

FORD
FORD
FORD
FORD
FORD
FORD
FORD
FORD



T A U N U S

12m



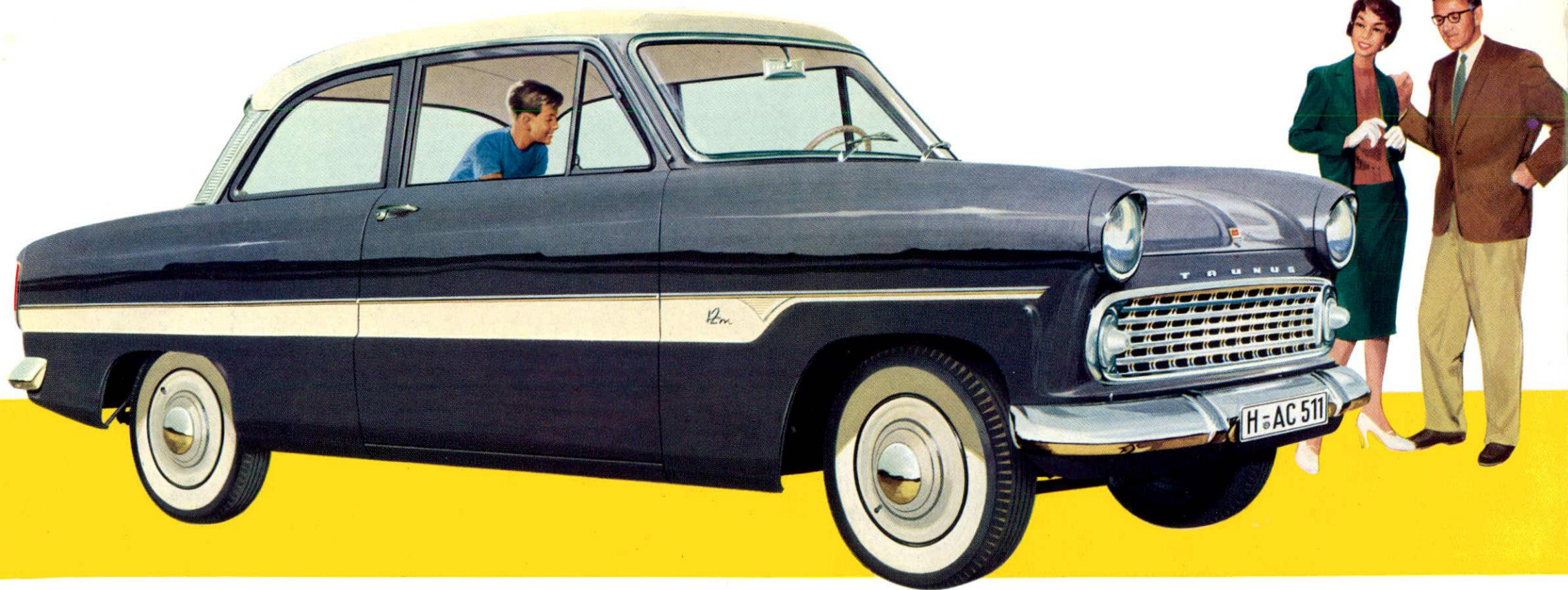
FORD

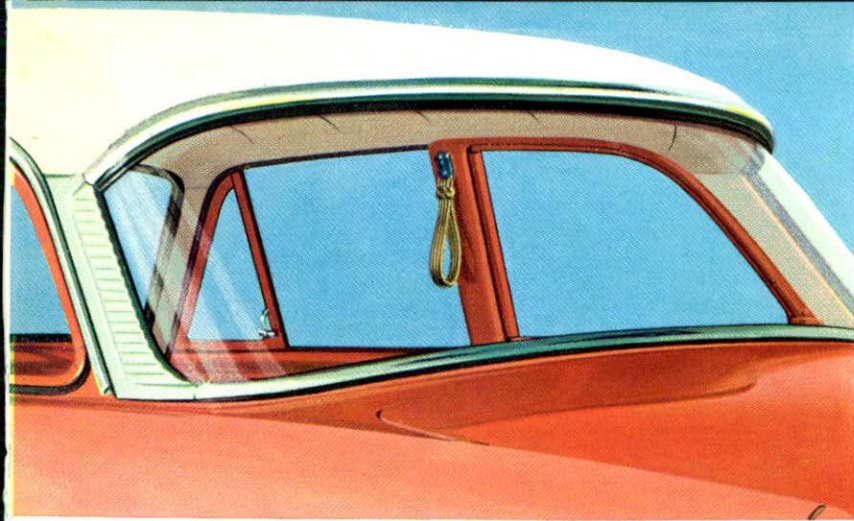
Presents:

