

Fairmont

BY FORD

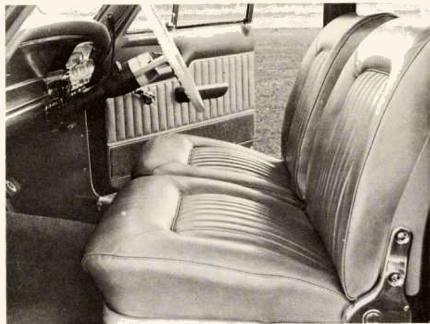


DIGEST OF FEATURES

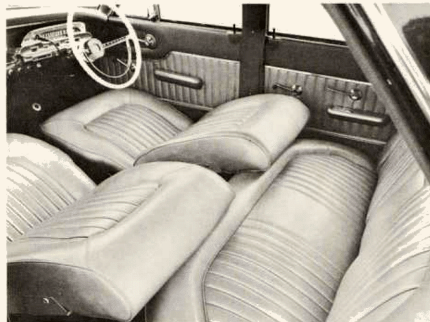
Quick facts and figures about the new Fairmont, by Ford

In the upper-medium price section of the car market, the most important buy-words are luxury, comfort and value. The new Fairmont Sedan and Station Wagon provide your prospects with unmatched luxury and comfort, an unequalled list of convenience items, plus distinctive styling and exceptional performance. The Fairmont does indeed reflect a new inspiration in luxury and value.





Fairmont provides more driver and passenger comfort than any other car near its price. Extra foam padding, contour-cushioning and tied-down bolster design give the most luxurious seating possible. Rich "Doe Skin" expanding-type vinyls give the seats an extra softness, and are easy to keep new.



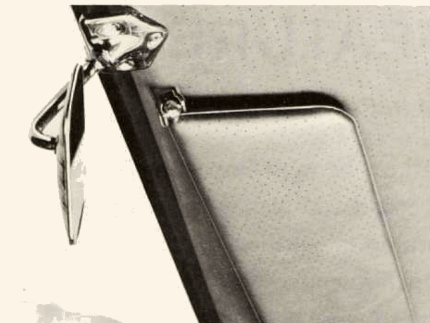
To suit the longest or shortest legs, Fairmont's individual front seats are fully adjustable and, to provide posture-perfect comfort, they recline to any position the Fairmont owner may desire.

An added feature, for those people who sometimes wish to sleep in their Fairmont when camping or on a long trip (or to let the passenger relax back whilst touring), the seats also recline right down so that the backs of the seats rest on the rear seat squab. (See photograph.) Just a couple of pillows or cushions as headrests, and the Fairmont provides quite a reasonable degree of sleeping comfort.

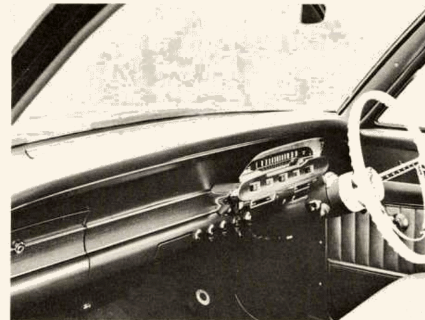


Deep, cut-pile, nylon wall-to-wall carpeting (the most expensive used in the industry) provides luxury underfoot. The pile is $\frac{1}{8}$ " deeper than that in both Holden Premier and Valiant Regal models, and wears over twice as long. Under a special test the Fairmont carpet completed 3000 cycles before showing any signs of wear, whereas the wool carpet in Premier and Regal showed signs of wear after only 1800 and 1400 cycles respectively.

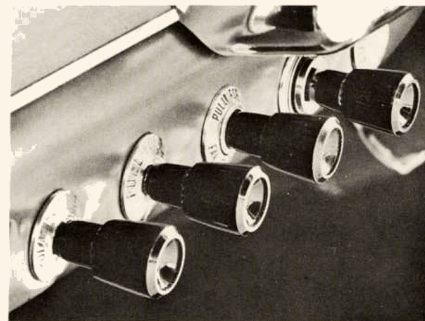
Fairmont's carpet is also easier to keep clean as nylon tends to reject dirt, whereas wool tends to absorb dirt.



Special, perforated vinyl headlining and extra sound-absorbing materials which completely surround the passenger compartment provide an astonishing degree of silence inside the car.



