

There's more...  
more... *Mustang*...  
in *Falcon*!



PER FURTORI PARTICOLARI DOMANDATE

*Brian Coleman*

INDICE 1968 100.000  
A 1200 cc

COOLANGATTA (MO) 31  
OMP, GILLIERSI, ANGELOTTI - 001



# There's more... more... *Mustang* in Falcon!

It's more Mustang and all excitement. The newest version of our most successful model ever, now with even more style, more action... more comfort... more luxury.

Its swift unbroken lines have striking new eye-appeal in the bold new grille, in the sweeping chrome which stretches from front fender-top to rear fender-top, in the new rear applique and tail-lights.

In the action department there's all-new spirit. Two all-new "sixes" start at 3.1 litres big... thunder on up to 3.6 litres... and if that's not enough there's the whiplash power of 5 litres of Mustang V8! Matched to a new line-up of transmissions which includes Ford's famous SelectShift Cruise-O-Matic... the automatic that's also a manual, when you want it to be.

Inside, it's strictly settle-back comfort. You feel it in the extra-deep, foam-cushioned seats. You see it in the dramatic dimensions of space that surround you.

For your added safety, there are many new features including a new padded steering-wheel hub, recessed interior door handles, and a dual-braking system.

Falcon's wide-track is still the widest in its class, and in sheer handling ability, out-performs all comers.

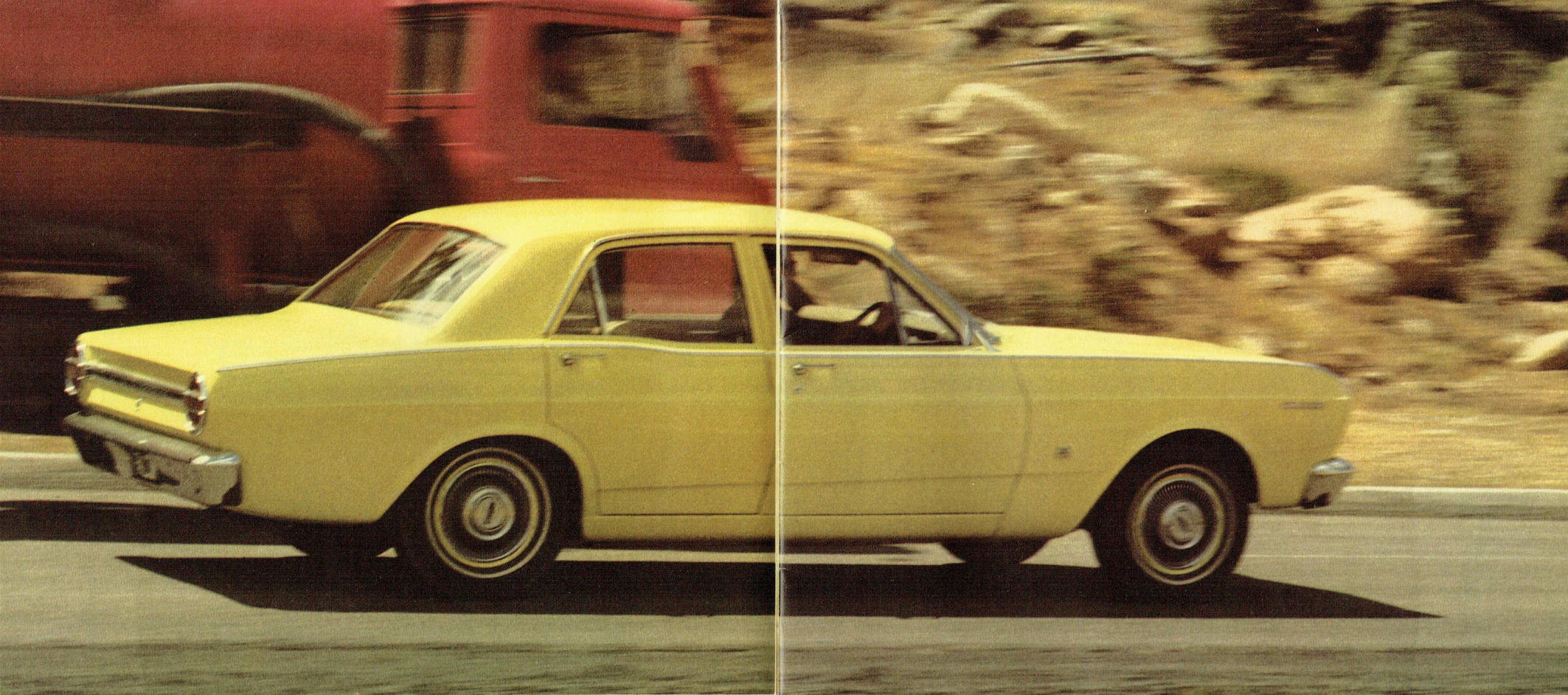
The final result is a beautifully rugged, superbly co-ordinated piece of machinery. More... More... Mustang!

