



COUGAR



## ***New ideas from the new Ford.***

*'Cougar is the essence of today's Ford. Building upon the success of Ka and Puma, this exhilarating sports coupe combines innovative styling with dynamic excellence to provide something really special for the enthusiastic driver.'*

RICHARD PARRY-JONES,  
Vice President,  
Worldwide Product Engineering.



*'The new Ford Cougar is a stylish, mature, mid-sized sports coupe that combines innovative design, exhilarating driving character and practicality all in one package. Our goal was to create a charismatic, muscular design that complements the acclaimed chassis underneath.'*



WILLIAM BODDIE,  
Vice President,  
Small/Medium Vehicle Centre.



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**Ford Cougar Sales Manager's Training Pack**  
(video accompaniment)





# Your Ford Cougar Product Guide.



This Product Guide is an essential tool enabling sales staff to learn more about what makes the Ford Cougar so uniquely appealing. Use the Guide together with the Pocket Guide and the Customer Catalog  found in the flap at the front of this binder; familiarise yourself with the Customer Film at the rear of this binder and you will have all the information you need in an integrated package to support your efforts in ensuring the Ford Cougar's success.



The Ford Academy icon is to be found throughout the Ford Cougar Product Guide.



## **Training Support**

- The Ford Academy icon highlights important points for showroom presentations and the test drive.
- Always listen carefully to the customer's comments and try to establish exactly what the customer wants and needs to know.
- Tailor your presentation to elaborate on and enthuse about their main areas of interest.
- The key to sales success is being familiar with all areas of the Ford Cougar Product Guide - you can then adapt your presentation to suit every occasion.

# ***Making the Connection.***

## ***THE TRANSFORMATION***

Ford is in the midst of a total transformation: the dawning of a new company philosophy. This revolution has brought great acclaim, most recently with the Ford Ka and Ford Puma.

And now we are launching the provocative new Ford Cougar, which, like these other landmark cars, represents the very essence of the new Ford Motor Company. Make no mistake: these are exciting times for the famous blue oval.

## ***THE IMAGINATION***

What's emerging is a new and changing Ford for a new and changing world. From the grass roots up we are examining how we approach new car design – and the only limit is our own imagination.



### **THE SATISFACTION**

To this end, we ensure every detail of every car is carefully examined to see where we can make the most minute improvements. This is the only way to find that elusive blend of driver satisfaction, lasting quality, value for money and environmental responsibility.



### **THE CONNECTION**

The products and services provided by Ford form an enduring link between you and your customers. So, when they test drive the new Ford Cougar, they will be testing more than just a new Ford car - they will be driving the latest manifestation of the new Ford. It's your responsibility to ensure that they make this connection. And this Product Guide will show you how.



## What is the Ford Cougar?

It's a sleek, sophisticated, sporty midsize car. The new Ford Cougar is a perfect fit for the Ford line-up. The 3-door "large" sports coupe joins the "small" Focus to complete the Ford line-up in the S segment - and provides irrefutable evidence that Ford is a world leader in design and engineering, with an intimate understanding of exactly what its customers want.

The Ford Cougar is for the truly wild at heart. Its provocative styling is one of the original edge-cutting appearances that is distinct from anything else on the road. And its "New Edge" design is evident in details like the slanted side mirror and subtle, but effective,

There's a choice of two highly advanced engines: the updated 16-valve Zetec and the muscular V6 24-valve 2.5 litre Duratec. Equally impressive is the responsive chassis, which offers the speed of real excitement behind the wheel.

The Ford Cougar's provocative "New Edge" styling, advanced engine and responsive dynamics combine to deliver an extraordinary driving experience.

*The new Ford Cougar competes in the Speciality (S) segment.*

*Every car in the S segment is a 2-door sports coupe, with a trunk or hatchback.*

*The S segment is sub-divided into 'small' and 'large' coupes.*

*Style is the key to success in this segment, with straight-line acceleration - although important - a secondary factor.*



## **What is New Edge design?**



**'... the intersection of lines and curves on Cougar produce a logical, flowing design.**

**The combination of flat and twisting surfaces along the side and around the rear wheel is a particularly distinctive feature.**

**And you will notice that many elements combine to create triangular aspects; for instance around the headlights, tailgate, rear lights and front air intakes.**

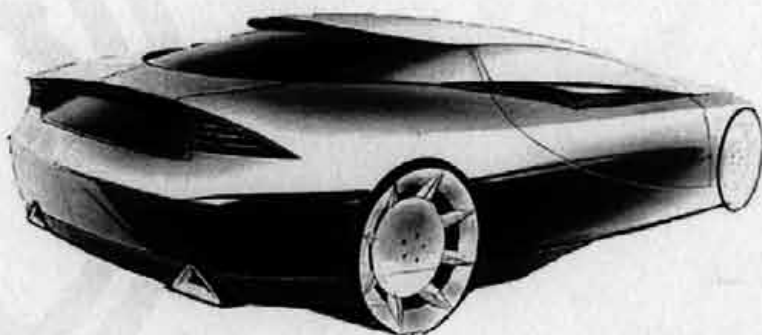
**When you look at the car you can see there has been a certain logic in combining the lines to automatically create these forms.'**

TOM JARA,  
Cougar Exterior Design Team.

Prior to the launch of Mondeo, Ford's designers were already considering using this outstanding platform as the basis for a sports coupe – a car that possessed the spirit, emotion and feel to set it apart. A number of design themes were developed and shown to prospective owners. Feedback revealed many positive comments, but also revealed a contradiction. Customers said they liked the traditional, sculpted style typified by traditional Italian sports cars, but they also liked the aggressiveness and functionality of a modern race car.

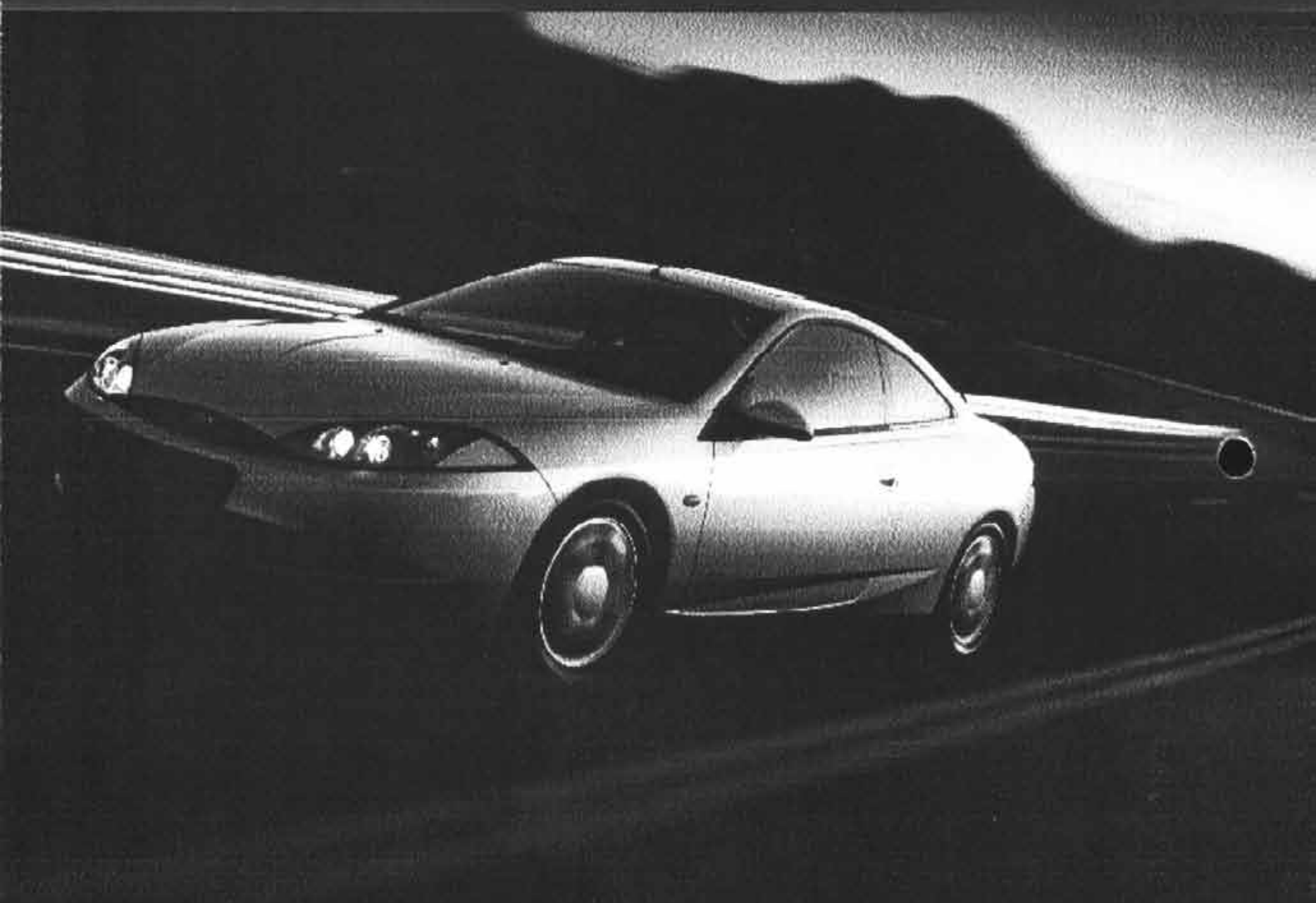
This – together with the task of working around the hard points imposed by the use of a sedan-derived platform, such as a long wheelbase and overhangs, along with the high, transverse double overhead cam engine – posed the questions. Ford's unique New Edge design philosophy supplied the answers.

From the car's first renderings, completed on computer in the autumn of 1994, New Edge design tools were employed. Clean folds and crisp intersections, already successfully used on Ka, were used to add definition to smooth, sculpted aerodynamic surfaces. They also gave the car the desired trademarks of New Edge design: simplicity, functionality and precision.



**New Edge design: Simplicity, functionality and precision.**

## **Ford Cougar Brand Essence.**



Ford to buy is about top-leading  
quality, design innovation,  
outstanding driving dynamics, low-  
cost and servicing costs and customer  
value. We know what our customers  
want and we aim to deliver.

**JIM DONALDSON**  
President,  
Ford European Operations.

Establishing a clearly defined Ford Cougar brand identity – or personality – from the very beginning is critical to ensuring the car's success.

### ***The Ford Cougar's Personality:***

- Muscular, responsive, extrovert; the new Ford Cougar will command instant respect.
- The Ford Cougar will be recognised by the enthusiast for its exhilarating drive and appreciated for its provocative styling.
- Uplifting and charismatic with an unmistakable presence on the road, the Ford Cougar will stand out as an expression of individuality and achievement for its owner.

### ***The essence of the Ford Cougar is:***

- **Wild at Heart**
  - Breaking away from the conventional.
  - A devil-may-care attitude.
  - The existence of an inner fire.
- **Exhilarating Drive**
- **Provocative Styling**



***Wild at Heart***



***Exhilarating Drive***



***Provocative Styling***



### ***Training Messages***

- A provocative 2-door sports coupe with a sleek, sophisticated New Edge design exterior and interior.
- Designed to be driven with enthusiasm, whilst retaining a comfortable ride.
- A choice of responsive 4-cylinder 2.0 litre or 6-cylinder 2.5 litre multi-valve engines.
- A spacious interior package with individual front and rear sports contoured seats, easy access for rear seat passengers and generous loadspace.

## Market Background.

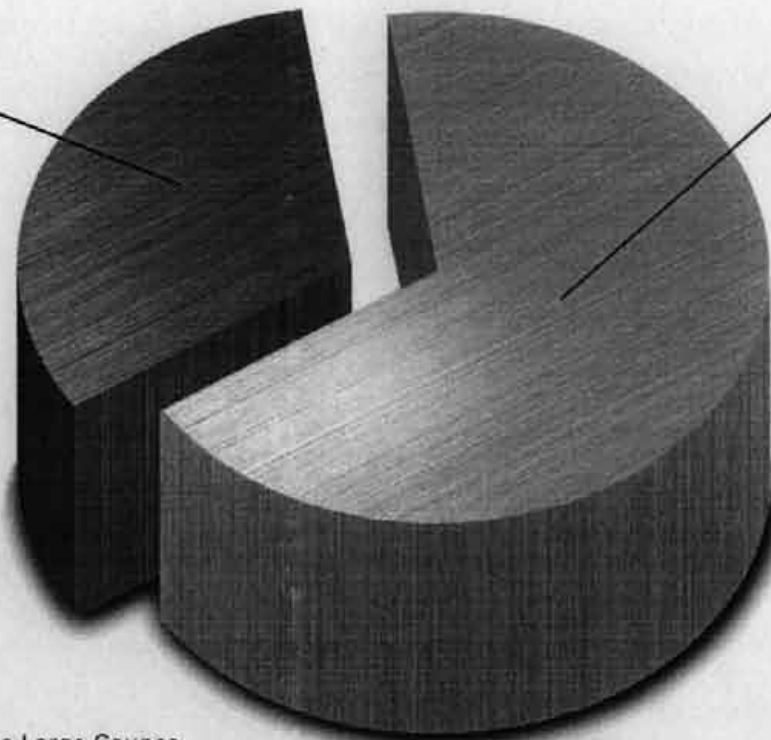
The Speciality (S) Segment represents approximately 1.5% of total European car sales; or around 200,000 vehicles a year. The segment is very fashion-conscious and is extremely sensitive to newness, so forecasting its future size is more difficult than for many others. Nevertheless, in an environment where leisure time is becoming increasingly important, a continuing demand for this type of product is expected. Thus, the Ford Cougar fills an important niche within the Ford product portfolio.

**The S segment is divided into two sub-segments:**

- **Large** - BMW 3 Series Coupe, Peugeot 406 Coupe, Fiat Coupe, Honda Prelude, Toyota Celica.
- **Small** - Ford Puma, Opel Tigra, Toyota Paseo, Renault Megane Coupe.

**1997 S Segment Shares (%)  
Western Europe**

**32%**  
Large Coupe  
Sub-Section

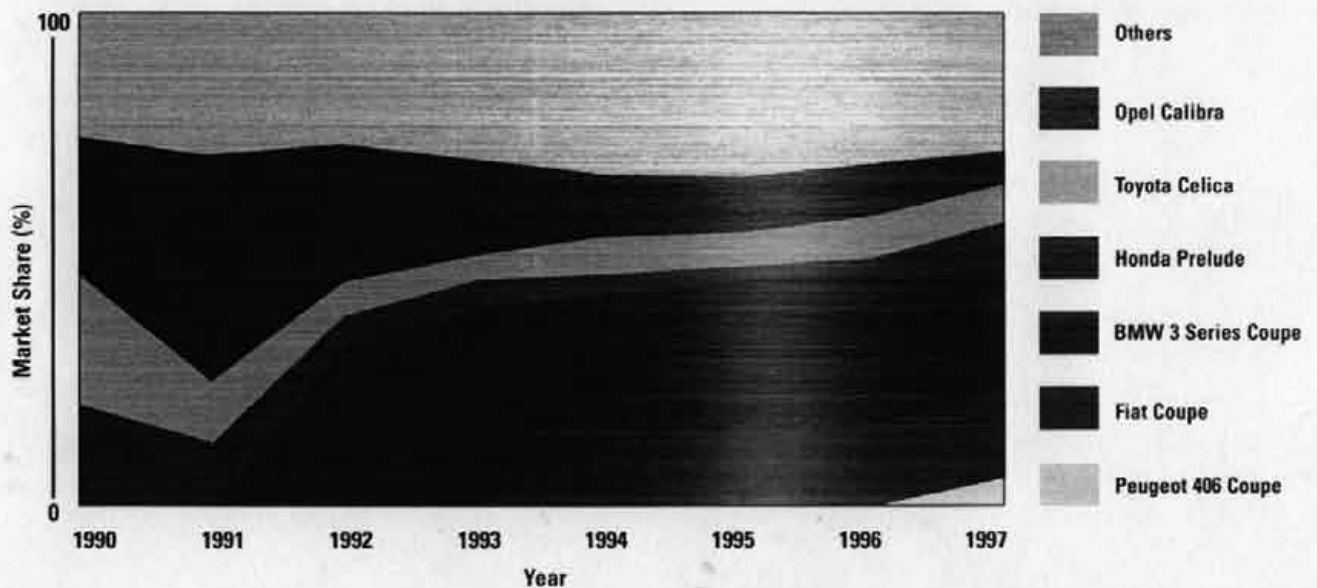


**68%**  
Small Coupe  
Sub-Section

This chart shows that the Large Coupes currently account for 32% of S Segment sales, whilst Small Coupes account for 68% of S Segment sales.

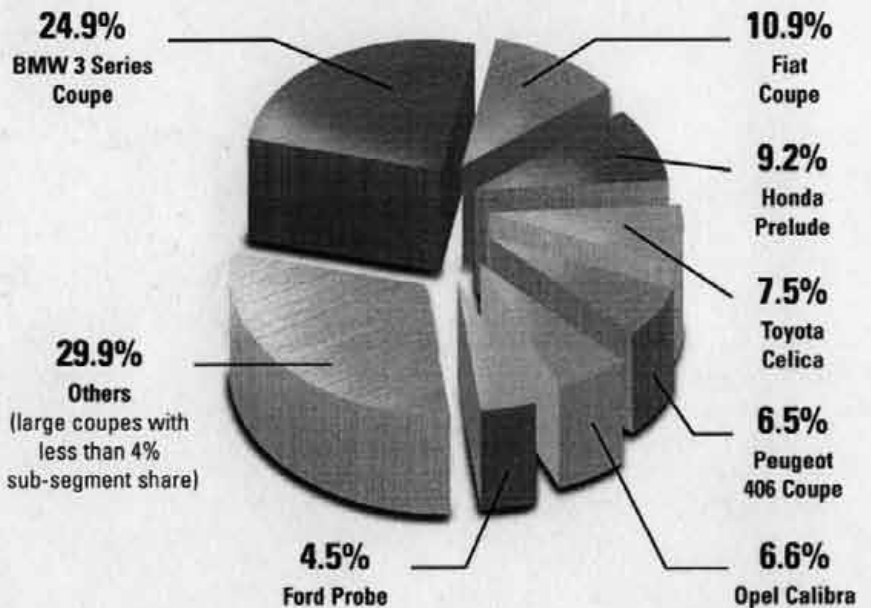
The chart below shows that the launch of Opel's Calibra had a significant effect on the previously-dominant Honda Prelude and Toyota Celica. However, in 1991 the new BMW 3 Series Coupe dealt a similar blow to the Calibra. The 3 Series has since remained the segment leader, although it is now under increasing pressure from the Fiat Coupe and, most recently, the new Peugeot 406 Coupe. Clearly, history shows us that newness is vital in this segment – so you must take full advantage of the excellent sales opportunity created by the outstanding new Ford Cougar.

### 1990-1997 Speciality Segment Market Shares (%)



### 1997 Large Coupe Sub-Segment Shares (%)

This chart shows the potential opportunities for Ford Cougar conquest sales presented by the ageing BMW 3 Series Coupe, which currently accounts for a quarter of all sales in this sub-segment. In addition, the demise of the Opel Calibra offers further scope for Ford Cougar sales.



## Buyer Profile.



*The profiles of Ford Cougar choosers and four of its leading competitors were recorded in a survey conducted in the five major Western European markets. Although in the case of the Ford Cougar's target market appearances can be deceptive, the survey did establish some interesting trends. It indicated that the Ford Cougar is most likely to appeal to Fiat Coupe and Peugeot 406 Coupe buyers. It also highlighted the large percentage of Ford Cougar choosers who were, or had been, married, living with their partner and had children under the age of 16. This was in contrast to the relatively high numbers of Toyota Celica choosers who were single, living alone and had no children under the age of 16.*

The survey also asked which new coupes appealed to owners of which existing coupes. This survey showed that 25 per cent of Ford Cougar choosers currently drive an Opel coupe. This may be due in part to the age of the Calibra in this newness/style-conscious segment of the market, as well as the fact that these people are not deterred by a mass manufacturer's badge. An additional factor may also be the genuine four-seater practicality of both the Ford Cougar and Opel Calibra. Encouragingly, almost a third of Cougar choosers already drive a Ford. And notably, 16 per cent of Audi mainstream owners chose the Ford Cougar, an encouraging conquest rate from a premium brand.

The table below shows how Ford Cougar choosers differ from Ford Puma choosers. These differences are a reflection of how the Ford Cougar's more provocative styling and muscular stance give it a more mature personality than the Ford Puma.

### VEHICLE CHOOSERS COMPARISON

<b>Ford Puma</b>	<b>Ford Cougar</b>
Youthful	More mature
Dynamic	More stable
Fun	Strong
Boisterous	Well-rounded
Mischievous	More comfortable
Male/Female	Predominantly male

# **Purchase Motivations - Who will the Ford Cougar appeal to?**

## **The target market - their attitudes.**

Ford Cougar prospects can be classified within two main groups. The Primary group accounts for approximately 65% of your prospects, so is your richest potential source of sales. However, you should not focus entirely on these buyers as the secondary group will also provide many good selling opportunities.

### **PRIMARY GROUP**

- They are confident, and enjoy the best that life can offer.
- They are successful and feel young.
- Their car is an extension of their ego.
- Typically, they are male, divorced, aged between 35-55 years and a professional/manager.
- Their car is often company owned.

### **SECONDARY GROUP**

- They are comfortable with how others see them.
- They are successful, confident and mature.
- They are usually a married, male professional, aged between 35-55 years.

### **Common attitudes for the two groups include:**

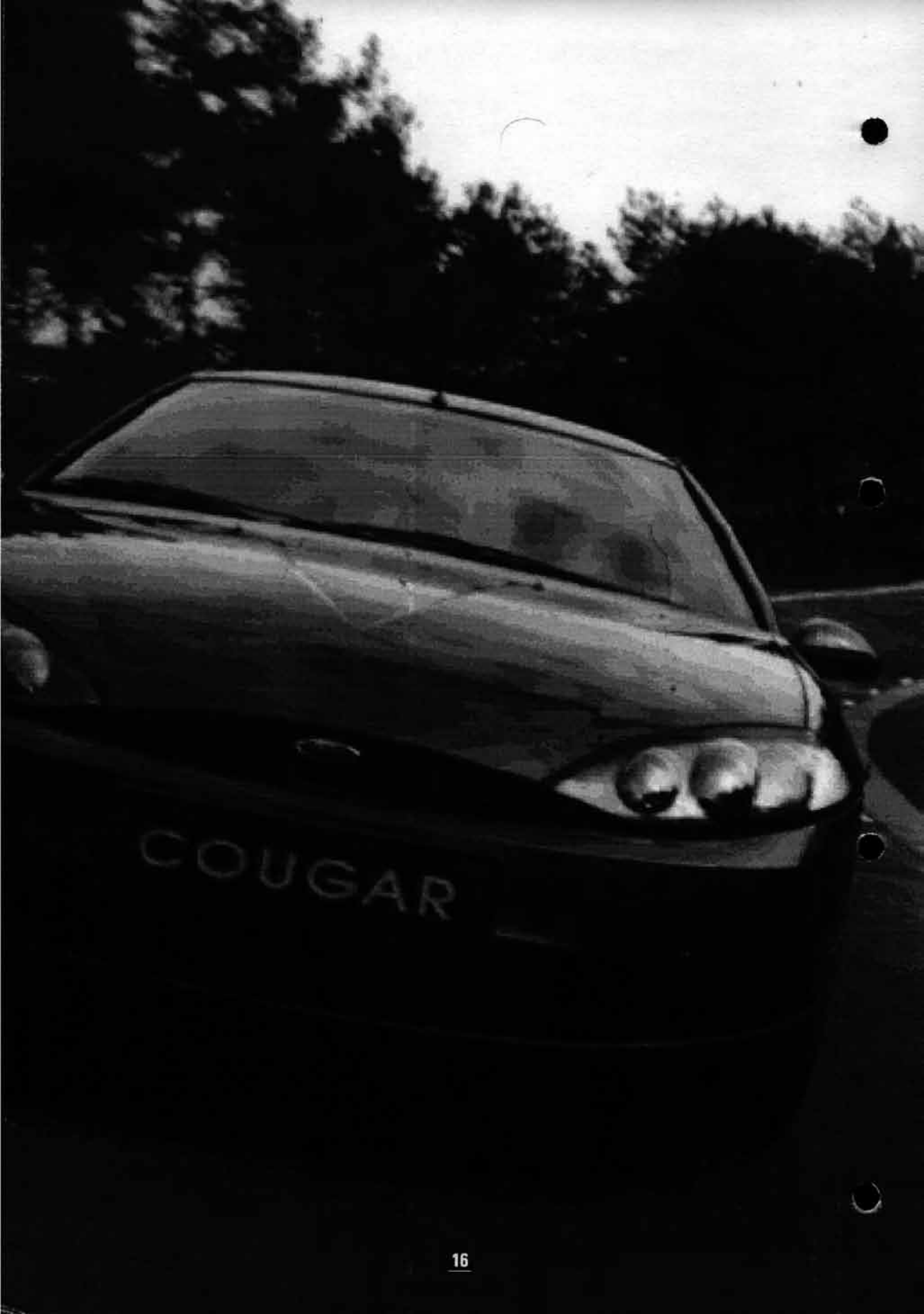
- They want to stand out from the crowd.
- They are sure they want to start their own company.
- They want the best of everything.
- Their car is an extension of their personality.



