
THE NEW WORLD CAR.

FORD ESCORT

BUILT TO TAKE ON THE WORLD.



**THE NEW
WORLD CAR.
FORD
ESCORT**







ENGINEERING TEAMS FROM AMERICA AND OVERSEAS JOIN FORCES TO CREATE A CAR WITH BETTER IDEAS FROM AROUND THE WORLD.



Top engineers drawn from the worldwide resources of Ford Motor Company teamed up to create Escort. They studied—often tore apart—some of the world's leading cars. They compared, tested, evaluated, experimented—searching for better ideas.

The result: A high mileage car built to take on the world.

Escort will be made in America for American drivers...with other models built and sold overseas.

**ENGINEERED FOR
HIGH MILEAGE.**

**ENGINEERED WITH
HIGH-STRENGTH
STEEL IN MANY
KEY AREAS FOR
FUEL ECONOMY.**

**ENGINEERED TO
RESIST CORROSION.**

**ENGINEERED FOR
COMFORT,
CONVENIENCE.**

**ENGINEERED WITH
FRONT WHEEL DRIVE
FOR ROAD-GRIPPING
TRACTION.**

**ENGINEERED WITH
FULLY INDEPENDENT
4-WHEEL SUSPENSION.**

**ENGINEERED FOR
AERODYNAMICS.**

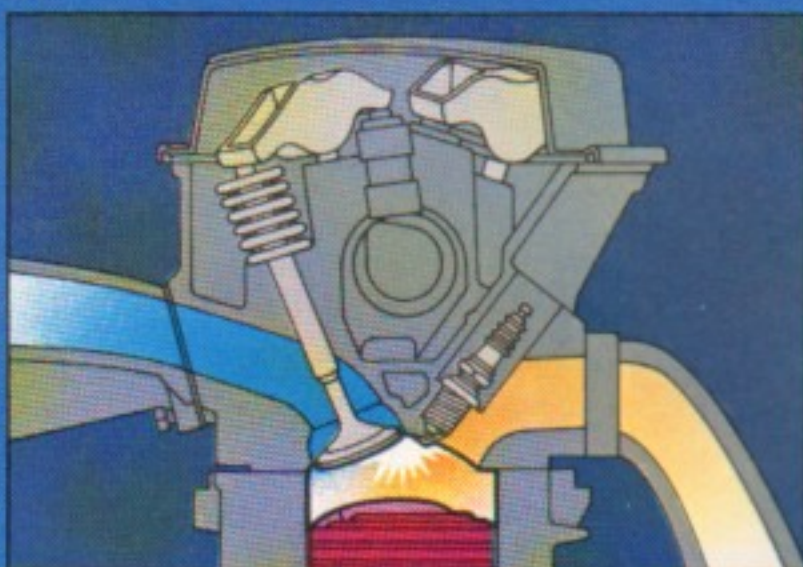
**ENGINEERED TO
GIVE YOU A
WIDE CHOICE.**

*Lift here to see the new
Ford Escort GLX 3-Door
Hatchback in
Polar White (9D)*

FORD ESCORT.

**BUILT
IN
AMERICA
TO
TAKE ON
THE
WORLD.**

ONE OF THE MOST POWER-EFFICIENT ENGINES AVAILABLE IN AMERICA



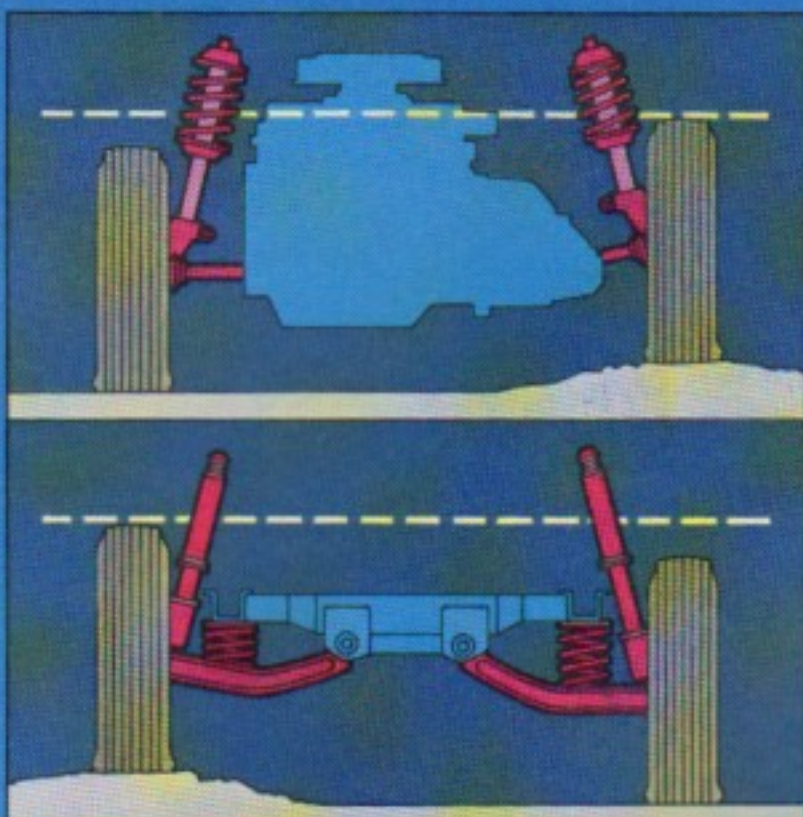
Escort has a new compound-valve hemispherical head (CVH) engine that focuses the incoming combustion charge for power efficiency. Result: high mileage combined with power to take freeway driving in stride.

