

FAIRLANE '68

Featuring Torino... Ford's newest bright idea



TORINO '68

Luxurious Leader in the Parade of 14 Beautiful New Fairlanes!

Just when you think you've seen everything, Ford lights up the landscape with a whole new car selection—Fairlane Torino! Six beautiful models. Six-passenger size. Exciting style. Surprising low price.

Torino—in the new quick-handling action-size that Fairlane invented. A neat, nimble, low-cost package as solid as the Federal Reserve. Torino—roomy enough to hold six vitamin-enriched adults . . . yet trim enough to laugh its way through city traffic and add 12 inches to every parking spot in the land!

Torino—all new and all excitement! A half-dozen cool ones that beautifully add up to Ford's newest bright idea. Two Torinos for luxury . . . three Torino GT's for action . . . even a new luxury wagon called Torino Squire!

Here, and on the preceding page and cover, are the Torino GT's: Fastback, Convertible and Hardtop. Ventless side glass gives you an unobstructed view. GT stripes, gray grilles, styled steel wheels—all standard—lend undeniable sports flair.

Interiors are luxuriously crafted in leather-smooth vinyl (6 Hardtop, 4 Convertible color choices). Full-width 3-passenger front seat is standard, or if you prefer, you have the option of deep-pleated bucket seats. As you can see at right, both styles are equally handsome. Wall-to-wall carpeting and simulated wood graining on instrument panel complete the smart decor.

Standard power comes lively in GT's—straight from a 289-cu. in. V-8. This one's a masterpiece of Ford-pioneered lightweight/high output design. It transforms regular gas into quick, effortless motion . . . and takes remarkably little of the former to accomplish the latter! Besides the 289, you have three V-8 options: Ford's hot new 302-cu. in. V-8 and two 390-cu. in. V-8's, a 2-barrel carburetor version, and one with 4-barrel carburetor. Standard transmission is a fully synchronized 3-speed with 4-speed floor shift optional. SelectShift Cruise-O-Matic for those who like to mix automatic and manual shifting is also available with all engines.

Wide-oval sports tires with their greater traction and roadability are standard on GT's. In the GT Convert-

ible, one of Ford's better ideas is the 5-ply, vinyl-coated top that is power-operated. Another is the big rear window of scratch- and stain-resistant solid safety glass which zips open to give you straight-through ventilation.

In Torino GT's (and all other models), Ford has more better ideas for safety in 1968. A few of many Ford Motor Company Lifeguard Design Safety Features include: front seat shoulder belts, energy absorbing steering column and steering wheel, safety-designed door handles, vehicle side markers. (See list on page 17.)

In addition to the terrific Torinos, your Ford Dealer has eight quick-size Fairlane 500's and Fairlanes for '68. (You'll meet them further along in this catalog.) Torino or Fairlane, you really owe it to yourself to test-drive one of these great '68s from Ford!

Torino GT Standard Equipment Highlights

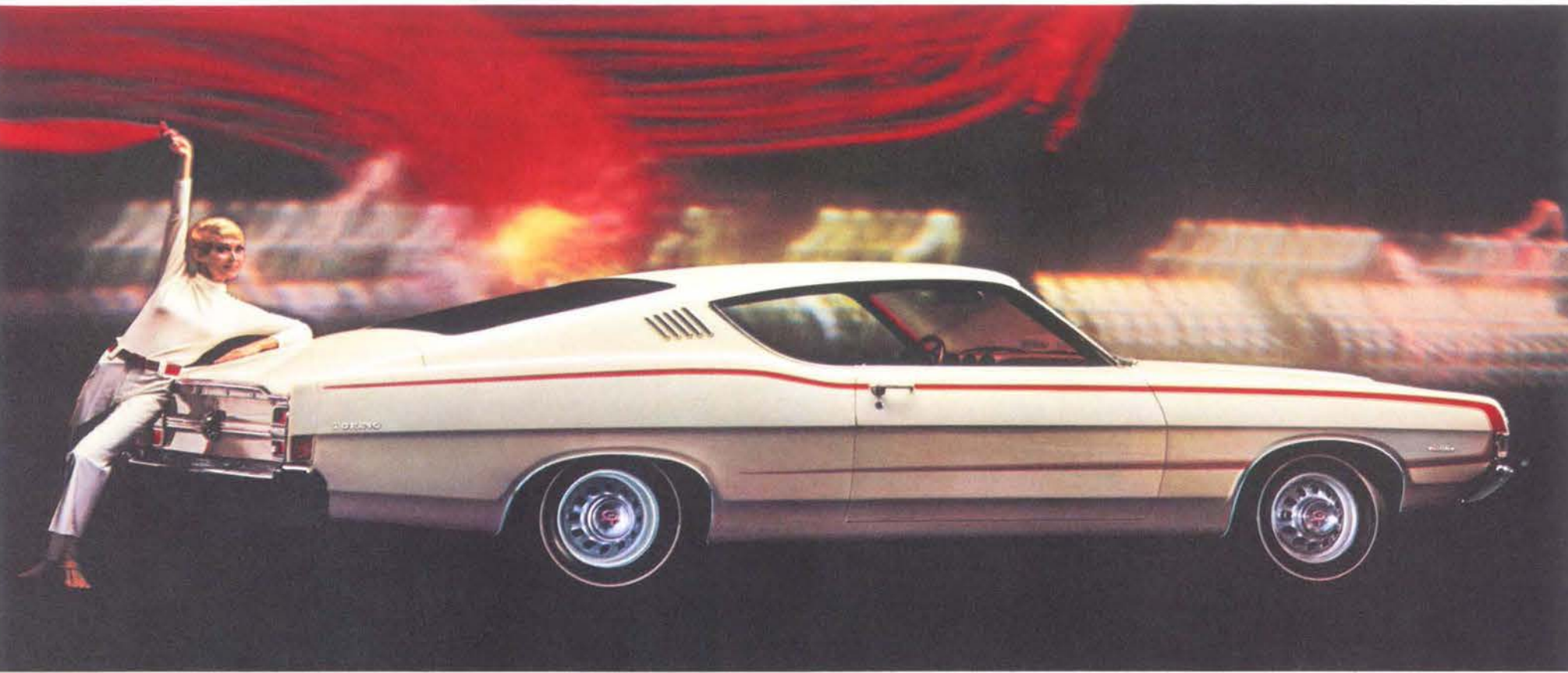
Power Team: 289-cu. in. V-8 and Synchro-Smooth Drive □ Choice of 15 Colors in Super Diamond Lustre Enamel □ 6 Hardtop, 4 Convertible Color-Keyed All-Vinyl Upholsteries □ Full-Width Seats □ Wide-Oval Sports Tires □ Styled Steel Wheels □ Unique GT Stripes and Identification □ Power Top with Glass Rear Window (convertible) □ All the Ford Motor Company Standard Lifeguard Design Safety Features (for the complete list of Standard Equipment, see page 17).