The new TAUNUS 12 M Super

For people who seek and buy real motoring, Ford of Germany has developed this fine, *new* Taunus 12 M Super. Here is the great international experience of Ford, together with the proved quality of Taunus products – *plus* a 1.5 liter engine in a 1,973 pound car. This excellent power-to weight ratio means:

More Power
More Economy
More Driving Pleasure





New panorama rear window increases overall visibility.

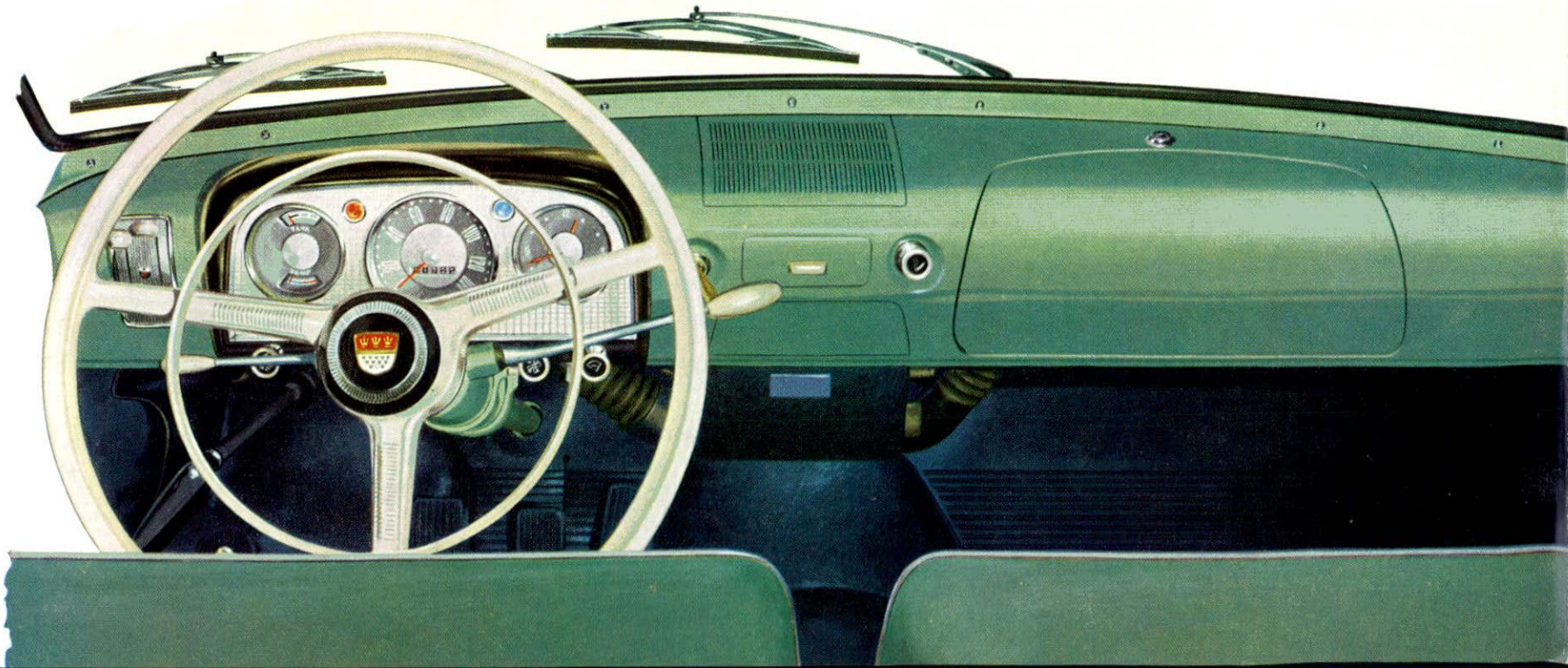
Everything's there!

