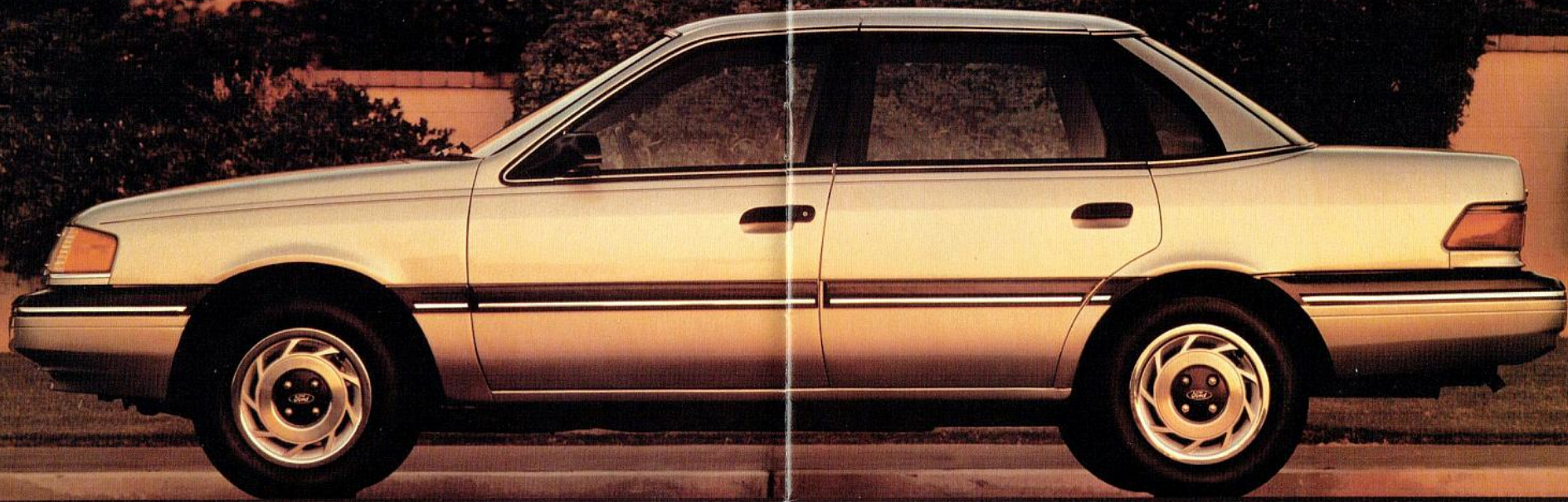

THE 1990 FORD OF CANADA COLLECTION





Tempo LX

▲ Tempo

The excellence of Tempo's design and engineering performance comes as no surprise. Because Tempo is built by Ford. How a car this good, offering so much for the dollar, can be so affordable — that is surprising.

Tempo provides proven engineering features such as front-wheel drive, a 4-wheel independent suspension with gas-pressurized struts, and 2.3L computer-controlled multi-port fuel-injected engines.

Inside, Tempo provides ample space for five adult passengers. The comfortable front bucket seats are cloth-covered and have reclining seat backs.

Tempo comes in a wide selection of models: the value leader L, the well-equipped GL, top-line deluxe LX, and sporty GLS in 2 and 4-door. And there's the All-Wheel Drive (AWD) Tempo 4-door with its added on-road traction at the touch of a button.

