

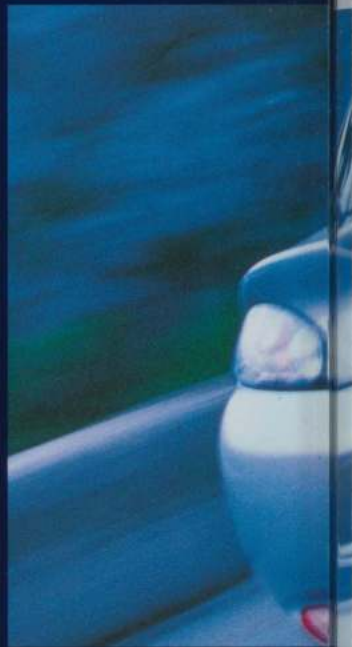
1998 Edition 1



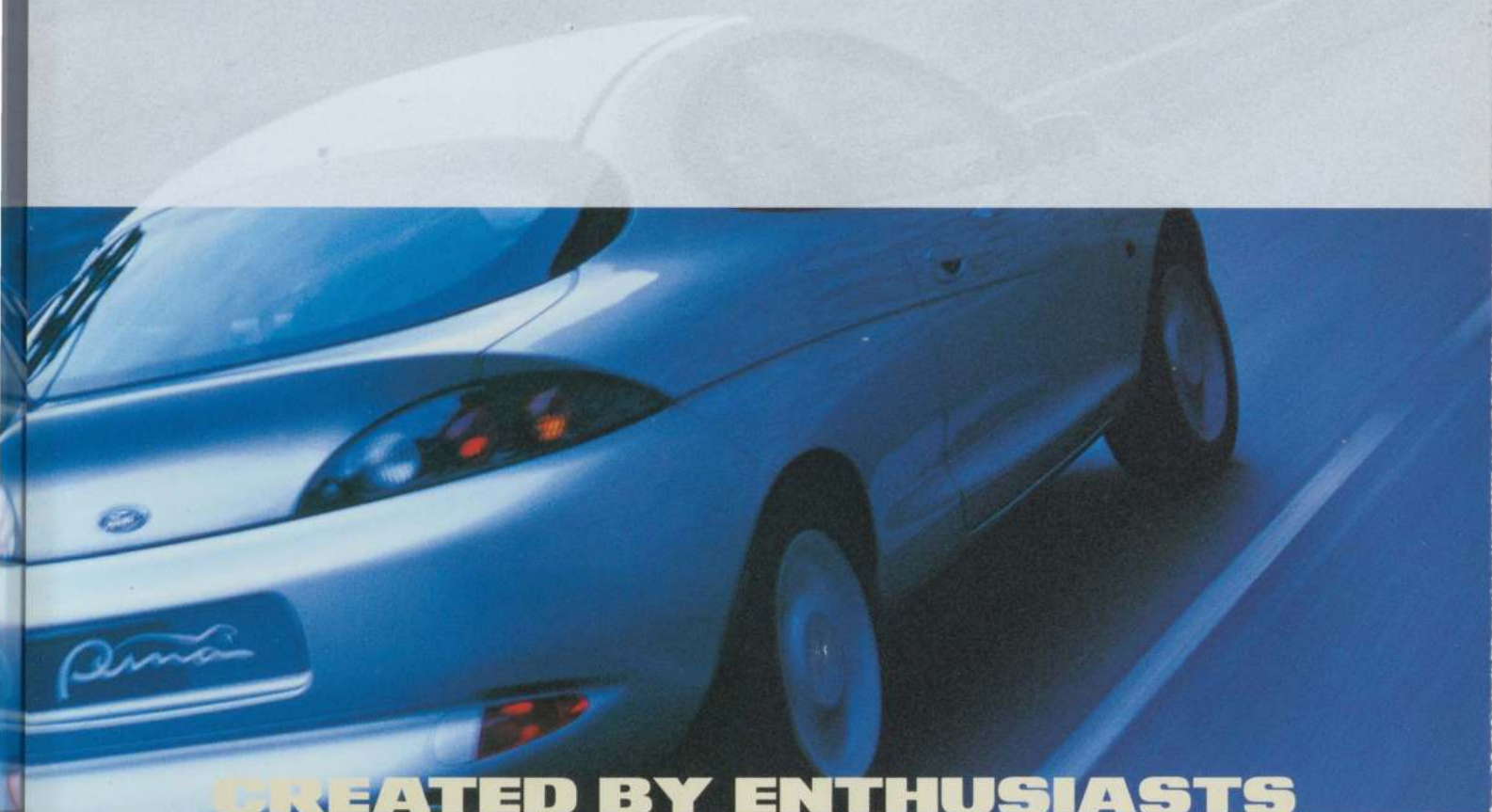
DRIVER'S DREAM



Beaumont

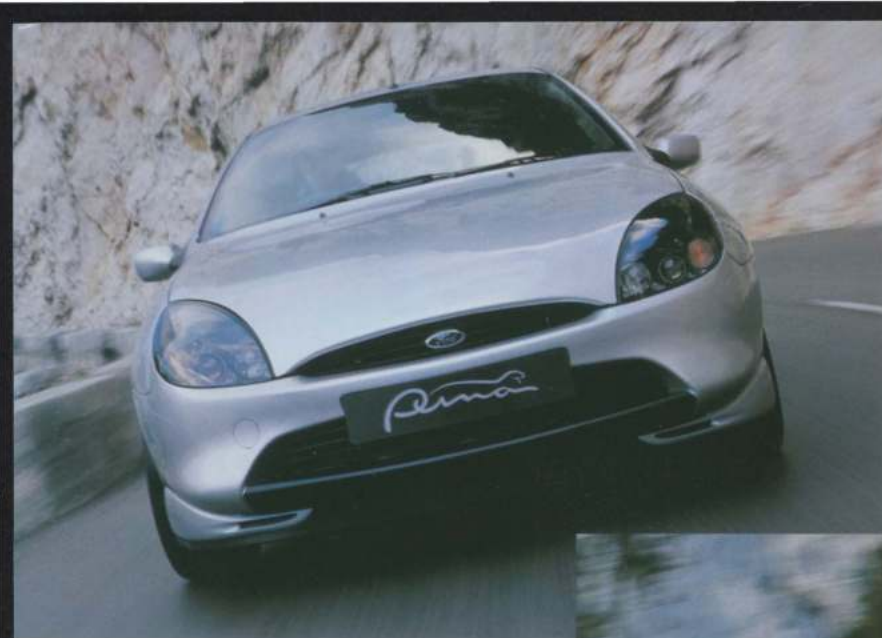


1970



**CREATED BY ENTHUSIASTS
FOR ENTHUSIASTS**





EXHILL



PERFORMAN

ARRATING



CE

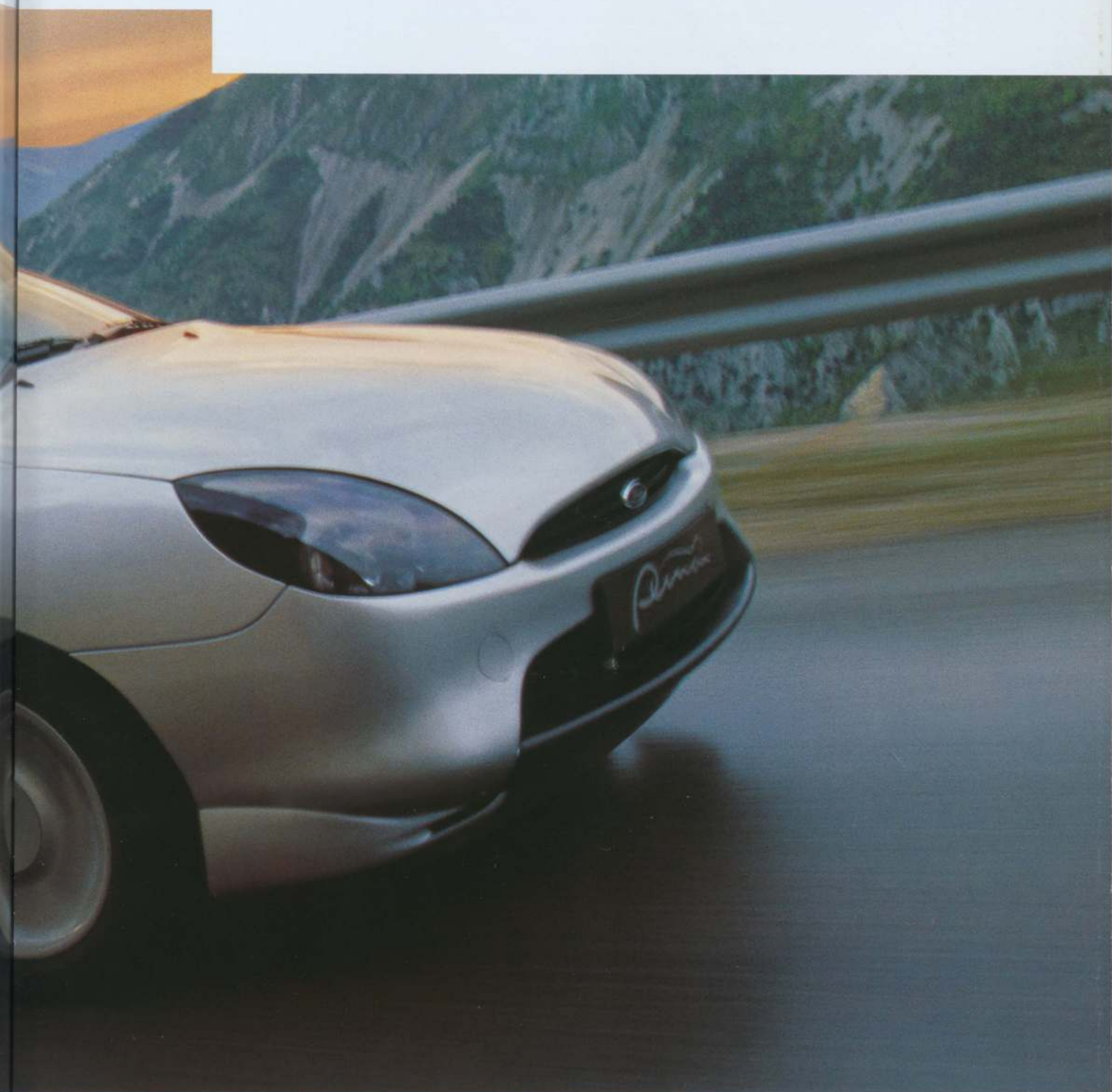
**PUMA LOOKS,
SOUNDS AND FEELS
LIKE A SPORTS
COUPÉ SHOULD**

Puma is all about craftsmanship. It's there in the innovative engineering, in the design, in the detail, in the use of materials, and it's there in the dynamics too.

This exciting coupé was created on computer using up-to-the-minute technology, by its enthusiastic design team, and then tested, re-tuned and tested again over many months in all conditions.

