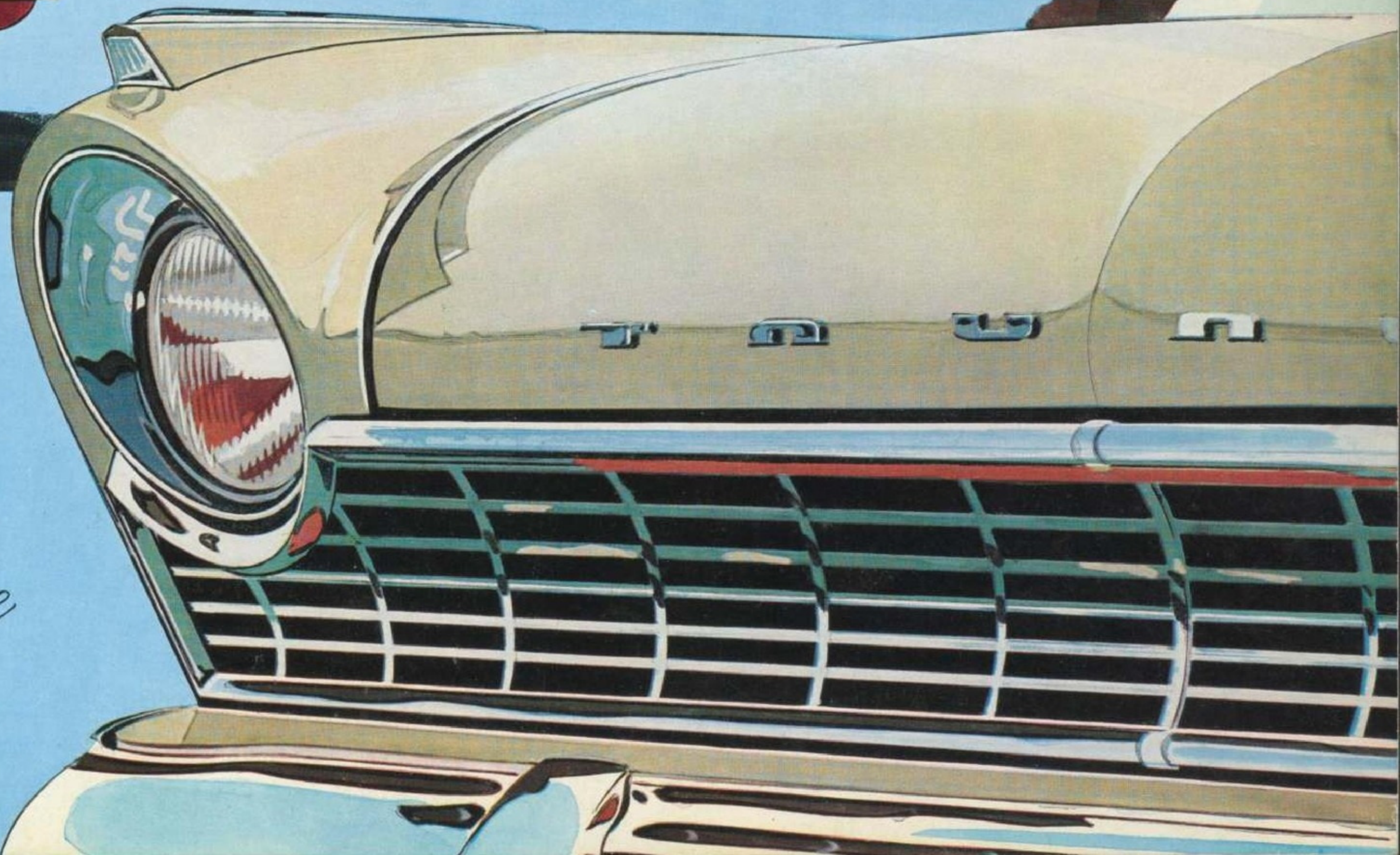


**TAUNUS**



*de Luxe*



You will soon hear the Slogan: "SAFE AS A TAUNUS 17 M"

Let us keep aside all ornamental nomenclature!

What matters most in a modern high-class automobile?

Above all — safe driving qualities — under all conditions and on all roads.

The most excellent performance, the most elegant design —

all these cherished values become doubtful if you cannot depend upon your car . . . if it fails you in a bend . . . if it tends to skidding . . .

if it does not easily absorb holes and bumps of bad roads . . .

if it is only a "good weather car" that starts slipping on a wet road.

Well, drive a TAUNUS 17 M! It is hard to describe the driving safety, driving qualities,

and driving pleasure which this car offers you.

This prospectus can only roughly indicate the amount of perspicacious engineering,

brilliant design, and careful manual skill that was necessary

to bring about this technical progress. — It is much more important than the

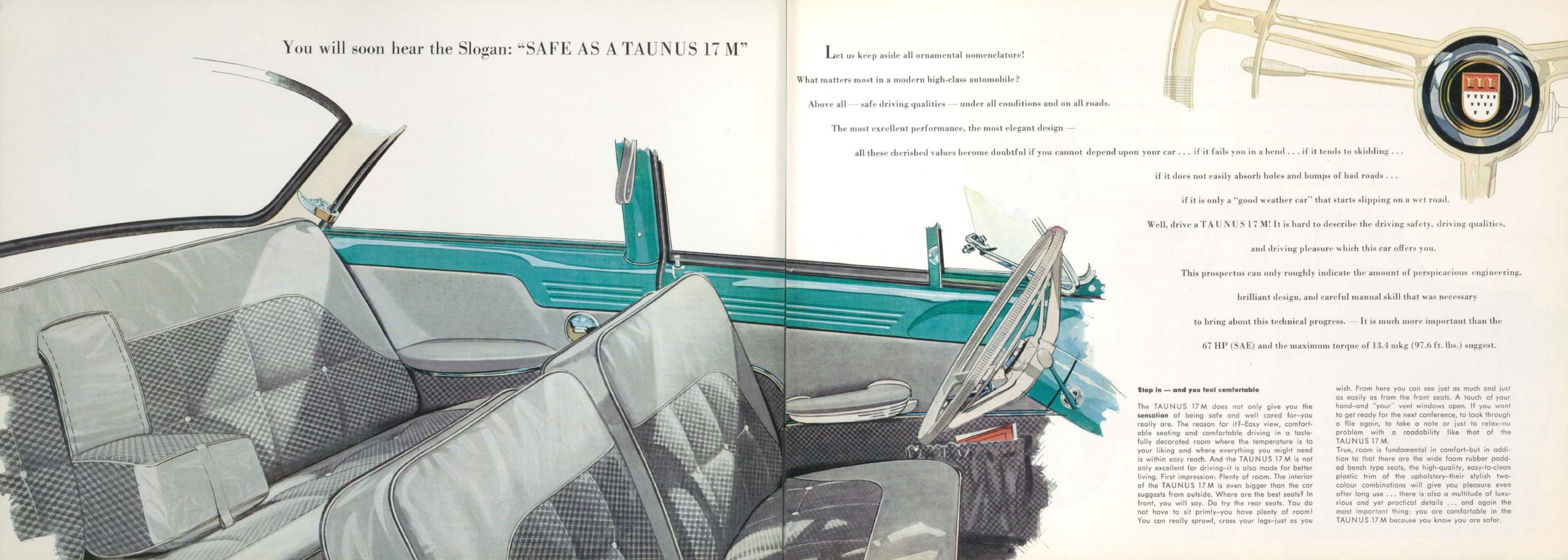
67 HP (SAE) and the maximum torque of 13.4 mkg (97.6 ft. lbs.) suggest.

#### Step in — and you feel comfortable

The TAUNUS 17M does not only give you the sensation of being safe and well cared for—you really are. The reason for it?—Easy view, comfortable seating and comfortable driving in a tastefully decorated room where the temperature is to your liking and where everything you might need is within easy reach. And the TAUNUS 17M is not only excellent for driving—it is also made for better living. First impression: Plenty of room. The interior of the TAUNUS 17M is even bigger than the car suggests from outside. Where are the best seats? In front, you will say. Do try the rear seats. You do not have to sit primly—you have plenty of room! You can really sprawl, cross your legs—just as you

wish. From here you can see just as much and just as easily as from the front seats. A touch of your hand—and "your" vent windows open. If you want to get ready for the next conference, to look through a file again, to take a note or just to relax—no problem with a roadability like that of the TAUNUS 17M.

True, room is fundamental in comfort—but in addition to that there are the wide foam rubber padded bench type seats, the high-quality, easy-to-clean plastic trim of the upholstery—their stylish two-colour combinations will give you pleasure even after long use . . . there is also a multitude of luxurious and yet practical details . . . and again the most important thing: you are comfortable in the TAUNUS 17M because you know you are safer.





One of the most beautiful Automobiles is Yours!



Also in automobiles it is the spirit that forms the body. The basic concept of the TAUNUS 17 M—

more driving pleasure through more room, power, and safety—contribute in themselves to a composite design of graceful and stylish proportions.