Mustang LX Convertible



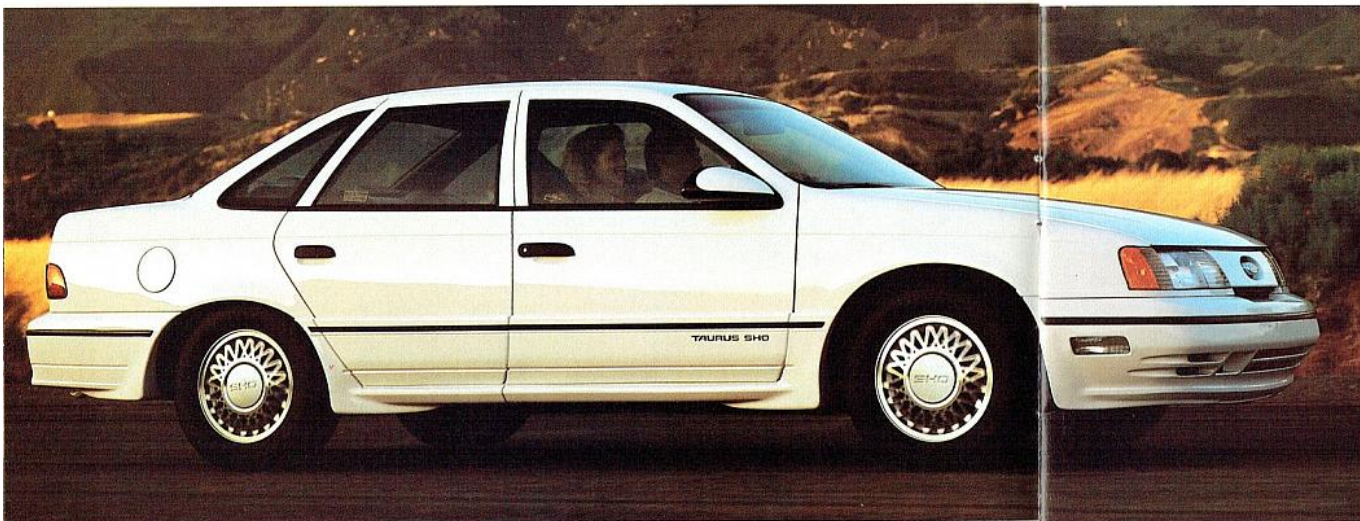
◀ Mustang

For 25 years, Mustang, the first ponycar, has brought affordable sporty car performance and styling to every street and highway in North America.

For 1990, the LX has a responsive 2.3L EFI I-4 engine with 5-speed manual transmission. It's equipped with sport bucket seats, tachometer, new driver Supplemental Air Bag Restraint System, plus much more.

Then there's the Mustang Cobra GT that puts out 225 horses through its 5.0L V-8 engine and 5-speed manual gearbox. The handling suspension utilizes gas-pressurized struts up front, Ford's Quadra-Shock system at the rear, and progressive-rate coil springs all around and the steering is precise rack-and-pinion.

High performance — sleek design. That's Mustang.



Taurus SHO

◀ Taurus

A car which sets the standards by which others in its class are judged is properly called a breakthrough car. And judging from the accolades its design leadership has earned, Taurus aptly fits the definition.

This mid-size 6-passenger driver's car is highly aerodynamic, has fuel-injected and computer-controlled performance and a 4-wheel independent suspension.

With their impressive equipment lists, which now include a driver Air Bag Supplemental Restraint System, the L and GL sedans and wagons prove that *world class design and affordability* can be attributes of a single automobile.

Take the features of the world-class Taurus design, add the amenities of a luxury road car, and the

result is Taurus LX. V-6 power is standard. Plus a long list of luxury items including air conditioning. And LX offers an optional variable power-assist, speed-sensitive steering system. Four-wheel disc brakes with anti-lock system, too, on the sedan model (available on the GL sedan also).

Then there's the 5-passenger Taurus SHO, which stands appropriately for "super high output." This sophisticated sports sedan is powered by a 220-hp 3.0L EFI V-6. Also standard is sports handling suspension, Goodyear Eagle GT + 4 performance tires, and power 4-wheel disc anti-lock brakes.



Escort GT

◀ Escort

For the past seven years, more people around the world have chosen Escort than any other car, based on 1982-1988 calendar year worldwide sales and export data. And no wonder. Escort is a great all-around performer and an outstanding value.

Escort features the traction of front-wheel drive, electronically fuel-injected performance, and a smooth-riding 4-wheel independent suspension.

The roomy Escort is a versatile 4-passenger car with lots of cargo-carrying flexibility.

Escort offers a wide selection of well-equipped models including the performance-tuned Escort GT and a choice of hatchback or wagon style.