While the information shown herein was in effect when this catalog was approved for printing, Ford Division reserves the right to discontinue, or change at any time, specifications or designs without notice and without incurring any obligations. Accessories and other equipment not standard are optional at extra cost.



Torino GT Bucket Seat Interior Option with Optional Headrests

Torino GT Standard Full-Width Front Seat



Above: Torino GT Fastback (Also shown on cover) Torino GT Convertible

TORINO

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Ford's newest bright idea

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ible, one of Ford's better ideas is the 5-ply, vinyl-coated top that is power-operated. Another is the big rear window of scratch- and stain-resistant solid safety glass which zips open to give you straight-through ventilation.

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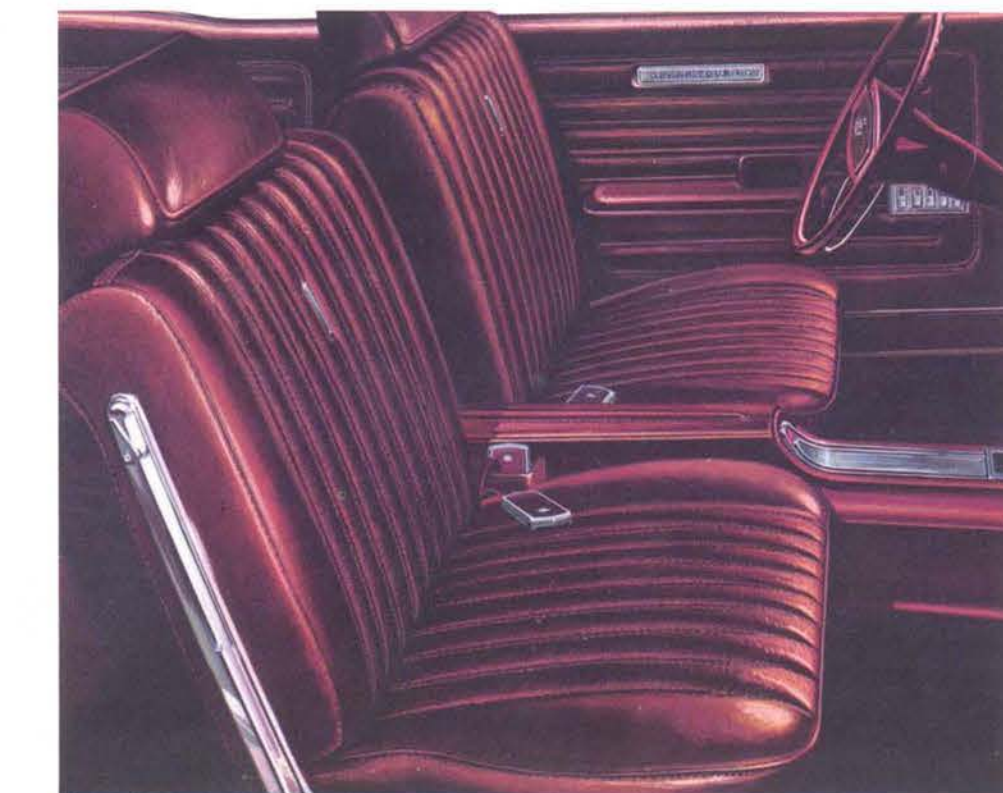
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Torino GT

Standard Equipment Highlights

Power Team: 289-cu. in. V-8 and Synchro-Smooth Drive Choice of 15 Colors in Super Diamond Lustre Enamel 6 Hardtop, 4 Convertible Color-Keyed All-Vinyl Upholsteries Full-Width Seats Wide-Oval Sports Tires Styled Steel Wheels Unique GT Stripes and Identification Power Top with Glass Rear Window (convertible) All the Ford Motor Company Standard Lifeguard Design Safety Features (for the complete list of Standard Equipment, see page 17).

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Torino GT Bucket Seat Interior Option with Optional Headrests



Torino GT Standard Full-Width Front Seat



Torino GT 2-Door Hardtop

TORINO

You've never seen cars as rich as Torino at the price! Elegant styling outside. In both the Torino Hardtop and Torino Sedan ultra-smart long-hood, short-deck proportions say 1968 . . . and here's where the action is!

Elegant styling inside. Torino interiors (six selections) are tailored of rich nylons and leather-like vinyls, fabrics beauty-protected against soiling by Scotchgard® or Zepel®. Wood graining of simulated walnut enhances door trim and instrument panels. Six people can very easily get carried away with Ford's brightest idea. Torino, for all its handy size and parkability, is big everywhere room counts. Doors open wide to let you step in and out with ease. Seats give you firm, comfortable support . . . with plenty of width for shoulders . . . plenty of stretch-out room for legs.

Torino's long list of standard equipment includes many important new Ford Motor Company Lifeguard Design Safety Features. Among them: energy absorbing front seat backs and instrument panel with padding; safety-design window regulator knobs, coat hooks, and radio control push buttons. See the complete list on page 17.

Power windows, a new Torino luxury option, let you raise or lower all four

side windows as easily as pointing your finger. Individual controls on doors allow passengers to regulate windows nearest them. Master control on driver's door has a "lock-out" switch to inactivate all but his controls when desired.

One of many Ford better ideas for '68 is new Comfort-Stream Ventilation. It keeps interior air fresh with the windows closed.

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Also new for your pleasure is the AM/FM Stereo Radio option. Twin speakers, mounted ahead of the front doors, give a rich "concert hall" effect to your favorite AM and FM radio programs. Five push buttons provide instant station selection. Control knob lets you balance volume from each speaker to your individual taste. Dual rear speakers, available as a separate option, can be blended into the system to surround you with beautiful sound.

