

FORD CARS AND TRUCKS





**AMERICA'S
BEST-SELLING CAR.**

The design is an automotive tour de force. A symphony of ovals. On the road, it's a true eye catcher. Taurus is more than just a pretty face, though. It has established itself as a car that solidly delivers safety, room, comfort, performance and driver reward. Industry firsts include an integrated control panel and 3-way flip-up center console. It's a car praised by critics and owners alike.



Taurus LX Sedan in Pacific Green Clearcoat Metallic.

The heart of Taurus SHO is sophisticated performance with its 235-hp V8 engine, responsive 4-speed automatic overdrive transaxle, ride-adaptive suspension and 4-wheel-disc, anti-lock braking system.



Taurus SHO in Toreador Red Clearcoat Metallic.



Taurus GL Wagon in Light Saddle Clearcoat Metallic.



**AMERICA'S
BEST-SELLING TRUCK.**

F-Series pickups have been the best-selling trucks in America for nineteen straight years with a tradition of leadership that goes all the way back to the beginning. Innovations like four-wheel drive, Twin-I-Beam suspension and anti-lock brakes have forever changed the way we look at pickups. The 1997 F-Series continues this proud tradition with a standard three-door SuperCab, standard driver and passenger air bags (always wear safety belts) and an exclusive line-up of SOHC V8 truck engines.



You may have experienced the inconvenience of trying to get out of the back seat of a pickup, especially when there is a passenger in the front seat. Not any longer. Ford, and only Ford, offers the convenience of a standard third door on the F-Series SuperCab.



The F-Series F-250 SuperCab with standard third door in Black Clearcoat.

F-Series F-150 SuperCab Lariat 4x4 in Pacific Green Clearcoat Metallic over Silver Frost Clearcoat Metallic.



F-Series F-150 Flareside 4x4 in Dark Toreador Red Clearcoat Metallic.



THE ONLY WAY TO GET THERE.

Ford Expedition, the rugged new go-anywhere, do-anything full-size sport utility, was designed for active families who need the practicality of an off-road vehicle but still want the conveniences and comfort of a family sedan.

- **Best-In-Class Towing** - A properly equipped Expedition 4x2 is capable of towing up to 8,000 lbs.
- **Best-In-Class Passenger Room** - Expedition is the only full-size sport utility vehicle that seats up to nine.



Expedition XLT 4x2 in Black Clearcoat.



The Eddie Bauer edition interior with leather seating surfaces and optional 3rd-row bench seat in Medium Prairie Tan.

Expedition Eddie Bauer edition 4x4 in Dark Toreador Red Clearcoat Metallic.





IT'S NEW AND IT'S NIFTY.

The new 1998 Escort ZX2, a coupe that's a blast to drive, will be available in April, 1997. It will feature a 130-hp, 16-valve Zetec engine to help you grab life by the wheel. In addition, the popular Escort sedan and wagon have been redesigned and re-engineered for 1997 to give you even more for your money. 25% more power. Improved steel safety cell construction. A 100,000-mile tune-up interval.* A user-friendly integrated control panel. In a nutshell, there's more value in a trusted name.

* Under normal driving conditions with routine fluid and filter changes.

The 1998 Escort ZX2 shown with the optional sport package in Bright Red Clearcoat.



Escort LX in Pacific Green Clearcoat Metallic.

Escort Wagon provides 63.4 cu. ft. of cargo area with the rear seat backs down. The split-fold feature lets you fold both backs down when cargo takes priority, or just one for cargo and passengers. It's shown here in Toreador Red Clearcoat Metallic.





AMERICA'S BEST-SELLING COMPACT SPORT UTILITY.

Explorer has been America's best-selling compact sport utility for five years running. Since its introduction, no other vehicle in its class has matched its combination of style, comfort and convenience. Choose 2-Door XL or Sport, 4-Door XL, XLT, Eddie Bauer or Limited.



The Eddie Bauer edition combines elegant comfort and spirited style. Shown here with optional leather seating surfaces in Medium Prairie Tan.



Explorer Sport in Oxford White Clearcoat.

Explorer Eddie Bauer edition in Deep Emerald Green Metallic over Light Prairie Tan Clearcoat Metallic.





