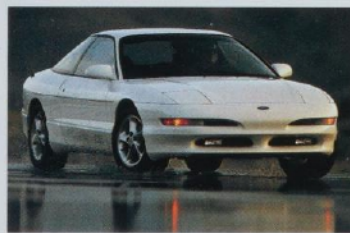
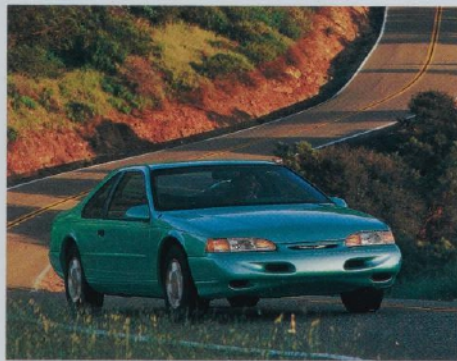


FORD 1994

FORD CARS



NEW 1994 MUSTANG

The all-new 1994 Mustang. Today, only one automaker could design and build a car like this ... Ford, the company that possessed the spirit of innovation that produced the original Mustang back in 1964. The classic.

30 years ago the Mustang appeared with its long hood, "sculpted" bodysides and short rear deck. It captured the imagination of America. The 1964½ Mustang was unique and enormously exciting.

The 1994 Mustang is designed in the spirit of the original. And it's built with the commitment to quality and affordability that's put sport styling and performance within reach of so many to enjoy.

The new Mustang takes the best of its heritage and combines contemporary



The all-new 1994 Mustang GT in Opal Frost Clearcoat Metallic.

styling with advanced technology. The result is one very compelling automobile.

Mustang has dual air bags and a V-6 as standard equipment. Or choose the dynamite looks and performance of the V-8 GT. Both come as a sport coupe or convertible and are available with anti-lock brakes.

The convertible features a glass rear window (defroster optional); a semi-hard boot that's easy to install; cloth headliner; power locks, decklid and windows. For safety, the top can't be lowered without the parking brake on. And ask your dealer about the availability of the convertible with removable hardtop.

Give this new Mustang a turn around the block. The name is legendary, but the performance is *today*.

