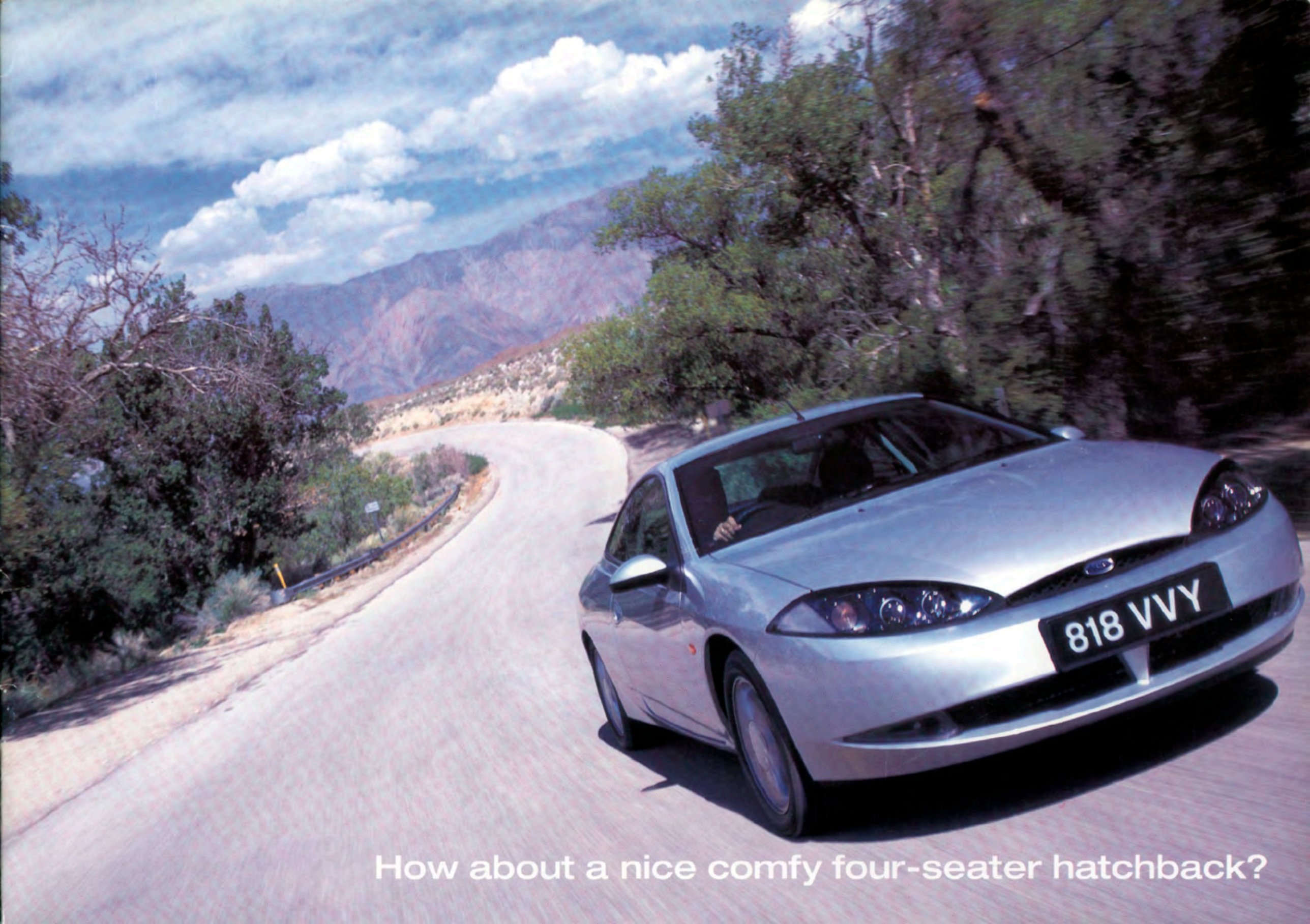


How about a nice comfy four-seater hatchback?

Like the exhilarating Ford Cougar

Life is full of boring choices; the last thing you want is a boring car. Trouble is, interesting cars almost invariably mean sacrificing practicality. Until the new Ford Cougar.