### **Ford Cougar Customers**

The survey revealed that a large proportion of the Ford Cougar choosers will be, or have been, married and have children under 16 years old. You should emphasise the Ford Cougar's spacious interior to this group of buyers as a 'surprise and delight' feature, because the ability to carry four adults in comfort is a rare feature for this class of car.





COUGAR



## Appearances...



• *Successful, responsible, balanced*

• *A pillar of the community*



• *A responsible parent*

• *Involved in community activities*



### **Appearances can be deceptive.**

Never forget that appearance can be deceptive - so don't pre-judge the Ford Cougar buyer.

Ford Cougar will appeal to those who, deep down, are 'wild at heart'.

This concept is illustrated by the examples shown on pages 17 and 18.

*...can be deceptive.*



• *Loves thrills and excitement*



• *Likes to take occasional risks*

• *Bends the rules whenever possible*



• *Has an unusual hobby/interest*



## Appearances...



*Successful, responsible, balanced*

*A pillar of the community*



*A responsible parent*

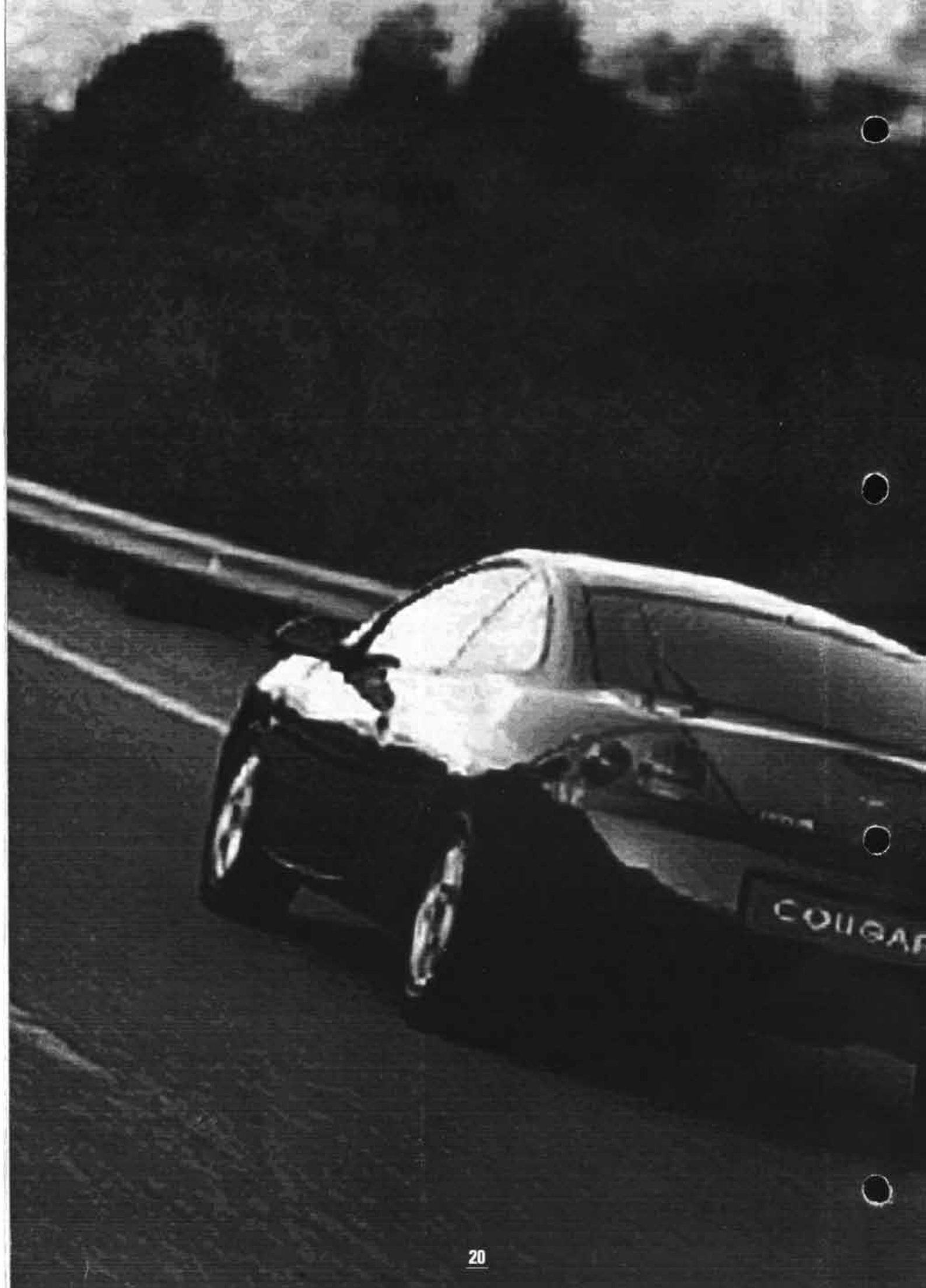


*Involved in community activities*



### **Appearances can be deceptive.**

How would you describe the average Ford Cougar buyer? You will have a pretty good idea based on your experience as a salesperson. However, you must never forget that appearances can be deceptive. This is especially true in the case of Ford Cougar, which will, above all, appeal to those who, deep down, are "wild at heart". Remember that the identification of a Ford Cougar prospect is not done by visual appearance alone. The examples above show what may be your first impressions of new Ford Cougar prospects. Turn the page to see what may be the reality.







## Product Overview.

The following pages provide an overview of the Ford Cougar's product features, together with the resulting customer benefits, so you can build up a picture of the car's abilities. Product features are written in black text and customer benefits highlighted in red. In addition, each entry has a page reference linking it to more in-depth information found in Section 4 of this guide.



### **Test Drive and Showroom Presentation**

In your demonstration, you should ensure that prospects have their own copy of the Ford Cougar Customer Catalogue, which complements the information contained within this section.

The selling points in this section highlighted by the Ford Academy logo translate product features into customer benefits. Use this information to improve your presentations in the showroom and on the test drive.

The key to any successful presentation is careful qualification of the customer. Get to know what's really important for your customer, as well as what's of little or no interest.

With a clear understanding of your customer's needs you can tailor your presentation to quickly deliver exactly what the customer wants to know – not what you think they might want to know.

**Assume nothing: qualify, qualify, qualify. Remember to use open questions.**

- **Who** is your customer?
- **What** type of driving do they do?
- **What** are they looking for?
- **Where** did they hear about the new Ford Cougar?
- **What** made them enquire about the car?
- **When** are they thinking of buying?
- **How** would they like to acquire the car?

Those questions beginning with **'Why?'** will confirm their statements and check your understanding.

By using a combination of open questions, you will establish the real needs and desires of a prospective customer. Careful qualification will ensure your presentation and test drive are tailored to each customer's individual needs.

Section 1 of this Product Guide demonstrated how the Ford Cougar's Brand Essence is:

- **'Wild at Heart'**
- **Exhilarating Drive**
- **Provocative Styling**

To show how the Ford Cougar's product strengths support the Brand Essence, product features are grouped into four key customer-related wants:

- **Driving Dynamics**
- **Safety and Security**
- **Provocative Styling**
- **Interior Package, Controls and Features**

In addition, guidance on offering the customer a test drive can be found at the back of this section (see **'Offering the Test Drive'**, page 38-40).

# Driving Dynamics

*'With Cougar, our aim was to shift the ride-and-handling trade-off curve.*

*Cougar maintains a similar ride quality to the Mondeo GT, while its roadholding, handling characteristics and sheer controllability are further enhanced.'*

MARTIN LUNT,  
Chief Program Engineer



## FEATURE

### 2.0 16V Zetec engine

The 2.0 16V Zetec engine develops 96kW/130PS at 5600rpm and 176Nm maximum torque at 4000rpm\*.

**Outstanding flexibility and strong acceleration as 90% of maximum torque is available between 1200 and 6200rpm.**

*\*See page 93 for more information.*

### 2.5 24V Duratec engine

The 2.5 24V V6 Duratec engine develops 125kW/170PS at 6250rpm and 220Nm maximum torque at 4250rpm\*.

**Operates at 90% of maximum torque between 2000 and 5800rpm.**

*\*See page 93 for more information.*

## KEY FACTS AND CUSTOMER BENEFITS

# Ford

### Showroom Presentation and Test Drive

If you have qualified the customer for the 2.0 litre model, point out the following:

- Outstanding flexibility and strong acceleration.
- Reduced engine noise is achieved through improved structural stiffness, which means greater comfort in all driving conditions.

**Tip:** Point out to the customer the low noise levels in the cabin, both in town and highway conditions.

If your customer wants 6-cylinder power and flexibility point out the following:

- 90% of maximum torque is available between 1200 and 6200rpm, which means outstanding flexibility and strong acceleration.

**Tip:** When the customer is driving along a quiet stretch of road during the test drive, ask them to slow down to a speed where the engine is turning over at 1200rpm. Then ask them to accelerate briskly to experience the flexibility and the smooth delivery of power from such low engine speed.

- 24V configuration provides generous power output and improved fuel economy, largely achieved by another unique feature of the V6 Duratec engine – its dual breathing system.
- Smooth operation, highly efficient and long engine life.
- Whether your prospective customer is interested in the 2.0 or 2.5 litre engine, point out that both have been designed to optimise power delivery and fuel economy.
- They have state-of-the-art engine management packages that make the Ford Cougar a class leader in performance, economy and engine durability.
- Become familiar with the driving and performance characteristics of both engines, so that you can demonstrate their strengths in full.

# Driving Dynamics

*'Our objective was to ensure that Cougar builds on Mondeo's level of refinement - in spite of its wider, low-profile tyres, long doors, large tailgate and revised exhaust package.'*

DR ARMIN ELSPASS,  
Cougar Acoustics Supervisor





## FEATURE

### Engine Management System

Both engines are controlled by the latest generation Ford EEC-V engine management system\*.

**EEC-V provides an efficient operation under all conditions, smoother running and reduced emissions.**

*\*See page 93 for more information.*

### Clutch

Both units have a low-inertia hydraulically-operated clutch.

**The hydraulically-operated clutch offers reduced pedal effort, smoother operation and longer life.**

### Transmission Manual

The 5-speed manual gearbox is operated via a new cable system. The design has a high torque capacity, low internal friction and no service needed on the gearbox oil\*.

**The manual gearbox is designed for low gearshift effort and feel, extended life, low noise levels and has no need for oil changes.**

### Automatic – 24V models only

The 4-speed automatic transmission incorporates an overdrive ratio in top gear and lock-up torque converter. The driver-operated Sports and Economy (S/E) mode switch offers increased control\*.

**The 4-speed automatic transmission incorporates driver-operated Sports and Economy (S/E) modes for increased control and enhanced driving pleasure.**

*\*See page 93 for more information.*

# Ford

## Test Drive

- Reduced pedal effort means smoother operation, less fatigue on long journeys and in heavy traffic conditions.

**Tip:** Ask the customer to think about the pedal pressure and ask them to compare it to their current car.

- The manual gearbox delivers low gearshift effort, a precise feel, low noise and maximum effort.

**Tip:** Ask the customer to make a number of quick gear changes, so the benefits of the smooth and precise shift feel can be experienced.

- By choosing sports or economy mode, the car is always in balance with the customer's preferred driving style. Safety and comfort can be maximised at all times.

**Tip:** Encourage the customer to try all the settings so they can match them to their preferred driving style.

- Engine braking assistance when descending hills means improved safety and less strain on the braking system. Note that this can be especially important if the customer tows a small boat or trailer.

**Tip:** If there is a steep hill on your test route, try to demonstrate this feature.

# Driving Dynamics

*'A sporty driving character was essential – but not enough. Cougar's controls had to impart a sense of deep-rooted integrity, solidity, substance and sophistication. In the same way that a sporty car communicates its handling capabilities, driver and passenger must be aware – constantly – of Cougar's structural integrity and its robustness. Our body and chassis engineers have set out to achieve this through attention to detail and fine-tuning.'*

DR ULRICH EICHHORN,  
Manager,  
Vehicle Dynamics.



## FEATURE

### Suspension

The Ford Cougar's suspension is based upon that of Mondeo, but with virtually every component influencing dynamic performance recalibrated\*.

**The Mondeo-based suspension is recalibrated for greater body control without an adverse effect on ride quality.**

*\*See page 95 for more information.*

## KEY FACTS AND CUSTOMER BENEFITS

# Ford

### Test Drive

- The Ford Cougar's suspension is based on that of the Mondeo, but has a 20% reduction in body roll\*\*. This brings improved comfort and stability.

**Tip:** On a quiet road with plenty of varying bends, drive the customer briskly, but within the speed limit, pointing out the stability and comfort of the car.

- The Ford Cougar absorbs variations in road camber and mid-corner bumps, reducing the likelihood of rear-end breakaway during tight cornering at speed.

**Tip:** Within the speed limit, corner tightly on a quiet piece of road. Explain to your customer that the new suspension layout optimises the posture of the car to the road, particularly on bumpy and uneven road surfaces. If your customer is an enthusiastic driver, encourage him or her to corner briskly to experience the secure vehicle dynamics. Always ensure that the road conditions are suitable and that speed limits are strictly observed.

**Tip:** If your customer raises the issue: "Won't the Ford Cougar drive like a Mondeo?" Point out: "It shares the same Mondeo platform, but that's where the driving similarity ends. Let me demonstrate what I mean..."

### Steering

Both Cougar models are equipped with **variable-rate** power assisted rack-and-pinion steering\*.

**Variable-rate power assisted rack-and-pinion steering means there is an immediate, linear relationship between steering effort and response.**

*\*See page 95 for more information.*

### Braking

The Ford Cougar is equipped with ventilated front and rear disc brakes\*.

**Ventilated front and rear disc brakes provide superior stopping power with reduced fade.**

*\*See page 95 for more information.*

### ABS/EBD/Traction Control

The Ford Cougar is equipped with the latest four channel electronic ABS anti-lock braking with integral Electronic Brake force Distribution (EBD)\*.

**ABS and EBD combine to provide more controlled braking under a variety of conditions.**

Traction Control (TCS), which is standard on 24V models, operates in conjunction with the ABS sensors on each wheel to aid traction and improve vehicle stability\*.

**Traction Control (TCS) aids traction and improves vehicle stability.**

*\*See page 95 for more information.*

- The Ford Cougar is equipped with ventilated front and rear disc brakes. Unusually, both front and rear discs are ventilated for superior stopping power with reduced fade. This means that optimum braking performance is maintained by efficient heat dissipation resulting in less brake fade.

**\*\* Ford test results.**

## **Provocative Style**

*The Ford Cougar is bold, confident and optimistic. We wanted it to satisfy the emotional instinct and exude a certain strength – underlining the car's true driving character while maintaining an air of sophistication. Functionality was a guiding principle. The Ford Cougar had to be spacious and comfortable, yet it was not designed merely to be a four-door saloon derivative. Our goal throughout development was to create a car that was sleek, with classical coupe proportions.'*

DARRELL BEHMER,  
Cougar Chief Designer



## FEATURE

### ***Dynamic Interpretation of Traditional Sports Coupe Styling***

#### ***Exterior Styling***

## KEY FACTS AND CUSTOMER BENEFITS

The New Edge design philosophy brings simplicity, functionality and precision, as well as giving the Ford Cougar a unique personality and distinctive, flowing lines\*.

***New Edge design reflects the precision engineering – and the consequent exceptional dynamic ability – that is hidden under the sheet metal.***

*\*See page 97 for more information.*

The long, sleek front end is enhanced by arrow-shaped swage lines running down the centre of the hood, bold headlamps and a purposeful air intake. On the sides, an impression of movement is created by the crisp intersection of surfaces. At the rear, the triangular theme is continued from the front and sides of the car\*.

***The Ford Cougar's aggressive, dynamic lines give a strong indication of the engineering beneath.***

*\*See page 97 for more information.*

# Ford



### ***Showroom Presentation***

**Tip:** Many customers will be interested in the Ford Cougar because of its distinctive New Edge design. Confirm this during the qualification process.

**Tip:** From a distance of 2-3 metres and a three-quarter view, point out the fresh and exciting overall appearance that is distinctly different from more traditional coupes.

**Tip:** Highlight some of the finer details, for example, the light-cluster and the way the bumpers join the body, following the shape of the lights.

**Tip:** Make sure that you are thoroughly familiar with all of the exterior features and details of the Ford Cougar.

# Safety and Security

*'The sheer power of Ford's computer systems has enabled the adoption of a truly 'whole car' approach to safety.*

*Highly sophisticated computer-modelling techniques have enabled the Ford Cougar's safety engineers to simulate a huge range of accidents and to test thousands of solutions. Not only has this elevated the science of crash energy management, it enables all restraint systems to be fully integrated and fine-tuned to new levels of efficiency.'*

SINT TUN,

Cougar Vehicle Safety Team Leader.



## FEATURE

### Safety

## KEY FACTS AND CUSTOMER BENEFITS

The impressive list of safety systems built into the Ford Cougar are the result of Ford's Dynamic Safety Engineering (DSE) Program, designed to optimise all aspects of active and passive safety\*.

***Ford's Dynamic Safety Engineering (DSE) Program is designed to optimise the Ford Cougar's safety systems.***

*\*See page 99 for more information.*

### Active Safety Features

The Ford Cougar was designed from the outset as an enthusiast's car, so the dynamics have been fine-tuned to appeal to those who enjoy driving. The full complement of active safety features is designed to maximise driver control thus reducing the chances of potentially dangerous situations arising\*.

***The Ford Cougar provides exceptional standards of active safety – with optimised handling and visibility – to help avoid accidents.***

*\*See page 99 for more information.*

### Passive Safety Features

The Ford Cougar's body structure is designed to absorb impact energy in a progressive manner, allowing a controlled deformation of crumple zones to leave the passenger compartment intact. In addition, the restraint system is designed to keep occupants firmly secured in their seats during an impact\*.

***The Ford Cougar is equipped with some of Ford's latest passive safety features designed to reduce the likelihood of injury to occupants during an accident.***

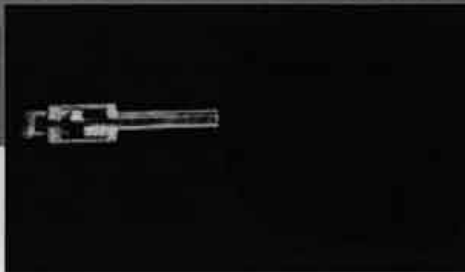
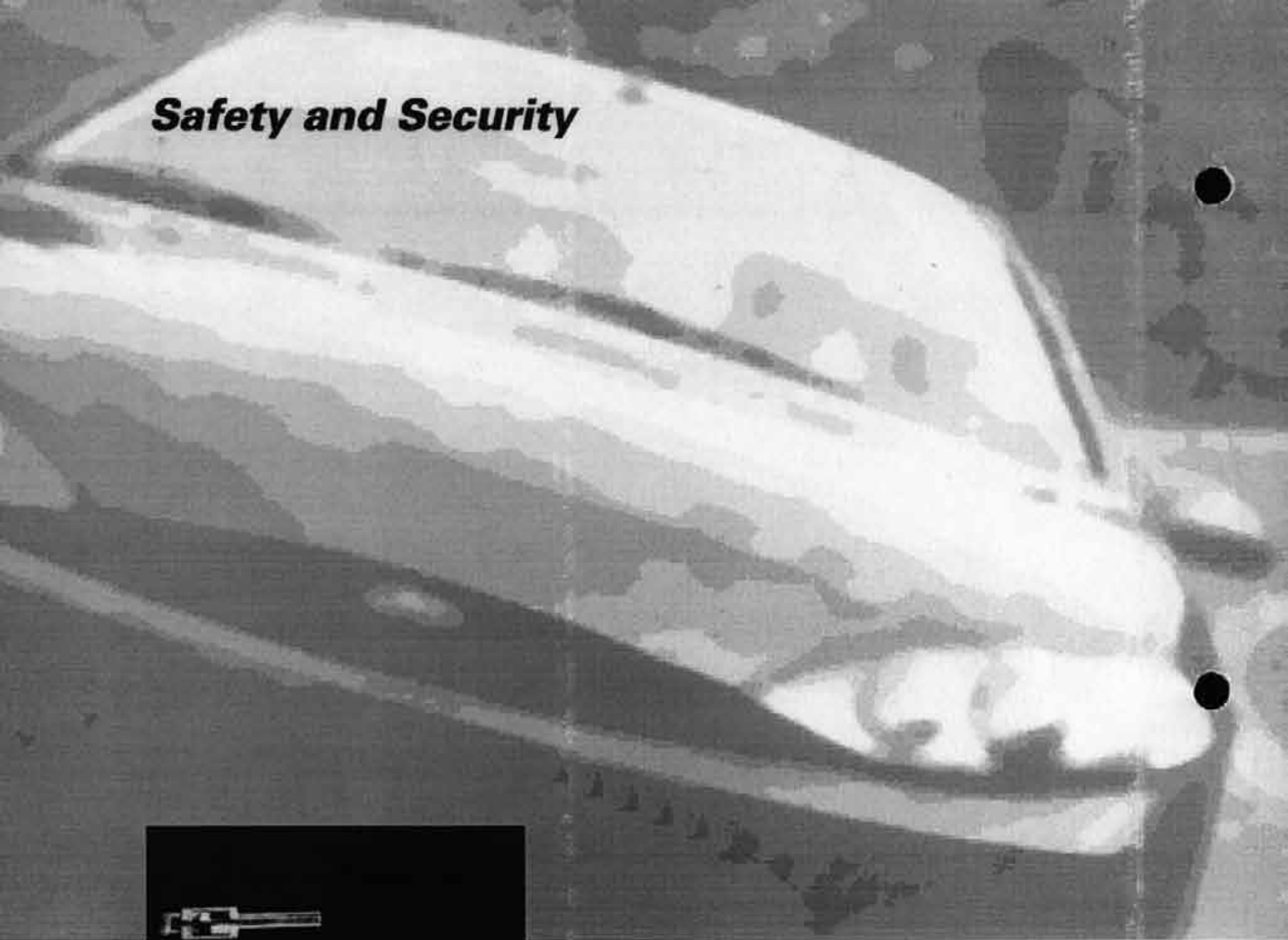
*\*See page 99 for more information.*

# Ford

### Showroom Presentation and Test Drive

**Tip:** During your showroom presentation or test drive, you should mention the benefits of the Ford Cougar's class-leading safety features. For example, the fully integrated restraint system consisting of driver's and front passenger Front Airbags, combined with Load-Limiting Front Seat Belt Retractors and Dual-Mode Autolock Retractors.

