

NEW FORD MAVERICK 4WD.



IT'S DIFFERENT



CONFIDENTIAL PRODUCT GUIDE.



WELCOME TO AN EXCITING NEW SALES POTENTIAL

The exciting new Ford Maverick 4WD. A totally new 4 wheel drive, combining rugged off-road performance with the driveability of a sedan.

And, with a comprehensive model range that includes a short wheelbase 2-door hardtop and a long wheelbase 4-door wagon, each with a choice of petrol or diesel engine. Plus long wheelbase diesel pick-up and chassis cab models that are rugged, reliable work-horses.

Maverick is all the more exciting because, from engine and transmission, to steering, suspension and chassis, it outguns Toyota Landcruiser for power, performance, handling and importantly in the sales winning area of ride and comfort.

Now that we have a volume selling large 4WD competing directly with Toyota Landcruiser we need to

reassess selling techniques. In the main 4-wheel drive prospects are different to sedan car prospects. Often they are very knowledgeable about vehicles, and will want to know more about the technical features of new Maverick and how they work. It is essential that you become completely familiar with Ford Maverick and its many great selling points by reading this brochure.

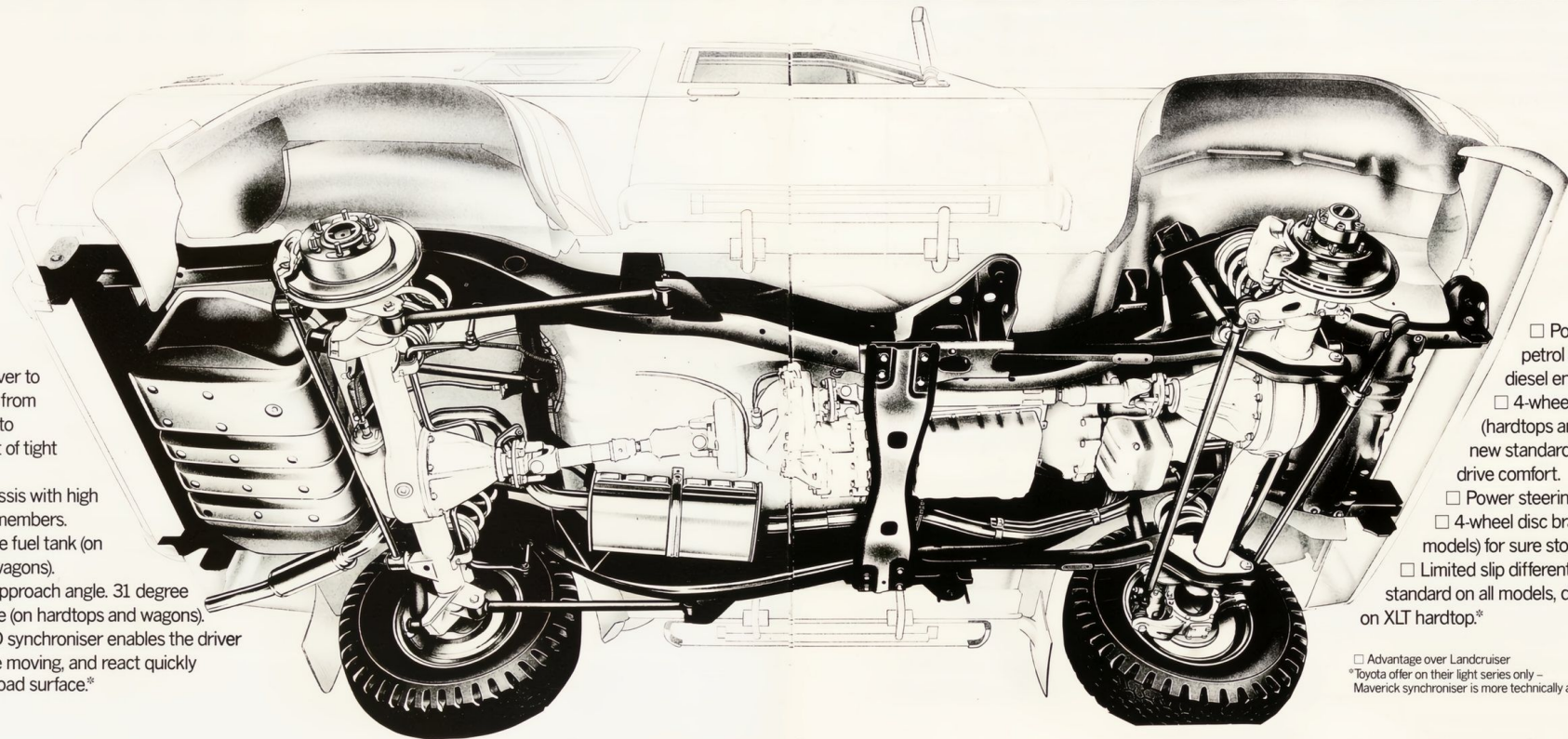
Pay particular attention to the information about the pick-up and chassis cab. It's an important part of the build, an important part of the 4WD market.