If you've always wanted a car that shares the road with *nobody*—take a drive.

We're willing to rest our case on our car!

*Right:* Falcon 500 Sedan. White-wall tyres, full wheel covers and radio are optional.





Above: Falcon 500 Sedan. White-wall tyres and full wheel covers shown are optional

## Bred to put you out front with more Mustang get up and go.

Here are lean-muscled good looks that don't need any spurs for action . . . because new Falcon pours on an exciting new brand of response and power. The reason? Three all-new engines — designed and built to deliver what you want — and a lot more besides: Extra acceleration and quicker overtaking through the lower and middle speeds. Extra flexibility and power reserves at higher speeds. Extra petrol economy at all speeds.

**FORD 3.1 LITRE SIX.** Developing 114 horsepower and 180lb./ft. of torque, the Ford 3.1 litre 'six' quietly and efficiently goes about its job of saving you money on petrol — at the same time outpacing some other makes more expensive optional engines! (Standard on Falcon 500 Sedans and Wagons, you may team it with all-synchromesh manual transmission or world-famous

Fordomatic 3-speed automatic transmission.)

**FORD 3.6 LITRE SIX.** This big, new 3.6 litre 'six' provides you with instant acceleration in the lower speed ranges, higher sustained speeds and inbuilt reserves of safety power for passing at highway speeds or for hauling caravans or boats. Specifications: 135 horsepower, 208 lb./ft. of torque. (Available on Falcon 500 Series with all-synchromesh manual transmission, Fordomatic 3-speed automatic or SelectShift Cruise-O-Matic. Standard on Fairmont with Fordomatic.)

Both new 'sixes' incorporate seven main bearings and hydraulic valve lifters for smoother, quieter operation . . . are of low-friction design for less piston travel and longer engine life.

**MUSTANG 5 LITRE V8.** With the optional Mustang V8 aboard you've never driven a car so ready, willing and eager to show what it's made of. 210 horses. 300 lb./ft. of torque. Which means acceleration and passing-power that will be a revelation to even the most demanding highway drivers. (And they can come as demanding as they like!)

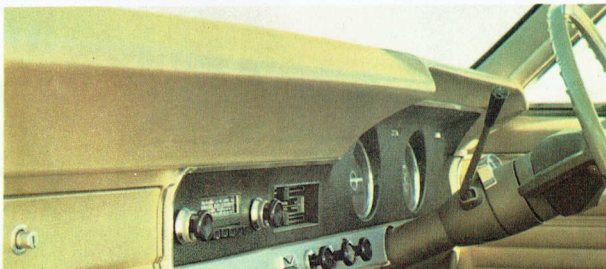
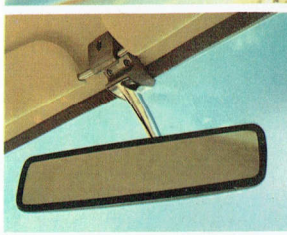
**NEW TRANSMISSIONS.** The "more Mustang" action of new Falcon also includes transmissions that suit your driving needs exactly and team perfectly with the engine of your choice.

**AN ALL-SYNCHROMESH 3-speed manual** with its positive action and short lever travel turns power into instant, smooth performance. Available with all engines — even the Mustang V8!

**FORDOMATIC 3-speed automatic,** world-famous for its smooth responsiveness and trouble-free operation, is standard on Fairmont and optional on Falcon 500.

**SELECTSHIFT CRUISE-O-MATIC.** Highlight of the new transmission line-up is the exclusive Select-Shift Cruise-O-Matic, the remarkable fully automatic that also works as a manual. You can shift up-and-down for increased performance pleasure, or you can let it take over for you anytime you say.