This concept works from the interior toward the exterior and radiates lively and dynamic charm . . . even standing still this car reveals its real self: to cover distances with graceful power. Take your time and absorb the picture of the TAUNUS 17 M de Luxe:

look at the bold sweep of the horizontal line—drawn in one graceful curve from taillights way out over the headlights . . .

trace the contours of the roof striking buoyantly forward from the rear of the car and then—like a wide-open visor—

releasing the view over the wide flat hood imbedded between the headlights straining forward.



#### FOUR IMPORTANT THINGS

- Easy lifting of the trunk lid which arrests automatically.
- The trunk illumination is switched on automatically when the lid is opened.
- Luggage compartment without spare wheel. The spare wheel is easily accessible below the spacious trunk from where you can take it out without difficulty.
- Overdimensioned taillights—Impressively sized they are the striking last notes of the TAUNUS 17 M. Above all: everybody will see these taillights—under all conditions and in time . . . even in foggy weather and sun glare. With these lights you do a favour to the "man behind you"—and to yourself.





Whether you prefer a car with two or four doors—FORD-WERKE AG offers you just the right TAUNUS 17 M de Luxe—according to your wishes. Your choice will certainly be influenced by the main purpose of your automobile.

If your TAUNUS 17 M de Luxe will be mainly driven by a chauffeur . . .

or if your main objective is business representation—then,

of course, you need a four-door TAUNUS 17 M de Luxe.

FORD-WERKE AG has executed greatest care to maintain the sturdiness of its double-wall bodies also in this type.

The carefully manufactured doors are hinged in front.

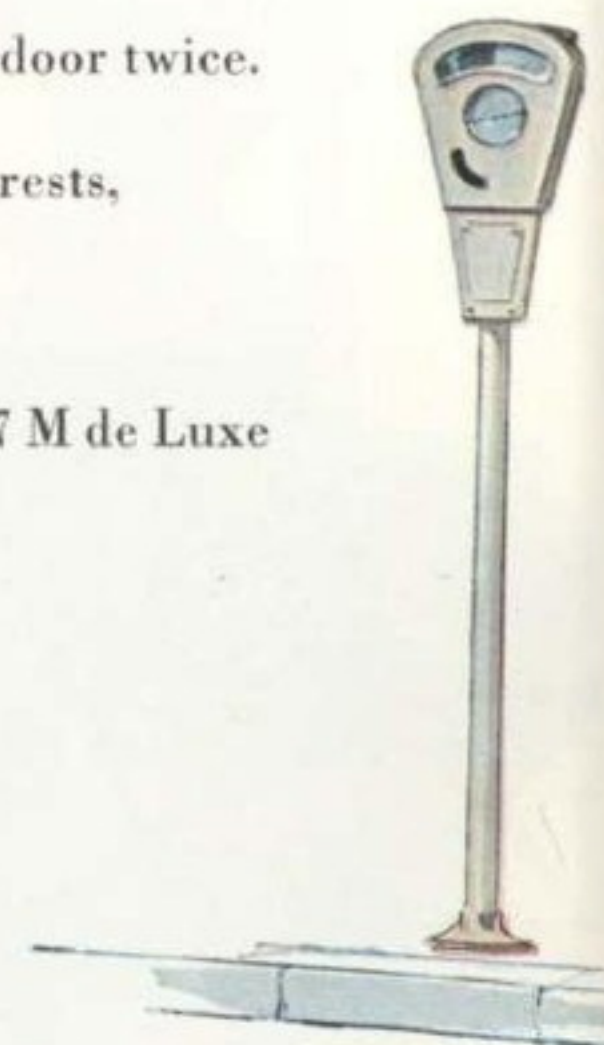
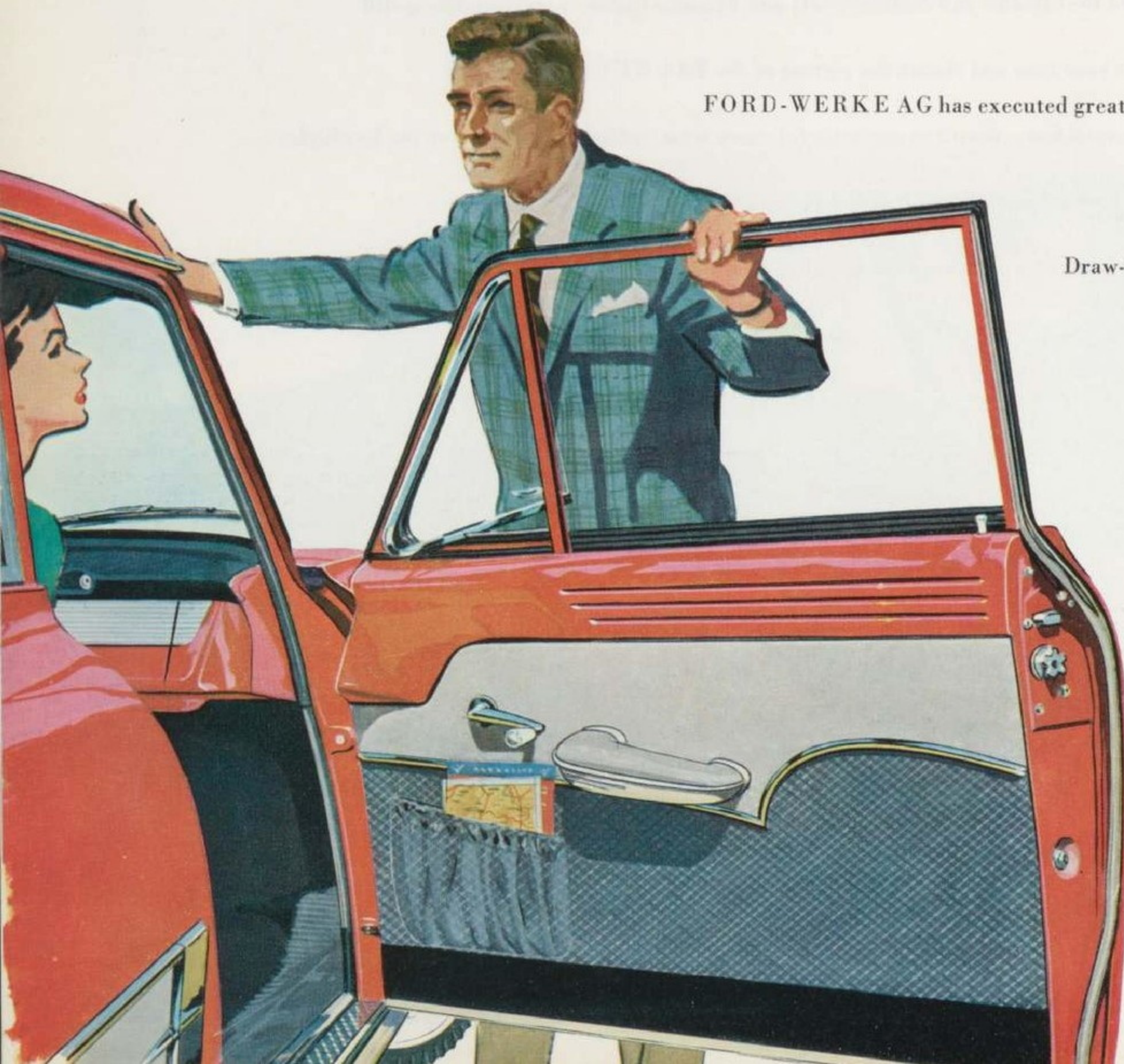
A rotary-type lock secures every door twice.

Draw-levers for the opening are securely imbedded in the arm rests,

and thus safer against unintentional operation.

The four-door version of the TAUNUS 17 M de Luxe has four crank operated and two vent windows.

**Like door—like car.**—Therefore have a close look at the door of the TAUNUS 17 M. Like a cut-away model the door demonstrates the thickness of the double-wall body—making it possible to judge and measure safety. Note the rotary-type locks securing your doors twice. Look at the elegantly fashioned interior of the door—just one more example of the excellent craftsmanship for which FORD-WERKE AG is known so well.



