

The New Ford  
**ESCORT**



You don't stay ahead  
by standing still





# INTRODUCING The New Ford ESCORT

**T**HE first hatchback Escort was launched in 1980. By the end of 1981 it was the best-selling car in the world. A lead that it's retained ever since.

An outstanding achievement — but hardly surprising when you look at the thinking we put into the car. It was designed to be fun to drive, an exciting car, with lots of go, and lots of room.

In fact, the beauty of the Ford Escort can be summed up in just two words — efficiency and versatility. On the one hand, it's a practical, family-orientated economy car.

On the other, it's a 'hot hatchback' — performance-bred in XR3i form, rally-bred in RS Turbo guise. For the past 4 consecutive years it's been the best-selling car in the UK.

But you don't stay ahead by standing still. And the Escort has



... the Escort Popular from £4,921\*



... Escort L from £5,930\*

Options fitted at extra cost: Rear seat belts, metallic paint.



... Escort GL from £6,919\*

\*Includes Car Tax and VAT.





...the *stunning* new Ford Escort XR3i. The only small sports hatchback with the option of front wheel drive anti-lock brakes. And look how it goes: 0-60 in just 9.6 seconds, top speed 115 mph.† Even faster is the new RS Turbo version, coming soon!

†Ford computed figures.

always been the car that's out there in front.

Now we announce the new Ford Escort, a new **range** of cars, in a new aerodynamic shape, with 2 new engines and more sure-footed handling than ever before.

Turn the page and we'll tell you more — more about the cars that prove, 'Nothing succeeds like success...'



... **Escort Estate from £5,373\***  
Option fitted at extra cost: Rear seat belt.



... **Escort Cabriolet XR3i from £9,817\***  
Options fitted at extra cost: Electric aerial and alloy wheels.



... **Escort Ghia from £7,554\***  
Option fitted at extra cost: Metallic paint.  
\*Includes Car Tax and VAT.



With our latest lean burn technology, both the 1.4 and 1.6 litre carburettor engined Escorts run more efficiently by using less fuel and much more air.

The result is **outstanding** fuel economy — and **excellent** performance. Look at the figures on the right and you'll see what we mean.

High torque at low revs also makes these new Ford Escorts very responsive, reducing the need to change gear when you're overtaking or climbing hills.

There are currently 6 engines in the new Ford Escort range, catering for the more budget-conscious motorist with the 1.1 litre model, right through to the sportier driver with the 1.6 litre, fuel injected XR3i.

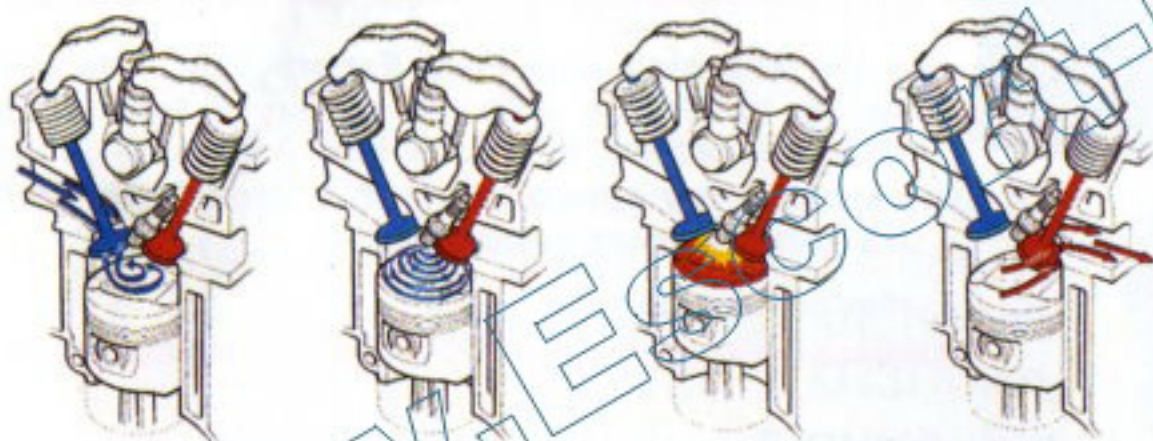
Coming soon is the new RS Turbo model — scintillating performance from a fuel injected 132 bhp power unit.

