



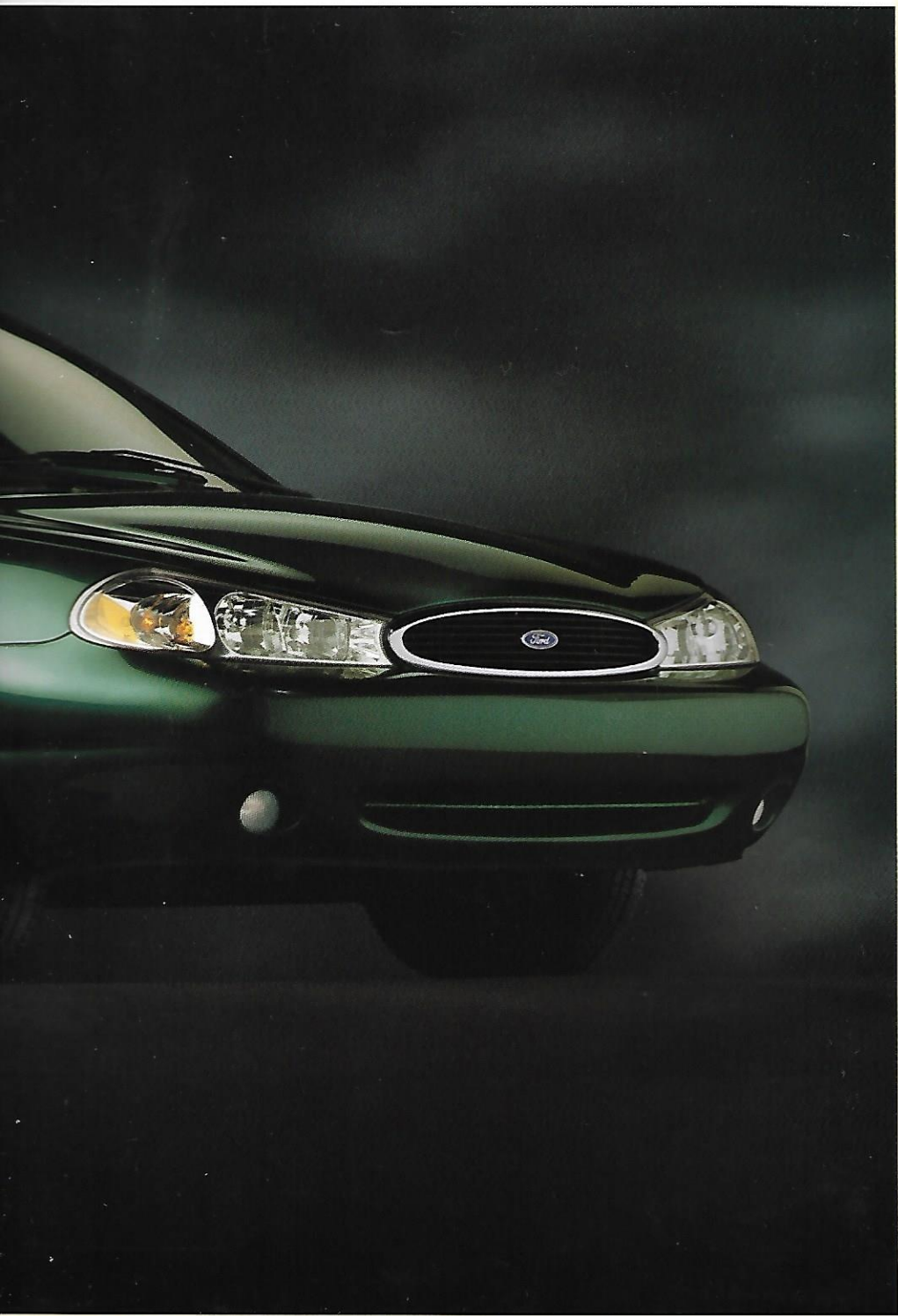
1 9 9 8

Contour





Above: Contour GL with the optional Sport Package in Pacific Green Clearcoat Metallic. Left: Contour GL in Willow Frost Clearcoat Metallic shown with optional rear wing spoiler.



