



Escort
how to sell
a million
and stay individual



The Ford Escort is just coming up to its first million. Yet it still retains the unique individual flavour that takes it out of the mass production field. How?

Perhaps it's the sporting life the Escort leads – it has a vivid competitive background, with a string of international rally and saloon car victories that makes many sports cars look pallid. This tough competition programme is at least partly responsible for making the Escort the quick, yet reliable and safe car that it is. Regularly pushed to the limit on the track, the Escort is that much better fitted to cope with normal road conditions.

Making changes through competition is doing it the hard way, but it gets

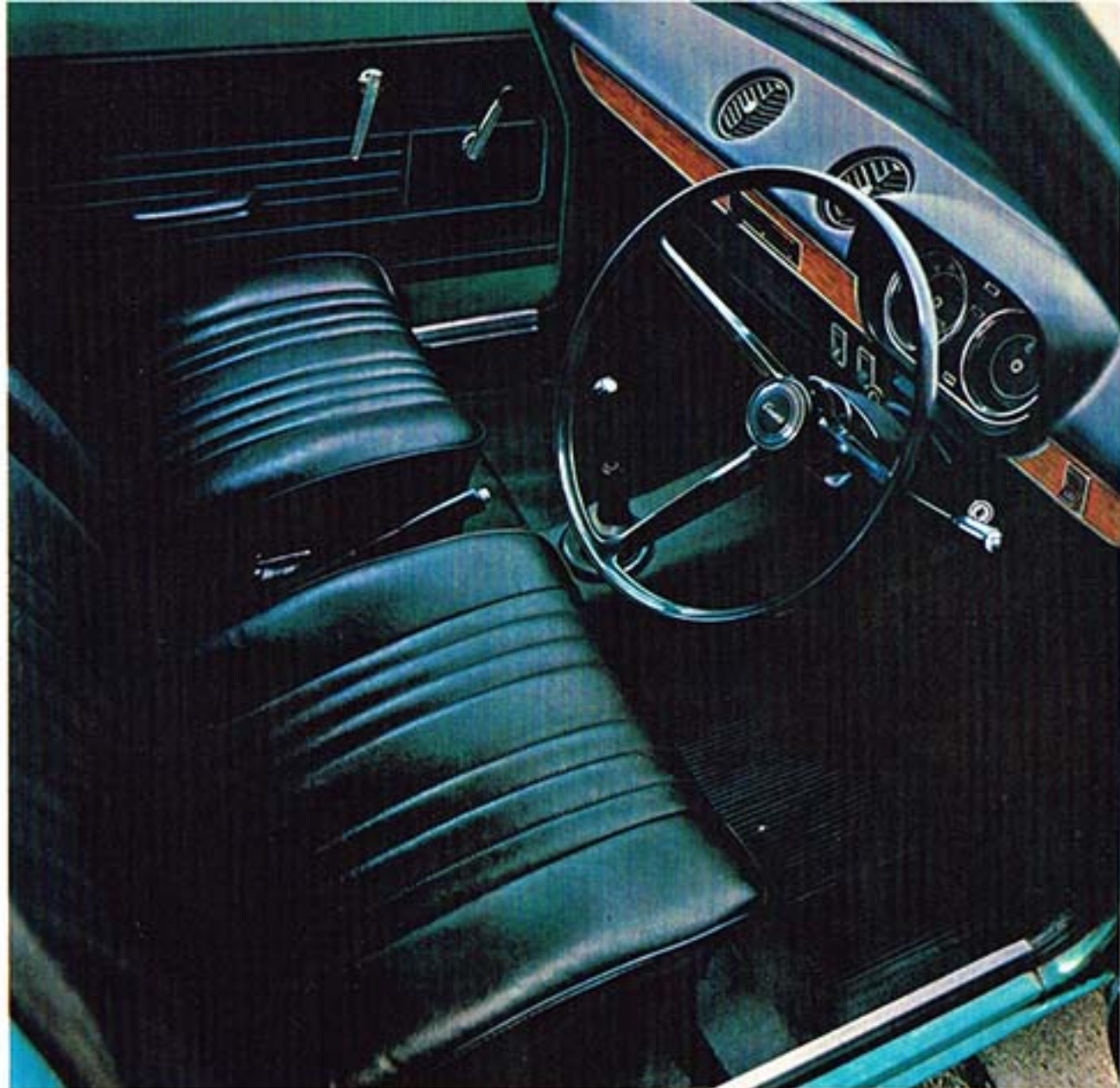


results. Engines have been uprated to give more power without loss of fuel economy, switches relocated for better access, new models have been introduced, and so on. But some things we wouldn't dare change. The attractive shape of the Escort, rounded and handsome, yet functional. The space for four adults with luggage. The small-car nippiness and manoeuvrability. The many built in safety features.

And the choice. With the Escort you don't have to go along with somebody else's idea of what makes a great car: you take the basic idea and adapt it to your requirements. Choose the comfort level you want. Choose the engine. Choose two or four doors. Choose the performance. With the Escort it's up to you.

