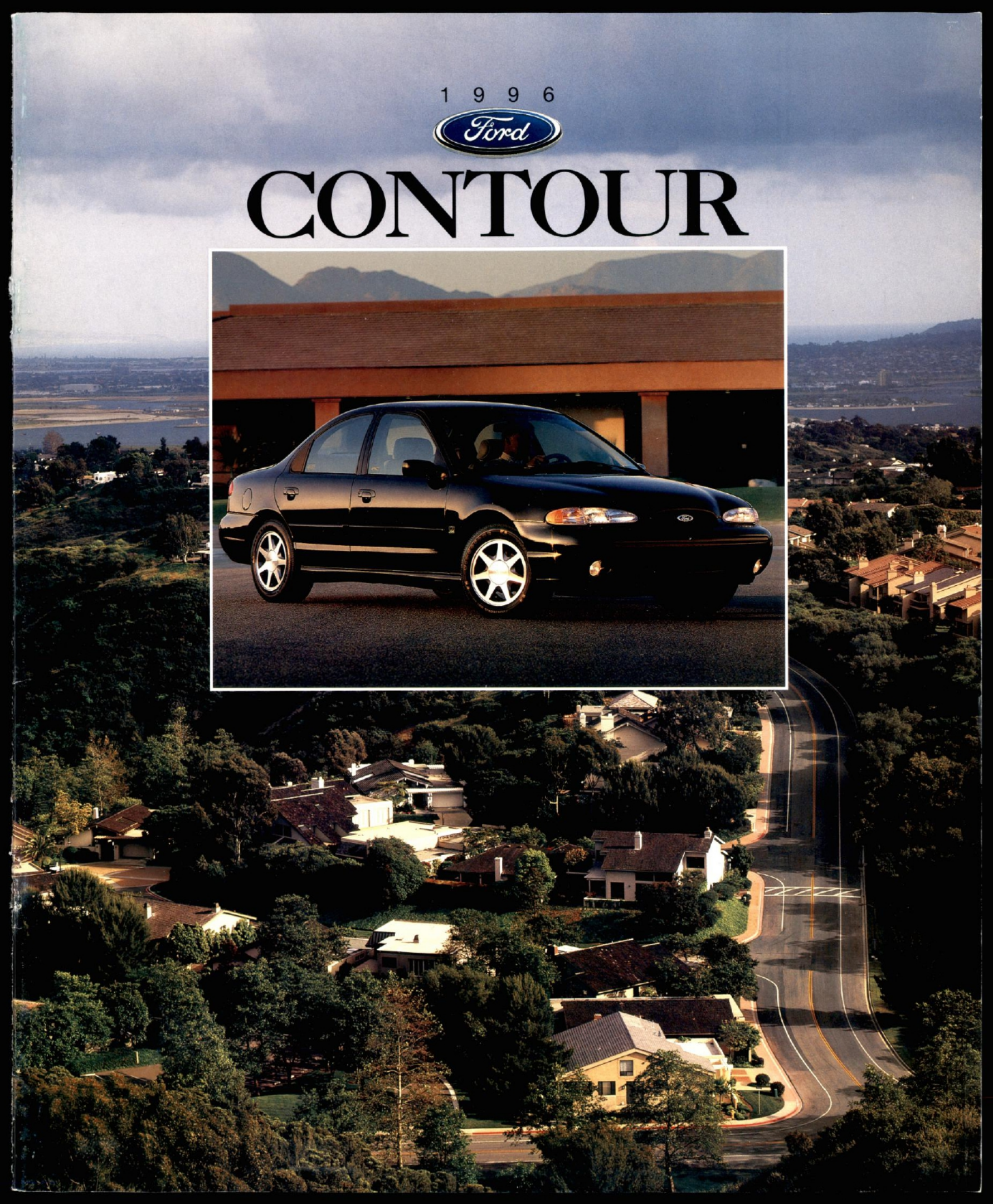


1 9 9 6



# CONTOUR







# Ford Contour. A world car for your world.

We tapped into our engineering resources from around the world to build a car that's just right for your world.

Ford Contour.

To provide for your driving pleasure and comfort, we thought of just about everything.

Solar-tinted glass. Particulate air filtration system. Illuminated switches and controls.

Height-adjustable front shoulder belts.

These are just some of the many features that you'll discover in Ford Contour. A world car for your world.

► *Contour SE sport sedan in Toreador Red Clearcoat Metallic, with fog lamps, rear spoiler, 15" cast aluminum wheels and the Duratec 2.5-liter V-6 engine among its standard features. Some equipment shown is optional.*







**A** world of personal driving pleasure

► The Contour GL in Willow Frost Clearcoat Metallic, with standard features including solar-tinted glass, particulate air filtration system, and more.

