

F O R D 1 9 9 4

ASPIRE



INTRODUCING FORD ASPIRE

What distinguishes the new Ford Aspire is that you *don't have to give up the features you desire* for affordability. Safety is a good example. Aspire is the only car in its class to provide a driver and passenger air bag supplemental restraint system (SRS) as standard. It's also the only car in its class with an optional 4-wheel anti-lock braking system.

Then there's room and comfort. The new Aspire is simply the roomiest car in its class. Its interior is not only stylish, it's ergonomically designed for space efficiency. And there's a choice between 3-door and 5-door bodystyles.

Aspire does, of course, provide the benefits that *are* expected in a car its size. Economical operation,* for one. Yet the 1.3L I-4 engine also offers a good measure of power. This satisfying blend of performance and economy makes Aspire well suited for both stop-and-go city traffic and open-highway cruising.

When a car is as affordable as Aspire, it can fit nicely into all kinds of budgets. Family car, second car, third car — Aspire brings peace of mind to a variety of transportation needs. If it's time to think about another automobile, it's time to take a close look at Ford Aspire.

Aspire is, in short, a lot of car. And it's compelling proof that safety and style don't necessarily carry an astronomical price tag.

*EPA mileage estimates were unavailable at the time of printing. See your dealer for current mileage information.

Aspire 5-Door Laguna Blue Clearcoat Metallic.



The new Ford Aspire is a pleasing combination of comfort and capability. It's also affordable and engineered with safety features that include a driver and passenger air bag supplemental restraint system and optional 4-wheel anti-lock brakes.

*Aspire 5-Door in Wild Iris
Clearcoat Metallic.*



ASPIRE COMFORT AND CONVENIENCE

Sliding in behind the wheel of the new Ford Aspire involves a very pleasant surprise. Despite its compact exterior, the interior compartment is impressively roomy. In fact, Aspire is the roomiest car in its class.

A THOUGHTFUL, PRACTICAL DESIGN

In Aspire, attractive styling goes hand in hand with functional integrity. An ergonomic design makes excellent use of available space and makes identification and operation of controls easy. Front occupants enjoy an elevated, "command" seating position while rear passengers experience the kind of roominess normally associated with larger cars.

GREAT PASSENGER/CARGO VERSATILITY

Aspire also offers a lot of versatility for both passengers and cargo. In the 3-door model, the entire rear seat assembly can be folded up toward the front seat backs for maximum capacity and a flat load floor. One seat back of the optional split/fold rear seat (standard in SE) can be folded forward to accommodate a passenger and long cargo (skis for example), or both can come forward when cargo takes precedence.



Aspire 3-Door's rear seat back (split seat backs in SE and with interior decor and convenience group) can be folded forward to accommodate stowage.



Left: Aspire interior shown with the interior decor and convenience group and other optional equipment.



Shown above: The passenger seat back has a memory feature (3-door models) for personalized comfort (top). The standard full-length console features handy cup holders (center). Radio and climate controls are conveniently located in the console's front panel (bottom).

Another thoughtful feature is Aspire's optional air conditioning system. Available with all models, it's CFC free for the benefit of the environment. It helps to prevent further ozone depletion while it keeps things cool and pleasant for passengers.

Right: The standard driver and front passenger air bag supplemental restraint system is provided for use in addition to the lap/shoulder belts. It's the first such system offered by an automobile in Aspire's class.



ASPIRE CAPABILITY

Although Aspire's smooth styling is indeed eye-catching, it's what's under the skin that provides the real driving satisfaction. A lot of capability is built into this trim package. Engineered to be a satisfying blend of performance characteristics, Aspire is equally at home in stop-and-go city traffic or out on the open highway.

ASPIRE'S POWERTRAIN

The 1.3L I-4 engine provides plenty of power, yet, not surprisingly, achieves

impressive fuel economy (1994 mileage estimates were not available at press time). Multiple-port electronic fuel injection ensures improved overall operation, smooth running and easier starting, even in temperature extremes.

The standard manual transaxle has a fifth overdrive gear to reduce engine wear and help stretch the mpg. Likewise, the optional 3-speed automatic has a lock-up feature for greater operating efficiency.

GOOD ROAD MANNERS

Aspire features an optional computer-controlled anti-lock braking system which provides added control in many hard braking situations. The standard brakes are comprised of hard-working discs in front and self-adjusting drums in back for surefooted stops.

Aspire's front-wheel-drive design puts the weight of the engine and transaxle over the driving wheels for added traction. The widest stance in its class provides stability and good overall balance. And 165/70R13 BSW all-season tires feature a road-gripping tread designed to optimize traction over a range of conditions.

