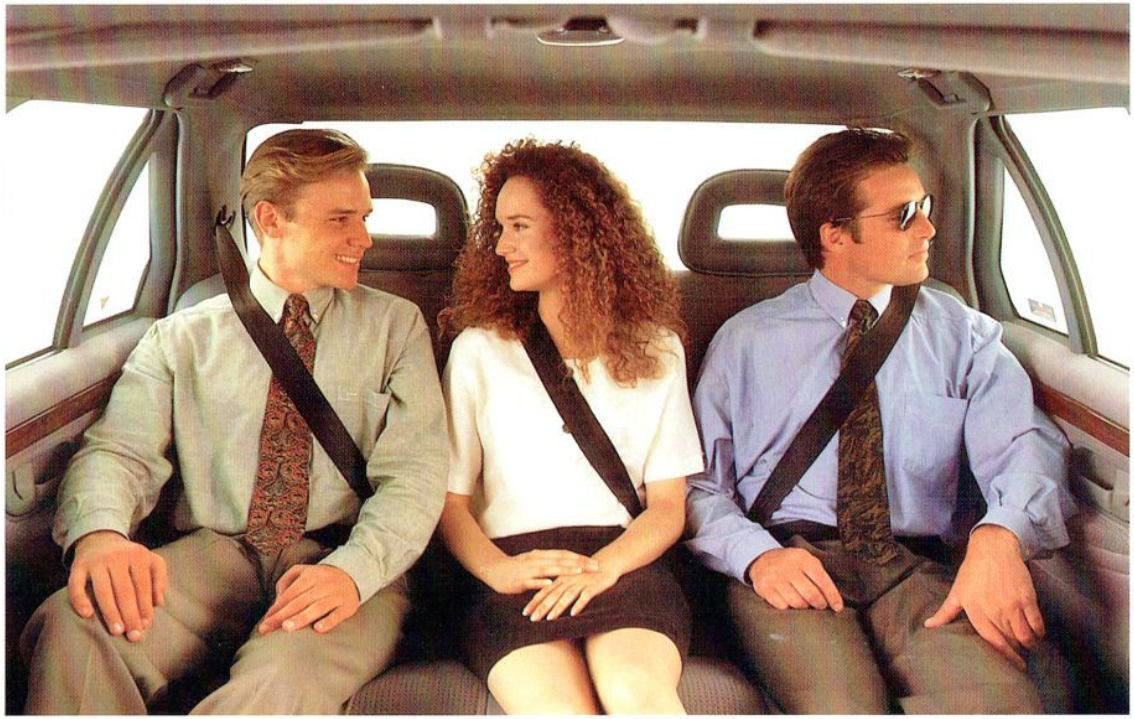

THE LATEST FORD SAFETY EVOLUTION.
A FIRST FOR AN AUSTRALIAN CAR.



INERTIA REEL LAP/SASH SEAT BELT FOR REAR CENTRE SEAT.

A recent road safety study found that over-shoulder lap/sash style seat belts offered greater security to passengers in the centre rear seat.

Ford, quick to respond to this finding, is the first Australian manufacturer to fit centre rear inertia reel seat belts. This important safety feature is now standard equipment on the Falcon range of sedans, Fairlane and LTD.

THE FORD SAFETY EVOLUTION.

The inclusion of a rear centre lap/sash seat belt is the latest initiative in Ford's ongoing commitment to continuously improve vehicle safety. Over successive generations of vehicles, Ford has incorporated an increasing number of safety features into the Falcon range.

Primary safety features include engines with sufficient power not to be found wanting when extra response is called for. Steering and suspension systems that are precise and predictable.

Powerful braking systems, that include four wheel discs and now an optional Anti-lock Braking System.

But because, even though it may not be you or your car's fault, collisions do occur, Falcon's secondary safety features are so important.

The list includes integral vehicle crumple zones both front and rear, strengthened passenger compartments, side intrusion beams in the doors and inertia reel seat belts with reinforced mountings and belt lockers.

In fact, Ford takes safety so seriously that the Falcon range not only meets but significantly exceeds many of the safety standards laid down.

