

## Ford stresses

# Safety and improved exhaust

New impact-absorbing bumper systems are standard on all 1973 Ford of Canada cars. The front bumper is designed to prevent significant damage to safety-related lighting, exhaust, cooling, fuel and latching systems in five-mile-per-hour front-end barrier collisions. The rear bumper offers protection in two-and-one-half-mile-per-hour impacts.

also have new exhaust emission control devices to improve control of oxides of nitrogen. All 1973 models also are designed to meet a new standard which requires that most interior materials have a burn rate limit of not more than four inches per minute under specified test conditions.

Radial-ply steel-belted tires are standard on Mercury, Thunderbird,

Lincoln Continental and Continental Mark IV and optional on all other car lines.

**ALARM OPTIONAL.** An anti-theft alarm system is optional on the Ford and Thunderbird; a new spare tire lock is available on all models; and an inside hood-latch release is standard on Ford, Thunderbird and Torino.

The Ford car features a new grille, new sheet metal below the windows on all models, and all four-door Fords have new "greenhouses" with increased headroom.

Other Ford standard equipment improvements include a new, more convenient instrument panel, a glove box three times larger than in 1972, additional sound insulation and improved window weather stripping for an especially quiet ride. Windshield washers on the wiper arms and a spare tire extractor in station wagons. All 1973 Fords include power front disc brakes.

New options with Fords include power mini-vent windows for four-door models, a recreation table between the facing rear seats in station wagons, an AM-FM multiplex stereo radio with integral stereo radio and stereo tape player, and an automatic parking-brake release.

The 460-cubic-inch 4V eight-cylinder engine is an added option with Ford cars.

**APPEARANCE.** The 1973 Ford Thunderbird offers a new front appearance produced by a new grille, standup hood ornament and larger bumper. Opera windows in the rear roof pillars now are optional.

An all-new car in 1972, the Ford Torino has a new front appearance in 1973. Low back front bench seats are standard, and a rear window electric defroster optional for station wagons.

A new Torino series is added. It includes the Gran Torino Brougham two-door hardtop and four-door pillared hardtop. The new models replace the Brougham Interior Trim Group option of 1972.

**MUSTANG.** Ford Mustang's five models — with Cougar till the widest choice in the small specialty segment — include a convertible for 1973. All Mustangs carry a new grille and molded urethane front bumpers which match the body color.

Ford Maverick's substantially upgraded interior includes more comfortable seats and richer-looking door trim. Interior and exterior dress-up options also

have been significantly upgraded. Maverick's ride quality, too, is improved.

**PINTO.** Ford Pinto — which received many "running changes" in mid-1972, including thicker seats on all models, improved suspension and the Ford quiet ride — for 1973 adds steering and brake refinements and an optional handling suspension package. Such 1972-1-2 additions as the station wagon, sun roof and Sports Accent Group will continue into 1973.

The all-new Meteor and Mercury four-door models have thinner windshield pillars set at a rakish 60-degree angle. On all Mercury models, a distinctive new upright hood ornament lends an additional touch of luxury. Meteor and Mercury have new grilles, new sheet metal styling and all four-door models have restyled "greenhouses" with increased headroom.

**DEFERRENT.** As theft deterrents, an inside hood latch release is standard equipment and an electronic anti-theft alarm system that sounds the horn if entry is forced into the passenger or luggage compartments is optional. A spare tire lock is included with the alarm system.

Wiper-mounted windshield washers for more accurate release of fluid also are new standard items for full-size Meteors and Mercurys. Power-operated vent windows — the type found on the Lincoln Continental — are offered on all four-door Meteor and Mercury models and a new recreation table is available for station wagons equipped with optional dual facing rear seats.

The Lincoln Continental line for 1973 adds a new Town Coupe, a two-door version of the popular four-door Continental Town Car. Interiors are available with expanded trim color selections, wider front-seat head restraints and a longer front-seat armrest. Larger white sidewall steel-belted radial-ply tires are standard as are wiper-mounted windshield washers and a spare tire lock.

