

BEENTWOOD 7000

FORD OF BRITAIN

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- THE TRANSIT

After the tailor-made (D Series) truck from Ford of Britain comes the made-to-measure van. Today Ford announces the most extensive medium commercial range launched at any time, anywhere. It is called the FORD TRANSIT.

The D Series offered more than 500 variations on a basic theme. The FORD TRANSIT gives a similar spread of vehicles on two separate wheelbases ... and six payloads from 12 to 35 cwt.

Its diversity of variations and options is so wide that every shopkeeper, contractor, ambulance driver, builder, baker or candlestick or holidaymaker, can find his own special requirements in the FORD TRANSIT.

The operator can have a carry-all van, designed to take all the fatigue out of one-man delivery. He can have a 15-seat bus. He can have the most spacious motorised caravan yet, and a tough, rugged chassis that will take an ice-cream layout to a farmer's 'go-to-market' carrier.

The FORD TRANSIT range is offered with a new and ultra-compact Ford 'V' petrol engine (with the option of a diesel), ensuring that every square inch of space is usable space.

THE CONCEPT AND THE COST

The FORD TRANSIT medium commercial range, which represents a £10-million investment by Ford of Britain, was proved over hundreds of thousands of miles from Finland to Portugal, in the snows of the Pyrenees and on the autobahn.

It consists of a short wheelbase model line of 12, 17, and 22 cwt. payload in five body models, and a long wheelbase model line of 25, 30 and 35 cwt. payload also in five body models.

These two lines, being highly interchangeable in production, allow Ford to achieve great economy for the operator by "making the vehicle to measure".

There are also 9, 12 and 15-seater buses, and Kombi, chassis cab, chassis windshield models in the FORD TRANSIT range.

IT'S SO EASY TO GET IN AND OUT

To achieve easy access and unobstructed walk-through, while providing for maximum load space, the FORD TRANSIT is powered by a highly-compact V4 engine. From the use of this unit stem the TRANSIT's many advantages. With the V4 sensibly located above the front axle, and entrance behind the front wheel, getting in and out is simple; and clear walk-through means there is no need for the driver to step into traffic when he stops to make a delivery. The step is only 15" from the ground, and is located inside the door, which means it is protected from the weather. The gear change lever has been carefully positioned so that it does not interfere with walk-through.

Some other advantages:

- 1) SAFETY: Excellent all-round visibility with windshield washers as standard equipment to keep the screen clean in dirty weather. Standard seat belt anchorages. A safety dished steering wheel. The power unit is flexible and economical but has a reserve of power to help driver out of trouble. Very efficient brakes are provided throughout the range.

- 2) EASY MAINTENANCE: With the engine ahead of the driver, routine and major servicing is simple. All the components are robust and simply designed for quick removal. The engine can be pulled out from the front easily by removing the front grille and radiator. Lubrication has been cut to a minimum with four greasing points on short wheel base and five on long wheel base, and service intervals have been extended. Major service times are significantly better for the FORD TRANSIT.
- 3) ACCESSIBILITY: Unobstructed walk-through to the nearside, PLUS access to load space from the driving seat, PLUS similar access from the nearside door, PLUS an exceptionally low step height, ADDS UP TO the most functional vehicle on the road - and deliveries aren't nearly so tiring.
- 4) COMFORT: The careful location of the 'V' engine, besides allowing a double passenger seat, permits a driving position like a car. All seats are of a high level of comfort. Exterior louvres on van side panels at the rear ensure efficient interior ventilation.

IT'S SO EASY TO GET GOODS IN AND OUT

The FORD TRANSIT operator has the choice of wide opening sliding or hinged cab doors, or any combination of them. The double rear doors, checked at 90 degrees by retaining straps, open to 180 degrees when the straps are released, so it is possible to load the rear direct from platforms.

A hinged side loading door is optional, and is available on either the nearside or offside or both sides. Another useful option is a lifting tail gate which allows the whole of the rear of the van to be opened up, and will protect the driver from rain when he is loading or unloading goods.

There is an automatic locking device to retain the front sliding doors in the open position. Easy-to-operate handles provide an additional refinement.