The dashboard is fully padded (so are the sun visors), and a smart wood-grained panel sweeps across the fascia panel, and the instrument cluster.

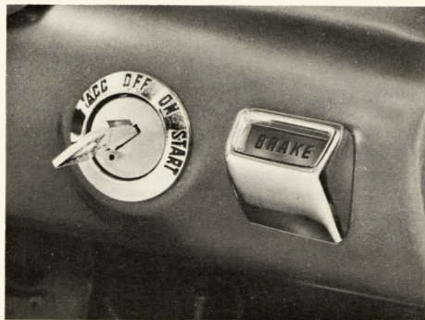


The extremely efficient 2-speed heater/demister is included in Fairmont's long list of value items.

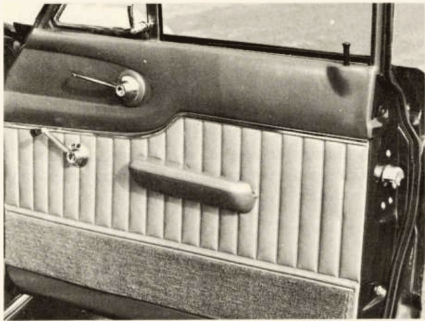


Power disc brakes up front, and balanced power-assisted rear drum brakes give the Fairmont owner the ultimate in stopping power . . . effortless, sure, fast, and fade-free braking. Fairmont is the first Australian car in the E class market to provide disc brakes as standard equipment.

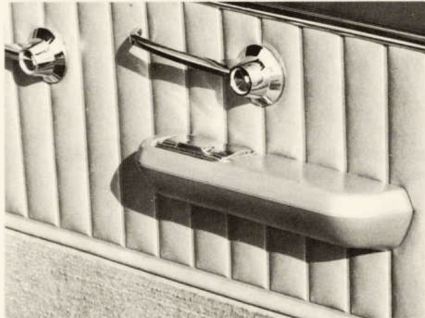
In addition, 14" wheels and low-profile tyres are equipped for exceptional handling and road-holding.



A handbrake warning light alerts the Fairmont driver when the handbrake is on, as he goes to drive away.



The stylish door trims feature longer armrests . . . and carpeting along the base.



Rear doors feature ashtrays conveniently set into the armrests.

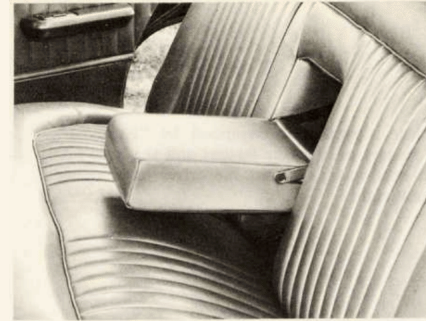


Pump-type, foot-operated windshield washers are provided.



Fairmont introduces a new elegance in lighting. The entire floor is flood-lit as you open any door. (The lights are concealed under the fascia panel, and at the base of each of the centre pillars.)

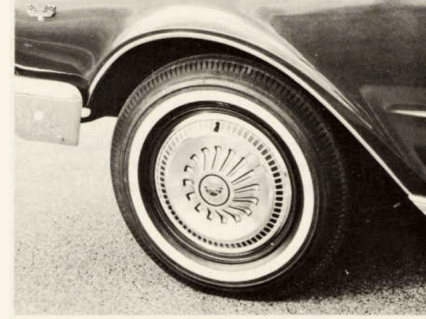
There's a dome light in the roof-centre, and two lights in the rear pillars, operated by turning the main headlight switch rheostat.



Rear seat passengers have the added comfort of a folding centre armrest. The rear seat, as in the front, features extra foam padding, contour-cushioning, and tied-down bolster design for complete relaxation.



Outside, Fairmont's clean, discreet style is tasteful and pleasing to the eye. Bright moulding accentuates the length and cleanness of the car. A stylish chromed rocker-panel applique connects the two bright metal mouldings which frame the wheel housings.



There are high-fashion, full wheel-covers.



Bright-metal trim is featured on both window frames and drip mouldings.



The Fairmont is further distinguished by “Fairmont” nameplate plaques on the rear fenders and the boot lid. Wide-beam back-up lights assist the driver in reversing and parking at night.



