

1991

FORD ESCORT



ESCORT LX 4-DOOR HATCHBACK

The name is familiar, and synonymous with success. The affordability, the value, and all the practical benefits are still there. But the car is all new — the product of dramatic advancements in Ford small-car design, manufacturing procedures and applied technology.

These advancements were realized through a determined effort to refine and apply some of the best of the world's production techniques in facilities capable of producing high quality consistently. The degree of employee training and input was unprecedented in Ford history.

What rolls off the line is a vehicle conceived and developed to meet a challenging objective: world-class quality and customer satisfaction. Nothing less.

To build this Ford, we had to change the way Fords are built. It's the next step toward tomorrow. The 1991 Ford Escort.



The LX 4-Door Hatchback in Light Titanium Clearcoat Metallic. Also shown is the LX Preferred Equipment Package, a money-saving way to get additional equipment (see pages 26-27).



LX CONTROL AND COMFORT



A smooth-shifting 5-speed manual transaxle is standard; an electronically controlled 4-speed automatic is optional.

Since most of the time people spend with their cars is spent inside, Escort's advanced design has created a space-efficient environment with roominess and comfort for 5 passengers. The front bucket seats recline and include cloth trim on the seating surfaces. The 60/40 split/fold rear seat is wide enough for three and offers real cargo-carrying versatility.

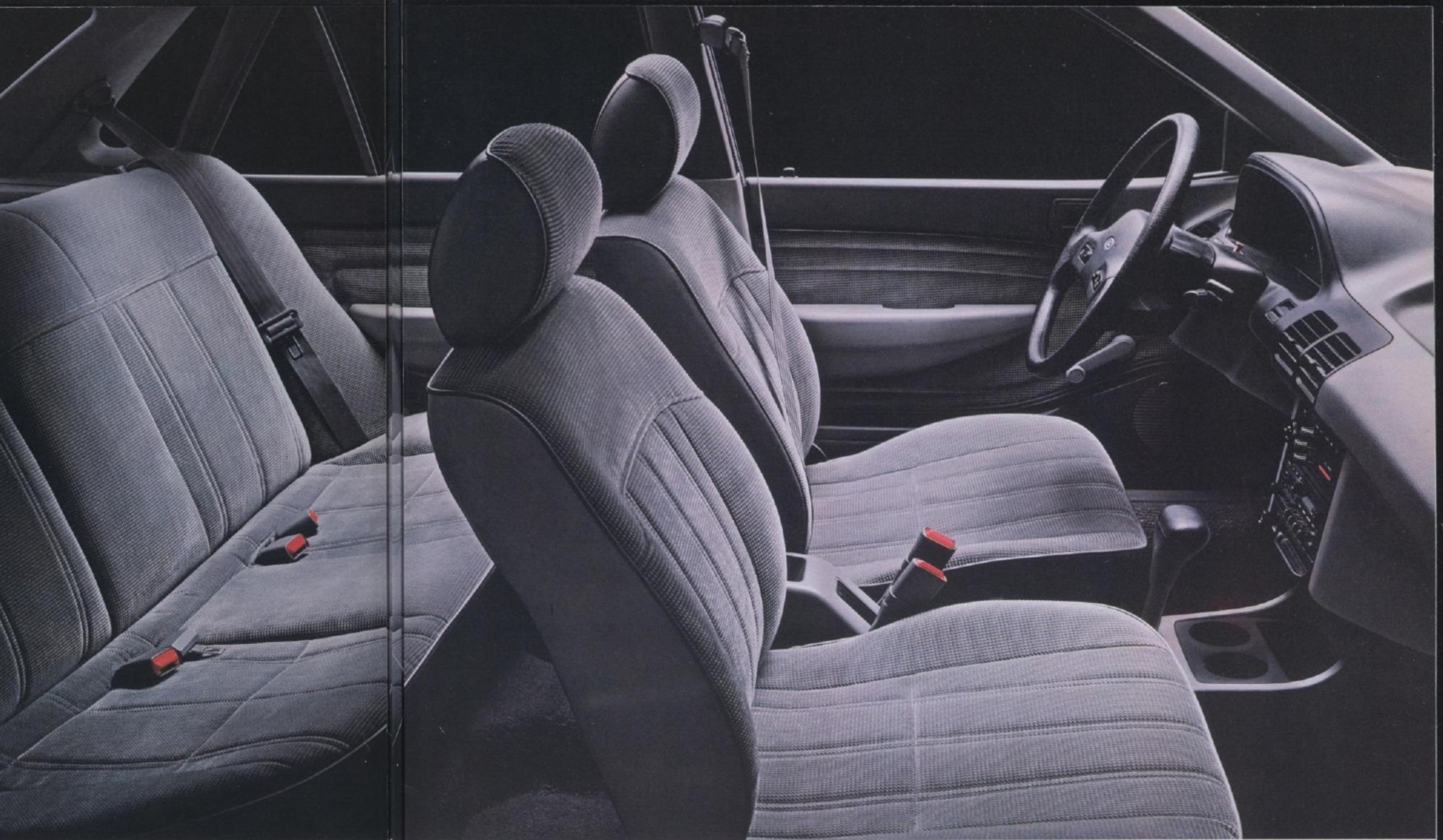
The wraparound instrument panel integrates smoothly with the door trim, unifying the look of the interior. The instrument cluster includes a temperature gauge and trip odometer. The center console has a handy front bin and cup holders. An electronic AM/FM stereo radio with digital clock is standard. Demisters help keep the side windows clear and rear seat passengers enjoy their own heat ducts.

Behind the seats is a 17.6-cubic-foot stowage area (4-door hatchback) which the standard cargo area cover conceals. With both seat backs folded down, the capability is increased to 36 cubic feet.

Escort instrumentation is purposefully arranged to maximize driver control and comfort — the result of careful ergonomic design.



Escort LX interior in Titanium shown with the LX Preferred Equipment Package and items of optional equipment.



DESIGN AND ENGINEERING



Escort's wraparound bumpers are built to withstand impacts of 5 mph, exceeding Federal Government requirements.

The most important aspects of the 1991 Escort will not be apparent on the showroom floor. They're under the sheet metal, hidden from view. But it's this functional componentry, much more than attractive styling and lustrous paint, that defines this car's value. Long after the initial new-car excitement has passed, Escort engineering will be paying dividends in driving pleasure and owner pride.

