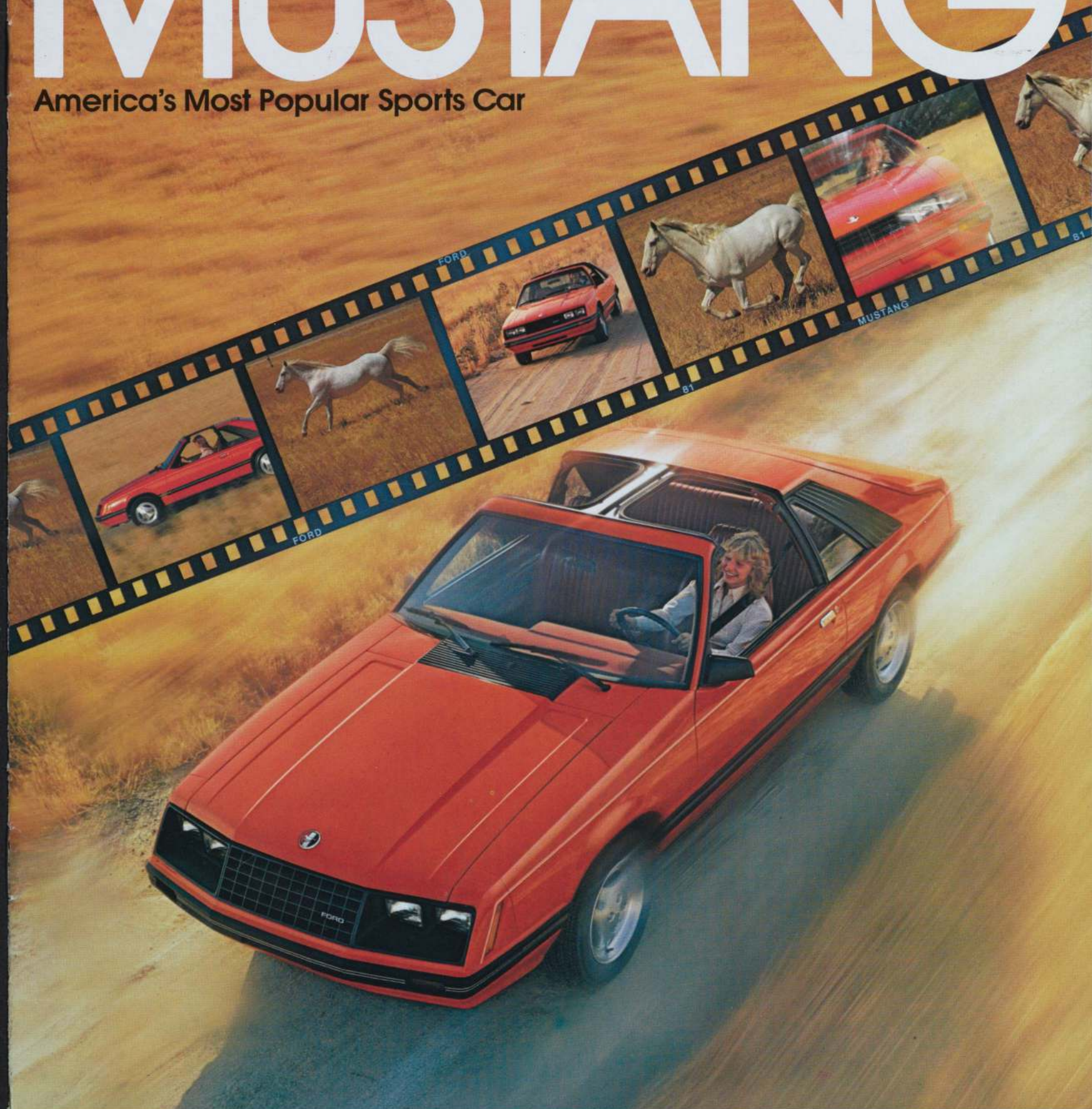


1981 FORD

MUSTANG

America's Most Popular Sports Car



1981 Ford

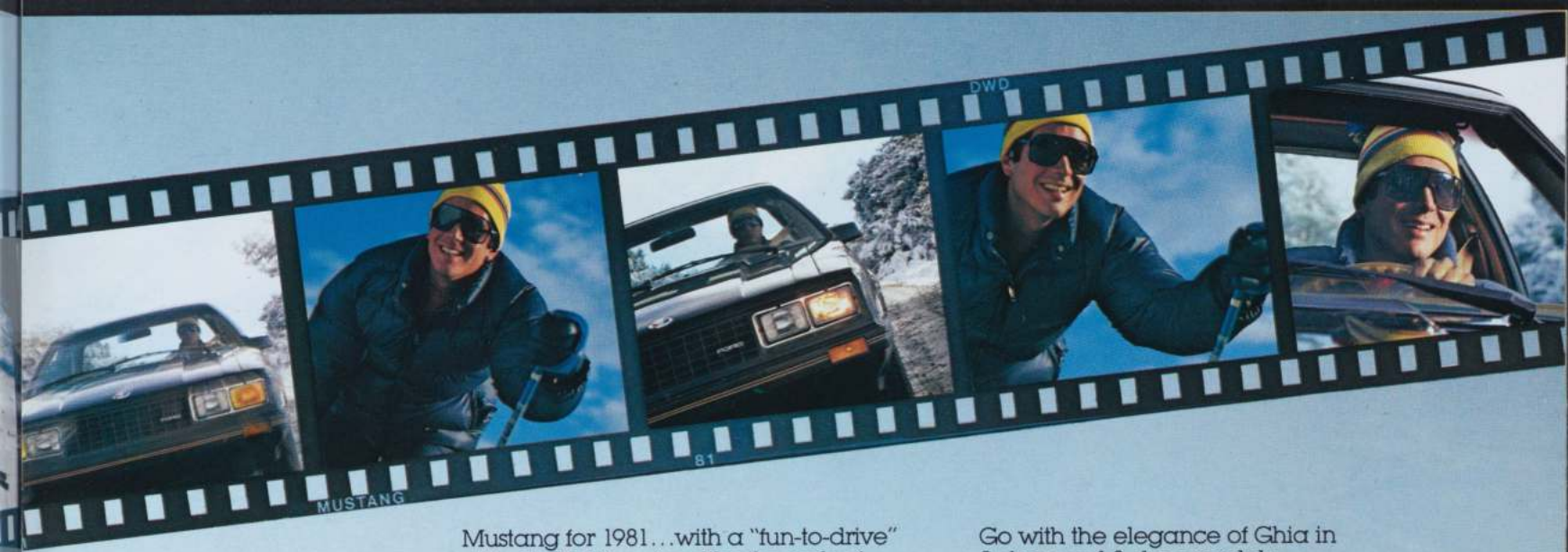
MUSTANG

A SPORTS CAR FOR ALL AMERICA



*Front Cover: Mustang 3-Door with
new T-Rooftop in Bright Bittersweet (2G)*

*Back Cover: Mustang Cobra in
Bright Bittersweet (2G)*



Mustang for 1981...with a "fun-to-drive" attitude. Exhilarating like the rush of the downhill. Sleek with clean lines that slice through the wind.

