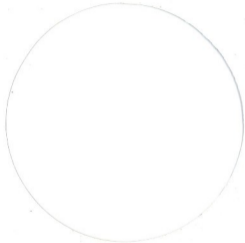


Ford Falcon 'Car of the Year'



Australia's 'Car of the Year' award
presented by the top ranking
motoring magazine 'Wheels'
—to Ford Falcon for
'outstanding achievement
in automotive design'



If you are thinking of purchasing a car . . . the information in this booklet will be of considerable value to you. That's because it contains *facts* about automobile features. Facts about durability, economy, handling, riding and driving comfort, power and acceleration, and body construction.

These are the features that won for the Ford Falcon the automotive industry's only annual award for excellence. The "Car of the Year" award—given each year by "Wheels", top-ranking Australian motoring magazine.

The Ford Falcon is the only six-cylinder family car ever to win this coveted trophy. This fact, in itself, is expert, impartial proof of the extra value you get in a Falcon. Particularly, when you remember that the automotive experts at "Wheels" checked and evaluated every detail of all cars made and assembled in Australia before making their choice.

Their final opinion: the benefits gained from Falcon's engineering and design are markedly superior to those obtained from any other car.

This booklet tells you, in detail, the reasons why "Wheels" chose the Ford Falcon as the "Car of the Year". It also serves as an invitation for you to take the wheel and affirm for yourself what all the facts in this booklet add up to: that the Ford Falcon gives you *so much more car—so much more value—for your money.*

At your Ford Dealer's. Today.





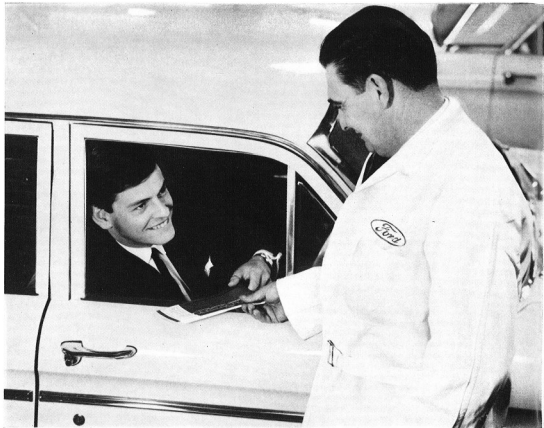
Falcon 'Car of the Year'

Durability

What does durability in a car mean to you? Toughness? Stamina? Reliability? Long life? You're right—it's all of these things rolled up in one. And that's precisely what you get in a Ford Falcon. Because every part of a Falcon is built to last. There is greater staying power in the engines. Extra strength in the transmission. More steel in the springs. More lining in the brakes. Falcon is made even more durable by triple rust protection, which includes a complete underbody dip. And only Falcon has "Torque-box" chassis construction for a tighter, huskier body. Fact is, the Falcon is the only car to *publicly prove its durability*. In the Ford Falcon Durability Run, a team of Australia's top drivers set out to amass 70,000 miles in less than 9 days non-stop driving, with five Falcons. They slammed the Falcons into

hazardous turns and "S" bends, at speeds up to 100 mph for 8 $\frac{1}{2}$ days, non-stop. They stood them on their front suspensions, and threw them from one lock to the other, 40,000 times during the Run. They braked down from 100 mph for right angle turns *once every two minutes*, for 8 $\frac{1}{2}$ days. Never before has an ordinary stock-model car come through so triumphantly against such a test, on such a cruel track. Never before has a car received such unsolicited praise from Australia's top drivers. As one driver said: "We came here to wear out the Falcons, and instead, they wore us out!" Harry Firth said: "All of us are amazed at Falcon's fantastic durability!" 'Proven durability' was a major reason why "Wheels" magazine awarded the Ford Falcon "Car of the Year" over all other cars in Australia.

Ford Falcon makes history! Five stock model Falcons amassed 70,000 miles in only 8 $\frac{1}{2}$ days at an average speed of 71.3 mph. Publicly proving Falcon's unfailing durability.



Falcon 'Car of the Year'

Economy

As well as reliability, the new car buyer wants economical motoring—without sacrificing power and performance from the engine. Ford engineers have achieved just this—a remarkable blend of power, performance and petrol economy.

After thousands of miles of test driving, in all types of Falcons, "Wheels" staff were astounded by the consistently high mileage figures.

Falcon's engines deliver up to 30 mpg for the standard '144' and 'Pursuit 170' engines with manual transmission, and only slightly less with automatic transmission.