**EXCLUSIVE WIDE-TRACK HANDLING.** You'll have even more pleasure behind the wheel with a solid, smooth and quiet ride, spread over the longest wheelbase in its class (111 inches) and the widest track (58 inches front and rear)



## For greater peace of mind as you drive new Falcon...

In addition to Falcon's basic safety advantage (its superb handling and surefooted ride under all conditions), and to the long list of Safety Features previously standard on every Falcon, a number of additional safety items have been added in the Mustang-Falcon to give you even greater assurance on the road. These include features to reduce the likelihood of an accident occurring . . . a *dual hydraulic braking system, safety rim wheels and performance-and-load-rated tyres*, and an *outside rear-view mirror*. Also included are features to help reduce the likelihood of injury in case of an accident . . . a *deeply-dished shock-absorbing steering wheel with a full-width safety-padded hub*. *Safety designed controls* for instruments and doors. *Safety-padding* on the windscreen pillars and around the inside of the door openings (Fairmont only). *Safety-type* interior rear vision mirror which "yields away" upon impact.

Every Falcon 500 and Fairmont has all the safety features listed below as standard equipment:

- Front seat belts (Manufactured to strict ASA standard), and featuring an exclusive push-button release.
- Fully cushioned instrument panel padding.
- Padded safety sun-visors.
- Anti-glare, shatter-proof interior rear-view mirror that "yields away" upon impact.
- Deeply dished steering wheel with full-width padded hub.
- Steering column rearward displacement minimized by front-end structure design.
- Safety-type "Double-grip" door locks.
- Padded door-pull/armrests.
- Recessed interior door handles.
- Safety design control knobs and window regulator handles.
- Safety glass all round (including "zone-toughening").
- Huge 10-inch diameter brakes — self-adjusting and with thicker linings. (Power disc brakes are standard on Fairmont.)
- Dual brake lines and dual master cylinder.
- Outside rearview mirror, driver's side.
- Anti-glare windscreen wiper arms and big 16-inch wiper blades.
- Electric, push-button windscreen washers.
- Safety-rim wheels and performance-and-load-rated tyres.
- Reversing lights.

## Roomiest car of "the three"... luxury for six.

One look at Falcon's superbly spacious interior and you want to slide in, stretch out and get moving. No effort has been spared to make this new Falcon the roomiest, quietest, most comfortable car in its class. The seats invite you... with leather-smooth stitch-pleated expanding vinyl upholstery. Layer upon deep layer of foam and cushioning, and more resilient springing, make them the most comfortable seats you've ever sat in.

You've more room to enjoy than in any other car in Falcon's class. All around, even overhead, more sound-deadening materials are used to provide you with a quieter, more relaxing ride.

Behind the wheel, too, you find convenience you'll like: Twin binnacles containing a full range of instruments are right before your eyes and recessed into the dash. All are individually marked and fully illuminated for easy reading at night. Within easy reach are the controls for Falcon's "Select-Air" ventilation system. There are padded arm-rests on all doors. 2-speed electric windscreen wipers. Power-operated windscreen washers. And, at your feet, long-wearing, colour-keyed rubber mats in front and rear, complement all other appointments in this exhilarating car.

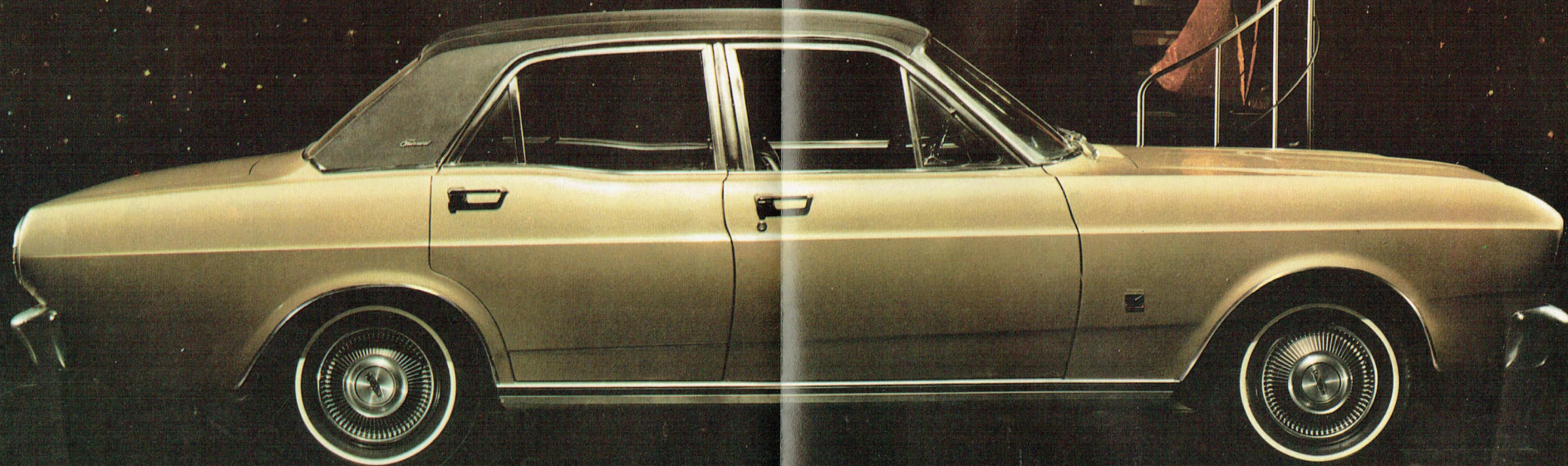
*Standard feature highlights, Falcon 500 Sedan:*

