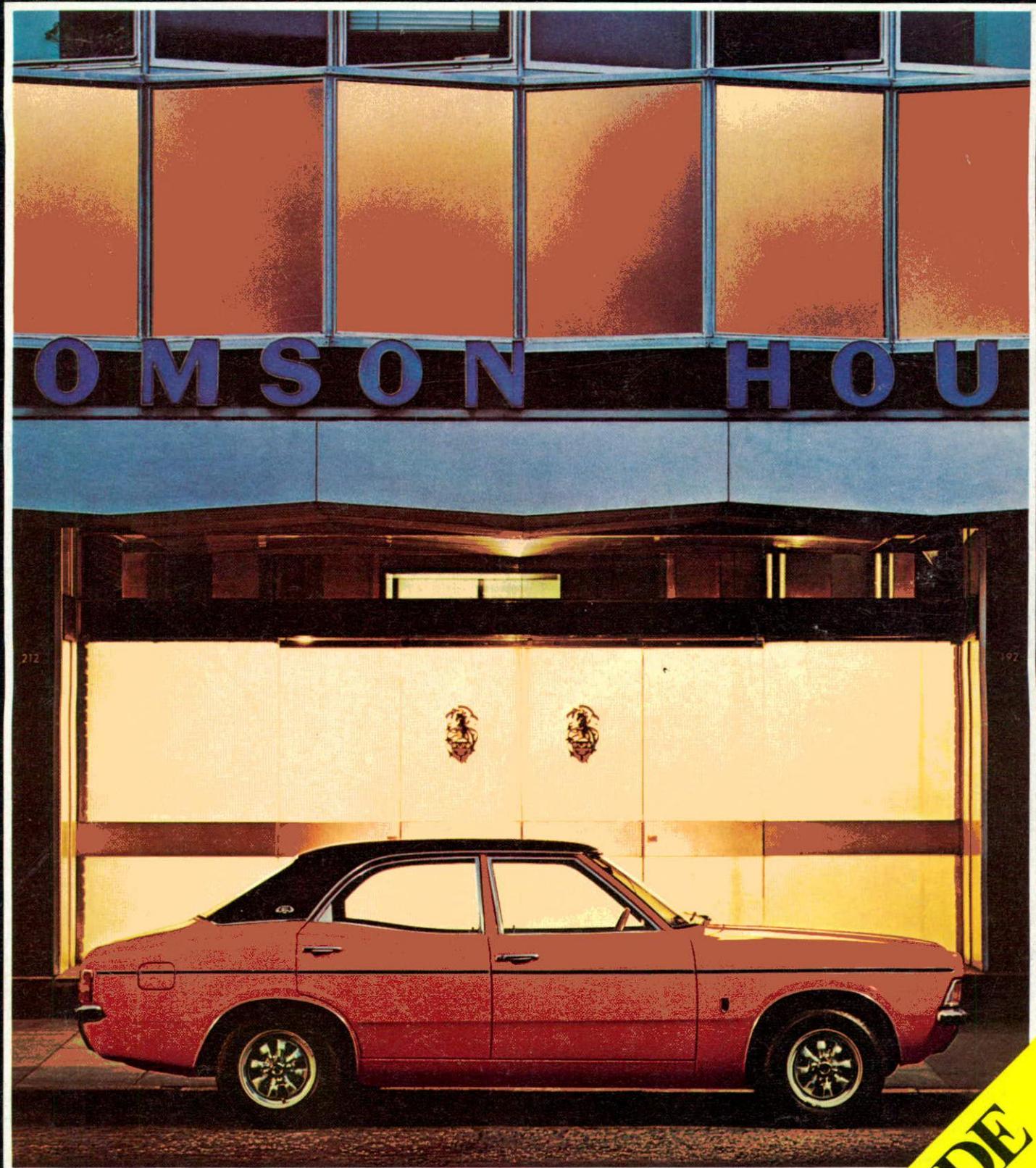


THE NEW FORD *cortina*



We couldn't make it better
to look at.
So we made it better
to ride in and drive.

THE INSIDE
STORY

*Looks like
a best seller
again...*



For the past two years the Ford Cortina has been Britain's best selling car. What is the secret of its success? Quite simple. Give the public what it wants.

People want a car that is good to look at. The Cortina has already established itself as one of the great shapes of the seventies. And that's the way it will stay with just a few touches to make it look even better. People want a car to perform well. Once more, the Cortina has a record to be proud of, and now we've managed to produce a few improvements.