Escort Standard—Escort Economy





Often you can tell a car by the company it keeps: the film star's Jag., the magnate's Rolls. With the Escort this sort of classification is difficult - it's such a practical car that all sorts of people buy it, regardless of its status value, either as a first or second car.

The Escort Standard and Escort Saloon are not "rich men's toys" or "poor men's Rolls", they are quite simply excellent cars for getting about in, quickly, economically, and comfortably.

But practical doesn't mean sparse. The Escort Saloon, for instance, has individual front bucket seats, with fore-and-aft adjustment and an anti-tip device. They are also very comfortable, and give you fatigue-cutting support on long journeys. Upholstery is smart black PVC, the plush head-lining is easily washable. Ashtrays front and back, heater and demister, face-level ventilation, safety padded fascia top, collapsible parcel shelf, door-operated courtesy lights, and other luxury and utility features. Remember, that's the

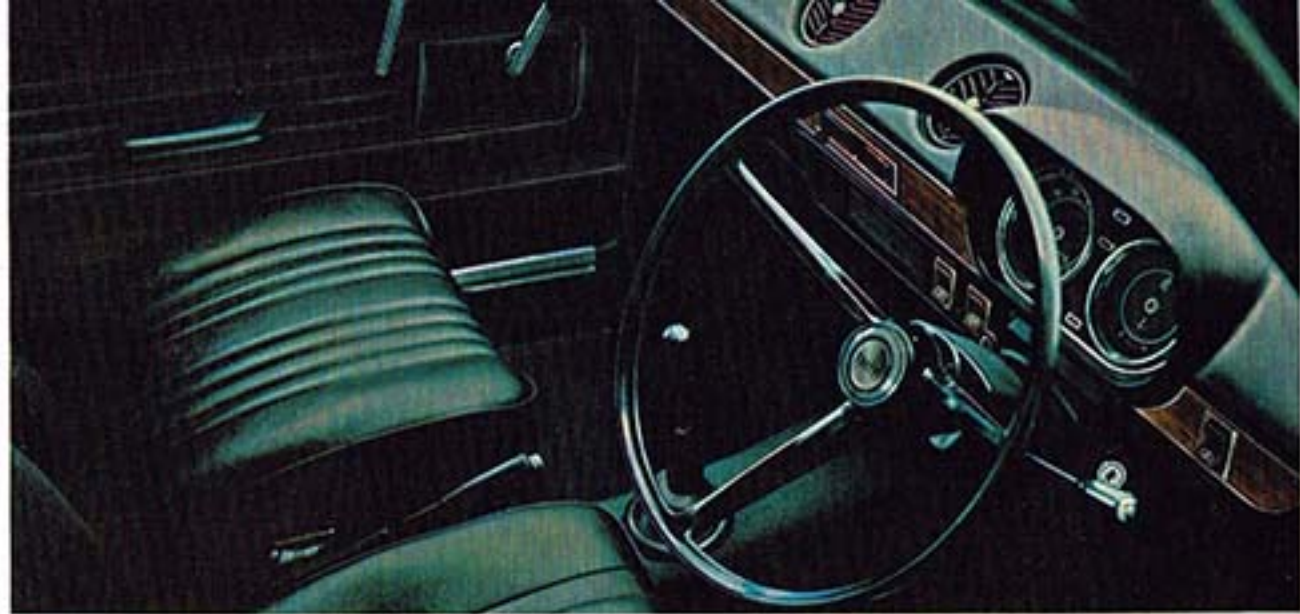
Escort Saloon. And it also has the inbuilt Escort advantages of a luggage-hungry boot (13.6 cubic feet overall), a tough body of steel integral construction with safety glass all round, and an 1100cc engine with five main bearings, with bowl-in-piston, crossflow cylinder head, and overhead valves.

