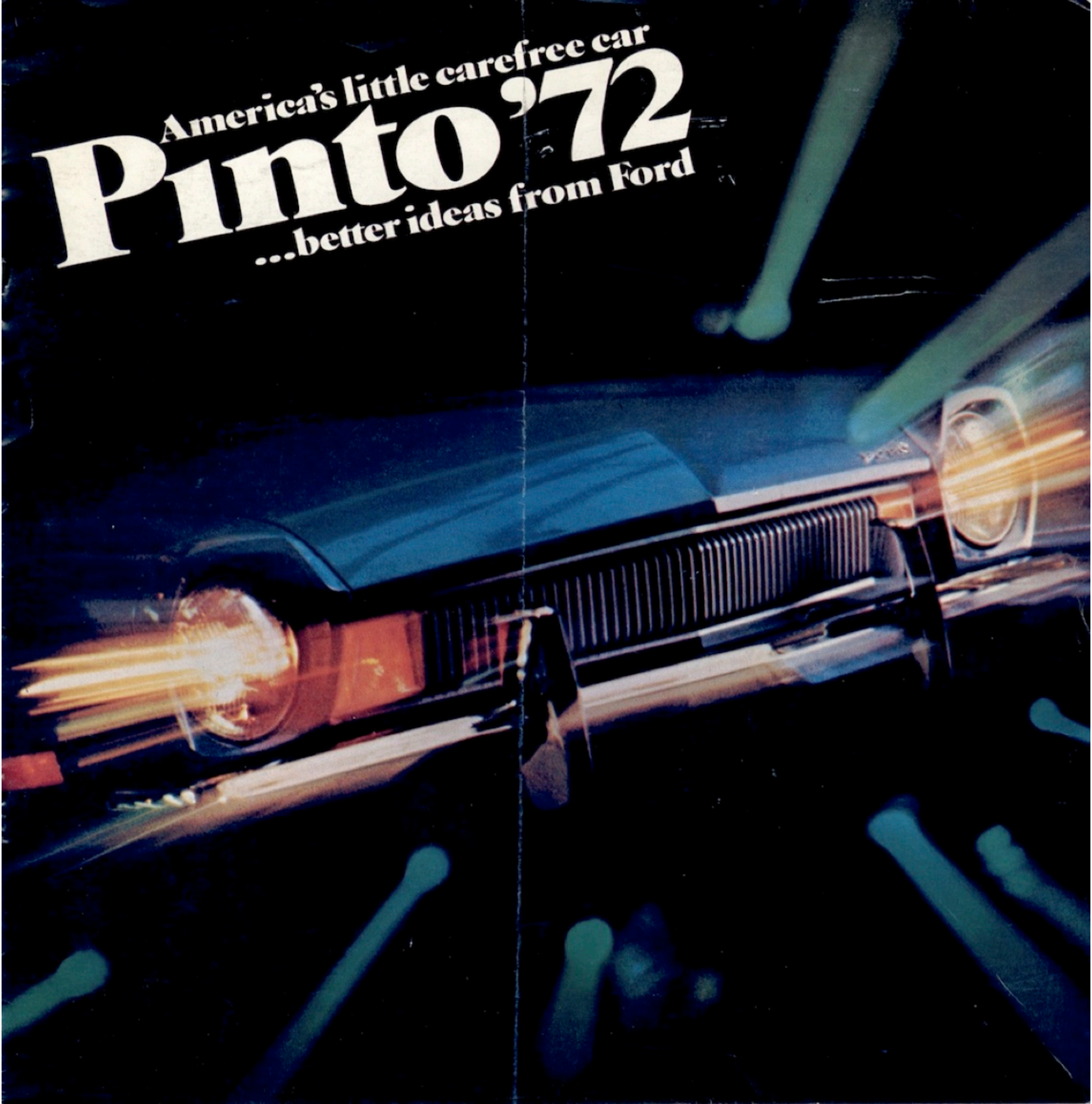


America's little carefree car

Pinto '72

...better ideas from Ford



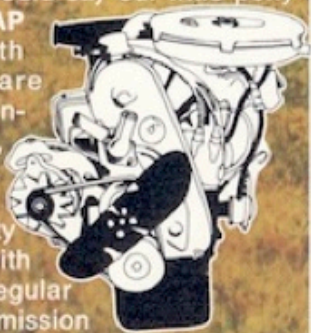


America's little carefree car.

