

THE LEGEND LIVES.



Live it.

The Plan

The AU11 Falcon is more than a launch of a new car. It's the evolution of a legend. Falcon is at the heart of the Ford brand, and the AU11 Falcon will be the vehicle that takes Ford back to its rightful position as No. 1.

Now there's an opportunity for you to participate in converting Falcon's enormous potential into sales. Now more than ever, Falcon improves on traditional key strengths, such as power, handling, safety, reliability and value for money.

Pre Launch Activities

The groundwork has been set for a very successful launch. Our pre-launch strategy of vehicle previews at the Melbourne International Motor Show and a 40th Anniversary celebration at Melbourne's historic Luna Park, has created much anticipation and attention on the new vehicle.

Full Launch

In April, the AU11 Falcon will be launched nationally to targeted audiences, with one of the most comprehensive communication plans for a Falcon launch.

On TV

Stay tuned to top rating TV shows for the national Falcon launch starting early April. We kick-off with a short teaser advertisement that will create anticipation that the new Falcon is coming.

Then we announce the arrival of the AU11 Falcon, highlighting the new features and benefits. Soon after, we release two additional commercials.

The first will reinforce Falcon's legendary features and value.

The second commercial will focus on the excitement of the XR range. In addition, we support these commercials with a series of advertisements focusing on specific AU11 Falcon attributes, such as scheduled servicing to 60,000km and standard dual airbags.

In National Press

The AU11 Falcon will also feature prominently in the National Press, with full-page ads being taken out in all major newspapers, communicating the high level of standard equipment in the Falcon range.

On the Internet – www.ford.com.au

In tandem with the release of the AU11, the Falcon website also receives a facelift, featuring interactive pages which provide customers with details and specifications on all the AU11 models. We will also be launching a new section, 'Falcon Online', featuring a series of interactive sites for members.

One read will convince you

To help people choose which Falcon is best for them, three new brochures shape the distinctive character of each new model, whilst selectively appealing to each target audience.

The Forté, Futura and Falcon S brochure has been designed to connect with Australian heartland families. The XR has performance written all over it, and the Fairmont exudes luxury and status from this prestige marque.

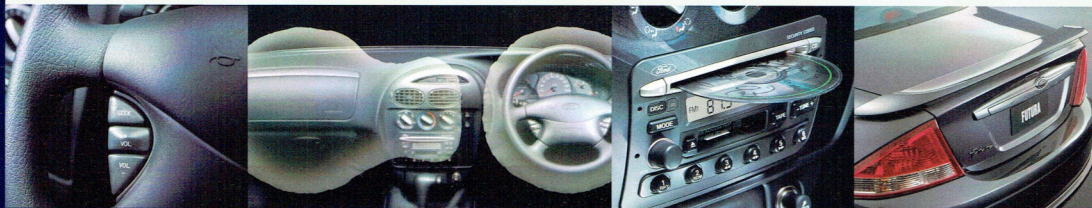
At a Dealership near you

To support Dealers in their efforts to introduce the AU11 Falcon to key customers and prospects, we will be providing a range of point of sale and support materials to ensure all the new features are well communicated.

Motoring Press

As part of the launch to the Motoring Press, we have been hosting a range of one-on-one sessions with each motoring publication. The feedback so far has been encouraging and positive.

You've got the facts, now spread the word. Let's kick big sales goals for Falcon.



LIVE THE LEGEND.



Fairmont Ghia Shown in Monsoon Blue.



Falcon Futura Shown in Meteorite.

The Vehicle

The AUII Falcon has all the qualities that's made Falcon a legend down the years, and will continue to make AUII Falcon a legend in the 21st century.

Legendary Styling

- New front end treatment
- New grilles on all models
- Four new colours – Meteorite, Organza, Venom and Monsoon Blue (available May 2000)
- New rear bumper on all short wheel base sedans
- 16" wheels standard across the range, 17" standard on XR8
- New wheel designs
- New rear appliques and badging
- High series tail lamps with clear indicator lens on all models
- New factory-fitted optional spoiler for short wheel base sedans (Standard on Futura)

Legendary Comfort

- New audio systems across the range featuring standard CD
- Dual function steering wheel mounted controls for audio volume, station, CD track and speed alert
- New standard interior colour – Warm Charcoal
- Dark Graphite replaces Medium Graphite as standard on wagons and is optional on sedans
- New trim fabrics for Forté, Futura, XR, Fairmont and Fairmont Ghia
- New centre instrument panel incorporating heater controls, separate digital clock and finished in Onyx Pearl
- Overhead driver's console incorporating sunglasses holder and map reading lamps (except column auto and when sunroof fitted)
- Improved cabin quietness with laminated steel firewall
- Variable intermittent wipers standard on all vehicles
- Key-out courtesy light standard