They knew exactly what the sports coupé driver wants, and they've delivered a car to stimulate all the senses.





INSPIRED ENGINEERING

Sleek, muscular lines and big tyres on chunky alloy wheels give Puma an athletic, purposeful stance.

Everywhere, thoughtful touches, like the distinctive circular projection headlamps and the beautifully machined aluminium gear lever knob, promise capability and performance.

But the heart of a true coupé is its engine. With Puma you can choose its 1.7 litre, 92 kW (125 PS) Zetec SE engine, with fully Variable Cam Timing (VCT), a first for a car of this class.

EVEN BEFORE YOU START THE ENGINE IT GETS THE ADRENALIN FLOWING

You know after 8.8 seconds that this is a very special piece of engine technology. That's how long it takes to get to 60 mph.

We've tuned the VCT to deliver over 85 per cent of peak torque from just 1500 revs. For you, this means a potent, free-revving engine with eager acceleration through the range.

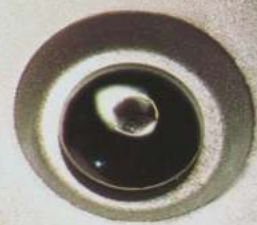
Alternatively, you can choose Puma's lively 1.4 litre, 66 kW (90 PS) Zetec SE engine. Built using light metal alloy, it is compact and lightweight for maximum engine efficiency, yet it retains much of the agility of the 1.7 litre engine.

Whatever your choice, you can be sure of an exhilarating driving experience.