No need to give up those features that make driving more pleasant. Here are a few of the items standard in the 12 M Super: Fashion designed interiors to match each individual body colour. 4-way adjustable front seats. Self-parking electric windshield wipers. Ford's famous dished safety steering wheel. Improved instrument cluster with clear, easy to read gauges. Column gearshift. Ashtrays for driver and passengers. Electric clock. Cigar lighter. These are a few of the details that make your 12 M Super more than an economy car!

A new concept in Economy Cars!

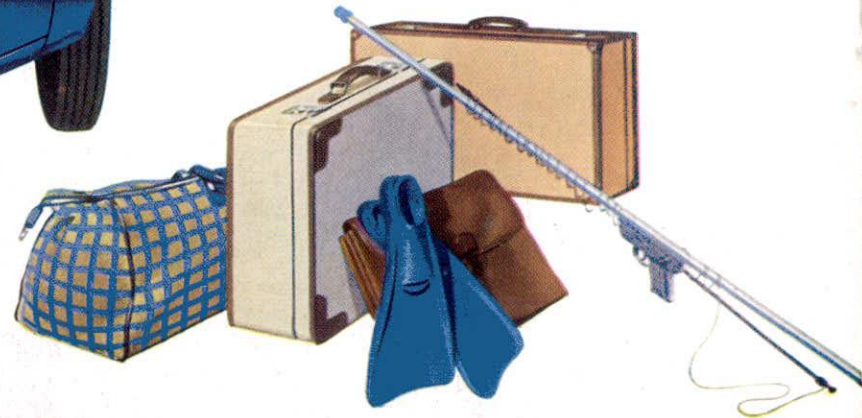
Famous German precision workmanship is apparent throughout the Taunus 12 M Super – an economy car that doesn't sacrifice on style or comfort – a car that handles five passengers with ease. And operating costs are minimal – fuel consumption low.

Taunus 12 M Super is a proved performer that offers much more than basic transportation. The attention to detail, the precise engineering, the stylish appointments and the remarkable performance will convince you that here is the car that offers big car comfort and performance at small car cost!



For Payload or Playload - there's plenty of room!

You want a car with plenty of space for the family's luggage - a car that has enough room to take along that extra grip that makes the weekend trip or vacation more fun! The new Taunus 12 M Super *has room to spare!*



And for pleasure, the 12 M Super wagons are smart and spacious. There's room galore for the family and all their luggage. If you're a camper, or going to the beach or the country - or if your wife needs room for those shopping trips, you'll want to see these fine Taunus 12 M Super Station Wagons!

FORD TAUNUS 12 M STATION WAGON

The Taunus 12 M Super Station Wagon is a real friend for business and pleasure. The rear seat folds down simply, giving a wide flat loading space for goods and merchandise – up to half a ton payload!



For Packages and Passengers -

TAUNUS 12 M SUPER



Taunus 12 M Super's spacious luggage compartment is really roomy. *New* counterbalanced spring in lid for easy and safe opening and closing.

The real test of any car is to drive it – and wait 'til you try the Taunus 12 M Super. This car was designed for motoring pleasure. You'll marvel at the comfort, at the ease of handling and the remarkable roadability of this fine automobile. You'll enjoy the responsive power – the quick acceleration and get-up-and-go of the famous 1.5 liter engine. You'll feel safer with the improved 12 M Super brakes with large front wheel cylinders that give you sure, dependable stopping under all conditions! And you'll delight in the low operating costs – the small gasoline bills of this quality economy car from Ford of Germany.

Taunus 12 M is also available with automatic clutch (Saxomat) or 4-speed gearbox.

Designed for modern motoring



The Inner Beauty of the 12 M Super

The luxurious matched interiors of the *new* 12 M Super are unique in such a low priced car. Elegant *new* upholsteries with dielectrically welded vinyl trims are perfectly matched to each TAUNUS 12 M Super body colour, giving a truly smart appearance that is unequalled in even more expensive automobiles. And these handsome interiors are easy to keep clean, right from the *new* dust and smoke resistant roof linings to the durable Taunus floor mats. And 12 M Super seats are really soft, with no-sag springs and deep cushioning.