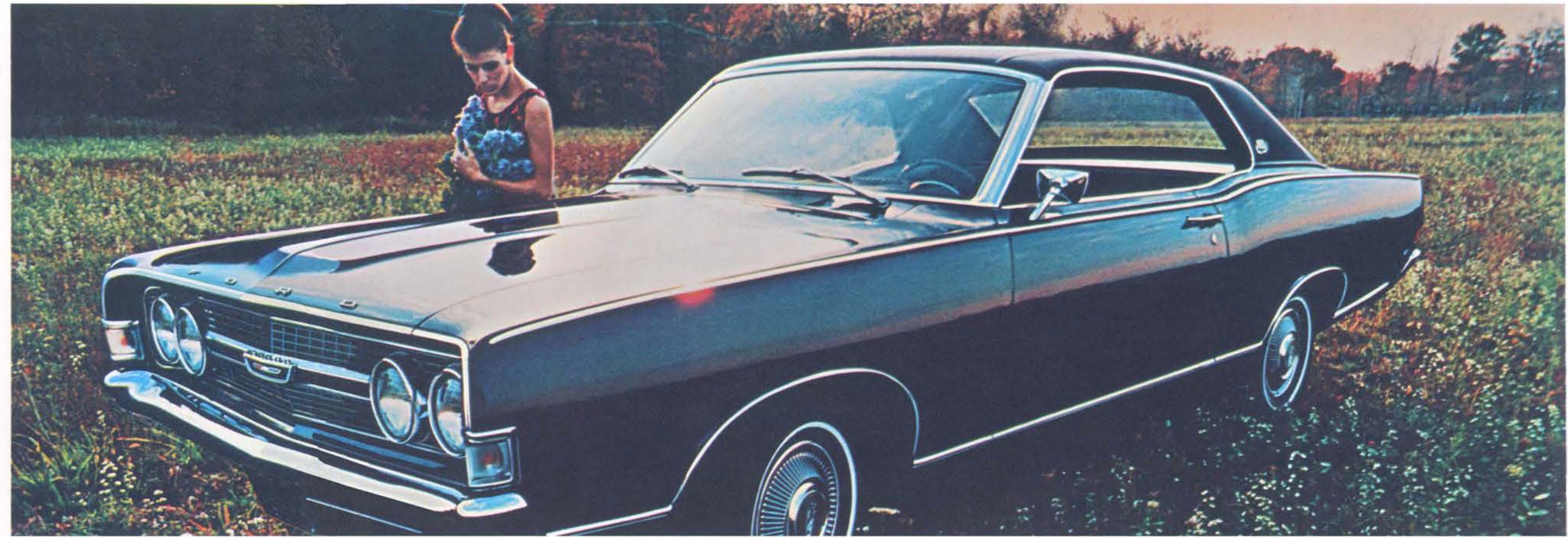
For year-round "weather watch" in Torino, there is new SelectAire Conditioner. Simple controls turn on comfort for every season—cooling in summer, heating in winter—quickly and dependably with this complete comfort option.

The super-efficient 200-cu. in. Fairlane Six is standard. It provides a nice blend of economy and performance. For added performance, you have four great V-8 options to choose from: from the 2-barrel 289 V-8 to the big 390 V-8 that tops off at a lusty 325 hp. And Ford's "better idea" automatic transmission, SelectShift Cruise-O-Matic, is available with every one of them!

Drive a Torino today and see how it can light up your life!

Torino Standard Equipment Highlights

Power Team: 200-cu. in. Six Engine and Synchro-Smooth Drive □ Choice of 15 Colors in Super Diamond Lustre Enamel □ 6 Color-Keyed Cloth and Vinyl Upholsteries □ Full-Width Seats □ Simulated Wood Paneling on Instrument Panel □ Full Wheel Covers □ All the Ford Motor Company Standard Lifeguard Design Safety Features (for the complete list of Standard Equipment, see page 17).



Optional Power Windows



Optional AM/FM Stereo Radio



Torino 2-Door Hardtop (above) and 4-Door Sedan

Torino 2-Door Hardtop and 4-Door Sedan Interior





TORINO SQUIRE

A most luxurious wagon, the new Torino Squire has all the richness of simulated wood paneling outside, the leathery look of pleated vinyl trim and wall to wall carpeting inside.

Among many better ideas is the standard Magic Doorgate. An uncanny double-action hinge lets the door swing aside for passengers or swing down for cargo. Just like magic!

The Torino Squire can be all business and pack away 93.4 cu. ft. of cargo. With the Doorgate down you can carry loads over 9 feet long. Below the floor there's a concealed, lockable compartment of 8.2 cu. ft. for valuables. Or, like other Torinos, the Squire can go all-out for luxury or sports. Luxury options like AM/FM Stereo Radio, Comfort-Stream Ventilation, Power Doorgate Window. Sporty options like Power Front Disc Brakes, choice of three V-8's (up to 390 cu. in.) and SelectShift Cruise-O-Matic, the automatic you can stick-shift whenever you want to. Just name *your* kind of Torino Squire!

Torino Squire Standard Equipment Highlights

Power Team: 200-cu. in. Six Engine and Synchro-Smooth Drive □ Choice of 15 Colors in Super Diamond Lustre Enamel □ 5 Color-Keyed All-Vinyl Upholsteries □ Simulated Wood Paneling Exterior Trim □ Magic Doorgate □ Quick-Converting Second Seat □ Deluxe Wheel Covers □ All the Ford Motor Company Standard Lifeguard Design Safety Features listed on page 17.



Torino Squire Interior (one of five color choices)

1968 Options

Here are some exciting samples of options available on 1968 Torinos and Fairlanes: **Sports Tachometer**. Mounted in the instrument panel at eye level, registers 0-6000 rpm. **4-Speed Manual Transmission** (available in both close and wide ratios) to put you fully in charge of the action. **Sports Console** (separate option) is available with bucket seats, takes both 4-speed and SelectShift Cruise-O-Matic.

New "floating-caliper" **Power Front Disc Brakes** provide high fade resistance even under severe conditions. **Styled Steel Wheels** (standard on GT's). Choice of argent finish or chrome-plated "spider" and trim ring. Add sports touch at all four wheels on any Fairlane. **Comfort-Stream Ventilation** gives you luxurious comfort at moderate cost. You ride in quiet comfort, with windows closed, while fresh air is gently circulated throughout the car. Powerful 3-speed blower boosts air circulation, draws in fresh air even when car is standing still. Hot, new **302-cu. in. V-8** is one of four engine options which range from 289 (standard on Torino GT's) to 390 cubic inches! **Wide-Oval Tires** provide extra traction with their broader "footprint." (Standard on GT's, available on all except wagons.) Wide-Oval Radial Ply Tires (broader "footprint" plus up to 80% longer tread wear) also offered. **SelectShift Cruise-O-Matic**, Ford's famous automatic that's manual when you want it to be, has T-bar shift lever with optional console.

Other options you'll want to consider: Deluxe Wheel Covers—pages 7, 8, 10, 12, 14, 16 □ White Sidewall Tires (shown on all models) □ Vinyl Roof (in black or parchment)—pages 3-4, 7, 10-11 □ Power Windows, AM/FM Stereo Radio—page 6 □ AM Radio □ Bucket Seats and Console (Fairlane 500 and Torino GT hardtops, fastbacks, convertibles)—pages 5, 11 □ Convenience Group—page 11 □ Remote-Control Outside Mirror □ SelectAire Conditioner—page 13 □ Power Steering—page 5 □ Wagon Luggage Rack—pages 8, 16 □ Power Doorgate Window □ Body Side Molding (Fairlanes)—page 14 □ Accent Stripe □ Rear Seat Radio Speaker □ Vinyl Interior Trim (Fairlane 500's) □ Two-Tone Paint □ Tinted Glass □ Visibility Group □ Deluxe Seat Belts □ Plus many others which your Ford Dealer will gladly detail for you.