**AMERICA'S BEST-SELLING
COMPACT PICKUP.**

Tough. Fun to drive. Great to look at. It's America's best-selling compact pickup. That's because it offers so much. A strong ladder-type frame. A rugged suspension in both 4x2 and 4x4 versions (standard on 4x4 is the convenient and smooth-operating shift-on-the-fly electric transfer case with auto-locking hubs).

There are three engine choices including a muscular 160-hp 4.0L V6. Ranger offers a lot in the way of models, too, with its styleside and flareside body styles in either Regular Cab or roomy SuperCab.

BUILT Fun TOUGH

Ranger XLT 4x4
in Bright Red
Clearcoat.



Ranger XLT
SuperCab in
Porofino Blue
Clearcoat Metallic.



Ranger Splash
SuperCab 4x4 in
Toreador Red
Clearcoat Metallic.





ONE DRIVE WILL SURPRISE YOU.

Available February, 1997, the 1998 Contour is better than ever. Refined inside and restyled outside, it offers a driving experience that's even more rewarding. Contour continues to combine technology and contemporary design to produce a sophisticated yet practical sedan with unexpected spirit. Both the LX Preferred Equipment Package and the SE sport sedan up the ante in comfort and convenience and offer V6 power (also available with GL). In SE, handling also gets a boost with a special sport suspension.

Contour LX with the optional Sport Package in Light Prairie Tan Clearcoat Metallic.



There's also an exciting Sport Package available with GL and LX that includes such items as fog lamps, a tachometer and special sport badging.

Contour SE in Toreador Red Clearcoat Metallic.



Contour GL with the optional Sport Package in Pacific Green Clearcoat Metallic.





CREATED FOR THE MOST IMPORTANT PEOPLE IN THE WORLD.

The 1998 Windstar, available February, 1997, comes with more than 40 standard safety features along with a five-star government frontal crash rating for both driver and front passenger.* There's a convenient new Family Entry System, too, along with V6 performance, responsive handling and riding smoothness you wouldn't expect in a 7-passenger minivan.

*Government data only useful in comparing vehicles within 500 pounds.

★★★★★
HIGHEST GOVERNMENT FRONTAL CRASH TEST RATING.



Above: The new, luxurious Windstar Limited in Deep Forest Green Clearcoat Metallic.

Windstar LX in two-tone Light Prairie Tan Clearcoat Metallic over Midnight Red Clearcoat Metallic. The new Family Entry System includes an extended driver's door (standard) and an available tip/slide driver's seat.



AN HONORED TRADITION.

Few cars on the road today can match Crown Victoria's traditional advantages. There's not only ample space, but full 6-passenger accommodations with room to spare. Not only a pleasant ride, but one that can only be described as remarkably refined. Crown Victoria is powered by an advanced V8 with a scheduled tune-up interval of 100,000 miles (under normal driving conditions with routine fluid/filter changes).



Crown Victoria LX in Toreador Red Clearcoat Metallic.



Crown Victoria LX in Silver Frost Clearcoat Metallic.

**THIS HORSE IS ROCKING.**

There's nothing on the road quite like the legendary style and performance of Ford Mustang, from the standard model, with its SEFI V6 performance, to Mustang GT, with its exhilarating 215-hp SOHC V8 and agile handling, to the carefree convertible. Experience what countless driving enthusiasts have been enjoying since 1964 – that irrepressible Mustang spirit!



Mustang GT Coupe in Autumn Orange Clearcoat Metallic.

Mustang convertible in Pacific Green Clearcoat Metallic with the optional Sport Appearance Package.

**THE LEGENDARY PERSONAL SPORTS COUPE.**

How many cars on the road today can you identify at a glance, whose badges elicit instant recognition and admiration? There certainly aren't many, but one should readily come to mind. It's the familiar angular aviator with the wide wingspan – the legendary Thunderbird. It's gone through many changes in its 42-year history, and yet its identity as a distinctive personal sports coupe is as evident today as it was when it came on the scene for the first time.



Thunderbird LX in Pacific Green Clearcoat Metallic.

Thunderbird LX in White Opalescent Clearcoat with Sport Option.