Elegance and Engineering make the difference!

No sacrifice of form and styling in this handsome economy car. Under the sloping symmetry of the hood is a dependable motor that gives the 12 M Super its amazing acceleration.

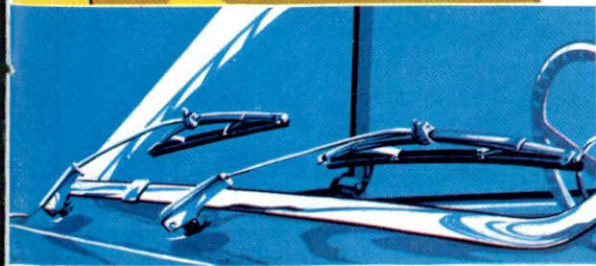
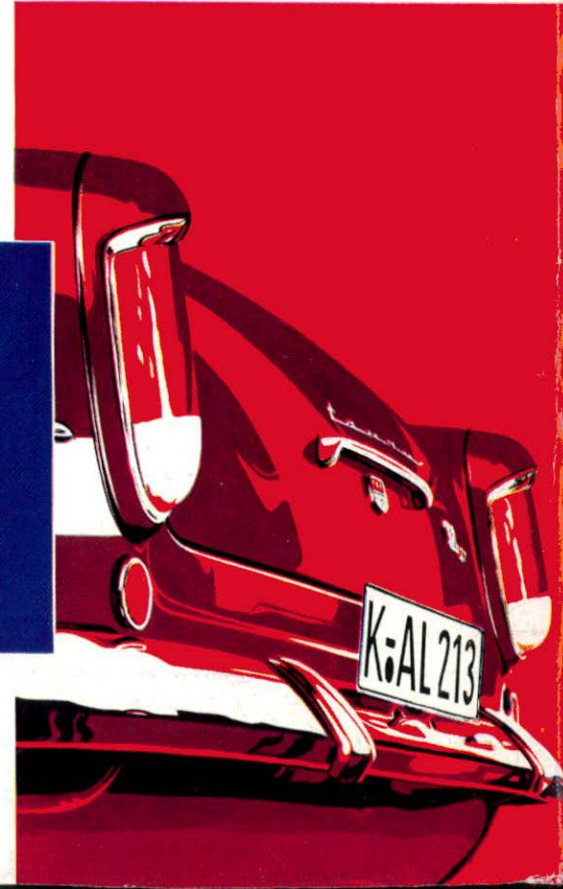
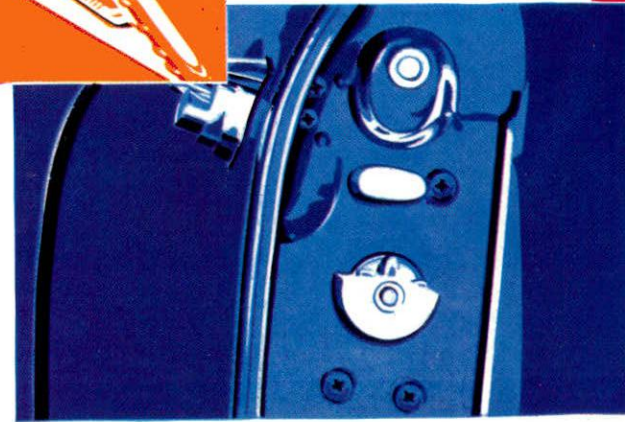
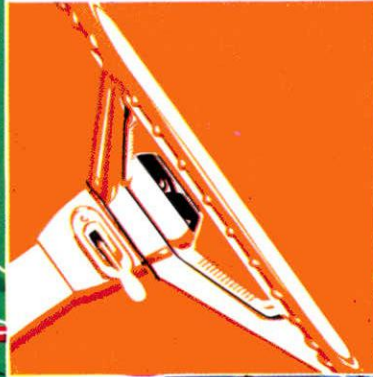
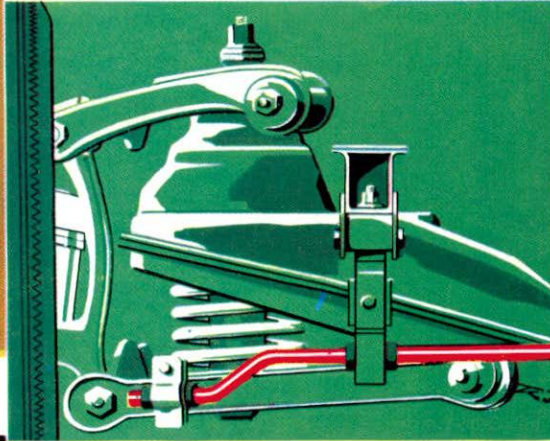
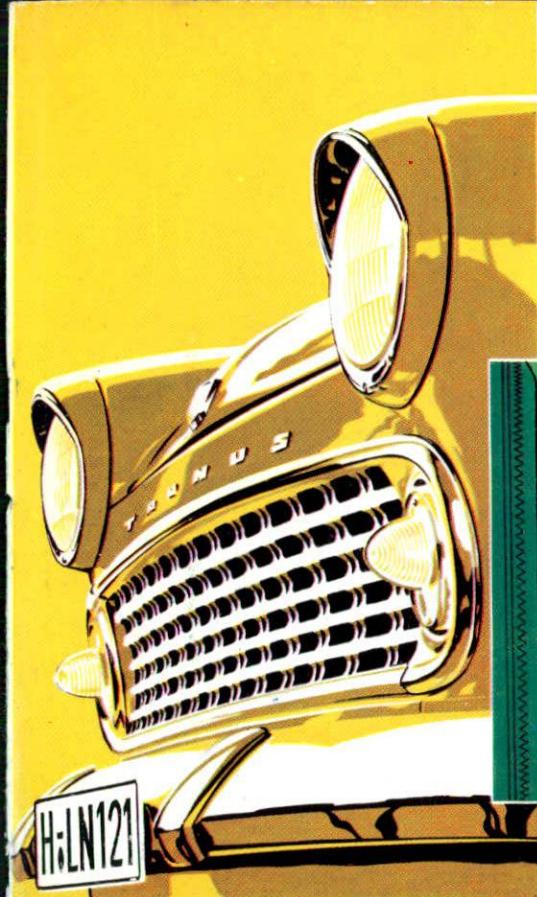
Double wall, all steel construction for a safer quieter ride. Double locking doors insure against accidental opening.

