



Laser

THE BRILLIANT
BREAKTHROUGH



Ford Australia - We're moving with you.



Illustrated front cover: Laser GL 5-door. Laser GL, 5-door.



Ford Laser. The brilliant breakthrough

The world of motoring has undergone dramatic changes of attitude in the past ten years.

Gone are the days of "fill 'er up mate and I'll pay with the small change". Gone, too, is the idea of a new car every year or so.

With the changing of attitudes have come major changes in modern car design. Priorities have changed. It's now more important than ever to concentrate

on fuel economy and to provide generous passenger room and luggage space in a slim, trim exterior.

There are breakthroughs you will never really see.

The new Ford Laser incorporates many of the very latest concepts in efficient, economical motoring. Because, as more and more people move to small cars, more and more is expected of

small cars.

Efficiency is the result of a number of factors. First, the excellent aerodynamic wedge-shape of the car enables it to present a cutting edge to the wind that makes life easier for the engine.

The four cylinder engine with such details as aluminium alloy cylinder head, overhead cam, multispherical combustion chambers and 'short skirt' pistons

provide the Ford Laser, not only with a decidedly responsive nature, but the best fuel economy figures ever achieved by a car marketed by Ford in Australia.

Steering and suspension systems are also designed for efficiency. The proof is in the driving, not just around the town, but out on the open road, through long sweeping curves and around tight hairpin bends. The car is

designed to negotiate them with aplomb, allowing you to drive with a feeling of confidence.

All this in a car with generous interior dimensions. That's where efficiency need not mean a compromise.

There are breakthroughs you'll enjoy each time you drive it.

Sit inside and consider this. Not so long

ago, small cars were generally cramped, uncomfortable and spartan. Not exciting at all.

Now, with this in mind, stretch out your legs and look around. The new Ford Laser is a refreshing change.

Space is impressive considering the compact exterior. And it's space you can use in a number of ways, with reclining front bucket seats and a

rear seat backrest that folds down to accommodate a surprising amount of luggage.

Thoughtful planning is also evident. Seating, heating, ventilation, "all-round" vision are all provided with style and efficiency.

And then, when you drive it, the combination of rack-and-pinion steering, fully independent

suspension and an advanced four cylinder engine provides nimbleness that is a delight.

Laser L, 5 door



Laser L, instrument panel

Laser L. A breakthrough in real economy motoring

Here's a car designed for real economy both in terms of initial outlay and operating costs.

And whether it's load space or passenger space you're after the Laser offers so much.

So pack up your troubles and get ready to travel. The Laser L sets new standards among economical small cars from Ford.

With all the passenger seats occupied the Laser still gives you a generous 0.272 cubic metres (9.6 cubic feet) of luggage space. And that's more

than enough for normal travelling needs.

You'll appreciate the hatchback design too. The big rear hatch, held up by concealed gas struts gives excellent access.

Behind the wheel you can enjoy the benefits of Laser engineering. Light, precise steering, responsive yet economical engine, and 330° visibility that allows you to see what's going on around you.

Instrumentation is also a pleasant surprise. Apart from the usual instruments there are warning lights for the brake system, park brake,

and choke. And there's a remote control right hand exterior rear view mirror to which minor adjustments can be made in a moment, without opening the window and groping outside.

Tough wrap-around polypropylene bumpers front and rear help protect that cleanly styled body from minor touches, as do the protective strips that run down either side of the car. Even stone guards are fitted to the front of the rear wheel arches.

So, whether you're young or you're old, single or proud parents, the Laser L presents a very appealing picture.

Not only is the Laser L good to look at, but the running costs could give you reason to smile.

Apart from providing you with excellent fuel economy the Laser is engineered to help contain maintenance costs.

Servicing is simple. With such factors as suspension and steering components lubricated for life, and space under the bonnet to make the components accessible, service time and service costs are designed to be kept down.

All of this adds up to the fact that the Laser L is a breakthrough by Ford in small car economy. It is a car which sets new levels of economy in the Ford record books.

Laser L 5-door, 1.3 litre, 4-speed manual.

Laser A breakthrough in hatchback design and engineering

1. By combining the latest engine technology with a highly efficient powertrain design,

Laser 1.3 and 1.5 litre models provide sparkling performance with excellent fuel economy. (See test figures on back cover.)

