

1977 Ford LTD

The full-size car that kept its size.



The Ford LTD Story.

Ford hasn't forgotten the big-car family.

For 1977, some car makers will offer you only shorter, narrower, lighter "Full-Size" cars. Ford has a better idea. Ford feels people who want the traditional full-size car they're used to should have that choice. So Ford hasn't reduced the 1977 Ford LTD by a single inch.

You'll find Ford LTD's long 121" wheelbase is now about the same size as the downsized Cadillac. And longer than Olds 98 and Buick Electra.

And Ford LTD has a longer wheelbase than the new Chevrolets (both Impala and Caprice) which have now come down to the same wheelbase (116") as the mid-size Chevelle. LTD also has a wider tread, and more road-hugging weight.

Ride, room and trunkspace—unchanged.

Ford LTD has retained its traditional smooth, quiet ride for 1977. Interior spaciousness, deep well trunk, long wheelbase and 3½ ton rated towing capacity (with optional heavy-duty trailer towing package) are all unchanged. And you'll appreciate its generous hip and shoulder room (greater than its major competitor).

Shop where you get a choice.

If you prefer a car trimmer than the traditional full-size car, Ford gives you that choice, too. We've introduced the new LTD II. (See the LTD II catalog at your Ford Dealer for complete details).

But if you still want the full size car you're used to, your Ford Dealer offers that choice

and its major competitor doesn't. Ford LTD. The full-size car that kept its size. Available in three series Custom 500, LTD and LTD Landau. And in three body styles. 4-doors, 2-doors and wagons. When North America needs a better idea, Ford puts it on wheels.

(A) LTD Landau 4-Door Pillared Hardtop.

Our top-of-the-line LTD Landau in Silver Metallic (Code 1G) with Silver vinyl roof.

(B) LTD 2-Door Pillared Hardtop.

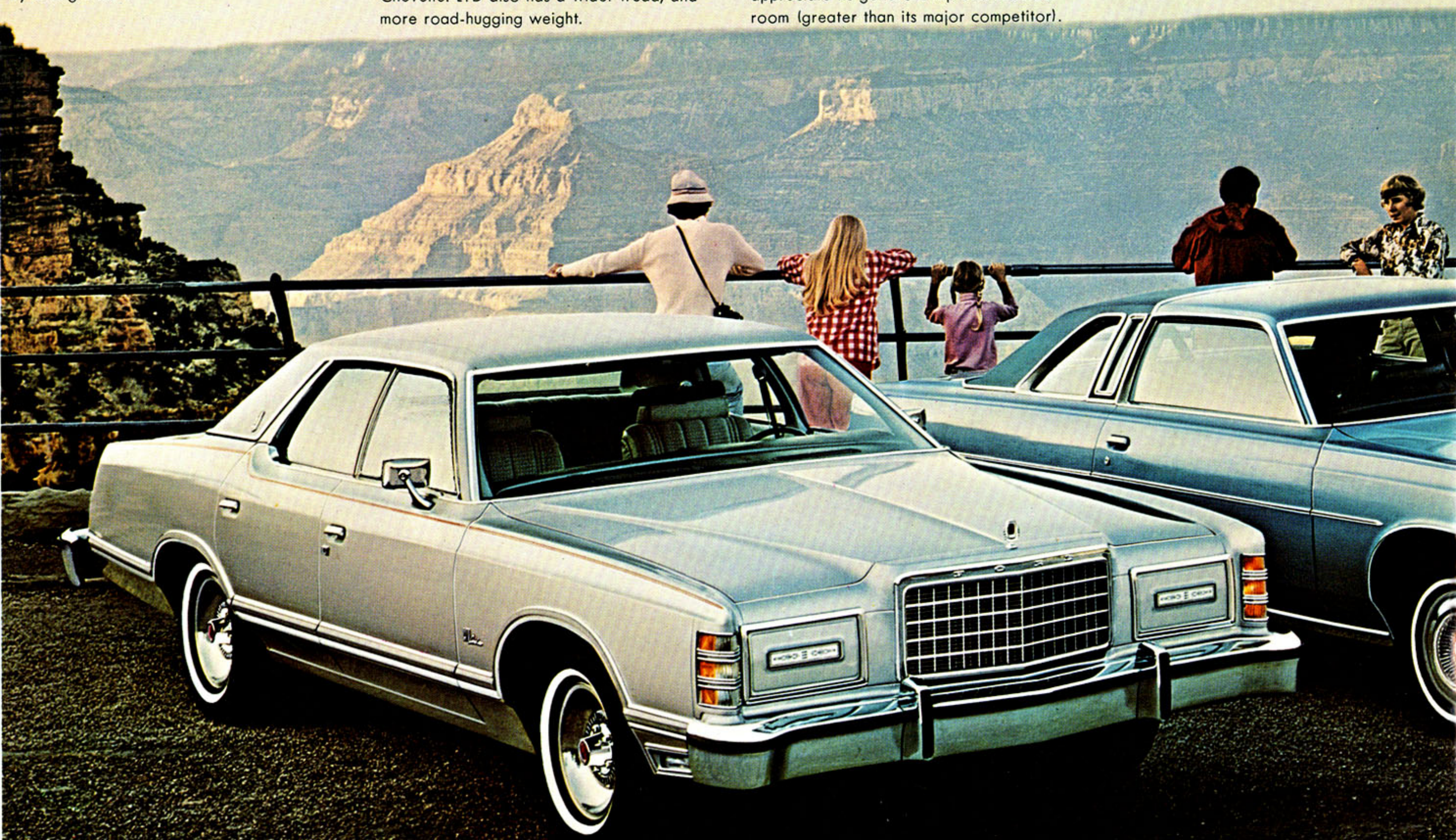
The lower-priced LTD in optional Bright Blue Glow (Code 3V) with optional Blue half-vinyl roof.

(C) LTD Country Squire Wagon.

Ford's most luxurious wagon in Black.

Front cover: LTD Landau 4-Door Pillared Hardtop in Champagne Metallic (Code 8Y) with Brown vinyl roof.

Note: See Notable Standard Features, measurements, and color code reference on back cover. Some items shown are optional, such as Convenience Group, Deluxe Bumper Group, front cornering lamps, deluxe luggage rack, certain wheels and wheel covers, and white sidewall tires.



Ford LTD Landau.



Big luxury, but at a Ford price.

The name LTD stands for quiet luxury. Add "Landau" and you have the ultimate in Ford elegance. Inside and out.

You get full 6-passenger roominess. Both front and rear passengers enjoy the comfort of LTD Landau's plush, wide seats—the kind of comfort you really appreciate on long trips.

A great road car.

Ford LTD Landau is a great road car with its legendary smooth, quiet ride. It's free of much of the road, wind and engine noise that can cause fatigue. And it has a long 121" wheelbase that reaches out over bumps instead of jousting with them. For 1977, its wheelbase is about the same as the downsized Cadillac. And longer than Olds 98, Buick Electra and both Chevrolet Impala and Caprice.

Quality workmanship throughout.

You get the satisfaction of a high level of workmanship throughout the car.

Like the extra care in the body fits. With narrow, even spacing around doors, hood and deck lid. Or the quality of the paint finish. Uniform and smooth, with a deep luster. Or the excellence of the bright trim. Even the solid sound of the door as it closes tells you the LTD Landau is indeed a car that's built to high standards.

Impressive list of standard features.

Both the Landau 2-Door and 4-Door Pillared Hardtops start out with a rich interior and handsome seat trim. Plus a superb choice of optional interiors. (See pages 8 and 9.)

Up front is the smooth 351 CID V-8 power (400 CID on wagons), SelectShift transmission and power assists that are standard on all LTD's.

