National College of Art and Design
Faculty of Design Industrial Design

The development and design of Ford's dashboards.

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Introduction

Ever since the first Model T rolled off the assembly line in 1907 the dashboard of this legendary automobile has undergone considerable transformation. The purpose of this thesis is to analyse the development and design of Ford's dashboards from the Model T to present-day examples. The primary objective is to establish the changing attitudes of the Ford Motor Company in relation to dashboard design for mass production and mass consumption. The original Model T was designed to satisfy the desire for mobility and independence experienced by the working class, however, although the motives behind the design were honourable, it failed to break down certain class divisions. On a functional and economic level it provided a means of transport for the mass public, however there was still a certain distinction between the Ford automobile and other more prestigious brands such as Lincoln, Chevrolet and Packard. The automobile designed by Henry Ford was both affordable and accessible to the working class but a lingering question remained. At what cost?

By examining the stark simplicity of this early dashboard several observations may be noted from its design (These will be elaborated on in Chapter 1). A further concern expressed by Henry Ford in his creation of the universal car was the use of standardisation so as to ensure an inexpensive end product. This has a particular significance when applied to the Ford Motor Company as the main preoccupation envisaged by Henry Ford was an automobile where every dashboard component was standardised. Even the colour finishes he chose for the bodywork displays his strong inclination towards standardised production. In 1914 Ford discontinued all colour finishes on the Model T announcing that "any customer can have a car painted any colour he wants as long as it is black". If this was his approach to paint work, can we assume he displayed equal fanaticism when dealing with the multitude of components used within the dashboard? These days this attitude personified by Henry Ford has radically changed, where variety and optional features such as duel airbags, radio-

cassette recorders, leather trimming etc, have become an integral part of Ford's manufacturing strategies and marketing campaigns. This thesis investigates the factors, both technological and social, that have played a part in influencing Ford's primitive and contemporary dashboard designs. Chapter 2 investigates the development of the dashboard during the 1950s where excess styling and chrome transformed the designs into aggressive emblems of a new era enthralled by speed. The contemporary dashboard shall be analysed in greater detail in Chapters 3 and 4 by introducing the effects modern ergonomic research and technology has had on its design.

CHAPTER 1
FORDISM AND THE MODEL T

Fordism and The Model T.

Depicted in plate 1 is the dashboard of the Model T. This car may stand as a landmark in the history of the automobile, however its crude and fragmented appearance says a great deal of the process of manufacture. It may be observed that although the automobile had evolved into a complicated engineering marvel, having a 20-hp, four cylinder engine, it required only the minimal amount of visual and technical displays. It consisted merely of a large speedometer constructed from glass and stainless steel, that was fitted directly into a hardwood dashboard. The steering wheel itself was mounted upon a vanadium steel turning column. The column protruded from the dashboard at an awkward angle giving the impression of a car that had been assembled through the division of labour process. It may also be noted that other functional controls were attached crudely around the steering column. These included such controls that operated the front head lamps and windscreen wiper. Although the dashboard was embellished with certain metals that were perceived as being luxurious eg brass, it could never be associated with the grandeur of several of the European and American craft manufactured automobiles. Often the woodwork of the Model T, usually veneered panels, were attached to the dashboard using synthetic adhesives. This had the tendency of creating a surface where the seams between separate panels were noticeable. By contrast, the woodwork of the more expensive car models were manufactured through a laborious task of integrating exquisite mahogany and teak panels that transformed the dashboard into an environment fit for nobility.

Alongside these, the Ford's dashboard had a disjointed and lacklustre appearance, yielding little or no comfort and sophistication. Another fact that distinguished the Model T from other more expensive automobiles was the use of sub-contract manufactured instrumentation control panels and displays. It was not until the 1915 move to the River Rouge plant in Detroit that Ford became nearly totally

self-sufficient. This fragmented look could also be directly related to the manner in which the dashboard was designed and constructed by using various orthographic, single view, drawings of engineers who were more interested in following technical specifications than creating aesthetically pleasing interfaces.

At first it seemed that by introducing the automobile into popular culture the chasm between the working and upper classes would cease to exist. However, this was not going to be the case. Although the dashboards of the early chauffeur-driven automobiles such as the Cadillac Landaulette (1914), bore a striking resemblance to the appearance of the Ford Model T instrumentation panel. This was to distinguish between the servant and master; and to reassure the upper class of their financial supremacy within the hierarchical structures of society. Often the drivers cabin within these limousines were sparsely decorated in contrast to the opulent leather trim and upholstery of the passengers compartments. During the late 1920s however, there was a surge in the ownership of privately owned custom built automobiles. It was motorcars such as those produced by Lincoln and Cadillac, circa 1925 that illustrated the social gap that existed within society; "the individual led an unhurried discretionary life unsullied by necessity or routine" (Gartman, 1994, p 58). On a psychological level it became apparent that although the Ford car was relatively inexpensive, $270 in 1927, this did not compensate for the mechanical appearance of the vehicles interfaces on the dashboard. Whereas the exclusive automobile's dashboards strived to integrate the various controls to form a pleasing and functional aesthetic appearance, where brass and sometimes gold were hand finished with a craftsman's care, the Model T's unpolished fragmented dashboard became only a reminder of the horrendous toil experienced by the working class in the cars production. When the automobile was a novelty, the general public was enthralled with the technological machine aesthetic of the dashboard, but by the mid 1920s technical innovation had slowed down. Indeed the severe geometrical forms soon began to be regarded with a certain contempt and resentment by the working class occupants of these cars.

The Model T could no longer be viewed purely a means of transport that brought a person from the dreary factories and industrialised cities to the great outdoors. The designer had now to take into account the actual interior environment of the automobile with particular emphasis on the dashboard's design. This disenchantment experienced by the working class was probably fuelled by the lack of emotional sensitivity afforded to the interior environment of which the dashboard is the central motif. From an ergonomic point of view, the Model T's dashboard lacks the qualities one would expect from an automobile that was conceived with compensatory leisure in mind. The observer can find none of the comfortable features such as smooth upholstsery found in the more luxurious makes of automobile.

It became clear from the fall in sales of the Model T, that the "Fordist" philosophy had to be modified to ensure survival of the company in the future (post 1927). The modern Ford dashboard has become an integral part of the contemporary automobile. In many respects it has become the central interface by which the user interacts with his machine. Information from numerous engineering parts are quantified and conveyed to the user through an amazing array of technical dials and meters. These include the analogoue dials such as the speedometer, odometer, tachometer and several gauges, often pointer oriented displays. The primary locomotive instruments are clustered directly within the users reach and designed with both aesthetic and ergonomic considerations in mind. This modern perspective shall be elaborated on in Chapter 4 of the thesis.

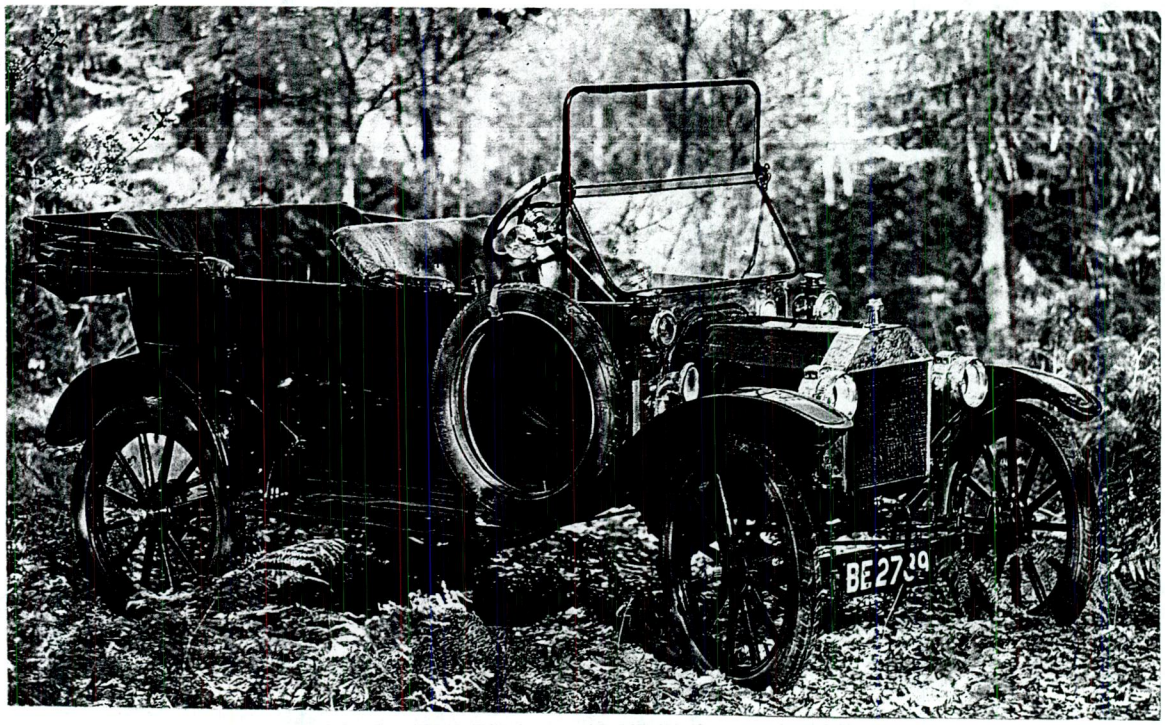


Plate 1 Ford Model T 1907.

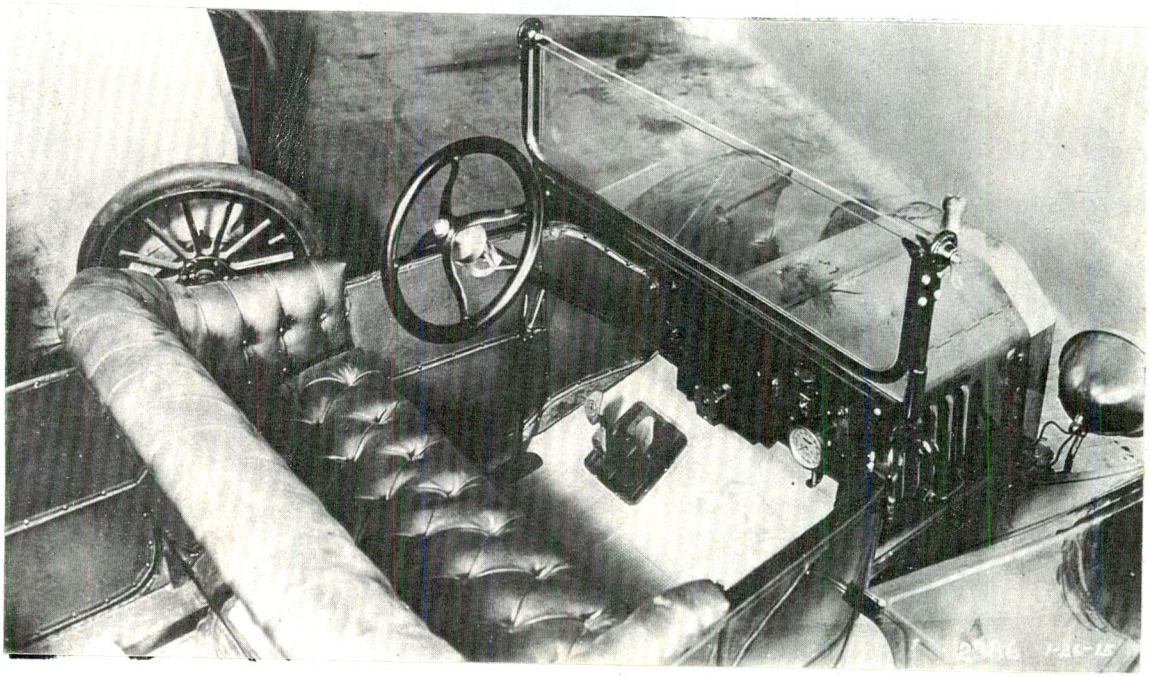


Plate 2 Ford Model T 1907.

CHAPTER 2
STREAMLINING AND EXCESSIVE STYLING 1950s

Streamlining and Excessive Styling, 1950s.

The decades following the Second World War saw the introduction of some of the most excessively styled vehicles in the automotive history of the United States of America. This chapter attempts to reveal how the superficial ornamentation and decorative style of the body shell was resonated visually within the dashboard designs of this era. Here dashboards reflected literally the automotive industries obsession with extreme excess and ostentatiousness. In the infamous Ford Edsel Citation 1958, the viewer is bombarded with such a staggering amount of brash chrome, applied to an essentially ugly car, it leaves the spectator with a nauseous feeling swelling in the pit of his stomach. David Barry describes the car as "sinking in its own wake" Barry, 1988, p76, amid the marketing hype that surrounded this Ford disaster. The dashboard of this car epitomises this decade of excess where flamboyance was given greater priority than ergonomics, safety and modern aesthetical integration of the many components of the dashboard. Although the positioning of the dials are located prominently within the scope of the drivers vision, critical observations must be made in relation to the induced psychological effect this dashboard has on the driver of the automobile. This type of dashboard could provoke a violent and aggressive response from the driver, ultimately influencing the manner in which the vehicle is driven.

The dashboard's form can be directly linked to the increased interest and excitement of aeronautical cockpit design that had become prevalent during the 1950s. Although the conquest for speed had been expressed in the streamlined designs of Raymond Loewy, Norman Bel Geddes and Henry Drefuss during the mid 1930s, the dashboard designs of postwar America gained a new kind of flamboyance never quite experienced before. It became evident that the engineer's role in the styling of these dashboards would become vastly diminished. The most influential exponent with the field of automobile styling was Harley Earl who, although not a member of the Ford motor company, still inspired much detail design that has been utilized within the dashboard.

The Ford Thunderbird (1955-1958) or T-bird as it is affectionately known bears testament to this. This particular car's dashboards are illustrated in plates 3 and 4. Introduced in 1955 as a lightweight sports car, the Thunderbird's dashboard exemplified the golden age of American dreamcars. The dashboard is a fantastic blend of luxury and prestige derived from different European influences namely the subtle styling of companies such as M.G. (GB) and Porsche Italy. The classical T-Birds demonstrated a certain kind of romantic charisma that appealed to millions who strived towards the American dream. Although the Ford Edsel's dashboard may be denounced due to its high degree of exaggeration, the Thunderbird's dashboard was conceived in such a manner that lends the interior environment a feeling of sporting elegance and gratefulness. The dashboard of this car was styled to perfection creating an image of a threatening, powerful and muscular car immediately becoming a symbol of the American way of life. The dashboard itself reflects the power of the V8 engine under the bonnet with a 400 horsepower rating. The first aspect of the design we find enticing is the simplicity of the different readout displays. Here the speedometer, fuel gauges, temperature gauge and other relevant dials are clustered together on a patterned stainless steel dashboard panel. The vibrant red leatherette used in the design not only complements the style of the body-shell but also forms a lavish wraparound surface to protect the instrument clusters of this fabulous sportscar from such aspects as weather and vibration. The dyed leather trimming that envelops the steel steering wheel again illustrates how a consistency has been maintained throughout the entire design of the automobile. It is curious to note that the diameter of this particular wheel has been adapted from the standard Ford saloon cars of earlier years. Most European sports cars integrated a smaller wheel to enable the sporting enthusiast greater control over his high performance automobile. Often this leather trimming was perforated, or dimpled, to allow perspiration to dissipate from the user's hands into the soft absorbent material. Again, this was to enhance the image and function of the T-Bird as a performance car.

The instrumentation of this automobile was surely in a class of its own. Almost instantaneously the driver could interpret the various settings, control and displays. This is aided by the fact that the steering wheel's inner holding grip is partly segmented, allowing the user an ease of visibility so often neglected in other performance cars of the same decade. The detailing of the individual dials is also quite superb. The observer notices that the clarity of the graphics is excellent. The designer has utilised the codes of colour contrasting to ensure the legibility of the numerous instances where graphical iconography has been used on the dashboard. The designer has chosen a metallic grey superimposed on a matt black background for the numerals relating to dials. The only design fault that can be discerned from this automobile's dashboard is perhaps the possibility of glare when driven under conditions of intense illumination. The latter point is negligence on the behalf of the designers as this could be a contributing factor in the event of an automobile accident. This glare is minimized in contemporary dashboards by the use of various types of modern plastics. This is expanded on in Chapter 4.

During the late 1950s the quest for speed began to be suppressed in preference for automobiles that took into account innovation and state of the art technology through new gadgetry located on the dashboard. Although theoretically the form most associated with speed from an engineering perspective was the tear-drop; the early industrial designers sought to discredit the engineers input by stating emphatically that the existing market desired car dashboards that gave the impression of speed and not necessarily the functional aspects such as dials relating to realistic aerodynamics. The mathematics of streamlining is described in detail in (de Noblet, 1993, p325). Since clientele of the Ford company hoped to express their individuality through this new icon of popular culture, the dashboards of these automobiles had to reflect the optimism of the times. One such car that offered a vast array of technical advances, whose functions cluttered the dashboard panels was the massive Ford Galaxy Skyliner (1959) illustrated in plate 5. Amongst the novelties offered on the dashboard were a

choice of automatic or manual transmissions, variable speed windshield washers, hi-fi radio, air conditioning and convertible car roof as standard. It was not surprising that much of this technological wizardry failed even before the car's guarantee had elapsed. Towards the end of the 1950s consumer dissatisfaction flourished within the marketplace. This disenchantment was linked to two historical events that occurred during the closing years of the 1950s decade. The first was the Sputnik satellite (circa 1957) that ensured dominion of the skies for the U.S.S.R. The second was a recession that plunged the working class into financial insecurity that culminated in the rejection of frivolous innovations pioneered during the early years of that decade. It had been proven that the austere country behind the Iron Curtain was technically more advanced. It was at this time the Ford dashboard took a new direction, where style would be substituted for the over-indulgent excess that was both brazen and all to prevalent during that decade.

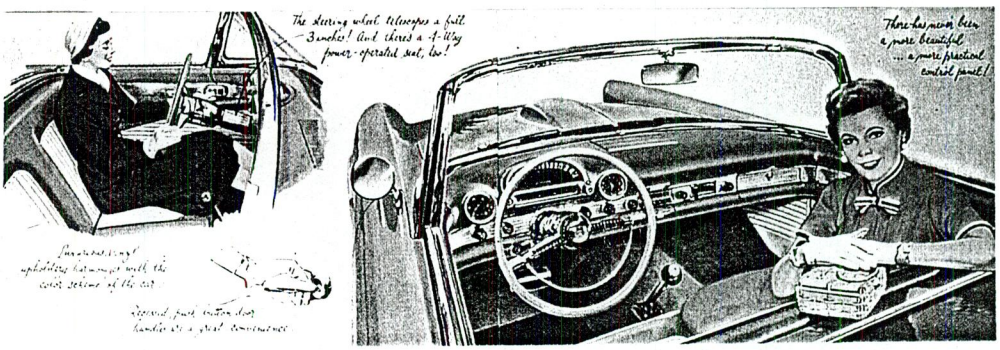
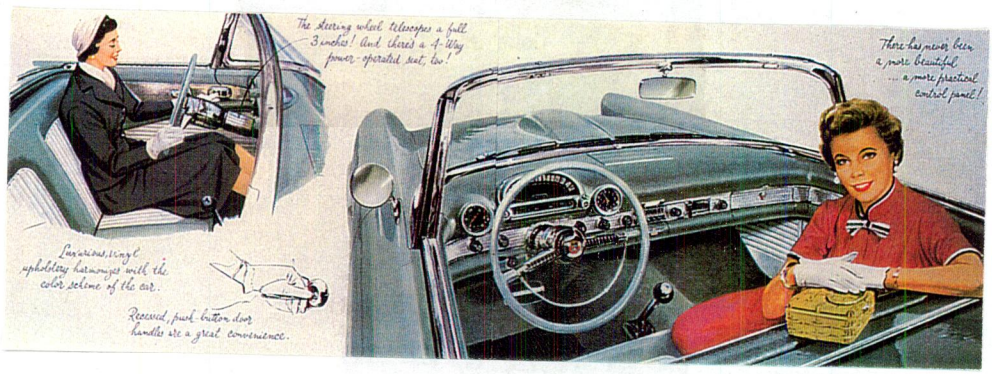


Plate 3 Ford Thunderbird 1955.