Mustang gives you a wide range of models, trim packages and power-teams. And with exciting options like turbocharging, 5-speed manual over-drive* or the rakish new T-Roof, you can go your own way.

Go with the sporty Mustang 2-Door or the versatile 3-Door hatchback.

Go with the elegance of Ghia in 2-door and 3-door models.

Go with the pure performance Cobra that comes turbocharged.

A sports car for all America... that's Mustang!

In 1981, we want to put you in a car we can both be proud of.

*See your Ford Dealer for availability

See Mustang Data Center (pages 12 and 13) for Notable Standard Features, Measurements and EPA information. Some items shown are optional; see Options Selector for a complete list (pages 14 and 15).



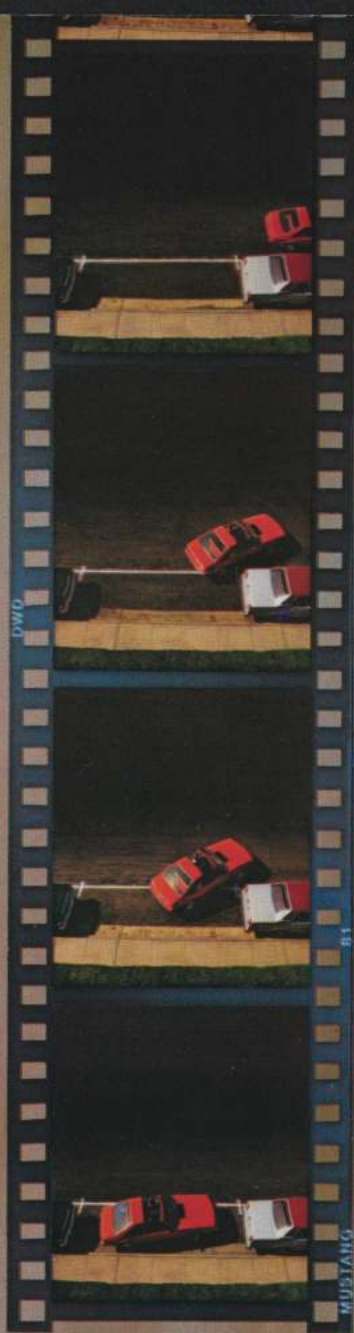
Mustang Ghia 3-Door with new T-Roof option in Black (1C)

Ford MUSTANG PERFORMANCE

Here's where Mustang really shines. Mustang performance is backed by proven engineering features like manual or power-assisted rack and pinion steering. Modified MacPherson strut front suspension. Front disc/rear drum braking and P-metric radial tires. All this wrapped in a sleek exterior that was developed and shaped in the wind tunnel.

Mustang gives you a choice of eight different engine/transmission combinations. Included is a turbocharged 2.3 liter with 5-speed manual overdrive.

Combine Mustang's performance characteristics with Ford engineering and you have one great car.

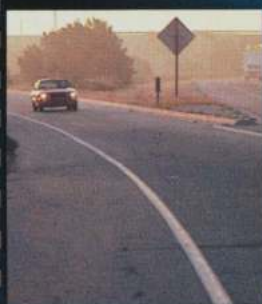


Mustang's rack and pinion steering and trim, sporty size ease the job of maneuvering in and out of tight parking spaces. For even more convenience, there's a variable ratio power steering option that gives all the benefits of rack and pinion plus the additional ease of power steering.





Mustang takes the curves with modified MacPherson strut suspension and stabilizer bar up front. A four-bar link coil spring setup in the rear completes the system, all specially tuned for use with radial ply tires. There's also a Handling Suspension option (standard on Cobra) that includes revised shock absorber valving, stiffer front stabilizer bar, stiffer rear springs and a rear stabilizer bar.



Mustang's fun-to-drive attitude is complemented by its standard fuel-efficient 2.3 liter OHC 4-cylinder* and 4-speed manual transmission. Or you can have the 2.3 liter turbo option that delivers plenty of reserve power whenever you call for it. You can move up in engine size with the 3.3 liter (200 CID) in-line Six or the 4.2 liter (255 CID) V-8.