2. Space utilisation is exceptional. With the transverse-mounted engine and transmission occupies relatively little space. This leaves the major portion of the vehicle for passengers and luggage.

3. The front suspension incorporates MacPherson struts, and special geometry to control 'nose dive' under braking. Further refinements include; variable rate coil springs which automatically adjust to load and help maintain a smooth ride and long suspension travel which helps

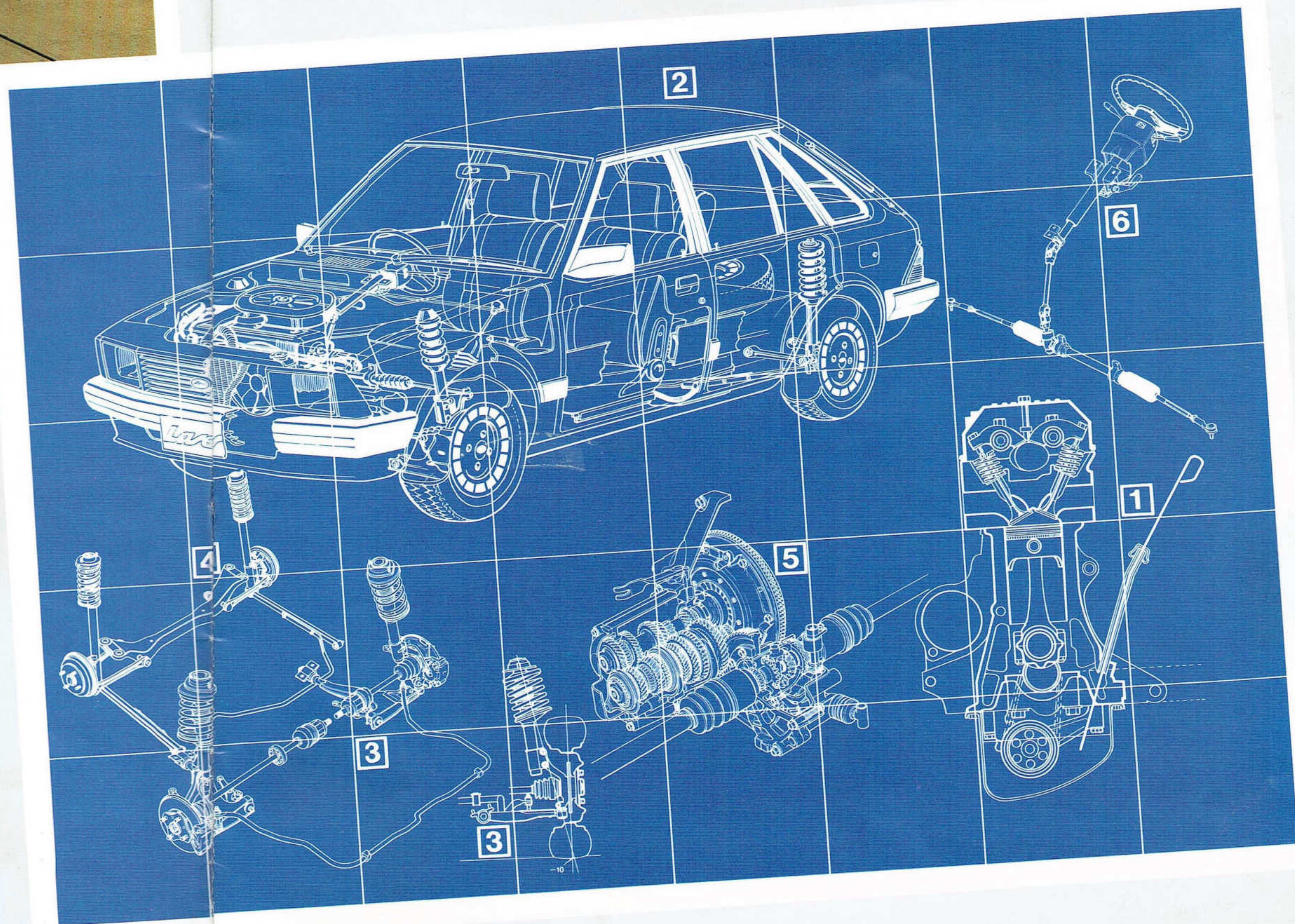
maintain wheel to road contact on varying road surfaces. The negative offset geometry generates a self-correcting force when faced with two different braking surfaces, or a tyre blow-out.

