

the ford**cougar**

1999 Edition 2



sharpen your **senses**

The thrill of seeing it. Nothing

In Ford Cougar, Ford has designed and engineered a **matches that feeling.**

A sculptured torso of untapped

exhilaration. It's moments like

these that remind us that life is

an open road. To some, the

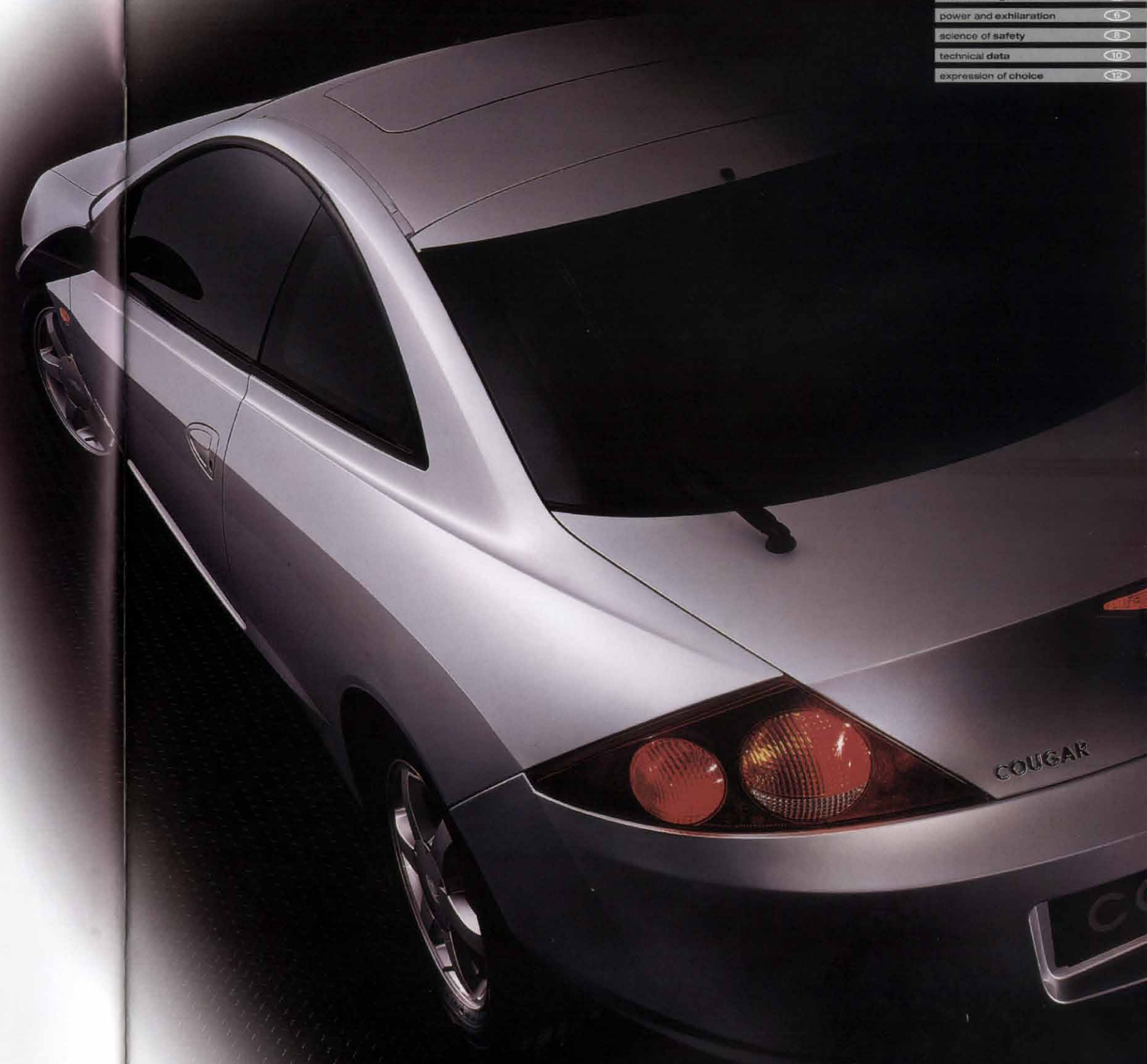
mindful anticipation of arrival is

satisfaction enough, but for a

few of us, it's how you get

there that really counts.

