



***FORD AND THE DISABLED MOTORIST***





# SECURE & MOBILITY



When disabled people choose a car they naturally look for all the features that any buyer wants: reliability, performance, comfort and low first cost. Drivers also need to make sure that the car is one they can use despite their disability; they may need automatic transmission, wide doors, hand controls or other special adaptations.

Ford is Britain's No. 1 manufacturer and we offer a range of products which will fully meet your expectations and provide solutions to special mobility requirements. Most of our 400+ Main Dealers are actively involved with the established Motability Scheme and they offer the priority parts and service support which is so important to stay mobile.

The special discounts offered through Motability apply even if you are unable to drive yourself or if the disabled person is a child. The same attractive preferential terms are available for outright purchase direct from a Ford dealer and you may choose an alternative means of financing other than Motability if required. You can depend on Ford.









# THE ESCORT



## THE ESCORT

The Escort is Britain's favourite family car because it combines space and versatility with exceptionally attractive prices. The latest Escort benefits from a wide range of improvements — not just changes for the sake of change — all carefully blended with established features that were simply too good to lose. Take a close look at the wind cheating body, noting such 'good deal' details as the new moulded polycarbonate bumpers, high security locks for the doors, tailgate and fuel filler cap, halogen headlights, neatly integrated reversing lights and convenient remote control door mirrors. The windscreen is laminated, of course, and the rear screen's heating element conserves energy by switching itself off automatically.

Your value-for-money choices extend from the Escort Popular to the coveted XR3i or the chic and sporting Cabriolet. Whatever model you choose you can benefit from the attractive subsidized

prices that we offer to the disabled. The disabled driver's version illustrated here is based on the 3 door Escort L powered by the enhanced 'lean burn' 1.6 OHC (CVH) engine. When coupled with Ford's fuel efficient<sup>†</sup> 3 speed ATX automatic this car is very easy to drive in traffic and becomes a delightfully brisk performer on the open road. Comfort and convenience are assured by such refinements as velour carpeting, cloth door trim inserts, cigar lighter and padded, fully adjustable head restraints. Four speakers and a 'joystick' balance control make the most of the Escort L's self-seek AM cassette audio system.

<sup>†</sup> Government fuel consumption test figures. All figures in mpg (L/100 km): 47.9 (5.9) at a constant 56 mph (90 kmh); 36.2 (7.8) at a constant 75 mph (120 kmh); 31.0 (9.1) in simulated urban driving.





#### INTERIOR

Interior space is a tribute to the package efficiency of the design, and access is easy through the wide opening doors. As well as extending the seat runners, we have fitted an additional grab handle over the driver's door to assist entry and exit.



#### BOOT

Big loads are swallowed by a boot whose 12.7 cubic feet<sup>††</sup> is increased to 37.1 cubic feet after spending a few seconds removing the package tray and lowering the rear seat. The backrest can also be split-folded on a 60:40 basis to combine extra luggage space with one or two rear seat passengers. This flexible arrangement is particularly suited to carrying awkward loads such as a wheelchair.

<sup>††</sup> Load space capacities measured using the VDA method.



# THE REST OF THE RANGE





### FIESTA

Smart, efficient, nippy and versatile, Ford's chic super-mini has the flair rarely associated with small cars. The Fiesta may be cheap to buy, but there is nothing cut price about its specification. Light controls and compact dimensions make the Fiesta very easy to drive and park in town. It's also great fun on the open road which is no doubt why Fiesta was Britain's best selling small hatchback in 1985.



### CAPRI

The exciting Capri combines peerless panache with four seats and hatchback versatility. Good for 130 mph\*, the 2.8 Injection Special is today's best sports car value.

Ford's stylish Capri goes from strength

to strength and is proof that sporting characteristics can be blended with the more down-to-earth virtues of a practical family sized car.

\* Ford test figures.

### ORION

Classical styling and advanced engineering, join forces in the front-wheel-drive Ford Orion. Designed for discerning people who prefer an elegant four-door saloon to a trendy hatchback, the Orion delights the eye and gives strong performance. Like all Fords, it also represents outstanding value for money.



### GRANADA

Packed with advanced features — such as computerised anti lock brakes and high security locks — the Granada will appeal to people who need a large luxurious car. Voted 1986 Car of the Year, features that impressed the experts included a remarkably spacious interior, ride comfort in the 'magic carpet' class and mile eating performance. Truly an executive express.

### SIERRA

Catering for a very broad spectrum of customers the Sierra is available as a spacious saloon or a large and elegant Estate car and has a choice of engines from the 1.6 petrol to the fuel injected 2.8i V6, plus the diesel.

Right across the range the Sierra's comfort, convenience and versatility add up to the perfect mid-range family car that is also ideal for high-mileage business use.

It's a thoroughly practical budget conscious reminder of Ford's renowned ability to offer high quality at a remarkably low maximum price.