Ford is a 'Success Story' in the Australian motor industry. Our new Falcon, bestselling Lasers and stylish Telstar all reinforce Ford's leadership.

Build on our success with new Ford Maverick 4WD. So good luck, and good selling!"


Paul La Fontaine
LIGHT COMMERCIAL
SALES MANAGER

THE DIFFERENCES THAT MAKE THE DIFFERENCE



- ☐ Synchro on reverse gear enables the driver to change quickly from first to reverse to manoeuvre out of tight spots.
- ☐ A tough chassis with high sectional side members.
- ☐ Large 95 litre fuel tank (on hardtops and wagons).
- ☐ 44 degree approach angle. 31 degree departure angle (on hardtops and wagons).
- ☐ 2WD---4WD synchroniser enables the driver to change while moving, and react quickly to changes in road surface.*

- ☐ Powerful 4.2 litre petrol and 4.2 litre diesel engines.
- ☐ 4-wheel coil suspension (hardtops and wagons) for new standards of 4 wheel drive comfort.
- ☐ Power steering*.
- ☐ 4-wheel disc brakes (XL, XLT models) for sure stopping power.
- ☐ Limited slip differential as standard on all models, differential lock on XLT hardtop.*

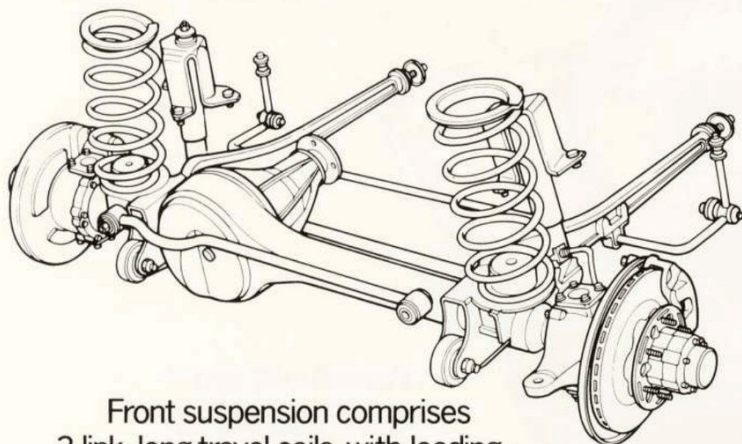
☐ Advantage over Landcruiser
*Toyota offer on their light series only -
Maverick synchroniser is more technically advanced.

MAVERICK IS DIFFERENT UNDERNEATH

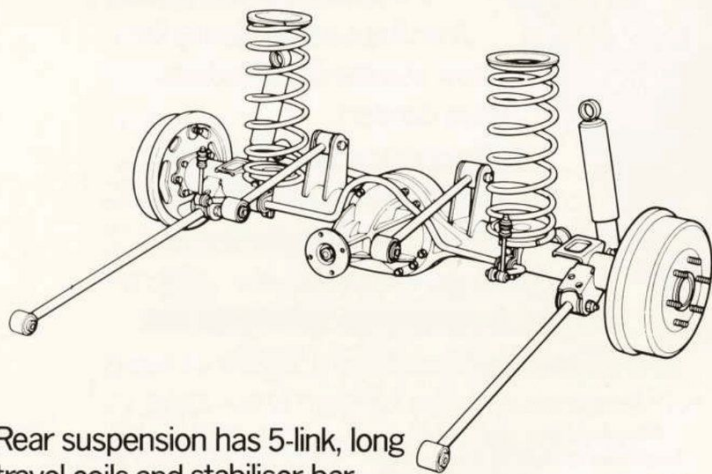
Compare Ford Maverick with the traditional market leader in the class, Toyota Landcruiser, and you'll find Maverick is superior in almost all respects.

Maverick is the equal of the most sure-footed, smoothest riding 4-wheel drive in Australia.

4-wheel coil suspensions in wagons and hardtops sets a new standard in all-terrain ride and comfort.



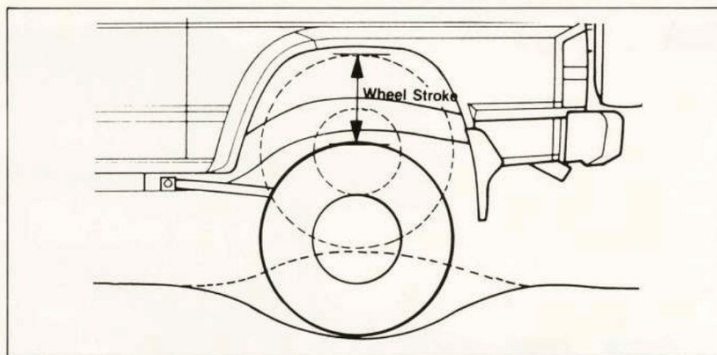
Front suspension comprises 3-link, long travel coils, with leading arms and stabiliser bar in XL and XLT models.