Escort's new 4-speed manual transmission with overdrive standard is one reason Escort has high gas mileage. And Escort's all-new automatic transmission option has a patented split-torque design to save fuel.

HIGH GAS MILEAGE—THROUGH ADVANCED TECHNOLOGY NOT LESS CAR

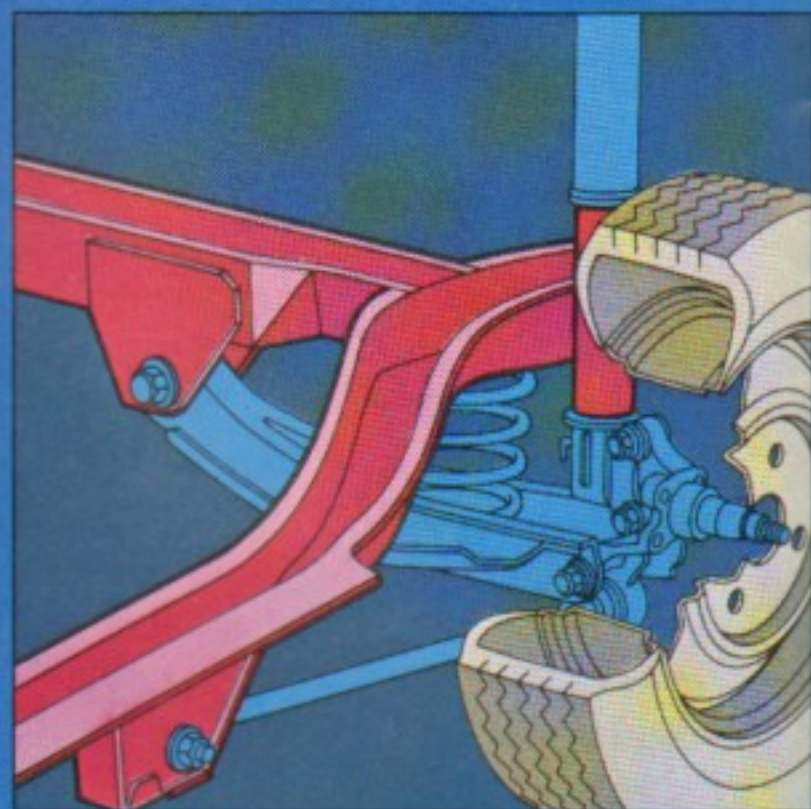
Escort's fuel efficiency comes from sophisticated and highly efficient new power teams (advanced engines and transmissions) ... the use of new weight-efficient but strong materials such as high-strength steel in many key areas ... refined aerodynamics (less air drag) ... and other new and better ideas.

FRONT WHEEL DRIVE AND FULLY INDEPENDENT SUSPENSION



To match the performance of new engines and transmissions, the sure-footed Escort comes with front wheel drive for traction on dry, wet or snow covered roads ... fully independent 4-wheel suspension ... the precision of rack and pinion steering ... front stabilizer bar ... new all-season steel-belted radial tires for mud, snow and wet or dry roads ... and other road control features.

HIGH-STRENGTH STEEL

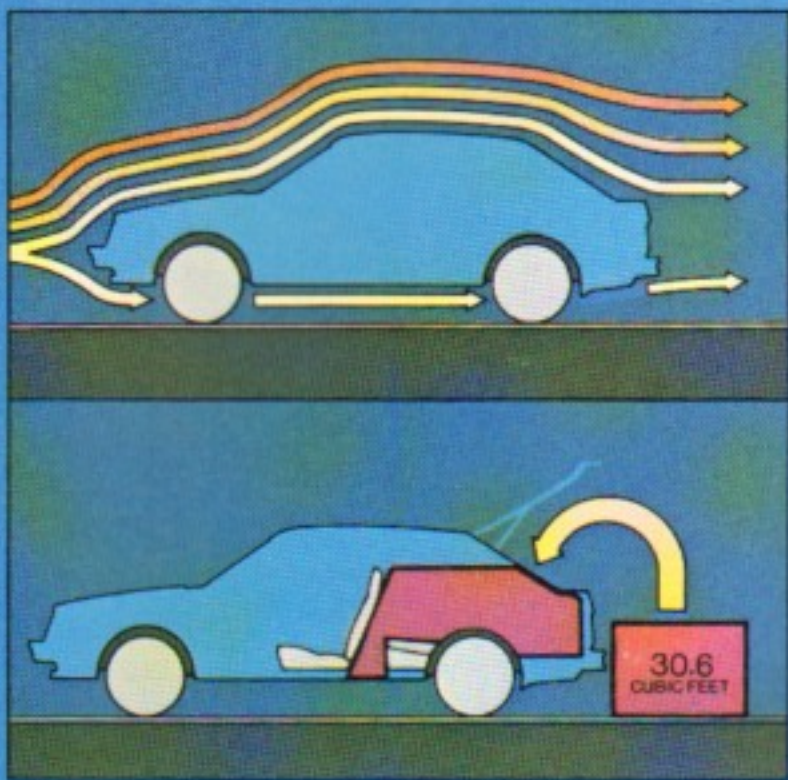


Escort, in many key areas, is built with high-strength steel that's up to 100% stronger—pound for pound—than ordinary steel. This modern type of steel (along with other strong weight-efficient materials) helps Escort achieve high mileage without sacrificing solid construction.

CORROSION PROTECTION

Escort's welded unitized body and structural sheet metal parts are 100% cathodically electrocoated in key areas. In this process, the body and other sheet metal parts are electrically charged and immersed in a tank of oppositely charged corrosion-resistant primer. The electrical attraction helps provide a thorough, even coating of primer.

