

Ford Laser Hatchback.



Have you driven a Ford... lately?





There's no doubt about it.

Since its introduction, Ford Laser has been voted Australia's favourite small car.

It's hard to guess how many kids have been picked up from school in a Laser.

How many bags of groceries have gone through those hatchback doors.

How many tight parking spaces Lasers have slipped into.

Or how many admiring glances they've

attracted from passers-by.

Yes, Laser is a car which Australians have taken to heart.

So when we set out to improve it, we knew we had a tough job ahead of us.

But improve it, we did.

There's more room on the inside. And

more power under the bonnet.

Yet the new Laser is designed to deliver excellent fuel economy.

And it's still easy to park and fun to drive.

New Ford Laser. It's built to beat the best.



Laser GL has set the standard for small cars.

The latest Laser raises this standard to new heights of practicality and style.

Beneath those attractive, modern lines, there's a practical roomy hatchback.

Fold down the 60/40 split rear seat

back rest and you'll open up hundreds of litres of stowage space.

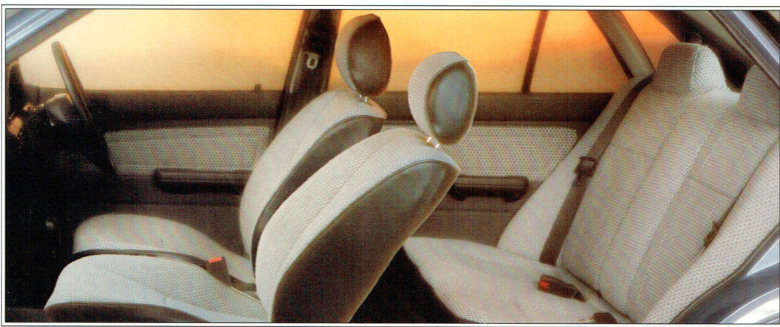
Kites, coffee tables, or camping gear. It's amazing what you can fit into the hatch.

And with the rear seat folded up, Laser

will accommodate five adults.

The Laser was designed to handle the many demands we place on a car in these modern times.

And does it with ease.



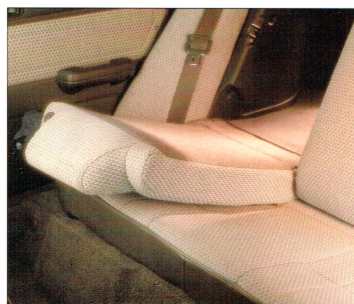
Laser GL has many features which make it practical and easy to use.

There's a remote boot and fuel filler cap release. A full centre console provides a handy storage area.

Height adjustable front headrests, a driver's footrest and integrated rear seat headrests help make Laser more comfortable.

Visibility is enhanced by a washer, wiper and demister on the rear window. As well as by the air vents directed to the side windows.

A security coded AM/FM radio/cassette with ten channel pre-sets helps keep



60/40 folding rear seat back rest.

you and your passengers entertained as you drive. A useful digital clock is included in the dash.

The seats have attractive cloth inserts, and are complemented by the durable loop-pile carpet.

Large seat back pockets provide handy space for items such as maps and street directories.

With the heater on, warm air can be

ducted to the rear footwell, for the comfort of back-seat passengers. And with the optional extra-cost air conditioning, cold air can be directed to the rear as well.

Tinted side and rear glass also help to keep the interior cool.