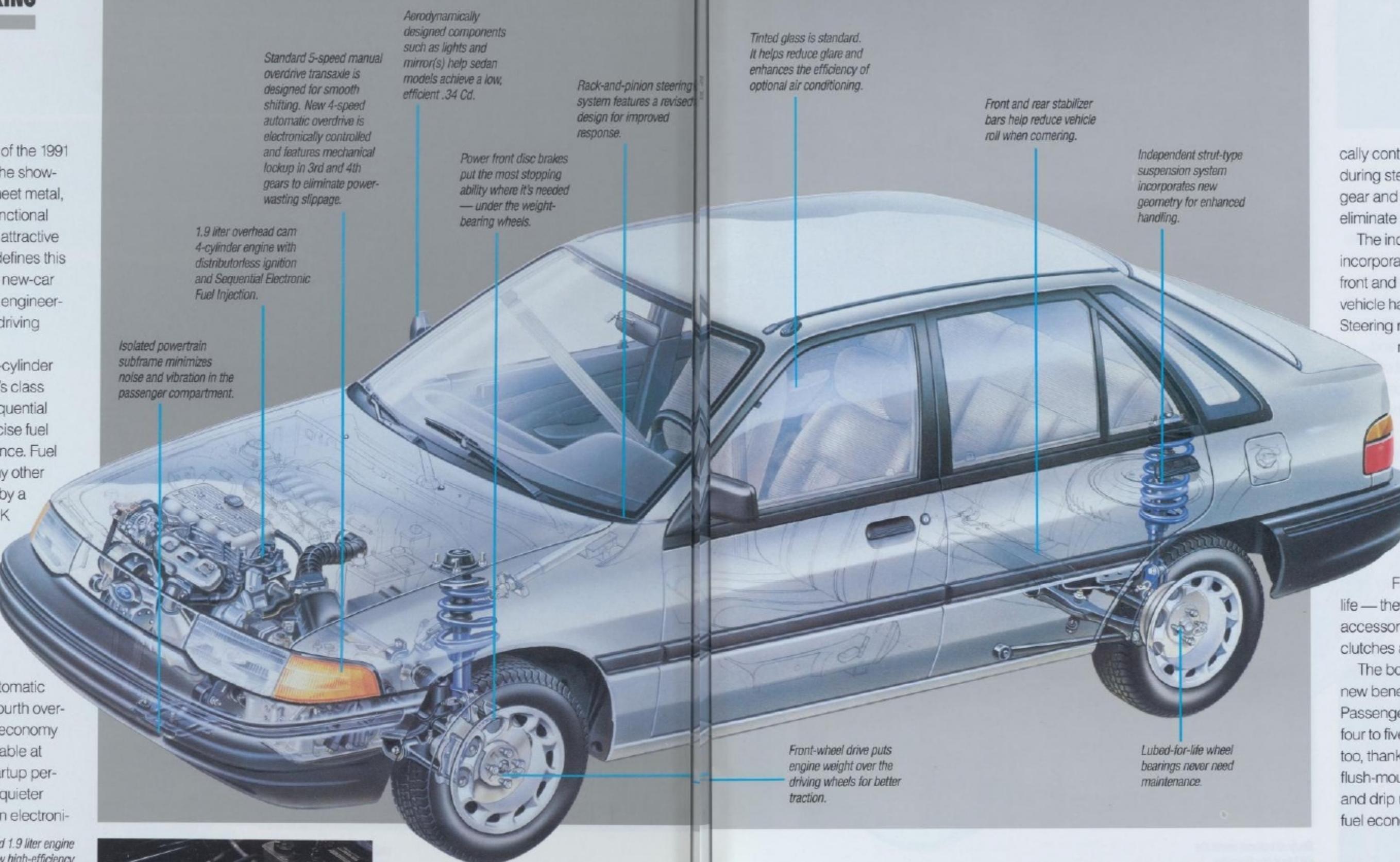
The 1.9 liter overhead cam 4-cylinder engine is the only one in Escort's class equipped with multiple-port Sequential Electronic Fuel Injection for precise fuel metering and smooth performance. Fuel mixture, engine timing and many other engine functions are governed by a sophisticated computer with 32K memory. A Ford exclusive, it maximizes engine efficiency and output. And a new maintenance-free distributorless ignition system provides state-of-the-art spark control for smooth operation.

The windshield wiper system has been redesigned to include a fixed interval feature that's handy in light rain and drizzle.



Escort's optional 4-speed automatic overdrive transaxle includes a fourth overdrive gear to help highway fuel economy (EPA mileage estimates unavailable at press time) and offers better startup performance, smoother shifts, and quieter cruising than its predecessor. An electroni-

The standard 1.9 liter engine features a new high-efficiency air induction system as well as the precision of Sequential Electronic Fuel Injection.



cally controlled converter clutch engages during steady-speed operation in fourth gear and the upper range of third gear to eliminate power-wasting slippage.

The independent suspension system incorporates new geometry and employs front and rear stabilizer bars for enhanced vehicle handling and reduced body roll.

Steering response is improved by a new rack-and-pinion system. And

Escort's longer wheelbase contributes to ride smoothness.

To help minimize noise and vibration, body surface panels are more rigid and a new subframe isolates the powertrain. A new engine mounting system also contributes to this isolation which helps keep the interior quiet.

Front wheel bearings are lubed for life — they never need maintenance. The accessory drive belt and all brakes and clutches are self adjusting.

The body design has produced several new benefits. There's more interior space. Passenger capacity has increased from four to five. The aerodynamics are better, too, thanks largely to semi-flush glass and flush-mounted hardware such as lights and drip rails that have a positive affect on fuel economy and help control wind noise.



Escort instrumentation is the analog type preferred by most drivers. It's backlit for comfortable nighttime viewing.

The smooth, efficient, electronically controlled automatic overdrive transaxle is optional with all Escorts.





Materials and construction are key contributors to Escort quality. In addition to extensive employee involvement and advanced production techniques, significant strides have been made in component preparation methods and the technology of vehicle construction.

There are, for example, improved metal finishing processes and trained personnel whose responsibility it is to locate and eliminate imperfections that might otherwise show up in the painting process. The better the metal preparation, the better the quality of the finish.

