

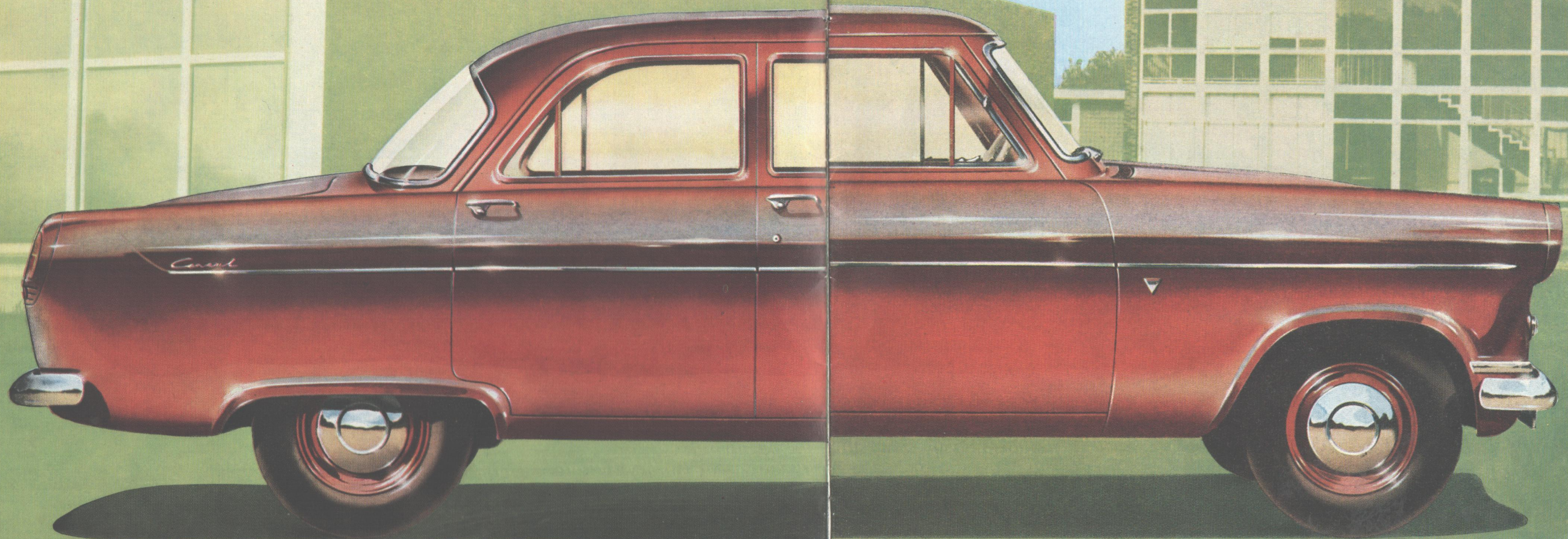
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THE NEW CONSUL



CONSUL—NEW AND ADVENTUROUS AS THE DAY AND AGE

SETTING AN ENTIRELY NEW FASHION



This Consul reveals the mobile beauty of a new line—a balanced silhouette, mobile and eager.