All items mentioned above, and all safety-items mentioned on the previous page, plus:

- Dome light in centre of roof. Courtesy lights on front doors
- Choice of 5 all-vinyl colour-keyed interiors
- Suspended accelerator pedal which adjusts automatically to your foot
- Keyless locking of doors
- Reversible keys (they're always right side up)
- Interior bonnet lock
- Lockable glove compartment.

All luggage shown stows neatly into Falcon's boot.





Above: Fairmont Sedan. Vinyl roof and white-wall tyres shown are optional.

## Fairmont: Personal luxury... classic elegance.

Those elegant and sophisticated lines, the classic silhouette, the discreet ornamentation — they're all here in the new Fairmont: a superb blend of luxurious and distinctive motoring... and *more!*

You'll find everything there to lift your driving to higher levels of comfort and convenience. Individually adjustable Twin-Comfort Lounge seats, deep wall-to-wall carpeting, automatic transmission, power disc brakes, and the quietest ride

you've ever experienced.

Two new engines give brilliant new dash to famous Fairmont performance. Standard engine is the mighty all-new 135 hp Ford 3.6 litre "six". The superpower option is the 5-litre Mustang V8 with its 210 horsepower.

In so many ways... for so many reasons... Fairmont is the car you said would be yours someday. Sedan, or Station Wagon.

## Inside, luxury is everywhere you look ...

Just when you think you've seen everything — Fairmont lights up the landscape with the very best in luxury travel. Twin lounge seats which recline to any position you desire, set the tone for comfort. Upholsteries are the ultimate in tasteful decor, being fully expanding, perforated "Doe Skin". Underfoot there is deep, loop-pile carpeting. The instrument panel is deeply padded the entire width and a walnut finish accents it with the warmth of timber.

Interior lighting is provided by courtesy lights on all doors, a centre dome light and special reading lamps set in the rear pillars.

The luxury interior comes in 5 colour choices — Parchment, Light Olive, Bluemist, Burgundy, Charcoal.

Extravagant use of sound-deadening materials provides Fairmont with a remarkably hushed ride. No noise intrudes from the engine compartment to hint at the power of the new Ford engines.

In fact, there are luxury conveniences everywhere you look: Reversing lights at the rear. Big power disc brakes up front. A heater-demister, electric windscreen washers, padded sun-visors, centre rear armrest, lockable glove-box — to mention just a few.

All these features are also a part of the Fairmont Station Wagon, together with a power-operated tailgate window and carpeting which extends the entire length of the load area.



# Wagons with more...more... *Mustang muscle!*

Meet the Falcon wagon . . . "inner space champion". As hard-working as it is handsome. Longer, wider and sleeker than any other in its class — and with power and strength that will whisk away loads as big as they come.

In loadspace, Falcon can take aboard an impressive 75 cu. ft. of cargo. With the tailgate closed and the front seat in a driveable position, you can carry cargo over 7-feet long, nearly 5-feet wide and 3-feet high.

Seat conversion is a breeze. All you do is release the safety catch and the back seat *automatically* folds down, by itself.

On the road, Falcon comes into its own. Standard is the big, new 3.1 litre 114 hp 'Six' with an all-synchromesh transmission. Optional are the lusty 3.6 litre 135 hp 'Six' and 5-litre 210 hp V8, Fordomatic 3-speed automatic or SelectShift Cruise-O-Matic transmissions.

The wider 58-inch track, longer 111-inch wheelbase, bigger 7.35 x 14 wheels and tyres and exclusive "Torque-Box" chassis construction, make light of the toughest terrain.

