

**WHY NEW FALCON
IS POSITIVELY
THE BEST CHOICE
YOU CAN MAKE.**



THE BEST OF THE WORLD IS IN NEW FALCON.

"The new Falcon is a landmark vehicle. Ford Australia's designers and engineers tapped into Ford's vast worldwide resources for the development of the smoothest, quietest, most efficient and environmentally friendly Falcon ever.

You would have to spend 1,000 years on the fastest Pentium PC available today to approach the computing power invested in the development of the new AU Falcon. This has created not only the most advanced Falcon ever, but also the safest and the most enjoyable to drive."

Peter Werhrett.



AU Falcon awarded
Australian Design Mark.



ENGINE DESIGN. THE STRAIGHT FACTS.

There are big differences between Falcon's new 4.0 litre Intech in-line 6-cylinder engine and Commodore's V6 engine.

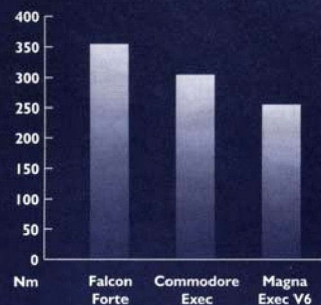
Essentially, the "V" configuration is a packaging device, a way of squeezing an engine into a given space which originated in smaller Japanese and European cars. It does not necessarily mean the latest technology. For example, Commodore's V6 has an old cast iron head, cast iron block and push rod design. Falcon's in-line 6, a configuration favoured by Jaguar, Mercedes-Benz and BMW, has a modern alloy head with overhead cam. It also features innovations such as Teflon coated low-friction pistons and an all new crankshaft for quiet, refined performance delivery.

These are a few of the reasons why it delivers superior power and torque.

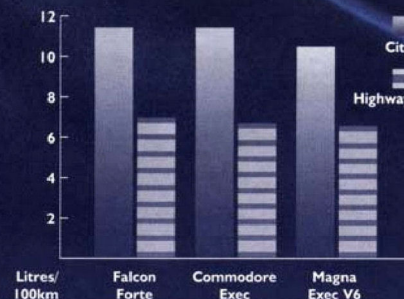
BIG SIX. SMALL THIRST. NO PERFORMANCE TRADE-OFF.

We Australians like our big sixes, but we are also conscious of fuel economy. You'll be pleased to know that the new AU Falcon is one of the most economical big sixes in the world. With its wind-cheating aerodynamic design, the AU is 8% more fuel efficient than the previous model. And it delivers this fuel efficiency without sacrificing performance and power.

TORQUE



FUEL CONSUMPTION



Comparison based on standard engines. Fuel consumption based on Australian Standard AS2877 auto sedans.



VCT. VERY COOL TECHNOLOGY.

Consider how Ford and Holden have chosen to get high performance from their respective engines. Holden has used supercharging which is old technology by today's standards.

At Ford, we use Variable Cam Timing (VCT), technology used by BMW, Jaguar and Honda. VCT cleverly adjusts the cam timing according to engine speed, so that you get a lot more torque down low where you need it most, while still generating abundant power at higher revs. It feels like a V8 and doesn't stress the engine. Nor does Falcon's VCT engine need the costly Premium Unleaded fuel demanded by the supercharged Commodore.

THE ENGINE YOU CAN'T COOK.

Another thing you'll like about our new Falcon is how the latest technology has been used to make our lives better in very practical real world ways.

For example, our new 6-cylinder Intech engine has a "Fail-Safe" cooling feature. Say you damage a radiator hose, a special sensor on the cylinder head notes temperature rises and alerts the engine management system. The computer responds by progressively shutting down cylinders, preventing overheating and costly engine damage.

Also, we've incorporated a Smart Start feature into new Falcon to prevent accidental engagement of the starter motor while the engine is running.

SUSPENSIONS IN TUNE WITH YOUR LIFESTYLE.

Only the new Falcon offers such a range of suspension solutions for different driving conditions. Starting at the front, every AU model is equipped with a fully independent double wishbone front suspension. The same system used by Jaguar, Mercedes, Honda and other leading marques. It not only promotes fine handling but also contributes to Falcon's steering precision and excellent tracking stability.

