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FORD CARS



FORD TAURUS: A CUSTOMER-DRIVEN PRODUCT OF WORLD-CLASS QUALITY

From the very beginning, Taurus was designed with a "best-in-class" philosophy so that it could compete on a level with many of the finest cars from around the globe. From this "best-in-class" philosophy has emerged one of the finest cars in America.

Every aspect of Taurus' design was examined for aerodynamic efficiency, even the design of the underbody. The result: Taurus, in both sedan and wagon models, is the most aerodynamic vehicle in its class.*

In an ergonomically outstanding car like Taurus, there is a careful understanding of how you function. Placement of operating controls is determined to a great extent by length of reach and frequency of use. The most important controls are located within close reach. Controls are also designed for ease of use considering the size and shape of your hands, and are easily identified by touch. Visual components are located and colored to make them easy to read at a glance.

Available in four world-class series: MT-5 sedan and L, GL and LX, in sedan and wagon bodystyles.

*Excluding other Ford Motor Company products.



Taurus LX Sedan in Silver Clearcoat Metallic and Taurus LX Wagon in Medium Grey Clearcoat Metallic.



Far left: Taurus LX Sedan interior in Scarlet Red.



Left: Taurus LX Instrument panel in Scarlet Red.

Some equipment shown may be optional.

FORD THUNDERBIRD: CHOOSE YOUR PERSONAL DRIVING EXPERIENCE

Thunderbird Turbo Coupe is a performance driver's dream car. And with equipment like this, it's no wonder: 4-wheel disc brakes; Automatic Ride Control; quadra-shock rear suspension; a multiple-port electronically fuel-injected, turbocharged, intercooled 4-cylinder engine; 5-speed manual transmission; multi-adjustable front sport seats; a full complement of analog gauges, and more.

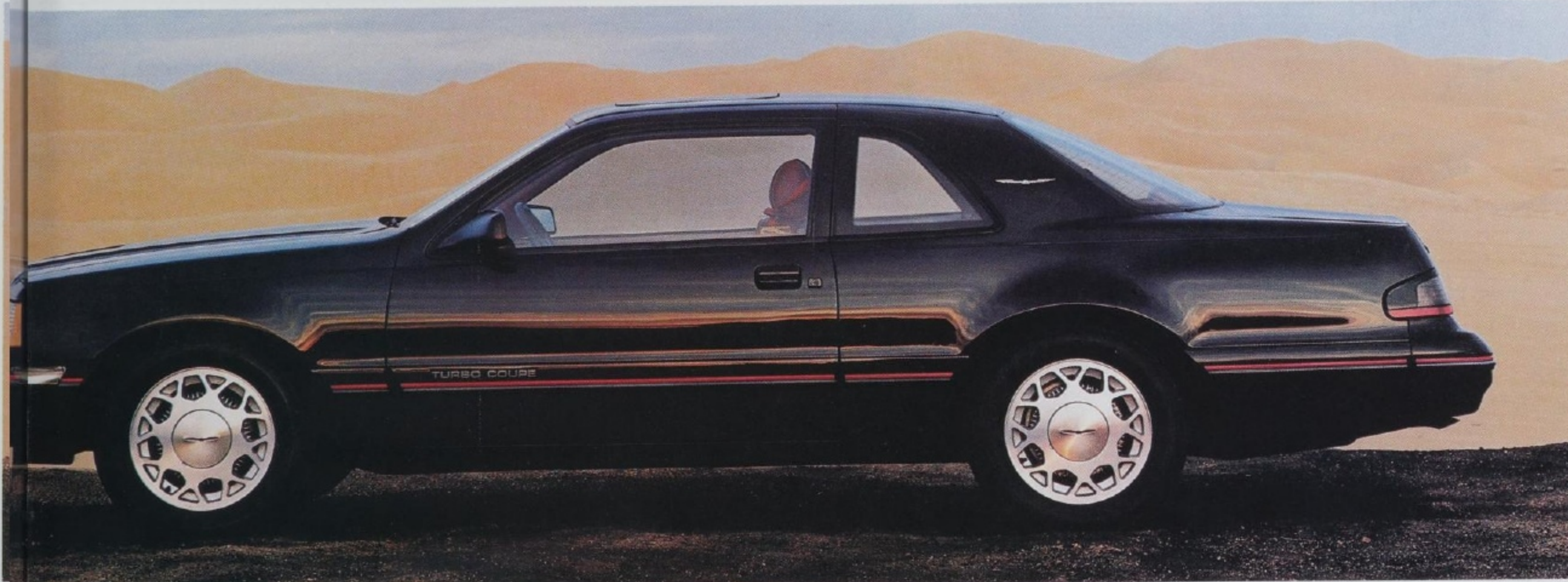
Thunderbird Sport rewards the driver with the power and response of a 5.0L V-8. Matched with AOD, the electronically port fuel-injected 5.0L V-8 puts out 155 horsepower at 3,400 rpm and 265 lb. ft. torque at 2,200 rpm.