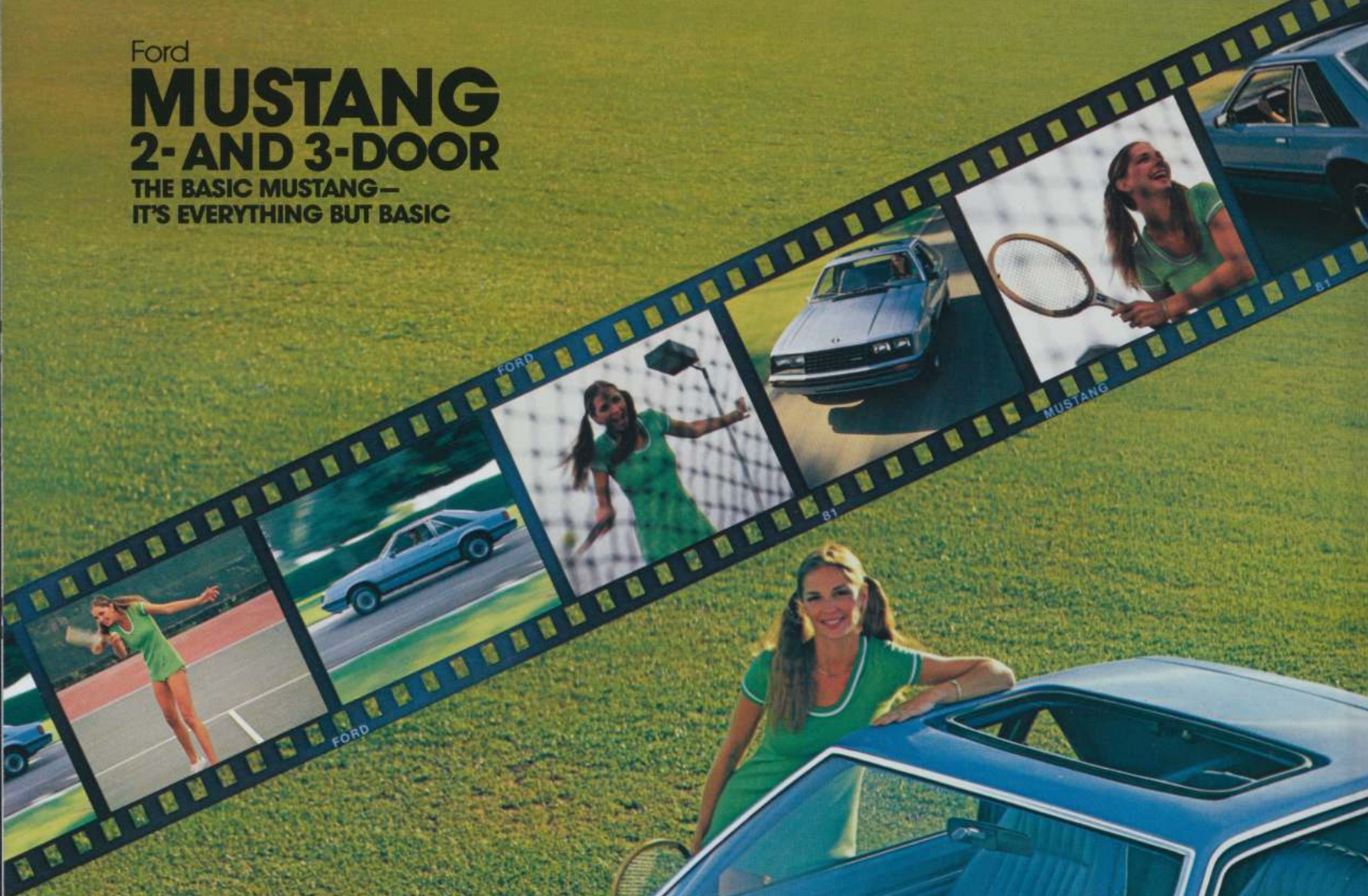
Mustang's corrosion protection is enhanced through the use of precoated and galvanized steel panels and the increased use of non-corroding high-strength plastics. And Ford backs it up with a 3 year, unlimited mileage, corrosion perforation warranty (see page 13 for details).



We could go on and on about Mustang's performance qualities, but you should experience them for yourself with a test drive—see your Ford Dealer today.

See Mustang Data Center (pages 12 and 13) for Notable Standard Features, Measurements and EPA information*. Some items shown are optional; see Options Selector for a complete list (pages 14 and 15).

Ford
MUSTANG
2- AND 3-DOOR
THE BASIC MUSTANG—
IT'S EVERYTHING BUT BASIC





(B) Mustang 2-Door



(C) Mustang 2-Door



Pushbutton AM radio (may be deleted for credit) is also standard, as are dual rectangular halogen headlamps and full, wide wrap-around bodyside moldings. The versatile 3-door offers over 32 cu. ft. of carpeted cargo space (rear seat down). And as an option, there's a cargo area cover to keep valuables out of sight.

As we said... everything but basic.

(A) Mustang 3-Door with Flip-Up Open Air Roof, shown in Medium Blue Glow (3H)

(B) Mustang 2-Door with Sport Group in Medium Pewter Metallic (17).

(C) Mustang 2-Door in Bright Yellow (6N).

(D) Standard reclining high-back buckets in Medium Wedgewood Blue pebble-grain vinyl (AB).

(E) Reclining high-back buckets in Black pebble-grain vinyl (AA). Reclining low-back buckets available with Interior Accent Group Option.

See Mustang Data Center (pages 12 and 13) for Notable Standard Features, Measurements and EPA information. Some items shown are optional, see Options Selector for a complete list (pages 14 and 15).



(D)



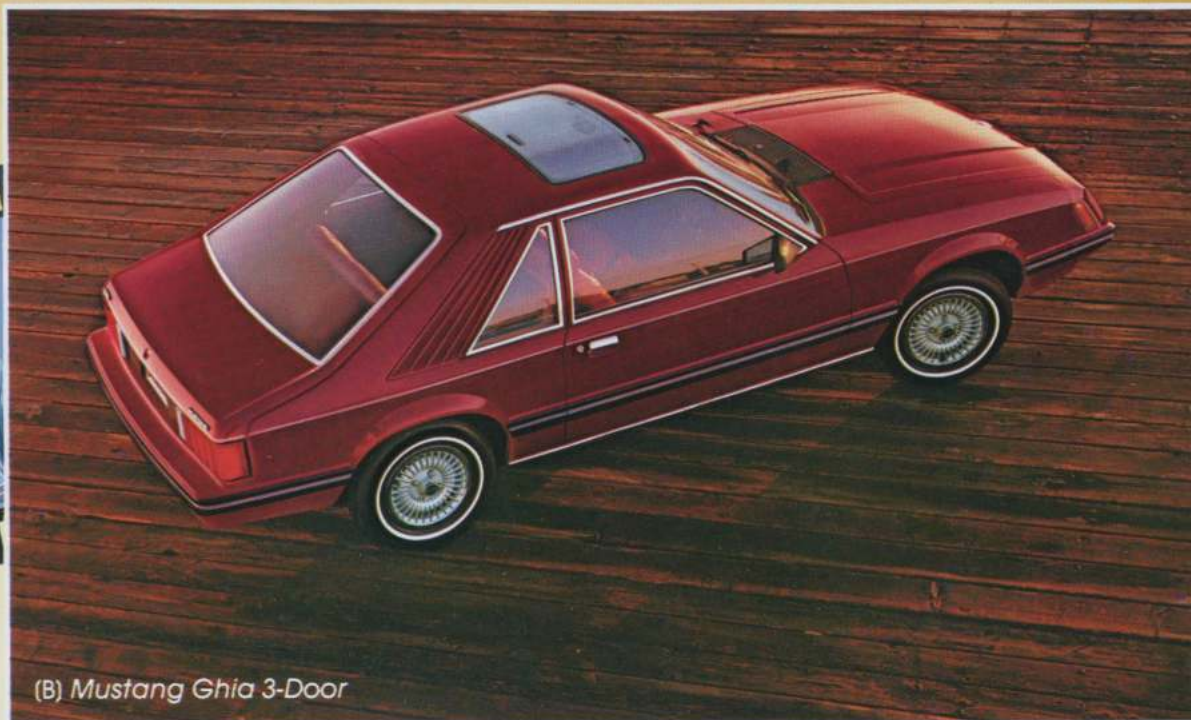
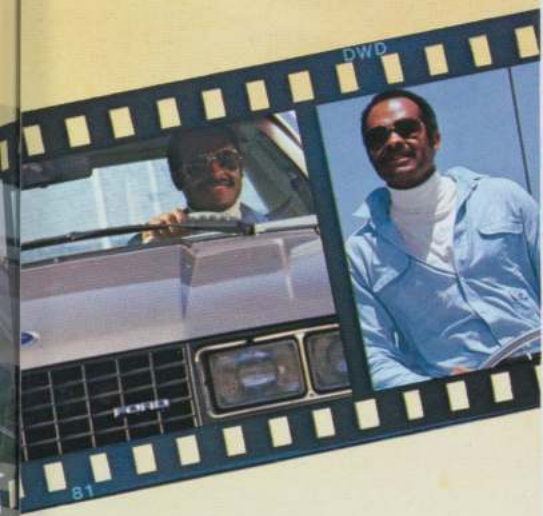
(E)