The Escort Standard offers real economy - all the "gingerbread" of the other models, but with a little less "gilt". In other words, the same great mechanicals and comfort, but without such items as bright metal mouldings, wide choice of paint and interior schemes, passenger sun-visor, padded door panels and fascia, driver parcel shelf and rear ashtrays.

Escort Standard owner Kevin Casey puts it like this: "I bought the Escort Standard because I didn't have a lot of money to spare, and I wanted as much basic car as I could get. I'm not against 'trimmings', but with a car as good as the Escort I find I can get along without them."

Escort L—Escort Comfort





To many people, a car is more than just "seats on wheels". They reason that if you're going to spend some hundreds of pounds on a piece of equipment, it's worth spending a little extra to shape it to individual requirements.

The Escort L is packed with items that make motoring more fun, less fuss. Hard-wearing loop-pile carpet throughout - more than just a nice luxury touch, it also helps to make the interior of the Escort L even quieter. A cowside map pocket helps keep maps in their place and easily to hand. Two speed wipers give you a clearer view, whatever the weather. Grab handles are fitted front and rear, for convenience and safety. Coat hooks are another example of detail thinking, as is a convenience light in the boot, and the mat to protect expensive luggage.

"Safety first" features, like overriders, reversing lamp, and a water temperature gauge are fitted as standard.

Headlamp glare at night often renders the conventional rear view mirror useless - but not the dipping mirror fitted to the Escort L. With simple ingenuity it cuts night glare to a minimum. Another idea that combines convenience and safety is the foot-operated wiper/washer control - one press sends a jet of water on to the windscreen and gives a few sweeps of the wiper blades - cuts out fumbling for switches, leaves both hands free to steer.

You can have the 1100cc engine on the Escort L. If you'd like a little more performance and acceleration, specify the 1300cc engine.

Escort owner Pete Thurston did. "The larger engine gives my Escort a performance well up with much bigger saloon cars - and the nippy handling gives me a distinct advantage in town traffic. This car's got all the room I need, and when you consider the comfort level . . . well, I think I've got the better bargain, don't you?"

Escort XL & Escort GT—Escort Style, Escort Performance





If you'd like a little more luxury and a little more panache the Escort XL has plenty to offer you. The 1300cc engine (with a top speed of around 90mph), a unique interior trim style, with cool knitted vinyl upholstery, wood capping for the doors, opening rear quarter vents on the rear windows (2 door only), a cigar lighter on the dashboard, chrome gearshift, and a vanity mirror on the passenger sun-visor all this is additional to the features of the Escort L.

Outside, the rectangular headlights are distinctively trimmed. Bright metal mouldings highlight the rear end, and the wheels have slot-styled trim. Bright metal rocker-panel mouldings complement the Escort smooth looks. On the four door model there are bright window mouldings.

Julie Henderson likes the Escort XL because "it's pretty". But she's hard headed enough to appreciate the more solid benefits. "It's very easy to drive - especially with automatic transmission, which I insisted on. It makes life simple, and it isn't incredibly expensive. Even though it's a small car, it still feels wonderfully plush. And I save on petrol."

But perhaps comfort and appearance aren't enough for you?

You also like more performance. Then let us introduce you to the Escort GT.

In many ways the Escort GT is a very surprising car: 1300cc engine, Weber twin-choke carburettor, high-lift cam, bigger valves, four branch exhaust

manifold, 82bhp, giving you a standing start to 60mph time of just 12.5 seconds, and a top speed in the nineties. Transferred by a close ratio gearbox with a remote sporty shift. Held firmly on the road by wide (4½") wheels and radial ply tyres. Controlled by front discs, rear drums, and servo assistance all round.