Rear suspension has 5-link, long travel coils and stabiliser bar.

Long Wheel Travel

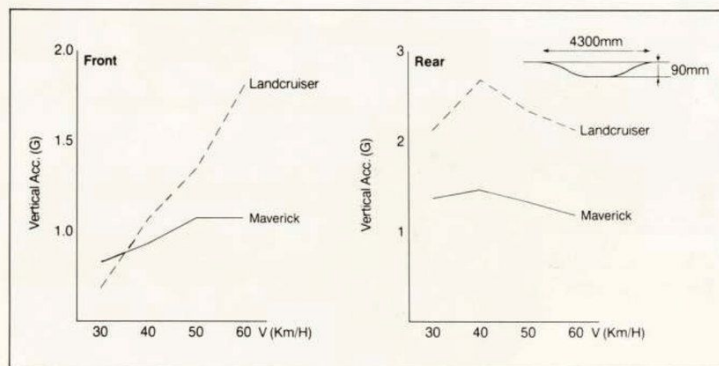
Ford Maverick has a long 220mm front wheel stroke and 250mm rear. So Maverick has unsurpassed capability to ride over bumps.



SUSPENSION STROKE	WGN/H'TOP		CAB CHASSIS	
	Front	Rear	Front	Rear
Maverick	220	250	180	230
Landcruiser	155	195	170	220

Less Bottoming

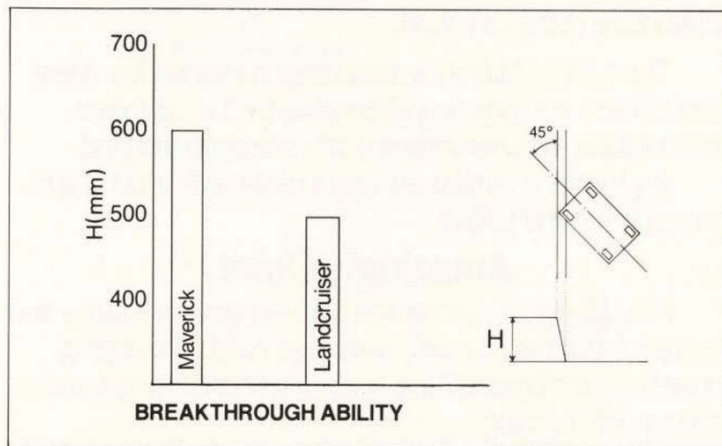
This long travel suspension, along with more ground clearance than Landcruiser, means new Ford Maverick rarely 'bottoms out'.



Off Road Driving Ability

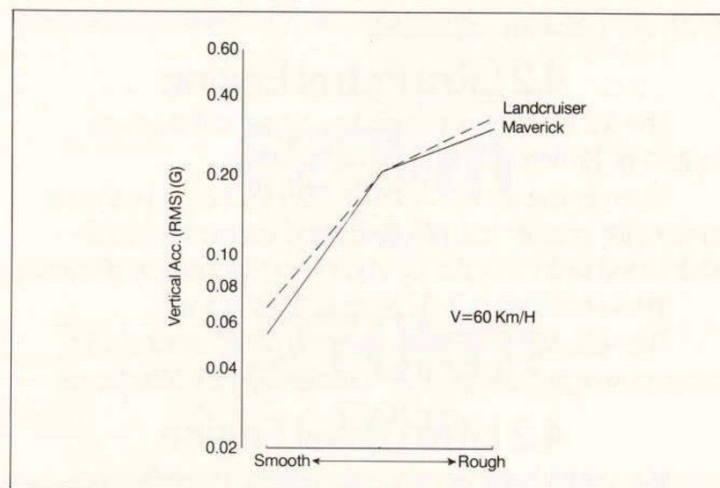
The long wheel stroke, and high entry and departure angles means Ford Maverick is a more versatile off-road performer.

Compare its 45 degree ledge height climbing ability with that of Landcruiser.