4. The rear suspension has also been given a great deal of thought to complement the engineering of the ride and handling. Self-stabilizing geometry helps to provide a neutral or slight 'toe-in' when braking and cornering forces are exerted, thus helping straight line stability, cornering and driver confidence. As with the front suspension, the rear features long independent struts... for improved rough road

ride. Finally a rear tubular anti-roll bar, for reduced weight and optimum road handling control is fitted.

5. The Synchromesh design and special gearshift linkage make for smooth, positive gear changes in manual models.

6. Steering is the proven rack-and-pinion system. Precise, light steering is the result.





Laser GL, 5 door

Laser GL
A breakthrough in passenger comfort

How do you get generous interior room and comfort into an externally compact car body, as well as provide a high level of equipment?

The Laser GL shows you just how it's done.

The interior layout offers room for mum and dad, a couple of kids and the picnic gear as well. Which means it's a great car for weekdays in town and weekends in the country.

And with the ability to fold down the rear seat backrest and convert the Laser for stationwagon space, there are so many ways of using it.

What makes the car even more of a delight is the fact that, whichever Laser GL model you chose, it will deliver fuel economy that's very competitive. (Figures on back cover.)

The stylish wedge-shaped body is complemented by a protective moulding that runs down each side and black painted rocker panels.

Features include a rear hatch window with a demister and a wash and wipe system, an AM push-button radio and an analogue quartz clock.

As you can see, the Laser GL is not only a very practical car, it has the style and features

which add to your pride of ownership.

GL models available:
Laser GL 3-door, 1.3 litre, 4-speed manual.
Laser GL 3-door, 1.5 litre, 4-speed manual.
Laser GL 3-door, 1.5 litre, 3-speed automatic.
Laser GL 5-door, 1.3 litre, 4-speed manual.
Laser GL 5-door, 1.5 litre, 4-speed manual.
Laser GL 5-door, 1.5 litre, 3-speed automatic.



Laser GL instrument panel, and 'soft feel' steering wheel.



Laser GL, 3 door with 1.5 litre engine optional at extra cost.



Laser GL, 5 door, interior

Front and rear seating is soft and well formed, to help make long journeys less arduous, and the seats are faced with a luxurious cashmere style cloth trim. Driver comfort is so important to driver efficiency that the Ghia driver's seat, as well as having an adjustable backrest, also has an adjustment for seat cushion angle. In other words the cushion tilts for additional comfort.

The steering column is adjustable, enabling you to set it to the height setting that best suits you.

There is an air of luxury throughout the car. Deep pile carpeting complements the passenger compartment. And the luggage area is covered with hard wearing carpeting.

Door panels are trimmed in cloth, carpet and vinyl, with large armrests in the front. The rear seat has a split backrest each side of which can be folded down individually.

From the driver's seat you will see an impressive array of instruments, as well as a quartz digital clock. An AM/FM multiplex radio and cassette player is a standard feature.

Ventilation and heating controls are simple to operate. The system is designed for high efficiency, with ducting to rear passenger foot level.

And, without climbing out of your Laser Ghia, you can release the rear hatch via a floor mounted lever. That's convenience. That's class.

GL. A relaxing story of luxury

Inside all Ford Laser models you will find a generous amount of shoulder room, head room and, above all, leg room.

Consider the Laser GL, which is available as a 3-door or 5-door model.

The well-designed seats which are shaped for comfort, are also available with cloth seat facings as an extra cost option on GL models.

Space utilisation is excellent. Not only does Laser offer generous passenger space, but it presents you with an unexpectedly large luggage compartment that

can be easily converted to station wagon capabilities by folding down the rear seat backrest.

Just the thing for handling groceries, potplants or other odds and ends.

And along with the space and convenience come those additional Laser GL standard features such as outboard passenger grab handles, front centre console, and luggage compartment lamp.