Drive the new concept in high performance:
The Fast Tourer

Cougar is what happens when you give world class designers the freedom to redefine the traditional sports coupé. Now, you no longer have to choose between exhilaration and everyday usability. Cougar delivers everything you'd expect of a sports coupé, plus a lot that you wouldn't. That's why we call it the fast tourer.

Forget the provocative styling for a minute. Here is an immensely capable performance machine capable of taking four adults and their luggage in speed, comfort and safety over the longest distances. Its limits are far beyond what most people would ever experience this side of a race track - yet it feels just at home nipping down to the shops. Onlookers may be seduced by its looks, but Cougar's real virtues run deeper.

This is a car for those who take their pleasures seriously.

Serious Performance

We call it high fidelity driving. The certainty that when you accelerate, brake or change direction, your car will respond instantly and precisely - and with a healthy margin of safety.

And no wonder. Cougar's agile, communicative chassis and advanced powertrain are fine-tuned for an intensely rewarding driving experience. With front MacPherson struts and Ford's unique 'Quadralink' independent suspension at the rear, handling is stable and predictable - without compromising ride quality. Variable rate power steering provides fluent feedback through the chunky leather-rimmed wheel.

Engage the slick close-ratio gearbox, step on the throttle and things happen fast, whether you opt for 2.5 litres of quad-cam alloy V6 or the highly acclaimed 16-valve 2.0-litre Zetec. And with powerful, progressive ventilated discs all round, electronic ABS and brake-force distribution, there's 'stop' to match the 'go'.

Infinitely controllable performance, in other words. Whatever your mood, whatever the road, the dynamic integrity runs deep.

Cougar is a car you want to drive.

Serious Practicality

What makes Cougar so different from conventional sports coupés is that it's as easy to live with as it is exhilarating to drive.

A genuine four seater, Cougar comes with individual bucket-style sports seats sculpted for maximum comfort and support - and enough head, knee and elbow room for those in the back as well as the front. Rear passengers don't have to contort themselves to get in and out, and there's a real sense of spaciousness in the stylish, airy interior.

If you've ever tried to cram luggage or shopping into an ordinary coupé, you'll be amazed at the size of the boot. Access is easy via the large lift-up tailgate, and split fold rear seats increase the luggage space even more when required.

Cougar's practicality extends to the cost of ownership. Long service intervals, for example, with no less than 100,000 miles between major engine tune-ups. Good fuel economy - up to 38.7mpg on a run[1]. And being designed for inexpensive repair, insurance is far lower than any other car in its class[2].

1 Best official overall consumption figures 2.5L V6 (extra urban cycle)
2 16v: group 11E. 24 v. group 14A

818 VVY

Serious Safety

Cougar sets exacting standards of automotive safety. As a performance car, safety was central to our design thinking right from the outset - and as a result, Cougar meets or exceeds current European safety legislation.

The rigid passenger safety cell was developed using the latest Crash Energy Management techniques. The fully integrated safety restraint system features airbags at the sides as well as the front to protect both front seat occupants, together with load-limiting seat belts. The steering column is semi-deformable, and there are foam bolsters designed to dissipate front and side crash forces and protect ankles, knees, elbows and hips.

The more desirable the car, the more important security becomes. That's why Cougar is protected by Ford's passive anti-theft system immobiliser, high security double locking and perimeter alarm.

Exhilarating dynamics with outstanding safety. Real refinement. And innovative design for the way you live now.

It all adds up to serious fun.