Nick Jenkins used to drive a sports car - "natural ventilation through a tear in the hood" - but opted for the Escort GT after seeing Escorts in competition.

"I realised that this sports car thing was mainly a matter of image. You don't have to be uncomfortable to drive a lively car. The Escort GT has all the performance I need, and then some. Besides, I like the "wolf in sheep's clothing" feeling it gives me."

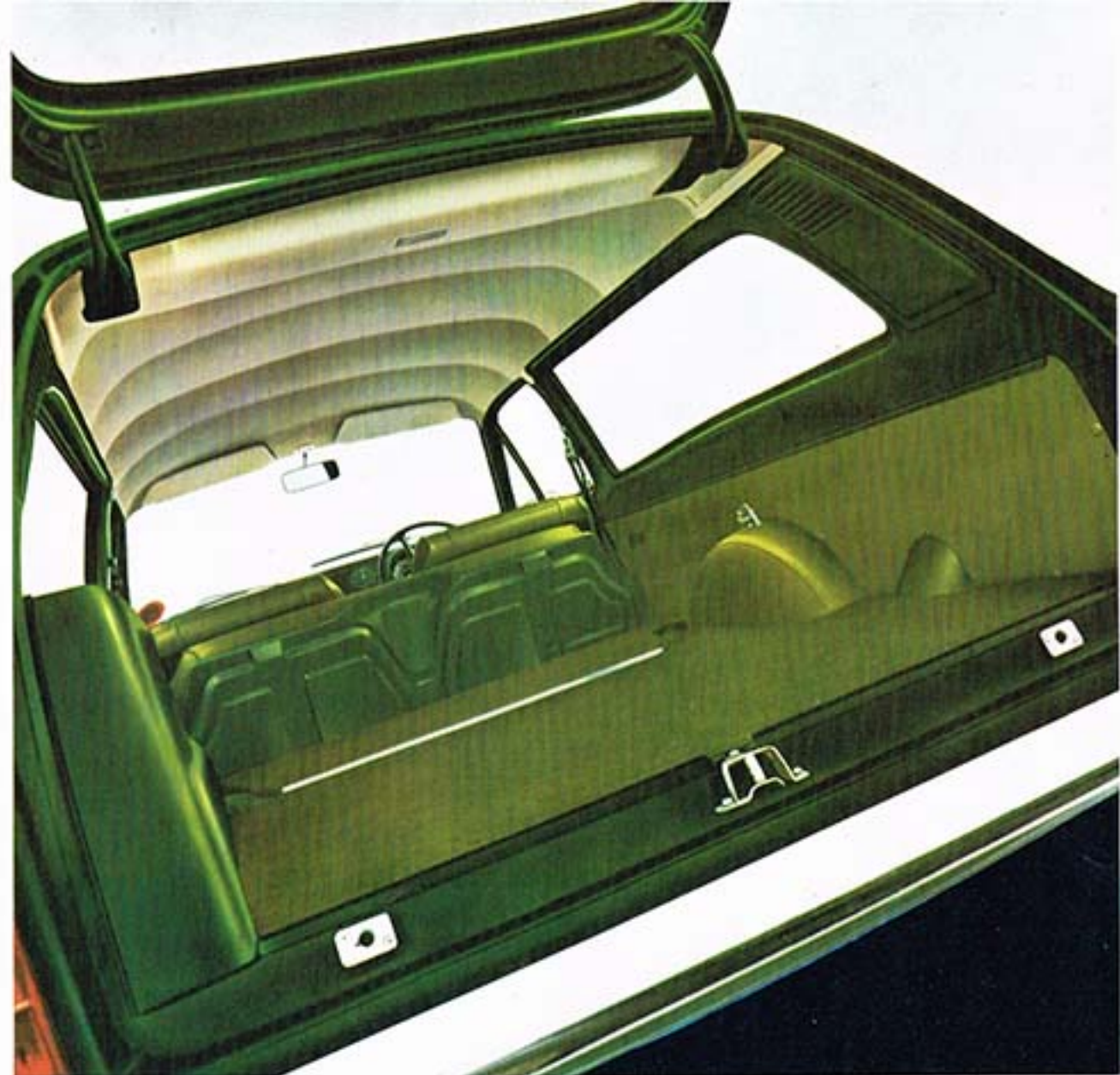
There's nothing spartan about the interior. Quite the opposite in fact, because the Escort GT is trimmed and furnished to the same level as the Escort XL - with the exception of the wheel trim and the opening rear quarter vents, vanity mirror and the addition of a larger instrument binnacle with four extra dials containing speedometer, odometer, tachometer, separate fuel gauge, temperature gauge, oil pressure gauge, and battery condition indicator.