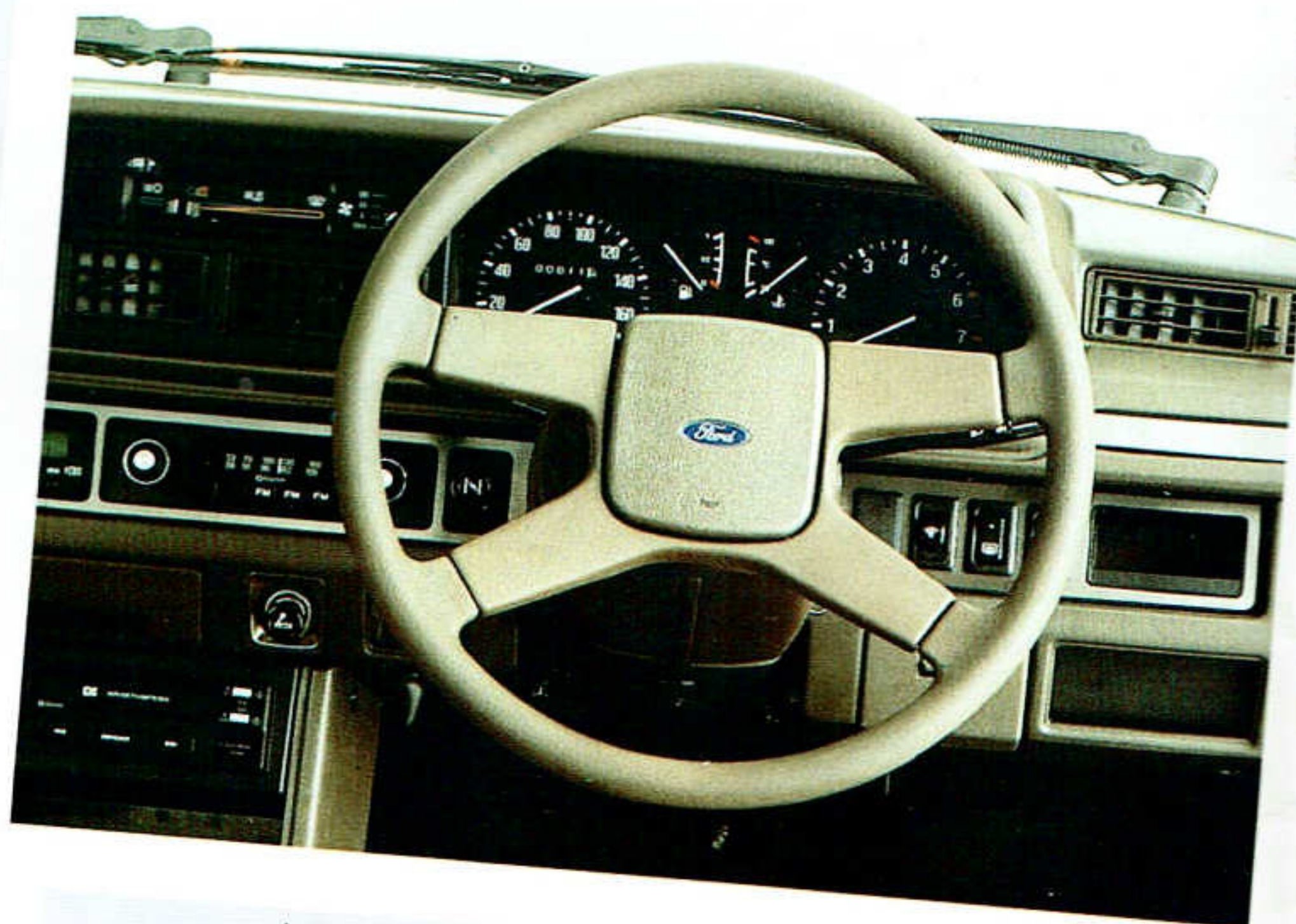
Both Ghia and GL models have a 'soft feel' steering wheel for comfort. Ghia models have a 4-spoke wheel and GL models a 2-spoke wheel.

Ghia - The inside story

With the inherent advantages of front-wheel-drive and fully independent suspension the Ford Laser is designed to add to the comfort of the journey.

