

Laser



There's only one word for it...

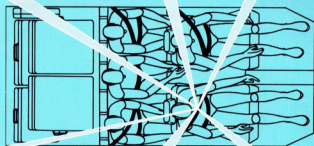
Brilliant

FORD LASER



Brilliant Space

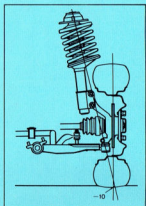
The Ford Laser incorporates many of the very latest concepts in motoring efficiency. And among them is space efficiency. A most important priority in designing a modern day car is to provide generous passenger room and luggage space inside a slim trim exterior. An exterior with dimensions suited to tight city car parks and busy traffic conditions. The Ford Laser meets these criteria admirably. With a transverse-mounted engine and transmission, the engine compartment can be



considerably smaller without being cramped. Further savings are made by the use of front wheel drive, which does not require a drive shaft and bulky live rear axle assembly. This leaves the major portion of the car for passengers and luggage.

Brilliant Engineering

Laser's front suspension incorporates MacPherson struts, and special geometry to control 'nose dive' under braking. Further refinements include variable rate coil springs which automatically adjust to the load and help maintain a smooth ride, and long suspension travel which helps maintain wheel-to-road contact on varying road surfaces. The negative offset geometry generates a self-correcting force when faced with two different braking surfaces, or a tyre blow-out.



The rear suspension has also been engineered to provide

excellent ride and handling. Self-stabilizing geometry helps to provide a neutral or slight 'toe-in' when braking and cornering forces are exerted, thus helping straight-line stability, cornering and driver confidence. As with the front suspension, the rear features long independent struts for improved rough road ride. Finally a rear stabilizer bar is fitted for optimum road handling control. The Synchromesh design and special gearshift linkage make for smooth, positive gear changes in manual models. Steering is the proven rack-and-pinion system. Precise, light steering is the result. Laser's disc/drum braking system combines powerful stopping performance with reliability. The single overhead camshaft engine incorporates a number of modern techniques for producing sparkling performance and excellent fuel economy. Such details as an aluminium alloy cylinder head, cross flow breathing, multispherical combustion chambers and light weight 'short skirt' pistons make the Ford Laser a force to be reckoned with. Clutch, transmission and final drive are linked directly to the engine, providing an efficient transfer of power.

Brilliant Economy

Economy, in most people's minds is a combination of the cost of buying, servicing and running a car. Often a complicated calculation.

In the case of the Ford Laser, though, the result is simply brilliant.

To start with, the features built into all Laser models make them excellent value for money.

Servicing is simple. Suspension and steering systems are lubricated for life. The clutch, transmission and final drive assemblies can be serviced without removing the engine. Access to components under the bonnet is easy. These are features designed to keep service times and labour costs down. Fuel economy is, however, probably the most important of these cost of ownership considerations. And it is here that Laser shines brightest.

In the first place the excellent aerodynamic wedge-shape of the car enables it to present a cutting edge to the wind that makes life easier for the engine.

The four cylinder engine is of a modern fuel efficient

design and provides the Ford Laser not only with a decidedly responsive nature, but with the best fuel economy figures ever achieved by a car marketed by Ford in Australia.

Fuel Economy Data
This data is based upon AS2077-1979 tests conducted by Ford.

1.5 litre 4-speed manual

CITY CYCLE

8.0/100 km 35.3 mpg

1.5 litre 5-speed manual

CITY CYCLE

8.0/100 km 35.3 mpg

1.5 litre 3-speed automatic

CITY CYCLE

9.0/100 km 31.4 mpg

1.5 litre Twin Carb 5-speed manual

CITY CYCLE

8.0/100 km 35.3 mpg

HIGHWAY CYCLE

6.0/100 km 47.1 mpg

HIGHWAY CYCLE

5.5/100 km 51.4 mpg

HIGHWAY CYCLE

7.0/100 km 40.3 mpg

1.5 litre 4-speed manual

HIGHWAY CYCLE

5.5/100 km 51.4 mpg



1.3 litre
4-speed manual



Laser GL 5-door

These figures are provided to assist you in comparing the fuel consumption of Laser with other vehicles. The actual fuel consumption you achieve will depend, however, on many factors, including your driving habits, the prevailing conditions and your vehicle's equipment, condition and use.

When the Ford Laser first came onto the market, everyone in the Ford organisation knew it had tremendous potential.

