

**An incredible  
new class of cars  
is coming  
from the Incredible  
World of Ford.**





# World Class Experience

On October 3rd, a significant event in Ford Motor Company history will occur.

The first of our all new class of small front-wheel-drive cars will arrive at Ford and Lincoln-Mercury dealers.

## The Ford Escort and Mercury Lynx

The Ford Escort and Mercury Lynx are the first of a new generation of American made small cars using technology from all over the Incredible World of Ford.

These new four passenger sedans and liftgate wagons combine the knowledge and experience of some of our most talented engineers and scientists working around the clock, around the world.



## The small car leaders in Europe

The needs of the European driver are defined by their roads, which are small,

and the price of gas, which is large. For over 50 years, Ford has been building small, fuel-efficient cars in Europe.

Ford is number one in sales in Britain, Ireland, and Norway and in Germany our smallest car outsells everything in its class.

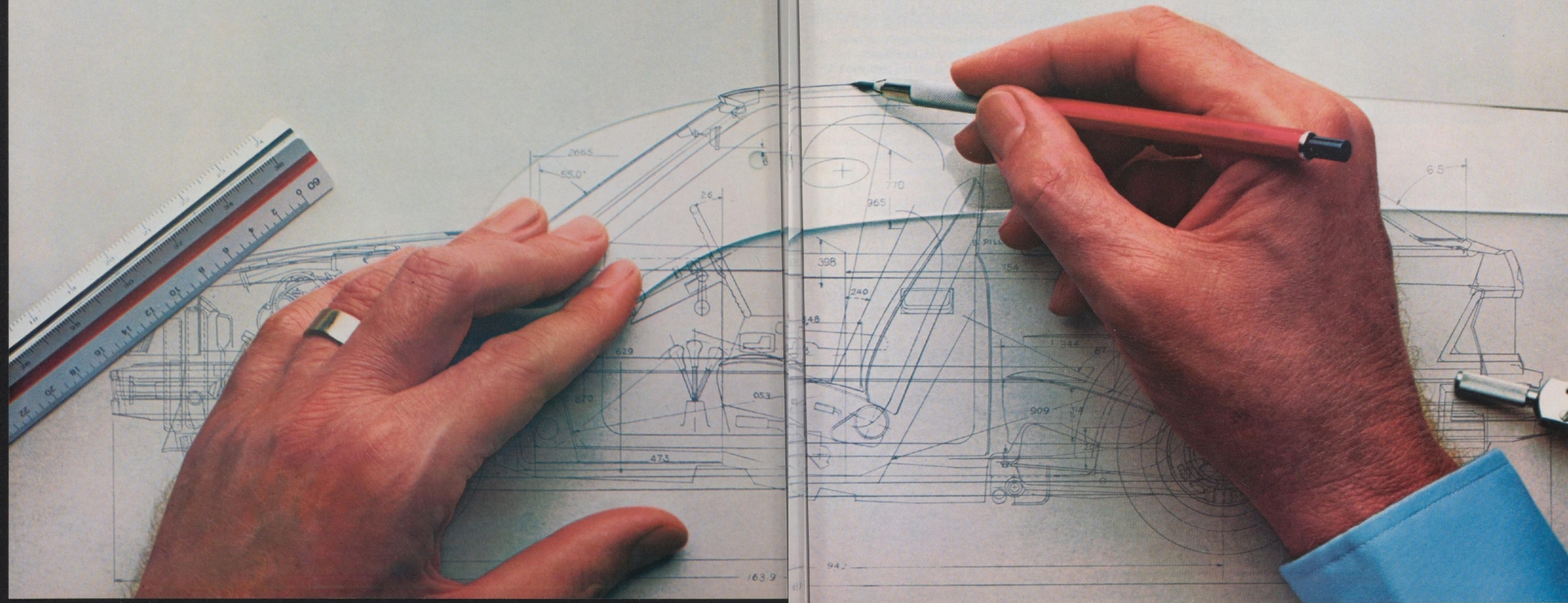
Today, when America needs high-quality, fuel-efficient cars, the Incredible World of Ford is working to meet that need.