NEW FORD

1 9 9 8

CONTOUR

Your head says 4-door sedan, but your heart has itself set on fun to drive, sporty. A befuddling dilemma, no? No. Not since Ford Contour came along. Contour brings a satisfying blend of power, agility and control to the world of four doors. A very satisfying blend. And the 1998 model? Better than ever. How can you tell? Drive it. With Contour, one test drive is all we ask. And all you'll need.

Contour

One drive will *surprise* you.

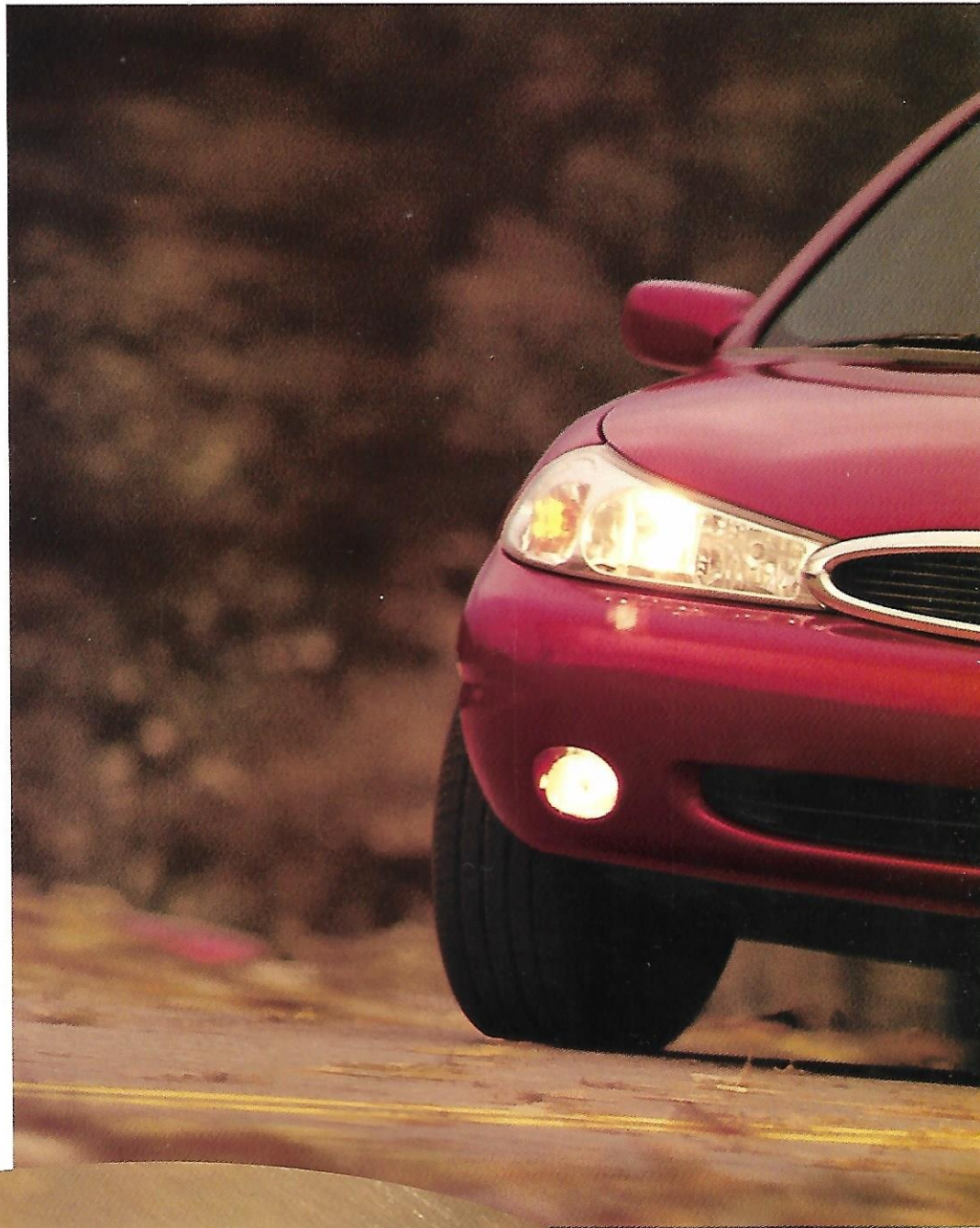
PERFORMANCE

and POWER

As difficult as it is for some to believe, there are people who view automobiles merely as vehicles of transportation. A curious perspective, to say the least. Contour is for the others, those who know that driver reward is the real issue. Confident passing. Sure cornering. A new sense of adventure traveling a familiar route. And a look forward to tomorrow's commute.



