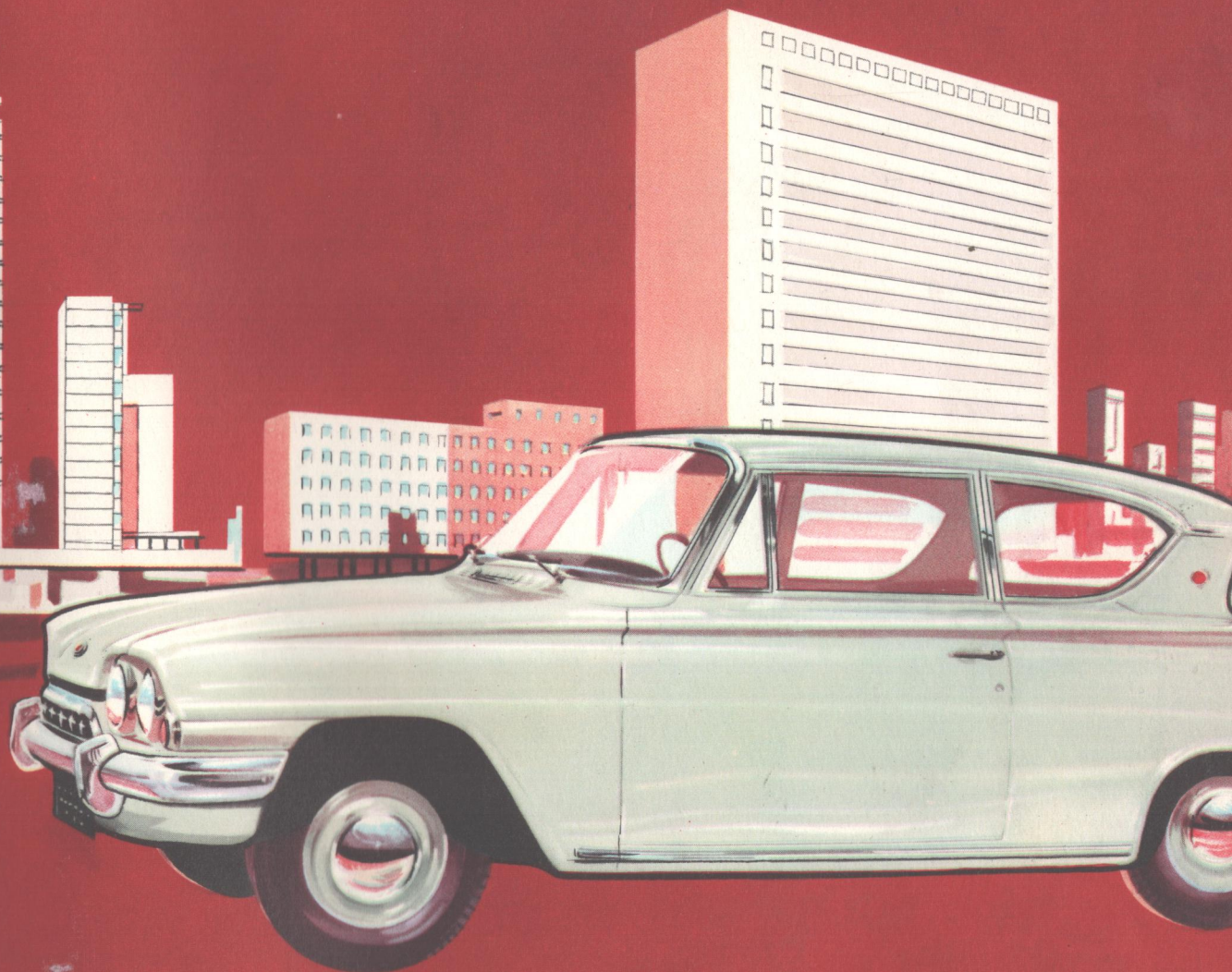
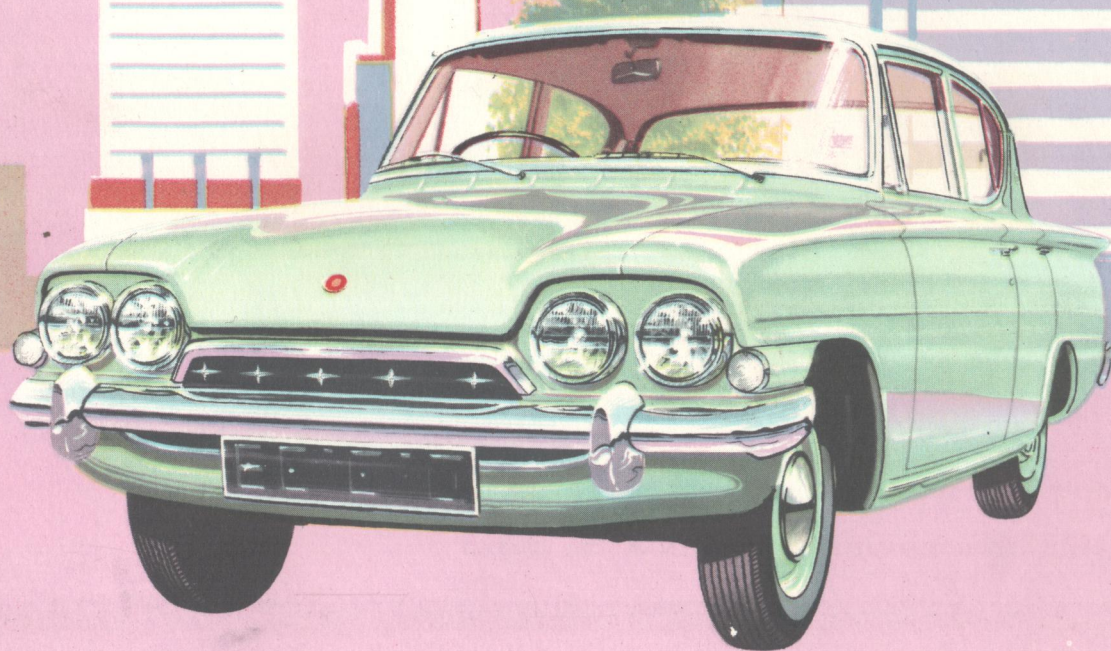