Ride Harshness Reduced

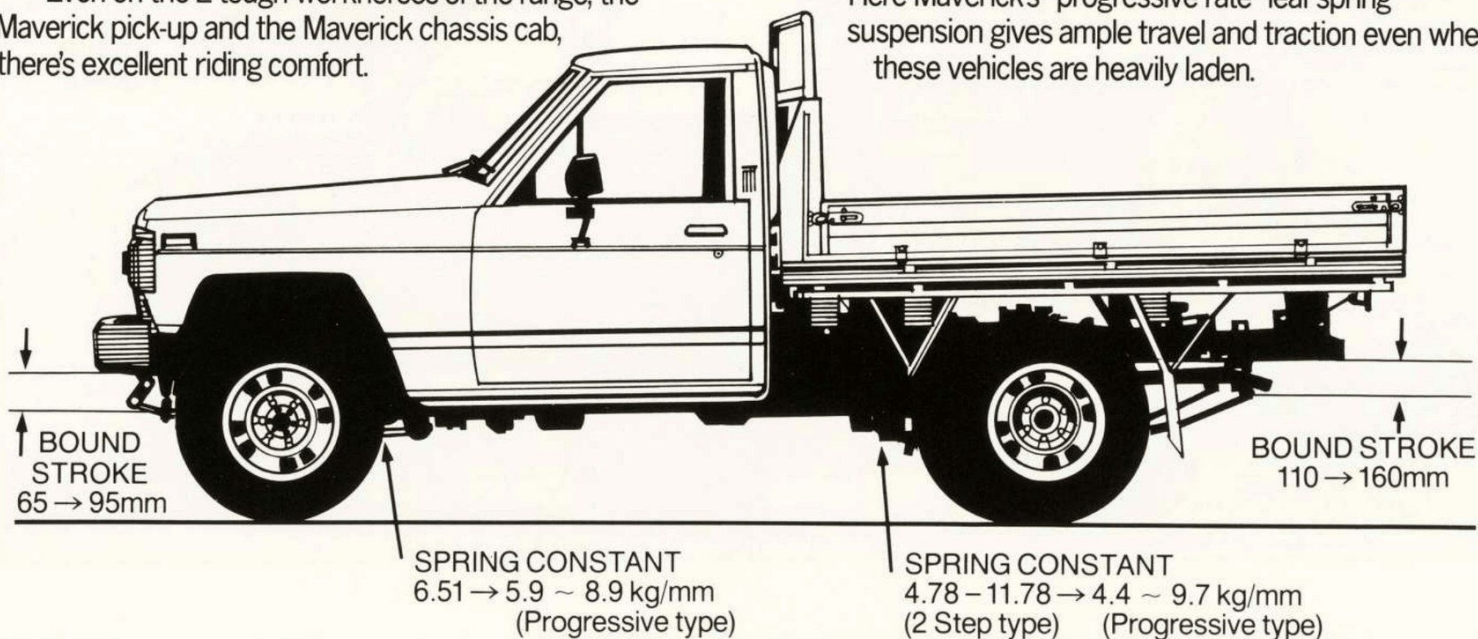
The longer suspension travel, the more efficient layout of shock absorbers and the more pliant suspension rubbers mean Ford Maverick reduces the ride harshness associated with 4-wheel drives.



Maverick Pick-up and Chassis-cab

Even on the 2 tough workhorses of the range, the Maverick pick-up and the Maverick chassis cab, there's excellent riding comfort.

Here Maverick's "progressive rate" leaf spring suspension gives ample travel and traction even when these vehicles are heavily laden.



TWO ENGINES THAT REALLY GIVE MAVERICK THE DIFFERENCE IN POWER

Ford Maverick has a choice of two engines. A 4.2 litre, 6 cylinder petrol, or a 4.2 litre 6-cylinder diesel. Both are naturally aspirated.

4.2 Litre Petrol Engine

The 4.2 litre petrol engine has a maximum power output of 125kW at a smooth 4,200 rpm.

It's an in-line six with a cross-flow intake and exhaust system for greater fuel efficiency and economy, plus a shortened piston stroke for improved mechanical efficiency.

Maximum torque is 325Nm at 2,800 rpm.

The 4.2L Maverick petrol engine offers around 15% more power and torque than Landcruiser's 4 litre petrol.

4.2 Litre Diesel Engine

Maverick's hard working alternative. The 4.2 litre 6 cylinder diesel with maximum power output of 85kW at 4000 rpm and maximum torque of 264Nm at 2000 rpm.

It's a watercooled, overhead valve, in-line six with economy and performance maximised through the use of crossflow intake and exhaust ports, and the high positioning of the camshaft.

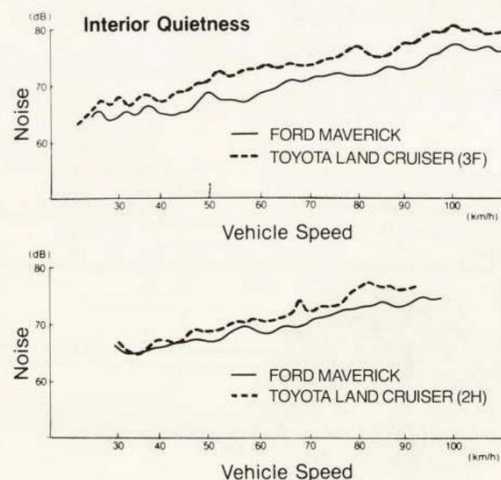
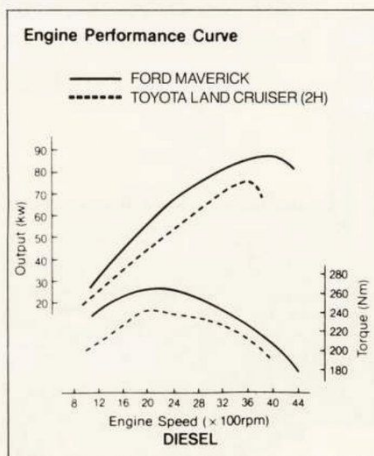
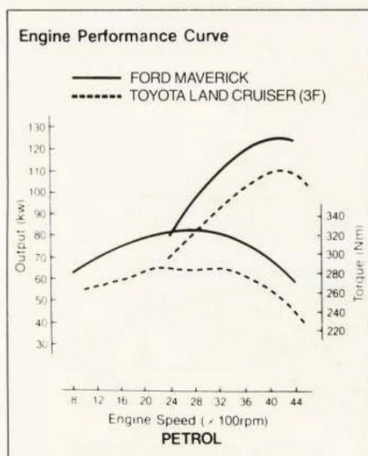
The 4.2 litre Maverick diesel engine offers a low noise, fuel efficient and practical alternative for the customer looking for a workhorse for the city site or on the land.

