

1978 FORD LTD II

The trim, sporty mid-size.



FORD LTD II BROUGHAM



(A) LTD II Brougham 2-Door Hardtop



(B) LTD II Brougham 4-Door Pillared Hardtop



(C) LTD II Brougham 4-Door Pillared Hardtop with Tu-Tone Paint Treatment

A Better Idea called LTD II.

The LTD Idea. Introduced just last year, LTD II is already a resounding success. Even more so than we imagined. Why? Perhaps it's because LTD II is such a unique combination. A mid-size car that combines the high quality and comfort of LTD with the sporty spirit and flair of Mustang II.

Perhaps it's LTD II's wide selection of models. You can select the LTD II, the LTD II or the LTD II Brougham, all in 2- or 4-door models. That's six selections in all, not to mention the many different option packages.

Or maybe it's LTD II's roominess. Room for six adults. Or LTD II's long wheelbase. The 4-Door is longer than even the best-selling full-size. And all LTD II's have the same basic suspension as Mark V. All of which adds up to a ride and maneuverability that's a pleasure to experience. It could be LTD II's fine fuel economy, now when it's needed most.*

Or LTD II's impressive list of luxury standard equipment. Most likely LTD II's great success is a result of a combination of all these reasons. Plus one more important one we know for sure. Its price.

Why not visit your local Ford Dealer and see how many reasons you can come up with.

Ford LTD II. Carrying on in the LTD tradition.

(A) LTD II Brougham 2-Door Hardtop. Our finest winning combination. Shown in Dark Midnight Blue (Code 3A) with Chamois vinyl top. Included among features standard only on all Broughams are split bench seats, luxury sound package, illuminated electric clock, deluxe wheel covers, color-keyed bodyside moldings, 18-oz. cut-pile carpeting, dual accent paint stripes, and many more. See standard feature list on back cover.

(B) LTD II Brougham 4-Door Pillared Hardtop. This top-of-the-line model has all the standard features of the 2-Door except opera windows, which are optional. Shown in Dove Grey (Code 1N) with Russet vinyl roof.

(C) LTD II Brougham 4-Door Pillared Hardtop. A bolder look is yours with an optional Tu-Tone paint treatment. Complementary colors shown are Champagne Metallic (Code 8Y) with Dark Brown Metallic (Code 5Q), and an optional Brown full-vinyl roof with opera windows.

Front Cover: LTD Brougham in Dark Jade Metallic (Code 46) with White half-vinyl roof.

*At the time this catalog was published, 1978 EPA Estimates were unavailable. However, we know that the 1977 LTD II was rated at 19 mpg highway and 15 mpg city. And we expect the 1978 LTD II to be rated even better. Of course, these figures are not final. California ratings lower. Please see your Ford Dealer for actual 1978 EPA ratings.

Note: See Notable Standard Features, Measurements and Color Code References on back cover.

Some items shown are optional such as deluxe bumper group, sport mirrors, vinyl roof, deluxe wheel covers, wire wheel covers, cast aluminum wheels and WSW tires.

FORD LTD II.

A beautiful mid-size at a down-to-earth price.

The LTD II series is Ford's better idea for those who want a high degree of luxury at a most affordable price. A 5.0 litre (302 CID) 2V V-8* engine is standard. So, too, is a Select-Shift automatic transmission, power steering, power front disc brakes, steel-belted radial ply tires, DuraSpark Ignition System, DirectAire ventilation, flight bench seats, rocker panel and wheel lip moldings, a deluxe sound package, and many more. See back cover for a complete listing.

Reduced scheduled maintenance is also another important feature on every LTD II model. You can go 7,500 miles or 4 months between recommended oil changes and 30,000 miles between lubrications.

And wait until you see how all this luxury performs. Ask your Ford Dealer for a demonstration drive. Then ask about the price. You won't believe how little all this luxury really costs.

(A) LTD II 2-Door Hardtop. Shown in Bright Blue Glow (Code 3V), and with optional White front half-vinyl roof and wide bright bodyside moldings. Should you prefer, you may also select a rear vinyl roof. Whatever you choose, there's no doubt that this car is one you'll be ever so proud to own.