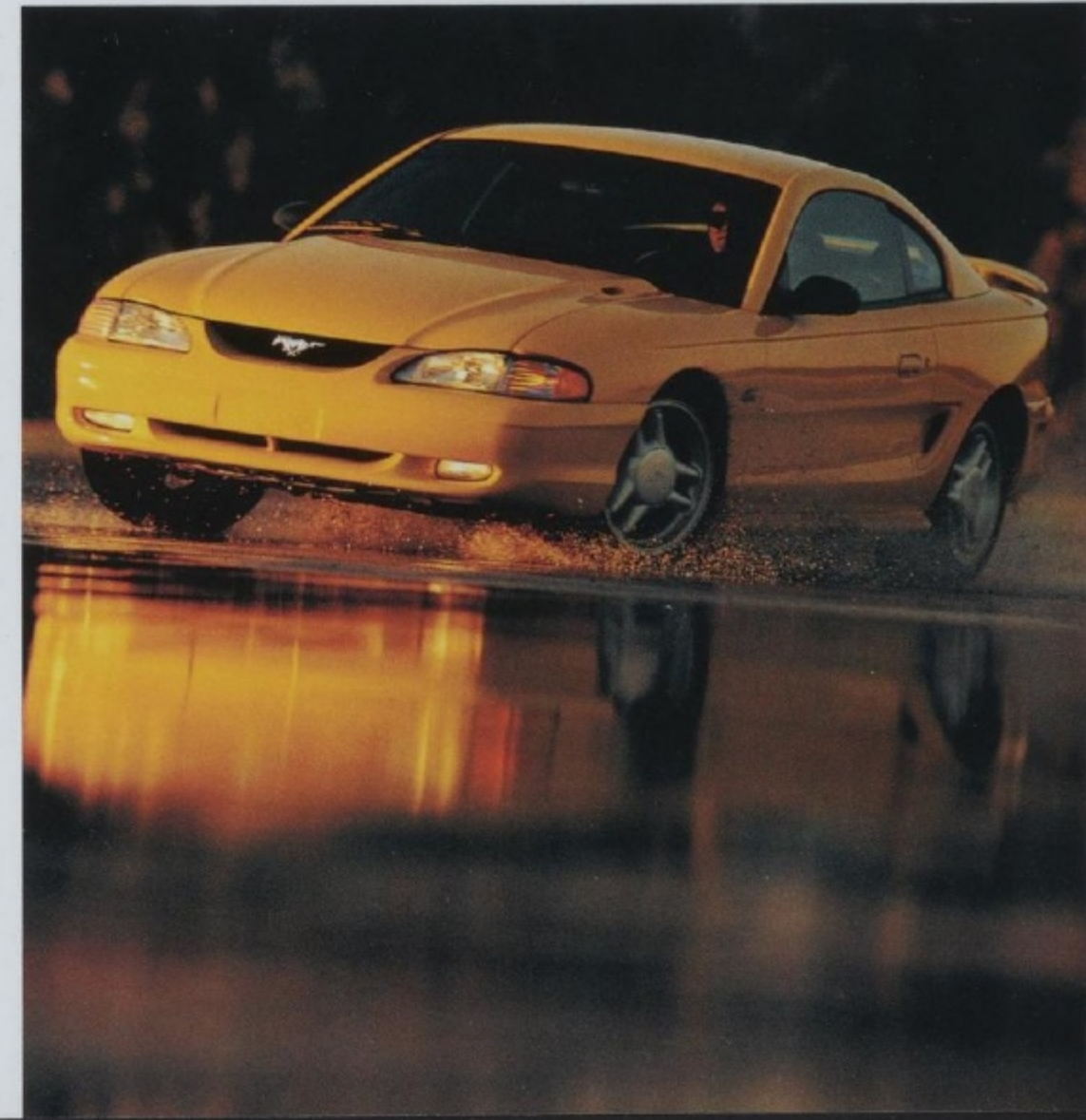


Note: See your dealer for date of availability of the 1994 Mustang.

Some equipment shown on these pages may be optional.

Above: Mustang convertible shown in Teal Clearcoat Metallic.

Right: The GT suspension has upgraded components for handling precision and control.



The Mustang GT interior shown in Black.



The Mustang GT convertible in Black Clearcoat.

NEW 1994 ASPIRE

What distinguishes the new Ford Aspire is that you *don't have to give up* the features you desire for affordability. Safety is a good example. Aspire is the only car in its class to provide driver and front passenger air bag supplemental restraint systems (SRS) as standard equipment. Aspire is also the only car in its class to offer an available four-wheel anti-lock braking system for added vehicle control.

Then there's room and comfort. The new Aspire is simply the roomiest car in its class. Its interior is not only stylish, it's ergonomically designed for space efficiency. And there's a choice between 3-door and 5-door bodystyles.

Aspire does, of course, provide the benefits that *are* expected in a car its size.



The new 1994 Ford Aspire 5-Door shown in Iris Clearcoat Metallic.

Economical operation for one (EPA mileage estimates were unavailable at the time of printing). Yet the 1.3L I-4 engine with multiple-port electronic fuel injection also offers a good measure of power. This satisfying blend of performance and economy makes Aspire well suited for both stop-and-go city traffic and highway cruising.

When a car is as affordable as Aspire, it can fit nicely into all kinds of budgets. Family car, second car, third car — Aspire brings peace of mind to a variety of transportation needs. If it's time to think about another automobile, it's time for a close look at Aspire.

Ford Aspire is, in short, a lot of car. And it's compelling proof that safety and style don't necessarily carry an astronomical price tag.

