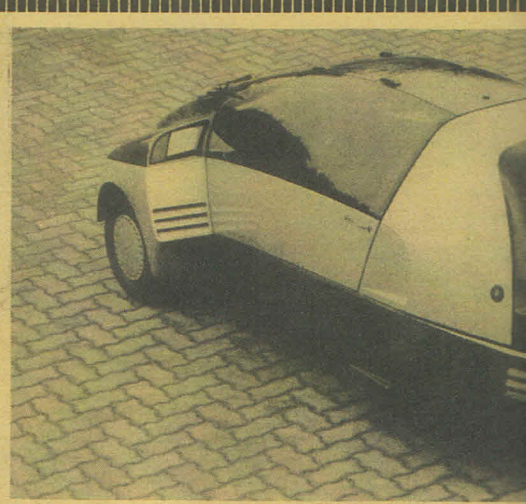
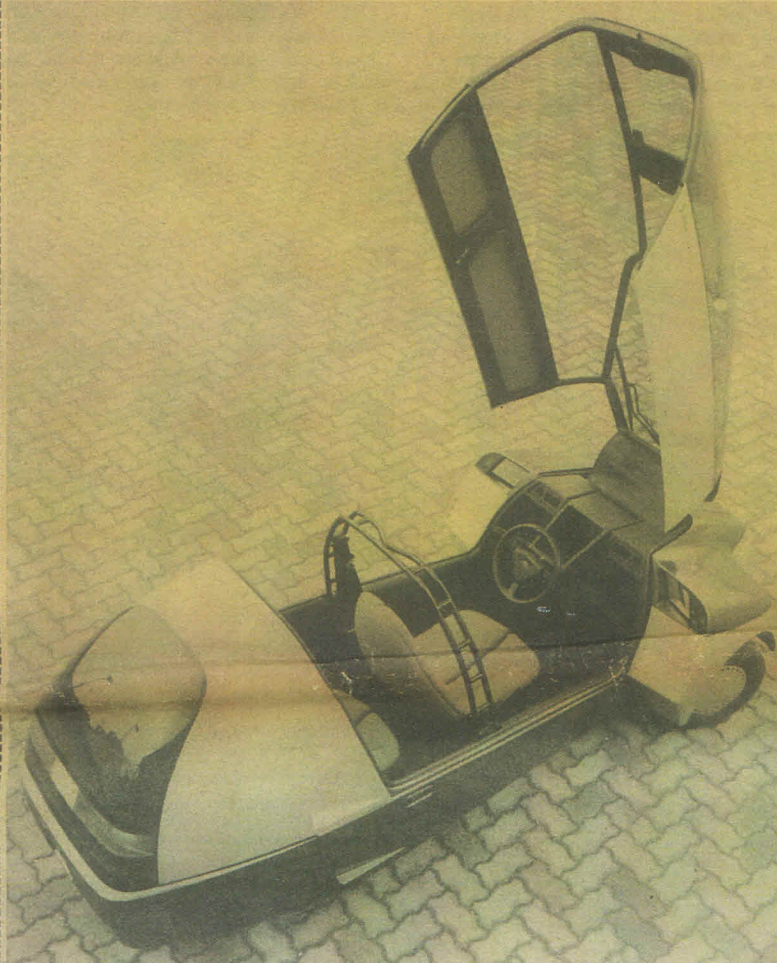


Ford NEWS



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Ghia's three-wheel, two-seater Cockpit concept car.

Taking a pe... into the fut...

A STAR is born! Making its public debut at the Geneva Show yesterday was Ford's sensational three-wheel "Cockpit" concept car.

Created by Ghia Operations, Ford's Turin-based international design "think tank," it was a major exhibit at Europe's first big show of the year.

The Ghia Cockpit has a projected fuel economy of over 95mpg from its tiny 175cc air-cooled engine and an overall weight of just 6.8cwt.

Less than 11ft long with a front-hinged door.

As part of their look in the show the Avante Garde is based on the Escort, and for a luxury, mid-engine car around the AC ME3000.

A fourth Ghia concept car is a working prototype, based on the Escort.

Thank goodness that year is behind us...

NO year in the history of the United States motor industry was more difficult or challenging than 1980, said Chairman of Ford Motor Company Philip Caldwell.

He was commenting on the company's record loss of £648 million last year which, he said, reflected the depressed level of vehicle sales in the U.S. and to a lesser extent in Europe, plus the continued high level of cars imported into the U.S. from Japan.

They had all taken their toll on domestic sales and profits.

News Reporter

damage to its operations, or a reduction in the scope of its plans for future products.

"It was an immensely difficult year, but a constructive year. Ford laid important new foundations.

Future

"A major achievement was the funding of the enormous investments to provide the cars, trucks and other products of the future.

