

**FORD... A WORLD OF BETTER IDEAS**

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**GRANADA**

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**INTRODUCING ESCORT AND GRANADA FOR 1981**



## INTRODUCING THE 1981 ESCORT — 'BUILT IN AMERICA TO TAKE ON THE WORLD'

Top engineers from the entire worldwide resources of Ford Motor Company have combined their talents to create Escort — a new World Car. Escort is the result of creative efforts of thousands of men and women at facilities in Germany, England, Japan, Spain and the United States.

The 1981 Escort is designed and engineered for the increasingly cost- and energy-conscious world of the 1980's.

All-new powertrains, front-wheel drive, independent four-wheel suspension, and advance use of high-strength steel all were designed specifically for Escort. The latest automobile technology went into the design of the 1981 Escort, and extensive testing in Europe and the U.S. has proven the excellent adaptation of that technology. The result is a combination of fuel economy, ride and handling in a space-efficient car.

Available in three-door hatchback and four-door liftgate models, Escort comes in five series . . . Base, L, GL, top-of-the-line GLX and the SS sporty version. A broad range of standard features and available options are designed for a wide variety of driving preferences and transportation needs.





## Escort: The Essence of Engineering Expertise

Engineering expertise from around the world was devoted to make Escort one of the most economical and efficient cars built anywhere.

Advanced technology has produced new powertrains, including an all-new four-cylinder Compound Valve Hemispherical (CVH) overhead-cam engine. The hemispherical head design allows the highest horsepower-to-weight ratio of any Ford engine through optimized combustion efficiency. The CVH engine is available in both 1.3-liter and 1.6-liter configurations.

Mounted transversely, the engine is teamed with front-wheel drive and four-wheel independent suspension to provide a pleasing combination of driveability and riding comfort.

Teamed with the CVH engine is a standard four-speed, fully synchronized manual transaxle which features wide-ratio gearing for responsive performance with fuel efficiency.

An all-new 3-speed automatic transaxle featuring a patented split-torque-path design is optional with the 1.6-liter version of the engine. This design transmits part of the engine torque mechanically to the drive axles in second and third gears, eliminating some of the traditional hydraulic "slip" normally associated with typical automatic transmissions. The result is fuel economy approaching that of a manual transmission.

For strength without unnecessary weight, many Escort parts are made with a high-strength steel that's stronger pound for pound than ordinary steel. This new type of steel, along with other strong, yet weight-efficient materials, helps Escort achieve high mileage without sacrificing solid construction.

Escort also has a highly aerodynamic design. From the slope of the windshield to the rear aerodeck, Escort's lines have been fine-tuned to reduce air drag and help stretch gas mileage.

When official EPA gas mileage estimates are released, Escort is expected to be among the best of all gasoline-powered cars on the road.



Escort GLX 3-Door in Black



## Escort for 1981: Fun to Drive

The 1981 Escort was designed by some of the world's top engineers for today's motorists who are looking for style, convenience, economy and overall efficiency. But engineers gave motorists a bonus — they also made Escort fun to drive.

With its peppy powerplant — 1.3-liter or optional 1.6-liter CVH engine — Escort has the power efficiency to satisfy even the most discriminating motorist. Rack-and-pinion steering, independent four-wheel suspension and front-wheel drive provide excellent ride and maneuverability characteristics.

But ride and handling are just a part of the exciting features of the 1981 Escort. Escort's design provides outstanding interior dimensions. Escort has more headroom, rear legroom and shoulder room than Volkswagen Rabbit or Honda Accord. Escort has more cargo capacity than Rabbit and Accord and at 101.9 cubic feet, as measured by the EPA Volume Index, has more overall interior space than Rabbit or Accord. For Escort dimensions see the specifications chart in the back of this brochure.

Outside, space is a different story. The 3-door Escort's overall length is 163.9 inches on a 94.2-inch wheelbase. The 1981 Escort can get into and out of most places easily. Escort's small, aerodynamically styled body allows for smooth, effortless handling in city driving or at freeway speeds. It's a car that's a joy to drive, easy to handle. The 1981 Escort . . . the size of a subcompact on the outside, but the size of a compact on the inside.



