

FALCON'S
NEW **PURSUIT 170** *ENGINE*





COOLS OFF the hot ones

-yet still gives you more miles per gallon!

NEW, SUPER PERFORMANCE! Now, as optional equipment, you can order packaged-lightning with your Falcon — in the form of a hustling, bustling, cobra-quick power-plant — the new Falcon "Pursuit 170" engine. What kind of a punch does it carry? You get a hint when you realise it has 34.6% more horsepower than Falcon's main competitor's engine. It's off the mark in an instant, satin-smooth with the accelerator down, and has phenomenal response at passing speeds. If you have a special need, or yen, for power in a large measure sample this one, it "cools off the hot ones"!

It's performance-proved and economy-proved by the independent "Mobilgas-Pursuit 170 Performance Test"

Prior to its release, the Falcon "Pursuit 170" engine was given the most extensive independent performance test ever devised in Australia for proving a new engine.

Two Falcon Sedans, one with manual transmission, the other equipped with Fordomatic Drive, were checked, sealed and scrutineered by Mobil Engineers and officials of the Victorian Police Motor Sports Club over a 2-day, 903 mile route through Victoria, New South Wales and Australian Capital Territory. 903 miles of heat, dust, mountains, gravel roads, highways, and bustling city traffic. Four big men aboard each car. Average speed: just under 40 miles per hour (which meant high cruising speeds on the straight sections to make up for the tough hauls). Then, with no special tuning of either Falcon allowed, a third day at the New Calder Race Circuit for acceleration, speed, and braking tests



Cutting down mountains to size is a speciality of the "Pursuit 170" engine. Taken during the exhaustive "Mobilgas-Pursuit 170 Performance Test", this picture shows the Fordomatic Falcon on the 3,640 foot climb from Cann River (Vic.) to Coolum (S.W.) — the "roof of Australia".



The Results: They left officials and drivers astonished . . .

with Manual Transmission 34 m.p.g.
with Fordomatic Drive 29.6 m.p.g.

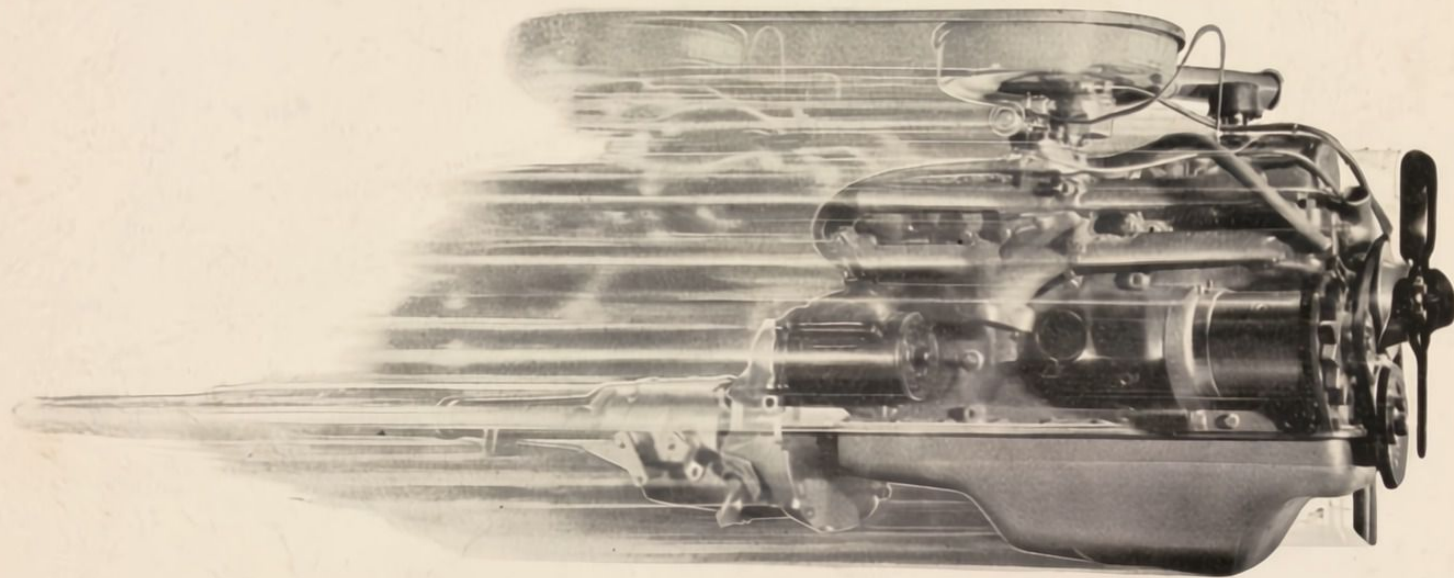
. . . just a whisker behind the "economy-champ" (which is Falcon's standard 90 horsepower engine).

Acceleration, passing speeds, cruising speeds—they're all there in an extra large measure!

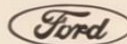
At the New Calder Race Circuit, the "Pursuit 170" engines made the Falcons swoop with flying colours. Test drivers said they performed like no other car they had driven. The times below back that up. They show you how the Falcon "Pursuit 170" engine gives you an exclusive 'plus' to performance.

0-30 m.p.h.		30-50 m.p.h.	
Manual Transmission	4.6 secs	Manual Transmission	5.6 secs
Fordomatic Drive	5.5 secs	Fordomatic Drive	5.7 secs
0-40 m.p.h.		40-60 m.p.h.	
Manual Transmission	7.0 secs	Manual Transmission	8.0 secs
Fordomatic Drive	8.5 secs	Fordomatic Drive	8.5 secs
0-50 m.p.h.		STANDING 1/4 MILE	
Manual Transmission	10.2 secs	Manual Transmission	20.0 secs
Fordomatic Drive	11.2 secs	Fordomatic Drive	21.1 secs
0-60 m.p.h.		STANDING MILE	
Manual Transmission	15.0 secs	Manual Transmission	53.0 secs
Fordomatic Drive	17.0 secs	Fordomatic Drive	56.5 secs
10-30 m.p.h.		FLYING MILE	
Manual Transmission	3.1 secs	Manual Transmission	40.1 secs
Fordomatic Drive	4.2 secs	Fordomatic Drive	43.0 secs
20-40 m.p.h.		0 m.p.h. to 60 m.p.h. to 0 m.p.h.	
Manual Transmission	4.5 secs	Manual Transmission	21.2 secs
Fordomatic Drive	5.5 secs	Fordomatic Drive	22.1 secs

FALCON'S NEW PURSUIT 170 ENGINE



FALCON'S NEW 'PURSUIT 170' ENGINE



FORD MOTOR COMPANY OF AUSTRALIA PTY. LTD.

Registered Office: Shell Corner, 155 William St, Melbourne.

■ Available, as optional equipment, on the full range of Falcon Sedans and Station Wagons.

Now you can name your brand of power with your Falcon. The Falcon 90 horsepower engine which is standard equipment (and outperforms its major competitor's engine), or the new "Pursuit 170" engine—the one that cools off the hot ones—and is optional extra at the low, low cost of—

only £20 plus tax

