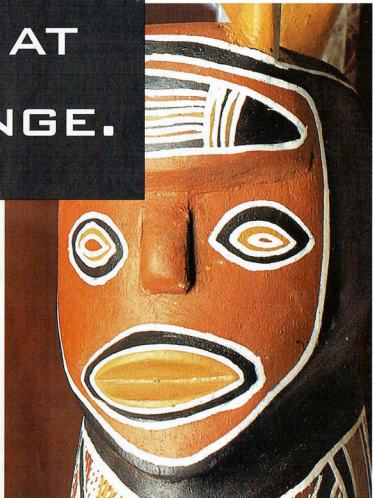
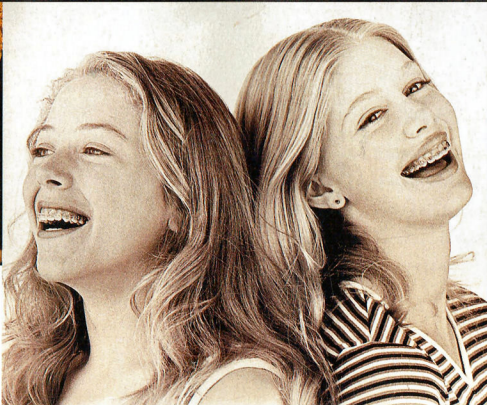
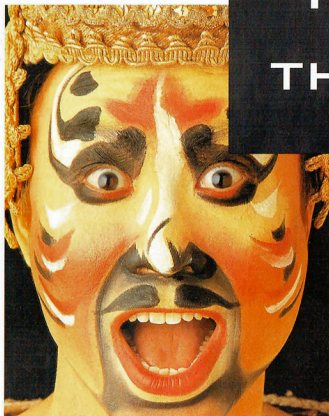


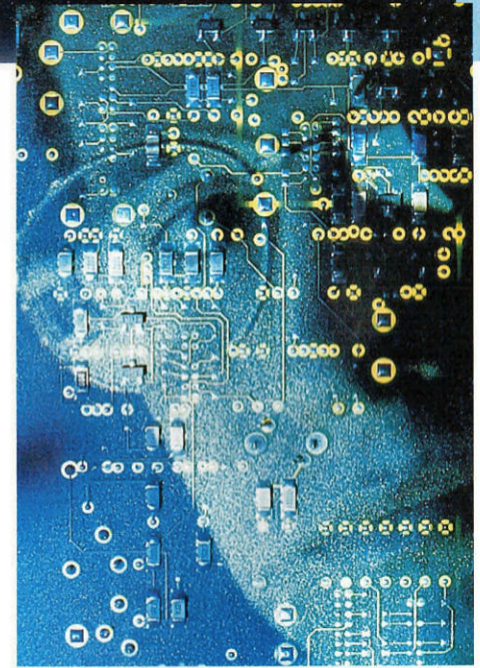
YOU'RE LOOKING AT
THE FACE OF CHANGE.



laurus, has only been available in
much more expensive imports.

THE FACE OF INNOVATION

It's a face to watch out for on the street.
Because Ford doesn't just dream of the future.
We're bringing it to life in Australia, with more
of what you want in cars that are lighter, safer,
more efficient, and more exciting.



A GLOBAL FACE

The new face of Ford is a world of knowledge gained
from immense global resources. It's an exciting face,
full of the best ideas from Europe, Asia, America,
and Australia...with much more on the road ahead.

WWW.FORD.COM.AU

At the end of the day, no other car company is bringing you so much of what the automotive world has to offer.

COME FACE TO FACE WITH THE FUTURE.





THE NEW FACE OF LUXURY

The new face of Fairlane is setting new standards for the future. Lavish levels of equipment, improved suspension and steering systems, plus a much smoother engine combine to make this the quietest, most comfortable Fairlane ever.



