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# Taurus 12M









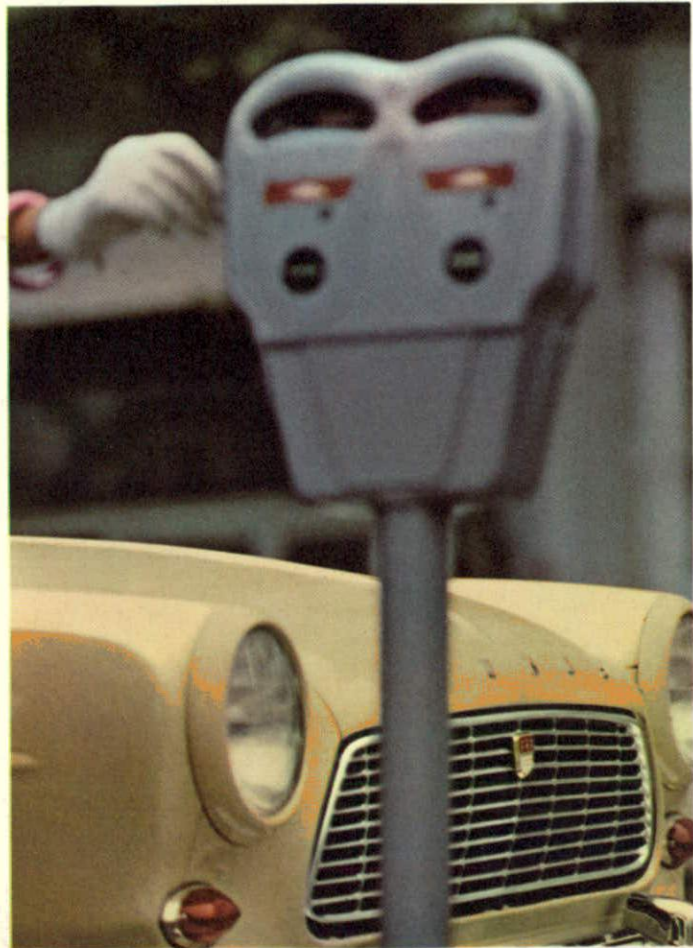
Turn the key and you start something wonderful: The new Taunus 12 M . . . with a score of exciting new features. Like automatic choke for immediate full-power starts. New disc brakes for extra-safe, fast stops. And a refreshing new Vario-Vent ventilation system. Plus, up front is the engine that set 145 new world endurance records . . . the revolutionary, economical and compact V4! Coupled with front-wheel drive, it makes the Taunus 12 M amazingly spacious . . . with a floor that's flat, wide and long (wheelbase is over eight feet). And there's a full range of models, engines, colors, upholsteries and special equipment. They're all described here, and samples are as near as your Ford Dealer's.



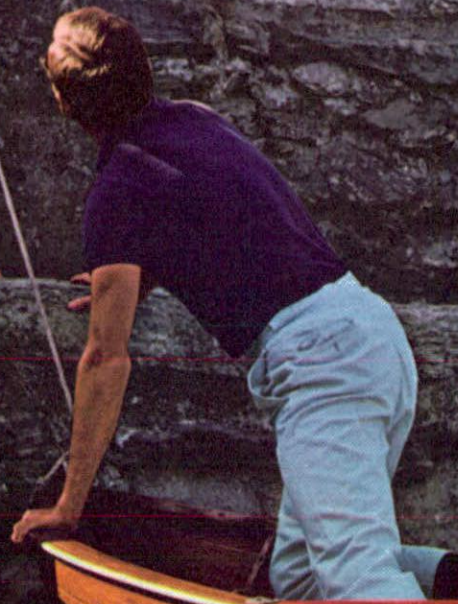




The Taunus 12 M has a distinctive face — very much a part of modern life, like this 2-Door. And it's nimble in traffic — quick to pass, stops in an instant, easy to park. Four-speed, fully-synchronized gearbox is standard. And the wide, wide doors make it especially easy to get in and out of. Just the thing for a busy day in the city!









If you think that the Taunus 12 M 4-Door offers only twice the convenience . . . just ask a rearseat passenger. But a word of warning: people with hats, armloads of packages, or tight skirts are highly prejudiced in favor of two extra doors! And they're wide-opening doors, thanks to the long wheelbase. And with the engine, gear-box and differential compactly grouped together up front, the rest of the car is clear for use. Passengers have plenty of leg-room, and the flat, deep trunk provides a roomy 0.56 cubic meters (20 cubic feet) of load-space. You'll find it can handle all the holiday luggage for five people — with room left over to bring home souvenirs! Choose from either the 50-HP 1.2-liter engine with a top speed of 125 km/h (78 mph), or the 57-HP 1.5 with 130 km/h (81 mph).