*Model shown features
optional Luxury Pack.*

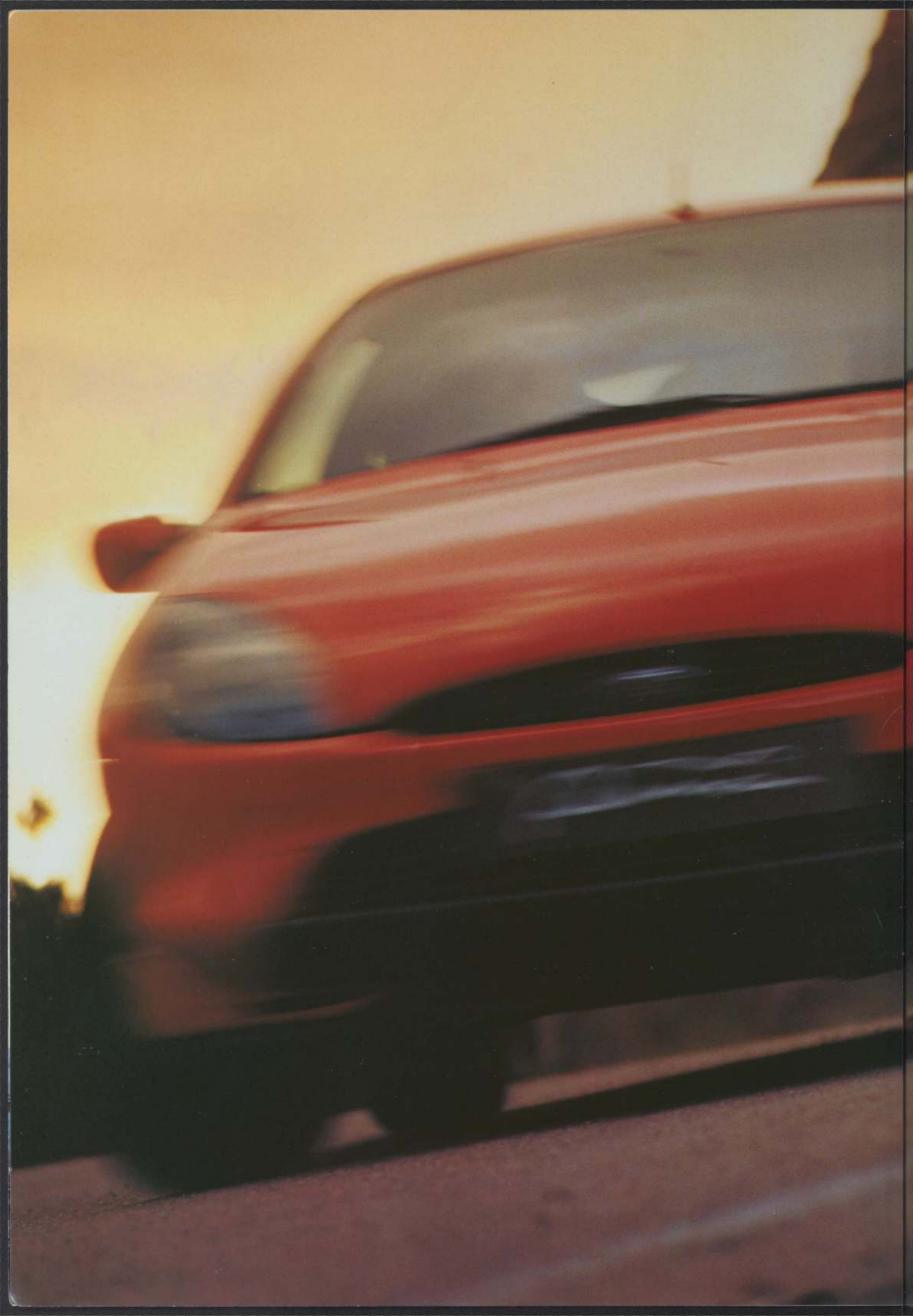




VARIABLE
16V
CANK
TIMING

Opti

4





SPIRITED PERFORMANCE

Our dynamics engineers extracted every last micron of performance out of the steering, handling and brakes, creating a driving experience that is rewarding and precise.

YOU KNOW YOU'RE IN A REAL DRIVER'S CAR

In every way, Puma's agile chassis matches the higher engine power. The suspension has been tuned to suit enthusiastic driving and yet retain ride comfort.

We've engineered the power-assisted steering to give you constant feedback from the wide track wheels with ultra-low profile 195/50 tyres.

We've set the clutch and the short throw gear lever for precise shifting through the sporty close ratio gearbox.

And we've made sure that Puma's anti-lock brakes* feel reassuringly firm.

