

TAUNUS *17m*



THE QUALITY CAR - WITH THE SPORTS CAR SPIRIT!

TAUNUS 17 M was built for the person who loves to drive a quality automobile - a person with a feeling for form and line - for a person with a few drops of gasoline in his veins. Looking for quick starts that put you out front to stay? Want a car that really hugs a curve? Looking for that extra spurt of power just when you need it? Then TAUNUS 17 M was designed for you, because Taunus likes to be driven the way you like to drive!

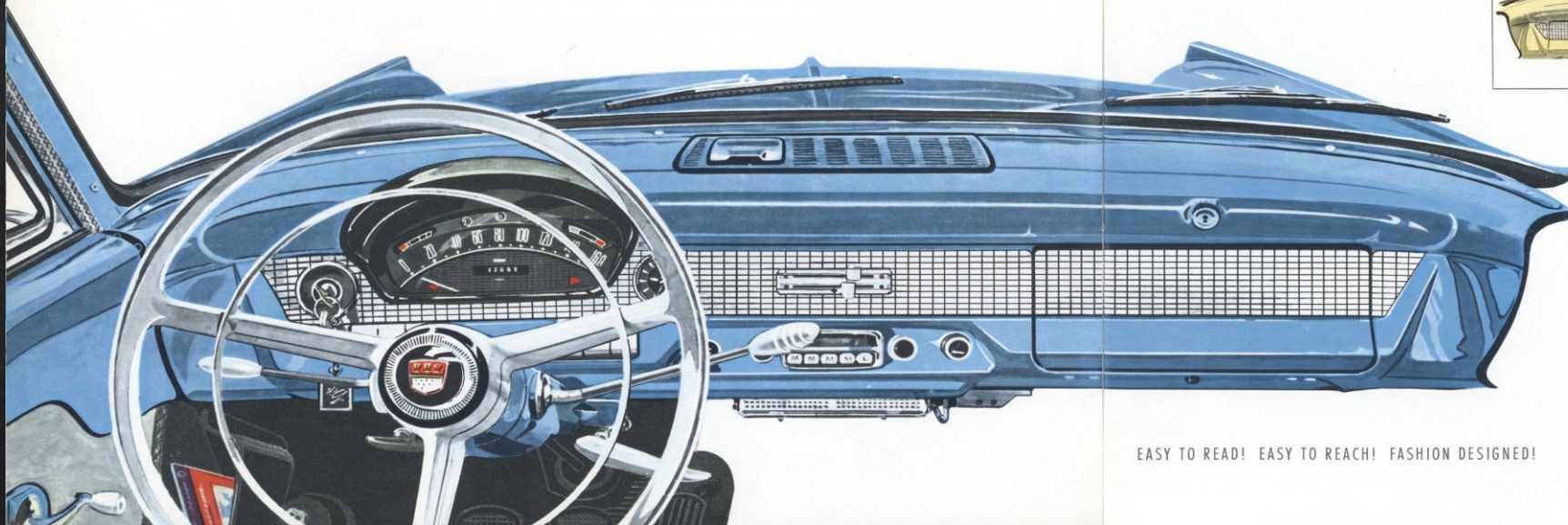


TAUNUS 17 M available with optional 4-speed gearbox or automatic clutch.

Few automobiles have undergone more rigid tests of quality than TAUNUS 17 M - the first car to be driven from Europe to Hong Kong. Over the rocky wastelands of Afghanistan, across the winding mountain roads of Nepal, or through the steaming muddy paths of the Burmese jungles, TAUNUS 17 M came through with flying colors. And this torture test has proven what so many Taunus drivers throughout the world have already known - whatever the driving conditions, TAUNUS 17 M not only looks like a thoroughbred with its smart new silhouette and styling, it performs like one!



The instrument panel is the hub of the elegant new Taunus interiors. It's what we call fashion engineered. There are no sharp edges, no projecting knobs. Instruments are arranged in just the right position for easy reading and reaching. And the little luxuries like fingertip trafficators, parallel windscreen wipers, electric clock, locking glove compartment, and starter coupled to ignition key are standard in TAUNUS 17 M. Make a list of all the things you and your family want on the instrument panel of your car and then check it against the TAUNUS 17 M. You won't be disappointed - you'll find even more than you had hoped for!

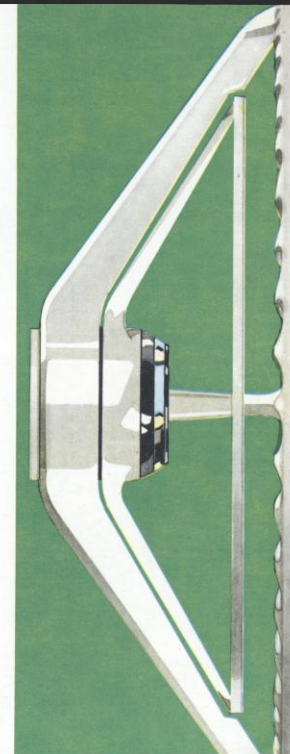


TAUNUS 17 M, in response to worldwide demand, is now available with both left and right hand drive. Wherever you motor, you'll find a 17 M that's made for your roads.