New Lincoln Continental options are an AM-FM multiplex radio with stereo tape system, a right-hand remote-control rear view mirror, and all-electric design door locks.

**LINCOLN.** Completely redesigned in 1972, the Continental Mark IV for 1973 retains the classic styling that has made this model the most successful "Mark" of all. Product refinements include an improved rear

suspension, larger rear brakes, bigger steel-belted, radial-ply, white sidewall tires, and a side terminal battery. On the inside, front and rear headroom is increased.

Cornering lamps and the opera window in the rear roof pillar are standard features for the 1973 Mark IV, while new options include an AM-FM multiplex radio with stereo-tape system and an elegant Silver Luxury Group. The new luxury group consists of a unique cranberry corduroy velour interior and silver exterior.

The Mercury Montego, all-new in 1972, offers new low-back front bench seats that provide improved visibility. An electric rear window defroster for station wagons and a leather-wrapped steering wheel are among new Montego options for 1973.

**COMFORT.** New, more comfortable front seating

and luxurious interior appointments highlight improvements to the 1973 Mercury Comet. A modified grille and new side trim enhance the Comet's exterior decor. Riding comfort is improved by suspension alterations and additions to the sound insulation package.

The Mercury Cougar for 1973 has a new die-cast grille and four-pod sequential taillights that present a varied front and rear expression. SelectShift automatic transmission and power front disc brakes are added to Cougar's already impressive list of standard features. A leather-wrapped steering wheel is a new option.

Mercury dealers popular German-built Capri sports coupe features a larger standard engine, blackout grille, new taillights, and interior changes that

include a completely new instrument panel with lockable glove box and attractive simulated walnut decor. Seat trim and the steering wheel also are new. The ignition switch has been relocated to a more convenient position on the steering column. The more powerful 2000 cc engine replaces the 1600 cc engine as the standard powerplant in the base Capri model. The Capri V-6 continues with the high-performing 2600 cc engine.

The popular British-built 1973 Cortina, available at selected Ford and Mercury dealers, will be introduced in mid-October along with the Capri. In addition to mid-1972 improvements, the 1973 Cortina features impact absorbing bumper systems and new colors.



1973 Ford



1973 Ford station wagon



1973 Maverick



Steel-belted-radial-ply tires

## Buick Century '73 replacing Skylark

OSHAWA, Ont. — In introducing the Buick line for 1973, General Motors of Canada announces that the "Century" name will replace Skylark on the dramatic, new intermediate series.

All Buick models will be in dealer showrooms Thursday, September 21.

The 1973 Century models represent a bold, new venture in styling with broad expanse of glass and an unprecedented number of body and chassis features previously found only on full-size Buicks.

There will be three series in the 1973 line-up — Century, Century Luxus and Century Regal — offering nine different models.

There are a variety of option packages available on Century, including the Century 350 on Century coupes and four-door sedans, a sun coupe with a metal panel sun roof and a Gran Sport coupe.

The Century Luxus will be available in a coupe with a formal roof line, identical to the top-of-the-line Regal coupe. Luxus also of-

fers a 4-door Colonnade Sedan and a two or three-seat station wagon.

Top series is the Regal coupe, distinctively styled with a custom verticle accent grille, and a formal roof incorporating a rectangular window in the sail panels.

In all intermediate models, roof pillars are combiner with frameless door glass to produce a "colonnade" hard top roof style. Century sedans have a unique window arrangement with three rather than two windows to a side, improving visibility.



Big news for Buick in 1973 is the introduction of "Century", shown above, a newly-styled intermediate series replacing the Skylark. The Century represents a bold new venture in styling, featuring a brand new expanse in glass and an unprecedented number of body and chassis features, previously found only on full-size Buicks. Three new series will be offered in 1973 — Century, Century Luxus and Century Regal — 9 different models in all.