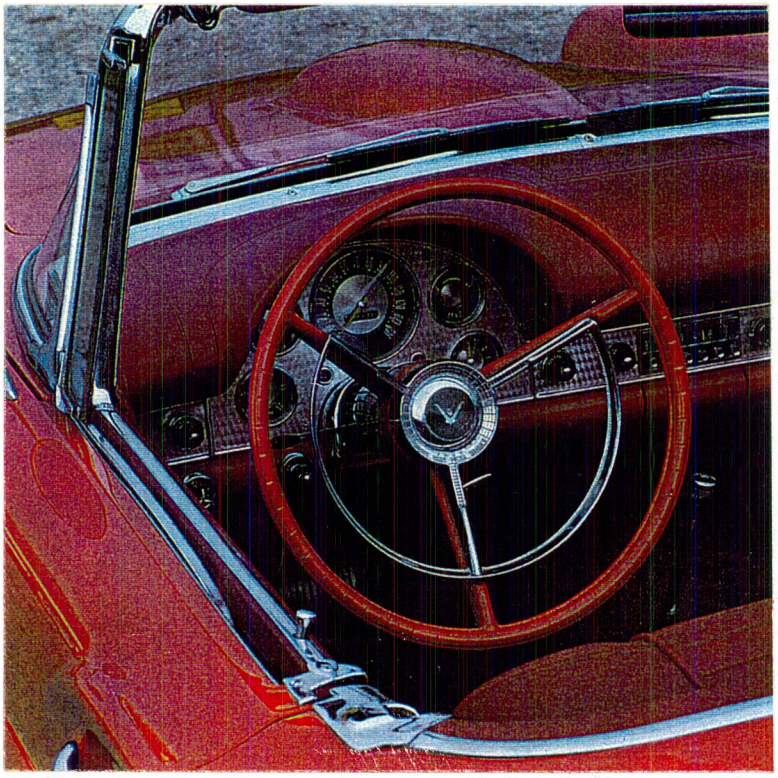
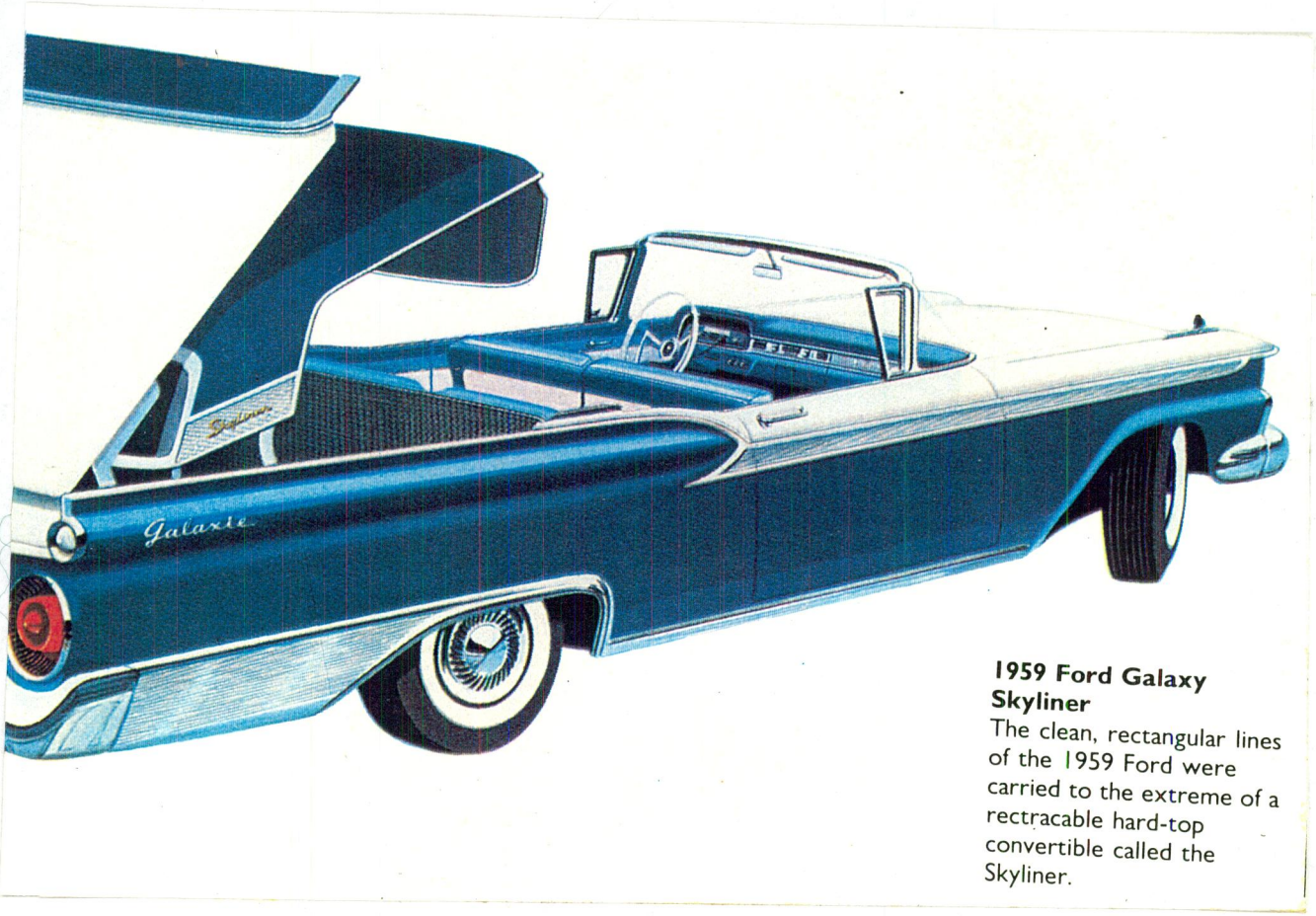


Plate 4 Ford Thunderbird 1957.



1959 Ford Galaxy Skyliner
The clean, rectangular lines of the 1959 Ford were carried to the extreme of a rectracable hard-top convertible called the Skyliner.

Plate 5 Ford Galaxy Skyliner 1959.

CHAPTER 3

1960s and 1970s

Aggressive Styling and Automotive liability

1960s and 1970s
Aggressive Styling and Automotive Liability

In 1964 the Ford Mustang was launched and this heralded in a new era in dashboard design. The most important feature from a stylistic viewpoint was the marriage of sports coupe excitement with a general preference for sedan comfort. This was clearly represented in the design of the dashboard of this specific super car. The styling was probably developed by the studio of Ford's head stylist Eugene Bordinat. It is within the dashboard that the actual character of this legendary car was conveyed to the seated driver. With the automobiles heavy duty suspension, 389 cubic-inch V8 engine, the dashboard has been designed with road-holding in mind. Depicted in plates is one of the most popular variants on the muscle car theme: the dashboard of the 1966 GT-350 Mustang.

The most striking features of the Mustang were the perforated three-spoke, chrome steering wheel and the crisp vinyl trimming surrounding the main interface panel. It may be noticed that the Mustang's steering wheel is again targeted at the sports enthusiast by way of the manner in which stainless steel studs have been carefully patterned around the circumference of the wheel. The drivers attention is also drawn to the ergonomic configuration of the readout displays. These are arranged within a framed compartment and are based on analogoue formats. Again however, as with the Ford Thunderbird, the designer ignores such phenomenon as glare in his pursuit of chic and sexist imagery. The introduction of black leatherette on the upper surface of the dashboard offers the occupants of the car a touch of lavish styling never quite touched upon during the 1950s. It is factors such as this subtle interior detailing that distinguished the automobile from other inferior sports coupes. An interesting ergonomic development witnessed in the design of the Mustang is the integration of the housing of the gear-box into the rest of the dashboard. This merging of interior forms can clearly be traced to the incredible influence aeronautical ergonomics have

had on automotive design. By comparing the cockpit of aeroplanes such as the World War 2 spitfire, we appreciate the role of the ergonomist in the orderly presentation of display panels and functional iconography. Within the cockpit one is surrounded by a mesmerising amount of technical data displays. for a concise explanation of the pilots cockpit see (Smith 1982, p326).

With reference to the graphics of the Mustang, especially the engraved iconography the designer has instilled a certain sense of exclusivity into the interior furnishings. This is evident in both the brand name Ford positioned within the centre of the steering wheel but also on the setting of the choke, ignition and the radio cassette recorder's tuning dials. It must hence be reiterated that the Mustang's dashboard encompassed all the aspirations the American public associated with the dream car imagery. Although the dashboard styling retains elements from the 1950s, the rectilinear simplicity and arrangement of the numerous components imbues the dashboard with a feeling of functional logic combined with an aesthetical unity. The forms may be highly geometrical yet the caricature associated with cars such as the Edsel is thankfully absent. The dashboard of the A C Cobra (1965) illustrated in plate 6 was not designed to be either sophisticated nor aesthetically pleasing to the eye. It was created to give the impression of an automobile that was both extremely violent and excessively fast. It was designed to facilitate an aggressive V8 engine with a 289 cubic-inch capacity. The Cobra was a vehicle that was developed for the ultimate quest for speed and the destruction of all existing performance records. It is fair to say no other part of the interior illustrates this fact better than the dashboard. The Cobra's styling was originally the work of the British stylish John Tojeiro who managed to create a breathtakingly beautiful body-shell. The sheer quantity of dials, displays and controls gives some insight into the purpose of this automobile in the supercar stakes. The most famous demonstration of the Cobra's performance was the road test surveyed by car and driver magazine, in which the Cobra 427 accelerated from standstill to 100 mph and then stop, all accomplished in 14 seconds.

The dashboard may reflect the capabilities of the powerful engine yet, from an ergonomic aspect it offers little in terms of comfort, luxurious style or safety features one would normally expect to find in a commercial sports car. It seemed apparent that the conquest for speed, the designer has crammed the dashboard with such a bewildering amount of controls that unless the occupant were a professional racing driver, he would probably suffer from an information overload in attempting to make sense of the various displays. As a high performance racing car it does however capture the spirit of a vehicle designed for accelerating at high speeds. Although the dashboard has a charmless form, the instrumentational dials appear to be suspended in mid-air, the individual detailing of the displays is intrinsically quite good. Notice how the ergonomist has applied colour coding conventions such as the white capital numerals on a pitch black background. The steering wheel also contributes to the functional machine aesthetic of the AC Cobra's dashboard. This is again comprised of three supporting diecast spokes not that dissimilar to that of the previously discussed Ford Mustang. Observe also how various two-way switches have been incorporated into the design. Clearly these have been included for rapid-response action when driving under fast conditions.

During the late 1960s a key consideration of researchers including Psychologists, Marketing advisors and sociologists, have been the attitudes and behaviour of the driver behind the wheel of the automobile. It has given impetus to a consumer movement whose main objective is improving automobile safety. This in turn has forced engineers and designers to concentrate on making the car itself safer and improving the vehicles interior environment with a particular emphasis on designing dashboards that are more crash worthy. Previously this aspect of automobile design remained largely unchecked, causing an outcry from large consumer groups who have campaigned vigorously for the introduction of some kind of automotive legislation. The catalyst was a man named Ralph Nader and his book "Unsafe at Any Speed" published in December 1965 exposed Detroits unrestrained marketing power at the

expense of public safety. It also bitterly attacked their cynical attitude towards safety and highlighted their negligence in failing to pay compensation where their design had clearly been a contributing factor in any given accident. While Detroit motor companies Ford included incessantly defended the dream car imagery of their dashboards blaming the nut behind the wheel, however a Cornell University research team, working with the Indiana State police had estimated that of 600 accidents surveyed many with fatalities, that only 16% were non-survivable and that the remaining 84 percent of lives lost could have been prevented through considerably safer dashboard design. Here the manufacturers failed to recognise the problematic aspects of dashboards designed in the 1950s and 1960s. Ford strived for the American dream car imagery. The designs had many protruding parts that could on impact cause serious bodily harm, even death. Ford defended these designs by stating emphatically that the automobile was an intrinsically dangerous product and that the user automatically assumes the risk when driving the vehicle. The statistics above are referred to in (Rettifer, 1984, p224). A reformative program was set in motion which encouraged collapsible steering columns, the possibility of using inflatable airbags and the introduction of the now compulsory padded dashboard panels. Although the airbag was developed during the early 1970s, it has only been given limited consideration in recent years. It has been estimated that during the early 1970s an estimated 9000 lives a year were lost in the U.S. This could have been avoided by installing duel airbags. (Rettifer, 1984, p235). It was the Californian inventor Don Friedman, who was able to demonstrate in tests that a car fitted with an airbag and designed with soft touch vinyl covering could provide total protection for the automobiles occupants hitting a wall at 50mph and another car at 100mph. It would have required £200 million to put such a car into production, with each car selling for approximately $10,000. During the late 1960's this patent was offered to several Detroit car companies, but the marketing divisions for these companies had decided this was not cost effective, so human lives were sacrificed for financial gain. It is ironic that the Ford company, who these days pride themselves on their dashboards

safety features issued such blatantly hypocritical statements such as "safety does not sell" (Rettifer, 1984, p234). Since then Ford have been forced to sell safety to stay in competition with European automobile makes such as Volvo, Saab, Mercedes-Benz and Rover. However the rectilinear styling has been replaced by curvaceous forms with an understated safety and quality.

The 1970s saw a stagnant phase in Ford's dashboard designs. Although pine veneers gained immense popularity, these panels appear to have been applied to the dashboard as an afterthought. A sectioned view of the interior of the Escort Mexico (1970) is illustrated in plate 8. The design can hardly seem very impressive alongside its modern day counterparts. There appears no dominant theme interwoven into the numerous components of this dashboard except for a rigid utilitarian geometry. Every element within the design can immediately be distinguished as a separate form. It seems the dashboard has been designed in a myopic fashion where the components steering wheel, air vents and display clusters were developed in a mutually exclusive manner. The radio located in the centre of the dashboard is again an off-the-shelf automotive product incorporated into the design. In contemporary car models discussed in the subsequent chapter this unique feature has been manufactured by the Ford motor company. This increased level of detailing adds an aura of exclusivity to the Ford automobile. The Mexico's dashboard by contrast exhibits a fragmented aesthetic. Although the instrumentation panels are quite good one feels the forms should perhaps flow into each other. Even the ventilation system, located on the top of the dashboard, shows a lack of care in its design. It consists merely of two circular grilles, yet the rest of the dashboard is rectilinear in style. The pine effect wood finish also had a tendency to peel from the dashboard due to the inexpensive adhesives used in its shoddy construction methods. Contemporary designs have solved this problem by integrating the veneered facia into the rest of the organic dashboard moulding. This makes the veneered panels more durable and increases the life span of this part of the dashboard. The design of the Ford Mexico has also been conceived with safety

and reliability in mind. Notice the introduction of the soft touch leather that stretches across the dashboard. The companies view on the inclusion of airbags however has not waned under the pressures of consumer safety lobbyists. This aspect of Ford's policy on passive safety features was most distressing for the dedicated members of such groups.

This utilitarian dashboard again bears the hallmarks of mass production where the components penetrate the facia creating distinctly geometrical forms. The instrument clusters behind the leather steering wheel display a sound visual clarity, however, the plain pine veneer and unfinished craftsmanship of the various panels tends to leave the occupants overwhelmingly disappointed with the dashboards design. The stark austerity was at first rejected by the American public at large who had become accustomed to the lure of the dream cars of an earlier era. As with most badly designed products the users themselves did not recognise the shortcomings of the dashboard's design. They merely became passive victims of the American automotive industry. The passengers simply adjusted to the technology that was forced upon them by Detroit's marketing departments. If, for instance, the ergonomics were not up to scratch the consequence for the occupants were poorly displayed instrumentation panels, often causing eye strain. This clearly illustrates the power of the marketing division over elements within the dashboard's form. It was following this that the contemporary dashboard emerged.

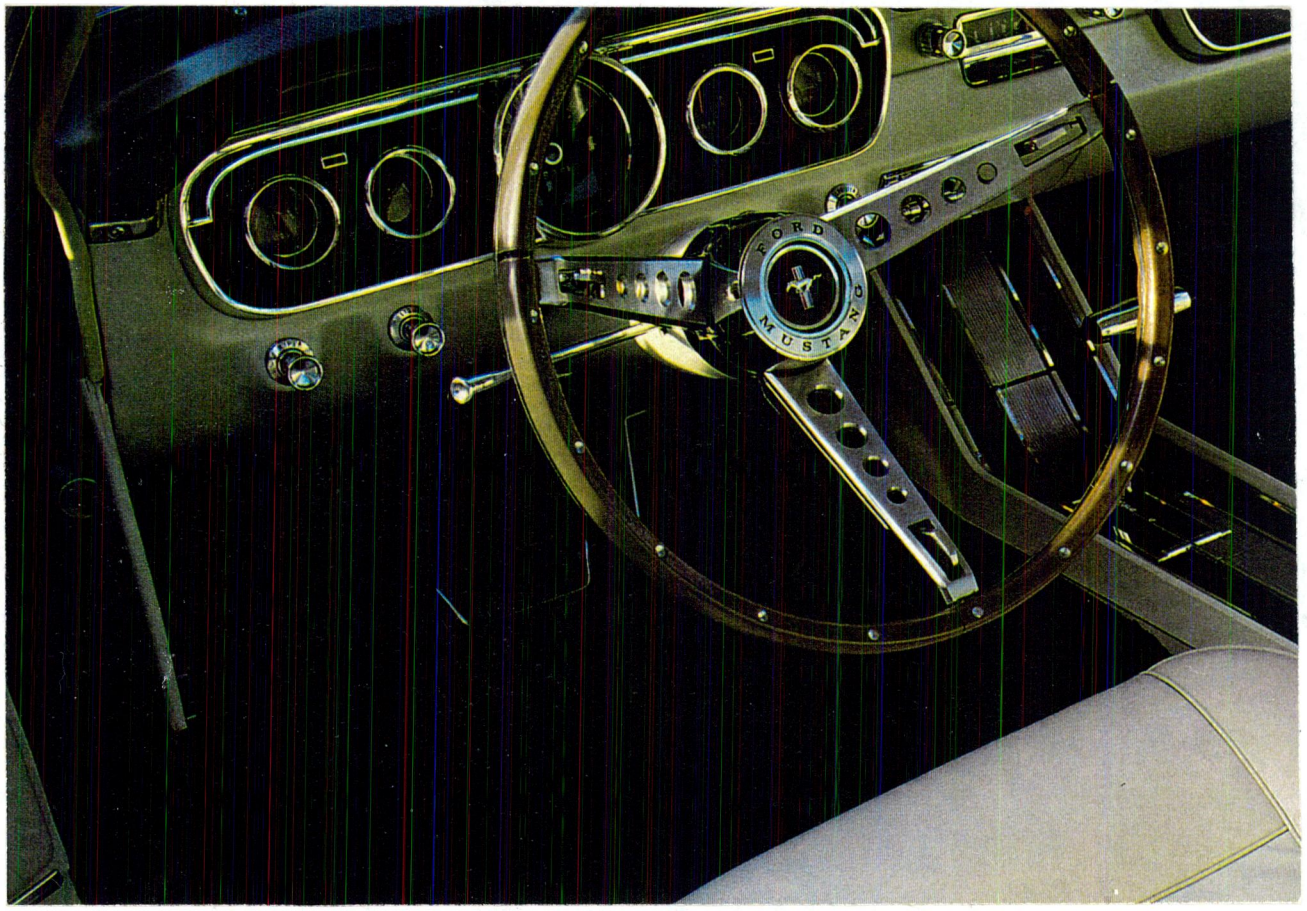


Plate 6 Ford Mustang GT-350 1966.