Sports Tachometer



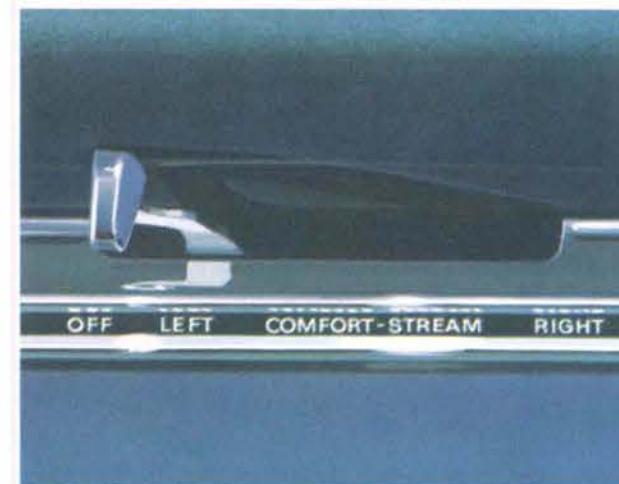
4-Speed Manual Transmission and Console



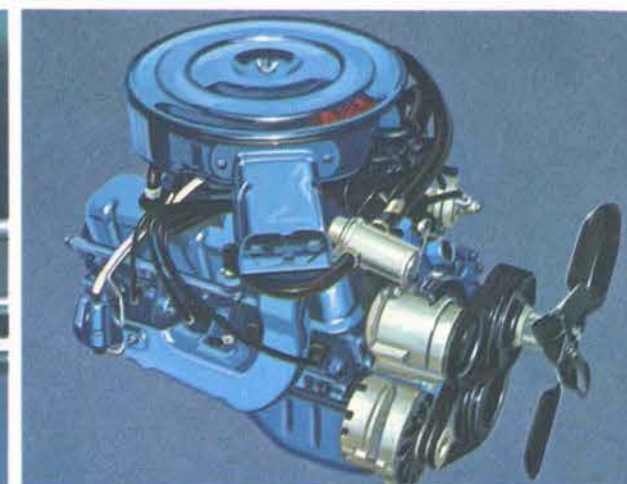
Power Front Disc Brakes



Styled Steel Wheels



Comfort-Stream Ventilation



New 302-cu. in. V-8



Wide-Oval Tires (standard on Torino GT's)



SelectShift Cruise-O-Matic and Console



In Fairlane 500's there are *five* beautiful ways to save in '68 . . . the Hardtop and Fastback you see here, 4-Door Sedan and Convertible (next page) and the Fairlane 500 Wagon (page 16). It's the widest selection ever, with a model to suit your individual needs and taste.

Choose the formal-roofed Hardtop or sleek Fastback. Powerplant is the husky, economical 200-cu. in. Fairlane Six with 7 main bearings for smooth performance. It's teamed with Synchro-Smooth Drive (*fully* synchronized to let you downshift to low under way). Full-width seats provide roomy comfort for six. (The Fastback, with 6-passenger roominess, offers *more* room at a *lower* price than any other comparable model.) Interiors (your choice of four colors) are handsomely crafted of pleated nylon cloth and leather-smooth vinyl.

The Fastback's "picture" rear window is delicately tinted glass to reduce sun glare. Safety-design door and window regulators, coat hooks and folding front seats that lock in place (and conveniently unlock) with energy-absorbing seat back structure . . . these are a few of the new Ford Motor Company Lifeguard Design Safety Features (see page 17).

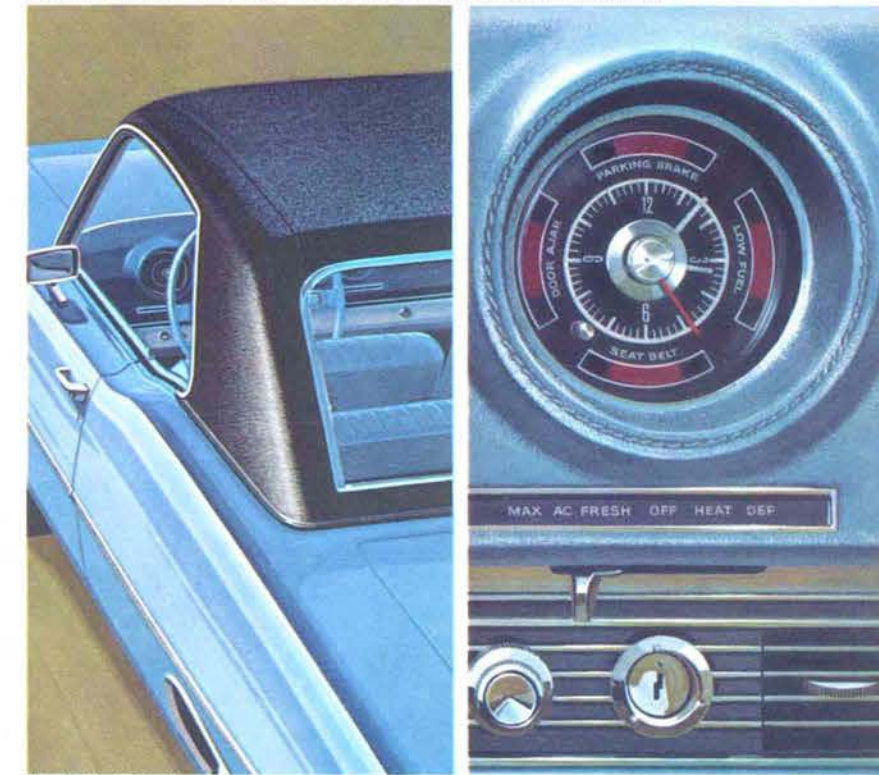
Fairlane 500 options let you make the Hardtop or Fastback as rich or sporty as you like. Get the lush bucket seats, console and all-vinyl interior illustrated at the right. Add a rich black or parchment vinyl roof to the Hardtop. In either model, new Convenience Group combines four lights in one instrument panel dial to remind you to fasten "seat belts," and warn you that there is a "door ajar," or "low fuel" or the "parking brake" is on. Sporty styled steel wheels (shown on the Fastback) or deluxe wheel covers (on Hardtop) add smart touches. And there are literally dozens of other options which will help you put *your* individual stamp on a new Fairlane 500 Hardtop or Fastback.

Fairlane 500 Standard Equipment Highlights

- Power Team: 200-cu. in. Fairlane Six and Synchro-Smooth Drive
- Choice of 15 Colors in Super Diamond Lustre Enamel
- 4 Color-Keyed Cloth and Vinyl Upholsteries (hardtop and fastback)
- Full-Width Seats
- Ventless Side Glass (except sedan and wagon)
- Tinted Rear Window (fastback)
- All the Ford Motor Company Standard Lifeguard Design Safety Features (for the complete list of Standard Equipment, see page 17).