# **Safety and Security**





## FEATURE

### Security

Not yet

## KEY FACTS AND CUSTOMER BENEFITS

The key operates the central <sup>double</sup> locking, which includes the tailgate, via both front door locks. All of the lock mechanisms are protected from interference. ~~Double locking, which prevents the doors being opened from inside the car, is available in conjunction with the perimeter alarm.~~ The standard perimeter alarm is armed automatically by the remote central locking. ~~An optional volume sensing alarm is also available.~~



**The Ford Cougar has a high level of standard anti-theft protection, which can be enhanced with double locking and a volume sensing alarm.**



*\*See page 101 for more information.*

### Engine immobiliser (PATS)

The Ford Cougar is equipped with the latest generation electronic Passive Anti-Theft System (PATS) to prevent the engine being started without the correct coded key. The new two key PATS system eliminates the need for a red master key, avoiding inconvenience if lost\*.

**PATS provides the Ford Cougar with reliable and efficient anti-theft protection with no specific action required from the driver. The new key system boosts convenience.**

*\*See page 101 for more information.*

### Visible VIN Plate

The Ford Cougar has a Vehicle Identification Number (VIN) which is clearly visible through the windshield\*.

**The visible VIN deters theft.**

*\*See page 101 for more information.*

### Audio Security

Each Ford Cougar's audio unit features a large bezel and enlarged DIN size aperture which serve as a useful deterrent to theft. In addition, there is a keycode system, removable front panel and the capacity to store the vehicle registration or VIN number in the unit's electronic display\*.

**Each Ford Cougar is equipped with a multi-layered protection system for the audio unit.**

*\*See page 101 for more information.*

# Ford

### Showroom Presentation

• If your customer expresses an interest in security at the beginning of the test drive, demonstrate the operation and functionality of the security system.

**Tip:** Complete this prior to the test drive as the customer will be more interested at this stage and you will want to move on to closing the sale later on.

**Tip:** Always demonstrate all of the central locking and security system functions at the point of delivery.

• Ensure that the customer is aware that for extra peace of mind it is advisable to buy an additional blank key. However, you may consider supplying a spare key in the delivery charge.

• Without a spare key, the loss of one of the two original supplied keys will result in no facility to code spares. Customers will then need assistance from a dealer to replace a coded key, which could be very costly.

• Another bonus for the customer is that the same sequential insertion procedure used to program a key can be used to de-activate it again. This key can then be used to lock and unlock the doors by, for example, a hotel porter.

# *Interior Package, Controls and Features*



## FEATURE

## KEY FACTS AND CUSTOMER BENEFITS



### **New Edge Design Interior**

The New Edge design theme is continued inside the car, with a highly precise look that is both simple and functional. Easy access was a key consideration\*.

**The New Edge interior is immediately identifiable as belonging to the Ford Cougar.**

*\*See page 103 for more information.*

### **Ergonomics, Functionality and Access**

New Edge Design continues inside the Ford Cougar. In line with the philosophy behind the dynamics and exterior design, everything inside the Ford Cougar is functional and sporty\*.

**The continuation of the New Edge theme on the interior clearly differentiates the Ford Cougar from the Mondeo.**

*\*See page 103 for more information.*

### **Seating/Comfort**

Space and comfort inside the Ford Cougar is on a par with many similarly-sized saloon cars. Sports contoured seats provide excellent support, whilst many other thoughtful design details enhance versatility and safety\*.

**The Ford Cougar is designed to transport four adults and their luggage in comfort and safety.**

*\*See page 103 for more information.*

### **Climate Control**

The Ford Cougar's highly effective heating and ventilation system - including standard air conditioning and a MicronAir filter - is designed to keep the atmosphere in the car pleasant at all times\*.

**Enhanced comfort and safety result from the Ford Cougar's high standard level of climate control features.**

*\*See page 105 for more information.*

### **Door Mirrors**

The Ford Cougar is equipped with power adjustable and heated door mirrors for enhanced safety and convenience\*.

**Power adjustable and heated door mirrors help improve safety and convenience.**

*\*See page 105 for more information.*

### **Showroom Presentation**

**Tip:** Demonstrate the ease of access, even with the driver's seat positioned as far forward as possible.

### **Showroom Presentation and Test Drive**

**Tip:** Check with your customer if rear seat passengers will be carried. If so, make sure that your customer experiences the rear seat ride comfort and leg room.

**Tip:** During your demonstration be sure to show your customer how quickly the car's air conditioning cools the interior.

## ***Interior Package, Controls and Features***



## FEATURE

## KEY FACTS AND CUSTOMER BENEFITS

Ford

### Stowage

The large liftback tailgate, numerous stowage areas and 50/50 split rear seat back mean versatility and accessibility are exceptional for a sports coupe. Luggage capacity is equally impressive, at 410 litres with the seats folded\*.

***The Ford Cougar has saloon-like versatility, accessibility and luggage capacity.***

*\*See page 105 for more information.*

### Windows

The Ford Cougar has a large glass area for a spacious feel. In addition, other features, such as the optional Quickclear electrically heated windshield and standard power windows, aid both safety and convenience\*.

***The Ford Cougar's large windows include many important safety and convenience features.***

*\*See page 105 for more information.*

### Audio Systems

Both Ford Cougar models feature a standard large bezel Ford 5000 radio/cassette system, with other optional systems, including CD players, available. All units feature RDS and EON\*.

***The standard Ford 5000 audio features a radio and cassette player with RDS/EON. Other units are available options.***

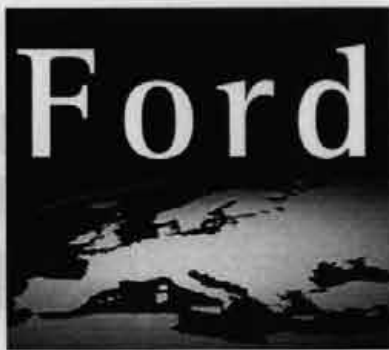
*\*See page 105 for more information.*

### Showroom Presentation and Pre-Test Drive

**Tip:** If your customer has shown an interest in load carrying, make sure that you demonstrate the large trunk and flexibility for additional baggage with the fold-down rear seat.

**Tip:** Check which type of music your customer prefers before starting the test drive, e.g. rock, jazz or classical. You can then have a range of tapes or CD's to demonstrate the ease-of-use and quality of the audio systems en-route.

***Offering the Test Drive***



ACADEMY

TRAINING IN EUROPE

# COUGAR - *an exhilarating drive*



## **Test Drives**



### **Customer Satisfaction Standard 3**

**All customers will be offered a test drive.**

Customers who take a test drive are more appreciative, more likely to buy.

It's important that the demonstrator fleet is maintained in immaculate condition.

### **Why should everyone be offered a test drive?**

Every customer should be offered a test drive to increase the feeling that this is "their vehicle", and to give the vehicle a chance to reinforce the benefits highlighted during your presentation. The only exception is the customer who wants to purchase straight away – in this case you should conclude the sale immediately.

The test drive is particularly important for indecisive customers, or customers who are reluctant to commit themselves to a vehicle or are shopping around.

### **Offering a test drive will:**

- demonstrate COUGAR'S superior drive quality
- increase the feeling that this is their vehicle
- reinforce the benefits highlighted during the presentation.

*Getting a customer physically involved with the vehicle develops a sense of ownership.*

### **How do you get agreement to a test?**

The best time to offer a test drive is when the customer is seated in the driver's seat, during the vehicle presentation. This is when they are most likely to be in the mood for trying the vehicle out on the road.

### **When should the test drive take place?**

If the vehicle in which the customer is interested is available it is best to arrange for an immediate test drive, while you have the customer's interest and attention. If this is not possible then establish a firm appointment for the customer to drive the car, and ensure this is kept from our side i.e. the vehicle is available at the agreed time.

With Cougar it is important that the car is available to drive, the driving characteristics of Cougar will establish a clear superiority over our target competitors.

It is more important to have a Cougar available for test driving than a showroom car.



## **COUGAR - *an exhilarating drive***

***Everything possible should be done to emphasise the fact that this car is available to be driven. Factors that should be considered are its positioning on the site, use of display boards in the vehicle itself and around it to reinforce the message that COUGAR is an exhilarating drive and that this vehicle is available to be driven.***

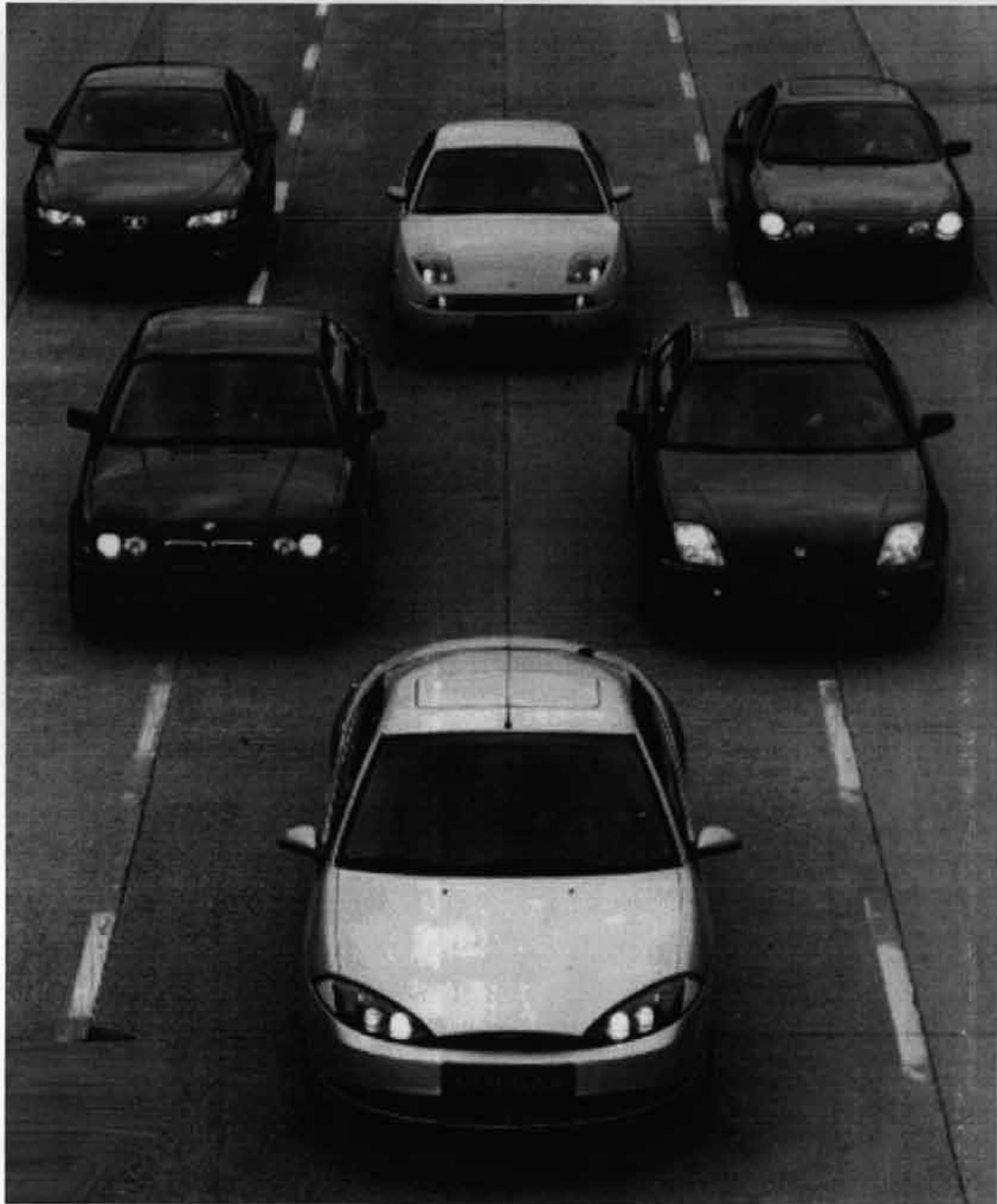
### ***Conducting a Test Drive***

***These are a few basic guidelines for conducting a test drive.***

- Before you start the test drive, always confirm the type of driving the customer normally experiences. Use this information to ensure that you tailor the test drive to individual customer needs.
- Make sure the demonstrator is clean – inside and out - in perfect mechanical order and adequately fuelled.
- You drive first. As you start Cougar point out the basic controls.
- Follow a planned route or drive to the customer's home and park outside. A well planned route is essential and will ensure that you cover all the necessary road conditions to allow the customer to make a complete evaluation of this vehicle's superb performance on the road. It should take 15-20 minutes to complete, and should include stop & go traffic, residential areas, uneven roads, hills and open road. Again, the emphasis should be on establishing a route that highlights Cougar's strong handling and performance.
- Make sure you drive carefully, obeying all traffic laws, avoiding jerky stops or starts. Show courtesy to pedestrians and other road users.
- After 2-3 minutes, suggest that the customer takes over the wheel.  
Do not have the customer "slide over", you and the customer should get out of the vehicle to change seats. This is both safer and more professional. Demonstrate the seat adjustment and make sure the customer is comfortable. Point out and explain the essential controls, which they may not be familiar with, especially lights, indicators and wipers. Do not confuse them at this point with the other controls in the cabin.
- While the customer is driving, keep your talk to a minimum but answer any questions the customer asks. Let Cougar sell itself and let the customer develop a sense of ownership, how good it would be to own this car. Listen for reactions, when they make approving comments about any features, reinforce the benefits of those features by supporting the customer's positive comments; for example, "That's right, the car handles very smoothly and securely in tight cornering situations".
- Remember the test drive is a powerful closing opportunity. When you have established that you have satisfied and dealt with all the issues for a particular customer - ask for the order!



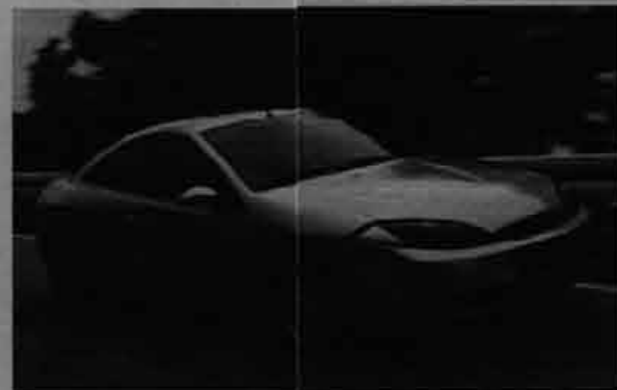




**FORD  
COUGAR**

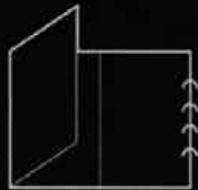


**FORD  
COUGAR**





COUGAR





# Ford COUGAR versus the competition

On the following pages the Ford cougar is compared with five leading large coupe competitors; all being evaluated both dynamically and statically. The driving appraisal was conducted by a cross-section of potential Ford Cougar buyers and took in a variety of roads and surfaces.

Each drive was undertaken on a back-to-back basis, using the same road and weather conditions for every model in order to ensure consistency. Each car was driven through a sequence of road tests in order to evaluate its dynamic abilities.

The comparison is divided into five page sections per competitor:

- Dynamic photography
- Static exterior and interior photography
- Dynamic assessment
- Performance and dimensions
- Features and specification



## Ford Cougar Selling Skills

A thorough understanding of who the Ford Cougar's competitors are, and what they have to offer, will give you a vital edge when trying to win a sale. Therefore, this section includes comparisons between the Ford Cougar and its five leading competitors. You should also endeavour to expand your knowledge by obtaining and studying competitor sales brochures, and even taking a test drive should time permit.

**REMEMBER** – never criticise the competition when talking to a prospective Ford Cougar driver. You should, instead, establish what the customer likes about these products; for example, the styling or comfort, and present these aspects of the Ford Cougar to the customer. Emphasising Ford Cougar's strengths will be more effective in winning a sale than reinforcing the relative weaknesses of the competition.

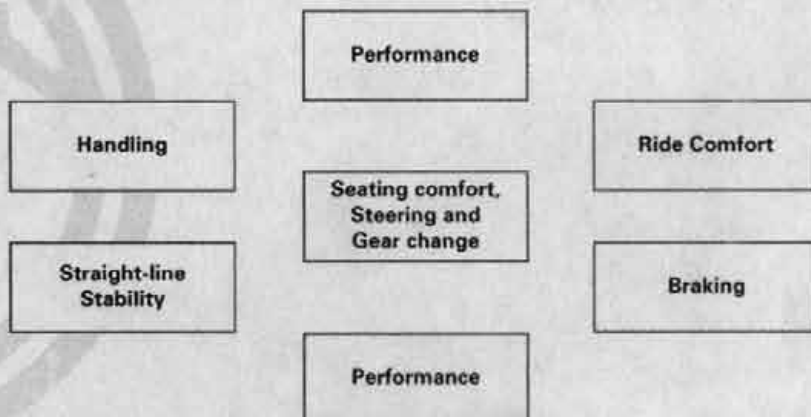
The following cars were selected for this comparison\*:

- Peugeot 406 Coupe • Fiat Coupe
- BMW 3 Series Coupe • Honda Prelude • Toyota Celica

\* Note: Opel does not currently have an offering in this class. The Calibra was deleted in 1997 and its Astra-based replacement is not due until 1999.

## LEGEND

Dynamic Photography





# Ford COUGAR *Dynamic Strengths*

## **DYNAMIC FACTORS**

## **FORD COUGAR'S DYNAMIC TEST RESULTS**

### ***Engine Performance***

The Ford Cougar's 2.0 litre unit ran smoothly, with good pick-up from low engine speeds. There was an overtly sporty exhaust note when driving hard, which became an unobtrusive background hum at cruising speeds.

### ***Handling***

This was where the Ford Cougar really excelled against the competition. Rapid lane changes and tight bends did not upset the superb balance of the finely tuned chassis. Cornering was extremely flat and the car remaining poised at all times.

### ***Steering***

Another area where the Ford Cougar excelled: light and accurate, with positive feedback. Steering responses were always directly proportional to inputs from the driver.

### ***Gear Changing***

The gear lever was ideally positioned for rapid changes, and the action was light and positive. Shift quality was exemplary.

### ***Braking***

The Ford Cougar pulled-up rapidly, always imparting a feeling of confidence in the driver. Front and rear ventilated discs ensured there was no brake fade during high-speed stopping.

### ***Ride Comfort***

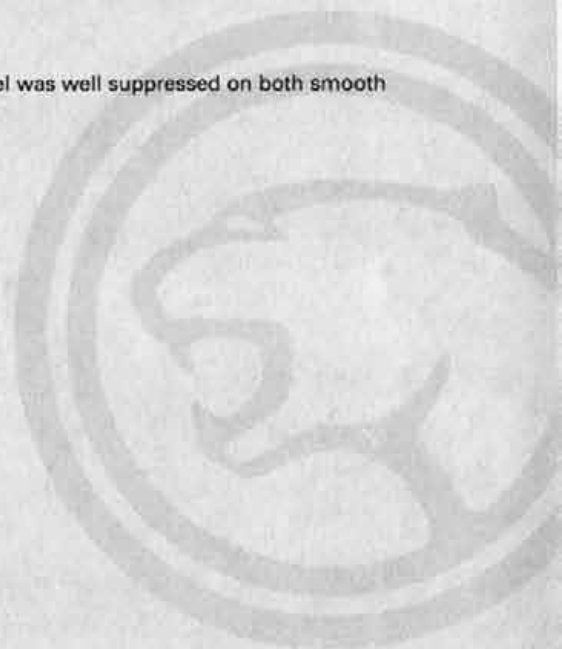
Ride comfort was very good – especially when the Ford Cougar's flat cornering characteristics were taken into account. The Ford Cougar's engineers have struck an ideal balance between poised handling and excellent ride quality.

### ***Seat Comfort***

Hard cornering showed just how well the lateral support in the driver's seat held the occupant firmly – and safely – in place. Rear seat access was competitive for this class, as was head room and leg room.

### ***Noise, Vibration and Harshness***

Vibration through the chassis and steering wheel was well suppressed on both smooth and uneven surfaces.



**PEUGEOT  
406 COUPE**

**PEUGEOT  
406 COUPE**









## **Ford COUGAR versus Peugeot 406 Coupe**

Good looks, a capable chassis and generous accommodation all add up to the Peugeot 406 Coupe being a strong challenger in this class. The only real weakness is somewhat strained performance from the 2.0 litre engine – and those wishing for more power and refinement must pay a significant price premium for the 3.0 litre model. Also, although the instrument cluster features chrome-rimmed dials, the fascia was obviously derived from the sedan bodystyle – unlike the Ford Cougar's unique-design binnacle. In conclusion, the 406 Coupe's heavy kerbweight, classic styling and relatively soft suspension point to the car being more of a Grand Tourer than a true sports coupe.

### **DYNAMIC FACTORS**

#### **Engine Performance**

### **406 COUPE'S DYNAMIC TEST RESULTS**

The 2.0 litre unit was very smooth although somewhat loud at higher engine speeds. This was unfortunate as this relatively heavy car needed all the revs it could get to extract respectable performance from the 135PS unit.

#### **Handling**

Although feeling more like a Grand Tourer than a sports coupe, the 406 handled very predictably during rapid changes of direction. The car flowed through tight corners in a very composed manner, with a minimum of body roll and no front wheel scrub.

#### **Steering**

The steering felt commendably well balanced – under both hard cornering and at high speeds. The steering wheel was a little larger than might be desired, again possibly due to the Grand Touring character of the car.

#### **Gear Changing**

Gear changing was light, fast and accurate.

#### **Braking**

The brakes required too much effort at low speeds. However, stopping from higher speeds proved that they were, in fact, very powerful; stopping the car quickly and in a controlled manner – on all road surfaces. Its ABS braking was particularly effective when stopping rapidly on very uneven surfaces.

#### **Ride Comfort**

The Peugeot's ride was biased towards comfort, which sometimes compromised its sporting aspirations. This said, only extreme manoeuvres induced any loss of body control or front wheel grip.

#### **Seat Comfort**

The front and rear seats were very comfortable, but rear headroom was no more than adequate for a large coupe. A lack of sufficient side bolster support caused the driver to slide sideways in the seat under hard cornering.

#### **Noise, Vibration and Harshness**

Though generally acceptable, the rather harsh engine note was very intrusive under hard acceleration.



# Ford COUGAR versus Peugeot 406 Coupe

DYNAMIC FACTORS	FORD COUGAR		PEUGEOT 406 COUPE	
	2.0 16V Zetec	2.5 24V V6 Duratec	2.0	3.0 V6
<b>Powertrain</b>				
Engine (cc - cylinders)	1988 1998 4	2544 - 6	1998 - 4	2946 - 6
Camshafts	DOHC	Twin DOHC	DOHC	DOHC
Power output (kW/PS)	96/130	125/170	97/135	140/194
@ rpm	5600	6250	5500	5500
Maximum torque (Nm)	176	220	180	267
@ rpm	4000	4250	4200	4200
<b>Performance*</b>				
Top speed (km/h)	209	225	205	235
Acceleration 0-100km/h (secs)	10.32	8.6	10.4	7.9
<b>Fuel Economy (litres/100km)*</b>				
Combined	8.32	9.0-9.5	9.4	10.9
CO <sup>2</sup> Emissions (g/km)	195	225	223	260
<b>Dimensions</b>				
<b>Exterior (mm)</b>				
Overall length	4699		4615	
Wheelbase	2704		2700	
Overall height	1325		1352	
Overall width - incl. mirrors	2032		1960	
-excl. mirrors	1769		1780	
Front track	1506		1511	
Rear track	1491		1525	
Kerb weight (kg)	1291	1391	1415	1533
Turning circle - kerb-to-kerb	11.3	NP		NP
- wall-to-wall	11.9	10.9		11.95
<b>Interior (mm)</b>				
<b>Front</b>				
Head room	938		862	
Leg room	875		1070	
Shoulder room	1081		1392	
<b>Rear</b>				
Head room	881		806	
Leg room	843		910	
Shoulder room	1304		1234	
<b>Load compartment VDA (litres)</b>				
<b>Luggage capacity</b>				
- seats up	410	350	390	
- seats folded		930	NP	

\* Manual gearbox-equipped models.

Note: Ford Cougar performance and economy figures are subject to homologation.