INTRODUCING THE CONSUL 315...



PRODUCT OF FORD MOTOR COMPANY LIMITED DAGENHAM — ENGLAND

...a fabulous new arrival
on the scene of today



The CONSUL 315 DE LUXE: A completely new concept in the medium/light car field, designed and built to meet the highest degree of quality demanded by today's discerning motorist.

The styling is brilliantly original and from any angle, both the two-door and the four-door cars show a sleek and purposeful silhouette. Handsome in line and refined in detail, the de Luxe Consul 315 fulfils its first purpose: to look right in any setting.

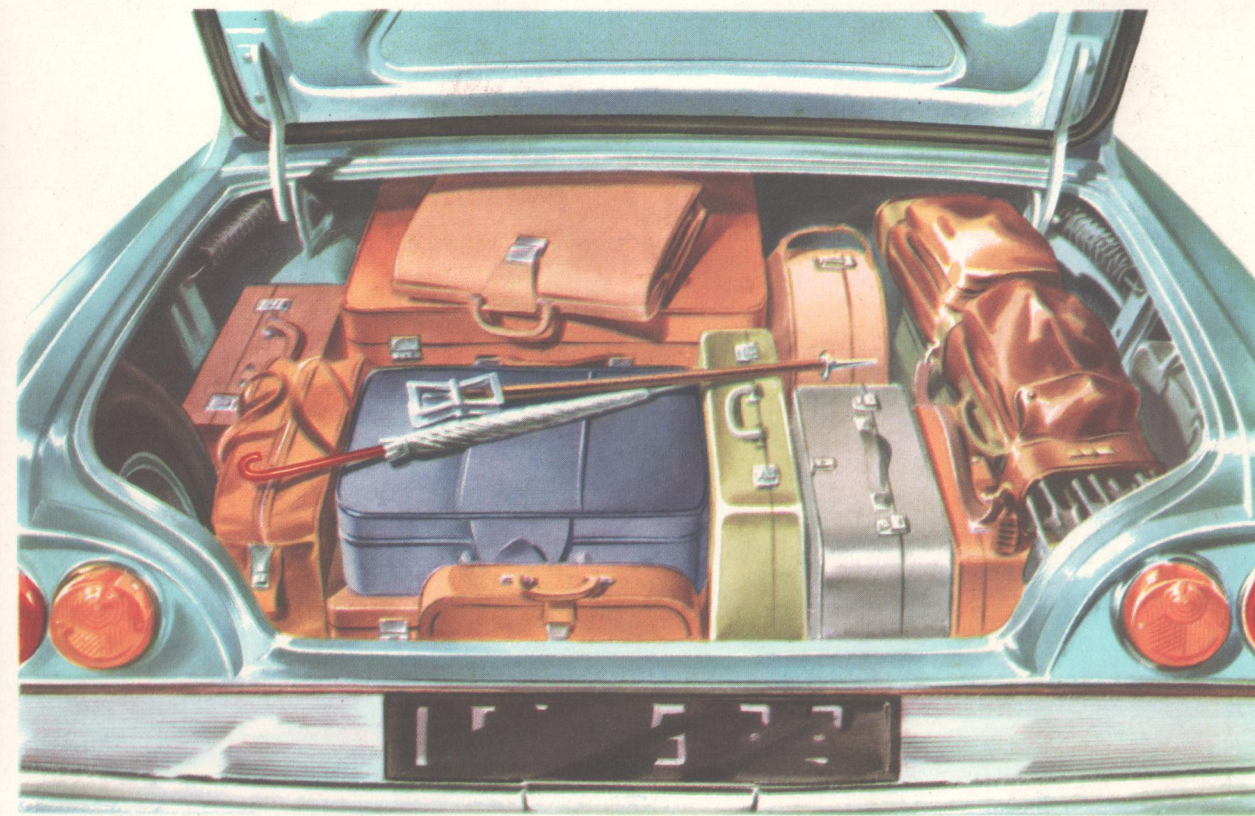


FIVE IN EASY COMFORT OR FOUR IN
SPACIOUS, SPLENDID LUXURY

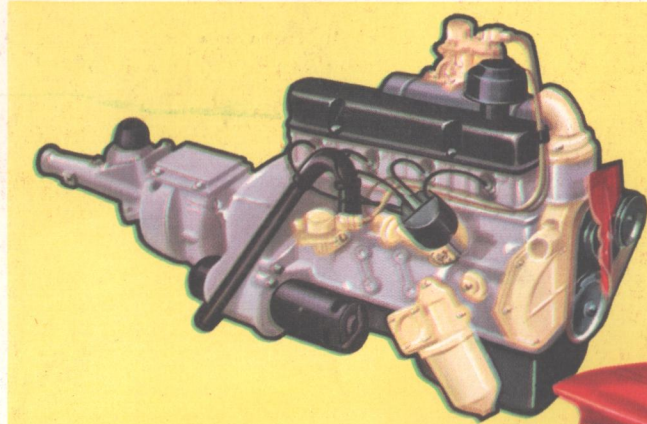


There is a wide selection of smart two-tone interior trims and the floor is covered with deep pile carpet. . . . The luggage trunk lid swings right up—high, wide, and handsome—actual luggage capacity is no less than 21 cubic feet (.59 cubic metres) of useable space.

...AND THIS ENORMOUS
LUGGAGE BOOT



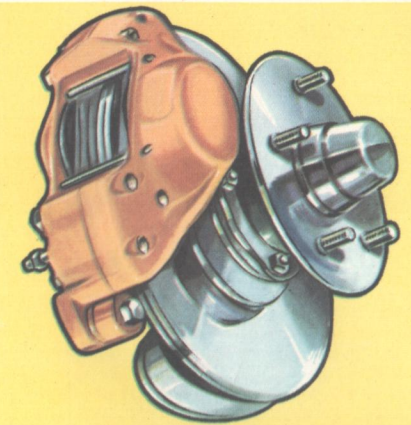
THE POWER TO GO AND STOP —*FAST!*



The latest power unit in a line noted for toughness and reliability—4 cylinders, oversquare, and producing 56.5 husky horses from 1340 c.c. The efficient overhead valve lay-out is responsible for the pep and snappy acceleration in every gear. Most important, the performance is achieved well within the engine's limits and the result is all-round economy with effortless performance.