ADVANCED AERODYNAMIC DESIGN



From its front end to the slope of its hatchback, Escort has been meticulously designed to reduce air drag. Escort is as aerodynamic as some sports cars... which stretches gas mileage at freeway speeds.

The compact Escort is also designed to take lots of luggage (with luggage concealed if you want). Fold the rear seat down and Escort's cargo capacity nearly doubles in the 3-Door Hatchback (16.3 to 30.6 cu. ft.), more than doubles in the 4-Door Liftgate (30 to 61 cu. ft.).

SAFETY FEATURES

Escort has Ford Lifeguard Design Safety Features for your protection: a safety-designed roof, a safety-designed front end, a steel beam in the side doors, an energy-absorbing steering column and steering wheel, corrosion-resistant brakes, dual-designed braking system, safety rim wheels and more.

ATTENTION TO DETAIL

Escort is full of refinements, like rectangular halogen headlamps for whiter, brighter light... front bucket seats scientifically body-contoured for comfort... easy-to-read instruments... easy-to-reach column controls including flash-to-pass headlamp feature... and much more.

LESS THAN AN HOUR A YEAR MAINTENANCE

Escort was designed to keep your cost of driving down. For example, Escort has a chassis lubed for life, 30,000-mile spark plugs, self-adjusting brakes and clutch, maintenance-free battery, and more. Scheduled maintenance—periodic servicing as specified in the owner's manual—comes to less than one hour for each year of driving.

COME DRIVE A WORLD CAR

Escort comes in five model series of 3-Door Hatchback and 4-Door Liftgate body styles. That's 10 choices in all. Before you invest in any foreign car—or conventional domestic car—come drive America's new World Car.

IN 1981, WE WANT TO PUT YOU IN A CAR WE CAN BOTH BE PROUD OF.





FORD ESCORT GLX

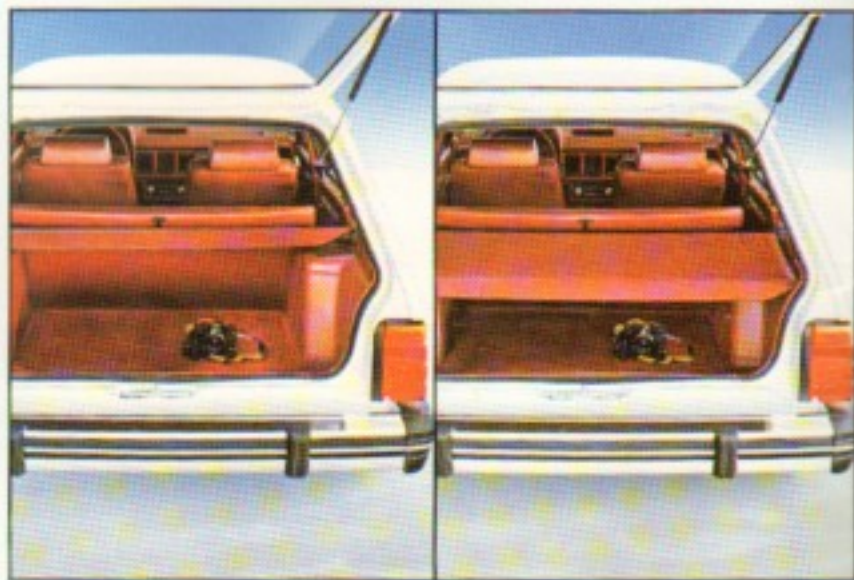
4-DOOR LIFTGATE



GLX is the new World Car at its finest. All the advanced engineering and fun-to-drive attributes of every other Escort, plus

an array of standard features that make GLX impressive by any comparison. Choose either the 4-Door Liftgate (shown here) or the 3-Door Hatchback.

The 4-Door Liftgate demonstrates how convenient and spacious the new World Car is. Four doors make for easy entry and exit. And there's a substantial 30 cu. ft. of cargo space even with the rear seat in place. Fold it down and you have more than twice the amount of space—61 cu. ft.





Notable among many handy features is the color-keyed window shade-type cargo area cover, standard on all 4-Door Liftgate models. It rolls out to conceal valuables in the cargo area; rolls up compactly when not in use.

Among the features you'll find in the GLX model are dual color-keyed remote control mirrors. Electronic digital clock. Console with graphic display warning module. Roof grab handles. All



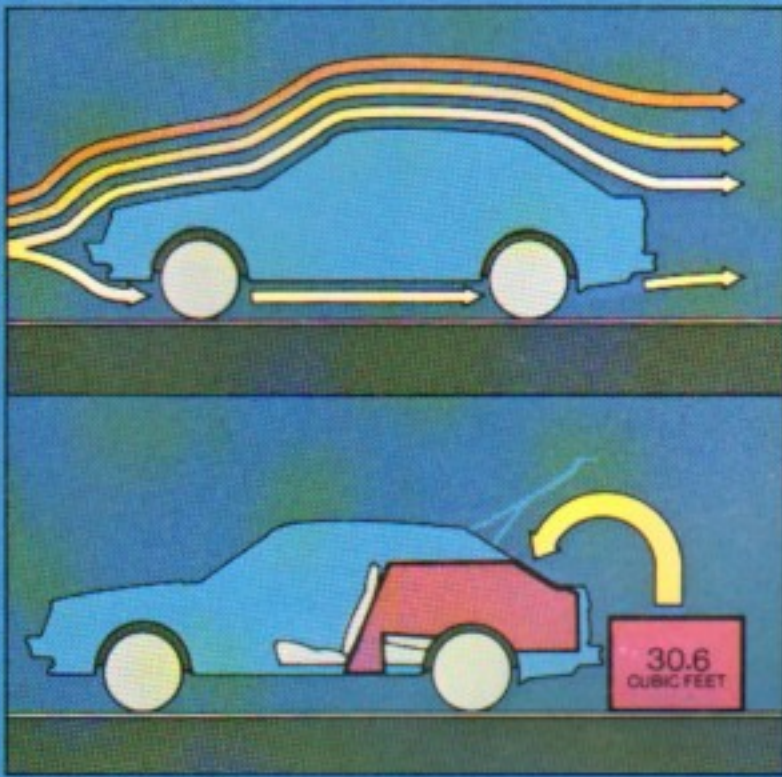
Light Group items. Interval windshield wipers. Also, as you'd expect in the top-of-the-line Escort, deluxe sound insulation.