Mustang, sleek and sure-footed, comes at you like the pinpoint service of the top seed. Mustang with smooth, graceful lines, bred for youthful enthusiasm.

You can capture that enthusiasm in either the 2-door or the 3-door. Both offer you impressive standard features like full instrumentation including tachometer, trip odometer and gauges (not lights) for temperature, oil pressure and ammeter.

Ford
**MUSTANG
GHIA**
THE MUSTANG WITH
ALL THE LUXURY TOUCHES





(B) Mustang Ghia 3-Door

Mustang Ghia. Refreshing, like a sea breeze in full sails. Ghia will lift your spirits and carry you with distinctive pride and elegance.

Ghia, in 2- or 3-door models, includes refined exterior touches like dual black remote control mirrors, bodyside pin-stripes and turbine wheel covers. Inside there are Ghia's low-back reclining buckets with adjustable headrests, deluxe seat belts with tension eliminators, and luxury level cut-pile carpeting. Ghia also includes pivoting map/dome light and lights for ashtray, glove box, engine compartment, and trunk. Plus a lot more (pages 12-13).

(A) Mustang Ghia 2-Door with Black Carriage Roof, in Tu-Tone Light Pewter Metallic (1T) over Black (1C).



(C)



(D)

(B) Mustang Ghia 3-Door with Flip-Up Open Air Roof, in Red (24).

(C) Low-back buckets in Medium Red optional fine-ribbed cloth (FD).

(D) Low-back buckets in Pewter with optional ultra-soft leather seating surfaces (EP).

See Mustang Data Center (pages 12 and 13) for Notable Standard Features, Measurements and EPA information. Some items shown are optional; see Options Selector for a complete list (pages 14 and 15).

Ford

MUSTANG COBRA

THE MUSTANG THAT SPEAKS
PERFORMANCE



Mustang Cobra. The free-spirited, bold, daring Mustang. Cobra is for those special people who appreciate and seek out performance excellence.

From its front end treatment with air dam, fog lights and rear opening (non-functional) hood scoop to the integral rear spoiler, Cobra speaks performance. Cobra backs up its bold stance with a turbocharged 2.3 liter OHC 4-cylinder and the Handling Suspension System which includes adjusted

shock absorber valving, stiffer front stabilizer bar, stiffer rear springs and rear stabilizer bar. Michelin's ultra-low profile TRX steel-belted radials mounted on forged aluminum metric wheels round out one beautiful system. All the above are standard, of course.

In Cobra's command driving position, you look out over full instrumentation that includes an 8,000 RPM tach and a turbo monitoring system.

Fully reclining high-back bucket seats are standard. But if you want the ultimate, you can wrap yourself in the reclining Recaro buckets (an option) with their special orthopedic design.



(A) Mustang Cobra



(B) Mustang Cobra



(C) Mustang Cobra in Polar White (9D).

