

**Ford  
Laser**



Ford

**Laser**

**The brilliant Ford Laser.**

Ford



Its brilliant combination of space and comfort, driveability and outstanding economy has made Laser one of the great motoring success stories in Australia. Today, it's the car to take you in style, anywhere you want to go!

## *Brilliantly distinctive.*

ILLUSTRATED: 1.5 litre Laser Ghia.

European-style front seats provide excellent support and 4-way adjustment for almost tailor-made comfort.

Split-folding rear seat backrests provide outstanding space versatility.

The soft feel steering wheel is height adjustable and provides a clear view of the comprehensive instrumentation.



The luxurious 1.5 litre Laser Ghia is a style leader. Its low bonnet line cuts easily through the air. And eye-catching rear styling means Laser Ghia looks great, coming and going.

For convenience, Ghia features an illuminated entry system. When the car is locked and either exterior front door handle is operated, the door lock cylinder surround and ignition key slot surround lights are illuminated.

There are European-style front seats for excellent comfort and long-wearing durability. And all seats

have luxurious velour cloth facings.

To give you an almost tailor-made driving position, the driver's seat has provision for 4 different adjustments—seat cushion angle, lumbar support, backrest tilt and seat travel. The steering wheel is height-adjustable. And Ghia's comprehensive instrument panel features subtle green graphics which can be read at a glance to keep you readily in touch



with the car's key functions.

There's a remote release for the fuel cap cover, along with a remote hatchback release and remote control exterior rear view mirrors. To surround you with sound, the stereo system, with AM/FM radio and cassette player, has 4 speakers. And your listening pleasure will be enhanced by Ghia's well-planned sound insulation which ensures low noise levels in the cabin.

For even easier smoother driving, power steering can be ordered at extra cost on Ghia when automatic

transmission is also specified.

Ghia is designed for those who demand that little bit of extra luxury. It's a special breed of car that can only be described as brilliant!



# Brilliantly versatile.

Illustrated: 1.3 litre Laser GL.  
Gas-filled struts make the hatchback door easy to operate.

The instrument panel graphics are designed to be read at a glance.

Laser GL gives you the comfort of European-style front seats.

Laser GL has split-folding rear seat backrests.



Like all Lasers, GL has superb aerodynamics and the smooth ride and handling of rack and pinion steering, front-wheel drive and four wheel independent suspension.

**Laser**

**GL**

Inside, European-style front seats are fitted for excellent support and driving comfort. And the interior of Laser GL is packed with a host of other features for practical comfort: carpets, cloth seat facings, "child proof" rear door lock settings, a remote hatchback release and a remote control right hand exterior rear view mirror are all standard equipment. For convenience, the GL also boasts an analogue quartz clock, a rear window washer/wiper and a 2 speaker AM/FM radio as well as a

tinted band laminated windscreen and a rear seat with the versatility of split-folding backrests.

Other desirable features include:

- Load area carpet and light.
- 3 speed fan boosted heater/demister.
- Rear hatch window demister.
- Front disc brakes.
- Brake system warning lamp.



# Brilliantly exciting.

Laser Sport has front and rear spoilers.  
A soft feel sports steering wheel complements the stunning, colour coordinated interior of Laser Sport.



Looks that thrill. Performance that sparkles. This is Laser at its most exciting.

Laser Sport.

Its cross-flow alloy head engine has multi-spherical combustion chambers to burn fuel efficiently. They're fed by twin Hitachi dual venturi downdraft carburetors. So when you put your foot down, you get real pick-up. And, like all Lasers, Sport has electronic ignition for reduced maintenance and greater reliability.

For superb cornering and predictable handling, Laser Sport has both front and rear stabiliser bars as part of its four wheel independent suspension system.

However you look at it, Laser Sport looks great. It has large front and rear spoilers. A colour-keyed grille, and twin black exterior rear view mirrors complement its stylish side



striping. Sport has distinctive, eye-catching clover leaf alloy wheels.