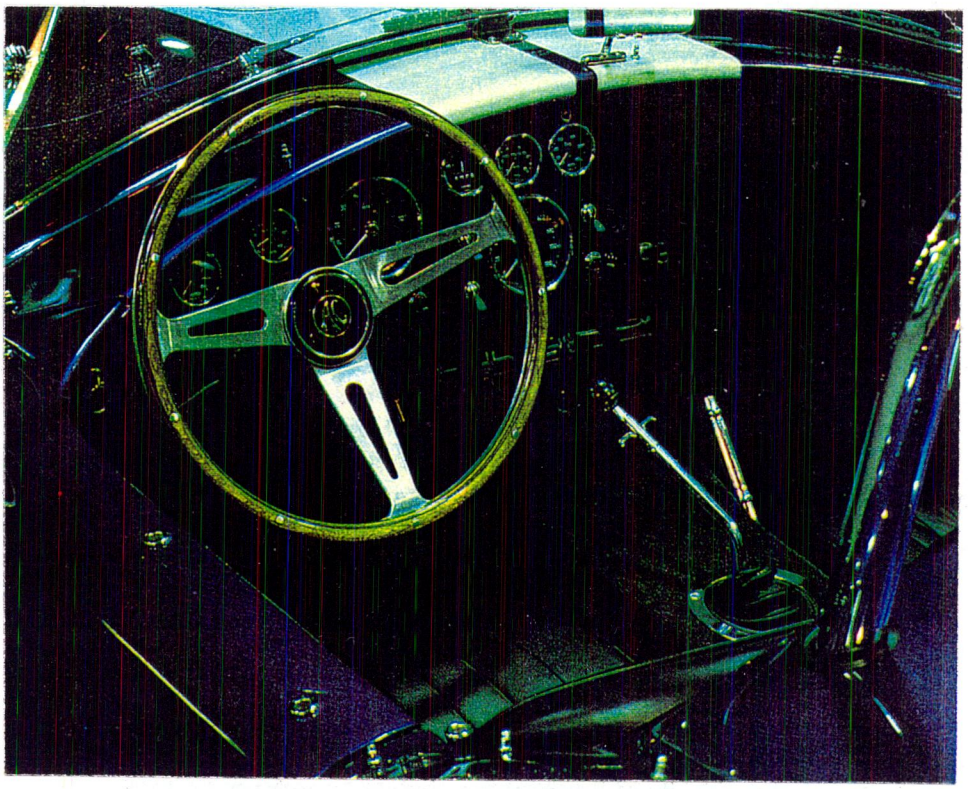


Plate 7 Ford Cobra AC 1965.

Plate 8 Ford Mexico 1970.

Plate 9 Ford Cosworth 1970.

CHAPTER FOUR
CONTEMPORARY DASHBOARDS

Contemporary Dashboards

Originally the dashboard was perceived as being a purely utilitarian system within the interior of the automobile. The main focus of attention when designing and styling the vehicle was the outside body shell. It may however be clear from modern dashboard designs that many factors influence this important part of the motorcar. In many respects the contemporary dashboard has several functions to perform for the driver of the automobile.

First and foremost the dashboard provides the user with the invaluable data needed to operate this remarkable machine. These days the occupant has an infinite array of instrument panels that convey information relating to speed, mileage, temperature, fuel consumption, lighting and air-conditioning. Technology has ensured that the steering column may be fitted at any angle required by the driver. The modern day motorist has also been introduced to such innovative state of the art features as power steering, collapsible steering columns and cruise control.

Unlike the ethos behind the early mass-produced Ford dashboards, the modern designer has taken into account the psychological effect the interior environment has on its users. This becomes obvious from the vast amount of optional features available to the driver. These include air conditioning that is capable of altering the humidity of the air, noise insulation panels that silence the growl of the engine into a gentle hum and various kinds of entertainment functions such as quadraphonic radio cassette recorder etc. Towards the end of the twentieth century the Tokyo Motor show, established during the early 1980s, has become an auspicious occasion for car designers. It has gained a higher profile than the Turin show and has subsequently become the benchmark for the automotive industry since 1950. Japanese automotive dashboard design have played a pivotal role in establishing an international style. This style can be traced in several dashboards within Fords range of models where the

overwhelming quality of their organic forms express this powerful influence. A prime example is the 1995 Ford Fiestas. Organic styling has had a profound impact on contemporary dashboards this may be observed from the rounded forms. Companies such as Honda, Mazda and Mitsubishi has enshrined into their interiors a predominantly organic aesthetic. Facia surfaces have become smooth to the touch where their mouldings have begun to resemble biomorphic forms from the natural world. The interior of the cabin, with its uphostered furniture, usually constructed from leatherette and various kinds of stretched fabrics, has also inspired this organic aesthetic. It would thus do the interior an injustice, if the designer applied a rectilinear dashboard to a composition where the other elements have become increasingly curved. This international style has been established by different companies copying the styles of its competitors. In many respects, modern dashboard design has almost been saturated with very similar interfaces as Ford. Although it may seem that the world has been almost saturated by an international style the Ford dashboard still retains much of the heritage one has come to expect from the Ford motor company. This is namely the production of a standardized range of instrumentation panels within several different models of the same style of car. The modern dashboard displays numerous facets of the designers input. As the dashboard wraps around the occupant it becomes almost a partial cocoon that protects the passengers in the event of a collision by integrating airbags and soft-touch vinyl.

The revolutionary technique of using clay models pioneered by Harley Earl during years following WW2 has become the standard way of producing prototypes. It was perhaps through this method of designing that the various components and systems located in the modern dashboard could be merged together forming an interface that has a greater affinity with the development of the horse drawn carriage than the early designs produced by Ford. The contemporary dashboard has been transformed into a smooth and modelled one-piece structure. It was at this point that the designer began to envisage the dashboard as a unified system of components, rather than seeing each

component as a separate entity. Ford had originally ignored the power that stylists had in establishing foot-holds in new and varied automobile markets. The ergonomics of a modern dashboard has also become a specialised area of its design. The ergonomist have built the different instrumentation around the posture of a seated motorist. This has been achieved by using statistical distributions where 95 percent of the motorist population have been considered. Human proportions have been tabulated, and from these measurements, such as limbs, upper torso, visual capabilities etc, the ergonomist has ensured that the user operates his automobile with the greatest degree of comfort and safety that this particular branch of industrial design has to offer. For a dimensional analysis of human anthropology see the appendix section. Another example of the role of ergonomics is the way in which the different components relating to sound, sight and touch have been compiled together to allow the user to operate freely the highly complex instrumentation. This makes driving more of a pastime than a chore for the occupants.

The gender revolution of the late twentieth century that introduced the concept of feminism has also had a lasting influence on contemporary dashboard design. It may well be that the softer more organic forms of certain designs have been directly inspired by this fact. This is clearly illustrated in the series of dashboards in the Ford Fiesta range of automobiles and definitely shows a deviation from the marketing strategy of the early part of this century where it was presumed that only men bought motorcars. Could this have been the motive behind such excessively chrome styled dashboards as that of the Mustang and Thunderbird? It appears by examining contemporary dashboards that the violent and aggressive forms reflected in chapters 2 and 3 have indeed been tamed. Whether this hypothesis is a true reflection on certain aspects of modern dashboard designs, the fact still stands that a new sensitivity has transformed the identity of this key automotive element.

One of the most successful executive dashboards is illustrated in plates 7 and 8. This belongs to the 24V, 6 cylinder Probe (1995). The information on the instrument panel is positioned directly within the driver's line of vision directly below the low windscreen cowl line. The display itself offers the pure clarity of analogue gauges. These were chosen due to the ease and speed required for the observer to decipher the relevant technical information while at the wheel. The controls and indicators are within easy reach of the driver allowing him to concentrate on the road ahead of him. The luxurious style of the dashboard is nothing short of spellbinding where the designer has combined the exceptional features of an executive saloon with that of a sports coupe.

It is interesting that Ford has addressed the subjects of safety by equipping the Probe with duel airbags. These are housed within the steering wheel and the storage compartment on the passengers side of the vehicle. They are programmed to activate only in the event of a significant frontal or corner impact. This prevents the occupants from colliding with the steering wheel or facia reducing the risk of serious injury. The airbag functions in a matter of milliseconds; inflating and cushioning the drivers head and face.

The most noticeable aspect of the dashboard is the way in which the polyurethane moulding forms a wrapping for the different dashboard components. The controls are kept to a bare minimum yet the fine detail of each individual control can be deciphered. The steering wheel, which forms the central feature on the driver's side, displays a beautiful combination of industrial design with excellent craftsmanship. Notice how the leather that surrounds the perimeter of the wheel has been detailed so as to appear smooth to the touch; where perforations form an integral part of the design. These provide added grip for the driver by increasing the friction coefficient between the leather and the drivers hands. This also allows the perspiration to diffuse into the material. Of paramount importance is the soft organic styling of the facia. This is a

clear contrast to the over sensationalised styling discussed in the earlier chapters. The automobile may fall into the high performance category yet the subtle form and imagery that dominate the dashboard are definitely for a very refined market. Additional features positioned on the dashboard of the Probe 24V is a radio cassette recorder with RDS as standard. This electronic system alerts the driver of any traffic problems en route. The manner in which the dashboard mirrors the aerodynamic form of the body-shell must also be remarked upon. The implementation of the various features could only have been feasible with the incredible advances in interior clay model making. The dashboard is wonderfully balanced where the central portion which boasts the directional ventilation systems, digitalized cassette recorder and ample space for storage of audio cassettes. The central portion of the dashboard sweeps down to the meet the floor of this high status automobile. This is indicative the direction most modern dashboards are taking, where, with the addition of an ever increasing assortment of controls, the dashboard has evolved into a functional and sculptured organic form. It is as if the gearbox is attempting to force itself into the remainder of the dashboard.

The Ford Fiesta (1995) is illustrsated in plates 12 and 13. This interior is extensively equipped to provide a driving environment of supreme quality for the occupants of the car. Some of the more interesting features are an ergonomically designed facia with white instrument dials, for ease of viewing. The Fiesta Ghia, Plate 10 contrasts sharply with the previously mentioned Probe. Again stylistically the interior reflects the outward shell. The predominant rhythmic curves are echoed throughout the dashboard, from the hooded instrumentation panel to the split lines that section off the different panels.

Ford claims that its overall design scales new heights of refinement, luxury and performance in the supsermini class (Autocar, September 1995, p24). It must be concluded that the cabin does indeed capture the mood of the car. Its dashboard's

layout arranges the controls in clearly defined clusters assisting in clarity of viewing and general handling of the car. Directly in front of the passengers seat the dashboard curves radically inward towards the engine, allowing the front seat to slide forward to accommodate a backseat occupant. The design thus gives the spacious quality one would not expect from a mini.

The air-conditioning systems uses CFC free refrigerant. The system is simply operated by a single push-button that electrically closes off the outside air intake valve to reduce traffic fumes and opens a small air-pipe that feeds refrigerated air to an outlet valve in the glove compartment; to provide a cooling sensation. The fact Ford has shown awareness towards the environment must also be commended.

The automobiles effervescent character can also be detected by examining the steering wheel. Attention should be directed to the pronounced middle section of the wheel. This not only accentuates the airbag feature but also reassures the passengers of the automobiles safety considerations. It exemplifies the design philosophy where form shall follow function. In this case the plastic moulding gives the impression of the cushioning function of the airbag even though the device remains a passive security precaution. The marketing campaign that accompanied the launch of this specific car was targeted primarily at women. This in itself is a curious realization by Ford of the financial purchasing power of women. Could this perhaps be the reasons why the contours of the dashboard are so soft and organic? In the advertisement Ford envisaged a woman driving through suburban America. The selling is a townscape where pastel coloured houses line the high streets. The population of the town live a complacent lifestyle and their lives lack vitality. They are neither happy nor sad, but numb. The town in this advertisement is aptly called "small-town". The women then gets into her Fiesta, tunes the stereo on the dashboard and breaks free from the drudgery of her world. This again illuminates the fact that the interior is as important on the sheet metal facade of body in fulfilling the emotional needs of the user.

Shown in Plate 13 is a second variation on the Fiesta Lx's dashboard. Under scrutiny it becomes obvious that Ford's early inclination towards standardization has been continued. The Ford motor company has acknowledged that variety is necessary to penetrate certain niche markets. This is evident in the design of the LX's dashboard where the interchangeable parts include the instrumentation panels found directly behind the steering wheel and the compact radio/cassette consoles. This also contains the temperature dials for the ventilation system. Notice that variety has been achieved by providing various insertion slots for the different kinds of instrumentation needed. It is noted that Fiesta models use hardwood veneers instead of plastic to appeal to a more opulent market sector. This may be demonstrated by inspecting plate 12. This traditional wood finish exudes a warm and inviting glow. It is worth noting that the actual radio - cassette recorder has been customised specifically for this range of Ford automobiles, unlike so many other dashboards that simply install the standardized commercial car stereo. Ford has dwelt on this single component and fused its form into the rest of the facia.

Undoubtedly it has been the dashboard of the Mondeo Ghia, plate 14, that have catapulted Ford to the forefront in this particular area of design. The 24-valve, V6 Modes with 168 h.p. engine has without doubt become one of the most richly designed wooden facia in this class of automobile. The model has as standard a leather trimmed interior. From a functional perspective the technological features of the dashboard include CFC free air conditioning, trip computer and cruise control all of which exemplify the exquisite personality of the car. The cruise control heightens the comfort and convenience by allowing speed to be regulated and maintained without the need for the continuous operation of the accelerator pedal. This feature is activated by buttons that are located within the hand grips of the steering wheel. A tap-up/tap-down facility gives a precise incremental change in the automobiles speed.

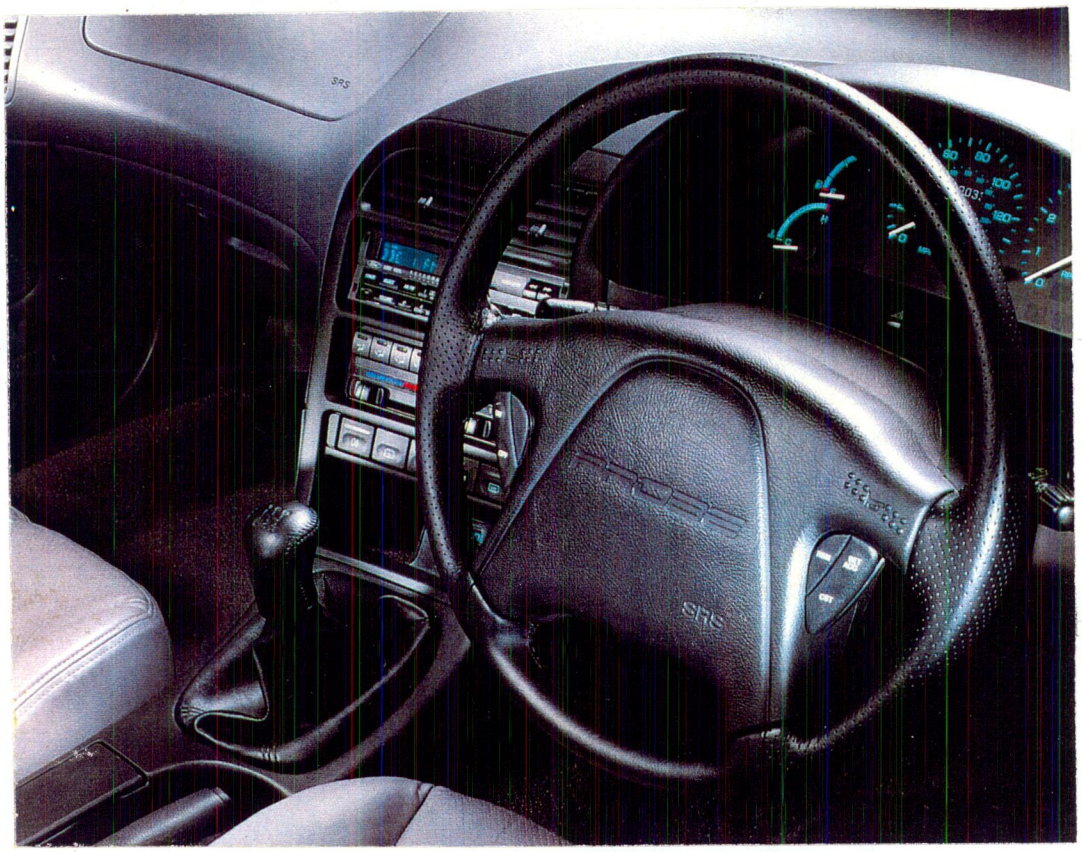


Plate 10 Ford Probe Ghia 1995.

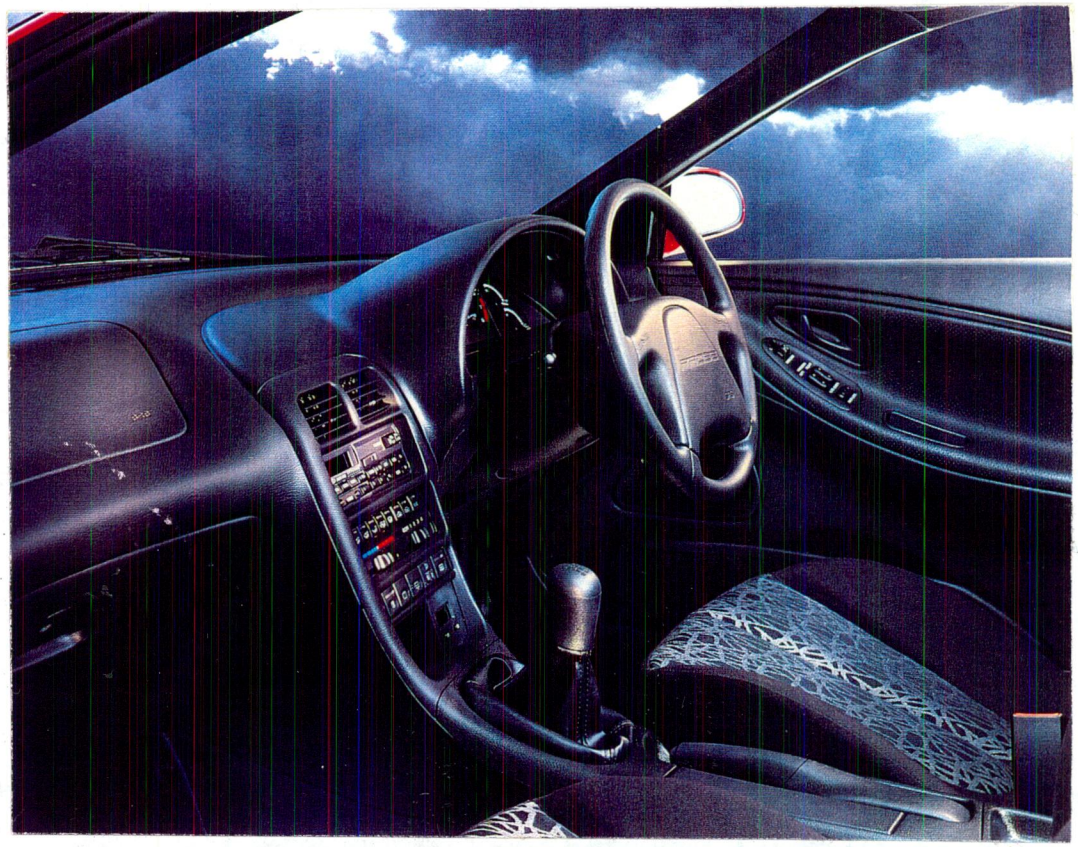


Plate 11 Ford Probe Si 1995.

Each tap increases or decreases the acceleration by approximately 1.5km per hour. To notify the drivers awareness of this particular feature a warning light emitting diode within the instrument cluster illuminates when cruise control has been activated. Among the other technological features giving the Mondeo Ghia X considerable prowess in this specific class of executive saloons are a collapsible steering column, a fan heater with four temperature levels and an illuminated and lockable glove compartment. The displays of this handsome dashboard are also opulent; both intrinsically or as part of the collective aesthetic of the dashboard. The driver must surely marvel at the magnificent leather upholstery that envelops the casings, dials, gauges and other panels. In marked contrast to the Ford Fiesta (Ghia) the Mondeo appears to take itself far more serious in terms of stylistic form. There is definitely a link between the exterior styling see plate 15, and the interior's dashboard. The sombre curves stress the safety and reliable nature of the prestigious automobile.