Standard SE cast aluminum wheel.



Above: Contour SE in Toreador Red Clearcoat Metallic. Left: Suspension refinements for 1998 mean an even smoother, more agile ride. The spoiler is standard with SE, optional with GL & LX.

One drive will *surprise* you.



tec 2.0-liter 125-hp I4 with
s per cylinder is engineered
onsive power and torque.
noise is reduced for 1998.

The power-efficient 2.5-liter Duratec
170-hp V6 system with 4 valves per
cylinder uses advanced racing technol-
ogy in the design of its cylinder block.

Both Contour engines can go 100,000
miles between scheduled tune-ups
(under normal driving conditions with
routine fluid and filter changes).

STYLING

e l e g a n t
DESIGN

Looks are important, there's no doubt about it. We want our cars to look good. You want your car to look good. With a look that reflects its spirit. Contour has refined styling for 1998. A look that's smart, sophisticated.



15" aluminum wheels, part of the Sport Package and optional with GL and LX, complement the new Contour styling.



One drive will **surprise** you.



A new look for 1998. Above: Contour LX with optional Sport Package in Light Prairie Tan Clearcoat Metallic. Right: Contour LX in Dark Toreador Red Clearcoat Metallic.

One drive will *surprise* you.





CONVENIENCE

a n d

COMFORT

Sporty front bucket seats that hug you through the curves. Roomy comfort for five. Thoughtful little surprises and delights that enhance the pleasure of your trip. Refined for 1998, the Contour interior is exceptionally well designed and appointed. Shown at left is Contour SE with optional leather seating surfaces in Greystone.

*Red Contour instrument panel features
ent design for improved heater/AC
(left). Molded cup holders (above) are
the new low-profile center console.*

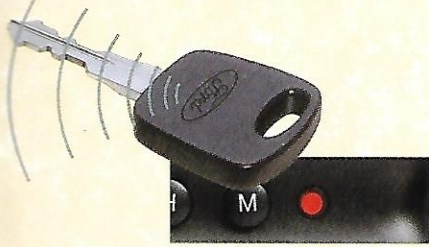
*Contour seats are designed to work with the safety
belts to keep occupants from sliding forward during
a frontal impact (right). The driver's seat now includes
an integral armrest for added comfort (shown above).*



SECURITY and SAFETY

SECURILOCK™, a passive anti-theft system, is included with Contour's optional V6 engine.

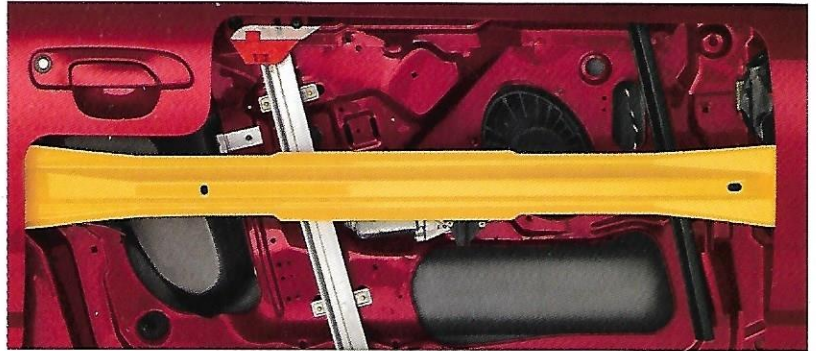
Your driver's key sends a specially coded electronic signal to the ignition module. If any other key is tried, the engine won't start.



As an added deterrent, a prominent blinking light on the instrument panel alerts would-be thieves that there's an anti-theft system in operation.