The interior is luxurious. Its European-style seats are trimmed with striking "Stuttgart" cloth facings. The driver's seat has provision for 4 different adjustments—seat cushion angle, lumbar support, back-rest tilt and seat travel. Laser Sport also has features like comprehensive instrumentation, 5-speed transmission, a 2-speaker stereo system with AM/FM radio and cassette player, remote hatchback release, a driver's left foot

footrest, a height adjustable steering wheel and much more.

Laser Sport is an exhilarating performer. And if you're looking for excitement, you really should look into it.

**1.5 TWIN CARB**



# Laser L



## Brilliantly practical.

With its space and mechanical efficiency, Laser L is one of the most practical, versatile cars available.

It has European-style front seats. And you can adjust the interior to your needs, to provide seating for 5 adults or seating for two in front with extra room for more luggage in the rear. In addition, there's a tinted band laminated windscreen and a rear hatch window wiper/washer.

Laser L shares a host of desirable features with the other Laser models—which makes it a brilliantly practical combination of space, economy and driving pleasure that's hard to beat.

Illustrated: 5 door, 1.3 litre L.

## Brilliant Laser options.

See the specification sheet supplied with this brochure for more information on these and the other factory fitted extra cost options available.

Air-conditioning in Laser helps ensure all-weather comfort.

To make driving easier, Automatic transmission is available in 1.5 litre Laser models.



# Laser Engineering

### AT A GLANCE:

Aerodynamically styled front with flush fitting grille and headlamps.

Smooth section bumpers.

3 inlet airdam/valance/air intake.

Wrap around front combination lamps.

Electronic ignition system.

3-point engine mounting.

Bold tail-lights.

Soft-feel steering wheel and gearshift knob.

European-style front seats.

Front and rear suspension calibrated for comfort.

Remote hatchback release.



'Flexhaust' exhaust coupling.

'Pulse air' system for engine silencing.

Semi-sealed radiator system with coolant recovery bottle.

Front disc brakes.



## Brilliantly advanced.

Laser is brilliant in so many ways. On the low-profile front, a well-designed grille, 3-inlet valance, polypropylene bumper and sloping flush-fit headlamps add to Laser's aerodynamic efficiency.

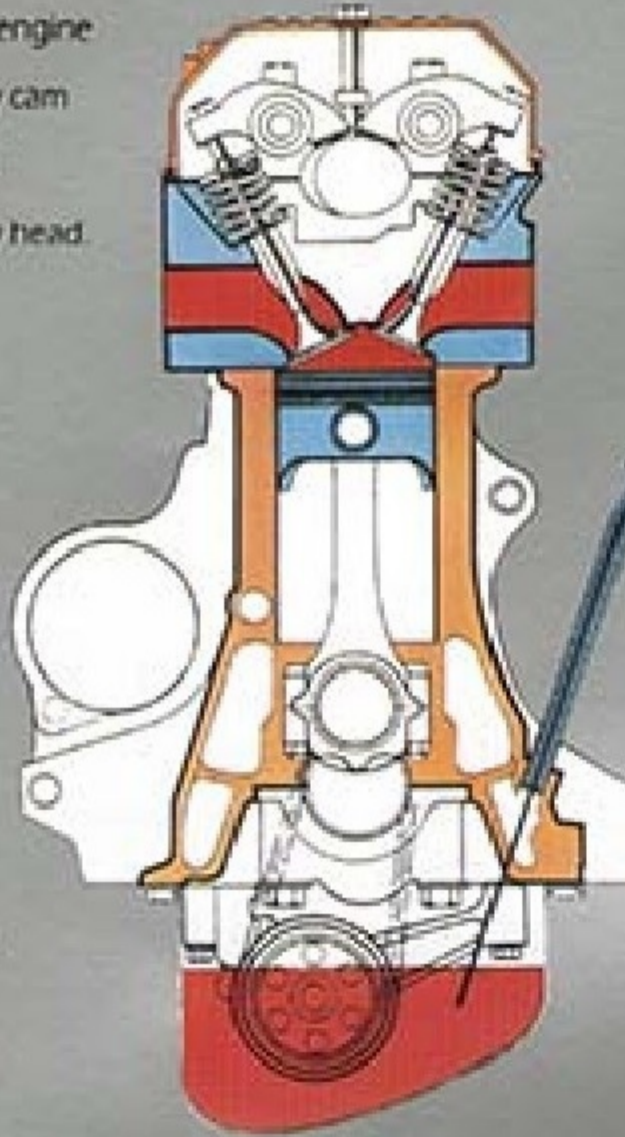
Under the bonnet, a coolant recovery bottle is fitted, to decrease maintenance requirements.

