

New Laser



FORD LASER





New Ford Laser. The brilliant successor.

We built the Laser sedan to take on the world. And the world has been taken with its spectacular success. Its combination of interior space and comfort. Easy handling and elegant styling. Sparkling performance and outstanding fuel economy. All qualities that have set Laser on the road to success. And now, this exceptional sedan has been further refined with improvements in both its form and function. New Laser. The brilliant successor.

Built to meet the challenge of our times.

Whatever the country, road surface, climate and motoring costs, Laser has been designed to meet the needs of motorists around the world. You'll be impressed with its flair and finish. Its sophisticated and smoothly sculptured front, now with flush-fitting grille and wrap-around combination lamps. Plus a new under-bumper valance and air intake for improved engine cooling. From restyled front to redesigned rear tail-lights, Laser presents a fresh new face to the world.

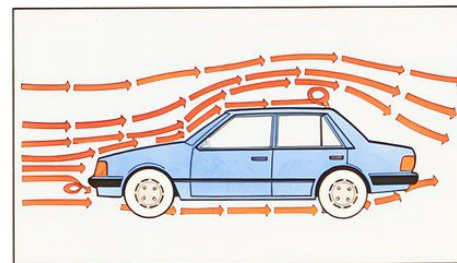
New Laser offers economy, sparkling performance and confident control in the Ford tradition. Plus a level of interior comfort and features you'd expect to find in a larger sedan. Four doors, five seats and a roomy luggage compartment. Plus front wheel drive and a level of advanced automotive technology you have to experience to appreciate. Overall, it provides the satisfaction of owning a fine family style car that offers real value for money.

A more pronounced wedge shape front.

On introduction, Ford Laser achieved success with its outstanding performance and economy. These qualities have been further 'fine-tuned' through refined aerodynamics. Now the wedge-shaped front looks even more pronounced, offering low drag resistance which contributes to the high level of fuel efficiency. The flowing Laser profile. Sleek waistline, slim window pillars, low bonnet-line, smooth-fitting body panels, styled front valance. These are the elements that provide Laser with an elegant and sophisticated exterior.

Driving is believing.

New Laser cleverly combines comfort, style and grace with great road performance. It is more spacious and better equipped than virtually any other car in its class. Take the wheel and feel the Laser difference. Experience the joy of driving where controls fall naturally to hand and instruments are easy to see.



Compare New Laser's performance and economy with other cars in its class:

	0-100 km/h	Top Speed km/h	Litres per 100 km (mpg) [®]
New Laser (1.3 litre, manual)	12.0 secs	153	7.7 (36.7)

New Laser provides more of the qualities you want in a car today. Sparkling acceleration from rest to 100 km/h in just 12 seconds. Outstanding fuel economy of 7.7 litres per 100 km (36.7 mpg). Plus spacious comfort for five adults. And that's quite an achievement. Performance plus economy plus space in the one stylish sedan shape. That's New Laser.

[®]European Legislative Average is a weighted average of the official European test procedures as follows: Urban Cycle 50%; Steady Speed Cycle (90 km/h) 25%; Steady Speed Cycle (120 km/h) 25%. Ford engineers assess the mix of these cycles to be the most representative of average driving patterns.

Laser comfort starts with roominess.
To meet the needs of people in many countries around the world, Laser is built for outstanding comfort. And that means plenty of room for both front and rear seat passengers. The spacious interior is made possible by Laser's front wheel drive layout – the comfort by the designer's skill in outfitting and appointing the car for your driving satisfaction and motoring enjoyment. Because there's no drive shaft tunnel or bulky rear axle, the floor is virtually flat. So five adults are accommodated with ease and there's plenty of rear seat room. Passenger comfort is enhanced by the deep seat cushions employed front and rear. In addition, specially designed 'footwells' under the front seats help increase rear passenger legroom and comfort. Ample storage is provided by a glove box, under-dash bin and coin tray. A centre console and front door map pocket are provided for additional convenience.