Other standard features include giant 10-inch diameter brakes, "Select-Air" ventilation system, dome light in the roof centre, courtesy lights on front doors and all the safety items listed on page 7.

Add it all up and choosing your wagon has suddenly become easy . . . the one that's more . . . more . . . Mustang!

*Right:* Falcon 500 Station Wagon. Whitewall tyres, full wheel covers and radio shown are optional. *Top:* Fairmont Station Wagon. Refer to pages 11 and 12 for full list of standard equipment. Whitewall tyres shown are optional.

*Wagon load-area dimensions:* Floor length (with front seat in driveable position and tailgate closed) — 84.6"; Max. width — 58"; Max. height — 41"; Width between wheel-housings — 44.6"; Tailgate opening — width 49", height 27.5".







## V8 Muscle!

The new Falcon is one of the toughest and most-rugged cars for its size, in the world. Stronger than any car in its class in Australia. That's because new Falcon is designed, bumper to bumper, to handle the tremendous power of the optional 210 horsepower Mustang 5-litre V8 engine. This means that every Falcon owner, whether he chooses a "six" or the "V8" gets the added value, and security, of V8-engineering throughout.

The list of extra-strength components in new Falcon makes impressive reading: Body structure, suspension, transmissions, axles, steering and brakes, all of these are extra-heavy duty design.

A dramatic example of the extra muscle in new Falcon is its weight. It is consistently many pounds heavier — model for model — than its competitors.

### EXCLUSIVE 'TORQUE-BOX' CHASSIS

Another important feature contributing to the Mustang-Falcon's extra toughness is its unique 'Torque-Box' chassis: massive chassis-type steel frames and re-inforcing cross-members welded the entire length of the body. This, together with Falcon's "Big-car" wide-track, gives both structural and road-hugging strength that other cars do not have.

## Wide-Track!

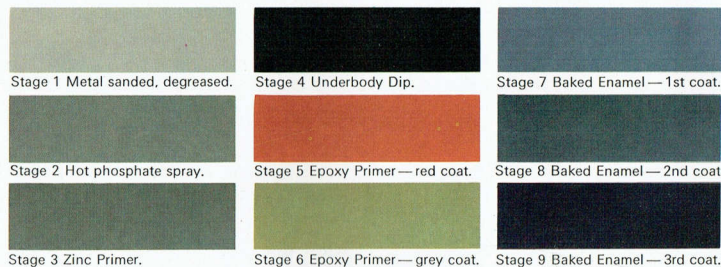
What is Wide Track?

It's the extra width between Falcon's wheels — the extra wide stance that puts Falcon ahead in its field with more accurate control, safer handling and steadier cornering. You get more accurate control because Falcon's Wide Track steers more easily, more precisely. You get safer handling because Falcon's Wide Track sits more solidly on the road, rides smoother over the roughest surfaces. And you get steadier cornering because Falcon's Wide Track clings tenaciously to corners. If you want more reasons why you should ride the Wide Track way — try new Falcon for yourself — one test drive and you'll know what you've been missing all these years.

# Value! There's more...more...built into new Falcon!

Take a look at new Falcon, inside or out, driving seat or back seat and you'll find: more lasting value. More performance, more comfort, more convenience and more time-tested features. On these pages we show you

exactly what and where these features are. They are the reasons why your new Falcon or Fairmont will be in demand years from now, and will command a high resale price.



Stage 1 Metal sanded, degreased.

Stage 4 Underbody Dip.

Stage 7 Baked Enamel—1st coat.

Stage 2 Hot phosphate spray.

Stage 5 Epoxy Primer—red coat.

Stage 8 Baked Enamel—2nd coat.

Stage 3 Zinc Primer.

Stage 6 Epoxy Primer—grey coat.

Stage 9 Baked Enamel—3rd coat.

**Super Quality Paint Finish.** Falcon's value starts with its exclusive "Super Diamond Lustre" acrylic baked-enamel finish. A finer, deeper, more durable finish that never needs waxing. Altogether, Falcon's paint finish is *eight coats deep*. The first three stages give positive rust protection with a hot phosphate spray, zinc primer and underbody dip that

really seals. Stages four and five are epoxy primers which provide a tough, smooth base for three coats of durable acrylic baked enamel—giving Falcon an unequalled, long-lasting shine. In addition, all vital underbody parts receive a special "Spray-On" undercoating to provide complete protection underneath.

# Specifications:

**Engine Features.** Up to 6,000 mile oil changes; 36,000 mile fuel filter; 12-volt electrical system; 54 plate 40 amp/hour battery; 35 amp heavy duty alternator; corrosion resistant muffler.

