.

*See mileage information on back cover. †See your Ford Dealer for availability.

MUSTANG STANDARD FEATURE HIGHLIGHTS

- 2.3 liter OHC 4-cyl. engine with DuraSpark Electronic Ignition
- 4-speed manual transmission with self-adjusting clutch
- Rack and pinion steering
- Dual rectangular halogen headlamps
- High-back reclining bucket seats
- AM radio (may be deleted for credit)
- Full, wide wraparound bodyside molding
- Full instrumentation

1981 FORD CHOICES

In 1981, we want to put you in a car we can both be proud of.



Escort 4-Door Liftgate
Bright Blue Metallic (3M)



Granada GL 4-Door
Medium Blue Glow (3H)



Futura Squire Wagon*
Sand Glow (6B)



LTD Wagon
Light Pine Glow (4E)



Escort L 3-Door Hatchback
Red Glow (2H)



Granada GLX 2-Door
Light Pewter Metallic (1T)



Thunderbird Tu-Tone Midnight
Blue Met. (3L)/Med. Blue Glow (3H)



LTD Country Squire Wagon
Bittersweet Glow (8D)



Escort GL 4-Door Liftgate
Dark Blue Metallic (3D)



Granada GLX 4-Door
Pastel Chamois (86)



Thunderbird—Ext. Decor Group*
Light Grey (12)



Mustang 2-Door
Midnight Blue Metallic (3L)



Escort SS 3-Door Hatchback
Bright Yellow (6N)



Fairmont 2-Door
Bittersweet Glow (8D)



Thunderbird Town Landau
Light Fawn Glow (5H)



Mustang 3-Door
Medium Blue Glow (3H)



Escort GLX 4-Dr. Liftgate
Squire Wagon Opt.* Silver Met. (1G)



Fairmont 4-Door
Dark Brown Metallic (5Q)



Thunderbird Heritage
Black (1C)



Mustang 2-Door with Sport Option*
Bittersweet Glow (8D)



Granada L 2-Door
Medium Fawn Glow (55)



Futura 2-Door
Silver Metallic (1G)



LTD 2-Door
Red (24)



Mustang Ghia 2-Door
Dark Brown Metallic (5Q)



Granada L 4-Door
Red (24)



Futura 4-Door
Light Medium Blue (3F)



LTD 4-Door
Dark Cordovan Metallic (8N)



Mustang Ghia 3-Door
Light Pewter Metallic (1T)



Granada GL 2-Door
Medium Dark Spruce Metallic (4J)



Fairmont Wagon
Pastel Chamois (86)



LTD Crown Victoria 2-Door
Dark Pine Metallic (7M)



Mustang Cobra 3-Door*
Bright Red (27)



Fairmont Futura Wagon
Medium Dark Spruce Metallic (4J)



LTD Crown Victoria 4-Door
Midnight Blue Metallic (3L)

*Option group. See individual 1981 car catalogs for complete details.

EPA Gas Mileage Estimates

Of course, gas mileage is one of your top concerns these days. It's one of ours, too. 1981 EPA estimates were not available at the time this catalog was published. All Ford cars, however, should post good miles-per-gallon ratings in the new EPA Gas Mileage Guide as they did last year. Ford Escort is expected to post ratings among the best for all gasoline-powered cars on the road. See your Ford Dealer for the latest EPA information.

Product Changes

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

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.

A World of Better Ideas



FORD

FORD DIVISION