And again, it outclasses Landcruiser with around 10% more power and torque.

Amazingly Quiet

Ford Maverick's petrol and diesel engines are gutsy and powerful. But they are also amazingly quiet. The engine, drive train and chassis have been engineered for quietness and smooth running.

Additionally, extensive use of noise reducing materials means a standard of interior quietness that really is different.



Better Fuel Economy

Ford Maverick has power to set it apart but at the same time it also uses less petrol or diesel fuel per kilometre than a similarly equipped Toyota Landcruiser.

Not only that, but Maverick's big 95 litre fuel tank means you can cover over 600Km without refuelling (on hardtops and wagons only).

The oil rings have been specially treated to reduce friction, which in turn effectively reduces oil consumption.

Twin oil filters have also been included, which means reduced engine wear because the oil is filtered twice. Additionally, a litre of oil is held at engine level, which allows the sump to be made smaller, reducing the underbody profile and the likelihood of damage.

Fuel Consumption

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Constant speed at 100km/h	MAVERICK										6.9km/ℓ				
	TOYOTA LAND CRUISER (3F)										6.6km/ℓ				
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Constant speed at 60km/h	MAVERICK										14.1km/ℓ				
	TOYOTA LAND CRUISER (2H)										13.5km/ℓ				

Max. Driving Range

620km

560km
TOYOTA LANDCRUISER

1,270km

1,150km
TOYOTA LANDCRUISER



TRANSMISSION, DRIVE TRAIN AND CHASSIS – THEY'RE DIFFERENT

Ford Maverick has synchro on reverse gear. And that's something Toyota does not have.

It allows the driver to quickly shift from first to reverse to manoeuvre out of tight spots, like mudholes or sand.

Straight Line Transfer

Power from the engine is delivered via straight line transfer. That is, one line through Maverick's transmission and transfer to the rear differential. This always distributes power equally to front and rear axles whereas Toyota's stepped system can result in unbalanced power distribution.

This increases ground clearance and reduces gear noise when the vehicle is running. It also reduces the number of moving parts in the transfer which means less wear and service requirement. Plus it's a silent chain type, not a geared type, which makes it stronger, more compact and significantly quieter.

New 2WD and 4WD Synchroniser

A 2WD to 4WD synchroniser also allows the driver to make the change-over on the move although it is recommended that you are not exceeding 40kph at the time.

It means Maverick can instantly adapt to sudden changes in the road track/surface at a flick of the lever.

New 5 Speed Manual

Passenger car-like gear selection is also a significant feature of Maverick.

The standard 5-speed manual gearbox has gear ratios based on

specific power to weight ratios.

5th gear adds to Maverick's great fuel economy on the highway.

A Chassis That's Different

Under Ford Maverick is a chassis that's different. With from 5 to 7 cross members and high side members, Maverick has a chassis that's really tough. Couple it with Maverick's body panel strength, anti-rust protection, extra paintwork quality and dust sealing and you have a 4WD that's built tough to stay that way.

High and Wide for Off-roading

Take Maverick off-road and you'll see why we say it's so different. It all starts with Maverick's high ground clearance. Maverick's approach, departure and ramp breakover angles are superior to Landcruiser too... and it has a lower centre of gravity.

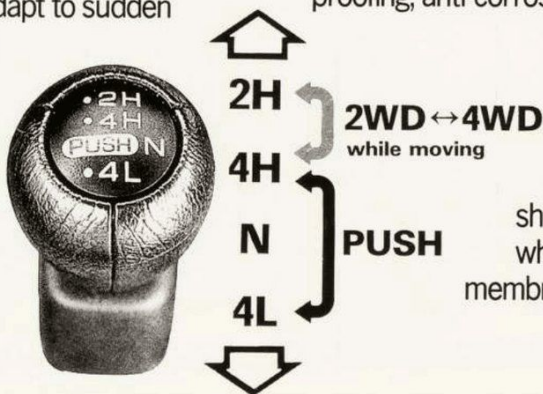
And with a fording depth of 600mm Maverick is just about unstoppable.