Puma has strength in depth. It's a car that just has to be driven.

* Anti-lock brakes are standard on the 1.7 litre Puma and optional on 1.4 without traction control. Traction control is not available on 1.4 litre Puma.

EVOCATIVE DESIGN

A lot of thought has gone into Puma's interior. It's there in the evocative aluminium finish, the tactile aluminium gear shift, in the contoured sports seats, the clarity of the white sports dials, the feel of the chunky leather steering wheel.

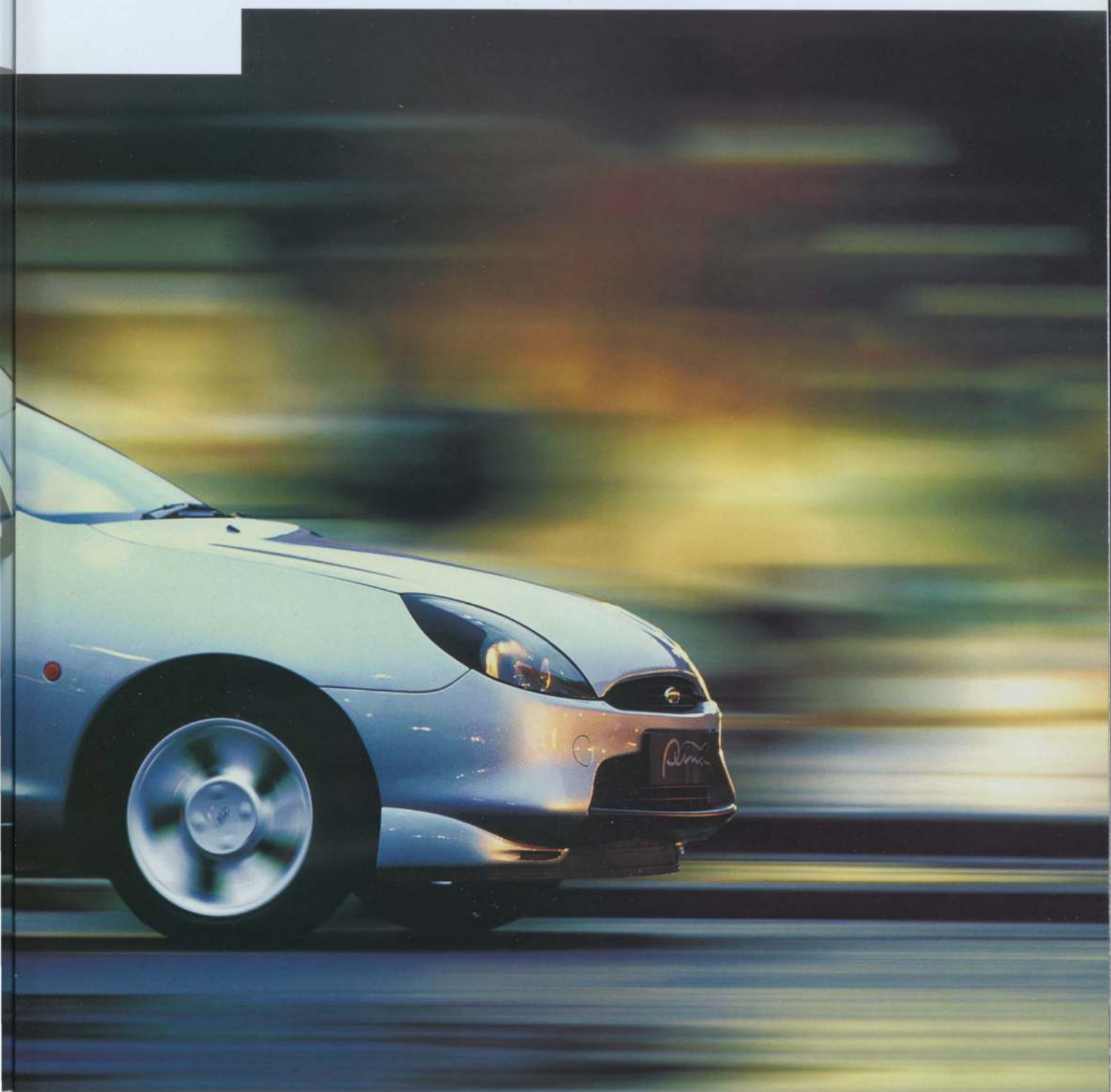
There's power height adjustment on the driver's seat for your ideal driving position. And there's room for two rear passengers and plenty of luggage.