**How many doors do you want?**

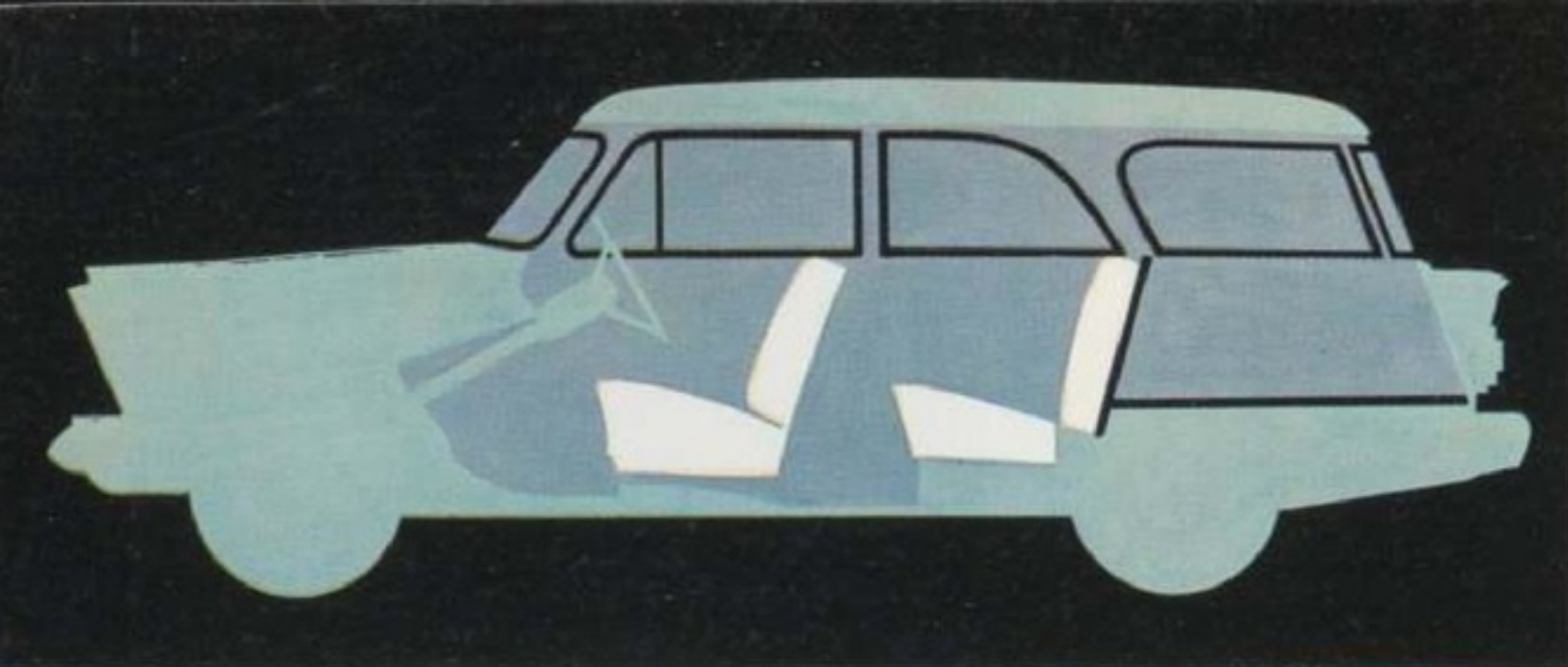
TAUNUS 17 M de Luxe — also with four doors



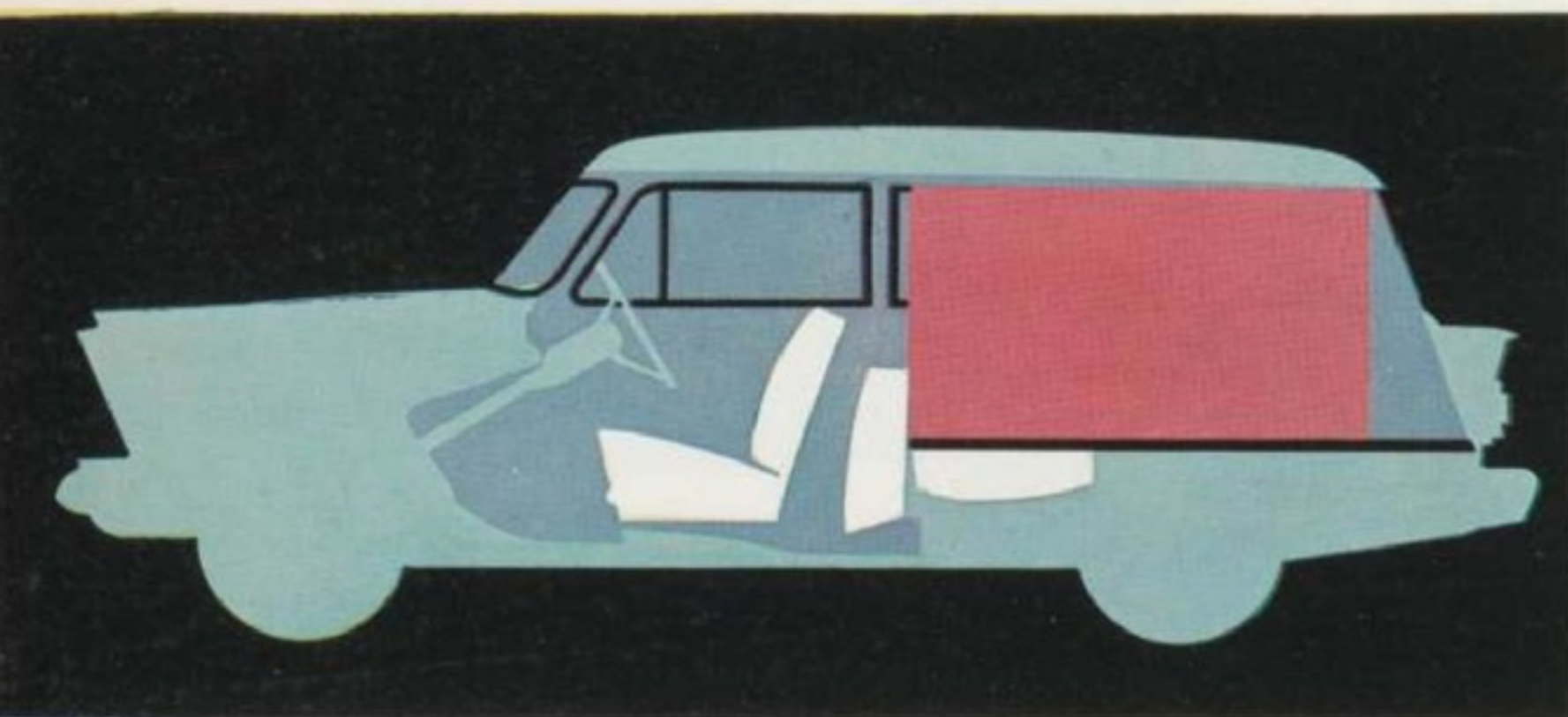
**Fresh air—just off the slip stream.** The air intake of the heating and ventilating system is located toward the rear of the hood just below the windshield. Therefore, there is less likelihood of dust and exhaust fumes entering the car.