- Ignition lock illumination standard
- Speed alert standard

Legendary Safety and Security

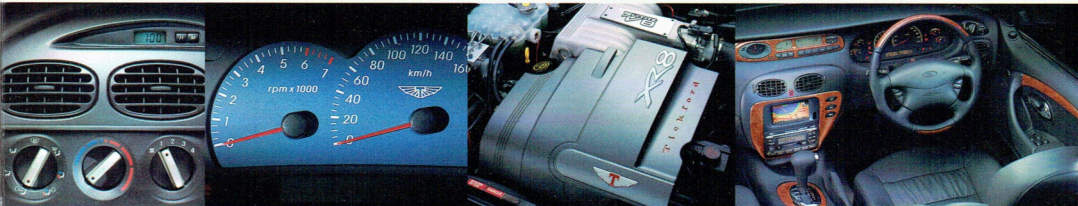
- Dual airbags standard across the range
- Pyrotechnic seat belt pre-tensioners
- Structural upgrades to enhance offset front and side impact performance
- Rear centre lap-sash wagon seat belt
- New anti-submerging rear seat belts
- New remote keypad, with 2-stage door unlock and panic alarm
- Dash mounted door lock/unlock button
- Traction control standard on Fairmont and Fairmont Ghia

Legendary Service

- Scheduled Servicing to 60,000 km standard on all passenger vehicles
- Ford Roadside Assistance standard on all vehicles
- Extended service intervals to 15,000 km
- 1,500 km service no longer required
- 3 year / 100,000 km "Bumper to Bumper" warranty

Legendary Technical Improvements

- New brake system. New callipers/boosters/materials for enhanced performance, brake life and reduced cost of ownership
- Ride and handling improvements on all vehicles
- Wider P215/60 R16 tyres
- Dedicated LPG option for auto models of Forté, Futura, and Falcon S available from July
- Satellite Navigation System, standard on LTD, optional on Fairlane Ghia, Fairmont Ghia and Fairmont available from July (Dealer fit accessory available for other models)



LEGENDARY VALUE

| | AU11 Falcon Forté Sedan | VT Series II Commodore Executive Sedan |
|--|---|---|
| Engine Capacity (Standard) | 4.0 litre INTECH 6-cyl OHC | 3.8 litre ECOTEC 6-cyl |
| Maximum Power (kW) | 157@4900 | 147@5200 |
| Maximum Torque (Nm) | 357@3000 | 304@3600 |
| Service Intervals (km) | 15,000 | 10,000 |
| Suspension – Front | Fully Independent Double Wishbone | McPherson Strut |
| – Rear | Watts Multilink Optional Fully Independent Double Wishbone IRS (with ABS) | Semi-trailing arm IRS |
| Max Towing Capacity (kg)* | 2300 | 2100 |
| Audio Power (Watts) | 100 | 30 |
| Dedicated LPG | Option† | Not Available |
| Standard Features | Air Conditioning | x |
| | Passenger Airbag | x |
| | Front Power Windows | x |
| | CD Player | x |
| | Scheduled Servicing to 60,000 km | x |
| | 16" Wheels | x |
| | Steering Wheel Audio Controls | x |
| | Separate Digital Clock | x |
| | Variable Intermittent Front Wipers | x |
| | Sunglasses Holder | x |
| | Dual Front Map Reading Lights | x |
| | Driver Vanity Mirror with Cover | x |
| | Height Adjustable Front Seat Belt Anchorages | x |
| | *Fail-Safe* Cooling | x |
| | 60/40 Split Fold Rear Seat Backs | x |
| | 'Smart Start' | x |
| Recommended Retail Price (Auto)* | \$32,415 | \$30,500 |
| Recommended Retail Price* (incl. Auto Trans, Air Conditioning, and Passenger Airbag) | \$32,415 | \$33,680 |

*Subject to State and Territory regulations. †Available from July 2000. #RRP including sales tax but excluding registration, stamp duty, insurance and dealer delivery fee. Prices correct as at 21 March 2000. Always consult an Authorised Ford Dealer for the latest information with respect to features, specifications, prices, optional equipment and availability before deciding to place an order. FCL 8147

The Falcon Advantage

www.ford.com.au

NEW FALCON. LIVE THE LEGEND.  Live it.