Thunderbird SC



▲ Thunderbird

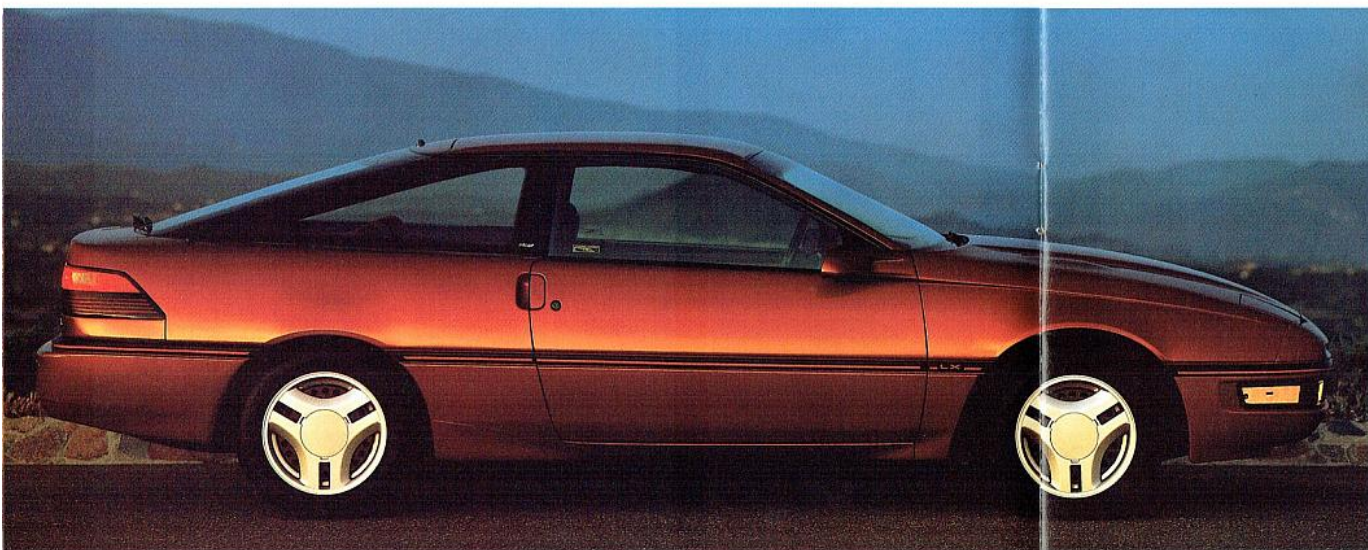
Take the road by storm in a Thunderbird for 1990. This latest generation of the T-Bird, so dynamic in style and performance, has been redefined by the driving spirit that has made Ford a recognized leader in automotive design.

There are three Thunderbirds to choose from. The standard Thunderbird comes equipped with a 3.8L sequential port fuel-injected V-6, 4-speed automatic overdrive

transmission, and a 4-wheel independent suspension with gas-pressurized shocks. The comfort of air conditioning is a Thunderbird feature, too.

Next is the luxurious Thunderbird LX. Electronic instrumentation, electronic speed-sensitive power steering, trip computer, AM/FM stereo radio/cassette player and speed control are just some of the items in LX's list of features.

And finally, there's the Thunderbird SC with its super-charged and intercooled 210-hp 3.8L SEFI V-6, Automatic Ride Control suspension, variable power-assist speed-sensitive steering, and 4-wheel anti-lock disc brakes. The interior is extraordinary as well, with multi-adjustable front seats, analog sports instrumentation, and a great deal more.



Probe LX



Festiva LX

◀ Festiva

Considering how well designed and equipped it is, Festiva is a great value for the dollar.

A wide stance on the road not only provides road balance, but also contributes to Festiva's most remarkable and unexpected feature. Roominess.

And then there are the obvious benefits. Outstanding economy achieved by a fuel-squeezing 1.3L fuel-injected I-4 engine with 5-speed manual gearbox. Excellent manoeuvrability through congested traffic and ease of parking in tight spaces. The people-moving/cargo-carrying versatility of the hatchback design.

Choose the standard Festiva L, or the top-line Festiva LX.

◀ Probe

At Ford, how the design of a car functions is every bit as important as how it looks. Probe, with a drag coefficient as low as .308, is one of the world's most aerodynamic production cars.

Probe is available in three models, beginning with the substantially equipped GL, powered by a high-torque 2.2L port fuel-injected I-4 engine. Standard also are power steering and brakes, reclining front bucket seats, 4-wheel independent suspension, AM/FM stereo, and much more.

Probe LX is powered by a 3.0L multi-port fuel-injected V-6 engine and is equipped with 4-wheel power disc brakes.

Probe GT has a 2.2L turbo-charged and intercooled EFI I-4, teamed with a 5-speed manual or an optional 4-speed electronic automatic overdrive transaxle. GT also has a 3-mode automatic adjusting suspension, variable power-assist speed-sensitive steering, and 4-wheel power disc anti-lock brake system to make this one of the world's finest front-wheel-drive performance cars.

LTD Crown Victoria Sedan



▲ LTD Crown Victoria

In today's world of smaller cars, driving a full-size LTD Crown Victoria is truly a pleasure. Crown Victoria accommodates six adult passengers in a spacious, relaxing environment. And it's beautifully equipped.

Air conditioning. Electric remote mirrors. Electronic AM/FM stereo. Power windows. New driver-side

Air Bag Supplemental Restraint System. And there's a wide selection of personal options available — high-level audio system, 6-way power seats, Insta-Clear® heated windshield, and many more.