Thunderbird LX, with luxurious appointments and a host of comfort and convenience items, is the choice for really grand touring.

Thunderbird is a pleasure when it comes to your driving enjoyment. Gas-pressurized struts and shocks, power rack and pinion steering, electronic fuel-injected 3.8L V-6 engine, automatic overdrive transmission, air conditioning, and more, all contribute to your comfort and convenience.



Thunderbird Turbo Coupe interior in Scarlet Red. Shown with optional leather trim.



Top: Thunderbird Turbo Coupe in Black.



Bottom: Thunderbird Sport in Silver Clearcoat Metallic.

Some equipment shown may be optional.

FORD TEMPO: THE EVOLUTION CONTINUES

Ford Tempo continues to change. It is the perfect example of Ford's continuing commitment to quality.

Tempo is available in four series. Tempo LX is luxury with many comfort and convenience items.

Tempo All-Wheel-Drive* provides the security of "on-demand" four wheel drive.

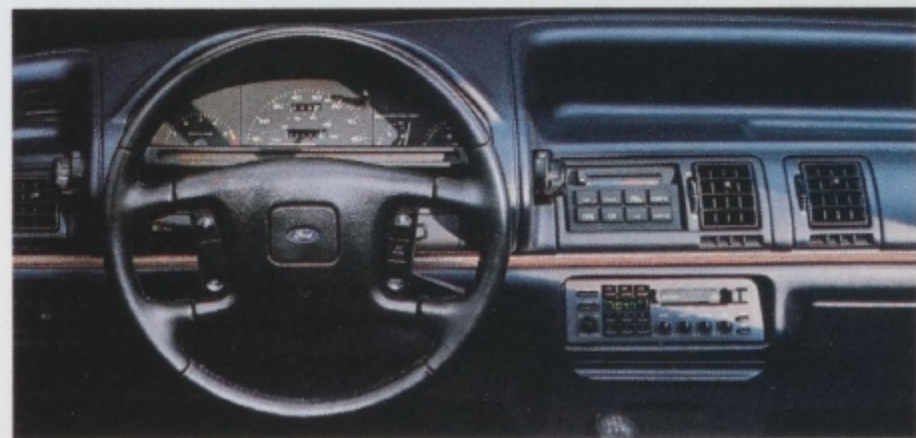
Tempo GLS* is the sporty model with equipment designed to enhance your driving pleasure.

Finally, there's Tempo GL with a lengthy list of standard equipment. And for 1988 there are Special Value Packages for GL and LX models. Special Value Packages offer groups of options at substantial savings when compared to the price of the options purchased separately.

**Delayed availability. See your dealer for details.*



*Ford Tempo GL 4-Door
in Medium Red
Clearcoat Metallic.
Some equipment
shown may be optional.*



FORD MUSTANG: FREE-SPIRITED PERFORMANCE

Since its inception, Ford Mustang has been setting standards for fun and performance excitement. And 1988 is no different.

Mustang LX is equipped with a responsive multiple-port fuel-injected 2.3L engine and 5-speed manual transmission. Also, when you order your Mustang LX with the standard 2.3L engine, you get the Special Value Group at no extra charge! The Group includes: the Power Lock Group; an electronic AM/FM stereo search radio with cassette tape player; speed control; dual electric remote control mirrors and styled road wheels.

Mustang GT is pure performance in 2-door hatchback or convertible models with standard equipment like the 5.0L HO EFI V-8 engine — 225 hp at 4,200 rpm and 300 lb. ft. torque at 3,200 rpm. Bold, aggressive exterior styling. Quadra-shock rear suspension. Analog instrumentation. Multi-adjustable performance bucket seats. And more.

Performance, excitement and value, that's Ford Mustang.



Ford Mustang GT interior in Grey.

Some equipment shown may be optional.



Top: Ford Mustang GT in Dark Grey Metallic with Titanium lower accents.



Bottom: Ford Mustang LX Convertible in Oxford White.

ESCORT GT AND ESCORT EXP: PERFORMANCE. GOOD LOOKS.

Take an Escort GT out on the highway or winding country road and experience Escort performance at its finest.