The application of contemporary plastics is also exploited to its potential in the design of the Mondeo's dashboard. These include perspex for the display screens and possibly polypropylene for the many and varied forms of the pointers knobs and turning dials. Presentation ranks high in the design of its dashboard. Notice the layout of the different settings is presented in a self explanatory manner. This is evident from controls such as temperature regulation. Here the graphics and iconography are conveyed through international symbolic representation, and not linguistic terminology. Often Ford also resorts to redundant cues and colour coding to achieve maximum graphical effect. As with several of the dashboards already discussed the designer has opted for analogue dials in preference to the digital alternatives. This is not in keeping with the traditional imagery of the car but because with quantitative displays relating to distance, a pointer gauge is preferable. The most captivating attribute of this dashboard is the method by which the leather has been blended into a harmonious organic form. The functional elements incorporated with this leather are the directional ventilation grilles that are operated by a sliding motion.

These are positioned at both ends of the dashboard providing adequate air-flow throughout the automobile. The dashboard again insulates the cabin interior from noise.

There are several variants on the Mondeo (1995) theme including the Si, GLX, 24V and the LX. Although essentially the body-shells of each of these automobiles are the same, different markets have been established by introducing optional accessories, often within the dashboard. This is usually done through functional upgrading or by a subtle restyling of the individual display panels.

The dashboard of the Ford Escort (1995) in plate 16 enables the attentive viewer to realize the extent Ford relies upon standardization even for automobiles with notably different bodywork. The cabin of this car model is almost an exact duplicate of the distinguished design of the Mondeo (Ghia class). There is also a noticeable resemblance between the individual dials. Take for example the controls that affect the air temperature of the ventilation systems. They bear all the trademarks of the design division that produced the interface of the Mondeo. Perhaps one of the most pleasing aesthetical improvements over the latter dashboard is however, the softer styled steering wheel. Indeed one detects the tremendous power of interchangeable design methods, as this component has been adapted from the dashboard of the Fiesta series reviewed earlier. The facia of this Ghia demonstrates Ford's pursuit of ergonomic excellence and aesthetical beauty. The design belies its industrial production and manufacturing techniques. The stunning polished glow from the hardwood veneer finish is perhaps more suited to the age of the craftsman than that of the automated assembly line. Even the careful bending of the strip veneer around the instrument cluster bears testimony to its sensitive production processes. In these modern times where fear of existing technology is all too present, this regression to the hand crafted era of the custom built horse drawn carriage must surely be welcomed as a futuristic design strategy.

The dashboard of the Scorpio reveals further traits of the versatility of Ford's instrumentation panels. It seems that the influence of the Escort Ghia has been expressed in the design of its dashboard. The alterations are extremely understated yet the emotional effect is radically different. The simplistic layout of the Escort has been replaced with a more mechanical appearance. Even the tonal quality of the veneered panels are dissimilar. The homely nature of the Escorts design has been transformed into a product of executive sophistication in the Scorpio's facia. The positioning of attractive tear-drop instruments are again exemplary.

Precision engineering has also been exploited to its full potential in the incredible detail design of the Mondeo Ghia, plate 20. Featured is an injection-moulded ventilation grille from the Mondeo. Observe the manner in which the clean shapes of the vents have been merged into an essentially curved form. Notice the attention the designer has paid even to the smallest detail of the dashboard. The directional controls have a knurled texture for ease in gripping. The analogue clock located on the upper right hand corner of the panel again illustrates the beauty of the dashboards industrial design. Bearing in mind this individual panel is relatively small in terms of size, it is amazing how such delicate engineering mechanisms are combined with hand crafted materials such as wooden veneers. Other details found on this dashboard include the miniature settings found on both the interface and radio cassette recorder. One of the more plausible reasons contemporary dashboards are manufactured in such a wide range of traditional styles is because a large and ever increasing percentage of the population fall into the middle age bracket. This implies that designers must now cater for the needs of those born directly after WW2 as this market sector are now requesting designs that are both universal and transgenerational. Thus, when designing the interfaces special consideration must be given to ergonomics, material selection and product familiarity so as to appeal to this important and profitable market. Ford has built its reputation on providing new solutions to ensure its designs are both easy to use and traditional. Most of the Ghia models are constructed from a

combination of hardwood veneer and soft plastics. This particular blend of materials creates a warm, friendly and inviting atmosphere. On the other hand other Ford dashboards adopt a more modernistic approach where clean forms and technological innovation are incorporated in the overall aesthetic.

The interface of the Escort Ghia (1995) also boasts a vast array of instrumentation. In this particular example the analogue dials are bathed in soft green background illumination. The intensity of this light is effective, ensuring the driver is not blinded during night driving. The format of the different dials again conforms to ergonomic convention. This is elaborated on in the appendix section.

A second model within the Escort range is illustrated in plate 17 [SI]. Notice that the fundamental dimensions of the dashboard forms are almost replicas of each other although the aesthetic effect is totally different. Whereas the first dashboard tends to appeal to an opulent and prestigious clientele the latter design is aimed primarily at the technologically oriented market. It has an understated beauty with its clean sinuous wraparound forms. The plastics and leather also portray a remarkable reflective quality that lends an affluent image to this automobile. This is a striking contrast to the chromed designs of the 1950s and 1960s. The clarity of the visual interfaces also instils this dashboard with a sense of simplicity and logic. The prevailing theme running through the design is based upon an elliptical motif. Not only is the dashboard influenced by this detail, but the various controls (clock, buttons and steering wheel's trimming, also pick up on this stylistic theme. This whimsical style makes a dramatic change from the harsh geometrical forms of the decades of excess, Chapter 2 and 3. This design is also extremely well balanced when compared with the asymmetrical dashboard of the Fiesta range of cars. Whereas the latter design appears only significantly detailed on the drivers side, the design of the Si is well proportioned. A marketing advertisement is printed in plate 17 where the dashboard and interior are

superimposed onto a rustic backdrop. Surely this is an indicator of the emphasis placed upon the dashboard by the Ford company.

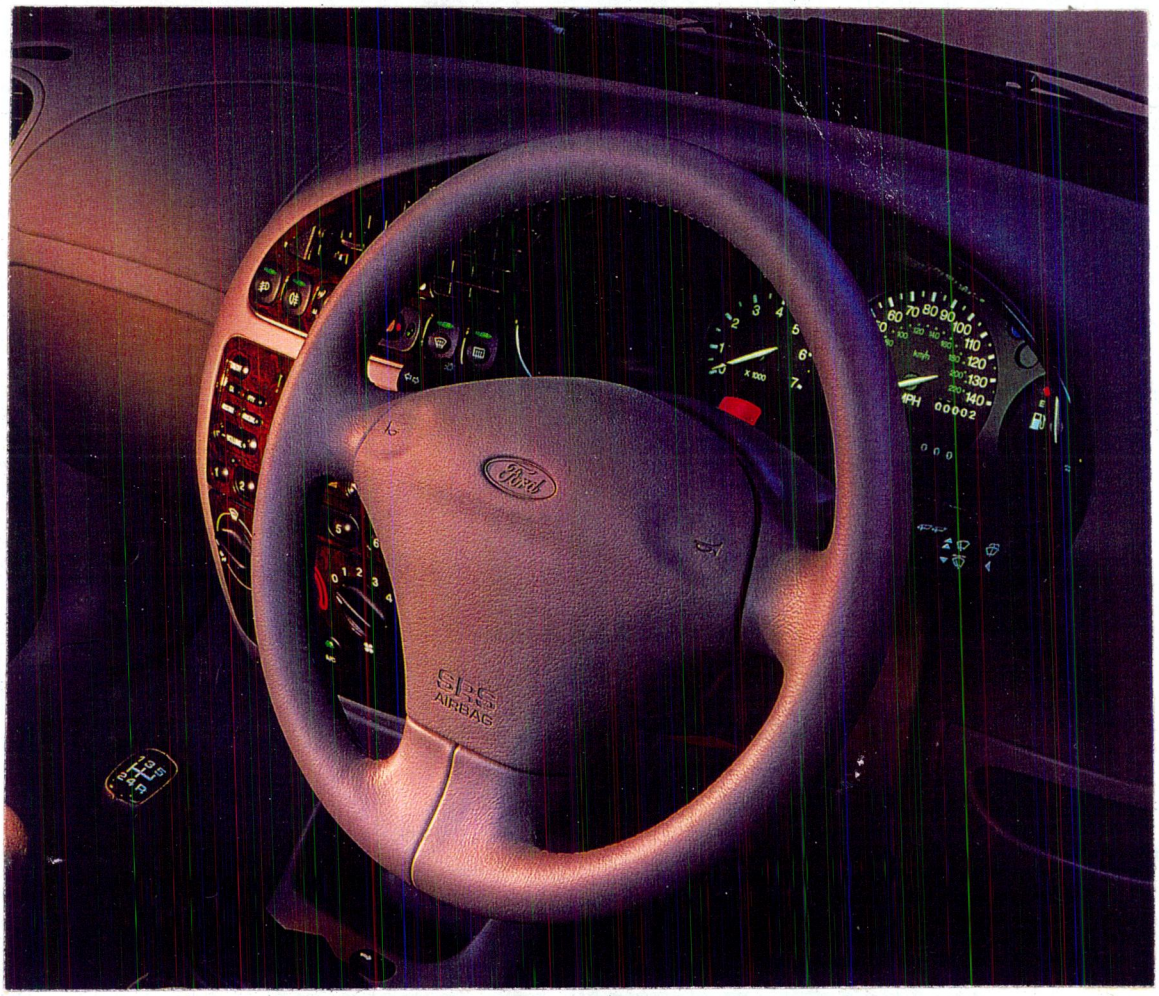


Plate 12 Ford Fiesta Ghia 1995.

Plate 13 Ford Fiesta Si 1995.

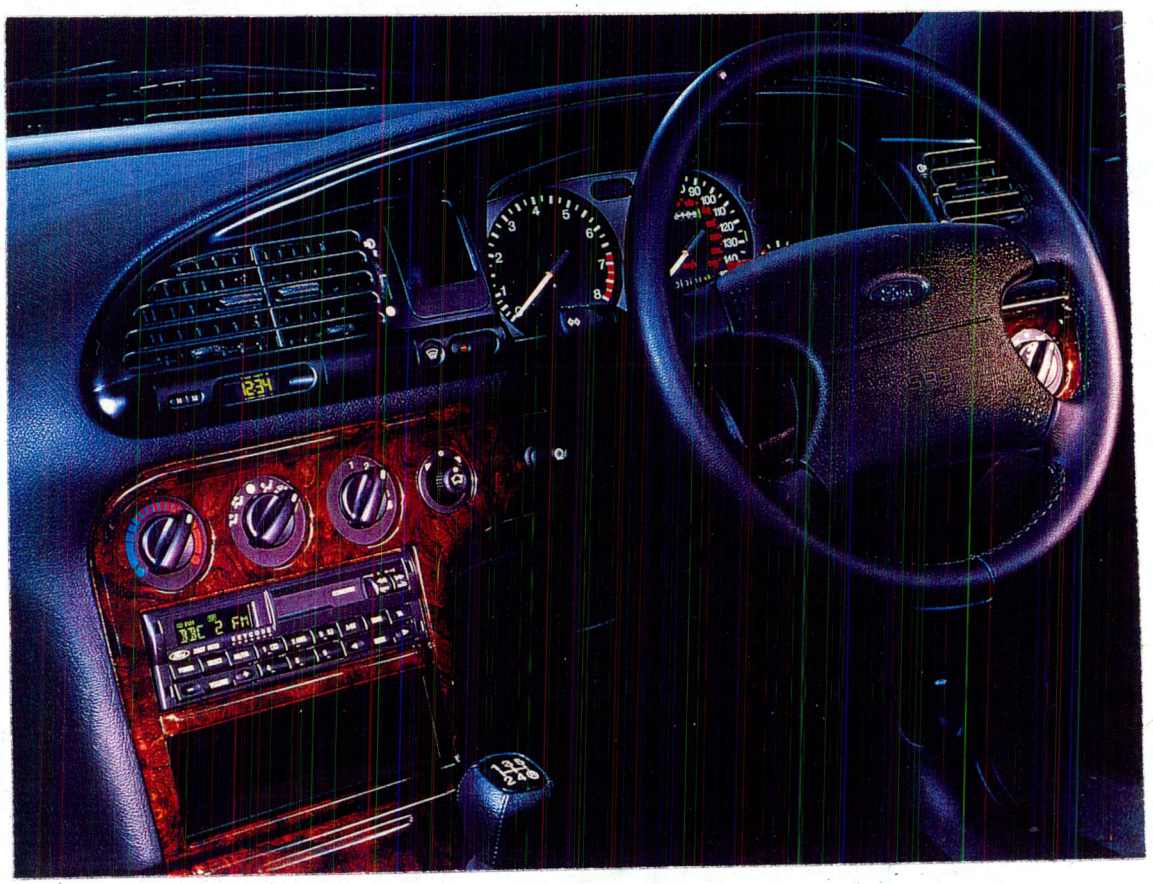


Plate 14 Ford Mondeo Ghia 1995.

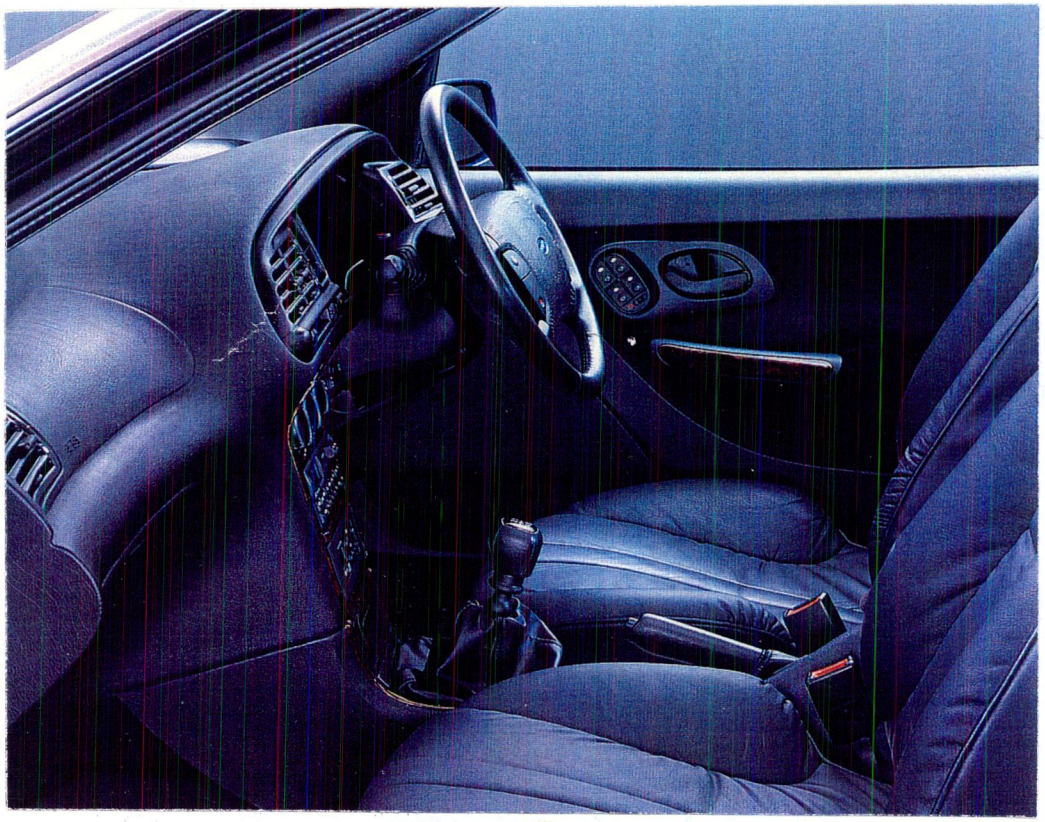


Plate 15 Ford Mondeo Si 1995.

Plate 16 Ford Escort Ghia 1995.

Plate 17 Ford Escort Si 1995.

The power-assisted steering function has also been painstakingly designed to maximise the manoeuvrability of the automobile. The sports instrumentation panel with black symbols and red pointers, with luminescent white dials again exemplify the designers regard for the use of good ergonomic principles.

Although the dashboard designs produced by Ford appear good, there are negative aspects to contemporary dashboard manufacture and production. This is the tremendous environmental costs of using plastics within the designs. These plastics accumulate over long periods of time and at present there is no economically feasible method for the controlled degradation and recycling of these materials. These plastics have found applications in nearly three quarters of the components used within the dashboard.

In recent years the space wagon has gained immense popularity and the Ford Galaxy (1995) is no exception to the rule. The drivers side of the Ghia is pictured in plate 18 and immediately the observant viewer will notice the similarities between its design and that of the Fiesta series of automobiles. There has been a bias for over detailing the drivers side of the dashboard, by having the display clusters pulled almost magnetically towards the steering column. The car however retains the element of fun associated with the Fiesta. The design shows a concern for creating a spacious interior by sculpting the dashboard inward towards the engine allowing passengers ample leg room. The huge expanse of grey plastic on the facia has curves that emulate the ovoid styling of the bodywork. This gives the car a breathtaking quality. The ventilation grille unifies the dashboard stylistically with the other interior fittings such as the side door panels, seating upholstery and the instrumentation panels. The ventilation grills are multi directional and it becomes apparent that these are integrated superbly into the dashboard. These are again designed as individual panels where interchangeability ranks highly on Fords criteria for this car. These panels include a spacious glove compartment and stacking system for audio cassettes. These are located alongside the

stereo console in the centre of the dashboard. Safely has again been addressed with the inclusion of a driver's airbag. The steering wheel also has an exaggerated organic casing which illustrates the bubbly character of the automobile. Semantic associations can also be derived from such features as the ventilation grille. The seemingly carefree nature of these organic panels again reiterate the functional operation of these particular components. The method by which the outer-casing of the steering wheel obscures the airbag, yet indicates the function of the interface, is a further example of this.

The Galaxy imbues excitement and the occupants experience a feeling of sheer escapism when behind the wheel of this V6 automobile. Sociologists have even suggested that there is a very definite relationship between the way in which a person drives and the quality of the dashboard. If attention is applied to the design of the dashboard then perhaps the owner of the vehicle will treat his automobile with a greater respect.

The dashboard of the Galaxy has ushered in a new direction for Ford, where the Universal Style personified by contemporary Japanese styling has inspired a fusion of the various controls on the interface panels. The design of the Ghia's dashboard is once more aimed at the extravagant market sector of contemporary society. The use of tortoise patterned walnut facia illustrates this. The polished glossy finish is truely an attractive form that captures the exuberance of this particular class of super-mini. It has an almost jewel like quality where all elements within the design seem to complement each other. Also consider the splits lines that curve around the numerous panels helping to re-emphasise the elegant character of this automobile. The most noteworthy feature of this dashboard must certainly be the steering wheel that has been adorned with a leather covering. Even the hidden stitching on the inside of this wheel shows the designers attention to the smallest of details. This hand finished

craftsmanship is evident throughout the design, even down to the finest of controls on the stereo console unit.

The spatial arrangement of the instrumentation accentuates Ford's concern for ergonomics and operational features. It thus demonstrates the philosophy rebounded by such schools such as the Bauhaus, where if a product functions properly all other attributes within the design shall follow suit. This is quite an achievement in the context of dashboard design, since this particular element of the car epitomises the realistic complexity of the technological age. Unlike other products, the automobile designs of the twentieth century have managed to introduce a wide range of accessories whilst still maintaining the integrated nature of the dashboard. The dashboard of the Maverick Aspen (1995) is both stylish and practical see plate 19. The Ford GLX is the luxury model in the Maverick range featuring a centrally designed console and instrumentation cluster that ensures the driver an environment where everything is ideally positioned. The Maverick's dashboard is extremely well co-ordinated where its gauges and dials emphasise the heavy duty nature of this vehicle. It is a reworking of the classic Range Rover theme. The steering column juts out of an angular array of soft-touch impressioned panels. This provides an interesting visual contrast of a smooth textural finish, combined with an overall geometrical form. Notice how the layout has been sectioned to allow certain functions entertainment features, ventilation systems and compartments, to take prominence within the dashboard's composition. This rectilinear approach now encapsulates the mood of the automobile, where the durable nature of this four-wheel drive has been stressed throughout the dashboard's design.