# Ford COUGAR versus Peugeot 406 Coupe

FEATURES		FORD COUGAR		PEUGEOT 406 COUPE		
		2.0 16V Zetec	2.5 24V V6 Duratec	2.0	3.0	
<b>Mechanical/Functional</b>	<del>Handbrake</del> Speed-sensitive power assisted steering	S	S	S	S	
	Rear disc brakes	ventilated	ventilated	solid	solid	
	Stereo radio/cassette player with RDS/EON	S	S	S	S	
	Steering wheel mounted audio remote control	-	-	S	S	
	<b>Exterior</b>					
	Frameless doors	yes	yes	yes	yes	
	? Front spoiler ?	bodycolor	bodycolor	black	black	
	Hatchback	S	S	-	-	
	Front fog lamps	O	<del>O</del> S	S	S	
	Bodycolor door mirrors	S	S	-	-	
	Bodycolor door handles	S	S	S	S	
	Alloy wheels	S	S	S	S	
	Standard wheel size	16"x6.5" 15"x6"	16"x6.5"	15"x6.5"	15"x6.5"	
	Standard tyre size	205/60 215/50	255/50 215/50	205/60	215/55	
<b>Interior</b>	Driver's seat power height adjust	S	S	-	-	
	Leather trimmed steering wheel	S	S	-	-	
	Rake/reach adjustable steering column	S/-	S/-	S/S	S/S	
	Power front windows with one-shot down operation	driver's	driver's	S	S	
	Power/heated door mirrors	S/S	S/S	S/S	S/S	
	Trip computer	S	S	-	-	
	Folding rear seat back	50/50	50/50	60/40	60/40	
	Air conditioning	S	S	S	S	
	Air recirculation	S	S	S	S	
	External temperature gauge	<del>S</del> S	<del>S</del> S	S	S	
	Pollen filter	S	S	S	S	
	Rear seat heating ducts	S	S	-	-	
	<b>Safety/Security</b>	ABS anti-lock braking	S	S	S	S
		Electronic Brake force Distribution	S	S	-	-
		Traction Control	O	S	-	-
Airbags - driver/passenger - front side		S/S ** S	S/S S	S/S O	S/S O	
Load-limiting front seat belt retractors		S	S	-	-	
Central locking + double		S	S	remote	remote	
Alarm system		S	S	S	S	
Engine immobilisation		S	S	S	S	
Visible VIN plate		S	S	S	S	

S = Standard. O = Optional. -- Not Available. NP = Not published in manufacturer's literature. N/A = Not applicable.

\*\* head + chest

**FIAT  
COUPE**

**FIAT  
COUPE**







## **Ford COUGAR versus Fiat Coupe**

The Fiat will appeal to the driving enthusiast, with its responsive engines, precise handling and accurate steering. It exudes a sporting quality with some innovative finishes, from the full width hood top with inset headlamps to the exposed bright F1 style fuel filler cap. However the car also has some significant negative points. Although the front seats provide good thigh support they lack any height adjustment. In addition, rear accommodation is very limited and the rear seat back only folds down on one side, limiting luggage space. Further, some detail features disappoint, such as the hard-to-read instrument dials, small door mirrors and the poor backlite wiper sweep, which impair rear view vision.

### **DYNAMIC FACTORS**

#### **Engine Performance**

The torquey 5-cylinder 20-valve engine in the Fiat Coupe was the highlight of a very sporty car. Although relatively quiet when cruising, the unit took on an addictive snarl when wound up to high revs.

#### **Handling**

The Fiat had very high levels of grip – inspiring driver confidence in both wet and dry conditions. Handling was predictable and controllable on all corners and cambers, and it was very difficult to induce oversteer.

#### **Steering**

The steering wheel looked purpose-designed for enthusiastic driving. The same could be said of the steering geometry, which was direct and excellently weighted. However, bump-steer was evident when driving rapidly on uneven surfaces.

#### **Gear Changing**

A very sporty action, with light shifts, encouraged frequent use of the well-shaped gear knob. The only problem was a long throw to reach fifth gear.

#### **Braking**

Powerful brakes meant rapid, controlled stops. This said, when the ABS system cut-in, brake pedal 'shudder' was more evident than on the other cars tested.

#### **Ride Comfort**

This was one of the few chinks in the Fiat's armour. Whilst generally acceptable, the ride suffered considerably when the car was driven rapidly on uneven or undulating surfaces. This could have been due to its stiff suspension settings and short wheelbase.

#### **Seat Comfort**

Whilst comfortable, the driver's seat offered poor lateral support; the result of which was felt particularly under hard cornering.

#### **Noise, Vibration and Harshness**

The Fiat Coupe did an adequate job of minimising NVH. However, tyre, wind and engine noise was the loudest of all cars tested.





# Ford COUGAR versus Fiat Coupe

DYNAMIC FACTORS	FORD COUGAR		FIAT COUPE	
	2.0 16V Zetec	2.5 24V V6 Duratec	2.0 20V	2.0 20V Turbo
<b>Powertrain</b>				
Engine (cc - cylinders)	1998 4	2544 - 6	1998 - 5	1998 - 5
Camshafts	DOHC	Twin DOHC	DOHC	DOHC
Power output (kW/PS)	96/130	125/170	108/147	162/220
@ rpm	5600	6250	6100	5750
Maximum torque (Nm)	176	220	188	310
@ rpm	4000	4250	4500	2500
<b>Performance*</b>				
Top speed (km/h)	209	225	212	250
Acceleration 0-100km/h (secs)	10.3	8.6	8.9	6.5
<b>Fuel Economy (litres/100km)*</b>				
Combined	8.3	9.6	9.8	10.1
CO <sup>2</sup> Emissions (g/km)	195	225	NP	NP
<b>Dimensions</b>				
<b>Exterior (mm)</b>				
Overall length		4699		4250
Wheelbase		2704		2540
Overall height		1325		1340
Overall width – incl. mirrors		2032		1825
– excl. mirrors		1769		1768
Front track		1506	1483	1491
Rear track		1491		1468
Kerb weight (kg)	1291	1342	1345	1385
Turning circle – kerb-to-kerb	11.3	NP	10.3	11.4
– wall-to-wall	11.9	10.9		NP
<b>Interior (mm)</b>				
<b>Front</b>		938		
Head room		879		968
Leg room		1081		NP
Shoulder room		1368		NP
<b>Rear</b>				
Head room		881		887
Leg room		843		NP
Shoulder room		1304		NP
<b>Load compartment VDA (litres)</b>				
Luggage capacity				
– seats up	410	350		295
– seats folded		930		N/A

\* Manual gearbox-equipped models.

Note: Ford Cougar performance and economy figures are subject to homologation.



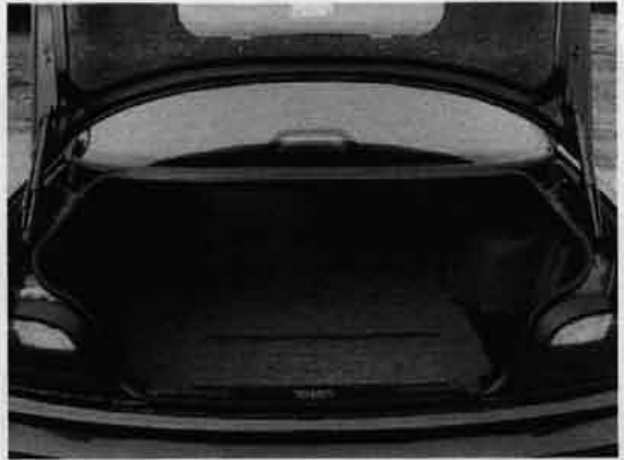
# Ford COUGAR versus Fiat Coupe

FEATURES		FORD COUGAR		FIAT COUPE		
		2.0 16V Zetec	2.5 24V V6 Duratec	2.0 20V	2.0 20V Turbo	
<b>Mechanical/ Functional</b>	<i>Variable rate.</i> Speed sensitive power assisted steering	S	S	-	-	
	Power assisted steering	-	-	S	S	
	Rear disc brakes	ventilated	ventilated	solid	solid	
	Stereo radio/cassette player with RDS/EON	S	S	O	O	
<b>Exterior</b>	Frameless doors	yes	yes	-	-	
	Front spoiler	bodycolor	bodycolor	black	black	
	Hatchback	S	S	-	-	
	Front fog lamps	O	O	S	S	
	Bodycolor door mirrors	S	S	S	S	
	Bodycolor door handles	S	S	-	-	
	Alloy wheels	S	S	S	S	
	Standard wheel size	<del>15" x 6"</del>	16" x 6.5"	15" x 6.5"	16" x 7"	
	Standard tyre size	<del>205/60</del>	<del>265/50</del> 215/50	205/50	205/50	
<b>Interior</b>	Driver's seat power height adjust	S	S	-	-	
	Leather trimmed steering wheel	S	S	S	S	
	Rake/reach adjustable steering column	S/-	S/-	S/S	S/S	
	Power front windows with one-shot down operation	driver's	driver's	S	S	
	Power/heated door mirrors	S/S	S/S	S/S	S/S	
	Trip computer	S	S	-	-	
	Folding rear seat back	50/50	50/50	-	-	
	Air conditioning	S	S	S	S	
	Air recirculation	-	-	S	S	
	Pollen filter	S	S	S	S	
	Rear seat heating ducts	S	S	-	-	
	<b>Safety/ Security</b>	ABS anti-lock braking	S	S	S	S
		Electronic Brake force Distribution	S	S	-	-
Traction Control		O	S	S/S	S/S	
Airbags - driver/passenger - front side		S/S	S/S	S/S	S/S	
Load-limiting front seat belt retractors		S	S	S	S	
Central locking		S	S	S	S	
Alarm system		S	S	S	S	
Engine immobilisation		S	S	S	S	
Visible VIN plate		S	S	S	S	

S = Standard. O = Optional. -- = Not Available. NP = Not published in manufacturer's literature. N/A = Not applicable.

**BMW  
COUPE**

**BMW  
COUPE**







# Ford COUGAR versus BMW 3 Series Coupe

Although many people see the 3 Series Coupe as a classic BMW design, this once class-leader now looks somewhat dated when parked next to newer competitors; perhaps because it bears too close a resemblance to its sedan stablemate. Though ergonomically 'sound', the 3 Series has a rather boxy looking fascia and its seats look unappealing. Dynamically, the car is fine except when cornering in the wet, when its light rear end becomes unpredictable.

## DYNAMIC FACTORS

### Engine Performance

The 1.9 litre engine felt very strong, with a sporting exhaust note when pushed. Although lacking the refinement of a BMW 'six', the 318iS felt as if it was designed to be used in a vigorous manner.

### Handling

This car was the only one in the group with rear-wheel drive. It felt very well balanced in the dry, but did not inspire confidence in the wet, when its light rear end threatened to break loose if the car was pushed.

### Steering

The steering was excellently weighted and communicated very well with the driver. However, the steering wheel diameter felt too large and the rim was too thin for a sporty car.

### Gear Changing

The gearchange was acceptable, with a slightly notchy feel. The gearshift lever was well-placed and had a short throw.

### Braking

The brakes felt very progressive, bringing the car to a halt quickly and in a straight line.

### Ride Comfort

The 318iS has slightly soft suspension. As a result its ride comfort felt above average for a sporty car. Uneven road surfaces were absorbed with relative ease.

### Seat Comfort

The driver's seat was firm and comfortable. Rear seating was a mixture of good and bad points: it was the only car in the test with three rear seat belts, but centre seat comfort was compromised by the intrusion of the transmission tunnel into the rear compartment. Head room was generous, but access was made difficult by the high door sill and rear leg room was reduced because passengers could not put their feet under the front seats.

### Noise, Vibration and Harshness

The BMW exhibited excellent NVH characteristics, with well suppressed chassis noise and an engine that sounded smooth and refined at all times.



# Ford COUGAR versus BMW 3 Series Coupe

DYNAMIC FACTORS	FORD COUGAR		BMW 3 SERIES COUPE	
	2.0 16V Zetec	2.5 24V V6 Duratec	318iS	323i
<b>Powertrain</b>				
Engine (cc - cylinders)	1998 - 4	2544 - 6	1895 - 4	2494 - 6
Camshafts	DOHC	Twin DOHC	DOHC	DOHC
Power output (kW/PS)	96/130	125/170	103/140	125/170
@ rpm	5600	6250	6000	5500
Maximum torque (Nm)	176	220	180	245
@ rpm	4000	4250	4300	3950
<b>Performance*</b>				
Top speed (km/h)	209	225	213	227
Acceleration 0-100km/h (secs)	10.3	8.6	10.2	8.0
<b>Fuel Economy (litres/100km)*</b>				
Combined	8.3	9.6	8.0	9.0
CO <sup>2</sup> Emissions (g/km)	195	225	190	213
<b>Dimensions</b>				
<b>Exterior (mm)</b>				
Overall length	4699		4433	
Wheelbase	2704		2700	
Overall height	1325		1366	
Overall width - incl. mirrors	2032		1875	
- excl. mirrors	1769		1710	
Front track	1506		1408	
Rear track	1491		1421	
Kerb weight (kg)	1291	1342	1335	1385
Turning circle - kerb-to-kerb	11.3	NP	NP	NP
- wall-to-wall	11.9	10.9	10.4	NP
<b>Interior (mm)</b>				
<b>Front</b>				
Head room	938	879	960	
Leg room	1081		NP	
Shoulder room	1368		1412	
<b>Rear</b>				
Head room	881		930	
Leg room	843		NP	
Shoulder room	1304		1394	
<b>Load compartment VDA (litres)</b>				
Luggage capacity	410		405	
- seats up	350		NP	
- seats folded	930		NP	

\* Manual gearbox-equipped models.

Note: Ford Cougar performance and economy figures are subject to homologation.



# Ford COUGAR versus BMW 3 Series Coupe

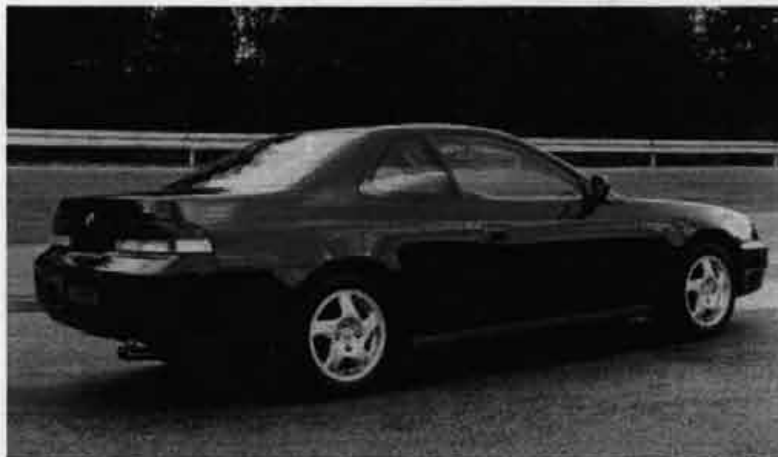
FEATURES		FORD COUGAR		BMW 3 SERIES COUPE		
		2.0 16V Zetec	2.5 24V V6 Duratec	318iS	323i	
<b>Mechanical/ Functional</b>	<del>Speed-sensitive power</del> assisted steering	S	S	-	-	
	Power assisted steering	-	-	S	S	
	Rear disc brakes	ventilated	ventilated	solid	ventilated	
	Stereo radio/cassette player with RDS/EON	S	S	O	O	
<b>Exterior</b>	Frameless doors	yes	yes	yes	yes	
	Bodycolor front spoiler	S	S	O	O	
	Hatchback	S	S	-	-	
	Front fog lamps	O	O	O	S	
	Bodycolor door mirrors	S	S	S	S	
	Bodycolor door handles	S	S	-	-	
	Opening rear 3/4 windows	-	-	S	S	
	Alloy wheels	S	S	S	S	
	Standard wheel size	<del>15" x 6"</del>	16" x 6.5"	15" x 7"	15" x 7"	
	Standard tyre size	<del>205/60</del>	215/50	205/60	205/60	
<b>Interior</b>	Driver's seat power height adjust	S	S	-	-	
	Leather trimmed steering wheel	S	S	S	S	
	Rake/reach adjustable steering column	S/-	S/-	-/-	S/-	
	Power front windows with one-shot down operation	driver's	driver's	S	S	
	Power/heated door mirrors	S/S	S/S	S/S	S/S	
	Trip computer	S	S	O	O	
	Service interval indicator	-	-	S	S	
	Fuel economy indicator	-	-	S	S	
	Folding rear seat back	50/50	50/50	-	-	
	Air conditioning	S	S	O	O	
	Pollen filter	S	S	-	-	
	Rear seat heating ducts	S	S	S	S	
	<b>Safety/ Security</b>	ABS anti-lock braking	S	S	S	S
		Electronic Brake force Distribution	S	S	-	-
Traction Control		O	S	O	O	
Airbags - driver/passenger - front side		S/S S	S/S S	S/S S	S/S S	
Load-limiting front seat belt retractors		S	S	-	-	
Central locking		S	S	S	S	
Alarm system		S	S	-	-	
Engine immobilisation		S	S	S	S	
Visible VIN plate		S	S	S	S	

S = Standard. O = Optional. - = Not Available. NP = Not published in manufacturer's literature. N/A = Not applicable.



**HONDA  
PRELUDE**

**HONDA  
PRELUDE**







# Ford COUGAR versus Honda Prelude

The Honda Prelude is well balanced and easy to drive. In particular, the engine shows a willingness to rev, with a very sporty exhaust note. However, the limitations of the chassis become evident if the car is driven hard. On a more practical side, the interior fittings are rather uninspiring, the handbrake is poorly positioned, and travelling in the cramped rear compartment is not be an experience to approach with relish.

## DYNAMIC FACTORS

### Engine Performance

The 2.0 litre unit exhibited a smooth delivery of power, spinning easily to the red line whilst emitting a sporty growl at higher revs. Acceleration felt brisk, rather than rapid, aided by the Prelude's low kerb weight.

### Handling

The Prelude was an easy car to drive quickly on smooth roads, inspiring confidence with good road feel and high levels of grip. On uneven surfaces, however, limited suspension travel and a short wheelbase combined to create uncomfortable progress, with considerable pitching over undulations. Those looking for real performance would have to look to the more expensive 2.2 litre VTEC model.

### Steering

The steering felt light, accurate and very communicative. The only criticism centred on the cheap-feeling plastic steering wheel and 'shake' felt through the wheel on poor surfaces.

### Gear Changing

Gear shifting was light and positive. The short throw encouraged use of the lever even when it was not strictly necessary.

### Braking

Like the gearchange, the brakes in the Prelude were positive, light and easy to use. Braking never felt less than controlled and firm.

### Ride Comfort

Ride comfort was good on even surfaces, but deteriorated significantly over bumpy or rough roads.

### Seat Comfort

The driver's seat was a big disappointment. The short cushion meant that the driver felt perched on top of, rather than firmly strapped into, the seat. The only positive note was the lumbar support, which limited sideways movement very well during hard cornering. Access to the rear seats was barely acceptable, and accommodation suitable only for short trips.

### Noise, Vibration and Harshness

The Prelude had a reasonably quiet cabin unless the engine was revved hard, at which point it was noisier than expected from a Honda.



# Ford COUGAR versus Honda Prelude

DYNAMIC FACTORS	FORD COUGAR		HONDA PRELUDE	
	2.0 16V Zetec	2.5 24V V6 Duratec	2.0	2.2 VTI
<b>Powertrain</b>				
Engine (cc - cylinders)	* 1998 4	2544 - 6	1997 - 4	2156 - 4
Camshafts	DOHC	Twin DOHC	OHC	DOHC
Power output (kW/PS)	96/130	125/170	98/133	136/185
@ rpm	5600	6250	5300	7000
Maximum torque (Nm)	176	220	179	206
@ rpm	4000	4250	5000	5300
<b>Performance*</b>				
Top speed (km/h)	209	225	201	228
Acceleration 0-100km/h (secs)	10.3	8.6	9.2	7.5
<b>Fuel Economy (litres/100km)*</b>				
Combined	8.3	9.6	9.2	9.5
CO <sup>2</sup> Emissions (g/km)	195	225	NP	NP
<b>Dimensions</b>				
<b>Exterior (mm)</b>				
Overall length		4699		4545
Wheelbase		2704		2585
Overall height		1325		1315
Overall width - incl. mirrors		2032		1990
- excl. mirrors		1769		1750
Front track		1506		1525
Rear track		1491		1515
Kerb weight (kg)	1291	1342	1240	1319
Turning circle - kerb-to-kerb	11.3	NP		11.0
- wall-to-wall	11.9	10.9		11.8
<b>Interior (mm)</b>				
<b>Front</b>	928			
Head room		879		954
Leg room		1081		1092
Shoulder room		1368		NP
<b>Rear</b>				
Head room		881		897
Leg room		843		703
Shoulder room		1304		NP
<b>Load compartment VDA (litres)</b>				
Luggage capacity				
- seats up	410	350		284
- seats folded		930		NP

\* Manual gearbox-equipped models.

Note: Ford Cougar performance and economy figures are subject to homologation.



# Ford COUGAR versus Honda Prelude

FEATURES		FORD COUGAR		HONDA PRELUDE		
		2.0 16V Zetec	2.5 24V V6 Duratec	2.0	2.2 VTi	
<b>Mechanical/ Functional</b>	<del>Speed-sensitive power</del> assisted steering	S	S	S	S	
	Rear disc brakes	ventilated	ventilated	solid	solid	
	Stereo radio/cassette player with RDS/EON	S	S	S	S	
<b>Exterior</b>	Frameless doors	yes	yes	-	-	
	Power tilt/slide sunroof	-	-	S	S	
	Bodycolor front spoiler	S	S	S	S	
	Hatchback	S	S	-	-	
	Front fog lamps	O	S	S	S	
	Bodycolor door mirrors	S	S	S	S	
	Bodycolor door handles	S	S	S	S	
	Alloy wheels	S	S	S	S	
	Standard wheel size	15" x 6"	16" x 6.5"	15" x 6.5"	16" x 6.5"	
	Standard tyre size	<del>205/60</del>	215/50	195/65	205/50	
<b>Interior</b>	Driver's seat power height adjust	S	S	-	-	
	Leather trimmed steering wheel	S	S	-	S	
	Rake/reach adjustable steering column	S/-	S/-	S/-	S/-	
	Power front windows with driver's one-shot down operation	S	S	S	S	
	Power/heated door mirrors	S/S	S/S	S/-	S/-	
	Trip computer	S	S	-	-	
	Folding rear seat back	50/50	50/50	S	S	
	Air conditioning	S	S	-	S	
	Pollen filter	S	S	-	-	
	Rear seat heating ducts	S	S	-	-	
	<b>Safety/ Security</b>	ABS anti-lock braking	S	S	S	S
		Electronic Brake force Distribution	S	S	-	-
		Traction Control	O	S	-	-
Airbags - driver/passenger - front side		S/S S	S/S S	S/S -	S/S -	
Load-limiting front seat belt retractors		S	S	-	-	
Central locking		S	S	remote	remote	
Alarm system		S	S	-	-	
Engine immobilisation		S	S	S	S	
Visible VIN plate		S	S	-	-	

S = Standard. O = Optional. - = Not Available. NP = Not published in manufacturer's literature. N/A = Not applicable.

**TOYOTA  
CELICA**

**TOYOTA  
CELICA**









# Ford COUGAR versus Toyota Celica

Although a rapid and capable sports coupe with a lively engine and taut chassis, the Celica seems past its best. Its sporty feel is offset by its cramped and rather dated cabin. There is far too much black plastic which, combined with a high waistline, creates an austere interior environment.

## DYNAMIC FACTORS

### *Engine Performance*

Considering it has only 114PS on tap, the 1.8 litre unit pulled strongly through the gears. Although it sounded rather ordinary, throttle response was instant, with useful torque available throughout the rev range.

### *Handling*

The Toyota handled in a very predictable manner, enabling deceptively rapid progress to be made.

### *Steering*

The steering was very well balanced, although somewhat lacking in feel compared to the Ford Cougar.

### *Gear Changing*

Although the throws were short and the lever was well placed, gear changing was unacceptably notchy for a car in this class. Extreme care was necessary in moving the lever across the gate – especially when down-shifting from third to second gear.

### *Braking*

The brakes in the Celica were every bit as good as the gear change was bad. Whatever the speed, the car was brought to a stop quickly, firmly and without any deviation from the driving line.