Not to be overlooked, of course, is Crown Victoria's superb engineering. A 5.0L V-8 with sequential multi-port fuel injection and

4-speed automatic overdrive is standard. So are solid body-on-frame construction and full coil-spring suspension system.

Choose the LTD Crown Victoria 4-door sedan, or an LTD Crown Victoria or County Squire wagon, and be assured of enjoying the big-car ride and comfort that so few of today's cars provide.



Topaz LLS

◀ Topaz

If you're the kind of person who believes in managing your money wisely, the 1990 Topaz is the kind of car you'll want to invest your money in.

That's because it offers a high level of practical value for a car in its price range. Inside, there's seating for five adults and a number of appointments that indicate you won't have to compromise comfort to stay within your budget. Outside, its sleek, aerodynamic lines are not only attractive, they help reduce wind noise and increase fuel efficiency. And if you live in a region where inclement weather is a factor, Topaz is available in a 4-door All-Wheel-Drive model.



Festiva LX

◀ Festiva

Lounging at the beach, hitting the highway or negotiating crowded city streets, Festiva takes it all in stride, combining the practical concerns of economy and comfort with a care-free attitude.

Front-wheel-drive Festiva is a great choice in a small car because it offers so much transportation for the dollar, as evidenced by its extensive standard equipment list.

And also by its spaciousness. Festiva's interior roominess is truly surprising considering its trim exterior dimensions.

Practical and fun. Both part of Festiva.

Grand Marquis LS



▲ Grand Marquis

It's big. In fact, Grand Marquis offers more interior room than 98% of today's automobiles.

Yet Grand Marquis' comfort comes from more than sheer size. Slip into its spacious interior and you'll discover such elegant touches as twin comfort seats with dual re-

cliners, two-way headrests and individual armrests. Also standard is the driver-side Air Bag Restraint System.

Other features that characterize this traditional full-sized North American car include a powerful 5.0-litre V-8 engine with electronically controlled sequential multi-

port fuel injection, solid full-frame construction, power brakes and nitrogen gas-pressurized shocks.

If you're looking for more of a good thing in an automobile, try the 1990 Grand Marquis or Grand Marquis Colony Park wagon on for size.



◀ Sable

The 1990 Sable LS is that rare breed of automobile that welcomes families and drivers alike. For, though it accommodates six people in comfort, that most rewarding seat to occupy is the driver's seat.

One of the main reasons is Sable's four-wheel independent suspension. It cushions you from bumps, but still keeps you in touch with the road. You get handling that is rewarding to drivers.

Sable's precise rack-and-pinion steering, its newly designed, driver-oriented instrument panel and its supportive seats are other features that make it an exceptionally enjoyable car to drive. And it comes with a standard driver-side Air Bag Restraint System. Get behind the wheel of Sable. You'll find why it's a great road car that also just happens to be a great family sedan.

Sable LS Wagon
Escort LX



◀ Escort

Escort has the combination of features and price that make it right for you.

Escort's interior compartment is roomy and versatile with comfortable seating for four. Ford designers have taken every step, including the use of computer-assist techniques, to create a roomy, space-efficient environment.

Escort is powered by a 1.9 L EFI engine and features 4-speed manual transaxle, rack-and-pinion steering, 4-wheel independent suspension, and power brakes.

It's little wonder Escort is such a success.

Cougar XR7



▲ Cougar

The whole idea behind Mercury Cougar was to make it a quick, highly responsive automobile. One that was fulfilling to drivers, pleasing for passengers and nothing less than a joy to look at. It was an idea that

required not only a special vision, but also the advanced engineering and technology to go with it.

And the 1990 Cougar's credentials definitely measure up to the vision. Cougar XR7, for example,

has a supercharged 210-horsepower engine, an Anti-lock Braking system (ABS), 4-wheel disc brakes, and automatic/firm ride control. A truly impressive array of automotive technology.



F-Series XLT Lariat

▲ F-Series

At Ford we believe you should get the truck you need. And want. Without compromise.

With the variety of cabs, trims, and powertrains we offer, there's an F-Series designed to get the job done.

The F-Series is the best-selling vehicle (cars or trucks) in North America — since 1981.

The F-Series has been the best-selling truck in North America for twelve years — based on calendar year manufacturers' reported retail deliveries through 1988.

Ford trucks have been the best built North American trucks nine years running — based on an

average of owner-reported problems in a series of surveys on '81-'89 models designed and built in North America.

