

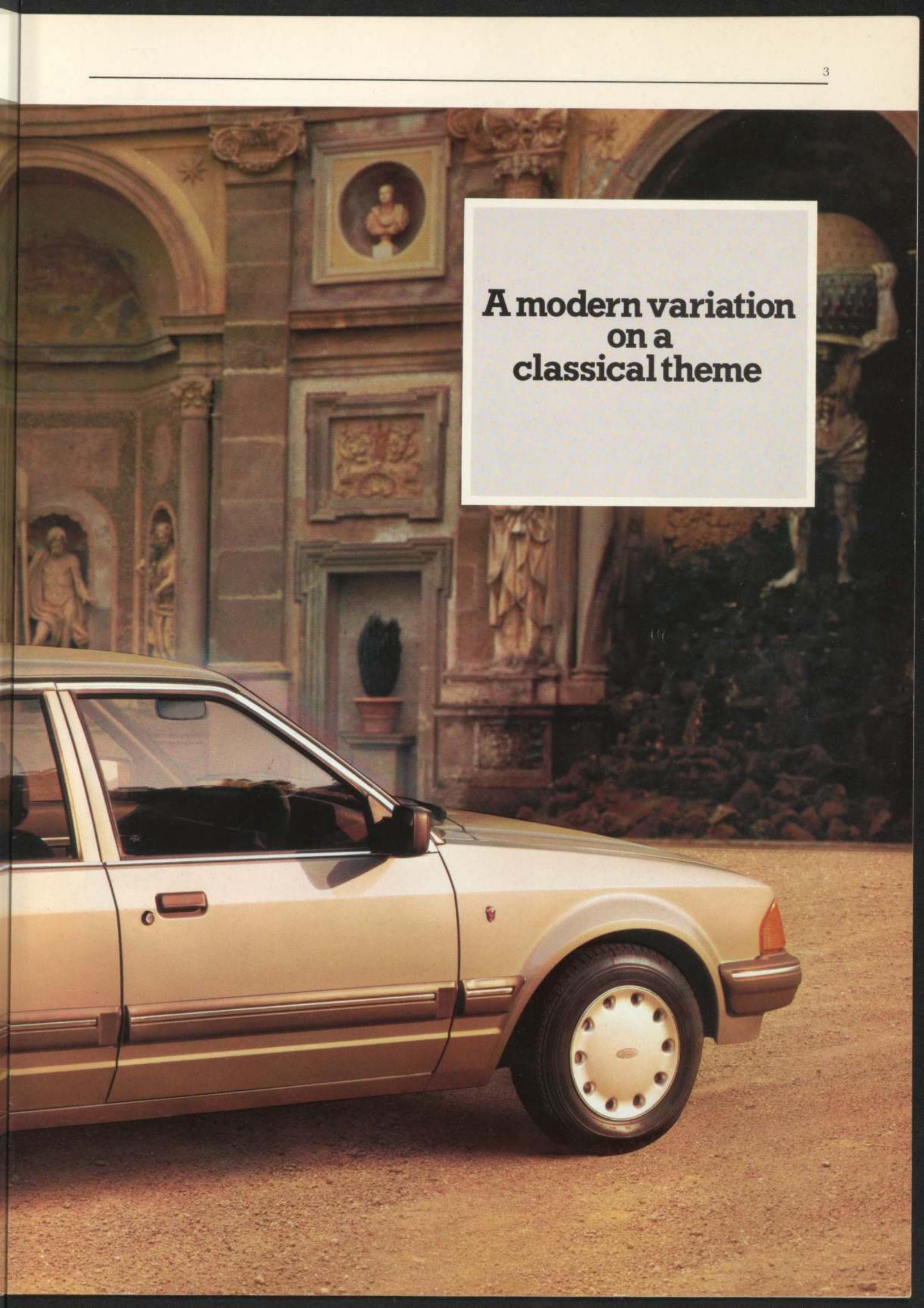
The new Ford Orion



ORION

Car illustrated is an Orion Ghia with optional rear seat belts and metallic paint at extra cost.





**A modern variation
on a
classical theme**

The luxurious new Ford Orion pays handsome tribute to the classical concept of the motor car. It has 4 doors, 5 seats and a large boot. Its styling is traditional yet elegant. Its lines are economical and compact. Exterior decoration maintains a discreet level. In short, the Orion is a car designed for the motorist who, in this age of look-alike models, seeks a car with the timeless virtues of elegance, quality, comfort and refinement – but with a degree of technical sophistication that puts it in the forefront of engineering attainment.

The Ford Orion is such a car – a car surely destined to become a classic.

Outstanding attention to detail.

When you first see the Orion your eye will be taken by the meticulous finish given to every model. The car looks complete. Nothing skimped. No gaps in the specification. Quite simply it looks like you want a car to look – and no doubt, like a car you'd like to own!

The exterior of the car features deep-section polycarbonate bumpers, protective bodyside mouldings, smooth wheelcovers for minimum aerodynamic drag and a large glass area for excellent visibility. There is a grey slatted grille and halogen headlights.

Another interesting design point of the Orion is the integral rear spoiler built into the trailing edge of the boot lid. This gives the same beneficial effect on drag and high speed stability as the more obvious 'add-on' variety, and serves as yet another example of the 'discreet' design philosophy behind this very special car.

Orion has that look of luxury.

The watchword behind every Orion is "high specification." And nowhere is this better displayed than

**Admirably refined,
technically sophisticated**



inside the car itself. There's literally wall-to-wall luxury in every model. The car is built to the best Ford standards – and they don't come any better than that! The Orion is quite simply, more comfortable and better equipped than any other car in its price range. It also has an awful lot of room inside.

The reason for this is that the classic styling has allowed the designers to move the rear seat further back than is normal in a car of this class and so give an average interior height slightly above the expected norm. At the same time the backrest has been inclined a subtle 3° more than usual, to an angle that's often associated with large luxury cars – and the addition of side bolsters to the rear seats and head rests in the Ghia completes the comfort and security of the fortunate passengers.