Auxiliary Instrumentation Illustrated

A high level of instrumentation.
The comprehensively equipped instrument cluster is positioned within the driver's line of sight and contains speedometer, odometer, fuel and water temperature gauges – plus warning lights for engine oil pressure, alternator, high beam, turn signal/hazard warning, brake failure, park brake on, and rear demist on. An auxiliary range of instruments may be fitted – tachometer, tripmeter, plus warning light for stop lamps out. A quartz digital or analogue clock is fitted.

Ventilation, heating, air conditioning.
Controlling the environment of the passenger compartment is a vital part of Laser's comfort story. A fan-forced fresh air ventilation system provides a controlled environment for driver and passenger comfort. Adjustable vents direct air to face level and along the side windows for demisting. Integrated heating and air conditioning to help make driving more enjoyable are also available.


New Laser – the quiet one.
Because the quietness of a car is a measure of its prestige, comfort, and ability to reduce noise-induced travel fatigue, stringent steps have been taken to further isolate the passenger compartment from engine noise and vibration. These have resulted in a new 3-point engine mounting system, plus the 'Flexhaust' exhaust coupling being employed to help provide a quieter ride for the driver and passengers alike. Passenger compartment noise has been engineered 'out' of New Laser through intensive design – not just deadened with heavy insulation materials.

New look interior features.
Luxury and functional practicality have been combined. The soft cloth seat facings are now in a mesh pattern weave that's attractively sewn in a distinctive style. In addition, the front seat back offers a new fine adjustment to tailor the seat back angle more closely to your needs. The two spoke steering wheel has been designed to help provide a clear view of the instrument panel. Instruments have been redesigned for easier reading.

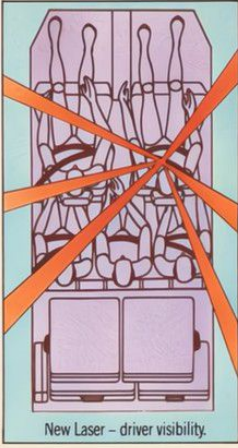


Interior space is comparable with many larger-sized cars and is another good reason why New Laser is your best choice.

Interior spaciousness is a Laser highlight.



	FRONT		REAR	
Headroom	963mm	37.9"	Headroom	940mm 37.0"
Legroom	1054mm	41.5"	Legroom	876mm 34.5"
Shoulder-room	1320mm	52.0"	Shoulder-room	1320mm 52.0"
Hiproom	1320mm	52.0"	Hiproom	1200mm 47.2"



Excellent all-round visibility.
From the driver's seat, New Laser provides a panoramic 314° of driving visibility with narrow pillars and a down-swept bonnet line for good forward vision. This large glass area contributes not only to driving ease but adds significantly to all round motoring enjoyment.

Large versatile luggage compartment.
Creative design has provided the Laser sedan with an excellent luggage compartment and overall storage space which exceeds that available in many larger cars. The travel-sized luggage compartment provides 366 litre (12.9 cubic feet) of capacity. And for stowage versatility, the spare wheel may be carried flat in its recessed under-floor compartment, or upright strapped to the back of the rear seat. For added convenience, the luggage compartment lid may be operated from the driver's seat.



New Laser at a glance.

New aerodynamically shaped front with flush-fitting grille and headlamps.

New smooth-section bumpers.

New airdam/valance/air intake.

New wrap-around front combination lamps.

New electronic ignition system.

New 3-point engine mounting.

New fascia switch illumination.

New alternator.

New dashboard instrument graphics.

New 'lights on' and 'key in' audio warning.

New mesh pattern cloth seat facings in a stylish pattern.

New driver's seat back adjustment.

New redesigned ventilation outlets.

New remote luggage compartment lid release.

New rear combination lamps.

New styled steel roadwheels.

New 'Flexhaust' exhaust coupling.

New 'pulse air' system improves engine silencing.

New semi-sealed coolant recovery radiator system.

New disc brake pads.

New front and rear suspension calibrations for improved comfort with no compromise in handling and control.

New Laser's advanced engine technology.

Part of the success of Laser has been its proven ability to deliver sparkling performance with excellent levels of fuel efficiency and economy. This has been achieved by combining a large number of highly advanced and sophisticated engineering innovations in one compact yet lightweight design. Because lightweight is so important, the engine utilises an aluminium alloy head, pistons and cam cover. Heart of the engine's efficient power output is the Multi-Spherical Combustion Chamber (MSCC) which promotes efficient fuel mixture swirl and combustion. A high compression alloy head, with excellent heat dissipation properties, permits the use of lower grade fuels down to 89 octane. Important features which contribute to the quiet and smooth running of the engine are the rigid 'deep skirt' block and 5 main bearing crankshaft.