People want a car that is reliable—one they know they can trust. We'll trust the New Ford Cortina to live up to that requirement just as well as its predecessors.

And we have increased the number of options you can buy. So now you can get an even wider choice of how your Cortina is fitted out to suit your personal tastes.

And that makes it even better value for money than before. The New Ford Cortina is all set to carry on in the top spot for years to come.

Both illustrations show the Cortina 2000E



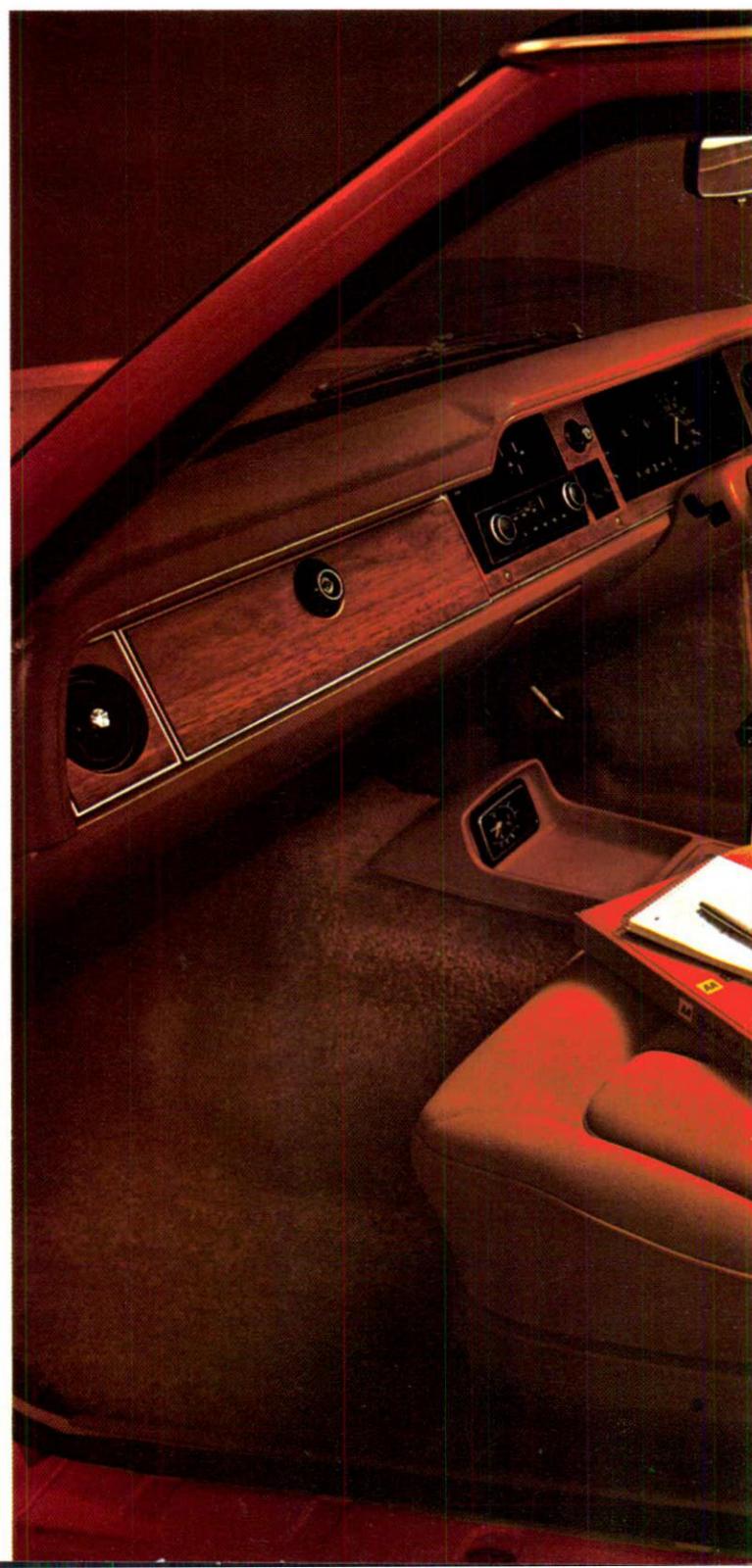
but the really hot story is inside...