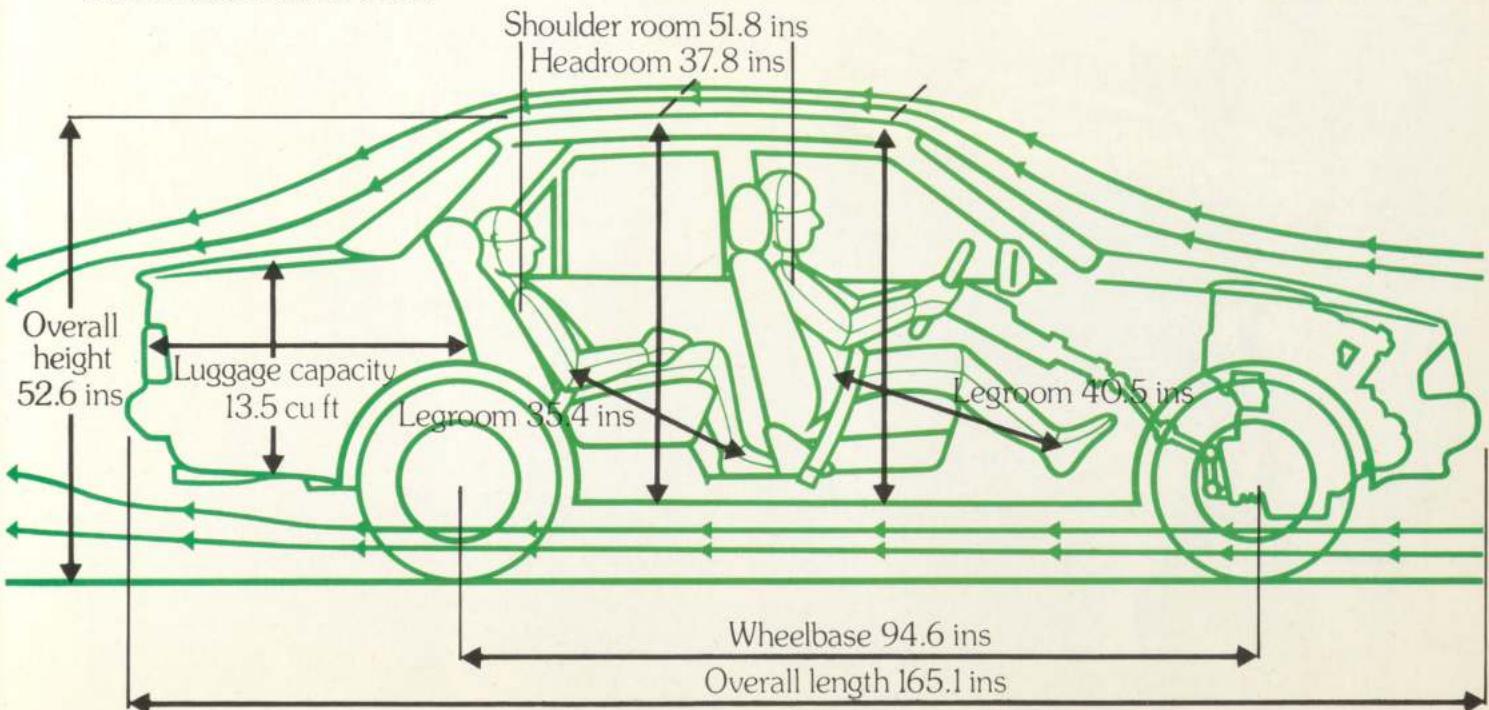




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The Orion provides front seat spaciousness that betters almost any other rival you care to name. This interior space is only the start of the Orion's homage to creature comforts. Sophisticated design techniques, which analyse seat shape in terms of pressure distribution on the body have resulted in seats that offer deep padding and a high degree of comfort. Of special note are the front seats (XR3i derived for the Ghia), which are re-trimmed and generously padded to hold you firmly in place – and they even have an adjustable support for the small of the back.

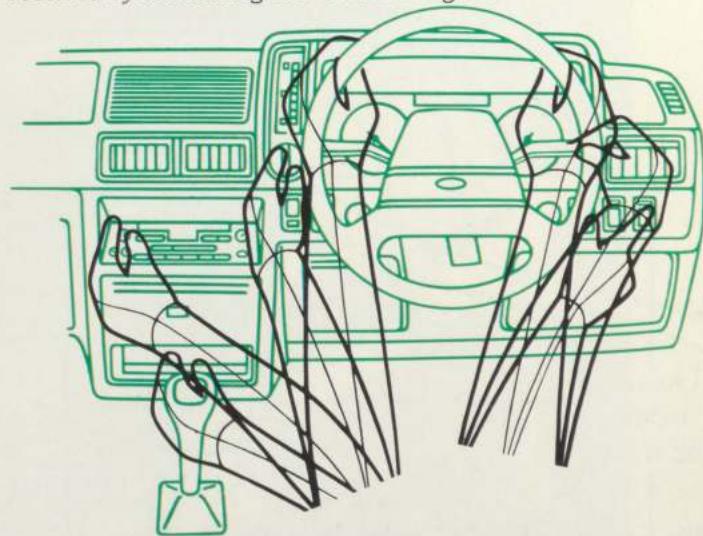
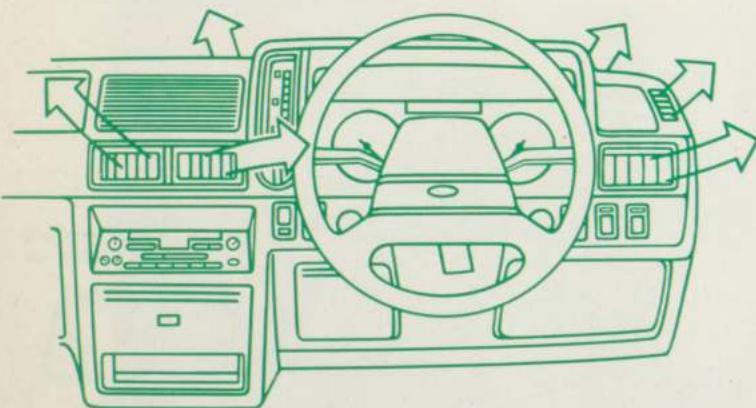
All the seats are covered in a new style of interesting cloth fabrics exclusive to Orion.