### *Ride Comfort*

The Celica's hard suspension resulted in a somewhat bumpy ride over uneven surfaces.

### *Seat Comfort*

The driver's seat in the Celica held the occupant firmly in place during even the most extreme cornering. However, this is tempered by the poor rear compartment which would realistically only accommodate children.

### *Noise, Vibration and Harshness*

The car's sporty nature meant that refinement suffered in the interests of performance, with engine noise and suspension shocks intruding into the cabin.



# Ford COUGAR versus Toyota Celica

DYNAMIC FACTORS	FORD COUGAR		TOYOTA CELICA	
	2.0 16V Zetec	2.5 24V V6 Duratec	1.8 ST	2.0 GT
<b>Powertrain</b>				
Engine (cc - cylinders)	1998 - 4	2544 - 6	1762 - 4	1998 - 4
Camshafts	DOHC	Twin DOHC	DOHC	DOHC
Power output (kW/PS)	96/130	125/170	85/115	125/170
@ rpm	5600	6250	5800	7000
Maximum torque (Nm)	176	220	154	186
@ rpm	4000	4250	4800	4800
<b>Performance*</b>				
Top speed (km/h)	209	225	200	225
Acceleration 0-100km/h (secs)	10.3	8.6	10.2	8.1
<b>Fuel Economy (litres/100km)*</b>				
Combined	8.3	9.6	7.9	9.1
CO <sup>2</sup> Emissions (g/km)	195	225	NP	NP
<b>Dimensions</b>				
<b>Exterior (mm)</b>				
Overall length	4699		4425	
Wheelbase	2704		2540	
Overall height	1325		1305	
Overall width - incl. mirrors	2032		1905	
- excl. mirrors	1769		1750	
Front track	1506		1510	
Rear track	1491		1490	
Kerb weight (kg)	1291	1342	1170	1220
Turning circle - kerb-to-kerb	11.3	NP	11.2	
- wall-to-wall	11.9	10.9	NP	
<b>Interior (mm)</b>				
<b>Front</b>				
Head room	938	879	943	
Leg room	1081		995	
Shoulder room	1368		1333	
<b>Rear</b>				
Head room	881		886	
Leg room	843		736	
Shoulder room	1304		1268	
<b>Load compartment VDA (litres)</b>				
Luggage capacity	410		283	
- seats up	350		283	
- seats folded	930		593	

\* Manual gearbox-equipped models.

Note: Ford Cougar performance and economy figures are subject to homologation.



# Ford COUGAR versus Toyota Celica

FEATURES		FORD COUGAR		TOYOTA CELICA	
		2.0 16V Zetec	2.5 24V V6 Duratec	1.8ST	2.0GT
<b>Mechanical/ Functional</b>	<del>Speed sensitive power</del> assisted steering	S	S	-	-
	Power assisted steering	-	-	S	S
	Rear disc brakes	ventilated	ventilated	solid	solid
	Stereo radio/cassette player with RDS/EON	O	O	S	S
<b>Exterior</b>	Frameless doors	yes	yes	yes	yes
	Bodycolor front spoiler	S	S	-	S
	Hatchback	S	S	S	S
	Front fog lamps	O	S	-	S
	Bodycolor door mirrors	S	S	-	S
	Bodycolor door handles	S	S	black	black
	Alloy wheels	S	S	-	-
	Standard wheel size	<del>15" x 6"</del>	16" x 6.5"	14" x 6"	15" x 6.5"
	Standard tyre size	<del>208/60</del>	215/50	195/65	205/55
<b>Interior</b>	Driver's seat power height adjust	S	S	-	-
	Leather trimmed steering wheel	S	S	-	S
	Rake/reach adjustable steering column	S/-	S/-	S/-	S/-
	Power front windows with driver's one-shot down operation	S	S	S	S
	Power/heated door mirrors	S/S	S/S	S/S	S/S
	Trip computer	S	S	-	-
	Folding rear seat back	50/50	50/50	-	-
	Courtesy light delay	S	S	-	-
	Air conditioning	S	S	O	O
	Air recirculation	-	-	S	S
	Pollen filter	S	S	-	-
	Rear seat heating ducts	S	S	-	-
	<b>Safety/ Security</b>	ABS anti-lock braking	S	S	S
Electronic Brake force Distribution		S	S	-	-
Traction Control		O	S	-	-
Limited-slip differential		-	-	-	S
Airbags – driver/passenger		S/S	S/S	S/S	S/S
– front side		S	S	-	-
Safety auto-reverse for driver's window		S	S	-	-
Load-limiting front seat belt retractors		S	S	-	-
Central locking		S	S	S	S
Alarm system		S	S	-	-
Engine immobilisation		S	S	S	S
Visible VIN plate		S	S	S	S

S = Standard. O = Optional. - = Not Available. NP = Not published in manufacturer's literature. N/A = Not applicable.



## ***Ford Cougar In-Depth.***

The preceding sections of the Product Guide demonstrated the Ford Cougar's main product features, and how the car compares to the competition.

The section will develop your Ford Cougar product knowledge in more detail. Each page is divided into 'product facts' in black type, followed by the relevant 'customer benefits' in red type.

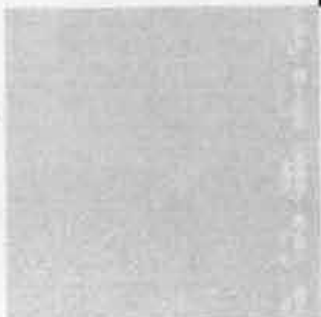
For ease-of-use, the information is arranged in the same order as Section 2, ie:

- ***Driving Dynamics***
- ***Provocative Style***
- ***Safety and Security***
- ***Interior Package, Controls and Features***

***Also included are brief descriptions of the latest range of Ford Special Options and Accessories (see pages 106-113), and a Ford Cougar technical specification which includes details of features and available options (see pages 114-115).***



# Driving Dynamics



## FEATURE

### 2.0 16V Zetec Engine

The 2.0 16V Zetec engine has an aluminium cylinder head and cast iron block, and develops 96kW/130PS at 5600rpm and 176Nm maximum torque at 4000rpm. This unit features a 16 valve system with DOHC and direct-acting set-for-life bucket tappets. Camshafts are driven via a semi-circular toothed rubber belt with glass fibre reinforcement. Fuel delivery is by an electronic sequential fuel injection system (SEFI) and a distributorless ignition controlled via the Ford EEC-V engine management module.

***The 2.0 litre Zetec provides outstanding flexibility and strong acceleration with 90% of maximum torque available between 1200 and 6200rpm. The 16 valve cylinder head optimises power output and improves fuel economy.***

### 2.5 24V V6 Duratec Engine

The 2.5 24V V6 Duratec engine develops 125kW/170PS at 6250rpm and 220Nm maximum torque at 4250rpm. It's one of the smallest and lightest V6 engines in the world, utilising aluminium castings for the head and block and the Cosworth casting process. The advanced 24 valve system has four overhead lightweight fabricated camshafts. Fuel delivery is by an electronic sequential fuel injection system (SEFI) and a distributorless ignition controlled via the Ford EEC-V engine management module. Many features and ancillary equipment are designed to reduce internal friction, including:

- low friction piston rings
- extended life spark plugs
- hydraulic lash adjusters
- patented chain tensioners
- new accessory belt technology

The Duratec sets new standards in reliability, durability and low operating costs. It can operate for 160,000 km with only minimal checks, routine oil changes and one change of spark plugs.

***The 2.5 litre Duratec operates at 90% of maximum torque between 2000 and 5800rpm – for instant acceleration whenever the driver wants it. Setting new standard in durability and reliability, the engine can run for 160,000Km with only minimal checks.***

### Engine Management System

Both Ford Cougar engines are controlled by the latest generation Ford EEC-V engine management system. EEC-V provides precise control of ignition timing, fuel metering and exhaust gas recirculation (EGR). Inputs such as engine load, throttle position, coolant and air intake temperatures and exhaust gases are processed electronically by the module to control fuel injection and spark timing. EEC-V monitors air conditioning compressor, alternator and clutch pedal actuation. Additionally, EEC-V monitors Cougar's PATS security system.

***EEC-V provides an efficient operation under all conditions, smoother running and reduced emissions. It also ensures optimum engine idle speed irrespective of systems operating for improved driveability and reduced exhaust emissions.***

### Manual Transmission

The MTX75 5-speed manual gearbox operates via a new cable system. The design incorporates high torque capacity, low internal friction and no servicing is required on the gearbox oil.

***The MTX75 manual gearbox is designed for low gearshift effort, enhanced feel, extended life, low noise levels and has no need for oil changes.***

### Automatic Transmission

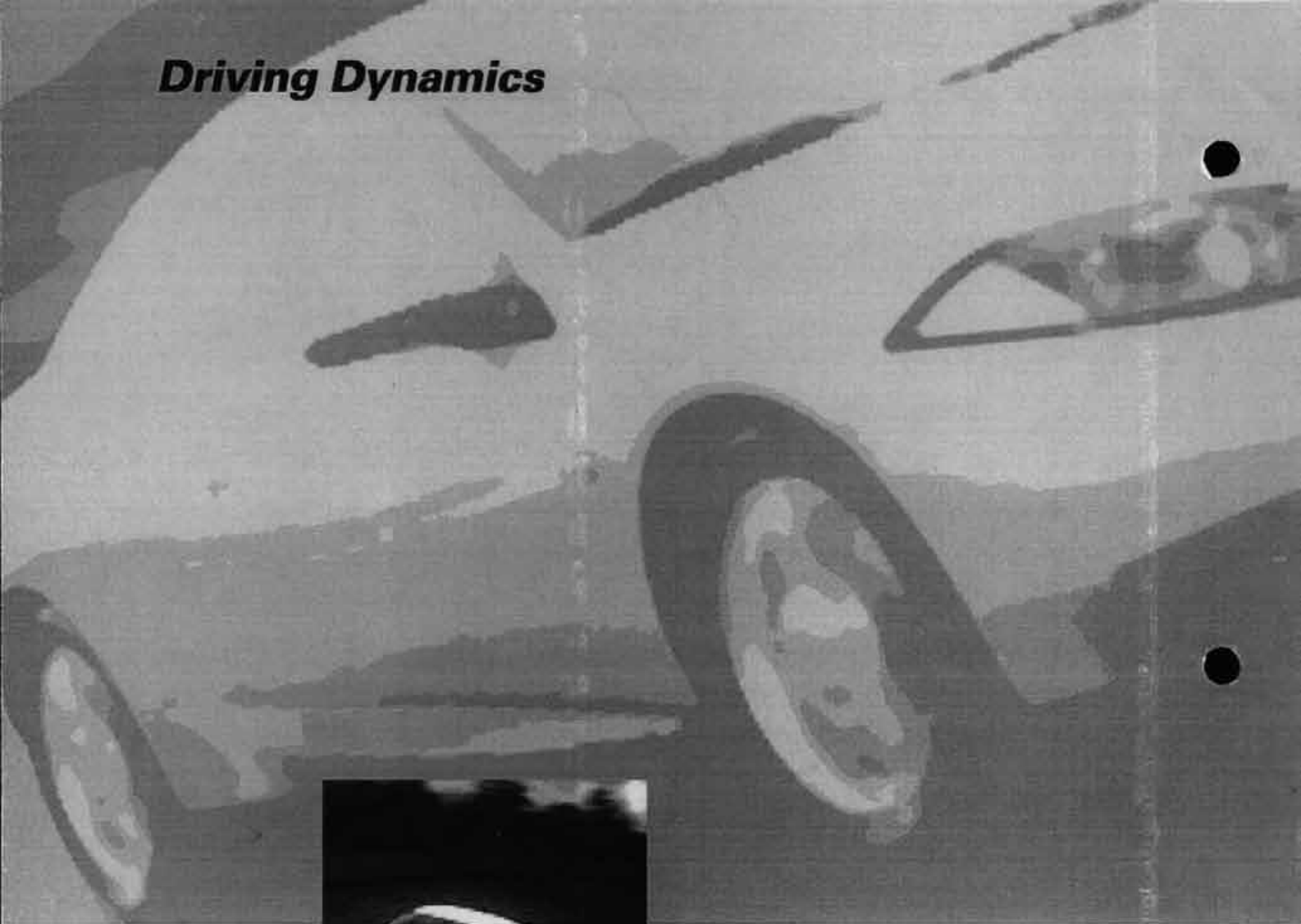
- 24V models only

The CD4E 4-speed automatic transmission is equipped with an overdrive ratio in top gear and a lock-up torque converter. There is a driver-operated Sports and Economy (S/E) mode switch for increased control.

***The CD4E 4-speed automatic transmission incorporates driver-operated Sports and Economy (S/E) modes for increased control and enhanced driving pleasure.***



# *Driving Dynamics*



## FEATURE

### Suspension

The Ford Cougar's suspension is based upon that of the Mondeo, but with virtually every component influencing dynamic performance recalibrated. For instance, stiffer tyre sidewalls improve steering feel, precision and accuracy.

The front suspension is made up of MacPherson struts with lower 'A' arms mounted on optimised vertical bushes. The suspension arms, anti-roll bar and steering rack are mounted on a separate front subframe. Up-rated springs and anti-roll bar result in a 20% reduction in roll over the Mondeo\*. The dampers are specially calibrated for a high initial reaction with a slow change in roll angle. As well as aiding control and ride comfort this also minimises pitch and dive, and aids vehicle stability in crosswinds.

The Quadralink independent rear suspension incorporates passive rear wheel steering for improved control when cornering or braking. It is designed to absorb variations in road camber and mid-corner bumps, reducing the potential for rear-end breakaway.

***The Ford Cougar's uprated suspension provides greater body control without an adverse effect on ride quality.***

\*Ford test results.

### Steering

The Ford Cougar is equipped with ~~variable-rate~~ power assisted rack-and-pinion steering for improved steering directness and precision – without the need for constant driver corrections. Centre feel is improved by as much as 50% – as is response to small steering inputs. Notable improvements include low-friction strut top mounts, stiffer steering column couplings and revised seals.

***The revised ~~variable-rate~~ power assisted steering results in an immediate, linear relationship between steering effort and response.***

### Braking

As might be expected, the Ford Cougar is equipped with front and rear disc brakes. What is exceptional, however, is that every disc is ventilated which, by more efficiently dissipating heat, provides superior stopping power with reduced fade. Both models feature dual circuit systems, which are diagonally split with vacuum servo assistance.

- |            |  |
|------------|--|
| 16V models | • 260mm diameter ventilated front disc brakes. |
|            | • 252mm diameter ventilated rear disc brakes.  |
| 24V models | • 278mm diameter ventilated front disc brakes. |
|            | • 252mm diameter ventilated rear disc brakes.  |

***Both Ford Cougar models feature ventilated disc brakes – at the front and rear – which, by more efficiently dissipating heat, provide superior stopping power and reduced brake fade.***

### ABS/EBD/Traction Control

The Ford Cougar is equipped with the latest four-channel Bosch 5.3 Electronic Anti-lock Braking (ABS) system incorporating Electronic Brake Distribution (EBD). ABS works individually on each wheel, applying and releasing the brakes up to 12 times per second under heavy braking.

This reduces the possibility of skidding in wet or slippery conditions and helps the driver maintain steering control. Imperceptible when in use, EBD optimises the balance of front-to-rear braking forces – in conditions that fall short of triggering the ABS – regardless of whether the vehicle is laden or unladen.

The Ford Cougar's advanced Traction Control System (TCS) is designed to enhance stability on slippery surfaces or when taking sharp corners by preventing the driven wheels from spinning. At low speeds, TCS activates the brakes on whichever front wheel begins to spin, diverting torque to the other wheel. Gradually, as speeds increase, the system begins to cut engine power to aid traction. Then, at higher speeds, reduction of power to the engine takes over completely from braking as a means of matching engine output to available traction. TCS is designed to help the driver avoid accidents because it means the Ford Cougar is more likely to remain stable in difficult driving conditions. The system is standard on 24V models.

***Both Ford Cougar models feature standard ABS and EBD, which combine to provide more controlled braking under a variety of conditions. In addition, 24V models are equipped with Traction Control (TCS), which aids traction and improves vehicle stability.***

**Provocative Style**



## FEATURE

### **Dynamic Interpretation of Traditional Sports Coupe Styling**

#### **Exterior Styling** – Front end

#### – Side Profile

#### – Rear End

## FACTS AND BENEFITS IN-DEPTH

The New Edge design philosophy brings simplicity, functionality and precision, as well as giving the Ford Cougar a unique personality and distinctive, flowing lines. Clean folds and crisp intersections add definition to smooth, sculpted surfaces – creating a strong sense of purpose. A feeling of movement is achieved without the usual recourse to soft curves.

***New Edge design reflects the precision engineering – and the consequent exceptional dynamic ability – that is hidden under the sheet metal.***

The long, sleek front end is enhanced by arrow-shaped swage lines running down the centre of the hood. Reducing the depth of the bumper gives a light, elegant feel, without losing boldness. The simple arc of the upper intake integrates with the headlamps, whilst the lower intake echoes the shape of the headlamps. Twin projector headlamp lenses are housed behind distinctive one-piece polycarbonate outer covers for a precise, technical appearance. The bold shape of the headlamps, within their black bezels, adds to the impression of width and stealth. A reduced front overhang and cleaner look is achieved by integrating the fog lamps into the lower air intake.

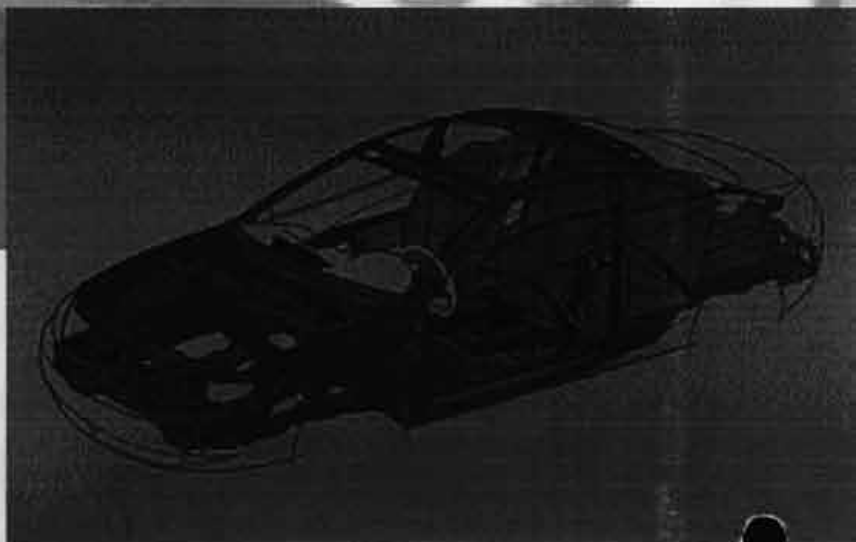
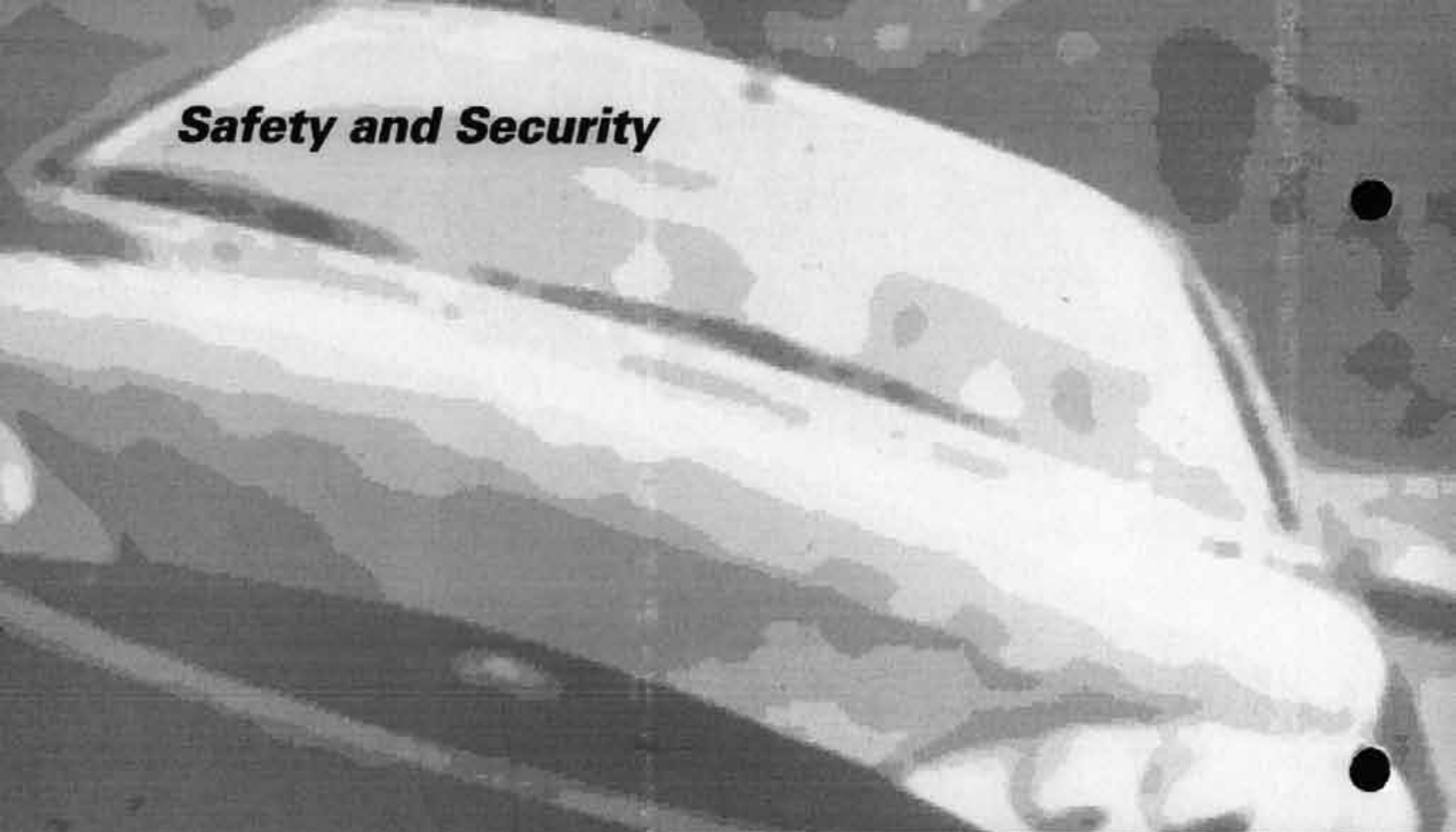
***The provocative, dynamic lines give a strong indication of the engineering quality to be found beneath.***

The lower swage line stretches the car in profile, reducing the impression of height and bulk. Simultaneously, the upper swage line masks the length of the rear overhang, resulting in a waisted tail and a short, purposeful look. Above these, the triangular shape of the side window creates a bold, diving graphic emphasising the rising waistline. The side window and arrow-shaped door handles and mirrors continue the triangular theme established at the front by the headlamps. Practicality and style are enhanced by increasing the height of the roof at the centre, giving a better visual balance and aiding ingress and egress. Also, special care has been paid to the location of the tailgate hinges to optimise rear seat headroom.

The trailing edge of the decklid was carefully formed to preserve visibility from all angles. The waisted shape of the rear end dictated the use of distinctive tail lamp blisters to preserve visibility from all angles. As on the New Edge Ka and Puma, the trailing edge of the decklid arcs down on both sides of the car to intersect with the front edge of the rear bumper.

***An impression of movement is created by the crisp intersection of surfaces. The triangular theme, established at the front of the car, continues along the sides and on the rear.***

# ***Safety and Security***



## FEATURE

### Safety

### Active Safety Features

### Passive Safety Features

## FACTS AND BENEFITS IN-DEPTH

The impressive list of safety systems built into the Ford Cougar are the result of Ford's Dynamic Safety Engineering (DSE) Program, which is designed to optimise all aspects of active and passive safety. The design of an all-new body on the Mondeo platform created the opportunity to introduce some of Ford's latest safety technology.