In popularity. In quality. Ford trucks are the standard against which all other domestic trucks are measured.

▼ Bronco

Bronco owners are special people. They seem to thrive in a world where the spirit of choice and off-road independence go hand in hand.

No matter how you intend to use your Ford Bronco, you'll find standard and optional features to match your needs in three trim levels: Eddie Bauer, XLT, and Custom.

Standard items like the high-torque electronically fuel-injected 4.9L six-cylinder and automatic locking hubs. Or rear anti-lock brakes and independent front suspension — Ford firsts in full-size utility trucks.

Select optional equipment like the 5.0L or 5.8L EFI V-8s. The new electronic 4-speed automatic overdrive transmission (E4OD). Electronic Touch Drive and more.

Bronco Eddie Bauer





Above: Ranger STX

Below: Bronco II Eddie Bauer



◀ Bronco II

The Bronco II is a compact sport/utility designed and engineered to offer the best of two worlds. It's a lot of fun to drive around town and it's also highly versatile.

The trim, contemporary Bronco II comes in four models: the handsomely styled and appointed Eddie Bauer Bronco II, the value-packed XLT, the well-equipped XL and the youthful XL Sport.

With its four-model line-up plus 2- or 4-wheel drive capability, Bronco II offers a range of distinct choices. And while each model is unique, they all have a lot of great features in common. Contemporary aero-styling. Exceptional versatility. And plenty of fun-to-drive spirit from start to stop.

◀ Ranger

Ford Ranger is the best-selling compact pickup truck in Canada. And it's no wonder. Ford Ranger offers a lot to today's contemporary small truck buyer.

Rugged good looks in a smooth aero design. Outstanding engineering credentials. Responsive power-trains. Model selection. And a great combination of car-like comfort with pickup utility and toughness.

You can also choose from four regular cab packages and three SuperCab packages: the standard S; Custom; the top-line XLT; or the Ranger STX with a 140-horsepower 2.9L EFI V-6 engine and special handling components.

New for 1990 the added power and trailer towing capacity of a 4.0L V-6 engine and heavy-duty 4-speed automatic transmission (A4LD-HD) adds even greater power and trailer towing capacity. And Ranger 4-wheelers come with the standard shift-on-the-fly convenience of Ford's Touch Drive electric shift transfer case.

Ford Ranger. It's what fun tough driving is all about.

▼ Club Wagon

Considering all of Club Wagon's capabilities, it could be considered a perfect vehicle for family travel. It offers exceptional roominess and comfort for people and spaciousness for cargo. Plus, outstanding performance and ride quality. And for van pooling, it is hard to top the 15-passenger E-350 Super Wagon.

Ford Club Wagon has exclusive Ford features that set it apart from other full-size vans: the out-front design, Twin-I-Beam independent front suspension, and solid body-on-frame construction.

Power choices range from the standard high-torque 4.9L EFI I-6 all the way up to the big 7.5L EFI V-8 and 7.3L Diesel V-8.

Club Wagon also offers a wide selection of comfort and convenience options to further personalize the well-equipped standard XL and deluxe XLT models.

Club Wagon XLT





Above: Aerostar Wagon Eddie Bauer
Below: Econoline XL



◀ Econoline

For the past 25 years, Econoline Van has been the total sales leader in the full-size cargo van field.* And it's easy to understand why.

Ford Econoline features "out front" design, solid body-on-frame construction plus standard anti-lock rear brakes and Twin-I-Beam independent front suspension.

For power, go with the standard high-torque electronically controlled and fuel-injected 4.9L I-6. Or choose from a range of V-8s: from the 5.0L EFI, optional in E-150 and E-250, up to the 7.5L EFI V-8 and 7.3L Diesel.

With Econoline you can choose the van style you need with or without windows and a choice of sliding or hinged doors.

Ford Econoline, North America's choice in full-size vans.

*Based on cumulative calendar year registrations from 1964-1988.

◀ Aerostar Wagon

A roomy passenger wagon that converts easily to a spacious cargo-hauling van.

For 1990, Aerostar is even more versatile, with the new electronic 4-wheel-drive (E-4WD) wagon joining the rear-wheel-drive regular-length and extended-length models.

Aerostar comes with a comfortable 5- or 7-passenger seating arrangement. And up to 4748 L (167.7 cu. ft.) of usable space in the extended length wagon.

Aerostar's standard engine is a 145-hp multi-port fuel-injected 3.0L V-6 teamed with a 5-speed transmission. And the extended-length wagon can be powered by the new optional 4.0L EFI V-6 (standard in E-4WD Aerostar).*

And the new rear anti-lock brake system is standard equipment across the line.