(B) Sports Touring Package. If you find distinctive flair and sportiness appealing, then this optional package was made to order for you. You can express yourself with a Tu-Tone paint and tape treatment, Magnum 500 styled steel wheels with trim rings, RWL tires, and a stylish grille badge. The Tu-Tone treatment, shown in Light Jade Glow (Code 7L) and Dark Jade Metallic (Code 46), is available in four other dazzling color combinations. Also available on LTD IIS.

(C) LTD II 4-Door Pillared Hardtop. Luxurious styling grace in the LTD tradition. The car that really gives you what you buy a mid-size for... roominess. Shown in Russet Metallic (Code 81) and with optional Russet full-vinyl roof.

See Notable Standard Features, Measurements and Color Code References on back cover.

Some items shown are optional, such as dual sport mirrors, deluxe bumper group, left-hand remote control mirror, dual accent paint stripes, deluxe wheel covers, wide bright bodyside molding, cast aluminum wheels and WSW tires.

*N.A. with California emission equipment.



(A) LTD II 2-Door Hardtop



(B) LTD II 2-Door Hardtop with Sports Touring Package



(C) LTD II 4-Door Pillared Hardtop



(A) LTD II S 2-Door Hardtop with Sports Appearance Package



(B) LTD II S 4-Door Pillared Hardtop



(C)



(D)

So much car for so little money!

LTD II S is our lowest priced series, yet it still retains so many great standard features that make LTD II so popular. Features like a 5.0 litre (302 CID) 2V V-8 engine*, Select-Shift automatic transmission, power steering, power front disc brakes, steel-belted radial ply tires, DuraSpark Ignition System, DirectAir ventilation, and many more. A complete listing of standard features is on the back cover.

And LTD II S, like the LTD II and Brougham, is the right mid-size. Its big 118" wheelbase (on the 4-door model) is a full 10" longer than most cars in its class (wheelbase on the 2-door is 114"). That makes all the difference in contributing to a smooth, easy ride that's a treat to behold. LTD II S. It's proof-positive that the budget-minded family doesn't have to sacrifice styling, size or convenience when buying a car.

(A) Sports Appearance Package. A great way to emphasize the beautiful look of your LTD II S. You'll really be a pacesetter with features that include a wide tricolor tape stripe which wraps up the rear pillar and over the roof, a grille badge, Magnum 500 styled steel wheels with trim rings and RWL tires. Tape is red with yellow and orange accent stripes (shown) or white with orange and red accent stripes, depending on the body color. Available as an option on both the LTD II and LTD II S 2-Door Hardtops.

(B) LTD II S 4-Door Pillared Hardtop. Its stylish lines cover 219.5" to give you a whole lot of car for the money. Shown in Light Chamolli (Code 83), it's also available in so many other brilliant colors.

(C) Six-Passenger Comfort. All LTD II's are so roomy that you'll marvel at their overall comfort. There's enough room to easily accommodate six adults. That's real six-passenger comfort.

(D) Citizen's Band Radio. Latest 40-channel remote control transceiver development. Has chassis mounted in trunk, all controls located in power microphone, which easily disconnects for security. Comes with fixed (AM/FM/CB) tri-band antenna. Automatic scan feature allows searching for active channel. System can override radio through front speakers while sending or receiving. You can enjoy favorite radio programs, still pick up CB signal. Available with all factory-installed sound systems. Requires FCC license to operate.

Note: See Notable Standard Features, Measurements and Color Code References on back cover.

Some items shown are optional, such as vinyl roof, dual accent paint stripes, rocker panel moldings, deluxe bumper group, left-hand remote control mirror, dual sport mirrors, deluxe wheel covers and WSW tires.

*N.A. with California emission equipment.



FORD LTD II INTERIORS

Uncompromised room
and ever so stylish!

The inside story on LTD II is quite interesting and certain to excite you. That's because LTD II has so much going for it. Luxury that you would only expect in the much higher priced cars. An abundance of room. Enough room to accommodate six adults. Superb comfort that must be experienced to be fully appreciated. A wide variety of rich trim fabrics from which to select. And many striking trim colors. All trims are available in Russet, Blue, Jade and Chamois. Dove Grey and Saddle are additional choices on Brougham and LTD II. See the chart at the right for the seats and trims available on each model.