Fascia. As we said, not much change outside. But inside—that's a really different story. The whole of the fascia has been completely restyled. And style is the key word. There's a new-look vertical-faced instrument panel, with a roomier glove box. New eye-ball type face level ventilators are now included on all models to make the well-proven aero-flow ventilation system even more efficient.

Controls. What else is news? Plenty! The controls have been restyled too. Ergonomically. That means they're more get-at-able and easier to operate. A new three-stalk fingertip control system operates flasher, lights, direction indicators, lane change signal, horn and wipers. The rest of the inside story confirms the New Ford Cortina's improvement.

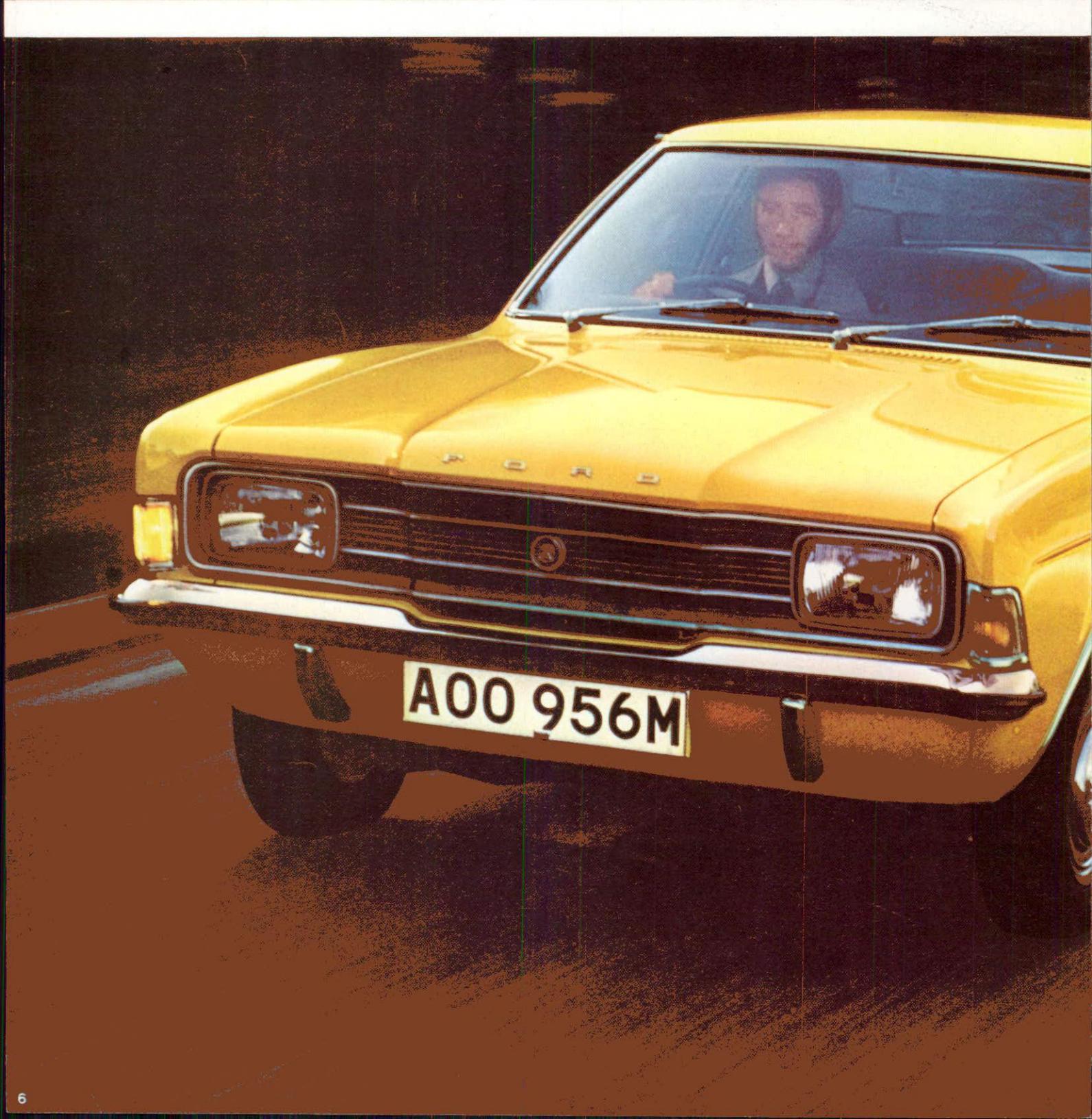
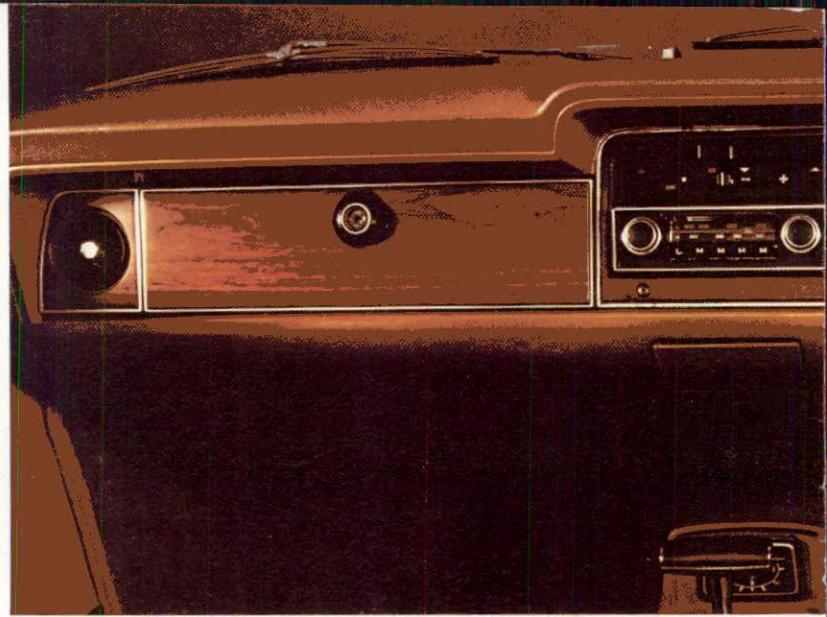
The 2000E—hottest of all. Leading the new Cortina's range in style is the 2000E. Here you'll find a standard of luxury which has until now only been available on much larger and more expensive cars. The seats and side walls are trimmed in beautiful unique ribbed/corded fabric and colour keyed deep cut pile carpet extends up over the door sill and cowl sides, giving a one-piece design concept throughout. What's more there's genuine walnut wood veneer trim on the door cappings and fascia. Arm rests and a centre console with a clock complete the kind of luxury design which is going to hit the headlines.