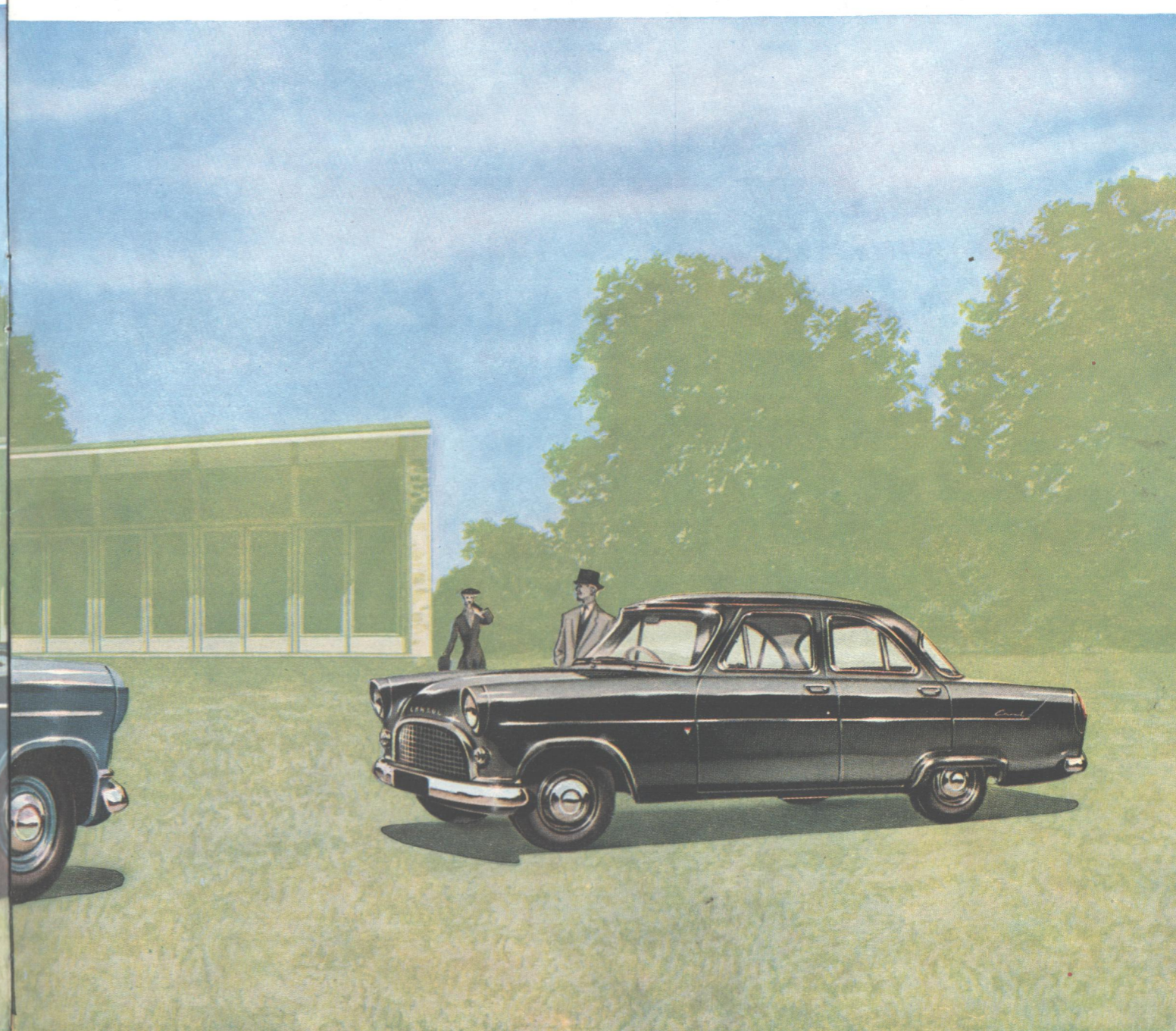
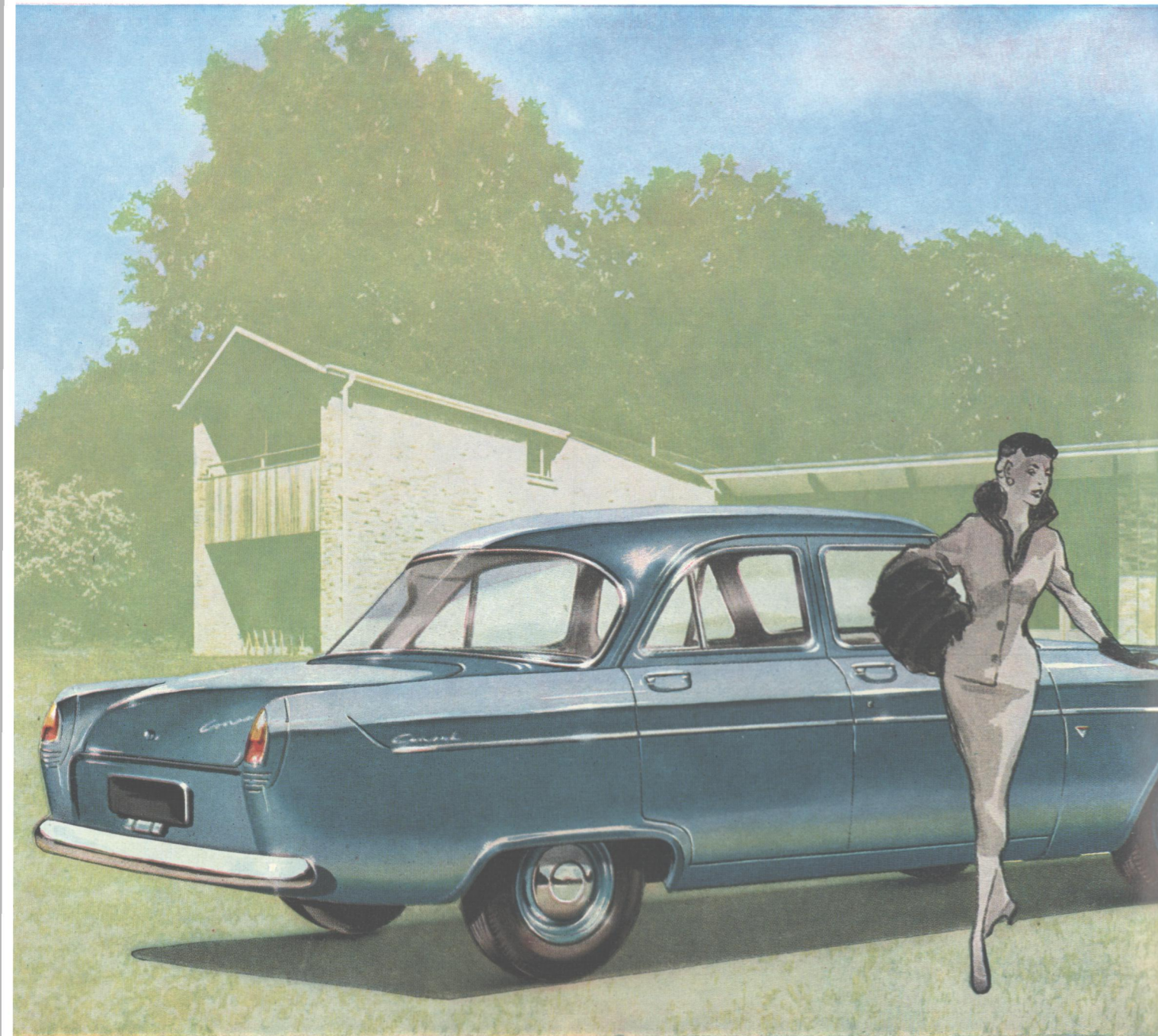
Long and elegant—from the clean-cut cowls over headlights to the distinctive new Consul styling of the tail unit.