**Clutch (Manual Transmission).** Diaphragm spring type, single cushion disc, dry plate, hydraulically operated. 6 cylinder engines: Diam. 9.25". Friction Area 77.8 sq. ins. 8 cylinder engine: Diam. 10.00". Friction Area 85.5 sq. ins.

**Manual Transmission.** 3 forward speeds all synchromesh—1 reverse. Steering column change. Ratios: 6 cylinder—1st—2.95, 2nd—1.68, top—1.00, reverse—3.80. 8 cylinder—1st—2.71, 2nd—1.69, 3rd—1.00, reverse—3.47.

**Fordomatic Automatic Transmission.** Three forward gear ratios, one reverse. Ratios (to 1): Low—2.39, inter—1.45, top—1.00, reverse—2.09.

**Cruise-O-Matic Transmission.** Three speed automatic with select shift operation to provide both manual and automatic operation. Ratios—Ratios same as Fordomatic.

**Rear Axle.** Ratios (to 1) (Manual/Automatic) 3.1 Litre—3.50/3.50. 3.6 Litre—3.23/3.50. 5.0 Litre—2.93/2.93.

**Front Suspension.** Angle-poised ball-joint type.

Heavy duty coil springs with hydraulic shock absorbers. Torsion bar ride stabilizer.

**Rear Suspension.** Semi-elliptic asymmetrical, variable rate leaf springs. Four leaves on sedans, five on wagons. Diagonally mounted hydraulic shock absorbers. Rubber bushed shackles.

**Steering.** Recirculating ball type. Steering gear ratio 20:1 (Optional Power Steering—ratio 16:1) Steering Wheel, 16 in. diam. Turning circle 36.6 ft.

**Brakes.** Dual Line system with inbuilt warning light on instrument panel. Self-adjusting hydraulic, 10" diam. front and rear. Solid cast front drums. Bonded linings—area 154.4 sq. ins. Power disc front brakes optional.

**Wheels and Tyres.** Wheels: 14" x 5J pressed steel, ventilated disc, safety rims. Tyres: 6.95 x 14 std. on all sedans. 7.35 x 14 std. on all wagons, optional on 8 cylinder sedans. All tyres extra low profile, tubeless, black sidewall. White sidewall optional. 185 x 14 radial ply with 6JJ rims optional all sedans and wagons.

**Weights.** Approximate kerb weight with 3.1 Litre manual transmission. Sedan—2,920 lb. Wagon—3,100 lb. Add 47 lb. for automatic.

**Fuel Tank Capacities.** Sedans 16.4 gals. Wagons 13 gals.

**Dimensions.** Overall length, sedans—184.6", wagons—190.3". Overall width, sedan & wagon

—73.8". Overall height, sedans—54.7", wagons—55.2". Wheelbase—111". Track front & rear—58". Ground clearance—7".

**Warranty.** Falcon gives you warranty protection for 12,000 miles or 12 months whichever comes first, excluding tyres and tubes which are warranted by their manufacturer. Every Falcon is warranted against defects in materials and workmanship for this period. Owners are responsible only for normal maintenance and routine replacement of maintenance items.

**Low-cost Dealer Service & Parts Supply.** Your Ford Falcon is backed by over 400 Ford Dealers' low-cost specialised service, and the ready supply of genuine low-cost FoMoCo parts.

The specifications referred to above were in effect at the time this publication was approved for printing; however, Ford Motor Company of Australia Limited and/or Ford Sales Company of Australia Limited, reserve the right, subject to the laws of any state or territory and the regulations of any competent authority which may be applicable at the time, at its discretion and without notice, to change specifications and prices of the products referred to herein at any time and without incurring any liability whatsoever to any purchaser thereof. Some of the items illustrated or referred to in this publication are optional at extra cost.

