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 LX Sedan in Pacific Green Cleancut Metallic.

Taurus SHO in Toreador Red Cleancut Metallic.

Taurus GL Wagon in Light Saddle Cleancut Metallic.
AMERICAS' 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 dual airbags (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 SuperCabs.

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

F-Series F-152 SuperCab-Lariat
4x4 in Pacific Green Clearcoat Metallic, over Silver Frost Clearcoat Metallic.

F-Series F-150 Harercde
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.

The Expedition interior with leather seating surfaces and optional leather bench seat in Medium Prairie Tan.

*Expedition Eddie Bauer edition* in Dark Treador Red Chromacut 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 sedans 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.

The 1998 Escort ZX2 shares 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 folded down. The split fold feature lets you fold both seats down when cargo takes priority, or just one for cargo and passengers. It's shown here in Tuxedo 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.


Explorer Sport in Oxford White CLEARcoat.

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 4×2 and 4×4 versions (standard on 4×4 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 to Be Tougth

Ranger XLT 4×4 in Bright Red Clearcoat.
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.

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 Tessoror 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, 1992, comes with more than 40 standard safety features along with a five-star government front crash rating for both driver and front passengers. 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.

**Highest Government Frontal Crash Test Rating.**


Windstar LX in two-tone Light Piston Tan Clearcoat Metallic over Midnight Red Clearcoat Metallic. The new Family Entry System includes an extended driver's door (standard) and an available up-side 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 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).
MUSTANG FOR 1997

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 SCIRC V8 and agile handling, to the carefree convertible. Experience what countless driving enthusiasts have been enjoying since 1964 — that irresistible 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 visor 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 Upholstery 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.

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 transmission.
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 1617-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 4600 lbs. with a properly equipped 3-wheel drive extended length model.

Aerostar Wagon in Torred Red Clearcoat Metallic.

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

THE FULL-SIZE VAN LEADERS.
Ford Econoline has sold 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 Torred Red Clearcoat Metallic, Convention Van in Light Saddle Clearcoat Metallic, Chateau E-150 in two-tone Medium Wedgewood Blue Clearcoat Metallic and Silver Clearcoat Metallic.
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.

Optional Ford Extended Service Plans go beyond the basic 3-year/36,000-mile warranty. Ask your dealer for complete details on the optional plans and for a copy of the limited warranty.

FORD CITIBANK CARD

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 of Citibank.

DEALER-INSTALLED ACCESSORIES

Your Ford Dealer offers a variety of quality Ford-brand accessories that meet or exceed our strict specifications.

PRODUCT CHANGES

Following publication of the catalog, certain changes in standard equipment or options, 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. Ford reserves the right to change product specifications at any time without incurring obligations.

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