From Ford Motor Co. Comes:

'World Car'

Newest automobile from Ford is the Escort, which company officials tout as having 95 percent of its parts made in the U.S. or Canada. Development of the power plant for the new car began in the early 1970s.

Granada — the industry's most changed American - built sedan for 1981 — has a 21 percent improvement in fuel economy and all - new aerodynamic styling.

The Granada's new standard 2.3-liter overhead-cam engine and manual four-speed transmission achieve an Environmental Protection Agency (EPA) fuel - economy rating of 23 estimated mpg — 21 percent better than last year's Granada.

And with an EPA highway estimate of 34, the Granada has a cruising range of 476 miles on a standard 14-gallon tank of gasoline.

To meet a wide range of driving needs, the 1981 Granada also offers efficient 3.3-liter Six, and 4.2 - liter V-8 engines as options. An automatic transmission is optional for the 2.3 - liter engine and standard with the 3.3- and 4.2-liter powerplants.

Although the 1981 Granada is three inches shorter than last year, it has more leg, hip and shoulder room than its predecessor. Luggage capacity also is greater. It is offered in two and four - door sedans in three series — "L," "GL" and "GLX."

The new Granada, with its fully - unitized body structure, is 400 pounds lighter than the 1980 model and its coefficient of drag is an impressively low .44 — a combination that accounts for a substantial gain in Granada fuel economy.

Other new - for - 1981 features include:

A MacPherson-type strut front suspension that provides a high level of riding comfort to complement the precise handling characteristics of rank - and - pinion steering.

A rear suspension (a modified version of the four - bar link system with coil - type rear springs) that features unique suspension arms and bushings to provide controlled ride characteristics, minimum weight and optimum package efficiency.

A pin - slider front - disc brake system that offers reduced weight, less critically dimensioned components, improved pedal feel and easier assembly than last year's vee-slider brake system.

A rear - axle assembly that is lighter and quieter than last year's.

Fourteen - inch stamped - steel wheels and standard P-metric steel - belted radial - ply tires that help improve fuel economy due to their lighter weight and reduced rolling resistance.

On the inside, standard features include front - bucket seats on all models, a new instrument - panel design with a large easy - to - read two - pod instrument cluster, and stalk - mounted controls for turn signals, horn, headlamp dimmer and windshield wiper - and - washer system.

Much of the new Granada's improved interior space and comfort is due to a new seat construction with structured - steel seat backs and steel-cushion support rails to which are mounted molded - foam cushions and backs.

Two - door models are equipped with an inertia seat - back - release mechanism which automatically locks the seat back in place during vehicle deceleration. Otherwise, the seat is free to tilt for easier rear - seat entry and exit.

Other standard features include dual halogen headlamps, a bright grille with bright surround moldings, a fluidic windshield - washer system, and full wheel covers.

Major comfort and convenience features — standard on some models, optional on others — include air conditioning, speed control, and a console with a graphic warning - display module and a digital clock. A four speaker premium - sound system is optional on all models.

Every Granada is examined by a minimum of 38 assembly - plant quality - control inspectors. Seats are fitted by hand and every door is adjusted by hand as well.

Granada ease - of - serviceability features include a maintenance - free battery; front - brake and ball - joint wear indicators; every access to the fuse box; access to turn signal, horn, windshield wiper - and - washer and headlamp - dimmer switches without removing the steering column or wheel.

An easily accessible windshield - wiper motor; a factory - set front suspension caster adjustment; an easily accessible heater core on non - air conditioned models; improved accessibility to rear - shock mounts, and a strut - type front suspension that does not require removal of the front spring for strut service.

The Escort

Ford Motor Company is calling its new high - technology Escort a "World Car" because its development drew on the knowledge, experience and hard work of Ford employees from around the world.

"The software is worldwide, but the hardware is North American," Philip E. Benton Jr., Ford Motor Company vice - president and Ford Division general manager, said. "The Escorts we sell here will have 95 percent of their parts built in the United States or Canada and they will be assembled here as well.

"The company's $3-billion Escort development program also produced a sister line of cars for Europe which carries the same nameplate. With minor differences, the interior dimensions of both Escorts are the same, while the exteriors are tailored to individual market tastes."

Benton noted that powerplants for the cars also are basically identical, except that the U.S. version of the Escort's all - new Compound Valve Hemispherical (CVH) engine is equipped and calibrated to meet federal emissions standards. Both car lines also feature a four - wheel independent suspension system.

