

'71 MAVERICK



No changes in the Simple Machine...



Economy economy Maverick.

Not all changes are changes for the better. That's why we took a very close look at the incredibly successful first-year Maverick, shown above with Accent Group and white sidewall tire options, and came up with refinements instead of changes for '71. The unitized construction (which means that the body is welded into one piece) made Maverick one tough, durable, quiet car. There was no way in the world we would change anything there. Maverick "go" stems from the thrifty, dependable 170-cu. in. Six and a 3-speed manual transmission. For more power, optional 200- and 250-cu. in. Sixes, and a spirited new 302-cu. in. V-8 are available on all models.

SelectShift automatic transmission, required with the 250-cu. in. Six, is optional with the 200-cu. in. Six and 302 V-8. Floor shift is available with 3-speed manual transmission and the 200-cu. in. Six and 302 V-8, or on models equipped with SelectShift and bucket seats.

There's a new selection of seat trim fabrics and we came up with some new colors, both inside and outside. But these are small sacrifices to make for living in a changing world.

2-Door

Foam-padded check cloth and vinyl seats are handsome, easy to clean and come standard on 2- and 4-Door Sedans. Melrose embossed all-vinyl trim (standard on Grabber) is optional on 2- and 4-Door Sedans. Also available (all models) are Deluxe Woven Vinyl (shown center) or Stripe-patterned cloth and vinyl trims (included with Interior Trim Option). High Back Bucket Seats are optional on 2-door models.

except for a couple of extra doors...



Family economy Maverick.

Quite a few Mavericks like to travel in packs. So we added two more doors. And we made the 4-Door Simple Machine a little longer and a little higher. Now it's even easier for big fellows to get into the back seat, move around and stretch out comfortably.

We added a choice of four beautiful engines, too, from a standard 170-cu. in. Six to a new 302 V-8. On the model illustrated above, Accent Group, Protection Group and white sidewall tire options are featured.

We staggered the rear shock absorbers to give Maverick good "sea-leg" stability. The smooth-acting shocks give you flatter cornering, easier handling and a remarkably smooth, controlled ride. Maverick brakes are designed to stop cars weighing hundreds of pounds more.

The way we built this car, your little Mavericks will be at home on any road, in the city or on a cross-country turnpike.

4-Door

Deluxe Woven Vinyl, shown here, is just one of the 4-Door's full-width seat trim options. Also available are Stripe-patterned cloth and vinyl and Melrose embossed all-vinyl trims. Deluxe Woven and Stripe-pattern trims are included with the Interior Trim Option. They're all easy on the eyes and on the upkeep.

and a little more jazz.



Sporty economy Maverick.

On the Grabber you get blackout paint on the hood, grille and lower back panel. On cars with a silver/white stripe, the hood is silver. But a Grabber is more than paint. We've included simulated hood scoops, road lamps, color-keyed dual racing mirrors, hub caps and trim rings, deck lid spoiler, Grabber stripes on the sides, bright window frames and drip moldings, grille nameplate, and fender decals. Inside there is color-keyed carpeting, black instrument panel with bright molding, and deluxe steering wheel.

The optional new 210-hp 302 V-8 engine is a most natural choice for Grabber enthusiasts. Optional SelectShift Cruise-O-Matic transmission, required with 250-cu. in. Six, also teams up beautifully with the 200-cu. in. Six and 302 V-8 options. There are bucket seats, floor shift, and a lot more ways to make yourself a Maverick.

While the Grabber is different, it's still a Simple Machine. Simple to buy. Simple to run. Simple to park. Simple to maintain. So simple that fenders and grille can be replaced in just minutes. Routine service . . . like changing spark plugs . . . you can do yourself. You'll not only know how simple Maverick upkeep is, you'll also discover that it costs a whole lot less.



Grabber

High Back Bucket Seats (optional on Grabber and 2-Door Sedan) fit your body and your image. Shown here in deluxe woven all-vinyl trim, they are also available with Stripe-patterned cloth and vinyl trim, both of which are included as part of the Interior Trim Option.

except for a couple of somethings added

Ford's better idea, Maverick, has been right on target since it first rolled onto the street. What was billed as the simple machine, was quickly accepted as the Simple Machine. People found it simple to own. Simple to drive. Simple to maintain.