But petrol economy is only one of the ways that Falcon saves you money. Falcon needs oil change only each 6,000 miles. All chassis greasing points are sealed and require attention only once every 36,000 miles. Falcon has self-adjusting brakes

which remain maintenance-free for the life of the linings. These three items alone mean big savings in service charges. On top of this, you benefit from Ford's own 12/12 Warranty, which covers both parts—and labour. And five minutes spent in a Ford Dealer's spare-parts department will confirm that Ford spares are priced equally with Falcon's main competitor (and in many cases they are actually cheaper!). Falcon spares cost considerably less than parts for the other, higher-priced "six".

Of course, all this adds up to the extra value you get with Falcon. Extra value when you buy, and consequently extra value when the time comes for you to trade in.

'Economy' was one of the major reasons why "Wheels" magazine awarded the Ford Falcon 'Car of the Year' over all other cars in Australia.

You only see your Ford Dealer twice a year, or once each 6,000 miles, for service. Chassis lubrication at 36,000 miles. Save, too, on Ford's low-cost, fixed price parts and service.



Falcon 'Car of the Year'

Handling

One of the big differences between cars today—is in the way they *handle*.

Handling is not power and acceleration alone, but the *total feel* of the car which comes from all the skill, all the work, all the decisions that contributed to the complete automobile.

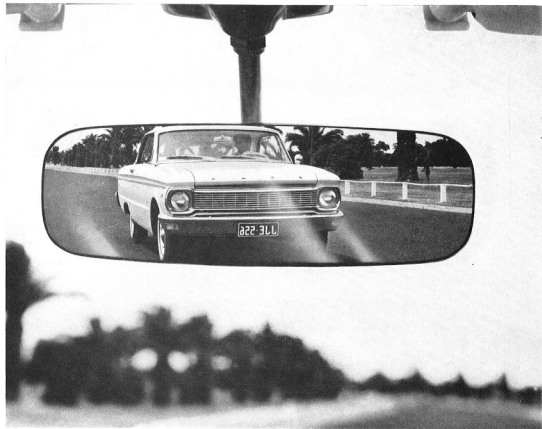
There are big differences in handling, because there are big differences in handling-engineering. And in this regard the Ford Falcon is far ahead of other comparably priced cars. The automotive experts at "Wheels" pointed out that, compared with other cars in its class, the Falcon has (1) the longest wheelbase (distance between front and rear wheels), (2) the heaviest coil springs (for soaking up road shocks), (3) the most neutral steering (doesn't oversteer or understeer), (4) a unique strength and flexibility in the body (see "Torque-box" Chassis

Construction, page 13), (5) better brakes and thicker brake linings.

You can feel the result of Falcon handling-engineering by taking it out on the road. The Falcon corners with a wonderful, smooth feeling, at the same time hugging the road with maximum stability. This is driving at its most relaxed, yet you are always in perfect control. A touch of the toe, a shift of the wheel, and the Falcon gives you perfect, smooth response. The whole car is in tune with what *you* want to do—and is built and engineered to do it on Australian roads better than any other car anywhere near its price.

'Handling' was one of the major reasons why "Wheels" magazine awarded the Ford Falcon "Car of the Year" over all other cars in Australia.

A rugged suspension, hefty springing, wide, wide track and the longest wheelbase in its class, make Falcon the sweetest handling car on the road today.



Falcon 'Car of the Year'

Power and Acceleration

The foundation for Ford's success with its engines is the fact that they're built for practical power. In other words—power which does the job you want without burdening you with heavy petrol and maintenance bills. Power that maintains high cruising speeds for considerable distances without missing a beat. Power that performs at peak without causing overheating. Power that permits high speed overtaking without strain.

Ford engines are also engineered for flexible performance. They behave smoothly in stop-start city traffic. They have the versatility to cope with the sudden stresses imposed by fast acceleration, engine braking and cold starting. And they have a solid reserve of strength, built in, to meet any unexpected emergency.

By offering a choice of three engines, Ford lets you select the amount of power you need. The standard '144' is the most economical six there is—extremely

flexible, and with ample power. The middle position is filled by the 'Pursuit 170'. Extra-lively performance and exceptional economy make this the most popular engine for zestful motoring. Right on top is the super-high-performing 'Super Pursuit 200'—which has the power to put you in front—and keep you there.

Falcon's unmatched performance and driving ease is further enhanced by "Fordomatic 3S" 3-speed automatic transmission. This is, without a doubt, the smoothest and most trouble-free transmission in the automotive industry. It features a triggered kick-down gear for split-second response and passing . . . and may be locked into second gear for hauling, braking, and extra steep grades.