PERFORMS AS SUPERBLY AS IT LOOKS.

The true embodiment of the Probe spirit is the dynamic GT with its sport suspension and power 4-wheel disc brakes. The 24-valve, 2.5-liter V6 engine with multi-port electronic fuel injection delivers 164 horsepower. There's also a new GTS Sport Appearance option to dress it up. Whether you choose GT or the standard Probe, you'll be getting a car that takes your driving enjoyment seriously.



Probe GT in Laser Red Tinted Clearcoat Metallic.



Probe GTS in Black Clearcoat.



THE CAR THAT FITS.

For a subcompact car, the freshly styled, fun-to-drive

Aspire is big on standard equipment. It fits nicely into many lifestyles and most any budget. First car, second car, third car – offering compelling proof that comfort and versatility can indeed be affordable. Available in

3-Door and 5-Door bodystyles, the surprisingly roomy Aspire gets 42 mpg highway (34 mpg city),* features standard dual air bags (always wear safety belts) and offers optional anti-lock braking.

* EPA estimates with manual transaxle.



Aspire 5-Door in Bright Sapphire Clearcoat.



Aspire 3-Door in Crystal White.

**ALL THE MINIVAN
YOUR FAMILY NEEDS.**

The popular Ford Aerostar is big on space and comfort. With its V6 power and rear-wheel drive, it's also big in towing capability.* Extended-length Aerostar features a 167.7-cubic-foot maximum cargo capacity as well as available all-wheel drive. In short, Aerostar has all that's necessary to satisfy the transportation needs of most any active family.

* Up to 4,400 lbs. with a properly equipped 2-wheel-drive extended length model.



Aerostar Wagon in Toreador Red Clearcoat Metallic.



Aerostar's standard 7-passenger seating in Medium Grey cloth.

**THE FULL-SIZE
VAN LEADERS.**

Ford Econoline has outsold all other full-size vans for 17 years (8 years for Club Wagon over full-size passenger vans). For

1997, Econoline has been re-engineered and refined to be even better. There's a new line of V6, and Triton™ V8 and V10 engines. New ergonomic instrumentation for greater convenience. More space. More safety features, too, such as dual front air bags standard or available in all models (always wear your safety belts and seat children in rear seat).



Left to right: Econoline XL in Toreador Red Clearcoat Metallic;

Conversion Van in Light Saddle Clearcoat Metallic;

Chateau E-150 in two-tone Medium Wedgewood Blue Clearcoat Metallic and Silver Clearcoat Metallic.



Taurus



ENGINE

3.0L OHV EFI V6 (G and GL); Duratec 3.0L 24-valve DOHC EFI V6 (LX); 3.4L 12-valve DOHC EFI V8 (SHO).

TRANSAXLE

Electronic 4-speed automatic overdrive.

FRONT SUSPENSION

Independent MacPherson strut-type with gas-pressurized hydraulic struts and stabilizer bar.

REAR SUSPENSION

Independent quadralink, gas-pressurized hydraulic struts and stabilizer bar (sedan); independent SLA-type, gas-pressurized hydraulic shock absorbers, progressive rate springs and stabilizer bar (wagon).

STEERING

Rack-and-pinion with variable power assist.

BRAKES

G, GL, LX sedan: power front disc/rear drum; GL, LX wagon, SHO sedan: power 4-wheel disc; optional anti-lock system (standard on SHO).

SAFETY & SECURITY

Driver and right-front passenger air bag; supplemental restraint system; safety cell structural design; stamped steel side door intrusion beams; childproof rear door locks. Passive cooled-key anti-theft system (LX, SHO).

F-Series



ENGINE

4.2L split port induction EFI V6; Triton™ 4.6L SOHC EFI V8; new Triton™ 5.4L SOHC EFI V8.

TRANSMISSION

Standard 5-speed manual overdrive (except 5.4L); optional electronic 4-speed automatic.

DRIVELINE

Rear-wheel drive or 4-wheel drive shift-on-the-fly system with center disconnect.

CHASSIS

Full box front ladder-type frame; twin-torped independent short/long arm (SLA) front suspension with forged upper and stamped steel lower control arms (cast iron lower control arms and steel torsion bars on 4x4); 2-stage leaf with auxiliary spring variable rate rear suspension.