So in Escort GT you get the best of both worlds - high level of trim - and high performance.

The pictures show: top - Escort XL with optional automatic transmission; bottom - Escort GT with optional sports steering wheel.

Escort Estates—Escort Space





One of the more practical inventions of the landed gentry was the estate car, a very sensible piece of transport which enabled them to carry around the essential equipment for huntin', shootin' and fishin' without losing face. The idea has been eagerly seized upon by space-hungry families who like the combination of practicality and good looks.

Space? With the back seat in position the Escort Estate gives you 31 cubic feet of stowage space, plus four full seats. Lower the back seats and it turns into 54 cubic feet of solid, usable space. In practical terms that means everybody can take what they like with them on holiday. Or you can go picnicking or camping without skimping on creature comforts. Or you can carry the kids plus dog without anyone having to suffer discomfort. Or simply that you can use your Escort Estate for both business and pleasure.

We've been talking about the Escort Estate, but

there are three models to choose from: Escort Estate, Escort L Estate, and Escort XL Estate. Each version is equipped and trimmed to similar standards as their saloon equivalents (with carpeting in the load area as well on Escort XL). The tailgate is counter-balanced and top-hinged to stay open without struts.

Of course, we're well aware that an estate is likely to be worked harder than its saloon equivalent. And we've made allowances for it.

If you choose the 1300cc model, then servo assisted front disc and rear drum brakes will be fitted as standard. Wider tyres and wheels are standard.

The owner of the 1300L opposite is, appropriately enough an estate agent. He needs the extra space which the Escort provides for his business. A van isn't necessary and saloon cars just aren't versatile enough.

The Escort Estate fills the bill perfectly.