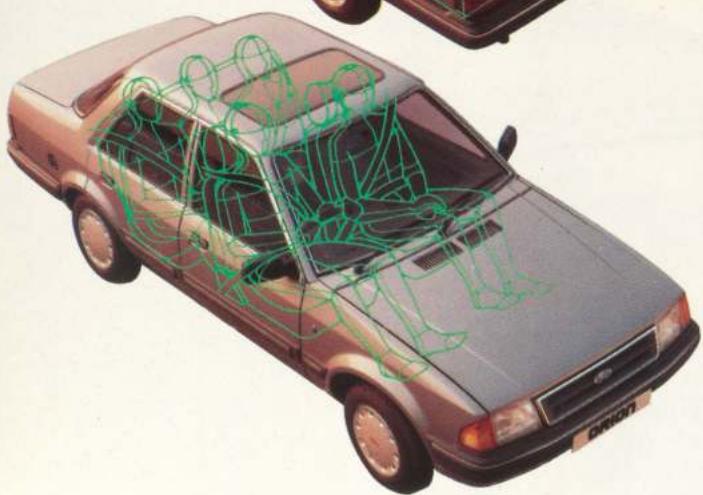
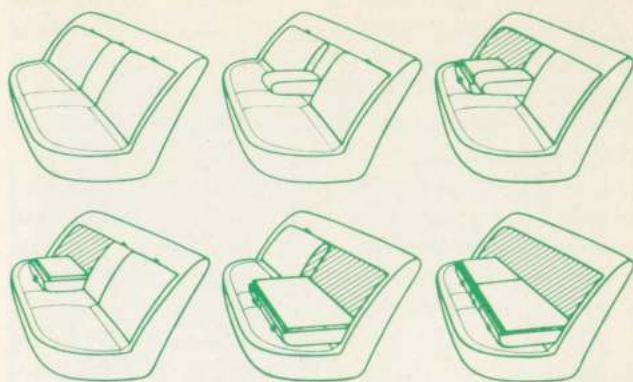
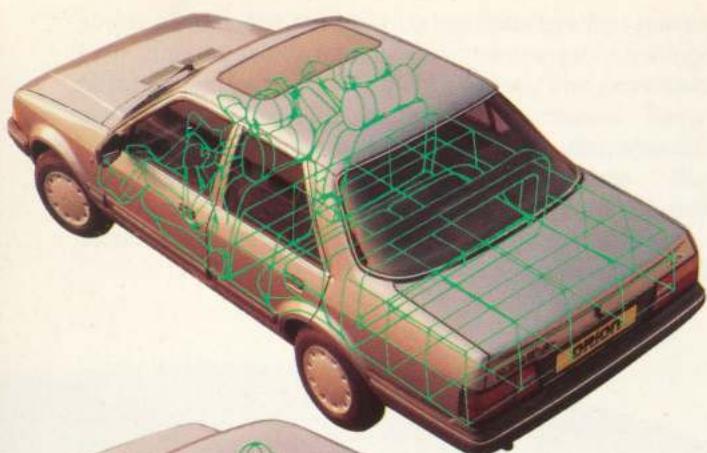




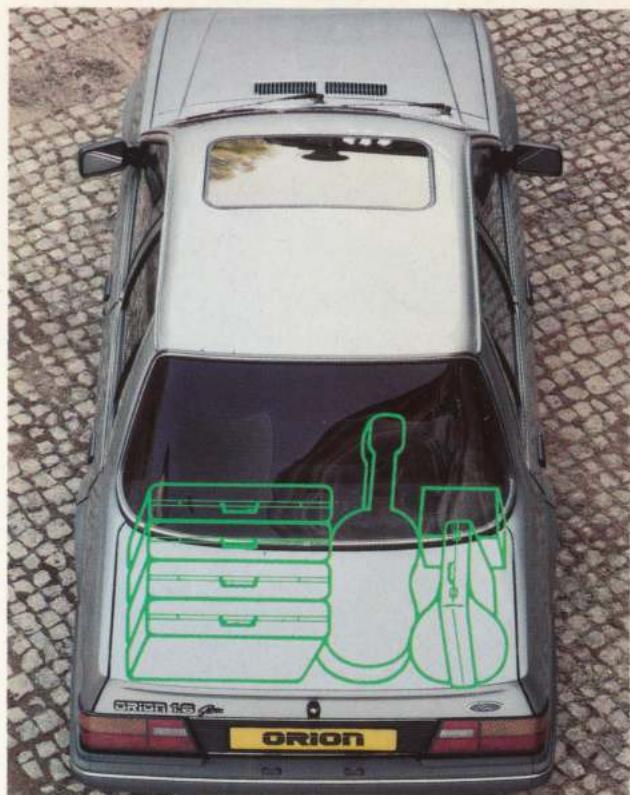
Once you're sitting inside the car you'll find all the latest equipment at your fingertips. The wiper and light controls are right there. The dash has a range of accessory switches and warning lights – everything from low oil-level to worn brake-pads. You hardly ever need to open the bonnet. There's a stratified heating system that ensures that air leaving the windscreens and facia vents is slightly cooler than the air being supplied by the heater to the footwells. The result is an environment that always stays cooler at face level than foot level – and, of course, a fresher driver at the end of the journey.

Below the heater controls you'll find a radio/stereo cassette complete with four speakers and joystick balance control. Then to make absolutely sure you enjoy your sounds in "concert-hall" quietness, particular attention has been paid to the sound-deadening/insulation package. Even the holes carrying wiring from the engine compartment into the car are sealed against noise. Another novel feature is the radio aerial. It's actually built into the back window, so it's vandal proof. Signals are received by the heating elements in the glass.





And right below the back window is the rear seat with its split-fold facility. The sort of thing you get in hatch-backs. It splits in a 60/40 ratio so that you can carry long objects that extend from the boot into the interior. Handy for your cello lessons! An added bonus is that it leaves you free to choose how much of the rear seat you sacrifice for luggage – 40%, 60% or 100%. Mind you with a spacious fully trimmed boot that can swallow up over 13.5 cu ft of luggage you probably won't need to sacrifice the rear seat too often. But it's nice to know it's there if you need it. But that typifies the new Orion. It's a complete car in every sense of the word.