Escort GL 3-Door in Bright Yellow



## 1981 Escort: Comfort and Convenience

Escort exteriors are matched with attractive, yet practical, interiors especially designed for comfort and convenience.

Bucket seats are specially body-contoured to provide greater cushion and back support for increased comfort. Standard front high-back bucket seats feature a command seating position. A standard folding rear seat provides versatility. Standard equipment includes color-keyed cut-pile passenger compartment carpeting, full soft door trim panels, fully padded instrument panels, integral coin trays, and inertia seat-back release for convenience of rear seat passengers.

Escort's instrument panel is functionally designed and carefully positioned for driver visibility. On the left of the steering column are European-styled "stalk controls" with international symbols which include wiper/washer, horn, turn signals, dimmer switch, and flash-to-pass feature.

A full range of optional features allow motorists to upgrade Escort to add even more comfort and convenience. One item is a console with electronic graphic display module that features warning indicators to show low fuel, low washer-fluid level, and failure of low-beam headlamp, taillamp, and brake lamp. Other optional features include fingertip speed control, pivoting front vent

windows, electronic digital clock, intermittent windshield wipers, reclining front seat backs (standard on GL, GLX, & SS) and a full array of sound systems that range from the standard AM radio to a premium sound system with power amplifier and high fidelity rear speakers available with an AM/FM Stereo Radio with cassette tape player.

A variety of interior trim material and color combinations is available on

optional Escort series models.

Pictured here is the Escort GLX interior. Luxurious low-back bucket seats are trimmed in cloth and vinyl (or all-vinyl) with a built-in recliner for personalized comfort. The GLX interior also features 18-ounce cut-pile passenger compartment carpeting and an attractive instrument panel, which includes a console with graphic warning display, a digital clock, and a glove box lock, all standard.