'Power and Acceleration' was one of the major reasons why "Wheels" magazine awarded the Ford Falcon "Car of the Year" over all other cars in Australia.

Falcon's sturdy, reliable engines and split second responsiveness combine to give you thrilling performance and a greater measure of safety.



Falcon 'Car of the Year'

Riding and Driving Comfort

You'll probably be surprised to learn that there is a considerable difference between the standard of comfort in cars of roughly the same price. This applies particularly to the 6-cylinder class. "Wheels" magazine looked carefully at this when making their comparison and rated Falcon the most comfortable car, both to sit in, and drive.

One of the biggest points in Falcon's favour is its comfortable, posture-perfect seats. Thick layers of foam and wool cushioning give deep down luxury. Non-sag springing gives gentle, yet firm support—you really relax while you drive. All upholsteries and tailoring are equal to far more expensive cars—and are durable and easy to maintain. Falcon's interior is elegantly spacious with more leg room, hip room and shoulder room.

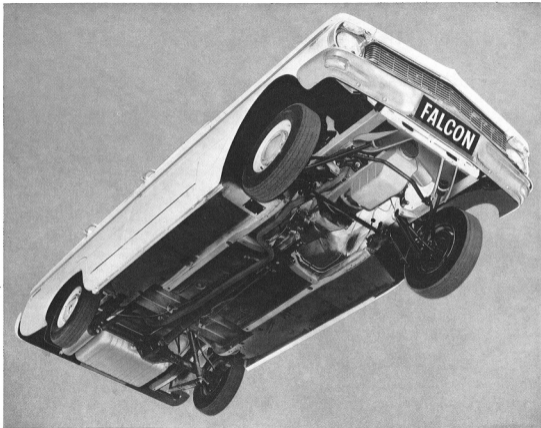
You can adjust the seat for the perfect driving position and the wheel is placed just right for

comfortable, relaxed driving. Steering is effortless, positive, and entirely free from understeer and oversteer characteristics, contributing to Falcon's wonderful feeling of control. Travel is remarkably quiet, owing to the lavish use of sound deadening materials which completely surround the passenger compartment, even line the engine hood, to absorb noise before it enters the interior.

The dashboard sweeps across the front in one cleanly styled line; the instruments are clearly marked and illuminated at night. Visibility is second to none, with all four corners of the car visible from the driver's seat. Falcon is also fitted with seat belt anchorage points, safety wheel rims, and a zone-toughened windshield.

'Riding and Driving comfort' was a major reason why "Wheels" magazine awarded the Ford Falcon "Car of the Year" over all other cars in Australia.

Never before has there been so much luxury and comfort for you to enjoy in a car of Falcon's price. You'll admire Falcon's superior finish and appreciate the extra quality materials used.



C.P.P. 48M. 2/66.

Falcon 'Car of the Year'

"Torque-Box" Chassis Construction

Falcon's unusual "Torque-box" chassis construction is one of the reasons why thousands of Falcons are being bought by people who never went Ford before.

It is also one of the prime reasons why "Wheels" magazine placed the new Falcon far ahead of competition for structural strength.

What exactly is "Torque-box" construction? And what does it do for you?

It consists of massive, chassis-type steel frames and reinforcing cross-members welded the entire length of the body. This gives Falcon the tremendous structural strength that other cars do not have. In addition, a scientifically designed steel 'box' is built into the body at each wheel. These steel "Torque-boxes" are exclusive to Falcon and have a dual purpose. Firstly, they act as a unique shield between passengers and a rough road by absorbing shocks and vibrations. Secondly, because they

are engineered to flex slightly under stress, they provide exceptional road-holding when cornering. This method of construction makes an incredible difference to the handling and ride of the Falcon compared with other cars. When you take the wheel—you'll notice the difference immediately. There's an overall feeling of tightness and solidity. The ride is smoother and quieter. Handling is easier and more relaxing. And you're sure to be impressed by the complete absence of squeaks and rattles—as was the staff of "Wheels" magazine. Even the cars they put through rigorous durability tests remained squeak-free.

The fact that *only* Falcon has "Torque-box" construction shows how far ahead it is, in design and engineering.

"Torque-box Construction" was a major reason why "Wheels" magazine awarded the Ford Falcon 'Car of the Year' over all other cars in Australia.

The secret of Falcon's inner strength is "Torque-box" Chassis Construction. This gives Falcon exceptional body tightness, adds to body life, and contributes to Falcon's high resale value.

Best year yet to go Ford! 

FORD SALES COMPANY OF AUSTRALIA LIMITED. Regd. Office: 1735 Sydney Road, Campbellfield, Victoria.