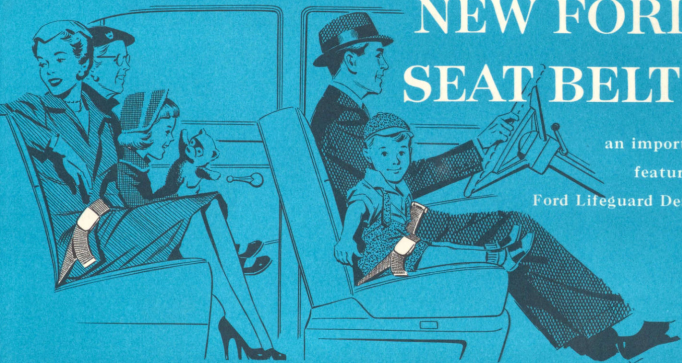


NEW FORD SEAT BELTS

an important
feature of
Ford Lifeguard Design



Convenient • Comfortable • Smart • Safety-tested • Dependable

You can relax and enjoy driving with greater comfort, confidence and security than ever before!

Years of research and testing by Ford engineers and leading safety experts show that automobile seat belts *properly made, properly installed and conscientiously worn* will greatly reduce the possibility of serious injury in an automobile accident.

And now, Ford makes it possible for you to have this added protection in your car at moderate cost.

You can drive with greater "peace of mind" when your car is equipped with new Ford Seat Belts. And, you'll find, they're the most comfortable, convenient, smartly designed seat belts available anywhere. They're backed by years of research and development and, when expertly installed by your Ford Dealer, will add to your driving pleasure.

I

*You hold your seat
at sudden stops*



LIKE THIS . . . NOT THIS

There may be times during a normal day's driving when you must stop *fast*. You or your passengers, with little warning, can be pitched forward with considerable force, even when the car is travelling slowly. Properly installed Ford Seat Belts minimize discomfort . . . reduce the possibility of injury in sudden stops or accidents . . . let you drive with greater "peace of mind."

*You hold your seat
on quick turns!*



LIKE THIS . . . NOT THIS

You'll quickly discover the *plus* advantages of new Ford Seat Belts in your everyday "here and there" driving. For example, quick turns present no problem for the driver or passenger who is gently but firmly held in his seat by *properly* installed Ford Seat Belts. You'll enjoy driving far more and so will other members of your family.

2

3

*You hold your seat
in any emergency*



LIKE THIS . . . NOT THIS

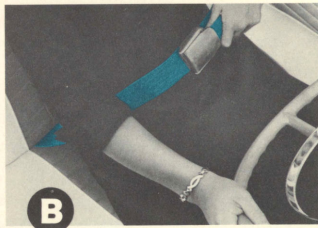
Dips or "chuck" holes in the road are another everyday driving hazard to every driver. You usually know where they are on roads around home, but often they "pop up" unexpectedly when you're driving on unfamiliar thoroughfares. Ford Seat Belts . . . anchored securely to the reinforced floor structure . . . help hold you and your passengers firmly in the seat.

It's easy to use the convenient new FORD SEAT



Just slip belt tip through buckle

The ruggedly constructed aluminum alloy buckle features a non-wedging, friction grip. Belt slides through the bottom of buckle opening and doubles back and out in one simple, easy operation.



Just pull gently and it's adjusted

You can adjust the belt comfortably and snugly around you, and keep one hand on the wheel! When properly adjusted, belt buckle should be in a position between waist front and hip—not directly on the hip.

C

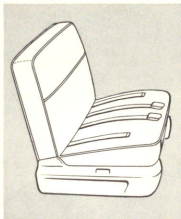
*To remove belt...
release buckle with
a flick of your finger*

When you're ready to step out of the car, you merely lift the buckle cover with one finger. This releases tension of buckle against the belt webbing. Belt is *immediately* loosened and is free to slide out of buckle.

They're comfortable, too!