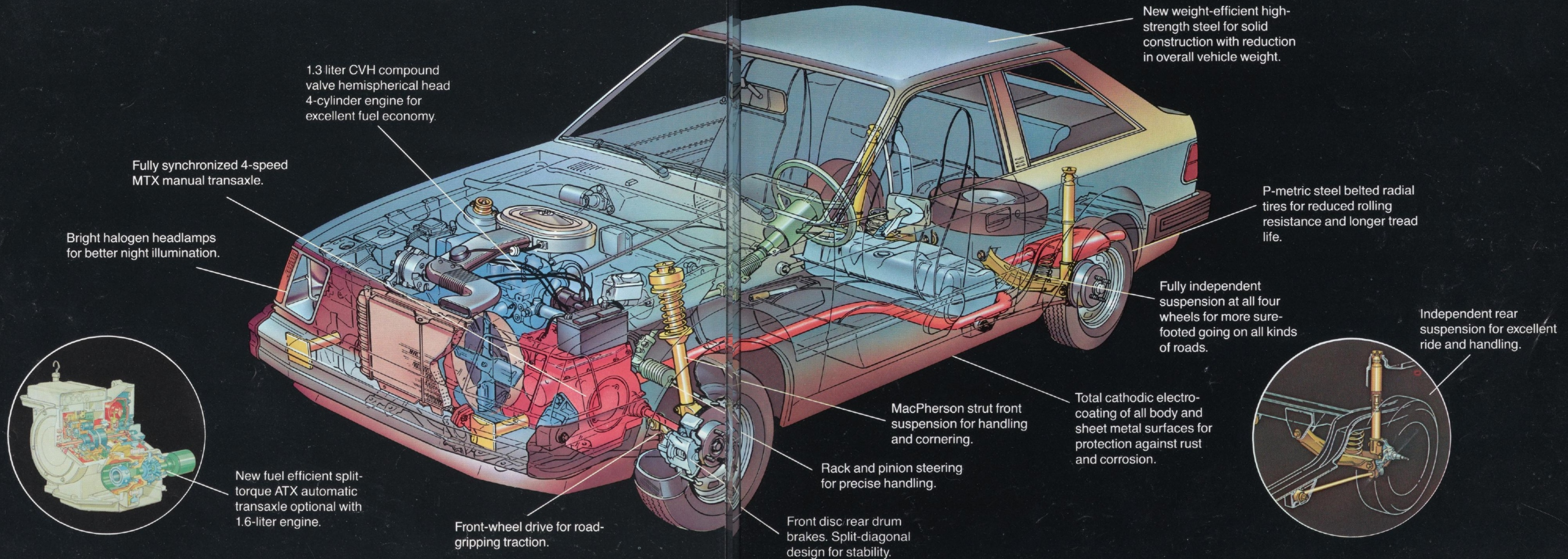
Escort GLX interior



Escort L 3-Door in Bright Red



## Escort for 1981: Advanced Technology





## 1981 Escort 4-Door Liftgate: Style and Utility

The 1981 Escort 4-Door Liftgate series is especially appealing to the traveling family and anyone looking for style combined with utility.

Escort 4-Door Liftgate comes in the base and optional L, GL, GLX and SS series.

The Liftgate offers an extra measure of convenience with four doors for easy entry and exit. There's a substantial 30 cubic feet of cargo space with the rear seat in its standard placement. By folding down the rear seat, you have more than twice the amount of space — 61 cubic feet. The spare tire is conveniently located under the rear cargo floor.

There are other notable features like the window shade-type cargo area cover, standard on all 4-Door Liftgate models. It rolls out to conceal valuables in the cargo area, rolls itself up compactly when not in use, or it can be removed.

Escort 4-Door Liftgate owners have the same broad range of optional features to choose from as 3-door owners, including rear-window wiper and washer, air conditioning, power steering and power front-disc brakes, flip-up open air roof, plus the handsome wood tone paneling of the

Squire option. Many more optional features are available in both models to help personalize the Escort.

The 1981 Escort . . . designed by engineers from around the world and **BUILT IN AMERICA TO TAKE ON THE WORLD.**



Escort GLX 4-Door Liftgate in Silver Metallic



Escort GLX with Squire Wagon Option



Escort SS 4-Door Liftgate





Granada GL 2-Door in Black

## Granada for 1981: A World of Change

In a world that calls for change, one car has changed more than any other for 1981 . . . the all-new Granada. Beautiful from the ground up, Granada is smaller outside . . . yet more spacious inside than ever before.

The 1981 Granada is available in two- and four-door sedan models and in three series: L, GL and top-of-the-line GLX.

Granada's standard powertrain is a fuel-efficient 2.3-liter, 4-cylinder engine and a fully synchronized floor-mounted 4-speed transmission. Optional powertrains include a 3.3-liter (200 CID) six or a 4.2-liter (255 CID) eight-cylinder engine with an automatic 3-speed transmission. The 2.3-liter engine is available with an automatic transmission in the 2-door model.

The 1981 Granada offers new levels of ride and handling as a result of its MacPherson strut-type front suspension, variable ratio rack and pinion steering and four-bar-link coil spring rear-suspension system.

Granada for 1981 has been skillfully designed throughout its high-style exterior and comfortable spacious interiors. Although having a lesser overall length and wheelbase, this new sedan has more front and rear shoulder and hip room and more luggage capacity than its predecessor.

Weight savings through use of new lightweight, high-strength materials and advanced engineering innovations mean more miles to the gallon for the fuel-conscious motorist. And this has been accomplished without sacrifice of style, performance and comfort.





Granada GLX 4-Door in White

## Granada for 1981: New Style! New Luxury! New Size!

The 1981 Granada is the essence of style, good taste, comfort and convenience. Traditional luxury blends smoothly with modern technology.

Interior luxury in Granada is highlighted by such features as low-back bucket seats, 10-ounce color-keyed cut-pile carpeting, all vinyl color-keyed door trim panels, woodtone applique around the instrument cluster, left-hand remote control mirror and right-hand visor vanity mirror.