For added peace of mind, Contour offers an optional remote keyless entry system for GL, LX and SE. Its two transmitters include a panic button feature.



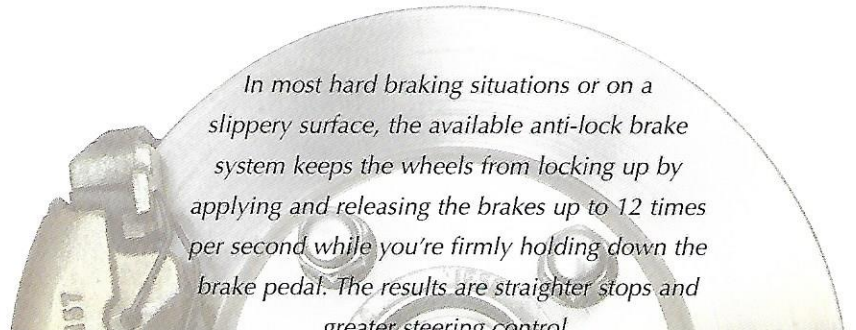
The protective strength of boron steel side door impact beams promotes a feeling of safety and security.



Wrestling a car seat can wear you out before you start. An integrated child safety seat is available with GL, LX and SE.



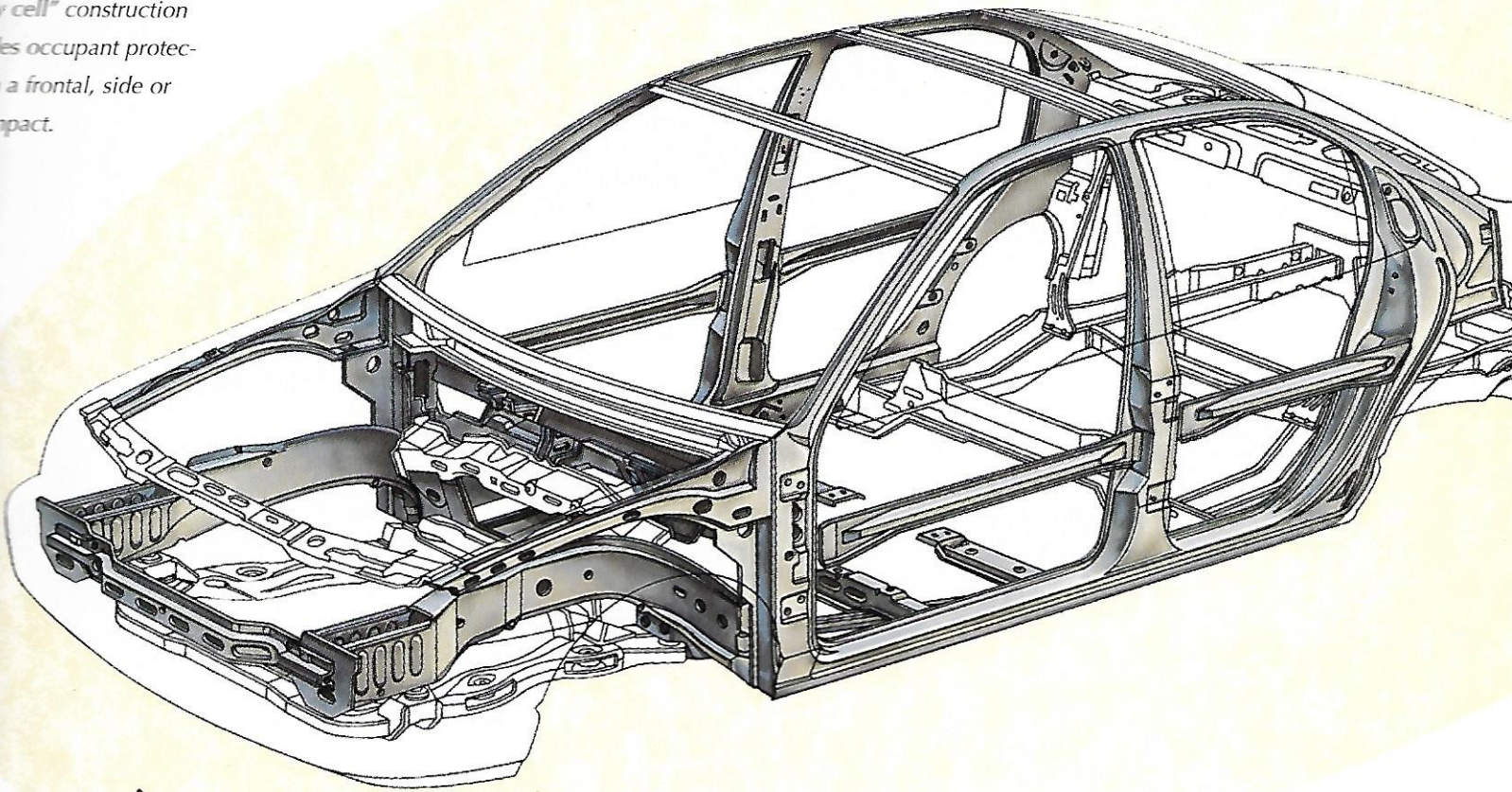
Standard childproof rear door locks keep children from opening doors from inside the vehicle.