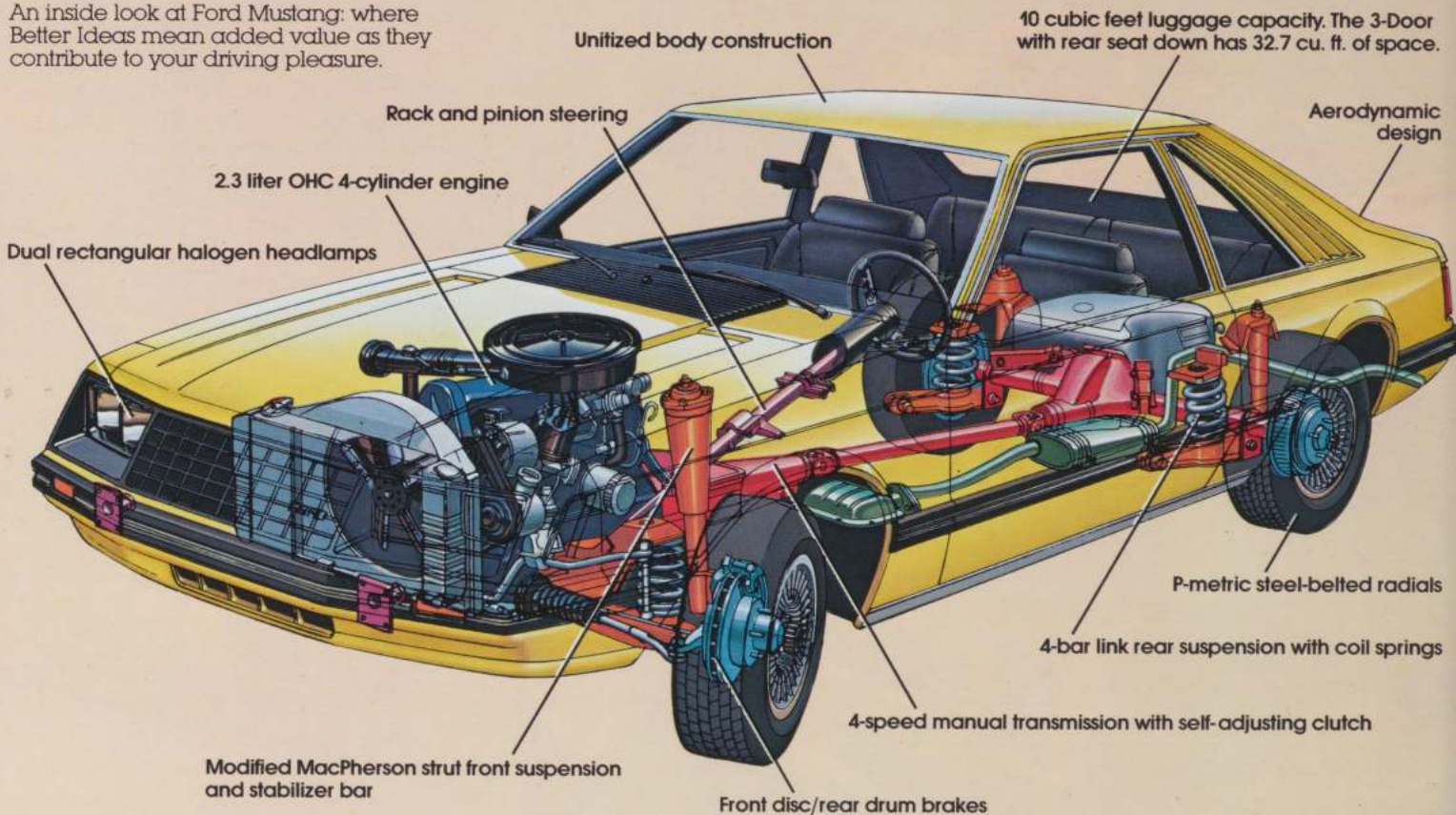
(B) The bold Cobra at left is shown in Bright Bittersweet (2G) and sports the optional eye-catching tricolored hood graphics in Red.

(C) Recaro seats in Black cloth (TA) feature a stationary headrest design, excellent shoulder, side, and thigh support with an insertable wedge for additional lower back support.

See Mustang Data Center (pages 12 and 13) for Notable Standard Features, Measurements and EPA information. Some items shown are optional; see Options Selector for a complete list (pages 14 and 15).

Ford MUSTANG DATA CENTER

An inside look at Ford Mustang: where Better Ideas mean added value as they contribute to your driving pleasure.



Notable Standard Features

The standard equipment of any car is often a reliable yardstick of its value. Read over this list. Then compare Mustang for standard features with any other car in its class.

Mustang 2-Door/3-Door

- 2.3 liter 4-cylinder engine with Dura-Spark Electronic Ignition
- Electronic voltage regulator
- Maintenance-free battery with 2.3L and 2.3L turbo (except California)
- 4-speed fully synchronized manual transmission with self-adjusting clutch; floor-mounted shift
- Modified MacPherson strut front suspension with stabilizer bar; 4-bar link coil spring rear system
- Front disc brakes with lining wear indicators/rear drum brakes
- P-metric 13-in. BSW steel-belted radial ply tires; mini spare tire
- Rack and pinion steering
- Bumpers with black rub strips and dual argent stripe inserts
- Dual rectangular halogen headlamps
- Fluidic windshield washer system

- Fold-down rear seat/liftgate (3-Door)
- Steering column-mounted controls—
Front lever: Turn signal/horn/headlamp dimmer
Rear lever: Windshield washer/wipers
- DirectAire ventilation
- Inside hood release
- Day/night inside mirror
- AM radio (may be deleted for credit or upgraded at extra cost)
- Full instrumentation: tachometer, trip odometer, fuel/temperature/oil pressure/alternator gauges
- Antitheft door lock buttons
- Lockable glove box
- Passenger door courtesy light switch
- Cigarette lighter
- Ford's Limited Corrosion Perforation Warranty
- Fully reclining high-back bucket seats in all-vinyl with inertia seat back releases
- Color-keyed cut-pile carpeting
- Fold-down rear seat (3-Door)
- Color-keyed carpeting on rear seat back and load floor (3-Door)
- Full wrapover, soft color-keyed door trim panels
- Full-width woodtone instrument panel appliques
- Deluxe steering wheel (2-Door), sports steering wheel (3-Door)
- Flat luggage floor, full mat (2-Door)
- Rear pillar louvers, color-keyed (2-Door), black (3-Door)

- Color-keyed door and window frames with bright moldings (2-Door)
- Black LH rearview mirror
- Black cowl molding, windshield wipers, grille, and lower back panel
- Black rocker panel moldings (3-Door)
- Black-painted door and window frames with bright moldings (3-Door)
- Bright windshield, drip, side and rear window moldings
- Full wraparound wide black bodyside molding with dual argent stripe inserts and rub strip extensions
- Black headlamp doors
- Wraparound taillamps
- Full wheel covers, 2-Door (4)
- Sport wheels, 3-Door (4)

Mustang Ghia

Most standard Mustang 2-Door/3-Door features, plus these additions or variations:

- Fully reclining low-back bucket seats with inertia seat-back releases
- Luxury color-keyed cut-pile carpeting
- Full wrapover, soft luxury door trim panels with map pockets on carpeted lower panel
- Luxury 4-spoke steering wheel
- Pivoting map and dome light, ashtray and glove box lights, engine compartment light, trunk light (2-Door) or third door courtesy light switch (3-Door)
- RH visor vanity mirror
- Color-keyed deluxe belts with tension eliminators

- Ghia Sound Insulation Package
- Carpeted luggage compartment (2-Door)
- Color-keyed window frames, rear pillar louvers (3-Door)
- Dual black remote control mirrors
- Bright rocker panel moldings
- Pinstripes
- Ghia insignia on decklid/third door
- 14-in. P-metric BSW steel-belted radial ply tires
- Bumpers with dual color-coordinated accent stripe inserts
- Turbine wheel covers (4)