Above: Escort GLX 4-Door Liftgate in Polar White (9D)

Left: Escort GLX 4-Door Liftgate in Silver Metallic (1G)

See Escort Data Center (pages 18-19) for Notable Standard Features, Measurements and EPA Information. Some items shown are optional; see Options Selector for a complete list (pages 20-21).

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FORD ESCORT GLX

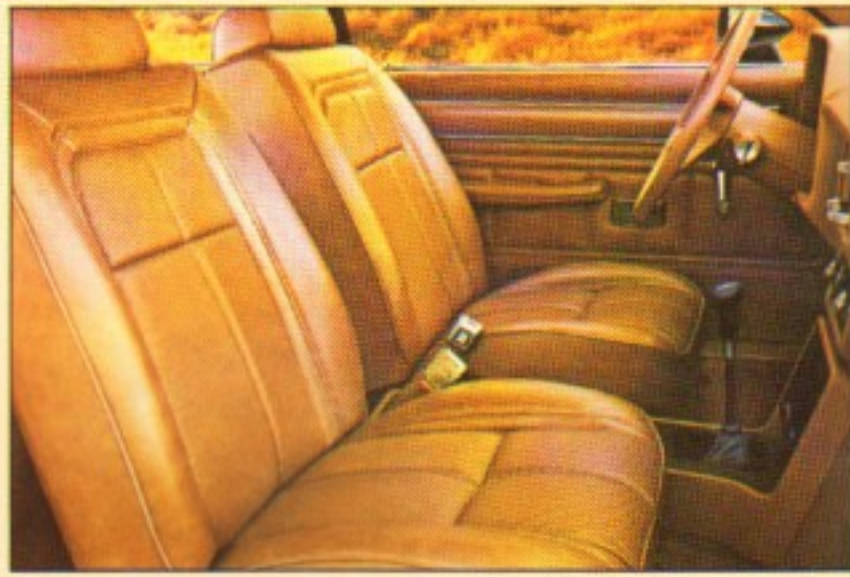
3-DOOR HATCHBACK



Escort 3-Door Hatchback is a fine combination of convenience and versatility for your everyday driving needs.

Each bucket seat has an automatic inertia seat back release to make entering or leaving the rear compartment easy. And, with the one-hand quick-release feature, the rear seat folds down to give you 30.6 cu. ft. of very handy cargo space.

Drive a 3-Door Hatchback in first class GLX style. Standard are reclining low-back bucket seats in your choice of GLX ribbed vinyl, shown in Caramel (ET), or dual tone knit cloth with vinyl. Color-keyed seat belts with



tension relievers are included. GLX door trim features soft vinyl in a "pillowed" style plus carpeted lower panel. Passenger compartment carpeting is deluxe. Instrument panel has woodtone cluster and radio surround appliques.

And there's a long list of options to take you to the very top of Escort GLX distinction. Flip-up open air roof. Fingertip speed control. Rear window wiper/washer. Power steering. Power front disc brakes. Air conditioner.



Pivoting front vent windows. A great selection of stereo sound systems. Plus many more, all available to make Escort a World Car of your own design.

Left: Escort GLX 3-Door Hatchback in Tan (6U)

Below: Escort GLX 3-Door Hatchback in Black (1C)

See Escort Data Center (pages 18-19) for Notable Standard Features, Measurements and EPA information. Some items shown are optional; see Options Selector for a complete list (pages 20-21).



INSIDE THE NEW FORD ESCORT.



Escort represents a remarkable achievement in space efficiency. Though subcompact in exterior dimensions, Escort is classified as a "compact" by the EPA because of its exceptionally roomy interior.

Displayed here is the top-line Escort GLX interior, which features fully reclining low-back bucket seats in your choice of vinyl or cloth and vinyl, unique GLX door trim and much more.

The reclining seat backs are also available with standard high-back bucket seats (see listing in Options Selector for further details).

In addition, bucket seats in the 3-Door Hatchback have an automatic inertia seat back release for the convenience of rear seat passengers.