However, comfort is a little more complex than that. It's a feeling of relaxation, of well-being.

Accordingly, the Laser Ghia interior has been designed with that in mind.



Laser Ghia's comprehensive instrumentation



Laser Ghia's luxurious cashmere style cloth trim shown with 3 speed Automatic transmission (optional at extra cost).



Laser Ghia's new seat split backrest.



Cloth seat facing on GL (optional at extra cost.)



Laser Ghia 5 door.

Laser Ghia
A breakthrough in small car luxury

Ghia is a name Ford has made synonymous with luxurious appointments and a degree of quiet comfort beyond the normal levels of the day.

In these respects the Laser Ghia is no exception. Starting with the already excellent mechanics of the car, Ford has selected a package of features to transform the car into a car for the more discerning.

The Laser Ghia, you

see, is no ordinary small car. Quite apart from its mechanical ability to transport you, and those special passengers you want to impress, with ease from one place to another, the Ghia is designed to do it with the style that the name

Ghia suggests.

On the outside your eyes will be drawn to the distinctive Ghia badge. Machined alloy road wheels with steel belt radials sit squat and steady on the road. A broad moulded protective strip runs the length of the

car. Remote controlled right and left hand exterior rear view mirrors are fitted. Side and rear windows are of tinted glass to reduce glare and the windscreen is laminated. And, to set off the stylish lines of the Laser Ghia, a subtle

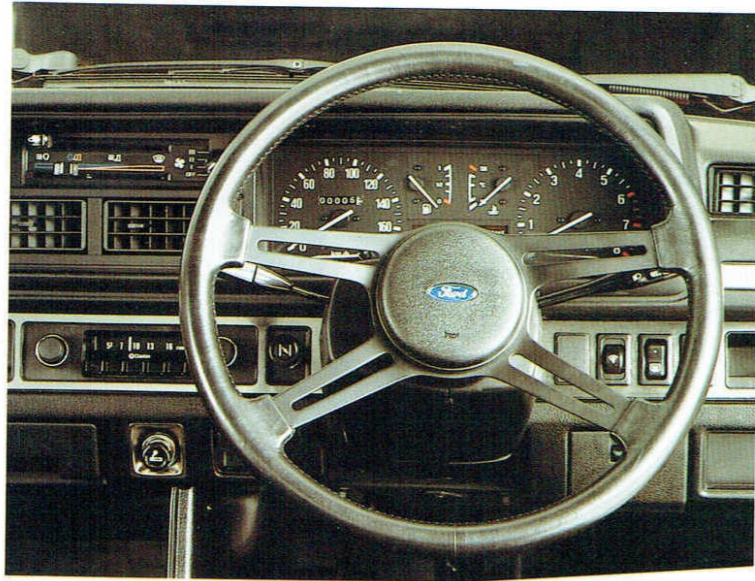
pinstripe runs from nose to tail.

But luxury is not something to look at, it is something to experience.

And it is when you are behind the wheel and sitting inside, that the Ghia badge becomes even more meaningful.

Ghia models available:
Laser Ghia 5-door, 1.5 litre, 5-speed manual
Laser Ghia 5-door, 1.5 litre, 3-speed automatic

Comprehensive instrumentation



Five speed manual transmission with 'soft feel' gearshift knob



Laser Sport
A breakthrough in combining sporty style with small car economy

Ford has always been a name associated with performance amongst small cars. And in the new Laser Sport, you have the lively performance of Laser, together with sporty style.

As a Laser it has so much going for it. The confident feel of the front-wheel-drive. The tight precision of rack-and-pinion steering. Agility that begins with a fully independent suspension. Stopping power from servo

assisted front disc brakes. And the verve and vigour of a 1.5 litre engine that incorporates an overhead cam, aluminium alloy cylinder head with multispherical combustion chamber design, five main bearings and a twin barrel carburettor. A thermostatically controlled electric cooling fan reduces drag on the engine. With these as a basis, Laser engineers set to work on developing the Sport.

A 5-speed manual transmission with 'soft feel' gearshift knob offers fast, precise gear changes. There's a

comprehensive set of instruments including tachometer. Alloy road wheels are shod with steel belt radials. And to complement its sporty image, there are black cloth seat facings and special striping.