# YOUR CONVERSION

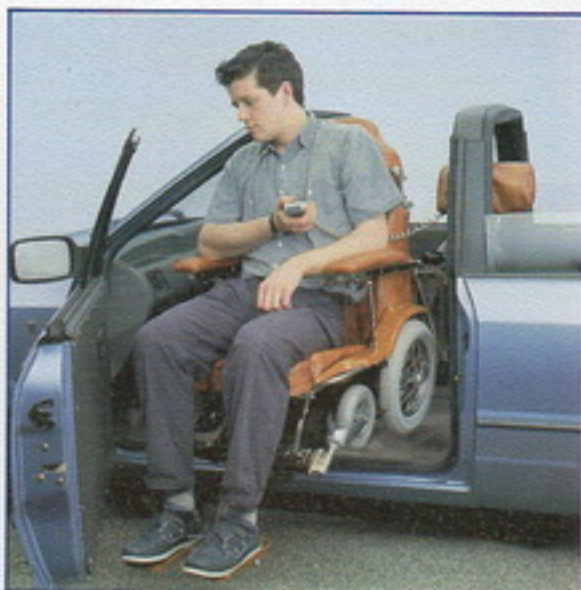


**Y**ou may have a minor disability or you may be seriously disabled. But it need not stop you enjoying the comfort, convenience and pleasure of owning and driving a Ford. In fact, the majority of disabled drivers do not need adaptations to their car to enable them to drive. Others can manage with hand controls and/or automatic transmission on a standard car. Where control conversions are required they range in complexity from the simple relocation of switches to full conversion of steering for foot operation. Conversions in Britain are carried out by many small firms or individuals and your Ford dealer will be pleased to provide details of local companies or specialists in a particular field. We have illustrated some examples of conversions on the Ford Escort, but most of them are suitable for other Ford models as well. Special designs are not described here in detail since each conversion is highly individual and tailored to the needs of a particular customer.



The availability of extended seat slides and two door bodies from Ford makes it relatively easy to enter and leave our cars without modification.

If accessibility is a particular problem however, a swivel seat can be fitted to replace the existing driver's or front passenger's seat. The original seat can easily be refitted if required.



There are also systems available to allow a disabled passenger or driver to travel in their wheelchair to eliminate the problems of transfer and stowage. This design shows a lifting mechanism which picks up and transfers the wheelchair complete with occupant to lock automatically into a normal front seat position.



This Escort van conversion allows access and travel in the rear section for chairbound people. The rear of the vehicle is lowered via a pushbutton control to provide easy ramp access. The wheelchair locks securely into position behind the driver and up to three passengers. This stylish conversion qualifies for zero VAT rating on new vehicles.





The simplest and most widespread steering aid is a knob or spinner fitted to the existing steering wheel. This is needed by anyone steering with only one hand, but is also helpful for someone with a weak grip. Another common type of control is the conversion of both brake and accelerator to hand operation. Hand controls are usually fitted in combination with automatic transmission.



Motoring with a wheelchair brings a new set of problems which can be overcome in a variety of ways. Some wheelchair users are able to get into their cars and store their wheelchairs without assistance. This may involve stowing and retrieving the wheelchair from the car boot or load compartment or pulling it into the car after you. The 2 door Escort is particularly well suited to this method of 'drag-in' storage because of its wide doors and ample space between the front and rear seats.



Someone who is less agile could consider a car-top hoist and stowage system which involves less effort and physical movement to use. This equipment collects a wheelchair from the side of the car, holds it securely in transit and returns it to your side at the end of a journey. The controls are designed for automatic operation from inside the car.



Remote controlled power steering is a development which has been pioneered in Britain. It enables someone to steer using any limb which has little strength or only a small degree of movement. In this car the joystick is mounted on the driver's door and moves just  $\pm 6^\circ$  from lock to lock. The steering wheel is left in place and rotates as the joystick is operated. Such conversions do require detailed assessment and consultation but illustrate the considerable ingenuity which is being applied to give severely disabled people a new opportunity to drive.



A very wide range of conversions and adaptations are available on Ford cars, and we can only illustrate a small selection. Because of the variety of designs and frequent need to tailor the controls to suit the individual, this equipment is not fitted at the factory. It is important to have a trial of even the simplest modifications before purchase. People with more complicated disabilities are recommended to visit one of the well equipped assessment centres such as Banstead Place or Crowthorne for expert advice and assistance.



# EXTRA COVER



## OPTIONAL WARRANTY PLANS

If you are buying your car outright or on hire purchase the Ford Extra Cover plans provide peace of mind and an excellent range of benefits at prices which represent true value-for-money.

## CHOOSE BETWEEN 2 EXCELLENT PLANS!

Extra Cover helps protect you for up to 3 years or 60,000 miles against unexpected repair bills.

Extra Cover Plus gives all the normal Extra Cover benefits plus most RAC Associate Membership benefits with Rescue, Recovery and 'At Home' services.