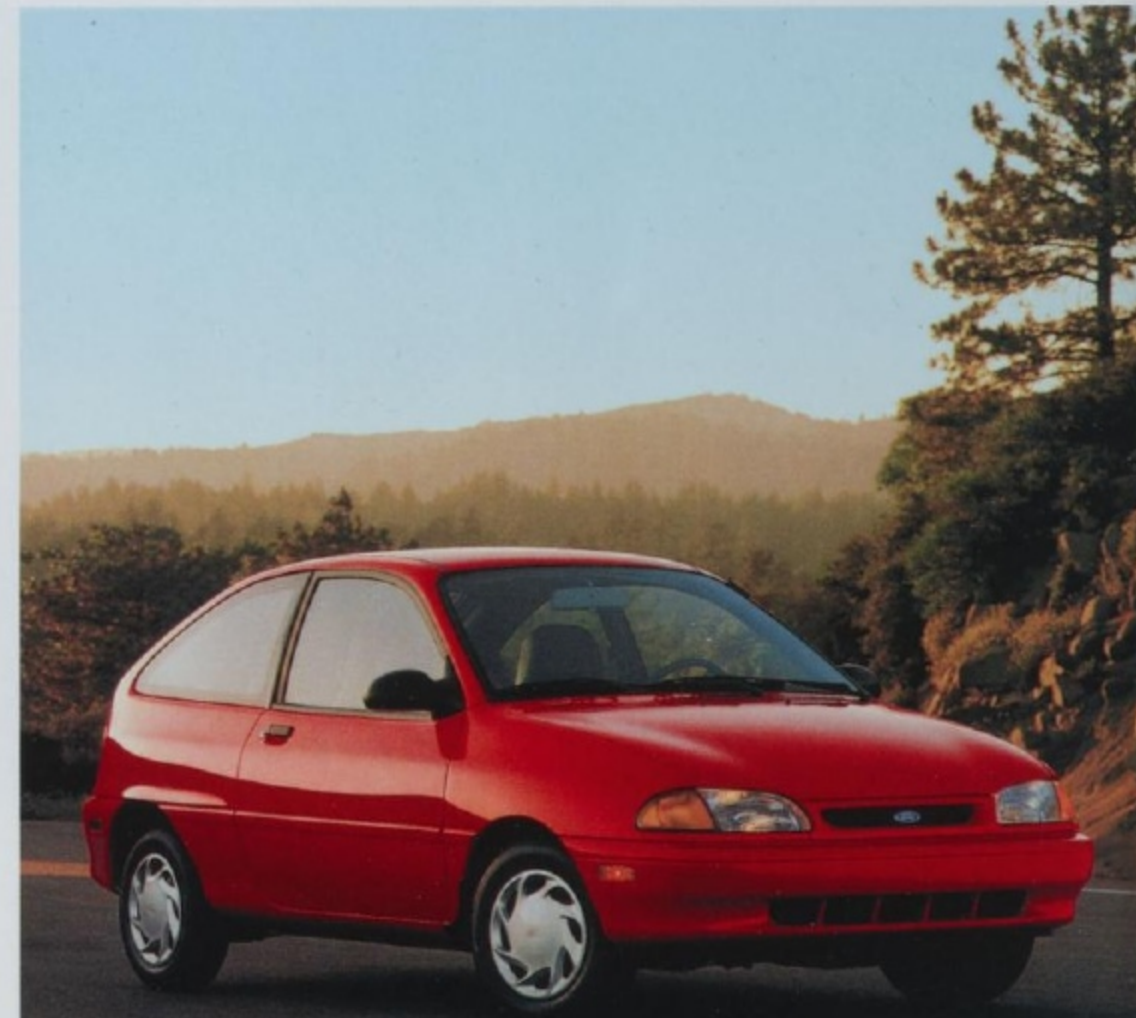


Note: See your dealer for the date of availability of the new Ford Aspire.

Some equipment shown on these pages may be optional.

Above: Aspire SE 3-Door shown in Crystal White.