Fastback Interior with Optional Bucket Seats, Headrests, Console

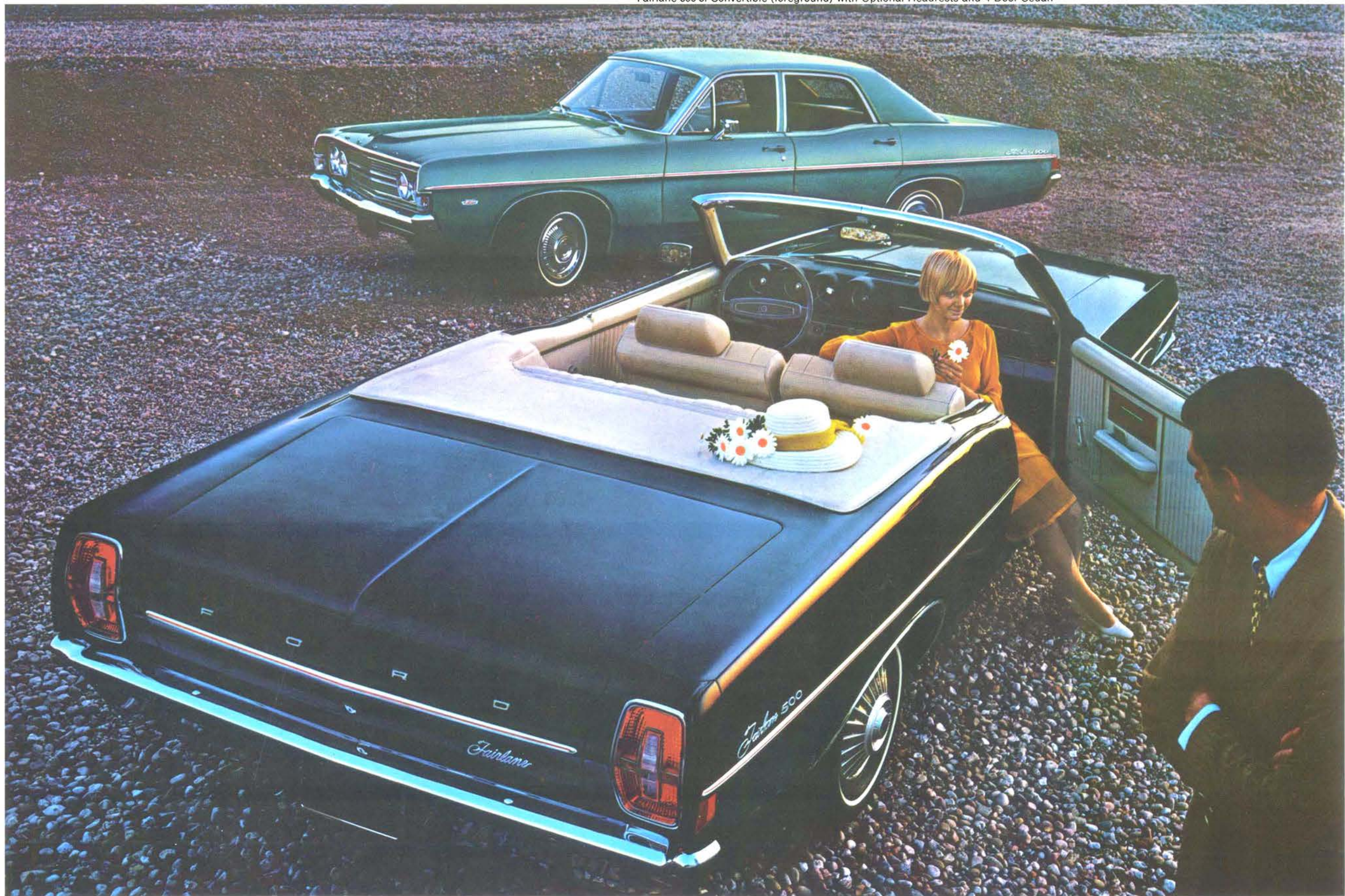


Vinyl Roof Option

New 4-Signal Convenience Group Option

FAIRLANE 500

There's a lot of Torino excitement in the '68 Fairlane 500's and Fairlanes!



If you favor a 4-door or convertible, just see all that Fairlane 500 has for you!

In the Convertible, all-vinyl trim (choice of four colors) is standard. With bucket seats (the same option available with the hardtop and fastback, page 11) you can choose from an array of four deep-pleated, leather-elegant vinyl trims. Power-operated convertible top in black, blue or parchment is standard; the big rear window is solid safety glass to resist scratching and zips open for straight-through ventilation with the top up.

This year you can have the rich vinyl roof option in black or parchment on the sedan to enhance the luxury of its five standard cloth-vinyl interior choices. And there are three all-vinyl interior options.

In either the 4-Door Sedan or Convertible you'll have an even finer Fairlane ride for '68 . . . solid, smooth, quiet . . . spread over the big 116-inch wheelbase with 58-inch treads front and rear for wide-stance stability.

An efficient, economical 200-cu. in. Six that's a miser on gas is standard. Or, you may want to try the eager power of Ford's famous 289, or the new 302-cu. in. V-8 option, or one of the two 390's . . . all the way up to 325 hpl SelectShift Cruise-O-Matic is available with all engines. 4-speed manual, if you prefer stick-shifting all the time, is also available with all V-8 engines.

For luxurious comfort anywhere, any time of year, have your Fairlane 500 equipped with SelectAire Conditioner. Here, in one compact, space-saving unit behind the instrument panel, is the answer to summer heat, winter cold and all the subtle variations in between. SelectAire delivers fresh air cleaner, too, filtered free of pollen and dust and comfortably dehumidified. These are just a few of the wonderful things Fairlane 500 has for you in '68.

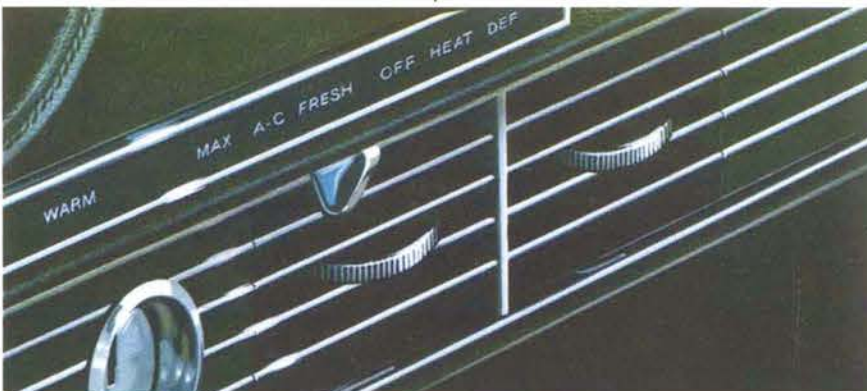
Fairlane 500 Standard Equipment Highlights
Power Team: 200-cu. in. Fairlane Six and Synchro-Smooth Drive □ Choice of 15 Colors in Super Diamond Lustre Enamel □ Color-Keyed Upholstery Choices: 5 Cloth and Vinyl (sedan), 4 All-Vinyl (convertible) □ Full-Width Seats □ Power Top with Glass Rear Window (convertible) □ All the Ford Motor Company Standard Lifeguard Design Safety Features (for the complete list of Standard Equipment, see page 17).