New Standards of Durability

The Australian 4WD market has never seen rust-proofing, anti-corrosion and durability characteristics like those found in Ford Maverick.

The body panels are constructed from a newly developed compound called 'Dura Steel'.

Dura Steel is a combination steel sheet electroplated with a nickel/zinc alloy which is then coated with an organic membrane. The result is phenomenal.



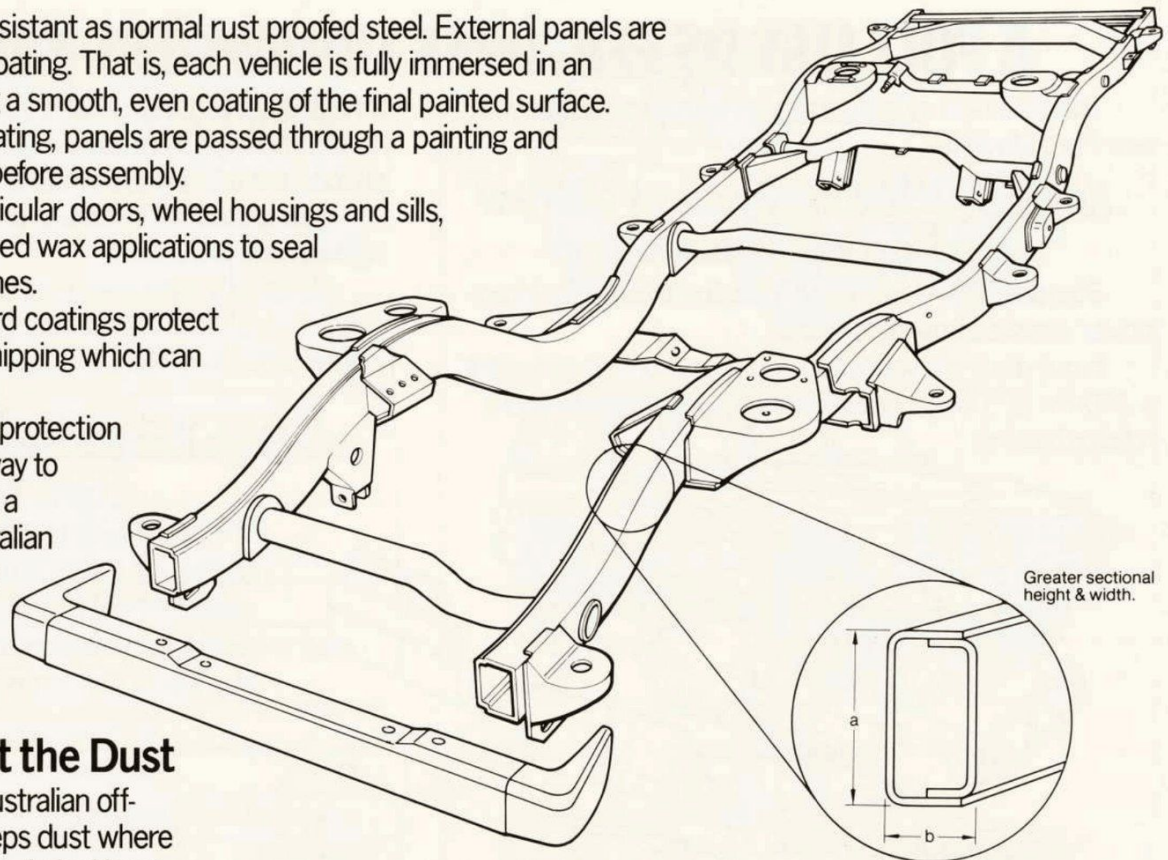
Dura Steel is twice as resistant as normal rust proofed steel. External panels are given an electrodeposition coating. That is, each vehicle is fully immersed in an electrolytic solution ensuring a smooth, even coating of the final painted surface.

In addition to this ED coating, panels are passed through a painting and baking process three times before assembly.

Internal surfaces, in particular doors, wheel housings and sills, have protective bitumen based wax applications to seal out damaging water and stones.

Hard wearing stone guard coatings protect exposed panel areas from chipping which can start the corrosion process.

These advancements in protection and durability will go a long way to keep Maverick re-sale high – a vital selling point in the Australian 4WD market. One that every Maverick buyer will want to hear about.



Maverick Keeps out the Dust

A major problem with Australian off-roading is dust. Maverick keeps dust where it belongs, outside the vehicle. A dual boot structure provides superior dust sealing by more effectively sealing the transmission and tunnel from the cabin. A cyclone air cleaner protects the engine from dust.