Right: Aspire 3-Door shown in Vibrant Red.



Aspire shown with the optional interior decor and convenience group.



Aspire 5-Door shown in Laguna Blue Clearcoat Metallic.

1994 TAURUS

Ford Taurus, against all competitors, was America's best-selling automobile in 1992. This impressive accomplishment was probably inevitable. Taurus is a proven performer. A design leader. An award winner. One of the most successful nameplates in history. And yet, despite the accolades, it's still improving. That's because Taurus, like all Ford products, is an ongoing success story, an evolution driven by a firm commitment to quality and safety.

As a result of this philosophy, Taurus now offers a driver and right-front passenger side air bag supplemental restraint system as standard equipment. There's an improvement in the front disc brakes that helps them work more smoothly and quietly. There's now a cellu-



Taurus LX in Electric Red Clearcoat Metallic shown with the LX Preferred Equipment Package.

lar telephone option to make it easier to stay in touch. The GL model has new, more luxurious seat trim. And there are other refinements as well.

There's bound to be a Taurus to fit your style of motoring. Choose the well-equipped GL or the luxurious LX as either sedan or wagon. Or, if exhilaration is a priority, the high-performance SHO (with its 24-valve, Super High Output DOHC V-6, sophisticated handling suspension and 4-wheel power disc brakes with anti-lock) may be just the automobile for you.

With the 6-passenger Ford Taurus, constant improvement comes standard. And with each new model year, its right to the honorary title of *America's Sedan* becomes just that much clearer.



Above: Taurus SHO in Opal Frost Clearcoat Metallic with SHO Preferred Equipment Package 211A.



Right: Taurus GL Sedan in Indigo Clearcoat Metallic shown with Preferred Equipment Package 204A.



The luxurious Taurus LX interior in Opal Grey shown with the LX Preferred Equipment Package and optional leather seating surfaces.



Taurus LX Wagon in Deep Emerald Green Clearcoat Metallic with the LX Preferred Equipment Package.

Some equipment shown on these pages may be optional.

1994 THUNDERBIRD

Discover for yourself in a Ford Thunderbird the style, comfort and performance that create a truly rewarding driving experience.

Discover something else, too. Prestige: that special quality that evolves with a unique nameplate as its reputation for excellence in personal luxury and comfort grows over the years.

In 1994, the evolution of the renowned Thunderbird emblem carries on with significant improvements:

Dynamic front and rear exterior styling refinements.

An interior redesigned for greater comfort and convenience — and equipped with driver and front passenger air bag supplemental restraint systems (SRS).

An electronic 4-speed automatic overdrive transmission controlled by com-



The new 1994 Thunderbird LX in Indigo Clearcoat Metallic.

puter — standard in the LX, optional in the Thunderbird Super Coupe.

There are also two options available for the first time: the advanced-design 4.6-liter SOHC V-8 (for the LX model) and the Electronic Traction Assist system that's linked to 4-wheel anti-lock braking technology.

Choose Thunderbird and choose from two distinct personalities. The LX is luxuriously appointed and V-6 powered. The exhilarating Super Coupe features a supercharged, intercooled V-6 powerplant along with truly sophisticated performance componentry.

Ford Thunderbird. More than ever, it's superbly designed for comfort and driving enjoyment. And ask your dealer about a special price on LX package 155A.



The all-new Thunderbird LX instrument panel in Opal. Thunderbird for 1994 provides an air bag as standard equipment for both the driver and the front seat passenger.



Thunderbird Super Coupe in Crimson Clearcoat.



Thunderbird for 1994 has an all-new interior design. Featured here is the well-equipped and luxuriously trimmed LX interior in Opal.



The anti-lock brake system is standard with the high-performance Super Coupe and optional on the Thunderbird LX.

Some equipment shown on these pages may be optional.

1994 PROBE

The road is filled with sports coupes, most of them quite ordinary. But there are a few, Probe among them, that clearly stand apart.