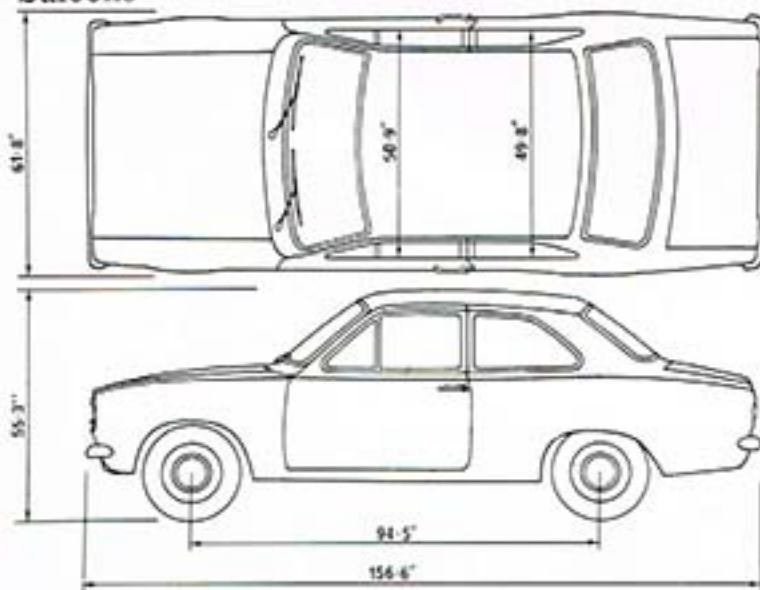
Escort Comparison Guide

Technical	1100 cc Engine	1300 cc Engine	1300 GT Engine
Engine capacity (cc)	1098	1298	1298
BHP (gross) @ rpm	55 @ 6000	65 @ 5700	82 @ 6500
BHP (Din) @ rpm	48 @ 6000	57 @ 5500	72 @ 6000
Torque (lb. ft gross) @ rpm	60 @ 3000	74 @ 3000	75 @ 4000
Compression ratio : 1	9.0	9.0	9.2
Cylinders	4 IL	4 IL	4 IL
Bearings	5	5	5
Valves	OH	OH	OH
Final drive Ratio : 1			
Saloon	3.89	3.89	3.89
Estate	4.125	3.89	—
Gears (synchro)	4(4)	4(4)	4(4)
Brakes front rear	Drum/Drum	Drum/Drum	Disc/Drum
Servo assisted disc/drum Saloon	O	O	S
Estate	O	S	—
Front suspension	Ind. coil	Ind. coil	Ind. coil
Rear suspension	Rgd. semi-ell.	Rgd. semi-ell.	Rgd. semi-ell.
Steering	Rack and pinion	Rack and pinion	Rack and pinion
Turning circle (ft)	29.2	29.2	29.2
Tank capacity (galls)	9.0	9.0	9.0
Service interval (miles)	6000	6000	6000

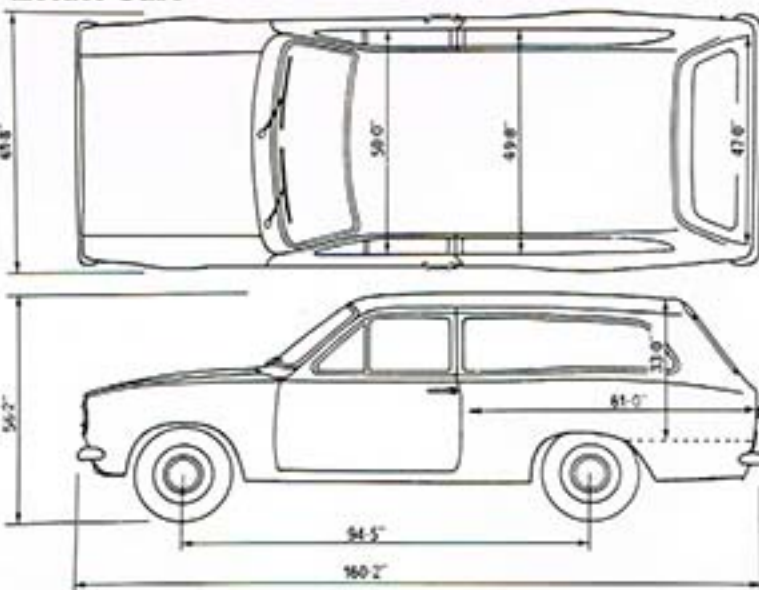
Features	S - Standard O - Option	Standard/Escort Saloon	Escort L Saloon	Escort XL Saloon	Escort GT Saloon	Escort Estate	Escort L Estate	Escort XL Estate
Tyres		5.50 x 12	5.50 x 12	5.50 x 12	155 x 12R	6.00S x 12	6.00S x 12	6.00S x 12
Face-level ventilation		S	S	S	S	S	S	S
Air extraction		S	S	S	S	S	S	S
Heater		S	S	S	S	S	S	S
Screen washers		S	S	S	S	S	S	S
Interior carpet		—	S	S	S	—	S	S
Crash padding		S*	S	S	S	S	S	S
Cigar lighter		—	—	S	S	—	—	S
Front parcel shelf		S	S	S	S	S	S	S
Headlamp flasher		S	S	S	S	S	S	S
Curved side glass		S	S	S	S	S	S	S
Front seat anti-tip device		S	S	S	S	S	S	S
Fuse system		7	7	7	7	7	7	7
Diaphragm spring clutch		S	S	S	S	S	S	S
Tachometer		—	—	—	S	—	—	—
Oil pressure gauge		—	—	—	S	—	—	—
Water temperature gauge		—	S	S	S	—	S	S
Battery condition Indicator		—	—	—	S	—	—	—
Two speed wipers		—	S	S	S	—	S	S
Wash/wipe facility		—	S	S	S	—	S	S
Day/night rear view mirror		—	S	S	S	—	S	S
Reversing lamps		—	S	S	S	—	S	S
Opening rear quarter vents		O	O	S	O	O	O	O

*Not fitted on Standard Escort

Saloons



Estate Cars



Escort Specification

Escort Saloon

Engines All Escort engines are 4 cylinder, in-line units with overhead valves, cross flow heads, bowl-in-piston combustion chambers and five main bearing crankshafts. Technical details are given overleaf.