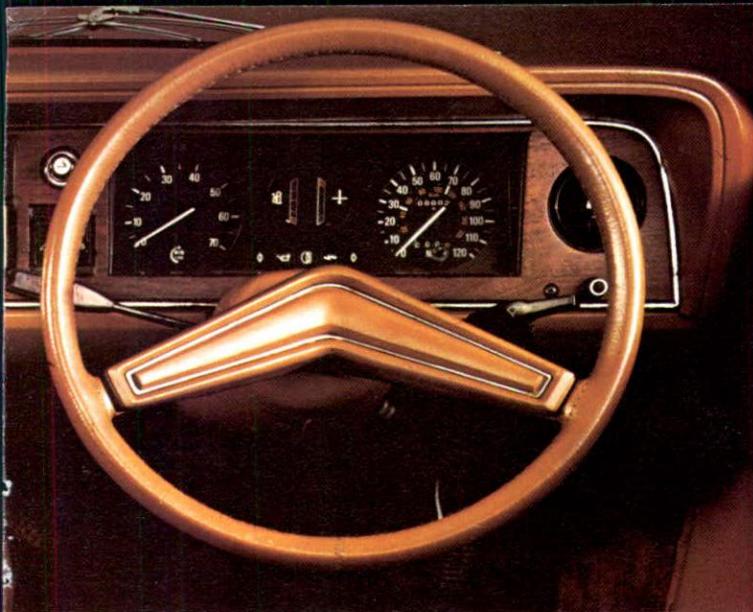


Top centre : Cortina XL
Top right : Cortina L
Bottom : Cortina 2000E

The Cortina L and XL are fitted with fabric trim which is an option available at extra cost.







and great news for the man at the wheel



The New Ford Cortina is not just better to ride in—it's better to drive too, as a result of a series of improvements we have made. The suspension has been modified to make the ride smoother and the road holding surer than ever. New anti-roll bars have been introduced which decrease body motion and increase road adhesion. There are new larger front suspension bushes and softer springing, that smooth the way for those who like the challenge of the not so well made road.