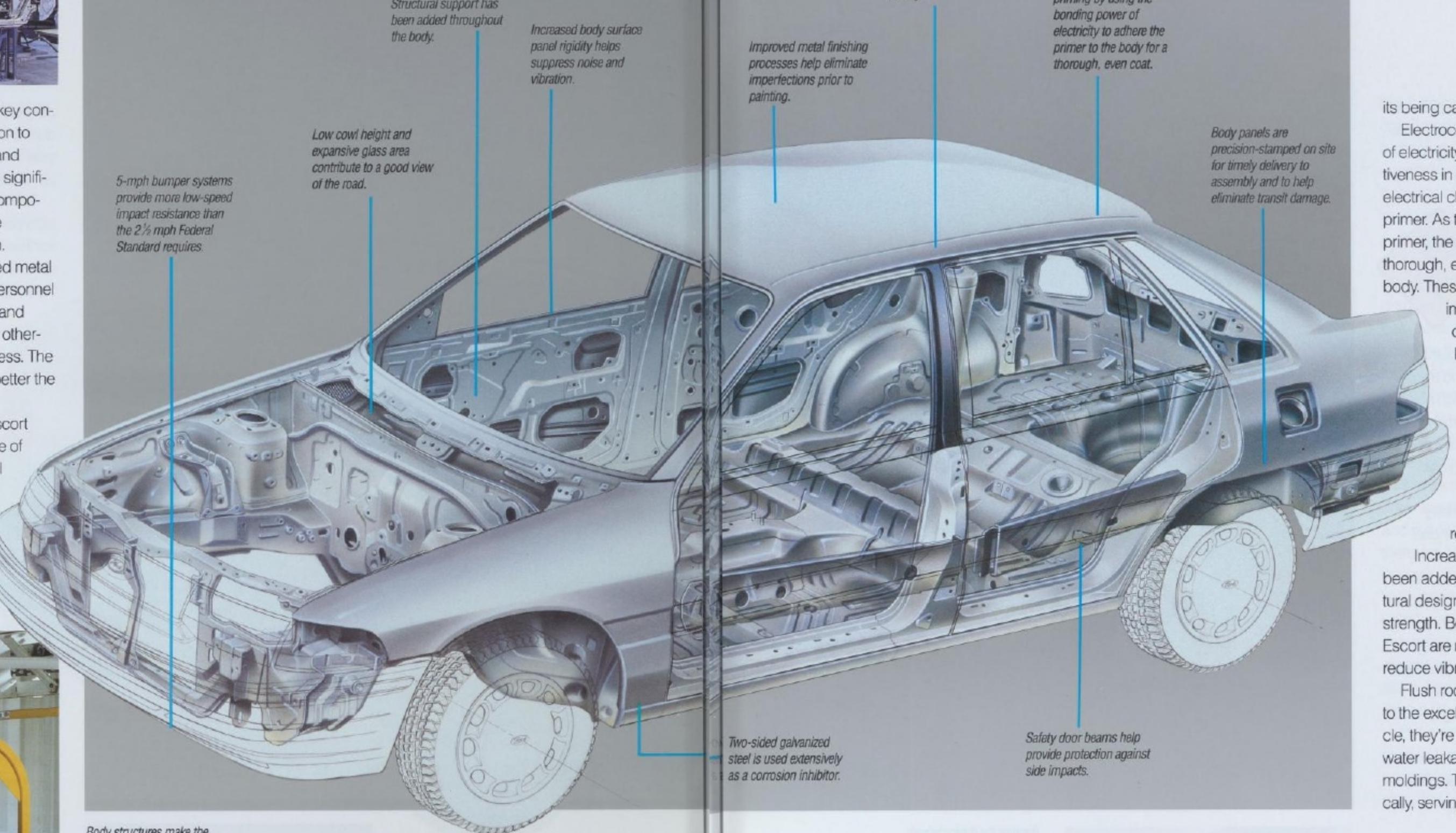
For corrosion protection, this Escort benefits from a more extensive use of two-sided galvanized steel as well as new applications of spray-on sealers and wax in enclosed body areas. Each vehicle undergoes a comprehensive seven-step cleaning and conditioning process prior to

A sophisticated coordinate measuring machine, accurate to .004 inches, makes random body checks to insure uniformity.



Body structures make the 687-foot trip from the stamping/welding facility to the assembly plant through an enclosed bridge, completely protected from the elements.

Automated welding and brazing provide consistent precision and accuracy for body construction.



its being cathodically electrocoated.

Electrocoating uses the bonding power of electricity and is recognized for its effectiveness in body priming. It puts opposite electrical charges on the body and the primer. As the body is immersed in the primer, the electrical attraction provides a thorough, even coat to all areas of the body. These measures combine to improve the car's resistance to corrosive agents, which helps keep it looking good longer.

The final coats of paint are applied in state-of-the-art facilities with stringent dust control measures to maximize finish quality and appearance.

Body construction is another area which has been revisited and improved.

Increased structural support has been added and computer-aided structural design has been used for greater strength. Body surface panels on the new Escort are more rigid, which tends to help reduce vibration and noise.

Flush roof side rails not only contribute to the excellent aerodynamics of the vehicle, they're more effective in preventing water leakage than conventional drip moldings. They're also beneficial aesthetically, serving as an integral styling element.



Doors are precision-fitted, removed from the body and re-hung later. This prevents damage and makes the interior more accessible to assemblers.

Stamped components utilize advanced parts-handling automation. Automation provides great control over consistency and quality.



CAPABILITY AND CONFIDENCE

Naturally, you want to have confidence that when you get behind the wheel, your car will get you where you're going. There are design elements and standard equipment in the 1991 Escort that inspire this confidence and contribute to its capability on the road and to your peace of mind when you're at the wheel.



A new suspension geometry promotes good vehicle handling and power front disc brakes provide good stopping ability.



For example, Escort is a front-wheel-drive car. This configuration puts the weight of the engine and trans-axle over the driving wheels which helps your driving traction under adverse conditions such as snow. Typically, there's more grab to help get you going and keep you going.

Escort's suspension geometry has been improved for enhanced handling. Front and rear stabilizer bars help maintain proper vehicle posture when cornering. And the power front disc/rear drum brakes combine for a total swept area of 222.3 square inches, promoting smooth, quick braking.

The low cowl line in the front and the large glass area give you a good view



Because the driving wheels are in the front, under the weight of the engine, traction is improved when driving conditions are uncooperative.



of what's going on outside the car. Computer-aided design technology helped in the engineering of a rigid body structure with improved support.

To help make safety convenient, Escort is equipped with a standard automatic shoulder belt restraint system that positions the shoulder belts for you and your front passenger automatically once you're seated, have closed the door and turned on the ignition. When you're properly parked, the ignition's off and it's time to exit, simply open the door. The shoulder belt moves forward and out of the way automatically. Also, there are emergency release buckles on the motorized ends of the shoulder belts. You're alerted when one or both of the belts have been disconnected from the emergency buckles. (This system is convenient but it isn't intended to function alone. The manual lap safety belt should always be used in conjunction with it.)