The rack-and-pinion steering system is firm and precise and provides good road feel. The smooth-riding MacPherson strut front sus-

pension includes a stabilizer bar to help prevent vehicle sway. The torsion-beam rear suspension (with a stabilizer bar built in) is engineered to maintain the proper camber angle whether turning or going straight. Its simple, space-efficient design also allows a low trunk floor for increased luggage capacity.



Aspire SE shown in Crystal White. The sport-minded 3-door features fog lamps and a rear spoiler.



Above: The Aspire 3-Door shown in Vibrant Red.

Above right (top to bottom): Aspire's trim size gets it in and out of the tight spots.

Stabilizer bars contribute to Aspire's nimble handling.

The cargo area measures a full 37.7 cubic feet (41.0 in the 5-door) with the rear seat(s) folded down.

ASPIRE SAFETY

When it comes to driving, there's certainly no issue more important than occupant safety. The well being of passengers is every driver's concern. That's why safety has always been such a high priority at Ford.

As early as 1956, Ford cars had standard features such as safety door latches, energy-absorbing (deep-dish) steering wheels and strengthened seat anchors. In that same year we also offered safety belts as well as energy-absorbing instrument panels and sun visors — features that have since become standard equipment on all automobiles.

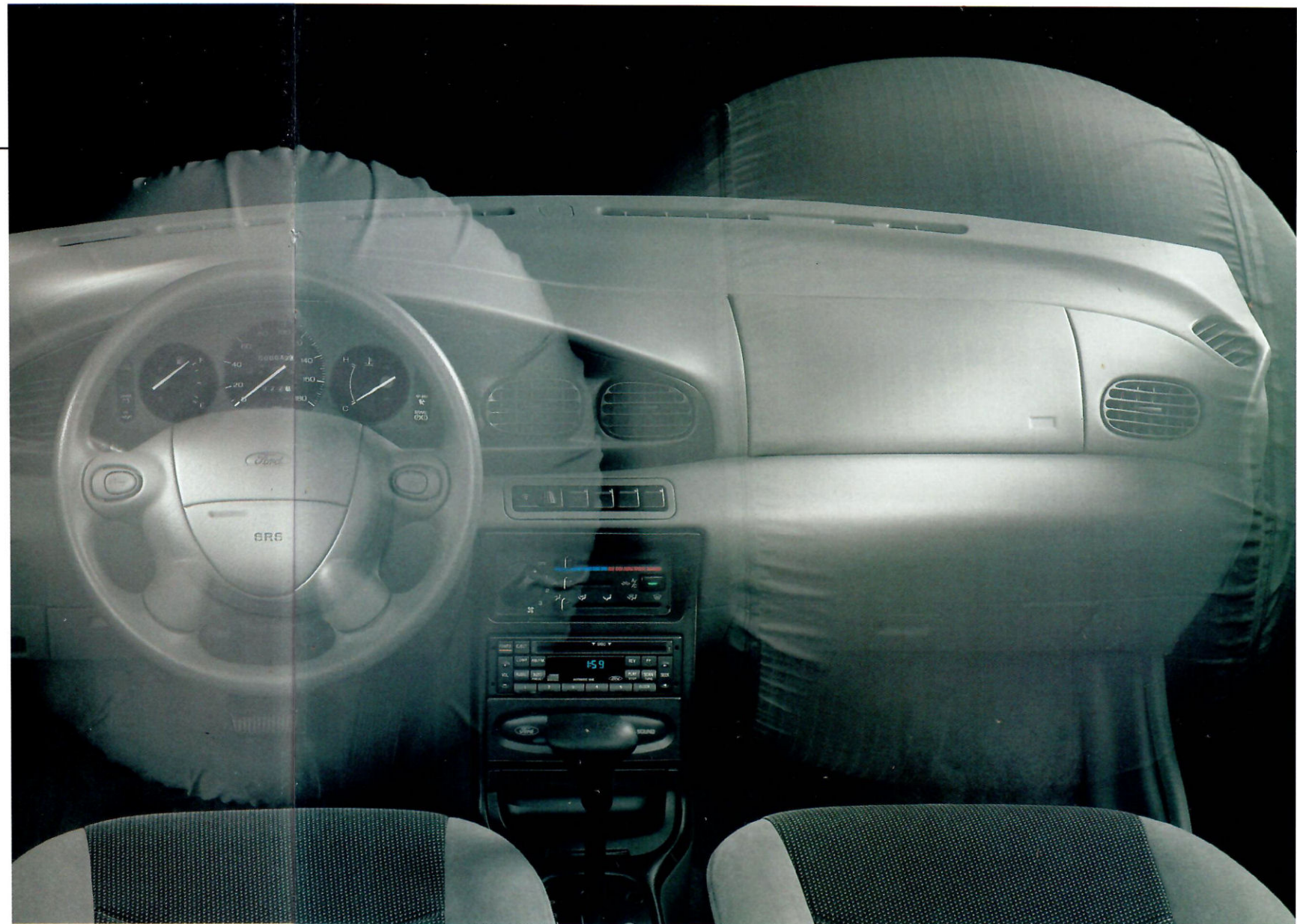
STANDARD DUAL AIR BAGS

The new Aspire is the latest example of Ford leadership in the area of safety. It's the first car in its class to offer a standard air bag supplemental restraint system