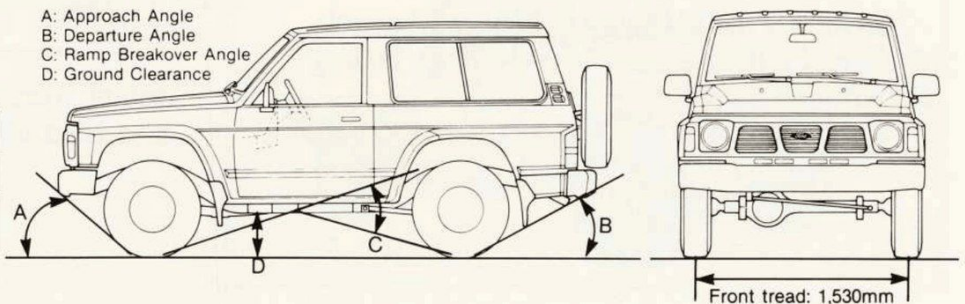
Everywhere you look at Maverick you will see all sorts of remarkable design and engineering thinking.

Side Member Height and Width

	MAVERICK	TOYOTA LAND CRUISER
a	170mm	145mm
b	70mm	55mm

- A: Approach Angle
- B: Departure Angle
- C: Ramp Breakover Angle
- D: Ground Clearance

	A°	B°	C°	D ^{mm}	Tyres
MAVERICK	44	31	30	320	7.50-16
Toyota Land Cruiser	37	22	27	272	7.50-16



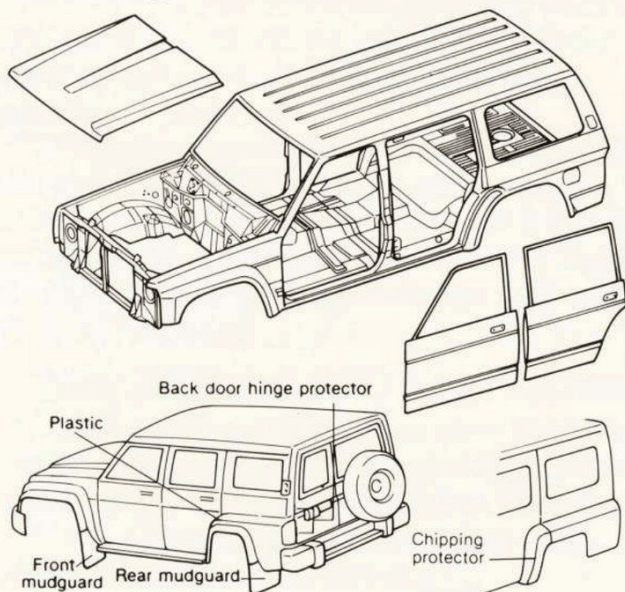
A FULL LIST OF FEATURES TO IMPRESS PROSPECTS

There's a host of features to tell prospects about with new Ford Maverick.

Advanced Braking Systems set new Safety Standards

Standard Mavericks have a leading/trailing disc/drum power assisted braking system.

Front discs are ventilated and rear drums incorporate a 230mm (9") brake booster for more responsive, more reliable braking.



On XL, XLT model Mavericks there is a 4 wheel ventilated disc brake system for even greater braking reliability.

To prevent lock-up of rear brakes all models feature a

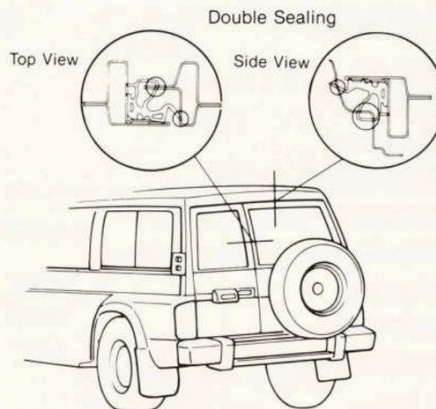
linkage, load sensing, pressure proportioning valve. Semi-metallic pads also reinforce anti-fade characteristics and prolong the braking system's durability.

It's a system that offers superb performance on the highway and city traffic.

Maverick's hand brake is situated on the prop-shaft, a position that gives more direct brake action, and locks all 4 wheels when in 4WD.

High Response Comes from a Light Touch

Less pedal pressure is required than equivalent 4WD's like Toyota Landcruiser. It means a Ford Maverick is more pleasant and carlike to drive than the 'trucklike' characteristics of a Toyota Landcruiser.



Power Steering Standard

To complement the engine performance and braking, power steering is standard across the range, with tilt steering standard on XL and XLT models.

It's a system that makes Maverick a pleasure to drive. And the driver always feels in control. There's none of the lightness or vagueness associated with other power steering systems.

Maverick Takes on the Market Leader

You've read what an incredibly advanced 4WD range the Ford Mavericks are, but now you must convey these Maverick breakthrough features to 4WD prospects in your market.

Here's why Maverick is better than Toyota Landcruiser 6 cylinder models.