In the rear of the vehicle, there are manual lap/shoulder belts for the outboard passengers and a manual lap belt is provided for the center seating position.



Escort's standard automatic shoulder belt restraint system positions the belt for easy entry, and then positions it automatically across the chest and shoulder of the driver and front passenger. All they have to do is buckle their lap belts. Rear outboard passengers are provided with manual lap/shoulder belts.

ESCORT LX 2-DOOR HATCHBACK



For those who don't require 4-door capability, the 2-door hatchback lends its own special flair to Escort's sleek new lines. But there's more than just good looks to recommend it. The exceptional quality designed into this new line of vehicles fortifies Escort's reputation for solid value — value further augmented with the addition of the LX Preferred Equipment Package.

The Preferred Equipment Package is advantageous because it offers desirable options (power steering, the rear window defroster, and the light/convenience group) at a special discount, making an attractively priced car even more attractive. Refer to pages 26-27 for a listing of Escort Preferred Equipment Packages.



The Escort LX 2-Door Hatchback shown here includes the LX Preferred Equipment Package and Wild Strawberry Clearcoat Metallic paint. Opening rear quarter windows are a convenient 2-door feature that helps air circulation.



ESCORT LX WAGON

There was a time, and not very long ago, when wagons were thought of strictly as "family" vehicles, short on excitement and long on vinyl. "Practical" was a virtual synonym for "stodgy." And perhaps for good reason. Then came Ford Taurus with a refreshing new perspective.

When Taurus changed the way America looked at wagons, it proved that a versatile, practical vehicle could also be stylish, sophisticated, and a lot of fun to drive. The 1991 Escort Wagon extends that point of view to what is perhaps the most versatile, practical class of cars.

Its design, though sculpted for sedan-like grace on the outside, contains 5-passenger roominess along with all the practical attributes that make a wagon a wagon. Even with the rear seat backs up, there's room for 30.6 cubic feet of cargo behind. With both seat backs folded down, the usable area increases to its 66.9 cubic foot maximum. This new Escort Wagon thoroughly blends capability and charisma.

The one-piece liftgate opens wide for easy access to the spacious cargo area. A full 66.9 cubic feet means plenty of room for those extra belongings you often take with you.



Escort LX Wagon in Crystal Blue Clearcoat Metallic shown with the LX Preferred Equipment Package and the optional wagon group. See pages 26-27 for a listing of Preferred Equipment Packages.

WAGON CAPACITY AND CAPABILITY

WAGON GROUP



Belongings can be easily concealed by pulling the cover over the cargo area.

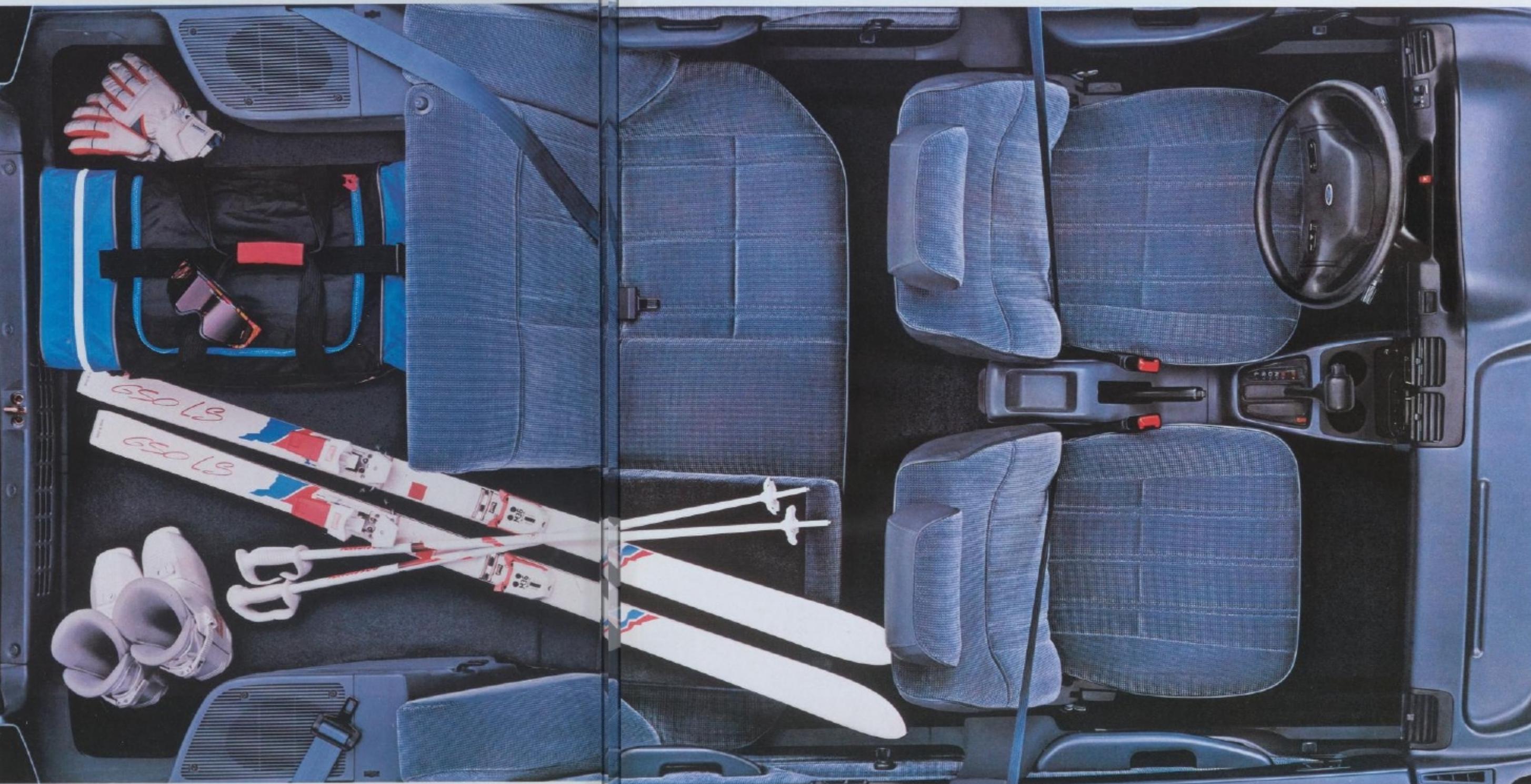


The Wagon Group is optional and includes the deluxe luggage rack for extra utility as well as the rear window wiper/washer for added convenience in inclement weather.