Famous dished steering wheel, pioneered by FORD for your safety and driving comfort, is driver positioned for maximum comfort.

New torsion bar stabilizer and softer springs with up to 20% longer spring ride give the 12 M Super its superior roadability and handling qualities.

The electric windshield wipers run parallel – clear up to 20% more area for safer driving in bad weather.

New safety taillights and the clean lines of the big trunk put the finishing touch on the modern design of the Taunus 12 M Super.



TECHNICAL DATA

Engine: 4 cylinder — bore 82 mm. (3.23 ins.) — stroke 70.9 mm. (2.79 ins.) — displacement 1498 ccm. (91.4 ins.) — compression ratio 6.8:1 — output 60 HP (SAE) at 4250 rpm — maximum torque 11.3 mkg. (81.7 ft. lbs.) — pressure feed lubrication — cooling: water pump with thermostat-pistons: 3-ring, bi-metal — valve arrangement: OHV

Transmission: clutch type: dry single disc or optional automatic Saxomat clutch — gear ratios: I. fully synchronized 3-speed transmission I. 3.27:1, II. 1.69:1, III. 1:1, R. 3.94:1; 2. blocker-type synchronized 4-speed transmission I. 3.39:1, II. 1.98:1, III. 1.33:1, IV. 1:1, R. 4.43:1 — synchronized gears: 2nd, 3rd, 4th-steering column gear shift lever.

Rear axle: rigid, hypoid gearing. — ratio: Passenger car, for 3-speed and 4-speed transmission 4.11:1 (optional for 3-speed and 4-speed transmission 4.44:1; also for 4-speed transmission 3.9:1), Station Wagon 4.44:1.

Steering: worm and roller type — ratio 13.6:1 — turning circle diameter (wall to wall) 11.5 m. (37.7 ft.).

