

1981
FORD

WAGONS



BETTER IDEA WAGONS FOR 1981 FROM THE WAGONMASTER, FORD LTD, FAIRMONT AND ESCORT

FORD LTD WAGONS

A world of generous cargo and passenger capacity — it's yours in Ford LTD wagons for 1981.

A big 89.5 cu. ft. of cargo space (with rear seat down) is just the beginning. Add 9.9 cu. ft. of extra space under the floor. Add to that another 2 cu. ft. in the side storage compartment. Now you see why the LTD wagons are equipped to accommodate all kinds of cargo

demands. Demanding example: 4' x 8' plywood sheets laid flat on the cargo floor (doorgate lowered). The big news for 1981 is that the standard LTD powerteam is the 5.0 liter (302 CID) V-8 engine with Automatic Overdrive transmission for improved highway fuel economy.* In addition, LTD wagons offer these standard features: front and rear bumper guards, removable color-keyed load floor carpet, P-metric steel-belted WSW tires, and more.

Whether you choose the LTD or the elegant Country Squire, you can enjoy the same Ford Wagonmaster innovations, including: 3-Way Magic Doorgate with power window, one-hand fold-down second seat, and optional dual-facing rear seats which increase LTD's 6-passenger capacity to eight (including removable seat cushions).

LTD wagons also offer a wide range of options. Heavy-Duty Trailer Towing Package, 5.8 liter high-output engine, wide range of seating selections, exclusive DuraWeave vinyl trim, Autolamp On/Off/Delay System, Illuminated Entry System, Traction-Lok Axle and Premium Sound System, to name just a few.

For a complete list of LTD standard features and optional equipment, see the 1981 Ford LTD catalog at your Ford Dealer.

*Mileage information shown on back cover.



LTD Wagon in Red (24)



LTD Country Squire in Sand Glow (6B)

FORD WAGON BETTER IDEAS



Ford's Original "Woody" Station Wagon

At Ford, we know quite a bit about station wagons because we were the first to mass-produce them. At left you see the original Ford "Woody" Wagon, 1929 vintage, our first wagon better idea. For over half a century, we've kept the innovative wagon ideas coming. Now we're known as America's Wagonmaster. Shown on this page are some of the reasons why — Ford Wagon Better Ideas.

LTD's 3-Way Magic Doorgate

A Wagonmaster first. Opens out like a door (with power window up or down) or drops down like a tailgate.

LTD's Dual Facing Rear Seats

This better idea option is available on LTD. It increases LTD's 6-passenger capacity to eight. Seat cushions are removable for additional under-floor stowage space.

LTD Cargo Space

A big 89.5 cu. ft. with rear seat down. And wide enough to accommodate 4 x 8-ft. sheets of plywood flat on the cargo floor (doorgate lowered). There's an extra 9.9 cu. ft. below the floor and two more cubic feet in a side stowage compartment, both lockable!



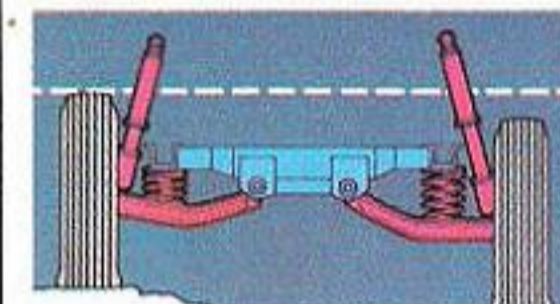
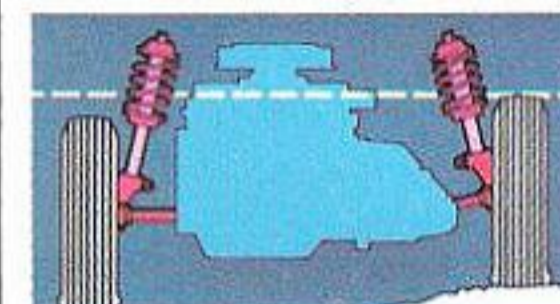
LTD Lockable Side Stowage Compartment

This convenient feature allows you to store valuable items that you'd like to keep out of sight — and securely locked. An extra protection measure, it's also optional on Fairmont Wagons (shown).