INNER CONFIDENCE





Puma's responsive driving dynamics, anti-lock brakes and traction control* help you to avoid potential hazards, while its body structure and outer skin have been optimised for your protection.

There's also a standard driver's airbag

as well as an optional passenger airbag, and seat belts for four occupants.

Puma's anti-theft system is based around a new generation engine immobiliser, with remote central double locking and perimeter alarm.

* Anti-lock brakes and traction control are standard on the 1.7 litre Puma. Anti-lock brakes (without traction control) optional on 1.4. Traction control is not available on 1.4 litre Puma.

POWERFUL POWERFUL ALTERNATIVES

A new, responsive 1.4 Zetec SE engine joins the potent 1.7 Zetec SE engine to give Puma drivers a powerful choice.





SPECIFICATIONS

MODEL AVAILABILITY

Weights and loads

3-door Puma	Kerbweight (kg) ^{††}	Gross Vehicle Mass (GVM) (kg)
1.4i 16V	1035	1400
1.7i 16V VCT	1039	1400

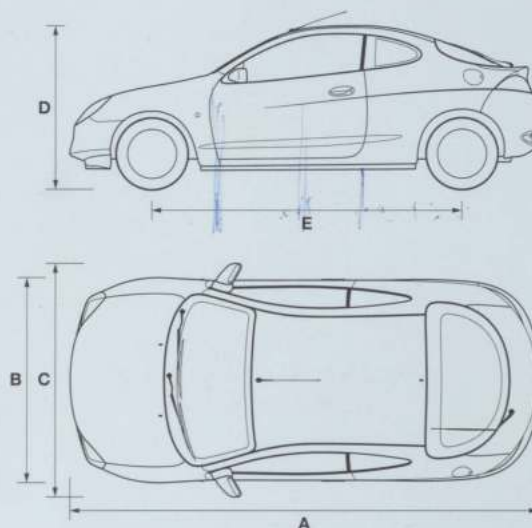
^{††} Represents the lightest kerbweight assuming full fluid levels, subject to manufacturing tolerances and options, etc., fitted.

DIMENSIONS

Exterior (mm)	
A Overall length	3984
B Width without mirrors	1674
C Width with mirrors	1837
D Unladen height	1344
E Wheelbase	2446
Interior (mm)	
Front	
Effective headroom	958
Maximum effective leg room	1036
Shoulder room	1274
Rear	
Effective headroom	892
Minimum effective leg room	807
Shoulder room	1156
Stowable Luggage (cu m) [†]	
5-seat mode	0.240
2-seat mode	0.725
Fuel Tank (litres)	
Capacity	40

[†] Measured using the VDA method.

Dimensions may vary dependent on the model and equipment fitted.



ENGINE DATA

Engine technical features

		Maximum power ^a	Maximum torque ^a
1.4i DOHC 16V (Catalyst) 1388 cc	Cylinders – 4 in-line ■ Electronic fuel injection with EEC V engine management system ■ Electronic breakerless ignition	66 kW (90 PS) at 5500 min ⁻¹ (rpm)	125 Nm at 4500 min ⁻¹ (rpm)
1.7i DOHC 16V VCT (Catalyst) 1679 cc	Cylinders – 4 in-line ■ Variable Camshaft Timing ■ Electronic fuel injection with EEC V engine management system ■ Electronic breakerless ignition	92 kW (125 PS) at 6300 min ⁻¹ (rpm)	157 Nm at 4500 min ⁻¹ (rpm)

^a Tested in accordance with ISO 1585.

Note:

Urban

An engine started from cold in laboratory conditions operated at varying speeds, maximum 31 mph, average 12 mph over a theoretical distance of 4 km (2.5 miles).

Extra Urban

Conducted immediately after the urban cycle, it consists of half steady speed driving and half varying speed driving, maximum 75 mph over a distance of 7 km (4.3 miles).

Combined

This is an average of the two parts of the test, weighted by the distances covered in each part.