Not only is the Sport distinctive but it's also luxurious. Inside are such features as deep pile carpeting in the passenger compartment, hard wearing carpet in the luggage compartment, a digital quartz clock, a push-button AM radio and a driver's seat that not only adjusts for backrest rake,

but also for cushion angle. There are also remote controlled right and left hand exterior rear view mirrors and a split rear seat backrest, each side of which can be folded down individually. A laminated windscreen is also standard.

So whether you're sitting in the traffic or out on the open road this Laser Sport is a car to enjoy.

The Sport model is as follows:
Laser Sport. 3-door, 1.5 litre, 5-speed manual.



Laser Sport 3 door, 1.5 litre, 5 speed manual.

Laser Ghia interior



Space utilization was a design priority. So the Laser has plenty of it. And it's space you can use in a number of ways, with reclining front seats and a rear seat backrest that folds down.

Efficient flow-through ventilation with heater enables cool air to be directed at face level, while warm air is ducted to foot wells for winter comfort. Warm air can also be directed at windscreen and front side windows to provide a demisting effect.

Features include seven piece tool kit, right hand remote control exterior rear view mirror, factory installed radio (all models except L), height adjustable steering wheel (Ghia and Sport only), remote control rear hatch release (Ghia and Sport only) and front side window demist setting (all models).

Factory fitted air conditioning is available as an extra cost option on all models. A laminated

windscreen and steel belt radials are available as extra cost options on Laser L and GL models.

Steering is the proven rack-and-pinion system. Precise, light steering is the result. Steering wheel is adjustable for height on Ghia and Sport models.

By designing narrow pillars and a deep glass area throughout, Laser engineers have provided excellent "all-round" visibility, an important aspect of motoring safety.

Standard features on all Laser models include transverse-mounted 4-cylinder SOHC engine, front wheel drive, fully independent suspension, rectangular headlamps, bodyside protection mouldings, lockable fuel filler cover, moulded polypropylene bumpers, front mud flaps, two-speed windscreen wipers, seven piece tool kit, rear door locks with 'childproof' settings on five door models, interior courtesy light, prismatic day/night interior rear view mirror, carpeting in passenger compartment and luggage area, individual reclining front bucket seats with headrests, fold down rear seat backrest, ashtrays front and rear, front inertia reel seat belts, cigarette lighter, 3-speed heater with front side window demist facility, glove box, coin tray and oddment bins, right hand remote control exterior rear view mirror, radial ply tyres, hazard flashers, and warning lights for park brake, choke, and brake system.

Floor through ventilation



Seven piece tool kit



Height adjustable steering wheel



Spare wheel well and storage



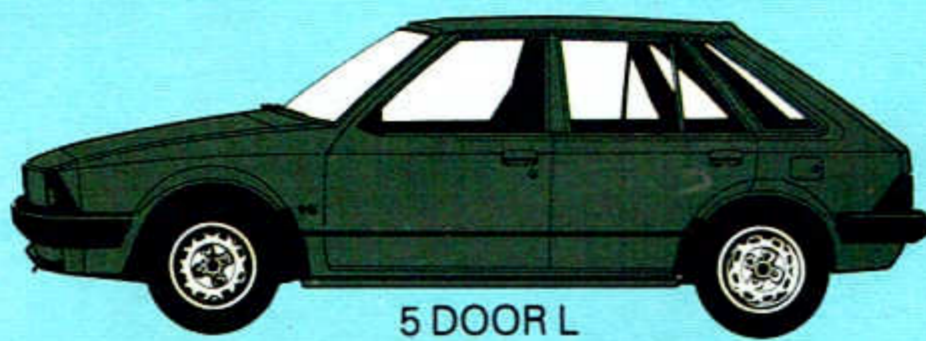
Remote control exterior rear view mirror