## Built in America

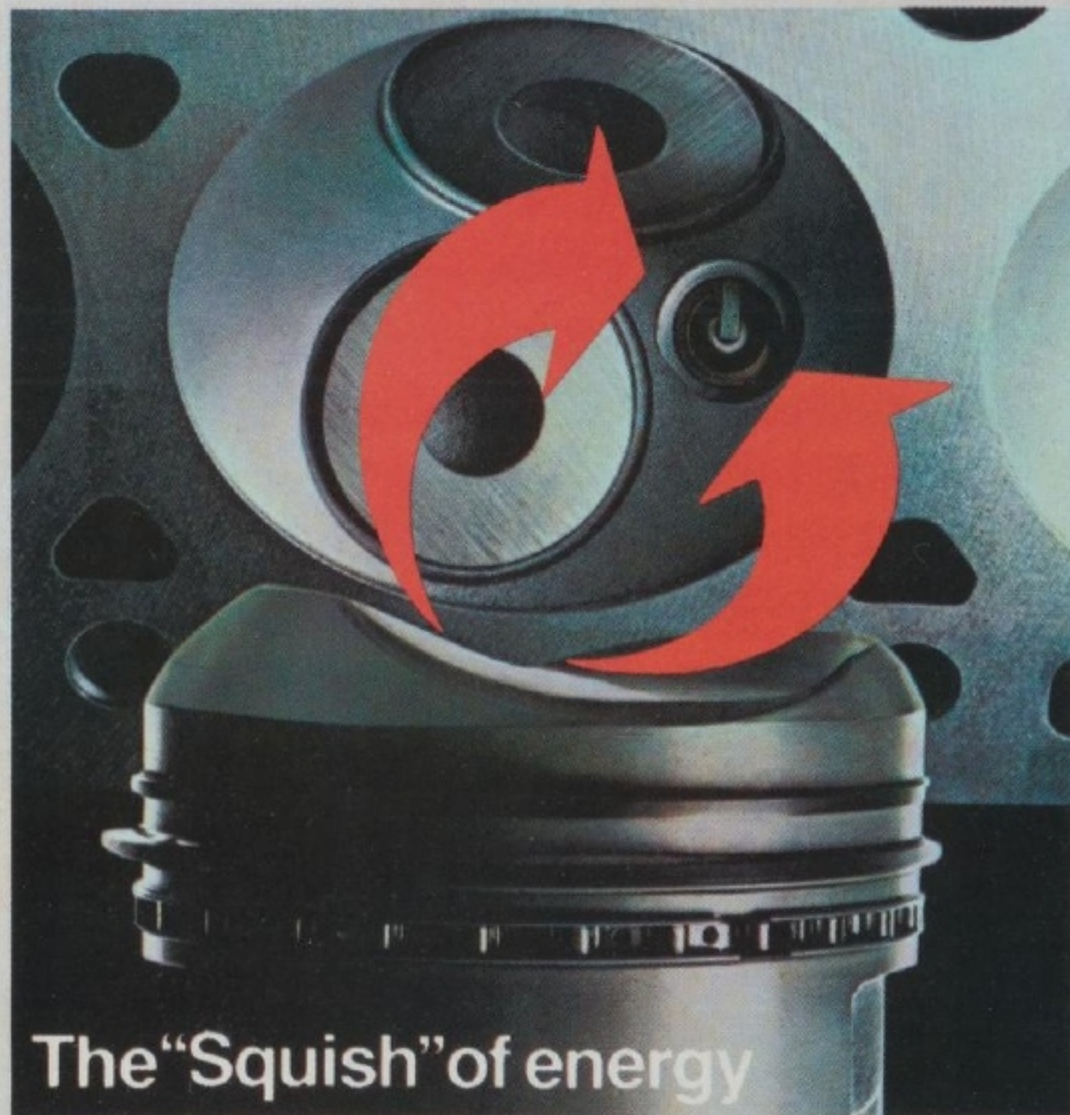
This World Class Technology is at work right here, right now. Developing a new generation of small cars, competing with anything in their class.