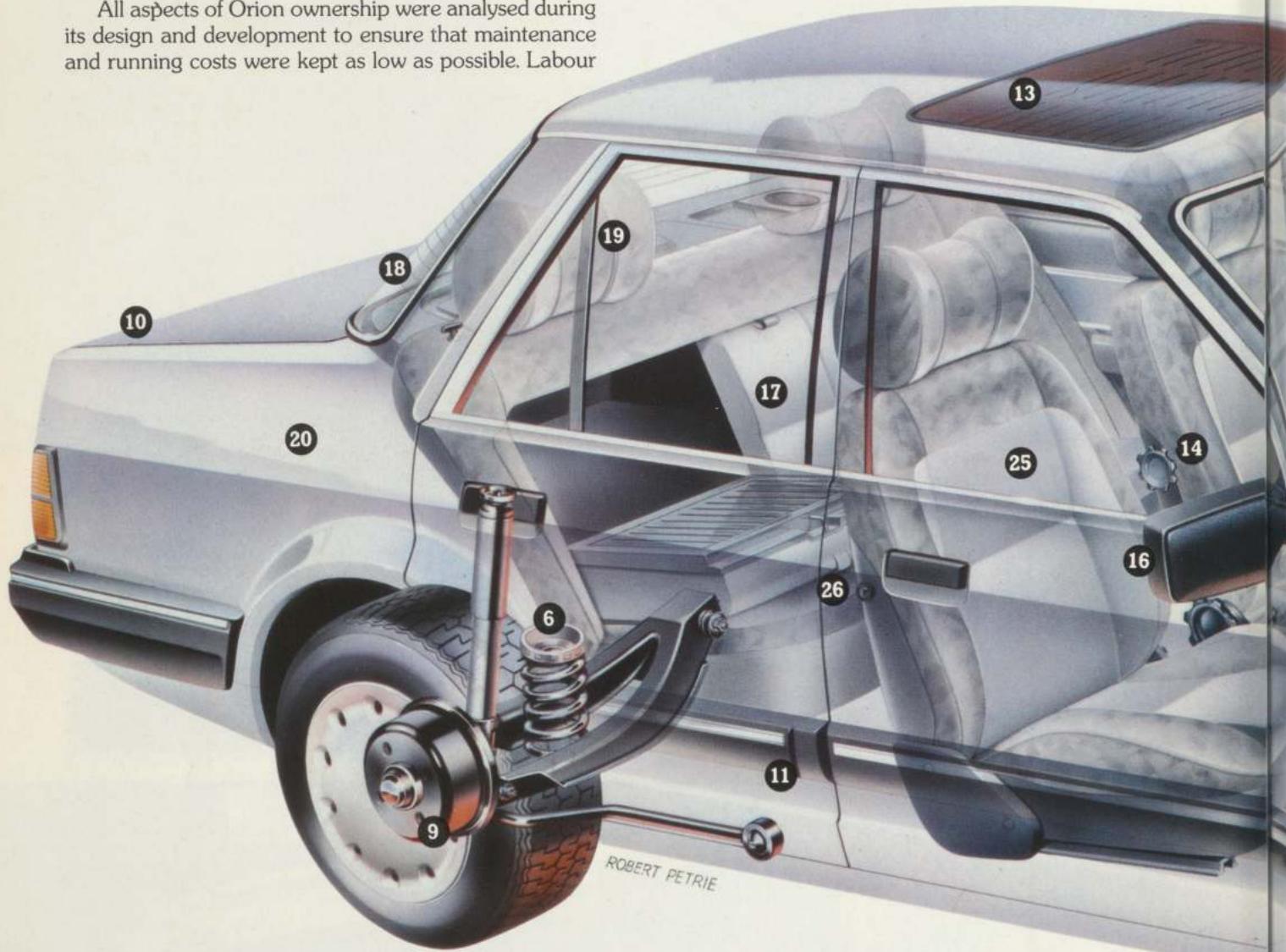


Although the Orion is a splendidly comfortable, classically styled saloon, it is strictly a product of Ford's contemporary engineering expertise, with its front-wheel drive and high technology components. It gives you the choice of three technically advanced yet well proven CVH engines—1.3 litre, 1.6 litre, 1.6 litre fuel injection. Gearboxes are either 4- or 5-speed, with the option of a fuel-saving automatic. The Orion has independent suspension front and rear using MacPherson struts, coil springs and telescopic dampers—and all versions boast a front stabilizer for even better road-holding.

All aspects of Orion ownership were analysed during its design and development to ensure that maintenance and running costs were kept as low as possible. Labour

saving features such as hydraulic tappets and electronic ignition, low-maintenance batteries, see-through fluid reservoirs and vee-belts, keep servicing requirements the equal lowest in this class. Fuel consumption is exceptionally good too. Check out the figures for yourself... and then take a closer look at Orion engineering through this revealing cut-away drawing.

The car featured is a 1.6 litre Orion Ghia with standard 5-speed gearbox.



1 Efficient transversely mounted CVH engine with breaker-less electronic ignition gives remarkable performance and economy.

2 Front-wheel drive for good traction, road-holding and directional stability.

3 Accurate, precise and responsive rack & pinion steering.

4 High power halogen headlamps.

5 Lightweight polycarbonate bumpers.

6 All round fully independent suspension with front stabilizer for even better road-holding.

7 Diagonally linked braking system with front discs and brake servo.

8 5-speed gearbox with option of automatic transmission.