Generally speaking, wagons are more practical than sedans when it comes to hauling things around. The shape of the body provides the room. But Escort Wagon goes beyond the basics.

There's more than one way to make use of Escort's impressive cargo capacity. Like the LX Hatchbacks, the rear seat is split into a 60/40 arrangement for increased versatility. Fold one seat back down to allow for a passenger and lengthy cargo (skis for example). Fold both seat backs down to take advantage of the entire 66.9 cubic foot load area. A window-shade-type cargo cover helps keep valuables out of sight in the rear portion of the cargo area when the rear seat backs are up.

For those drivers who are inclined to take frequent trips or who need a little extra storage space from time to time, the roof luggage rack can be a welcome convenience. It's styled to enhance the new Escort look, and it's available as part of the optional Wagon Group, which also includes a rear window wiper/washer.



The Escort LX Wagon interior in Crystal Blue shown with the LX Preferred Equipment Package and items of optional equipment.

FIT AND FINISH

The idea of fit and finish in an automobile goes far beyond the proper alignment of sheet metal and a good paint job. It's really everything that the driver and passengers perceive about the car — the touch, the look — the way it makes them feel when they're around it or inside it. It's a concern for this fit and finish that's behind every part of the design, engineering and manufacturing of the 1991 Escort.

Anyone who's had occasion to perform home assembly on anything from children's toys to shelving has probably run across the "slot" method. An elongated slot in the place of a screw hole provides some leeway for the assembler, a margin for error that allows for some adjustment in case the parts don't go together precisely. Such an assembly method is fine for the occasional do-it-yourselfer.

But cars aren't toys. Proper fit and finish comes as a result of parts that *do* go together precisely. Instead of slots, Escort components have sized holes. They either fit exactly or they aren't used. Period. It's just one example of the degree of emphasis placed on Escort fit and finish quality.

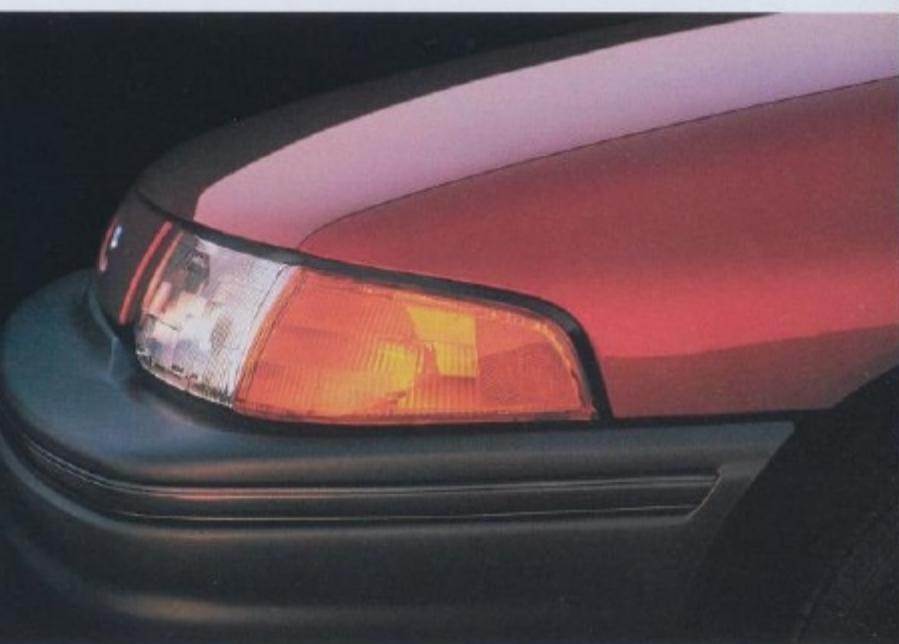
Seams, alignment of components, quality of materials — each contributes to the overall impression a vehicle makes. A close look at Escort underscores the commitment to fit and finish quality that began in the design phase and was reaffirmed every step of the way right up through manufacturing and assembly.

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19



Features shown: Contoured halogen headlamps contribute to aerodynamic efficiency as well as appearance. The instrument panel merges smoothly with the door panels, a design that subtly unifies interior elements. Speed control and the tilt steering column are optional with LX as part of the luxury convenience group, included in the GT Preferred Equipment Package. The center console includes a storage bin and cup holders (removable cup holder tray is added with GT, available with LX). Split/fold rear seat with dual release handles provides people/cargo versatility. It's standard with Escort LX and GT.



ESCORT GT

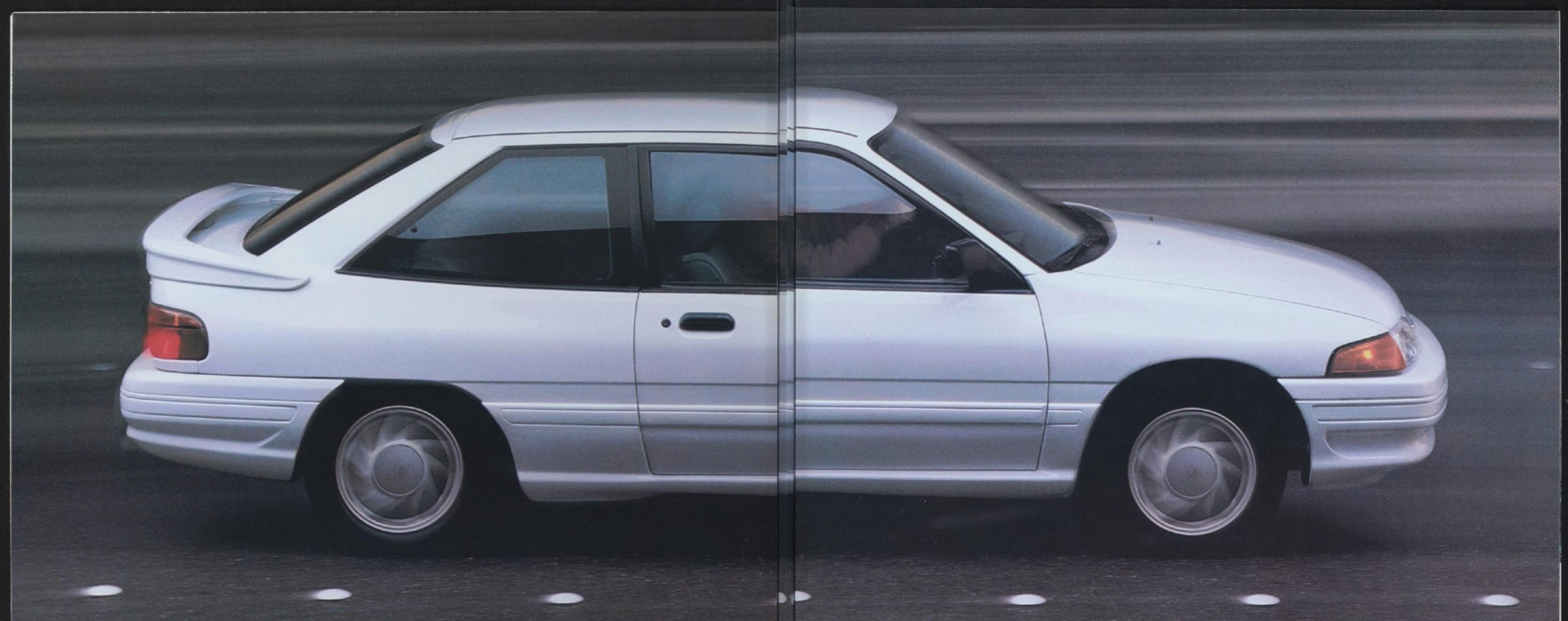
From the fog lamps in front to the spoiler in the rear, Escort GT serves notice that garage duty is very low on its priority list. This is that other Escort. Decidedly sporty. Rewardingly agile. Eminently enjoyable. GT is for those who equate driving with fun and want a little something extra when they take the wheel.