LTD II interiors. Something worth looking into. Something worth getting into.

Yes, it could be you in that LTD II!

Standard Brougham Hardtop Interior.

The seats feature a Doral knit cloth and vinyl trim that wears just as great as it looks. Shown in Russet (Code EE). The front split bench seats can be adjusted individually, as can the dual fold-down armrests and the manual passenger recliner. Other top-of-the-line appointments include an electric clock, deluxe steering wheel, and plush carpeting that's carried up the lower door panels.

(A) Mateao All-Vinyl Split Bench. This highly popular vinyl is available as an option on LTD II Brougham. The split bench seats have individual armrests that adjust independently. Shown in Chamois (Code MT).

(B) Lamar All-Vinyl Buckets. These all-vinyl buckets add a classic sporty touch to your LTD II. Also included in the option is a handsome console with stowage compartment, and a padded lid that doubles as an armrest. Shown in Jade (Code GR). Available on LTD II and Brougham 2-Door models.

(C) Rossano Cloth/Vinyl Flight Bench. A most attractive wafflelike pattern never

before offered on LTD II. Shown in Blue (Code LB), it's also available in Russet, Chamois, Grey, Saddle and Jade. Standard on LTD II series.

(D) Newbury Cloth/Vinyl Buckets. A fine, durable fabric. It's also very smart-looking. Offered for the first time. Shown in Dove Grey (Code JS) with console and floor shift. Optional on LTD II and Brougham 2-Door models.

(E) Mateao All-Vinyl Flight Bench. This rich all-vinyl optional trim looks as great as it feels. Great for families because spills wipe up so easy. Shown in Saddle (Code FZ). Available on LTD II and Brougham series.

(F) Kirsten Cloth/Vinyl Bench. An attractive, sporty fabric. It's hard to believe that this is the standard trim on our lowest priced series. Shown in Blue (Code AB).

Note: See Notable Standard Features, Measurements and Color Code References on back cover.

Some items shown are optional, such as air conditioner, radio and certain other items.

Trim and Seat Chart

LTD II 2-Door	S	O							
LTD II 4-Door	S	O							
LTD II 2-Door			S	O			O	O	
LTD II 4-Door			S	O					
LTD II Brougham 2-Door					S	O	O	O	
LTD II Brougham 4-Door					S	O			
S—Standard									
O—Optional									
*—Not Illustrated									
(F) Kirsten Cloth/Vinyl Bench									
(C) Rossano Cloth/Vinyl Bench									
(E) Mateao All-Vinyl Flight Bench									
(A) Mateao All-Vinyl Split Bench									
(D) Newbury Cloth/Vinyl Buckets									
(B) Lamar All-Vinyl Buckets									



FORD LTD II OPTIONS

Bring out the "you" in you.

Audio

There are many sound reasons why factory-installed Ford Radios and equipment are all great performers. Reasons like a 100% solid state chassis for longer life and carefree operation. And precision engineering along with stringent Ford quality control standards. Then there's the fixed-length stainless steel whip antenna for maximum reception and resistance to damage. And stereo radios include four speakers (two front-door-mounted and two rear speakers). For more sound reasons, ask your Ford Dealer for a live demonstration of all these choice Ford Radios:

- ☐ AM with pushbutton tuning and dash-mounted speaker.
- ☐ AM/FM Monaural. Low-cost system with dash-mounted speaker.
- ☐ AM/FM Stereo. With ten pushbutton choices (5 AM, 5 FM). Four speakers.

- ☐ AM/FM Stereo Search. Automatically seeks and scans for stations. Four speakers.
- ☐ AM/FM Stereo with Tape Player. Plays 8-track stereo tapes. Four speakers.
- ☐ (A) AM/FM Stereo with QuadraSonic Tape Player. Surrounds you with 4-channel sound from Quad 8 tapes. Four speakers.
- ☐ Dual Rear Seat Speakers. (Standard with stereo.) With fader control.
- ☐ 40-Channel Citizen's Band Radio. Available only in conjunction with another radio option. See page 7.