Few, however, realised that the Australian public would react to the car with such outstanding enthusiasm.

Within a matter of months the brilliant combination of space and comfort, driveability and outstanding economy had set the good looking Ford Laser well and truly on the road to success.

Illustrated on front & back cover is a Laser GL 5-door. Metallic paint is available at extra cost.

A car to set you apart

This is a car with all the style and luxury the name Ghia suggests.

Utilizing all the excellent engineering attributes built into every Laser, Ford has carefully selected a list of features to set this particular Laser apart.

On the outside, accompanying the Ghia badging, are machined Alloy road wheels and steel belt radial tyres. A broad moulded protective strip runs the length of the car as does a distinctive yet subtle pinstripe.

Remote controlled exterior rear view mirrors are fitted to both front doors, and tinted glass can be seen on side and rear windows. These add to the elegance as well as the driving pleasure of the car.

But it is when you seat yourself inside the Laser Ghia that you will really appreciate the difference between this model and cars of a lesser pedigree.

Inside the Ghia you will find seats faced with soft and luxurious cashmere style cloth. The seats themselves are well formed and designed for comfort.

The driver's seat is the place where you will, perhaps, spend most of your motoring time. For your added comfort the seat has not only an adjustable backrest, but also an adjustment for the seat

cushion angle. The steering wheel adjusts for height. Behind the four spoke, soft feel steering wheel is an array of instruments comprehensive enough to enthuse the enthusiast, yet simple enough not to confuse the less ardent driver.

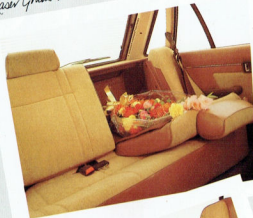
An AM/FM radio and a stereo cassette player are standard equipment, as is a remote control rear hatch release. The Ford Laser Ghia is a car calculated to impress you when you first drive it, and to surprise your passengers when they experience its special brand of luxury and comfort.



Height adjustable steering wheel.

Laser Ghia

Laser Ghia's luxurious interior



3-Speed automatic transmission available at extra cost.



Laser Ghia 5-door.

A car to set you in motion

The Ford Laser, with its compact exterior and surprisingly spacious interior, is the ideal car for zipping around town during the week, taking the kids to school and doing the shopping. And then on the weekend, it's just as good for heading out of town, with the beach gear or barbecue packed inside. That's the joy of a car as versatile as the Laser.

