A Better Idea called LTD II.

The LTD Tradition. 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 ES, 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 that it’s needed most.

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

Why visit your local Ford Dealer and see how many reasons you can come up with. Ford LTD. Carrying on the LTD tradition.

(A) LTD II Brougham 2-Door Hardtop. Our Street winning combination. Shown in Dark Midnight Blue Code 3X with Charcoal vinyl top. Included among features standard only on all Broughams are split bench seats, fancy sound package, illuminated electric clock, deluxe wheel covers, color-keyed bodyside moldings, 16-in. cut-pile carpeting, steel accent paint stripes, and many more. See standard feature list on back cover.

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

(C) LTD II Brougham 4-Door Pillared Hardtop. A bolder look to years with an optional Tuscan paint treatment. Complementary colors shown are Champagne Metallic (Code 9Y) with Dark Bronze Metallic (Code 9S), and an optional Brown full-vinyl roof with opera windows.

Front Cover: LTD Brougham in Dark Jade Metallic Code 4B with White hub-cap roof.

[A] All times this catalog was published, 1976 EPA Estimates were reasonable. However, the actual 1977 LTD II or LTD ES model may not be as good as advertised. For the actual 1977 LTD II or LTD ES, see your local Ford Dealer. (B) All times this catalog was published, 1977 EPA Estimates were reasonable. However, the actual 1977 LTD II may not be as good as advertised. For the actual 1977 LTD II, see your local Ford Dealer. (C) All times this catalog was published, 1977 EPA Estimates were reasonable. However, the actual 1977 LTD II may not be as good as advertised. For the actual 1977 LTD II, see your local Ford Dealer.

[For] Note: See Nada Standard Features, Measurements and Color Code Definitions on back cover.
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) V8 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, Directional ventilation, tilt bench seats, color panel and wheel lip moldings, a deluxe sound package, and many more. See basic cover for a complete listing.

Reduced schedule 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 3-Door Hardtop. Shown in Bright Blue Glow (Code 6T), and with optional White front half-vinyl roof and white 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 sophisticated appeal, then this optional package was made for you. You can express yourself with a Tu-Tone paint and tape treatment, Magnum 500 steel wheels with trim rings, FM/AM, and a stylish grille emblem. The Tu-Tone treatment, shown in Light Jade Glow (Code 7L) and Dark Jade Metallic (Code 46), is available in four other striking color combinations. Also available on LTD II.

(C) LTD II 4-Door Pillared Hardtop, luxurious styling grace in the LTD II tradition. The car really gives you what you buy in mid-size for — roominess. Shown in Rustic Metallic (Code 81) and with optional Rustic Full vinyl roof.

See Optional Standard Features, Measurements and Color Code listings at the back of this issue.

Some items shown are optional, such as dual sport mirrors, deluxe cloth interior, comfort vent, dual exhaust pipe, wire wheel covers, wire bright bodyside moldings, cast aluminum wheels and White tires.

*All with California emission equipment.
So much car for so little money!

LTD II 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) V-8 engine, Select-Shift automatic transmission, power steering, power front disc brakes, steel-belted radial ply tires, Duraspark Ignition System, Direct-vent ventilation, and many more. A complete listing of standard features is on the back cover.

And LTD II, like the LTD II and Brougham, is the right mid-size, big 13/18 wheelbase (on the 4-door models) 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 is a great value, but it's cool-looking too. 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. You'll really be a trendsetter with features that include a wide fender tape stripe which wraps up the rear fender and over the roof, a grille badge, Magnum 500 steel wheels with chrome rings and PML 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 2-Door Hardtops.

(B) LTD II 4-Door Pillared Hardtop. Its stylish lines cover 118.9" to give you a whole lot of car for the money. Shown in Light Charcoal (Code 85), it’s also available in so many other brilliant colors.

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

(D) Citizens 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/CR) 1-in-bond 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 Information on back cover.

Rearview mirror, automatic wipers, wood steering wheel, wood steering column, ammeter, accessory package, power dome mirrors, exterior bumper guards, left-hand control mirror, dual sport mirrors, chrome wheel covers and AM radio.

*W.I. with California emission equipment.
FORD LTD II
INTERIORS
Uncompromised room and ever-so-stylish!
This nice story on LTD II's 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 Ruste, Blue, Jade and Chemola. Dove Grey and Sable 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 the 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 Ruste (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) Maltese 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 Chemola (Code MT).

(B) Lamart 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 storage compartment, and a padded lid that doubles as an armrest. Shown in Jade (Code QS). Available on LTD II and Brougham 2-Door models.

(C) Roserno Cloth/Vinyl Flight Bench. A most attractive vinyl/nubuck pattern never before offered on LTD II. Shown in Blue (Code LB). It's also available in Ruste, Chemola, 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 SJ) with console and four armrest. Optional on LTD II and Brougham 2-Door models.

(E) Maltese 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 Notations Standard Floor Mats, Measurements and Color Code Reference on back cover. Some items shown are optional, such as air conditioning, radio and certain other items.
### 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**, Russel Metallic (81)
- **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 2-Door Hardtop**, Light Jade Glow (7L) with Jade half 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
- DirectAire 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 reaview 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

<table>
<thead>
<tr>
<th></th>
<th>Wheelbase</th>
<th>Length</th>
<th>Height</th>
<th>Width</th>
<th>Front Tread</th>
<th>Rear Tread</th>
<th>Trunk or Cargo Volume</th>
<th>Fuel Capacity</th>
<th>Curb Weight</th>
<th>Passenger Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2-DOOR</strong></td>
<td>114&quot;</td>
<td>215.5&quot;</td>
<td>52.6&quot;</td>
<td>78.6&quot;</td>
<td>63.6&quot;</td>
<td>63.5&quot;</td>
<td>15.9 cu. ft.*</td>
<td>21 gal.</td>
<td>3.934 lbs.</td>
<td>6***</td>
</tr>
<tr>
<td><strong>4-DOOR</strong></td>
<td>119&quot;</td>
<td>219.5&quot;</td>
<td>53.3&quot;</td>
<td>78.6&quot;</td>
<td>63.6&quot;</td>
<td>63.5&quot;</td>
<td>15.9 cu. ft.*</td>
<td>21 gal.</td>
<td>4.012 lbs.</td>
<td>6**</td>
</tr>
</tbody>
</table>

*Inflatable spare tire adds 1.2 cu. ft.

### Notes

**CORROSION PROTECTION.** Ford takes steps to make sure 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, aluminaized 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 trades. 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.