SAFETY

Driver and right-front passenger air bag; supplemental restraint system with passenger air bag deactivation switch; dynamic side-impact protection; fuel pump inertia shut-off switch; rear-wheel anti-lock brake system; 4-wheel anti-lock brake system available.

CAPABILITY

Maximum available payload: 2,435 lbs. (F-150); 3,340 lbs. (F-250). Maximum trailer weight: 8,200 lbs. (F-150); 8,700 lbs. (F-250).

Expedition



ENGINE

Triton™ 4.6L SOHC EFI V8; Triton™ 5.4L SOHC EFI V8 (optional).

TRANSMISSION

Electronic 4-speed automatic overdrive.

DRIVELINE

Rear-wheel drive or Control-Trac 4-wheel drive system.

CHASSIS

Full box front to rear axle ladder-type frame; independent SLA front suspension and 5-link/coil spring rear suspension.

SAFETY

Driver and right-front passenger air bag; supplemental restraint system; dynamic side-impact protection; fuel pump inertia shut-off switch; 4-wheel disc brakes with anti-lock brake system.

CAPABILITY

Best-in-class towing (front tons with 4x2 when properly equipped); available nine-passenger seating.

Escort



ENGINE

2.0L SOHC split port induction 4-cylinder.

TRANSAXLE

5-speed manual; optional electronic 4-speed automatic overdrive.

FRONT SUSPENSION

MacPherson strut-type, sub-frame attachment, gas-pressurized hydraulic struts and stabilizer bar.

REAR SUSPENSION

Quadralink with gas-pressurized hydraulic struts and stabilizer bar.

STEERING

Power rack-and-pinion.

BRAKES

Power front disc/rear drum; optional anti-lock braking system.

SAFETY & SECURITY

Driver and front passenger air bag; supplemental restraint system; childproof rear door locks; optional integrated rear child safety seat.

1998 ESCORT ZX2

See your Ford Dealer for details.

Explorer



ENGINE

4.0L EFI V6 (XL, Sport, XLT); new 205-horsepower 4.0L SOHC EFI V6 (Eddie Bauer, Limited; optional on XL, Sport, XLT); 5.0L EFI V8 (optional on XLT, Eddie Bauer, Limited; not available on 2-door models).

TRANSMISSION

4.0L engine only: 5-speed manual or 5-speed electronic automatic overdrive; 4.0L SOHC engine only: 5-speed electronic automatic overdrive; 5.0L engine only: 4-speed automatic.

DRIVELINE

Rear-wheel drive; Control-Trac 4-wheel drive with 3-position electronic transfer case; All-Wheel Drive (5.0L engine only).

CHASSIS

Independent short/long arm (SLA) front suspension (4x2 and 4x4).

SAFETY

Driver and right-front passenger air bag; supplemental restraint system; dynamic side-impact protection; fuel pump inertia shut-off switch; 4-wheel anti-lock brake system.

CAPABILITY

2-Door: 4-passenger; maximum 69.4 cu. ft. cargo capacity (rear seat down). 4-Door: 5-passenger (6-passenger optional); maximum 81.6 cu. ft. cargo capacity (rear seat down).

Ranger



ENGINE

2.3L EFI I4 (XL, XLT and Splash Regular Cab 4x2; not available on 4x4 models); 3.0L EFI V6 (Splash Super Cab 4x2; all 4x4 models; optional on others); 4.0L EFI V6 (optional except XLT).

TRANSMISSION

5-speed manual (all engines); optional 4-speed automatic (2.3L engine and 3.0L engine); optional 5-speed electronic automatic (4.0L engine).

DRIVELINE

Rear-wheel drive or 4-wheel drive with switch-on electric shift transfer case with fully automatic front hublocks.

CHASSIS

Twin-I-Beam (4x2) or Twin-Traction Beam (4x4) independent front suspension; gas-pressurized shock absorbers.

SAFETY

Driver air bag; rear-wheel anti-lock brake system; optional passenger side air bag with deactivation switch; dynamic side-impact protection; fuel pump inertia shut-off switch; optional 4-wheel anti-lock brake system (except XLT).