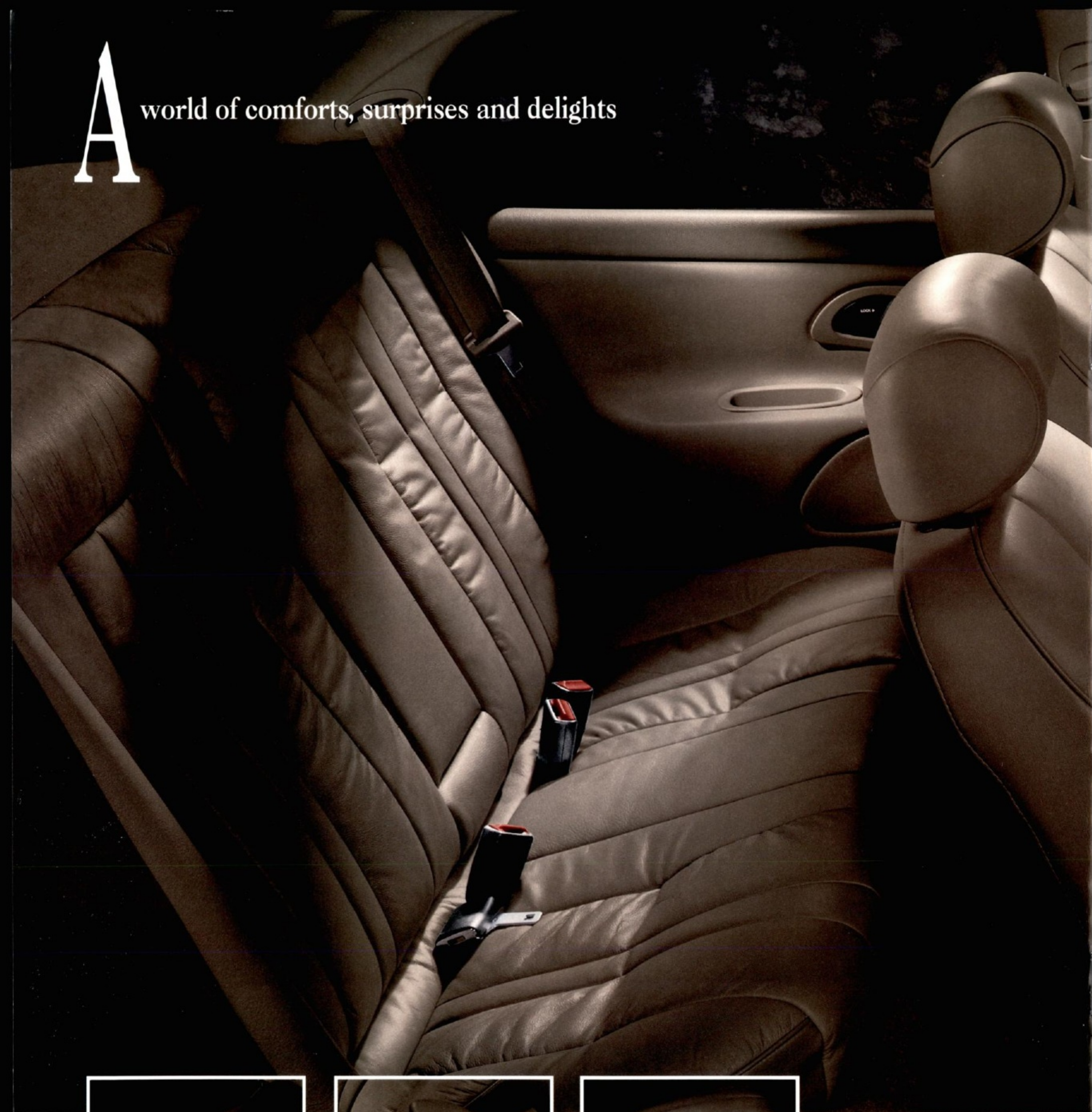


▼ The well-equipped Contour LX in Midnight Red Clearcoat Metallic. Some equipment shown on these pages is optional.





**A** world of comforts, surprises and delights



◀ From left to right: Split fold-down rear seat backs, full-length center floor console, and front seat side valance panel storage bins—all standard conveniences in Contour LX and SE models.



▲ The sporty 5-passenger Contour SE interior in Pumice, with sport bucket seats, tachometer, leather-wrapped steering wheel, and much more. Some equipment shown, such as the leather seating surfaces, is optional.

► With seating for five and a long list of features including standard dual air bags (always properly wear your safety belts) and "safety cell" body construction, Ford Contour is an excellent family car.





# A world-class driver's car

▲ Interior visibility while driving at night is enhanced by illuminated controls on the instrument panel.

Until you drive a Ford Contour, you may never know just how well a sedan in this class can perform. While we put considerable effort into designing the advanced comfort and safety features, we never lost sight of what *driving* is all about. Experience the performance of the 16-valve, 2.0-liter Zetec I-4 engine or the 24-valve, 2.5-liter Duratec V-6 System, plus the balanced ride and handling of the 4-wheel independent suspension with quadralink rear system.

▼ An electronic stereo system is available, featuring a CD player and premium sound components with upgraded amplifier.

▲ Contour SE instrument panel in Pumice. A leather-wrapped steering wheel and tachometer come standard. Some equipment shown is optional.



▲ Available power windows and door locks have illuminated controls to make them easier to locate and operate at night.



▲ The convenience of illuminated inside door handles is one of the features included in the available light group.



▲ Two cupholders (one provided with the 5-speed manual overdrive transaxle) are part of the full floor console in all models.



▲ The front shoulder belts are height-adjustable to satisfy individual comfort needs.





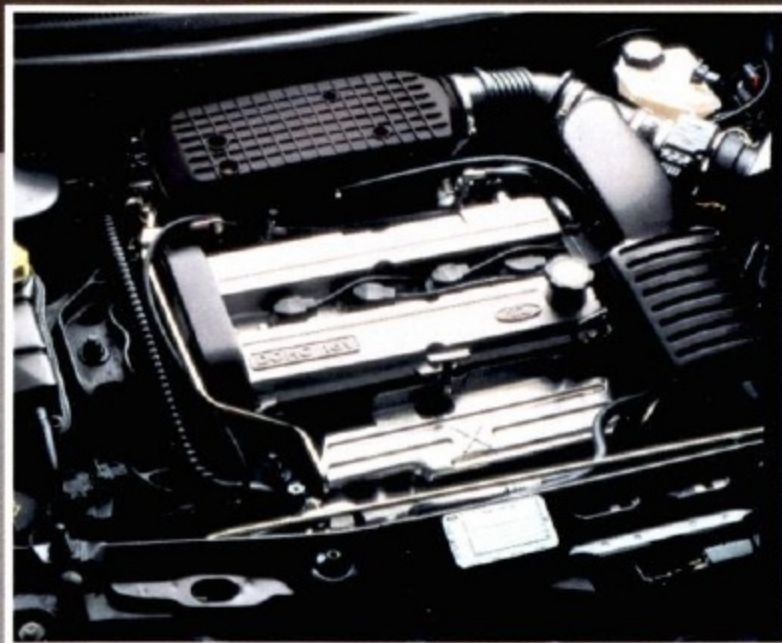


# Sophisticated performance and handling

▲ *Contour has power-assisted rack-and-pinion steering for a firm and precise feel of the road. The sophisticated 4-wheel independent suspension with quadralink rear system provides a high degree of handling control, ride smoothness and comfort.*