The GL series, in addition, offers luxury vinyl seat trim, luxury door trim panels, soft-quarter trim panel appliques with courtesy lamps, 18-ounce cut-pile carpeting and deluxe steering wheel.

The top-of-the-line GLX adds to the list of luxury items with electronic warning chimes, custom instrument panel (pictured) and carpeted luggage compartment.

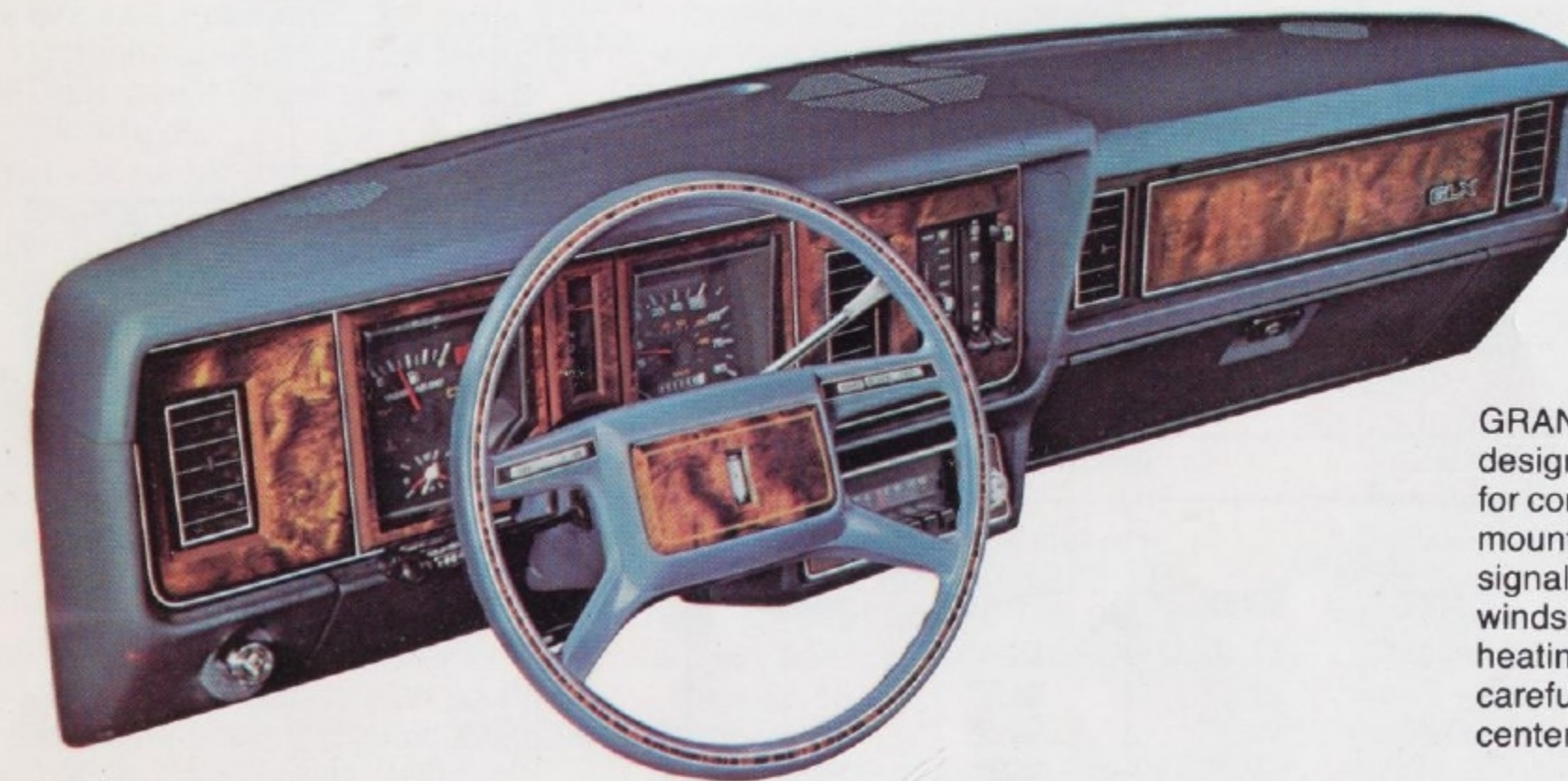
And luxury continues on the exterior of Granada with full-wheel covers, luxury lower bodyside molding with partial wheelip moldings, bright window frames and