In Ford Cougar, Ford has designed and engineered a European sports coupé with Edge appeal. Its rising belt line and muscular stance combine classic grand tourer exhilaration. It's moments like these that remind us that life is an open road. To some, the mindful anticipation of arrival is satisfaction enough, but for a few of us, it's how you get there that really counts. With a choice of 2.0-litre 16V or 2.5-litre 24V V6 engines, with chassis design and suspension tuned to optimise sporting characteristics, Ford Cougar delivers purist coupé performance and handling.



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purist **coupé** handling

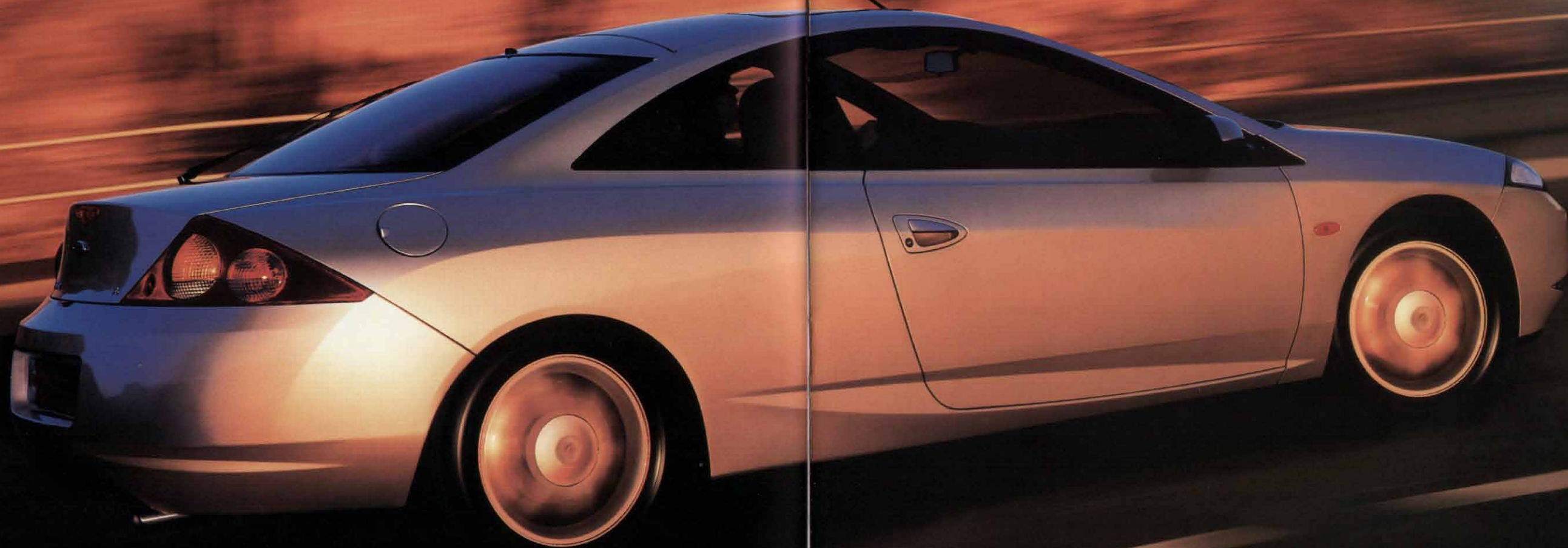
Adrenaline flowing over snaking tarmac. Changing G-force through bends and brows. Your heartbeat and tachometer keeping pace. Smiling to yourself at the sheer thrill, the control and dynamics of a great coupé in motion; you're suddenly feeling more alive. More the real you. Isn't that the magic you seek?

Ford Cougar's chassis features low-friction front struts, A-arms and roll bar for a smooth ride with crisp handling. Quadralink rear suspension incorporates passive wheel steering for accurate corner control. Dampers are calibrated for high initial reaction and a slow change in roll action, minimising

pitch and dive and aiding stability in side winds.

The four-channel anti-lock braking system (ABS) with electronic brake-force distribution (EBD) is designed to improve stability in any braking situation. Integrated traction control (TCS)* helps control wheel-spin and aids traction.