▲ *The Contour SE sport sedan is powered by the Duratec V-6 System, rides on low-profile 15" tires and sport handling suspension. Shown here in Champagne Clearcoat Metallic with some equipment optional.*



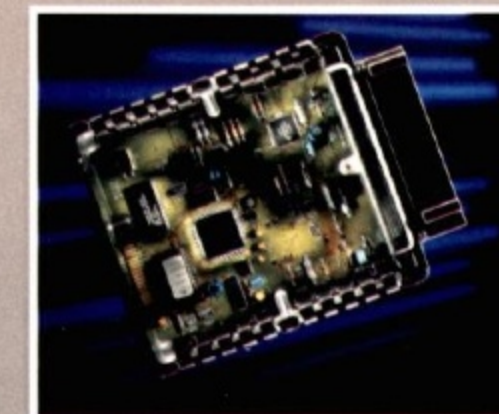
◀ *The Zetec 2.0-liter I-4 engine features 4 valves per cylinder and dual overhead cam (DOHC) design. It's engineered to deliver high fuel efficiency as well as responsive power and torque. EPA mileage information was unavailable at press time; see your Ford Dealer for EPA information.*



◀ *The 2.5-liter Duratec V-6 System utilizes advanced racing technology in the design of its cylinder block. This power-efficient 24-valve, DOHC V-6 can go 100,000 miles without a scheduled tune-up under normal driving conditions with routine fluid and filter changes.*



◀ *Both the Zetec I-4 and Duratec V-6 engines feature long-life platinum-tipped spark plugs.*



◀ *The EEC-V (Electronic Engine Control) computer is the brain that continuously fine-tunes the performance and efficiency of Contour's engines. EEC-V is so powerful, it can perform up to 1.25 million calculations per second.*



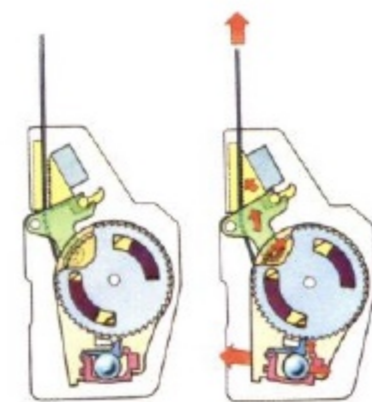


# Safety and security for your peace of mind

Contour is equipped with many features designed for occupant protection and operating safety. Standard dual air bags and safety cell body construction, for example, help provide protection for you and your passengers in an accident. Important, too, is the precision of the steering, suspension and braking systems that can help you avoid an accident in the first place.



◀ Standard dual air bags are among Contour's many occupant protection features. But effective as the air bag system may be, always be sure to properly wear your safety belts.



◀ Sensors in the driver's safety belt inertia reels activate clamps that grab and hold the belt webbing, providing the driver added protection from contact with the steering wheel.

