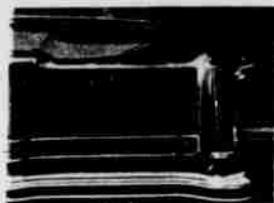


Toronado. There's nothing common about it.



"Here's a whole different kind of driving experience. It's more than a matter of luxury—it's what front-wheel drive does for you."

Toronado's front-wheel drive delivers the power of its Rocket 455 V8 to the front wheels.



Signal lights at two levels.

instead of the rear. You're pulled along the road, instead of pushed. And you have outstanding traction and directional stability. On straightaways. Around curves. It's a good feeling. A new experience.

By the way, front drive eliminates the drive-line hump inside—so Toronado's front floor is flat. So you enjoy an extra margin of comfort.



No hump, more legroom.

It's built by specialists.

Another thing Toronado owners appreciate is the meticulous way it's

built. On its own private production line. By specialists who work on no other car. Inspected and re-inspected by other specialists with a real sense of responsibility to future Toronado owners. Knowing this, you know the quality is there.

Driving's fun again.

You'll find yourself enjoying driving in a whole new way. With power steering and power front-disc brakes. Turbo Hydramatic transmission and power ventilation all working for you. With the comfort of solid-foam seats under plush upholsteries. Elegant metallic inlays. Even color-coordinated floor pedals. There's a special Toronado touch to everything.

And when you come to drive it for the first time, you'll understand why it



Special Brougham interior offers this divided front seat.

can spoil you for any other luxury car.

People often buy their first Toronado for its distinctive looks. But they buy their second one because they've learned to love driving again.