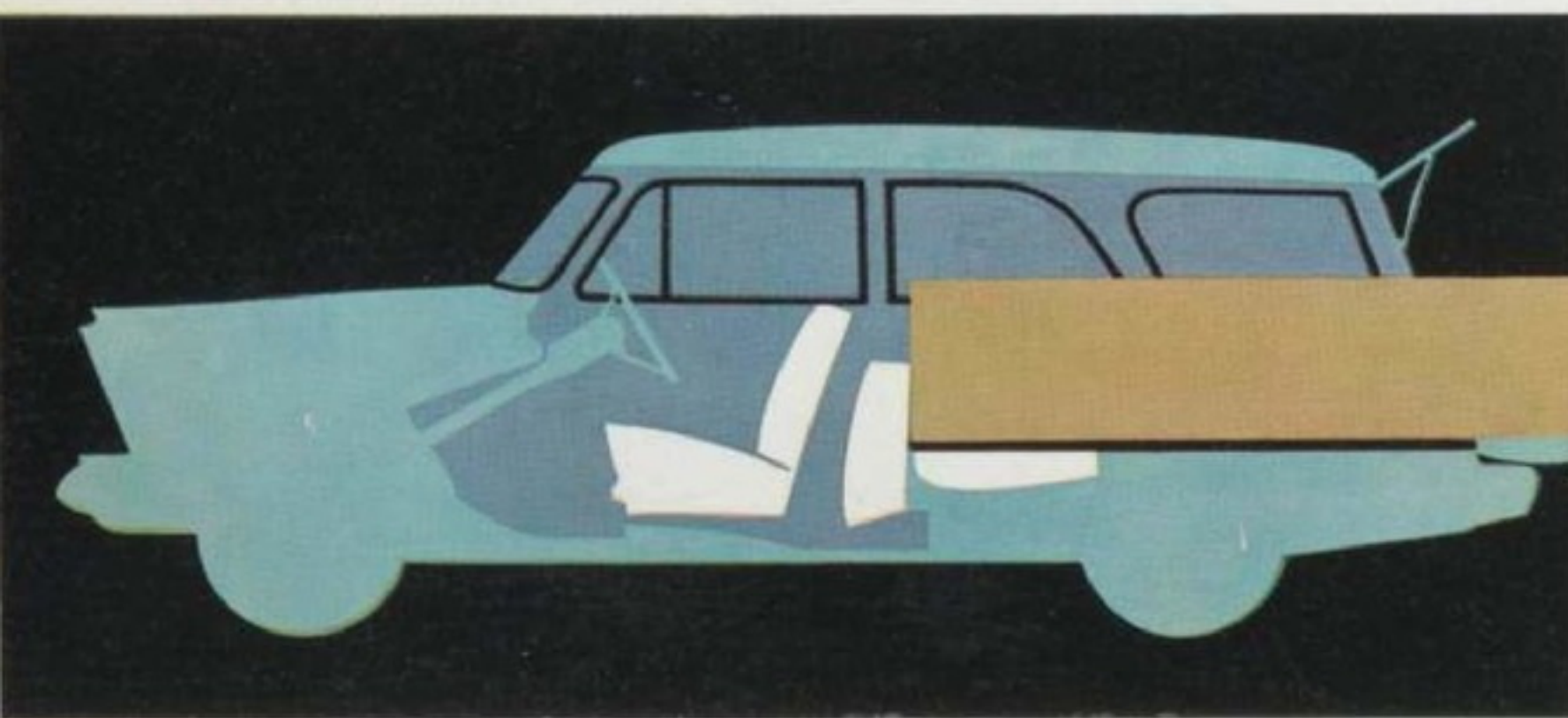




In this car five passengers have at their disposal twice as much luggage space than in one of the conventional passenger cars—they can hang up their clothes and the total luggage weight may safely reach 175 kgs. (385.8 lbs.).



**Any time—any way.** The rear seat is put up or down with two touches of your hands. The floor of the TAUNUS 17M is completely level—even if the rear seat is folded down.



The two wings of the alligator-type rear door open up and down, respectively, making it possible to transport goods longer than the actual loading space by leaving the rear door open.

## The elegant TAUNUS 17 M Combi Car de Luxe for outdoor sports, business and long distance travel

This multi-purpose car combines untold possibilities . . .  
just a Combi Car?—much more than that! A new car for new driving pleasure.

This is an excellent touring car for the globetrotter.

But . . . the new TAUNUS 17 M Combi Car de Luxe is also a real work horse.

It carries 550 kgs (1212.5 lbs.) of payload.

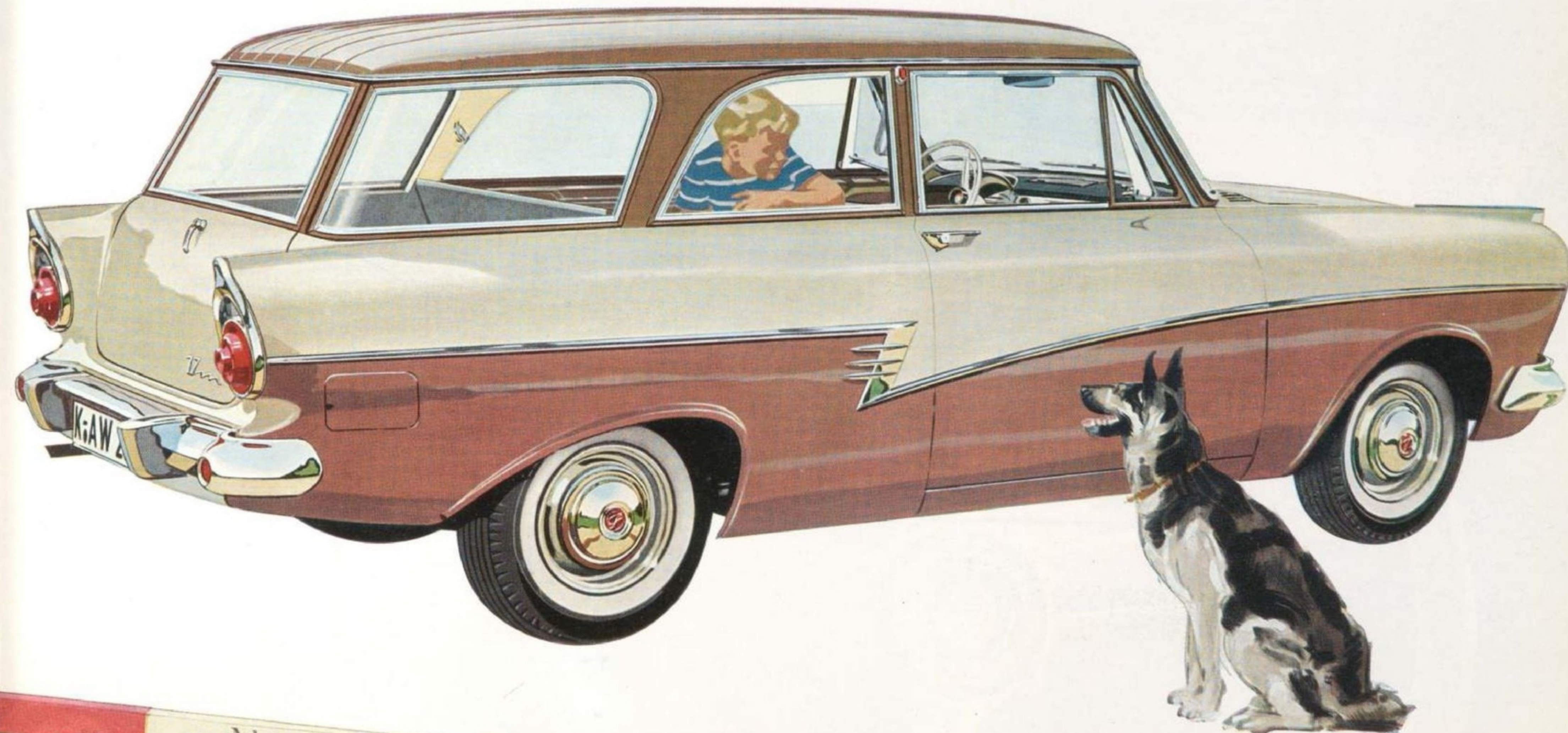
In this car five passengers have at their disposal two times more luggage space  
than in one of the conventional passenger cars . . .  
they can hang up their clothes and the total luggage  
weight may safely reach 175 kgs (385.8 lbs.)—

Space and carrying capacity will take two collapsible boats . . .

a complete camping or hunting equipment.

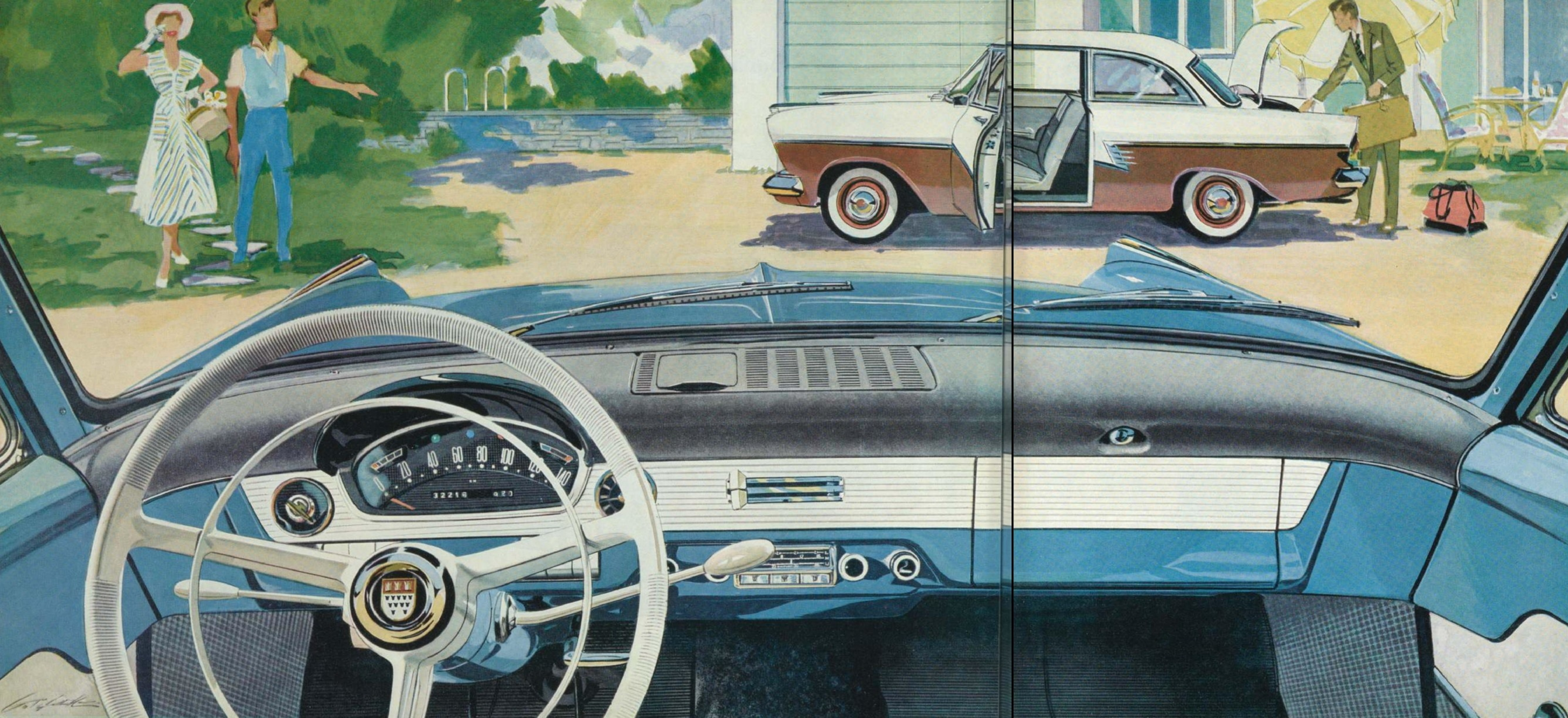
Whatever your use for the TAUNUS 17 M Combi Car:  
it is always exceptionally chic, comfortable, and—distinguished.