Laser has features to give you a quiet relaxing ride. The alternator is designed to reduce drain at low engine speeds. A 3-point engine mounting system provides for low noise and vibration levels. And under bonnet sound insulation helps further decrease cabin noise levels.



# Brilliantly reliable.

Laser 4-cylinder engine  
-cross section  
Aluminium alloy cam cover.  
Single overhead camshaft.  
Aluminium alloy head.



Advanced Multi-Spherical Combustion Chamber  
Crossflow breathing  
Short-skirt aluminium alloy piston

Rigid deep-skirt engine block for quiet running.

Chain-driven submerged oil pump.

Laser's 1.3 and 1.5 litre engines, including the Twin-Carb high performance variant are just as brilliant as the cars they power. They're of a very reliable cross-flow-breathing alloy head design with highly-efficient multi-spherical combustion chambers and a single overhead camshaft. And they're equipped with electronic ignition, which helps maintain good fuel economy between tune-ups.

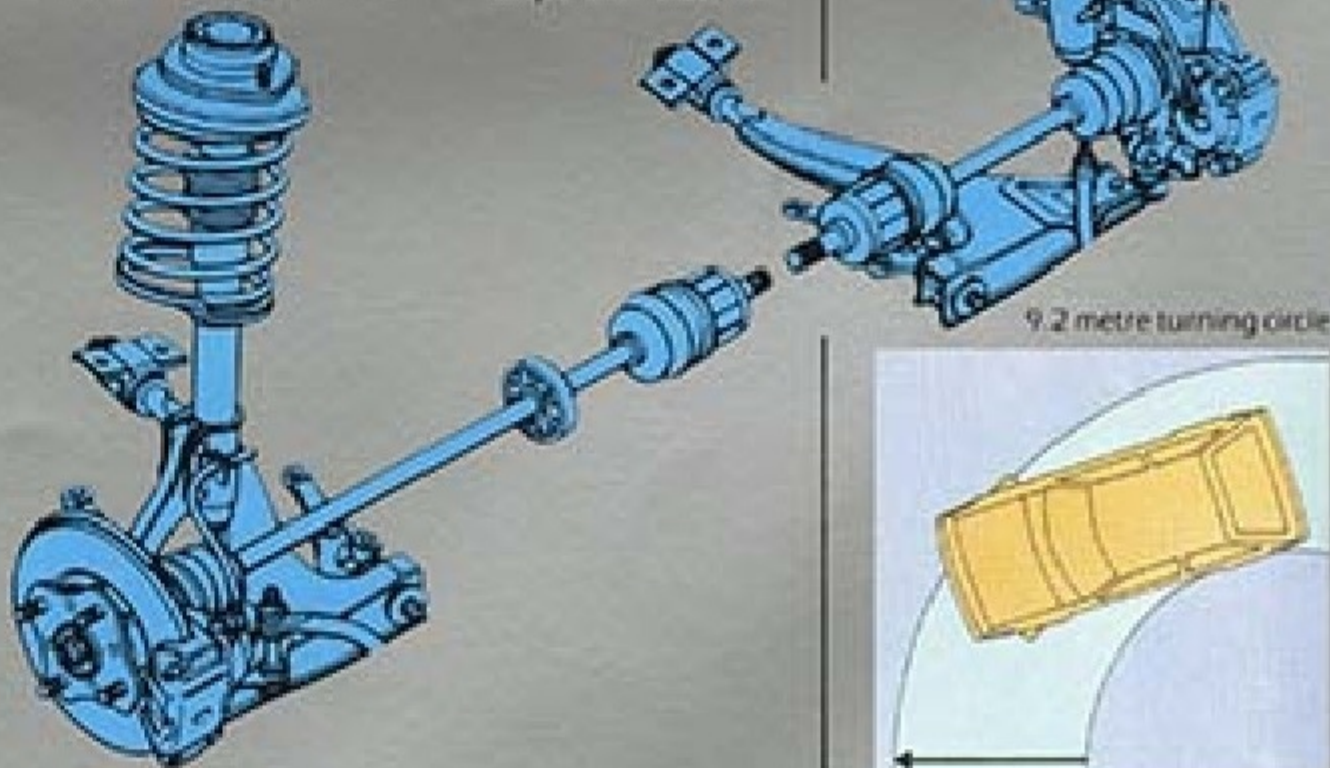
All Lasers feature rack and pinion steering and negative scrub steering geometry. Besides enhancing handling characteristics under normal conditions, negative geometry exerts a self-correcting force helpful under unusual driving conditions.