Firm sport seats are designed to help hold their occupants in place, especially while cornering. Analog instrumentation includes a tachometer. The steering wheel is equipped with special grips that promote proper hand position.

Escort GT's well-appointed interior includes a bin with removable cup holder tray in the center console as well as the light group. Shown here is the GT Preferred Equipment Package (detailed on pages 26-27).



Escort GT 2-Door Hatchback
in Bright Red. Standard features include sporty dual electric remote-control mirrors, color-keyed bodyside protection moldings and styled aluminum wheels. Shown with the GT Preferred Equipment Package.



Body color bumper and front fog lamps



Styled aluminum wheels and performance radials



Four-wheel disc brakes are standard equipment



Distinctive rear spoiler is unique to the GT model

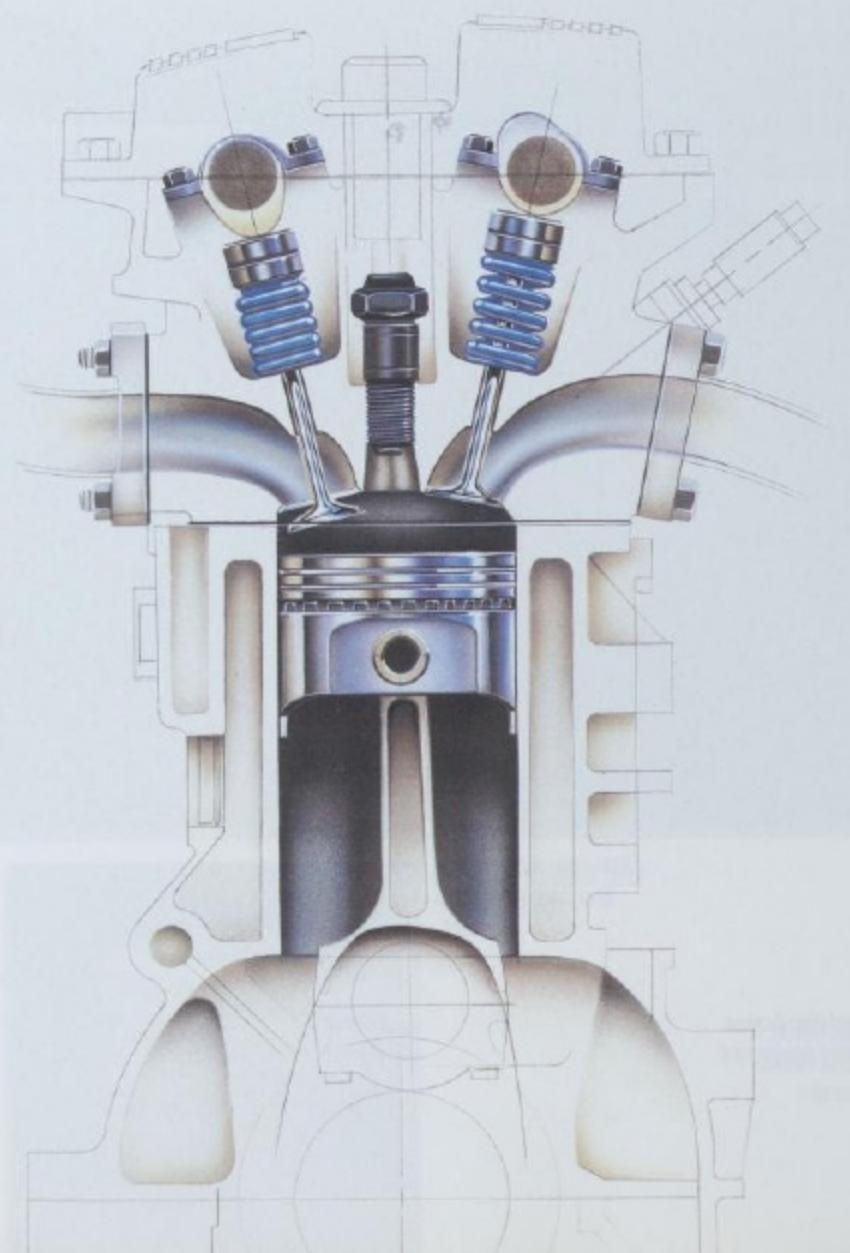
GT TWIN CAM POWER

Sport-oriented appointments and clean lines give way to the prime source of Escort GT driving enjoyment. Under the hood is a 1.8 liter 4-cylinder engine with dual overhead camshafts, multiple-port electronic fuel injection and 16 valves.