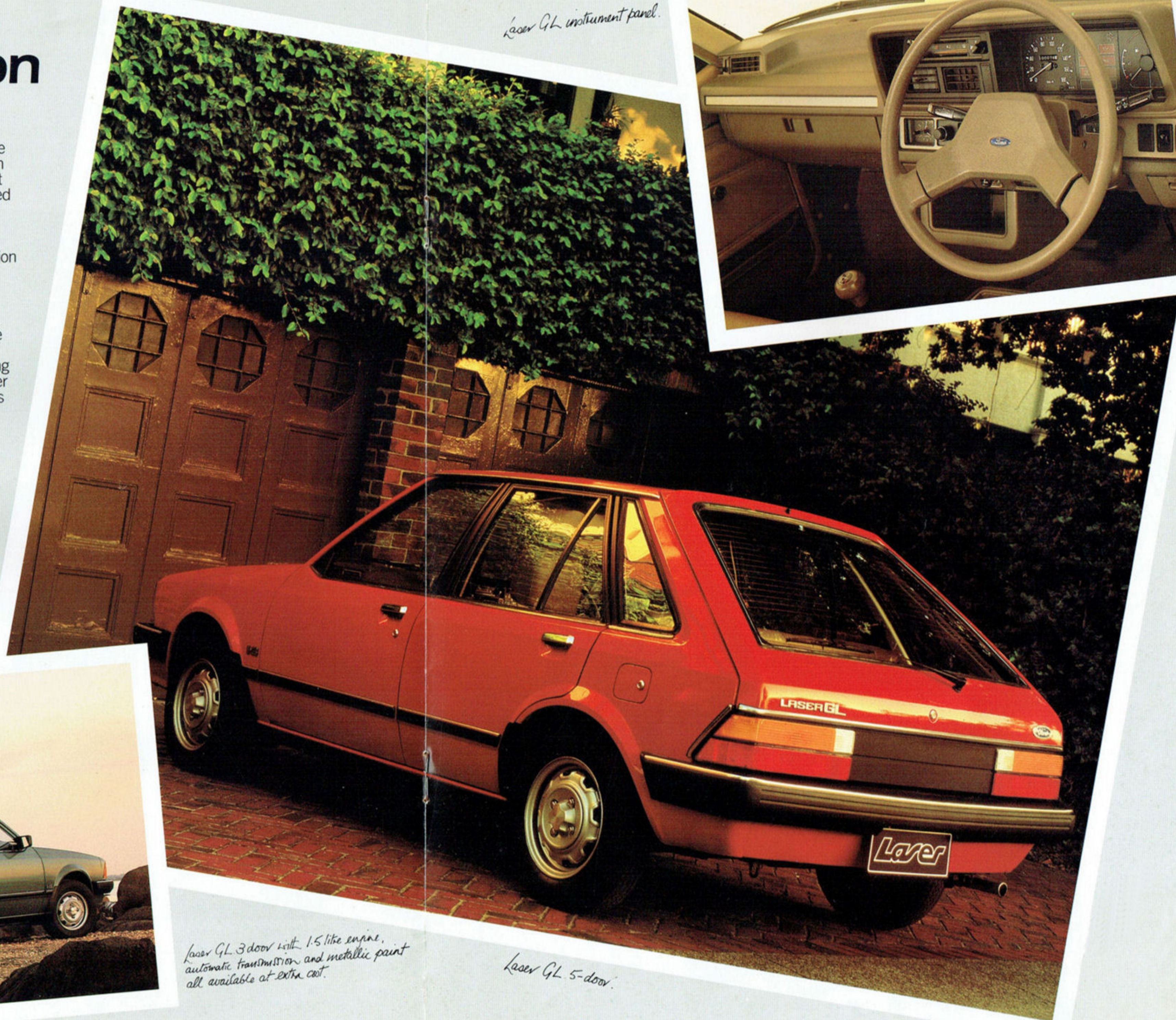
The L model has many features to make it a practical and sensible car. Precise rack-and-pinion steering is light and responsive. Four wheel independent suspension is both comfortable and provides a high level of roadholding.

The hatchback design, with its large rear hatch, makes loading easy. Concealed gas struts make the hatch door easy to lift and lower.

The Laser's modern wedge shape is good looking without many of the embellishments some lesser cars may need to look handsome. The Laser L is a car that's a pleasure to own and to drive.

Laser GL
Laser L

Laser GL instrument panel.