9 Self-adjusting rear brakes and clutch cut servicing costs.

10 Integral rear spoiler built into trailing edge of boot lid.

11 Wide protective bodyside mouldings.

12 Smooth wheel covers for minimum aerodynamic drag.

13 Tilting/sliding glass sun roof, with sliding sun blind.

14 Superbly upholstered seats with adjustable lumbar support on front seats.

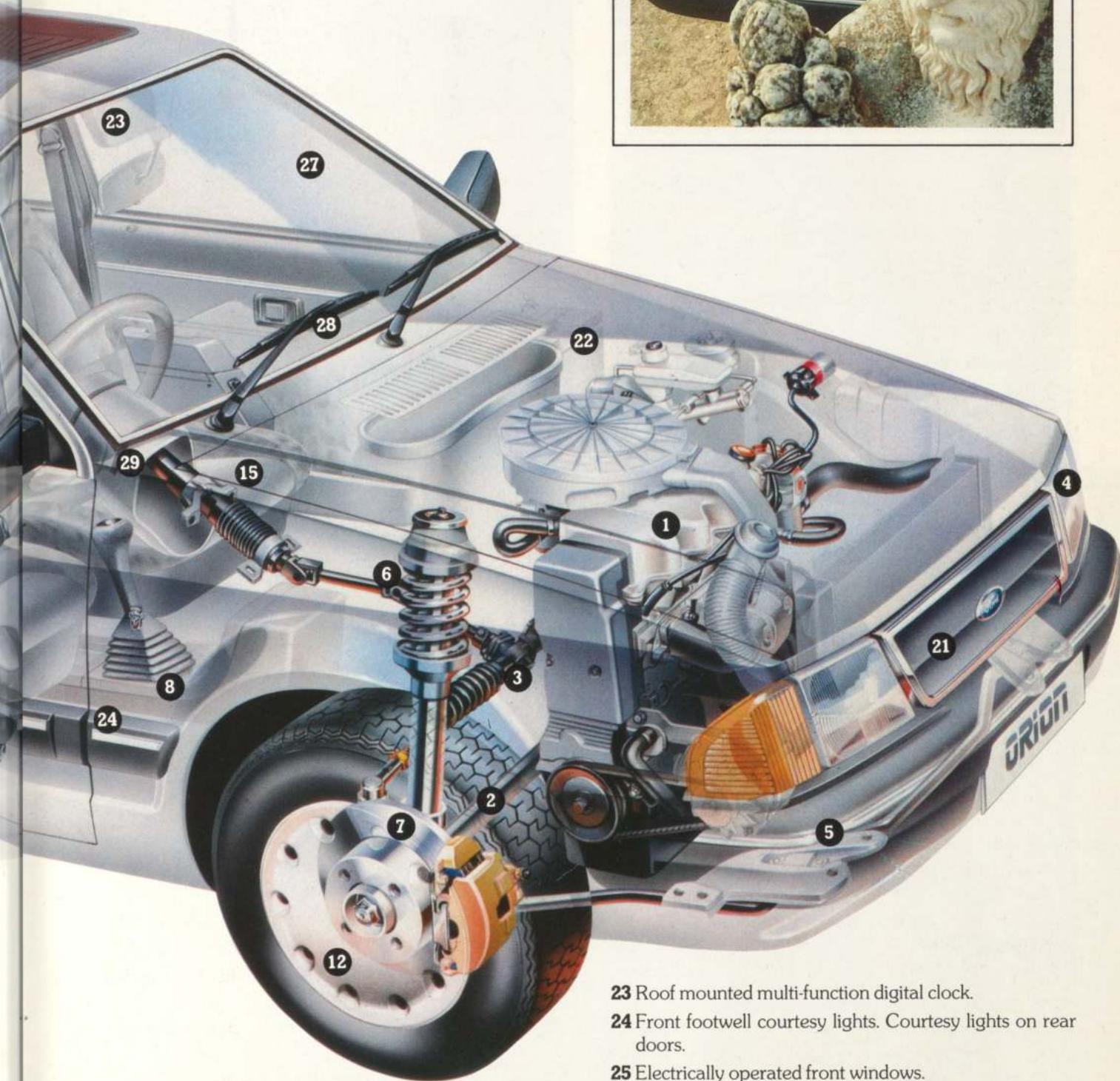
15 Stereo radio/stereo cassette with 4 speakers and joystick control.

16 Power operated and heated door mirrors.

17 Rear seat with 60/40 split fold-down rear seat hatch facility with folding centre armrest.

18 Radio antenna built into rear window.

19 Headrests and side bolsters to rear seats.



20 Huge 13.5 cu. ft boot, with electric release and courtesy lamp.

21 Aerodynamic front grille and front spoiler.

22 Low maintenance battery.

23 Roof mounted multi-function digital clock.

24 Front footwell courtesy lights. Courtesy lights on rear doors.

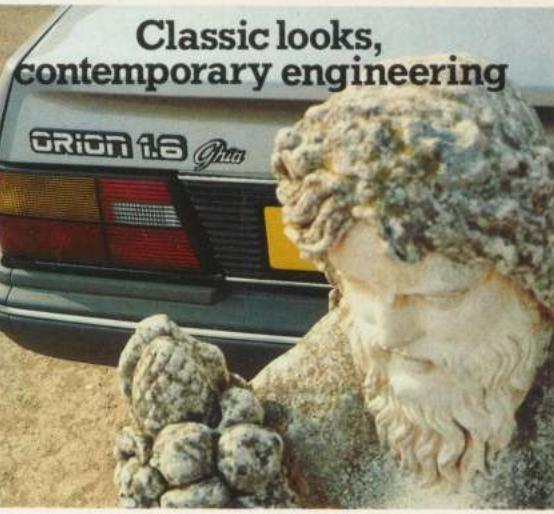
25 Electrically operated front windows.

26 Central door and boot locking.

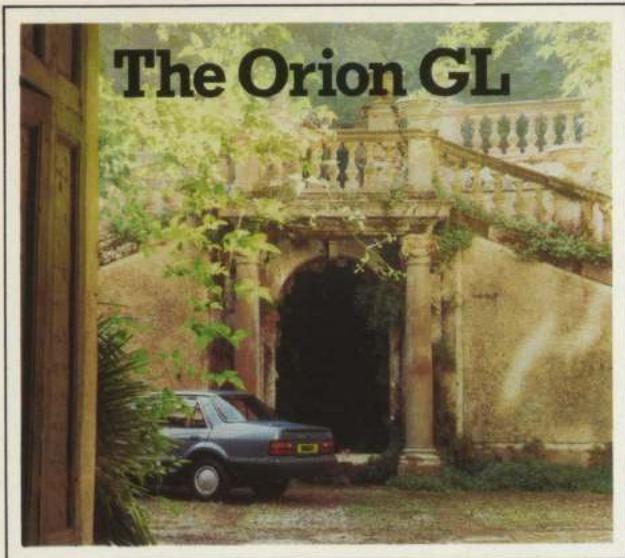
27 Tinted glass all round.

28 Variable-speed intermittent windscreens wipers.

29 Tachometer.



**Classic looks,
contemporary engineering**



The Orion GL

The GL is the first car in the Orion range – but it is a far cry from the traditional basic model. This is a little luxury car in its own right, with an array of features many “top-of-the-range” rivals would envy. It has front-wheel drive with a choice of 1.3 litre CVH engine with 4-speed or optional 5-speed transmission, or a 1.6 with standard 5-speed manual or optional automatic transmission.

Its good looks are enhanced and protected by both deep moulded bumpers and wide section body mouldings.

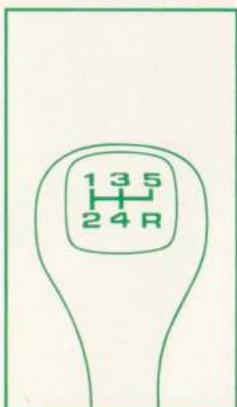
The grille is grey with a bright surround and aerodynamic full wheel covers complete the picture.

Inside the driver has the use of two remote controlled door mirrors. Reclining seats and fully adjustable headrests are in an attractive Chelsea and Crushed Velour fabric, colour coordinated with a Velour carpet. Doors are fully trimmed with matching inserts. Other impressive standard equipment is an analogue clock and radio/stereo cassette with four speakers and joystick balance control, and an electric boot release.