Maverick was so owner-satisfying in its record first year, we knew we shouldn't change it. So we didn't. We simply multiplied the choice. Now there are three Simple Machines: a 2-Door, a 4-Door and a Grabber.

We still have the 2-door economy economy Maverick that made the Simple Machine famous.

For people who need a bigger compact, we added a family economy model. We gave it two extra doors. And added seven extra inches of wheelbase for more stretch-out space in the back. There's more headroom, over four inches more legroom, seven-and-one-half inches more hip-room. It's the same simple machine—and roomier.

There's a sporty economy model, too, for people who felt Maverick should be a rallye-type car. It's the same simple machine—except for a little more jazz. Like racing stripes, rallye-type road lights, simulated hood scoops, special-painted hood and grille, and an all-vinyl interior. We call it the Grabber.

Take your pick. Economy economy. 4-Door economy. Sporty economy. Each one's a winner.



It's built right the first time.

Maverick is the one true compact in America. The first designed specifically to meet all of the needs of compact buyers. Put them all together, Maverick does it all well.

It has a decided edge in driving economy. In performance. In handling and parking ease. In riding comfort. And you get it all at an impressive advantage in price.

Premium-quality features, products of Ford engineering skill, help save you money in upkeep, low-cost repairs. Unitized construction, for one, makes Maverick durable and quiet. To keep Maverick carefree you get built-in features, like precision-made printed circuitry for trouble-free instrumentation. Axle lube, transmission and brake fluids are designed to last for the life of the car. The steering linkage has lifetime lubrication. Better ideas like these build cars right the first time to work right every time.



Maverick owners are resold on their cars every day.

The more Maverick owners drive, the more they find they like. The gas mileage we told them they could expect—they get. Stability we described—they enjoy. Stamina we said was there—is there. Dependability they look for—they're getting.

With a turning diameter of 35.6 feet (slightly more on the 4-Door), Maverick turns a tighter circle than any other U.S. compact. And Maverick's overall length, only 179.4" for the 2-Door, 186.3" for the 4-Door, lets you wheel into parking spaces most American cars have to pass up.

Owners also like the vacation-size trunk—10 cubic feet. No wonder Maverick owners become dyed-in-the-wool mavericks.

Standard Features:

170-cu. in. 1V 6-cyl. engine (100 hp) • 3-speed, fully synchronized manual transmission • Locking Steering Column • Flashing Side Marker Lamps, four, located on front and rear fender sides (synchronized with turn signals) • Headlamp function protection (separate circuits for parking lights and headlamps) • Full-width seats w/ folding, self-locking front seat backs on 2-door models • "Check" pattern cloth and vinyl seat trim on 2- and 4-door, all-vinyl on Grabber • 2-spoke steering wheel • Door-operated courtesy light • Blend-air heater w/ 3-speed blower, lighted controls • Printed circuits in instrument cluster • Suspended accelerator, clutch and brake pedals • Color-keyed floor mats • Curved, ventless side glass • Coat hooks • Cowl top air intake ventilation • Flipper-type rear quarter window • Full-width stowage tray • Reversible keys • Center rear fuel filler • Standard tires 6.45 x 14 black sidewall tires.

Safety Features:

You ride with greater peace of mind in every product built by Ford, the industry's safety pioneer. Ford engineer perfectionists have driven millions of test-track miles, and worked millions of laboratory man-hours to make each Ford car as strong as possible. Results of their dedicated work are reflected in these standard



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 • Energy-absorbing steering column and steering wheel (A) • Turn indicators with lane-changing signal feature • Inside yield away rearview mirror • Energy-absorbing instrument panel with padding • Padded sun visors • Variable speed hydraulic windshield wipers • Windshield washers • High strength laminate safety glass windshield • Double-yoke safety door latches and safety hinges • Emergency flasher



(C)



Backup lights • Side marker lights (B) • Energy-absorbing front seat back tops with padding • Self-locking front seat backs on 2-door models • Safety-designed coat hooks • Safety-designed radio control knobs and push buttons • Outside rearview mirror, driver's side • 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 • Head restraints or high-back seats for front outboard occupants • Energy-absorbing armrests and safety-designed door handles (C) • Front and rear lap belts for all seating positions • Shoulder belts for front outboard occupants • Locking steering column with warning buzzer (D) • Uni-Lock Harness with single lap and shoulder belt buckle (E). A better idea for safety: so buckle up.