New styling—new colours—new from head-to-toe ideas combine to give you the all-new Consul 315 De Luxe. This is the car of tomorrow built for today.



You can STOP—whatever happens, because disc-brakes are fitted to the front wheels which take up to 70% of the braking force. The principle of these brakes is simple—likewise the effect. Here are four big advantages—

Completely "Fade free" braking
Self-adjusting
Maintenance takes only minutes
Weatherproof splash plates

Engine: 4 cylinder in line, 1340 c.c. (81.78 cu. in.). Bore, 3.1875 in. (80.96 mm.). Stroke, 2.526 in. (65.07 mm.). Overhead valves. Compression ratio, 8.5 : 1. Maximum gross BHP, 56.5 bhp at 5000 r.p.m. Maximum gross torque, 76 lb. ft. at 2500 r.p.m. Optional compression ratio, 7.2 : 1.

Lubrication: Pressure fed main, big end, camshaft and rocker bearings. Oil pump externally mounted, driven by skew gears from camshaft. Capacity of system—4 pints (2.27 litres) in "wet" sump plus $\frac{1}{2}$ pint (.284 litres) in filter.

Cooling System: Water cooled by centrifugal pump. Capacity without heater, 1.25 gallons (5.675 litres); with heater, 1.5 gallons (6.81 litres).

Electrical System: 12 volt, 38 amp hour battery (51 amp hour optional). Coil ignition with automatic advance and retard.

Fuel System: Single down-draught carburettor. Mechanical diaphragm fuel pump.