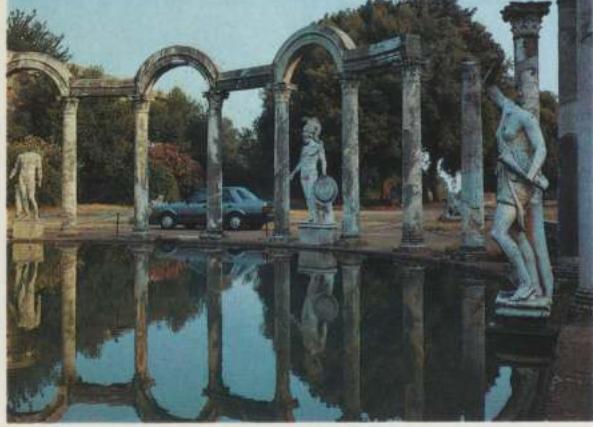


Car illustrated is an Orion 1.6GL, with optional metallic paint at extra cost.





The Orion Ghia



The Ghia certainly lives up to the standards you've come to expect from a Ford bearing this famous name.

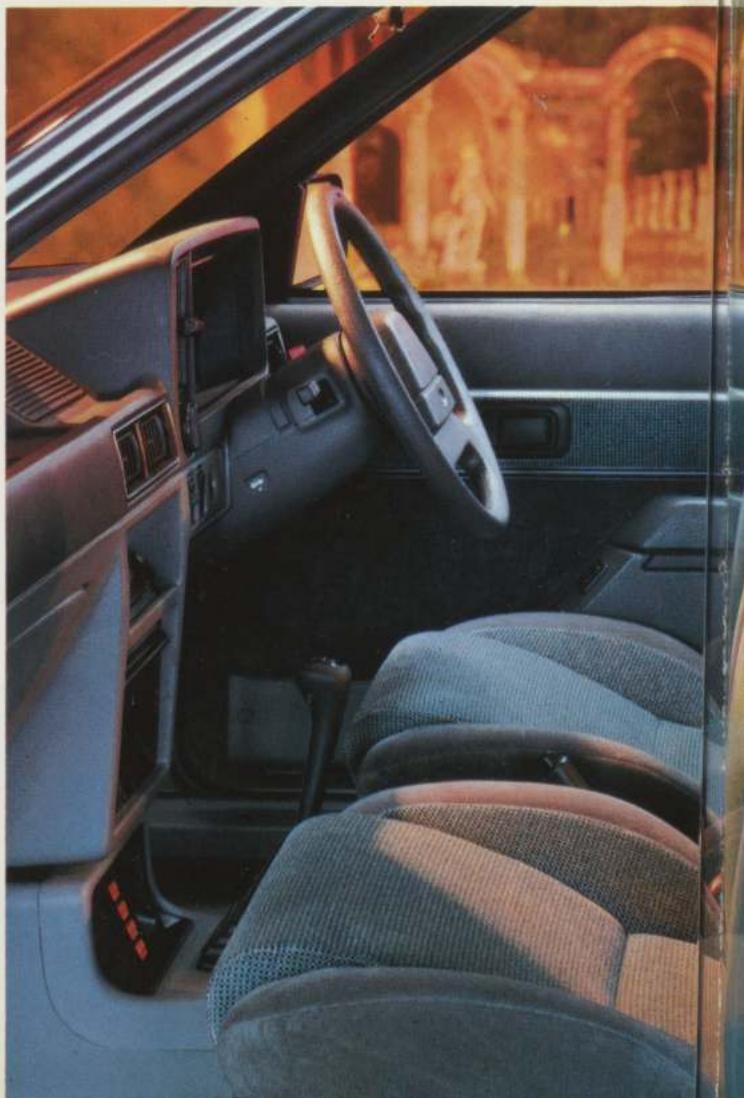
Exclusive badging and back panel applique differentiate the marque from an exterior point of view. Inside there's a whole lot more. Tachometer. Header mounted multi-function digital clock. Variable intermittent wipers. SRT 32P stereo/radio cassette with four speakers and joystick fader control. Sounds good? There's much more. Front and rear courtesy and footwell lights with thoughtful delayed action. Cut pile, colour-keyed carpet.

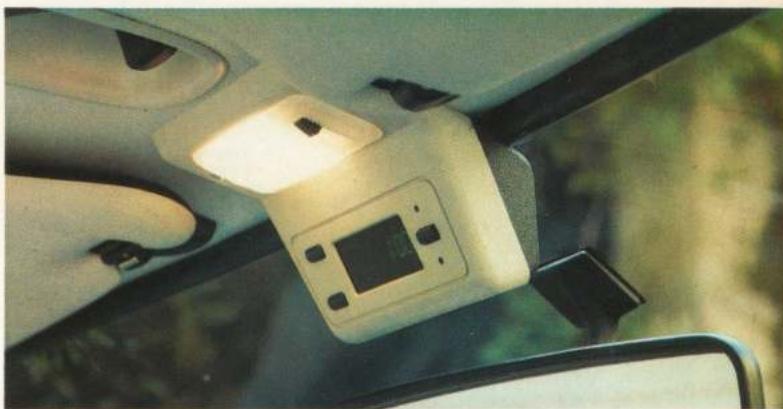
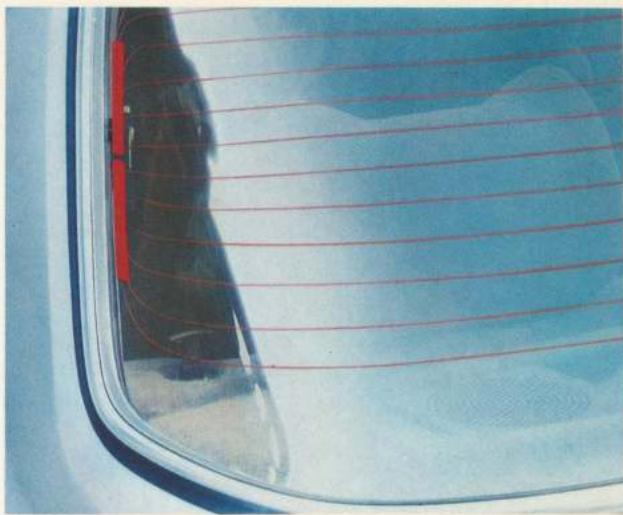


The sport type front seats are trimmed in Savoy and Crushed Velour fabric with adjustable lumbar supports, and there are headrests all round.

