

Quiet. Strong. Beautiful. A great road car. '68 Ford.

You don't build a great road car overnight. In 1965 Ford built a car quieter than a Rolls-Royce. In 1966 a Ford was quieter than many of Europe's most expensive cars. In 1967 a Ford was strong enough to leap off an Olympic ski jump...and still stay quiet. That's how it happens. First you build a good car. Then, year by year, you make it stronger. And quieter. Until you dare to match your quiet ride with any car in the world. Until you dare take on a mountain to prove your car's strength. Then you have a car so quiet and strong it turns driving into pure pleasure. Then you have the '68 Ford.



FACTS ABOUT THE '68 FORD XL FASTBACK: Sportiest of the 21 new Fords for '68. 2-door XL fastback and convertible seat six. 240 cu. in. Six, retractable headlamps, and die-cast grill are standard. Better ideas include options like SelectShift transmission (works both manually and automatically). V-8's up to 428 cu. in. GT Equipment Group with special suspension and axle, wide-oval tires, and GT décor. SelectAire Conditioner. AM/FM Stereo Radio.



Ford ...has a better idea.