Escort Saloon is available with 1100 cc engine only.

Engine Lubrication High efficiency rotor type pump. Replaceable element filter. Capacity of system (both engines) 5.72 pints.

Ignition 12 volt system, ballast resistor coil.

Fuel System Camshaft operated diaphragm type pump. Electrical fuel gauge. Tank capacity 9.0 gallons (40.95 litres).

Cooling System Pressurised. Capacity of system (both engines) 10.55 pints including heater.

Transmission Diaphragm spring type clutch, single dry plate. Four speed gearbox, with synchromesh on all forward gears. Ratios: 1st - 3.656:1; 2nd - 2.185:1; 3rd - 1.425:1; 4th - 1.000:1; Reverse - 4.235:1.

Body Steel integral construction, safety glass all round. Doors have zero-torque, anti-burst locks. Air extraction vents below rear window. Single tone paint finish. Bright metal ornamentation. Separate luggage compartment, overall capacity 13.6 cu. ft. usable 9.6 cu. ft. Spare wheel housed in left hand side of boot. Saloons are available in 2- and 4-door versions.

Rear Axle Semi-floating hypoid final drive. Axle ratio 3.89:1.

Front Suspension Independent coil springs. Macpherson damper struts with compliance.

Rear Suspension Semi-elliptical springs with hydraulic double action shock absorbers.

Brakes Drum brakes all round. Diameter (front and rear) 8.0 in. (20.32 cm.).

Steering Rack and pinion. Three spoke deep dished steering wheel, diameter 14.9 in. (37.84 cm). Turning circle 29.2 ft. Number of turns lock to lock 3½.

Wheels and Tyres Pressed steel disc with welded, asymmetrical well base rim. Tyres 5.50 x 12, 4 ply rating tubeless.

Electrical Equipment Two brush, ventilated generator. Starter motor. Single tone horn. Battery 12 volt, 38 amp. hour at 20 hour rate. 7 fuse system.

Instruments Two circular instruments in front of driver containing speedometer, odometer, fuel gauge and warning lights for generator, oil pressure and main beam. Direction indicator warning light.

Controls Side/headlight, heater fan and windscreen wiper rocker switches. Choke and ignition controls. Direction indicators, main and dipped beam, headlamp flasher and horn controlled from single control stalk mounted on the steering column. Floor mounted, foot operated, windscreen washer control.

Escort Standard

General Equipment Two circular sealed beam headlights with combined sidelights. Separate direction indicators above front bumper. Twin tail light assemblies incorporating direction indicator flashers. Rear number plate illumination lamp. Windscreen wipers and washers. P.V.C. upholstery and washable plastic headlining. Black rubber mats. Individual front bucket seats with adjustment and anti-tip device. Remote floor mounted gearshift. Door operated courtesy light. Safety styled door handles and window winders. Push button door locks on all doors. Breakaway stem interior rear view mirror. Ashtray in facia. Driver sun visor. Aluminium scuff plates. Heater and demister. Facelevel ventilation system, vents in facia combined with demister nozzles. Static seat belts fitted to drivers and front passengers seats (at extra cost).

Extra for Escort

General Equipment Padded top to facia. Colour keyed rubber mats. Rear ashtrays in side panels. Two padded sunvisors. Padded door panels. Wood strip on facia and extra ornamentation.

Extra for L Saloon

Engines Escort L Saloon is available with 1100 cc and 1300 cc engines. (Technical details are given overleaf.)

The following items are additional to Escort Saloon equipment Looped pile carpet. Cowside map pocket. Two speed windscreen wipers and wash/wipe facility. Water temperature gauge. Luggage compartment light and mat. Passenger grab handles. Overriders. Reversing lamps. Day/night rear view mirror.