Ford's better idea pony is just a yearling and already America has taken it to heart. In fact, it's been the best-selling little American-built car all its life. But success hasn't changed Pinto, and neither have we. It's still the same simple, little carefree car. Who'd change that? We enlarged the rear window on Runabout for better visibility. But that's not really a change. It's a refinement. Helping to make Pinto even better, more carefree and different where it counts.

We say it's different because we designed it that way. To go 6,000 miles between oil changes. And 36,000 between chassis lubes. The brakes are self-adjusting. Some small cars require an adjustment every 6,000 miles. They need a 600- or 1000-mile checkup, too. Ours doesn't. Besides, you can make minor adjustments and inspections on your own. We designed Pinto to be a do-it-yourselfer (see back cover). But if you're not so inclined, there are 6,000 Ford Dealers across the nation. It's America's little carefree car.

Fuel economy? You could say our little pony . . . **INCREASES THE GAP BETWEEN GULPS.** Both 4-cylinder engines are proven long distance runners. The thrifty 1600-cc., shown here, is standard. Or get the spirited 2000-cc. Both handle city and highway driving with ease. And both run on regular gas. The standard transmission is a full-sync, 4-speed manual floor shift (shown on page 4) with hand-matched gears. A Select-Shift is also available (2000-cc. only). Both are lubed for life. As is Pinto's differential.



EXTRA-STRENGTH PARTS. The starter motor, ball and universal joints, and rear wheel bearings are heavy-duty. The brake lines have a special rust-resistant coating and are doubly protected at critical points. There's zinc coating on key underbody parts. More rustproofing than most little cars. And, in a 6-step process for greater durability and uniformity, Pinto gets 26 lbs. of paint not an ounce of which needs waxing.

Wow! Simplicity. Economy. Quality. And price. Pinto. 2-Door Sedan or 3-Door Runabout. Both shown with optional Accent Group, bumper guards and WSW tires. Both better ideas from Ford.



3-Door Runabout with Accent Group



2-Door Sedan with Accent Group

STABLE PONY. We like to compare our little Pinto with its namesake because of what they have in common. Surefootedness is one. That's why we call Pinto a stable pony. Its stance is lower and wider than other little cars for better balance on turns and surefooted handling in high crosswinds. And that's stability. So with an overall width of almost 70" and overall height of only 50", Pinto hugs the ground when and where you want it to.

STANDARD FEATURES on all 1972 Pintos include: the 4-cyl. 1600-cc. engine, a full-sync, floor-mounted 4-speed manual transmission, 6:00x13 BSW tires, slotted argent wheels and hub caps, flush-mounted side markers, slimline door handles, vertical bar grille with integral parking lamps, rearview mirror, bright backlite and windshield moldings, body color gas cap and quarter window upper frame. (See back cover for a complete list of standard safety features.) The 2-Door Sedan shown features optional Accent Group, bumper guards and WSW tires.

THE INSIDE STORY. Take your shoes off. Color-keyed carpeting is standard on all 1972 Pintos. Even the load floor is carpeted in the Runabout. The slim-line High Back Bucket Seats and the full-width rear bench seat feature easy-care, long-wear vinyl (right). There's lap/shoulder belts with the easy-to-use Uni-Lock Safety Harness in the front and lap belts in the back. The seats are designed for comfort and roominess. But so is the whole interior. To give you . . .

... MORE SPACE WHERE IT COUNTS. There's nothing small about it. Over half-a-foot more shoulder room and three inches more hiproom than the leading import. The driver's seat can be adjusted to put you at the right position no matter where you sit in the saddle.