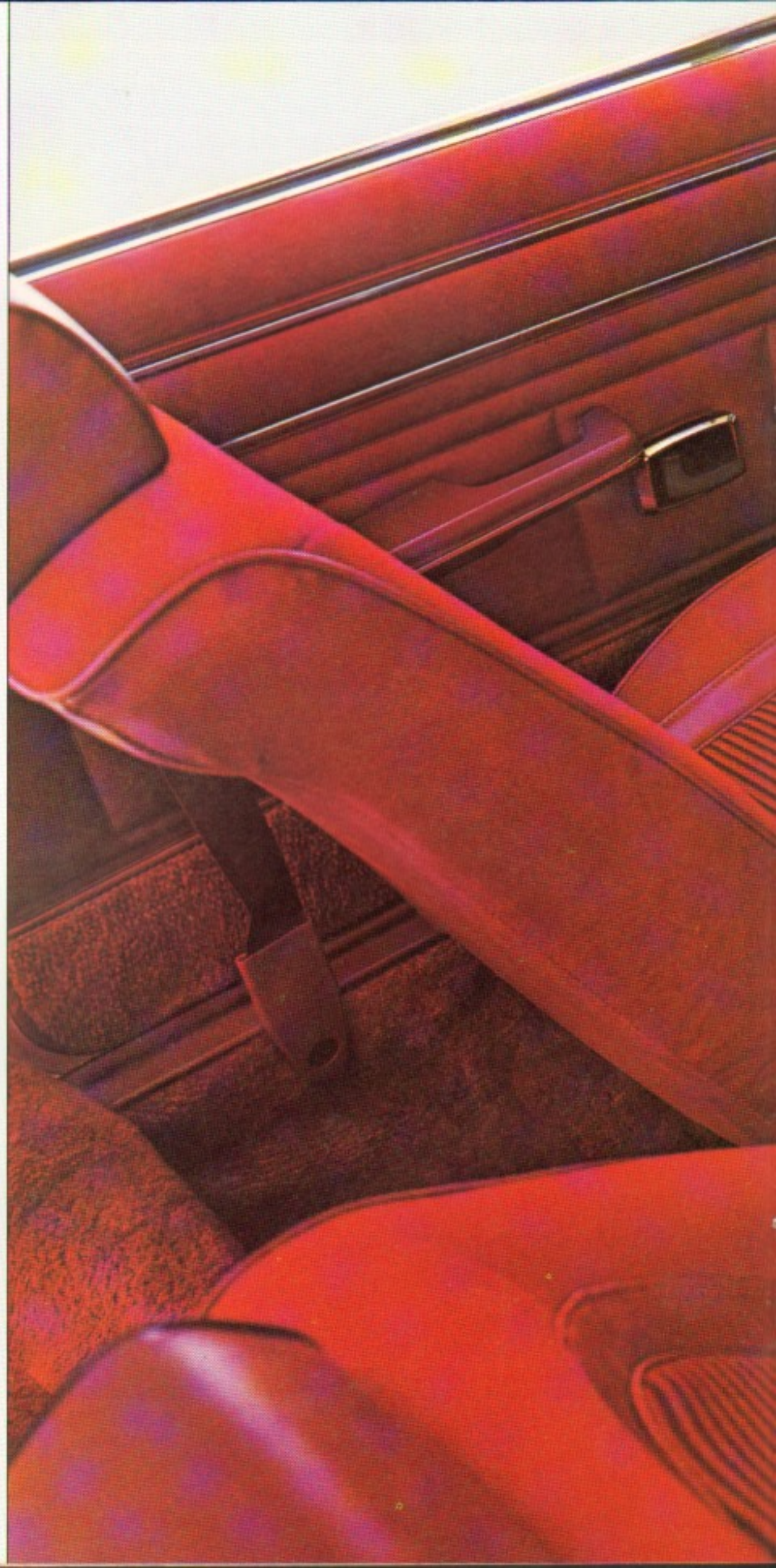
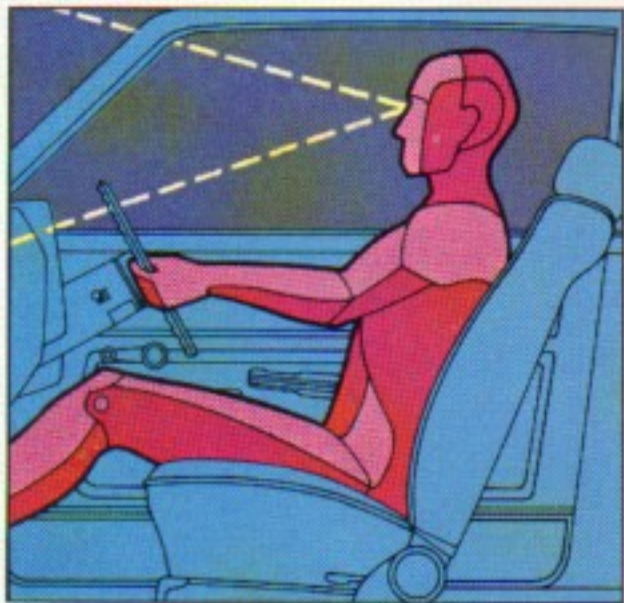
Escort's bucket seats are a new design. As the diagram below shows, cushion height and seat back angle are specially body-contoured for comfort.

And the Escort interior features a wide, high windshield plus large side and rear windows.

At the wheel, you'll especially appreciate Escort's many standard features, as well as the options of your choice.

Here is a small sampling of what Escort models offer, as taken from the listings in the Data Center (pages 18-19) and Options Selector (pages 20-21).

- Column-mounted controls: front lever—turn signal/horn/headlamp dimmer (plus flash-to-pass signal); rear lever—washer/wipers
- AM radio (may be deleted for credit)
- Coin trays on either side of the instrument panel (except with optional stereo systems)
- Anti-theft door lock buttons
- Front armrests with integral door pull handles
- 4-spoke steering wheel (std. GL, GLX, SS)
- Instrumentation group (option). Includes tachometer, trip odometer, temp. gauge (std. SS).
- Electronic digital clock (std. GLX)
- Console with graphic warning display module. Warning lights signal "low fuel," "low washer fluid," and indicate when headlamps, parking lamps, taillamps are out (std. GLX, SS).
- 4-speed manual overdrive transmission (std.). New split-torque automatic transmission (option).





FORD ESCORT GL

Outside, GL features brushed aluminum "B" pillar appliques, bright window frames, bodyside moldings with argent vinyl inserts, dual accent stripes, deluxe bumper rub strips and end caps, bright wheel hub and nut covers plus trim rings.