Over the next five pages, you will see some of this outstanding technology and the features designed into these cars.





# World Class Technology



## The "Squish" of energy

The all new CVH (Compound Valve Hemi-Head) 4-cylinder engine was designed specifically to squeeze the most power possible from every precious drop of fuel.

By using a hemispherical (half-round) head, and dishing out the top of the pistons, the fuel/air mixture is literally gathered in the center of the chamber and thoroughly mixed. We call it "Squish." The result: more powerful explosion, more complete burning than any other design we tested.



## Less power waste equals more fuel economy

Our automatic transaxle option represents breakthrough technology. There's nothing like it available on any other car built in America.

Here's how it works: Imagine trying to run in soft sand. Your feet will slip a little and you will have to work harder to keep moving. Similarly, conventionally designed automatic transmissions have some internal hydraulic slip at all speeds.

Our new automatic transaxle features "split-torque" design, which transmits power to the wheels both hydraulically and mechanically. At highway speeds nearly all power is transmitted mechanically. Therefore, our new automatic transaxle delivers more power because of this mechanical connection and there's virtually no wasted power. And reduced power waste means better fuel economy.



## Pretend the passenger is an egg

If all your driving is on super highways, you may never be able to appreciate the sophisticated suspension system we built into these cars.

But on the tight turns of a winding road or in heavy city traffic you'll discover the difference. We believe it should delight you.

The Escort and Lynx come complete with front-wheel drive, for traction and control, rack and pinion steering for quick response and front disc brakes and radial tires.

What's really special is the suspension system. Fully independent suspension of all four wheels. No other American made car in its class has it.

## Ford Motor Company Lifeguard Design safety features.

The Ford Escort and Mercury Lynx were designed with your concern for safety in mind. All Ford Motor Company Lifeguard Design safety features are standard.

On the outside, our cars are tough. With impact-resistant bumpers, safety-designed roof and front-end structure double-yoke door latches and hinges, and side impact beams in the doors.

Inside, they're generously padded. With energy-absorbing steering columns, steering wheels and yield-away mirrors.

In fact, there are so many Ford Motor Company Lifeguard Design safety features on the Escort and Lynx (including braking and illumination systems defensive drivers will appreciate) that we can't list them all here.



## At the pump

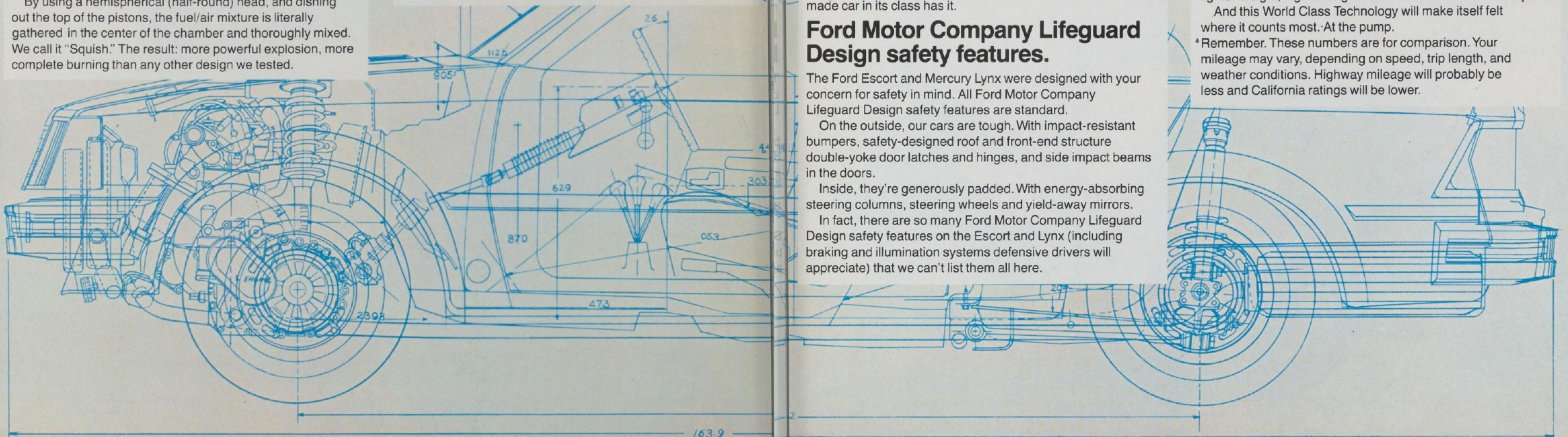
We are very excited about the gas mileage these cars have attained in our tests. Our data, using Government testing procedures, indicate these cars should receive an EPA rating of at least 28 estimated MPG\* and a highway estimate of at least 43. This is a higher gas mileage estimate than any 1980 model car made in America, and should exceed any domestic 1981 model according to available information. Your Ford or Lincoln-Mercury dealer will have the official EPA ratings when these cars are available for sale on October 3.