Standard, too, on LTD Landau are such luxury features as concealed headlamps, a full-vinyl roof on the 4-door, half-vinyl on the 2-door—plus full wheel covers, left-hand remote control mirror, front and rear bumper guards, electric clock, flight bench

seat with fold-down armrest, color-keyed deluxe belts, wide, color-keyed bodyside moldings and carpeting that runs up the door.

There are many other fine details you'll want to examine on the LTD Landau, as well as checking the many options available, on pages 10 and 11. But one fact looms large. With LTD's traditionally high resale value and its full-size roominess, ride and comfort, the LTD Landau stands out as a solid investment.

(A) LTD Landau 2-Door Pillared Hardtop

(left) optional Light Jade Glow (Code 7U) with White half-vinyl roof. Quiet is the sound of an LTD. Soundproofing the LTD interior is a top priority with Ford engineers. A generous amount of sound-deadening material and sound-absorbing sprays are applied all around the passenger compartment. It's another example of the quality built into every Ford LTD.

(B) LTD Landau 4-Door Pillared Hardtop

(right) in optional Golden Glow (Code 6V) with Creme vinyl roof. LTD Landau's exceptional roominess extends all the way back to the huge family-size trunk. It measures 21.9 cubic feet, has a deep well that lets you stand most luggage upright, and there's a low sill for less lifting.

(C) LTD Country Squire

(right) in Black (Code 1C). The flagship, the most luxurious wagon from the Wagonmaster—Ford. With woodgrain vinyl sides and rear that the Country Squire has long been famous for. Seats six, or eight with optional dual facing rear seats. Standard are a 400 CID V-8, concealed headlamps, full wheel covers, Ford's innovative 3-Way Magic Doorgate with power window, cargo area light, and a lot of luxury features. Plus all the roominess of the traditional full-size wagon.

Note: See Notable Standard Features, measurements, and color code reference on back cover. Some items shown are optional, such as Convenience Group, Deluxe Bumper Group, Protection Group, front cornering lamps, fender skirts, deluxe luggage rack, certain wheels and wheel covers, and white sidewall tires.

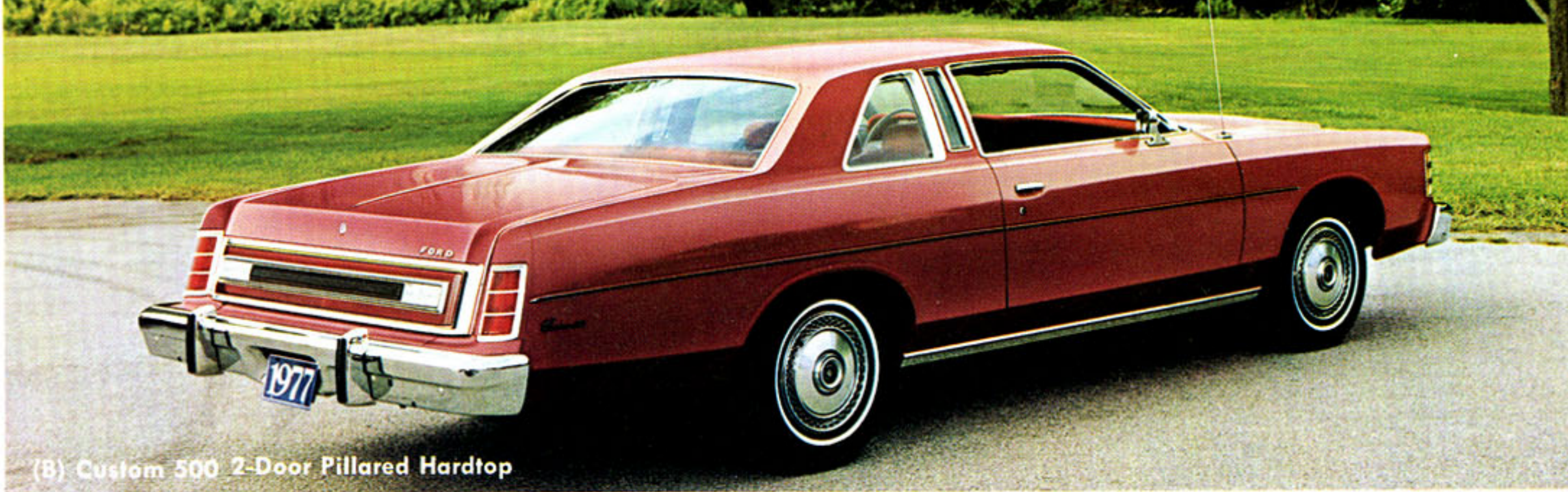
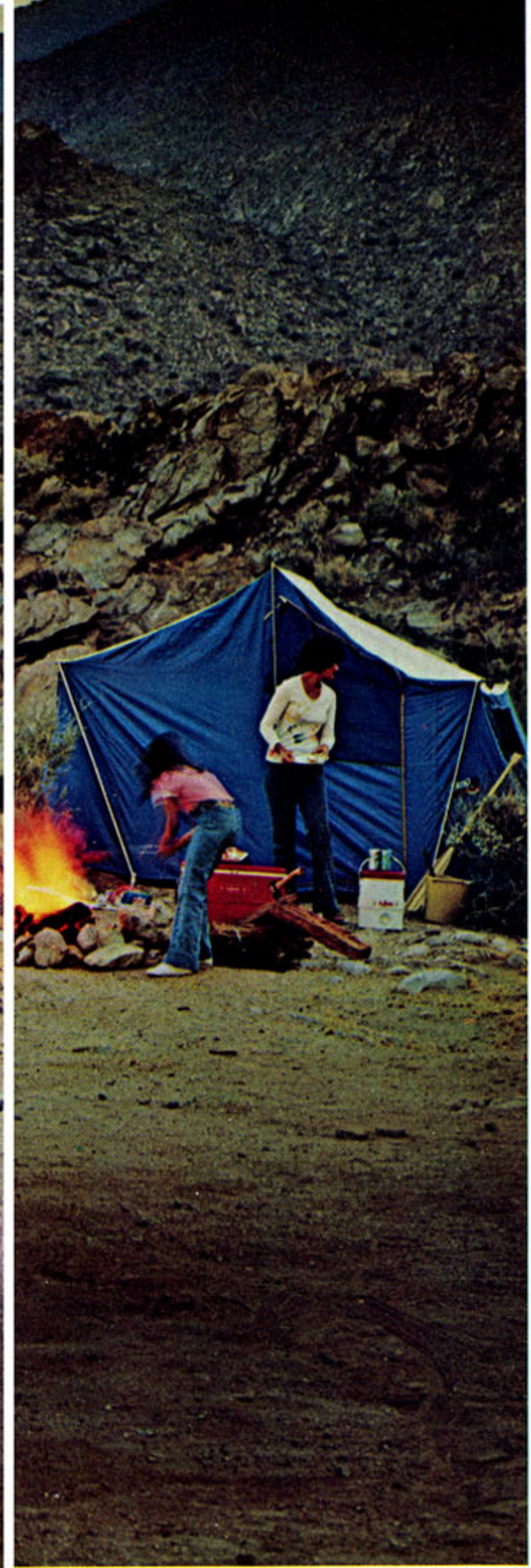