A number of important engine improvements including electronic transistorised ignition helps improve Laser's renowned reliability and assists in further reducing its low servicing costs. In addition the engine features a new, smoother cylinder bore finish for improved piston ring sealing plus a redesigned piston ring, both of which contribute towards improvements in economy and reliability.

A new alternator is fitted which draws less engine power while maintaining the required voltage output. The fan is electrically operated and thermostatically controlled so that it runs only when needed, helping to save fuel and reduce operating noise.

New electronic ignition.

Greater reliability and reduced service costs. That's the result of fitting transistorised electronic ignition to the already renowned Laser 4-cylinder power plant. Electronic ignition provides a hotter more precisely timed spark for improved combustion efficiency at all engine speeds. Improved fuel economy over the long term due to more consistent spark timing between services. Greater reliability and lower maintenance costs without any breaker points or condensor to replace. And more reliable starting, either hot or cold.

Refinements add more efficiency and driving enjoyment.

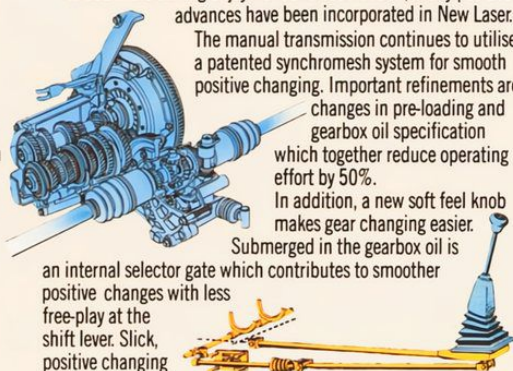
To add more driving enjoyment and satisfaction, many positive advances have been incorporated in New Laser.

The manual transmission continues to utilise a patented synchromesh system for smooth positive changing. Important refinements are changes in pre-loading and gearbox oil specification which together reduce operating effort by 50%.

In addition, a new soft feel knob makes gear changing easier.

Submerged in the gearbox oil is an internal selector gate which contributes to smoother positive changes with less free-play at the shift lever.

Slick, positive changing



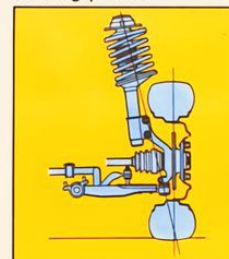
is further aided by a rigid stabilizer bar which helps prevent movement between the gear lever and transmission housing. A ceramic magnet in the gearbox attracts metal particles in the oil, helping to reduce wear in the transmission. Automatic transmission features a redesigned transmission selector lever with cable control for more positive results.

A compact energy-efficient driveline.

A feature of Laser's front wheel drive system is the short, compact driveline which helps provide savings in energy, weight and wear – factors which contribute to the long term economy of driving a Laser. Both the compact transaxle and clutch housings are aluminium alloy to keep weight down. The final drive is through a differential unit where a torsional vibration damper on the longer of the two driveshafts helps ensure the delivery of balanced power to the driving wheels – a vital consideration in front wheel drive cars.

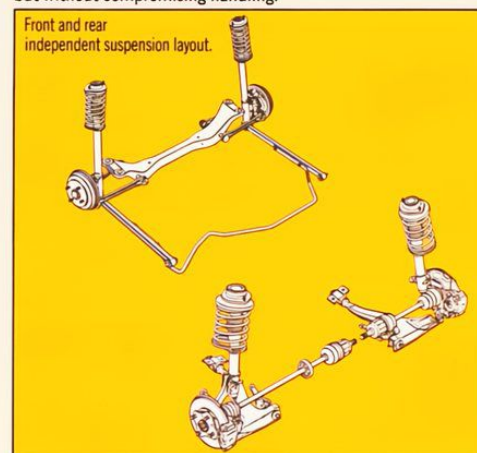
Superb road-holding and ride.