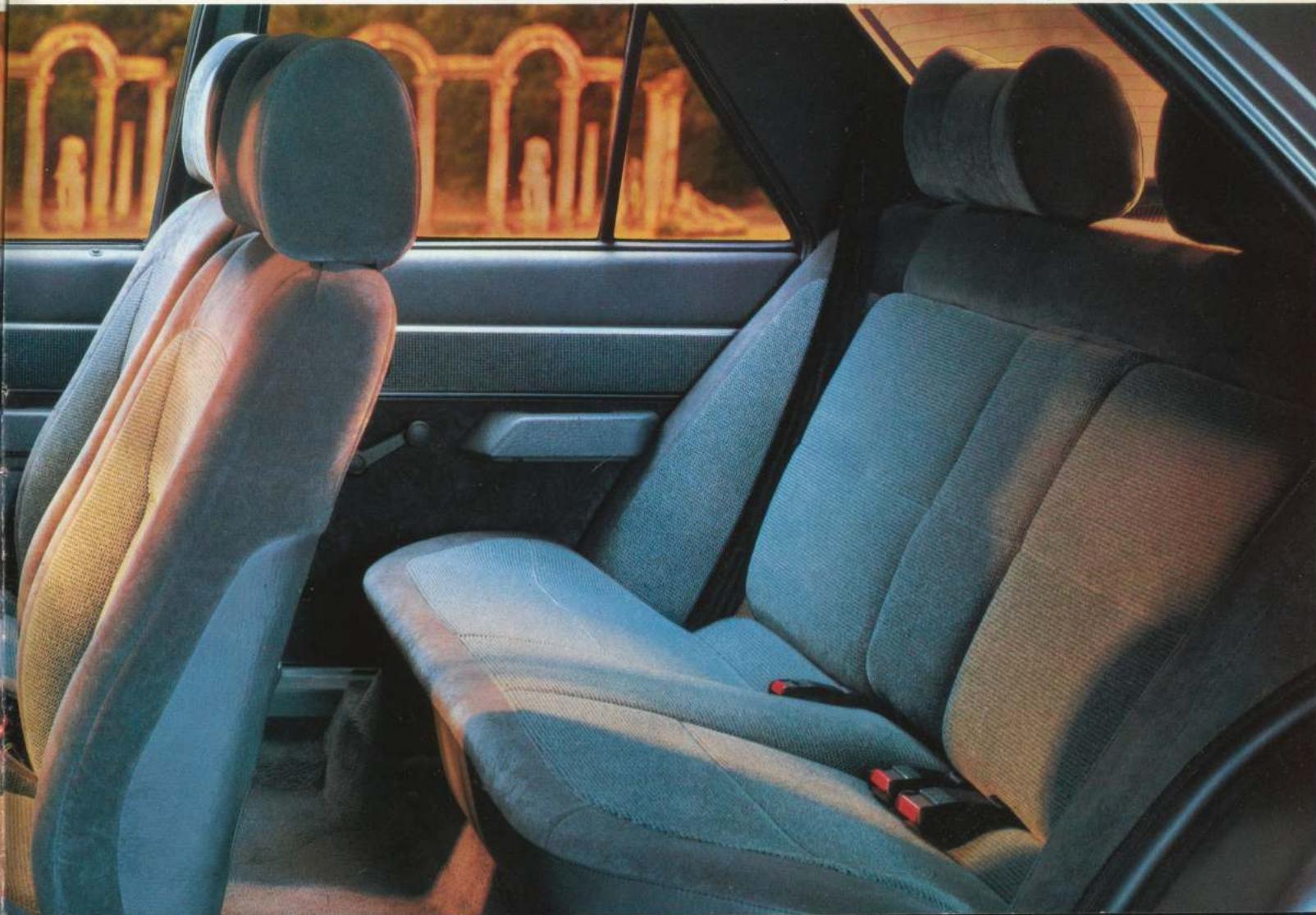
The Ghia also has some notable electric features. Like electrically operated front windows. Central locking. Power adjustable, heated door mirrors for both driver and passenger. And of course an electric boot release.

There's tinted glass all round and a sunroof with sliding sun blind. Topped off with cloth headlining and illuminated vanity mirror. A truly complete car, that's the Orion Ghia. This model is fitted with a standard carburettor 1.6 engine but the Ghia is available with a 1.6 fuel injection engine too. Along with a different engine there are some interesting changes in specification, as you'll discover overleaf.





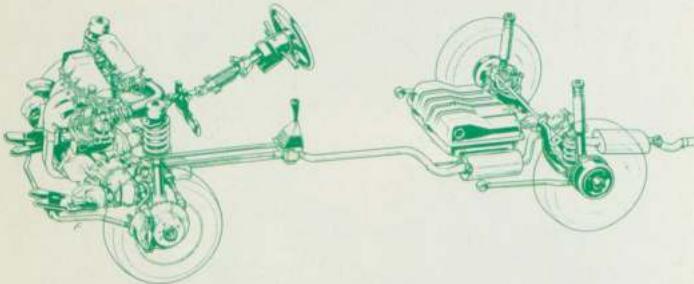
Car illustrated is an Orion Ghia with optional rear seat belts and metallic paint at extra cost.



The Orion Ghia with 1.6i engine



The Orion 1.6i Ghia delivers high performance in luxury and style. The power comes from a 1.6 fuel injected engine, a 5-speed gearbox, front and rear anti-roll bars and uprated suspension utilising gas filled dampers. The car sits on high speed 175/70 HR x 13 tyres on 13" x 5½" wheels and stops positively thanks to an uprated braking system. It has grey bumpers and bodyside mouldings with smart red insert, black window surrounds and a radiator grille with silver/grey metallic trim. The powerful look of the car is completed by a deep front spoiler and front wheel arch air deflectors. Inside the car it's the same story as the beautiful Ghia, (except for the distinctive 3-spoke steering wheel) which really makes the 1.6i Ghia quite a car to own!



Car illustrated has optional rear seat belts and metallic paint at extra cost.