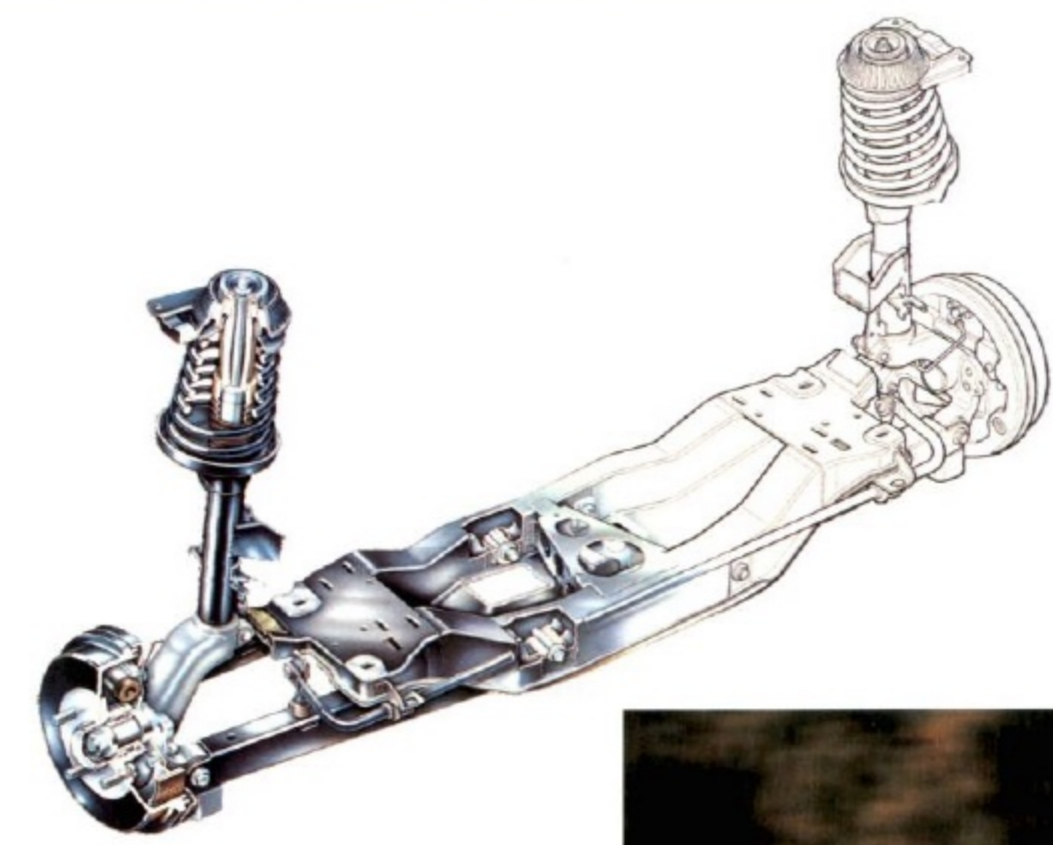
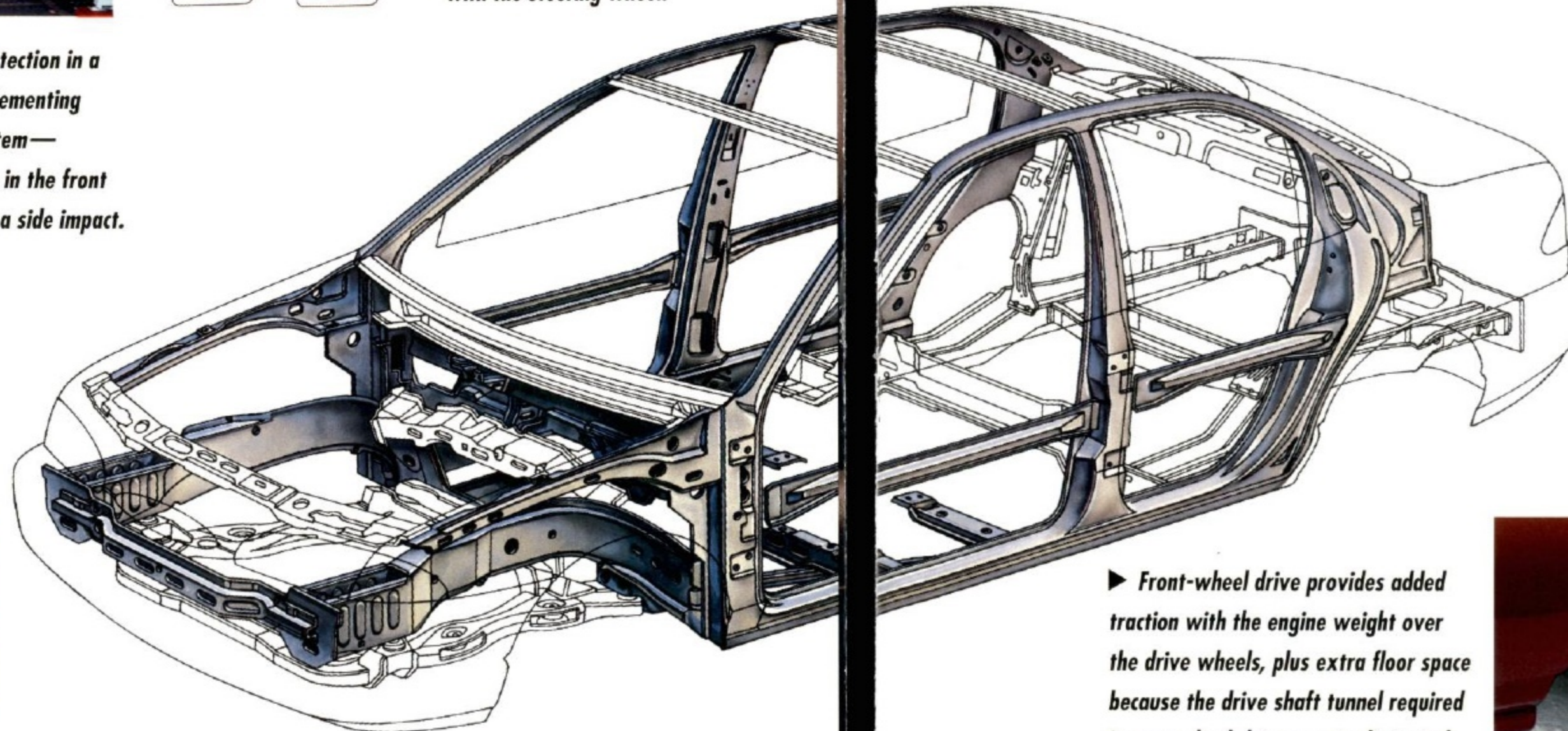
▲ "Safety cell" construction provides protection in a frontal, side or rear end impact. And complementing its effectiveness is the Deploying Trim System—uniquely placed high-density foam bolsters in the front door panels that provide protection during a side impact.



▼ The protective strength of Boron steel side door impact beams is a major component of Ford Contour's advanced "safety cell" body construction.



▲ The seat frame (at all five positions) has a metal ramp that elevates the knees; the front edge of the bottom cushion is reinforced to help keep occupants from sliding forward under their safety belts due to the force of impact.

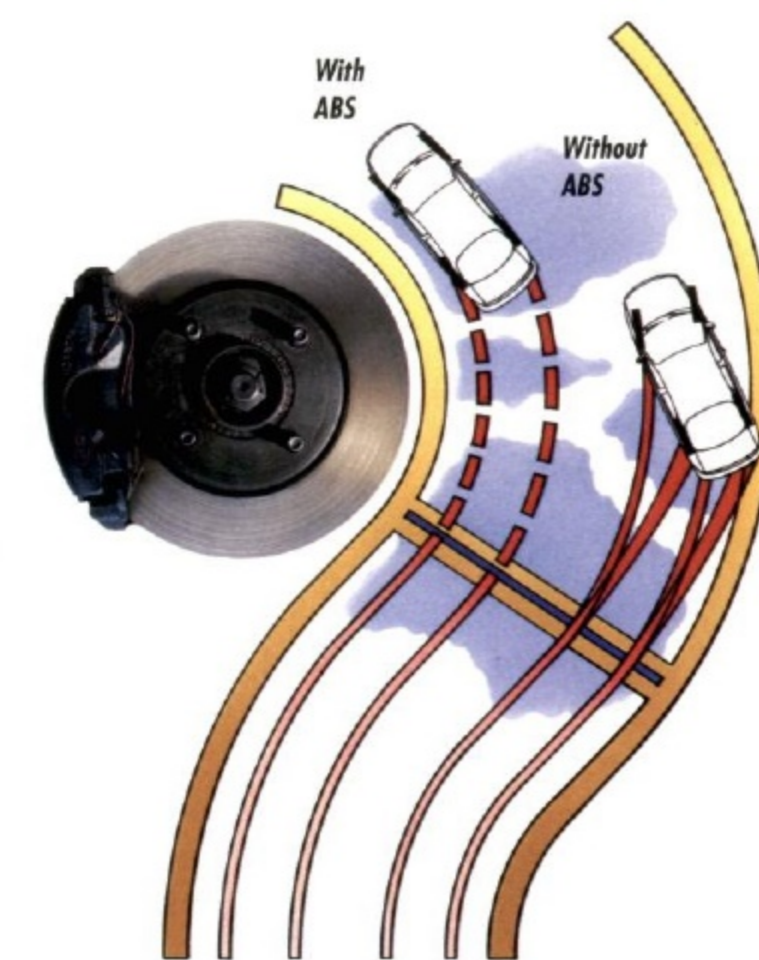


◀ The quadralink independent rear suspension with stabilizer bar is engineered to provide highly accurate wheel control, especially under the forces of cornering and braking, by allowing the rear wheels to turn in sync with the front wheels.