In the U.S., the company's 1980 fourth quarter after-tax loss was £101 million. Outside the U.S., the company had an after-tax loss of £31.5m that quarter.

Unit sales of Ford cars, trucks and tractors were down by 33 per cent in the U.S. in 1980 and down by 16 per cent in the rest of the world.

While Ford spent £1,176m last year on capital programmes, expenditures are projected to increase to £1,387m in 1981 and to average more than £1,681m a year during 1981-85.

Psst!
There's quite a hen party going on inside.
Turn to the Centre

YOU CAN UP WITH A WEAR OF IDEAS

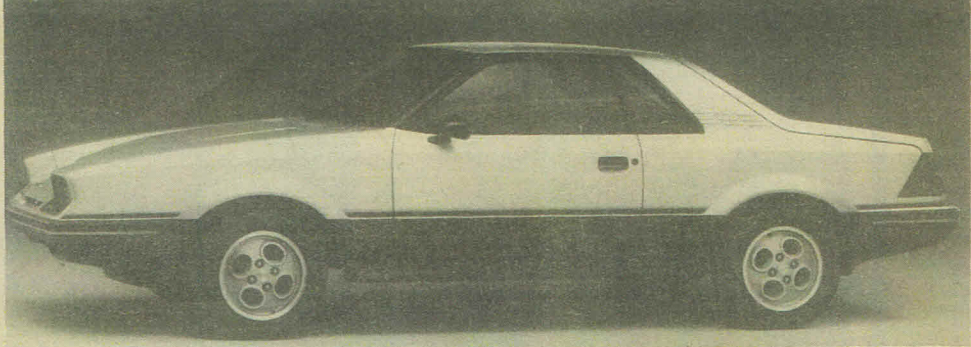
EMPLOYEES scooped £544,000 in awards in the Suggestion Programme last year. The total was just short of the 1979 record payout but averaged more than £280 per award.

There were 1,936 award winners, including 118 maximums of £1,000 plus an Escort, but no one has yet won the new maximum of £2,500 plus an Escort launched in September.

Top of the maximum awards last year was Hollywood Body

together Plant shared in the scheme South

With me at the firm



A couple of swells...the EXP (above) and LN7 (right).

AROUND OUR BUSY WORLD



Making a comeback . . . the graceful and stylish new GT40

THE GT40, a classic car of the Sixties, is back on the road.

Surrey-based Safir Engineering, well known for their construction of Formula One and Three racers and six-wheel-drive conversions of Range Rovers, is to begin a small production run of 25 cars.

This follows agreement between JW Automotive Engineering — who built all the original Ford GT40s — Ford and Safir. The new model will be built very closely to original specification and is to be known as the GT40 Mark 5.

But the new car will incorporate some important up-dated features, with all re-design work completed by Len Bailey, who was involved throughout the GT40 programme from its early days in the Sixties

If you fancy buying one, the price will start at around £40,000!

NEVER mind the opposition, Ford is ahead of itself in the United States with the launch in April of two 1982-model cars.

The Mercury LN7 and Ford EXP three-door sports coupes will both be in dealer showrooms at

that time. They will first of any manufacturer's 1982 models to go into production in the United States.

Part of Ford Company's next range, both models powered by the 1.6



TOPS AGAIN

FORD Australia's XD Falcon, equipped with 4.1-litre, six-cylinder engine, has been named the country's Best Car by the motoring magazine Modern Motor. The voting panel considered it the most significant model advance- ment from a local manufacturer - assembler.

THE MARCH OF TIME

MORE snippets from Ford News of 10 years ago

● The Capri was awarded a top fashion honour at a gathering of Italy's high society in Rome. The Litrico High Fashion Award was presented to the Capri because it was considered the "best-designed production car on the road."

● Making its debut at Thruxton motor racing circuit was the fastest Transit van in the world — powered by a 5-litre Ford GT40 engine and with a potential top speed of 150 mph. The Transit Supervan featured special suspension.

● Parts Operations launched a big promotional campaign for the new Ford Premium 6,000-mile Motor Oil. It was available in 10W/30 and 20W/50 viscosity ranges.

● Essex gained a new landmark with the building of a steep test hill at Boreham Proving Ground, constructed to test truck clutch strength and load capacity on gradients of one in four, one in five and one in six.

● Roger Clark, Timo Makinen and Henry Liddon were among the experts due to hold one-day Ford rally schools around Britain for regular competitors in club and national rallies

A mighty big

DWARFED by a globe-trotting Transcontinental, a young African proudly posed with his replica truck made from old wire and a scrap of cloth.

As far as this youngster was concerned, the Ford H-Series truck might have come from the Moon — actually it was competing in the recent Paris-Algiers-Dakar Rally.

The ated a did in second an off- Retu petitor a triumph Champ

Lambeth
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