(B) LTD Landau 4-Door Pillared Hardtop

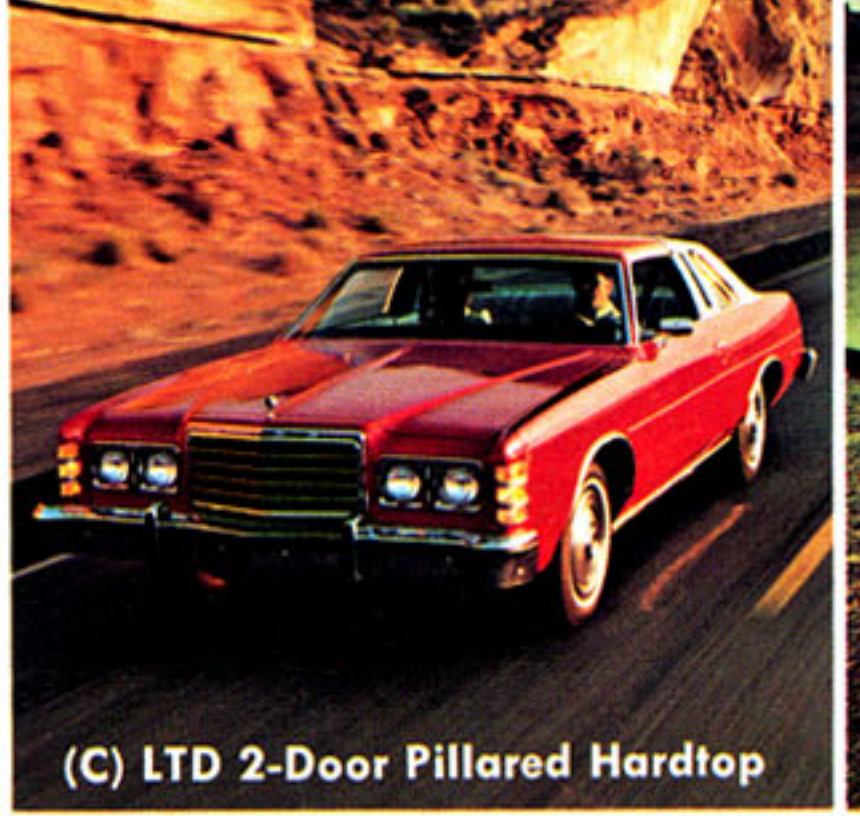


(C) LTD Country Squire

Ford Custom 500 and Ford LTD.



(B) Custom 500 2-Door Pillared Hardtop



(C) LTD 2-Door Pillared Hardtop



(D) LTD Wagon

Roomy and beautifully equipped. Low price is a relative term. But compare prices of our full-size Custom 500 and the scaled-down "full-size" cars of our nearest competitor. Then compare the cars. We think you'll find the Custom 500 to be the best value. Generous in its room. And generous in its appointments and features. Standard are a 351 CID V-8 on hardtops (400 CID on the wagon), SelectShift transmission, power steering, power front disc brakes. The list goes on. And you end up with a lot of comfort and class.

(A) LTD 4-Door Pillared Hardtop (left) in Dark Blue Metallic (Code 3G). Full-size roominess in a very impressive package. And V-8 power, vinyl insert bodyside moldings, and steel-belted radial ply tires are standard. Shown with optional Blue vinyl roof.

(B) Custom 500 2-Door Pillared Hardtop (above). The lowest-priced full-size Ford. Shown in Dark Red (Code 2M) with optional rear bumper guards, full wheel covers, whitewall tires, AM radio, vinyl insert bodyside moldings and convenience group. Also available in 4-door pillared Hardtop and Wagon models.

(C) LTD 2-Door Pillared Hardtop (above) with the ride and features that LTD has

become famous for. Shown in Dark Red (Code 2M) with optional White half-vinyl roof.

(D) LTD Wagon in Bright Saddle Metallic (Code 8K). Has LTD features but with a 400 CID V-8, durable vinyl seat trim, and a proven 3-Way Doorgate. Seats six or eight with optional dual facing rear seats. Has 94.6 cu. ft. of loadspace plus 9 more cu. ft. beneath the carpeted floor. Compare that against our competitor's cut-down wagons. And LTD's towing rating is a hefty 3½ tons with the optional Trailer Towing Package, described on page 11.

Note: See Notable Standard Features, measurements, and color code reference on back cover. Some items shown are optional, such as Convenience Group, Deluxe Bumper Group, deluxe luggage rack, electric rear window defroster, vinyl insert bodyside moldings, deluxe wheel covers, and white sidewall tires.

Inside Ford LTD's.

Full-size comfort and luxury.

Few car interiors are as inviting as the Ford LTD's. Open a door and you can tell immediately it's easy to get into because of the wide door openings. The inside looks roomy, and it is, because of the interior design which we call Ford's Front Room. There's plenty of room for six adults. And the hiproom and shoulder room are particularly generous—greater than our competitor's scaled-down "full-size" cars. The LTD is clearly a full-size car that kept its size.

LTD's interior is meant to be enjoyed. We've put a lot of care into its comfort

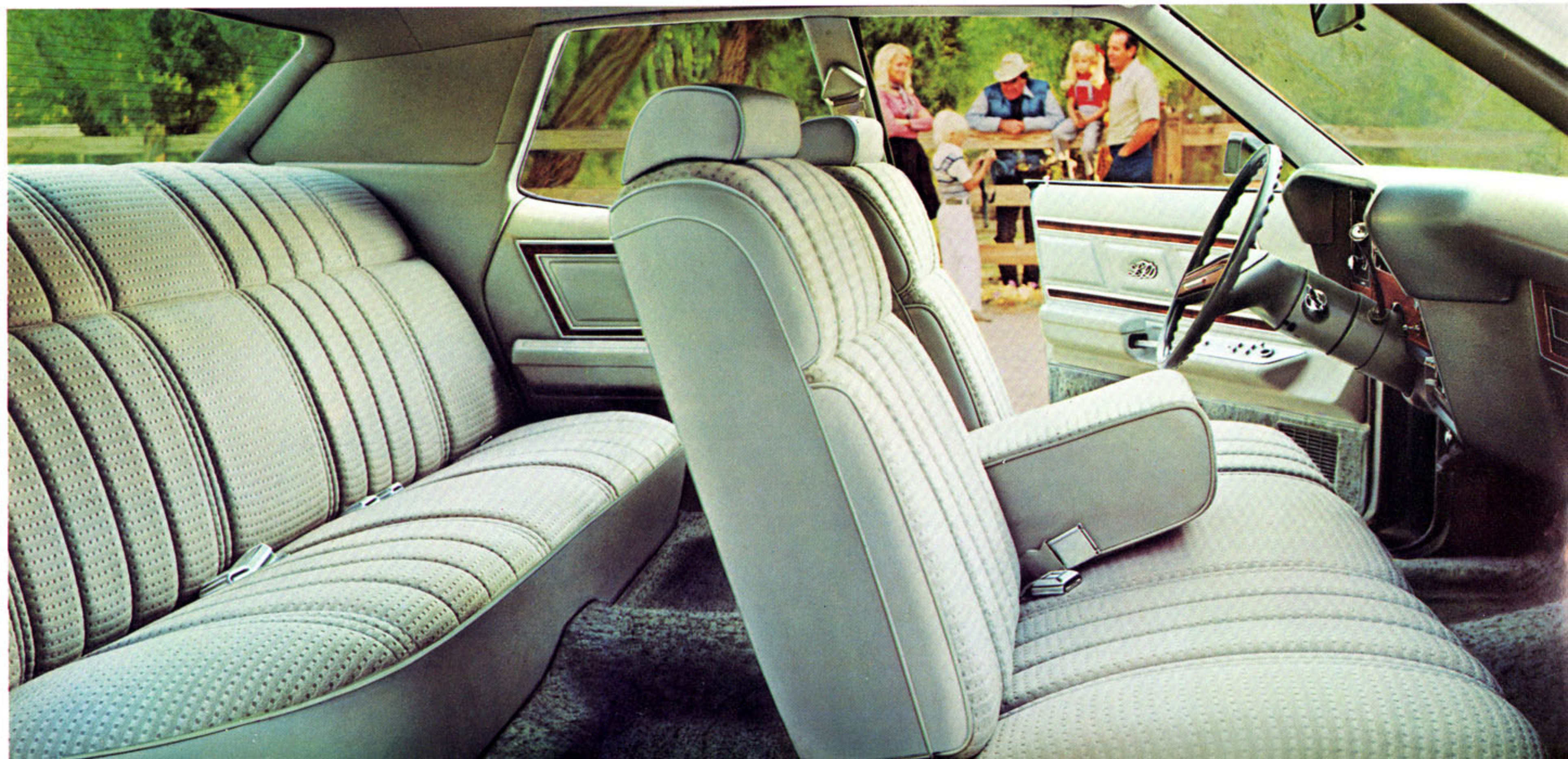
and luxury. The standard interiors are very well appointed. And there's a wide choice of optional interiors. We show a few of them here. Most interiors are available in six colors—Gold, Dark Red, Blue, Saddle, the new Dove Grey, and new Jade. The chart on the next page tells what seats and trims are available for each model.