Mountains or seashore, you'll pack much more fun into your holidays with the Taunus 12 M Station Wagon. Perfect for vacations, it lets you bring along all you'll need for all the family! The swing-up liftgate is a big door . . . easy to load through. And in just a few seconds, the back seat folds flush into the floor, for a good six feet of flat, broad loadspace (63 cubic feet in all)! And with front-wheel drive, the Taunus 12 M Wagon steers and handles like a passenger car — with no sense of “something behind.” You can order it with either the 1.2 or 1.5 liter engine, and also with a complete DeLuxe package (including Velour carpets front and back). Your Ford Dealer has full details.

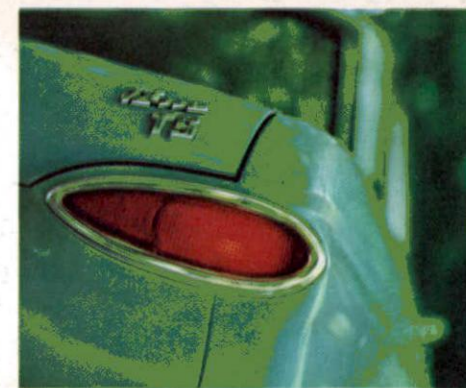






For a Taunus 12 M that's long on luxury and makes short work of a straight-away . . . order the TS Package.

DeLuxe as always, the 2-Door and 4-Door TS versions are more powerful than ever, with a 72-HP 1.5-liter engine. Touch the pedal from a standing start, and just 17 seconds later you'll see 100 km/h (62 mph)! Top speed: 140 km/h (87 mph)! Plus sports car handling, with front-wheel drive — light, responsive steering and sure-footed, unwavering traction on the road. This is because the Taunus 12 M is pulled through curves, over wet pavement, ice and snow. Even a strong sidewind is hardly felt. TS Package includes front bucket seats, special upholstery, wall-to-wall carpeting, rubber bumper guards, back-up lamp, make-up mirror and a great deal more.











With swept-back lines for a very chic silhouette, the Taunus 12 M Coupé is every bit as lovely as it is lively. (The 72-HP TS engine is standard.) Single contoured seats, thick plush carpeting, elegant new fabrics . . . thoughtful details everywhere tell you this is a distinctive, personal car. And very much fun to drive!



If world records are the measure of a great engine, Ford's revolutionary V4 deserves the title. Originally designed to develop tremendous power for its size and weight — with extremely low fuel consumption, many of the principles of this advanced engine are now used in Ford's racing cars. Water-cooled and of ultra-short-stroke design, it delivers maximum power (with minimum friction) at low piston speeds. Thus, it can run all day at top speed with no strain or wear of moving parts — as proved by its performance at Miramas, France. Driving night and day at an average speed of 106 km/h (66 mph), it covered 356,430 kms without a single breakdown! Result: 145 new World Records for performance and reliability! Positive proof that you can depend on your new Taunus 12 M for years!







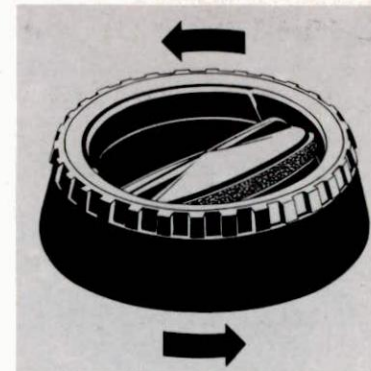
**The Miramas Run** of a standard Taunus 12 M was the equivalent of 15 years' average driving. 15 years with one engine, gearbox and drive!



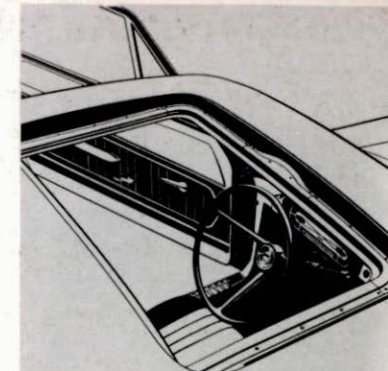
**Front disc brakes** with anti-fade linings for extra-fast, ruler-straight stops. Protected against dust and wet.