(SRS) for both the driver and front passenger. Together with properly worn lap/shoulder safety belts, the air bag SRS helps protect occupants in certain frontal impacts and is one of the most effective passenger restraint systems available in automobiles today.

OPTIONAL ANTI-LOCK BRAKE SYSTEM AND OTHER FEATURES

Aspire is the only car in its class to offer an optional 4-wheel anti-lock system to augment the power front disc/rear drum brakes. This system helps prevent wheel lock-up due to hard braking. With anti-lock, each wheel is monitored during braking. If impending lock-up is detected, brake pressure is automatically modulated up to ten times per second. The brakes are applied and



Aspire is the first car in its class to offer a driver and front passenger air bag supplemental restraint system as standard equipment in addition to the lap/shoulder belts.



Aspire's 5-mile-per-hour bumpers are designed to protect lamps, cooling system, exhaust and other body components in the event of a minor impact.

Front-wheel drive gives Aspire good traction in adverse driving conditions such as snow or mud. Optional anti-lock brakes help to provide more controlled stops when hard braking may otherwise cause the wheels to lock up.



released repeatedly in the same way you were probably taught to "pump your brakes." But the speed of the anti-lock braking system far exceeds human capability, providing the driver a much greater degree of steering control in hard braking situations on a variety of slippery surfaces.

Aspire's "childproof" rear door locks on 5-door models help keep curious little fingers out of mischief. When the locks are activated, the rear doors can't be opened from inside. And as a measure to help increase visibility, Aspire is the first in its class to offer dual outside mirrors as standard.



Rear seat passengers are provided full lap/shoulder safety belts which offer better overall protection than simple lap belts.



Above: Aspire 5-door models feature childproof locks in the rear doors which, when activated, prevent accidental opening.

STANDARD FEATURES AND OPTIONS

AVAILABLE OPTIONS

	Aspire	Aspire SE
Automatic transaxle	○	○
13" aluminum wheels	○	○
Air conditioning (a CFC-free system)	○	○
Anti-lock braking system	○	○
Convenience group (includes interval windshield wipers, package tray cover and cargo light, dual remote-control outside mirrors and front door map pockets)	—	○
Rear window defroster	○	○
Interior decor and convenience group (includes interval windshield wipers, package tray cover and cargo light, dual remote-control outside mirrors, premium cloth and vinyl seats, split/fold rear seats, front door map pockets and door trim inserts)	○	—
Power steering (5-door with automatic transaxle only)	○	—
Electronic AM/FM stereo radio with clock	○	○
Electronic AM/FM stereo radio with cassette player	○	○
Electronic AM/FM stereo radio with cassette player and premium sound	○	○
Electronic AM/FM stereo radio with compact disc player and premium sound	○	○
Rear window wiper/washer	○	○

COLORS — Aspire

Exterior Paint Colors	Interior Trim Color
Vibrant Red	Opal Grey
Wild Iris Clearcoat Metallic	■
Iris Clearcoat Metallic	■
Laguna Blue Clearcoat Metallic	■
Cayman Green Clearcoat Metallic	■
Aqua	■
Crystal White	■

COLORS — Aspire SE

Exterior Paint Colors	Interior Trim Color
Vibrant Red	Opal Grey
Aqua	■
Crystal White	■

PRODUCT CHANGES

Following publication of the catalog, certain changes in standard equipment, options, prices and the like, or product delays, may have occurred which would not be included in these pages. Your Ford Dealer is your best source for up-to-date information.

Ford Division reserves the right to change product specifications at any time without incurring obligations.