And inside, experience the firm support of body-contoured reclining high-back bucket seats, shown here in Black basket-weave vinyl (CA).



Escort GL 3-Door Hatchback or 4-Door Liftgate. In either style, GL blends good looks, inside and out, with a high level of comfort and convenience.



GL's handsome interior also includes door trim panels with bright accents, deluxe color-keyed belts with tension relievers, a handy console, 4-spoke soft-feel steering wheel, RH visor vanity mirror, rear seat ashtrays, and more.

Escort GL. So stylish and affordable, you may soon see the new World Car everywhere you go.



Left: Escort GL 4-Door Liftgate in Bright Blue Metallic (3M)

Below: Escort GL 3-Door Hatchback in Bright Yellow (6N)

See Escort Data Center (pages 18-19) for Notable Standard Features, Measurements and EPA information. Some items shown are optional; see Options Selector for a complete list (pages 20-21).





FORD ESCORT

L



Escort L. Practical and attractive, with all the high standards of value built into the new World Car from Ford.

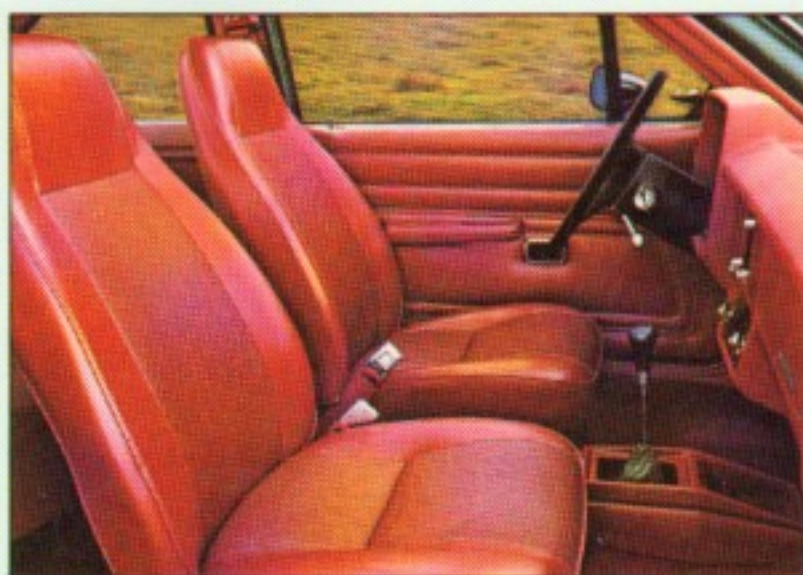
The new compound-valve hemispherical head (CVH) 4-cylinder engine delivers fuel economy* to keep you on top of today's high gas prices. And Escort puts you in command of the road. With sure-footed front wheel drive traction. Four wheel independent suspension system. Front stabilizer bar. Rack and pinion steering precision. And

the special traction of new all-season steel-belted radial tires.

A test drive at your Ford Dealer will show you the world of difference that better ideas make in a Ford Escort.

Above: Escort L 3-Door Hatchback in Tu-Tone Black (1C) over Silver Metallic (1G)

Right: Standard Escort high-back bucket seats in Medium Red slot-pattern vinyl (AD)





FORD ESCORT SS

Escort SS. In looks and equipment, a special Escort. With the special Handling Suspension that is an option with other Escorts. Larger P-metric steel-belted radial tires. Spirited in looks. With special blackout trim. SS tape stripes and decals. Dual black remote control sport mirrors. SS seat trim on sporty reclining high-back buckets. Sports instrumentation. And much more, as you can see in the Data Center (pages 18-19).

Escort SS. Spirited all the way, in either 3-Door Hatchback or 4-Door Liftgate.

Above: Escort SS 4-Door Liftgate in Bright Red (27)

Right: Escort SS 3-Door Hatchback in Silver Metallic (1G)

See Escort Data Center (pages 18-19) for Notable Standard Features, Measurements and EPA Information.* Some items shown are optional, see Options Selector for a complete list (pages 20-21).



FORD ESCORT DATA CENTER

An inside look at Ford Escort: where better ideas mean added value as they contribute to your driving pleasure.

New compound-valve hemispherical head (CVH) 4-cylinder engine. 1.3* and 1.6 liter engines available.