Our new 4-cylinder CVH (Compound Valve Hemi-Head) engine squeezes the most power possible from every precious drop of fuel.

Our low aerodynamic drag rating along with our use of lighter-weight, high-strength steel increases fuel efficiency.

And this World Class Technology will make itself felt where it counts most. At the pump.

\*Remember. These numbers are for comparison. Your mileage may vary, depending on speed, trip length, and weather conditions. Highway mileage will probably be less and California ratings will be lower.





# World Class Standard Equipment

**Front-wheel drive.** For traction on ice and snow.

**Front stabilizer bar.** For minimal sway when cornering.

**Halogen quartz headlamps.** For whiter, brighter light than conventional sealed beam headlamps.

**New overhead-cam compound valve hemi-head engine,** one of the most power-efficient engines for its size built in America.

**Front disc brakes.** For braking sureness.

**Fully independent suspension on all four wheels.** For smooth ride and handling. (No other American made car in its class has it.)

**Self-adjusting clutch.** For easy maintenance.

**Rack and pinion steering system.** For precise cornering.

**Standard 4-speed manual transaxle with overdrive 4th gear.** For highway fuel economy. (Automatic transaxle is optional.)

**Split-diagonal dual braking system.** For braking confidence.

**P-Metric steel-belted radial tires.** For reduced rolling resistance.

**High back, body contoured bucket seats.** For the comfort of you and your passengers.

**Fold-down rear seats.** For extra cargo capacity.

**Concealed luggage area.** For security.

**High strength steel in critical areas.**

**Full complement of Ford Motor Company Lifeguard Design safety features.**





# World Class cars at Ford and Lincoln-Mercury dealers on October 3rd

As you read this, the Ford Escort and Mercury Lynx are rolling off assembly lines right here in America.

Our Incredible World of Ford and Lincoln-Mercury dealers, over 6,000 strong, eagerly await an opportunity to demonstrate them for you.

## Cars with a future

Serviceability was a prime consideration during the design and development of our new cars.

Low or no maintenance parts were used where possible.

"Lubed for life" wheel bearings.

A self-adjusting clutch.

Electronic ignition.

Self-adjusting hydraulic valve lifters.  
10,000 miles between recommended oil changes.

All this is backed by Ford factory trained mechanics working with factory approved parts.

The result is more efficient service for you, and for us.

We think you will be pleasantly surprised when you see how little scheduled maintenance is required in your Escort or Lynx owners manual.

**Less than \$170 covers the cost of recommended scheduled maintenance for the first 50,000 miles\***

Designed to keep your cost of driving down, scheduled maintenance and periodic servicing, as specified in the owners manual comes to less than \$170 for the first 50,000 miles.\*



\*Based on actual 1980 and anticipated 1981 requirements (subject to EPA approval) 1981 suggested retail parts and prices, Ford Motor Company Warranty time standard, and an hourly labor rate of \$26. Some areas will be higher, some will be lower. Excludes required 60,000-mile timing belt change.



**Ford Escort**

**Mercury Lynx**