Low and sleek—from the steel strong curve of the shallow roof to the long sweep of floor-line.

The Consul aids Road Safety. The lower slung engine and new overall weight distribution ensure safe, steady cornering.

THE NEW CONSUL IS WIDE—

WITH ROOM TO SPARE ALL ROUND FOR 6 PEOPLE



The width of the Consul makes all the difference—with easy comfort for six people. And, with such a broad expanse of safety glass, everyone can sink back contentedly to enjoy the passing panorama.

Distinctive styling.

The styling of the new Consul is as stimulating as the best in modern architecture. Stronger body construction—the result of new techniques—has made this new car graceful, sleek, strong. Window and door pillars are more slender. Above the rainbow curve of the wrap-around rear window, the large side windows and the wide expanse of the curved windshield, sweeps the roof like a slim, steel canopy.

The smooth lines of the tailfins are rounded off by the large, distinctively Consul turn signals and stop and tail lights. There can be no mistake about the driver's intentions. At the front, the hood curves forward in a lower line to meet the pleasingly discreet styling of the new Consul radiator. Headlights jut rakishly forward.

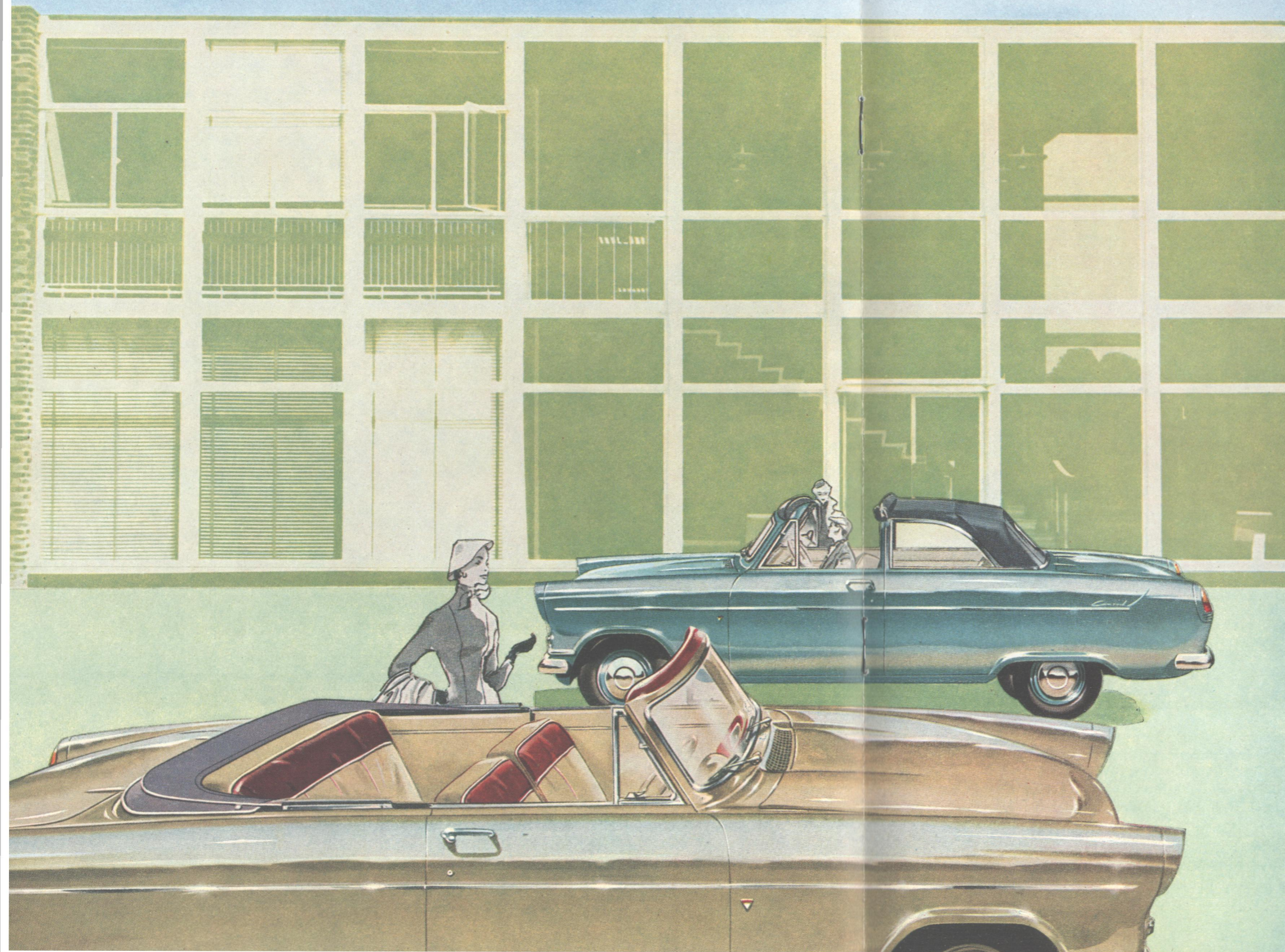
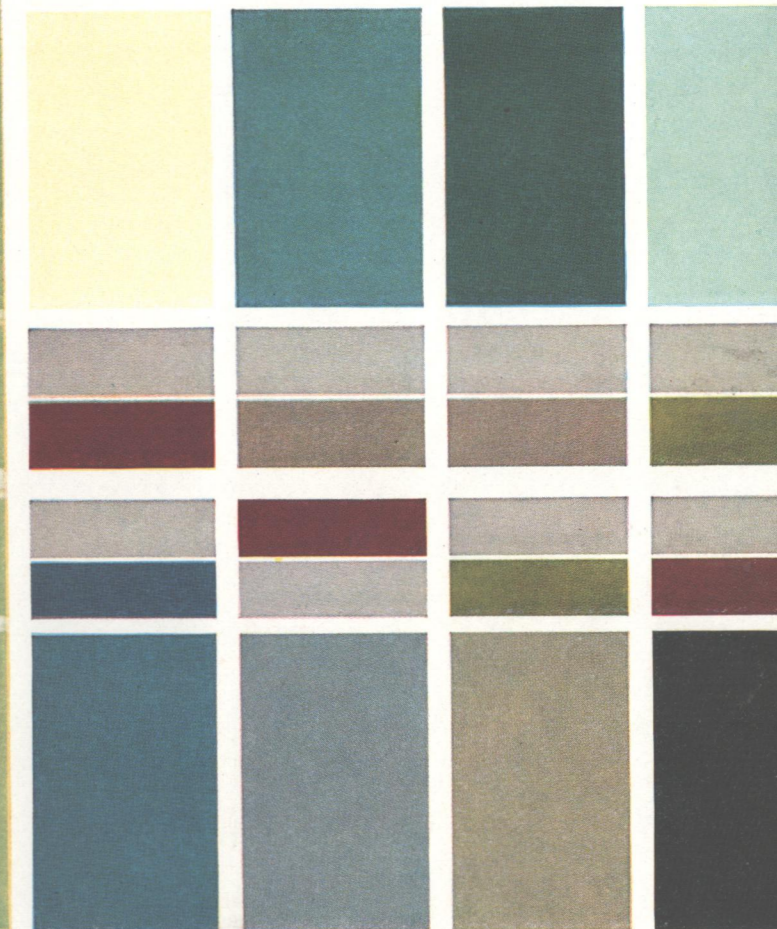
The Consul aids Road Safety.

All four corners of the car are clearly seen from the driver's seat. Driving in and out of the garage and parking are simpler, safer operations.

CONVERTIBLES

Contemporary Colour Schemes. Saloons and Convertibles.

You take the gay spirit of modern interior decoration out driving with you. Women—and men—will enjoy choosing the colour scheme and upholstery to suit their taste and individuality. It is an exciting, dashing collection. Coachwork colours gleam with a high polish. Upholstery is smart, hardwearing and easy to clean.



Consul Convertible—The Sportsman's choice.

The exciting lines and dashing performance of the new Consul set the pace for Convertible enthusiasts.

It is an all-weather car for the open air lover with room for more people and more luggage. Specially designed seating has a richness rare in the sports model. When open, the tough, P.V.C. plastic top folds trimly out of sight. It closes in a matter of moments to make a warm, draughtproof saloon. A power-operated top is available as an optional extra. Engine details on page 11 show why the new Consul can do what it does.

The Consul aids Road Safety

Large hydraulic safety brakes (total lining area 147 sq. ins (948 sq. cms)) pull this new car up short, straight and steady. With a small turning circle the Consul is never at a loss in traffic.