In most hard braking situations or on a slippery surface, the available anti-lock brake system keeps the wheels from locking up by applying and releasing the brakes up to 12 times per second while you're firmly holding down the brake pedal. The results are straighter stops and greater steering control.

One drive will *surprise* you.

Safety cell construction provides occupant protection in a frontal, side or rear impact.



tinted glass is standard to help reduce glare and keep things cool.

Breathe easier. The particulate air filtration system removes over 90% of particles larger than 3 microns.

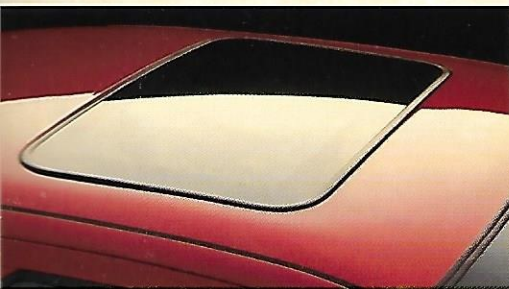
Dual remote mirrors provide a good look at what's coming from behind.

Dual air bags are standard and 3-point safety belts are included for all passengers (always wear safety belts and secure children in the rear seat).

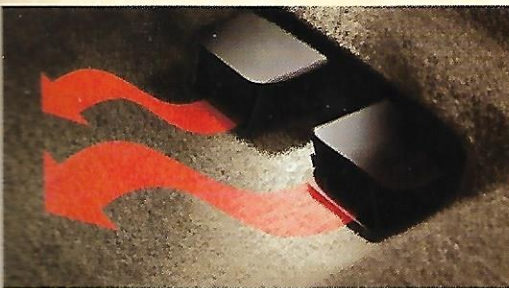
FEATURES and OPTIONS



The optional electronic AM/FM stereo radio with compact disc player includes a premium sound system for added listening enjoyment.



For an extra measure of driving fun while cruising under the sun or the stars, the optional power moonroof is available with GL, LX and SE.



Standard heating is distributed through vents on the instrument panel, floor, and through auxiliary heat ducts in back for the benefit of rear passengers.



Convenient speed control is included in all GL, LX and SE packages. You can operate it without taking your hands from the wheel.

EXTERIOR FEATURES	CON.	GL 236A	GL 240A	LX	SE
Solar tinted semi-flush glass	S	S	S	S	S
Flush headlamps with halogen bulbs and integral park/turn indicators	S	S	S	S	S
5-mph color-keyed, polycarbonate bumpers	S	S	S	S	S
Dripless roof construction with water management system	S	S	S	S	S
Black manual remote-control mirrors	S	S	S	-	-
Power mirrors with body-color finish (black finish with GL)	-	P	P	S	S
Color-keyed bodyside moldings	S	S	S	S	S
Fog lamps	-	-	-	S	S
Color-keyed wing spoiler	-	O	O	O	S