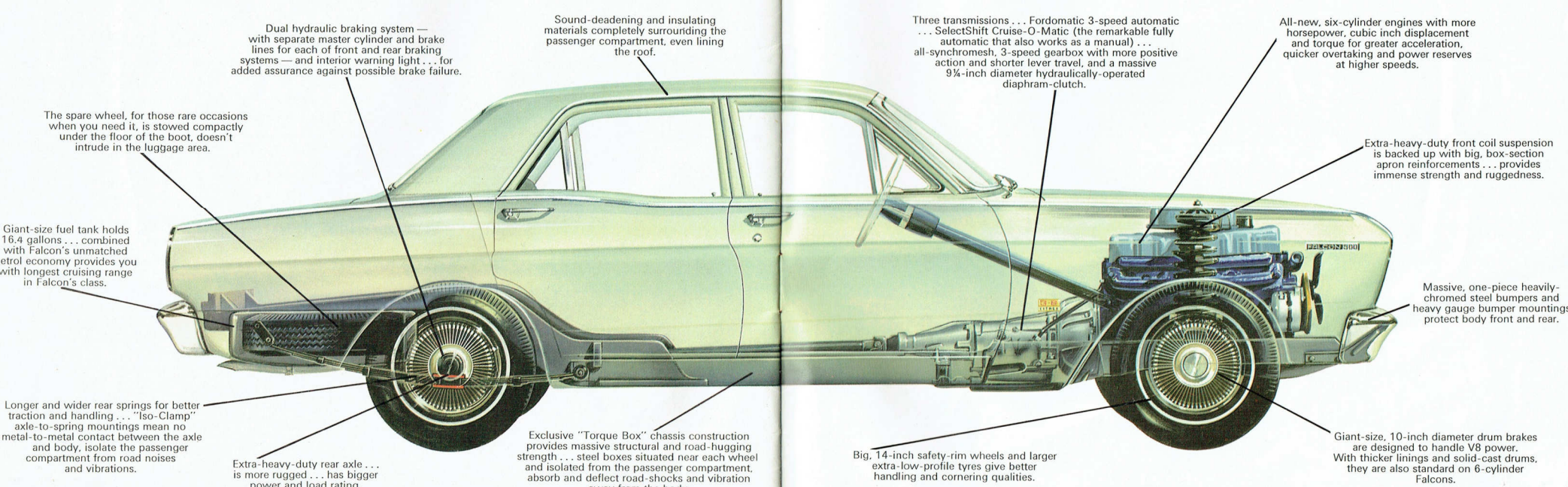
**FORD SALES COMPANY OF AUSTRALIA LIMITED**  
Reg. Office: 1735 Sydney Rd., Campbellfield, Vic.



Engines	"Ford 3.1-Litre"	"Ford 3.6-Litre"	"Ford 5-Litre"
Cylinders/Valves	6/OHV	6/OHV	8/OHV
Displacement (Cu. Ins./CC)	188/3080	221/3622	302/4949
Bore/Stroke (Ins)	3.68/2.94	3.68/3.46	4.0/3.0
Comp. Ratio (To 1.)	9.2	9.3	9.0
Max. BHP	114 @ 4400 RPM	135 @ 4400 RPM	210 @ 4600 RPM
Max. Torque (lb/ft)	180 @ 2400 RPM	208 @ 2400 RPM	300 @ 2600 RPM

6 cylinder engines feature 7 main bearing crankshaft—all engines hydraulic valve lifters.

POWER-TRAIN AVAILABILITY	FALCON 500	FAIRMONT
3.1-Litre/Manual	Standard	Not available
3.1-Litre/Fordomatic	Optional	Not available
3.6-Litre/Manual	Optional	Optional
3.6-Litre/Fordomatic	Optional	Standard
3.6-Litre/Select Shift	Optional	Optional
5-Litre/Manual	Optional	Optional
5-Litre/Select Shift	Optional	Optional



Dual hydraulic braking system— with separate master cylinder and brake lines for each of front and rear braking systems— and interior warning light... for added assurance against possible brake failure.

Sound-deadening and insulating materials completely surrounding the passenger compartment, even lining the roof.

Three transmissions... Fordomatic 3-speed automatic... SelectShift Cruise-O-Matic (the remarkable fully automatic that also works as a manual)... all-synchromesh, 3-speed gearbox with more positive action and shorter lever travel, and a massive 9 1/2-inch diameter hydraulically-operated diaphragm-clutch.

All-new, six-cylinder engines with more horsepower, cubic inch displacement and torque for greater acceleration, quicker overtaking and power reserves at higher speeds.

The spare wheel, for those rare occasions when you need it, is stowed compactly under the floor of the boot, doesn't intrude in the luggage area.

Extra-heavy-duty front coil suspension is backed up with big, box-section apron reinforcements... provides immense strength and ruggedness.

Giant-size fuel tank holds 16.4 gallons... combined with Falcon's unmatched petrol economy provides you with longest cruising range in Falcon's class.

Massive, one-piece heavily-chromed steel bumpers and heavy gauge bumper mountings protect body front and rear.