And there's good news under the bonnet. Cortina's reputation for performance has been enhanced by the introduction of a 1,600 cc overhead camshaft engine which adds flexibility and power.

But even though there is some more power available, the new Cortina is certainly keeping quiet about it! In fact there's a whisper around that Cortina is now one of the quietest cars on the road. Additional insulation material has been used so that less noise is transmitted to the passenger compartment.

The New Ford Cortina is packed with great new features, thoughtfully engineered mechanical improvements and more than a little hush-hush news as well.

Top left and bottom Cortina XL.
Top right shows Cortina 2000E fascia.

Eight editions will sweep the country

The great new Ford Cortina comes in 5 saloon model series, the Cortina, Cortina L, Cortina XL, Cortina GT and the Cortina 2000E plus 3 versions of the stylish and loadworthy Estate. But the story doesn't end there. The options available make it possible to tailor a Cortina to your individual tastes.

But whichever model you choose, you can be sure that you are driving one of the safest cars around.

To start with, they are very stable—low on the road with wide-set wheels. All models are fitted with front disc brakes as standard, and separate systems operate the front and rear brakes. The steering is rack and pinion, which is precise and responsive. To reduce the risk of injury in a collision, the steering wheel is collapsible and the front and rear ends of the car are designed on the progressive collapse system. The front seats are firmly anchored and the doors are fitted with anti-burst locks.



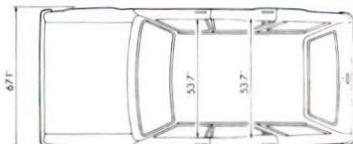
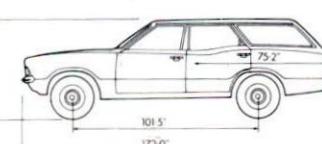
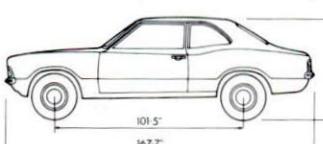
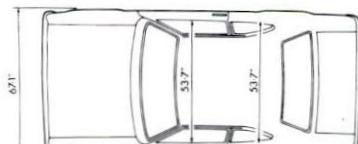
The Cortina Estate provides really large and loadable space within overall dimensions that don't rule it out as a run-about. With the rear seats in position, the Cortina Estate provides 33.2 cubic feet of load space, which almost doubles to 63.8 cubic feet with the rear seat folded down. But for the man who is seeking, either for business or pleasure, the ultimate in fast, safe, luxurious 'compact' motoring, the New Cortina 2000E offers a new experience in motoring. Great to look at, great to ride in, great to drive. Don't take our word for it—see what the papers say.



Models shown from left to right are Cortina L, XL, 2000E saloons, and the XL estate car.
The Cortina L is fitted with sports road wheels which are an option at extra cost.



Model	Body	Doors Available	Engines	Transmission	Brakes	Steering
Cortina Saloon	Integral construction with safety glass all round. Childproof locks on rear doors. Air extraction vents below rear window. Single tone paint finish. Separate luggage compartment has effective capacity of almost 12 cu. ft. Total capacity is 18.9 cu. ft. Spare wheel sits in a well inside the luggage compartment.	Two or Four doors	1300 OHV or 1600 OHC	Diaphragm spring type clutch with cable operated single plate. Four-speed gear box with syncromesh on all forward gears.	Hydraulic. Dual line, front discs (diameter 9.7 in.) self adjusting rear drums. Floor mounted handbrake.	Rack and pinion. Safety steering column. Anti-theft lock. Turning circle 32.0 (9.7m) kerb to kerb.
Cortina L	As Cortina Saloon	As Cortina Saloon	As Cortina Saloon	As Cortina Saloon	As Cortina Saloon	As Cortina Saloon
Cortina XL	As Cortina Saloon	As Cortina Saloon	1600 OHC or 2000 OHC (Four door only on 2000 OHC)	As Cortina Saloon	As Cortina Saloon but with servo assistance on 2000 model.	As Cortina Saloon
Cortina GT	As Cortina Saloon	As Cortina Saloon	2000 OHC	As Cortina Saloon	As Cortina Saloon but with servo assistance	As Cortina Saloon
Cortina 2000E	As Cortina Saloon	Four Door	2000 OHC	As Cortina Saloon	As Cortina Saloon but with servo assistance	As Cortina Saloon
Cortina Estate Car	Integral steel construction with safety glass all round. Childproof locks on rear doors. Single tone paint finish. Counterbalanced tailgate with lock. Air extraction. Loading capacity : as 5 seater 33.2 cu. ft. (0.94 cu. m.) as 2 seater 63.8 cu. ft. (1.81 cu. m.). Spare wheel under load platform.	Four door with opening rear tailgate.	1600 OHC	As Cortina Saloon	As Cortina Saloon	As Cortina Saloon
Cortina L Estate Car	As Cortina Estate	Four door with opening rear tailgate.	1600 OHC	As Cortina Saloon	As Cortina Saloon	As Cortina Saloon
Cortina XL Estate Car	As Cortina Estate Car	Four door with opening rear tailgate.	1600 OHC or 2000 OHC	As Cortina Saloon	As Cortina Saloon but with servo assistance on 2000 models.	As Cortina Saloon