**Automatic choke** for quick starts. Better gas economy, too, since it's set by water temperature (not time) so fuel mixture is always exactly right.



**New Vario-Vent Ventilation** for face-level fresh air, and more powerful heater assure you of perfect comfort in every kind of weather.



**Sliding steel sunroof** is just one of a number of optional extras that can make your new Taunus 12 M even more enjoyable. Ask your dealer for details.

## TECHNICAL DATA

Choose from 3 engines: 50 HP, 57 HP, 72 HP (SAE)

	1.2 liter	1.5 liter	TS
Displacement	1183 cc. 72.2 cu. ins.	1498 cc. 91.4 cu. ins.	1498 cc. 91.4 cu. ins.
Max. Output (SAE) at	50 HP 5000 rpm	57 HP 5000 rpm	72 HP 5000 rpm
Max. Torque at	8.5 mkg/ 61.5 ft. lbs. 2700 rpm	11.0 mkg/ 79.7 ft. lbs. 2400 rpm	12.0 mkg/ 86.8 ft. lbs. 2700 rpm
Max. and cruising speed	125 kmh 78 mph	130 kmh 81 mph	140 kmh 87 mph
Acceleration 0-100 kmh 0-62 mph	25 s	20 s	17.0 s
Fuel consumption	7.5 l/ 100 kms 37.6 miles/ Imp. gal	7.8 l/ 100 kms 36.2 miles/ Imp. gal	8.4 l/ 100 kms 33.6 miles/ Imp. gal

**FRONT-WHEEL DRIVE** Smooth-running hypoid gears, fully-synchronized, 4-speed gearbox.

**STEERING** Recirculatory ball steering. Turning circle: 11.5 m (37.7 ft). Tire size: 5.60-13, tubeless.

**SUSPENSION** Front: independent transverse leaf springs with double-acting shock absorber. Rear: longitudinal leaf springs with double-acting shock absorbers.

**ELECTRIC SYSTEM** Battery 6 volts, 77 amp/h, generator 200 watts.

**WEIGHTS** Gross vehicle weight: 2-door, 4-door & Coupe: 1245 kg (2745 lbs); TS 2-door & 4-door: 1270 kg (2800 lbs); Station Wagon: 1390 kg (3064 lbs); Curb weight: 2-door: 845 kg (1863 lbs); 4-door: 865 kg (1907 lbs); TS 2-door: 870 kg (1918 lbs); TS 4-door: 890 kg (1962 lbs); Coupe: 860 kg (1896 lbs); Station Wagon: 915 kg (2017 lbs). Payload: Station Wagon: 475 kg (1047 lbs).

**CAPACITIES** Fuel tank 38 liters (8.4 Imp. gal.), cooling system 6.5 liters (5.7 Imp. qts.), engine 3.2 liters (2.8 Imp. qts.), gearbox and drive axle 3.0 liters (2.64 Imp. qts.).