The mock leather steering wheel, moulded plastic with its holding grips is more than adequate for the roughest of terrain. The styling of this vehicle shows the incredible impression prestigue automobiles such as Rover, Saab and Volvo have had on the development and design of Ford's dashboards from an aesthetical and safety point of

view. The vividness of the dials and gauges becomes apparent by analysing the instrumentation beneath the hood that shrouds this particular panel. The background-lit displays provides the driver with a remarkably effective interface that monitors the main engineering and electrical systems within the car. Indeed one could use the analogy; that the dashboard has almost become akin to an electronic and mechanical umbilical cord connecting the driver through the interface, with his machine. The format of the controls are analogue following the theme of the other examples chosen for this thesis.

The image of the market sector conjured up by the Maverick's dashboard belongs to that of the urban cowboy or city slicker days. There is a bewildering choice of optional extras that transforms the interior of this powerful vehicle into an executive haven for example, the refined stereo system and architecturally styled dashboard. For other novelty accessories see appendix section at back specification section at the back of the report..

The urban cowboy to whom I refer is typified by the person who purchases this rough terrain automobile merely because of the status associations that are enshrined into the imagery of this exclusive off-the-road vehicle. The potential buyer may have aspirations of joining the country club, yet his world could be that of the large bustling city. This is another example where Ford is selling a dream to a prosperous clientele. The sumptuous dashboard is clearly intended for the wealthy upper-class. It is perhaps through the variation of contemporary dashboard design that Ford has managed to conquer so many vastly different markets.

It can be concluded that since the Ford Model T was first created the dashboard has undergone a considerable evolution when compared to contemporary designs. By reviewing the objections of "Fordism" circa 1908 one can readily appreciate how the principles first laid down by the founder of the company has been modified by

designers of modern dashboards. As mentioned throughout the factors that were to influence dashboard design were a combination of ergonomics, technology, materials and also the marketing values of the time. For example, technological advances these days must be acknowledged as providing a distinctly new organic aesthetic form for dashboards. Perhaps the most influential factor that affected the dashboard during the 1950s and 1960s was the increased awareness of safety and ergonomics pioneered by the consumer group advocate Ralph Nader. His input was responsible for the introduction of plastics such as soft touch vinyl or leatherette and polyurethane for the dashboard mouldings. Contemporary designs have also become more consumer orientated, unlike previous decades where the designers's only motives was to satisfy his own egotistical nature. It must be agreed that the modern dashboard is well designed, using the collaboration of numerous divisions within the Ford company ergonomists, stylists, engineers etc. When viewing a contemporary dashboard it is important that the observer is aware of the efforts the design team has gone to in ensuring the occupants a comfortable and functional cabin environment. In the contemporary Ford dashboard attention has been devoted to creating an environment that is capable of stimulating the emotions of the occupants and providing a means of transport. Whereas the original Model T succeeded in conquering the latter objective it failed miserably at enhancing the sensual enjoyment of driving.

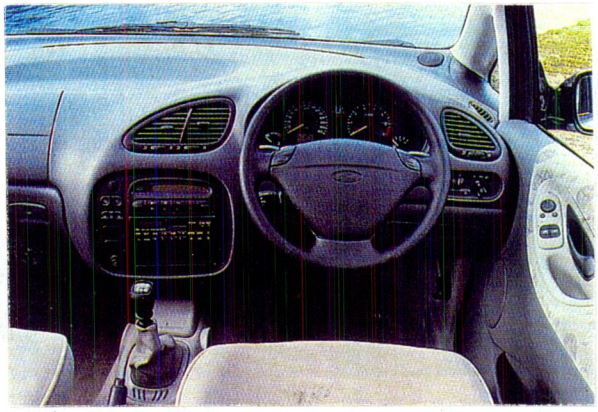


Plate 18 Ford Galaxy Ghia 1995.

Plate 19 Ford Maverick Aspen Gix 1995.

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Appendix 1 Ergonomics

6 An 'average' male figure, used as the basis for a series of recommendations for work spaces and equipment. (Reproduced from 'The Measure of Man' by Henry Dreyfuss, by courtesy of the Whitney Library of Design.)

7 The space which can be reached by a seated operator while strapped into an aircraft seat has been very carefully worked out by the US Air Force. The resulting contour map of the three-dimensional reachable work space shows very clearly that the *length* of reach depends on *direction* of reach. The two-dimensional character of drawing board layouts and profile diagrams of body and reach make it easy to overlook this point. (Reproduced from 'Space Requirements of the Seated Operator' by W. T. Dempster, by permission of the Anthropology Section, Aerospace Medical Research Laboratories, Wright-Patterson Air Force Base, Ohio.)

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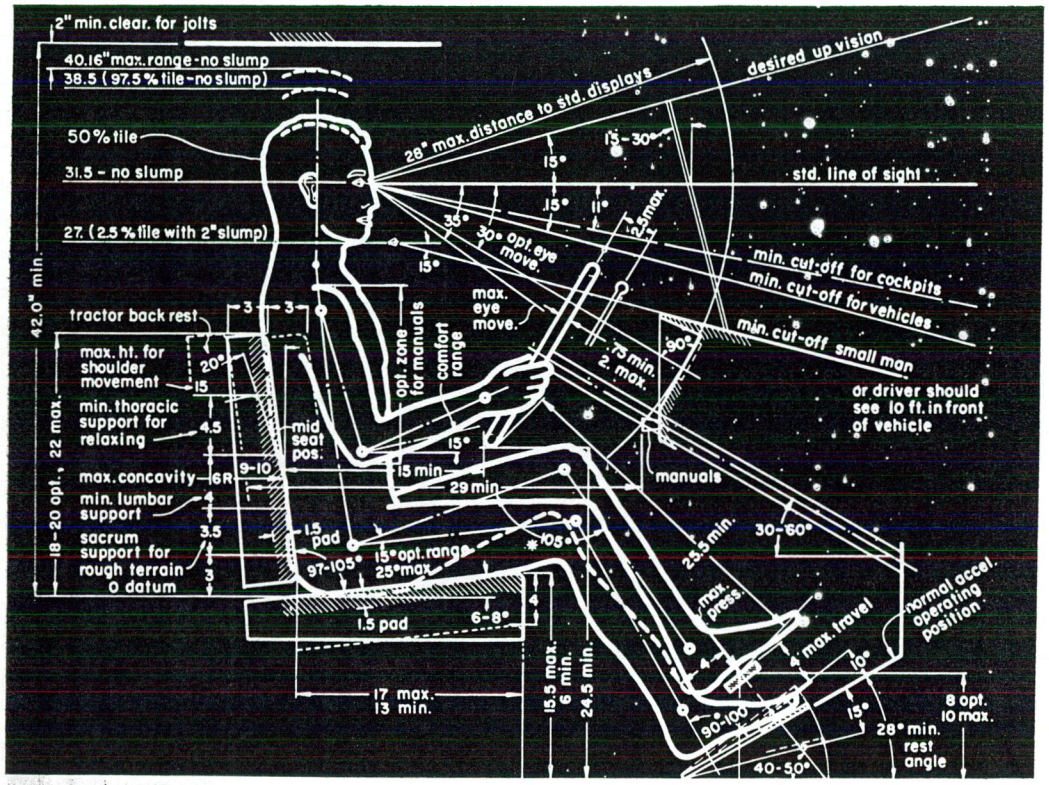

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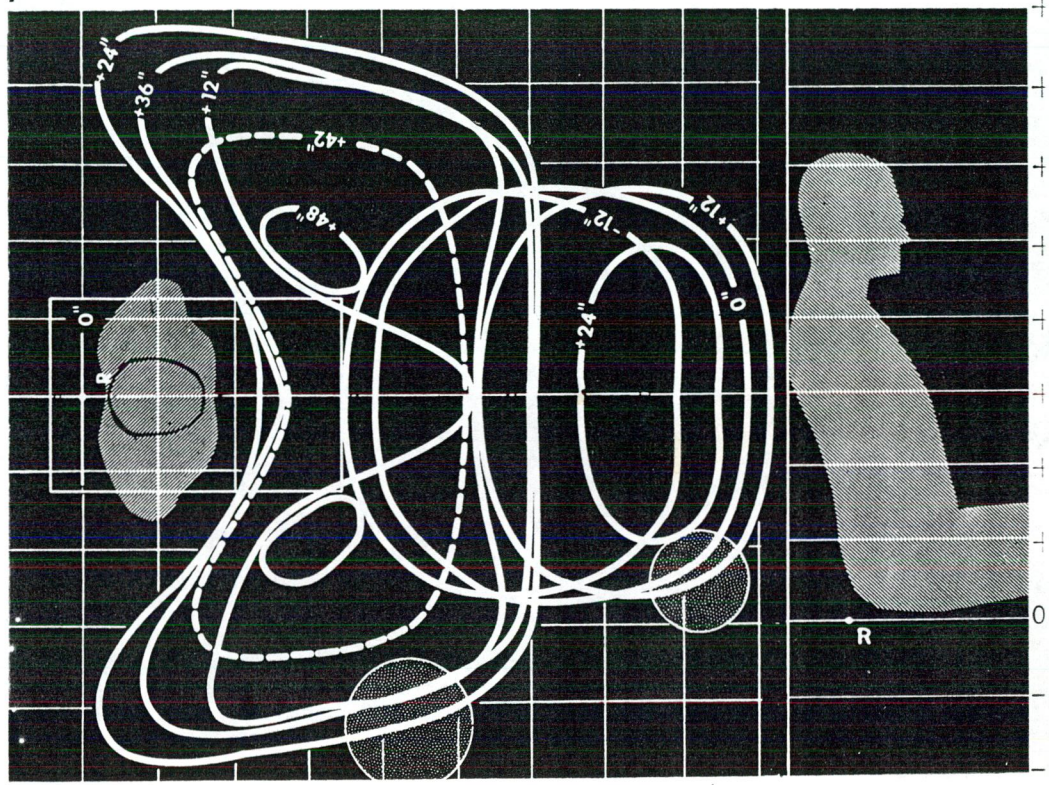

Anthropometric information is usually given with reference to *body* size, as in fig. 5. When recommended *equipment* sizes, as in fig. 6, are also given, the designer must remember that small differences in the task, such as in the amount of force required on a control lever, can call for large differences in posture and space requirements.

no special features of the task in question have been overlooked.

Reaching and seeing

A good layout of the work space is one in which the operator can reach and see quickly and easily all the items of equipment that he needs. Some tasks are more complicated than they appear

difficult to satisfy simultaneously. *Displays*, such as dials and indicators, and *controls*, such as levers, wheels or panels of switches, are often so numerous that only a few of them can be placed in the most accessible positions. Others may have to be placed in areas which are *only just* within the reaching and seeing limits of

of the less obvious requirements for reaching and seeing and how difficult it can be to cater for many activities and many body sizes in one work space.

smaller than the areas that can be reached by one person. The common comfort area for gripping a steering wheel is indicated by the shaded area. (Adapted from Figure 11 in *Int Jnl Prod Res.* June 10, 1963, by A. Wisner and R. Rebiffe.)

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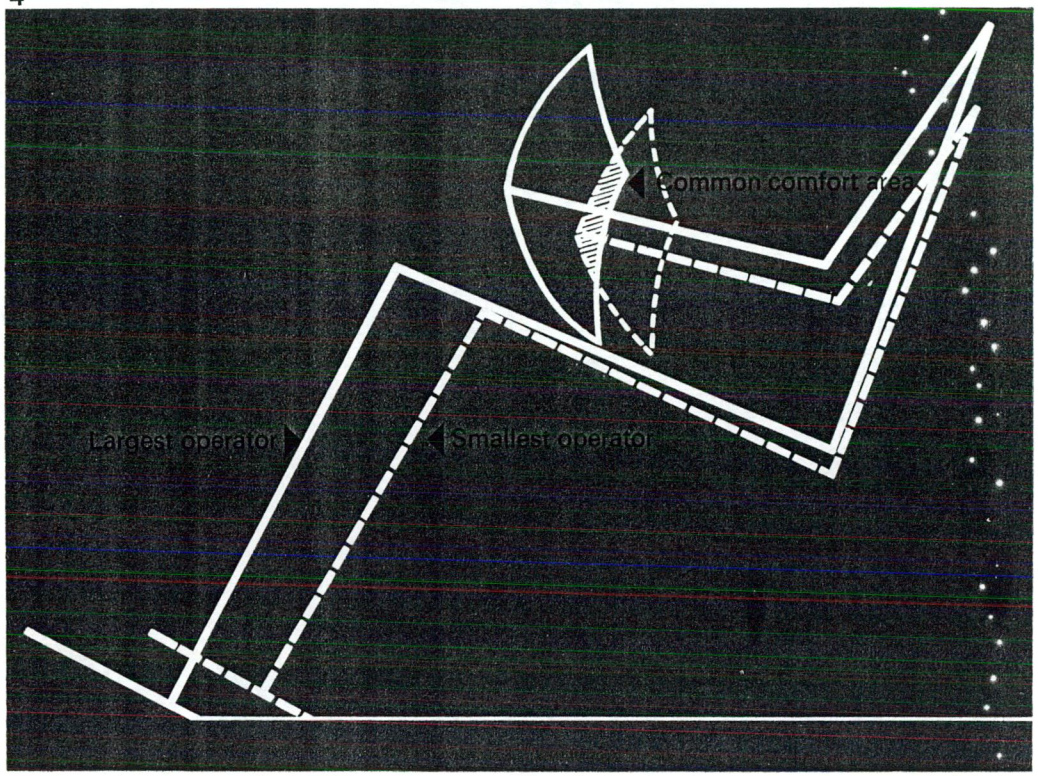
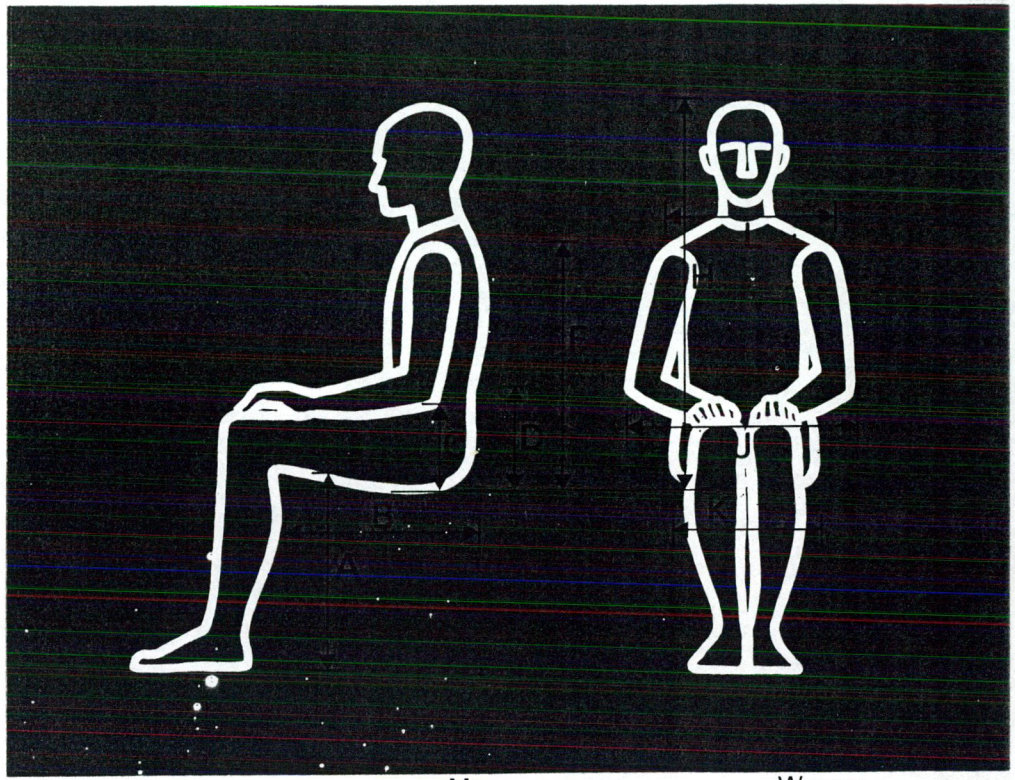


fits, say, 95 per cent of British men, it could fail to fit up to 30 per cent of British women. Equipment designed for 95 per cent of British women might satisfy only 60 per cent of British men. The great accuracy needed in the layout of a work space for a *range* of body sizes rather than for one person is shown in fig. 4. A fairly wide range of positions for any one piece of equipment can usually be tolerated without discomfort by one size of user. The tolerance range for a person of a different size may be equally wide. But these ranges do not coincide. Usually there is only a small overlap, and sometimes there is no overlap, in which case the equipment will have to be made either in several sizes, or adjustable. Since the overlap, if any, may be very small, measurement rather than 'common-sense' judgement is required to locate it.

British population between 18 and 40. (Courtesy of Furniture Industry Research Association.)

5



		Men		Women	
		Mean	90% range	Mean	90% rang
	Stature	$67\frac{1}{4}$	$63–71\frac{1}{2}$	$63\frac{1}{4}$	$59–67\frac{1}{2}$
A	Underside of thigh to floor	$16\frac{1}{2}$	$15\frac{1}{4}–17\frac{3}{4}$	$15\frac{1}{2}$	$14\frac{1}{4}–16\frac{3}{4}$
B	Buttock—back of calf	$18\frac{3}{4}$	$17–20\frac{1}{2}$	$18\frac{1}{4}$	$16\frac{1}{2}–20$
C	Elbow—seat height	$8\frac{3}{4}$	$7–10\frac{1}{2}$	8	$6\frac{1}{4}–9\frac{3}{4}$
D	Lumbar height	10	8–12	—	— —
F	Shoulder—seat height	23	21–25	$21\frac{1}{4}$	$19\frac{1}{4}–23\frac{1}{4}$
H	Sitting height	$35\frac{1}{4}$	$33–37\frac{1}{2}$	$33\frac{1}{4}$	$31–35\frac{1}{2}$
J	Elbow width	$17\frac{1}{4}$	$14\frac{3}{4}–19\frac{3}{4}$	$15\frac{3}{4}$	$13\frac{1}{4}–18\frac{1}{4}$
K	Seat width	$13\frac{3}{4}$	$12\frac{1}{4}–15\frac{1}{4}$	$14\frac{3}{4}$	$13\frac{1}{4}–16\frac{1}{4}$
L	Shoulder width	$17\frac{1}{2}$	$15\frac{3}{4}–19\frac{1}{4}$	$15\frac{3}{4}$	$14–17\frac{1}{2}$

Stylish, safe and secure

From the quality of the driving experience to safety, the new Transit features the type of interior environment you would expect from a car, including an unprecedented and unrivalled range of safety and security features.

Passive Safety

IT IS THE INTRODUCTION OF THE AIRBAG WHICH SO DRAMATICALLY ILLUSTRATES THE ADVANCES MADE IN VEHICLE SAFETY TECHNOLOGY. FORD NOW ENSURES THAT AIRBAGS ARE AVAILABLE THROUGHOUT ITS ENTIRE RANGE OF COMMERCIAL VEHICLES.

The Airbag

The driver airbag system deployed is a 30 litre European size. Passenger airbags are of 60 litre capacity. Both are designed to protect the head and face from injury when used in conjunction with a seat belt.

The airbag is designed to operate only in the event of significant frontal or front corner impact where the severity of the crash warrants additional airbag protection. The criteria for operation are velocity - v - time, with the masses of the vehicle and the object struck affecting the severity of the impact. In the case of Transit, for example, this is equivalent to the vehicle hitting a solid barrier at speeds in excess of approximately 20kph.