Brakes: hydraulic, acting on 4 wheels; front two leading shoes for Station Wagon — hand brake: mechanical, acting on rear wheels.

Wheel suspension: front: single suspension, torsion bar stabilizer — rear: rigid axle.

Springs: front: coil springs — rear: longitudinal leaf springs — double acting, telescopic (hydraulic) shock absorbers front and rear.

Wheels and tyres: disc wheels — Passenger car 5.60-13, Station Wagon 5.90-13 (tubeless).

Electrical system: 6 volt battery, capacity 84 Amp/h — generator 160 Watts.

Weight: curbweight: Passenger Cars 895 kg. (1973 lbs.), Station Wagon 965 kg. (2128 lbs.) — gross vehicle weight: Passenger Cars 1280 kg. (2822 lbs.), Station Wagon 1475 kg. (3252 lbs.) —

payload station wagon (with driver) 510 kg. (1125 lbs.) — permissible axle load front 650 kg. (1433 lbs.), rear: 650 kg. (1433 lbs.), for Station Wagon 850 kg. (1874 lbs.) — permissible

Measurements: Overall length 4060 mm. (160 ins.) — overall width 1570 mm. (61.8 ins.) overall height: Passenger cars 1520 mm. (59.9 ins.) — Station Wagon 1610 mm. (63.4 ins.) — wheelbase 2489 mm. (98 ins.) — tread, front and rear 1220 mm. (48 ins.) — loading area for Station Wagon length 1472 mm. (57.9 ins.), width 1230 mm. (48.4 ins.), height 960 mm. (37.8 ins.) — Station Wagon rear door: width 884 mm. (34.8 ins.), height 817 mm. (32.2 ins.)

Capacities: fuel tank 34 l. = 7.48 Imp. gals. = 8.98 US gals. — cooling system 6.5 l. = 11.44 Imp. pts. = 13.74 US pts. (with heater: 7 l. = 12.32 Imp. pts. = 14.79 US pts.) — sump refill quantity 2.5 l. = 4.44 Imp. pts. = 5.28 US pts. — gearbox 1.6 l. = 2.8 Imp. pts. = 3.3 US pts., 4-speed gearbox 1.5 l. = 2.64 Imp. pts. = 3.17 US pts. — Rear axle 1.1 l. = 1.97 Imp. pts. = 2.33 US pts.

General data: Maximum and cruising speed approx.: Passenger cars 125 km/h (78 mph.), Station Wagon 115 km/h (72 mph.) — fuel consumption: Passenger cars 8.7 l/100 km. (33 miles Imp. gals., 27 miles/US gals.), Station Wagon 8.9 l/100 km. (31 miles Imp. gals., 26 miles US gals.) — Climbing capacity: Passenger car: 1. 3-speed transmission I. 41%, II. 19%, III. 10%; 4-speed transmission I. 33%, II. 23%, III. 14%, IV. 10% — Station Wagon: 1. 3-speed transmission I. 32%, II. 15%, III. 8%; 4-speed transmission I. 34%, II. 18%, III. 11%, IV. 8%.

The right to change prices, specifications or equipment at any time without notice is reserved.

Export operations

9 PX 120/E

More Power! More Economy! Longer Life!

The Taunus 12 M Super features the power proven 1.5 liter engine — the engine with the powerful torque qualities and outstanding power-to-weight ratio that make this car outstanding in the field. This dependable engine insures quicker starts, better acceleration, and plenty of power where you need it, in the all important 30–60 mph normal driving range. The new carburetor with acceleration pump and heated flanges insures instantaneous response even in coldest climates. And the new, fully tuned exhaust system with new silencer gives you a quieter ride and improved overall performance. 12 M Super low friction, high torque, 60 HP (SAE) motor is your guarantee of dependable performance, economy of operation and longer service life!

In many markets, the Taunus 12 M is available with the dependable Taunus 1.2 liter engine. Your local Taunus dealer will supply you with complete information.



60 HP (SAE)



FROM FORD OF GERMANY

TAUNUS

FAMED THROUGHOUT THE WORLD

SOLD AND SERVICED

BY YOUR FORD OF CANADA

TAUNUS DEALER