Extra for XL Saloon

Engines Escort XL Saloon is available with a 1300 cc engine. (Technical details are given overleaf.)

The following items are additional to Escort L equipment Extra ornamentation. Chrome gearshift. Wheel trims. Rectangular headlamps. Cigar lighter. Vanity mirror to passenger sun visor. Opening rear quarter vents on 2 door models. Unique interior trim style.

GT Saloon

Technical and general specification details as XL Saloon except in the following instances:

Engine High performance 1300 cc engine with special high lift camshaft.

Fuel system Twin choke Weber carburettor.

Transmission Gear ratios: 1st - 3.337:1; 2nd - 1.995:1; 3rd - 1.418:1; 4th - 1.000:1. Reverse - 3.868:1.

Brakes Front disc brakes, 8.6 in. (21.85 cm.) diameter, with vacuum servo-assistance all round.

Wheels and Tyres 4½ in. rims with 155 x 12 radial ply tyres. (Wheel trim rings are not standard fitting on the GT but special trim rings are available as Ford accessories.)

Instruments Larger binnacle containing speedometer and odometer, tachometer, separate fuel gauge, temperature gauge, oil pressure gauge and battery condition indicator.

General Equipment Opening rear quarter vents are deleted as standard but are offered as an option.

Escort, Escort L and Escort XL Estate Cars

Engine, technical and general specification detail as for equivalent Saloons except in the following instances:

1100 cc and 1300 cc derivatives are available in both Escort and Escort L Estate Cars. The Escort XL is only available with a 1300 cc engine. 1100 cc models have drum brakes front and rear; 1300 cc models are fitted with servo-assisted front disc brakes and rear drum brakes.

Transmission Gear ratios: 1st - 3.656:1; 2nd - 2.185:1; 3rd - 1.425:1; 4th - 1.000:1; Reverse 4.235:1.

Body One piece, top hinged, counterbalanced tailgate.

Rear Axle Ratio 1100 cc - 4.125:1, 1300 cc - 3.89:1. Automatic 1300 cc - 4.125:1.

Brakes 1300 cc model - front disc brakes with servo-assistance all round.

Wheels and Tyres Wide base 4½ in. rims with 6.00S x 12, cross ply tyres.

Electrical Equipment 38 amp. hour Battery.

General Equipment L and XL Models fitted with loop pile carpet in passenger area. XL Model carpeted in luggage compartment also.

Factory Fitted Options (at extra cost)

The following options are available on all models Front disc brakes with all-round servo-assistance (standard on 1300 cc Estate Cars & GT). Wide rim wheels and radial ply tyres (standard on GT models). Automatic transmission with floor mounted selector in conjunction with 1300 cc engine. Sports steering wheel with leather covered rim (not Estate Cars). Radio. Metallic paint finish. Inertia reel seat belts. One piece wheel trims. Opening rear quarter vents on 2 door models (standard on XL, not fitted to Estate Cars). Bri-nylon fabric seat trim.

Available as an option on XL and GT only Centre console unit with map tray, special gearshift gaiter and seat belt stowage points.

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In accordance with statutory regulations, front

seat belts are fitted. These are supplied at extra cost.

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Consider the Options and Accessories at the beginning – not at the end

You can drive away an Escort just as it is and you've got yourself a complete car. But there's always something a man wants to add. People are individuals and they like it to show in the things they possess.

So before you choose your Escort have a look at the range of options and accessories you can specify.

Just for a start look at the following selection of factory fitted options:

Inertia reel seat belts, Automatic transmission, Radial ply tyres on 4½" wheels, Radio, Metallic paint

finish, Sports steering wheel.

Then look at the equally impressive list of accessories:

Overriders, Standard or Iodine Quartz rectangular ancillary lamps, Wing mirrors, Wheel trims, Dipping rear view mirror, Underbody protective compound, Overtaking door mirror, Child's safety harness, Petrol locking cap, Reversing lights.

But, of course, first you'll have to consider which Escort to start opting on.



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