## AND CHOOSE FROM 3 OPTIONS

Once you have chosen between Extra Cover and Extra Cover Plus, you can decide which of the following options best suits your needs:

- 1** 24 months from the date of vehicle registration (12 months after normal Assurance has expired), with no limitation on mileage.
- 2** 36 months from the date of vehicle registration (24 months after normal Assurance has expired), or 36,000 miles, whichever occurs first.
- 3** 36 months from the date of vehicle registration (24 months after normal Assurance has expired), or 60,000 miles, whichever occurs first.

Naturally, your new Ford is covered by Ford Customer Assurance during its first year, but both Extra Cover and Extra Cover Plus give the additional benefits of assistance towards vehicle hire and hotel expenses when applicable right from the day you sign the agreement!

And if you choose Extra Cover Plus, your RAC membership is for the full period of your agreement, even if you exceed the mileage limitation.

## COMPREHENSIVE COMPONENT COVER

All Extra Cover plans give you excellent protection against manufacturing or material defects on most mechanical and electrical components.

Both the parts and labour are covered, as is the reimbursement of any necessary towing charge to the nearest Ford dealer for an Extra Cover repair. With Extra Cover Plus you simply call out the RAC — regardless of whether or not the failed component is included in the Extra Cover Plus plan.

## CLAIMING COULDN'T BE EASIER!

Just contact your nearest Ford dealer, produce your Extra Cover agreement and Service Record, and they'll sort everything out for you.

## TOWING-IN IS COVERED TOO

If your Ford can't be driven because of failure of a component covered by Extra Cover, we'll pay for the nearest Ford dealer to tow it in. Or if you have Extra Cover Plus, you can take advantage of the RAC Rescue service.

## NO CLAIMS LIMIT

There's no limit to the amount of any repair claim, or to the number of claims which can be made.

## SLEEP EASY WITH EXTRA COVER

If the work involved in any Extra Cover repair can't be completed the same day, your Ford dealer can help towards emergency hotel expenses for one night. With Extra Cover Plus, the RAC Recovery service can get you and your vehicle to any single destination of your choice in the UK mainland including Northern Ireland (cost of ferry tickets excluded).

## KEEP ON THE MOVE WITH EXTRA COVER

If any Extra Cover repair takes longer than 24 hours, we'll arrange for emergency vehicle hire expenses for up to 3 days after the initial 24-hour period.

## MAXIMISES RESALE VALUE

When the time comes to sell your Ford, the remaining period of any Extra Cover plan simply transfers to the next owner.

## GOING ON HOLIDAY ABROAD?

Any Extra Cover plan also protects your vehicle while on holiday abroad for a continuous period of not more than 4 weeks. With 6000 dealers in Ford vehicles throughout Western Europe, assistance is normally available.

RAC assistance abroad is only available if you separately purchase the RAC Traveller's Bond, details of which are available from your nearest RAC office.

## GET THE PROTECTION OF EXTRA COVER OR EXTRA COVER PLUS NOW!

The best time to arrange an Extra Cover plan is at the time you order your new Ford. You'll get the full Extra Cover benefits right from the start. Ask your dealer for full details now.

Extra Cover and Extra Cover Plus — the best way to drive.



## USEFUL ADDRESSES

### **Motability**

Boundary House  
91-93 Charterhouse St.  
London EC1M 6BT

Tel: 01 253 1211

### **Motability Finance Ltd.**

Tabard House  
Southwark St.  
London SE1 0TA

Tel: 01 261 9644

### **Disabled Drivers Motor Club**

1A Dudley Gardens  
Ealing, London W13 9LU

Tel: 01 840 1515

### **Disabled Drivers Association**

The Hall  
Ashwell Thorpe  
Norwich NR16 IEX

Tel: 050841 449

### **Banstead**

Banstead Place Mobility Centre  
Park Rd.  
Banstead  
Surrey SM7 3EE

Tel: 07373 51674

### **M.A.V.I.S.**

Mobility Advice and Vehicle  
Information Service  
Department of Transport  
TRRL  
Crowthorne  
Berkshire RG11 6AU  
Tel: 0344 779014

### **Radar**

Royal Association for  
Disability and Rehabilitation  
25 Mortimer St.  
London W1N 8AB  
Tel: 01 637 5400

### **Ford**

Further advice and assistance  
is available from:

Ford Personal Import Export Ltd.  
8 Balderton St.  
London W1Y 2BN  
Tel: 01 493 4070  
Telex 22180

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Ford Policy is one of continuous product development.  
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prominently displayed in Ford Dealerships at the point of  
supply. For the latest details always consult your Ford  
Dealer.

†The Government fuel figures do not express or imply  
any guarantee of the fuel consumption of any particular  
car. The cars themselves have not been tested and there  
are inevitably differences between individual cars of the  
same model. In addition, a car may incorporate particular  
modifications. Furthermore, the driver's style and road  
and traffic conditions, as well as the extent to which the  
car has been driven and the standard of maintenance,  
will affect its fuel consumption.





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