"The Escort program marshalled our company's worldwide design and engineering expertise to produce an all - new car that is just right for the energy - conscious 1980s," Benton said.

"Motorists throughout the world will find this new generation of Ford World Cars stands for excellent fuel economy, interior roominess and ride - and - handling characteristics that put the fun back into driving."

The high - technology front - wheel - drive Escort is powered by an all - new four - cylinder overhead - cam Compound Valve Hemispherical (CVH) engine that cost $1 billion to develop.

When certification testing by the Environmental Protection Agency is completed, the standard 1.6 - liter CVH engine is expected to be rated at an estimated 30 mpg and 44 highway.

Development of the new engine — described as a "hemi - head" because of its hemispherically shaped combustion chambers — began in the early 1970s when a Ford Scientific Research Laboratory team was formed to identify a powerplant for the 1980s.

After a design concept was established, Ford's new hemi - head engine was compared with 25 other wedge and pre - chamber engine designs considered to represent the world's best engine technology. The CVH engine proved superior in terms of both fuel - efficiency and power output.

Because of its vast experience with small passenger - car engines, Ford of Europe supervised subsequent development of the new CVH engine. Ford of Germany worked on refinements

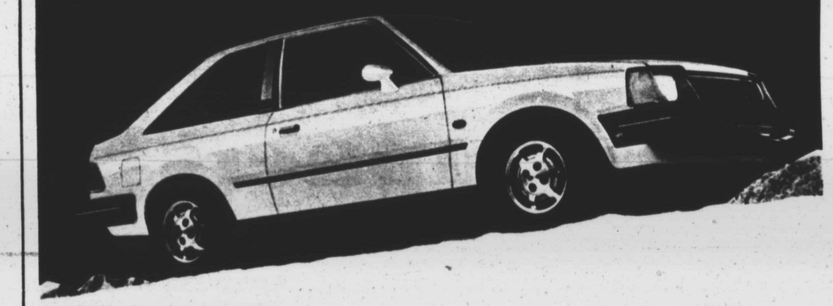
(Continued on page 38)

ESCORT — The high - technology Escort is expected to have an EPA rating of 30 mpg in the city, 44 mpg highway.

LYNX is the first of a new generation of compact and fuel - efficient cars from Lincoln - Mercury. Also available in a luxurious LS model.

GRANADA is all - new for 1981. It has a new standard powertrain and a 2.3 - liter, four - cylinder engine and four - speed manual transmission.

INTRODUCING
THE NEW WORLD CAR
FORD ESCORT



ENGINEERING TEAMS FROM AMERICA AND OVERSEAS JOIN FORCES TO CREATE A NEW CAR WITH BETTER IDEAS FROM AROUND THE WORLD

Top engineers drawn from the worldwide resources of Ford Motor Company teamed up to create Escort. They pooled their expertise...compared, tested, evaluated, experimented—to come up with better ideas.

The result: a high-mileage car built in America to take on the world. Escort will be made in America for American drivers...with other models built and sold overseas.

HIGH MILEAGE THROUGH ADVANCED TECHNOLOGY

Escort has higher gas mileage ratings than subcompacts such as VW Rabbit, Honda Accord, Toyota Corolla hatchback—yet Escort has more room—in fact, Escort has the room of a compact (based on EPA Volume Index).

30 EPA EST MPG* 44 EST HWY*

*Applicable only to sedans without power steering or A/C. For comparison. Your mileage may differ depending on speed, distance, weather. Actual hwy mileage and Calif. ratings lower. Excludes diesels.

ONE OF THE MOST POWER-EFFICIENT ENGINES AVAILABLE IN AMERICA

Escort's new-design compound valve hemispherical head (CVH)

engine gives you high mileage plus power for freeway driving.

FRONT-WHEEL DRIVE AND FOUR-WHEEL INDEPENDENT SUSPENSION

Escort comes with front-wheel drive...four-wheel fully independent suspension...rack-and-pinion steering...stabilizer bar...new all-season steel-belted radials, and other road-control features.

DRIVE A WORLD CAR

Whether you buy or lease, see your Ford Dealer now to order your Escort...3-door Hatchback, 4-door Liftgate...or even a Squire wagon option. And remember to ask about Ford's Extended Service Plan.

Escort Liftgate...4-doors and wagon room when you need it.

BUILT TO TAKE ON THE WORLD

FORD ESCORT

FORD DIVISION