Combined with Laser's stable wide-track stance is fully independent suspension on all four wheels. It provides the type of road-holding and riding comfort you'd expect to find in an European sports sedan. In Laser, these qualities are achieved through a balance of advanced design concepts and high quality manufacturing techniques. And now Laser's world-class suspension has been further refined to provide improved comfort on varying road surfaces without effecting the car's renowned handling qualities.

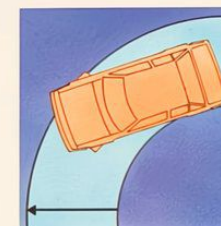


Laser's independent front suspension incorporates MacPherson struts and special geometry to assist in controlling 'nose-dive' under braking. The variable rate coil springs adjust automatically to the load, while the long suspension travel helps maintain wheel-to-road contact on rough surfaces. In addition, it features 'anti-surge' negative scrub geometry which helps maintain straight-line tracking, even on slippery surfaces, by automatically tending to correct a skid by steering into it. New Laser also features damping adjustments to help improve ride quality without compromising handling.

The fully independent rear suspension is engineered to provide excellent handling. Self-stabilising geometry provides a slight 'toe-in' when braking and cornering forces are exerted. This increases straight-line stability, cornering and handling. As with the front suspension, the rear features independent strut suspension to assist handling on the roughest roads. Rear suspension damping has been recalibrated to further improve riding comfort, but without compromising handling.

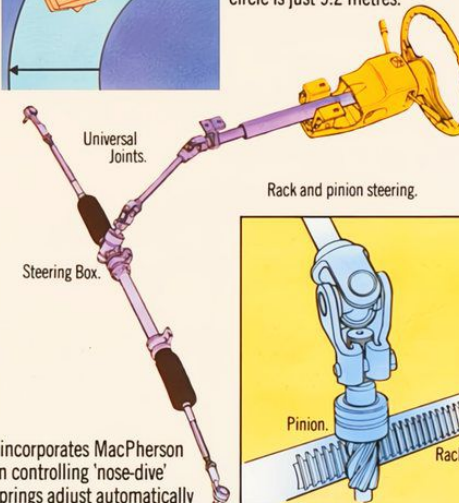


A tubular anti-roll bar helps minimise body sway and reduces unsprung weight for outstanding ride and handling.



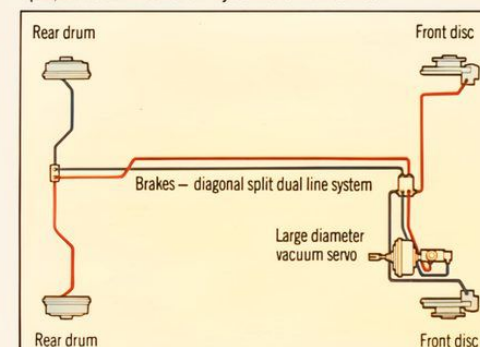
Agile manoeuvrability.

Controls are 'low-effort' and easy to operate. The precise rack and pinion steering is light, and takes only 3.6 turns from lock to lock. The turning circle is just 9.2 metres.



More positive braking power.

A number of important changes have been made to the braking system to further improve stopping power. Pedal travel has been reduced by up to 13mm (1/2") to further improve braking response. New disc brake pad material provides longer life. The important performance benefits of Laser's hydraulically actuated diagonally split, front disc/rear drum system are maintained.



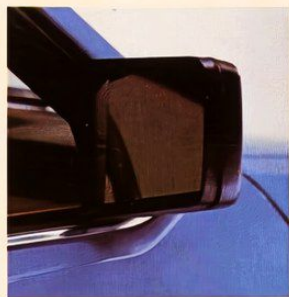
A large 177.8mm diameter vacuum servo helps reduce the pedal effort required to achieve sure fast braking. The diagonally split system helps ensure on-going braking capability in the unlikely event of one circuit failing. Powerful front discs are matched with rear drum brakes. In addition, a dual brake pressure proportioning valve reduces the possibility of rear wheel lock-up in an emergency.