Transmission: Single dry plate clutch—hydraulically operated. Four forward speeds and reverse with blocker-type synchromesh on 2nd, 3rd and 4th. Ratios: 1st 16.99, 2nd 9.88, 3rd 5.83, 4th 4.125—reverse 22.29. Gearbox oil capacity, 1.75 pints (.992 litres).

Suspension: Front—Built-in independent coil spring suspension. Hydraulic double-acting shock absorbers. Anti-roll torsion bar. Rear—Longitudinal assymetrical semi-elliptic leaf springs with tapered ends and zinc interleaf liners. Hydraulic double-acting shock absorbers.

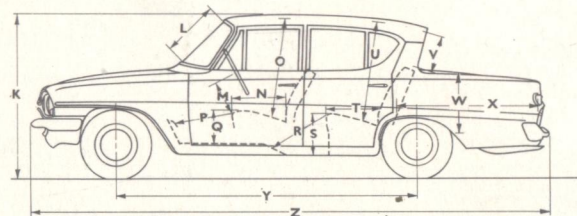
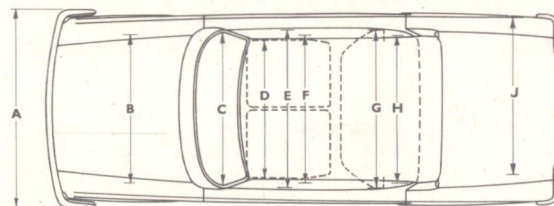
Brakes: Front Disc brakes 9.50 in. (24.13 cm.) diameter; disc pad area, 17.94 sq. in. (115.74 sq. cm.). Rear Drum type with internal expanding shoes (9 in. \times 1 $\frac{1}{2}$ in.) drums (22.86 \times 4.44 cm.) hydraulically actuated from foot pedal. One leading and one trailing shoe per drum. Lining area, 57.60 sq. in. (371.612 sq. cm.).

Tyres: 5.60 \times 13 4-ply tubeless. Optional when requested: 5.60 \times 13 6-ply, 5.90 \times 13 4-ply and 6-ply tubed tyres—white sidewall.

Steering: Recirculatory ball type. Ratio—15.88 : 1. Two-spoke 16 in. (40.64 cm.) diameter steering wheel. Turning circle, 33.94 ft. (10.344 metres).

Controls: Hood release beneath fascia. Heater control (when heater fitted). Windshield wiper control (variable speed). Lighting control. Combined ignition switch and starter. Horn control (full ring). Headlamp flasher. Turn indicator control. Choke control. Headlamp dip-switch mounted on floor.

Miscellaneous Equipment: Standard—Door arm rests, two sun visors, interior light and courtesy switches on both doors, two ash trays, lockable glove compartment, full width parcel tray, cigar lighter, windscreen washers, luggage boot mat, paper element air cleaner.



A	Overall width	65.2" (165.6 cm.)
B	Front track	49.5" (125.8 cm.)
C	Width of windscreen	50.3" (127.8 cm.)
D	Width over seats	47" (119.4 cm.)
E	Hip room	52.5" (133.4 cm.)
F	Shoulder room	48.9" (124.2 cm.)
G	Hip room	52.36" (133 cm.)
H	Shoulder room	48.9" (124.2 cm.)
J	Width across luggage trunk	53" (134.6 cm.)
K	Overall height	56.35" (143.1 cm.)
L	Depth of windscreen	18.95" (48.1 cm.)
M	Front seat edge to steering column	10" (25.4 cm.)
N	Cushion depth	18" (45.7 cm.)
O	Effective front seat headroom	33.25" (84.5 cm.)
P	Effective legroom, front	19.3" (49 cm.)
Q	Cushion height to floor	10.8" (27.4 cm.)
R	Effective legroom, rear	21" (53.3 cm.)
S	Cushion height to floor	13.4" (34 cm.)
T	Cushion depth	17.43" (44.3 cm.)
U	Effective headroom, rear	33.4" (84.8 cm.)
V	Rear window height	11.5" (29.2 cm.)
W	Inside height, luggage trunk	20" (50.8 cm.)
X	Luggage compartment length	46.5" (118.1 cm.)
Y	Wheelbase	99" (251.5 cm.)
Z	Overall length	170.77" (433.8 cm.)

Optional, at extra cost—Fuel tank locking cap, tool kit, overrides, fuel tank shield, sump shield, heavy duty suspension, fresh air heater and demister, forced air ventilation system, radios, long/medium wave and short/medium wave, oil bath air cleaner.

Ford policy is one of continuous improvement. The right to change prices, specifications and equipment at any time without notice is reserved.

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DAGENHAM, ENGLAND