Short, tall or in-between. Ample knee and headroom let you sit comfortably in the front or back. Speaking of knees, you won't be banging them up getting into a Pinto. When you make a door 44 1/4" wide, you have a main entrance on your hands. And knees.



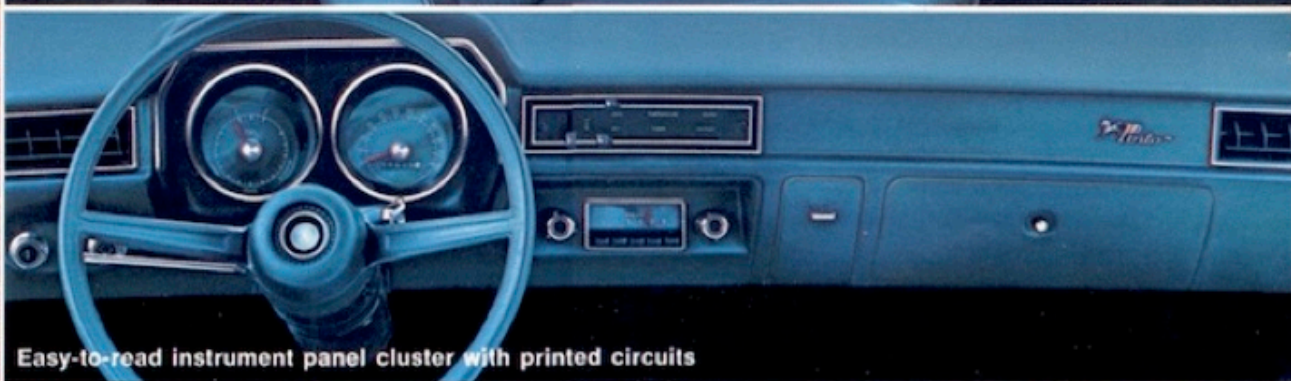
The instrument panel features bright dress-up accents and printed circuits (right). All controls are easy to read, easy to reach. An adjustable, high-level DirectAire ventilating system provides three complete changes of air every two minutes at highway speeds. You also get a 3-speed hot water heater. Both systems let you adjust the climate inside to suit you and your passengers comfort. Panel shows optional AM Radio.



Pinto 2-Door Sedan with Accent Group



All-vinyl slim-line High Back Bucket Seats



Easy-to-read instrument panel cluster with printed circuits



Pinto 3-Door Runabout with Luxury Decor Group

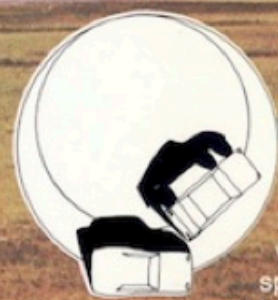


Full-length liftgate for instant, handy loading



Fold-Down Rear Seat with carpeted load floor

RACK AND PINION STEERING. Ponies are known for their quick, light movement. Their agility. And so is Pinto. We gave our little pony a rack and pinion steering system like that of many expensive European sports cars. It provides positive, precise response with minimum effort.



The rack housing is mounted on the front crossmember and linked by tie rods to the steering arms ahead of the front wheels. Tell that to your sports car friends. Pinto has the only rack and pinion design on an American-made car. Another difference where it counts.

HOW TO DRIVE INTO A PARK. With a turning circle of only 31.5 feet and an overall length of just 13½ feet, you can sneak Pinto into parking spots most other cars have to pass up. Now, add all this agility to Pinto's surefooted stance and smooth vehicle ride, and you've got a little car that can handle just about any road, street or highway that you'd care to put before it.

3-DOOR PINTO RUNABOUT. In addition to the standard features mentioned on page 4, Runabout (shown with optional Luxury Decor Group, bumper guards, WSW tires, flipper rear quarter windows and color-keyed dual racing mirrors) has the full-length liftgate with its enlarged rear window. It swings open easily and stays up on two supports for instant, handy loading (left). You also get the fold-down rear seat.