MAJOR STANDARD FEATURES

Exterior

Body-color front and rear bumpers with integral rub strips and front spoiler
Aerodynamic halogen headlamps
Fog lamps (SE)
Foldaway outside mirrors
Color-keyed narrow bodyside protection moldings
Monochromatic appearance
Rear liftgate spoiler (SE)
Blackout treatment on windshield wipers, windshield molding, door handles, greenhouse, door and window frames
Styled steel wheels with full argent wheel covers

Interior

Air bag supplemental restraint system for the driver and front passenger; manual front seat lap/shoulder belts; manual 3-point rear lap/shoulder belts; seat belt warning light

Color-keyed, molded door trim with integral armrests (Aspire)
Full door trim with sport cloth inserts (SE)
Side window demisters
Fuel and water temperature gauges and trip odometer
Two-speed windshield wipers
Day/night inside rearview mirror
Glove box
Full-length console with dual cup holders
Front cloth and vinyl high-back reclining bucket seats with passenger-side memory seat back (Aspire 3-door)
Front sport cloth and vinyl high-back reclining bucket seats with passenger-side memory seat back (SE 3-door)
Full-fold bench-type rear seat (Aspire)
Split-fold rear seat (SE)

Courtesy lamps
Color-keyed carpeting on floor and in luggage compartment
Color-keyed luggage compartment with molded side trim
Soft-feel shift knob
Inside hood release
Cigarette lighter and front and rear ashtrays
Maintenance-free battery



Aspire SE features front sport cloth and vinyl reclining bucket seats which include the convenience of a passenger-side memory seat back.



A rear spoiler complements the sporty flair of the Aspire SE.



The optional rear window wiper/washer helps clear the view behind in inclement weather.



Enjoy the superb reproduction technology of digital sound with Aspire's optional AM/FM stereo radio with compact disc player.



The cool comfort of air conditioning is optional with all Aspire models. And it's free of CFCs.

ASPIRE SPECIFICATIONS

Engine

Type	In-line 4-cylinder
Valves	8
Displacement	1.3L (80.7 cu. in.)
Horsepower (SAE net)	63 @ 5,000 rpm
Torque (SAE net lb.-ft.)	74 @ 3,000 rpm
Fuel system	Multiple-port electronic fuel injection

Transaxle

Type	5-speed manual overdrive; automatic transaxle optional
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Chassis

Body type	Unitized
Front suspension	Independent MacPherson strut-type with strut-mounted coil springs, track control arm and stabilizer bar
Rear suspension	Torsion-beam type with strut-mounted coil springs
Steering	Manual rack-and-pinion, 22:1 ratio
Brakes	Power front disc/rear drum; anti-lock system optional
Tires	165/70R13 BSW
Fuel capacity	10 gallons

Dimensions

	3-Door	5-Door
Wheelbase	90.7"	93.9"
Length	152.8"	155.9"
Height	55.6"	55.6"
Width	65.7"	65.7"
Front tread	55.9"	55.9"
Rear tread	55.1"	55.1"
Front head room	37.8"	38.2"
Rear head room	35.5"	36.4"
Front leg room	41.6"	41.6"
Rear leg room	33.6"	34.2"
Front shoulder room	50.3"	50.4"
Rear shoulder room	49.3"	50.0"
Trunk or cargo* volume (cu. ft.)	14.9*	17.0*
Passenger capacity	4	4

*With rear seat up.



BUMPER-TO-BUMPER COVERAGE

The 36-month/36,000-mile bumper-to-bumper coverage of Ford's new vehicle limited warranty covers the complete vehicle (except tires, battery, service adjustments and other items covered under separate provisions) against defects in factory-supplied materials or workmanship. For complete information, see your dealer.

FORD CITIBANK CREDIT CARD

Using your Ford Citibank Visa® or MasterCard® could earn you hundreds, even thousands of dollars from Ford toward the purchase or lease of a new Ford, Lincoln or Mercury product. To apply or get more information, call

1-800-374-7777. Or visit a Ford or Lincoln-Mercury Dealer, or a branch office of Citibank.

ROADSIDE ASSISTANCE PROGRAM

Every new Ford includes the assurance of an emergency Roadside Assistance Program provided by Ford Auto Club, Inc. during the 3-year/36,000-mile bumper-to-bumper warranty period. Help is a toll-free phone call away 24 hours a day, anywhere in the continental United States should you need any towing assistance, fuel delivery, tire change, a jump start or even help when you're locked out of your car. Ask your Ford Dealer for complete details on the Ford Roadside Assistance

Program and a copy of this limited warranty.



Optional Ford Extended Service Plans can cover major components on new Ford cars and light trucks for longer than the vehicle's basic warranty. Your Ford Dealer has full details.



Ford Credit is a full service company that makes a wide variety of financing and leasing programs available to qualified buyers through the Ford Dealer of your choice. Through Ford Credit's financing or Red Carpet leasing, arrangements suited to your

special needs can be made quickly and conveniently right at the dealership. Ask your Ford Dealer for the facts on any of Ford Credit's financing or lease plans.

OPTIONS AVAILABILITY

Options shown or described in this catalog are available at extra cost and may be offered only in combination with other options or subject to additional ordering requirements or limitations.



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