Power assisted front disc brakes, with rear drum brakes, provide the kind of stopping power necessary to really help keep you in control.

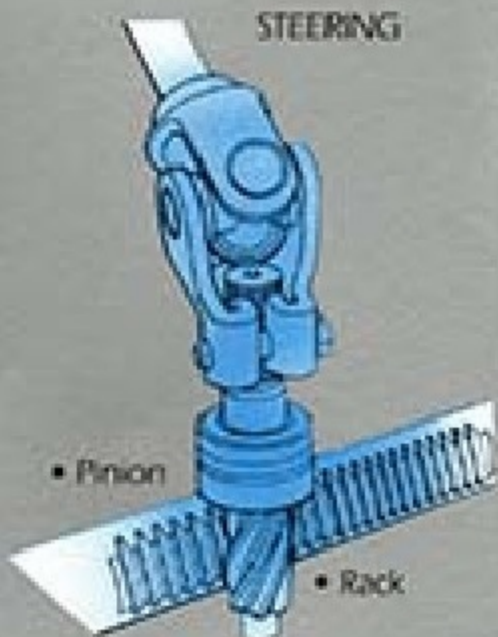
Four wheel independent suspension with front MacPherson struts, rear Chapman struts and a rear stabilizer bar help make Laser handle superbly. With the precision of rack and pinion steering and the traction and 'pull' of front-wheel drive, you can put Laser into corners with confidence.

• Variable rate coil springs.

FRONT SUSPENSION  
• Revised front suspension bushes.