	GL	GHIA
Engine and transmission		
Engine: 1.3 OHC	●	
1.6 OHC	●	●
1.6 OHC Fuel injection		●
4-speed gearbox 1.3	●	
5-speed gearbox 1.6	●	●
1.3	○	
Automatic (with oil cooling) 1.6	○	○
Manual choke 1.3	●	
Automatic choke 1.6, 1.6i	●	●
Tyres, wheels and steering		
Tyre size: 155 x 13	●	●
175/70 x 13		1.6i
Wheel covers	●	special
Servo assisted brakes	●	●
Steering wheel: 2 spoke soft feel	●	1.6
3 spoke soft feel		1.6i
Exterior features		
Body: 4 door Saloon	●	●
Grey plastic bumpers	●	●
Bumper insert: Bright	●	1.6
Red		1.6i
Grey bodyside moulding	●	●
Bodyside moulding insert: Bright	●	1.6
Red		1.6i
Grey 3-louvre grille	●	●
Grille surround: Bright	●	1.6
Silver grey metallic		1.6i
Black ribbed back panel		1.6i
bright insert 1.6		
Window surround: Bright	●	1.6
Black		1.6i
Handles/Locks: Black	●	●
Central door and boot locking	○	●
Front spoiler		1.6i

	GL	GHIA
Exterior features (cont)		
Wheel arch air deflectors		1.6i
Black fuel tank locking cap operated by ignition key	●	●
Tow hooks front & rear	●	●
Black paint	○	○
Metalic paint – two coat	○	○
Vision and exterior electrical		
Laminated windshield	●	●
Tinted glass all-round	○	●
Remote control driver and passenger door mirrors	●	
Electrically operated & heated door mirrors		●
Dipping rear view mirror	●	●
Heated rear window incorporating radio antenna	●	●
Two-speed wipers	●	●
Intermittent wipe	●	variable
Electric screen wash	●	●
Headlamp wash		○
Halogen headlamps	●	●
Reversing lamps	●	●
Rear fog lamps	●	●
Hazard warning flashers	●	●
Boot courtesy lamp	●	●
Torch key	●	●
Electric boot release	●	●
Single tone horn	●	
Dual tone horn		●
Interior seating, storage and features		
Fabric seat trim	●	●
Reclining front seats	●	sports
Driver and passenger seat adjustable lumbar support	●	●
60/40 split fold down rear seat hatch	●	●
Folding rear centre armrest	●	●
Fully adjustable headrests	●	●
Rear headrests		●
Headlining: Perforated Cloth	●	●
Carpet: Velour colour-keyed Cut-pile colour keyed	●	●
Cloth door inserts	●	●
Load compartment carpet	●	●
Driver's and passenger's upper stowage shelves	●	●
Driver's lower parcel shelf	●	●
Glove box with lid, illumination and document storage	●	●
Front door stowage bins	●	●
Front seat-back map pockets		●
Carpeted rear package tray, colour keyed with storage box	●	●

●=Standard ○=Optional

Continued overleaf

	GL	GHIA
Interior seating, storage and features		
Coin box	●	●
Tilting/sliding glass sunroof	○	●
Electrically operated front windows	○	●
Twin swivelling sunvisors	●	●
Passenger sunvisor vanity mirror	●	● illuminated
Centre console	●	● extended
Illuminated cigar lighter	●	●
Inertia front seat belts	●	●
Rear seat belts – two lap/diagonal inertia and one lap centre static	○	○
Interior lighting and instruments		
Door operated courtesy light: Front	●	●
Front footwell		●
Rear		●
Delayed "switch-off" courtesy lights		●
3-speed heater fan	●	●
Illuminated heater control	●	●
Illuminated switches	●	●
Handbrake warning light	●	●
Brake failure warning light	●	●
'Clean hands' warning system	●	●
Manual choke warning light on 1.3	●	
Quartz analogue clock	●	
Solid state multi-function quartz digital clock		●
Trip recorder	●	●
Tachometer		●
Econolights	○ 1300 only	
In-car entertainment		
Push button radio (MW/LW)/stereo cassette RST 21P	●	
Push button stereo radio (MW/LW/VHF)/stereo cassette SRT 32P	○	●
Push button all electronic multi-feature stereo radio (MW/LW/VHF)/stereo cassette ECUI	○	○
Antenna incorporated in rear windscreens	●	●
4 speakers	●	●
Joystick speaker balance control	●	●

●=Standard ○=Optional

Specifications

Engine	1.3 OHC (CVH)	1.6 OHC (CVH)	1.6 OHC (CVH) fuel injected
Capacity	1296cc	1597cc	1597cc
Cylinders	4	4	4
Compression ratio	9.5:1	9.5:1	9.5:1
Fuel induction	Single variable venturi	Single variable venturi	Bosch K-Jetronic fuel injection
Choke	Manual	Automatic	Automatic
Ignition	Electronic	Electronic	Electronic
Max. power DIN Kw (PS) @ RPM	51 (69)/6000	58 (79)/5800	77 (105)/6000
Max. torque DIN Nm (MKP) @ RPM	100(10.2)/3500	125(12.8)/3300	138(14.1)/4800
Max. continuous revs	6450	6250	6300

Performance Ford test figures

MANUAL 4 SPEED			
Max. speed (mph)	98	-	-
0-60 mph (secs)	11.8	-	-
MANUAL 5 SPEED			
Max. speed (mph)	98	104	116
0-60 (secs)	11.8	10.2	8.6
AUTOMATIC			
Max. speed (mph)	-	101	-
0-60 mph (secs)	-	12.6	-

Transmission/Fuel Consumption. All figures in mpg (L/100 km) are from officially approved tests under the Passenger Car Fuel Consumption Order 1977. All Orions are 4-star fuel.

MANUAL 4 SPEED			
Const. driving speed 56 mph (90 kmh)	47.9 (5.9)	-	-
Const. driving speed 75 mph (120 kmh)	36.7 (7.7)	-	-
Simulated urban driving	33.2 (8.5)	-	-
MANUAL 5 SPEED			
Const. driving speed 56 mph (90 kmh)	53.3 (5.3)	54.3 (5.2)	47.1 (6.0)
Const. driving speed 75 mph (120 kmh)	40.4 (7.0)	40.4 (7.0)	36.7 (7.7)
Simulated urban driving	33.2 (8.5)	33.2 (8.5)	27.7 (10.2)
AUTOMATIC			
Const. driving speed 56 mph (90 kmh)	-	43.5 (6.5)	-
Const. driving speed 75 mph (120 kmh)	-	34.0 (8.3)	-
Simulated urban driving	-	27.7 (10.2)	-

Weights and Towing Limits (kg)* (nominal)

Gross vehicle weight	1300	1325	1350
Maximum towing limit (2-up) – Manual	900	900	900
Maximum towing limit (2-up) – Automatic	-	900	900
Max. roof rack load	75	75	75

Ford gives you more.



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