This is a genuine sports coupe, the creation of men and women wholly committed to designing cars around your driving concerns, one of which is certainly safety.

Because safety is such a high priority, Probe for 1994 comes equipped with an air bag supplemental restraint system for both the driver and front passenger.

Ford Probe can generate a lot of driving fun. And for the true embodiment of the Probe Spirit, there's the dynamic GT with its exciting power and handling.

Whichever Probe you choose, you'll be getting a driving machine that takes enjoyment very seriously.



Probe GT interior in Opal Grey.

Top: Probe GT in Rio Red Tinted Clearcoat and Probe with the optional Sport Edition in Aspen Silver Clearcoat Metallic.



The standard Probe has power front disc/rear drum brakes. The GT comes with 4-wheel discs. An anti-lock system is available in both.

1994 ESCORT

Ford Escort is the best-selling small car in America and has more repeat buyers than any other car in its class (based on the 1992 New Vehicle Buyers Study). There's certainly little wonder about that. It simply never stops getting better.

Escort has benefited from the *continuous improvement* corporate philosophy at Ford. For 1994, that means a standard driver's side air bag supplemental restraint system (SRS) in all models. It means several interior and exterior appearance refinements. It also means new optional anti-lock brakes for the GT.

There's great choice in the Escort line, including "One Price" shopping. Certain LX 3-door, 4-door, 5-door and wagon models each have the same low sticker price.



Above: Escort GT in Oxford White shown with the GT Preferred Equipment Package.



Top: Escort LX 5-Door in Bright Calypso Green Clearcoat Metallic with the LX Preferred Equipment Package 322A.

Above: Escort LX Wagon in Electric Red Clearcoat Metallic with the LX Preferred Equipment Package 322A.

Some equipment shown on these pages may be optional.

1994 TEMPO

Tempo's appealing combination of comfort, performance and style is impressive in itself. But factor in its reputation for solid value and you really begin to see why it's been such a popular choice for all kinds of people all over America.

Thoughtful design puts available space to efficient use for surprising comfort. The 4-wheel independent suspension with gas-pressurized hydraulic struts front and rear delivers a pleasing ride. Under the hood is the 2.3L High Swirl Combustion (HSC) 4-cylinder engine with sequential EFI. And for those who desire a little extra in the way of punch, the smooth power of the 3.0L V-6 is optional.

This proven, capable 5-passenger sedan is available in 2-door or 4-door models.

Top right: Tempo LX 4-Door Sedan shown with the LX Preferred Equipment Package in Caribbean Green Clearcoat Metallic.

Above right: Tempo GL 2-Door in Oxford White shown with GL Preferred Equipment Package 226A.

Some equipment shown on these pages may be optional.



Above: LX interior in Opal Grey shown with the LX Preferred Equipment Package.



Right: Tempo's front-wheel drive puts the weight of the engine and transaxle over the driving wheels for better traction when the going gets tough.