Appearance

- ☐ Color-Keyed Deluxe Belts. (Standard on Brougham.)
- ☐ Rocker Panel Moldings. (Standard on LTD II series except with wide bright bodyside moldings or Sports Touring and Sports Appearance Packages.)
- ☐ Metallic Glow Paint. Available in Bright Blue (Code 3V) and Light Jade (Code 7L).
- ☐ Dual Accent Paint Stripes. Beautifully

- accent the upper bodysides. (Standard on Brougham.)
- ☐ Tu-Tone Paint Treatment. (LTD II and Brougham Hardtops.) Page 3.
- ☐ Full-Vinyl Roof. Can be ordered with or without opera windows on 4-doors. Available in Black, White, Chamois, Blue, Silver, Brown, Jade, Russet, Dove Grey and Midnight Blue.
- ☐ Half-Vinyl Roof. For front half or rear half of roof on 2-door models.
- ☐ Sports Touring Package. (LTD II and LTD IIS 2-Doors.) Page 4.
- ☐ Sports Appearance Package. (LTD II and LTD IIS 2-Doors.) Page 7.

- ☐ (B) Leather-Wrapped Sport Steering Wheel. Glove-soft black leather puts a real touch of class at your fingertips.
- ☐ Opera Windows. Available on LTD IIS 2-Door model. Standard on Brougham and LTD II 2-Doors. Optional on 4-door models with vinyl roof.

Comfort

- ☐ SelectAire Conditioner. Manually set with six-position controls for the utmost versatility in cooling, heating,

- dehumidifying and ventilating.
- ☐ (C) Automatic Temperature Control Air Conditioner. Simply set the lever to your desired temperature and maintain the constant temperature you wish.
- ☐ All-Around Tinted Glass. Really reduces glare and heat from the sun. Recommended with air conditioning.
- ☐ Tilt Steering Wheel. Five different position settings provide easier entry and exit and greater driving comfort especially on long trips.

Convenience

- ☐ (E) Day/Date Clock. Electric clock with sweep-second hand gives the time, day of week and date of month.
- ☐ (F) Convenience Group. Includes dual chrome remote control mirrors, interval windshield wipers, trip odometer, automatic seat back release (2-doors), and automatic parking brake release.
- ☐ Dual Note Horn. Robust sounding. (Standard on Brougham.)
- ☐ (G) Front Cornering Lamps. Turn signal activated to light the way on corners.
- ☐ (H) Electric Rear Window Defroster. Defogs

- rear window and melts snow and ice.
- ☐ (I) Illuminated Entry System. As door handle is lifted, the keyhole and interior lights illuminate for added convenience and security when entering car at night.
- ☐ (J) Light Group. Includes dual beam map-light, courtesy lights under instrument panel, lights in ashtray, glove box, engine compartment and trunk, rear door courtesy light switches (4-door), "headlights on" warning buzzer, and "door ajar" warning light.
- ☐ (K) Illuminated Visor Vanity Mirror. Always look good with this convenient, adjustable light intensity mirror for touching up hair or make-up.
- ☐ Left-Hand Remote Control Mirror. Chrome mirror, adjustable inside the car. Included in Convenience Group.
- ☐ Dual Sport Mirrors. Color-keyed mirrors are remote-controlled, can be adjusted from inside the car. Page 7.
- ☐ (L) Fingertip Speed Control. Maintains pre-set speed over 30 mph, great for saving gas. Includes luxury steering wheel with fingertip controls.

- ☐ Inflatable Spare Tire. Added luggage room. Replaces spare at no extra cost.

Interiors

Seats and Trims. Illustrated and described on pages 8, 9.

Performance

- ☐ Optional Axle Ratio.
- ☐ Traction-Lok Differential Axle. Transfers power to both wheels for better traction on snow, ice and soft ground.
- ☐ Heavy-Duty Battery. 77 amp.
- ☐ Engine Block Immersion Heater.
- ☐ Engines. 5.8 litre (351 CID) 2V V-8*. 6.6 litre (400 CID) 2V V-8*.
- ☐ (M) Sports Instrumentation Group. Includes tachometer, oil, alternator and temperature gauges, electric clock, trip odometer, and luxury steering wheel.
- ☐ Heavy-Duty Handling Suspension.
- ☐ (N) Heavy-Duty Trailer Towing Package. Excels in towing loads up to 6,000 lbs. Includes heavy-duty suspension and alternator, heavy-duty frame, trailer towing axle, trailer wiring harness, extra cooling package, and external

transmission oil cooler.