CONSUL MOTORISTS TRAVEL FIRST CLASS IN SOFTER, SAFER COMFORT

Finger-tip convenience.

Everything is at your fingertips—gear-change lever—instruments and hand controls. The Instrument Panel, a new design, is skilfully blended into the fascia. A generous parcel tray and lockable glove-box are included. Space is provided for radio and heater. The fascia top is upholstered to match the interior. The design of the steering wheel and smooth surface of the fascia mark a further advance in passenger and driver safety.



Luxury without extravagance.

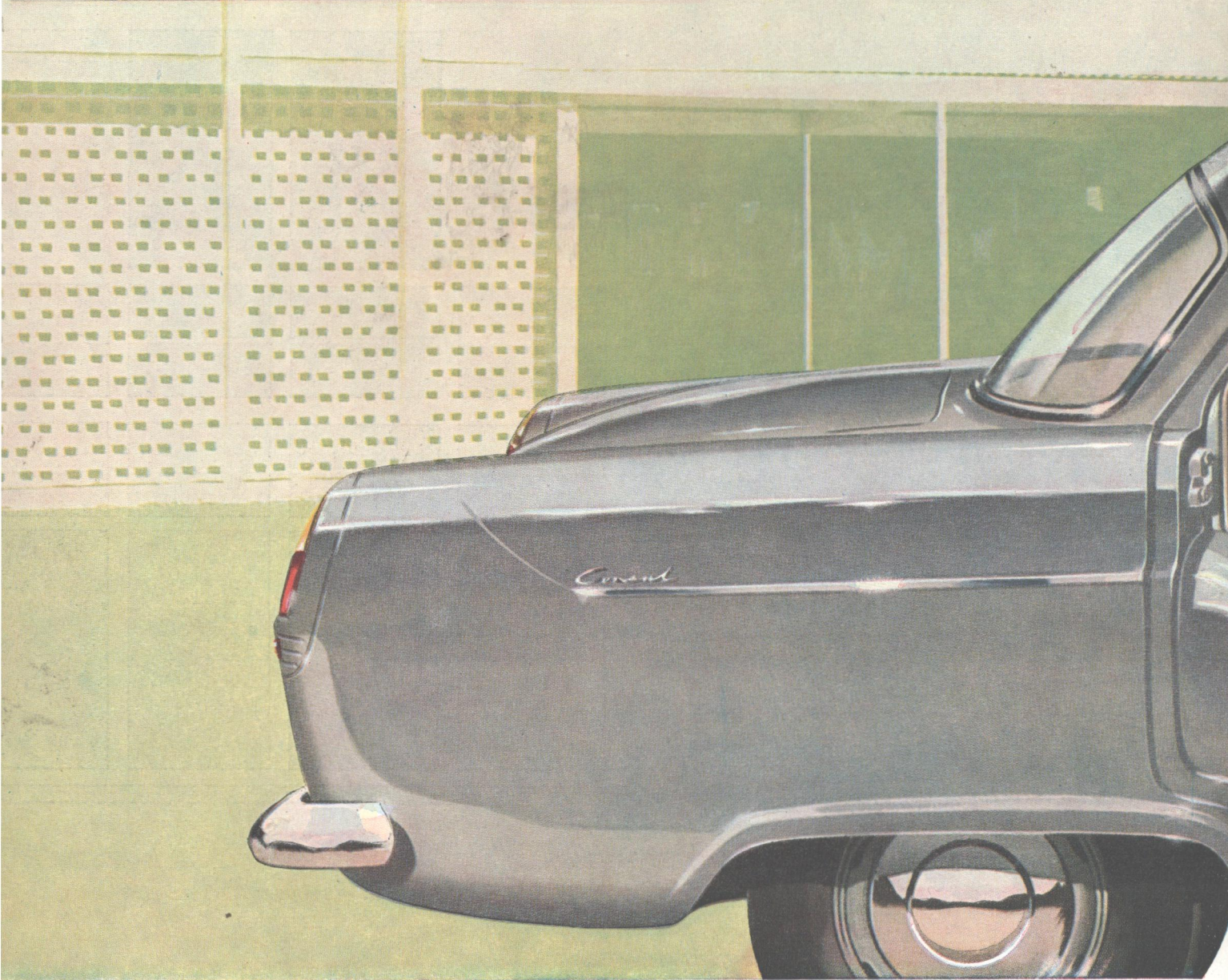
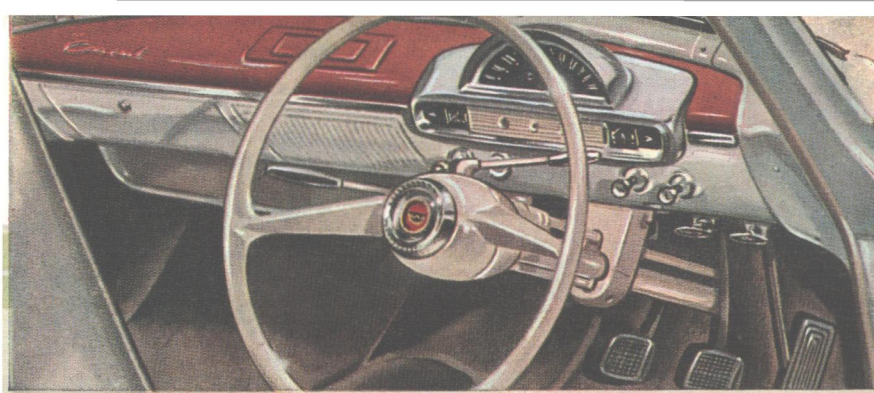
The soft yielding support of the seats and the quality of front and rear suspension are responsible for the luxurious feeling of Consul comfort. Seating experts have developed ingenious springs covered with foam rubber to provide deeper, softer comfort. Seat backs are carefully angled and padded to cushion the back.