Fairlane 500 4-Door Sedan Interior (one of five color choices)



SelectShift Cruise-O-Matic Transmission Option



All-season SelectAire Conditioner Option

FAIRLANE 500



Would you believe the lowest-priced Fairlane of them all is a hardtop? The very same one as shown at left. (It's yet another better idea for '68 from Ford.) Smart hardtop styling. The luxury touch of ventless side glass.

In either the hardtop or sedan, you'll get the great thrift of the Fairlane Six and Synchro-Smooth Drive (fully synchronized for clash-free downshifting). You'll get Fairlane's smoother handling, big-car ride, roominess and comfort. You'll like the extra-big and easy-loading 16.2-cu. ft. trunk . . . the big 20-gallon gas tank that fills conveniently from the center.

And there are other better-idea conveniences everywhere you look. Ford's famous reversible keys (they're always right side up). Suspended accelerator pedal (adjusts itself to your foot). "Floating" mirror bonded directly to the windshield. Plus all the new Ford Motor Company Lifeguard Design Safety Features—energy absorbing steering column, safety-design door handles, front seat shoulder belts—all the others listed on page 17.

Everything we've mentioned up to here is standard on Fairlane. Just see what happens when you add a few options. Vinyl roof (as shown on the sedan). The famous 289 and new 302 V-8's combine regular gas economy with lively action. There's a regular gas 390, plus a 4-barrel 390. SelectShift Cruise-O-Matic. Power steering and power front disc brakes (they combine beautifully to make all your driving easier). Comfort-Stream Ventilation or SelectAire Conditioner. AM Radio or AM/FM Stereo Radio. Start with one of these lowest-priced Fairlanes and see what kind of swinging economy car you can come up with!

Fairlane Standard Equipment Highlights

Power Team: 200-cu. in. Fairlane Six and Synchro-Smooth Drive □ Choice of 15 Colors in Super Diamond Lustre Enamel □ 3 Color-Keyed Cloth and Vinyl Upholsteries □ Full-Width Seats □ Ventless Side Glass (hardtop) □ Suspended Accelerator Pedal □ Reversible Keys □ Center-Fill Fueling □ Low-Sill Trunk □ All the Ford Motor Company Standard Lifeguard Design Safety Features (for the complete list of Standard Equipment, see page 17).



Power Steering Option



Power Front Disc Brakes Option



Fairlane 4-Door Sedan Interior (one of three color choices)

FAIRLANE



FAIRLANE WAGONS

Better ideas are everywhere in Torino and Fairlane Wagons for '68. New ideas in wagon luxury in the Torino Squire (page 8). New ideas in convenience and hard-working utility as exemplified by the Fairlane and Fairlane 500 Wagons you see here.

The amazing Magic Doorgate that opens out for easy access *and* down for cargo is standard. Second seats convert quick as a wink. Interiors are all-vinyl . . . tough-wearing and good-looking. Cargo space takes loads over 9 feet

long with the Doorgate down . . . up to 93.4-cu. ft. total volume including the lockable, concealed compartment of 8.2 cu. ft.

Options include three V-8's (up to 390 cu. in.), Comfort-Stream Ventilation, AM/FM Stereo Radio as well as "strictly wagon" features like Power Doorgate Window, handsome luggage racks and many more. There's much more to tell about new Torino and Fairlane Wagons. You'll find it all in the 1968 Ford Wagons Catalog at your Ford Dealer's.

Standard Equipment

FAIRLANE 2-Door Hardtop and 4-Door Sedan: Power Team—200-cu. in. Fairlane Six and Synchro-Smooth Drive (fully synchronized 3-spd. man. trans.) □ Choice of 15 Super Diamond Lustre Enamel Colors □ Choice of Three Cloth-Vinyl Interiors □ Color-Keyed, Vinyl-Coated Rubber Floor Mat □ Full-Width Seats with Foam-Padded Cushions □ "Floating" Inside Mirror □ Courtesy Lighting □ Heater-Defroster □ Foot-Operated Parking Brake □ Cigarette Lighter, Ash Trays □ Reversible Keys, "Keyless" Locking □ Suspended Accelerator Pedal □ Ventless Side Glass (hardtop) □ Low-Sill Trunk □ Center-Fill Fueling □ Ford's Famous Twice-a-Year Maintenance (back cover) □ Plus all the Ford Lifeguard Design Safety Features listed opposite.

FAIRLANE 500 2-Door Fastback, 4-Door Sedan, 2-Door Hardtop, Convertible: Power Team—200-cu. in. Fairlane Six and Synchro-Smooth Drive □ Plus all Fairlane equipment with these variations: Interior Choices—5 Cloth-Vinyl Trims (sedan), 4 (fastback, hardtop), 4 All-Vinyl Trims (convertible) □ Color-Keyed Carpeting □ Tinted Glass Rear Window (fastback) □ Convertible Features: 5-Ply Vinyl Power-Operated Top □ Tempered Safety Glass Rear Window □ Stretch-Taut, Color-Keyed Boot with Hidden Fasteners □ Easy-Action Top Latches.

TORINO 2-Door Hardtop, 4-Door Sedan: Power Team—200-cu. in. Fairlane Six and Synchro-Smooth Drive □ Plus all Fairlane and Fairlane 500 equipment with these variations: Interior Choices—6 Luxury Cloth and Vinyl Trims □ Simulated Wood Paneling on Instrument Panel □ Distinctive "Torino" Moldings and Medallions □ Torino Matte Gray Grille □ Deluxe Wheel Covers.

TORINO GT 2-Door Fastback, 2-Door Hardtop, Convertible: Power Team—289-cu. in. V-8 and Synchro-Smooth Drive □ Plus all previously listed equipment with these variations: Interior Choices—6 Hardtop, 4 Convertible All-Vinyl Trims □ Unique GT Stripes and Identification Plaques □ Styled Steel Wheels □ Wide-Oval White Sidewall Tires.

FAIRLANE WAGONS (Torino Squire, Fairlane 500 and Fairlane Wagon): For Standard Equipment and all other facts on Fairlane Wagons, ask your Ford Dealer for a copy of the 1968 Ford Wagons Catalog.

Standard Ford Motor Company Lifeguard Design Safety Features

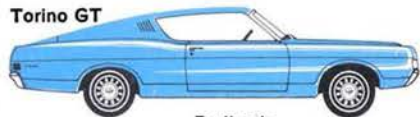
Ever since there have been Fords on the American Road, the safety of the people who drive and ride in them has been a primary concern of thousands of people at Ford Motor Company—driving millions of miles on the test track, working millions of man-hours in the laboratory. Some of the latest results of their work are seen in the Ford Motor Company Lifeguard Design Safety Features listed here.

