



**FALCON SOARS
TO NUMBER ONE***

FORD FALCON
IS THE TOP
SELLING CAR
IN AUSTRALIA
FOR SOME
VERY GOOD
REASONS;
REASONS WHICH
HAVE BEEN
RECOGNISED
BY OUR
NATIONAL
MOTORING
ORGANISATIONS,
THE MOTORING
PRESS, AND
THE
AUSTRALIAN
MOTORING
PUBLIC.

Phil Scott Sydney Sun-Herald 12.4.92

Early in 1992, Ford released its latest Falcon.

The motoring public judged it against the tough standards which a family car must meet.

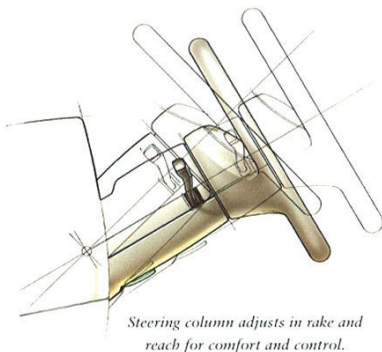
Automotive journalists and other knowledgeable authorities scrutinised it with an extremely tough eye and have been enthusiastic in their acclaim for Falcon.

The result is that Falcon has become the top selling car[®] in the country winning many prestigious motoring awards.

Falcon won Best Car 92/93 and Best Family Car 92/93 by the renowned *Motor* magazine.

The NRMA, in its 1992 Best Car Awards chose Falcon as the best family car.

The RACV named Falcon as the best buy for 1992 in the large car category.



Steering column adjusts in rake and reach for comfort and control.

The influential *Wheels* magazine annual quality ratings noted Falcon's drive train refinement and superior quietness.

According to *Wheels*, "...it's indicative of (Ford's) comparatively stronger and more effective representation in requiring quality to be built in at the point of manufacture."

With this sort of praise, it's not surprising that *Wheels* put Falcon among its Top Ten cars for 1992.

"THE
AUSTRALIAN
DESIGNED AND
DEVELOPED
FALCON IS
WORLD
COMPETITIVE
IN TERMS OF
QUALITY AND
PRICE."

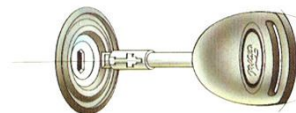
Angus MacKenzie The Bulletin 5.6.92

The Automotive Industry Authority in its report on the quality of locally produced models, rated Falcon as top of its class.

The Adelaide *Sunday Mail* named Falcon Best Family Car for 1992.

The Falcon XR6 was named Best Car 1992 in the Nine Network's *Today* show. *Motor* magazine named XR6 Best Buy for 1992.

This recognition simply goes to prove that Falcon continues to set new and ever higher standards for the Australian family car. Ford's new Smartlock electronic security system, combined with engine disabler and standard central locks using sophisticated "Tibbe" key design, have made Falcon very secure, indeed.

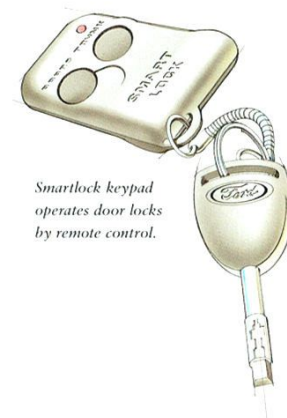


High security Tibbe locks are fitted to doors, ignition and boot for greater peace of mind.

South Australian Police recently asked four reformed car thieves to try to steal the latest Falcon.

They couldn't.

And the NRMA has judged Falcon to be the most secure vehicle manufactured in Australia.



Smartlock keypad operates door locks by remote control.



FALCON'S 4
LITRE ENGINE
‘‘PRODUCES
TERRIFIC
PERFORMANCE
WITH CLASS
LEADING
ECONOMY...
YOU'D BE
HARD PRESSED
TO BEAT A
ROUND
AUSTRALIA
TRIP FOR
LESS THAN
5 CENTS A
KILOMETRE.’’