► The optional All-Speed Traction Control System regulates the spin of either of the front driving wheels, or both wheels, to help you maintain traction on a loose or slippery surface. Possessing both throttle and braking control capability, this advanced system also enhances handling and steering at higher speeds.



► In a hard braking situation or on a slippery surface, while you're firmly holding down the brake pedal, the Anti-lock Brake System (ABS) keeps the wheels from locking up by applying and releasing the brakes up to 12 times per second. The results are straighter stops and greater steering control.



► Front-wheel drive provides added traction with the engine weight over the drive wheels, plus extra floor space because the drive shaft tunnel required in rear-wheel-drive cars is eliminated.



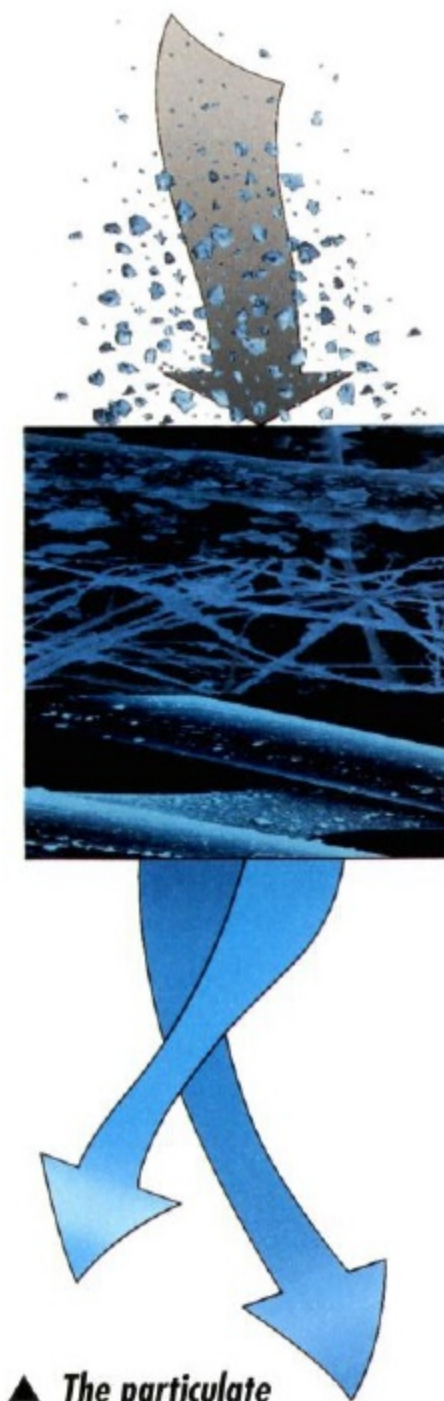


# Comfort and convenience features

Contour has brought a new level of design and engineering sophistication to its class. But that's not all. Contour also brings a high level of special features designed to enhance your riding comfort. Among the more notable examples are solar-tinted glass and particulate air filtration system.



◀ Contour's windshield water management system: The cowl (between the hood and the windshield) is designed to remove rain water pushed down by the wipers. And catchers in the front pillars help keep water off the side windows and mirrors.



▲ The particulate air filtration system filters out virtually all particulates larger than 3 microns, which means that most pollen and road dust are removed before they can enter the car.



▲ Seating in every Ford Contour is designed to maximize comfort. Featured here are Contour LX's reclining front bucket seats in Opal Grey, one of three colors. Choose cloth upholstery or optional leather seating surfaces.



▲ Dual remote-control outside mirrors are standard. "Heated" mirrors are in all Preferred Equipment Packages.

▶ Standard solar-tinted glass helps reduce heat build-up, especially when you're parked, and facilitates faster cooling when the air conditioner is turned on. Its shielding properties also help protect the surfaces of the interior from sun fading.



▲ Every Contour provides the convenience of remote-control fuel door and decklid releases.



▲ Heat is distributed through vents on the instrument panel and also through rear seat area ducts.

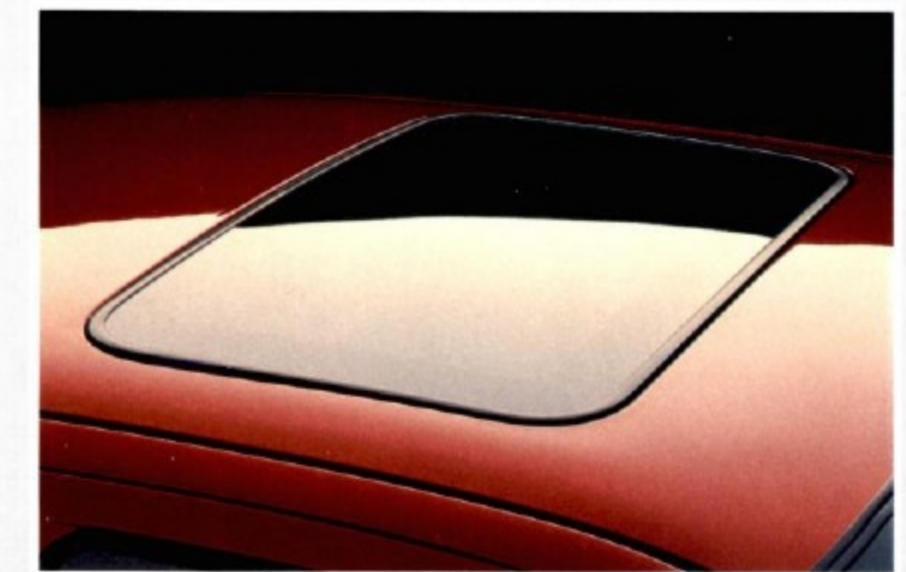


▲ Contour has a large 13.9-cubic-foot luggage compartment. And it provides a low lift-over height for convenient loading and unloading.