For regular high mileage, there's also the 1.6 litre, 5-speed, diesel-engined Escort — on Government fuel tests, it achieved more than 70 mpg at a constant 56 mph. □

□ Government fuel economy figures: Ford Escort 1.6 diesel, 5-speed: mpg (L/100 km) constant 56 mph (90 kmh) 70.6 (4.0), constant 75 mph (120 kmh) 48.7 (5.8), urban driving 48.7 (5.8).



The new Ford Escort 1.4 Ghia



Lean burn engine cycle



## New lean burn engine

**T**HE new Ford Escort is a more efficient car. It's more responsive, has a new, sleeker profile. It's quieter, with less wind noise.

But of course, the biggest benefit of the new body design is the potential for better performance figures. The new lean burn engines that turn out better performance figures.

†Ford computed figures. □ Government fuel economy figures. Ford Escort 1.6, 5-speed: constant 56 mph (90 kmh), 55.4 (5.8), urban driving 48.7 (5.8).





□ 5-speed  
gearbox



57.6 mpg  
at a  
steady  
56 mph □



0-60 11.3  
seconds†



Max  
speed  
104 mph†

## ines give even better all-round performance...

looks like a more  
erodynamic, with a  
d quieter, with less

gain from the new  
al for more mpg —  
o the full, with new  
t excellent perform-

Take the new 1.4 litre Escort for example. Fitted with a 5-speed gearbox, it has achieved 57.6 mpg at a steady 56 mph in Government fuel tests. □ The same model can do 0-60 in 11.3 seconds. †

The new 1.6 litre Escort is even quicker, with a 0-60 time of just 9.7 seconds. † Yet the same car returned over 55 mpg at a constant 56 mph in Government fuel tests. □ Better all-round performance, from a more efficient range of cars...

† Figures: Escort 1.4, 5-speed: mpg (L/100 km) constant 56 mph (90 kmh) 57.6 (4.9), constant 75 mph (120 kmh) 44.1 (6.4), urban driving 34.9 (8.1), constant 75 mph (120 kmh) 40.9 (6.9), urban driving 34.0 (8.3).



INSIDE...

...a new, ergonomically-designed interior



...new inside, the Escort Ghia. Standard equipment includes electrically operated front windows and central locking.

...versatility in action. The 4-position rear seats make the new Ford Escort a very practical hatchback.



...and superb versatility



**A**LL new Ford Escorts have been ergonomically-designed inside, to vastly improve the driver's comfort and control.

There's a new dashboard layout, new switchgear and new centre console. Every model in the range now has a bank of soft-touch micro switches. And wipers, headlamps and indicators are controlled by 2 short stalks that fall easily to hand on either side of the steering wheel.

Look at the Escort's versatility too. Split rear-seat-backs throughout the range make it easy to carry long or awkward shaped loads, even when you've got 2 passengers.

In the front, there's more stowage space, a new sound system (on all but the Popular), and a long list of options. On the GL, Ghia, and XR3i models for example, you can even have a heated front windscreen, to demist or clear frost and ice quickly on cold wintry mornings.

We've also taken a new look at security. All new Ford Escorts now have Chubb-type door and ignition locks. They're much less likely to freeze up and the keys are **extremely** difficult to copy.

It's attention to important details like this that makes the new Ford Escort an even better car than the model it replaces!





## ...ON THE ROAD

# The first hatchback in its class to offer anti-lock brakes...

One of the most exciting aspects of the new Ford Escort range is the introduction of optional front wheel drive **anti-lock braking** on **all** new CVH-engined, 5-speed models.

It's the first time ever that an anti-lock braking system has become available on a European car of this size. *Motor* described it as 'a life-saver'.

The fully independent front and rear suspension is a feature that's normally only found on large cars. It means you get sharper handling, improved cornering and increased stability under heavy braking, or quick acceleration.

Together with front wheel drive anti-lock braking, this makes the new Ford Escort a very reassuring car to drive, in all conditions. And one of the easiest to look after, with more than 1,150 dealers nationwide, a 6-year Corrosion Assurance and a long-life exhaust system.

There is also the option of Extra Cover warranties, giving cover on most mechanical items for up to 3 years or 60,000 miles.

"I was able to slow and evade the hazard without drama or danger. The anti-lock device built into the braking system prevented frightening and uncontrollable skidding. You can feel a subtle vibration under your right foot, and faintly hear a pattering sound as the brakes bite and release several times a second.