***Ford's Dynamic Safety Engineering (DSE) Program optimised the Ford Cougar's safety systems. An all-new body allowed the introduction of some of Ford's latest safety technology.***

The Ford Cougar was designed from the outset as an enthusiast's car, so the dynamics have been fine-tuned to appeal to those who enjoy their driving. This means the suspension settings are optimised to provide exceptional standards of handling and manoeuvrability, and the advanced ABS/EBD braking system (with TCS on 24V models) provides the maximum possible vehicle stability – and thus active safety – at all times. In addition, for improved visibility the climate control system was designed to provide quick demisting; the backlite is heated and features wash/wipe; the Quickclear electrically heated windshield is available; and the heated door mirrors feature power adjustment.

***The full complement of active safety features is designed to maximise driver control thus reducing the chances of potentially dangerous situations arising.***

The Ford Cougar's front floor, central tunnel, rear spring retainers, sills, and A-, B- and C- pillars are reinforced. The body structure is designed to absorb impact energy in a progressive manner, allowing a controlled deformation of crumple zones to leave the passenger compartment intact.

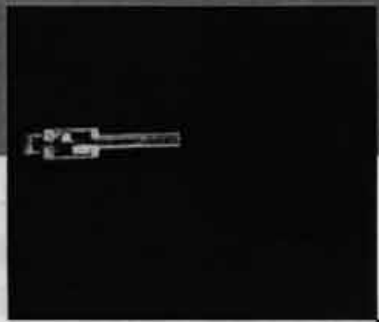
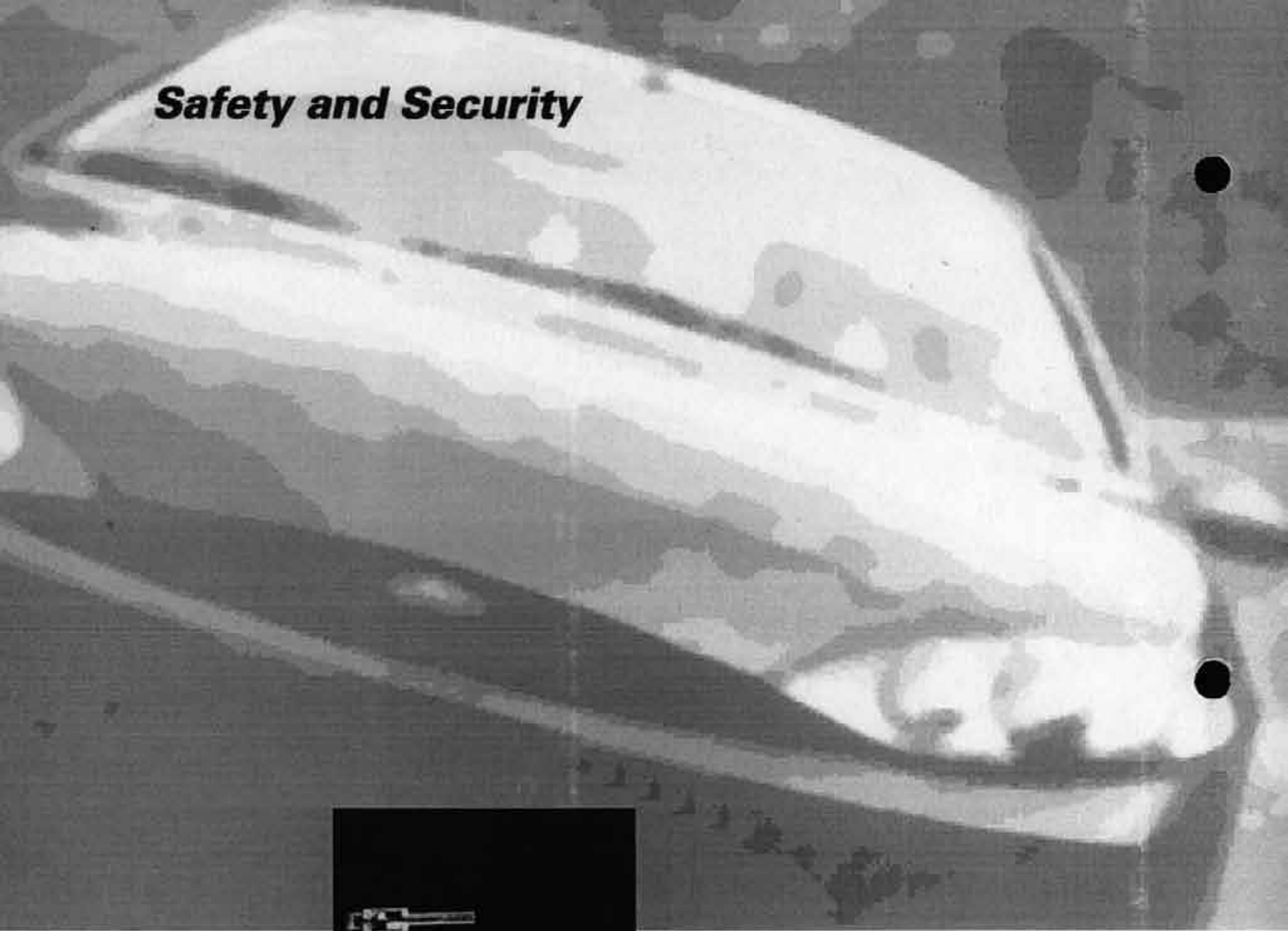
The Ford Cougar is also the first car in the world with Ford's 'next generation' head-and-chest combination Side Impact Airbags. The new <sup>19</sup> 12 litre Side Impact Airbag is stored within the front seat side bolster, and is designed to cushion the head and chest during a side impact. The extra cushioning helps prevent neck rotation, and acts as a barrier between the occupant and the side of the vehicle. During testing conducted with the Side Impact Airbags fitted, the Ford Cougar's structural anti-intrusion features – including strengthened B-pillars, high-tensile steel door beams and integrated load spreading foam bolsters – exceeded all present and proposed global regulations. This enabled engineers to fine-tune the deployment of the Side Impact Airbags purely to cushion the head and chest, rather than assist in reducing intrusion.

During a frontal collision, the head and chest of an occupant are forced forward. This movement is limited by a conventional inertia-reel seat belt. However, in some cases seat belt pressure can be excessive, causing chest injury. The Ford Cougar's new load-limiting Front Seat Belt Retractors help reduce this possibility by progressively paying-out seat belt webbing at a more consistent rate. The lap webbing remains tight, but as the pressure on the chest webbing reaches a pre-determined threshold – approximately five times the upper-body weight of the average occupant – the load-limiting retractor 'gives' by up to 150mm. The system is designed to ensure that the occupant does not meet the front Airbag until it is beginning to deflate, and it reduces the likelihood of the occupant's torso twisting – an action that can reduce the effectiveness of the front Airbag.

Dual-mode Autolock Retractors remove all of the slack in seat belt webbing when securing a child seat. The system works simply by extracting the webbing to its maximum extent. When this point is reached a retractor clicks into secondary mode, locking the webbing into the tightest position.

***The Ford Cougar is equipped with some of Ford's latest passive safety features which are designed to reduce the likelihood of injury to occupants if an accident is unavoidable.***

# Safety and Security



## FEATURE

### Security

The key operates the central locking via both front door locks. All of the lock mechanisms are shielded or operated by shrouded rods or cables. The central locking includes the tailgate, which can also be opened separately with the key. ~~When it's not locked, the tailgate can be released easily by pushing the button.~~ *The tailgate can also be easily released by using the interior release switch.*  
Double locking is ~~available~~ *standard* in conjunction with the perimeter alarm. This system is activated by the key or ~~infrared~~ *radio frequency* remote control, which is effective up to five metres from the car. Double locking prevents the doors being opened from inside the car – even if a would-be thief breaks a window and reaches in to try and unlock a door. The ~~lockable~~ *locking* fuel cap is protected by a hinged fuel filler flap.

Ford's proven perimeter alarm is ~~standard~~ *for key locking* on both models. Armed automatically by the remote central locking action, it is able to detect interference with, or opening of, the doors, hood or tailgate, which triggers an audible warning. ~~An optional volume sensing alarm is also available.~~ *Abt*  
Passively armed, this senses movement within the car. The system has its own stand-by power supply in case of ~~battery failure or tampering~~.

**The Ford Cougar offers a high level of standard anti-theft protection including central locking and a perimeter alarm, which can be enhanced with double locking and a volume sensing alarm.**

### Engine Immobiliser (PATS)

The Ford Cougar is equipped with the latest generation electronic Passive Anti-Theft System (PATS) to prevent the engine being started without the correct coded key. Two ignition keys are supplied with the car, both of which contain a transponder programmed with one of 4 quadrillion possible codes. Unless the transceiver, which is linked to the EEC-V engine management module, receives the correct coded signal from the key, the steering remains locked and the ignition will not start. An LED flashing light inside the car serves as a visible warning that it is equipped with an immobiliser. Each Ford Cougar is supplied with two intelligent black keys. These eliminate the need for the customer to be supplied with a red master key. Programming an additional blank key is simply a matter of inserting both of the supplied keys sequentially in the ignition lock; this selects 'teach' mode. A blank key is then inserted to reprocess the transponder in its head with the car's coded data. This gives access to the engine starting system. As an added bonus, the same sequential insertion procedure can be used to program up to eight keys in addition to the two supplied with the car. Furthermore, the system and all keys can be reprogrammed by the driver following the loss of a coded key. See the Owner's Handbook for further details on the procedures for coding and erasing keys.

**The latest generation electronic Passive Anti-Theft System (PATS) prevents the engine being started without the correct coded key. Each vehicle is supplied with two intelligent black keys, which eliminate the need for the customer to be supplied with a red master key.**

### Visible VIN Plate

The Ford Cougar has a Vehicle Identification Number (VIN) plate which is clearly visible through the windshield.

**The visible VIN deters theft, as removal of the plate is time-consuming and expensive.**

### Audio Security

The large bezel and enlarged DIN sized aperture design make Ford Cougar audio units less tempting to potential thieves as the stolen units will not fit most cars. The keycode system with a removable front panel exposes a high visibility sub-panel that has a flashing LCD warning light. This increases protection against theft, as the unit will not operate with the front panel missing. Also, the vehicle registration and VIN number can be stored in the unit's electronic display, making it simple to identify the vehicle for which it was originally supplied.

**Each Ford Cougar's audio unit is equipped with a multi-layered protection system to deter would-be thieves.**



## ***Interior Package, Controls and Features***



## FEATURE

### ***New Edge Design Interior***

### ***Ergonomics, Functionality and Access***

### ***Seating/Comfort***

## FACTS AND BENEFITS IN-DEPTH

New Edge Design continues inside the Ford Cougar. A 'horse collar' sweeps from the driver's door, across the top of the instrument panel and down through the centre console, containing all of the controls and switchgear. Finished in a gun metal-effect, this design creates an intimate, sporty look. The sporty theme is reinforced by a four-spoke leather trimmed steering wheel with integral Airbag, perforated hand grips and a central horn, and a leather trimmed gear knob with gunmetal insert on manual transmission models. All of the secondary dials and switchgear are located high up on the centre console where they are easily accessible to both the driver and front seat passenger. In addition, the push buttons for the heated backlite, heated windshield and Traction Control (where fitted) are illuminated for ease-of-use at night.

***New Edge interior clearly differentiates the Ford Cougar from the Mondeo.***

The instrument binnacle is a simple arch, echoing the exterior themes and following the line of the steering wheel. Clear, precise display of information for the driver is essential, so the instrument cluster includes an offset speedometer and tachometer, fuel and temperature gauges, an integral LCD clock, a low fuel warning light and a trip computer. The use of simple, circular dials and technical-appearing needles reflects the exterior precision-look. Similarly, large door pulls, light switches, audio controls and mirror controls are both highly functional and attractive – in line with New Edge philosophy. Of particular note, the four unique, circular air vents are distinctive, functional, yet easy-to-operate and highly directional. Ease-of-access was a top priority with the Ford Cougar, hence it has long doors and B-pillars that lean rearward. In addition, both front seats have a tip-slide mechanism with a memory function, allowing the front seat to be moved forward for easy access to the rear, and then moved back again to the original position.

***Following on from the philosophy behind the dynamics and exterior design, everything inside the Ford Cougar is functional and sporty.***

There is a surprisingly high level of space inside the Ford Cougar, which is on a par with many similarly-sized saloon cars. Front and rear individual sports contoured seats provide added comfort and support for all four occupants. Dual-density foam in the seats helps filter out vibrations, whilst providing support without the need for restrictive, uncomfortable, high bolsters. The driver's seat features power height adjust and adjustable lumbar support, allowing for people of different statures to be seated comfortably. Rear headroom and leg room is increased by a lowered rear floor section, whilst versatility is enhanced with front seat back map pockets. Safety is increased with tilt/height adjustable front seat head restraints.

***The Ford Cougar is designed to transport four adults and their luggage in comfort and safety.***

tip/slide

## ***Interior Package, Controls and Features***



## FEATURE

### Climate Control

Standard air conditioning with Semi-Automatic Temperature Control (SATC) increases comfort. The system also aids safety because it extracts moisture from the air, helping to prevent windows from steaming up. The ideal temperature can be set manually, and is then displayed on a digital read-out. The temperature subsequently remains constant, due to electronic sensors and a variable speed automatic fan which reacts to changes in exterior conditions. The Positive Shut-Off system, with a MicronAir filter, allows the driver to shut off air to all vents simultaneously using a single control on the fascia. This is a quick and convenient way of keeping out unwanted fumes in heavy traffic. The MicronAir filter is designed to remove certain potentially irritating pollutants – such as pollen and bacteria, as well as exhaust gas particles and road dust – from incoming air.

***The highly effective heating and ventilation system, which includes standard air conditioning with Semi-Automatic Temperature Control and a MicronAir filter, is designed to keep the atmosphere in the car pleasant at all times – enhancing comfort and safety.***

### Door Mirrors

Power adjustable and heated, the driver can adjust both mirrors from a control panel on the door armrest. The heating function reduces misting and icing in adverse weather conditions.

***The Ford Cougar's power adjustable and heated door mirrors are designed to play an important role in improving safety and convenience.***

### Stowage

The large liftback tailgate provides easy access to the load area, whilst lowering the 50/50 split rear seat back increases the 410 litre luggage capacity to 930 litres. Careful consideration has gone into ensuring the luggage area has a minimum of unnecessary intrusions. Additional thoughtful details which improve versatility include a long centre console with an armrest/stowage bin and cup holder, door stowage bins, an illuminated glovebox and a cup/bottle holder between the rear seats.

***The Ford Cougar has been designed with saloon-like versatility, accessibility and luggage capacity – a great advantage over most of its competitors.***

### Windows

Tinted glass all-round reduces glare and increases heat insulation. Power operated front windows, with one-touch operation on the driver's side, add convenience. The Quickclear electrically heated windshield and heated washer jets option provides rapid de-icing and demisting for increased safety – as does the heated backlite. The large backlite creates an airy, spacious feeling for the entire cabin.

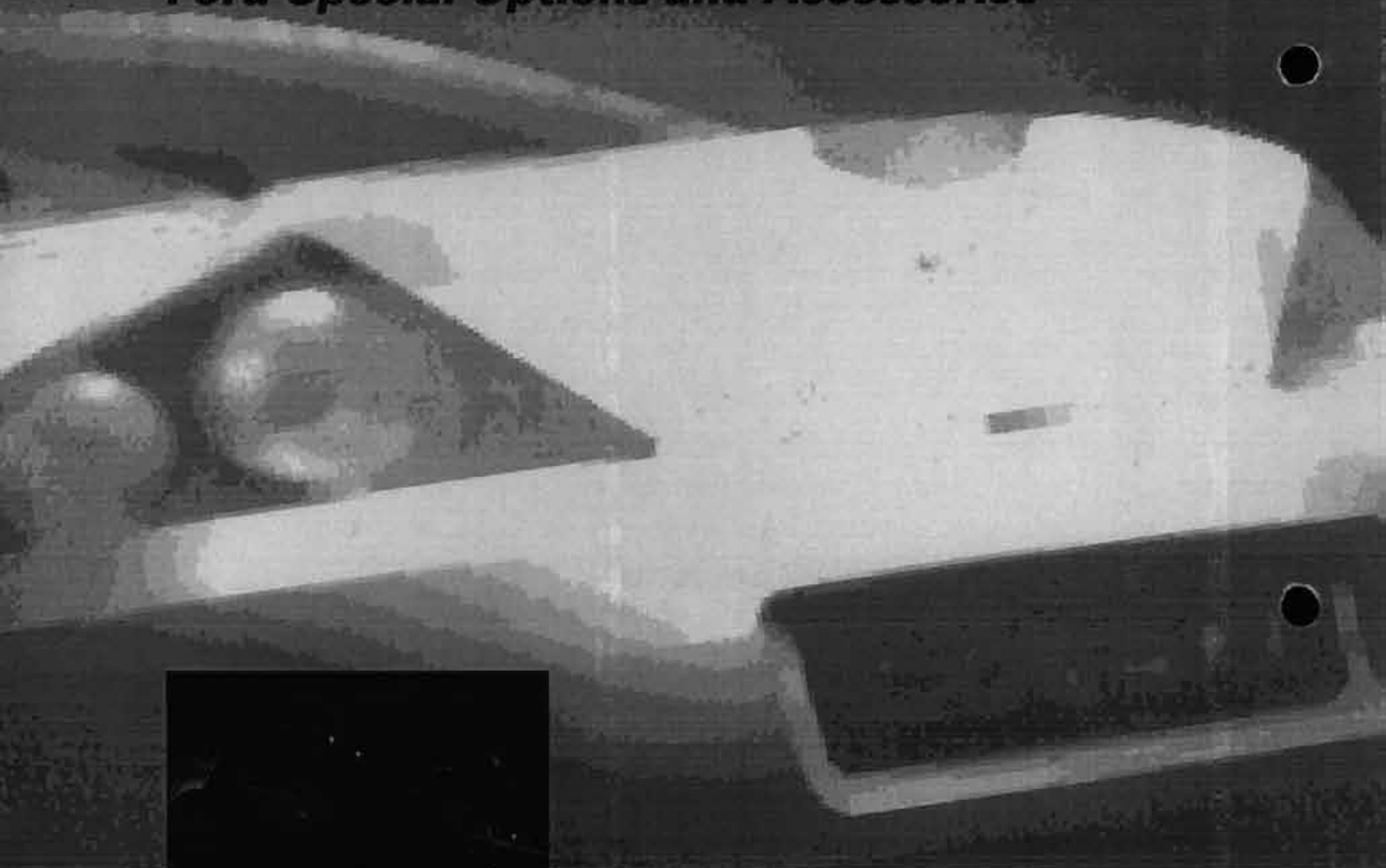
***The Ford Cougar features a large glass area, with important features available which aid both safety and convenience.***

### Audio Systems

The large Ford 5000 radio/cassette system is standard on both Ford Cougar models. For added choice, the Ford 6000 radio/CD system and Ford 7000 Premium radio-cassette system with CD/autochanger are also available options. Each system features large controls and graphics which are easier to read and operate. All units feature Radio Data System (RDS), which tunes automatically to the best reception frequency for the station selected. RDS means the driver need not retune when entering a new FM transmitter area, and it allows the reception of local traffic news when playing a cassette or CD. Each unit also incorporates Enhanced Other Networks (EON), which displays the radio station identity and program type. EON can also be used for selective searching by station type (e.g. sports, music, etc).

***The standard large bezel Ford 5000 audio unit features a radio and cassette with RDS/EON. This can be upgraded with the optional Ford 6000 and 7000 units.***

## *Ford Special Options and Accessories*



## FORD SPECIAL OPTIONS AND ACCESSORIES

The Ford Cougar combines exceptional dynamic and sporty styling with generous interior space and hatchback practicality.

To enhance these attributes, an extensive range of Ford Special Options and Accessories has been developed. These items are designed to form an integral part of the new Ford Cougar – they are produced using the same demanding manufacturing standards and test procedures as the car itself and are designed to comply with all current and proposed safety and environmental legislation.



### Showroom

*It is very important to qualify the customer in order to help them to personalise their Ford Cougar.*

*Guidelines on qualifying include:*

- Encourage the customer to do the talking
- Listen to what the customer has to say
- Do not make assumptions – ask open questions
- Build on earlier qualification/conversations on children, interests and hobbies.

*To help to make the Ford Cougar more individual, show the customer the appropriate items/accessories to achieve this; for example, the canoe attachment or bicycle carrier.*

#### IMPORTANT NOTE:

With the Ford Cougar, only child seats tested by Ford should be used with the supplied supplemental safety cushion in order to level out the angled rear seats.

It is vital that the customer consults the Owner Guide.

### FEATURE

**Exterior Style**  
– Alloy wheels

– Rear spoiler

**Exterior Functional**  
– Bodyside Mouldings

### KEY FACTS

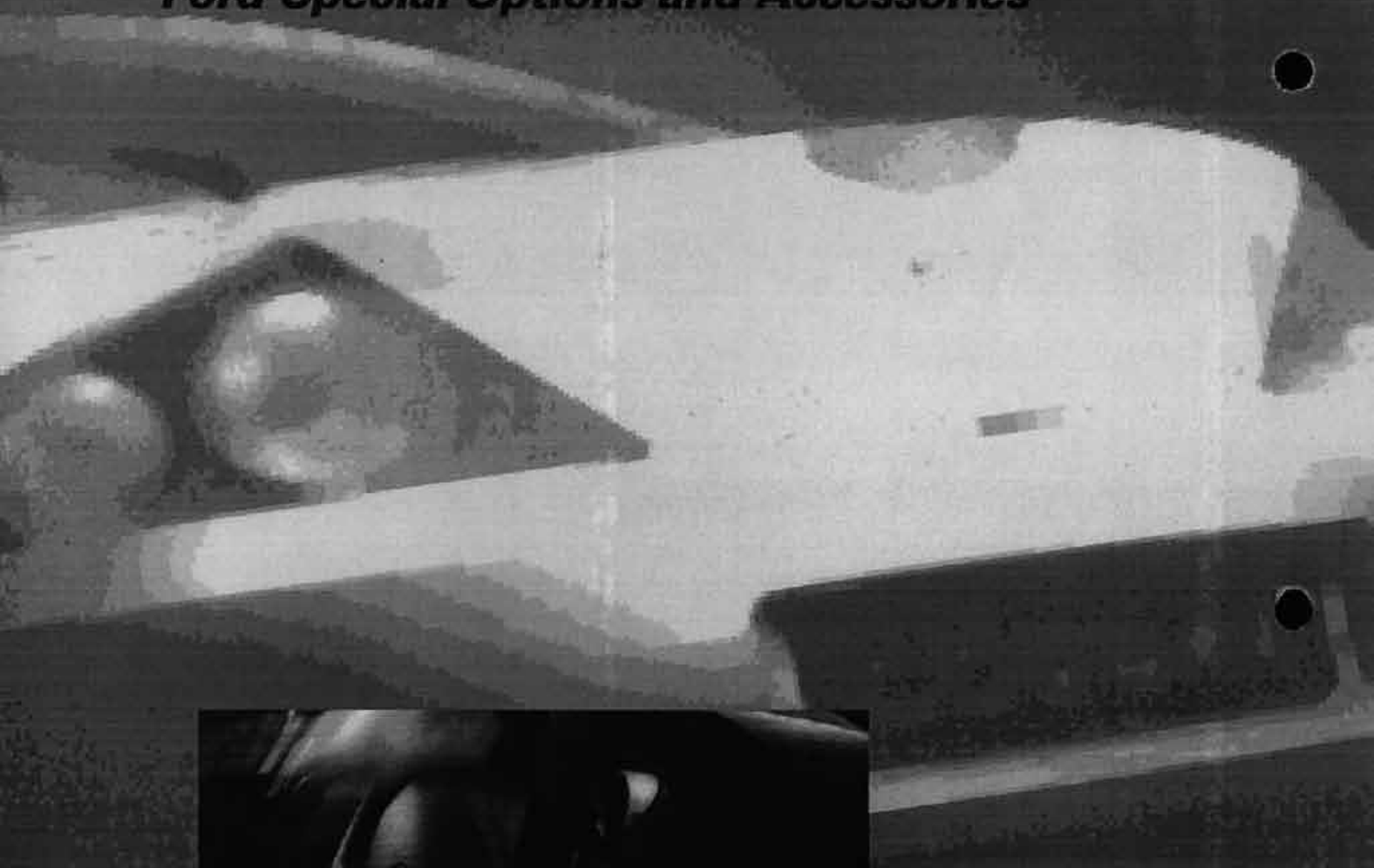
- Alternative alloy wheel specially designed by Ford.
- 'Classic' wire design 6" x 16" suitable for 215/50 tyres.
- Moulded rear spoiler, which can be painted in bodycolor.
- Light-weight and mounted on rear of the tailgate.