Mustang Cobra

Most standard Mustang 3-Door features, plus these additions or variations:

- 2.3 liter turbocharged engine
- Sport-tuned exhaust with bright tailpipe extension
- Handling Suspension System with heavy-duty front and rear stabilizer bars, special shock valving
- Michelin 190/65R 390 TRX (BSW) tires
- Forged metric aluminum wheels (4), 15.3-in.
- 3.45 performance axle
- 8,000 rpm tachometer
- Turbo monitoring system
- Black engine-turned design appliques and Cobra Medallion on instrument panel
- Front end integral spoiler and dual fog lamps; rear end spoiler
- Rear-opening hood scoop (non-functional)
- Dual black remote control mirrors
- Black lower Tu-Tone paint treatment
- Tape stripe treatment (may be deleted for credit)
- Black window frames, rear window, windshield and drip rail moldings, door handles and locks
- Full wraparound black bodyside molding and bumpers with dual color-coordinated accent stripe inserts



Measurements

	2-DOOR	3-DOOR
Wheelbase	100.4"	100.4"
Length	179.1"	179.1"
Height	51.5"	51.5"
Width	67.4"	67.4"
Tread Front/Rear	56.6"/57.0"	56.6"/57.0"
Trunk or Cargo Volume	10.0 cu. ft.	32.7 cu. ft.*
Fuel Capacity	12.5 gal.	12.5 gal.
Curb Weight	2,625 lb.	2,658 lb.
Passenger Capacity	4	4

*With rear seat down.



EPA Gas Mileage Estimates

Of course, gas mileage is one of your top concerns these days. It's one of ours, too. 1981 EPA estimates were not available at the time this catalog was published. Ford Mustang, however, should post good miles-per-gallon ratings in the new EPA Gas Mileage Guide as it did last year. See your Ford Dealer for the latest EPA information.



Ford Limited Corrosion Perforation Warranty

Ford Motor Company provides a 3-year, unlimited mileage corrosion perforation warranty on all new model cars sold in the 50 United States. The warranty states that any part which, in normal use, rusts through from corrosion within three years of retail delivery or first use will be repaired or replaced free of charge by the selling dealer after inspection by a Ford representative. Of course, exhaust system components or parts which develop corrosion perforation caused by accidents or other damage are not covered.



Ford Mustang Maintenance Schedule—Another Better Idea.

Ford wants to reduce both the frequency and cost of scheduled maintenance on its cars to an absolute minimum. And, compared to just a few years ago, we're making strides in that direction. For example, in 1973 an engine oil change was called for each 4,000 miles. In 1981, Mustang oil changes are recommended at 10,000-mile (7,500 miles on V-8's, 3,000 miles with turbo engines) intervals. Other recommended intervals are now 30,000 miles between spark plug changes; 30,000 miles between air filter replacements; 50,000 miles or 3 years between engine coolant replacements. We think this kind of maintenance schedule rates as a Ford Better Idea—and we're working constantly to make it even better!



Colors and Trims

As you've probably already noted, '81 Mustang car colors and interior trims are referred to by their order codes. Example: Polar White (9D). On the printed page, of course, colors are at best only representative of the original. For this reason we've included the codes wherever possible so that you can more easily check out a particular color or trim. With the code as a guide, your Ford Dealer can show you actual samples of Mustang paint colors and trim materials.



"Ask Your Ford Dealer"

Every effort has been made in preparing this catalog to provide you—in one convenient place—the most complete and current information on the new Ford Mustang. Following publication, however, certain changes in standard equipment, options, model availability, prices, and the like, may have occurred which would not be included in these pages. In such cases, it's good to remember that your best source is also closest to you. It is your local Ford Dealer, who has the most up-to-date information first and who is always ready to answer your questions about the fine Ford products he sells.

Ford Mustang OPTIONS SELECTOR

Audio

- AM Radio with Dual Rear Seat Speakers
- AM/FM Monaural Radio
- AM/FM Monaural Radio with Dual Rear Seat Speakers

(A) AM/FM Stereo Radio*

(B) AM/FM Stereo Radio* with Cassette Tape Player

- Uses space-saving 60-minute compact cassette tapes.
- AM/FM Stereo Radio* with 8-Track Tape Player
- Premium Sound System. For all stereo radio/tape systems. Includes premium rear speakers and extra-power amplifier.

*Dual speakers, front and rear, included.

Appearance

- Cobra Option (see pages 10-11). Note: Tape treatment may be deleted for an individualized Cobra.
- Cobra Hood Graphics

(C) Flip-Up Open Air Roof

Opens part way for ventilation or can be removed to bring in fresh air and sunshine.

- T-Roof. New for '81. Remove one or both sections depending on how much of the great outdoors you want to bring indoors. Shown on cover, pages 2-3, 4-5. Both open air roof and T-Roof include storage bags for carrying roof panels.

(D) Black Liftgate Louvers (3-Door)

- Deluxe Luggage Rack (roof-mounted)
- Dual Remote Control Mirrors
- LH Remote Control Mirror
- Metallic Glow Paint. Available in Medium Blue Glow (3H) and Bittersweet Glow (8D).
- Special Tu-Tone Paint Treatment. Available in Dark Cordovan Metallic/Bittersweet Glow; Medium Pewter Metallic/Light Pewter Metallic; Red/Polar White; Midnight Blue Metallic/Medium Blue Glow.
- Lower Tu-Tone Paint Treatment. Black lower bodyside. (Standard on Cobra.)
- Carriage Roof. The look of a classic convertible. Offered on 2-Door in White, Black, Blue or Brown grained vinyl. Shown on page 9.
- Full Vinyl Roof (2-Door). Available in White, Black, Medium Red, Light Pewter, Midnight Blue, Dark Brown, Bittersweet.
- Sport Option (2-Door). Includes sport wheel treatment, black window frames and rocker panel moldings, sport steering wheel.
- Accent Tape Stripes. Bodysides and decklid/liftgate.
- Pinstripes. On the bodysides and decklid/liftgate.
- Hood Scoop. Front opening (non-functional).