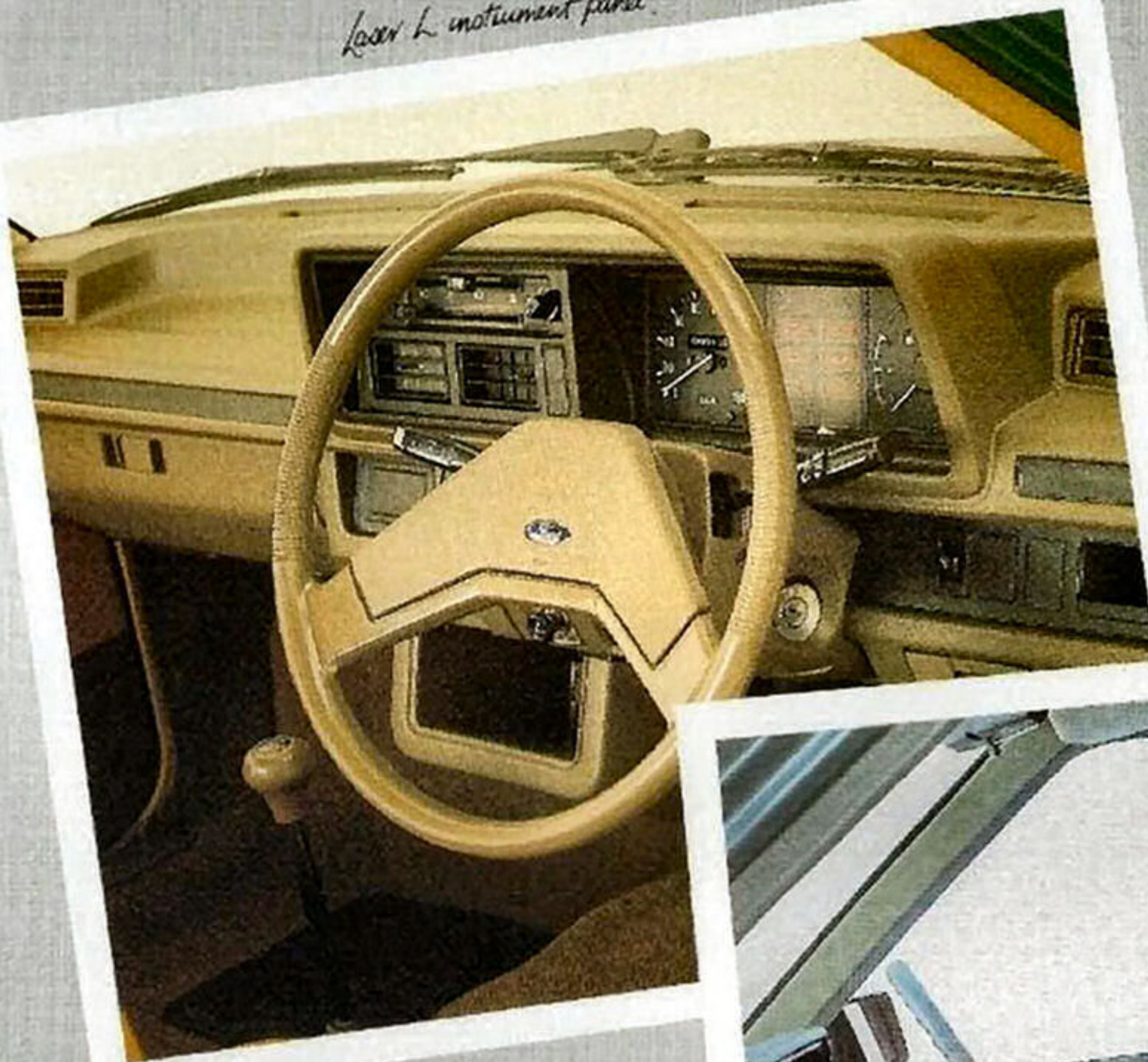
Laser GL 3 door with 1.5 litre engine, automatic transmission and metallic paint all available at extra cost.

Laser GL 5-door.