1994 CROWN VICTORIA

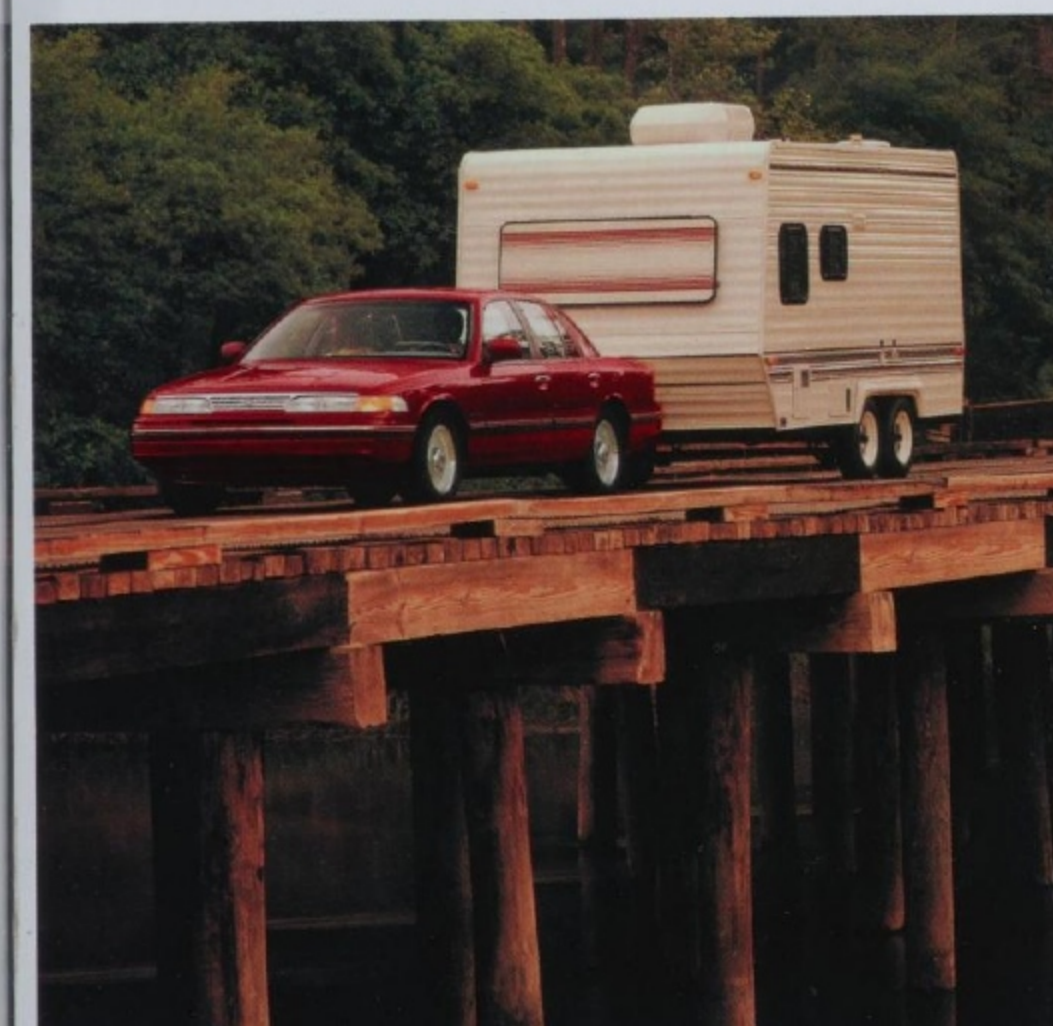
When it comes to providing comfort for body and mind, few automobiles built today can travel in the company of a full-size Crown Victoria.

Crown Victoria features 6-passenger roominess in the complete sense of what "traditional" comfort means.

An aerodynamic body contributes to Crown Victoria's efficiency, quietness and handling. And the smooth ride can only be described as exceptional.

There's the power of a 4.6-liter V-8 with sequential EFI coupled with an electronic 4-speed automatic overdrive transmission.

The 1994 Crown Victoria includes driver and right-front passenger air bag supplemental restraint systems as standard. It also meets 1997 Federal Side Impact Protection Standards *now*.



Left: Properly equipped with the optional trailer towing package, Crown Victoria can tow a big Class III trailer weighing up to 5,000 pounds.

Top: Crown Victoria LX shown in China Blue Clearcoat Metallic and in Portofino Blue Clearcoat Metallic.

Above: The Crown Victoria LX interior shown in Opal Grey.