(A) Standard LTD Landau Interior Trim. (Below.) A rich Ardmore cloth and vinyl trim graces the Landau hardtops this year. Shown in Dove Grey (Code HS). Standard, too, are a flight bench seat with fold-down center armrest, carpeted door panels, electric clock, and other refinements.

(B) Landau Luxury Group—Leather Trim. (Right) Ford's choice of seat trims wouldn't be complete without real leather seating surfaces. They're available as an option on the split bench seats in the Landau Luxury Group listed below. Shown in wagon version of Saddle (Code YZ).

(C) Landau Luxury Group—Kasman Cloth. (Right.) Elegance that rivals the more expensive cars. This luxury group is available on Landau Hardtops and LTD and Country Squire Wagons. The luxury knit Kasman cloth, shown here in Gold (Code PY), is featured on the hardtops. It has the look and feel of cashmere. Or you

can order super-soft Valino vinyl, the trim used on the wagons. Either way you get split bench seats with manual reclining passenger seat, plus unique door panels, 14-oz. carpeting, burled walnut woodtone instrument appliques, luxury steering wheel, door assist straps, super sound package, digital clock, luggage compartment trim (hardtops). Also included on the LTD Wagon are full wheel covers, dual accent paint stripes, dual note horn, cargo light, color-keyed deluxe belts, ashtray in right front armrest, and rear door courtesy light switches.



(D) DuraWeave Vinyl Trim.

Available on LTD hardtops and both wagons is a bench seat with this remarkable upholstery. It looks, feels, and breathes like cloth, but it's actually made of durable, easy-to-clean vinyl. Shown in Jade (Code UR). Also available on split bench seats in the wagons.

(E) Standard LTD Interior Trim.

A bench seat with Redondo cloth and vinyl is featured in the LTD hardtops. Shown in Blue (Code DB). As you can see, you get a lot of luxury. And split bench seats are available on all LTD models.

(F) Ruffino Vinyl Trim.

Optional on all models are these practical and attractive Ruffino all-vinyl split bench seats. Shown in Red (Code GD). The same vinyl with a bench seat is standard on the wagons.

(G) LTD Instrument Panel.