In addition to the many safety advantages of Ford Seat Belts, you'll discover another bonus benefit . . . extra comfort! When adjusted to the size and contour of your body, you'll find that Ford Seat Belts will help you maintain correct driving posture even on long trips that would normally be quite tiring.

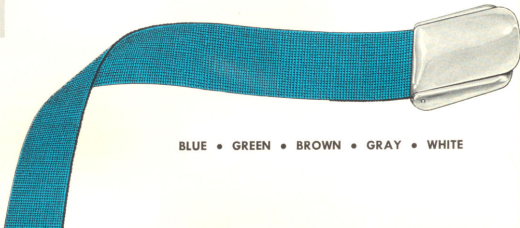
New Ford Seat Belts are available in a choice of attractive colors!



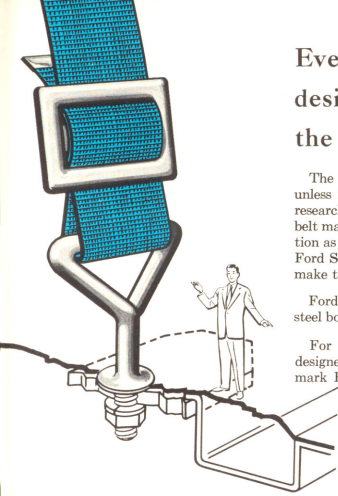
- Smartly styled
- Fade resistant
- Easy adjustment means clothes stay neat

Seat belts are available in a variety of fresh new colors . . . to complement your Ford's Luxury Lounge interior.

Ford Seat Belts are smart, attractive and, with proper adjustment, will not wrinkle or rumple your clothing! They're sturdily constructed of box-weave, fade-resistant nylon-rayon for high strength and smart appearance.



BLUE • GREEN • BROWN • GRAY • WHITE



Every Ford Seat Belt is designed for secure anchoring to the sturdy, all-steel body structure

The strongest seat belt money can buy is completely useless unless it is *properly installed*. That's why Ford spent years in research and development to provide, not only the best in seat belt material and construction but the proper fittings for installation as well. And that's why it's so important that *you* buy your Ford Seat Belts from your *Authorized Ford Dealer* and let him make the proper installation.

Ford Seat Belts, correctly installed, are solidly anchored to the steel body structure, reinforced by thick steel backing plates.

For extra protection, buy the seat belt that is Lifeguard-designed by Ford. Genuine Ford Seat Belts are identified by the mark FoMoCo on the underside of the buckle.

Proper installation of seat belts is important. At left is cross-section view of a floor fitting. Belt anchor is bolted through steel floor and heavy steel backing plate, bolstered by rugged steel cross member.

**FORD . . .
THROUGH SAFETY
ENGINEERING AND
RESEARCH . . . is the first
among automobile manufacturers
to bring you seat belts tested and
proved to exceed airline and CAA
(Civil Aeronautics Administration)
standards!**

***COMPARISON OF SPECIFICATIONS**



CAA

Pull test on belt assembly
including fittings

- 3000 lbs.

Body block pull and
buckle release test

- Pull to 2850 lbs.
- Release to 250 lbs.
- Buckle must release at no more than 45 lbs. maximum pull for quick detachment



FORD

Pull test on belt assembly
including fittings

- 4000 lbs. minimum

Body block pull and
buckle release test

- Pull to 3800 lbs.
- Release to 250 lbs.
- Buckle must release at no more than 35 lbs. maximum pull for quick detachment

**For years, all civilian aircraft have been required to carry seat belts. Certain minimum specifications have been set up by the United States Government for your protection. This table shows how Ford Seat Belts exceed even these high requirements.*

FORD Division of FORD MOTOR COMPANY

The specifications contained herein were in effect at the time this booklet was approved for printing. The Ford Division of Ford Motor Company reserves the right to discontinue models at any time, or change specifications or design, without notice and without incurring obligation.

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