GT excitement is provided by the responsive 1.9L high-output hemi-head engine with electronically controlled multiple-port fuel injection. Other performance components include a high-lift cam, tuned intake manifold, high-efficiency exhaust header, and more. It all adds up to a lot of power under the hood of a car engineered for the pure fun of driving.

Escort EXP Luxury Coupe for 1988 offers what many drivers prefer in a 2-seater. A sporty car with a lot of personal luxury and comfort plus the right balance of performance and fuel sense in the form of the 1.9 liter 4-cylinder engine and smooth shifting 5-speed manual transaxle.

Escort GT and Escort EXP, two distinct styles of driving enjoyment from Ford. Test drive one soon.



Above: Escort GT interior with performance bucket seats in Medium Grey.



Top: Escort GT in Scarlet Red.



Left: Escort EXP Luxury Coupe in Medium Grey Clearcoat Metallic.

Some equipment shown may be optional.

FORD ESCORT: THE WORLD'S BEST-SELLING CAR FIVE YEARS RUNNING*

Escort has built its reputation for excellence on being a superb all-around performer and by providing outstanding value.

Escort offers advanced design and a wide selection of well-equipped models in hatchback and wagon body styles.

Escort GL wagon is just the right answer for those of you who enjoy the benefits of a compact car but who need the extra room offered by a wagon — up to 28 cu. ft. with the rear seat up and over 58 cu. ft. with the rear seat down.

See and test drive the Escort of your choice at your nearest Ford Dealer. Find out firsthand why more people around the world have chosen Ford Escort over every other car for five years in a row.*

*Based on 1982-1986 calendar year worldwide sales and export data.



Escort GL 4-Door in Black.

Some equipment shown may be optional.



Top: Escort GL Wagon in Driftwood Clearcoat Metallic.



Left: Escort GL 2-Door in Medium Grey Clearcoat Metallic.

FORD AEROSTAR: DESIGN, PERFORMANCE AND QUALITY

The Ford approach to design. It's evident in Aerostar's unique shape with smooth aerodynamic contours. It's evident in an interior compartment that utilizes every significant measure of space to its maximum advantage.

The Ford approach to total performance. It's evident in the feeling of power generated by the computer-controlled, multiple-port fuel-injected 3.0L V-6 engine. It's in the smooth shifting 5-speed manual overdrive transmission or the optional 4-speed automatic overdrive.

The Ford commitment to quality. It's present in Aerostar's "Uniprime" system, just one of 15 separate operations required to produce Aerostar's lustrous paint finish — and just one example of Ford's painstaking attention to the quality of every detail.

Ford design. Ford performance. Ford quality. These are the elements behind Ford Aerostar. The facts speak well for themselves. But only in a test drive at your Ford Dealer can you really appreciate the difference of Aerostar.



Above: Aerostar XLT interior in Regatta Blue.



Right: Aerostar XLT with 7-passenger seating.



Above: Aerostar XLT Wagon in Two-Tone Shadow Grey Clearcoat Metallic over Silver Clearcoat Metallic.



Left: Aerostar fits easily into your garage.

Some equipment shown may be optional.

LTD CROWN VICTORIA: A STANDARD OF DRIVING COMFORT

The 1988 Ford LTD Crown Victoria. The lines are softer. The look is more contemporary. The upholstery is richer. But what's really important could be the things that haven't changed. Like the responsiveness of V-8 power. The efficient Automatic Overdrive transmission. Room and comfort for up to six adults. And the LTD hallmark — an incredibly smooth ride.

Comfort is perhaps the most important reason for considering a 6-passenger car, and it's a commodity LTD Crown Victoria has plenty of. Much of that comfort is attributable to sheer space. LTD Crown Victoria is actually roomier than 99 percent of the cars on the road today.

Luxury and capability create the standard of driving comfort that is LTD Crown Victoria. See one up close at your Ford Dealer soon.



Above: LTD Crown Victoria LX interior in Shadow Blue.

Some equipment shown may be optional.



Above: LTD Crown Victoria 4-Door Sedan in Silver Metallic.



Left: LTD Country Squire Wagon in Oxford White.