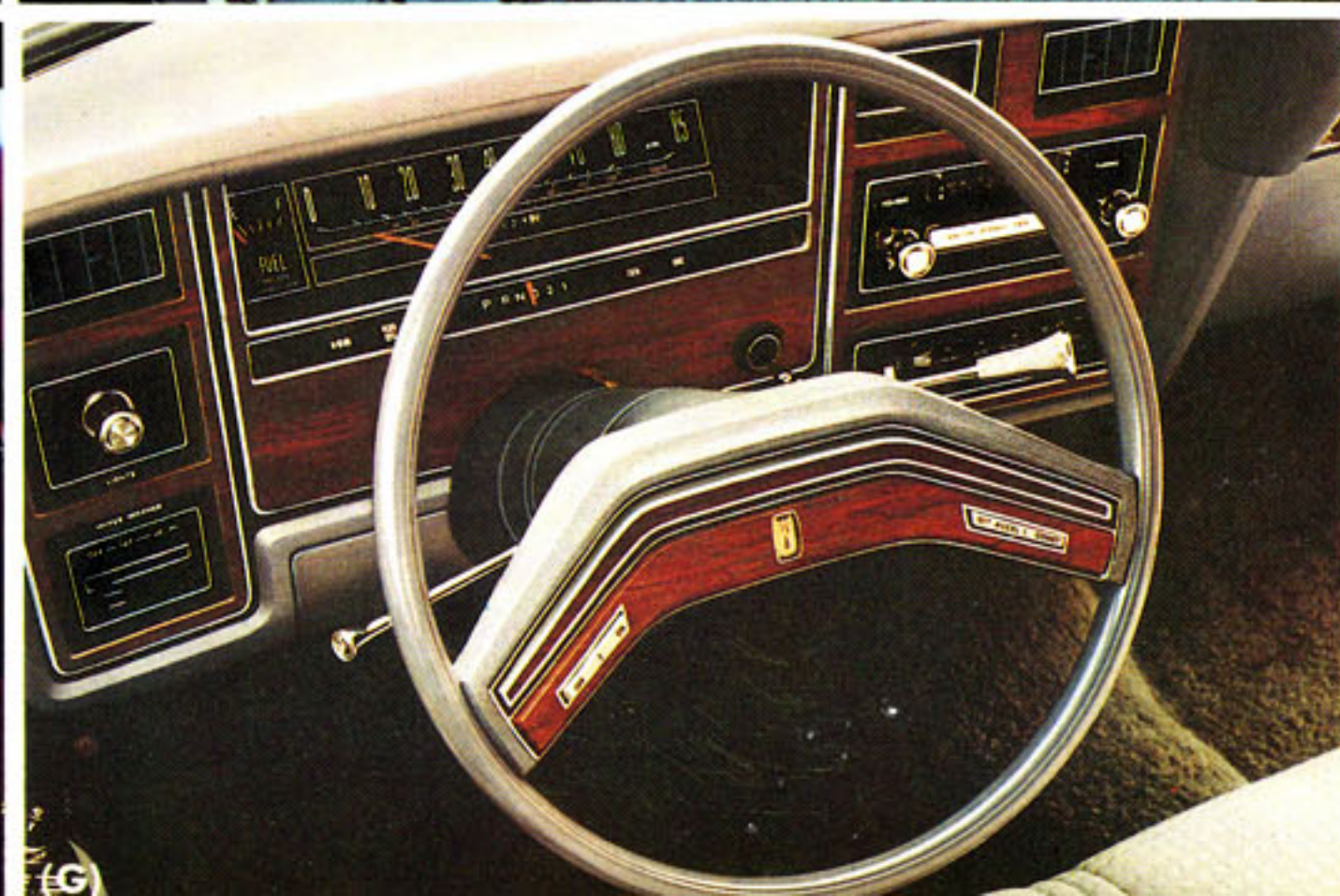
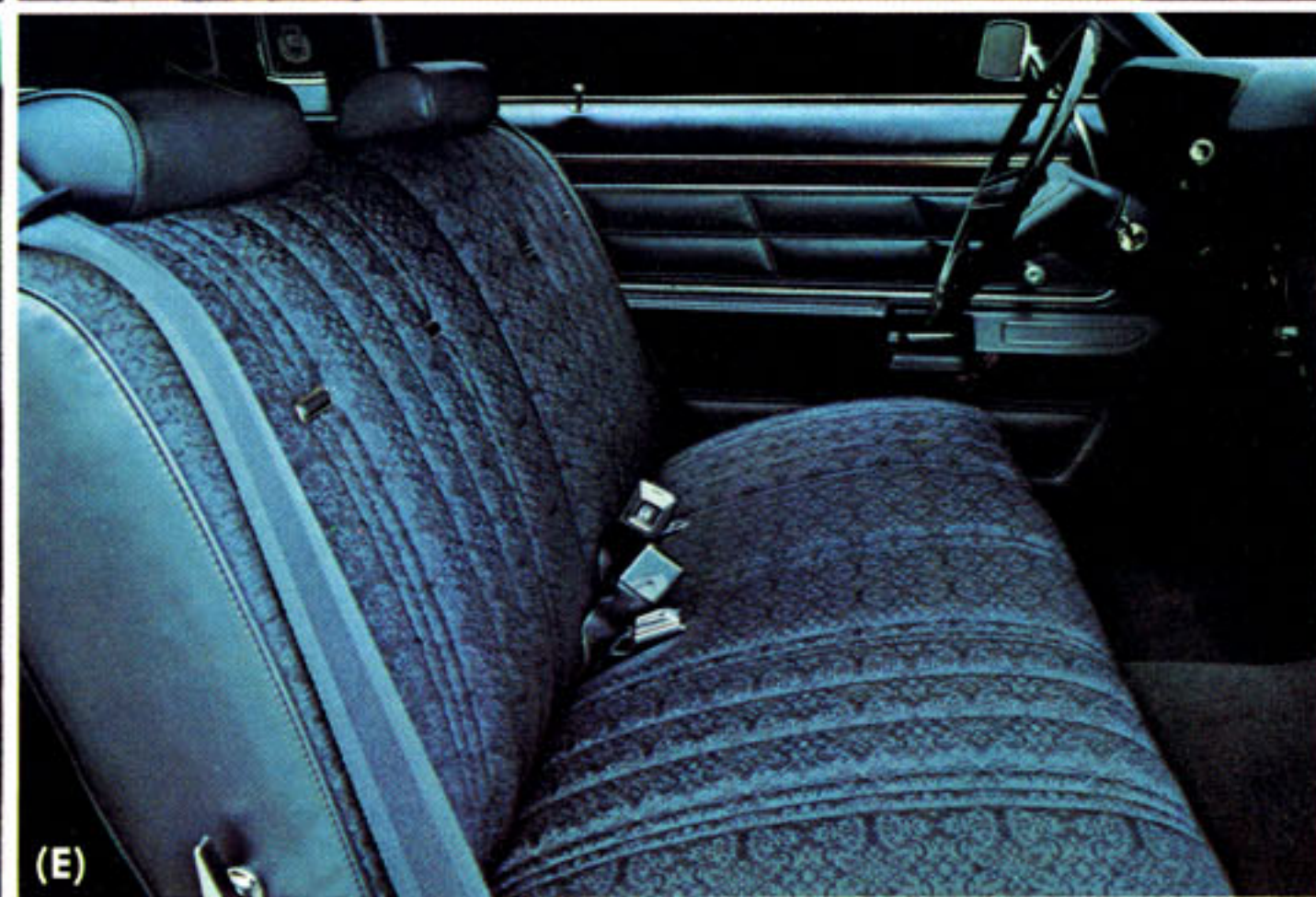
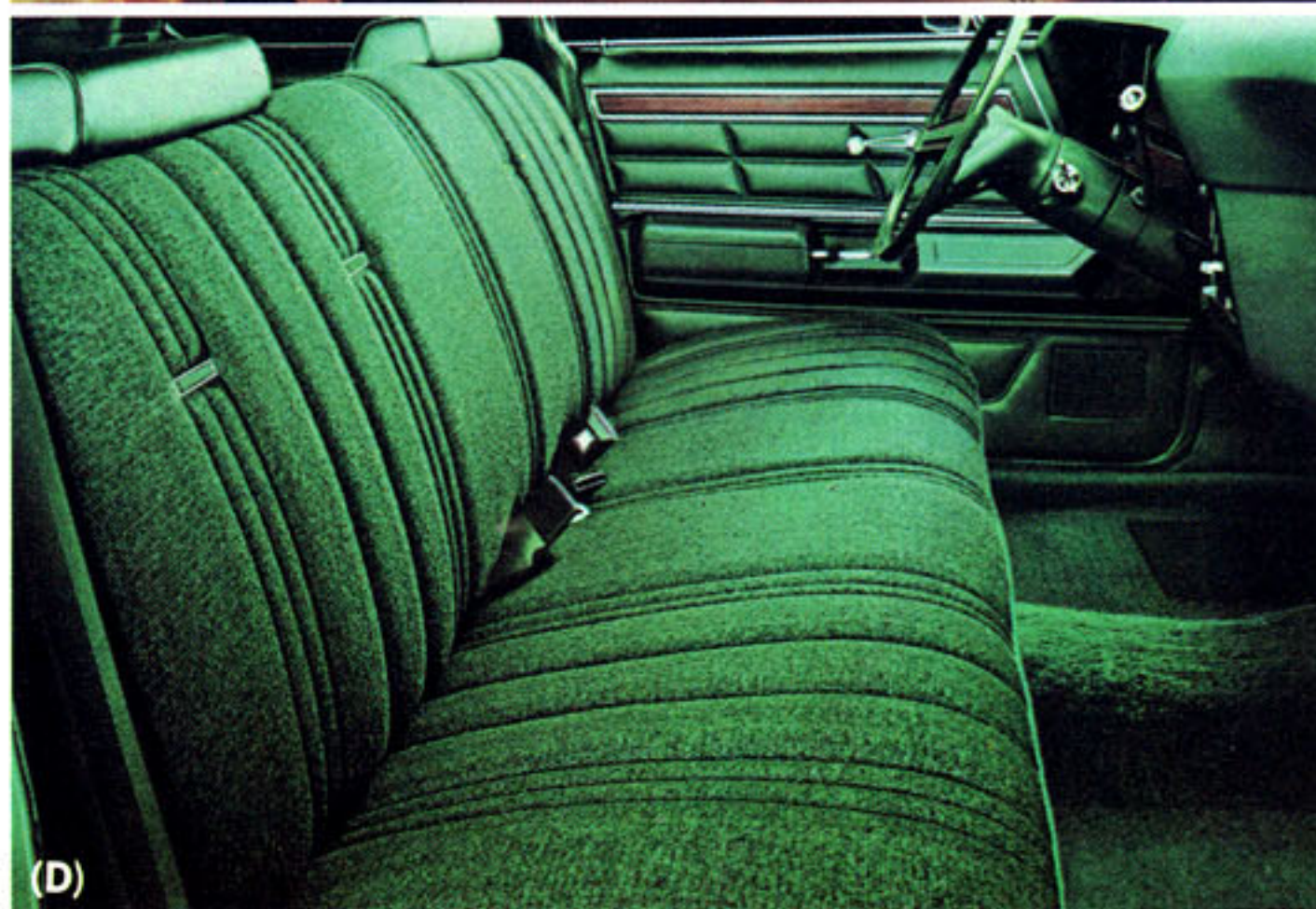
Expansive, with rich woodtone appliques. You never have to fumble or squint with the Ford's LTD instrument panel. Graphics are clear and controls are reachable.

Note: Air conditioner, radio, and certain other items shown are optional. See color code reference on back cover.

Trim and Seat Chart.