SAFETY AND SECURITY					
"Safety cell" structure with high-tensile steel door beams and cross-car beam	S	S	S	S	S
Deploying Trim System side impact protection	S	S	S	S	S
Dual front air bags, driver and passenger	S	S	S	S	S
Manual lap/shoulder belts for all seating positions (front are height adjustable)	S	S	S	S	S
4-way tilt/height-adjustable head restraints	S	S	S	S	S
Clutch interlock at start-up with manual transaxle; brake shift interlock with optional automatic transaxle	S	S	S	S	S
Fuel tank forward of rear suspension	S	S	S	S	S
Shielded interior door locks	S	S	S	S	S
Childproof rear door locks	S	S	S	S	S
Integrated child safety seat	-	O	O	O	O
Anti-lock Brake System (ABS)	O	O	O	O	O
Remote keyless entry system	-	O	O	O	O

COMFORT AND CONVENIENCE					
Sport Package: 15" aluminum wheels and tires; leather-wrapped steering wheel and shift knob; tachometer and fog lamps (std. on LX); sport floor mats; sport badging	-	O	O	O	-
Particulate air filtration system	S	S	S	S	S
Air conditioning	O	P	P	P	P
Low-profile floor console with cassette/CD storage and twin molded cup holders	S	S	S	S	S
Soft-feel driver-oriented instrument panel, side window demisters and four registers	S	S	S	S	S
Front shoulder safety belt height adjusters	S	S	S	S	S
Analog gauges and warning lights	S	S	S	S	S

SPECIFICATIONS, FEATURES AND OPTIONS

COMFORT AND CONVENIENCE (CONTD)

	CON.	GL 236A	GL 240A	LX	SE
Tachometer	-	-	P	S	S
Tilt steering column	S	S	S	S	S
Driver's left footrest	S	S	S	S	S
Front passenger and two rear grab handles (front only in Contour and GL)	S	S	S	S	S
Remote decklid release	S	S	S	S	S
Single-speed intermittent wipers	S	S	S	-	-
Variable-timed interval windshield wipers	-	-	-	S	S
Driver and passenger visor mirrors	S	S	S	S	S
Front door trim panel storage bins	S	S	S	S	S
Leather-wrapped steering wheel (included in LX with optional leather seating surfaces)	-	-	-	O	S
Electronic digital clock	S	S	S	S	S
Rear seat compartment heat ducts	S	S	S	S	S
Light Group: rear door courtesy light switches; front map/reading light; front footwell illumination; illuminated entry	-	P	P	P	P
Smoker's package: ashtray and lighter	O	O	O	O	O
Power windows with "express-down" driver's window, illuminated switches and rear window lockout feature	-	O	P	P	P
Power door locks	-	P	P	P	P
Electronic 4-speed automatic overdrive transaxle	O	O	O	O	O
Power moonroof	-	O	O	O	O
Speed control	-	P	P	P	P
Rear window defroster	P	P	P	P	P
Carpeted front/rear floor mats	O	O	O	O	O

SEATING

	CON.	GL 236A	GL 240A	LX	SE
Cloth reclining bucket seats	S	S	S	-	-
Luxury cloth reclining bucket seats	-	-	-	S	-
Sport cloth reclining bucket seats	-	-	-	-	S
Leather seating surfaces	-	-	-	O	O
10-way power driver's seat: power adjustment up/down, forward/back and tilt forward/back; plus adjustable lumbar support and seat back recliner	-	-	-	O	O
3-passenger rear bench seat	S	S	S	-	-
3-passenger rear bench seat with 60/40 split fold-down carpeted seat backs (releases located in trunk for security)	-	O	O	S	S

POWERTEAMS

	CON.	GL 236A	GL 240A	LX	SE
Zetec 2.0-liter, 16-valve, DOHC I4 engine	S	S	S	S	-
Duratec 2.5-liter, 24-valve DOHC V6 engine	-	-	P	P	S
5-speed manual overdrive transaxle	S	S	S	S	S
Electronic 4-speed automatic overdrive	O	O	O	O	O

AUDIO SYSTEMS

	CON.	GL 236A	GL 240A	LX	SE
Electronic AM/FM stereo radio	S	S	S	-	-
Electronic AM/FM stereo radio with cassette player	P	P	P	S	S
Electronic AM/FM stereo with cassette player and premium sound system	-	O	O	O	O
Electronic AM/FM stereo radio with compact disc player and premium sound system	-	O	O	O	O
Power antenna	-	O	O	O	O