In the performance department, too, the Fairmont owner receives the finest Ford can provide. The “Super Pursuit” 200 CID engine is teamed with Fordomatic “3S” 3-speed automatic transmission. The Fairmont owner will drive the most roadable car under £2000 on the market. The combination of “Super Pursuit” motor, Fordomatic “3S” automatic transmission, power-disc brakes, 14” wheels with low profile tyres, long wheelbase, and effortless steering, is unequalled for performance, riding smoothness, braking, road-holding and easy handling.



The Fairmont Station Wagon features the electric tailgate window which can be operated by pressing a switch from the driver's seat, or turning the key in the tailgate.



Deep, cut-pile carpeting extends right through to the tailgate. Two roof lights are provided — a centre dome light operated by the headlight switch rheostat; another for lighting the rear load area is located close to the tailgate window and is operated by its own individual switch.

Fairmont

PRICE COMPARISON

	FAIRMONT SEDAN	PREMIER SEDAN	REGAL SEDAN
Base price	£1525	£1329	£1525
Add automatic transmission	Standard	£ 115	Standard
Add Super Pursuit “200” Engine or equivalent	Standard	£ 49	Standard
Add power disc brakes	Standard	£ 24	Not available
Heater/demister	Standard	Standard	Standard
TOTAL	£1525	£1517	£1525

FEATURES COMPARISON

FAIRMONT	PREMIER	REGAL
Offers fully adjustable, full-width bucket seats	Bucket — but not full-width or adjustable	No — bench seat with centre armrest
Offers power disc brakes	Option at extra cost	Not available
Offers full depth & width crashpad	Partial depth	Partial depth
Offers front & rear door courtesy lights	Front only	Yes
Offers full floor floodlighting	No — dome light only	No — dome light only
Offers brake-on warning light	Yes	No
Offers wide-beam white back-up lights	No	Yes
Offers 6.45 x 14” low-profile tyres on Sedan	No — 6.40 x 13” conventional tyres	Yes
Offers 6.95 x 14” low-profile tyres on Station Wagon	No — 6.40 x 13” conventional tyres	Yes
Offers electric tailgate window on Station Wagon	Option at extra cost	Not available
Offers expensive nylon carpet	No — low quality wool only	No — low quality wool only

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PRODUCT COMPARISON

	FORD FAIRMONT	HOLDEN PREMIER	VALIANT REGAL
Front seats	Full-width bucket ✓	Bucket	Bench, with centre armrest
Front seat reclining feature	Yes ✓	No	No
Trim material	Expanded vinyl =	Expanded vinyl =	Expanded vinyl =
Acoustically-perforated headlining	Yes ✓	No	No
Extra sound-deadening materials	Yes ✓	No	No
Rear centre armrest	Yes =	Yes =	Yes =
Carpets	Nylon ✓	Low quality wool	Low quality wool
Anti-glare rear vision mirror	Yes =	Yes =	Yes =
Rear seat foamed pads	Yes =	Yes =	Yes =
Windscreen washers	Yes =	Yes =	Yes =
Luggage boot light	Not needed — illumination comes from tail-light assemblies	Yes =	Yes =
Glove-box light	No	Yes ✓	No
Brake-on warning light	Yes =	Yes =	No
Door courtesy lights	Front and rear	Front only	Front and rear =
Greenhouse quarter lights	Yes ✓	No	No
Floor lights	Yes ✓	No	No
White, wide-beam "back up" lights	Yes =	Amber — from turn-signal light only	Yes =
Bright window mouldings	Yes ✓	No	Yes ✓
Bright roof drip moulding	Yes =	Yes =	Yes =
Rocker panel moulding	Yes =	Yes =	No
Wheelhouse lip mouldings	Yes =	Yes =	No
Instrument panel safety padding	Full ✓	Partial	Partial
Fascia simulated wood panel applique	Yes ✓	No	No
White-wall tyres	No	Yes =	Yes =
Full wheel covers	Yes ✓	Trim rings only	Trim rings only
Wheel and tyre size (sedan)	14" x 6.45 low-profile	13" x 6.40 regular	14" x 6.45 low-profile
(wagon)	14" x 6.95 low-profile	13" x 6.40 regular	14" x 6.95 low-profile
Power disc brakes (front)	Yes ✓	No	No
Power-assisted brakes (rear)	Yes ✓	No	No
Engine	200 CID	179 CID	225 CID ✓
Transmission	3-speed auto =	2-speed auto	3-speed auto =