

1975 Ford Maverick

The proven family compact



Maverick 4-Door Sedan

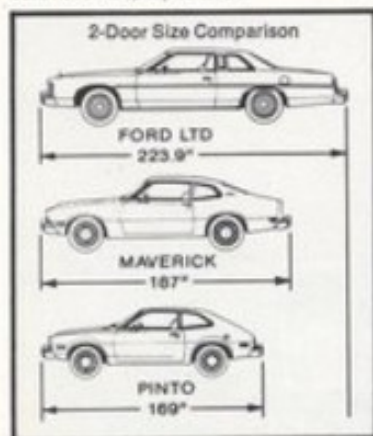
2-Door Sedan • 4-Door Sedan • Grabber

The closer you look, the better we look.

About our Ford Maverick

The closer you look, the better we look. When you're buying a new car, you have every right to expect outstanding quality. We take extra steps and special care to see that you get it in our Ford Maverick. Look close. You'll see it in the fit and finish—the body seams, the doors, the trim. Read on. Find out more about this fine family compact—choice of over 1,400,000 owners. The closer you look, the better we look.

Good size. Maverick is smaller than our standard-sized Ford LTD, bigger than Pinto. Overall length is 187 inches on 2-Doors, 193.9 on 4-Door (see below and also back cover). 4-Door model seats up to five big adults, 2-Doors seat four. It comes in three distinctive models: 4-Door Sedan, 2-Door Sedan and the sporty Grabber.



A well-built car with simple, honest value. Maverick is a tough, reliable compact—soundness of construction and engineering make it that way. It comes with "standards" like carpeting, cloth seats, and more. Yet it's still basically simple: easy to drive, easy to park, easy to service. It's a compact you can count on—without costing you much money.

We keep making it better. Gas-saving, steel-belted radial ply tires are now standard on all 1975 Mavericks. So is solid state ignition. There are new colors and new options, too.

Big-car safety features. Maverick has same type Lifeguard Design Safety Features found in our larger cars like the Ford LTD, including side door beams, protective bumper system, and others.

Low upkeep. Maverick is scheduled for 5,000 miles between oil changes, 30,000 miles between major chassis lube. Other service-savers include solid state ignition (no need to replace points or condenser), 3-year engine coolant/antifreeze*, self-adjusting brakes, zinc-coated muffler and underbody parts. No wonder Maverick costs so little to own and operate!

*35 or 40 months as indicated inside glove box.



4-Door Sedan with Luxury Decor Option. Family-sized luxury and comfort. Comes with elegant exterior touches like an Odense grained vinyl roof, an extra-wide body-side molding in matching vinyl, color-keyed wheel covers, all-rib sidewall strip—and much more. See page 6 for complete details. Medium Clasper Metallic (Code 5M).

This striking interior, above, comes as part of the Luxury Decor Option package. How can an economy car be so expensive looking? Individual reclining seats finished in Blue or Tan vinyl (Code PU), as shown. Thick 22-oz. cut-pile carpeting. Deep-grooved doors and many other thoughtful styling details described completely on page 6.

MAVERICK 4-DOOR

Best-selling 4-door compact in America

Meet our "big" 4-Door Maverick. It's built on a 109.9-in. wheelbase. Big enough to seat five adults and carry over 13 cu. ft. of their luggage. Small enough to get easy on gas, parking and handling. And like all Mavericks, it's still basically a simple machine. Tough and reliable. Designed to get you where you want to go in comfort with minimum fuss.

For 1975, we've added more big-car features designed to help cut operating costs. Gas-saving, steel-belted radial ply tires, for example. A solid state ignition system on all Maverick engines to help reduce engine maintenance. Add this to Maverick's many other fine standard features (see list on back cover) and you can see why Maverick has been the best-selling 4-Door compact in America!

And just because Maverick's an economy car, doesn't mean you can't order it with comfort, convenience and luxury options to suit your taste. There's a 250 CID Six or spirited 302 V-8 engine, smooth Select-Shift Cruise-O-Matic transmission, a host of dress-up options like the Luxury Decor Option shown here—and much more. Just check pages 6 and 7. The closer you look, the better we look.

On Cover: Maverick 4-Door with Exterior Decor Group in Dark Brown Metallic (Code 6Q).



Notes: See Notable Standard Features on back cover. Other items shown are optional. See pages 6-7 for options in detail. Also see Color Code reference and measurements on back cover.



The Basic Maverick 4-Door Sedan in Light Green Gold Metallic (Code 4Z), just one of 14 exterior color choices for 1975. Slight drip rail and wheel lip moldings are standard.

Roomy standard interior, at left, has deep-cushioned bench seats stretching nearly five feet across. They're trimmed in attractive Random stripe cloth and vinyl in choice of Blue, Black, Tan or Green (Code 6Q), shown here. 12-oz. carpeting, European-type door-pull armrests, recessed door handles and courtesy light are all standard.