Power Assists

- ☐ (O) Power Lock Group. Includes electric door locks and remote control trunk lid release in glove box.
- ☐ (P) 6-Way Power Seat. Flight bench (LTD II series). Split bench (Brougham).
- ☐ (Q) Power Side Windows. Includes individual controls at door windows plus driver master controls with safety lock-out switch on 4-doors.

Protection

- ☐ Deluxe Bumper Group. Includes front and rear bumper guards and horizontal rub strips. All car illustrations.
- ☐ Vinyl Insert Bodyside Moldings. (Standard on Brougham.) Protects against parking lot dings and dents.
- ☐ Lower Bodyside Protection (in addition to Ford Corrosion Protection measures noted on the back cover), includes expanded use of vinyl sealer to help provide extra protection against stone-pecking. So important when traveling on gravel roads and in parts of country

- where use of road salt is heavy.
- ☐ Protection Group. Includes door edge guards, color-keyed front floor mats, spare tire lock, and license plate frames.
- ☐ Wide Bright Bodyside Moldings. A decorative touch. Page 4.

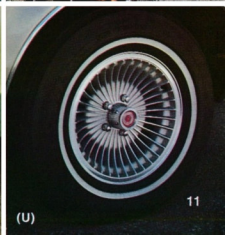
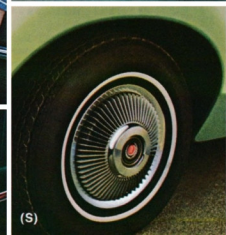
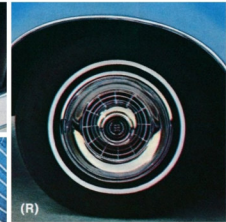
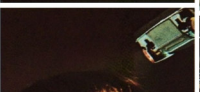
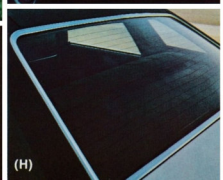
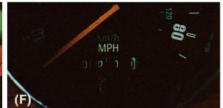
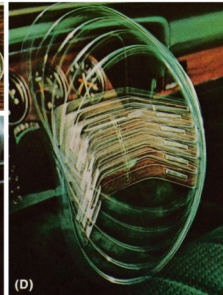
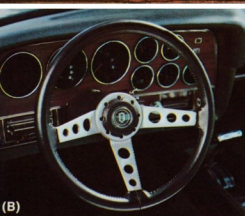
Tires

- ☐ Tires. Select from a wide array of sizes and styles available in BSW, WSW, wide-band WSW, RWL (Raised White Letters) or steel-belted radial ply. Your Ford Dealer will give you details.

Wheel Covers/Wheels

- ☐ (R) Deluxe Wheel Covers (4). (Standard on Brougham.)
- ☐ (S) Luxury Wheel Covers (4). Look impressive.
- ☐ (T) Wire Wheel Covers (4). The ultimate compliment.
- ☐ (U) Cast Aluminum Wheels (4). 15" wheels. To emphasize your excellent taste.

*Available only with Calif. emission equipment or heavy-duty trailer towing package.



LTD II Choices



LTD II 2-Door Hardtop with Sports Touring Package, Light Jade Glow (7L) and Jade Metallic (46)



LTD II 2-Door Hardtop w/Sports Appearance Package, Russet Metallic (81)



LTD II Brougham 2-Door Hardtop, Light Jade Glow (7L) with Jade half vinyl roof



LTD II 4-Door Pillared Hardtop, Light Chamois (83) with Brown full vinyl roof



LTD II 4-Door Pillared Hardtop, Light Blue (3U) with Midnight Blue full vinyl roof



LTD II Brougham 4-Door Pillared Hardtop, Silver Metallic (1G) with Silver full vinyl roof