Suspension	Wheels & Tyres	Exterior Equipment	Interior Equipment
<i>Front:</i> Independent with double wishbone isolated by double mountings, coil springs. Anti-roll bar. <i>Rear:</i> Four bar link with coil springs, shock absorbers and rubber assist stops. Anti-roll bar.	Pressed steel discs with welded asymmetrical rims. Tyres : 6.00 x 13 cross ply with 4½ in. rim.	Two circular semi-sealed beam headlights incorporating side lights. Separate direction indicators, reversing lights, rear lights, brake warning lights, reflectors. Illumination light for rear number plate.	Speedometer, odometer, fuel gauge and water temperature gauge, warning lights for generator/alternator, oil pressure, main beam and direction indicators. 2-speed windscreen wipers. Foot-operated windscreen washers. Choke control. Ignition/steering column lock. Headlamp flasher, single tone horn. Instrument illumination rheostat. Individual front bucket slide-mounted seats with anti-tip device, adjustment for rake of backrest and for forward and backward movement. Front door operated courtesy light. Interior dipping rear view mirror with breakaway stem. Front and rear ashtrays. Heater and demister with eye-ball face level vents and Aeroflow ventilation system. Glove box. Dished oval steering wheel. Rubber floor mat. Illuminated heater controls, fully trimmed doors.
As Cortina Saloon	Tyres : 165SR x 13 radial ply with 4½ in. rims	As Cortina saloon, plus : door window bright mouldings, rubber bumper inserts, boot lid badge.	As Cortina saloon, plus : loop pile carpet, cowlside map pockets. Reclining seats. Grab handles. Additional sound insulation. Vanity mirror. Glove box lamp. Cigar lighter. Trinket tray. Coathooks.
As Cortina Saloon	Tyres : 165SR x 13 radial ply with 4½ in. rims (on 1600 model) 165SR x 13 radial ply tyre with 5½ in. rim (on 2000 model)	As Cortina saloon plus : Two rectangular semi-sealed halogen headlights incorporating side lights. Body side stripe. Rear applique panel. Bright mouldings on drip rail, waist rail, wheelarches, side windows. Opening rear quarter windows (on two door models). Bright metal exhaust trim. Special wheel trims. (on 1600 OHC only). Rubber bumper inserts. Underriders.	As Cortina saloon plus : Soft feel matt vinyl finish to fascia. Tachometer, Automatic choke control on 2000 models. Trip recorder. Fully reclining front bucket slide-mounted seats with seat valance and anti-tip device and adjustment for forward and backward movement. Front seats also have 'Recline to Bed' feature. Individual rear seat design with folding centre armrest. Door operated courtesy light on all 4 doors. Locking glove box with light. Moulded rear package tray. Colour keyed loop pile carpet. Vanity mirror, cowlside map pockets. Three passenger grab handles. Cigar lighter. Coathooks. Hazard warning flashers. Heated rear window. Trinket tray. Additional sound insulation.
As Cortina Saloon with uprated suspension	5½ in. sports road wheels and 165 SR x 13 radials.	As Cortina saloon plus : Two rectangular semi-sealed halogen headlights incorporating side lights. Black painted rear applique panel. Bright mouldings on drip rail, waist rail, wheelarches, side windows. Opening rear quarter windows (on two door models). Bright metal exhaust trim. Rubber bumper inserts. Underriders. Back panel mouldings. Triple tape stripe. Unique radiator grille treatment.	As Cortina saloon plus : Soft feel matt vinyl finish to fascia. Tachometer, Automatic choke control. Trip recorder. Fully reclining front bucket slide-mounted seats with seat valance and anti-tip device and adjustment for forward and backward movement. Front seats also have 'Recline to Bed' feature. Individual rear seat design with folding centre armrest. Door operated courtesy light on all 4 doors. Locking glove box with light. Moulded rear package tray. Colour keyed loop pile carpet. Vanity mirror. Cowlside map pockets. Three passenger grab handles. Cigar lighter. Coathooks. Hazard warning flashers. Heated rear window. Trinket tray. Additional sound insulation.
As Cortina Saloon	5½ in sports road wheels and 165SR x 13 radials	As Cortina saloon plus : Two rectangular semi-sealed halogen headlights incorporating side lights. Rear applique panel. Bright mouldings on drip rail, waist rail, wheelarches, side windows. Bright metal exhaust trim. Styled sports road wheels. Rubber bumper inserts. Underriders. Vinyl roof black or tobacco (restricted colours) bodyside moulding colour-keyed to vinyl roof. Centre emblem on grille. 'E' motif on rear pillars '2000 E' badge on boot lid.	As Cortina saloon plus : Tachometer. Trip recorder. Automatic choke. Dual tone horn. Fully reclining slide-mounted front bucket seats with seat valance and anti-tip device and adjustment for forward and backward movement. Front seats also have 'Recline to Bed' feature. Individual rear seat design with folding armrest. Door operated courtesy light on all 4 doors. Inertia reel seat belts to drivers and front passengers seat (at extra cost). Locking glove box with light. Dished oval simulated leather steering wheel. Moulded rear package tray. Deep cut pile carpet, extending to cowlside and foot of doors. Vanity mirror. Three passenger grab handles/coathooks. Cigar lighter. Hazard warning flashers. Heated rear window. Real wood veneer finish to fascia and door/quarter cappings. Fully trimmed door panel. Console unit incorporating clock. Map pockets on back of front seat. Fully colour-keyed interior including carpets, fascia. Fabric or fabric with vinyl trim (according to colour). Extensive sound insulation material.
As Cortina Saloon	Tyres : 6.95S x 13 cross ply tyres with 4½ in. rims.	As Cortina saloon plus : Door mounted mirror on driver's door.	As Cortina saloon plus : Folding rear seat squab with automatic locking device. Load compartment lamp.
As Cortina Saloon	Tyres : 165SR x 13 radial ply with 4½ in. rims.	As Cortina saloon plus : Door mounted mirror on driver's door, window bright mouldings, rubber bumper inserts, badge on rear tailgate.	As Cortina saloon plus : Folding rear seat squab with automatic locking device. Loop pile carpet, loadspace carpet, cowlside map pockets, reclining seats, grab handles. Additional sound insulation, vanity mirror, glove box lamp, cigar lighter. Trinket tray. Load compartment lamp.
As Cortina Saloon	Tyres : 165SR x 13 radial ply with 4½ in. rims (on 1600 model) 165SR x 13 radial ply tyres with 5½ in. rims (on 2000 models)	As Cortina saloon plus : Two rectangular semi-sealed halogen headlights, incorporating side lights. Bright mouldings on waist rail, wheelarches and side windows. Body side stripe. Special wheel trims (on 1600 OHC models only). Rubber bumper inserts and underriders. Door mounted mirror on driver's door.	As Cortina saloon plus : Soft feel, matt vinyl trim on fascia. Trip recorder. Tachometer. Automatic choke (on 2000 models). Added comfort fully reclining front bucket slide-mounted seats with seat valances and anti-tip device, and adjustment for forward and backward movement. Front seats also have 'Recline to Bed' feature. Door-operated courtesy light on all four doors, load compartment lamp. Locking glove box with light. Loop pile carpet colour keyed in passenger area, black in loading area. Vanity mirror. Cowlside map pockets. Three passenger grab handles/coathooks. Cigar lighter. Hazard warning flashers. Heated rear window. Folding rear seat squab with automatic locking device. Trinket tray and additional sound insulation.