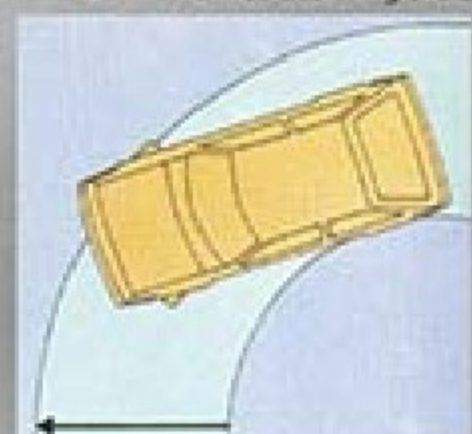


STEERING



• Pinion  
• Rack

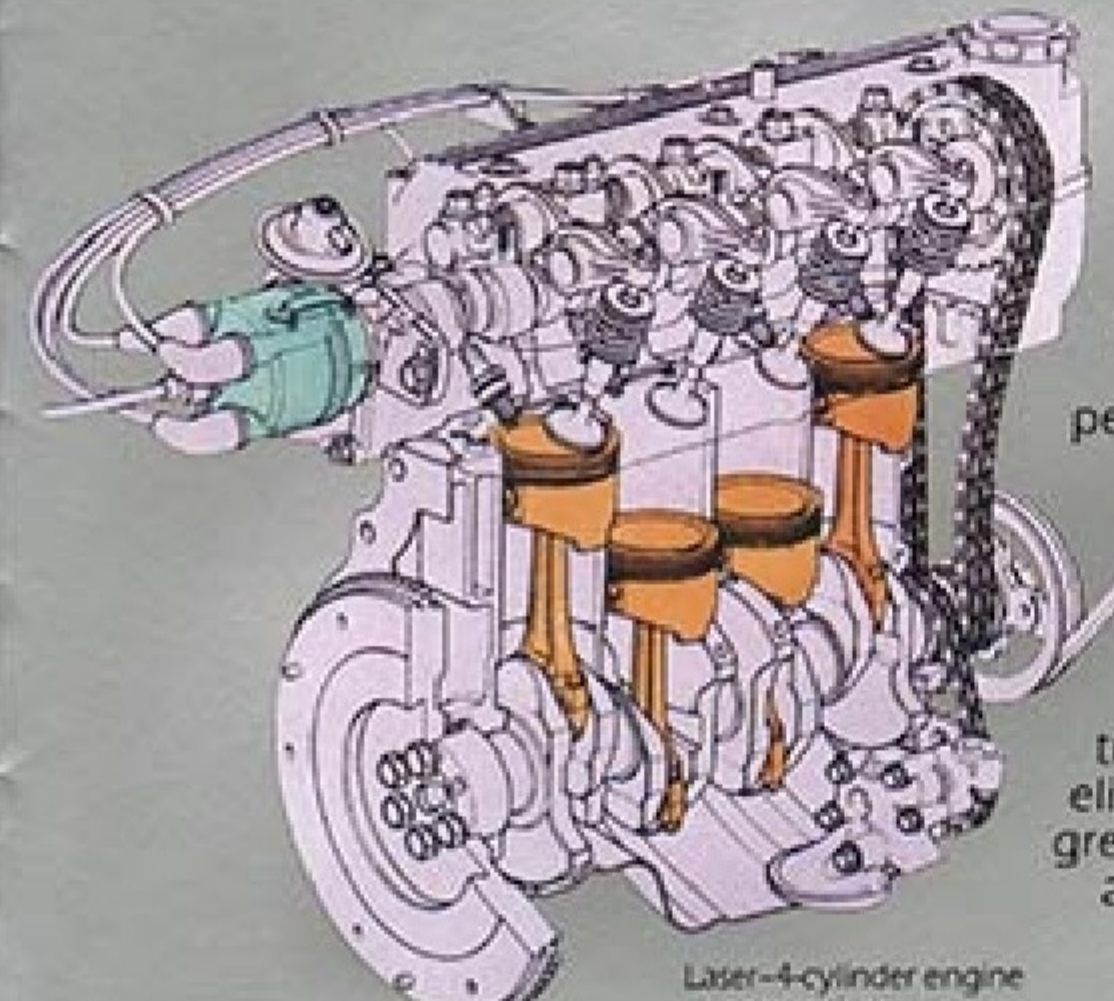
9.2 metre turning circle



It's because Laser is a front-wheel drive car that it is so efficient both mechanically and in its use of space. The engine is mounted sideways. As such, it becomes virtually one unit with the final drive and transmission (whether 4 or 5 speed manual or 3-speed automatic). This arrangement serves to increase mechanical efficiency. It also allows easy, low-cost maintenance: in most cases, the engine needn't be removed for clutch, gear box and final-drive work to be carried out.



Laser's transverse mounted engine and transmission.