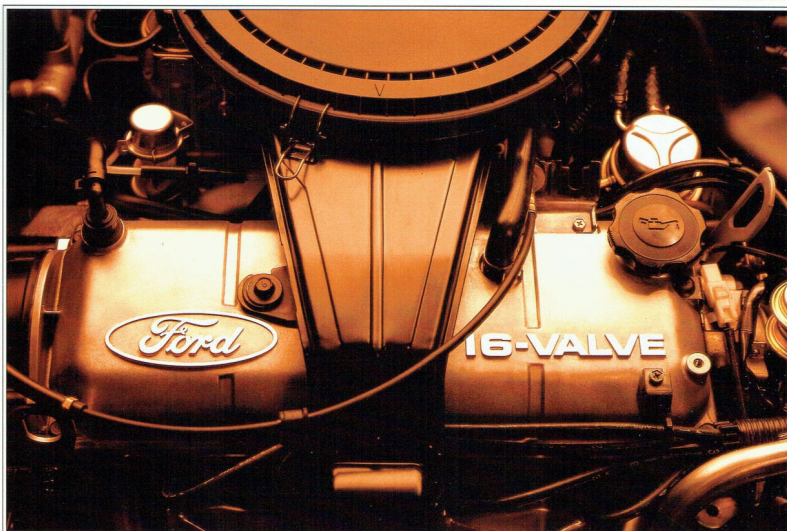
It's touches like these which put new Laser in front of other small cars.



Remote fuel filler cap and hatch release.



Automatic transmission and air conditioning available as extra cost options.



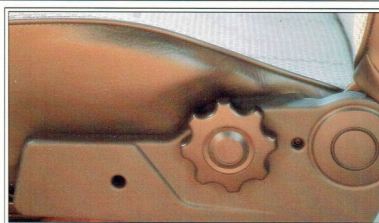
Laser GL comes equipped with an efficient 1.6 litre 16 valve engine, matched to an economical 5-speed manual. Or for a little extra, you can enjoy the convenience of the three speed automatic transmission.

The new 16 valve engine design features four valves per cylinder which enables the engine to work more efficiently, providing high

levels of power and torque across the entire rev range.

This gives quick, smooth acceleration, which assists when overtaking and helps to deliver excellent fuel economy.

A combination of front disc and rear drum brakes work together to help stop you securely.



Driver's seat tilt adjustment.

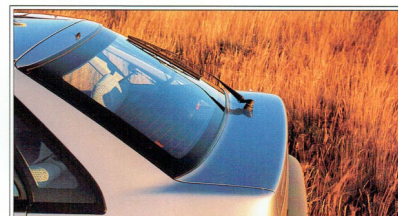
If you choose the extra cost optional power steering it means your Laser will be even easier to handle.

Extensive use of sound proofing techniques and materials help to provide a quiet, smooth ride.

You'll be able to enjoy your Laser for a long time, too.

To assist in the anti-corrosion process, a layer of powdered steel is evenly applied to the unpainted metal surfaces of each Laser, which gives a smoother surface for the paint to stick to.

It's just one of the things which allows us to offer a five-year warranty against corrosion perforation on every Laser.



Rear window washer and wiper.



The Laser's large hatch makes for easy loading and unloading.



If Laser is a leader among small cars, what do you call the leader among Lasers?

Ghia, of course. A name which is synonymous with the finest Ford vehicles.

It comes equipped with a new 1.8 litre

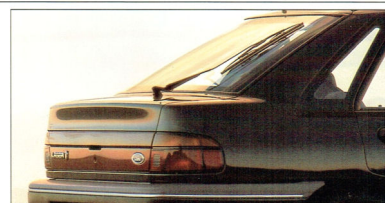
electronically fuel injected overhead camshaft 16 valve engine.