PACK PONY. Extra doors are usually for utility. The 3-Door Pinto Runabout makes no exception. But its extra door is also for cases of pop. Suitcases. And/or any case where you may need a volume of up to 41.3 cu. ft. With the rear seat folded down, that's how large Runabout's trunk is. Five feet long from the rear bumper to the front seat back. And that's why we call it a pack pony. Luggage, groceries, kids, skis, golf clubs, saddles. You can pack just about anything in it. Even with the rear seat up, you still have almost six cubic feet for those not-so-bulky items. Oh, and you can option the fold-down rear seat on the 2-door sedan, too.

Set your mind at ease. Runabout is just as simple and economic, just as small and nimble as the 2-Door Sedan. Test-drive our little ponies at your Ford Dealer's. They're both better ideas from Ford. And both different where it counts.

Pinto designer kits

We've explained the Pinto philosophy. To be well-built. To be carefree. To be different. But there's nothing there that says you can't spruce it up to meet your personal whims. Not with a lot of gewgaws and gimcracks. But with practical styling accents and functional convenience features. We designed the options to let you design the car. So, go head. Express your pony.

LUXURY DECOR GROUP. (A, B & C) Give your Pinto a little more flair with this unique package. It's sort of a comfort, convenience and designer kit all in one.

The interior features of the Luxury Decor Group include Deluxe seat trim—you have a choice of houndstooth cloth (A) or knitted vinyl inserts, Deluxe door trim panels, a front passenger-side door courtesy light switch, full-width contoured rear seat comfort-molded with urethane foam cushions, and a rear seat ash tray. (Illustration also features SelectShift and dual racing mirror options.) There's more!

The instrument panel (B) comes with bright, dress-up trim and woodtone appliques. You get multi-directional vent registers, a Deluxe 2-spoke steering wheel and a lighter. Now, that takes care of the inside.

The exterior features of the Luxury Decor Group include gleaming rocker panel molding plus all of the features of Pinto's Accent Group—bright window, center pillar and drip rail moldings, wheel covers, wheel lip moldings and bodyside protection molding with black vinyl inserts (C). Bottom illustration also features optional bumper guards and white sidewall tires. Rocker panel molding is also available as a separate option.

VINYL TOP. Make a fine-looking car finer with a black or white vinyl roof. Available on 2-door sedans, it includes bright drip rail moldings (C).

2000-cc. ENGINE. This spirited engine is a 4-cylinder, overhead-cam type, with a 2-stage carburetor and 8.0 to 1 compression ratio. It comes with the standard 4-speed manual transmission or you can get it with optional Select-Shift Cruise-O-Matic. Either way, it runs on regular gas. (This engine requires optional manual front disc brakes.)

SELECTAIRE CONDITIONING. If you do get the 2000-cc. engine, you can get the SelectAire unit (B). It gives you all-season comfort. It cools, defrosts and heats. (Requires 2000-cc. engine.)

AM RADIO. The Philco-Ford all-transistorized radio (B) keeps you informed, entertained and free from "the drearies" when you take your little pony on those long-distance runs.



(A) Luxury Decor Group interior



(B) Luxury Decor instrument panel shown with SelectAire Conditioning, AM Radio



(C) Luxury Decor Group shown with vinyl top



(D) Luggage Rack, Accent and Protection Groups

LUGGAGE RACK. (D) A chrome rack to carry even more vacation goodies. You know, the ones that end up on your lap or get left behind. You'll have more room for the trip and more fun. It makes your little pony kind of racy, too.

PROTECTION GROUP. (D) Protect your Pinto from those who think they can squeeze into as tight a parking spot as you. The option includes bodyside molding with black vinyl inserts, front and rear bumper guards and bumpers with wrap-around rubber inserts for extra protection. If you prefer one without the other, bumper guards and vinyl insert moldings are also available separately. So are door edge guards.

ACCENT GROUP. (D) It's that little something extra that can make a big, dress-up difference. You get: bright window, center pillar and drip rail moldings, wheel covers, wheel lip moldings and side protection molding with vinyl inserts.

CONSOLETTA WITH ELECTRIC CLOCK. (E) You can store all those drifting what-have-yous in this handy stowage compartment. Road maps, flashlights, sunglasses, stamps, munchies. All "put away" and at arm's reach. It comes with a self-regulating electric clock.