*Standard on the 24V Ford Cougar only.



interior design

Inside is rarefied, alive. Here everything looks, sounds, feels, even smells right. Tapping into something primal; something intimate.

Held firm and totally centred. Feeling the contours of the seat, surveying the logic of the dials. Monitoring, feeding back and responding on command.

Switching into action, your thinking becomes sharper. Your focus clearer. Living the moment, you're ready for that open road.

Interior style is balanced with functionality, from the power height-adjustable driver's seat* and clean fascia layout, to the power windows and contoured leather seats*. Visual

accents include gunmetal-finished fascia and doors, and leather-trimmed steering wheel and gear shift knob. By activating the semi-automatic temperature control air conditioning and advanced audio system, you can comfortably synchronise Ford Cougar's four-seater environment for the most rewarding journey.

*Available as part of the optional 'X' Pack on the 24V Ford Cougar only.

With supportive sports seats both front and rear, comfort is assured.



power and **exhilaration**

Neon lights ricochet off rain-washed streets. Escaping the glare and city limits. Gliding through the gears, like playing power chords on an air-guitar. Second through third, fourth to fifth. The potent engine. Free-revving and responsive. Effortlessly smooth, deceptively quiet. Riding the slipstream of a perfect day, time slides by in your wake. And, wherever you are, at that precise, delicious moment, is where you've always wanted to be.

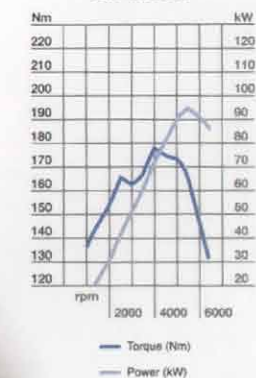


Ford Cougar's engines combine the latest dynamics, combustion and catalytic converter technology to offer exceptional performance with unmistakable character. The smooth-running, 16-valve 2.0i Zetec engine and the compact and lightweight all-alloy 24-valve 2.5i V6 Duratec engine are both tuned to deliver flexible power throughout the rev range, with excellent low-speed torque.

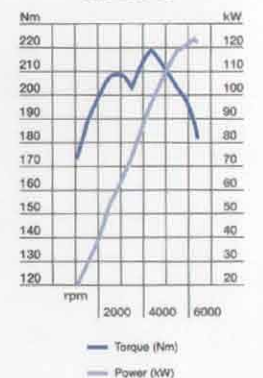
Both engines utilise Ford's proven EEC V computerised engine management system. Extensively tested on the Formula 1 racetrack, this state-of-the-art system controls a variety of functions such as engine calibration parameters at all load and speed points, promoting more efficient, smoother engine performance.