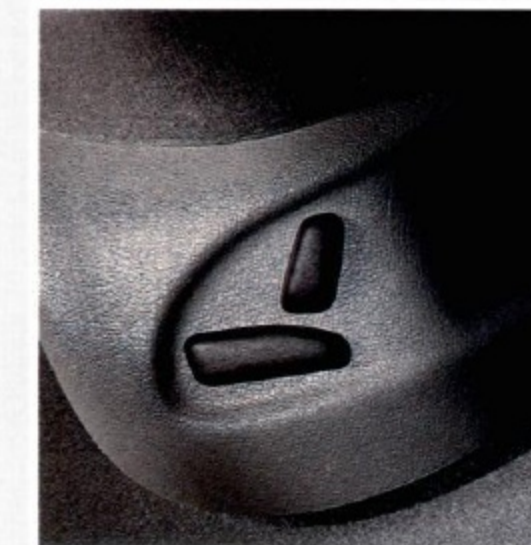
▼ A leather-wrapped steering wheel is standard in the Contour SE sport sedan, and available in Contour LX with optional leather seating surfaces.



# Select optional features



▲ Let in more sunshine and fresh air with the optional power moonroof, which includes a manually operated privacy shade.



▲ Optional 10-way driver's seat (for LX) has forward/back, up/down and tilt forward/back power adjustment, plus lumbar support and seat back recliner.



▲ For added security, Contour offers an optional remote keyless entry system. Includes two transmitters.



◀ Along with Ford's factory-installed options there are many features available as dealer-installed accessories, such as the cellular flip phone shown here.



# P

## Preferred equipment packages

### Contour GL



Choose one of Contour GL's three available Preferred Equipment Packages and you have Contour value at its best.

- 235A**
- Group 1: Full-length center floor console and electronic AM/FM stereo radio/cassette player
  - Group 2: Air conditioning, rear window defroster/heated mirrors, and body-colored power mirrors
- 236A**
- All the features included in Package 235A
  - Group 3: Illuminated passenger sun visor, rear door courtesy light switches, load compartment light, front map/reading light, front footwell illumination, illuminated door handles, and power door locks
  - Speed control
- 240A**
- All the features included in Packages 235A and 236A
  - Power windows
  - Duratec V-6 System: 2.5-liter V-6 engine with 100,000-mile scheduled tune-up interval, 4-wheel power disc brakes, 195/65R14 tires, tachometer, and performance-tuned steering and suspension systems
  - Electronic 4-speed automatic overdrive transmission

### Contour LX



The LX Preferred Equipment Package 238A adds even more, plus the advanced features and power of the Duratec V-6 System.

- 238A**
- Group 2: Air conditioning, rear window defroster/heated mirrors, and body-colored power mirrors
  - Group 3: Illuminated passenger sun visor, rear door courtesy light switches, load compartment light, front map/reading light, front footwell illumination, illuminated door handles, and power door locks
  - Speed control
  - Power windows
  - Duratec V-6 System: 2.5-liter V-6 engine with 100,000-mile scheduled tune-up interval, power 4-wheel disc brakes, 195/65R14 tires, tachometer, and performance-tuned steering and suspension systems
  - Electronic 4-speed automatic overdrive transmission

### Contour SE



The Duratec V-6-powered Contour SE has more comfort and convenience with Preferred Equipment Package 239A.

- 239A**
- Group 2: Air conditioning, rear window defroster/heated mirrors, and body-colored power mirrors
  - Group 3: Illuminated passenger sun visor, rear door courtesy light switches, load compartment light, front map/reading light, front footwell illumination, illuminated door handles, and power door locks
  - Speed control
  - Power windows

#### Product Changes and Options Availability

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.

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

# F

## Features and options

### EXTERIOR FEATURES

|   | GL | LX | SE |
|---|----|----|----|
| Flush headlamps with replaceable halogen bulbs          | S  | S  | S  |
| 5-mph color-keyed bumpers                               | S  | S  | S  |
| Flush color-keyed door handles                          | S  | S  | S  |
| Solar-tinted semi-flush glass                           | S  | S  | S  |
| Dripless roof construction with water management system | S  | S  | S  |
| Manual remote-control mirrors with black finish         | S  | -  | -  |
| Power mirrors with body-color finish                    | P  | S  | S  |
| Color-keyed bodyside moldings                           | S  | S  | S  |
| Fog lamps   | -  | S  | S  |
| Color-keyed spoiler                                     | -  | -  | S  |

### SAFETY AND SECURITY

|   |   |   |   |
|---|---|---|---|
| "Safety cell" body structure with high-tensile steel door beams and cross-car beam                          | S | S | S |
| Deploying Trim System side impact protection  | S | S | S |
| Dual front air bags, driver and passenger   | S | S | S |
| Manual lap/shoulder belts for front/rear outboard positions   | S | S | S |
| Lap belt for rear center seating position   | S | S | S |
| Front shoulder safety belt height adjusters   | S | S | S |
| 2-way height-adjustable head restraints   | S | - | - |
| 4-way tilt/height-adjustable head restraints  | - | S | S |
| Clutch interlock at start-up with manual transaxle; brake shift interlock with optional automatic transaxle | S | S | S |
| Fuel tank mounted forward of rear suspension  | S | S | S |
| Shielded interior door locks  | S | S | S |
| Child-proof rear door locks   | S | S | S |
| Anti-lock Brake System (ABS)  | O | O | O |
| All-Speed Traction Control System with ABS  | O | O | O |
| Remote keyless entry system   | O | O | O |