Escort Front Wheel Drive/Independent Suspension

Escort combines the sure-footed traction of front wheel drive with independent suspension at all four wheels. Combine these with the 4-Door Liftgate's 61 cu. ft. of cargo space (rear seat down), and you can quickly see why Escort is causing so much excitement.



And this year, Ford introduces some special features for the 80's.

- The 5.0 liter V-8 engine coupled with Automatic Overdrive transmission is standard on 1981 LTD wagons. This power team offers improved gas mileage at highway cruising speeds.*

- Escort offers the new, fuel-saving split torque automatic transmission.*

- A new rich-looking Futura Squire is available.

For complete information on these wagons, consult individual 1981 Ford car line catalogs at your Ford Dealer.

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

*Mileage information shown on back cover.

FORD FAIRMONT WAGONS

We're America's Wagonmaster. And our aim right now is to build wagons that meet the challenges of the 80's. Fairmont is trimmer than previous mid-size wagons. Retained, though, are ample roominess for passengers and lots of space for cargo.

From the first, Fairmont's cargo capacity has been unbeaten among mid-size wagons built in America, with an impressive 79.5 cu. ft.

of usable cargo space. Even with six passengers, Fairmont has 43 cu. ft. of space.

The easy-opening liftgate swings up to provide convenient, unobstructed access to the cargo area, which is nearly 7 ft. long and 4 ft. wide. And there's a convenient one-hand fold-down second seat for quick conversion to full cargo space.

Last year, Ford's mid-size wagons with the 2.3 liter engine surpassed their nearest American competitors with gasoline-powered engines in EPA estimated mpg.* Specifically, by 2 more EPA estimated mpg in California, and by 3 more EPA estimated mpg in all other states.

This year, you have a choice of Fairmont and Futura wagons, and Futura Squire. (Futura

and Futura Squire also available with Interior Luxury Group.)

Available with the model of your choice are these practical options: Rear window washer/wiper. Roof-mounted luggage rack. Lockable stowage compartment, to name a few.

For a complete list of Fairmont/Futura standard features and optional equipment, see the 1981 Ford Fairmont catalog at your Ford Dealer.

*Mileage information shown on back cover.

FORD ESCORT 4-DOOR LIFTGATE

The new World Car, Ford Escort, is on the scene and very big news for 1981. Escort is designed for efficiency, roominess and utility. Powered by an economical transverse-mounted compound valve hemispherical engine,* Escort features the sure-footed traction of front wheel drive.

Two new Escorts offer you the kind of special wagon styling that Fords are rightfully famous for: the GL and GLX 4-Door Liftgate models with Squire Wagon Option. They include all these features: Squire woodtone bodyside trim, brown vinyl bodyside molding with argent insert, luggage rack, reclining bucket seats (high-back standard with GL series;† low-back with GLX), and more.

Cargo capacity, as always, is the name of the game in wagons. Escort 4-Door Liftgate offers you 61 cu. ft. of space with the rear seat folded down (30 cu. ft. with the seat up). The compact Escort is anything but compact in loadspace!

And options? There's a new split-torque automatic transmission for fuel-efficient no-shift driving convenience.*

Air conditioning. Rear window washer/wiper. Fingertip Speed Control. and much more.

Escort 4-Door Liftgates are also available in standard, L, GL, GLX and SS series.

For a complete list of Escort standard features and optional equipment, see the 1981 Ford Escort catalog at your Ford Dealer.

*Mileage information shown on back cover.
†Low-back bucket seats available on GL as an option.