Comfort

- (E) SelectAire Conditioner. With manual controls to regulate cooling, heating, fresh air, defrosting and defogging for year-round comfort. Tinted glass recommended.
- Interior Accent Group. Includes: deluxe sound package, fully reclining low-back bucket seats in higher level vinyl, inertia seat back releases, full wrapover soft luxury door trim panels, deluxe seat belts with tension eliminators, passenger visor vanity mirror, and carpeted luggage compartment (2-Door).
- Tinted Glass—Complete
- Recaro Seats. (See page 11 for details.)

Convenience

- Color-Keyed Deluxe Belts with Tension Eliminators
- Electric Rear Window Defroster. Quickly removes snow, ice, frost or condensation from rear window.
- Fingertip Speed Control. Allows you to cruise the highway more relaxed with your foot off the accelerator. All controls mounted in steering wheel spokes.

(F) Leather-Wrapped Sport Steering Wheel (shown). Leather-Wrapped

- Luxury Steering Wheel also available.
- Tilt Steering Wheel
- Light Group. Pivoting map light, ashtray and glove box lights, plus engine and luggage compartment (2-Door) lights. Includes a third door courtesy light switch on 3-Door models.

(G) Console. Conveniently arranged system, featuring electronic digital clock with elapsed time and date; graphic display warning module that indicates low-fuel/low-washer fluid level and warns you if headlamp low beam/rear running lamps/brake lamps are out. Also includes built-in cigarette lighter, ashtray and map/glove box.

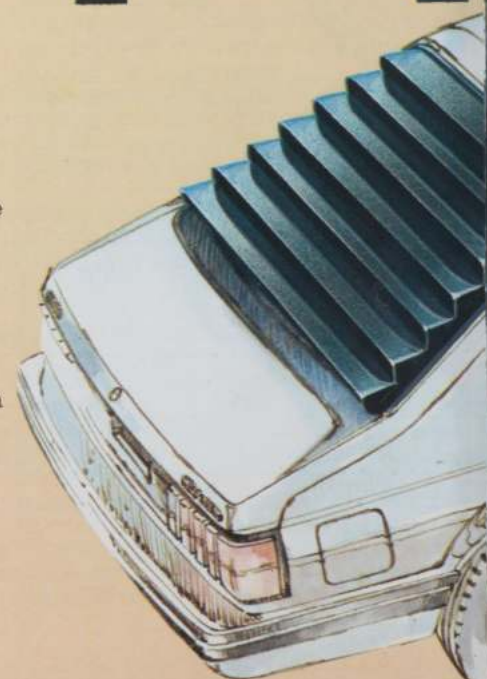
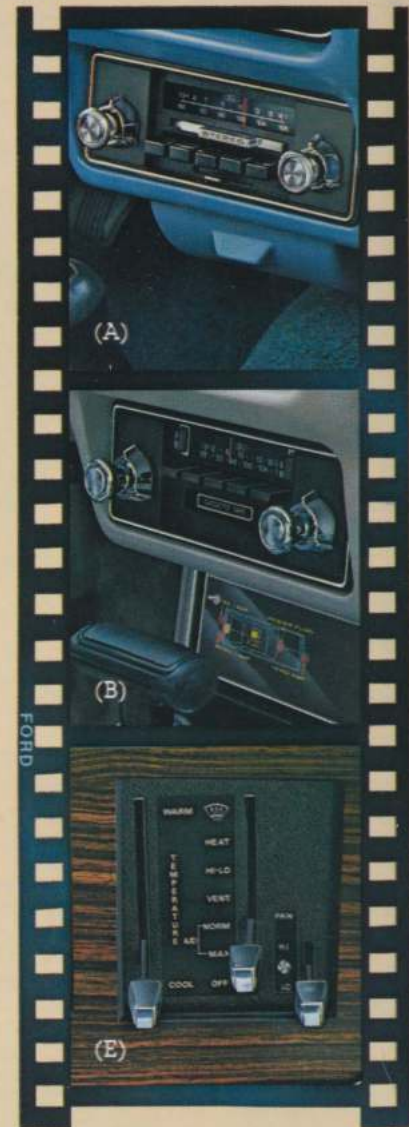
- SelectShift Automatic Transmission
- 5-Speed Manual Overdrive Transmission.* Overdrive gear reduces engine RPM, helps improve fuel economy.
- Interval Windshield Wipers
- Cargo Area Cover (3-Door models)

Interiors (for seats and trims, see model pages)

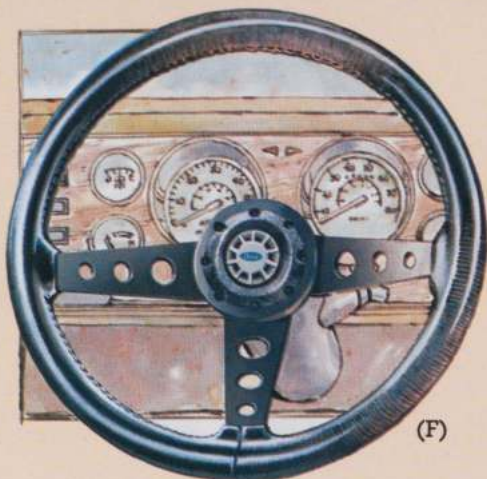
Performance

- 2.3 Liter Turbocharged Engine. Includes turbo instrumentation: 8000-rpm tach and turbo monitoring system. Plus sport-tuned exhaust, 3.45 axle ratio, heavy-duty battery, rear-opening hood scoop (non-functional) with bright "Turbo" letters, and instrument panel turbo identification.
- 3.3 Liter (200 CID) "I" 6-Cyl. Engine. Includes 4-speed manual overdrive transmission.
- 4.2 Liter (255 CID) V-8 Engine. Includes variable venturi carburetor in California.
- Higher axle ratios. 3.08 and 3.45 (only with 2.3L and 4.2L engines with auto. trans.)
- Traction-Lok Axle.* Automatically transfers power to the wheel with the most traction.
- Heavy-Duty Maintenance-Free Battery (optional with 3.3L, 4.2L and California Emission System).
- California Emission System. Required in California. Includes variable venturi carburetor on 4.2 liter (255 CID) V-8 engine.
- Sport-Tuned Exhaust. With bright tailpipe extension. Included with 2.3 liter turbo engine and manual transmission.
- Handling Suspension. Includes larger front stabilizer bar, rear stabilizer bar (except with 2.3 liter engine), adjusted spring and bushing rates and shock valving.
- Michelin TRX Tires. Low-profile Michelin 190/65R 390 TRX tires are mounted on matched optional 390 mm (15.3-in.) forged metric aluminum wheels.