Model	S	O								
Custom 500 2-Door	S	O								
Custom 500 4-Door	S	O								
Custom 500 Wagon	S									
LTD 2-Door			S	O	O		O	O		
LTD 4-Door			S	O	O		O	O		
LTD Wagon			S	O				O	O	O
LTD Landau 2-Door						S	O	O	O	O
LTD Landau 4-Door						S	O	O	O	O
LTD Country Squire			S	O				O	O	O
S—Standard										
O—Optional										
Barletta Cloth/Vinyl Bench†										
Ruffino All-Vinyl Bench†										
Redondo Cloth/Vinyl Bench†										
Ruffino Cloth/Vinyl Bench										
DuraWeave Vinyl Bench										
Armoire Cloth/Vinyl Bench										
Ruffino Cloth/Vinyl Flight Bench										
DuraWeave Vinyl Split Bench*										
Karman Cloth/Vinyl Split Bench†										
Vallino All-Vinyl Split Bench†										
Leather Trim Split Bench**										

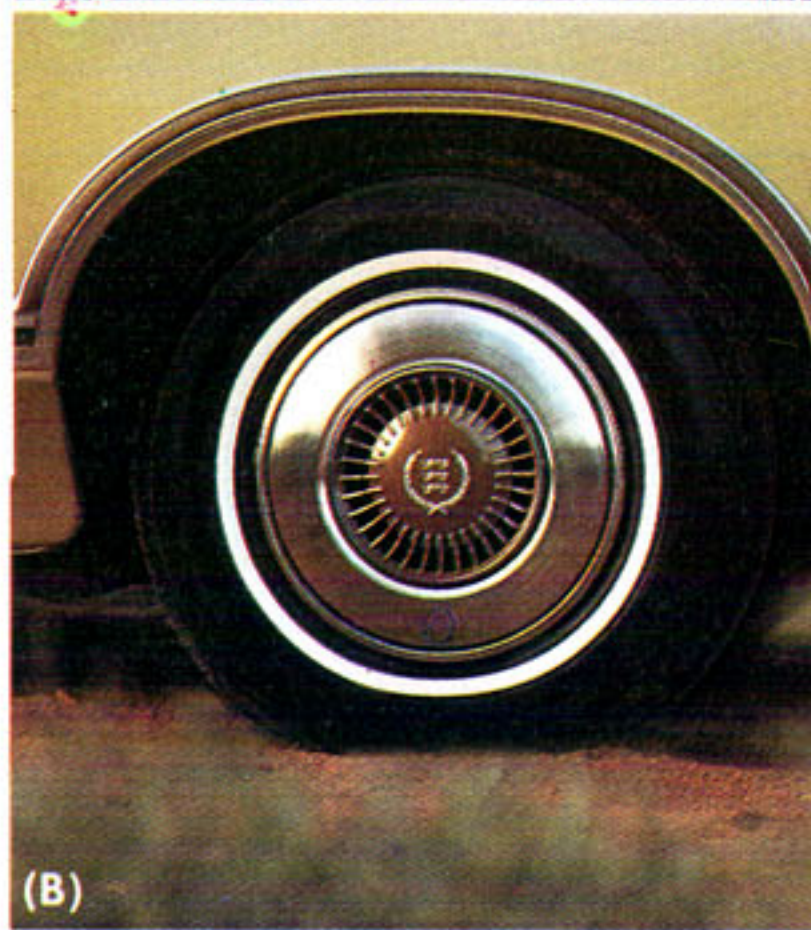
†Not illustrated.
 *With Landau Luxury Group.
 **Optional with Landau Luxury Group.
 †Optional dual facing rear seats on wagons are Ruffino vinyl



Personalize with LTD Options.



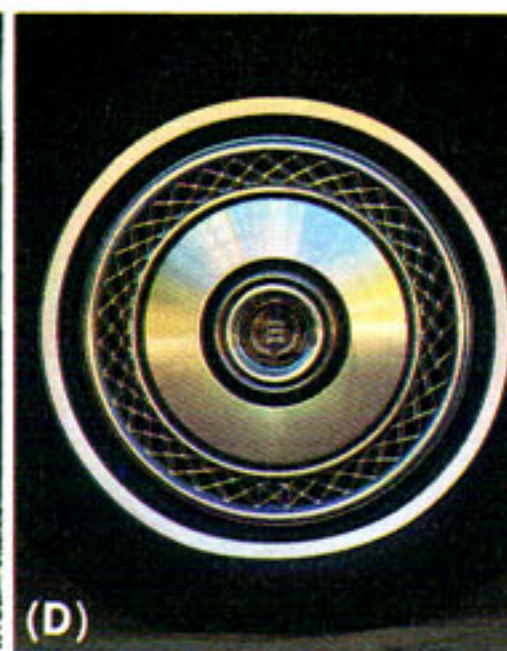
(A)



(B)



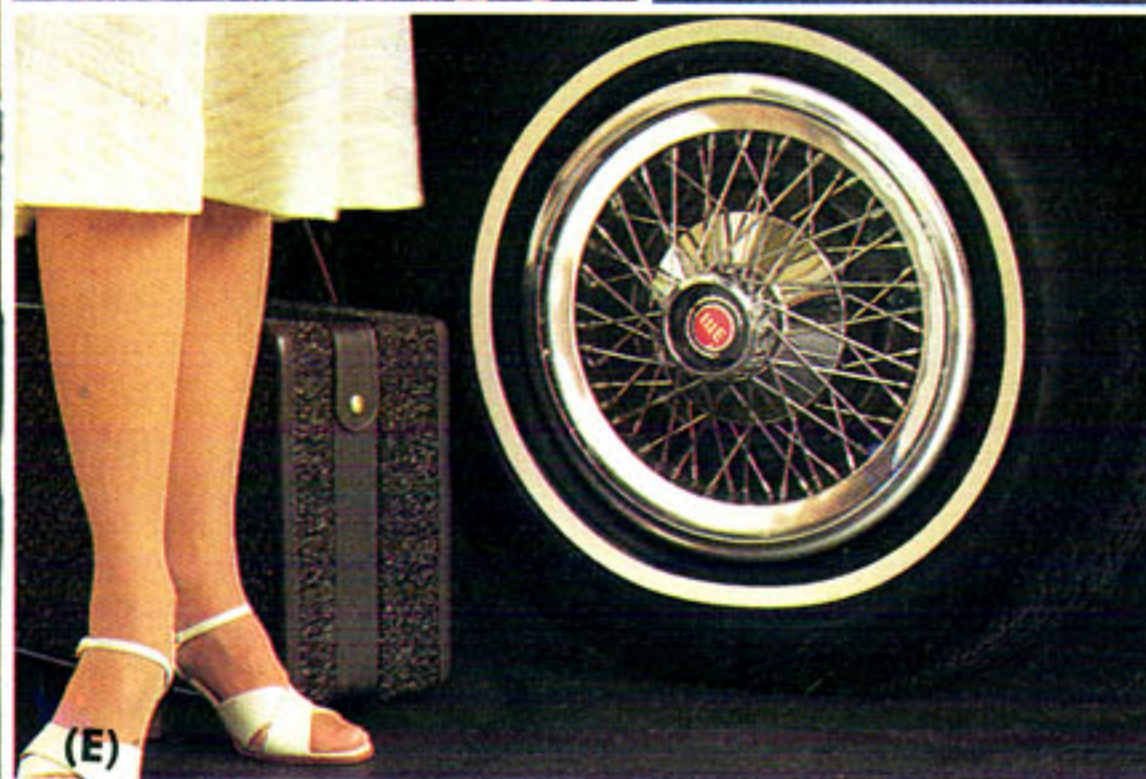
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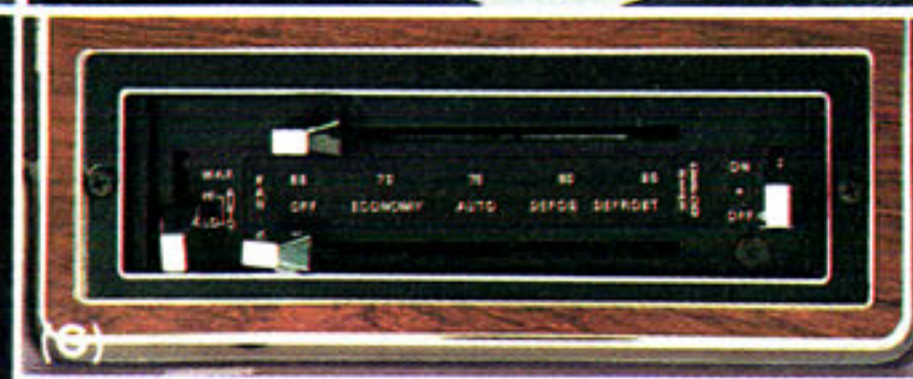
(D)