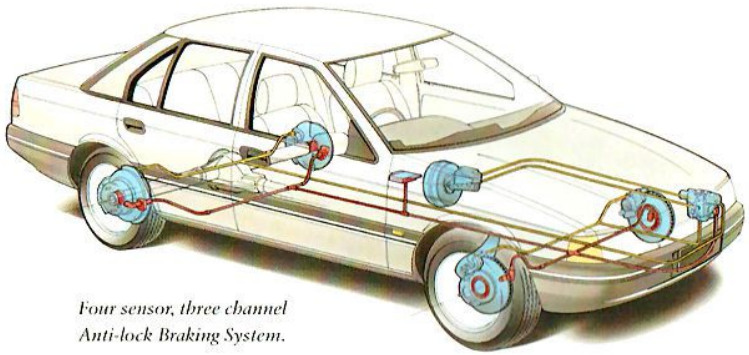
Of all the features to be found on your new Ford, the ones concerning safety are the ones we hope you never have to think about.

But if you do, it's good to know that the engineers at Ford have done a lot of thinking for you.

And here are some of our latest thoughts.

ANTI-LOCK BRAKING SYSTEM. IMPROVED CONTROL FOR GREATER SAFETY.

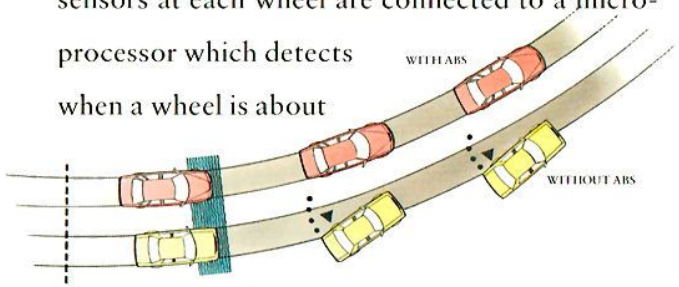
Standard equipment on Falcon S XR6, Falcon S XR8, Fairmont Ghia, Fairlane, Fairlane Ghia, LTD. Optional at extra cost on Falcon GLi, Falcon S, Fairmont.



Four sensor, three channel Anti-lock Braking System.

Ford's four sensor, three channel Anti-lock Braking System (ABS) is designed to give you greater control over your vehicle in extreme or emergency braking situations.

To prevent your brakes from locking, sensors at each wheel are connected to a micro-processor which detects when a wheel is about to lock. When triggered, a system of electronically-controlled valves between the brake booster and the wheel open and close several times per second to enable maximum braking power just short of the point at which lock-up will occur, to be applied to each wheel individually.

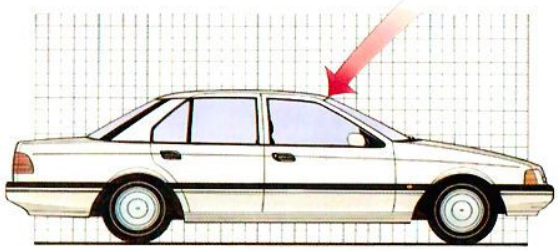


Demonstrates reactions of vehicle equipped with and without ABS in a potential brake lock-up situation.

Not only does ABS mean shorter braking distances in most circumstances, more importantly it means you still have full steering control so hazards can be more easily avoided by a combination of braking and steering.

The sophisticated ABS has software specially programmed for Australian road conditions, including a special 'deep pulse' program designed for gravel roads.

The system is designed to operate effectively even when different wheels are on different types of surface; a situation frequently encountered when passing on-coming vehicles on narrow country roads.



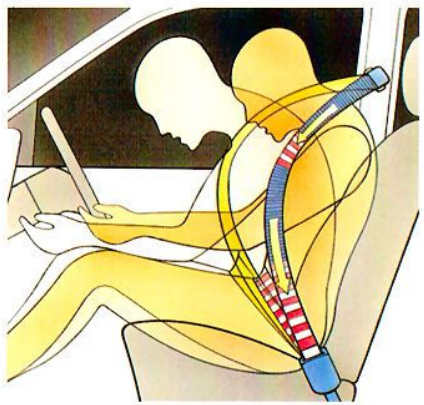
Epoxy resin reinforcement of A and B pillars plus thicker front and side glass has strengthened passenger compartment.