WHEELS AND TIRES

	CON.	GL 236A	GL 240A	LX	SE
14" wheel cover	S	-	-	-	-
14" wheel cover with bolt-on appearance	-	S	S	-	-
15" full luxury wheel cover with bolt-on appearance	-	-	-	S	-
15" 12-spoke cast aluminum wheel	-	-	-	-	S
15" 8-spoke cast aluminum wheel	-	O	O	O	-
P185/70R14 BSW all-season tires	S	S	S	-	-
P195/65R14 BSW all-season performance tires (with V6 engine)	-	-	P	-	-
P205/60R15 BSW all-season tires (require aluminum wheels on GL)	-	O	O	S	S

S = Standard feature O = Optional feature
P = Preferred Equipment Package feature

SPECIFICATIONS

Drivetrain: front-wheel drive
Engines: Zetec 2.0-liter 16v (VVT), DOHC I4 (standard in Contour, GL and LX); Duratec 2.5-liter 24v, DOHC V6 (standard in SE, included in GL 240A and LX 238A)
Induction system: sequential electronic fuel injection and EEC-V computer
Compression ratios: 9.6:1 (Zetec I4); 9.7:1 (Duratec V6)
Tune-up interval: 100,000 miles (under normal driving conditions with routine fluid and filter changes)
Transaxles: 5-speed manual overdrive standard;
Electronic 4-speed automatic overdrive optional
Horsepower, SAE net: 125 @ 5500 rpm (Zetec I4); 170 @ 6250 rpm (Duratec V6)
Torque, SAE net: 130 @ 4000 rpm (Zetec I4); 165 @ 4250 rpm (Duratec V6)
Battery: 55 AH maintenance-free
Alternator: 130-amp
Body construction: unitized with separate front rubber-mounted subframe
Front suspension: independent strut-type with A-arms, strut-mounted coil springs and stabilizer bar
Rear suspension: independent quadralink design with stabilizer bar; plus sport tuning in SE
Steering: rack-and-pinion, power-assisted
Brakes: power front disc/rear drum (standard in Contour, GL, LX); 4-wheel disc (standard in SE and with all V6 engines with 5-speed manual transaxle); 4-wheel Anti-lock Brake System (optional in all models)

DIMENSIONS

Wheelbase	106.5"
Length	184.6"
Height	54.5"
Width	69.1"
Front tread	59.2"
Rear tread	58.5"
Trunk capacity (cu. ft.)	13.9
Passenger capacity	5

PREFERRED EQUIPMENT PACKAGES

Contour



230A

- Electronic AM/FM stereo radio/cassette player
- Rear window defroster

Contour GL



236A

- Electronic AM/FM stereo radio/cassette player
- Air conditioning
- Rear window defroster
- Power mirrors
- Rear door courtesy light switches
- Front map/reading light
- Front footwell illumination
- Illuminated entry
- Power door locks
- Speed control

240A

- All the features included in Package 236A
- Power windows
- V6 System: 2.5-liter Duratec V6 engine/5-speed man.
- Tachometer

Contour LX



238A

- Air conditioning
- Rear window defroster
- Rear door courtesy light switches
- Front map/reading light
- Front footwell illumination
- Illuminated entry
- Power door locks
- Speed control
- Power windows
- V6 System: 2.5-liter Duratec V6 engine/5-speed man.

Contour SE



239A

- Air conditioning
- Rear window defroster
- Rear door courtesy light switches
- Front map/reading light
- Front footwell illumination
- Illuminated entry
- Power door locks
- Speed control
- Power windows

Contour wheels (left to right):

14" wheel covers (standard);

14" wheel covers with bolt-on appearance (GL);

15" full luxury wheel covers with bolt-on appearance (LX);

15" 8-spoke aluminum wheels (optional with GL and LX);

15" 12-spoke aluminum wheels (SE).