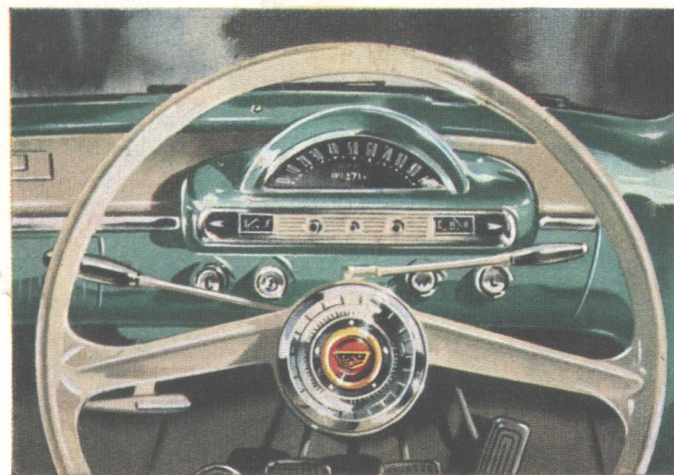
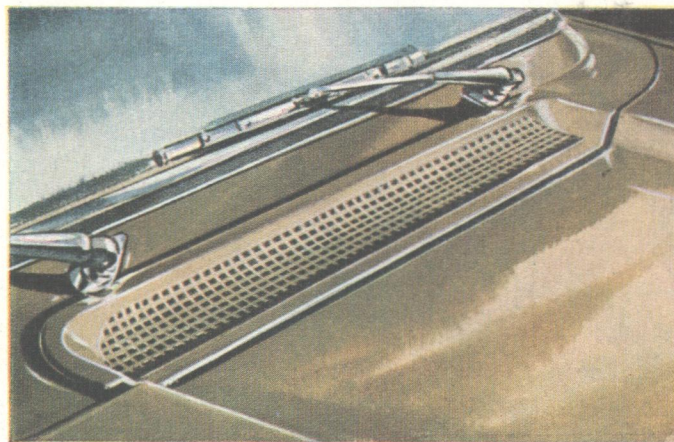
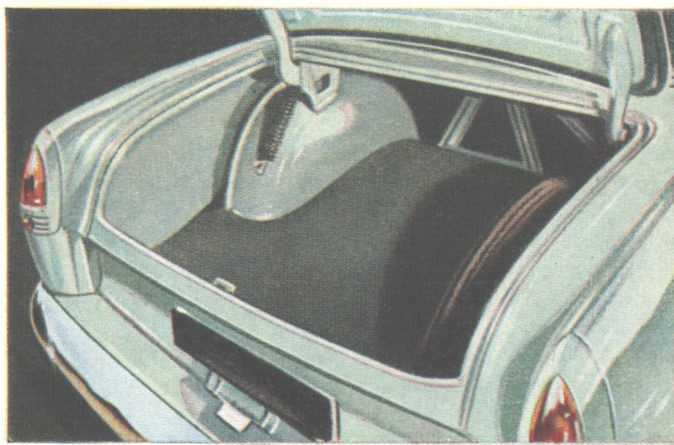
Glide-ride front suspension and special rear springing nurse car and passengers over the worst roads.

The spacious interior reveals the advantages you gain from the new Consul's extra length and width. There is more leg-room in front of the adjustable front seat—and behind it too. In addition rear seat passengers can stretch their legs still further under the redesigned front seat.

Ford Motor Company Ltd. consider every detail of design.

Front and rear seats are over 4½ ft. (1.77 m) wide with increased shoulder room as well. Although the new Consul is lower there is more headroom inside.

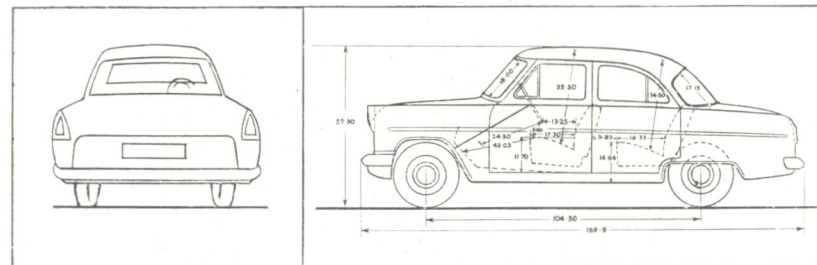




The longer, wider Boot holds over 20 cu. ft. (.567m³) of luggage. The Fuel Filler Cap is hidden under the hinged rear registration plate bracket.