This luxurious big touring car offers all the advantages of the TAUNUS 17M de Luxe. And in addition to this it has all that may be expected of a fast, powerful and distinguished car for business purposes.



Mueller & Co





Look:

Everything within your field of view —  
everything within easy reach

And hidden from your view: everything for your safety.  
The wide, curved windshield . . . the big windshield wipers:  
electrically operated they work in parallel and keep  
the windshield center clean also . . . and of course  
your TAUNUS 17 M de Luxe has a windshield washer . . .  
does the form of the steering wheel attract your attention? . . .  
a flexible dish type safety steering wheel tested in America . . .  
the headlamp flasher?—standard equipment and operated  
by your finger tip on the lever . . .

look at the screened instrument cluster located in such a way  
that you do not have to take your eyes off the road . . .  
and: no more obstructive assortment of buttons—  
just smooth, beautifully formed piano key controls . . .  
the instrument panel incorporating the lockable glove  
compartment is also smooth and without edges . . . the whole  
width of its upper rim is softly padded—and so are  
the two sun visors . . . the rear view mirror is ball-bearing  
mounted for easy adjustment.

***Comfort plus Safety—enhancing your driving pleasure***



## The Secret of your Driving Pleasure in the TAUNUS 17 M de Luxe

You do not have to be an engineer in order to realize that the over-long spring legs in the TAUNUS 17 M de Luxe are of particular advantage. Just open the hood—it opens without effort and arrests automatically—

and to the right and left you see the upper parts of the suspension units reaching up closely to the hood. Attached to the long coil springs are equally big shock absorbers.

Combined action of springs and shock absorbers results in an unusual "absorbing capacity". But even this excellent result did not satisfy FORD-WERKE AG: the combination of over-long suspension units and big volume shock absorbers is supplemented by a torsion stabilizing bar on the front wheels.

This preserves completely



The road hugging quality of the TAUNUS 17 M de Luxe is favorably influenced by the exact planning of weight distribution. It is, for instance, of vital importance that the engine is located "just right" in relation to the front wheels. There is no unpleasant "top heaviness" in the TAUNUS 17 M de Luxe. According to your wishes the heating system sends cool or warm air in adjustable direction also to the rear of the car.

the advantages of independent front wheel suspension and adds the advantages of a rigid axle—because the stabilizer checks the one-sided lifting of front

wheels and thus eliminates

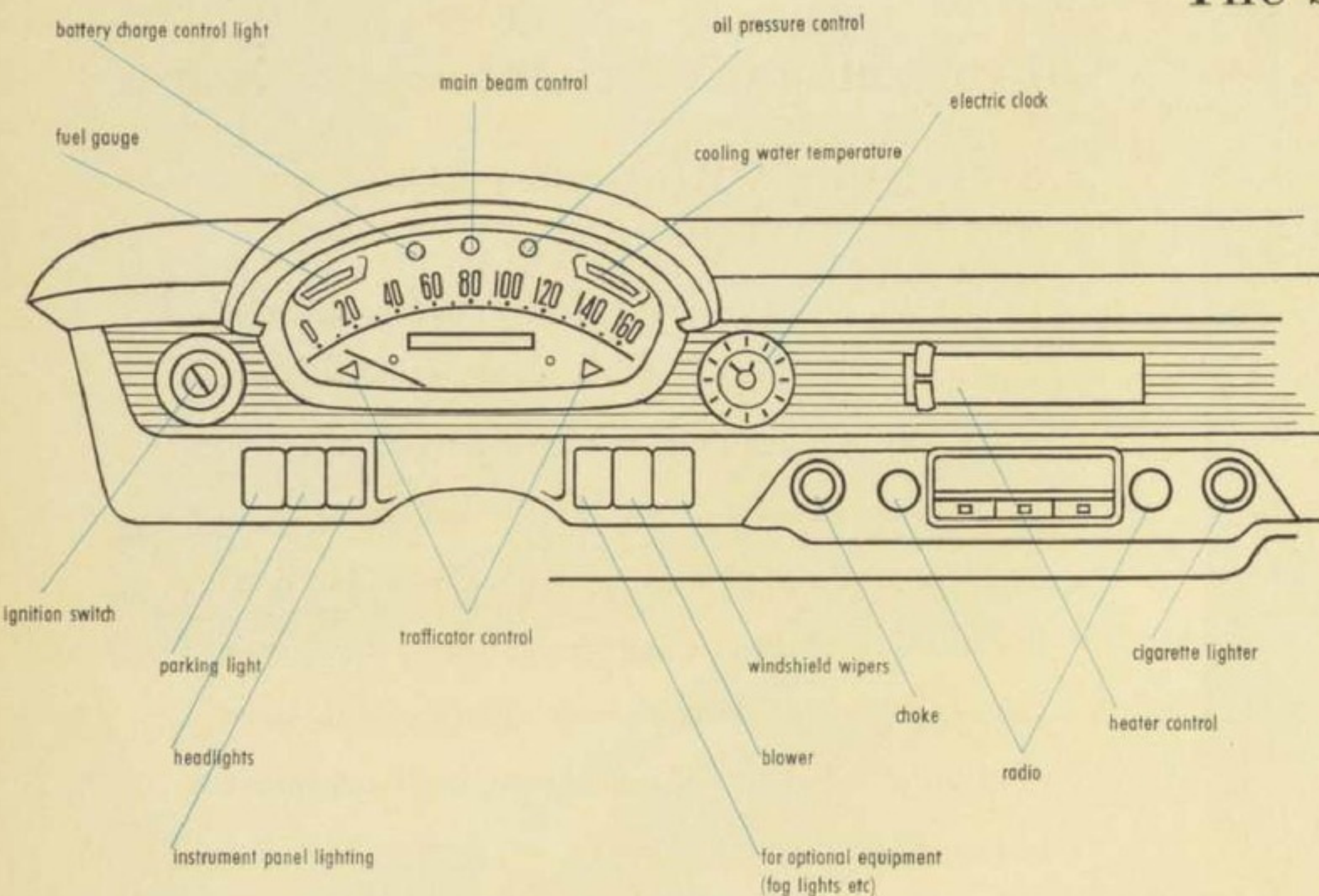
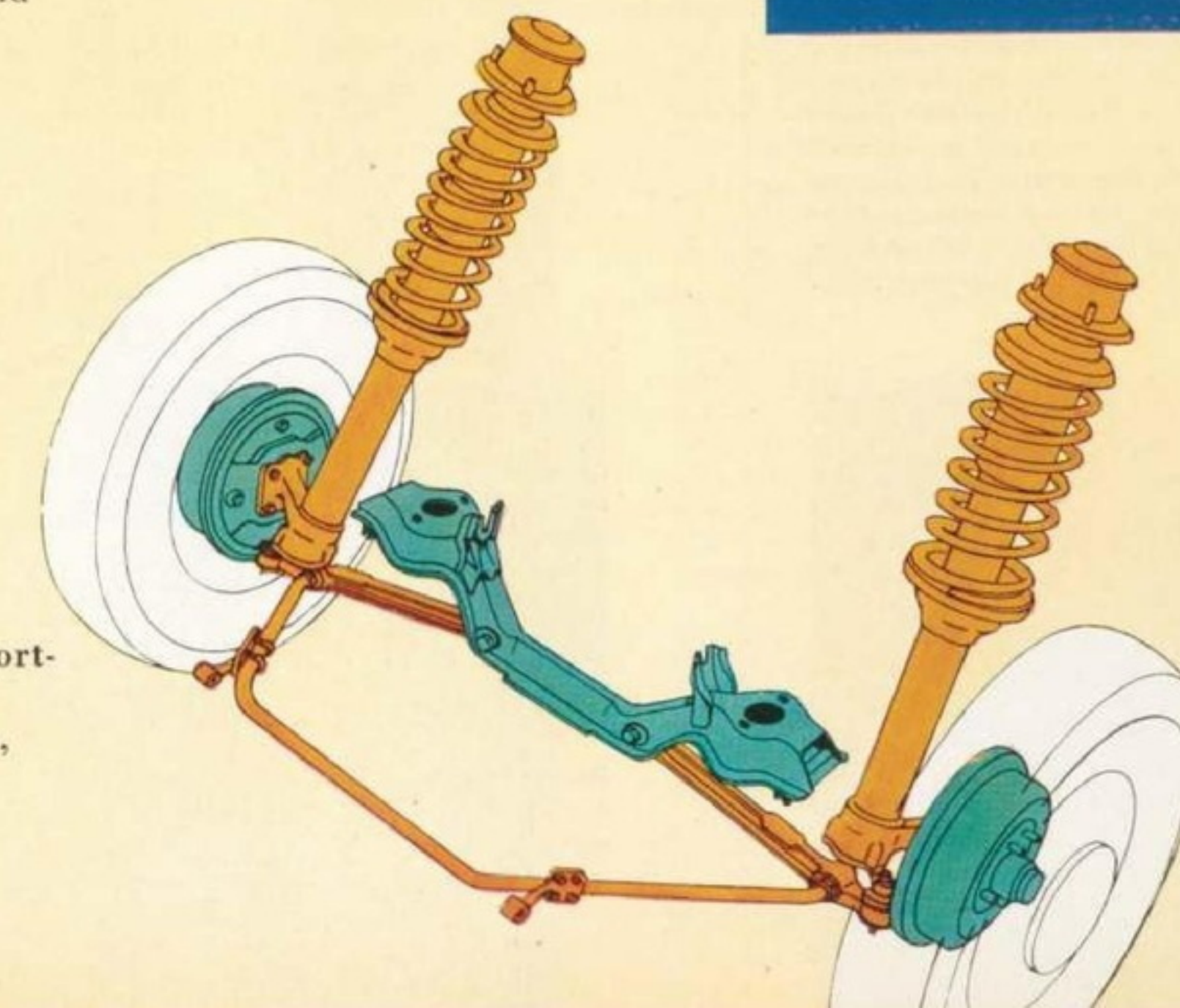
tilting of the car. The advantages thus gained are complemented