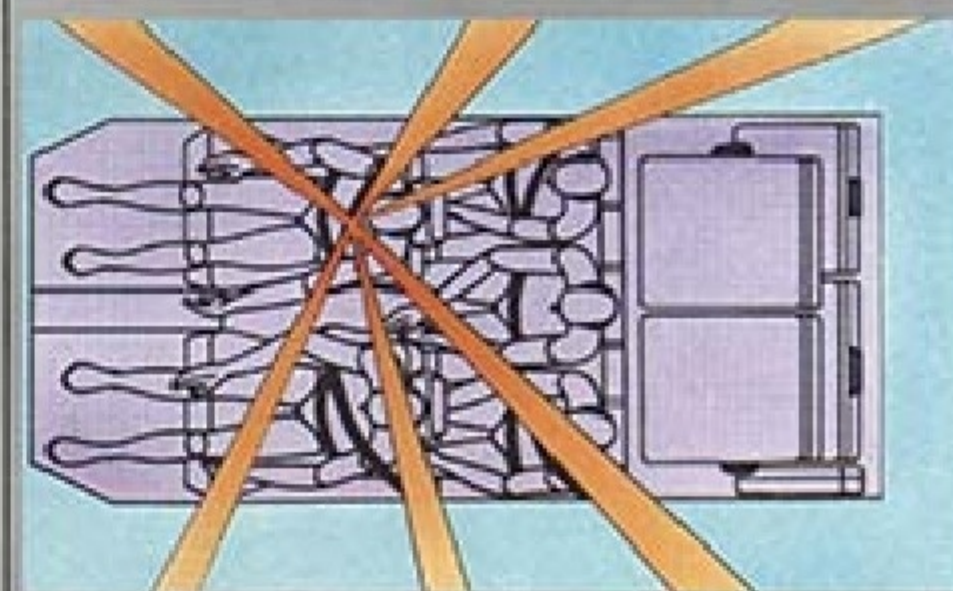
Laser-4-cylinder engine -cross section

Just as importantly, transverse mounting of the engine means a small engine compartment and a lot of usable space inside the car for people and luggage. Because of front-wheel drive the need for a bulky drive train tunnel and rear-axle transfer assembly is eliminated, leaving a great deal of legroom and luggage space.

So, inside Laser, you'll find more room than you may have imagined. And given the split-folding rear seat backrests (one piece rear seat backrest in Laser L), you can tailor the space to your requirements—to make even more of Laser's .272 m<sup>3</sup> [9.6 cu. ft.] of rear storage space.



FRONT		REAR	
Headroom	963mm 37.9"	Headroom	940mm 37.0"
Legroom	1054mm 41.5"	Legroom	876mm 34.5"
Shoulder-room	1320mm 52.0"	Shoulder-room	1320mm 52.0"
Hiproom	1320mm 52.0"	Hiproom	1200mm 47.2"



A low waist and strong, narrow pillars provide a brilliant 330° of driver visibility. The smart, down-swept front means excellent forward visibility.

Compare Laser in every way possible. But be sure to compare fuel consumption figures with those of other cars. You'll see that, besides its many other brilliant attributes, Laser delivers brilliant fuel economy, too. Because there's only one word to describe Laser. Brilliant!

These figures are provided to assist you in comparing the fuel consumption of Laser with other vehicles. The actual fuel consumption you achieve will depend, however, on many factors, including your driving habits, the prevailing conditions and your vehicle's equipment, condition and use.

## Selected Fuel Economy Data

This data is based upon AS2077-1979 tests.

1.5 litre 4-speed manual	CITY CYCLE HIGHWAY CYCLE	8.5 l/100km 33.2mpg 6.0 l/100km 47.1mpg
1.5 litre 5-speed manual	CITY CYCLE HIGHWAY CYCLE	8.5 l/100 km 33.2mpg 5.6 l/100 km 50.4mpg
1.5 litre 3-speed automatic	CITY CYCLE HIGHWAY CYCLE	9.0 l/100 km 31.4mpg 6.8 l/100km 41.5mpg
1.5 litre Twin Carb 5-speed	CITY CYCLE HIGHWAY CYCLE	8.0 l/100 km 35.3mpg 5.8 l/100 km 48.7mpg

1.5 LITRE  
5-SPEED MANUAL



About this brochure. This brochure is designed to provide you with a general introduction to the Ford Products (including available optional equipment) referred to, and should be read in conjunction with the latest specification sheets. Because of changes in conditions and circumstances Ford\* reserves the right, subject to all applicable laws, at any time, at their discretion, and without notice to discontinue or change the features, designs, materials, colours and other specification and the prices of their products, and to either permanently or temporarily withdraw any such products from the market without incurring any liability to any prospective purchaser or purchaser. The latest specification sheet should be referred to for information on the

availability, ordering and use of optional equipment.

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.

\*FORD MOTOR COMPANY OF AUSTRALIA LIMITED (Incorporated in Victoria)  
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FORD LASER 