Aerostar Wagon comes in a wide variety of models. The top-of-the-line Eddie Bauer, XLT, and the XL.

*Late availability. See your dealer.

▼ Aerostar Van

With the extended-length model, cargo- or window-van bodystyle, dual rear doors or one-piece liftgate, and now with 2- or 4-wheel drive,* Aerostar offers more choices than ever when it comes to matching your vehicle to your special job requirements.

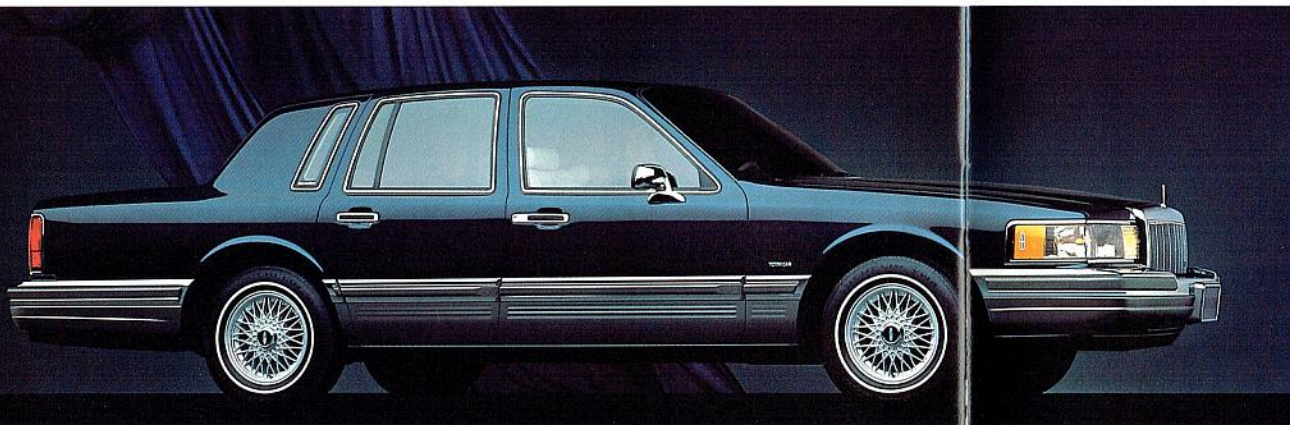
The Aerostar 4-wheel-drive model, in either regular- or extended-length versions, provides sophisticated, computerized performance.

And Aerostar offers many other desirable standard features. Such as rear anti-lock brakes, 3.0 litre multi-port EFI V-6 power and 5-speed manual overdrive transmission. For optional power, try the 4.0L V-6* with a new heavy-duty 4-speed automatic overdrive. And with V-6 power, a properly equipped Aerostar Van (including the optional trailer towing package) can tow up to 2268 kg (5,000 pounds).

*Late availability. See your dealer.

Aerostar Extended-Length Van





Above: Lincoln Town Car Signature Series
Below: Lincoln Continental Signature Series



▲ Lincoln Continental

Continental. It is a name that has come to exemplify luxury in an automobile. Now, in its golden anniversary year, Continental continues to distinguish itself as one of the world's most advanced luxury cars.

It features a four-wheel independent, self-levelling, computer-managed suspension system, an electrohydraulic, speed-sensitive, variable-assist power rack-and-pinion steering system, and a four-wheel disc Anti-lock Brake System

(ABS) that helps the driver maintain steering control during hard braking. Also standard are driver and passenger-side Air Bag Restraint Systems.

Continental's evolution over the years has resulted in a six-passenger luxury car of remarkable distinction. A fine tradition in automotive luxury continues. The 1990 Lincoln Continental.



The Lincoln Card provides you with one of the most comprehensive owner protection programs provided by any luxury vehicle manufacturer in North America or abroad.

A three year/80,000 kilometre (whichever comes first) program that covers all scheduled maintenance services as listed in the owner guide, replacement of items necessitated by wear and all repairs that may be necessary due to defects in materials. The Lincoln Card also includes towing and transportation assistance. Damage caused by accidents and abuse, or fluids required between scheduled maintenance intervals, tires, and vehicles in daily rental, are not included in the program. Under the program, the Lincoln Card is also transferable at no charge to those subsequent purchasers who own the vehicle within the program period.

After the expiration of your Lincoln Card coverage, the Ford of Canada 6-year/100,000 km major component warranty will come into effect. See your Lincoln dealer for complete details of this limited warranty.