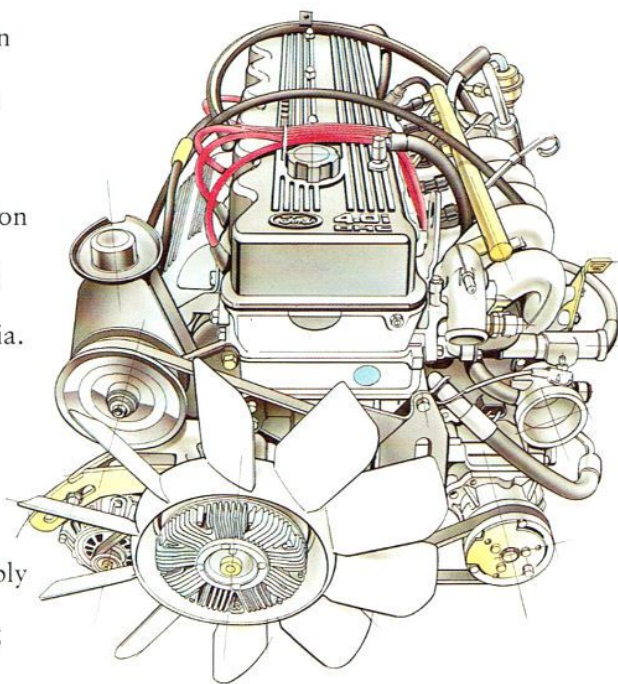
John Taylor, Fuel Economy Expert

On Wednesday May 27, 1992,
a standard 4 litre Falcon sedan
provisionally qualified for the
Guinness Book of Records by
averaging 42.62 miles per gallon
(6.6 litres/100 km) on a 14,856
kilometre run around Australia.

The unleaded Falcon
GLi established an economy
record for a full-size, six-
cylinder family car, comfortably
eclipsing the target of 40 mpg
(7.0 litres/100km).

Fuel economy expert John
Taylor commented, ‘‘The trip was
incident free. Anyone with a little
care and a Falcon 4 litre could go
out tomorrow and do just as well.’’

Falcon delivers performance
and impressive economy figures.



New 4 litre fuel injected powerhouse.

Thanks to world-leading
technology, Falcon's EEC4 multi-
point fuel injection engine is
brilliant in its responsiveness and
delivers a gutsy 148 kW of power
at 4500 rpm.

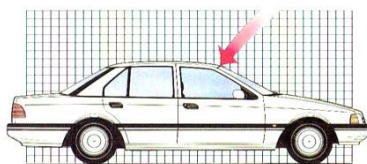
“IN THESE
DIFFICULT
TIMES,
(FORD'S)
DECISION TO
SPEND MONEY
ON SAFETY
MUST BE
PUBLICLY
RECOGNISED.”

Australian Doctors' Fund 3.6.92

Of all Falcon's many qualities, there are perhaps none more important than those which enhance safety and security.

The Monash University Accident Research Centre conducted a study in 1991 into the crash worthiness of a large range of vehicles. The study represented perhaps the most realistic assessment of motor vehicle accidents in Australia, analysing statistics from over 70,000 motor vehicle accidents.

Falcon proved itself difficult to beat. It placed highly, well above the



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

Commodore. Safety improvements built into the Falcon since the test have improved Falcon's