- Thin black mouldings fixed to the vehicle side between the front and rear wheelarches.
- Made from polyurethane which is designed to retain its original form after a minor dent.

### CUSTOMER BENEFITS

- A feature to individualise the exterior appearance.
- Enhances the sporty appearance.
- Improves visual impact and adds to sporty appearance.
- Protects the side of the vehicle against superficial scratches or dents.

# *Ford Special Options and Accessories*



## FEATURE

### - Roof Load Carrier

### - Roof Transportation Attachments

### - Detachable Towbar

### - Bumper protection strips

### - Mud Flaps

## KEY FACTS

- Two anodised alloy roof crossbars with four fibreglass feet reinforced with steel inserts and lockable to roof.
- Incorporates 'T' track slots to provide easy installation for a variety of lockable cross-carline attachments.
- Capable of carrying 75kg weight on the roof.
- System of purpose-built roof attachments suitable for carrying a variety of leisure articles:
  - bicycle carrier
  - canoe attachment
  - Ski attachment for three pairs with lock
  - Ski/Snowboard carrier with lock
  - Surfboard attachment
  - Classic Compact box
  - Ford roof box
  - Luggage carrier attachment.
- Towbar with a detachable ball end.
- Simple but secure locking mechanism.
- Towbar utilises attachment points integrated into the body structure.
- Made of anti-corrosion steel.
- Set of two black moulded strips made of polyurethane to fit on the edges of the front and/or rear bumpers.
- Sets of two styled, contoured mud flaps for front or rear wheels.
- Made of durable polymers with integrated 'Cougar' name and logo.
- Easily attached to wheelarches by spring clips.

## CUSTOMER BENEFITS

- Improves the Ford Cougar's functionality and increases its volume carrying capacity.
- Accepts all existing cross-carline attachments, so there is no need to replace those already purchased.
- Increases the flexibility and carrying capacity.
- Capability to carry awkward - shaped loads.
- Frees-up luggage space inside the vehicle.
- Supports the lifestyle activities of Ford Cougar customers.
- Proven, sturdy cross-carline roof rack hardware.
- Provides an easy to fit towing facility to add to vehicle's transport and stowage capabilities.
- Protects bumpers from scratches and dents.
- Protects paint from stones and dirt kicked-up by wheels.
- Reduced wheel splash keeps vehicle cleaner and improves view for following drivers.

## Interior Style

### - Handbrake cover

### - Scuff Plates

- Stylish handbrake cover painted in gunmetal grey.
- Matches gunmetal grey insert in gear lever knob.
- Comfortable shape and feel.
- Polished steel door sill protectors with integrated Ford logo.
- Fixed to sills with adhesive.

- Elegant design providing a sporty concept appearance.
- A feature to individualise the interior.
- Protects the door sills against scratches and damage to the paint.
- Neat attractive feature, visible on opening the door.



## *Ford Special Options and Accessories*



## FEATURE

### Interior Functional – Floor Mats

### – Compact Disc Concertina

### Child Safety Seat System

## KEY FACTS

- Set of four high quality standard or velour carpet floor mats.
- Matches color of interior trim and the velour mats include integrated logos.
- Shaped to fit the contours of the front and rear footwells.
- Portable CD container capable of carrying 12 discs.

- Ford offers a choice of specially designed solutions for taking child passengers in the Ford Cougar. Customers can choose from a range of five child safety seats which are suitable for all children up to the age of 12 years old.
- All systems are approved to ECE R44-03 but ~~must be used with the supplemental safety cushion so that a level surface is created on the angled rear seats\*. It is vital that customers consult the handbook.~~
- ~~Testing of the supplemental safety cushion has only been conducted with the current range of Ford child seats. We cannot ensure suitability in combination with non-Ford child seats.~~

## CUSTOMER BENEFITS

- Elegant and hard wearing.
- Improves quality image.
- Easily removable for cleaning.
- Fixing for front mats prevents sliding.
- Convenient and protective stowage for CDs.
- Children travel in comfort and safety.
- Longer journeys can be undertaken without problems of fatigue and restlessness often caused by uncomfortable seats.



**\*Child restraints should never be installed on the rear seats without the supplemental safety cushion.**



Take out



## ***Ford Special Options and Accessories***



## FEATURE

### - Baby Seat

### - Child Seats

### - Booster Cushions

### - Parking Distance Control

### - Rear Sunblind

### - Luggage Retention Net

## KEY FACTS

- Baby seat, rear facing with integrated harness system and carrying handle. Secured by use of the 3-point seat belts in the rear only. Suitable for children up to 9 months old (10kg).
- Child seat 1, with safety table providing high level of protection. Secured in the rear by the adult's 3-point seat belt. Suitable for children 8 months to 4 years old (9-18kg).
- Child seat 2, with integrated height adjustable headrest. Secured by the adult's 3-point seat belt. Suitable for child 8 months to 7 years old (9-25kg).
- Booster cushion 1, fixed by the use of a 3-point seat belt, provides secure seating position for an older child with a guide clip to ensure correct fitment of the adult seat belt. Suitable for children 4-12 years old (15-36kg).
- Booster cushion 2, fixed by the use of a 3-point seat belt, with width adjustment, anti-slip base and a guide clip to ensure correct fitment of the adult seat belt. Suitable for children 4-12 years old (17-36kg).

**Never place a rearward facing child seat in the front passenger seat if a passenger airbag is fitted.**

- A proximity warning device alerts the driver with visual and audible warnings of objects close to the rear, when manoeuvring in reverse gear.
- Four ultra-sound sensors are located in the rear bumper and an LED display and integrated buzzer is located in the interior on the rear pillar.
- Roller-type one-piece sunblind covering tailgate window.
- Located in a tube on the package tray, it can be pulled-up and hooked on to the tailgate.
- Elasticated net made from a tough stretch material, mesh woven.
- Stretched across the luggage compartment and fixed to loops in the sidewalls, it provides an ideal cover to secure small loads.

## CUSTOMER BENEFITS

- Increases Ford Cougar's versatility for families with younger children.
- Makes parking easier and reduces risk of impact with hidden obstacles.
- Effective warning for prevention of denting rear of vehicle.
- Reduces sunload through tailgate glass and shields rear passengers from direct sunlight.
- Prevents items sliding around the luggage compartment.
- The durable, fabric material is easily stowed when not in use.



**COACHING PACK TO SUPPORT VIDEO**



**Ford Cougar Launch Training**



ACADEMY

TRAINING IN EUROPE



## ***Ford Cougar Launch Training – Coach's Guide***

### **Introduction**

Welcome to this training event for the launch of Ford Cougar. This training session is integrated with the 20-minute video. It can either be run as a complete two to two-and-a-half hour session, or it can be split into two sections of approximately one hour each if preferred.

The video has been produced so that you can stop it after each main section. The screen fades to black and then an animated Ford Cougar head fills the screen. At these points you should stop the video and refer to the coaching instructions in this Guide. The activities have been designed to allow a dealer manager, such as you, to run a successful session with ease and a minimum of preparation.

The overall breakdown is as follows:

<b>1</b> <b>Module One</b>	<ul style="list-style-type: none"><li>• <b>The Customer</b></li><li>• <b>Driving Dynamics</b></li><li>• <b>Passive Safety</b></li><li>• <b>Design and Package</b></li><li>• <b>Features</b></li><li>• <b>Summary</b></li></ul>
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<b>2</b> <b>Module Two</b>	<ul style="list-style-type: none"><li>• <b>The competition</b></li><li>- <b>The five current competitors</b></li><li>- <b>A section specifically on Calibra – as Calibra drivers are target prospects</b></li></ul>
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### **Be Prepared!**

- Prior to running the session, ensure that you have watched the video, and are familiar with its contents, so that you will be ready to answer any questions during the training session. Remember to check that the video is rewound before you start.
- If you have the Ford Cougar Product Guide, make sure that it is available for the group to refer to during the session.
- Make photocopies, for each of the participants, of all of the Activity pages at the back of this Guide.
- If you require any assistance or advice about running this session, please contact either your Zone Manager or Training Manager.

## **Module One**

### **Introduce the Session**

- Welcome the sales staff to their Ford Cougar training session, explaining how long it will run for. Also, explain that it is a very interactive session, with lots of breaks for group and individual work.

- **Ask 'What is Ford Cougar?'**

- 1. A Mondeo coupe?**
- 2. A Probe replacement?**
- 3. Puma's big brother?**

- Get feedback from the group without commenting on their answers, and then explain:

- In some respects, Ford Cougar could be considered to be all of these **BUT**, in truth, **IT IS NONE OF THESE.**

- Cougar is Cougar. It has a product integrity of its own and an identity of its own. It is a singular product, delivering to a clearly identified target group.



- **Explain** that Module One is broken up into several sections highlighting:

- 1. The Customer**
- 2. Driving Dynamics**
- 3. Passive Safety**
- 4. Design and Package**
- 5. Features and Accessories**
- 6. Summary**



## Section One – The Customer

Start the video and run it up to the cut with an animated Ford Cougar logo. Stop the tape at this point. The first section is the lifestyle film, designed to give a feeling for the Ford Cougar Brand and the attitudes of Ford Cougar prospects.

**Tell** the group that when establishing a clearly defined Ford Cougar Brand Identity or Personality, Ford has had an intimate understanding of exactly what its customers' want. Now they will be involved in an activity for the next 20 minutes, which will check their understanding of the Ford Cougar customer.

## Section One - The Ford Cougar Customer



### Activity

Working in pairs, ask participants to turn to Activity Sheet 1 and make notes on:

- Who the Ford Cougar customer is likely to be
- Their lifestyle, professions, age group and so on.

**Allow 5 minutes to complete this. Feed back the answers from the group, noting them on a flipchart if possible.**

**Check that the following areas have been covered:**

- Large coupe target: 35 to 55 year old men who are achievers/successful.
- Coupe owners/prospects are mainly looking for:
  - Style; something that makes a statement.
  - Change from their current driving experience.
- Coupe drivers have always wanted one.
- Successful, financially comfortable and confident.
- Use mobile phones, satellite/ cable TV, computers, internet.
- Eat out.
- Participate in sports.
- May be managers, professionals, doctors, teachers.
- Post-responsibility adults in the prime of their lives, looking to enjoy themselves and do what they always wanted to do.
- Alternatively, the second main target group may be male, young and successful. Their car is an extension of their ego.



**Make sure that the delegates make notes of any points, which they have missed.**



## Activity

- Summarise this section by asking the participants to turn to Activity Two Worksheet 'Appearances can be deceptive.'
- We have just described what we think the Ford Cougar customer will be like. However, don't pre-judge – appearances can be deceptive.
- Remember, Ford Cougar will appeal to those who are "wild at heart!"
- Complete the chart on your Activity Sheet, which describes the Ford Cougar customer in terms of:
  1. What people see
  2. What people don't see
- Allow a maximum of 10 minutes for completion and feedback.

Answers should include:

### *What people see*

- **Successful, responsible, balanced**
- **A pillar of the community**
- **A responsible parent**
- **Involved in community activities**

### *What people don't see*

- **Loves thrills and excitement**
- **Likes to take occasional risks**
- **Bends the rules whenever possible**
- **Has an unusual hobby/interest**

## Section Two – Driving Dynamics

- Restart the video. Play the tape until the animated Ford Cougar logo appears.
- Stop the video and explain to the group that for the next 20 minutes they will be considering the Driving Dynamics of the Ford Cougar.
- Explain that Ford Cougar needs to contribute to the Ford Primary Brand Values. Ask the group to call out these values and note them in large letters on a flipchart:
  - Driving Dynamics
  - Design / Package
  - Accessibility
  - Ingenuity
- Ford Cougar is not the total expression of the Primary brand, but through it's New Edge Design, it's Driving Dynamics and it's communication (a drive that indulges your wild side!), it will become a key ingredient of what Primary Brand stands for.



### Activity

- Now let's concentrate on the Driving Dynamics as you have just seen in the video. In pairs, prepare a short presentation on the key facts that you would present to a prospective customer. Make notes on the Activity Three worksheet.

**Remember** the Ford Cougar buyer will be a real car enthusiast – so you must be very confident in presenting the product – both in the showroom and on the all-important test-drive.

- Allow 10 minutes for preparation and then get two volunteers to role-play a Ford Cougar presentation on Driving Dynamics.
- Thank the 'actors' for volunteering and re-emphasise the key Driving Dynamics messages for Ford Cougar. For example,
  - It's essential to offer a test-drive to experience the driving dynamics
  - Discuss the choice of engines and benefits of each
  - Choice of transmission
  - Suspension system specially calibrated for the driving characteristics of a sporty coupe.

## Section Three – Passive Safety

- Introduce the next session – Passive Safety.
- Restart the video and run it for until the animated Cougar logo zooms in.
- After switching off the video, recap on this section by reminding the group that Ford Cougar is a showcase for Ford's latest passive safety features.



- *Ford Cougar is the first car in the world to be fitted with Ford's 'next generation' Side Impact Airbags.*



## Section Four – Design and Package

- Restart the video and run it until the animated Ford Cougar logo appears.
- Discuss with the group the importance of the Design and Package section of the Ford Cougar buyer. For the next 20 minutes, there are two activities to complete.
- Firstly – **style** is the number one reason for buying a coupe and Ford believes that this trend will become even more important in the future.



### Activity

- Using Activity Four worksheet, in small groups, discuss what style elements you think will help sell Ford Cougar to the target customer. These should include the design as well as the package.
- Get feedback from the group and summarise by stating that Ford Cougar is a highly developed example of Ford's New Edge styling revolution.  
**It combines simplicity with functionality and precision.**



### Activity

- Next ask the participants to individually complete the short "Style Questionnaire" on Activity Five Worksheet in order to check their knowledge. They may need to refer to their Product Guides or customer catalogs to answer some of the questions.
- Allow five minutes in this activity and then ask the group for their answers.

## Section five – Features etc. & Section six - Summary

- Before you start the next section explain that it examines the features of Ford Cougar; familiarity with its contents will be necessary for presentations to the customers.
- Restart the video and run it right through to the end of Module One.
- **Tell** the participants that the final activity of this session is to remind the group of the great importance of **qualifying** potential Ford Cougar customers.
- **Remember!** The potential buyer is someone very different. They may not look like it, but he – or she – has a streak of independence, the desire to stand out from the crowd. We call it being **"WILD AT HEART"**.
- Your task is to identify this, **qualify these people and get them behind the wheel to discover for themselves just how Ford Cougar satisfies those desires.**



### Activity

- Remember to use open questions when you are qualifying customers. Now ask what do we mean by "open" questions?

**Answers should include:**

1. **Who** is your customer?
2. **What** type of driving do they do?
3. **What** are they looking for?
4. **Where** have they heard about Cougar from?
5. **What** has attracted them to enquire about the car?
6. **When** are they thinking of buying?
7. **How** are they thinking of acquiring the car?

Questions starting with **"why"** will confirm their statements and check your understanding.

By using a combination of open questions, you will always establish the real needs ← and wants of a prospective customer. Careful qualification will always ensure that your presentation and test drive are tailored to each individual customer.

Get the participants to write down the six different open questions on Activity Six Worksheet.

- To conclude this section remind the participants:  
**Assume nothing, qualify, qualify, qualify!**



## Section 1 - Activity 1

### The Ford Cougar Customer

*NOTES*





## Section 1 - Activity 2

### Appearances can be deceptive

<i>What people see</i>	<i>What people don't see</i>





## Section 2 - Activity 3

### Driving Dynamics

#### NOTES





## Section 4 - Activity 4

### Design and Package

*Style Elements*

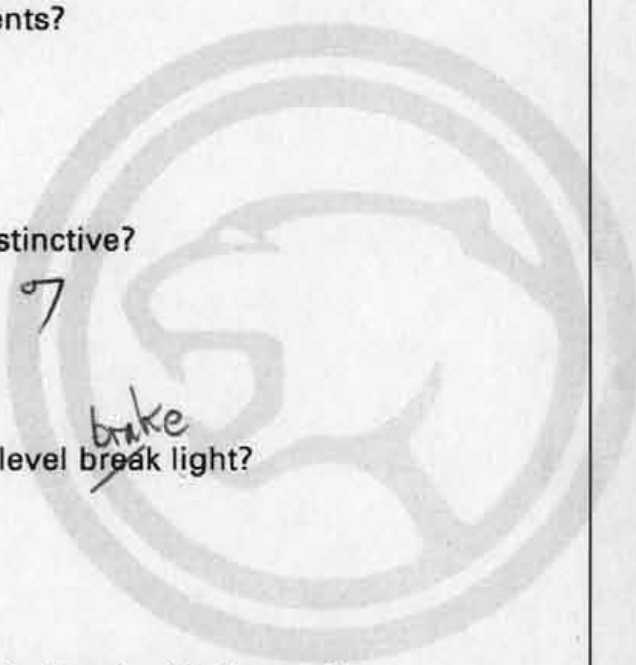




## Section 4 - Activity 5

### Design and Package

1. What distinguishes the front end of a 24 V from a 16V Cougar?
  - A Power bulge on hood
  - B Fog lamps
  - C Larger aerodynamic spoiler
  
2. What shape are Cougar's door handles?
  - A Oval
  - B Rectangular
  - C Arrowhead
  
3. What shape are Cougar's air vents?
  - A Arrowhead
  - B Square
  - C Round
  
4. What makes Cougar's doors distinctive?
  - A - Open upwards
  - B Frameless design
  - C - They allow you to gain access
  
5. Where is Cougar's centre high level break light?
  - A Bottom of backlight
  - B Top of backlight
  - C Tailgate
  
6. Where does the Cougar badge feature inside the car?
  - A On the front seats
  - B On the front centre console
  - C On the steering wheel
  
7. What is Cougar's cloth trim design called?
  - A Napoleon
  - B Nelson
  - C Wellington



Too easy  
Even I know\*  
it's A.  
\*

which is the odd man out.

A Nelson he didn't have a  $\frac{14}{horse}$



## Open Questions

1.

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2.

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3.

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4.

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5.

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6.

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7



## Module Two

### Competitive Section

- This module can be run as a separate training session, or it can follow on from Module One.
- The format for this session will be similar to Module One, as you will stop the video after each competitor and the participants will compare what they have heard on the competitor versus the Ford Cougar.
- Allow 15 to 20 minutes to discuss the vehicle they have just seen, in relation to Ford Cougar. The objective of this Module is to supply information so that sales staff will be able to explain to customers where Ford Cougar is superior to the competition, in a positive and professional way to the customer.
- If possible, have the Ford Cougar Product Guide available as well as customer catalogs to supplement the video information.

*misspelling*

### Section One – Peugeot 406

- Run the video to the end of the Peugeot comparison.



### Activity

- Ask the group to turn to Activity Worksheet Seven. There are several similar blank worksheets to be used for all the competitor comparisons in the video.
- In pairs note down arguments to use to win with Ford Cougar against the competition.
- Get feedback from the group and make sure that they note down any points that others made which they had not thought of.
- **Remind the group that they need to know how to 'win' a competitor customer. They need to understand the good points of the competition and find out what the customer likes about it. They should then turn one or more of Ford Cougar's features into a benefit that matches the customer.**

## **Section Two – Honda Prelude**

- Repeat the session as for the Peugeot 406 Coupe.

## **Section Three – BMW 3 Series**

- Repeat the session as before.

## **Section Four – Fiat Coupe**

- Repeat the session as before.

## **Section Five – Toyota Celica**

- Repeat the session as before.



## Section Six – Opel Calibra

- **Start this session by stating that they may think it odd to include a model that has just been discontinued – but this is an OPPORTUNITY!**
- Explain that it is known from European research, that 25% of all those who would chose a Ford Cougar, currently drive a Calibra. Therefore this last section of the workshop is very valuable for prospecting.
- When the video has finished get the group to complete their comparison of the Calibra and Ford Cougar.
- Explain that the video session is now over, but there is one final activity for sales staff to do before the launch of Ford Cougar. They need to know what the local competitor dealerships offer in terms of finance products, service offers and special customer benefits. With this information, they can then highlight to the customer products and services which the Ford dealer offers versus these competitive dealerships.
- **The group need to go and 'mystery shop' and get competitive brochures and information about the competitive dealer offerings.**

Alison f services  
what's that - Mike.





## Module Two - Section 1 - Activity 7

Prepare comprehensive comparisons on the pages provided.

*Peugeot 406*

Ford Cougar	Peugeot 406

**Arguments to win the customer over:**





## Module Two - Section 2 - Activity 7

Prepare comprehensive comparisons on the pages provided.

*Honda Prelude*

Ford Cougar	Honda Prelude

**Arguments to win the customer over:**



## Module Two - Section 3 - Activity 7

Prepare comprehensive comparisons on the pages provided.

*BMW 3 Series*

Ford Cougar	BMW 3 Series

**Arguments to win the customer over:**

Empty space for writing arguments to win the customer over.



## Module Two - Section 4 - Activity 7

Prepare comprehensive comparisons on the pages provided.

*Fiat Coupe*

Ford Cougar	Fiat Coupe

**Arguments to win the customer over:**



## Module Two - Section 5 - Activity 7

Prepare comprehensive comparisons on the pages provided.

*Toyota Celica*

Ford Cougar	Toyota Celica

**Arguments to win the customer over:**

Empty space for writing arguments to win the customer over.



## Module Two - Section 6 - Activity 7

Prepare comprehensive comparisons on the pages provided.

*Opel Calibra*

Ford Cougar	Opel Calibra

**Arguments to win the customer over:**

## Feature Availability

### Exterior

	16V	24V
• Frameless doors	S	S
• Bodycolor bumpers with integral lower grille and air dam lip	S	S
• Projector headlamps	S	S
• Quickclear electrically heated windshield and heated washer jets	O	O
• Power tilt/slide steel sunroof	-	O
• Front fog lamps	O	S
• Rear fog lamps	S	S
• Bodycolor power/heated door mirrors mounted on black door sails	S	S
• Bodycolor door handles	S	S
• Side repeat indicators	S	S
• Tinted glass	S	S
• Concentric bright finish exhaust trim	S	-
• Oval brushed finish exhaust trim	-	S

### Interior Controls

	16V	24V
• Instrument cluster: speedometer, tachometer, fuel and temperature gauges, LCD clock, and trip computer	S	S
• Auxiliary warning light system	-	S
• MicronAir filter	S	S
• Ford 5000 radio/cassette system	S	S
• Ford 6000 radio/CD system	O	O
• Ford 7000 Premium radio/cassette system with CD autochanger	-	O
• Power front windows with driver's one-shot down operation	S	S
• Heated backlite	S	S
• Headlamp levelling	S	S
• Leather gearshift knob	S	S
• Simulated leather gearshift gaiter	S	S
• Leather trimmed 4-spoke steering wheel	S	S
• Tilt adjustable steering column	S	S
• Delay function for interior courtesy light	S	S
• Electric remote tailgate release	S	S

### Security

	16V	24V
• Central/double locking	S	S
• Perimeter alarm system	S	S
• Illuminated entry system	O	S
• PATS engine immobiliser	S	S
• Radio Frequency (RF) remote control central/double locking	O	S
• Visible VIN plate	S	S
• Lockable fuel filler flap	S	S

### Interior Seating

	16V	24V
• Wellington cloth seat trim	S	S
• Leather seat trim facings	-	O
• Sports contour front and rear seats	S	S
• Driver's seat power height adjust	S	S
• Driver's seat manual lumbar adjust	S	S
• Tip/slide forward front seats with memory function	S	S
• Tilt/height adjustable front seat head restraints	S	S
• Rear integral neck supports	S	S
• 50/50 split folding rear seat back	S	S
• Driver's clutch footrest	S	S
• Driver and passenger vanity mirror with cover on driver's side	S	-
• Illuminated driver and passenger vanity mirrors with covers	-	S
• Rear passenger coat hooks	S	S

### Interior - Functional

	16V	24V
• Air conditioning with Semi-Automatic Temperature Control	S	S
• Illuminated glovebox	S	S
• Illuminated switches and heater controls	S	S
• Front map reading lamps/courtesy light	S	S
• Front seat back map pockets	S	S
• Ashtray and cigar lighter	S	S
• Extended centre console with stowage, power socket, armrest/stowage bin and handbrake holder	S	S
• Integral front door bins	S	S
• Rear seat heating ducts	S	S
• Audible lights-on warning	S	S
• Carpet covered removable rear shelf	S	S
• Fully trimmed luggage compartment with illumination	S	S
• Bright door sill scuff plates	S	S

### Safety

	16V	24V
• ABS anti-lock braking with Electronic Brake force Distribution (EBD)	S	S
• Electronic Traction Control System (TCS)	O	S
• Driver and front passenger Airbags	S	S
• Side Impact Airbags	S	S
• Load-limiting front seat belt retractors	S	S
• Front seat belt warning chime	S	S
• Height adjustable front seat belts	S	S
• 3-point inertia rear seat belts	S	S
• Side door beams	S	S
• Centre high mounted stop lamp	S	S
• Dual tone horn	S	S

S = Standard. O = Optional.