2.0-litre I4



2.5-litre V6



science of **safety**

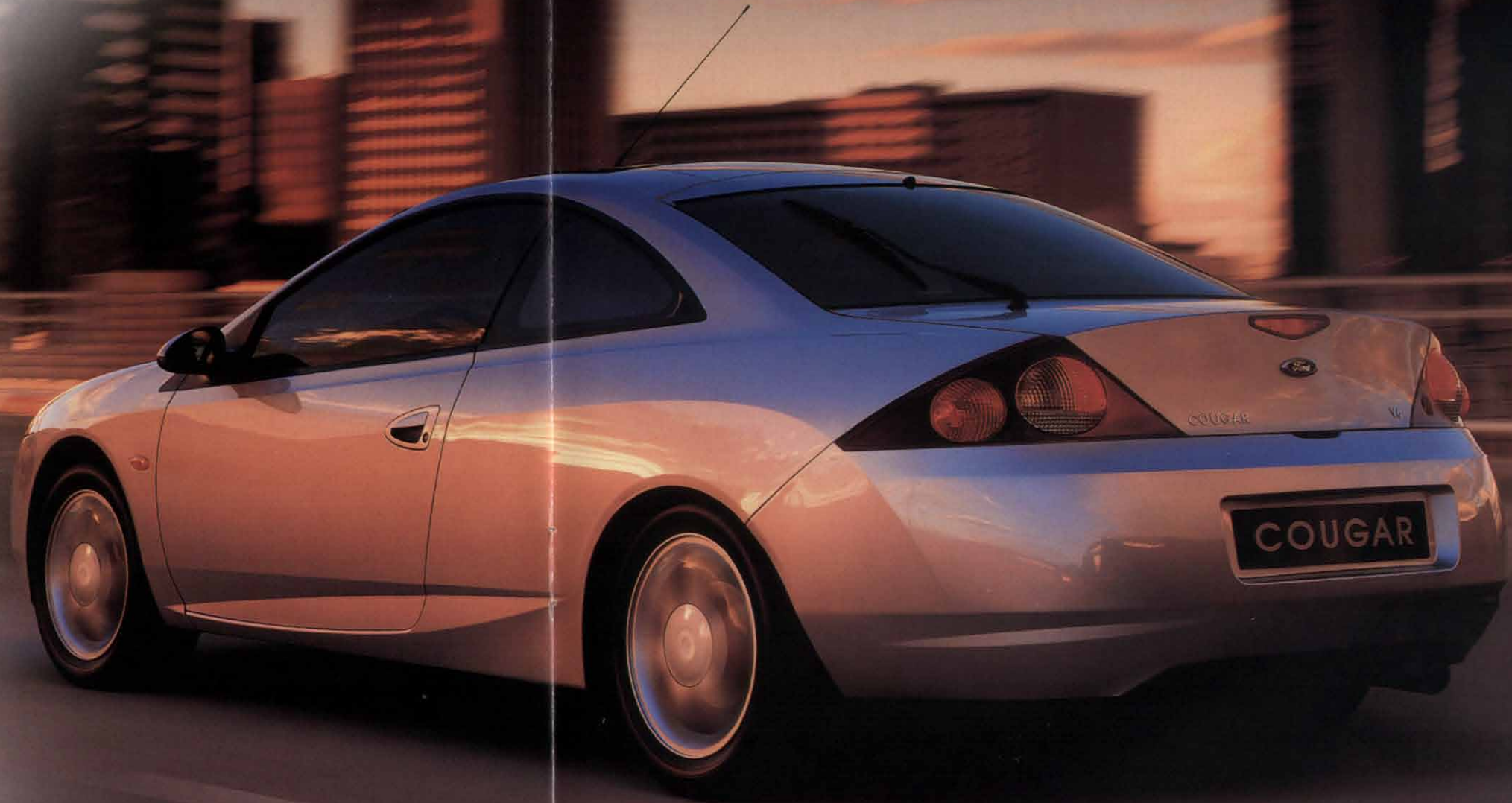
The science of survival requires more than instinct. It demands a substantial armour of steel and technology working to protect. Onboard intelligence and safeguards poised to repel the unexpected and the uninvited. Owing up to the fact, we are each driven by the ultimate human instincts; defence of our territory and survival of the species.

Ford Cougar's safety provisions include high-tensile steel door beams and 'latest generation' chest-and-head side airbags*. The fully integrated restraint system with load-limiting retractors that help limit excessive seat belt pressure, improves levels of absorption. Front passenger's* and driver's airbags give added protection, plus the steering column is semi-deformable and is designed to minimise chest injury.

Sophisticated security features include central and double locking with perimeter alarm, and a Passive Anti-Theft System (PATS) vehicle immobiliser which automatically activates when you switch off the ignition, and is designed to start only when using the coded key.

***Note: A rear-facing child seat should never be placed in the front passenger seat when the Ford vehicle is equipped with a front passenger or side airbags.**

Ford Cougar's all-new three-door body created the opportunity to introduce Ford's latest computer-optimised safety technology.



model choice & weights and loads

3-door Ford Cougar

	Standard (optional) Gearbox and Kerbweights (kg) †	Gross Vehicle Weight (GVW) (kg)	Max. Towing Limit at GVW (kg)
2.0i 16V	1316	1725	1500
2.5i V6 24V	1391	1795	1500
2.5i V6 24V Auto	[1422]	1825	1500

† Represents the lightest kerbweight assuming full fluid levels, subject to manufacturing tolerances and options fitted.

size and space

Exterior (mm)

A Overall length	4699
B Overall width without mirrors	1769
C Overall width with mirrors	2032
D Overall height	1325
E Wheelbase	2704

Interior (mm)