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The design permits knee-level loading because the totally flat swaged steel floor is only 26 inches from the road.

THERE'S MORE ROOM

The FORD TRANSIT is more capacious with 178 cu.ft. of cargo space in the short wheelbase model and 261 cu.ft. in the long wheelbase van - plus 21 cu.ft. alongside the driver in standard vans without passenger seats. Both S.W.B. and L.W.B. models provide generous floor area and usable cargo space is increased by the under-floor spare wheel carrier. Distance between wheel arches on the S.W.B. model is over 4' allowing most standard building materials to lie flush on the floor.

THERE'S MORE POWER WITH ECONOMY

Ford becomes the first British manufacturer to adopt a 'V' engine for medium commercials, and the heart of the FORD TRANSIT range is a unique 60 degree V4 engine in two versions. There is a 1.7 litre V4 for short wheelbase models, and a 2.0 litre V4 for long wheelbase vans.

The compact package and high-power to weight ratio - 73 BHP, 1.7 litre; 85 BHP, 2 litre - makes possible the major advantages of this new medium van range ... walk-through, direct access to the load, very short bonnet and engine accessibility. It gives maximum flexibility at low speeds in congested traffic or out on the open road, flexibility so good that the FORD TRANSIT operator can use standard fuel for maximum economy in a low compression version of the engine.

The V4 is the result of three years of intensive design and development by a team of Ford engineers based at Dagenham, Essex, and the new engines provide exceptional performance and durability. Details are given in an accompanying brochure.

The Perkins 1.6 litre, 4-cyl. in line diesel engine is optional, and a special extended front end has been developed to accommodate it.

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Despite the slight extra length, the shape of the front end is such as to give the same swept turning circles as the petrol models. None of the engines intrude into the driving compartment or hamper walk-through in any way.

A 9-gallon tank is fitted to S.W.B. models, and a 15-gallon tank to L.W.B. models.

THERE'S BETTER MANOEUVRABILITY

First-class manoeuvrability is important in today's congested traffic conditions with tight parking and with so many people using more and more vehicles from depots and parking areas that were designed for a tenth of the quantity. The FORD TRANSIT is a pleasure to handle with high efficiency recirculatory ball type steering - ratio 19.88:1 - plus excellent back lock giving exceptional manoeuvrability with a 34' swept turning circle on S.W.B. models and a 37½' turning circle on L.W.B. models.

THERE'S GREATER COMFORT

Contoured seats designed to give passenger car comfort, are built into the FORD TRANSIT van. There is a 4" fore and aft adjustment to these good-looking seats, which ensures that the long and the short and the portly can get a really first-class ride. Single or dual tilting passenger seats are offered.

A dishod 'safety' 3-spoke steering wheel fronts an attractive, easily-read instrument binnacle set square in front of the driver, at a level which does not interfere with visibility. A large circular clearly-marked speedometer is positioned centrally in the binnacle and incorporates a mileometer, temperature and fuel gauge. High beam, turn indicator, oil and

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alternator warning lights are also incorporated in the speedometer face.

The choke, windscreen wiper, ignition and light controls are all fascia mounted directly in front of the driver, and can all be reached should he be wearing a seat belt, (safety belt anchorages are provided as standard and a safety belt harness is available as an accessory).

A combined turn signal, headlamp dipper, headlamp flasher and horn switch is mounted on an antenna on the right-hand side of the steering column, and the handbrake is floor-mounted.

A large, one-piece, curved windscreen gives an excellent view of the road ahead, and large rear windows guarantee safety, under any driving conditions. Windscreen washers are standard equipment.

Spring back wing mirrors are an additional aid to rearwards visibility and also act as width markers.

There is a powerful and highly effective fresh air heater/demister, with an intake located below the screen to minimise traffic fumes.

CUSTOM VERSION

For the man who demands an exceptional quality of interior appointment, there is a CUSTOM VERSION of the FORD TRANSIT, the medium van equivalent of a luxury saloon car. The custom specification includes super high quality seats; heater; crash-pad; lockable glove box; headlining in driver's compartment of van; P.V.C. door trim; additional light; coat hook; chrome bumpers; dual horn; interior sun visor; chrome hubcaps; spare wheel and carrier, (S.W.B. models) and white painted grille.