by the good characteristics

of a rigid rear axle which provides proper track keeping and exact wheel guidance—

it is also more economical on the tires.

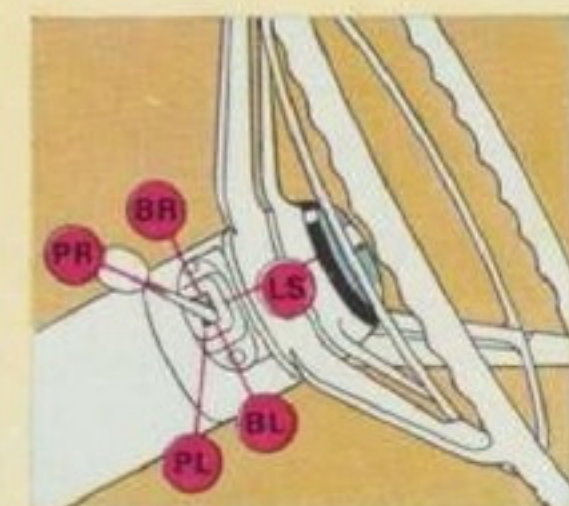
The semi-elliptic progressive acting springs adjust themselves automatically to weight and road conditions. The result: comfortable but not too soft springing, safer track keeping, irresponsiveness to very bad roads, and an extraordinary steadiness in bends.



Love for details — carefully planned and finished for You



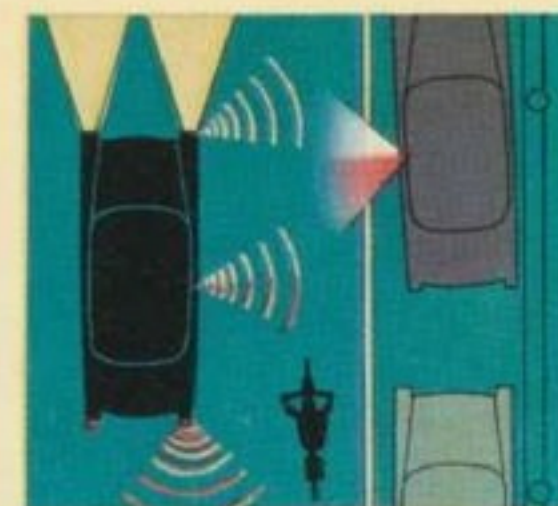
**Safety steering wheel.**—The dish type form of the steering wheel permits the use of a shorter steering column, the upper end of which is therefore farther away from the driver's body—and furthermore the steering wheel is made of flexible material.



**Fingertip lever with five positions.**—headlamp flasher (LS)—trafficators, right (BR) and left (BL), independently switched parking lights, right (PR) and left (PL) — they all are controlled by one lever on the steering column.



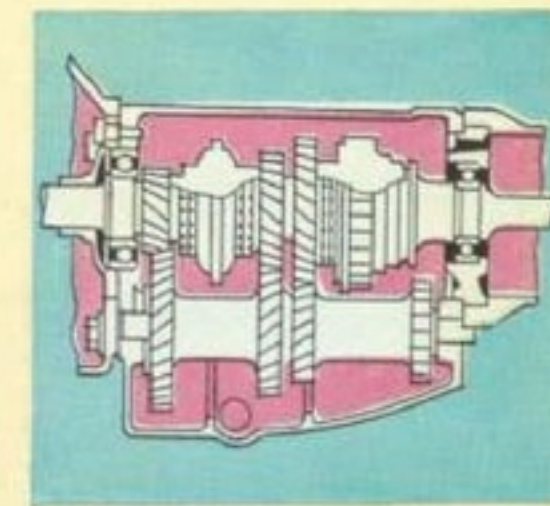
**Front seats adjustable in two ways.**—Not only the front seat is adjustable but also the position of its back rests may be changed individually and independently of the bench. This combined seat adjustment makes it possible to arrange seats in such a way as it is most comfortable for driver and passenger.



**Three trafficators on each side.** With additional trafficators on the center roof supports each change in direction is indicated three times: front, aft, and in center. And as center trafficators can be switched on individually they are power-saving parking lights.