CAPABILITY

Maximum payload: 1,250 lbs. standard; 1,650 lbs. optional.

1998 Contour



ENGINE

Zetec 2.0L 16-valve DOHC 4-cylinder with sequential multiple port EFI; Duratec 2.5L 24-valve DOHC V6 with sequential multiple port EFI; passive anti-theft system (standard on models equipped with V6 engine).

TRANSAXLE

5-speed manual; optional electronic 4-speed automatic overdrive.

FRONT SUSPENSION

Independent strut-type with lower A-arms, strut-mounted coil springs and stabilizer bars; sport tuning in SE.

REAR SUSPENSION

Independent quadralink with stabilizer bar; sport tuning in SE.

STEERING

Power rack-and-pinion.

BRAKES

Power front disc/rear drum (4-wheel disc with SE); optional anti-lock brake system.

SAFETY & SECURITY

Driver and right-front passenger air bag; supplemental restraint system; patented Deploying Trim System side impact protection on front doors; safety cell body structure with cross-car beam; childproof rear door locks; integrated child safety seat optional with GL, LX and SE.

1998 Windstar



ENGINE

3.0L EFI V6 (5.0L and GL); 5.8L split port induction EFI V6 (LX, Limited; available on LX).

TRANSAXLE

Electronic 4-speed automatic overdrive.

DRIVELINE

Front-wheel drive.

FRONT SUSPENSION

MacPherson strut-type with stabilizer bar, hydraulic gas-pressurized shock absorbers.

REAR SUSPENSION

Twist-beam rear axle with variable-rate coil springs, hydraulic gas-pressurized shock absorbers.

STEERING

Power rack-and-pinion.

BRAKES

Power front disc/rear drum with 4-wheel anti-lock system.

SAFETY

More than 50 standard safety features, including driver and front passenger air bag; supplemental restraint system.

CAPABILITY

Standard 7-passenger seating; maximum 142.1 cu. ft. cargo capacity (rear seats removed).



Crown Victoria



ENGINE

4.6L SOHC V8 with sequential multiple-port EFI.

TRANSAXLE

Electronic 4-speed automatic overdrive.

FRONT SUSPENSION

Coil springs with gas-pressurized shock absorbers and stabilizer bar.

REAR SUSPENSION

4-bar link, coil springs with gas-pressurized hydraulic shock absorbers and stabilizer bar; optional Handling Package includes rear air suspension.

STEERING

Speed-sensitive variable power assist.

BRAKES

Power 4-wheel disc; optional anti-lock braking system includes Electronic Traction Assist.

SAFETY & SECURITY

Driver and right-front passenger air bag supplemental restraint system; childproof rear door locks.

Mustang



ENGINE

3.8L V6 with sequential multiple-port EFI; 4.6L SOHC V8 with sequential multiple-port EFI (GT).

TRANSMISSION

5-speed manual; optional electronic 4-speed automatic overdrive.

FRONT SUSPENSION

Modified MacPherson strut-type, gas-pressurized struts/stabilizer bar (unique calibrations on GT).

REAR SUSPENSION

Coil spring 4-bar link, gas-pressurized hydraulic shock absorbers and stabilizer bar (unique calibrations and horizontal mounted axle dampers on GT).

STEERING

Power rack-and-pinion.

BRAKES

Power 4-wheel disc; optional anti-lock braking system.

SAFETY & SECURITY

Driver and right-front passenger air bag supplemental restraint system; optional Electronic Traction Assist.

Thunderbird



ENGINE

3.8L V6 with sequential multiple-port EFI; optional 4.6L SOHC V8.

TRANSMISSION

Electronic 4-speed automatic overdrive.

FRONT SUSPENSION

SLA-type with double isolated tension struts, variable-rate coil springs, gas-pressurized hydraulic shock absorbers and stabilizer bar.

REAR SUSPENSION

Independent, isolated subframe attachment, variable-rate springs and stabilizer bar.

STEERING

Power rack-and-pinion (speed-sensitive variable assist with 4.6L engine).

BRAKES

Power 4-wheel disc; optional anti-lock braking system.