IT'S TOUGH AT THE TOP.

The passenger safety cage on today's Falcon has been significantly strengthened by improving its roof crush strength and by making the roof a structural member of the passenger compartment.

An epoxy resin composite has been used to reinforce both the A and B pillars of the vehicle, while the fitting of thicker front and side glass strengthens the area still further.

Today's Falcons can withstand a force of 32 kN (over 3 tonnes) in testing for the US roof crush resistance standard FMVSS 216.



Belt-locker device prevents payout of seat belt webbing under extreme conditions.

BELT UP FOR SAFETY.

Seat belts don't usually rate much attention - until you need them in an emergency.

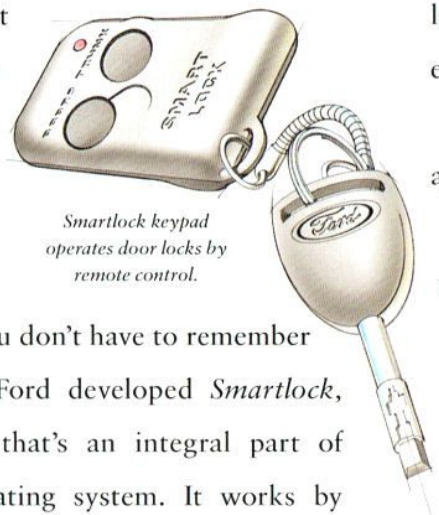
But Falcon's front seat belts are now fitted with a special belt-locking device that instantly

stops any payout of seat belt webbing in extreme circumstances.

They also have special sections of belt designed with 'poppable stitches' to precisely control the movement of the wearer in a collision.

MAJOR ADVANCES IN VEHICLE SECURITY.

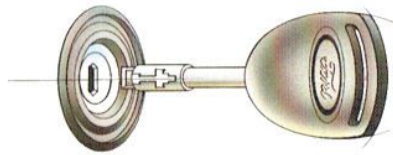
So that today's new Falcons attract no more than admiring looks from persons other than the owner, the latest technology has been applied in the area of vehicle security.



Smartlock keypad operates door locks by remote control.

Ford believes the best security system is the one you don't have to remember to switch on. So Ford developed *Smartlock*, a security system that's an integral part of your Falcon's operating system. It works by automatically immobilising the vehicle when the ignition key is removed.

Before it will enable the engine to start, the *Smartlock* computer module demands a set of precise codes that are only released by the high security 'Tibbe' ignition key. So even the most determined thief would find it virtually impossible to start the car.



Doors, ignition and boot are all protected by high security 'Tibbe' locks.

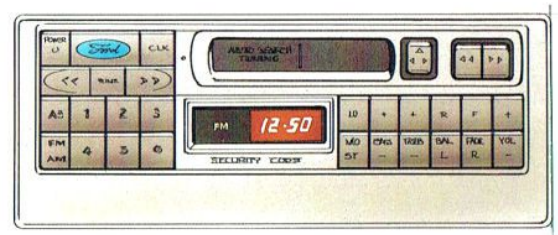
Also, the profile and barrel of the ignition lock have been specifically designed to frustrate even the most sophisticated attempts at theft.

Recessed door lock buttons help to guard against unauthorised entry.

For your convenience, *Smartlock* also provides keyless access to the vehicle via a remote control keypad which operates the standard power door locks and boot lock.

SECURITY CODED RADIO.

The vehicle's radio and cassette player is protected by another Ford anti-theft measure. A special security code renders the unit useless to thieves.



The radio and cassette player is protected by a programmed security code rendering the unit useless to thieves.

IDENTIFICATION CODING OF VEHICLE COMPONENTS.

Every Ford is allocated a unique Vehicle Identification Number (VIN) which distinguishes the vehicle from all others on the road.

The Vehicle Identification Number (VIN) distinguishes your vehicle from all others on the road.

Major vehicle components are permanently marked with the VIN as another way of deterring theft.

You'll discover that the security systems in Falcon represent more than the latest technology. It's technology applied in a most intelligent way. See your Ford dealer soon for a detailed presentation and demonstration.

24/50 NEW VEHICLE WARRANTY

Ford

HAVE YOU DRIVEN A FORD...LATELY?

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