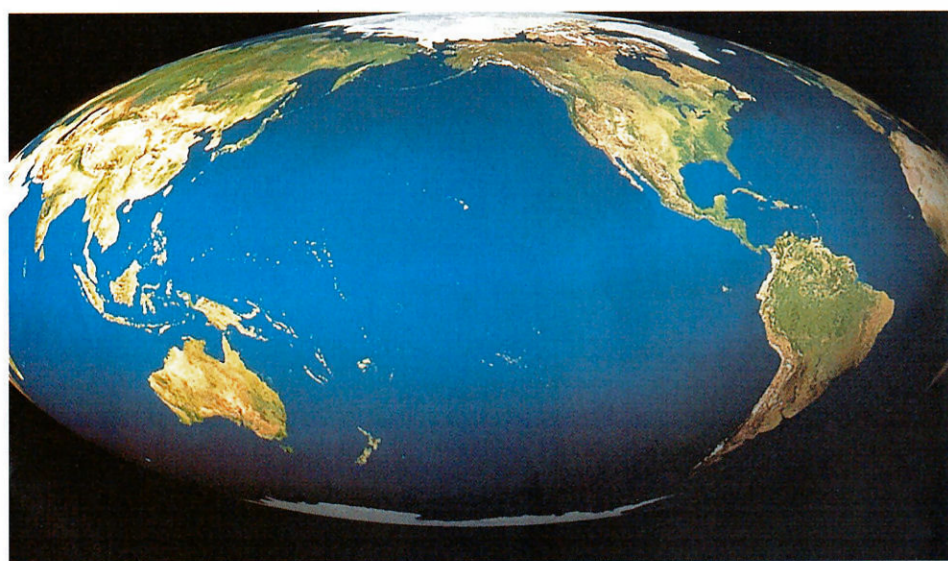
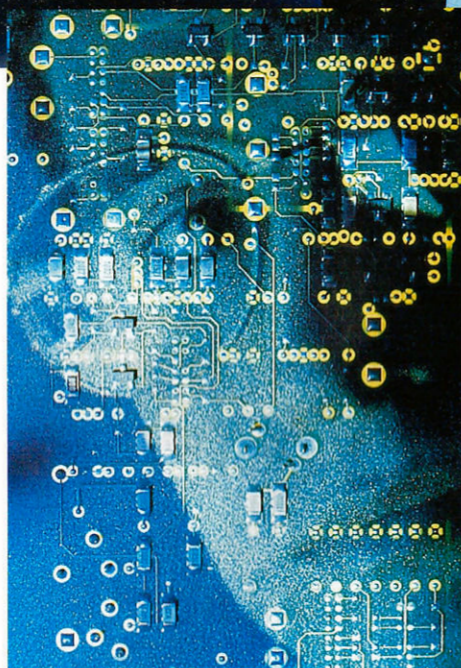
INTRIGUING TAURUS GHIA

A truly inspired new face, Taurus isn't just airs and graces. It's a sophisticated combination of features and technology that until Taurus, has only been available in much more expensive imports.



THE FACE OF INNOVATION

It's a face to watch out for on the street. Because Ford doesn't just dream of the future. We're bringing it to life in Australia, with more of what you want in cars that are lighter, safer, more efficient, and more exciting.



A GLOBAL FACE

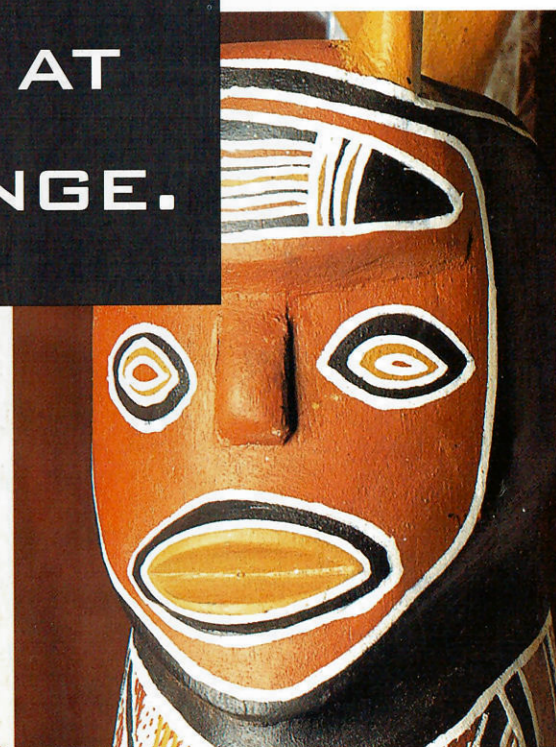
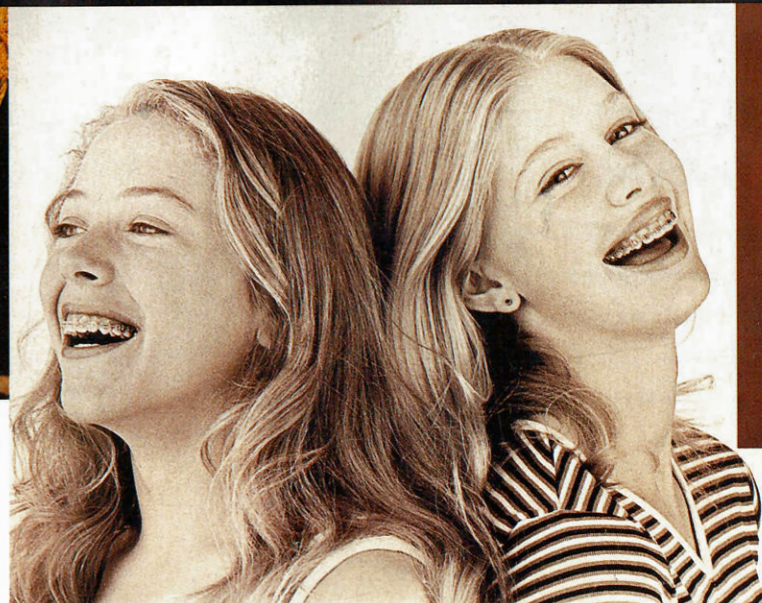
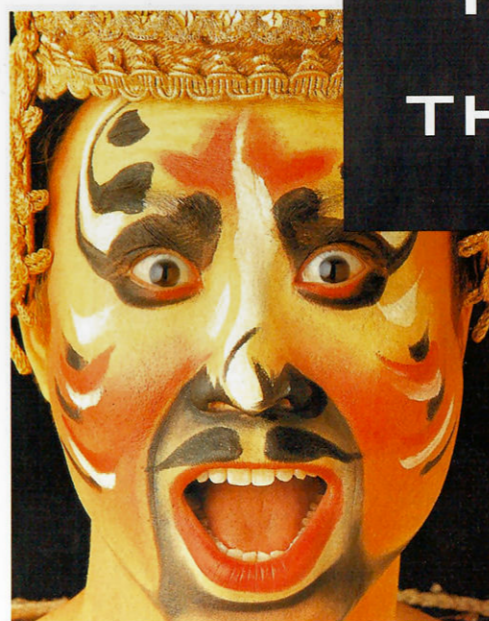
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YOU'RE LOOKING AT THE FACE OF CHANGE.