The car slows sharply, but remains capable of being steered... Previously, such safety has only been available on models such as BMW, Mercedes and most recently, Ford's new Granada. The cost of this system is justifiable to avoid even one accident..."

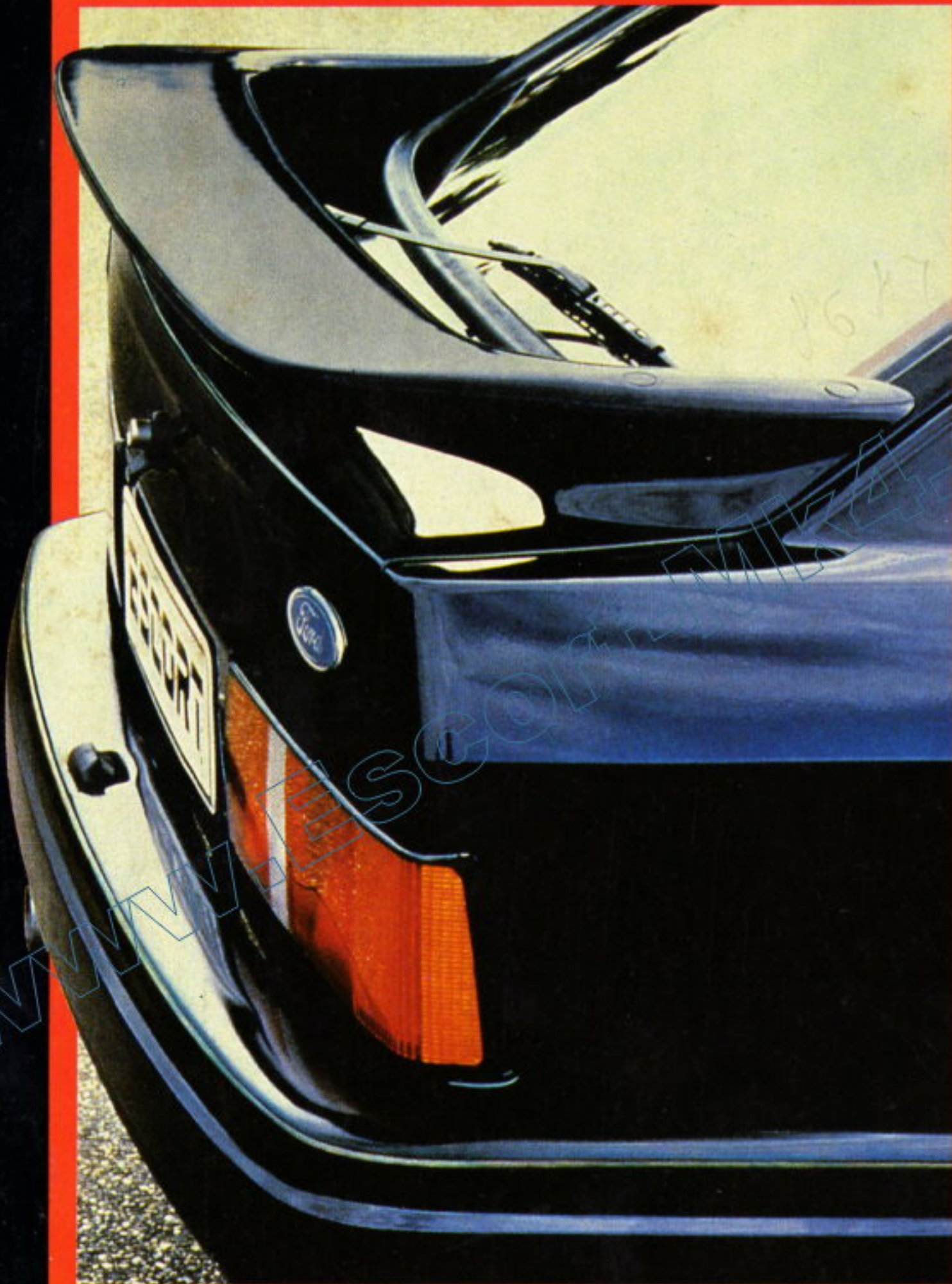
(from a pre-launch review, published in The Observer, 9 February 1986)





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