The famous deep-dish safety steering wheel, pioneered by Ford for your safety and driving comfort. Engineers and scientists of the worldwide Ford Companies work in close cooperation to insure that the most advanced developments in automotive engineering go into the Ford you buy wherever it's built.

EASY TO READ! EASY TO REACH! FASHION DESIGNED!





Luggage space to spare • Going on a trip? Take along those little extras that might make it more fun. There's plenty of room for the whole family's luggage in the spacious Taunus luggage compartment.



Maximum visibility in all weather • Taunus 17M has over 300 degrees all-around visibility. Parallel running windscreen wipers clear up to 20% more area for safer driving in bad weather.

PERFECTLY MATCHED INTERIORS FOR COMFORT AND STYLE!

Now TAUNUS 17 M offers perfectly matched interiors for every body colour - fashion styling in every detail. And those wide Taunus seats are built for your comfort. Plenty of room for five persons. Deep cushioned comfort. 4-way adjustable front seats. The elegant new materials and vinyl upholstery are dielectrically welded and embossed - and easy to keep clean. What's more, there are no hidden angles, no hard-to-get-at corners in the handsome Taunus interiors.



The TAUNUS 17 M is also available with steel sliding roof.

4-DOORS TO DRIVING PLEASURE!

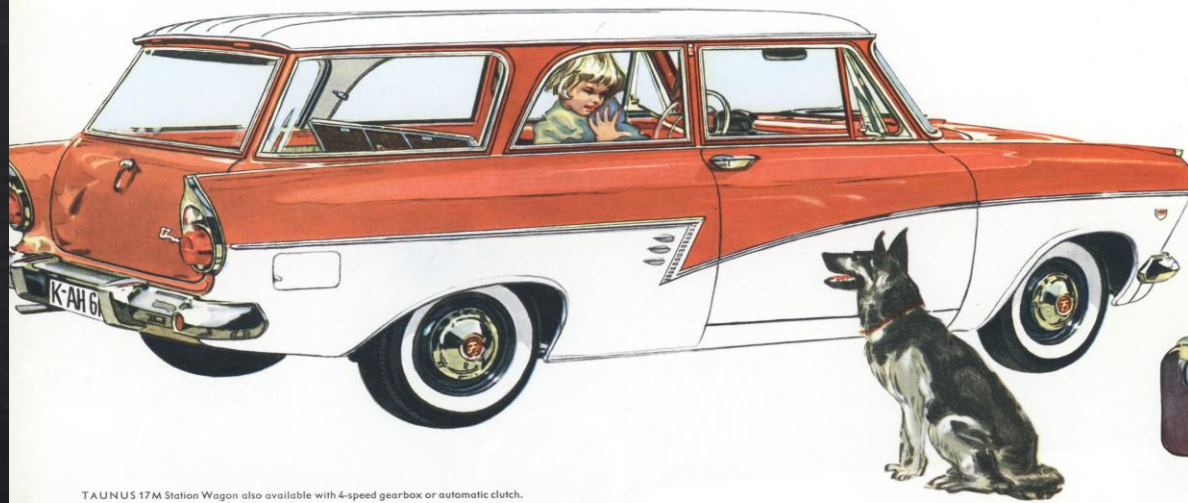
4 doors are really only useful when they open onto a truly roomy interior - and the luxurious "inner Taunus" is exceptionally spacious. The big doors open wide - easy to get in or out - and close with a solid, safe sound. If you travel often with more than two persons; if you prefer to be driven by a chauffeur; or if you simply like a four-door automobile, you'll find everything you want in the TAUNUS 17 M.

HERE IS WHAT "TAUNUS QUALITY" MEANS!

4-doors require an exceptionally strong body construction and Taunus 17 M's double-walled all steel construction is just that - strong. Why don't you check the TAUNUS 17 M 4-door. See the double wall construction. Notice the double safety locks. Hear the solid sound of the finest grade steel as you close the doors. Sit back in the deep comfort of the wonderful Taunus interiors. You'll find that from inside out, TAUNUS means quality!



THE SMART NEW TAUNUS 17 M STATION WAGON!



TAUNUS 17 M Station Wagon also available with 4-speed gearbox or automatic clutch.

It's a new concept in European motoring . . . a station wagon with all the comfort, luxury, and handling qualities of a passenger car. TAUNUS 17 M wagons offer that remarkable combination of form and function that add up to the perfect all-around car. TAUNUS 17 M Station Wagons offer the same superior passenger comfort that you know from all TAUNUS 17 M models - plus luggage space galore. On family trips or holidays, these wagons practically pay their own way. On working days, the TAUNUS 17 M Station Wagon can be your best helper.