COME FACE TO FACE WITH THE FUTURE.



INTRODUCING THE NEW FACE OF FORD.

WITH VIRTUALLY EVERY CAR IN OUR LINE-UP NEW FOR 1997.

NEW FALCON

The bold new face of Falcon is just the beginning. Our commitment to continuous improvement is even more evident in more refined suspension and steering systems that are a quantum leap in ride and handling. *That's the spirit!*

NEW MONDEO

Mondeo's sophisticated new face promises you everything is just right. From the convenience and safety features of a much larger car to the easy-to-handle size and a *new, more attractive price.*



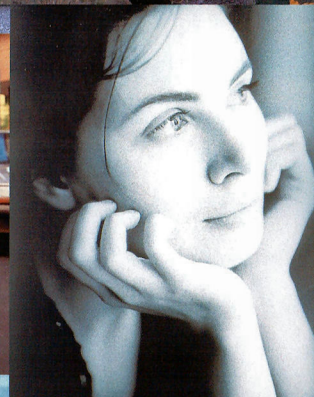
THE FACE OF LEADERSHIP

Ford is once again Australia's most popular face with total market sales leadership for the 2nd year in a row. In fact, Ford has been the leader in passenger car sales - 15 years running. Proof that our commitment to continuous improvement is paying dividends with world class quality vehicles.



NEW EXPLORER 4x4

Introducing our newest face. Explorer is a different kind of four wheel drive - it thinks. No other 4x4 gives you *Control Trac - intelligent technology* that senses loss of traction and automatically engages four wheel drive. And no other 4x4 features options like a 5 speed automatic transmission to compliment a powerful new 4.0 litre overhead cam V6 engine.



NEW FESTIVA

This fresh new face is hard to ignore. Festiva has come of age with a *new 1.5 litre engine* and the substance to match its style. Plus a *new, lower price tag* now makes Australia's most trusted small car an even more attractive package.

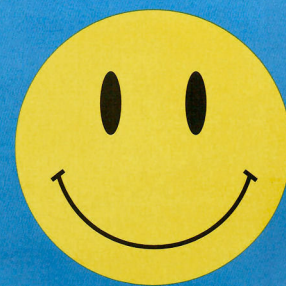
NEW LASER

There's a daring new face to go with this familiar name. A face that promises spirited performance and a more polished demeanour. You'll also find both *sedan and hatch wear the same new price tag.* And it's even lower now.



NEW 3 YEAR 100,000 KM 'BUMPER TO BUMPER' WARRANTY

Ford is leading the way with the most confident new face of all. Every new Ford car and light truck purchased from January 1, 1997 now includes a comprehensive, 3 year/100,000 kilometre 'Bumper to Bumper' warranty. No other car company in Australia is offering you such complete peace o' mind across so complete a range of passenger cars and light trucks. This kind of assurance should have everyone putting on a happy face. Some exclusions apply so see your Authorised Ford Dealer for details.



3 Year/100,000 km
WARRANTY



The new Explorer Limited is the most civilised way to leave civilisation behind with 5 star appointments, all standard.