MAVERICK 2-DOORS



Exterior Decor Group, shown on 2-Door above. Extra glamour at a price that's hard to beat. Includes wheel covers, vinyl insert body-side moldings, body-side accent paint stripes and bright chrome around side windows (see page 7). Tan-Glow (Code 9L).



GRABBER Our sporty little Maverick

If its looks don't grab you, its low price will! Grabber is the way to have fun—and still save money. 2-tone body striping, unique rear paint touches, dual color-keyed mirrors, bright window frames, raised-letter wide oval tires with styled steel wheels and special "Grabber" identification—all standard on our sporty little Grabber. A sporty treatment inside, too (see below).

And for only a little more you can turn your Grabber into an even sportier machine—with such options as Bucket Seats, 3-Speed Floor Shift, 302 V-8, Heavy-Duty Suspension and Aluminum Wheels. (See pages 6 & 7.) So if you're looking for a youthful compact, test-drive Grabber today. The closer you look, the better we look.

2-DOOR SEDAN Millions of miles of proven economy and reliability.

This is our lowest cost Maverick—a car with an outstanding reputation for economy and dependability. It's about seven inches shorter than our 4-Door model. That makes for nimble handling and parking, but still provides generous room inside for four big adults. Notice the crisp profile, above. Under its swept-back rear deck is over 11 cu. ft. of trunk space. (A new optional Space-Saver Spare Tire adds more trunk room.)

The 2-Door's impressive new list of "standards" includes new gas-saving, steel-belted radial ply tires; solid state ignition system plus other thoughtful items like color-keyed carpeting, door-operated courtesy light and flipper rear quarter windows. (See "Standard Interior" on page 3 and "Notable Standard Features," on back cover.)

For added luxury and visual appeal, you'll want to consider such options as the Interior and Exterior Decor Groups illustrated here—and many others detailed on pages 6 and 7.



Interior Decor Group option, lets you round out the Exterior Decor package with glamorous touches inside: Choice of pleated deluxe cloth and vinyl trim, shown here in Tan (L.S.), or pleated all-vinyl, also comes with deluxe door trim, deluxe steering wheel, color-keyed deluxe belts—and more (see page 7).



Standard Grabber Interior (and optional on other models) is trimmed in easy-to-clean, all-vinyl in Blue (H), Black, Green or Tan.



Grabber Instrument Panel with leather-wrapped steering wheel completes the sporty look inside. Optional 3-Speed Floor Shift puts even more fun into Grabber's driving. Gives you a sportier feel, precise shifting. Floor shift available Sedan models, too.

Grabber Bucket Seat Option adds individual comfort and sportiness to your Grabber interior. Seats are covered in choice of Black, Tan, or Blue vinyl (L.S.).

Notes: See Notable Standard Features on back cover. Other items shown are optional. See pages 6-7 for options in detail. Also see Color Code reference and measurements on back cover.

BETTER IDEA OPTIONS

Design your own style Maverick for your kind of driving.

Maverick is a great family car to begin with, and you can make it even better with these better idea options. You'll find the modest investment will pay dividends both in driving satisfaction and added value at trade-in.

Luxury Decor Option. (See pages 2 & 3.) **Exterior:** Odense grain vinyl roof (White, Blue, Green or Brown); chrome-plated grille; WSW tires; bright bodyside molding; lower back panel applique w/bright surround molding; bright center pillar applique (4-Door model only) — all with grained vinyl inserts color-keyed to vinyl roof; front and rear bumper guards with rubber inserts; bright drip molding; window frames, windshield reveal and belt moldings; outside chrome left-hand remote control mirror; color-keyed wheel covers; deluxe gas cap. **Interior:** Reclining individual seats trimmed in Blue or Tan vinyl; 22-oz. cut-pile carpeting; vinyl door trim; 2 rear seat ash trays; cigar lighter; inside day/night mirror; dome/dual beam map lamp; woodtone applique and bright bezel on instrument panel; deluxe 2-spoke steering wheel; color-keyed deluxe belts; package tray trim, sound package including trunk mat.



(A) Trim Rings/Hub Caps. Deep-dish look for added wheel flair. **(B) Aluminum Wheels.** The real thing! Light but strong—with the look of performance. **(C) Styled Steel Wheels/Trim Rings.** Stylish and rugged looking. Standard on Grabber. **Optional Tires.** A wide selection of sizes and styles available, including whitewalls and raised-letter wide-ovals, shown here. Ask your Ford Dealer for complete details.

Deck Lid Luggage Rack. Sporty looking bright chrome rack adds sparkle to your Maverick, frees up inside space on long trips. Great for skis or other items too bulky for trunk or interior.