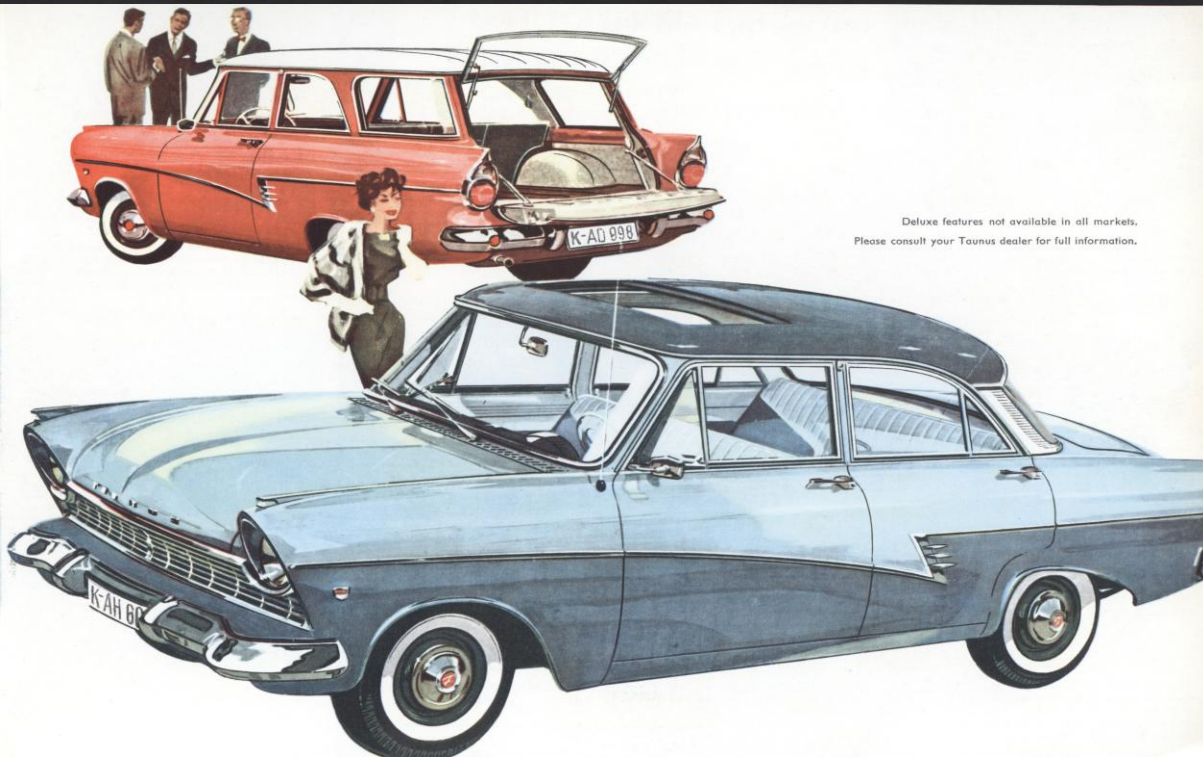
Going on a holiday? There's room for five persons and more than 400 pounds of luggage—more than twice the space than in normal passenger cars.



Business Wagon! There's a flat platform for over half a ton payload—and loading's easy with the tail gate doors.

DELUXE FEATURES FOR THE 17 M

TAUNUS 17 M is also available with these deluxe features: white sidewall tyres, back-up light, two-tone body paint, windshield washer, odometer, map pockets, foldaway middle armrest, deluxe upholstery, padded instrument panel and sun visors, washable white plastic ceiling.

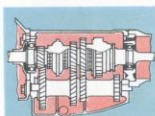
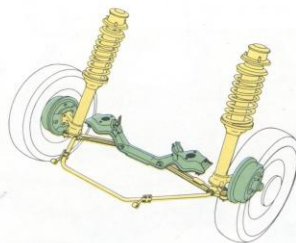


Deluxe features not available in all markets.
Please consult your Taunus dealer for full information.

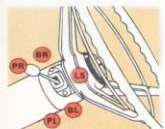


The Strength of Steel: Double-walled, all steel construction means a safer, quieter ride—a tighter, stronger body! Double locking doors mean added safety.

EXTRA LONG COIL SPRINGS MEAN
MAXIMUM
ROAD HOLDING QUALITIES



Fully synchronized three speed transmission makes shifting easy and driving more fun. 4-speed transmission or automatic clutch is optional.



Fingertip control for warning lights. Headlamp flasher (LS)—trafficators, right (RR) and left (BL)—independently controlled parking lights, right (PR), left (PL).*



4-way adjustable front seats are body contoured for maximum comfort for driver and passenger.