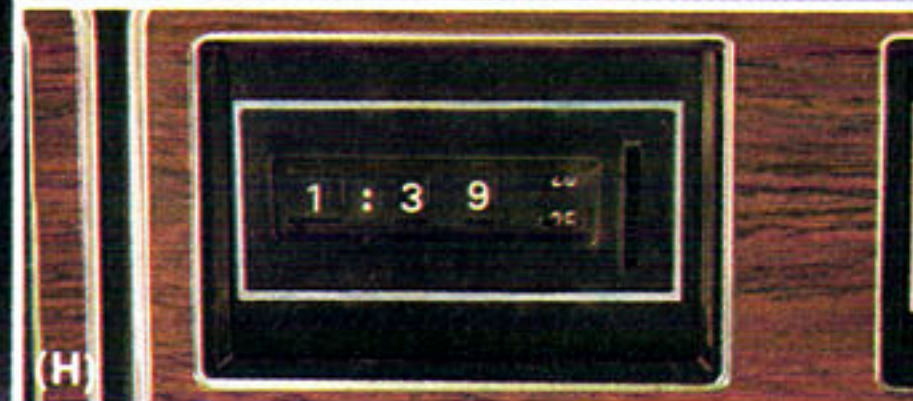
(F)



(E)



(G)



(H)



(I)



(J)

Audio

Ford Radios, built under exacting Ford quality control standards, are designed, tested and engineered precisely for Ford cars. Each radio has a 100% solid state chassis for carefree operation, long life, and high fidelity sound. Each comes with a fixed length stainless steel whip antenna for maximum reception and resistance to damage.

Ford radio choices:

- 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). 4 speakers (2 door-mounted, 2 rear).
- AM/FM Stereo Search. Automatically searches for stations. 4 speakers (2 door-mounted, 2 rear).
- AM/FM Stereo with Tape Player. Plays 8-track stereo tapes. 4 speakers (2 door-mounted, 2 rear).

- (A)** AM/FM Stereo with Quadrasonic Tape Player. Surrounds you with 4-channel sound from Quad 8 tapes. 4 speakers (2 door-mounted, 2 rear).
- Dual Rear Seat Speakers. (Standard with stereo.) With fader control.

Appearance and Protection

- Color-Keyed Deluxe Belts. (Std. on Landau and Squire.)
- Deluxe Bumper Group. Includes rear bumper guards with rubber inserts (Std. on Landau), plus front and rear horizontal rub strips. Page 4.
- Rear Bumper Guards. (Std. on Landau.) With rubber inserts.
- Fender Skirts. (Landau.) Page 5.
- Landau Luxury Group (Landau and Wagons.) See page 8 for details.
- Rocker Panel Moldings. (Std. on Custom 500, LTD, Custom 500 & LTD Wagons.)
- Vinyl Insert Bodyside Moldings. Protect against parking lot dents.

- Metallic Glow Paint. Available in Bright Blue (Code 3V), Light Jade (Code 7L), and Golden Glow (Code 6V).
- Dual Accent Paint Stripes. (Std. on Landau.) Add a tasteful accent to the bodysides. Page 4. (N.A. Custom 500.)
- Protection Group. Includes door edge guards, color-keyed floor mats with carpet inserts, license plate frames.
- Full-Vinyl Roof. (Hardtops. Std. on Landau 4-Door.) Available in Black, White, Blue, Jade, Dove Grey, Creme, Red, Brown, and Silver. Page 5.
- Half-Vinyl Roof. (Std. on Landau 2-Door.) Same colors as the full-vinyl roof. Page 7.
- WSW in belted and radial tires. Wide-band WSW tires in steel-belted radial ply only.
- (B)** Color-Keyed Wheel Covers. Paint insert is beautifully coordinated with vinyl roof or body paint when there is no vinyl roof.

- (C)** Deluxe Wheel Covers. Elegantly styled.
- (D)** Full Wheel Covers. (Std. on Landau and Squire.)
- (E)** Wire Wheel Covers. Add flair.
- (F)** Deep Dish Aluminum Wheels(4). Distinctive, lightweight wheels for a sporty touch.

Comfort and Convenience

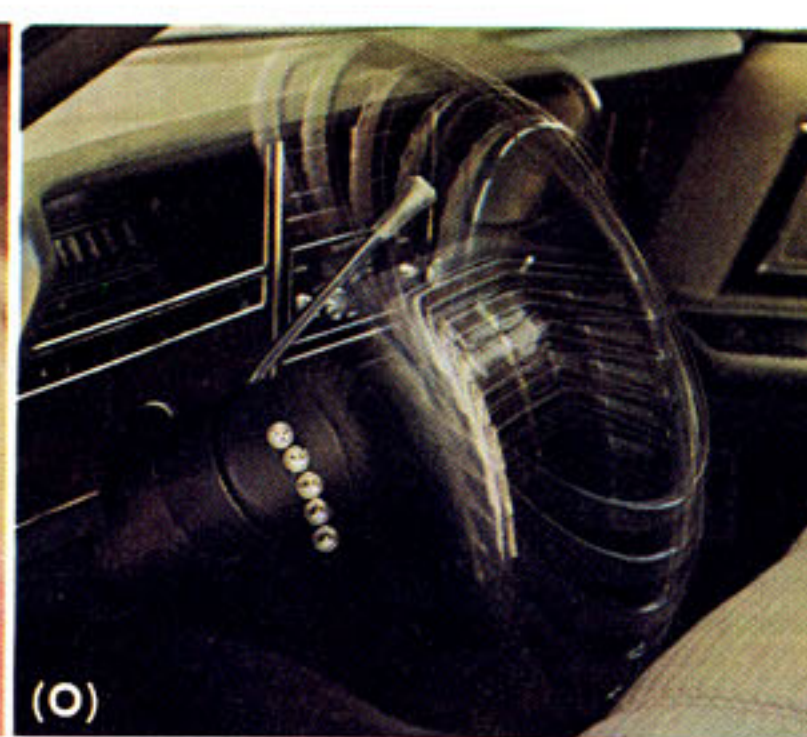
- SelectAir Air Conditioner. Manually set with a six-position control for the utmost versatility in cooling, heating, and ventilating the interior.
- (G)** Automatic Temperature Control Air Conditioner. Just set it and forget it. Automatically maintains the temperature setting you select and cools or heats the interior as needed.
- (H)** Digital Clock. Extremely accurate because it's controlled by a vibrating quartz crystal.
- Electric Clock. (Std. on Landau and Squire.) With sweep-second hand.
- Convenience Group. Includes dual



(K)



(M)



(O)



(Q)



(L)



(N)



(P)

chrome remote control mirrors, interval windshield wipers, visor vanity mirror, electric trunk lid release or power tailgate lock on Wagons, automatic parking brake release, automatic seatback release (2-doors), and ashtray in right front armrest (LTD & Wagons).