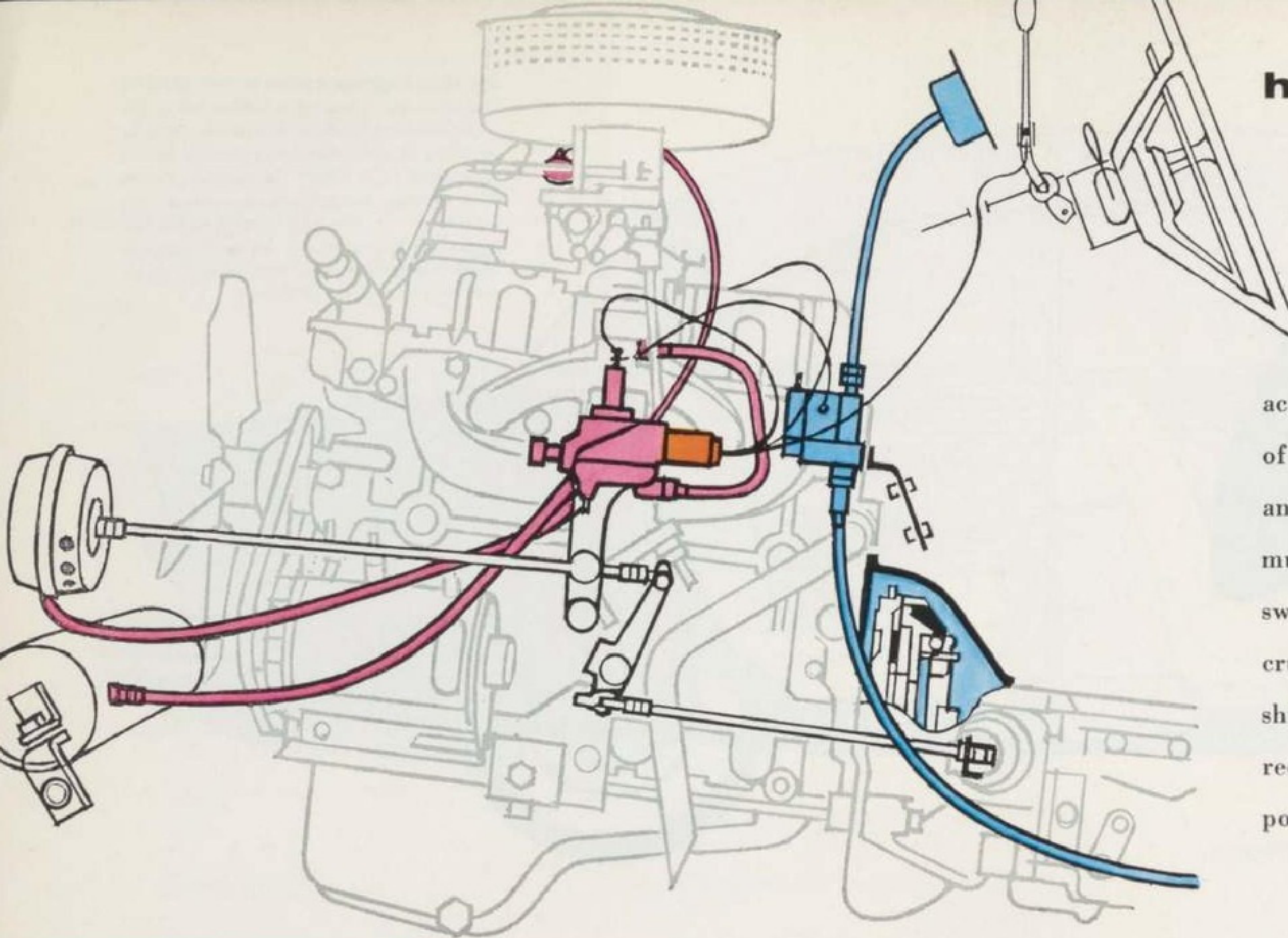


**Asymmetrically dimmed lights.**—By a new design of the headlight system the beams are directed in such a way that the lighting effect remains uncurbed and oncoming traffic is unmolested by glare. Protruding headlight screens collect diffused light which is particularly advantageous in foggy weather. Owing to their position the front trafficators may easily be seen, also from a lateral position.



**Fully synchronized 3-speed transmission.**—Also the first gear is synchronized making gear shifting equally easy in all gears; you can only do it "right" and you get increased flexibility in city traffic.





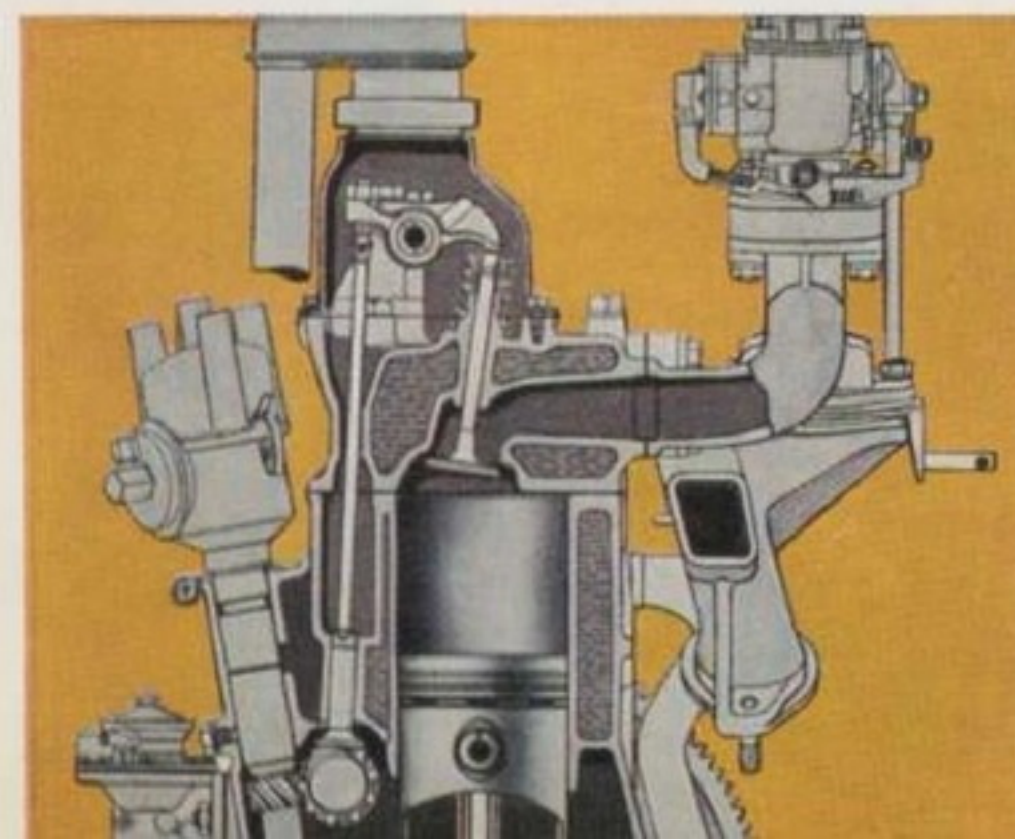
## healthy - robust - energetic

*The right engine for you! 67 HP (SAE)—13.4 mkg (97.6 ft. lbs.).*

The concept of this short-stroke engine has proved itself superbly in more than 150,000 Taunus automobiles.

The development of a high torque—torque = acceleration—has proved the correctness of this trend. An engine with such an output—67 HP (SAE)—and such power—13.4 mkg (97.6 ft. lbs.)—must be “flexible”—and that means: it must accelerate swiftly from a standing start and from each speed to highest cruising speed. This again means flexibility in ever shifting city traffic, smooth driving over long distances, reduced time in overtaking, and abundant power even on steep mountain roads with a fully loaded car.

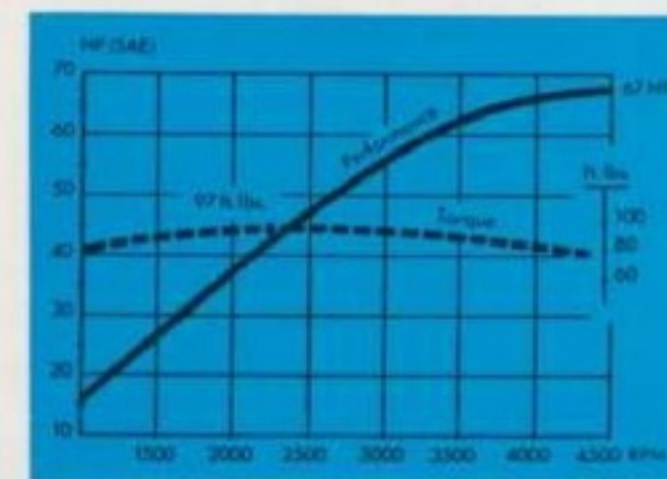
**The “nucleus” of the engine** is the combustion chamber. The closer its shape resembles a hemisphere—the better it is. Engineers call a combustion chamber thus shaped “free breathing,” i. e. its shape is particularly favorable for performance. In an intricate casting like an “engine block” this is not easily done. The picture shows to what extent the objective was reached: In connection with the large dimensioned intake valves and the circular ducts of the air intake the engine of the TAUNUS 17 M de Luxe reaches its high performance without “sipping up”. The result is a favorable fuel consumption because each drop of gasoline is transformed into power.



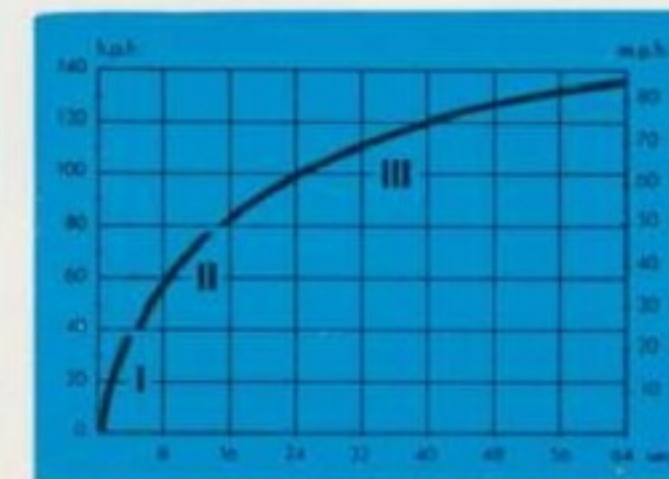
Optional:

**Automatic Saxomat clutch.**—The clutch pedal is made superfluous by the Saxomat. Your left foot gets a break. Shift into first gear without using a clutch, step on the accelerator—and you will be surprised by the swift take-off of your TAUNUS 17 M de Luxe. It goes without saying that the Saxomat works completely automatic while the car is in motion. You just shift gears—the Saxomat will do the clutching. And if you stop the Saxomat disengages power automatically.

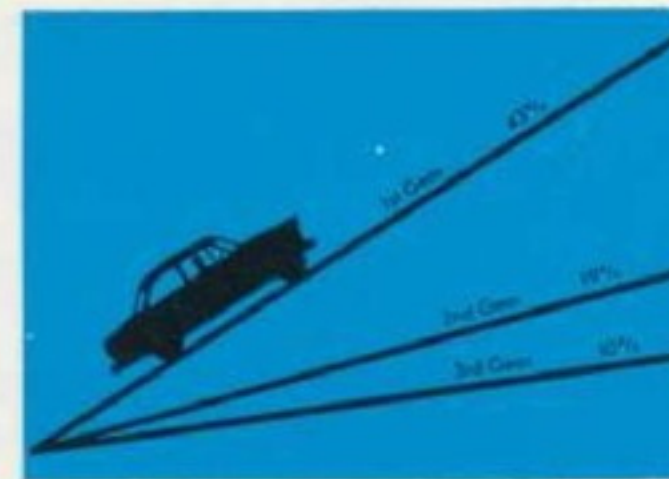
**Overdrive.** The optional overdrive pays for itself. It cuts down on engine revolutions without reducing speed. The engine is less taxed, it runs even smoother and consumes less fuel and oil.—Another advantage: The installation of an overdrive gives you two additional gears without activation of clutch. This gives you a 5-speed transmission of favourable ratios. You get increased flexibility in traffic and save clutch lining, gasoline and—money.



