

# A FUEL EFFICIENT LINE-UP.



Ford Australia - We're moving with you.





# Compare Ford's fuel economy with its competitors

A Federal Government booklet was published in July, 1980 listing fuel consumption figures for most popular cars and their available model, engine and transmission combinations. Its purpose is to assist you in making fuel economy comparisons between competitive vehicles. Have a look at it at your nearest Ford Dealership. We believe that when you check Ford's economy with its competitors you will find that the Ford passenger range compares very favourably.

## FORD LASER

Efficiency is the result of a number of factors. First, the excellent aerodynamic wedge-shape of the new Laser 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.

### LASER GL



1.3 litre 4-speed manual

† These are the fuel consumption figures for the Ford Laser based upon 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.

Illustrated front cover and left: Ford Laser GL 5-door



A red Ford Laser GL 5-door hatchback is shown from a front-three-quarter view. The car is parked on a surface that appears to be made of large, blue, interlocking blocks, possibly representing a road or a construction site. The car's headlights are on, and the 'Laser' badge is visible on the front grille.

# Laser

THE BRILLIANT BREAKTHROUGH



# FORD CORTINA 4

New Ford Cortina 4. An already beautifully styled car has been fine-tuned for improved quietness and quality, handling, economy and comfort.

Both the Cortina L and GL sedans and wagons let you set the

**Please note:** Due to engineering improvements in the new Ford Cortina 4, the petrol consumption figures shown here are superior to those quoted in the Federal Government booklet of July, 1980 for TE Cortina Sedan.

standards high—without having to pay a high price. And for even more pleasure, there's the Cortina Ghia sedan or wagon, marked by distinctive interior and exterior refinements with which the name Ghia has become synonymous.

2.0 litre crossflow 4 cylinder, with 4 speed manual transmission.



Ford Cortina Ghia

# FORD FALCON

Ford Falcon GL, Fairmont and Fairmont Ghia. Inside and out, you'll find evidence of the priorities which reflect the needs and wants of today's drivers. Improved economy and performance for example, a result of new alloy head 6-cylinder engines. Plus the striking design, features, handling, ride, comfort and

spaciousness of the Falcon range. For that "something extra" look no further than the highly appointed Fairmont series. Wagons? Again, we're sure you'll agree Falcon and Fairmont offer more of what you buy a wagon for.

Falcon GL Sedan

3.3 litre crossflow 6 cylinder, with optional 4 speed manual transmission available at extra cost.



Ford Fairmont Ghia



# FORD FAIRLANE

A distinctive difference in contemporary motoring comes to you in the Ford Fairlane, a car for the big country. From the moment you settle into the luxurious cloth-faced

seats, you begin to realise that Fairlane has been built with your comfort in mind, and designed to maintain a grand tradition of prestige travel.

4.1 litre crossflow 6 cylinder,  
with automatic transmission.



Ford Fairlane

\* Fuel consumption figures are derived from AS 2077-1979

# FORD LTD

We believe you will find a new element of sophistication in Australia's most successful luxury car – the Ford LTD. Here is a motor car, which,

when you compare it on a feature and price basis, sets its own standard of value among all luxury cars.

4.1 litre crossflow 6 cylinder,  
with automatic transmission.



Ford LTD

Tests. See note on actual fuel consumption on back page.



# SEE YOUR FORD DEALER TODAY:

**Please note:** Ford Motor Company of Australia Limited and Ford Sales Company of Australia Limited each reserve the right, subject to the laws of Australia and/or any applicable State or Territory thereof and/or the regulations of any competent authority which may apply from time to time, at its discretion, and without notice, to discontinue or change the specifications, features, design and prices of the products referred to in this brochure or to either permanently or temporarily withdraw any such products from the market at any time without incurring any liability whatsoever to any prospective purchaser or purchaser thereof. Your Ford Dealer should be consulted on the correct use and operation of fitted options. Always consult your Authorised Ford Dealer for the latest information on specifications, features, prices, options and availability before deciding to place an order.

\*Fuel consumption figures derived under AS 2077-1979 test procedures. Actual fuel consumption however depends upon many factors, including driving habits and conditions and the vehicle's equipment and condition.