Fully synchronized 4-speed manual overdrive transmission

Front wheel drive

Rack and pinion steering

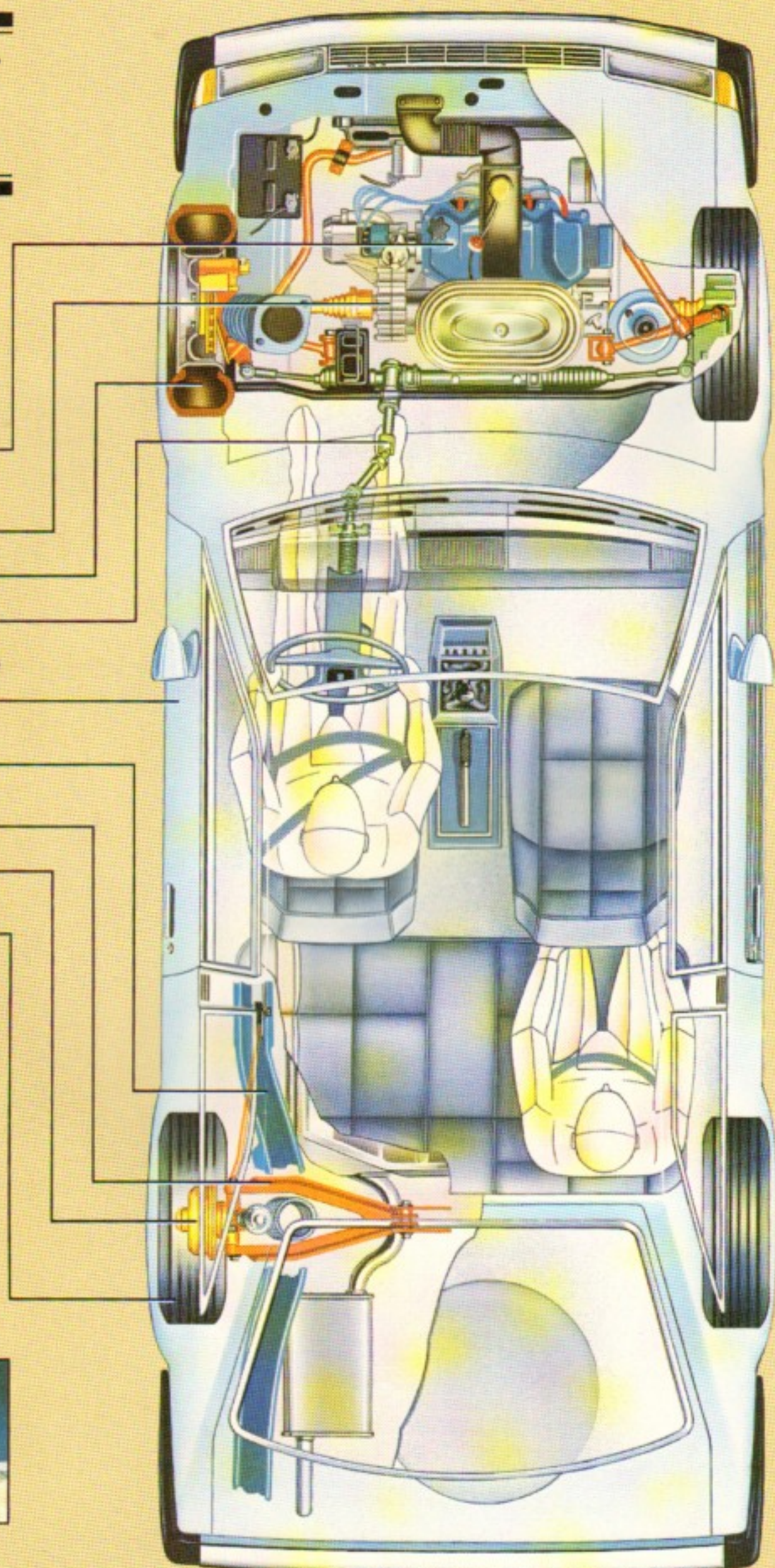
100% cathodic electrocoating of welded body and other sheet metal parts where required

Weight-efficient high-strength steel in key areas

Fully independent suspension at all four wheels

Front disc/rear drum brakes

New all-season steel-belted radial ply tires



NOTABLE STANDARD FEATURES

The standard equipment of any car is often a reliable yardstick of its value. Read over this list. Then compare Escort's standard features with any other car in its class.

ESCORT 3-DOOR HATCHBACK AND 4-DOOR LIFTGATE

- Front wheel drive
- 1.3 liter* compound-valve hemispherical (CVH) 4-cylinder engine with DuraSpark Electronic Ignition ■ Electronic voltage regulator ■ Maintenance-free battery
- 4-speed manual overdrive transmission with self-adjusting clutch
- 4-wheel independent suspension system with true MacPherson strut front system and stabilizer bar; rear coil springs
- Front disc brakes/rear drum brakes ■ All-season P-metric 13" BSW steel-belted radial tires ■ Rack and pinion steering ■ Front air dam ■ Bright bumpers with short black end caps
- Black LH door-mounted mirror ■ Single rectangular halogen headlamps
- 2-speed windshield wipers with fluidic washer system ■ Escort Sound Insulation Package
- Steering column-mounted controls—Front lever: Turn signal/horn/headlamp dimmer with flash-to-pass feature
- Rear lever: Windshield washer/wipers ■ Ram-air forced ventilation
- 3-speed heater/defroster blower ■ Day/night inside mirror ■ Inside hood release ■ AM radio (may be deleted for credit)
- Continuous loop belts
- Cigarette lighter ■ Anti-theft door lock buttons
- Courtesy light actuated by driver and passenger door switches ■ Liftgate ajar warning light (4-Door) ■ Color-keyed cargo area cover, window shade type (4-Door)

*Delayed availability. Consult your Ford Dealer for details.

- Ford's Limited Corrosion Perforation Warranty
- High-back vinyl bucket seats
- Inertia seat back releases (3-Door)
- Folding second seat (single hand release)
- Black 2-spoke steering wheel
- Bronze tone instrument cluster with color-keyed, "soft feel" padding, integral coin trays
- Color-keyed soft wrapover door trim panels, black window regulator handles
- Color-keyed sun visors and vinyl headliner
- Coat hooks
- Front armrests with integral door-pull handles
- Color-keyed carpeted package tray (3-Door)
- Grey load floor mat (3-Door), black load floor carpet (4-Door)
- Argent grille with bright upper edge molding; argent headlamp doors
- Bright windshield, backlight and drip moldings
- Black windshield wiper arms and blades
- Wraparound amber parking lamps; wraparound tri-color taillamps (all-red on 4-Door)
- Semi-styled steel wheels (4) with black hub and wheel nut covers