Option	Saloons					Estate cars		
	Cortina	Cortina L	Cortina XL	Cortina GT	Cortina 2000E	Cortina	Cortina L	Cortina XL
Automatic transmission (not on 1300 models)	O	O	O	O	O	O	O	O
Fabric trimmed seats	O	O	O	O	S*	O	O	O
Vinyl roof trim—black or tobacco (restricted colours)	—	O	O	O	S	—	—	—
Servo assisted brakes (standard on 2000 models)	O	O	O	S	S	O	O	O
165SR x 13 Radial ply tyres	O	S	S	S	S	O	S	S
5½in Sports road wheels—with 165SR x 13 radials	O	O	O	S	S	O	O	O
185/70HR x 13 Radial ply tyres	—	—	—	O	O	—	—	—
Underriders	—	O	S	S	S	—	O	S
Opening rear quarter window—on 2 door models	O	O	S	S	—	—	—	—
Heated rear window (on 1300 models alternator must be specified)	O	O	S	S	S	O	O	S
Tinted/laminated windscreens	O	O	O	O	O	O	O	O
Clear/laminated windscreens	O	O	O	O	O	O	O	O
Metallic paint finish	O	O	O	O	O	O	O	O
Push button MW/LW radio	O	O	O	O	S	O	O	O
Push button Multi Band radio	O	O	O	O	O	O	O	O