FESTIVA: FROM THE WORLDWIDE RESOURCES OF FORD

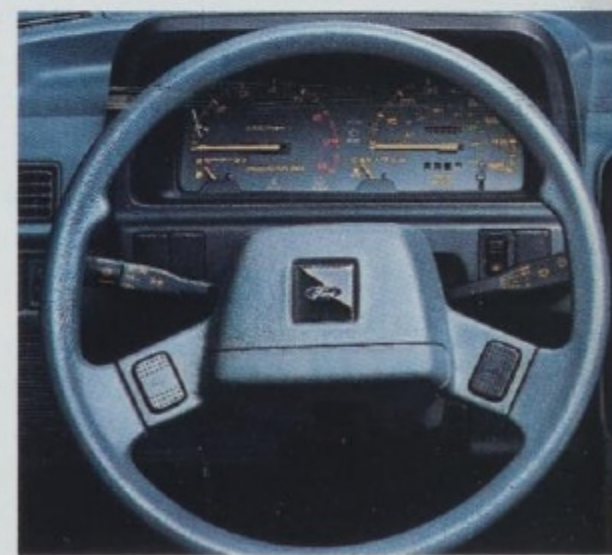
Festiva is a product of the worldwide resources and engineering expertise of Ford. First introduced in Japan, Festiva became an immediate sales success by winning over buyers who are just as quality conscious as those here in America. It's peppy, maneuverable, and a lot of fun to drive.

It's surprisingly roomy, too. There's 98.4 cubic feet of interior space. If numbers seem too abstract, you can think of Festiva as being roomier than many cars which are larger on the outside. And the interior compartment was designed for plenty of passenger/cargo versatility.

Whether you choose Festiva L with a surprising number of standard features or the higher-level LX, you'll be getting a lot of quality and value in the unmistakable shape of Ford.

Above: Ford Festiva LX in Bright Silver Clearcoat Metallic.

Right: Ford Festiva LX interior in Grey. Some equipment shown may be optional.



OWNER INFORMATION

6-year/60,000-mile powertrain warranty

Ford's powertrain warranty covers all 1988 cars and light trucks for 6 years or 60,000 miles, whichever comes first. This limited warranty covers major powertrain components. Certain restrictions and deductible apply. Ask to see a copy of this warranty when you visit your Ford Dealer.

Gas mileage

1988 EPA ratings were not available at the time this catalog was approved for printing. As soon as EPA figures are released, your Ford Dealer will be among the first to receive this information and will be happy to pass it along to you.

Ford-paid repair programs after the warranty period

Sometimes Ford Motor Company offers adjustment programs to pay all or part of the cost of certain repairs. These programs are intended to assist owners and are in addition to the warranty or to required recalls.

Technical service bulletins

All vehicles need repairs during their lifetime. Sometimes Ford issues technical service bulletins (TSBs) and easy-to-read explanations describing unusual engine or transmission conditions which may lead to costly repairs, the recommended repairs, and new repair procedures. Often a repair now can prevent a more serious repair later.

For more information...

Ask Ford Motor Company or your Ford or Lincoln-Mercury dealer about Ford-paid repair programs and/or TSBs relating to your vehicle.

To get copies of materials for your vehicle or the vehicle of interest to you: Call Ford toll-free at 1-800-241-3673. Alaska/Hawaii call 1-800-241-3711 and in Georgia call 1-800-282-0959.

Or write Ford at:

Ford Customer
Information System
Post Office Box 95427
Atlanta, Georgia 30347

We'll need your name and address; year, make, model and vehicle identification number, as well as engine size.

Options availability

Options shown or described in this catalog are available at extra cost and may be offered only in combination with other options or subject to additional ordering requirements or limitations.

Product changes

Ford Division reserves the right to change product specifications at any time without incurring obligations.

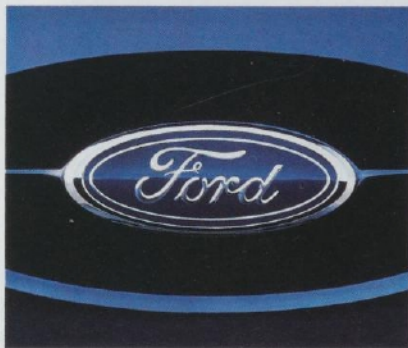
"Ask your Ford Dealer"

Following publication of this catalog, certain changes in standard equipment, options, prices and the like, or product delays, may have occurred which would not be included in these pages. Your Ford Dealer is your best source for up-to-date information.

**Buy or lease
a new Ford Car**

Best-built American cars seven years running. For the past seven consecutive years, Ford quality has led all other American car companies. That's based on an average of owner-reported problems in a series of surveys of '81-'87 models designed and built in North America.

Several years ago, Ford Motor Company embarked on the most ambitious design program in the Company's history. It was a program that would dramatically change the way our cars are



designed and built, their looks and the way they drive.

Our approach to quality was and still is a major part of the program. When we say that "Quality is Job 1," we mean exactly that. It is an ongoing commitment. No other issue has higher priority than the quality of the cars and trucks we produce. As you read through this catalog, you'll see the results of our commitment in the vehicles shown. Whatever your driving needs, chances are good you'll find a 1988 Ford to meet them.