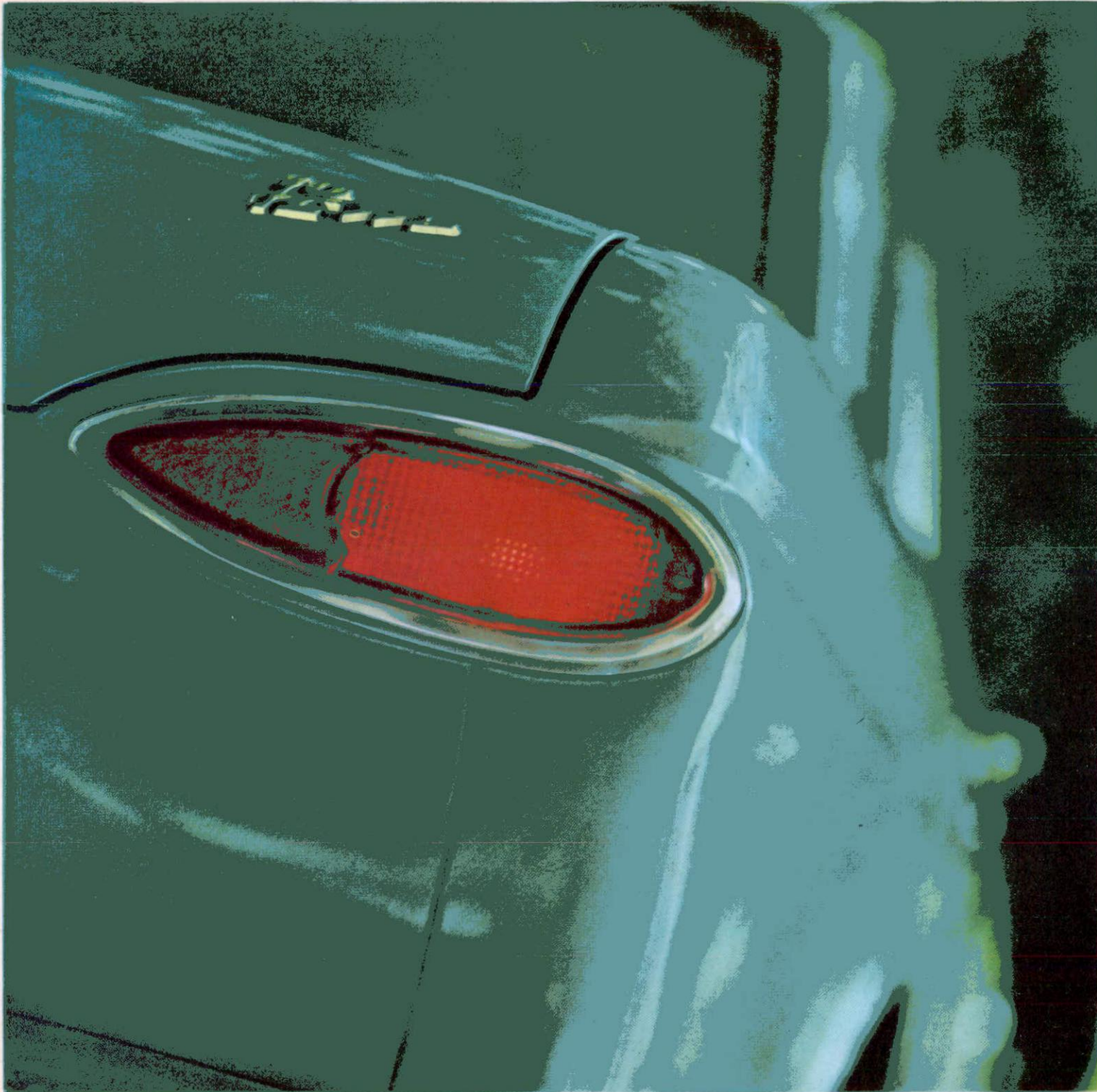
**MEASUREMENTS** Overall length 4248 mm (167.2 in), width 1594 mm (62.8 in), height 1458 mm (57.4 in), wheel-base 2527 mm (99.5 in), trunk space 560 liters (20 cu. ft).

## AND CHOICE OF MODELS!

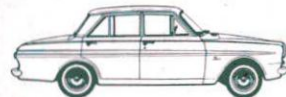
You can order your new Taunus 12 M:

1. AS A 2-DOOR or 4-DOOR . . .
2. WITH A 1.2 . . . OR THE 1.5 LITER ENGINE, a larger version, with 57 HP (SAE), and a top speed of 130 km/h (81 mph).
3. WITH AN ACCESSORY PACKAGE . . . including cigar lighter, rubber bumper guards, back-up lamp, and wheel trim rings.
4. WITH A DELUXE PACKAGE . . . including Velour carpets, special upholstery, make-up mirror, other refinements.
5. WITH TS PACKAGE . . . which includes, in addition to the 72-HP (SAE) TS engine, individual bucket seats in front, soft Velour carpets and a score of personal touches.
6. AS A ROOMY STATION WAGON . . . with 1.2 or 1.5-liter engine, and a payload of 475 kg (1047 lbs).
7. AS A VERY 'PERSONAL' COUPÉ . . . with 72-HP TS engine and very luxurious equipment throughout.
8. WITH LUXURY 'EXTRAS' . . . such as a steel sliding sunroof, two-tone paint, white-wall tires, radio, etc.





TAUNUS 12 M 2-DOOR  
1.2 or 1.5 liter engine



TAUNUS 12 M 4-DOOR  
1.2 or 1.5 liter engine



TAUNUS 12 M TS  
2-DOOR or 4-Door, 72-HP



TAUNUS 12 M COUPE  
72-HP TS engine



TAUNUS 12 M STATION WAGON  
1.2 or 1.5 liter engine

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4 XD 401/E Export Operations.

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