- (I)** Front Cornering Lamps. Activated by turn signal to help light the way around corners. Page 4.
- Rear Window Defogger. (Hardtops.) Concealed fan blows away condensation.
- (J)** Electric Rear Window Defroster. Grid in glass defogs glass and melts snow and ice. Includes heavy-duty alternator.
- (K)** Power Door Locks. Switch on armrest electrically locks or unlocks all doors.
- All-Around Tinted Glass. Cuts down glare and heat from sun. Recommended with air conditioner.
- (L)** Illuminated Entry System. Lifting the door handle illuminates the keyhole and turns on interior lights for extra

convenience and security.

- Light Group. Includes courtesy lights under instrument panel, dual beam map light, engine compartment lamp, trunk or cargo light (Std. on Landau and Squire), rear door courtesy light switches (Std. on Landau 4-door and Squire), "headlights on" warning buzzer.
- Deluxe Luggage Rack. (Wagons.) Adjustable. Air deflector helps keep rear window clean. Page 3.
- (M)** Illuminated Visor Vanity Mirror. Great for touching up hair or make-up.
- Left-Hand Remote Control Mirror. (Std. on Landau.) Adjusts from inside car. Included in Convenience Group.
- Seats and Trims. See pages 8 and 9.
- Dual Facing Rear Seats. (Wagons.) A Ford exclusive. Increases seating capacity to 8. See Station Wagon catalog.
- 6-Way Power Seats. For full-width bench. Or split bench—driver only, or driver and passenger. Adjusts fore

and aft, up and down, and tilts.

- Lockable Side Stowage Compartment. (Wagons.) Adds 1.8 cu. ft.
- (N)** Fingertip Speed Control. Maintains preset speed over 30 mph with your foot off accelerator. Includes luxury steering wheel with fingertip controls.
- (O)** Tilt Steering Wheel. Adjusts to five positions for greater driving comfort and easier entry and exit.
- Power Side Windows. Includes individual controls at door windows plus driver master controls with safety lockout switch on 4-doors and wagons. See illustration K above.

Performance and Economy

- Optional Axle Ratio. For better performance on hills and when trailering.
- Traction-Lok Differential Axle. Transfers power to both wheels for better traction on snow, ice and soft ground.
- Heavy-Duty Battery. 77-amp.

- (P)** 4-Wheel Power Disc Brakes. Provide shorter stopping distances than conventional brakes, better fade resistance, and more consistent stopping when brakes are hot or wet.

- Engine Block Immersion Heater.
- Engines, 400 CID 2V V-8 (Std. on Wagons.) 460 CID V-8, ideal for towing loads, includes 77-amp. battery. Ask your Dealer about the optional engines designed to run on regular (leaded) fuel.
- Adjustable Level Air Shock Absorbers. Ideal for heavy loads or trailer towing. Addition of air to rear shocks levels the car or wagon.
- Heavy-Duty Suspension.

- (Q)** Heavy-Duty Trailer Towing Package. Where Ford excels with a rated towing capacity of 7,000 lbs. Includes heavy-duty suspension, battery and alternator, heavy-duty radiator and external-mounted transmission oil cooler, plus trailer towing axle ratio, wiring harness, and 6½" wheel rims which are standard on wagons.

Models



LTD 2-Door Pillared Hardtop, Dark Jade Metallic (46)



LTD Landau 2-Door Pillared Hardtop, Silver Metallic (1G)



LTD Wagon, Dark Red (2M)



LTD 4-Door Pillared Hardtop, Champagne Metallic (8Y)



LTD Landau 4-Door Pillared Hardtop, Bright Blue Glow (3V)



LTD Country Squire Wagon, Creme (6P)

Custom 500 2-and 4-Door Pillared Hardtops and Wagon models available but not illustrated.

Notable Standard Features

Custom 500/LTD

FUNCTIONAL

- 351 CID V-8 with DuraSpark Ignition
- SelectShift automatic transmission
- Power steering
- Power front disc brakes
- Foot-operated parking brake
- Steel-belted radial ply 15" BSW tires*
- Wiper-mounted washer jets
- Front bumper guards
- Inside hood release
- LTD quiet sound package*
- Ford Safety Design Features

APPEARANCE AND COMFORT

- Redondo cloth/vinyl bench seat*
- Color-keyed cut pile carpeting
- Full-length padded front door armrests
- Deluxe steering wheel*
- Woodtone instrument panel and door appliques *
- Lights in glove box and front ashtray*
- Two rear seat ashtrays*
- Power ventilation
- Chrome-plated grille
- Hood ornament*
- Rocker panel moldings

- Bright door belt, drip, hood rear and wheel lip moldings*

- Vinyl insert bodyside moldings*
- Deep-well trunk with mat
- Reflective rear applique
- Center pillar windows (2-door)
- Bright hub caps (*LTD only)

LTD Landau

Most of the features above with these differences or additions:

- Ardmore cloth/vinyl flight bench seat with fold-down armrest
- Deluxe door trim with carpeted lower panels
- Color-keyed deluxe belts
- Electric clock
- Rear door courtesy light switches (4-door)
- Concealed headlamps
- Wide, color-keyed vinyl insert bodyside moldings
- Full vinyl roof (4-door)
- Half-vinyl roof (2-door)
- Dual accent paint stripes
- chrome-plated rear applique
- Full wheel covers
- Rear bumper guards
- Left-hand remote control mirror

- Trunk light
- Dual note horn

Custom 500 Wagon/LTD Wagon

Most of the features listed for the Custom 500/LTD with these differences or additions:

- 400 CID V-8 with DuraSpark Ignition
- Ruffino all-vinyl bench seat
- 3-Way Magic Doorgate
- Power tailgate window
- Lockable, below-deck stowage compartment
- Spare tire extractor
- Fold-down rear seat with one-hand latch
- Removable load floor carpet

LTD Country Squire Wagon

All the above wagon features plus:

- Woodgrain vinyl appliques on sides and rear
- Full wheel covers
- Concealed headlamps
- Cargo area light
- Electric clock
- Color-keyed deluxe belts
- Dual note horn
- Rear door courtesy light switches

Measurements — Custom 500, LTD, LTD Landau

	Wheelbase	Length	Height	Width	Front Tread	Rear Tread	Trunk or Cargo Space	Fuel Capacity	Passenger Capacity
2-DOOR	121"	224.1"*	53.7"	79.5"	64.1"	64.3"	21.9 cu. ft.	20.2 Imp. gal.	6
4-DOOR	121"	224.1"*	54.8"	79.5"	64.1"	64.3"	21.9 cu. ft.	20.2 Imp. gal.	6
WAGON	121"	225.6"	56.7"	79.9"	64.1"	64.3"	94.6 cu. ft.**	17.5 Imp. gal.	6***

*226.9" on Landau.

**Plus 9.1 cu. ft. of lockable below-deck stowage (5.4 cu. ft. with dual facing rear seats).

***Eight with optional dual facing rear seats.

Notes

CORROSION PROTECTION. Ford takes extra steps to see that your new Custom 500/LTD is engineered and built to high quality standards. And in order to help your car remain new-looking longer, we have increased the use of galvanized steel, rust-resistant primer coats, precoated steel in critical areas, aluminized wax, and acrylic enamel as a finishing coat.

And in addition to the many other Custom 500/LTD anti-corrosion measures, a new feature for 1977: a new protective vinyl coating has been added behind the wheel house openings. This vinyl coating is sprayed on and, by providing a flexible base for the enamel, results in improved resistance to stone chipping and abrasion from sand.

COLOR AND TRIM CODES. Car colors and trims are coded, example: Silver Metallic (Code 1G). Your Ford Dealer can 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 of Canada reserves the right to change specifications any time without incurring obligations.

REPLACEMENT PARTS. Be sure to specify genuine Ford-approved Motorcraft Parts and Autolite Spark Plugs.

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

Motorcraft 

FORD LTD