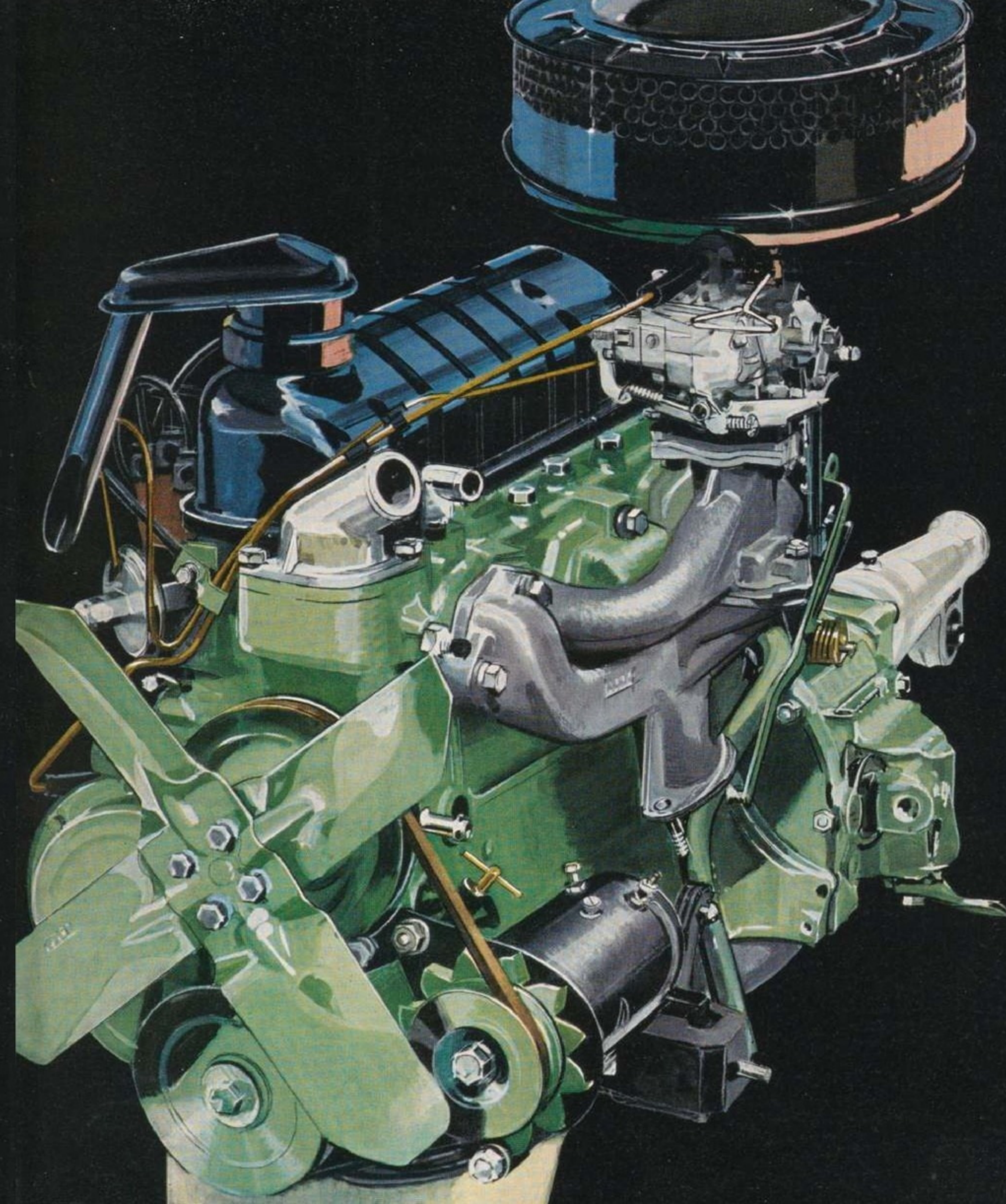
**Highest torque in its class** — But almost more important is the torque curve. The almost level curve shows clearly the wide range of revolutions within which the enormous acceleration is available.



**Up to 80 km/h within 15 seconds** — This is what the high torque does for your driving: Fast break-away from a standing start—swift acceleration out of all speeds up to the maximum cruising speed.



**And still more power reserve** — The gradients of modern mountain roads exceed rarely 10 to 12% — and the TAUNUS 17 M de Luxe masters gradients of up to 43%!



## TECHNICAL DATA

**Engine:** 4 cylinder—bore 84 mm (3.31 ins.)—stroke: 76.6 mm (3.02 ins.)—displacement: 1698 cm<sup>3</sup> (103.62 cu. ins.)—compression ratio: 7.1:1—output: 67 HP (SAE) at 4400 rpm—maximum torque: 13.4 mkg (96.92 ft. lbs.) at 2200 rpm—pistons: 3-ring bi-metal—piston speed: 10.85 m/sec (35.6 ft./sec)—lubrication: forced—cooling: by water pump.

**Transmission:** clutch type: dry single disc or optional automatic clutch “Saxomat”—gear ratios: 1. fully synchronized 3-speed transmission: I. 3.27:1, II. 1.69:1, III. 1.0:1, R. 3.66:1; 2. blocker-type synchronized 4-speed transmission (optional): I. 3.39:1, II. 1.98:1, III. 1.33:1, IV. 1.0:1, R. 4.12:1; synchronized gears: 2nd, 3rd, and 4th—steering column gear shift lever.

**Rear axle:** rigid, hypoid gearing—ratio 3.9:1.

**Steering:** worm and roller type—ratio 15.8:1—turning circle diameter 11.5 m (37.7 ft.).

**Brakes:** foot brake: hydraulic, acting on four wheels; front: two leading shoes—hand brake: mechanical, acting on rear wheels. Total braking surface: 884 cm<sup>2</sup> (137 sq. ins.).

**Wheel suspension and springs:** front: single suspension, rear: rigid axle—springs front: spring legs with built-in hydraulic double-acting shock absorbers and torsion bar stabilizer—springs rear: longitudinal leaf springs and hydraulic shock absorbers.

**Wheels and tires:** Steel disc wheels—tire size: 5.90-13 (COMBI: 6.40-13), tubeless.

**Electrical system:** ignition: battery 6 Volts, capacity 84 Amp/h—generator 160 Watts.

**Weights:** Permissible axle load front: 680 kg = 1499 lbs, rear: 720 kg = 1587 lbs (COMBI: 1000 kg = 2205 lbs)—gross vehicle weight: 1400 kg = 3086 lbs (COMBI: 1650 kg = 3638 lbs)—curbweight: 1025 kg = 2260 lbs (COMBI: 1090 kg = 2403 lbs)—payload COMBI: 550 kg (1213 lbs) including driver.

**Measurements:** Wheelbase: 2604 mm (102.5 ins.)—tread, front and rear: 1270 mm (50.0 ins.)—ground clearance: 170 mm (6.69 ins.), COMBI: 180 mm (7.09 ins.)—overall length 4375 mm (172 ins.)—overall width 1670 mm (65.7 ins.)—overall height 1465 mm (59.1 ins.), COMBI 1475 mm (59.4 ins.) (loaded).

**Capacities:** fuel tank 45 l = 9.9 Imp. gals. = 11.9 US gals.—cooling system 7 l = 12.3 Imp. pts. = 14.8 US pts. (with heater 8.2 l = 14.4 Imp. pts. = 17.3 US pts.)—sump (refill quantity) 3 l = 5.3 Imp. pts. = 6.3 US pts.—gearbox 1.4 l = 2.5 Imp. pts. = 3.0 US pts.—rear axle 1.1 l = 1.9 Imp. pts. = 2.3 US pts.

**General data:** maximum and cruising speed approx. 125 km/h (78 mph)—maximum climbing ability: 43% (I in 2.33) with 3-speed transmission, 45% (I in 2.22) with 4-speed transmission; COMBI: 34% (I in 2.94) with 3-speed transmission, 35% (I in 2.86) with 4-speed transmission—fuel consumption accord. to DIN 70030: 9.2 l/100 km (30.70 miles/Imp. gal.—25.57 miles/US gal.), COMBI: 9.6 l/100 km (29.42 miles/Imp. gal.—24.50 miles/US gal.).

The right to change prices, specifications or equipment at any time without notice is reserved.

Export Operations

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**FORD-WERKE AG KÖLN**