Deluxe Bumper Group. For extra protection in parking areas. Includes front and rear guards with rubber inserts plus a full-width horizontal rubber strip to protect bright finish. **BUMPER GUARDS** with rubber inserts can be ordered separately—front or rear.

Space-Saver Spare Tire. Allows more space for luggage. Inflates easily right in your trunk when you need it.

Rear Window Defogger. Keeps rear window clearer on misty or wintry days, makes rear vision safer.

Instrument panel shown here is the Luxury Decor Group panel. Note rich woodtone applique and bright molding.

SelectShift Cruise-O-Matic. Smooth, responsive, versatile. Lets you shift automatically, or run through the gears manually. Convenient column-mounted shift lever.

Floor Shift. Sporty stick shift available with 3-speed manual transmission, all models (see page 5) or on models equipped with Cruise-O-Matic in combination with Luxury Decor Option or optional Grabber Bucket Seats. With automatic transmission you get convenient "T" bar shift lever.

Protection Group. For the driver who cares. Comes with front floor mats, door edge guards and license plate frames.

Security Lock Group. Discourages pilferage, includes spare tire lock and locking gas cap.

Power Steering. Everybody appreciates this popular option. Makes steering smooth and precise, parking easier.

Vinyl Roof. A handsome topper for your Maverick. Colors come in Black, Blue, Brown, Green or White. Full vinyl roof on 4-Door models, "half" design on 2-Doors.

Exterior Decor Group. (Also see pages 4 & 5.) Includes wheel covers, bodyside moldings with Black vinyl insert, bodyside paint stripe and bright chrome around side windows.

Interior Decor Group. (See page 4.) Special dress-up for the inside. Includes choice of pleated deluxe cloth and vinyl trim or pleated all-vinyl trim (Grabber available in all-vinyl only); also comes with deluxe door trim panels, bright instrument panel molding, deluxe two-spoke steering wheel (except on Grabber), rear seat ash tray, deluxe color-keyed belts and sound package.



Radio: AM/FM Stereo, AM/FM Monaural and AM. High-Fidelity stereo model comes with two front door-mounted speakers, dual rear speakers. Whip antenna on all models resists breakage in car wash or garage.

Tinted Glass. Cuts down on glare, takes the squint out of driving. Comes with bright window frames. Recommended with air conditioning.

Maverick 4-Door Sedan in Dark Yellow Green Metallic (Code 4V).

Convenience Group. Makes driving more enjoyable. Includes bright rectangular outside left-hand remote-control mirror, cigar lighter, inside day/night mirror, color-keyed deluxe belts.

SelectAir® Conditioner. Keeps you cool in summer, warm in winter, cleans air while it works. Convenient adjustable vents. Tinted glass recommended.

Fuel Monitor Warning Light. A brand-new better idea for the gas-conscious driver who wants to improve his gas mileage. Light tells you when low engine vacuum is robbing fuel.

Light Group. A welcome night-driving convenience. Includes dome/dual beam map light; instrument panel courtesy light; plus lights for front ash tray, glove box, trunk and engine compartment.

Dual Color-Keyed Outside Mirrors. Dual painted mirrors in matching body color. Available on any model (standard on Grabber). Left-hand mirror is remote-controlled from inside, right-hand mirror adjusted from outside.

Metallic Glow Paint. Deep lustrous finish. Available in Green Glow, Tan Glow or Silver Blue Glow.

Bodyside Paint Stripes. A low-cost way to add extra flair to your Maverick. Included with Exterior Decor Group.

Power Front Disc Brakes. Brand-new option for '75. Straight-line stops with less pedal effort. Available all models. **Manual Front Disc Brakes** also available.

Engines. A gas-saving 250 CID Six and lively 302 CID 2V V-8 engine are ready with extra power and smoothness. Solid state ignition system makes them both more maintenance-free. Both run on unleaded fuel.

Other Options Available: All-Vinyl Seat Trim, Grabber Bucket Seats (see pages 4 & 5 for both); Deluxe Color-Keyed Seat Belts; Heavy-Duty 53-amp. Battery; Heavy Duty Suspension—includes HD front and rear springs, HD shocks and front stabilizer bar. Ask your Ford Dealer for details.