FUEL AND PERFORMANCE

3-door Puma	Fuel consumption in L/100 km (mpg) [†] Urban	Extra Urban	Combined	Performance (Ford test figs.) Max. speed (mph)	0-60 mph (secs)	30-50 mph* (secs)
1.4i 16V	9.6 (29.4)	6.1 (46.3)	7.4 (38.2)	112	10.8	8.6
1.7i 16V	9.7 (29.1)	6.1 (46.3)	7.4 (38.2)	126	8.8	6.3

[†] All figures in L/100 km (mpg) are from officially approved tests under the Passenger Car Fuel Consumption Order 1983 and in accordance with EEC Directive 93/116/EC.

*In 4th gear

The Government fuel consumption test figures shown in the chart do not express or imply any guarantee of the fuel consumption of a car of the class in question. See back cover.

INSURANCE GROUP

1.4i 16V	9E
1.7i 16V	12E

See back cover for details.

MECHANICAL FEATURES

	1.4i	1.7i
Brakes		
Electronically-controlled anti-lock with brake force distribution and low-speed traction control		■
Diagonally-split with dual-line servo-assistance. Front discs, rear drums	■	■
Steering		
Power-assisted variable ratio rack and pinion	■	■
Suspension and Body		
Front – Independent with MacPherson struts, and sub-frame mounted 'A' arm. Anti-roll bar	■	■
Rear – Twist beam semi-trailing coil springs	■	■
Side impact door beams. Steel safety cage with facia cross-beam. Energy absorbing crumple zones, front and rear	■	■
Turning Circle		
Kerb to kerb 10m	■	■

SECURITY FEATURES

	1.4i	1.7i
Alarm – Perimeter	■	■
Fuel cap – Locking	■	■
Immobiliser – Safeguard system	■	■
Locks – Remote control central, double locking	■	■
Vehicle Identification Number (VIN) – Visible	■	■

EXTERIOR FEATURES

	1.4i	1.7i
Exterior Appearance and Styling		
Bumpers – Body colour	■	■
Door handles – Body colour, flush fitting	■	■
Door mirrors – Body colour housings	■	■
Exhaust trim – Stainless steel	■	■
Wheels – 6x15 5-spoke alloy (full size steel spare) with 195/50 VRx15 tyres	■	■
Exterior Functional		
Heated rear window	■	■
Tailgate release, push button	■	■
Tinted glass	■	■
Wheel arch liners – Front and rear	■	■
Wipers – Front, two-speed, plus fixed intermittent with electric wash	■	■
Wipers – Tailgate wiper with electric wash	■	■
Exterior Lighting		
Halogen headlights, rear fog lights	■	■

INTERIOR FEATURES

	1.4i	1.7i
Audio		
Stereo Radio/Cassette – Model 5000 RDS EON, removable control panel, 'Keycode' anti-theft coding	■	■
Carpet and Trim		
Door trim – Fabric insert, moulded panel with pull handle/armrest and door bin	■	■
Gaiters – Simulated leather gear lever and handbrake	■	■

SPECIFICATIONS

INTERIOR FEATURES

	1.4i	1.7i
Interior Lighting		
Courtesy light – Front door-operated, delayed switch-off	■	■
Luggage compartment light	■	■
Instruments and Controls		
Instruments – Speedometer, tachometer, odometer, trip recorder, constant read-out fuel gauge	■	■
Warning indicators for anti-lock brakes (where applicable), brake failure, low fluid, handbrake on, airbag(s), 'lights on' audible warning, door ajar warning light	■	■
Immobiliser indicator	■	■
Headlight levelling	■	■
Sports instrument cluster – Black symbols and red pointers on white dials	■	■
Gear lever knob – Machined aluminium	■	■
Illuminated heater controls – Four vents, temperature and direction control, two dedicated side window demists	■	■
Control stalks – Column-mounted for master lights, indicators and wash/wipe functions	■	■
Airbag – Driver's	■	■
Steering wheel – Leather-trimmed three-spoke incorporating horn function	■	■
Seats and Seat Belts For seat fabric see page 25		
Front seat – Driver's electric height adjustment	■	■
Front seats – Sports, anti-submarining, fully adjustable head restraints	■	■
Front seats – Rear access, tilt and slide with memory return	■	■
Storage pocket – Front passenger seat back	■	■
Rear seats – Neck rests	■	■
Rear seat – Folding back (one piece)	■	■
Seat belts – Front, inertia reel, with grabbers and pre-tensioners. Rear, two inertia reel (with buckle stowage)	■	■
Comfort and Convenience		
Accessory socket/cigar lighter	■	■
Centre console – Storage pocket	■	■
Clock – Digital	■	■
Glovebox with lid. Lid includes cup depressions, pen holder and ticket clip	■	■
Mirror – Dipping rear-view	■	■
Mirror – Passenger's sunvisor	■	■
Storage – Rear storage bins	■	■
Windows – Electrically-operated front	■	■