Longer and wider rear springs for better traction and handling... "Iso-Clamp" axle-to-spring mountings mean no metal-to-metal contact between the axle and body, isolate the passenger compartment from road noises and vibrations.

Extra-heavy-duty rear axle... is more rugged... has bigger power and load rating.

Exclusive "Torque Box" chassis construction provides massive structural and road-hugging strength... steel boxes situated near each wheel and isolated from the passenger compartment, absorb and deflect road-shocks and vibration away from the body.

Big, 14-inch safety-rim wheels and larger extra-low-profile tyres give better handling and cornering qualities.

Giant-size, 10-inch diameter drum brakes are designed to handle V8 power. With thicker linings and solid-cast drums, they are also standard on 6-cylinder Falcons.

# Options:

*Falcon is designed to be designed by you:* You can equip your new Falcon to be the exact kind of personalized car you want. You can add extra touches of luxury... extra touches of performance... extra touches of distinction... to make your new Falcon reflect your own individuality. Your Ford Dealer will be happy to assist you in selecting the right options for your needs.

## ENGINES:

- Ford 3.6 litre "Six" optional on Falcon 500 Sedans and Wagons\*
- 5-litre Mustang V8 optional on all models when teamed with all-synchronesh manual or SelectShift Cruise-O-Matic

## TRANSMISSIONS:

- Fordomatic 3-speed automatic\* optional with 3.1 litre and 3.6 litre engines
- SelectShift Cruise-O-Matic optional with 3.6 litre "Six" and 5-litre "V8" engines.

## POWER EQUIPMENT:

- Power Disc Brakes\*
- Power Steering
- Power Operated Rear Window on Wagons\*

## LUXURY AND CONVENIENCE ITEMS:

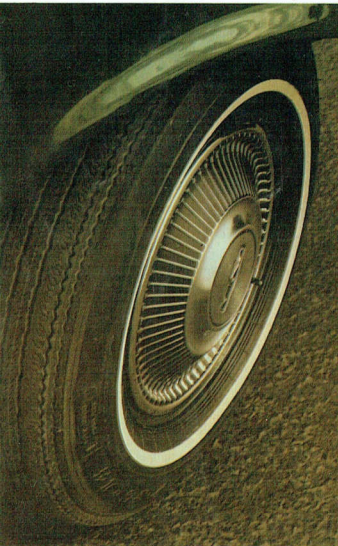
- Deep, loop-pile wall-to-wall carpeting\*
- Graduated-tint, laminated wind-screen
- All transistor AM push-button radio
- 2-speed "Silentflo" heater/demister

## OTHERS:

- Deluxe wheel covers\* □ Sash to convert lap seat-belts to combination type
- White wall tyres □ Radial ply tyres (all models) □ Vinyl roof (Sedans)

\*Standard equipment on Fairmont

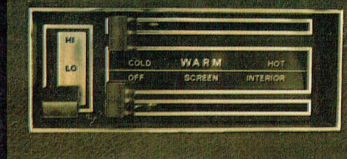
Other FoMoCo accessories available from your Ford Dealer include: □ Exterior Sun-visor □ Rear Venetian Shade □ Weather Shield □ Reversing Lights □ Radio Extension Speaker □ Roof Luggage Carrier □ Tow Bar □ Petrol Locking Cap □ Exterior Rear Vision Mirrors □ Fender and Bonnet Ornaments □ Dust Deflector (Station Wagons) □ Electric Clock



PUSH-BUTTON RADIO



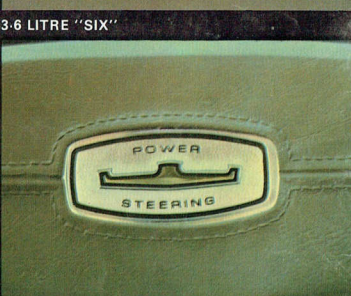
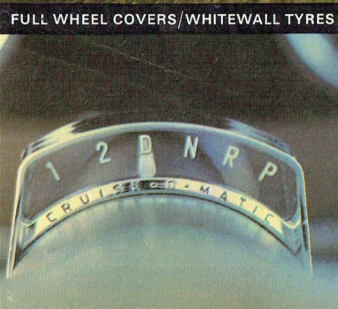
5-LITRE MUSTANG V8



2-SPEED HEATER/DEMISTER



3.6 LITRE "SIX"



SELECTSHIFT CRUISE-O-MATIC

POWER DISC BRAKES

POWER STEERING