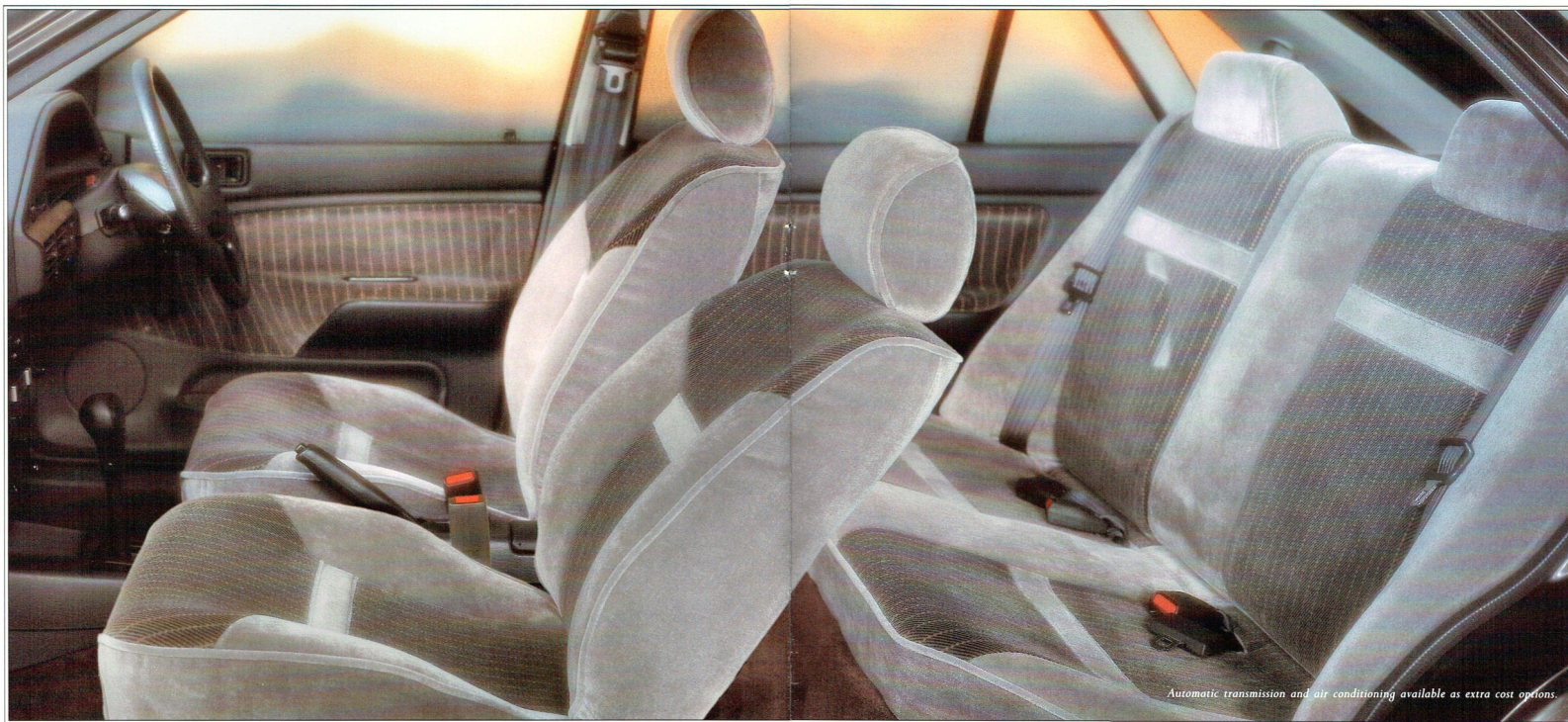
The electronic fuel injection increases performance, and improves economy.

Laser's five speed manual transmission features synchro on reverse and a light, precise

gear shift.

Whether you're negotiating city traffic or passing a truck on the open road, Ghia responds with a reassuring quickness, and four wheel disc brakes help provide sure stopping power.





Automatic transmission and air conditioning available as extra cost options.

The advanced new extra cost optional electronic four speed automatic transmission has been designed and engineered for new Laser.

A computer automatically changes the shift pattern to best suit the load conditions and there is also a "HOLD" function which helps to maintain traction on slippery surfaces.

Power assisted steering is fitted as standard equipment and it



provides a precise feel on the highway and in the city.

The expression "armchair comfort" springs to mind as you sit inside Laser Ghia.

The velour upholstery is pleasing to the eye and soft to the touch and co-ordinates with the soft, cut-pile carpet.

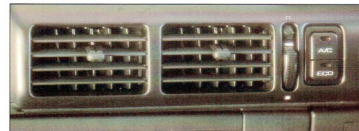
The driver's seat can be adjusted in four different ways and features lumbar support. To further enhance driver comfort and visibility, a tilt adjustable

steering column is standard equipment.

