

FIGHT BACK AGAINST SO-CALLED PLANNED OBSOLESCENCE.

SCOUT® INTRODUCES THE WARRANTY PACKAGE IN

LONGEST AND BEST AUTOMOTIVE HISTORY.

It seems like clockwork. Just when the repair bills start rolling in, you discover your car's warranty has run out. Call it planned obsolescence. Call it anything you want. At International Harvester, we call it disgraceful.

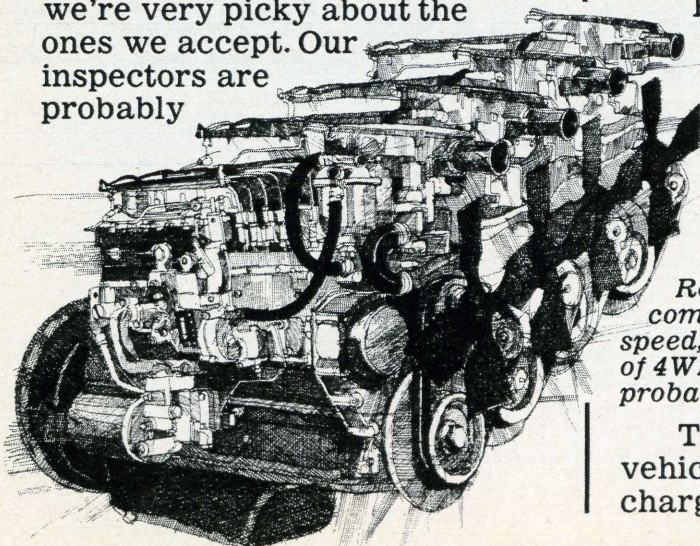
That's why for 1980 we proudly and confidently announce the longest engine and rust-through protection package in automotive history: 100,000 miles. Or 5 years. Clean and simple.

How to build a 100,000-mile engine warranty.

We build every one of our engines to last well beyond 100,000 miles. That's why we can make this promise: *During the first 100,000 miles, or 5 years (whichever comes first), International® Scout® will repair or replace without charge for parts or labor any part of the engine block and all internally-lubricated engine components which are defective.**

But it takes more than a good engine to back up a 100,000-mile warranty.

Testing. Unlike most car companies, we test every Scout engine both before and after it's put into the vehicle. And we're very picky about the ones we accept. Our inspectors are probably



**SCOUT
100,000 MILE/5-YEAR
LIMITED
ENGINE WARRANTY.**

**SCOUT
5-YEAR/100,000 MILE
LIMITED
ANTI-CORROSION
WARRANTY.**

tougher on our engines than you'll ever be.

International Harvester Heritage. We've been building our own engines since 1908. In fact, one of our optional Scout engines is a first cousin to the power plant that goes in our 2½-ton trucks.

And every Scout engine is a 100,000-mile engine. From our gutsy, but economical, 196-cubic-inch four-cylinder to our hardworking, hard-playing 304-cubic-inch and 345-cubic-inch V-8's.

Our new turbo-diesel engine. Only one other in America.

The new Scout Turbo-D gives you all the economy and dependability of a diesel with startling acceleration. Power to pass.

Power to get through trouble. Extra power when you want it—and need it most.

Scout Turbo-D fuel economy:

22

EPA
EST
MPG

24

EST
HWY
MPG

Remember, use estimated mpg for comparison only. Mileage varies with speed, weather, trip length and your use of 4WD. Actual highway mileage will probably be less.

There is one other passenger vehicle in America with a turbo-charged diesel: the \$30,000

Mercedes-Benz 300SD.

It's unfair to compare our engine to theirs however. Remember, the more affordable Scout Turbo-D has a 100,000-mile warranty vs. a warranty of only 20,000 miles for the Mercedes.

Our new rust warranty. Protection for the long haul. Drive an ordinary car a few years and you may discover that your rust warranty (if you have one at all) is no more solid than the fast-corroding body of your car. What do you do? You fight back with Scout. And our new 5-year rust-through protection plan.

Our new warranty gives you this honest promise: *During the first 100,000 miles, or 5 years (whichever comes first), International Scout will repair or replace any vehicle body component which suffers "perforation" due to corrosion*

without charge

*for parts or labor.**

We treat every

1980 Scout with an extensive 4-step anti-rust process.

We galvanize critical welding points. Dip Scout bodies to electrostatically coat all major body parts. Apply zinc-rich primer to hood, fender and windshield seams. Finally, we call on the steady hand of Bill Roseberry, who helps hand spray 325° "hot wax" on inner surfaces to protect them against corrosive road salt.

Quality and security go hand-in-hand.

The same built-in quality that is the backbone of our new warranties helps protect you and

*Warranties are non-transferable, and assume customer's proper care and maintenance. See your dealer for details.

your family from things that push ordinary cars to their limits... and beyond. Like 1980-size potholes, flooded roads and hazardous winter driving. In a Scout you'll get a feeling of well-being you may never experience in a car.

It's a secure feeling of sitting in a vehicle that surrounds you with protective steel. Try and find a car that puts more steel between you and trouble than Scout.

In a Scout you sit higher than a car. A vantage point that lets you see the road ahead more

clearly and avoid trouble more easily.

Then there's our selective 4-wheel drive. It gives you the option of easily shifting from economical 2-wheel drive to 4-wheel drive, for extra stability and traction when the road or the weather looks rough.

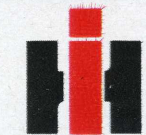
How to fight back.

Your International Scout dealer has just what you need to fight back against the compromise of ordinary car warranties and ordinary cars in general.

The versatile Scout II® and the bigger, roomier Scout Traveler®.

Before you even consider buying an ordinary car, test drive a 1980 Scout. It's as easy as dialing 800-IH-SCOUT for your local dealer.

Dial
Toll-Free **800-IH-SCOUT**
Illinois Residents 800-322-0821



INTERNATIONAL HARVESTER



FIGHT BACK WITH SCOUT.

Anything less is just a car.