CONTOUR COLORS



Light Prairie Tan Clearcoat Metallic



Toreador Red Clearcoat Metallic



Dark Toreador Red Clearcoat Metallic



Light Denim Blue Clearcoat Metallic



Moonlight Blue Clearcoat Metallic



Pacific Green Clearcoat Metallic



Willow Frost Clearcoat Metallic



Silver Frost Clearcoat Metallic



Black Clearcoat



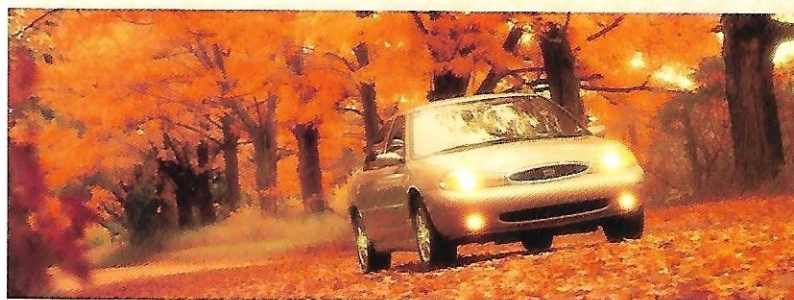
Vibrant White Clearcoat

Exterior Paint Colors	Interior Trim Colors		
	Midnight Blue	Prairie Tan	Greystone
Contour			
Light Denim Blue Clearcoat Metallic			■
Pacific Green Clearcoat Metallic			■
Silver Frost Clearcoat Metallic			■
Black Clearcoat			■
Vibrant White Clearcoat			■
Contour GL and LX*			
Light Prairie Tan Clearcoat Metallic	■	■	■
Toreador Red Clearcoat Metallic	■	■	■
Dark Toreador Red Clearcoat Metallic	■	■	■
Light Denim Blue Clearcoat Metallic	■		■
Moonlight Blue Clearcoat Metallic	■	■	■
Pacific Green Clearcoat Metallic	■	■	■
Willow Frost Clearcoat Metallic		■	■
Silver Frost Clearcoat Metallic	■		■
Black Clearcoat	■	■	■
Vibrant White Clearcoat	■	■	■
Contour SE			
Light Prairie Tan Clearcoat Metallic	■		■
Toreador Red Clearcoat Metallic	■		■
Moonlight Blue Clearcoat Metallic	■		■
Silver Frost Clearcoat Metallic	■		■
Black Clearcoat	■		■

*The GL seat fabric is Medium Dark Prairie Tan. The LX seat fabric is Prairie Tan. All trim parts on both GL and LX are Prairie Tan.

CONTOUR

o w n e r s h i p EXPERIENCE



ROADSIDE ASSISTANCE PROGRAM

Every new Ford includes the assurance of a 24-hour emergency Roadside Assistance Program provided during the 3-year/36,000-mile bumper-to-bumper warranty. Ask your dealer for complete details on this program which includes such services as fuel delivery, tire change, jump start, or even help when you're locked out of your car.



Ford Credit offers a wide variety of financing and leasing programs to qualified buyers which can be arranged right at the dealership. Ask your Ford Dealer for all the facts.



Optional Ford Extended Service Plans go beyond the basic 3-year/36,000-mile warranty.

Ask your dealer for complete details on the optional plans and for a copy of the limited warranty.



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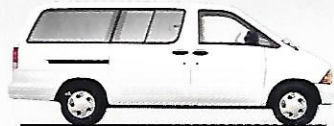
Escort



Windstar



Probe



Aerostar



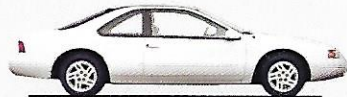
Mustang



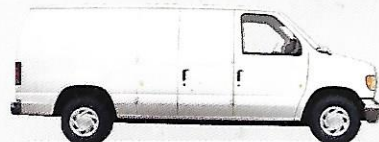
Club Wagon



Contour



Thunderbird



Econoline



Taurus



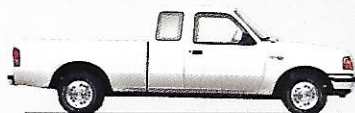
F-Series



Crown Victoria



Expedition



Ranger