Front

Headroom	959
Maximum effective leg room	1081
Shoulder room	1368

Rear

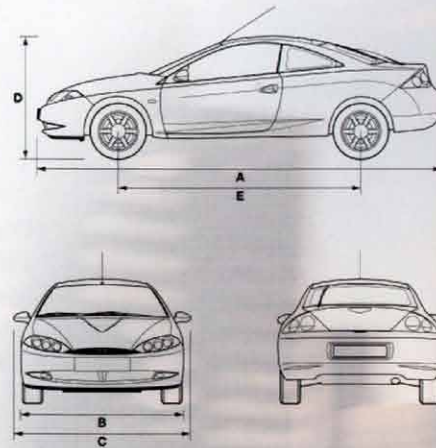
Headroom	881
Maximum effective leg room	843
Shoulder room	1304

Stowable Luggage (cu m) †

4-seat mode	0.41
2-seat mode (laden to roof)	0.93

Turning Circle (m)

Wall to wall	11.90
Kerb to kerb	11.30



† Measured using the VDA method.

Standard (optional) Gearbox and Kerbweights (kg) †
Gross Vehicle Weight (GVW) (kg)
Max. Towing Limit at GVW (kg)

Key:
This table shows the availability of standard/optional engine and gearbox combinations on Ford Cougar models and their resulting kerbweights.

Kerbweights in bold denote standard models.

[] indicates optional transmission.

Towing limits
quoted in this brochure represent the maximum towing ability of the vehicle at its Gross Vehicle Weight to restart on an 8 per cent gradient at sea level. The performance and economy of all models will be reduced when used for towing.

* In 4th gear.

Note: Urban
An engine started from cold in laboratory conditions operated at varying speeds, maximum 31 mph, average 12 mph over a theoretical distance of 4 km (2.5 miles).

Extra Urban
Conducted immediately after the urban cycle, it consists of half steady speed driving and half varying speed driving, maximum 75 mph over a distance of 7 km (4.3 miles).

Combined
This is an average of the two parts of the test, weighted by the distances covered in each part.

engine specifications

	Engine technical features	Maximum power ^o	Maximum torque ^o
2.0i Zetec 16V (Catalyst) 1988 cc	Cylinders – 4 in-line ■ Sequential electronic fuel injection with EEC V engine management system ■ Electronic breakerless ignition	96 kW (130 PS) at 5600 min ⁻¹ (rpm)	178 Nm at 4000 min ⁻¹ (rpm)
2.5i V6 Duratec 24V (Catalyst) 2544 cc	Cylinders – V6 ■ Sequential electronic fuel injection with EEC V engine management system ■ Electronic breakerless ignition	125 kW (170 PS) at 6250 min ⁻¹ (rpm)	220 Nm at 4250 min ⁻¹ (rpm)

^oTested in accordance with ISO 1585

performance and economy

	CO ₂ emissions (g/km) [†]	Fuel consumption in L/100 km (mpg) [†]			Performance (Ford test figures)		
		Urban	Extra Urban	Combined	Max. speed (mph)	0-60 mph (secs)	30-50 mph [‡] (secs)
2.0i 16V	193	11.6 (24.4)	6.1 (46.3)	8.2 (34.4)	130	9.6	7.9
2.5i V6 24V	228	13.4 (21.1)	7.3 (38.7)	9.5 (29.7)	140	8.3	6.4
2.5 V6 24V Auto	231	14.0 (20.2)	7.2 (39.2)	9.6 (29.4)	128	9.9	N/A

[†]All CO₂ emissions figures in g/km and fuel consumption figures in L/100 km (mpg) are from officially approved tests under the Passenger Car Fuel Consumption Order 1983 and in accordance with EEC Directive 93/116/EC.

The Government CO₂ emissions and fuel consumption test figures shown in the chart do not express or imply any guarantee of the emissions or fuel consumption of a car of the class in question (see back cover). All the figures are based on tests conducted with standard wheels and tyres; optional or accessory wheels and tyres may have an effect on the emissions and fuel consumption of a vehicle.

mechanical features

Brakes

Diagonally-split with dual-line servo-assistance, front and rear discs

Anti-lock – Electronically-controlled with Electronic Brake Distribution (EBD)

Traction control (24V only)

Fuel Tank

60.5 litres

Fuel cut off – Inertia switch

Steering

Power-assisted rack-and-pinion (variable ratio)