### COMFORT AND CONVENIENCE

|  |   |   |   |
|--|---|---|---|
| Particulate air filtration system  | S | S | S |
| Air conditioning   | P | P | P |
| Center floor console with cassette storage, cupholders and rear ashtray  | S | - | - |
| Full center floor console with pop-up cupholders, plus armrest/storage bin with cassette/CD slots  | P | S | S |
| Soft-feel driver-oriented instrument panel with side window demisters and four registers   | S | S | S |
| Analog gauges and warning lights   | S | S | S |
| Tachometer (included with optional V-6 engine in GL)   | O | S | S |
| Driver's left footrest   | S | S | S |
| Seat valance panel storage bins  | - | S | S |
| Driver seat lumbar adjustment (passenger seat also in SE)  | - | S | S |
| Front passenger and two rear grab handles (front only in GL)   | S | S | S |
| Courtesy lights: illuminated switches and heater controls, rotary master light switch, front header-mounted interior light with door courtesy switches | S | S | S |

|   | GL | LX | SE |
|---|----|----|----|
| Remote-control fuel door and decklid releases   | S  | S  | S  |
| Variable-timed interval windshield wipers   | S  | S  | S  |
| Driver and passenger visor mirrors  | S  | S  | S  |
| Front door trim panel storage bins  | S  | S  | S  |
| Leather-wrapped steering wheel (available in LX with optional leather seating surfaces)   | -  | O  | S  |
| Electronic digital clock  | S  | S  | S  |
| Rear seat compartment heat ducts  | S  | S  | S  |
| Light Group: illuminated passenger sun visor; rear door courtesy light switches; load compartment light; front map/reading light; front footwell illumination; and illuminated door handles | O  | P  | P  |
| Illuminated entry system  | -  | S  | S  |
| Power windows (with "express-down" driver's window, illuminated switches, and rear window lock-out feature)   | O  | P  | P  |
| Power door locks  | O  | P  | P  |
| Electronic 4-speed automatic overdrive transaxle  | O  | P  | O  |
| Power moonroof  | O  | O  | O  |
| Speed control   | O  | P  | P  |
| Rear window defroster   | P  | P  | P  |
| Carpeted front/rear floor mats  | O  | O  | O  |

### SEATING

|   |   |   |   |
|---|---|---|---|
| Cloth reclining bucket seats  | 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 power-adjustable lumbar support and seat back recliner | - | O | O |
| 3-passenger rear bench seat   | S | - | - |
| 3-passenger rear bench seat with 60/40 split fold-down carpeted seat backs (releases located in trunk for security)                                   | - | S | S |

### SOUND SYSTEMS

|   |   |   |   |
|---|---|---|---|
| Electronic AM/FM stereo radio   | S | - | - |
| Electronic AM/FM stereo radio with cassette player                            | P | S | S |
| Premium sound audio system with AM stereo/FM stereo radio and cassette player | O | O | O |
| Premium sound audio system with AM stereo/FM stereo compact disc radio        | O | O | O |

### WHEELS AND TIRES

|   |   |   |   |
|---|---|---|---|
| 14" wheel covers                                  | S | - | - |
| 14" luxury wheel covers                           | - | S | - |
| 15" cast aluminum wheels                          | O | O | - |
| 15" 7-spoke cast aluminum wheels                  | - | - | S |
| 185/70R14S BSW all-season tires                   | S | S | - |
| 195/65R14S BSW all-season tires (with V-6 engine) | O | O | - |
| 205/60R15 BSW all-season tires                    | - | - | S |

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



# Colors and specifications

## Paint & Trim Colors

### Exterior Paint Colors

#### Contour GL & LX

|                                   | Atlantis Blue | Opal Grey | Pumice |
|-----------------------------------|---------------|-----------|--------|
| Champagne Clearcoat Metallic      |               |           | •      |
| Midnight Red Clearcoat Metallic   |               | •         | •      |
| Toreador Red Clearcoat Metallic   |               | •         | •      |
| Desert Violet Clearcoat Metallic  |               | •         | •      |
| Moonlight Blue Clearcoat Metallic | •             | •         | •      |
| Pacific Green Clearcoat Metallic  |               | •         | •      |
| Teal Clearcoat Metallic           |               | •         | •      |
| Willow Frost Clearcoat Metallic   |               | •         | •      |
| Black Clearcoat                   |               | •         | •      |
| Vibrant White Clearcoat           | •             | •         | •      |
| Portofino Blue Clearcoat Metallic | •             | •         | •      |

#### Contour SE

|                                   |   |   |   |
|-----------------------------------|---|---|---|
| Champagne Clearcoat Metallic      |   |   | • |
| Midnight Red Clearcoat Metallic   |   | • | • |
| Toreador Red Clearcoat Metallic   |   | • | • |
| Moonlight Blue Clearcoat Metallic | • | • | • |
| Black Clearcoat                   |   | • | • |
| Teal Clearcoat Metallic           |   | • | • |

## Specifications

Drivetrain: front-wheel drive  
 Engines: Zetec 2.0-liter 16v, DOHC I-4 (std. in GL and LX); Duratec 2.5-liter 24v, DOHC V-6 (std. in SE)  
 Induction system: sequential electronic fuel injection and EEC-V computer  
 Compression ratios: 9.6:1 (Zetec I-4); 9.7:1 (Duratec V-6)  
 Transaxles: 5-speed manual overdrive (std.); electronic 4-speed automatic (opt.)  
 Horsepower, SAE net: 125 @ 5500 rpm (Zetec I-4); 170 @ 6250 rpm (Duratec V-6)  
 Torque, SAE net: 130 @ 4000 rpm (Zetec I-4); 165 @ 4250 rpm (Duratec V-6)  
 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; plus sport tuning in SE  
 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 (std. in GL, LX); 4-wheel disc (std. in SE and with opt. Duratec V-6); 4-wheel Anti-lock Brake System (opt. in all models)