Seat Belts In accordance with statutory regulations, static or inertia reel front seat belts are fitted to all models except 2000E where only inertia reel belts are available. These are supplied at extra cost according to type.

* Unique Fabric material (on models with black trim, Fabric is on seat faces only, seat backs, borders, door and rear quarter trim panels and armrests are in vinyl).

Colours and Trim Please note that Tobacco vinyl roof is only available with certain body colours.

Key to Options : Standard S . Option O . Not available —

Engine Specification (All performance and economy figures are Ford computed.)

Capacity	1300 OHV	1600 OHC	2000 OHC
Bore	3.188in (80.98mm)	3.54in (87.65mm)	3.57in (90.80mm)
Stroke	2.480in (62.99mm)	2.59in (66.00mm)	3.03in (76.95mm)
Cylinders	4	4	4
Compression ratio	9.0:1	9.2:1	9.2:1
Maximum power	57 BHP (DIN) @ 5500 rpm	72 BHP (DIN) @ 5500 rpm	98 BHP (DIN) @ 5500 rpm
Maximum torque	74 lb.ft. (SAE) @ 3000 rpm	96 lb.ft. (SAE) @ 2700 rpm	122 lb.ft. (SAE) @ 3500 rpm
Performance * Saloon manual versions			
0–60 mph	18.7 secs	14.0 secs	10.2 secs
30–50 mph in top	11.8 secs	10.1 secs	8.0 secs
Maximum speed	86.0 mph	93 mph	106.0 mph
Approx touring fuel consumption	36.2 mpg	32.9 mpg	32 mpg



When you own a car that's special you'll want to keep it in peak condition. That's also the way Ford feel about the cars they build. So no matter where you live in Britain you'll find one of the 400 Ford main dealers or the 900 retail dealers just a short drive away. And instead of a restrictive warranty you get an Assurance in plain English which doesn't attempt to take away any of your legal rights.

Ford prices are delivered Prices Recommended Ford prices include delivery to Ford Dealerships throughout the UK (except Northern Ireland). These prices are, therefore, not directly comparable with those issued by motor manufacturers who also levy an additional delivery charge.

Performance Figures All performance and economy figures quoted are Ford computed figures based on typical production vehicles.

Every Ford dealer offers the mechanical know-how, the equipment and the parts needed to give Ford owners the fast efficient and reliable servicing that you expect to keep your Cortina in mint condition.

Ford Sure If you take your car to any Ford main dealer or wherever you see the Ford Sure sign, you will get all the benefits of the new Ford Sure programme.

It's an intelligently thought out scheme that brings together some of the finest technicians and the latest servicing equipment so that customers can be sure of an extra thorough, quality-controlled service.

At a Ford Sure dealer you will find pleasant reception facilities where your car can be checked in with the minimum of delay. You will also find a special pre-booking system

which cuts out unnecessary waiting and many dealers offer credit terms to simplify payment.

What's more, you get a free service after 1,500 miles plus free diagnostic checks from the selling dealer at 15,000 and 27,000 miles—all you have to do is to have your normal servicing carried out at any Ford dealer. With every service or repair you will receive a plainly worded certificate expressing the dealer's confidence in the job he has done and if there should be a fault attributable to poor workmanship, the dealer will correct it without argument or charge.

Ford Sure is the new look for Ford servicing in the seventies. Ford are proud of the after sales service that goes with their cars. It's what Ford Sure service is all about.

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Remember Ford prices include delivery