dual rectangular halogen headlamps standard. With the GL series, the list of standard exterior features continues with front- and rear-bumper rub strips, rear-bumper guards, color-keyed wheel covers, and bodyside/decklid and hood paint stripes. The GLX series offers additional standard features such as headlamp doors, lower bodyside molding, and turbine wheel covers.

While the list of standard features is extensive . . . for those who wish to give their 1981 Granada "special treatment," there are more than 60 options from which to choose.

Granada combines luxury and comfort with efficiency. When official EPA gas mileage ratings are released, Granada is expected to have its highest ratings in history.

New Style . . . New Luxury . . . New Size! The 1981 Granada . . . with a "World of Change" from Ford.



GRANADA'S INSTRUMENT PANEL is richly designed in two sculptured rectangular pods for convenient driver monitoring. Stalk-mounted controls provide easy-to-use turn signals, headlamp dimmer and horn, and windshield wipers and washers. Radio and heating or optional air conditioning are carefully designed for arms-reach control at center of the instrument panel.



## 1981 Granada Major Standard Features

### 1981 Granada Major Standard Equipment Features — "L" Series

#### Functional

- 2.3L OHC 4-cylinder engine with 4-speed manual transmission
- Rack-and-pinion steering
- Power front disc/rear drum brakes
- MacPherson strut-type front suspension
- Coil-spring four-link rear suspension
- Electronic voltage regulator
- "P-Metric" steel belted tires (P175/75R14)
- Maintenance free battery
- Inside hood release

#### Exterior

- Bright grille with bright surround molding
- Bright steel bumpers
- Bright moldings: windshield, backlight and drip rail
- Luxury (bright) lower bodyside moldings
- Dual rectangular halogen headlamps
- Bumper mounted parking lamps
- Front and rear bumper guards
- Full wheel covers
- Wraparound taillamps
- Bright left-hand remote control mirror

#### Interior

- Bucket seats with deluxe vinyl trim
- 10-Oz. color-keyed cut-pile carpeting
- Color-keyed door panels with bright accents
- Dark Walnut Woodtone applique around instrument cluster
- Right-hand visor vanity mirror
- Day/night rearview mirror
- Coin tray

### Major Standard Features of Higher Granada Series

#### GRANADA GL

(Includes all base "L" series content plus features listed)

#### Functional

- Deluxe sound package
- Rear door courtesy light switches (4-door only)

#### Exterior

- Front and rear bumper rub strips
- Rear bumper guards
- Color-keyed wheel covers
- Paint stripes — bodyside/decklid and hood

#### Interior

- Deluxe vinyl seat trim
- Unique door trim panels
- Cloth cut and score headlining
- 18 Oz. cut-pile carpet
- Deluxe seat belts with tension eliminator
- Deluxe steering wheel
- Soft quarter trim panel appliques with courtesy lamps

#### GRANADA GLX

(Includes all "GL" series content plus features listed)

#### Exterior

- RH remote bright sail mirror
- Black door frames/"B" pillar
- Black headlamp doors
- Charcoal grille texture
- Black lower bodyside molding
- "GLX" badge on fender
- Turbine wheel covers

#### Interior

- Deluxe vinyl seat trim
- Electronic warning chimes
- Carpeted luggage compartment
- Unique door trim panels

In all series Granada has a full range of comfort, convenience, and appearance options.