NOTABLE STANDARD FEATURES

FORD MUSTANG

ENGINE

3.8L OHV V-6 with sequential multiple-port electronic fuel injection;
GT: 5.0L High Output V-8 with sequential multiple-port electronic fuel injection

TRANSMISSION

5-speed manual overdrive (electronic 4-speed automatic overdrive optional)

FRONT SUSPENSION

Modified MacPherson strut-type, stabilizer tube, nitrogen gas-pressurized hydraulic shocks;
GT: Higher-rate handling components

REAR SUSPENSION

4-bar link coil spring system, stabilizer bar, nitrogen gas-pressurized hydraulic shocks;
GT: Higher-rate handling components plus horizontal-mounted axle dampers

STEERING

Power rack-and-pinion

BRAKES

Power 4-wheel disc;
anti-lock brake system optional

SAFETY

Driver and front passenger side air bag supplemental restraint systems;
lap/shoulder belts (all occupants)

FORD ASPIRE

ENGINE

1.3L in-line 4-cylinder with electronic multiple-port fuel injection;

TRANSAXLE

5-speed manual overdrive (automatic transaxle optional)

FRONT SUSPENSION

Independent MacPherson strut-type with strut-mounted coil springs, track control arm and stabilizer bar

REAR SUSPENSION

Torsion beam type with strut-mounted coil springs

STEERING

Manual rack-and-pinion, 22:1 ratio

BRAKES

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

SAFETY

Driver and front passenger side air bag supplemental restraint systems;
lap/shoulder belts (all occupants);
childproof rear door locks (5-door models)

FORD TAURUS

ENGINE

3.0L V-6 (3.8L V-6 with LX Wagon) with sequential multiple-port EFI; EEC-IV engine control computer;
SHO: 3.0L DOHC SEFI V-6 with 24 valves; EEC-IV computer (3.2L V-6 with auto. OD transaxle optional)

TRANSAXLE

Automatic overdrive;
SHO: 5-speed manual (auto. OD with 3.2L V-6)

FRONT SUSPENSION

Independent MacPherson struts with gas-pressurized hydraulic struts, coil springs and stabilizer bar

REAR SUSPENSION

Sedan: Independent MacPherson strut with gas-pressurized shocks, coil springs and stabilizer bar;
Wagon: Independent short/long arm, gas-pressurized shocks, variable-rate springs and stabilizer bar;
SHO: 4-wheel independent MacPherson strut-type with special handling components

STEERING

GL: Power rack-and-pinion;
LX, SHO: Variable power-assist speed-sensitive

BRAKES

Power front disc/rear drum;
SHO: 4-wheel disc anti-lock brakes

SAFETY

Driver and right-front passenger side air bag supplemental restraint systems;
childproof rear door locks

FORD THUNDERBIRD

ENGINE

LX: 3.8L V-6 engine with sequential multiple-port electronic fuel injection (4.6L V-8 optional);
Super Coupe: 3.8L supercharged, intercooled V-6 with sequential multiple-port electronic fuel injection

TRANSMISSION

LX: 4-speed electronically controlled automatic overdrive;
Super Coupe: 5-speed manual (automatic overdrive optional)

FRONT SUSPENSION

Long-spindle SLA with variable-rate coil springs, double-acting gas-pressurized shocks and a 1.06" stabilizer bar;
Super Coupe: Automatic ride control suspension in addition to standard suspension, 1.10" diameter solid front stabilizer bar, .90" solid rear stabilizer bar

STEERING

Variable power-assist speed-sensitive rack-and-pinion

BRAKES

Power-assisted front disc/rear drum;
Super Coupe: 4-wheel power disc brakes with anti-lock braking system

SAFETY

Driver and front passenger side air bag supplemental restraint systems, manual lap/shoulder belts; rear seat outboard lap/shoulder belts with center lap belt

FORD PROBE

ENGINE

2.0L 16-valve DOHC 4-cylinder with multiple-port electronic fuel injection (EFI);
GT: 24-valve 2.5L V-6 with multiple-port electronic fuel injection and dual overhead camshafts per cylinder head

TRANSAXLE

5-speed manual overdrive (electronic 4-speed automatic optional)

SUSPENSION

4-wheel MacPherson strut independent suspension system with gas-pressurized hydraulic shocks; includes special handling components on GT