SAFETY & SECURITY

Driver and right-front passenger air bag supplemental restraint system; optional Electronic Traction Assist.

Probe



ENGINE

2.0L 16-valve DOHC 4-cylinder; 2.5L 24-valve DOHC V6 (GT).

TRANSAXLE

5-speed manual; optional electronic 4-speed automatic overdrive.

SUSPENSION

4-wheel MacPherson strut-type, gas-pressurized hydraulic struts, front and rear stabilizer bars (unique calibrations on GT).

STEERING

Power rack-and-pinion.

BRAKES

Power front disc/rear drum (4-wheel disc on GT); optional anti-lock brake system.

SAFETY & SECURITY

Driver and right-front passenger air bag supplemental restraint system; childproof rear door locks (5-door).

Aspire



ENGINE

1.3L SOHC 4-cylinder.

TRANSAXLE

5-speed manual; optional 3-speed automatic.

FRONT SUSPENSION

MacPherson strut-type with sub-frame attachment, track control arm and stabilizer.

REAR SUSPENSION

Torsion beam with strut-mounted coil springs.

STEERING

Manual rack-and-pinion.

BRAKES

Power front disc/rear drum; optional anti-lock braking system.

SAFETY & SECURITY

Driver and right-front passenger air bag supplemental restraint system; childproof rear door locks (5-door).

Aerostar



ENGINE

3.0L EFI V6; 4.0L EFI V6 (required with 4-wheel-drive model; optional with rear-wheel-drive model).

TRANSMISSION

4-speed automatic transmission (3.0L engine); new 5-speed automatic transmission (4.0L engine).

DRIVELINE

Rear-wheel drive and electronic 4-wheel drive (extended-length wagon only).

CHASSIS

4-corner coil spring suspension; gas-pressurized shock absorbers.

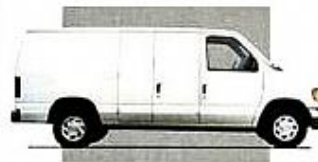
SAFETY

Driver side air bag supplemental restraint system; dynamic side-impact protection; rear anti-lock brake system.

CAPABILITY

Regular- and extended-length wagons: 7-passenger seating; Regular-length cargo van; maximum cargo capacity (rear seats removed): 1,380 cu. ft. (regular length); 167.7 cu. ft. (extended length).

Econoline



ENGINE

4.2L split port induction EFI V6 (E-150/250/250HD, Club Wagon); Triton™ 4.6L SOHC EFI V8 (optional on E-150, Club Wagon); Triton™ 5.4L SOHC EFI V8 (E-350, Club Wagon HD/Super; optional on E-150/250/250HD, Club Wagon); 6.8L EFI V10 (optional on E-350, Club Wagon HD/Super); 7.3L V8 diesel (optional on E-350, Club Wagon HD/Super).

TRANSMISSION

Electronic 4-speed automatic.

DRIVELINE

Rear wheel drive.

CHASSIS

Body-on-frame construction; Twin-I-Beam front suspension; gas-pressurized shock absorbers; 2-stage multi-leaf spring rear suspension.

SAFETY

Driver and front passenger air bag supplemental restraint system (passenger air bag under 8,500 lbs. GVWR for Econoline); 4-wheel anti-lock brake system (Club Wagon models and Econoline RV); Preferred Equipment Package, optional on Econoline models; rear wheel anti-lock brake system (Econoline models except on RV).

CAPABILITY

Maximum Econoline standard payloads: 1,390 lbs. (E-150); 2,165 lbs. (E-250); 3,520 lbs. (E-250HD); 4,160 lbs. (E-350). Club Wagon seating: 8-passenger (standard), 15-passenger (maximum with Super).

Club Wagon



ROADSIDE ASSISTANCE PROGRAM

Every new Ford includes the assurance of a 24-hour emergency Roadside Assistance Program provided during the 3-year/36,000-mile bumper-to-bumper warranty. Ask your dealer for complete details on this program which includes such services as fuel delivery, tire change, jump start, or even help when you're locked out of your vehicle.



Ford Credit offers a wide variety of financing and leasing programs to qualified buyers which can be arranged right at the dealership. Ask your Ford Dealer for the complete facts on these programs.



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