1975 Ford Maverick Model Selector



Maverick 4-Door Sedan—Dark Yellow Green Metallic (Code 4V)



Maverick 2-Door Sedan—Pastel Blue (Code 3Q)



Maverick Grabber—Orange (Code 5W) with black stripes

NOTABLE STANDARD FEATURES —

2- and 4-Door Sedan—Functional: 200 CID IV 6-cylinder engine with solid state ignition □ Manual 3-speed column shift transmission, fully synchronized □ Manual recirculating-ball type steering □ Manual drum brakes □ Gas-saving, steel-belted radial ply 14" BSW tires □ Heater/defroster □ DirectAir Ventilation □ Door-operated courtesy light □ Lockable glove box □ Flipper rear quarter window (2-Dr.) □ All big-car type Ford Lifeguard Design Safety Features, including side door beams, protective bumper system, and others. Appearance & Comfort: Full-width bench seat □ Random stripe cloth and vinyl trim □ Color-keyed 12-oz. cut-pile carpeting □ European-type armrests with door pull assist handle □ Color-keyed steering wheel and column □ Curved ventless side glass (stationary rear door vent on 4-Dr.) □ Bright drip rail and wheel lip moldings □ Bright hub caps.

Grabber—All of the above with the following additions: raised white-letter, steel-belted radial ply tires □ Dual color-keyed outside mirrors w/left-hand remote-control mirror □ Full-width bench seat w/all-vinyl trim □ Leather-wrapped steering wheel □ Grabber Decal on hood and fenders □ Bright window frame and belt moldings □ Special paint/tape treatment on hood, bodyside & lower back panel □ Styled steel wheels/trim rings.

†200 CID not available in California.

Measurements	4-Door Sedan	2-Door Sedan	Grabber
Wheelbase	109.9"	103.0"	103.0"
Length	193.9"	187.0"	187.0"
Height	52.9"	52.9"	53.1"
Width	70.5"	70.5"	70.5"
Front & Rear Treads ...	56.5"	56.5"	56.5"
Trunk Volume (cu. ft.) ..	13.1	11.3	11.0
Fuel Capacity (gal.)	16.0	16.0	16.0
Fuel Type	unleaded	unleaded	unleaded
Curb Weight (lbs.)	3046	2915	2957
Passenger Capacity	5	4	4

NOTES:

Replacement Parts. Your 1975 Ford Maverick comes with factory engineered Motorcraft battery, oil filter, shock absorbers, Autolite PowerTip Spark Plugs and other Ford approved precision parts. For continued top performance, be sure to specify Motorcraft Parts and Autolite PowerTip Spark Plugs whenever replacement is necessary.

For your convenience, Maverick colors and interior trims are coded. Example: Dark Red (Code 2M). Your Ford Dealer will be pleased to show you actual color chips and sample swatches of vinyl roof and interior trim colors.

Illustrations and information presented were correct when approved for printing. Ford Division reserves the right to discontinue or change at any time, specifications or design without incurring obligations.

Some features shown or described are optional at extra cost. Most options are offered on all models. Some options are required in combination with other options. Availability for some models and features described may be subject to a slight delay. Always consult your Ford Dealer for the latest, most complete information on models, features, prices and availability.

The engine in your car is designed to operate on UNLEADED FUEL ONLY (cars sold in the U.S.A.). Leaded fuel can damage the catalytic converter and affect other emission control components.

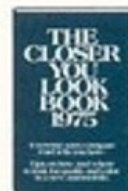
What to look for in a family compact like Maverick.

Cost of ownership. To get your money's worth, look at price, operating economy and trade-in value. **Price.** Find out what you get for what you pay. Look at what comes standard. For 1975, you get standard features Maverick never offered before. See "Notable Standard Features," at left. **Operating economy.** Ask how often your new car will need routine scheduled maintenance in the course of 50,000 miles. Maverick is designed to keep operating costs low. For example, you'll find chassis lubrication is called for only once in 30,000 miles, oil changes only at 5000-mile intervals and engine-coolant antifreeze every 3 years*. Solid state ignition means you don't have to replace points or condenser. These and other features can add up to significant savings for you. **Trade-in value.** Maverick's record last year as the best-selling 4-door compact is an indication that it will hold its value when you're ready to trade again.



Features that let you drive in confidence. Maverick is built with the same big-car type Ford Lifeguard Design Safety Features found in larger cars like the Ford LTD, including side door beams, protective bumper system, and others. The Tot-Guard Seat and Infant Safety Carrier shown here are the latest safety items available from your Ford Dealer. Ask about them. We care about you and those you care about.

Quality. Ford takes quality very seriously. We want you to check the care taken to give you quality fit and finish of body seams, doors and trim. The uniformly lustrous paint. Snug, flat carpeting. And we urge you to test-drive Maverick's quiet ride, comfort and handling—signs of excellence you have to experience. You'll find these and other tests of quality in a free "Closer You Look Book" you can pick up at your Ford Dealer's.



Satisfaction After the Sale. Besides deep-down Maverick quality, you need a good service system to take care of anything that may come up. Our goal is: *No unhappy owners.* We back it up with a nationwide network of nearly 6,000 Ford Dealers. Each one invites you to test-drive a new Ford Maverick at your earliest convenience.

*35 or 40 months as indicated inside glove box.

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FORD MAVERICK

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