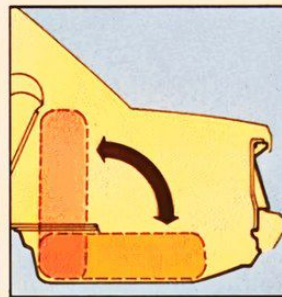
New styled-steel roadwheels with half wheel covers



Modified front airdam/valance/air intake.



Remote control exterior rear view mirror.



Two-position spare wheel.



Remote releases for luggage compartment and fuel cap.

Economical to run and to own.

Great fuel economy is just the beginning. New Laser is also designed to be economical to service and maintain. Long service intervals. Short routine services. Durability, quality and reliability. It all adds up to a lower cost of ownership.

Routine Maintenance. 10,000 km service interval. See through easy-check reservoirs for brake fluid and water. Fuse box on the instrument panel. Automatic hand brake, foot brake adjustment. Lubricated-for-life suspension and steering components. Easy access carburettor, coil, distributor. Double-chain camshaft drive with self-adjusting hydraulic tensioner.

Serviceability. Engine seals and gaskets easily replaced without removing engine. Brake discs replaceable without removing hub or bleeding brakes. Quick release exhaust mountings. Easily accessible radiator and water pump. Replaceable stub axles all round. Front suspension – preset castor and camber with easy toe adjustment. Rear suspension – simple 'eccentric' bush toe setting.

Accident repair. Bolt-on nose cone, front fenders, door and decklid hinges. High density polypropylene bumper systems. Body side mouldings for protection.

Look to Laser for driving and riding security.

Laser gives you a wide track for stability, fully independent suspension all round and 'anti-swove' front suspension geometry. Plus precise steering, balanced braking and excellent vision for superior handling ease and driving confidence.

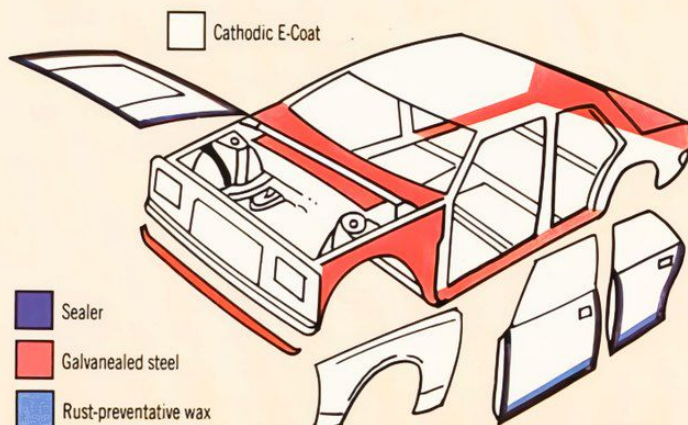


In addition, Laser provides a large number of protective features. These include computer designed crush zones front and rear to crumple progressively and help absorb impact forces, fuel tank located in front of the rear wheels, collapsible telescopic steering column, 'break-away' steering column shroud, seat belt anchorages

designed into the body, strong door locks, 'break-away' interior rear view mirror, padded interior, head restraints, child-proof door locks.

Anti-corrosion features help protect your investment.

With New Laser, beauty is much more than skin deep. Lasting good looks are built in. Quality materials and engineering techniques assist in maintaining its value. A multi-stage body protection process helps preserve your investment and makes New Laser more resistant to corrosion.



Underneath, mud traps have virtually been eliminated. Some lower panels and the rear wheels arches are of galvanised steel. Special sealers and rust preventative wax is used in sensitive door, bonnet and luggage compartment lid areas. And the body is primed with a zinc-rich base coat prior to being treated with a phosphate film. The whole body is then given two coats of rust-resistant cathodic electro-coat paint. Plastic liners in the front wheel housings and polypropylene mudflaps help protect the front underbody of the car from stone and water damage.

The Laser sedan is available in various models, engine sizes and transmissions in both left hand and right hand drive. Because the Laser sedan is distributed to a large number of countries, all with their own automotive regulations and market requirements, Laser sedan models may be equipped and available in combinations different from those shown in this brochure. You are therefore asked to contact your nearest Ford Dealer for the detailed specifications of the Laser sedan models offered for sale in your country. All data shown is correct at time of printing. The right is reserved to change specifications, colours and prices of the models and items illustrated and prescribed in this brochure, at any time.