ESCORT L

- Most standard Escort 3-Door/4-Door features plus these additions or variations:
- Bright grille and argent headlamp doors
 - Bright driver's side door-mounted mirror
 - Brushed aluminum "B" pillar appliques and bright belt moldings
 - Dual accent stripes on bodyside and hatchback/liftgate
 - Black rocker panel paint and black (3-Door) taillamp extensions

ESCORT GL

- Most standard Escort L 3-Door/4-Door features plus these additions or variations:
- Reclining high-back bucket seats in GL level vinyl trim
 - Deluxe color-keyed belts with tension relievers
 - GL door trim panels with bright window regulator handles
 - 4-spoke "soft feel" steering wheel
 - Consolette with integral coin slots
 - Visor vanity mirror
 - Rear ashtrays
 - Deluxe Sound Insulation Package
 - Black load floor carpet (color-keyed in 4-Door)
 - Bright window frames
 - Bodyside moldings with argent vinyl inserts
 - Deluxe bumper rub strips and deluxe bumper end caps

- Semi-styled steel wheels (4) with bright hub and nut covers; bright trim rings

ESCORT GLX

- Most standard Escort L and GL 3-Door/4-Door features plus these additions or variations:
- Reclining low-back bucket seats in GLX vinyl or cloth and vinyl seat trim
 - GLX door trim panels, carpeted lower panel
 - Deluxe color-keyed carpeting
 - Wood-tone instrument panel cluster and radio appliques
 - Roof grab handles with integral coat hooks
 - Interval windshield wipers
 - Electronic digital clock
 - Locking glove box
 - Console with graphic warning display module
 - Light Group: glove box, ashtray, dome/map lights, engine compartment light, cargo area light (4-Door), third door courtesy light switch, headlamps-on warning buzzer
 - Carpet on side walls, lower back panel (3-Door)
 - Dual color-keyed remote control sport mirrors
 - Bumper guards front and rear
 - Larger size tires (P-165)
 - Styled steel wheels (4) with bright trim rings

ESCORT SS

- Most standard Escort 3-Door/4-Door features plus these additions or variations:
- Handling suspension
 - Deluxe Sound Insulation Package
 - Reclining high-back bucket seats in SS vinyl seat trim
 - Deluxe color-keyed belts with tension relievers
 - SS door trim panels with bright window regulator handles
 - 4-spoke "soft feel" steering wheel
 - Roof grab handles with integral coat hooks
 - Console with graphic display warning module
 - Instrumentation Group
 - Rear seat ashtrays
 - Black load floor carpet (color-keyed in 4-Door)
 - Special SS blackout treatment
 - Black dual remote control sport mirrors
 - Black rocker panel paint
 - SS tape stripes and decals (bodyside and rear)
 - Deluxe bumper rub strips and deluxe bumper end caps
 - Larger size tires (P-165)
 - Styled steel wheels (4) with argent hubs, bright nut covers and trim rings



MEASUREMENTS

	3-DOOR	4-DOOR
Wheelbase	94.2"	94.2"
Length	163.9"	165.0"
Height	53.1"	53.1"
Width	65.9"	65.9"
Front Tread	54.7"	54.7"
Rear Tread	56.0"	56.0"
Cargo Capacity	16.3/30.6 cu. ft.* 30/61 cu. ft.*	
Fuel Capacity	10 gal.	10 gal.
Curb Weight	1,987 lb.	2,112 lb.
Passenger Capacity	4	4

*First figure with rear seat up, second figure with rear seat folded down.



FORD LIMITED CORROSION PERFORATION WARRANTY

Ford Motor Company provides a 3-year, unlimited mileage corrosion perforation warranty on all new model cars sold in the 50 United States. The warranty states that any part which, in normal use, rusts through from corrosion within three years of retail delivery or first use will be repaired or replaced free of charge by the selling dealer after inspection by a Ford representative. Of course, exhaust system components or parts which develop corrosion perforation caused by accidents or other damage are not covered.



FORD ESCORT MAINTENANCE SCHEDULE- ANOTHER BETTER IDEA

Ford wants to reduce both the frequency and cost of scheduled maintenance on its cars to an absolute minimum. And, compared to just a few years ago, we're making strides in that direction. For example, in 1973, an engine oil change was called for each 4,000 miles. In 1981, Escort oil changes are recommended at 10,000-mile intervals. Other recommended intervals are now 30,000 miles between spark plug changes; 30,000 miles between air filter replacements; 30,000 miles or 30 months between engine coolant replacements. We think this kind of maintenance schedule rates as a Ford Better Idea—and we're working constantly to make it even better!



COLORS AND TRIMS

As you've probably already noted, '81 Escort car colors and interior trims are referred to by their order codes. Example: Polar White (9D). On the printed page, of course, colors are at best only representative of the original. For this reason, we've included the codes wherever possible so that you can more easily check out a particular color or trim. With the code as a guide, your Ford Dealer can show you actual samples of Escort paint colors and trim materials.



EPA GAS MILEAGE ESTIMATES

Of course, gas mileage is one of your top concerns these days. It's one of ours, too. 1981 EPA estimates were not available at the time this catalog was published. Ford Escort, however, is expected to post miles-per-gallon ratings among the best for all gasoline-powered cars on the road in the new EPA Gas Mileage Guide. Consult your Ford Dealer for the latest EPA information.



"ASK YOUR FORD DEALER"

Every effort has been made in preparing this catalog to provide you—in one convenient place—the most complete and current information on the new Ford Escort. Following publication, however, certain changes in standard equipment, options, model availability, prices and the like, may have occurred which would not be included in these pages. In such cases, it's good to remember that your best source is also closest to you. It is your local Ford Dealer, who has the most up-to-date information first and who is always ready to answer your questions about the fine Ford products he sells.