BUILT TO LAST

The FORD TRANSIT has been built and tested to last. The van is of rigid unitised construction and a new electro-coating process is used to ensure that every square inch of metal is protected inside and out from corrosion.

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The chassis cabs are unique in their class in having independent frames of box section steel with a particularly rigid cruciform construction in the heavier payloads. The robust I-beam front axle with conventional steel axles will withstand shock loading and rough driving conditions.

Semi-elliptic front and rear springs with telescopic shock absorbers are standard, with heavy duty shock absorbers available as a regular production option. Hydraulic brakes are drum type, front and rear with servo assistance available as an option.

Transmission features a 4-speed all synchromesh gearbox, with a floor-mounted gearchange. There is a $\frac{3}{4}$ floating rear axle on S.W.B. models, a fully floating type on L.W.B. models, and a wide selection of rear axle ratios.

A BIG ADVANCE IN ELECTRICS

The fitting of an alternator as standard equipment to the TRANSIT is a major advance and a Ford first in the light commercial field. It is a development of tremendous importance to the operator who must make frequent stops - as, for instance, in High Street delivery work. It means that his battery is charging at very low engine speeds, or even in traffic snarls when the vehicle is stationary, and relegates starting problems to a thing of the past.

A 12 volt, 38 amp/hr. battery is fitted to petrol models of the FORD TRANSIT and a 12 volt, 72 amp/hr. battery to diesel versions. A heavy duty battery is available as an option.

The instrument panel has a trouble-free printed circuit.

LUBRICATED FOR LIFE

A 5,000-mile service interval has been adopted, and extensive use of "lubricated for life" techniques cuts the number of greasing points to four (five on L.W.B. models).

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BUILD IT AS YOU LIKE

There is a very wide spread of detail production options ranging from radiator blinds, to two-tone paint, from cold start equipment, to a steering column lock; a valuable plus against theft.

AS A BUS ...

... the FORD TRANSIT has also been designed as a 9, 12, or 15-seater bus, with all seats facing forward.

A side door with an automatic step, is available as an option. A rear step is fitted as standard on the 12 and 15 seat models.

Full P.V.C. headlining, additional interior lighting, rear quarter windows, and a rubber floor mat in the passenger compartment are the finishing touches to this fine range of bus versions.

AS A CUSTOM BUS ...

... the FORD TRANSIT is the last word in luxury travel. Seats are tailored in comfortable Cirrus P.V.C., as soft to the touch as kid gloves, and the inside of the bus is trimmed in black, blue or cinnamon P.V.C. to waist level. The vehicle is supplied, fully painted, with the front grille in white, chrome bumpers and a Custom badge on each front wing. There is a lockable glove box, a crash pad on the fascia, and heater and sun visors are standard. Chrome hubcaps and a spare wheel and carrier are standard on 9 and 12-seater versions. The Custom bus is available in two-tone paint, (white and selected colour).

AS A KOMBI...

... Something new from a British manufacturer, and a major challenge to Europe's producers, is a Kombi version of the FORD TRANSIT.

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Primarily designed for the export market it is basically a van with the addition of the windows which are fitted to the bus. It is ideal for special body conversion for ambulances, mobile shops, caravans, specialised buses and many other purposes.

A dual passenger seat is supplied with full width rubber mat in driver's compartment, P.V.C. headlining in the cab area, an interior light over the rear door, bus type side windows.

AS A CHASSIS-CAB...

... the FORD TRANSIT is ideally suited for special body applications. Short wheelbase models are supplied with ladder-type box member frame, and long wheelbase versions with a cruciform section for additional strength. The cab has the same styling as the vans and wide hinged doors are fitted. A dual passenger seat is standard, and the Custom version of the cab is offered also.

CHASSIS WINDSCREEN.

This version of the TRANSIT is available for operators who wish to have special van bodywork made to suit their own requirements.