Futura Squire Wagon in Polar White (80)



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



Futura Wagon in Bright Red (27) and Fairmont Wagon in Antique Cream (62)



Escort GLX 4-Door Liftgate with Squire Wagon Option in Medium Fawn Glow (55)

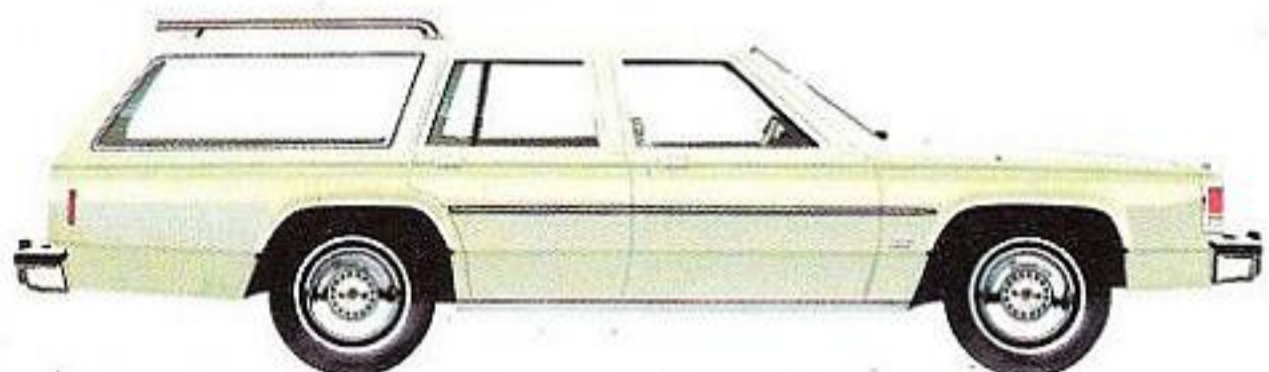
FORD WAGON CHOICES



Ford Motor Company's optional Extended Service Plan covers certain selected components on new Ford cars and light trucks for longer than the vehicle's basic warranty. The cost is so moderate for the protection you get that it could pay for itself the first time you need it. Your Ford Dealer will be happy to give you complete details of the plan, which is available on cars and light trucks sold and normally operated in all 50 United States and Canada.



LTD Country Squire, Bittersweet Glow (8D)



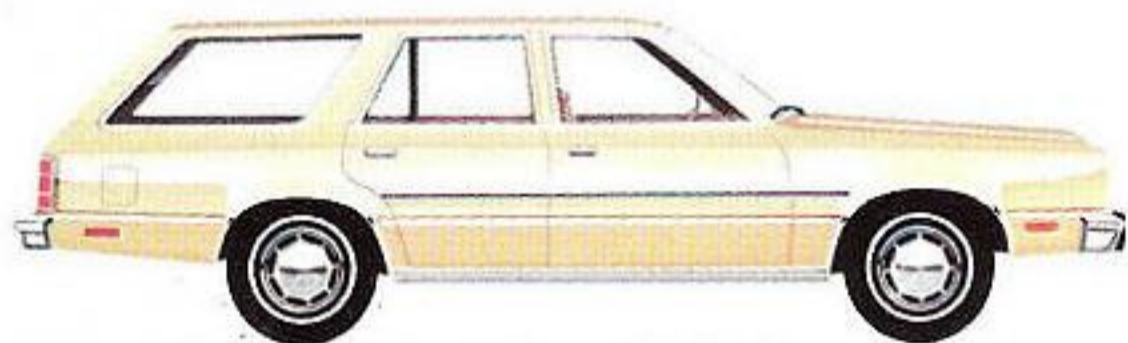
LTD Wagon, Light Pine Glow (4E)



Futura Squire Wagon, Sand Glow (6B)



Fairmont Futura Wagon, Medium Dark Spruce Metallic (4J)



Fairmont 4-Door Wagon, Pastel Chamois (86)



Escort GLX 4-Door Liftgate with Squire Wagon Option, Bright Blue Metallic (3M)

Product Changes

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

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. Ford LTD and Fairmont wagons, 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.

Buy or lease a Ford Wagon from your Ford Dealer — a great choice either way!

A World of Better Ideas



FORD WAGONS

FORD DIVISION