SELECTSHIFT CRUISE-O-MATIC TRANSMISSION. (E) Another convenience option is the smooth, 3-speed SelectShift. It shifts manually or automatically. (Requires 2000-cc.)

MANUAL FRONT DISC BRAKES. (F) Big jet or little pony, they're designed for straight, sure stops, even in a downpour. (Requires 2000-cc.)

REAR WINDOW DEFOGGER. (G) No more streaks. A flip of the switch and it's steam-free.

FLIPPER REAR QUARTER WINDOWS. (H) Simple, functional design makes them easy to open and close. The flipper design is rattle-resistant, positive locking and tight-sealing.

TIRES AND WHEEL COVERS. (D) Pinto has three optional tires to choose from: a 6:00 x 13 WSW (D); an A78 x 13 WSW; and an A70 x 13 belted, wide-oval BSW with raised white letters. Wheel covers, standard with Accent and Luxury Decor Groups, are also available separately.

CONVENIENCE GROUP. This package has the little touches you'll appreciate: deluxe lap/shoulder belts, lockable glove box door, day/night inside mirror and a LH remote-control color-keyed racing mirror. (Color-keyed dual racing mirrors are also available as a separate option. The RH mirror of which is non-remote.)

OTHER OPTIONS. Tinted glass • Fold-down rear seat (see illustration on page 5) • color-keyed vinyl front floor mats with carpet inserts • HD battery • Color-Glow paint available in either Ivy or Gold.



(E)



(F)



(G)



(H)

DO-IT-YOURSELF PINTO

To answer that inevitable question—"Just how easy to service, repair and maintain is Pinto?" Get this.

You can change the oil. Clean or replace the spark plugs and air cleaner. You can replace fuel and oil filters. Adjust the parking brake from inside the car. Replace radio, heater and instrument panel bulbs, small bulbs in the outside lights. Loosen a few screws and remove the instrument panel or a damaged grille. You can get at the fuse box easily to replace fuses. The hood opens up to a fully vertical position for easy access to engine parts. And to make it even simpler, order one of our two tool kits at your Ford Dealer's.



BEGINNER'S KIT contains: regular screwdriver, Phillips screwdriver, pliers, 6 open end wrenches, adjustable wrench, socket wrench handle, 2 socket wrench extensions, socket wrench universal adapter, 5 socket wrenches, plug wrench, feeler gauge, vinyl pouch, oil filter wrench, spray lube, fuse puller, and hand cleaner.

MASTER KIT contains precision gauges, meters and specialized tools

to maintain peak performance of your Pinto: tachometer—timing light—dwell meter, vacuum pressure gauge, belt tension gauge, torque wrench, socket wrench, brake adjusting tool, and oil seal installing drift.

Or get one of Pinto's six do-it-yourself Motorcraft service kits. Order them at your Ford Dealer's, too. Instructions and all required parts are furnished with each kit.

ELECTRICAL TUNE-UP KIT • LAMP BULB AND FUSE KIT • WINDSHIELD WIPER BLADE KIT • TAIL LAMP KIT • PARKING LAMP KIT • RADIATOR GRILLE KIT

And, finally, the ultimate helper—Ford's **OWNER MAINTENANCE AND LIGHT REPAIR MANUAL**. Written clearly and well illustrated, it shows you exactly how to perform many maintenance operations, adjustments and inspections. Get a copy of this 128-page do-it-yourself manual at your local Ford Dealer's. And keep it in the glove box of your new Pinto.

We hope that answers your question.

NOTE: Your 1972 Pinto comes with factory-engineered Autolite/Motorcraft battery, oil filter, shock absorbers; Autolite spark plugs and other Ford-approved precision parts. For continued top performance, be sure to specify Autolite spark plugs and Autolite/Motorcraft parts whenever replacement is necessary.