Some models feature a refined Watts Multilink rear suspension, which is the same type you'll find on all V8 touring cars. Even Holden Commodores. Which raises an interesting question; when the performance stakes are raised, why does Commodore ditch its Independent Rear Suspension?

AN IRS THAT WON'T SQUAT UNDER LOAD.

Falcon's Watts Multilink rear suspension performs so well, it was difficult to develop an independent rear suspension that actually performed better. But for those drivers who require IRS, Ford turned to the same double wishbone system that car makers like BMW are using. And Ford designed it to be robust for Australian conditions, making it the only IRS-equipped Australian vehicle rated to tow up to 2300kg*.

Unlike the Commodore IRS, you won't see the Falcon system "squat" under load. Falcon's wheels remain vertical for better tyre wear and precise handling. So if you want IRS, Ford offers the choice of a more advanced system.

*Subject to State and Territory laws.



TOWING NEEDN'T BE A DRAG.

Towing is part of the Australian way of life. With a heavy duty towpack, Falcon gives you up to 2300kg towing capacity, subject to State and Territory laws, without any vehicle modifications. Commodore is rated at 2100kg but requires a power steering oil cooler, heat shields and special superlift shock absorbers.



FALCON'S IRS ENSURES TYRES REMAIN VERTICAL.

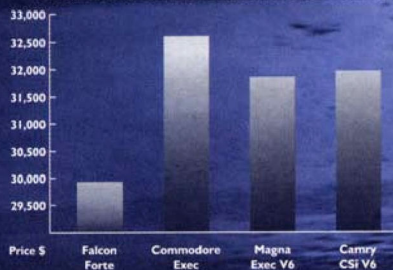
The above comparison shows a Falcon Forte sedan including optional IRS and Commodore Executive sedan with IRS, with 3 adults sitting in the rear passenger seats, and luggage.

YOU'RE \$2,700 IN FRONT IN A FALCON FORTE.

Because AU Falcon is the most advanced Australian car it costs less to purchase and run than comparable cars in its class. For a start, it's \$2,700 less to buy than a similarly equipped Commodore*. In the future, you're likely to be even further ahead. Glass's Guide predicts that in 12 months time, the resale value of a Falcon Forte will be more than a comparable VT Commodore Executive*.

*Comparison based on Rec. Retail Falcon Forte and Commodore Executive sedans with auto and air conditioning. 'Glass' Guide "Residuals" Dec 98 - Feb 99.

REC. RETAIL PRICES WITH AUTO & AIR.



The NRMA has assessed operating costs and repair costs and finds that AU Falcon gives owners significant savings. In fact, AU Falcon achieved the lowest ever repair costs of any passenger vehicle tested by the NRMA.

LOWEST OPERATING COSTS IN CLASS

AU Falcon	\$180 per week
VT Commodore	\$186 per week
Magna	\$185 per week
Camry	\$190 per week

Source: NRMA data for the first three years of vehicle life.

LOWEST REPAIR COSTS IN CLASS

AU Falcon	\$1,999 to repair
VT Commodore	\$3,027 to repair
Magna	\$3,747 to repair
Camry	\$3,044 to repair

Source: NRMA 15 km/h offset frontal crash test.



LOWEST INSURANCE PREMIUMS

According to the NRMA, AU Falcon is around \$100 cheaper to insure than a VT Commodore and \$70 cheaper than a V6 Camry. In fact, AU Falcon has the lowest insurance rating of any car insured by the NRMA.

LOWEST PARTS COSTS*

When you price a group of common "wear and tear" items like wiper blades, brake pads and radiator hoses, you really see who is on the side of the Aussie motorist. The basket of AU Falcon parts comes in...

\$54 cheaper than VT Commodore
\$289 cheaper than Magna
\$297 cheaper than Camry

*Comparison based on Rec. Retail prices, estimate of parts used to 90,000km.

All prices current at time of printing 14/1/99.

**POSITIVELY THE BEST THING TO DO RIGHT NOW
IS TALK TO YOUR NEAREST AUTHORISED FORD DEALER,
VISIT www.ford.com.au OR PHONE 1800 643 673.**

NEW FALCON. POSITIVELY THE BEST EVER.



Live it.