#### Exterior Colors

- Black
- Polar White
- Light Pewter Metallic
- Medium Pewter Metallic
- Red

- Midnight Blue Metallic
- Medium Dark Spruce Metallic
- Dark Brown Metallic
- Fawn
- Antique Cream
- Pastel Chamois
- Medium Blue Glow
- Light Spruce Glow
- Medium Fawn Glow

#### Tu-Tone Combinations (upper/lower)

- Light Pewter/Medium Pewter
- Red/Light Pewter
- Dark Blue Metallic/Medium Blue Metallic
- Medium Spruce Metallic/Light Spruce Glow
- Fawn/Medium Fawn Glow

#### Interior Colors

- Pewter
- Dark Red
- Wedgewood Blue
- Spruce (GL and GLX only)
- Caramel
- Medium Fawn

#### Vinyl Roof Colors

- Black
- Red
- Blue
- Dark Brown
- White
- Pewter
- Spruce
- Fawn

### Key Granada Specifications

	Wheelbase	Length	Height	Front Tread	Rear Tread	Cargo Capacity
2-Door	105.5"	196.5"	53.0"	56.6"	57.0"	17.0 cu. ft.
4-Door	105.5"	196.5"	53.0"	56.6"	57.0"	17.0 cu. ft.

	2-Door		4-Door	
	Front	Rear	Front	Rear
Head Room	38.4"	37.4"	38.4"	37.4"
Leg Room	41.7"	35.1"	41.7"	35.1"
Shoulder Room	56.2"	55.7"	56.2"	56.1"
Hip Room	56.2"	53.7"	56.2"	53.7"

## 1981 Escort Major Standard Features

### Escort 3-Door Hatchback and 4-Door Liftgate

#### Functional

- 1.3 liter Compound Valve 4-cylinder Hemispherical (CVH) head engine with DuraSpark ignition
- 4-speed fully synchronized manual transaxle with 4th gear overdrive
- Front wheel drive
- Rack and pinion steering
- Four wheel independent suspension: MacPherson strut front suspension with stabilizer bar; independent coil spring rear suspension

### Higher Escort Series

#### ESCORT L

Most standard Escort 3-Door/4-Door features plus these additions or variations:

#### Exterior

- Bright grille and headlamp doors
- Bright driver's side door-mounted mirror
- Brushed aluminum "B" pillar appliques and bright belt moldings
- Dual accent stripes on bodyside and liftgate
- Black rocker panel paint and black taillamp extensions
- "Escort L" identification on liftgate
- Black paint behind bumper and grille on light color vehicles

#### ESCORT GL

Most standard Escort and L 3-Door/4-Door features plus these additions or variations:

#### Interior

- High-back reclining bucket seats in GL level vinyl trim
- Deluxe color-keyed seat belts
- GL door trim panels with bright accent on window regulator handles
- 4-spoke color-keyed "soft feel" steering wheel

- Front disc brakes/rear drum brakes
- P-metric 13-inch BSW steel-belted radial ply tires
- Self-adjusting clutch
- Fluidic windshield washer with 2-speed electric wipers

#### Exterior

- Bright bumpers with short black end caps
- Driver's side door-mounted mirror
- Rectangular halogen headlamps
- Bright windshield, backlight and drip moldings
- Semi-styled steel wheels (4) with black hub and wheel nut covers

- Console (surrounds floor-mounted shifter)
- Visor vanity mirror
- Rear ashtrays

- Deluxe Sound Insulation Package
- Black load floor carpet (color-keyed in 4-Door Liftgate)

- Bright window frames
- Protective vinyl bodyside moldings
- Bright wheel hub and nut covers; bright wheel trim rings
- Deluxe bumper rub strips and bumper end caps
- Bright lower back surround molding
- "Escort GL" identification on liftgate

#### ESCORT GLX

Most standard Escort, L and GL 3-Door/4-Door features plus these additions or variations:

#### Exterior

- Dual color-keyed remote control sport mirrors
- Bumper guards front and rear
- Larger size tire (P165/80R13)
- Styled steel wheels with trim rings
- "Escort GLX" identification on liftgate