A deluxe security coded four-speaker stereo system is fitted to Laser Ghia. It gives you twelve AM/FM radio channel pre-sets, a cassette player, search and scan options, and Dolby noise reduction.

Instrumentation is comprehensive and easy to read when you're on the move. It includes an electronic analogue speedometer, tachometer, temperature and fuel gauges.

Closer inspection of Ghia reveals a



number of thoughtful touches.

A "headlights on" warning buzzer. Maplights. A vanity mirror on the passenger's visor. Illuminated ignition lock. And a digital clock.

Power mirrors are standard, as is central locking.



Take a look at it from the front. Or from the rear, or from the driver's seat.

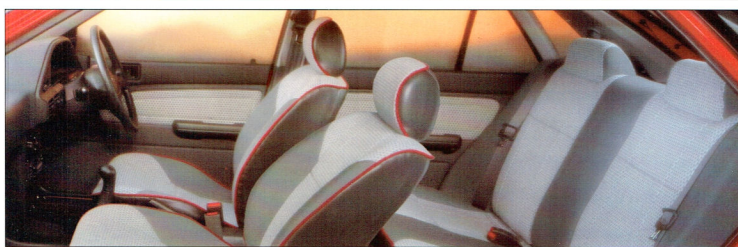
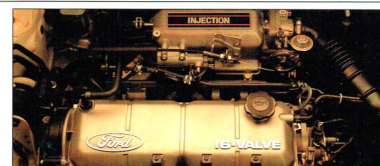
You'll agree Laser 'S' is a car with style. Distinctive wheel covers, two-tone paint. Special trim. The effect is extremely eyecatching.

The high-performance 1.8 litre 16 valve

overhead cam engine, with electronic multi-point fuel injection is teamed with a five speed manual transmission.

Which makes it a pretty rapid machine.

On the other hand, it's a roomy hatch-



back that'll negotiate city traffic with ease. To make it even easier, a four speed electronically controlled automatic transmission is an extra cost option and four wheel disc brakes bring you soundly to a stop.

And to help keep you in control,



Laser 'S' comes equipped with comprehensive instrumentation, including a tachometer.

Laser 'S'. Like all new Lasers it wasn't just built to be a better car.

It was built to be a better Laser.

Standard 5-speed manual transmission.

ACCESSORIES FOR YOUR NEW LASER.

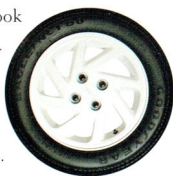
There's a new line-up of stylish accessories designed to enhance, help protect and extend the carrying capacity of the exciting, new range of Lasers. The best time to choose your accessories is when you choose your new Laser. Approved Ford accessories from your Ford dealer meet our exacting specifications and only Ford Accessories are backed by the Ford dealer 12 month/20,000 km express parts warranty.

AIR CONDITIONING.

Ford selectaire air conditioning is fully integrated and when operated with the car's heating and ventilation system provides a wide range of climate control. You can select cool, refreshing air on hot days and de-humidified air for fast demisting during cold winter months.

SPORTS ROAD WHEEL.

These stylish alloy sports road wheels add a distinctive sporty look to the new Laser. They feature the latest spoke design and are finished in white baked enamel.



DOOR BINS.

A convenient addition to Laser's interior storage. Door bins are ideal for maps, sunglasses etc. and are available in three colours to match all the new Laser interior trim combinations.

WEATHERSHIELDS.

Transparent, acrylic weathershields help protect driver and front seat passenger against wind and light rain when driving with front windows open.

REAR LOUVRE.

A stylish accessory that reduces sunload on the rear window and helps prevent heat build up in the passenger compartment.

HEADLAMP GUARDS.

Designed to blend with Laser's modern styling. Made from tough acrylic to help protect valuable headlamps against damage from road stones and small flying objects.

TAILORED CARPET MATS.

Made from high quality cut pile carpet with robust overlocking. These mats are contoured to fit footwells and are available for front and rear in three fashion colours to match all Laser interior colours.