(E)



Take full advantage of the built-in protection your Maverick can provide. Obey traffic laws. And exercise good driving judgment at all times.



Better idea for safety: Buckle up.

Make yourself a Maverick.

Options



MORE POWER TO YOU: 200- AND 250-CID SIXES— PLUS A NEW 302 V-8 ENGINE

For Mavericks who want to move out a bit more, there is a choice of powerplants with 115, 145 or 210 eager horses available. They can run hard, economically on regular gas. SelectShift Cruise-O-Matic transmission, required with the 250 CID engine, is optional with the 200 CID Six or 302 V-8.

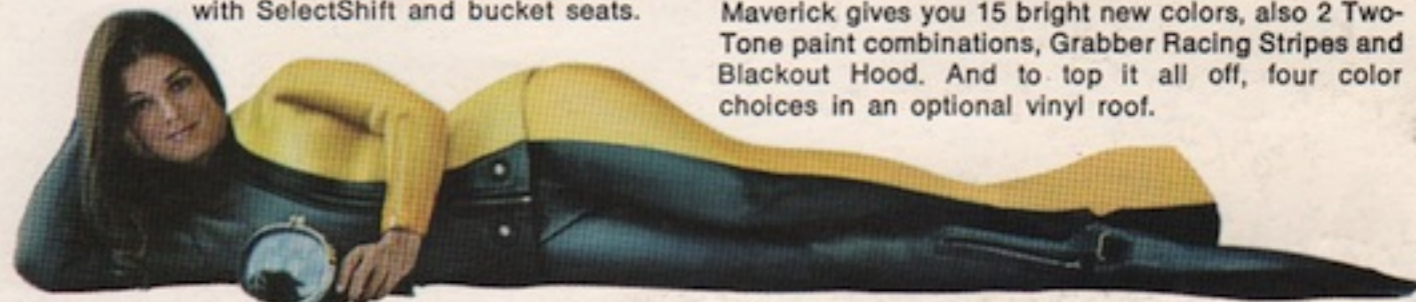
CONSOLETTA

Handy storage for road maps, sunglasses, and so on. Opens at the push of a button. Console electric clock option also available.



FLOOR SHIFT

When you order bucket seats, give them "command post" treatment by adding the 3-speed manual or automatic floor shift. Floor shift is available with 3-speed manual transmission and the 200-cu. in. Six and 302 V-8, or on models equipped with SelectShift and bucket seats.



AM RADIO, AIR CONDITIONING, POWER STEERING

Maverick's radio is fully transistorized for instant-on and longer life. Our SelectAire Conditioner lets you make your own weather inside, no matter what it's doing outside. Nothing's easier than Maverick power steering . . . it's almost effortless.

ADD COLOR TO YOUR LIFE

Maverick gives you 15 bright new colors, also 2 Two-Tone paint combinations, Grabber Racing Stripes and Blackout Hood. And to top it all off, four color choices in an optional vinyl roof.

How the Maverick measures up.

Engines: 170-cu. in. 6-Cyl.—100 hp @ 4200 rpm; 3.50" bore x 2.94" stroke; available with manual transmission only; 200-cu. in. 6-Cyl.—115 hp @ 4000 rpm; 3.68" bore x 3.13" stroke; both feature 8.7 to 1 comp. ratio; reg. fuel; single-barrel carb.; auto. choke; hyd. valve lifters; oil capacity, incl. filter, 4.5 qt.; 250-cu. in. 6-Cyl.—145 hp @ 4000 rpm; 3.68" bore x 3.91" stroke; 9.0 to 1 comp. ratio; reg. fuel; single-barrel carb.; auto. choke; hyd. valve lifters; oil capacity, incl. filter, 4.5 qt.; 302-cu. in. V-8—210 hp; 4.00" bore x 3.00" stroke; 9.0 to 1 comp. ratio; reg. fuel; 2-barrel carb., auto. choke; hyd. valve lifters; oil capacity, incl. filter, 5 qts. **Transmissions:** Column-mounted 3-speed, fully synchronized manual (170 & 200 CID Six and 302 V-8 engines); SelectShift (200 & 250 Six and 302 V-8 engines). **Axle Ratios:** Standard w/170 CID Six and 3-speed manual transmission—2.79; w/200 CID Six and 3-speed manual transmission—3.00; w/SelectShift—2.79; w/250 CID Six and SelectShift—3.00; w/302 V-8 and 3-speed manual or SelectShift transmissions—2.79; w/SelectAire Conditioner—3.00 required w/all engines.