Notable Standard Features

LTD II

FUNCTIONAL

- 5.0 litre (302 CID) 2V 8-cylinder engine with DuraSpark Ignition (N.A. with California emission equipment)
- SelectShift automatic transmission
- Power steering
- Power front disc brakes
- Foot-operated parking brake
- DirectAir ventilation
- Steel-belted BSW radial ply tires
- 3-speed heater/defroster
- Coolant recovery system
- 21-gallon fuel tank
- Ford Motor Company Lifeguard Design Safety Features

APPEARANCE AND COMFORT

- Dual, vertically stacked rectangular headlamps
- Bright moldings on windshield, backlite, side windows and drip rails
- Bright left-hand mirror

- Bright hub caps (4)
- Full bench seat in cloth with vinyl seat trim
- Color-keyed, 10 oz. cut-pile carpeting
- Padded all-vinyl door trim panels
- Color-keyed instrument panel with black applique and five-pod instrument cluster
- Cigarette lighter
- Lockable glove box
- Day/night rearview mirror

LTD II

All of the preceding features plus these additions or differences:

- Deluxe sound package
- Flight bench seat with a fold-down center armrest
- Pleated cloth and vinyl seat trim
- Higher level door trim panels with woodtone accents
- Woodtone appliques on the instrument cluster and on the right-hand panel
- Opera windows on the 2-door model
- Stand-up hood ornament

- Bright rocker panel and wheel lip moldings
- Aluminum lower back panel applique

LTD II BROUGHAM

Additional standard features of the Brougham include:

- Dual note horn
- Luxury sound package
- Individually adjustable split bench seats with dual fold-down center armrests and manual passenger recliner
- Higher level knit cloth and vinyl seat trim
- 18-oz. color-keyed, cut-pile carpeting
- Deluxe door trim panels with carpeting on the lower portion
- Self-regulating, illuminated electric clock
- Deluxe 2-spoke steering wheel
- Color-keyed deluxe belts
- Wide color-keyed vinyl insert bodyside moldings with integral partial wheel lip moldings
- Deluxe wheel covers (4)
- Dual accent paint stripes

For content of optional packages see pages 10, 11.

Measurements

	Wheel-base	Length	Height	Width	Front Tread	Rear Tread	Trunk or Cargo Volume	Fuel Capacity	Curb Weight	Passenger Capacity
2-DOOR	114"	215.5"	52.6"	78.6"	63.6"	63.5"	15.9 cu. ft.*	21 gal.	3,934 lbs.	6**
4-DOOR	118"	219.5"	53.3"	78.6"	63.6"	63.5"	15.9 cu. ft.*	21 gal.	4,012 lbs.	6

*Inflatable spare tire adds 1.2 cu. ft.

**5 with optional bucket seats.

Notes

CORROSION PROTECTION. Ford takes steps to see that your new car is engineered and built to high quality standards. And in order to keep your car looking new, we incorporate the use of galvanized steel and other precoated steels, vinyl sealers, aluminized wax in critical areas, and enamel as a finishing coat.

REDUCED SCHEDULED MAINTENANCE. As part of a continuing program to lower your cost of ownership, scheduled maintenance on Ford LTD II has been reduced steadily since 1973. For example, with the 1978 Ford LTD II, you can now go 12 months or

7,500 miles between scheduled oil changes and 30,000 miles between lube. These are just two small parts of the comprehensive scheduled maintenance reduction program which, *in total*, lowers your cost of ownership by 70% or \$400 on the 1978 Ford LTD II, equipped with a 302 engine and automatic transmission, compared to 1973 Torino. Computations are based on Ford's Labor Time Standards, a \$14.50 hourly labor rate, and manufacturer's suggested retail parts prices, effective May 19, 1977.

COLOR AND TRIM CODES. Car colors and trims are coded, example: Black (Code 1C). Your Ford Dealer will be pleased to show you color samples of paint and trim materials.

OPTION AVAILABILITY. Some features presented are optional at extra cost. Some options are required in combination with other options. Availability of some models and features described may be subject to a slight delay. Ask your Ford Dealer for the latest information on options, prices and availability.

PRODUCT CHANGES. Ford Division reserves the right to change specifications any time without incurring obligations.

REPLACEMENT PARTS. Be sure to specify genuine Ford-approved parts and Autolite spark plugs from Motorcraft.



When America needs a better idea, Ford puts it on wheels.

**FORD
LTD II**
FORD DIVISION