TOWBAR.

Specially designed and tested for fitment to new Laser. With a maximum load capacity of 500 kg, the towbar provides the link between Laser and many towing applications. Wiring harness and plug kit are also available.

SKI BARS.

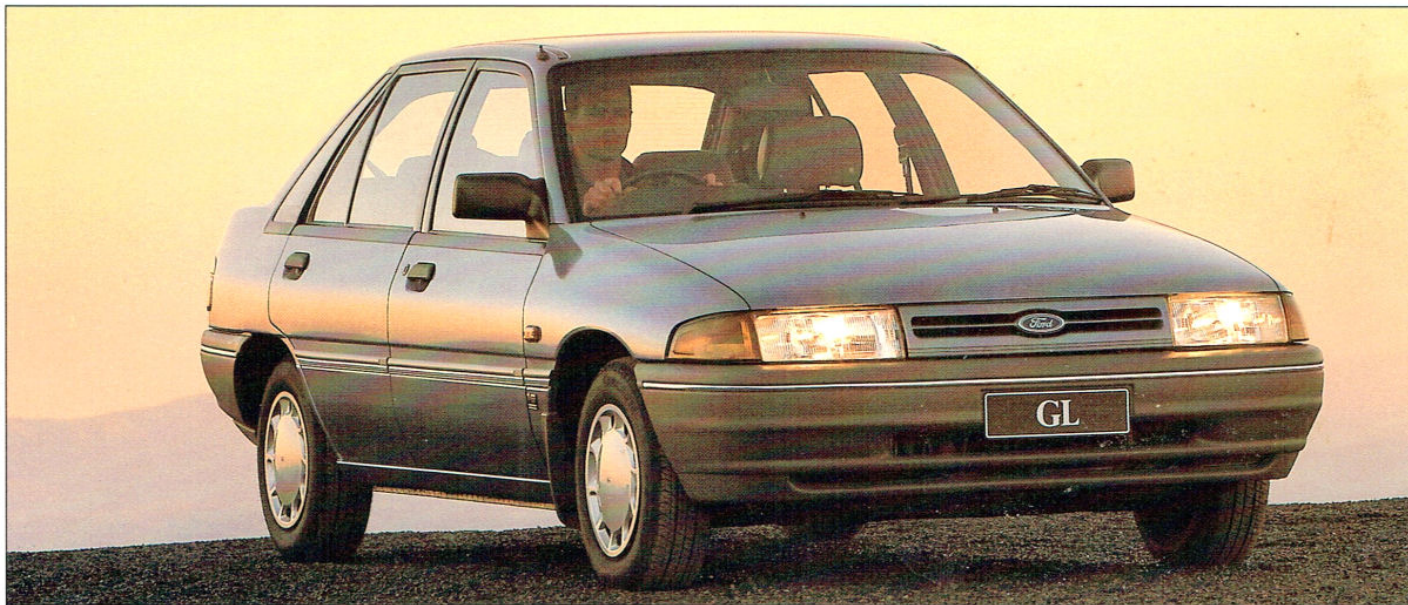
Help extend Laser's carrying capacity. Manufactured from extruded aluminium with a black anodised finish. Easily fitted and removed for storage when not in use.

CAR CARE PRODUCTS.

A quality range of car care products are available to help keep your new Laser looking its best at all times.

Products include those suitable for use inside, outside and under the bonnet.





THE AUSTRALIAN QUALITY AWARD.

Enterprise Australia has named Ford's Sydney Plant (where the Laser is built) as the recipient of its coveted award for "Outstanding Achievement in Total



Quality Control".

The people of Sydney Plant are proud of this prestigious award and Ford is committed to ensuring its high standards are maintained.

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 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 specifications 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.

*FORD MOTOR COMPANY OF AUSTRALIA LIMITED. (Incorporated in Victoria.) Registered Office: 1735 Sydney Road, Campbellfield, Victoria 3061.

Your Ford Dealer is:

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