OPTIONS

	1.4i	1.7i
Equipment		
Airbag – Front passenger's *	■	■
Air conditioning – CFC-free	■	■
Anti-lock brakes – Electronically-controlled with brake force distribution	■	■
Luxury Pack – Electrically-operated and heated door mirrors, 'Quickclear' heated windscreen and Stereo Radio/CD – Model 6000 RDS EON	■	■
Ford GSM Phone ®	■	■
Audio		
Stereo Radio/CD – Model 6000 RDS EON, removable control panel, 'Keycode' anti-theft coding (only available as part of the Luxury Pack)	■	■
'Platinum 7000' Stereo Radio/Cassette – RDS EON, removable control panel, 'Keycode' anti-theft coding (not available with Luxury Pack)	■	■
Body Colour		
Paint – Metallic	■	■

® Subject to status and the signing of a 12 month airtime agreement. The agreement 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).

* Note: A rear-facing child seat should never be placed in the front passenger seat if the Ford vehicle is equipped with a front passenger airbag.



EXTRA
COVER



Worry Free
Motoring

One, Two and
Three Star
maintenance
plans

Your Ford Dealer can advise you on Extra Cover One, Two and Three Star Warranty plans from Ford. They allow you to add routine servicing or full maintenance cover to your standard New Vehicle Warranty. All plans include RAC Membership and Accident Assist.

Note:

- All Extra Cover plans begin from the New Vehicle Warranty commencement date, irrespective of the Extra Cover sale date, and continue until the completion of the time and mileage allowance, whichever occurs first.
- Extra Cover can be purchased within 12 months of the New Vehicle Warranty commencement date.
- Service Cover can only be purchased within 3 months of the New Vehicle Warranty commencement date.

COLOUR AND TRIM

Culrass

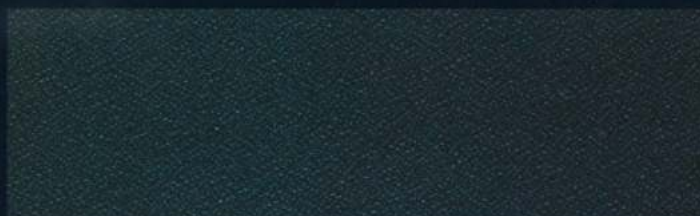
Jewel Green

Melina Blue

The Puma's interior shade is Alchemy Blue with a 'Silverstone' and 'Echo' fabric trim. This distinctive combination was specially chosen to blend with all six exterior paint finishes.

Silverstone

Radiant Red



Echo

Moon dust Silver

Panther Black

All colours shown are metallic paint except for Radiant Red which is solid paint.
Note: Colours and trims reproduced on this page may vary from the actual colours due to the limitations of printing processes used.



PUMA
A DRIVER'S DREAM





BY APPOINTMENT TO
HER MAJESTY THE QUEEN
FOR THE SUPPLY OF MOTOR VEHICLES
BENTLEY & CO. LTD.



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The Government fuel figures do not express or imply any guarantee of the fuel consumption of any particular car. The cars themselves have not been tested and there are inevitably differences between individual cars of the same model. In addition, a car may incorporate particular modifications.

Furthermore, the driver's style and road and traffic conditions, as well as the extent to which the car has been driven and the standard of maintenance, will affect its fuel consumption.

Insurance Groups are only as recommended by the Association of British Insurers. You should always consult your insurance adviser for confirmation.

Illustrations, descriptions and specifications. This catalogue was correct at the time of going to print. However, Ford policy is one of continuous product development. The right is reserved to change specifications, colours and prices of the models and items illustrated and described in this publication at any time. For the latest details always consult your Ford Dealer.

Optional Equipment. Throughout this publication, wherever a feature is described as being an 'Option' or 'Optional Fitment/Pack' etc, you should assume that it will be at extra cost to the base vehicle, unless specifically stated to the contrary.

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Alexandre CALDER "Stabile Mobile 1970".

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Your Ford Dealer