The Air Intake for heating and ventilation system is under the windscreen; being higher it is clear of traffic fumes.

Steering is light and positive with a reduced turning circle. Hand controls are carefully grouped together below the distinctive instruments. Gear change lever is on the steering column as is the lever type Direction Indicator switch. Pistol-Grip Hand Brake is within easy reach of the left hand. You will enjoy driving the new Consul—it's easier, smoother and safer.



SPECIFICATIONS

ENGINE—4-cylinder O.H.V. Capacity 103.9 cu. in. (1,702.6 cc). Bore 3.25 in. (82.55 mm). Stroke 3.13 in. (79.5 mm). Compression ratio 7.8 : 1 (6.9 : 1 optional). B.H.P. 59/55 @ 4,200 r.p.m. Torque 92/87 lb./ft. @ 2,300 r.p.m. Cooling by water pump and thermostat.

ENGINE LUBRICATION—Pressure feed by gear type pump to main bearings, camshaft bearings and connecting rod bearings.

IGNITION—12-volt battery and oil filled coil. Sparking plugs 14 mm.

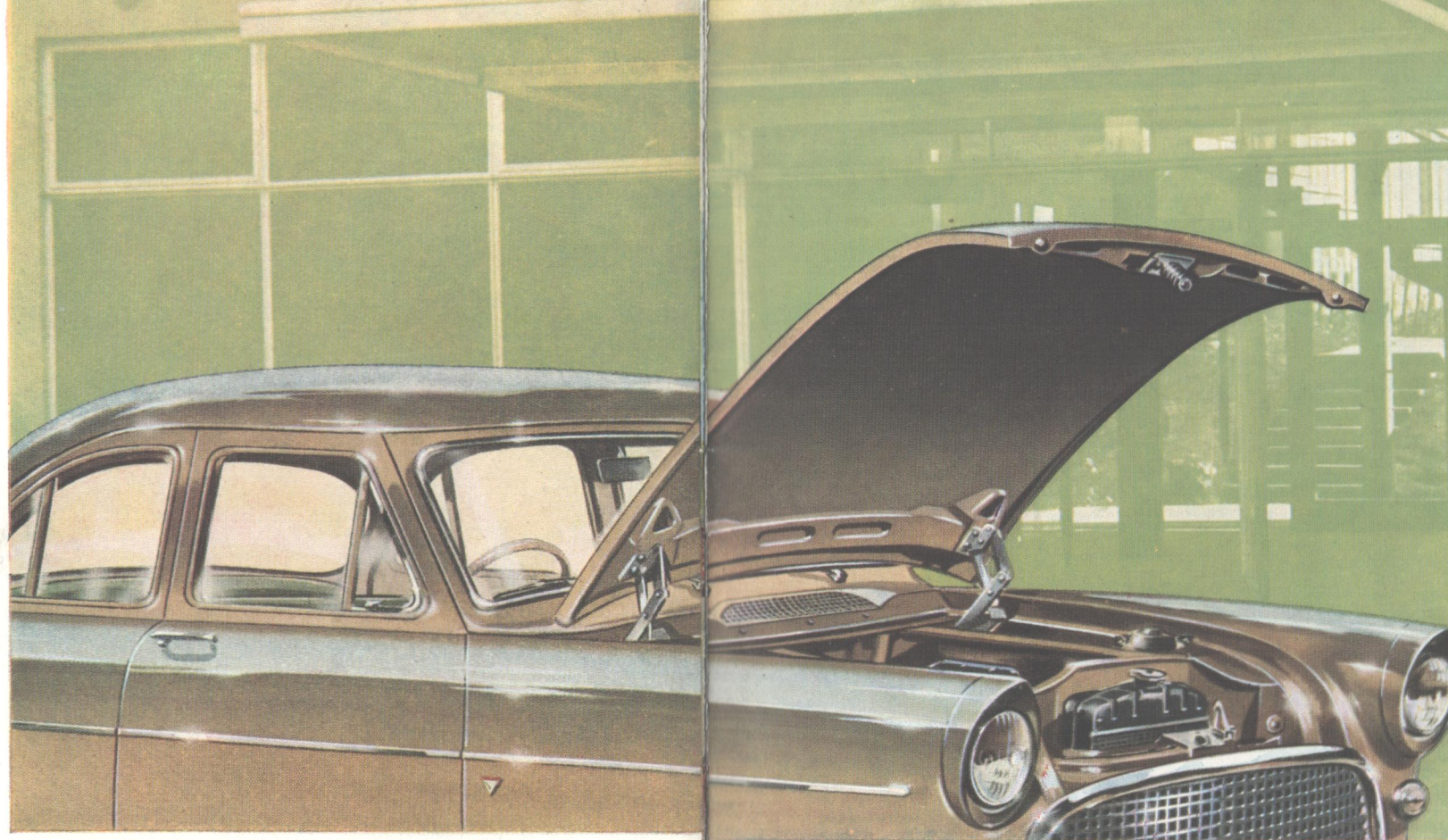
FUEL SYSTEM—Diaphragm type feed pump mechanically operated. Downdraught carburettor.