Lifeguard Design Safety Features help reduce the likelihood of injury in case of an accident, but you can accomplish the most important job of all—preventing an accident. By obeying traffic laws at all times and developing alert, defensive driving habits, you can best protect yourself and your family against unsafe conditions on the road.

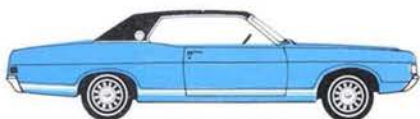
Every 1968 Torino and Fairlane includes: Dual Hydraulic Brake System with Warning Light □ Glare-Reduced Instrument Panel Padding, Windshield Wiper Arms, Steering Wheel Hub, Horn Ring, Rearview Mirror and Windshield Pillars □ Energy Absorbing Steering Column and Steering Wheel □ Energy Absorbing Arm Rests and Safety-Designed Door Handles □ Front and Rear Seat Belts with Front Outboard Retractors □ Turn Indicators with Lane-Change Signal Feature □ Inside Day/Night Yield-Away Windshield-Mounted Rearview Mirror □ Energy Absorbing Instrument Panel with Padding □ Padded Safety Sun Visors □ Two-Speed or Variable Speed Windshield Wipers □ Windshield Washers □ Double-Thick Laminate Safety Glass Windshield □ Double-Yoke Safety Door Latches and Safety Hinges □ Positive Door Lock Buttons □ 4-Way Emergency Flasher □ Backup Lights □ Side Marker Lights or Reflectors □ Energy Absorbing Front Seat Backs □ Self-Locking Folding Seats □ Shoulder Belts for Outboard Front Seat Passengers except convertibles □ Vehicle Structure Designed to Limit Steering Column Displacement □ Safety-Designed Coat Hooks □ Safety-Designed Window Regulator Knobs □ Safety-Designed Radio Control Push Buttons □ Outside Rearview Mirror Driver's Side □ Safety Rim Wheels and Load-Rated Tires □ Corrosion-Resistant Brake Lines □ Uniform Transmission Shift Quadrant.

14 NEW MODELS TO CHOOSE YOURS FROM

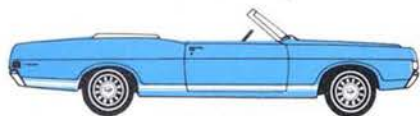
Torino GT



Fastback

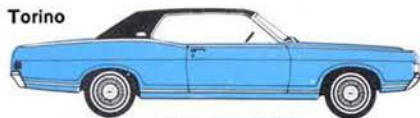


2-Door Hardtop



Convertible

Torino



2-Door Hardtop

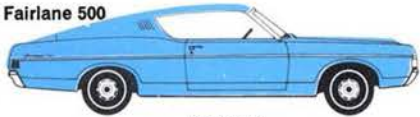


4-Door Sedan

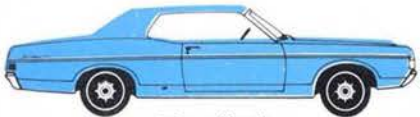


Squire

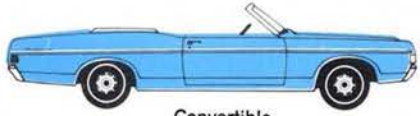
Fairlane 500



Fastback



2-Door Hardtop



Convertible

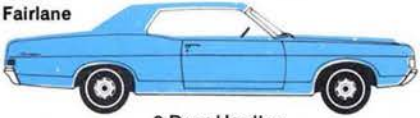


4-Door Sedan



Fairlane 500 Wagon

Fairlane



2-Door Hardtop



4-Door Sedan



Fairlane Wagon

1968 Fairlane Specifications

This catalog will tell you all about 11 models of the new Torinos and Fairlanes. The three station wagons are in a separate catalog all their own. For complete information on these versatile, hard-working '68's from Ford, ask your Ford Dealer for a copy of the **Ford Wagons Catalog**. If you're interested in trailering with a new Torino or Fairlane, your Ford Dealer has another booklet which is yours for the asking. It's called **1968 Ford Cars and Trucks for Recreation**. Sixteen pages in length, it includes numerous illustrations, facts and suggestions about trailer towing with a '68 car from Ford.

Color and Upholstery Selections: Pick your favorite color from 15 brilliant Super Diamond Lustre Enamel single tones or 23 two-tone combinations. Color-keyed to these paint choices is a wide array of upholstery choices in rich cloth and vinyl or leather-smooth all-vinyl. Your Ford Dealer's color and upholstery book will show you with paint and trim samples how your favorite combination will look with the model of your choice.

Engines (see chart for availability): **200-cu. in. Fairlane Six**—115 hp; 3.68" bore x 3.13" stroke; 8.8 to 1 comp. ratio; 7 main bearings; reg. fuel; single-barrel carb.; auto. choke; self-adj. valves; oil cap'y, incl. filter, 4½ qt.

289-cu. in. V-8—195 hp; 4.00" bore x 2.87" stroke; 8.7 to 1 comp. ratio; reg. fuel; 2-barrel carb.; auto. choke; self-adj. valves; oil cap'y, incl. filter, 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; self-adj. valves; oil cap'y, incl. filter, 5 qt.

390-cu. in. Thunderbird V-8—265 hp; 4.05" bore x 3.78" stroke; 9.5 to 1 comp. ratio; reg. fuel; 2-barrel carb.; auto. choke; self-adj. valves; oil cap'y, incl. filter, 5 qt.

390-cu. in. Thunderbird Special GT V-8—325 hp; same specifications as 265-hp Thunderbird V-8, except 10.5 to 1 comp. ratio, 4-barrel carburetor. Premium fuel required. Dual exhausts std.

Engine Features: 6000-mile (or 6-month) full-flow oil filter; hydraulic valve lifters; dry element air cleaner; year-round 190° thermostat; 12-volt electrical system; 38-amp. alternator; 54-plate, 45 amp-hr Auto-lite Sta-ful battery; weatherproof ignition with constant-resistance wiring; air-cooled breaker points; positive-engagement starter; fully aluminized mufflers (dual mufflers of aluminized and stainless steel).

14 Fairlane Power Teams

| ENGINES | TRANSMISSIONS | |
|--------------------------------------|---------------|--------------|
| | TORINO GT | OTHER MODELS |
| 200-cu. in. Fairlane Six* | | S†,C |
| 289-cu. in. V-8‡ | S†,C,4 | S†,C,4 |
| 302-cu. in. V-8 | S†,C,4 | S†,C,4 |
| 390-cu. in. Thunderbird V-8 | S†,C,4 | S†,C,4 |
| 390-cu. in. Thunderbird Spec. GT V-8 | S,C,4 | S,C,4 |

*Std. engine all models except Torino GT's
 †Std. transmission as indicated, all others optional
 ‡Std. engine on Torino GT's; available as option on others
 Transmission Key: S—Synchro-Smooth Drive (fully synchronized 3-speed manual)
 C—Cruise-O-Matic Drive 4—4-Speed Manual

Clutch and Manual Transmission (see chart for availability): Clutch face diameter 9" with Six, 10" with 289, 302 V-8's, 11" with 390 V-8's. Synchro-Smooth Drive Transmission: synchronized manual shifting in all three forward gears. Standard "H" shift pattern with lever on steering column. 4-Speed Manual Transmission: sports-type transmission, fully synchronized in the four forward gears with floor-mounted stick shift.