## Technical Specification

### Key Engine Data

	16V	24V
Type	2.0 Zetec	2.5 Duratec
	4 cylinders in-line	V6 cylinders
Emission level	96EEC	96EEC
Cubic capacity (cc)	1988	2544
Power output (KW/PS)	96/130	125/170
@ rpm	5600	6250
Maximum torque (Nm)	176	220
@ rpm	4000	4250
Bore (mm)	84.8	82.4
Stroke (mm)	88.0	79.5
Compression ratio (:1)	10.0	9.7
Fuel injection	Sequential Electronic (SEFI)	
Engine management	EEC V	
Cylinder head	Aluminium	Aluminium
Cylinder block	Cast Iron	Aluminium
Valve operation	DOHC 16V	Twin DOHC 24V
	4 per cylinder	4 per cylinder

### Steering

Type	Power assisted rack and pinion	
Turning circle		
- Wall-to-wall (m)	10.9	11.9
- Kerb-to-kerb (m)	11.3	
- turns lock-to-lock	3.3	

### Suspension

Front	MacPherson independent strut with anti roll bar
Rear	Quadralink independent with anti roll bar

### Braking

Type	Diagonally split with dual-line servo assisted, ventilated front and rear discs
ABS	Four-channel Electronic anti-lock braking incorporating Electronic Brake force Distribution (EBD) and Traction Control System (TCS).*

\*TCS on 24V models only

### Wheels and Tyres

Wheel type/size	Light Alloy 16" x 6.5" 6-spoke (mini steel spare)	
Tyre size	215/50 R16	

### Vehicle Weights

	16V	24V
Gross vehicle mass (kg)	1685	1745
Kerb Weight (kg)	1316	1371

### Performance

	16V	24V
Max speed (km/h)	209	225
Acceleration (secs)		
0-100 km/h	10.2	8.6
50-100 km/h (in 4th gear)	12.4	10.0

### Fuel Economy

	16V	24V
European Drive Cycle (93/116/EC)		
Combined	8.3	9.6
CO <sub>2</sub> emissions (g/km)	195	225

### Fuel Tank Capacity

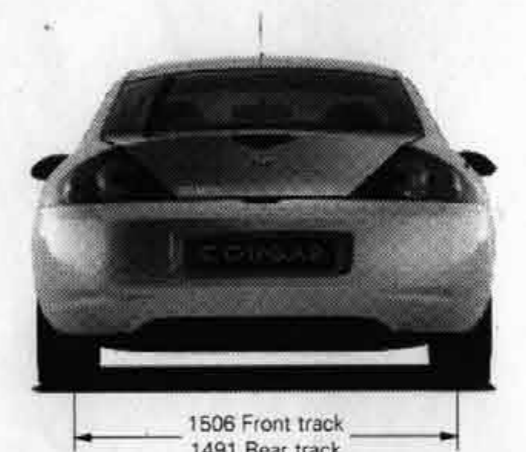
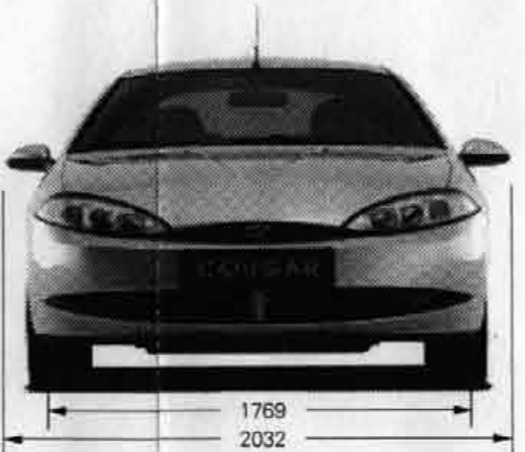
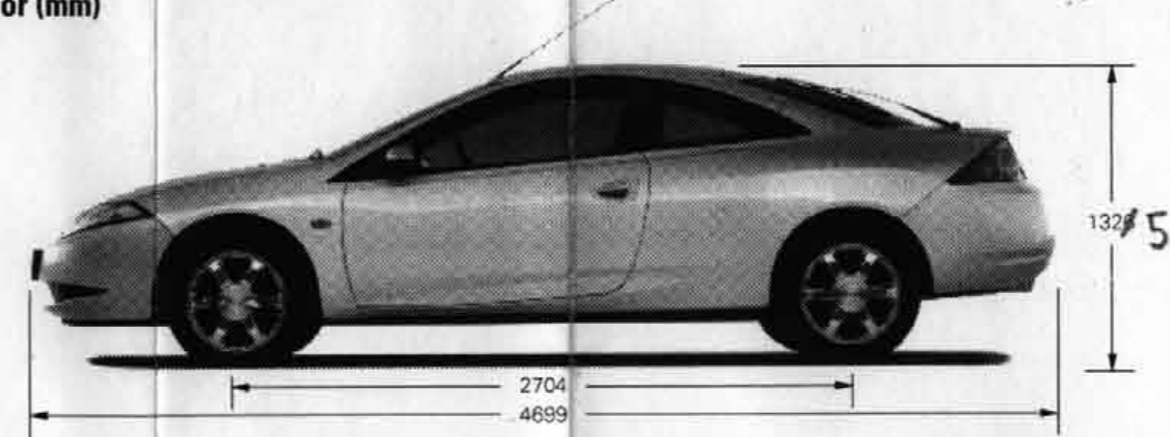
Capacity (litres)	60.0
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### Luggage Capacity

Load compartment VDA (litres)	440
- seats up	360
- seats folded	930

## Dimensions

### Exterior (mm)



		Solid Colours		Metallic Colours				
Solid Colours		Ebony	Rio Red	Dark Tourmaline	Medium Melina Blue	Silver Frost	Spruce Green	Toreador Red
Trim Design		Wellington/Twill			(Leather*)			
Trim Colours		Wellington cloth in Ebony		(Leather in Midnight Black*)		Midnight Black Environment		

\*Option on Cougar 24V only

# COUGAR

## Pocket Guide



# Ford COUGAR key selling points

## The new Ford Motor Company

The provocative new Ford Cougar represents the very essence of the new Ford Motor Company.

So when one of your customers drives the Ford Cougar, they will be testing more than just

a new Ford car – they will be driving the latest manifestation of the new Ford. It's your responsibility

to ensure that they make this connection, and this Pocket Guide – together with the more

detailed Product Guide – will show you how.

## The new Ford Cougar

Muscular, responsive, extrovert; the new Ford Cougar will command instant respect. This car will

be recognised by the enthusiast for its exhilarating drive and appreciated for its provocative styling.

Uplifting and charismatic with an unmistakable presence on the road, the new Ford Cougar will

stand out as an expression of individuality and achievement for its owner.

## The essence of the Ford Cougar is:

### Wild at Heart

- Breaking away from the conventional.
- A devil-may-care attitude.
- The existence of an inner fire.

### Provocative Styling

- New Edge design brings simplicity, functionality and precision.
- Styling reflects the precision engineering hidden under the sheet metal.

### Exhilarating Drive

- Power and flexibility from multi-valve 4-cylinder 2.0 and 6-cylinder 2.5 litre engines.
- Exceptional control from precise variable-rate steering.
- Comfort and stability from recalibrated and optimised suspension.
- Confidence from ventilated front and rear disc brakes, equipped with ABS, EBD and Traction Control (24V).

## Competitive Comparison

Powertrain	Ford Cougar		Peugeot 406 Coupe	Fiat Coupe	BMW Coupe	Honda Prelude	Toyota Celica
	2.0i 16V	2.5i 24V	2.0i	2.0i	318iS	2.0i	1.8ST
<b>Engine</b>							
Displacement (cc)	1998	2544	1998	1998	1895	1997	1762
Cylinders	4	6	4	5	4	4	4
Camshafts	DOHC	Twin DOHC	DOHC	DOHC	DOHC	OHC	DOHC
Maximum Power (kW/PS) @ rpm	96/130 5600	125/170 6250	97/135 5500	108/147 6100	103/140 6000	98/133 5300	125/170 5800
Maximum Torque (Nm) @ rpm	176 4000	220 4250	180 4200	188 4500	180 4300	179 5000	154 4800
<b>Performance</b>							
Maximum Speed (km/h)	209	225	205	212	213	201	200
Acceleration 0-100km/h (secs)	10.2	8.6	10.4	8.9	10.2	9.2	10.2
<b>Fuel Economy (litres/100km)</b>							
Combined	8.2	9.5	9.4	9.8	8.0	9.2	7.9
CO <sub>2</sub> Emissions (g/km)	195	225	223	NP	190	NP	NP

Dimensions	Ford Cougar	Peugeot Coupe	Fiat Coupe	BMW Coupe	Honda Prelude	Toyota Celica
<b>Exterior (mm)</b>						
Overall length	4699 ✓	4615	4250	4433	4545	4425
Wheelbase	2704 ✓	2700	2540	2700	2585	2540
Overall height	1325 ✓	1352	1340	1366	1315	1305
Overall width						
– including mirrors	2032	1960	1825	1875	1990	1905
– excluding mirrors	1769 ✓	1780	1768	1710	1750	1750
Front track	1506 ✓	1511	1483	1408	1525	1510
Rear track	1491 ✓	1525	1468	1421	1515	1490
Kerb weight (kg)	1316 1294/1242	1415	1345	1335	1240	1170
Turning circle – kerb-to-kerb (m)	11.3 ✓	11.3	10.3	NP	11.0	11.2
– wall-to-wall (m)	10.9	11.95	NP	10.4	11.8	NP
<b>Interior (mm)</b>						
Front						
– head room	879 ✓	862	968	960	954	943
– leg room	1081 ✓	1070	NP	NP	1092	995
– shoulder room	1368 ✓	1392	NP	1412	NP	1333
Rear						
– head room	881 ✓	806	887	930	897	886
– leg room	843 ✓	910	NP	NP	703	736
– shoulder room	1304 ✓	1234	NP	1394	NP	1268
<b>Load compartment VDA (litres)</b>	410					
Luggage capacity – seats up	380	390	295	405	284	283
– seats folded (to belt)	930	NP	NA	NP	NP	593

NP = Not published in manufacturer's literature NA = Not applicable \* = Figures for 16V/24V

## Competitive Comparison

Feature Comparison Highlights	Ford Cougar		Peugeot 406 Coupe	Fiat Coupe	BMW Coupe	Honda Prelude	Toyota Celica
	2.0i 16V	2.5i 24V	2.0i	2.0i	318iS	2.0i	1.8ST
<b>Mechanical/Functional</b>							
Speed sensitive power assisted steering	S	S	S	–	–	S	–
Power assisted steering	–	–	–	S	S	–	S
Rear disc brakes	vent.	vent.	solid	solid	solid	solid	solid
Stereo radio/cassette player with RDS/EON	S	S	S	O	O	S	S
Steering wheel mounted audio remote control	–	–	S	–	–	–	–
<b>Exterior</b>							
Frameless doors	yes	yes	yes	–	yes	–	yes
Power operated sunroof	–	O	–	O	O	S	O
Hatchback	S	S	–	–	–	–	S
Body color door mirrors	S	S	–	S	S	S	–
Opening rear 3/4 windows	–	–	–	–	S	–	–
Standard wheel size	16x6.5 15x8	16x6.5	15x6.5	15x6.5	15x7	15x6.5	14x6
Standard tyre size	215/50	205/60	205/60	205/50	205/60	195/65	195/65
<b>Interior</b>							
Driver's seat power height adjust	S	S	–	–	–	–	–
Leather trimmed steering wheel	S	S	–	S	S	–	–
Trip computer	S	S	–	S	O	–	–
Folding rear seat back	50/50	50/50	60/40	–	50/50	S	–
Air conditioning	S	S	S	S	O	–	O
Rear seat heating ducts	S	S	–	–	S	–	–
<b>Safety/Security</b>							
ABS anti-lock braking	S	S	S	S	S	S	S
Electronic Brake force Distribution	S	S	–	–	–	–	–
Traction Control	O	S	–	S	O	–	–
Airbags							
– front driver/passenger	S/S	S/S	S/S	S/S	S/S	S/S	S/S
– front side	S	S	O	O	S	–	–
Load-limiting front seat belt retractors	S	S	–	–	–	–	–
Central locking incl double lock	S	S	remote	S	S	remote	S
Alarm/immobiliser	S/S	S/S	S/S	S/S	–/S	–/S	–/S
Visible VIN plate	S	S	S	S	S	–	S

S = Standard O = Optional – = Not available

## Notes

# COUGAR LAUNCH STATUS

As of October 15th, 1998

Market	Orders		Off Line			Shipped				Shipped		Target Launch Volume **	Public Sale Date
	Rec'd	Sched'd	Off Line	Target Off Line	Target of(u)	On Vessels	In Europe Compound	Dealer Delivered	Total Shipped	Target Ship #	Target of(u)		
Britain	8338	4776	1081	1288	(207)	40	8	330	378	724	(346)	600	08-Oct-98
Germany	5583	4863	2641	2360	281	435	970	0	1405	2052	(647)	2400	23-Oct-98
France	1734	1631	795	824	(29)	12	713	4	729	824	(95)	650	28-Sep-98
Italy	1175	1175	563	602	(39)	34	504	0	538	602	(64)	640	01-Oct-98
Spain	1493	1409	514	744	(230)		155	0	155	450	(295)	600	23-Oct-98
Austria	199	183	134	123	11	18	35	0	53	120	(67)	120	23-Oct-98
Belgium	511	477	12	10	2		0	0	0	10	(10)	250	23-Oct-98
Netherlands	258	249	212	290	(78)	5	195	0	200	12	188	340	15-Oct-98
Norway	137	113	0	0	0		0	0	0	0	0	90	22-Oct-98
Sweden	245	245	200	210	(10)	91	0	0	91	210	(119)	200	23-Oct-98
Switzerland	412	356	301	187	114	46	1	0	47	100	(53)	200	23-Oct-98
Unspecified			478	562	(84)	1296			1296	420	876		
<b>Total</b>	<b>20085</b>	<b>15477</b>	<b>6931</b>	<b>7200</b>	<b>(269)</b>	<b>1977</b>	<b>2581</b>	<b>334</b>	<b>4892</b>	<b>5524</b>	<b>(632) (A)</b>	<b>6080</b>	

Includes Pre-Production units

A - Units in Transit and includes 200 Spala units at Delaware

\*\* Due to the 16" wheel shortage, the production figures were reduced by 1096 units

**Assumptions**

Launch Date based on P620 Final

No Batch and Hold. # Target shipping assumes 5 work days from plant  
4 week shipping time from plant to dealer.

**European Auto Shows:**

Paris	26-Sep-98
Birmingham	15-Oct-98

**Weekly Status Meeting as at October 1st, 1998**

- Potential Heated Front windshield constraint - supplier can only meet 200 per week. Situation ~~is~~ under investigation to increase availability. Order schedule submission in line with current constraint.
- Other potential constraints identified as Leather Trim. Current mix 37%.
- 1.4 (2.0L) engines (same as in Focus) need rework but vehicles are being shipped - solution being investigated. OK 1.4 engines commenced production 21st September.



**SW164 Freshening – HID Lamp Comparison**

**SW164 versus CD132**

	At SW164 Freshening X-Rate			Memo at CD132 X-Rate			
	EAO		SW164	CD132	CD132		
	SW164	CD132	(o)/u	CD132	CD132		
	\$/unit	\$/unit	\$/unit	DW/unit	\$/unit		
<b>CD132 absolute for HID DM 460,00</b>							
Base Headlamps	\$120	\$58		93	62		
HID Lamps (incremental)	264	219		460	\$307		
<b>Total HID Lamps (absolute)</b>	<b>\$384</b>	<b>\$275</b>	<b>\$(109)</b>				
<b><u>HID Option Cost Development</u></b>							
HID Lamps	\$264	\$275	\$11				
Washer system	20		(20)		Incl. in headlamp washer option for CD132		
Washer bottle	20		(20)				
Auto levelling	45		(45)		Incl. in CD132 base HID cost		
Eng. compl. loom	3		(3)		Incl. in CD132 base HID cost		
ABS sensor loom	3		(3)		Incl. in CD132 base HID cost		
Other looms	1		(1)		Incl. in CD132 base HID cost		
Levelling brackets	5		(5)		Incl. in CD132 base HID cost		
Amortization	46		(46)		"0" in CD132 HID lamp cost		
	<b>\$408</b>	<b>\$275</b>	<b>\$(132)</b>				
<b><u>Option Revenues</u></b>							
				<b>Local Currency</b>	<b>Take Rates</b>		
				SW164	CD132		
HID Lamps Britain	\$389	\$389		250	250	30	15,8
Germany	691	691		1158	1158	30	1,6
France	377	377		2114	2114	30	0,5
Italy	296	296		490583	490583	30	0,1
Average	<b>\$438</b>	<b>\$414</b>				120	17,7
Option Margin HID Lamps	<b>\$30</b>	<b>\$139</b>					
Headlamp washer	0	20					
Auto levelling							
Hoses connectors etc							
<b>Total Option Margin</b>	<b>\$30</b>	<b>\$159</b>					
Volumes:							
30% Take							
		CY 2000	2,6				
		CY 2001	4,8				
		CY 2002	2,4				
			<b>9,8</b>				

Last Updated: Sep. 28, 1998

WFOH P 6 1 L X 5 2 0 1 7 8 9

SW164 VIN LAYOUT

P.2

NO. 364

SW164  
VIN

World Manufacturer Identifier (WMI)	Restraint System Type	Ford Passenger Car Identifier - Designation	Car Line, Series, Body Type	Car Line, Series, Body Type	Engine Type - Displacement, Cylinders, Fuel Type Manufacturer and Horsepower	VIN Check Digit (0-9 or X)	Vehicle Model Year	Plant of Manufacture	Numerical Sequence	Vehicle Identifier						
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17

North America

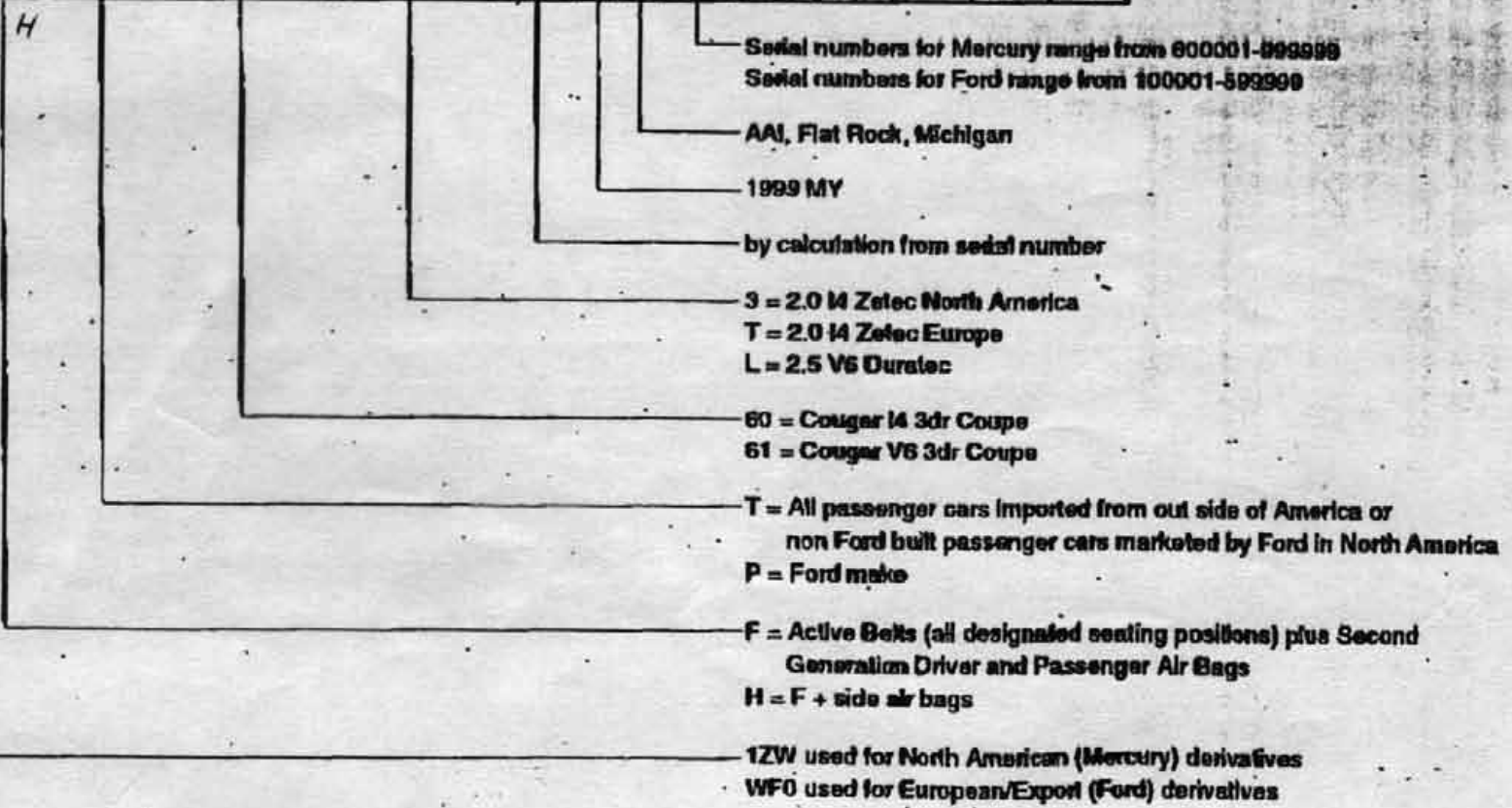
1	Z	W	F or H	T	6	0 or 1	3 or L	7	X	5	6	0	0	0	0	1
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Europe

W	F	0	F or H	P	6	0 or 1	T or L	?	X	5	1	0	0	0	0	1
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FORD TECH SERVICE 01147 251375  
FORD SERVICE 1/2733  
ANTECH SERVICE 1/2733

23 NOV 1998 10:37  
10 JUN 98 07:58



- Serial numbers for Mercury range from 800001-899999
- Serial numbers for Ford range from 100001-599999
- AAI, Flat Rock, Michigan
- 1999 MY
- by calculation from serial number
- 3 = 2.0 I4 Zetec North America
- T = 2.0 I4 Zetec Europe
- L = 2.5 V6 Duratec
- 60 = Cougar I4 3dr Coupe
- 61 = Cougar V6 3dr Coupe
- T = All passenger cars imported from out side of America or non Ford built passenger cars marketed by Ford in North America
- P = Ford make
- F = Active Belts (all designated seating positions) plus Second Generation Driver and Passenger Air Bags
- H = F + side air bags
- 1ZW used for North American (Mercury) derivatives
- WFO used for European/Export (Ford) derivatives