The 16-valve configuration puts four at each cylinder (2 for intake, 2 for exhaust). This multiple-valve arrangement promotes high-flow breathing and rapid-burn combustion for a higher power output than the

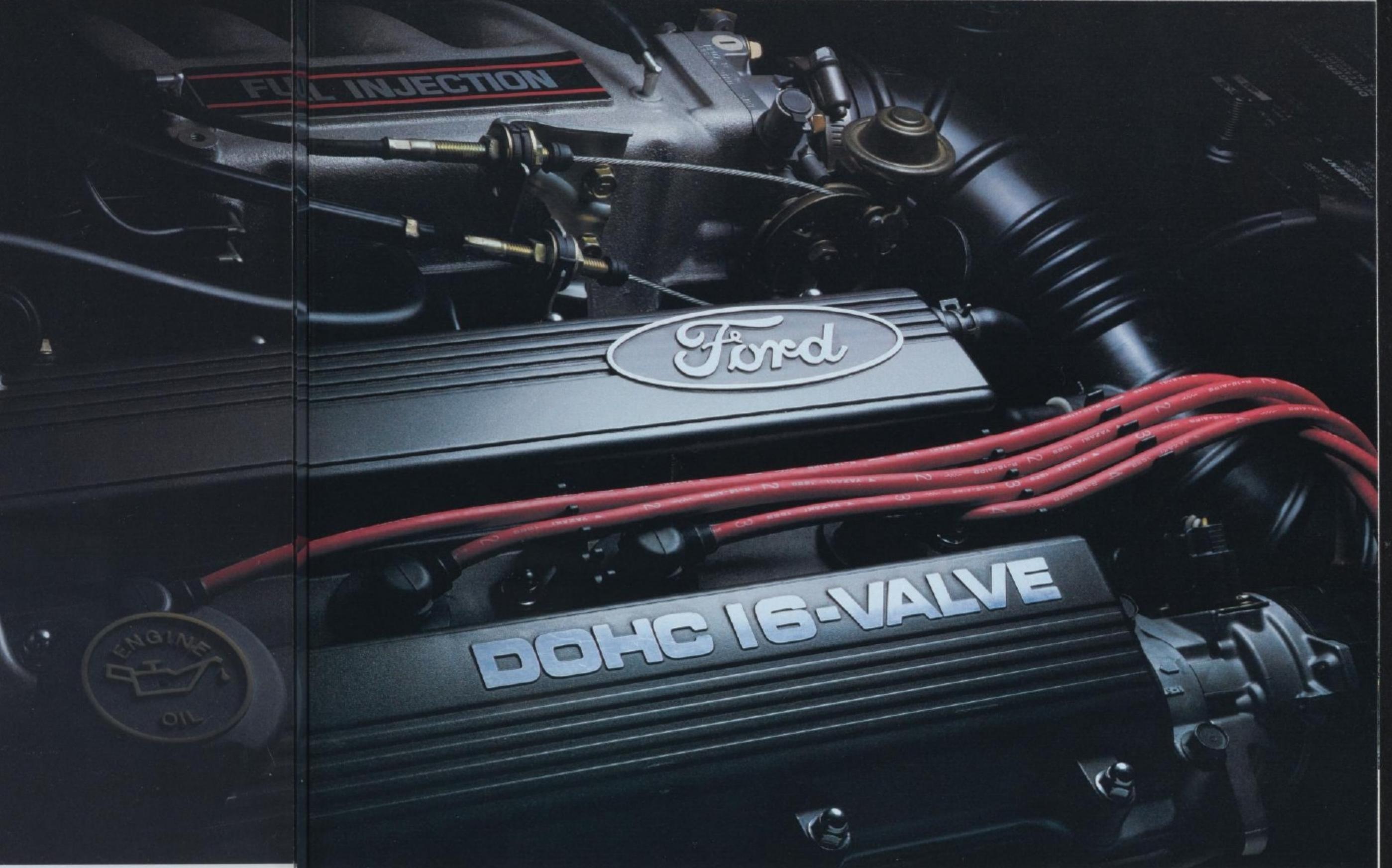
conventional two-valves-per-cylinder. It helps the engine generate 127 horsepower at 6,500 rpm. That kind of power means extra confidence when extra pep is needed in situations like passing.

GT's manual transaxle features short throws, smooth operation and an overdrive fifth gear for efficient highway cruising. An optional electronic 4-speed automatic overdrive is available for those who prefer a somewhat less active style of driving.



GT's 1.8 liter engine has 16-valves, 4 per cylinder. Because both intake and exhaust use two valves, the cylinders breathe more freely than a conventional single-valve intake, single-valve exhaust arrangement.

The purposeful appearance of the 1.8 liter DOHC 16-valve engine is an accurate indication of what goes on inside. It achieves 127 hp at 6,500 rpm for reassuring performance.



FEATURES, OPTIONS & PREFERRED EQUIPMENT PACKAGES



(A) AM/FM stereo radio with cassette. Standard on GT, this option can be combined with the premium sound system for enhanced listening pleasure.

(B) Power Moonroof. For that great open air feeling. Optional on GT and on LX hatchbacks.

(C) Rear window defroster. This popular convenience is optional on Pony and included with LX and GT Preferred Equipment Packages.

(D) The cool comfort of air conditioning is included with the GT Preferred Equipment Package and optional on LX.

(E) LX semi-styled steel wheel with full luxury wheel cover; GT styled aluminum wheel; Semi-styled steel wheel with center cap, standard with Escort Pony.

SPECIFICATIONS

ESCORT

Engine type	1.9 liter overhead-cam in-line 4-cylinder
Horsepower/rpm	88/4,400
Torque (lb.ft.)/rpm	108/3,800
Compression ratio	9.0:1
Induction system	Sequential Electronic Fuel Injection
Ignition	Distributorless
Engine control	EEC-IV electronic engine control
Fuel tank	11.9 gallons
Transaxle	5-speed manual overdrive; 4-speed automatic overdrive optional
Front suspension	Strut-type independent with upper strut-mounted coil springs and stabilizer bar
Rear suspension	Strut-type independent twin trapezoidal link with upper strut-mounted coil springs and stabilizer bar
Steering	Manual rack-and-pinion, 23.7:1 overall ratio (Power 17.0:1 overall ratio available)
Brakes	Four-wheel hydraulic, power front disc/rear drum
Wheels	Semi-styled steel stamped, 13x5.0
Tires	P175/70R13 BSW

ESCORT GT

Engine type	1.8 liter, 16-valve, DOHC 4-cylinder
Horsepower/rpm	127/6,500
Torque (lb. ft.)/rpm	114/4,500
Compression ratio	9.0:1
Induction system	Multiple-port electronic fuel injection
Ignition	Breakerless electronic
Fuel tank	13.2 gallons
Transaxle	5-speed manual overdrive; 4-speed automatic overdrive optional
Front suspension	Handling suspension, larger front stabilizer bar
Rear suspension	Handling suspension, larger rear stabilizer bar
Steering	Power rack-and-pinion, 17.0:1 overall ratio
Brakes	Four-wheel hydraulic, power disc
Wheels	Cast aluminum, 15x5.5
Tires	P185/60HR15 performance

DIMENSIONS

	2-Doors	4-Door	Wagon
Wheelbase	98.4"	98.4"	98.4"
Length	170.0"	170.0"	171.3"
Height	52.5"	52.5"	53.6"
Width	66.7"	66.7"	66.7"
Front tread	56.5"	56.5"	56.5"
Rear tread	56.5"	56.5"	56.5"
Trunk or cargo volume (cu. ft.)*	35.2	36.0	66.9
Passenger capacity	5	5	5

*With rear seat back(s) folded down.