*See your Ford Dealer for availability.



Selecting options for your new Mustang can be doubly rewarding. With your selection, you can personalize your Mustang. And by adding to the actual dollar value in the beginning, options can contribute to your trade-in value when it's time for another new Mustang. The '81 Mustang options list is as varied as it is long. See for yourself.



(F)

Power Assists

- Power Front Disc Brakes
- Power Side Windows: new for 1981
- Power Lock Group. Includes power door locks, power decklid/liftgate release.
- Variable Ratio Power Steering

Protection

- Rear Window Washer/Wiper (3-Door)
- Rocker Panel Moldings
- Appearance Protection Group. Includes: front deluxe carpet floor mats, door edge guards, and front and rear license plate frames (if needed).
- Mud/Stone Deflectors.
- Lower Bodyside Protection. Provides an application of vinyl under the paint along the lower sides of the body. Important on gravel and heavily salted roads.

Tires

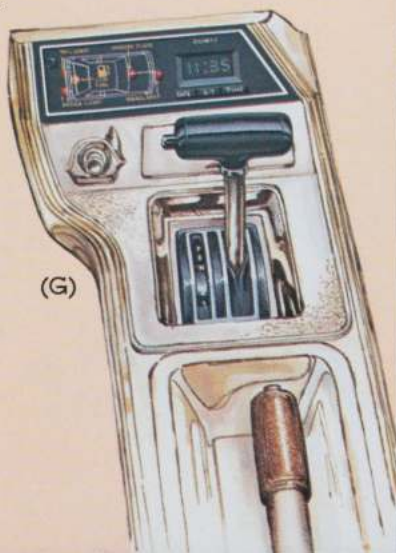
- List of available tires ranges from 13- and 14-in. metric-sized radial ply tires to metric 390 mm/15.3-in. low-profile TRX tires. Select black or white sidewall (BSW/WSW) or raised white letters (RWL). Except TRX.

(H) Wheel Covers/Wheels

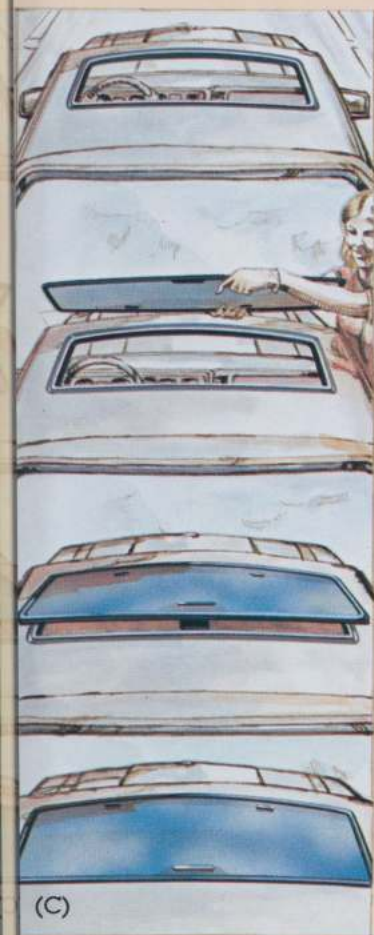
From top: Turbine Wheel Covers (4), Wire Wheel Covers (4), Cast Aluminum Wheels (4), Styled Steel Wheels with Trim Rings (4), Forged Metric Aluminum Wheels (4).

Options Availability

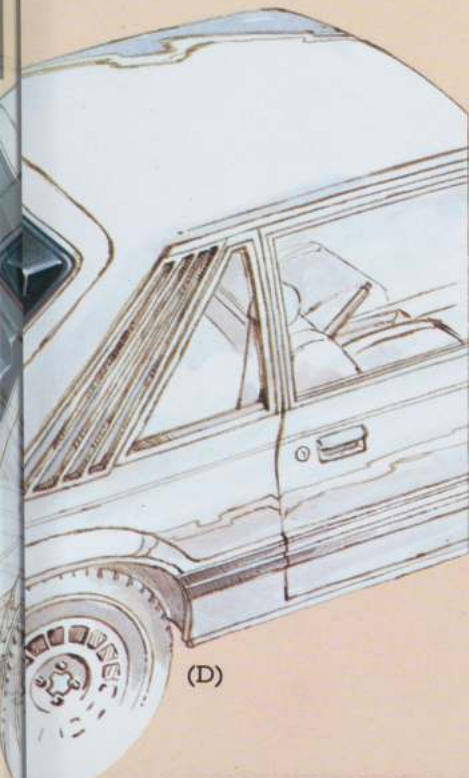
1981 Mustang options are not confined to these pages but are shown throughout the catalog. Options, whether or not they are identified, are offered at extra cost. Some options are offered only in combination with other options. Availability of some models and features described here and elsewhere may be subject to delay. Again, consult your Ford Dealer for the latest information.



(G)



(C)



(D)



(H)

FORD MUSTANG CHOICES



Ford Motor Company's optional Extended Service Plan covers certain selected components on new Ford cars and light trucks for longer than the vehicle's basic warranty. The cost is so moderate for the protection you get that it could pay for itself the first time you need it. Your Ford Dealer will be happy to give you complete details of the Plan, which is available on cars and light trucks sold and normally operated in all 50 United States and Canada.

PRODUCT CHANGES. Ford Division reserves the right to change product specifications at any time without incurring obligations.

Buy or lease a Ford Mustang from your Ford Dealer - a great choice either way!

A World of Better Ideas



002-Ann. 8/80 Litho in U.S.A.



Mustang 2-Door, Midnight Blue Metallic (3L)



Mustang 2-Door with Sport Option, Bittersweet Glow (8D)



Mustang 2-Door, Pastel Chamois (86)



Mustang Ghia 2-Door, Dark Cordovan Metallic (8N)



Mustang 3-Door, Medium Blue Glow (3H)



Mustang Ghia 3-Door, Light Pewter Metallic (1T)



Mustang Cobra 3-Door, Bright Red (27)



FORD MUSTANG

FORD DIVISION

AR-278-2135-15