STEERING

Power-assisted rack-and-pinion system

BRAKES

Power-assisted front disc/rear drum (available ABS);
GT: 4-wheel power disc (available ABS)

SAFETY

Driver and front passenger side air bag supplemental restraint systems;
lap/shoulder safety belts front/rear

FORD ESCORT

ENGINE

Standard and LX: 1.9L overhead-cam I-4 engine with sequential multiple-port electronic fuel injection;
GT: 1.8L dual-overhead-cam 16-valve 4-cylinder engine with multiple-port electronic fuel injection

TRANSAXLE

5-speed manual overdrive (4-speed automatic overdrive optional)

FRONT SUSPENSION

Standard and LX: Strut-type independent with upper

strut-mounted coil springs and stabilizer tube;
GT: Handling suspension

REAR SUSPENSION

Standard and LX: Strut-type independent twin trapezoidal links and trailing links with upper strut-mounted coil springs and stabilizer tube (bar with wagon);
GT: Handling suspension

STEERING

Standard and LX: Manual rack-and-pinion;

GT: Power rack-and-pinion

BRAKES

Standard and LX: Power front disc/rear drum;
GT: 4-wheel power disc brakes (optional ABS)

SAFETY

Driver side air bag supplemental restraint system; automatic front shoulder belt restraint system with manual lap belts; rear seat outboard lap/shoulder belts with center lap belt;
childproof rear door locks

FORD TEMPO

ENGINE

2.3L HSC (high swirl combustion) 4-cylinder with sequential multiple-port electronic fuel injection (3.0L V-6 with sequential multiple-port electronic fuel injection optional)

TRANSAXLE

5-speed manual (3-speed automatic optional)

FRONT SUSPENSION

4-wheel independent MacPherson with gas-pressurized hydraulic struts and stabilizer bar

REAR SUSPENSION

Strut-type independent tension strut with parallel control arms with upper strut-mounted coil springs (stabilizer bar included with optional 3.0L engine)

STEERING

Power rack-and-pinion

BRAKES

Power front disc/rear drum, dual hydraulic split diagonal

SAFETY

Automatic front shoulder belt restraint system with manual lap belts; rear seat outboard lap/shoulder belts with center lap belt;
Optional driver's side air bag supplemental restraint system;
childproof rear door locks (4-door)

FORD CROWN VICTORIA

ENGINE

4.6L overhead cam V-8 with multiple-port sequential electronic fuel injection

TRANSMISSION

Electronically controlled automatic overdrive with overdrive lockout

FRONT SUSPENSION

Coil spring with gas-pressurized shock absorbers and stabilizer bar

REAR SUSPENSION

4-bar link coil spring with gas-pressurized hydraulic shocks and stabilizer bar

STEERING

Variable power-assist speed-sensitive

BRAKES

4-wheel power disc;
optional anti-lock braking system (ABS) with Traction Assist

SAFETY

Driver and right front passenger side air bag supplemental restraint systems;
lap/shoulder belts for front and rear outboard occupants; lap belt for center positions;
childproof rear door locks

BUMPER-TO-BUMPER COVERAGE

The 36-month/36,000-mile bumper-to-bumper coverage of Ford's new vehicle limited warranty covers the complete vehicle (except tires, battery, service adjustments and other items covered under separate provisions) against defects in factory-supplied materials or workmanship. For complete information, see your dealer.

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Using your Ford Citibank Visa® or MasterCard® could earn you hundreds, even thousands of dollars from Ford toward the purchase or lease of a new Ford, Lincoln or Mercury product. To apply or get more information, call 1-800-374-7777. Or visit a Ford or Lincoln-Mercury Dealer, or a branch office of Citibank.

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Every new Ford includes the assurance of an emergency Roadside Assistance Program provided by Ford Auto Club, Inc. during the 3-year/36,000-mile bumper-to-bumper warranty period. Help is a toll-free phone call away 24 hours a day, anywhere in the continental United States should you need any towing assistance, fuel delivery, tire change, a jump start or even

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