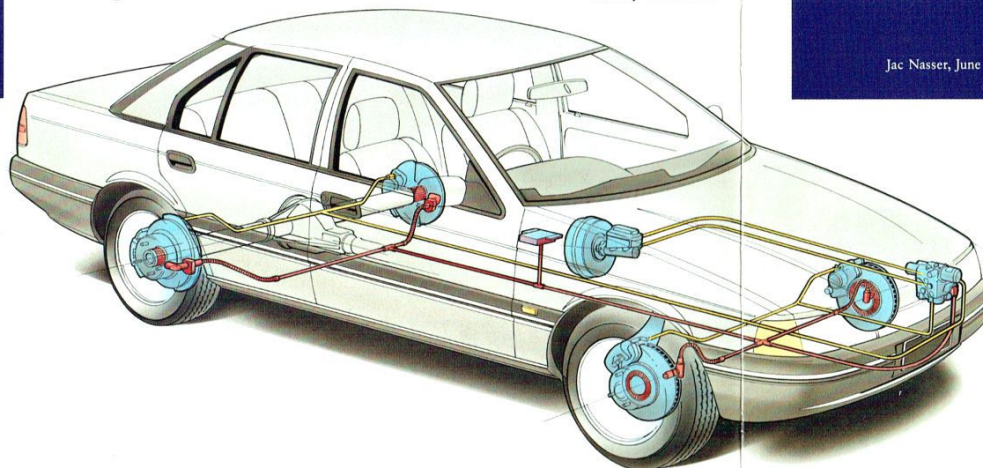


Belt-locker device instantly prevents payout of seat belt webbing.

already impressive safety result.

Reinforcements to Falcon's "A" and "B" pillars (see diagram) as well as thicker front and side glass have strengthened the passenger compartment. Seat-belt "lockers" instantly prevent payout of the seat belt webbing on impact, and stitching designed to "pop" after impact helps prevent secondary injuries.

It was features such as these which saw Falcon placed highly in the inaugural Windscreens O'Brien Safety Awards.

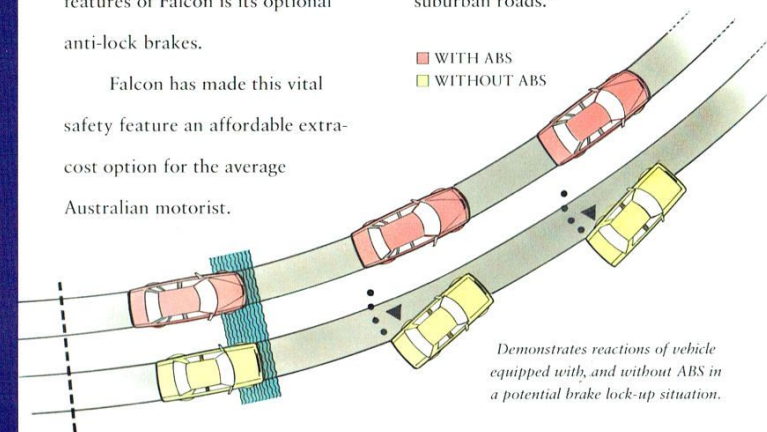


“... WE HAVE
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ABS OPTION
TO ENCOURAGE
MAXIMUM
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THIS
SIGNIFICANT
SAFETY
ADVANCE.”

Jac Nasser, June 1992

One of the most significant features of Falcon is its optional anti-lock brakes.

Falcon has made this vital safety feature an affordable extra-cost option for the average Australian motorist.



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

Unlike European or Japanese systems, which are engineered mainly for snow and ice, Falcon's ABS includes a special "deep-pulse" programme designed for gravel roads.

Melbourne Age motoring writer Christopher de Fraga states, "On gravel, the Ford ABS works impressively and still operates

effectively on oil and water slicked suburban roads."

ABS means shorter braking distances in most circumstances, whilst ensuring full steering control.

You owe it to yourself and your family to test drive the latest Falcon.

Call 008 035 666 for more information, or contact your local dealer and see why Falcon is Australia's number one selling car.



All Ford vehicles sold throughout Australia are backed by Fordcare after sales service. Fordcare is comprised of a number of individual service products designed exclusively for Ford vehicles and their drivers. These include technical support back-up, diagnostic equipment, approved Ford/Motorcraft replacement parts and service warranties.

This brochure is designed to provide you with a general introduction to the Ford Products (including available optional equipment) referred to, and should be read in conjunction with the latest specification sheet. Because of changes in conditions and circumstances Ford reserves the right, subject to all applicable laws, at any time, at its discretion, and without notice, to discontinue or change the features, designs, materials, colours and other specifications and the prices of its products, and to either permanently or temporarily withdraw any such products from the market without incurring any liability to any prospective purchaser or purchaser. The latest specification sheet should be referred to for information on the availability, ordering and use of optional equipment. Always consult an Authorised Ford Dealer for the latest information with respect to features, specifications, prices, optional equipment and availability before deciding to place an order. *Total Falcon sedan and wagons as reported by Paccus for 1992.

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HAVE YOU DRIVEN A FORD...LATELY?