#### Interior

- Low-back reclining bucket seats in GLX cloth and vinyl seat trim

- Wrap-around amber parking lamps; wrap-around tri-color taillamps (all-red on 4-Door)

#### Interior

- High back vinyl bucket seats
- Inertia seat back releases
- Folding second seat
- Color-keyed carpeting
- Bronze tone instrument cluster with color-keyed padding and integral coin trays
- Color-keyed soft wrapover all-vinyl door trim panels
- Front arm rests with integral door-pull handles
- Sound Insulation Package

- GLX door trim panels, carpeted lower panel
- Deluxe color-keyed carpeting
- Woodtone instrument panel cluster and radio appliques
- Roof grab handles
- Interval windshield wipers
- Electronic digital clock
- Console with graphic display warning module
- Light Group: glove box, ashtray, dome/map lights, engine and cargo compartment lights (4-Door Liftgate), third door courtesy light switches (3-Door), headlamps-on warning buzzer

#### ESCORT SS

Most standard Escort 3-Door/4-Door features plus these additions:

#### Functional

- 1.6 liter CVH compound valve hemispherical head engine with DuraSpark Electronic Ignition
- Handling suspension
- Deluxe Sound Insulation Package

#### Exterior

- Special SS blackout treatment on these features: grille, bumpers, headlamp doors, windshield molding; window/door frames, belt (3-Door), drip and quarter window moldings, door handles/lock

- Steering column-mounted 2-lever system: Windshield washer/wiper, turn signal, horn, headlamp dimmer with flash-to-pass feature
- Ram-air forced ventilation
- 3-Speed heater/defroster blower
- Day/night inside mirror
- AM radio (may be deleted for credit)
- Cigarette lighter
- Anti-theft door lock buttons
- Courtesy light actuated by driver and passenger door switches
- "Liftgate" ajar warning light (4-Door Liftgate)
- Color-keyed package tray/cargo area cover.

- cylinder covers, "B" pillar appliques (3-Door), "B" and "C" pillars (4-Door), rear window and lower back surround moldings (3-Door), rear license plate area, liftgate lock cylinder covers, tailgate molding (4-Door), taillamps with black extensions (3-Door)
- Black dual remote control mirrors
- Black rocker panel paint
- SS tape stripes and decals (bodysides and rear)
- Styled steel wheels with argent hubs, bright nut covers & trim rings
- Deluxe bumper rub strips, end caps

#### Interior

- High-back reclining bucket seats
- Deluxe color-keyed seat belts
- SS door trim panels with bright accents on window regulator handles
- Roof grab handles
- Black 4-spoke "soft feel" steering wheel
- Console with graphic display warning module
- Instrumentation Group includes tachometer, trip odometer, temperature gauge
- Black load floor carpet (color-keyed in 4-Door)



# Escort Option Highlights



AM/FM Stereo & Cassette



Fingertip Speed Control



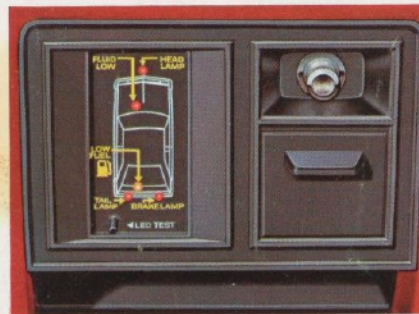
Flip-Up Open Air Roof



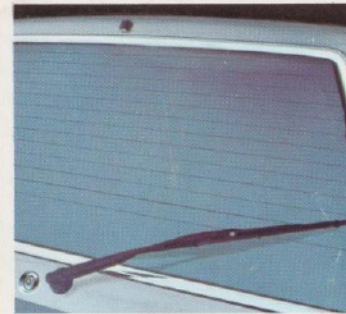
Cast Aluminum Wheels



Tu-Tone Option (Silver & Black)