Mark VII LSC



▲ Lincoln Mark VII

From its smooth, distinctive lines to its responsive 225-horsepower 5.0-litre High-Output V-8 engine, Mark VII distinguishes itself as an exhilarating alternative to the commonplace. It is also equipped with a sophisticated four-wheel disc

◀ Lincoln Town Car

It's arrived. The most luxurious Lincoln Town Car ever. Dramatically different. Technologically more advanced. Yet it remains every inch a Town Car. And it is MotorTrend's Car Of The Year.

It's every bit as big outside. Still as spacious inside. With six-passenger comfort, large trunk, a new rear air spring suspension, 4-wheel disc anti-lock brake system (ABS) and, of course, there's the unmistakable response of a powerful V-8 engine. Also standard are driver and passenger-side Air Bag Restraint Systems.

Take a closer look at this new Town Car for the 1990s. Whether it's the standard Town Car, the distinctive Signature Series or the designer-edition Cartier Town Car, you'll see that there's much more here than an impressive new shape.

Anti-lock Brake System, and an electronic air suspension system that achieves exceptional ride and handling qualities by allowing for variations in spring firmness as load and cornering forces change. Also standard is a driver's-side Air Bag

Restraint System.

Mark VII presents two models for 1990 — the sleek, dynamic LSC and the elegant Bill Blass edition.

When you own this luxury car, you get a performance car at no extra cost. Lincoln Mark VII.



Escort GT

◀ Escort

Coming in the spring of 1990 is the all-new Escort. Built with the same quality that has made Escort the best selling car in the world, the 1991 Escort has a new aerodynamic shape and semi-flush glass to reduce drag, an all-new interior that is more efficient and ergonomic, and significant improvements in ride, handling, and steering.

The 1991 Escort will be available in L, LX (Sedan and Wagon) and GT.



Explorer 2-Door

◀ 2-door Explorer

The 1991 2-door Explorer is slightly sportier and whether it's cruising down the highway or taking the back roads to a remote camping site, Explorer is capable of doing it all.

Explorer offers body-on-frame construction, new 4.0 litre power, Twin-Traction Beam (4x4) independent front suspension and optional limited-slip rear differential, plus the features to make getting there extremely comfortable.

Let one take you in pursuit of your adventures.

▶ Tracer

Tracer continues its tradition of proven engineering and luxurious appointments in the all-new 1991. The five passenger seating capacity includes a new ergonomic dash, full console, tilt steering, speed control, power windows and doors, and AM/FM stereo cassette, all standard.

The Tracer is powered by a 1.8 L DOHC 16-valve engine and 5-speed manual transaxle, with distributorless ignition and sequential electronic fuel injection.

All-new front and independent rear suspension and 4-wheel disc brakes also come standard.

Drive the 1991 Tracer and see what a small car should be.



Tracer LIS

▶ 4-door Explorer

An Explorer, by definition, is one who travels in search of the new and the exciting.

The 1991 4-door Explorer is the next generation of sport utility vehicles. It is a practical, versatile alternative to the car, without giving up the comfort attributes normally associated with cars.

As an all-purpose vehicle, the 4-door Explorer is ready for the highly energized pursuits of an on the go lifestyle and is equally adept at carrying people, hauling or carrying loads.



Explorer 4-Door

QUALITY AND SAFETY LEADERSHIP

Best Built North American Cars & Trucks

For eight consecutive years, Ford quality has led all other North American automobile companies. That's based on an average of consumer reported problems in a series of surveys of 1981-1988 Ford and competitive models designed and built in North America.

It's the result of our firm commitment to the integrity of the vehicles we produce. And we back it up with outstanding support and warranty coverages.

Every one of our new cars and light trucks is built with an impressive list of safety features. Many of these features are out of sight and out of mind, until they are needed to protect you or your family. Here are just a few:

1 Air Bag Supplemental Restraint System:

Nearly one half of our 1990 model cars are equipped with an Air Bag Supplemental Restraint System. These include Mustang, Taurus, Sable, LTD Crown Victoria, Grand Marquis, Lincoln Town Car, Lincoln Mark VII, and Lincoln Continental. The Supplemental Restraint System is also available as an option on selected Tempo and Topaz models.

Located in a module in the centre of the steering wheel, and in the passenger-side dashboard on some models, the Air Bag Supplemental System is designed to activate in the event of a frontal impact roughly equivalent to striking a parked car of similar size at 45 km/h (28 mph).