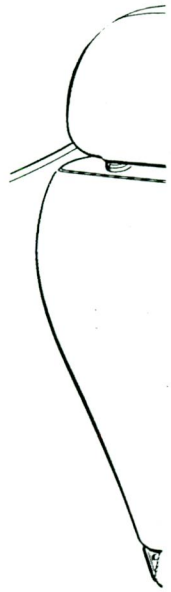
Extensive crash sensing setting tests ensure that airbag calibration delivers optimum airbag 'fire' time. The range of these tests as carried out on the Transit is illustrated on the right as an example.

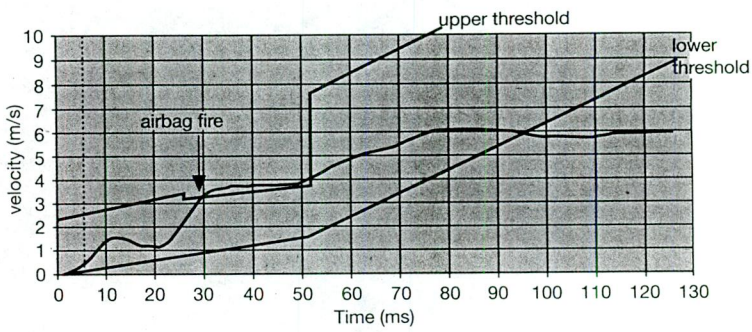
In the event of a serious crash, airbags will function at an almost incredible speed. They will receive a signal from a series of sensors in a diagnostic module mounted rigidly behind the instrument binnacle. The signal is analysed to determine whether or not the impact is serious and is passed to a non toxic gas generator. The gas produced inflates the airbags which then makes contact to help protect the occupants' heads and faces, whilst instantly beginning to deflate – all in about 100 milliseconds.

An airbag check light in the instrument cluster provides reassurance that the system (both driver and passenger airbag) is fully functional.

Low Head Impact Criteria (HIC) steering wheel

In a very severe collision involving a vehicle which is not fitted with a steering wheel airbag, it is possible that, even when wearing a seat belt, the driver could hit the steering wheel with his or her head. Ford commercial vehicles' steering wheels are specially designed to lessen the effect of such an impact. The steering wheel incorporates an energy absorbing rim and the end of the steering column is deeply recessed, with a thick layer of structural polyurethane foam to cushion any impact.





Above: *Optimum and simulated firing time versus car crash test mode.*

Dynamic Safety Engineering features may vary by model and may not be standard or available as an option on all models. Ask your Ford dealer for details.

Vehicle design and production

Ford is committed to the development of a manufacturing environmental strategy to prevent source pollution at the early stages of process and product development, address facility environmental planning needs, and plan for recyclability.

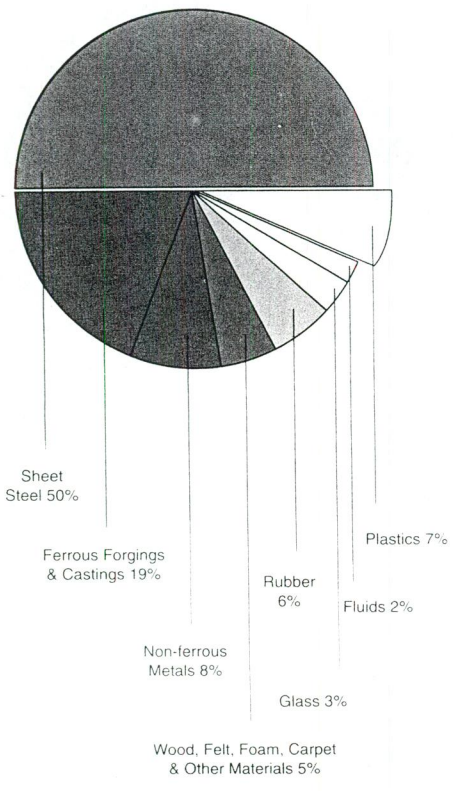
Environmentally conscious developments are made during the design process. Design guidelines, relating to materials selection and assembly methods in the production of vehicles, are continually evolving to ensure that Ford vehicles have maximum recyclability.

During the production process, every care is taken to minimise energy consumption. The use of water is strictly controlled. Used water is stored in steel vats and treated prior to discharging into local drainage systems.
Waste materials which cannot be reused are incinerated at 1000 degrees centigrade and the heat energy is recycled to drive production. Up to 26 per cent of assembly energy is created by burnt waste, further reducing the consumption of natural fuels.

Vehicles are manufactured using materials free from asbestos or cadmium and protected by paints which are applied using low energy, low emission technology.

The Ford Exchange Parts programme

Ford has been active in the remanufacturing of major components almost since it began building vehicles. Remanufactured components are sold on for as little as half the original price and carry the same guarantees as their alternative new part replacements. Remanufacturing, unlike reconditioning, means to effectively build again to the original high specification and quality.



The chart above represents percentage by weight of a typical Ford commercial vehicle.

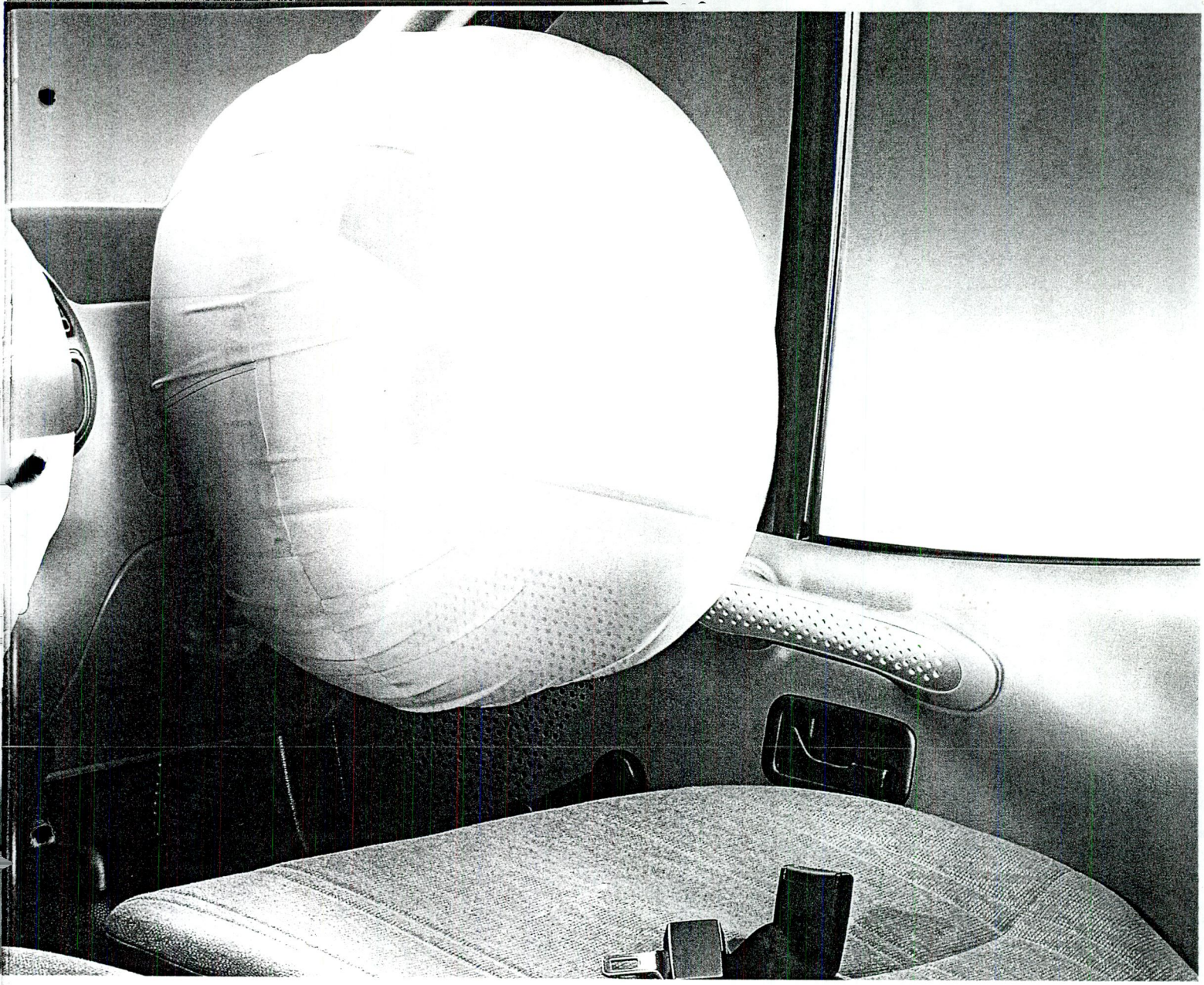
Below: *Opportunities for recovery of vehicle waste – Ford Transit.*

MATERIALS CURRENTLY DEPOSITED IN LANDFILL (except metals)	MASS PER VEHICLE kg	RECOVERED MATERIAL USAGE
Metal	1249	98% assumed recovery
Rubber	81	ECO projects Energy recovery
Plastics – non-laminated (removable in 30 min)	49	Current potential recycled plastics parts usage: (Actual to be established) Engine covers Wheelarch liners Cowl top grille Radiator grille Wheel trim covers Air cleaner Splash shields
Plastics – laminated/bonded	14	Incineration with energy recovery
Glass – side windows	9	Bottle glass industry
Glass – laminated/bonded	22	
Foam	9	Feedstock for polymer industry
Fabrics	18	Incineration with energy recovery
Fluids	21	
Total Weight	**1472**	**Initiatives required**
Cum. % of vehicle weight	**100%**	Demand for recycled material
		Collection infrastructure
		Research into chemical recycling
		Improved economics
		Increased incineration capacity
Assumed 20% residue by weight after incineration		

Reference Vehicle: 100S Van with 70PS N/A 2.5L Diesel Engine

FORD AND THE ENVIRONMENT

- All Ford engines comply with or exceed relevant environmental emissions standards
- Transit's 115PS DOHC petrol engine with catalyst is currently the 'greenest' engine in the medium commercial vehicle marke
- Ford has been recycling automotive materials since the 1920s
- Ford's objective is to develop vehicles which are 100 per cent recyclable
- Since 1984, Ford has invested approximately $180 million in its European environmental protection research programmes
- The programmes include initiative to:
  - reduce disassembly times
  - develop technologies to recover materials, chemicals and energy
  - communicate with legislators and automotive manufacturers worldwide
- 95 per cent of metals in Ford vehicles are recovered for reuse
- Continuing research will enable the recovery of high levels of plastics, glass, rubber and textile
- Initiatives include the minimalisation of consumption o water and energy
- All Ford commercial vehicles are more than 84 per cent recyclable with:
  - Transit at 89 per cent
  - Courier at 87 per cent
  - Fiesta Van at 84 per cent
  - Escort Van at 86 per cent
- Ford's approach to recyclability begins at the design stage with design guidelines relating to materials selection and assembly methods and continues for the li of the vehicle.
- Ford remanufacture their components to their original high specification and quality. These parts carry the same guarantees as their alternative new parts replacement



Developed to cocoon driver and passengers alike, Transit's ergonomic design offers heightened degrees of comfort combined with aesthetic appeal. The Opal grey environment colour has been adopted from the award winning Mondeo and the new, colour co-ordinated, easy-to-clean seat fabrics are pleasing to the eye and to the touch.

The outstanding range of passive safety* features provides confidence and security and includes a standard steering wheel Airbag as well as an optional passenger Airbag.

The steering wheel and passenger Airbags are designed to help protect the driver's and outer passenger's head and face when used in conjunction with the seat belt.

The Airbag is designed to operate only in the event of a significant frontal or front corner impact (equivalent to 19+ km/hr into a solid barrier) where the driver's head might otherwise hit the steering wheel, with the risk of serious injury.

In the event of a serious crash, the Airbag will function at an almost incredible speed. It will receive a signal from the sensors, analyse the signal to determine whether the impact is serious, inflate fully and make contact to help protect the driver's head and face; then almost instantly start to deflate - all in about 100 milliseconds - the blink of an eye.

In tests designed to assess driver reaction to Airbag operation, the almost instantaneous inflation and deflation of the bag allowed the driver to retain control of the vehicle.

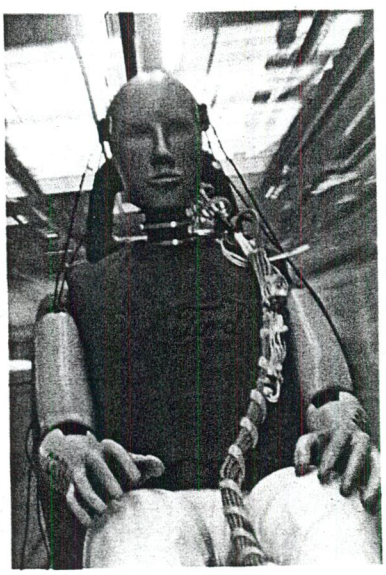
An Airbag check light in the instrument cluster provides reassurance that the system (both driver and passenger Airbags) is fully functional.

* *Passive safety is technology and design to help minimise the results of an accident*

Left and Above: *Steering wheel Airbag and optional passenger Airbag.*

Child safety seats

Ford commercial vehicles' car-like interiors make them suitable for private use in their 'off duty' periods. A range of child safety accessories is available. The Baby Safety Seat is for the very young. It supports and restrains in a semi-reclining position. The Child Safety Seat is designed for toddlers and young children, and is a complete bucket seat with integral games table. For older children, there is the contoured, raised Child Safety Cushion. Rearward facing child seats should not be fitted on the front passenger seat where the passenger airbag option has been specified.



Seat belts

Unfortunately, research has shown a very low wear rate of seat belts by the occupants of Transit-like vehicles involved in collisions. No matter what technological safety advances are made by automotive manufacturers like Ford, much of the benefit will not be realised unless seat belts are worn. This is particularly true of airbag technology which has been developed specifically to complement the use of seat belts.

3 point lap and diagonal centre seat belt

Now, with Transit, Ford delivers another industry first with the availability of a factory fitted 3 point lap and diagonal seat belt for the centre front passenger where a dual front passenger seat is specified.

As with all other seat belts, the diagonal strap inhibits movement forward, thereby protecting passengers from injury to head and face under emergency braking or crash conditions.

The centre front passenger seat belt is fitted with a seat belt grabber when the 3 point lap and diagonal centre seat belt is specified.

Above: *Factory fitted 3 point lap and diagonal centre seat belt on dual front seat.*

Appendix 2 Specifications

Escort **specifications**

Options

at extra cost

	Cabriolets		**Saloons**								**Estates**				
	Calypso (2)	*Si Cabriolet (2)*	*Encore (3 & 5)*	*L (3, 4 & 5)*	*LX (3, 4 & 5)*	*Si (3 & 5)*	*Ghia (4 & 5)*	*RS 2000 (3)*	*RS Cosworth (3)*	*RS Cosworth Lux (3)*	*Encore (5)*	*L (5)*	*LX (5)*	*Si (5)*	*Ghia (5)*
Equipment															
Airbag – Front passenger's	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Air-conditioning – CFC-free (16V and TD only)		■			■	■	■	■	■	■			■	■	■
Anti-lock brakes	■	■	■	■	■	■	■				■	■	■	■	■
Cabriolet roof – Electrically-operated	■														
Cabriolet tonneau cover	■	■													
Delete Aerodynamic equipment (no charge)									■	■					
Door mirrors – Electrically-operated and heated					■								■		
Fog lights – Front							■								■
Ford Compact Phone (no charge)Ø	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Front seat – Driver's electric height adjustment		■			■	■	■	■					■	■	■
Front seats – Recaro		■													
Heated windscreen – 'Quickclear' – with heated washer jets		■			■	■	■	■					■	■	■
Power-assisted steering (on 1.4i and 1.8D* only)			■	■							■	■			
Roof rails – Integral, and tonneau cover												■	■		
Safety Pack – Front passenger's Airbag, anti-lock brakes and height-adjustable rear head restraints (head restraints standard on Ghia)			■	■	■	■	■				■	■	■	■	■
Seats – Leather covered (not Recaro)		■					■								■
Security pack – Central, double locking, perimeter alarm, electronic tailgate/boot release			■	■							■	■			
Spoiler – Body colour, tailgate (3/5-door)					■										
Wheels – 6x14 Alloy (steel spare) with 185 HR14 tyres (standard on 1.8i Si)					■	■							■	■	
Windows – Rear, electrically-operated with one-shot lowering, all windows		■													
Wiper – Rear wiper with electric wash (4-door only)							■								
Audio															
Stereo Radio/Cassette – Model 7000 RDS EON, removable bezel, 'Keycode' anti-theft coding, 4 speakers		■				■		■						■	
Stereo Radio/Cassette – Model 7000 RDS EON, removable bezel, 'Keycode' anti-theft coding, 4 speakers and 6-disc CD Autochanger – Model 2062	■	■			■	■	■	■					■	■	■
CD player – Model 2040									■						
Body Colour															
Paint – Metallic (no charge on RS Cosworth)	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■

Ø Subject to status and the signing of a 12 month airtime contract. The contract may be terminated by giving 30 days written notice after the end of the 12 month period. Available in conjunction with the purchase in the UK of a new Ford vehicle (excluding the Channel Islands and Isle of Man, named daily rental companies (Avis, Hertz, Budget, Eurocar, Euro Dollar, Flightform, Thrifty and their licensees/agents and Daily Rental), Ford and Dealer demonstrator programme vehicles, FRCS/Service rental vehicles, direct service vehicles).

RAC

EXTRA COVER

New Maintenance Plans

Your Ford Dealer can advise you on extended warranties. Extra Cover, the optional extended warranty from Ford now incorporates Service Cover, allowing you to add routine servicing or full maintenance cover to your plan.

Petrol and diesel models

24 Months/18,000 miles

24 Months/24,000 miles

24 Months/36,000 miles

24 Months/unlimited miles*†

36 Months/24,000 miles

36 Months/36,000 miles

36 Months/60,000 miles†

Selected Diesel models only

36 Months/100,000 miles

* 80,000 miles for Service Cover contracts

†Not RS Cosworth

Note:

- The timescale for the Warranty Plans is from the date of Warranty commencement and continues until the completion of the time or mileage allowance, whichever occurs first.
- Extra Cover can be purchased up to 12 months after the date of vehicle Warranty commencement, but still starts from the date the vehicle was registered.
- Service Cover can be purchased up to 2 months after the date of vehicle Warranty commencement.