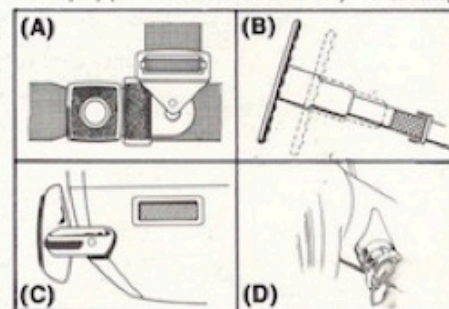
SAFETY FEATURES

Pinto may be little but it's big when it comes to safety. The following FORD MOTOR COMPANY LIFEGUARD DESIGN SAFETY FEATURES are standard on every Pinto for 1972:

Dual hydraulic brake system with warning light • Glare reduced instrument panel padding, windshield wiper arms, steering wheel hub, rearview mirror/mirror mounting and windshield pillars • Front and rear lap belts for all seating positions • Shoulder belts for front outboard occupants equipped with (A) Uni-Lock Safety Harness • (B) Energy-absorbing steering column and steering wheel • (C) Side marker lights • Energy-absorbing armrests • Turn indicators with lane-changing signal feature • (D) Locking steering column with warning buzzer • Driver's outside rearview mirror • Inside yield away rearview mirror • Energy-absorbing instrument panel with padding • Padded sun visors • Two-speed windshield wipers • Windshield washers • High strength laminate safety glass windshield • Double-yoke safety door latches and safety hinges • Hazard warning flasher • Backup lights • Energy-absorbing

front seat back tops with padding • Self-locking front seat backs • Safety-designed radio control knobs and push buttons (on models equipped with radios) • Safety-designed coat hooks • Safety rim wheels and load rated tires • Corrosion-resistant brake lines • Uniform transmission shift quadrant (on models equipped with SelectShift) • Parking lamps coupled with headlamps • Non-reversing odometer • Safety design front end structure • High Back seats for front outboard occupants • Safety glove box latch.

Take full advantage of the built-in protection your Pinto can provide. Buckle up. Obey traffic laws. And exercise good driving judgment at all times.



SPECIFICATIONS

Wheelbase	94.2"
Tread (front and rear)	55.0"
Overall length	163.0"
Overall width	69.4"
Overall height	50.1"
Curb wt.	
(2-Door w/1600-cc. engine)	2,049 lb.
Curb wt.	
(3-Door w/1600-cc. engine)	2,094 lb.
Standard tires	6.00x13

The Front of the Car*:

Effective headroom	37.5"
Legroom	41.0"
Shoulder room	52.5"
Hiproom	51.8"

The Back of the Car*:

Effective headroom	36.3"
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Legroom	31.7"
Shoulder room	51.6"
Hiproom	44.3"

*Front seat in rearmost position.

Luggage: (usable capacity)

2-Door	5.9 cu. ft.
2-Door w/opt. rear seat folded down, vol.	38.1 cu. ft.
3-Door w/rear seat folded down, vol.	41.3 cu. ft.

Capacities:

Fuel (all you need is regular)	11 gal.
Oil (1600-cc. engine)	3.5 qt.
Oil (2000-cc. engine)	5.0 qt.

The OHV Four 1600 cc.:

Carburetor	1V
Compression ratio	8.0 to 1
Bore and stroke	3.19" x 3.06"

Fuel regular
Transmission 4-speed manual floor shift

The OHC Four 2000 cc.:

Carburetor	2V
Compression ratio	8.0 to 1
Bore and stroke	3.58" x 3.03"
Fuel	regular
Transmission	4-speed manual floor shift

†Both 1972 Pinto engines are designed to operate on regular gasoline with octane rating of at least 91 when the engine is adjusted to factory recommended specifications.

NOTE: Availability of engines and transmissions is contingent upon Federal certifications and production schedules.

Information shown was correct when approved for printing. Ford Division reserves the right to discontinue, or change at any time, specifications or designs without incurring any obligations. Some features shown or described are optional at extra cost. Most options are offered on all models. Some options are required in combination with other options. Always check your Ford Dealer for complete details.

PINTO 

Ford gives you Better Ideas.