From initial impact to full deployment, the air bag inflates in less than 1/10 of a second. It begins to deflate within a fraction of a second.

Remember, air bags are designed to supplement, not replace, the protection of safety belts. The safety belt system helps provide protection in all types of impacts. When used together, air bags and seat belts are one of the best occupant restraint systems available today.

2 Three-Point Lap & Shoulder Belts:

Ford's system allows freedom of movement, locking securely and safely with hard braking or impacts of 8 km/h (5 mph) or more.

Three-point lap and shoulder belts are provided for front outboard passengers. Lap and shoulder belts are also provided for rear outboard passengers.

3 Anti-Lock Braking System (ABS):

Electronic sensors detect wheel lock-up before it happens. At near lock-up, ABS automatically cycles the brakes up to 10 times per second to help you maintain steering control and bring your vehicle to a shorter, straighter stop on slippery roads.

ABS is standard or available as an option on many new cars, and is standard on all light trucks.

4 Child-Proof Rear Door Locks:

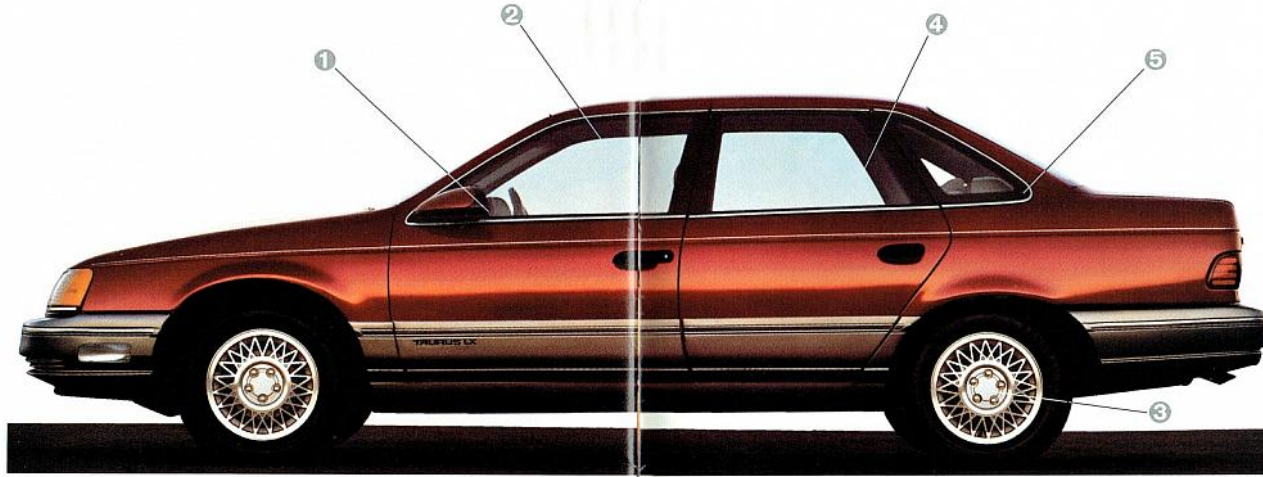
An added measure of safety for your family in all 1990 4-door sedans and wagons.

5 Child Seat Tether Anchors:

Included with every new car, complete with hardware and instructions to ensure simple and correct child seat installation.

Additional Safety Features:

- Centre high-mount stop lamps
- Energy absorbing steering system and interior components
- Flash-to-pass headlamps and safety lighting
- Daytime running lights
- Safety hood-latch system
- Safety designed structure including steel guard rails in doors
- Laminated safety glass
- Flame-resistant interior materials
- Fuel shut-off inertia switch
- Dual hydraulic brake system
- Impact resistant front & rear bumpers
- Plus many, many more



WARRANTIES

Transferable 6-year/100,000 Km Powertrain Warranty

Covers you and future owners with no transfer cost for 6 years or 100,000 Km (60,000 miles) whichever comes first. This limited warranty covers major powertrain components. Ask your dealer for a copy of this warranty.

6-year/160,000 Km Corrosion Warranty

Covers corrosion warranty coverage against corrosion perforation on any part except exhaust components for 6 years or 160,000 Km (100,000 miles) whichever occurs first. See your dealer for details of this limited warranty.

This brochure has been prepared only as a general guide to the customer and every effort has been made to ensure that all information is correct at the time of printing. However, some errors may have been included and some of the information or specifications may have changed since the time of printing. Your dealer will have full details of any changes and/or corrections and you should ask him to bring you up to date at the time of your purchase.

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Quality is Job 1.