Interior features

	Saloons						Estates					
	Aspen (4 & 5)	LX (4 & 5)	GLX (4 & 5)	Si (4 & 5)	Ghia (4 & 5)	Ghia X (4 & 5)	Aspen (5)	LX (5)	GLX (5)	Si (5)	Ghia (5)	Ghia X (5)
Carpet and Trim (continued)												
Gearlever knob – Leather-covered				■	■	■				■	■	■
Wood-effect finish to heater control, console, ashtray drawer, pen holder, gear lever surround and door pulls					■	■					■	■
Lighting												
Courtesy lights – Header-mounted, front and rear door-operated with delayed switch-off	■	■	■	■	■	■	■	■	■	■	■	■
Courtesy lights – Rear. Front footwell. Front reading lights					■	■					■	■
Light – Luggage compartment	■	■	■	■	■	■	■	■	■	■	■	■
Instruments and Controls												
Instruments – Speedometer, odometer, trip recorder, constant read-out fuel gauge, water temperature gauge	■	■	■	■	■	■	■	■	■	■	■	■
Tachometer		■	■	■	■	■		■	■	■	■	■
Cruise control (2.0i and 2.5i only)						■						■
Trip computer – 5-function						■						■
Warning indicators for oil pressure direction indicators, glow plugs on (diesel only), high beam, ignition/alternator, brake failure, handbrake on, Airbag(s), 'lights-on' audible warning	■	■	■	■	■	■	■	■	■	■	■	■
Graphic information module						■						■
Illuminated heater controls – 4-speed fan. Four MicronAir filtered vents with temperature and direction control, two dedicated side window demists	■	■	■	■	■	■	■	■	■	■	■	■
Master lighting control – Facia-mounted	■	■	■	■	■	■	■	■	■	■	■	■
Control stalks – Column-mounted for indicators, main beam, dip and flash, wash/wipe functions	■	■	■	■	■	■	■	■	■	■	■	■
Instrument panel – Illumination control	■	■	■	■	■	■	■	■	■	■	■	■
Steering column – Reach and rake adjustable	■	■	■	■	■	■	■	■	■	■	■	■
Airbag – Driver's	■	■	■	■	■	■	■	■	■	■	■	■
Steering wheel – Leather-trimmed				■	■	■				■	■	■
Steering wheel – Four-spoke, soft-feel incorporating horn function	■	■	■	■	■	■	■	■	■	■	■	■
Seats and Seat Belts For seat fabrics see page 41												
Front seat – Driver's cushion tilt adjust	■	■		■			■	■		■		
Front seat – Driver's electric height adjust			■		■	■			■		■	■
Front seat – Driver's electric 10-function seat adjustments: height, reach, cushion tilt, seat back rake and lumbar adjustment						■						■
Front seats – Fully reclining with fully adjustable head restraints, and side storage bins	■	■	■	■	■	■	■	■	■	■	■	■
Front seats – Sports				■						■		
Front seats – Adjustable lumbar support, manual			■		■	■			■		■	■
Storage tray – Under front passenger's seat					■	■					■	■
Storage pockets – Front seat backs		■	■	■	■	■		■	■	■	■	■
Rear seat – 60:40 split back	■	■	■	■	■	■	■	■	■	■	■	■
Rear seat – One-piece forward-tilt rear seat cushion (5-door)	■	■	■	■	■	■						
Rear seat – Folding centre armrest			■	■	■	■			■	■	■	■
Rear seats – Head restraints, fully adjustable			■	■	■	■			■	■	■	■
Seats – Anti-submarine, front and rear	■	■	■	■	■	■	■	■	■	■	■	■
Seats – Leather-trimmed, with heated front seats						■						■
Seat belts – Front, inertia reel, with grabbers and height-adjustable mounts. Rear, two inertia reel and one centre lap static	■	■	■	■	■	■	■	■	■	■	■	■
Comfort and Convenience												
Accessory socket/cigar lighter	■	■	■	■	■	■	■	■	■	■	■	■
Air-conditioning – CFC-free						■						■
Centre console – With pen holder, coin slots, padded lid and storage box (cassette upper, CD lower). Lid flips back to provide cup recesses	■	■	■	■	■	■	■	■	■	■	■	■
Clock – Digital quartz, 12/24 hour display	■	■	■	■	■	■	■	■	■	■	■	■
Driver's left footrest	■	■	■	■	■	■	■	■	■	■	■	■
Glovebox – With lid, illumination and lock	■	■	■	■	■	■	■	■	■	■	■	■
Grab handles – Three, coathooks on rear	■	■	■	■	■	■	■	■	■	■	■	■

Mondeo **specifications**

Interior features

	Saloons						Estates					
	Aspen (4 & 5)	LX (4 & 5)	GLX (4 & 5)	Si (4 & 5)	Ghia (4 & 5)	Ghia X (4 & 5)	Aspen (5)	LX (5)	GLX (5)	Si (5)	Ghia (5)	Ghia X (5)
Comfort and Convenience (continued)												
Mirror – Dipping rear view	■	■	■	■	■	■	■	■	■	■	■	■
Mirror – Passenger's sunvisor	■	■	■	■			■	■	■	■		
Mirror – Driver's and passenger's sunvisors with variable illumination					■	■					■	■
Pocket torch – Rechargeable					■	■					■	■
Storage – Facia, driver's lower, passenger's upper	■	■	■	■	■	■	■	■	■	■	■	■
Sunroof – Tilt/slide screened glass with soft fabric-covered blind		■	■	■				■	■	■		
Sunroof – Electrically-operated tilt/slide screened glass					■	■					■	■
Tailgate/boot release – Remote	■	■	■	■	■	■	■	■	■	■	■	■
Windows – Front, electrically-operated with one-shot lowering on driver's side		■	■	■	■	■		■	■	■	■	■
Windows – Rear, electrically-operated					■	■					■	■
Luggage Compartment												
Carpet – On floor with sidewall trims. Load tie-down eyes	■	■	■	■	■	■	■	■	■	■	■	■
Tailgate panel – With integral handhold (5-door only)	■	■	■	■	■	■	■	■	■	■	■	■
Parcel tray – Rear, tilting/removable (5-door only)	■	■	■	■	■	■						
Parcel tray – Rear, fixed (4-door)	■	■	■	■	■	■						
Tonneau cover and luggage net							■	■	■	■	■	■

Options

at extra cost

	Saloons						Estates					
	Aspen (4 & 5)	LX (4 & 5)	GLX (4 & 5)	Si (4 & 5)	Ghia (4 & 5)	Ghia X (4 & 5)	Aspen (5)	LX (5)	GLX (5)	Si (5)	Ghia (5)	Ghia X (5)
Equipment												
Airbag – Front passenger's		■	■	■	■	■		■	■	■	■	■
Airbag – Front passenger's and adjustable rear head restraints	■	■					■	■				
Air conditioning – CFC-free		■	■	■	■	■		■	■	■	■	■
Anti-lock brakes – Electronically controlled	■	■					■	■				
Alarm – Volume sensing with rear side window shater detection on estates	■	■	■	■	■	■	■	■	■	■	■	■
Ford Compact phone (no charge)Ø	■	■	■	■	■	■	■	■	■	■	■	■
Front seat – Driver's electric height adjust		■	■	■				■	■	■		
Wheels – 6 x 15 Alloy (steel spare) with 195/60x15 tyres				■						■		
Rear spoiler with integral stop light		■	■	■	■	■		■	■	■	■	■
Rapid Spec pack – Rear spoiler with integral stop light, 5-spoke 16" alloy wheels (steel spare) and 205/50 x 16 tyres		■	■		■			■	■		■	
Full Rapid Spec pack – Front bumper with round spot lights, sill extensions, rear bumper with air-flow ducts, rear spoiler with integral stop light (not 4/5-door Si) and 5-spoke 16" Alloy wheels (steel spare) with 205/50x16 tyres		■	■	■	■	■		■	■	■	■	■
Rear suspension – Self-levelling (standard on 2.5i models)							■	■	■	■	■	■
Roof rails – Integral		■	■	■	■	■		■	■	■	■	■
Safety pack – Front passenger's Airbag, anti-lock brakes and adjustable rear head restraints	■	■					■	■				
Sunroof – Electrically-operated tilt/slide screened glass		■	■	■	■	■		■	■	■	■	■
Suspension – Self-levelling, rear							■	■	■	■	■	■
Towing couplings – Fixed (with 2x7 pin electrics) or detachable (13 pin electrics)	■	■	■	■	■	■	■	■	■	■	■	■
Traction control (2.0i only, standard on 2.5i and 4x4)					■	■					■	■
Wipers – Rear wiper with electric wash (4-door only)		■	■	■	■	■		■	■	■	■	■
Audio												
Stereo Radio/Cassette – Model 2007 RDS EON, 'Keycode' anti-theft coding, 4 speakers and CD Autochanger – Model 2050		■	■	■	■			■	■	■	■	
Body Colour												
Paint – Metallic	■	■	■	■	■	■	■	■	■	■	■	■

Ø Subject to status and the signing of a 12 month airtime contract. The contract may be terminated by giving 30 days written notice after the end of the 12 month period. Available in conjunction with the purchase in the UK of a new Ford vehicle (excluding the Channel Islands and Isle of Man, named daily rental companies (Avis, Hertz, Budget, Eurocar, Euro Dollar, Flightform, Thrifty and their licensees/agents and Daily Rental), Ford and Dealer demonstrator programme vehicles, FRCS/Service rental vehicles, direct service vehicles).

RAC Ford

EXTRA COVER

New Maintenance Plans

Your Ford Dealer can advise you on extended warranties. Extra Cover, the optional extended warranty from Ford now incorporates Service Cover, allowing you to add routine servicing or full maintenance cover to your plan.

Petrol and diesel models

- 24 Months/18,000 miles
- 24 Months/24,000 miles
- 24 Months/36,000 miles
- 24 Months/unlimited miles*
- 36 Months/24,000 miles
- 36 Months/36,000 miles
- 36 Months/60,000 miles

Selected Diesel models only

- 36 Months/100,000 miles

* 80,000 miles for Service Cover contracts

Note:

- The timescale for the Warranty Plans is from the date of Warranty commencement and continues until the completion of the time or mileage allowance, whichever occurs first.
- Extra Cover can be purchased up to 12 months after the date of vehicle Warranty commencement, but still starts from the date the vehicle was registered.
- Service Cover can be purchased up to 2 months after the date of vehicle Warranty commencement.

Scorpio specifications

Interior features

	Executive	Ghia	Ultima
Comfort and convenience (continued)			
Grab handles – Four, coathooks on rear	■	■	■
Mirror – Dipping rear view	■	■	
Mirror – Rear view 'Electrochromatic', self-dimming			■
Mirror – Passenger's sunvisor	■	■	
Mirror – Passenger's sunvisor with illumination			■
Storage – Driver's tipping coin box,	■	■	■
Personalised entry – Driver's electric seat and door mirror memory – 3 programmes			■
Sunroof – Tilt/slide screened glass with louvred blind	■		
Sunroof – Electrically-operated tilt/slide screened glass with louvred blind		■	■
Windows – Front, electrically-operated, with one-shot lowering on driver's side	■		
Windows – Front and rear, electrically-operated with global operation and one-shot lowering on driver's side		■	■
Luggage compartment			
Carpet – On rear seat backs, floor and side walls	■	■	■
Load tie-down eyes and tonneau cover (estate only)	■	■	■
Storage space – In sidewall	■	■	■
Tailgate panel – With integral handhold (estate only)	■	■	■

Options

at extra cost

	Executive	Ghia	Ultima
Equipment			
Airbag – Front passenger's and high-mounted rear stop light	■	■	■
Alarm – Movement sensor and, on estates, luggage area rear side window shatter detector	■	■	■
Convenience pack – Electrically-operated rear windows with global closing, heated windscreen – 'Quickclear' – with heated washer jets (petrol only), electrically-operated and heated door mirrors, centre console and storage box with padded lid, cassette and CD storage, coin slots and trinket tray, rear accessory socket/cigar lighter	■		
Driver's pack – Front fog lights, headlight washer jets and, on 16V models, traction control	■	■	
Ford Compact phone (no charge) [o]	■	■	■
Front seat – Passenger's electric 10-function electric adjustment			■
Headlight washer jets			■
Luxury pack – Cruise control, CFC-free air conditioning with Automatic Temperature Control and, on Executive models, electrically-operated tilt/slide sunroof with screened glass and louvred blind.	■	■	
Parking sensor, rear	■	■	■
Seats – Front heated with leather trim			■
Sports Interior pack – Recaro front seats with Raven leather/cloth, wood/leather-rimmed steering wheel (Note: Driver's seat adjustments with this option are power reach, manual height, manual rake and adjustable head restraints)	■	■	
Towing coupling – Detachable	■	■	■
Towing coupling – Fixed (estate only)	■	■	■
Traction control (16V only)			■
Wheels – 6x16 Alloy (steel spare) with 225/50 ZRx16 tyres		■	■
Audio			
Stereo Radio/Cassette – Model 7000 RDS, with removable bezel, 'Keycode' anti-theft coding, 4 speakers	■		
CD Autochanger – Model 2060	■	■	
Body Colour			
Paint – Metallic (no charge)	■	■	■

[o] Subject to status and the signing of a 12 month airtime contract. The contract may be terminated by giving 30 days written notice after the end of the 12 month period. Available in conjunction with the purchase in the UK of a new Ford vehicle (excluding the Channel Islands and Isle of Man, named daily rental companies (Avis, Hertz, Budget, Eurocar, Euro Dollar, Flightform, Thrifty and their licensees/agents and Daily Rental), Ford and Dealer demonstrator programme vehicles, FRCS/Service rental vehicles, direct service vehicles).

RAC

EXTRA COVER

New Maintenance Plans

Your Ford Dealer can advise you on extended warranties. Extra Cover, the optional extended warranty from Ford now incorporates Service Cover, allowing you to add routine servicing or full maintenance cover to your plan.

Petrol and diesel models

24 Months/18,000 miles
24 Months/24,000 miles
24 Months/36,000 miles
24 Months/unlimited miles*
36 Months/24,000 miles
36 Months/36,000 miles
36 Months/60,000 miles

* 80,000 miles for Service Cover contracts

Note:

- The timescale for the Warranty Plans is from the date of Warranty commencement and continues until the completion of the time or mileage allowance, whichever occurs first.
- Extra Cover can be purchased up to 12 months after the date of vehicle Warranty commencement, but still starts from the date the vehicle was registered.
- Service Cover can be purchased up to 2 months after the date of vehicle Warranty commencement.

Escort **specifications**

Interior features

	Cabriolets Calypso (2)	Si Cabriolet (2)	**Saloons** Encore (3 & 5)	L (3, 4 & 5)	LX (3, 4 & 5)	Si (3 & 5)	Ghia (4 & 5)	RS 2000 (3)	RS Cosworth (3)	RS Cosworth Lux (3)	**Estates** Encore (5)	L (5)	LX (5)	Si (5)	Ghia (5)
Audio															
Stereo Radio/Cassette – Model 3000, removable bezel, 'Keycode' anti-theft coding, 2 speakers			■								■				
Stereo Radio/Cassette – Model 5000 RDS EON, removable bezel, 'Keycode' anti-theft coding, 4 speakers	■	■		■	■	■	■	■				■	■	■	■
Stereo Radio/Cassette – Model 2007 RDS EON, 'Keycode' anti-theft coding, 8 speakers								■	■						
Carpet and Trim															
Carpet – Non-woven velour	■	■	■	■	■	■	■	■	■		■	■	■	■	■
Carpet – Velour floor mats, front	■	■				■	■	■						■	■
Door bins – Front			■	■				■			■	■			
Door bins – Front, deep, carpet-covered	■	■			■	■	■	■	■				■	■	■
Door pull handle/armrest	■	■	■	■	■	■	■	■	■		■	■	■	■	■
Door release handle – Bright finish							■								■
Wood-effect facia and gear lever surround							■								■
Interior Lighting															
Courtesy light – Centre-mounted, front door-operated	■	■	■	■	■			■	■	■	■	■	■		
Courtesy light – Centre-mounted, front and rear door-operated						■	■							■	■
Courtesy light – Delayed switch-off		■				■	■	■	■	■				■	■
Courtesy lights – Front footwell							■								■
Light – Luggage compartment	■	■		■	■	■	■	■	■	■		■	■	■	■
Reading lights		■					■	■	■	■					■
Instruments and Controls															
Instruments – Speedometer, odometer, trip recorder, constant read-out fuel gauge, water temperature gauge	■	■	■	■	■	■	■	■	■		■	■	■	■	■
Tachometer	■	■		■	■	■	■	■	■				■	■	■
Oil pressure gauge, turbo gauge, voltmeter								■	■						
Graphic warning light system			■	■							■	■			
Warning indicators for oil pressure, direction indicators, glow plugs on (diesel only), high beam, ignition/alternator, brake failure, handbrake on, Airbag(s), door ajar warning (where alarm is fitted), 'lights-on' audible warning	■	■	■	■	■	■	■	■	■		■	■	■	■	■
Warning indicators for low fuel and washer fluid								■	■						
Tailgate/boot release – Remote				■				■	■			■			
Tailgate/boot release – Electronic remote					■	■	■	■					■	■	■
Sports instrument cluster – Black symbols and red pointers on white dials		■				■								■	
Sports instrument cluster – Electro-luminescent								■	■						
Illuminated heater controls – 3-speed fan. Four vents with temperature and direction control, two dedicated side window demists	■	■	■	■	■	■	■	■	■		■	■	■	■	■
Control stalks – Column-mounted for master lights, indicators and wash/wipe functions	■	■	■	■	■	■	■	■	■		■	■	■	■	■
Steering column – Reach adjustable		■			■	■	■	■	■					■	■
Airbag – Driver's	■	■	■	■	■	■	■	■	■		■	■	■	■	■
Steering wheel – Three-spoke, soft-feel, leather-trimmed incorporating horn function		■				■		■	■					■	
Steering wheel – Four-spoke, soft-feel (leather-trimmed on Ghia) incorporating horn function	■		■	■	■		■				■	■	■		■
Seats and Seat Belts For seat fabrics see page 63															
Front seat – Driver's adjustable lumbar support, manual		■				■		■	■						■
Front seat – Driver's cushion tilt adjust		■		■	■	■						■	■	■	■
Front seat – Driver's electric height adjustment	■														
Front seats – Anti-submarine	■	■	■	■	■	■	■	■	■		■	■	■	■	■
Front seats – Fully reclining	■	■	■	■	■	■	■	■	■		■	■	■	■	■
Front seats – Sports		■			■									■	
Front seats – Recaro							■	■	■						
Front seats – Head restraints, height adjustable			■	■	■						■	■	■		
Front seats – Head restraints, fully adjustable	■	■			■	■	■	■	■					■	■

Interior features

	Executive	Ghia	Ultima
Audio			
Stereo Radio/Cassette – Model 5000 RDS EON, with removable bezel, 'Keycode' anti-theft coding, 4 speakers	■		
Stereo Radio/Cassette – Model 7000 RDS EON, with removable bezel, 'Keycode' anti-theft coding, 4 speakers		■	■
CD Autochanger – Model 2060			■
Remote control facility for volume, station, AM/FM and CD	■	■	■
Carpet and Trim			
'Burr walnut' effect facia, gearlever surround and door inserts	■	■	■
Carpet – Cut pile	■	■	■
Door bins – Front, carpet-covered. Door pull handle/armrest, fabric insert door trim	■	■	■
Lighting			
Courtesy lights – Header-mounted, front and rear door-operated	■	■	■
Courtesy lights – Delayed switch-off		■	■
Courtesy lights – Front and rear footwells			■
Lights – Door marker/kerb illumination, front and rear			■
Luggage comparment	■	■	■
Reading lights – Front and rear			■
Instruments and controls			
Instruments – Speedometer, digital odometer, digital trip recorder, constant read-out fuel gauge, water temperature gauge	■	■	■
Tachometer	■	■	■
Cruise control			■
Fuel computer – Multi-function (petrol only)		■	■
Graphic information module – 5-way door ajar, low air temperature, side, head and brake light bulb failure		■	■
Warning indicators for oil pressure, direction indicators, glow plugs-on (diesel only), high beam, ignition/alternator, brake failure, handbrake on, Airbag(s), 'lights-on' audible warning, automatic transmission engaged audible warning	■	■	■
Warning lights – Auxiliary. Low washer fluid, low engine coolant, high engine coolant temperature, brake pad wear		■	■
Illuminated heater controls – 3-speed fan with four pollen-filtered vents with temperature and direction control, two dedicated side window demists	■	■	■
Rear compartment heating ducts	■	■	■
Master lighting control – Facia-mounted	■	■	■
Control stalks – Column-mounted for indicators, main beam, dip and flash, wash/wipe functions	■	■	■
Steering column – Reach and rake adjustable	■	■	■
Airbag – Driver's	■	■	■
Steering wheel – Four-spoke, soft-feel, (leather-trimmed on Ghia) incorporating horn function	■	■	■
Seats and Seat Belts For seat fabric see page 33			
Front seat – Driver's, adjustable lumbar support, pneumatic		■	
Front seat – Driver's, electric height adjust	■	■	■
Front seat – Driver's electric 10-function seat adjustments: height, reach, cushion tilt, seat back rake,and lumbar adjustment with personalised entry			■
Front seats – Fully reclining with fully adjustable head restraints	■	■	■
Storage pockets – Front seat backs	■	■	■
Rear seat – One-piece forward-tilt seat cushion (4-door)	■	■	■
Rear seat – 60:40 split back	■	■	■
Rear seat – Folding centre armrest	■	■	■
Rear seats – Head restraints, fully adjustable	■	■	■
Seats – Leather-trimmed, with heated front seats (Ultima Leather models)			■
Seat belts – Front, inertia reel, with grabbers and height-adjustable mounts. Two rear inertia reel and one centre lap static	■	■	■
Comfort and convenience			
Accessory socket/cigar lighter, front	■	■	■
Accessory socket/cigar lighter, rear		■	■
Air-conditioning – CFC-free with Automatic Temperature Control			■
Centre console – With cassette storage and trinket tray	■		
Centre console and storage box with padded lid, cassette and CD storage, coin slots and trinket tray		■	■
Clock – Analogue quartz	■	■	■
Glovebox – With lid and illumination	■	■	■

