



Left: A futuristic conception of travel in another time. Ford Aerospace & Communications Corporation, a Ford subsidiary, is not involved in this type of spacecraft, but is building another type—Communications Satellites for use in our time.

Ford introduces
FUTURA

A dramatic combination
 of styling and technology
 for 1978...and beyond.

Here is a car for the automotive future. With dynamic styling inside and out. Comfort for five passengers, yet fuel and cost efficiency for the years ahead. A car realistically priced for today. The new Futura. Before you consider any other car available today, read on...

Scheduled Maintenance
 50,000 miles about \$150.*

A startling fact: Futura has been engineered to hold down the costs of maintenance in the years ahead. Ford estimates that with automatic transmission and standard engine, 50,000

miles of scheduled maintenance will cost only about \$150. (*Based on Ford labor time standards, a \$14.50/hr. labor rate and Ford's suggested parts prices in effect Aug., 1977.)

33 MPG (hwy) 23 MPG (city)

Futura's EPA mileage estimates—with 2.3 litre engine and manual 4-speed—are the highest of any car in its class. Of course, your actual mileage may vary depending on how you drive, your car's condition and optional equipment. Calif. ratings are lower. Futura is also available with 3.3 litre 6-cylinder and 5.0 litre V-8 engines.

\$4,291 as shown

Sticker price excluding taxes, title and destination charges. Futura comes with standard front bucket seats.

The new Futura. Visit your local Ford Dealer for a personal test drive. And find out what's ahead for 1978... and beyond.

**FORD FAIRMONT
 FUTURA**

FORD DIVISION