SelectShift Cruise-O-Matic Drive (see chart for availability): Lets you drive fully automatic or shift manually through the gears. Three forward speeds, one reverse. Effective engine braking in low gear (1) for better control on grades and hilly driving. Quadrant sequence P-R-N-D-2-1.

Rear Axle: Semi-floating type with deep-offset hypoid gears. Straddle-mounted drive pinion with three roller bearings (V-8's only). Induction-hardened forged shafts with permanently lubricated wheel bearings.

Front Suspension: Ball-joint type with coil springs pivot-mounted on upper arms. Angle-Poised for anti-dive control, 36,000-mile (or 3-year) lube intervals. Strut-stabilized lower arms. Shock absorbers have all-weather fluid for better year-round ride control.

Rear Suspension: Asymmetrical design with rear axle located forward of spring center for anti-dive and anti-squat resistance on braking and takeoff. Extra-long, leaf-type springs with wide spring base for more stable, leveled ride. All-weather shock absorber fluid for more uniform ride control.

Steering: Recirculating-ball type steering gear provides easy handling. Linkage system lubricated for life. Overall steering ratio 29.4 to 1. Turning diameter 41.4 feet. Power steering option has flexible steering shaft coupling to reduce road shock to steering wheel; ratio 21.6 to 1.

Brakes: New dual hydraulic brake system with dual master cylinder, separate lines to front and rear brakes. Brakes adjust automatically when applied while car is moving backwards. 10-inch composite drums, grooved for extra cooling. Total lining area, sedans and hardtops—154.7 sq. in., convertibles, 390 V-8 sedans and hardtops—174 sq. in., 390 V-8 wagons—193.4 sq. in.

Tires: Uniform pressure design, 4-ply rating blackwall tubeless with Tyrex rayon cord. Safety-type rims. Basic size: 7.35 x 14. Tire sizes are determined in part by special equipment such as air conditioning. See your Ford Dealer for complete details.

Basic Dimensions & Capacities

Length—201.1", Width—74.5", Wheelbase—116", Tread (front/rear)—58.8", 58.9", Height—55" (sedans), 53.5" (hardtops), 54.5" (convertibles), Trunk Luggage Volume (cu. ft.)—16.2, 17.0 (fastbacks), 12.1 (convertibles), Fuel—20 gal.

Approximate Curb Weights

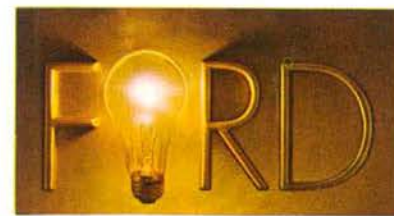
TORINO GT Fastback 3362 lb., Hardtop 3348 lb., Convertible 3506 lb.; TORINO Hardtop 3144 lb., 4-Door Sedan 3108 lb.; Fairlane 500 Fastback 3126 lb., Hardtop 3112 lb., Convertible 3272 lb., 4-Door Sedan 3070 lb.; Fairlane Hardtop 3112 lb., 4-Door Sedan 3070 lb.

"Better Ideas"

Throughout the '68 Torinos and Fairlanes are Ford's *better ideas* that mean more driving pleasure to you now . . . more in resale value at trade-in. Better ideas include: double-sided keys and "keyless locking," suspended accelerator brake and clutch pedals, step-on parking brake, center-fill fueling, 20-gallon fuel tank, ventless side glass (hardtops and convertibles), 5-ply vinyl-coated convertible top, "floating" rear-view mirror, lighted ignition and SelectShift Cruise-O-Matic quadrant, parallel-action windshield wipers, printed circuit instrument cluster, "red line" (above 70 mph) speedometer, in-line muffler system, 2-position front door checks, counterbalanced hood and rear deck lid and many, many more.

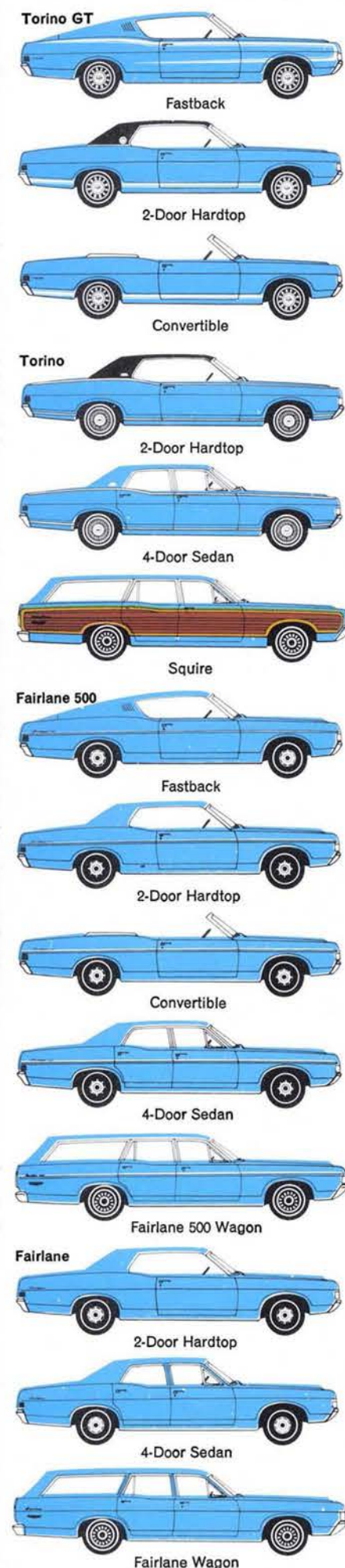
Twice-a-Year Maintenance:

'68 Torinos and Fairlanes are designed to go 6,000 miles (or 6 months) between oil changes and minor chassis lubrications; 36,000 miles (or 3 years, whichever comes first) between major chassis lubes. Other '68 service-savers include 24,000-mile (or 2 year) engine coolant-antifreeze, self-adjusting brakes, long-life Sta-ful battery, shielded alternator, rust- and corrosion-resistant aluminized muffler and galvanized major underbody parts. The '68 Fairlane needs so little service it's just good sense to see that it gets the best—at your Ford Dealer's. His factory-trained mechanics and special tools add up to the greatest service combination available for your Torino or Fairlane.



Ford ... has a better idea.

14 NEW MODELS TO CHOOSE YOURS FROM



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FAIRLANE '68 TORINO '68

Featuring Torino... Ford's newest bright idea



Above: Torino GT Fastback (Also shown on cover) Torino GT Convertible