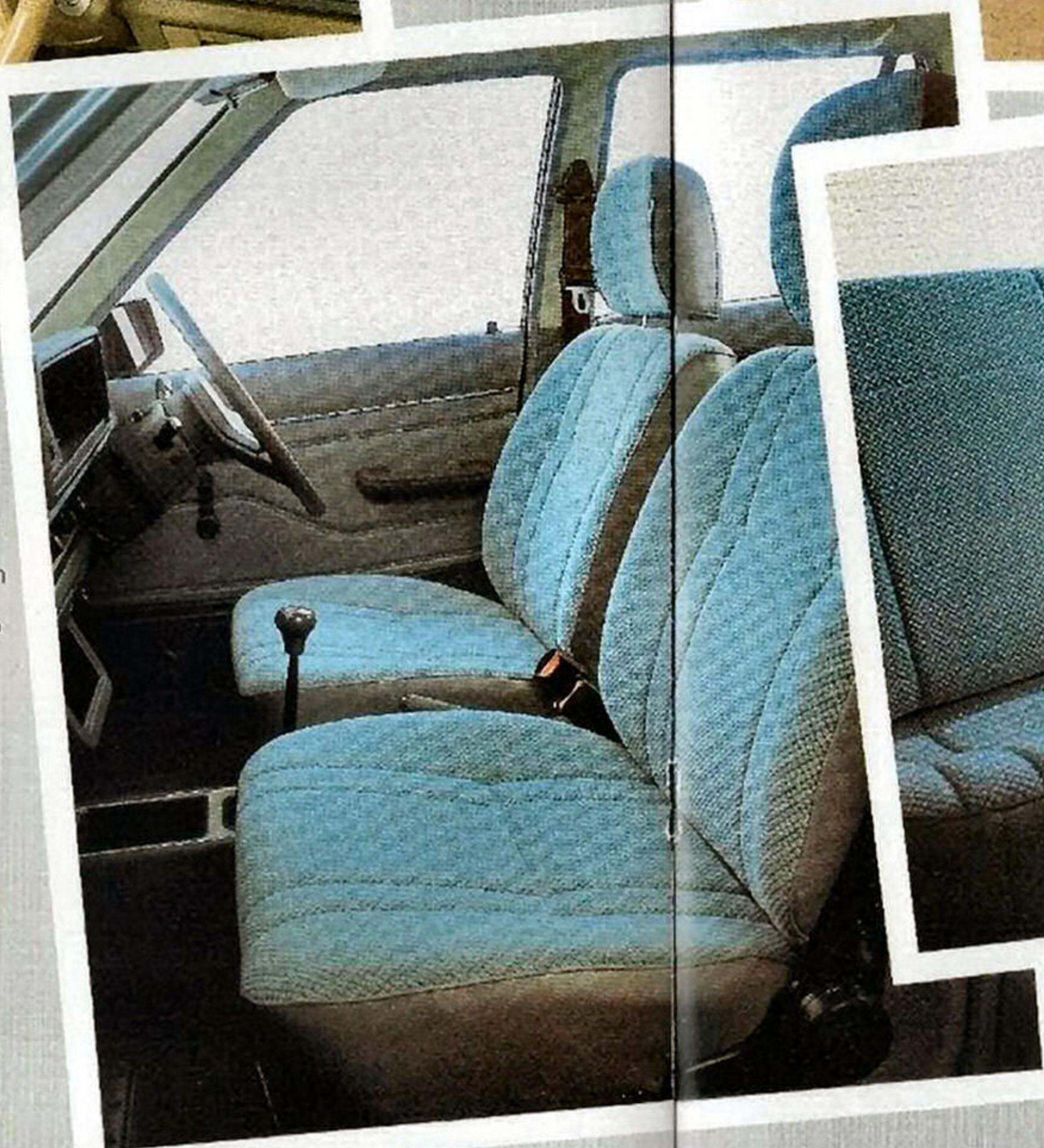


Laser L 5-door Metallic paint available at extra cost

Laser L instrument panel



The GL model, with a protective moulding that runs down the sides, and a rear hatch window with demister and wash/wipe system is a car with many practical features. Inside, an analogue quartz clock, AM push-button radio, outboard passenger grab handles, front centre console and a luggage compartment lamp are little touches that make the GL an economy car with anything but an economy feel. You can choose to enjoy these GL features in either a 3 or 5 door body style.



Laser GL interior. Cloth seat facings available at extra cost

A car to put you ahead

Laser Sport **S**

In any form the Ford Laser is a car with a lot going for it.

Features like fully independent suspension, a crossflow alloy cylinder head with multispherical combustion chambers and rack-and-pinion steering make it a very responsive car.

Added to this, the high performance Laser Sport has several important revisions to transform it into a car with a distinct character. Striping accentuates the car's sleek lines. And, a Scheel rear decklid spoiler adds to the sporty appearance.

Nestled under its low profile bonnet is a revised 1.5 litre engine. This high performance motor features twin Hitachi dual venturi down-draught carburetors, double valve springs, a redesigned camshaft and revised porting. With this better breathing and an increased compression ratio (from 9.0:1 to 10.0:1) the engine now develops 78.9 hp, giving the 1.5 litre Twin Carburettor Sport more get up and go.



Comprehensive instrumentation.

Helping you to enjoy this increased engine output, are low-profile ZR70S13 steel belt radials fitted to machined alloy road wheels. The suspension has different damping rates from the other Lasers, and these, with the rear stabilizer bar and the addition of a front stabilizer bar make the Laser Sport corner flat and predictably.

These help explain why the Laser Sport is an excitingly different car to drive. They are, however, features you will only appreciate once you are seated behind the wheel.



High performance engine with Dual Hitachi carburetors.

Laser Sport 3 door



Inside, the car is styled in the tradition of modern sports sedans. Black predominates. Cloth seat facings are black with very stylish red or grey striping. A four spoke steering wheel is adjustable for height. Instrumentation is comprehensive.

And down on your left the soft feel gear knob lets you know that a 5-speed manual transmission links that uprated power plant to the wheels.

The result is a car that is both pleasing to the eye and a pleasure to drive as you put it through its paces.



The Laser Sport interior is as distinctive as its exterior.

About this brochure. 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 sheets. Because of changes in conditions and circumstances Ford* reserves the right, subject to all applicable laws, at any time, at their discretion, and without notice to discontinue or change the features, designs, materials, colours and other specifications and the prices of their 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.

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Printed February 1982



Brilliant



Ford Australia - We're moving with you.

FORD LASER