Laser Ghia rear seat with one side of split backrest folded down



Laser Ghia rear seat showing 'station wagon' configuration

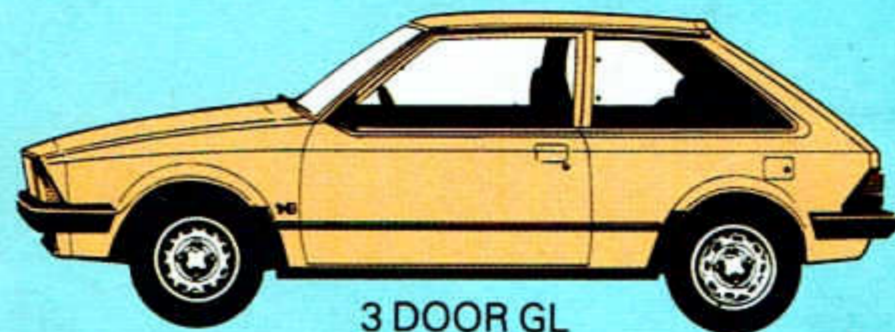




5 DOOR L



5 DOOR GL



3 DOOR GL



5 DOOR GHIA



3 DOOR SPORT

DIMENSIONS	IMPERIAL (INCH)	METRIC (MM)			
EXTERIOR					
Overall Length	155.90	3960			
Front Overhang	31.50	800			
Wheelbase	93.11	2365			
Rear Overhang	31.30	795			
Overall Height	54.13	1375			
Overall Width	64.17	1630			
Front Track	54.72	1390			
Rear Track	54.92	1395			
Ground Clearance	5.91	150			
INTERIOR					
Front Headroom	37.91	963			
Front Legroom	41.50	1054			
Front Shoulderroom	51.97	1320			
Front Hiproom	51.97	1320			
Couple Distance	28.74	730			
Rear Headroom	37.00	940			
Rear Legroom	34.49	876			
Rear Shoulderroom	51.97	1320			
Rear Hiproom	47.17	1200			
GENERAL					
Curb Weight a/	1863 (3 dr) 1896 (5 dr) lbs	845 (3 dr) 860 (5 dr) kg			
Luggage Capacity	9.60 ft ³	0.272 m ³			
Tyre Size	155 SR13	155 SR13			
Fuel Tank Capacity	9.25 gallons	42.0 litres			
Min. Turning Circle - radius	15.0 ft	4.6m			
Min. Turning Circle - diameter	30.0 ft	9.2m			
a/ 1.3L or 1.5L engines, GL, 4-speed manual, no options (approx. weight).					
POWERTRAIN TECHNICAL DATA					
ENGINE		1300cc	1500cc		
Bore & Stroke (mm)		77 x 69.6	77 x 80		
Bore & Stroke (inch)		3.03 x 2.74	3.03 x 3.15		
Displacement cc		1296	1490		
Comparison Ratio		9.2:1	9.0:1		
Fuel (Octane Rating)		89	89		
Max Power Output					
DIN kw/rpm		47.8/5500	53.7/5500		
hp/rpm		64.1/5500	72.0/5500		
Max Torque Nm/Ft lbs		93.2/68.7	109.8/81.0		
& rpm		3500	3000		
TRANSMISSION		1300cc 4-speed manual	1500cc 4-speed manual	1500cc 5-speed manual	1500cc 3-speed automatic
1st Gear Ratio		3.416	3.416	3.416	2.841
2nd Gear Ratio		1.947	1.947	1.947	1.541
3rd Gear Ratio		1.290	1.290	1.290	1.000
4th Gear Ratio		0.918	0.918	0.918	—
5th Gear Ratio		—	—	0.775	—
Reverse Ratio		3.214	3.214	3.214	2.400
Final Drive Ratio:					
Manual Transmission		4.105	3.850	3.850	—
Automatic Transmission		—	—	—	3.631
FUEL ECONOMY		1300cc 4-speed manual	1500cc 4-speed manual	1500cc 5-speed manual	1500cc 3-speed automatic
CITY					
L/100km		8.0	8.0	8.0	9.0
mpg		35.3	35.3	35.3	31.4
HIGHWAY					
L/100km		5.5	6.0	5.5	7.0
mpg		51.4	47.1	51.4	40.3

These are fuel consumption figures for the Ford Laser based upon the Australian Standard 2077-1979 Test Procedures which are to be included in the Fuel Economy Guide Booklet published by the Department of National Development and Energy. Actual fuel consumption however depends upon many factors including driving habits and conditions and the vehicle's equipment and condition.

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