- ☐ Around 15% more petrol power and torque.
- ☐ Around 10% more diesel power and torque.
- ☐ Smoother riding 4-wheel coil spring suspension with longer wheel stroke on wagon and hardtop, and greater control and precision.
- ☐ Smoother riding cab chassis and pick up with improved progressive rate leaf spring suspension.
- ☐ Quicker acceleration in both petrol and diesel.
- ☐ Better fuel economy and lower oil consumption in both petrol and diesel.
- ☐ Better ventilation and cooling capacity.
- ☐ Larger fuel tank in hardtop and wagon.
- ☐ 4-wheel ventilated disc brakes on XL/XLT models.
- ☐ Superior off-road driving ability.
- ☐ Bigger approach, departure and ramp angles.
- ☐ Higher ground clearance.
- ☐ Synchro on reverse gear.
- ☐ Quieter interiors.
- ☐ Stronger frame with more cross members and higher side members.



Test Drives – The Sure Way to Sales

Every good salesperson knows the importance of taking a prospect for a test drive.

With Maverick it's even more important than ever for these reasons.

- ☐ 4-wheel drive prospects often consider themselves 'experts'. They're enthusiasts and they know and read a lot about 4-wheel driving. Which means they often have a self generated resistance to 'sales talk'.

That doesn't matter. A test drive lets Ford Maverick sell itself. The power, the ride comfort, the clearance and handling will convince anyone who really knows 4-wheel driving.

- ☐ Maverick is a new model for Ford, therefore 4-wheel drive prospects haven't been regulars in Ford showrooms. Uppermost in their mind in the past have been Toyota, Nissan and others. Create a strong impression and the best way to do that is with a test drive.

Remember these important Test Drive Tips

- ☐ Buying a vehicle isn't an impulse decision. Prospects take weeks and months to make up their mind.

The first trip to the showroom may simply be 'looking around'. If the prospect says they have no time for a test drive, try to get them to agree to a time when they can go for a test drive.

- ☐ Even if you work in a city or suburban dealership don't avoid test drives because there's nowhere close by to go 'off-road'.

Most 4-wheel drivers spend their life driving on the bitumen. Ford Maverick will impress prospects with its smooth riding comfort and sedan like quality. Even if the prospect is a real 'off roader' a drive around the streets will give him a feel for Mavericks performance, comfort and

features, while back in the showroom you can explain about the ground clearance, entry departure angles, synchro reverse, stabiliser bars, power steering and the other off-road features.

- ☐ Plan ahead. Have a course mapped out and drive it a few times. Are there uphill and downhill to impress with the power and brakes?

- ☐ Demonstrate the synchro in reverse and the 4WD high to 4WD low while moving capability.

- ☐ Make sure your demonstrator vehicles are in first class condition. Drive Ford Mavericks regularly, so you can talk about them, and demonstrate them with confidence.

Remember

- ☐ A test drive reinforces the wish of the prospect to own the vehicle.

- ☐ Suggest a test drive to all prospective customers.

- ☐ Plan the test drive together with the prospect and make sure that you agree. Start by saying, "I would suggest that we take a special route which takes about 30 minutes. Is that OK with you?"

- ☐ If you decide on a later date for the test drive, suggest that the prospect's wife should also come along.

- ☐ Check that the vehicle is in perfect condition before the test drive.

- ☐ Tell the prospect what you will show, how you intend to do it and what advantage this offers to the prospect.

- ☐ Never discuss trade-in prices, etc. during the test drive.

- ☐ Always finish off the test drive by inviting the prospect into the office. Don't stay in the car.

FORD MAVERICK IS A GREAT NEW OPPORTUNITY FOR FORD SALESPeOPLE. IT WILL BRING ADDITIONAL SALES IN A NEW MARKET SEGMENT. GET TO KNOW THE VEHICLE, AND THE 4WD MARKET TO GIVE YOURSELF A HEAD START ON SUCCESS.

NEW FORD MAVERICK 4WD.

Whichever way you look at it, new Maverick gives you more of what you're looking for in a 4WD. Compare these advanced features and you'll see why Ford Maverick is destined for success.

- ☐ Impressive 4.2 litre 6 cylinder powerplants in either petrol or diesel.

	<u>4.2L Petrol Engine</u>	<u>4.2L Diesel Engine</u>
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Maximum Power	125kW @ 4200rpm	85kW @ 4000rpm
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Maximum Torque	325Nm @ 2800rpm	264Nm @ 2000rpm.
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- ☐ Excellent all terrain riding comfort with 4-wheel coil spring suspension on wagon and hardtop models.
- ☐ Smooth riding chassis cab and pickup models with progressive rate leaf spring suspensions.

- ☐ Limited slip differentials on all models.
- ☐ 4 wheel disc brakes on XL/XLT models.
- ☐ Power assisted steering standard.
- ☐ 41 and 31 degree approach and departure angles with 320mm of ground clearance – to help you get just about anywhere.
- ☐ Excellent 4WD manoeuvrability with synchro on reverse gear.
- ☐ A 2WD to 4WD synchroniser to allow on the move change-overs.
- ☐ Long range 95 litre fuel tanks on wagon and hardtop models.





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(Incorporated in Victoria)

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