TRANSMISSION—Three forward speeds with synchromesh on second and top. Overall ratios: First 11.67 : 1; Second 6.75 : 1; Top 4.111 : 1; Reverse 15.86 : 1. Single dry plate clutch. Three-quarter floating hypoid rear axle.

SUSPENSION—Front: "Glide Ride" independent coil spring. Rear: Longitudinal semi-elliptic springs.

BRAKES—Hydraulic on all four wheels. 9 in. (22.86 cms) dia. lining area 147 sq. in. (948.4 sq. cms).

TIRES—5.90 x 13. 4 ply.



SPECIFICATIONS

FUEL TANK CAPACITY—11 gallons (50 litres).

STEERING—Worm and peg. Turning circle 35 ft. (10.67 m).

ELECTRICAL—12-volt—45 amp. hr. at 20 hr. rate. (57 amp. hr. optional.)

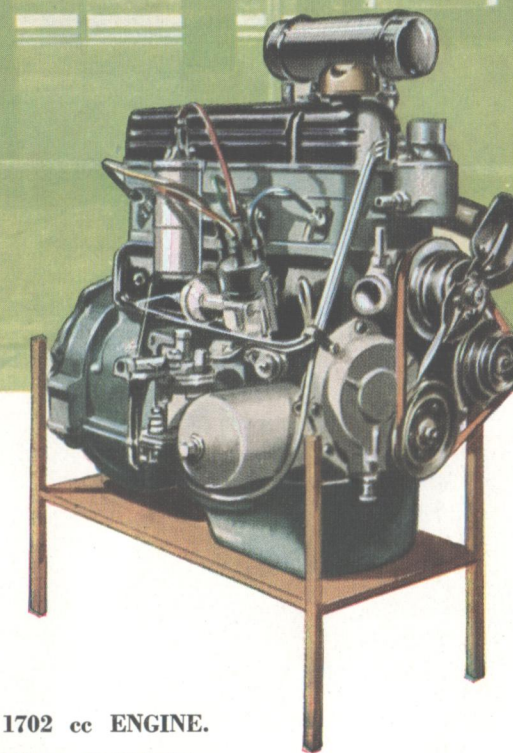
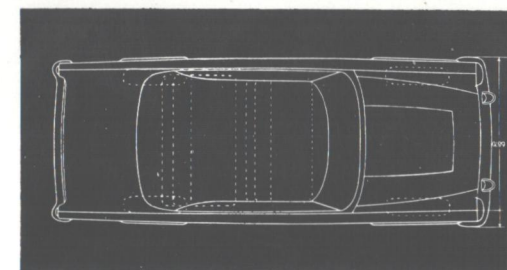
INSTRUMENTS—Speedometer, ammeter*, fuel gauge. Oil pressure, ignition, turn signal and main beam warning lights. Lighting, panel lighting and ignition/starter switches. Choke, fresh air vent, windshield wiper and hood lock controls.

BODY—Integral, all steel construction.

GENERAL DIMENSIONS	
Overall length (less overriders)	169.9 in. (4.3 m)
Overall width	67.0 in. (1.7 m)
Overall height	59.3 in. (1.5 m)
Wheelbase	104.5 in. (2.6 m)
Track—Front	53.0 in. (1.3 m)
Rear	52.0 in. (1.3 m)
Kerb weight	2,459 lb. (1,115 kg)

Ford Policy is one of continuous improvement. The right to change prices specifications or equipment at any time without notice is reserved.

* temperature gauge optional.



MORE ECONOMICAL 1702 cc ENGINE.
LONGER LIFE—SMOOTHER RUNNING—
LOWER RUNNING COSTS

With the more powerful 103 cu. in. (1,702 cc) oversquare engine, fewer engine revs. are needed to travel one mile. More power and efficiency at lower speeds reduce gear changing to the minimum. Tests show less engine wear. In addition to the smoother performance of an engine turning at lower revolutions, a 12½% higher axle ratio reduces mechanical effort still further with no loss in overall performance, giving extra quietness and smoothness.

A longer stride with higher gearing, increased efficiency and less engine wear reduce fuel consumption and overall running costs.

Automatic Overdrive, for still more smooth performance and economies, is available as an optional extra.

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With World-Wide Service too.

The new Consul offers the motoring you
have dreamed about at costs you can afford.