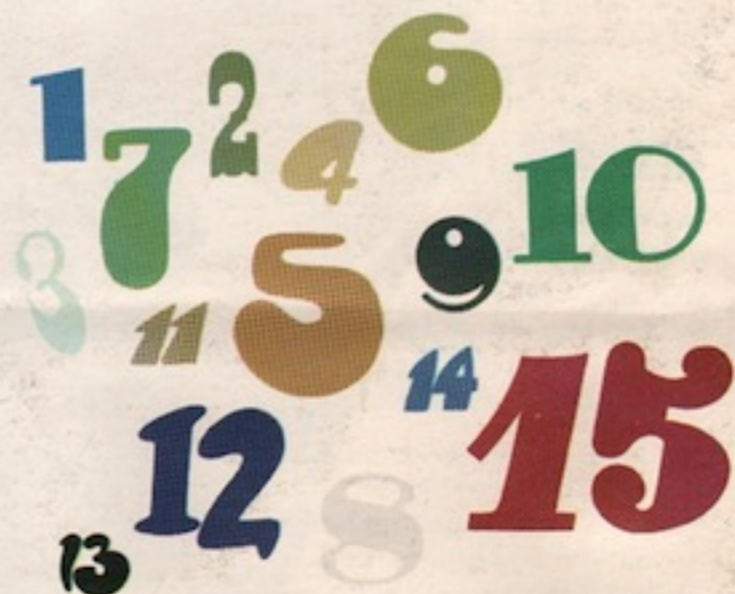
Options: 200 CID Six Engine • 250 CID Six Engine • 302 CID V-8 Engine • SelectShift Cruise-O-Matic Transmission • SelectAire Conditioner • High Back Bucket Seats • Rear Window Defogger • Tinted Glass • AM Radio • Vinyl Roof • Power Steering • Deluxe Seat Belts with Retractors • Interior Trim Option: Deluxe Woven Vinyl or Stripe-patterned Cloth and Vinyl Trim, Deluxe Door Trim Panels, Deluxe Steering Wheel, Rear Seat Ash Tray • D70-14 Wide Oval Belted WSW Tires • 6.45-14 WSW Tires • B78-14 Belted WSW Tires • Accent Group: Bright Drip Rail Moldings and Window Frames, Wheel Covers, Color-Keyed Carpeting • Con-

venience Group: Cigarette Lighter, Color-Keyed LH Remote Control Outside Racing Mirror, Day/Night Inside Rearview Mirror • All-Vinyl Seat Trim • Heavy Duty Battery • Heavy Duty Suspension • 3.00 Axle Ratio • Belted Tires (up to 40% more wear, 31% more traction, 50% more road hazard resistance).

Dimensions (inches)	2-Door	Grabber	4-Door
Track (front & rear)	56.5	56.5	56.5
Wheelbase	103.0	103.0	109.9
Overall Length	179.4	179.4	186.3
Overall Width	70.5	70.5	70.6
Overall Height	53.0	53.0	53.1
Front Compartment			
Head Room	37.6	37.6	37.9
Leg Room (max.)	41.3	41.3	41.3
Shoulder Room	55.0	55.0	55.0
Hip Room	53.7	53.7	53.7
Rear Compartment			
Head Room	36.1	36.1	36.7
Leg Room (min.)	31.8	31.8	36.0
Shoulder Room	53.5	53.5	55.1
Hip Room	46.1	46.1	53.7
Luggage (cu. ft.)	10.1	10.1	10.1
Fuel Capacity	15.5	15.5	15.5
Curb Weight (lb.)	2,624	2,679	2,719

Information shown was correct when approved for printing. Ford Division reserves the right to discontinue, or to change at any time its product specifications or design without incurring obligations. Some items illustrated or described are optional at extra cost. Many options are offered on all models. Some are required in combination with other options. Always see your Ford Dealer for full details.

- Grabber Blue
- Medium Green Metallic
- Platinum
- Light Gold
- Medium Yellow Gold
- Grabber Yellow
- Grabber Lime
- White
- Dark Green Metallic
- Grabber Green Metallic
- Grey Gold Metallic
- Bright Blue Metallic
- Black
- Medium Blue Metallic
- Bright Red



MAVERICK