Suspension and Body

Front – Independent with MacPherson struts, anti-roll bar

Rear – Quadralink independent, anti-roll bar

Side impact door beams, steel safety cage, engine compartment cross beam

exterior features

Exterior Appearance and Styling

Bumpers – Body colour

Door handles – Body colour

Exhaust trim – Oval with brushed finish (24V only)

Wheels – 16x6½ 6-spoke alloy (steel mini-spare) with 215/50xVR16 tyres

Exterior Functional

Alarm – Perimeter

Door mirrors – Electrically-operated and heated, body colour housings

Fuel flap – Locking with remote release

Tailgate – Electric remote release

Immobiliser – Passive Anti-Theft System (PATS)

Heated rear window

Locks – Anti-burst

Locks – High-security, shielded with strengthened mountings

Locks – Remote control central, double locking with illuminated entry system

Scuff plates – Bright

Tinted glass

Vehicle Identification Number (VIN) – Visible

Wheel arch liners – Front and rear

Wipers – Front, two-speed plus variable interval intermittent with electric wash

Wipers – Tailgate wiper with electric wash

Exterior Lighting

Halogen, polycarbonate stone impact resistant headlights, side lights, rear fog lights, reversing lights

Fog lights – Front (24V only)

Headlight levelling

High-mounted rear brake light

interior features

Audio

AM/FM Stereo radio/cassette – Model 5000 RDS EON with removable control panel, 'Keycode' anti-theft coding, 4 speakers

Aerial – Roof-mounted

Carpet and Trim

Carpet – Moulded, environment colour

Door bins – Front

Door pull handle/armrest

Gear lever knob – Leather-covered

Interior Lighting

Courtesy light – Header-mounted, door-operated with delayed switch-off

Courtesy lights – Front reading lights (24V only)

Light – Luggage compartment

Instruments and Controls

Instruments – Speedometer, odometer, tachometer, trip recorder, constant read-out fuel gauge, water temperature gauge

Trip computer

Warning indicators for low fuel, oil pressure, direction indicators, high beam, ignition/alternator, brake failure, handbrake on, airbags, 'lights on' audible warning

Illuminated heater controls – 4-speed fan, four MicronAir filtered vents with temperature and direction control

Auxiliary Warning System (24V only)

Master lighting control – Facia-mounted

Control stalks – Column-mounted for indicators, main beam, dip and flash, wash/wipe functions

Headlight levelling control

Steering column – Rake adjustable

Airbags – Driver's and front passenger's front and side airbags*

Steering wheel – Leather-trimmed incorporating horn function

Seats and Seat Belts

Front seats – Sports contoured, anti-submarining with fully adjustable head restraints

Front seat – Driver's electric height adjust and manual, adjustable lumbar support

Front seats – Tip/slide

Rear seat – 50:50 split back

Storage pockets – Front seat backs

Seat belts – Front, inertia reel, load limiting seat belt retractors and height-adjustable mounts. Rear, two inertia reel, lap and diagonal

Comfort and Convenience

Accessory socket/cigar lighter

Air conditioning – CFC-free with Semi-Automatic Temperature Control (SATC)

Centre console – With pen holder, storage bin and armrest

Clock – Digital quartz

Comfort and Convenience (continued)

Coat hooks – Rear

Glovebox – With lid and illumination

Mirror – Dipping rear-view

Sunvisors – Two with mirrors (with cover on driver's side) (16V only)

Sunvisors – Two with illuminated mirrors and covers (24V only)

Windows – Front, electrically-operated with illuminated switches and one-shot lowering on driver's side

Luggage Compartment

Carpet – Fully trimmed, single colour

Compartment cover – Removable

***Note: A rear-facing child seat should never be placed in the front passenger seat when the Ford vehicle is equipped with a front passenger or side airbags.**

optional features

at extra cost

Equipment

Automatic transmission and cruise control (24V only)

Heated windscreen – 'Quickclear', with heated washer jets

Sunroof – Electrically-operated tilt/slide

Option Pack

'X' Pack – Electrically-adjustable heated leather seats, AM/FM Stereo radio/cassette – Model 5000 RDS EON with removable control panel, 'Keycode' anti-theft coding, 4 speakers and CD autochanger and metallic paint (24V only)

Audio

AM/FM Stereo radio/CD – Model 6000 RDS EON with removable control panel, 'Keycode' anti-theft coding, 4 speakers