PREFERRED EQUIPMENT PACKAGES

NOTE: PACKAGE ITEMS ARE SUBJECT TO CHANGE

S = Standard O = Optional
X = Included in package (package discount does not apply if deleted)

Light: convenience group; dual electric remote-control mirrors; remote-control fuel door release; remote-control hatch release (hatchbacks only); dual map lights; cargo area light, engine compartment light, headlamps-on warning chime, illuminated visor mirrors, removable cup holders in console, illuminated ignition bezel and rear door courtesy light switch for dome lamp (4-door hatchback and wagon)

Power steering

Rear window defroster

Air conditioning

Luxury convenience group; power door locks (4-door LX and wagon only),* speed control, tilt steering column and tachometer**

Electronic AM/FM stereo radio with integral clock (may be deleted for credit)

Electronic AM/FM stereo radio with cassette tape and clock (may be deleted for credit)

Premium sound system

Automatic transaxle

Clearcoat paint

Power moonroof

Wagon group: deluxe luggage rack and rear window wiper/washer

*Power door locks do not operate wagon liftgate.

**Tachometer is standard equipment on Escort GT and cannot be deleted.

Pony	LX		LX Wagon		GT
	315A	320A	330A		

X

X

S

Power steering	X	X	S
Rear window defroster	O	X	X
Air conditioning		O	O
Luxury convenience group; power door locks (4-door LX and wagon only),* speed control, tilt steering column and tachometer**		O	X
Electronic AM/FM stereo radio with integral clock (may be deleted for credit)	O	S	S
Electronic AM/FM stereo radio with cassette tape and clock (may be deleted for credit)	O	O	S
Premium sound system	O	O	O
Automatic transaxle	O	O	O
Clearcoat paint	O	O	O
Power moonroof		O	O

Power steering	X	X	S
Rear window defroster	O	X	X
Air conditioning		O	O
Luxury convenience group; power door locks (4-door LX and wagon only),* speed control, tilt steering column and tachometer**		O	X
Electronic AM/FM stereo radio with integral clock (may be deleted for credit)	O	S	S
Electronic AM/FM stereo radio with cassette tape and clock (may be deleted for credit)	O	O	S
Premium sound system	O	O	O
Automatic transaxle	O	O	O
Clearcoat paint	O	O	O
Power moonroof		O	O

Power steering	X	X	S
Rear window defroster	O	X	X
Air conditioning		O	O
Luxury convenience group; power door locks (4-door LX and wagon only),* speed control, tilt steering column and tachometer**		O	X
Electronic AM/FM stereo radio with integral clock (may be deleted for credit)	O	S	S
Electronic AM/FM stereo radio with cassette tape and clock (may be deleted for credit)	O	O	S
Premium sound system	O	O	O
Automatic transaxle	O	O	O
Clearcoat paint	O	O	O
Power moonroof		O	O

Pony And LX Exterior Colors	Interior Trim Colors			
	Titanium	Crystal Blue*	Scarlet Red*	Light Sandalwood
Alabaster				X
Cabernet Red	X		X	
Bright Red	X		X	
Black	X		X	X
Oxford White	X	X	X	X
Wild Strawberry Clearcoat Metallic	X		X	
Crystal Blue Clearcoat Metallic*		X		
Twilight Blue Clearcoat Metallic	X	X		
Ultra Blue Clearcoat Metallic	X			
Light Titanium Clearcoat Metallic	X	X	X	

Escort GT Exterior Colors	Interior Trim Colors			
	Titanium	Crystal Blue*	Scarlet Red*	Light Sandalwood
Bright Red	X			
Black	X			
Oxford White	X			
Bright Yellow Clearcoat (non-metallic)	X			
Ultra Blue Clearcoat Metallic	X			
Light Titanium Clearcoat Metallic	X			

Escort GT Exterior Colors	Interior Trim Colors			
	Titanium	Crystal Blue*	Scarlet Red*	Light Sandalwood
Bright Red	X			
Black	X			
Oxford White	X			
Bright Yellow Clearcoat (non-metallic)	X			
Ultra Blue Clearcoat Metallic	X			
Light Titanium Clearcoat Metallic	X			

*Not available on Pony. **Includes a monotone bumper treatment with matching body, bumper and bodyside cladding.

MAJOR STANDARD FEATURES

2-Door Pony Functional

1.9 liter SEFI overhead-cam 4-cylinder engine
5-speed manual transaxle
Side window defrosters
Tinted glass
4-speed heater/defroster with rear seat heat ducts
Inside hood release
Temperature gauge
Trip odometer
2-speed windshield wipers with fixed interval

Interior

Automatic front shoulder belt restraint system with manual lap belts and rear seat outboard lap/shoulder belts and center lap belt
Removable cargo area cover
Full door trim with

6-YEAR/100,000-MILE CORROSION PROTECTION

Escort's corrosion warranty coverage for outer body panel rust-through is 6 years or 100,000 miles, whichever comes first. See your Ford Dealer for a copy of this limited warranty.



Participating Ford Dealers offer the Lifetime Service Guarantee, which guarantees their customer-paid work on your Ford vehicle for as long as you own it. A covered repair is paid for once. If it ever has to be fixed again, the repairing dealer will fix it free. Ask to see the Lifetime Service Guarantee when you visit your participating Ford Dealer.

Genuine Ford and Motorcraft original equipment replacement parts meet the same high standards as those installed in production.

OPTIONS AVAILABILITY

Options shown or described in this catalog are available at extra cost and may be offered only in combination with other options or subject to additional ordering requirements or limitations.



The leasing alternative is available to qualified lessees through your participating Ford Dealer, who can arrange a Red Carpet Lease* tailored to your circumstances through Ford Credit. A wide variety of financing plans are also available.

PRODUCT CHANGES

Ford Division reserves the right to change product specifications at any time without incurring obligations.

"ASK YOUR FORD DEALER"

Following publication of this catalog, certain changes in standard equipment, options, prices and the like, or product delays, may have occurred which would not be included in these pages. Your Ford Dealer is your best source for up-to-date information.