Serious Refinement

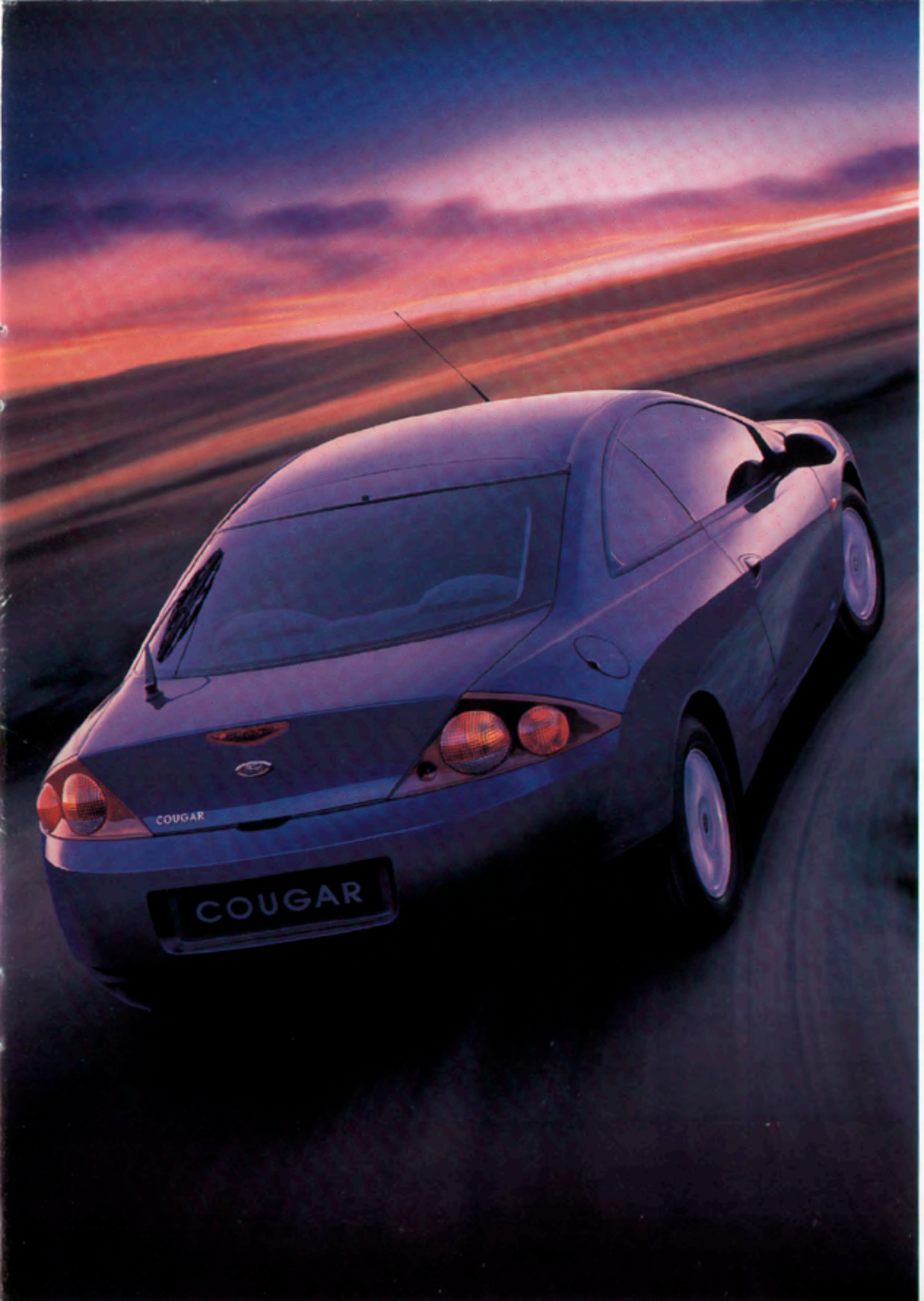
Refinement is as important to the 'fast tourer' concept as outright performance.

From its 'new edge' lines to its interior ergonomics, Cougar exudes a feeling of solidity and purpose. Silken power delivery, right across the rev range - and a supple, reassuring ride, even over poor surfaces. Ford acoustic engineers have succeeded in drastically reducing noise, vibration and harshness. Even when pressing on, virtually all you hear is the satisfyingly sporty note of the engine.

At the wheel, everything instantly feels right. Sports seats, with power height adjustment for the driver. A distinctive 'horseshoe' instrument panel whose crisp graphics echo the exterior styling. Tactile, precise and responsive controls.

In terms of comfort and convenience, nothing has been overlooked. CFC-free air conditioning comes as standard, as do power-heated door mirrors, audiophile quality sound systems, keyless central locking with illuminated entry and distinctive 16" alloys.

Cougar's looks promise great things - and it doesn't disappoint.



Serious value

Everything about Cougar is remarkable.

The fact is, you could be driving a Cougar for £20,000*. The 24V V6 is £1,000* more, and you can have the Cougar 24VX, with heated leather seats, CD autochanger and metallic paint, for £22,000*.

Seriously.

Now, are you ready for your test drive?

Cougar. Be the first
0845 600 6555

*On the road price includes delivery, number plates, road fund licence and vehicle first registration fee.

www.ford.co.uk/co

R2492