Body Colour

Paint – Metallic

provisional insurance groups

3-door Cougar

2.0i 16V	11E
2.5i V6 24V	14A
2.5i V6 24V Auto	14A

For details, see back page.

expression of choice

the ford **feature** model

To simplify your decision-making, we now offer a Ford Feature Model for each range. Each Ford Feature Model includes, as standard, the most popular features from the range. Most importantly, Ford Feature Models give you great value for money.

fordrive

The easiest way to get to know your preferred Ford Feature Model is through our Fordrive Demonstration Programme. This gives you a complete test drive experience professionally and efficiently, with the services of your own Fordrive co-ordinator.

optimise

For a straightforward way of financing your chosen model, Ford Credit has developed Optimise, a range of financial packages that can be tailored to suit your needs. Simple to arrange and easy to understand, you're sure to find a finance plan that's right for you. Optimise your time and arrange your vehicle and finance together.

ford insure

Ford Insure sets new standards in motor insurance for your Ford car. It's simple, far-reaching and available to every Ford car owner, with everything you demand from an insurance policy – and more. And now customers can experience Ford Insure whenever they buy a new Ford car. Ford Insure Driveaway cover gives them 21 days full Ford Insure coverage free from the moment of purchase.

ford service connect

Ford Service Connect Plans are the best way to look after you and your Ford from the day you take delivery. There is a choice of plans to suit your particular needs. All servicing requirements plus extensions to your twelve-month warranty and RAC membership can be covered, enabling you to enjoy up to three years of worry-free motoring.

rapid fit

The national fast-fit network backed by Ford, offering you the convenience of a 'no-appointment-necessary, while-you-wait' service covering tyres, exhausts, brakes, batteries and much more. There are over 300 sites nationwide.

ford accident repair centres

If your Ford is involved in an accident, your Ford Dealer is best placed to return it to its pre-accident condition. Dealerships displaying the Ford Accident Repair Centre sign all meet the rigorous customer service and repair quality standards laid down by Ford, and offer a three-year workmanship guarantee.

customer assistance centre

And in the unlikely event that your Ford Dealer can't help you or you need to speak to Ford directly, the Ford Customer Assistance Centre is just a phone call away. Call local rate **0845 841 1111**.

for more information

To find the location of your nearest Ford Dealer, simply call the Ford Cougar Information Service on **0845 600 6555**, or visit the Ford Dealer locator at **www.ford.co.uk**

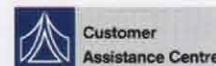
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ford cougar colours

Model	Seat Fabric	Solid Body Colours			Metallic Body Colours*		
		Ebony Black	Silver Frost	Dark Tourmaline	Ebony Black	Silver Frost	Dark Tourmaline
16V	Wellington	E	E	E			
24V	Wellington	E	E	E			
	Leather*	M	M	M			

* Metallic paint and leather trim are both extra cost options.

Seat fabric colour key: E – Ebony
M – Midnight

Note: The car images used are to illustrate body colours only and may not reflect current build levels. Colours and trims reproduced within this brochure may vary from the actual colours due to the limitations of printing processes used.





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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.

Insurance Groups are only as recommended by the Association of British Insurers. You should always consult your insurance adviser for confirmation.

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Optional Equipment. Throughout this publication, wherever a feature is described as being an 'Option' or 'Optional Fitment/Pack' etc, you should assume that it will be at extra cost to the base vehicle, unless specifically stated to the contrary.

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PO Box 63, ALDERSHOT, Hampshire GU12 4YW

3 March, 2000

Dear

Thanks for your interest in Cougar, our stunning coupé. As requested, I have enclosed a copy of our latest brochure.

Distinctive New Edge design, innovative engineering and outstanding chassis dynamics add up to an intensely rewarding driving experience. Cougar is so versatile you no longer have to compromise between performance, refinement and practicality.

This is a car you have to drive. In a coupé group test, *What Car* concluded that 'it does everything a coupé should as well as most of the things it needn't. We're convinced'.

So if you would like the chance to take a test drive, please contact your local Ford dealer:

The Ford Information Service on 0345 111 888.

We're sure you'll agree Cougar is the car to satisfy all your driving needs.

Yours sincerely,

Kevin Griffin
Brand Manager - Cougar
Ford Motor Company Limited

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