Graphic Warning Console



Rear Defroster & Wiper/Washer

## Major Escort Option Highlights

- 1.6L CVH engine
- Three-speed split torque automatic transaxle
- Manual air conditioner
- Roof air deflector (4-Door Liftgate)
- Heavy-duty battery
- Color-keyed deluxe seat belts
- Bodyside protection, lower
- Power front disc/rear drum brakes
- Front bumper guards
- Rear bumper guards
- Front and rear bumper rub strips
- Electronic digital clock
- Console with graphic warning display module

- Electric rear window defroster
- Tinted glass
- Deluxe luggage rack
- Dual remote-control sport mirrors
- Bodyside moldings with vinyl insert
- Tu-tone paint/tape
- Premium Sound System
- AM/FM monaural radio
- AM/FM stereo radio
- AM/FM stereo radio with cassette tape player
- Reclining front seat backs
- Flip-up open air roof
- Low-back bucket seats
- Fingertip speed control

- Power steering
- Wheel trim rings
- Cast aluminum wheels
- Pivoting front vent windows
- Remote-control quarter windows (3-Door)
- Interval windshield wipers
- Rear window wiper/washer

## Escort Option Groups

### Appearance Protection Group

- Bright door edge guards
- Color-keyed front and rear floor mats
- License plate frame(s)
- Glove box lock

## Handling Suspension

- Increased diameter front stabilizer bar
- Heavy-duty shock absorbers
- Stiffer front and rear springs

## Instrumentation Group

- Tachometer
- Trip odometer
- Engine temperature gauge

## Light Group

- Glove box light
  - Cargo compartment light
  - Engine compartment light
  - Ashtray light
  - Dome/map light
  - Third-door courtesy light switch (three-door)
  - "Headlamps On" warning buzzer
- ### "Squire Wagon" Option
- Roof-mounted luggage rack
  - Brown bodyside molding with argent insert
  - Woodtone treatment/bodyside rails

## Exterior Colors

- White
- Silver Metallic
- Bright Yellow
- Dark Blue Metallic
- Bright Blue Metallic
- Dark Spruce Metallic
- Dark Brown Metallic
- Medium Red Glow
- Medium Fawn Glow
- Black
- Bright Red
- Tan

## Tu-Tone Combinations (upper/lower)

- Black/Silver Metallic
- Black/Bright Red
- Dark Blue Metallic/Bright Blue Metallic
- Dark Brown Metallic/Tan

## Interior Colors

- Black • Medium Red
- Wedgewood Blue • Caramel

## Key Escort Specifications

	Wheelbase	Length	Height	Width	Front Tread	Rear Tread	Cargo Capacity	Fuel Capacity	Passenger Capacity
3-Door	94.2"	163.9"	53.3"	65.9"	54.7"	56.0"	16/31 cu. ft.*	10 gal.	4
4-Door	94.2"	165.0"	53.3"	65.9"	54.7"	56.0"	30/61 cu. ft.*	10 gal.	4

\*First figure with rear seat up, second figure with rear seat folded down.

	3-Door		4-Door	
	Front	Rear	Front	Rear
Head Room	38.0"	37.0"	38.0"	37.8"
Leg Room	41.5"	35.9"	41.5"	35.8"
Shoulder Room	51.5"	51.5"	51.5"	51.5"
Hip Room	52.0"	44.4"	52.0"	44.4"

PRODUCT CHANGES. Ford Motor Company reserves the right to change specifications at any time without incurring obligation.

OPTION AVAILABILITY. Some features presented are optional at extra cost. Some options are required in combination with other options. Availability of some models and features described may be subject to a slight delay.

NEW CORROSION WARRANTY. Ford Motor Company provides a 3-year, unlimited mileage corrosion warranty on all new 1981-model cars. The warranty states that any part which, in normal use, rusts through from corrosion within three years of retail delivery or first use, will be repaired or replaced free of charge by the selling dealer after inspection by a Company representative. Of course, exhaust system components or parts which develop corrosion perforation caused by accidents or other damage are not covered.



FORD DIVISION

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