

## Cyclone Montego Torino REGISTRY UPDATE 8/21





# THE 1971 TORINO

TORINO 500 2 DOOR HARDTOP  
 FORMAL ROOF 8 CYLINDER  
 INCLUDES AT NO EXTRA COST  
 COLOR-KEYED NYLON CARPETING  
 WHEEL LIP & ROCKER PNL MLDG  
 FLOW-THRU VENTILATION  
 DUAL HEADLIGHTS  
 BELTED TIRES  
 CONCEALED WINDSHIELD WIPERS  
 PEPPERMINT /9/  
 351 CID 2V 8 CYLINDER ENGINE  
 SPRING PROMOTIONAL PACKAGE  
 GREEN HALO VINYL ROOF  
 VINYL SEAT TRIM  
 TRIM RINGS/HUB CAPS  
 BODYSIDE MLDG/VINYL INSERT  
 REAR HOOD MOLDING  
 GT DOOR TRIM PANELS  
 ACCENT PAINT STRIPES  
 SELECT-SHIFT CRUISE-O-MATIC  
 /5/ E78X14 BELTED MSW TIRES  
 VISIBILITY GROUP  
 POWER STEERING  
 POWER FRONT DISC BRAKES  
 BUMPER GUARDS  
 AIR CONDITIONER-SELECTAIRE  
 AM/FM STEREO RADIO  
 DUAL REAR SEAT SPEAKERS  
 DELUXE BELTS/WARNING LIGHT  
 COLOR-KEYED RACING MIRRORS  
 TINTED GLASS-COMPLETE  
 TOTAL OPTIONS

MFR'S SUGGESTED RETAIL PRICE

\$ 2982 00  
 NC  
 NC  
 NC  
 NC  
 NC  
 NC  
 45 00  
 115 00  
 217 00  
 32 00  
 38 00  
 115 00  
 70 00  
 31 00  
 412 00  
 214 00  
 33 00  
 43 00  
 26 00  
 43 00  
 1434 00

MartiAuto Works reproduction  
 (printed at 98% actual size)

Put the look of performance in your life!

## Here come the TORINO TYPE N/W's

Limited time only...limited to this area only...limited production of 601 Torino Type N/W's...



Sure cure for ho-hum driving...specially designed Torinos just for the NorthWest!

The look of muscle! Torino TypeN/W package: 601 specially equipped, specially painted and specially priced Torinos...2-door hardtops...in Pacific Blue, Oregon Orange or Washington Green. Black hood, rocker panel racing stripes, dual hood lock pins, dual racing mirrors, wide oval blackwall tires with raised white lettering, argent styled steel wheels...plus a wide selection of engines and transmissions.

**See your local Ford Dealer**





### A new Torino for spring.

**Special trim, inside and out. Topped off beautifully with a halo vinyl roof. All at a special price.**

(Courtesy of Ford Motor Company)

We took our beautiful Ford Torino and made it even more beautiful for spring. With new styling accents on the roof, on the wheel covers, on the sides, the doors and the upholstery. And lots of other luxury touches, too. It's a very different look. But underneath it's the same mid-size Torino that's big enough to seat six, small enough to handle and park easily. Torino has many of the features the big cars offer—without the big-car price. That's why, in just three years, more than a million Americans have bought the mid-size Fords. See the new spring Torino, and the 14 other Torino models, at your Ford Dealer's now.

TORINO

## '71 CAR MERCHANDISING newsflash



DEARBORN, MICHIGAN  
MARCH 8, 1971

File in Section C-2  
CAR FACTS ORGANIZER

(Courtesy of Ford Motor Company)

TO: All Ford Salesmen

### NEW "HALO VINYL ROOF" TORINO 500

#### Strong Spring Market

To help you take full advantage of the strong spring market, Ford Division will introduce in March a new "halo vinyl roof" Torino 500 special promotional vehicle. This attractive new "halo vinyl roof" package will be offered—at a substantial savings—in the popularly-styled and -priced Torino 500 two-door formal hardtop.



#### The Intermediate Buyer

The strong seasonal demand for intermediate cars in the spring will further expand your opportunities with this special value Torino 500. The "halo roof" package adds greatly to the value-appeal of the Torino 500. It should assist you in selling to those value-conscious buyers who also want youthful styling and unique appearance.

#### Advertising and Promotion

Ford Division advertising and sales promotion activities will support this special Torino 500. These promotional activities, coupled with local dealer advertising, should provide strong additional incentive for prospects to visit Ford dealer showrooms.

#### "Halo Vinyl Roof" Torino 500

The special halo vinyl roof package, available on the two-door formal hardtop (bodytype 30), includes the following features:

- "Halo Vinyl Roof" with Accent Color Moldings
- Vinyl Seat Trim with Accent Color Stripes
- Trim Rings/Accent Color Hub Caps
- Rear Hood Molding
- GT Door Panels with Accent Color Stripes
- Vinyl Insert Bodyside Molding
- Accent Color Paint Stripes on Upper Fender



The package will be available in three colors with corresponding trim and exterior accent colors as indicated:

Exterior	Interior	Exterior Accent Color
Light Pewter Metallic	Black	Red
Medium Brown Metallic	Ginger	Yellow
Peppermint Metallic	Green	Blue

### Torino 500 Value

In addition to the unique appearance of this special Torino 500, there's a great value story which will be certain to interest customers who are looking for the best buy in an intermediate car. This special package price represents a 40% reduction from the normal value of the items in the package.

### SPECIAL "HALO VINYL ROOF" TORINO 500

Value Story	Manufacturer's Suggested Retail
Normal Value	\$192
Special Package Price	115
Price Reduction	77

### Torino Strength

Remember, the intermediate segment really starts to take off in the spring months. And the total intermediate market has been getting steadily bigger over the past few years.

Where does Ford stand in this market? Right now in 1st place! Torino sales in the 1971 model year have been exceptionally strong. Through February, 1971, Torino nationally had outsold the all new Plymouth Satellite by more than 2 to 1 and was still ahead of Chevelle by about 25,000 units.

### Your Share of the Intermediate Market

Set your sights high for the spring selling months! There's no question it will be a highly competitive time of the year, but Ford salesmen will be entering the spring season with more advantages over competition—overall momentum and a leading position in the intermediate field. The halo roof Torino will help you to "keep the heat on" in this growing market.

### Get Ready Now

Production of this special Torino 500 is scheduled to begin in early March. So familiarize yourself now with the car's unique features and special price so that you will be ready to cash in on the hot intermediate market. Use the special "halo vinyl roof" Torino 500 to create interest in the entire Torino line, and when appropriate, be ready to switch your customers to other logical choices in the Ford Division line, such as:

- regular Torino 500 models - for the Torino buyer who wants to deviate from the special package unit
- Torino Brougham - for the buyer who wants maximum intermediate-size luxury
- Maverick - for the buyer who requires the more economical car in the smaller package
- Galaxie 500 - for the buyer who wants a full-sized car in the popular price range







Our noncar Cyclone is a Ford engine :