INTERIOR FEATURES

	Aspen (3 & 5)	GLX (3 & 5)
Seats and seat belts (continued) For seat fabric see page 25		
Front seats – Head restraints, height adjustable	■	■
Front seats – Quick release (3-door only)	■	■
Storage pockets – Front seat backs	■	■
Rear seats – Head restraints, height adjustable (not 3rd row on 5-door)	■	■
Rear seats – Rake adjustable (2nd row only)	■	■
Rear seats – 50/50 split folding back and cushion (2nd row only)	■	■
Rear seat – Fold and roll 3rd row seat (5-door)	■	■
Seat belts – Front, inertia reel with height adjustable mounts.Rear, (2nd row) two inertia reel, one centre lap static. Rear, (3rd row) two inertia reel	■	■
Comfort and convenience		
Accessory socket/cigar lighter	■	■
Centre console – With trinket tray, storage box and lid	■	■
Clock – Digital quartz	■	■
Glovebox – With lid	■	■
Storage – Facia, passenger's upper, coin box	■	■
Sunroof – Electrically-operated tilt-or-slide		■
Windows – Front, electrically-operated with one shot lowering on driver's side	■	■
Windows – Rear, electrically-operated (5-door)	■	■
Windows – Rear passengers' opening quarter vents (3-door)	■	■
Luggage compartment		
Carpet – On floor with sidewall trims	■	■
Luggage tie-down hooks (5-door)	■	■

OPTIONS

at extra cost

	Aspen (3 & 5)	GLX (3 & 5)
Equipment		
Air conditioning – CFC free	■	■
Ford Compact phone (no charge)[ø]	■	■
Leather trim	■	■
Roof rails	■	■
Sunroof – Electrically-operated tilt-or-slide	■	
Trailer couplings	■	■
Wood appliqué trim – consists of wood finish gearlever knob, passenger grabhandles and door handles	■	■
Body Colour		
Paint - Metallic (no charge)	■	■

'STAR' APPEARANCE PACKS

	One Star Pack	Two Star Pack	Three Star Pack	Four Star Pack	Five Star Pack
Body colour bumpers (std on GLX)	■	■	■	■	■
Alloy wheels with 235 tyres (std on GLX)	■	■	■	■	■
'Soft-feel' body colour front bar (3dr small/5dr large)		■		■	■
Wheelarch extensions			■	■	■
Rear light guards – Black			■	■	■
Hard spare wheel cover			■	■	■
Chrome side bars and chrome tailpipe finisher (3dr only)					■
Full length side steps (5dr only)					■
Rear spoiler with internal stop lamp					■

[ø] Subject to status and the signing of a 12 month airtime contract. The contract may be terminated by giving 30 days written notice after the end of the 12 month period. Available in conjunction with the purchase in the UK of a new Ford vehicle (excluding the Channel Islands and Isle of Man, named daily rental companies (Avis, Hertz, Budget, Eurocar, Euro Dollar, Flightform, Thrifty and their licensees/agents and Daily Rental), Ford and Dealer demonstrator programme vehicles, FRCS/Service rental vehicles, direct service vehicles).

Interior features

Saloons	Encore (3 & 5)	LX (3 & 5)	Si (3 & 5)	Ghia (5)
Seats and Seat Belts (continued)				
Front seats – Sports			■	
Storage pockets – Front seat backs		■		■
Rear seat – Folding back	■	■	■	■
Rear seat – 60:40 split back		■	■	■
Seat belts – Front, inertia reel, with grabbers and height adjustable mounts. Rear, two inertia reel, one centre lap static	■	■	■	■
Comfort and Convenience				
Accessory socket/cigar lighter	■	■	■	■
Centre console – Small with storage pocket	■			
Centre console – Long with storage pocket		■	■	■
Clock – Digital, quartz (with temperature read out and warning on Ghia)	■	■	■	■
Glovebox with lid (illuminated on Ghia)	■	■	■	■
Grab handle – Front passenger's, coathooks in rear		■		
Grab handles – Front passenger's and two rear			■	■
Mirror – Dipping rear view	■	■	■	■
Mirror – Passenger's sunvisor		■	■	■
Mirror – Driver's sunvisor wih cover	■	■	■	■
Storage – Driver's side lower	■	■	■	■
Sunroof – Tilting/removable, screened glass		■	■	■
Tailgate release – Remote				■
Windows – Front, electrically-operated				■
Luggage Compartment				
Rear parcel tray – Carpet covered, tilting	■	■	■	■
Carpet on floor with sidewall trims	■	■	■	
Carpet on floor with sidewall and wheel arch trims				■

Options

at extra cost

Saloons	Encore (3 & 5)	LX (3 & 5)	Si (3 & 5)	Ghia (5)
Equipment				
Airbag – Front passenger's	■	■	■	■
Air conditioning – CFC-free			■	■
Anti-lock brakes and traction control		■	■	■
Ford Compact phone (no charge)[e]	■	■	■	■
Pack 1 – Heated windscreen – 'Quickclear'; electrically-operated and heated door mirrors and electrically-operated front windows		■	■	
Pack 2 – Driver's seat electric height adjustment, rear head restraints and front passenger's Airbag		■	■	
Pack 3 – Remote control central, double locking with torch key; perimeter alarm; remote tailgate release; delayed switch-off courtesy light and reading light		■	■	
Pack 4 – 5½x14 Alloy wheels (steel spare) with 185/55 HR x 14 tyres and front fog lights			■	
Pack 5 – Heated windscreen – 'Quickclear'; electrically-operated and heated door mirrors; front fog lights; driver's seat electric height adjustment; rear head restraints and alloy wheels with 185/55x14 tyres				■
Pack 6 – Pack 5 plus leather trim				■
Power-assisted steering (standard on automatics and diesels)	■	■		
Sunroof – Tilting/removable, screened glass	■			
Audio				
Stereo Radio/Cassette – Model 3000, removable bezel, 'Keycode' anti-theft coded, 4 speakers	■			
Stereo Radio/Cassette – Model 4000 RDS, removable bezel, 'Keycode' anti-theft coding, 6 speakers (from 1/1/96)		■		
Stereo Radio/Cassette – Model 5000 RDS, removable bezel, 'Keycode' anti-theft coded, 6 speakers			■	
Body Colour				
Paint – Metallic (no charge on Si)	■	■	■	■

[e] Subject to status and the signing of a 12 month airtime contract. The contract may be terminated by giving 30 days written notice after the end of the 12 month period. Available in conjunction with the purchase in the UK of a new Ford vehicle (excluding the Channel Islands and Isle of Man, named daily rental companies (Avis, Hertz, Budget, Eurocar, Euro Dollar, Flightform, Thrifty and their licensees/agents and Daily Rental), Ford and Dealer demonstrator programme vehicles, FRCS/Service rental vehicles, direct service vehicles).

Safety and Security features

	16V	24V
Driver and front passenger Airbags	■	■
Side impact door beams	■	■
Steel safety cage	■	■
Electronically-controlled anti-lock 4-wheel disc brakes	■	■
Inertia switch fuel cut off	■	■
Anti-burst door locks	■	■
Immobiliser	■	■
Alarm, anti-theft	■	■
Locks: Central door locking	■	■
Locking wheel nuts	■	■
Remote fuel filler flap and tailgate release	■	■
Visible VIN (Vehicle Identification Number)	■	■
'Keycode' anti-theft coded audio equipment (with removable bezel on 2006R)	■	■

The Tracker stolen vehicle detection system is now available on all Ford cars. Contact a Ford Dealer for full details.

Exterior features

Exterior Appearance and Styling	16V	24V
Bodyside mouldings: Body colour	■	■
Bodyside cladding: Body colour		■
Rear wheel guards fitted to wheel arch		■
Wheels: 6x15 3-spoke alloy with 205/55x15 tyres (T125/70 'space-saver' spare)	■	
Wheels: 7x16 5-spoke alloy with 225/50x16 tyres (T135/50 'space-saver' spare)		■
Exterior Functional		
Door mirrors: Electrically-operated and heated with body colour housing	■	■
Heated rear window	■	■
Tinted glass	■	■
Wipers: Tailgate wiper with electric wash	■	■
Exterior Lighting		
Halogen headlights; rear fog light; reversing light	■	■
Headlights: Retractable with motorised levelling	■	■
Long range driving lights	■	■

Interior features

Interior Carpeting and Trim	16V	24V
Leather-covered gearlever knob		■
Interior Lighting		
Courtesy lights: Front door operated with 'fade off' function	■	■
Map reading light and illuminated entry system		■

Interior features

In-car Entertainment	16V	24V
Stereo Radio/Cassette – Model 2006R RDS with removable front bezel, 'Keycoded', electric aerial	■	
Stereo Radio/Cassette – Model 2007 RDS with remote power amplifier and 4 x 20W output, 'Keycoded', electric aerial		■
Instruments and Controls		
Speedometer and odometer, fuel gauge, water temperature gauge, tachometer	■	■
Oil pressure gauge and voltmeter	■	■
Warning lights for: Low fuel; low washer fluid and tailgate open	■	■
'Lights on' audible warning	■	■
Cruise control		■
Steering wheel: Four-spoke soft-feel	■	■
Steering wheel: Leather-trimmed		■
Steering column, rake adjustable	■	■
Seats and Seat Belts		
Front seats: Sports, fully reclining with head restraints and seat back stowage pocket on front passenger seat	■	■
Front seats: Forward tilt with return memory	■	■
Front seats: Driver's electrically-operated lumbar and side bolster adjust; manual height adjust	■	■
Seat belts: 4 inertia reel, lap and diagonal	■	■
Folding rear seat back with 50:50 split	■	■
Comfort and Convenience		
Sunroof, electrically-operated sliding	■	■
Vanity mirror with illumination on driver's and passenger's sunvisors	■	■
Windows, electrically-operated front – 'one shot down'	■	■
Centre console and digital clock	■	■
Glovebox with lid, illumination and lock	■	■
Luggage compartment		
Stowage net	■	■

Options at extra cost

Equipment	16V	24V
Air conditioning – CFC-free	■	■
Ford Compact phone (no charge) ø	■	■
Leather front seat facings and 'leather-effect' rear seats		■
Plus Pack: 2007 RDS Radio/Cassette, leather front seat facings and 'leather-effect' rear seats, leather-trimmed steering wheel, leather gearlever knob, map light and illuminated entry system	■	
Wheels: 7x16 Chromed alloy wheels with 225/50x16 tyres (T135/50 'space-saver' spare)		■

ø Subject to status and conditions – See page 16.

MAVERICK SPECIFICATIONS

EXTERIOR FEATURES

	Aspen (3 & 5)	GLX (3 & 5)
Exterior Appearance and Styling		
Bumpers – Grey	■	
Bumpers – Body colour		■
Front grille – Bright finish	■	■
Wheels – 6x15 Steel with 215 R15 tyres	■	
Wheels – 7x15 Alloy with 235 R15 tyres		■
Wheel arch extensions (small)	■	■
Exterior Functional		
Aerial – Roof-mounted, rear	■	■
Door mirrors – Electrically-operated and heated, black housings	■	
Door mirrors – Electrically-operated and heated, body colour housings		■
Fuel flap – Remote release	■	■
Immobiliser – Safeguard system	■	■
Locks – Central locking	■	■
Locks – Rear, childproof (5-door)	■	■
Mudflaps – Front and rear (not with wheel arch extensions)	■	■
Spare wheel – On rear door,with cover	■	■
Tinted glass	■	■
Washer jets – Headlights		■
Wipers – Front, with variable interval, intermittent wipe	■	■
Wipers – Rear wiper, intermittent with electric wash	■	■
Lighting		
Halogen headlights, side lights rear fog light, reversing light. High mounted brake lights	■	■
Fog lights – Front	■	■

INTERIOR FEATURES

	Aspen (3 & 5)	GLX (3 & 5)
Audio		
Stereo Radio/Cassette – Model 2007 RDS EON, 'Keycode' anti-theft coding, 4 speakers	■	■
Carpet and trim		
Carpet – Needle-pile	■	■
Door bins	■	■
Door trims – Fabric insert	■	■
Door pull handle/armrest	■	■
Lighting		
Courtesy light – Centre-mounted, front and rear door-operated	■	■
Courtesy light – Delayed switch-off	■	■
Reading lights – Front		■
Instruments and controls		
Instruments – Speedometer, odometer, tachometer, fuel gauge, water temperature gauge, trip recorder	■	■
Warning indicators for oil pressure, direction indicators, glow plugs on (diesel only), high beam, ignition/alternator, brake failure, handbrake on, Airbag(s), low fuel, low washer fluid, door ajar, 4WD engaged	■	■
Illuminated heater controls – 4-speed fan, four vents with temperature and direction control	■	■
Control stalks – Column-mounted for master lights, indicators and wash/wipe functions	■	■
Steering column – Rake adjustable	■	■
Airbag – Driver's	■	■
Steering wheel – Three-spoke, soft-feel incorporating horn function (leather-trimmed on GLX)	■	■
Seats and seat belts For seat fabric see page 25		
Front seat – Driver's height adjust		■
Front seat – Driver's adjustable lumbar support		■

Interior features

	Cabriolets		**Saloons**								**Estates**				
	Calypso (2)	*Si Cabriolet (2)*	*Encore (3 & 5)*	*L (3, 4 & 5)*	*LX (3, 4 & 5)*	*Si (3 & 5)*	*Ghia (4 & 5)*	*RS 2000 (3)*	*RS Cosworth (3)*	*RS Cosworth Lux (3)*	*Encore (5)*	*L (5)*	*LX (5)*	*Si (5)*	*Ghia (5)*
Seats and Seat Belts (continued)															
Storage nets – Front seat backs								■							
Storage pockets – Front seat backs	■	■				■	■		■	■				■	■
Rear seat – Folding back								■							
Rear seat – Folding back and cushion	■	■													
Rear seat – 60:40 split back			■	■	■	■	■	■	■	■	■	■	■	■	■
Rear seat - Folding centre armrest							■			■					■
Rear seats – Head restraints, height adjustable							■								■
Rear seats – Head restraints, fully adjustable										■					
Seat belts – Front, inertia reel, with grabbers and height adjustable mounts. Rear, two inertia reel and one centre lap static	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Comfort and Convenience															
Accessory socket/cigar lighter	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Centre console – With open storage box and integral coin slots			■	■							■	■			
Centre console – With lidded storage box, cup recesses, rear ashtray and integral coin slots	■	■			■	■	■	■					■	■	■
Centre console – Padded, with armrest and cassette storage									■	■					
Clock – Analogue, quartz	■	■	■	■	■	■	■	■			■	■	■	■	■
Clock – Digital, quartz. Multi-function with ambient temperature read-out									■	■					
Glovebox with lid			■								■				
Glovebox with lid and illumination	■	■		■	■	■	■	■	■	■		■	■	■	■
Grab handles – Three, with coathooks			■	■	■	■	■	■	■	■	■	■	■	■	■
Mirror – Dipping rear view	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Mirror – Passenger's sunvisor	■	■		■	■	■	■	■	■	■		■	■	■	■
Storage – Facia, driver's lower, passenger's upper	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Sunroof – Tilt/slide screened glass with louvred blind				■	■	■	■	■				■	■	■	■
Sunroof – Electrically-operated tilt/slide, screened glass with louvred blind										■					
Windows – Wind-down rear (not 3-door)	■	■	■	■	■	■	■				■	■	■	■	■
Windows – Front, electrically-operated					■					■			■		
Windows – Front, electrically-operated with one-shot lowering on driver's side	■	■				■	■	■						■	■
Windows – Rear quarter vents, opening								■		■					
Luggage Compartment															
Carpet – On floor with sidewall and wheel arch trims	■	■	■	■	■	■	■	■			■	■	■	■	■
Trim – Floor and sidewall									■	■					
Parcel tray – Rear, tilting/removable (3/5-door)			■	■	■	■	■	■	■	■					
Parcel tray – Rear, fixed (2/4-door)	■	■		■	■		■								
Rear seat backs – Carpeted												■	■	■	■
Tonneau cover – Luggage compartment														■	■

Interior features

	Saloons Encore (3 & 5)	LX (3 & 5)	Si (3 & 5)	Ghia (5)
Seats and Seat Belts (continued)				
Front seats – Sports			■	
Storage pockets – Front seat backs		■		■
Rear seat – Folding back	■	■	■	■
Rear seat – 60:40 split back		■	■	■
Seat belts – Front, inertia reel, with grabbers and height adjustable mounts. Rear, two inertia reel, one centre lap static	■	■	■	■
Comfort and Convenience				
Accessory socket/cigar lighter	■	■	■	■
Centre console – Small with storage pocket	■			
Centre console – Long with storage pocket		■	■	■
Clock – Digital, quartz (with temperature read out and warning on Ghia)	■	■	■	■
Glovebox with lid (illuminated on Ghia)	■	■	■	■
Grab handle – Front passenger's, coathooks in rear		■		
Grab handles – Front passenger's and two rear			■	■
Mirror – Dipping rear view	■	■	■	■
Mirror – Passenger's sunvisor		■	■	■
Mirror – Driver's sunvisor wih cover	■	■	■	■
Storage – Driver's side lower	■	■	■	■
Sunroof – Tilting/removable, screened glass		■	■	■
Tailgate release – Remote				■
Windows – Front, electrically-operated				■
Luggage Compartment				
Rear parcel tray – Carpet covered, tilting	■	■	■	■
Carpet on floor with sidewall trims	■	■	■	
Carpet on floor with sidewall and wheel arch trims				■

Options

at extra cost

	Saloons Encore (3 & 5)	LX (3 & 5)	Si (3 & 5)	Ghia (5)
Equipment				
Airbag – Front passenger's	■	■	■	■
Air conditioning – CFC-free			■	■
Anti-lock brakes and traction control		■	■	■
Ford Compact phone (no charge)[e]	■	■	■	■
Pack 1 – Heated windscreen – 'Quickclear'; electrically-operated and heated door mirrors and electrically-operated front windows		■	■	
Pack 2 – Driver's seat electric height adjustment, rear head restraints and front passenger's Airbag		■	■	
Pack 3 – Remote control central, double locking with torch key; perimeter alarm; remote tailgate release; delayed switch-off courtesy light and reading light		■	■	
Pack 4 – 5½x14 Alloy wheels (steel spare) with 185/55 HR x 14 tyres and front fog lights			■	
Pack 5 – Heated windscreen – 'Quickclear'; electrically-operated and heated door mirrors; front fog lights; driver's seat electric height adjustment; rear head restraints and alloy wheels with 185/55x14 tyres				■
Pack 6 – Pack 5 plus leather trim				■
Power-assisted steering (standard on automatics and diesels)	■	■		
Sunroof – Tilting/removable, screened glass	■			
Audio				
Stereo Radio/Cassette – Model 3000, removable bezel, 'Keycode' anti-theft coded, 4 speakers	■			
Stereo Radio/Cassette – Model 4000 RDS, removable bezel, 'Keycode' anti-theft coding, 6 speakers (from 1/1/96)		■		
Stereo Radio/Cassette – Model 5000 RDS, removable bezel, 'Keycode' anti-theft coded, 6 speakers			■	
Body Colour				
Paint – Metallic (no charge on Si)	■	■	■	■

[e] Subject to status and the signing of a 12 month airtime contract. The contract may be terminated by giving 30 days written notice after the end of the 12 month period. Available in conjunction with the purchase in the UK of a new Ford vehicle (excluding the Channel Islands and Isle of Man, named daily rental companies (Avis, Hertz, Budget, Eurocar, Euro Dollar, Flightform, Thrifty and their licensees/agents and Daily Rental), Ford and Dealer demonstrator programme vehicles, FRCS/Service rental vehicles, direct service vehicles).