Fuel tank capacity: 14.5 gallons  
 Tires: 185/70R14S BSW all-season (std. in GL and LX); 195/65R14 BSW all-season (opt. in GL and LX with available Duratec V-6 engine); 205/60R15 BSW all-season (std. in SE)

## Dimensions

|                          |        |
|--------------------------|--------|
| Wheelbase                | 106.5" |
| Length                   | 183.9" |
| Height                   | 54.5"  |
| Width                    | 69.1"  |
| Front tread              | 59.2"  |
| Rear tread               | 58.5"  |
| Front head room          | 39.0"  |
| Rear head room           | 36.7"  |
| Front leg room           | 42.4"  |
| Rear leg room            | 34.3"  |
| Front shoulder room      | 53.9"  |
| Rear shoulder room       | 53.3"  |
| Front hip room           | 50.7"  |
| Rear hip room            | 45.5"  |
| Trunk capacity (cu. ft.) | 13.9   |
| Passenger capacity       | 5      |



◀ 14" wheel cover (standard on GL); 14" luxury wheel cover (standard on LX); 15" cast aluminum wheel (optional on GL and LX); and 15" 7-spoke cast aluminum wheel (standard on SE).



Champagne Clearcoat Metallic



Midnight Red Clearcoat Metallic



Toreador Red Clearcoat Metallic



Desert Violet Clearcoat Metallic



Moonlight Blue Clearcoat Metallic



Willow Frost Clearcoat Metallic



Pacific Green Clearcoat Metallic



Teal Clearcoat Metallic



Black Clearcoat



Vibrant White Clearcoat



Portofino Blue Clearcoat Metallic

# Ownership experience

## ROADSIDE ASSISTANCE PROGRAM

Every new Ford includes the assurance of a no-cost, 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, a 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 the facts on these programs.



Optional Ford Extended Service Plans go beyond the 3-year/36,000-mile warranty. Ask your dealer for complete details on the optional plans and for a copy of the limited warranty.

## DEALER-INSTALLED ACCESSORIES

Your Ford Dealer offers a variety of quality Ford-brand accessories that meet or exceed our strict specifications.



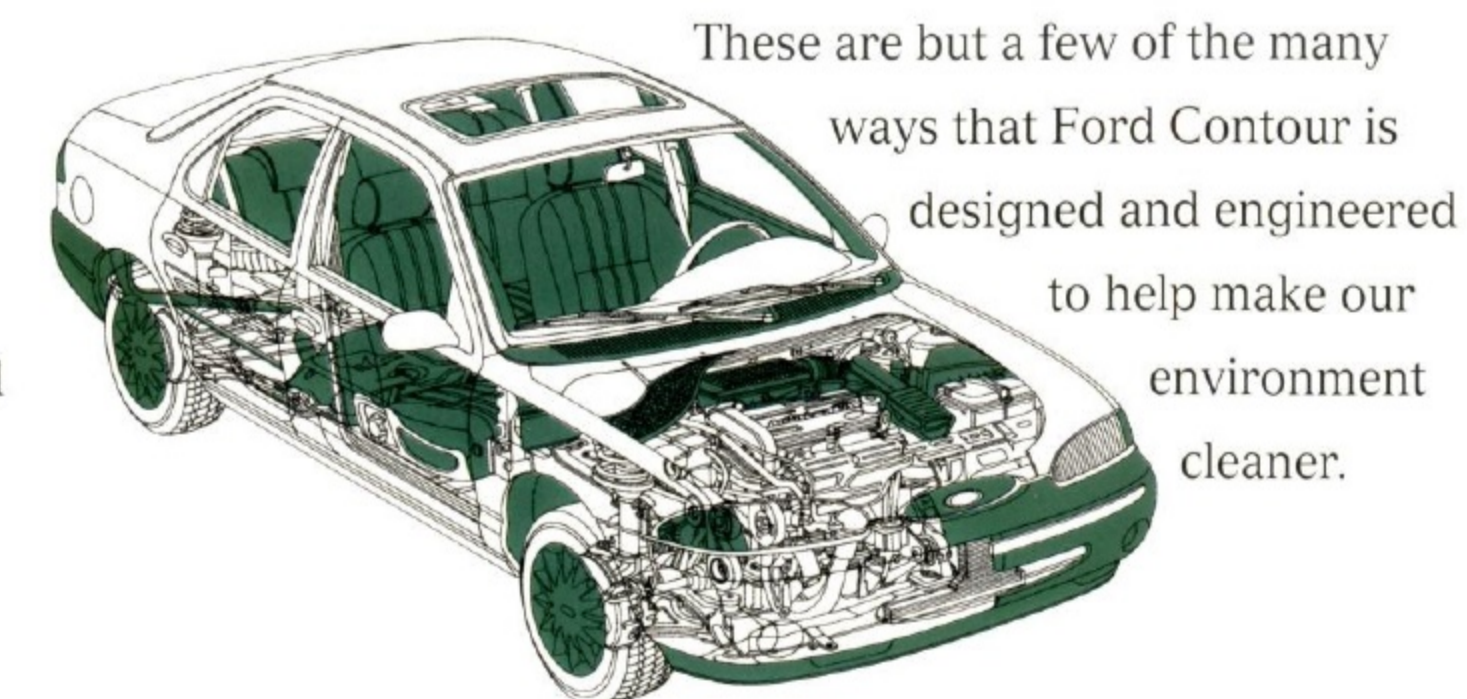
## RESPONSIVE TO THE NEED FOR A CLEANER ENVIRONMENT

Advanced-design engines are equipped with sophisticated computer control technology engineered to conserve fuel and control emissions.

The air conditioning system uses a refrigerant containing no CFCs which can deplete the atmosphere's ozone layer. Nearly 80% of materials are recyclable by weight (metals and fluids).



Plastic parts are marked for recycling. And power-train components make extensive use of aluminum (60% scrap content on average).



These are but a few of the many ways that Ford Contour is designed and engineered to help make our environment cleaner.





360-Ann. Litho in U.S.A. 8/95

Printed on recycled paper  
10% post-consumer waste