Three trafficators on each side are added safety measure. Center trafficator can be switched on individually for use as power saving parking lights.*

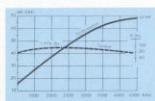


Asymmetrically dimmed headlights mean greater safety at night for you and for oncoming traffic.*

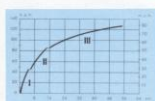
* Not applicable to units with sealed beam equipment.



Free breathing combustion chamber. The new cylinder head plus large intake valves and circular ducts of the air intake give TAUNUS 17 M exceptionally high performance. New cross flow cooling in the cylinder head cools valves more effectively.



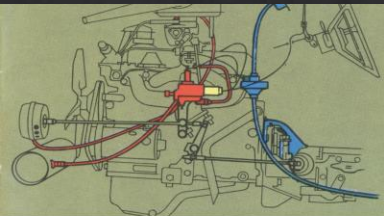
Highest torque in its class—but more important is the torque curve. This almost level curve shows clearly the wide range of speeds within which the enormous acceleration is available.



Up to 50 MPH within 15 seconds—this is what the high torque does for your driving: quick getaway; instant response from all speeds to maximum cruising speed.



Extra reserve power—modern roads rarely exceed a gradient of 12%. The TAUNUS 17 M masters gradients of up to 43%!

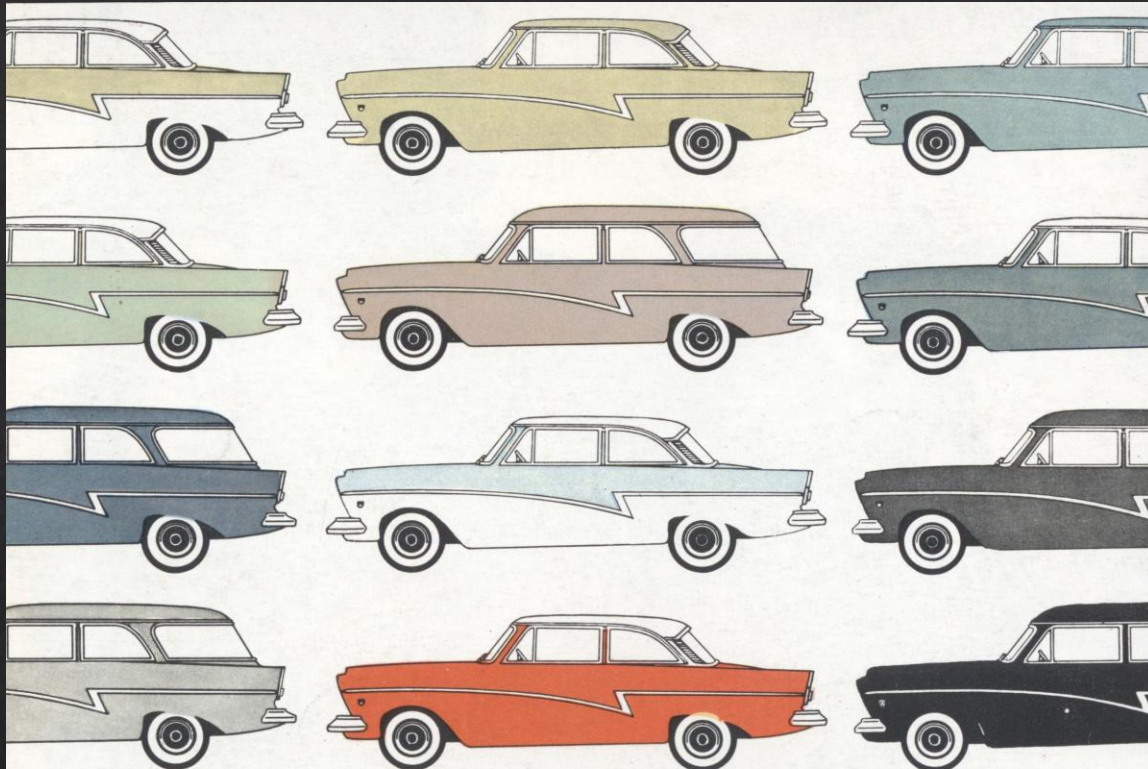


The modern TAUNUS short-stroke engine was designed especially for today's roads. What's more it has been proved in hundreds of thousands of TAUNUS automobiles. The development of remarkable torque qualities (torque = acceleration) give the TAUNUS 17 M engine its flexibility. It means reserve power at all speeds and, more important, extra punch in the 30-60 MPH normal driving range. And 17 M's new rear axle ratio, together with improved carburetion with built-in heating device for quick warm-up has lowered fuel consumption to a new economical 8.8 liter/100 km (32.1 miles/Imp. gal; 26.7 miles/US gal.) In city traffic or over long distances, you get sure, dependable performance - and, it's economical to operate!

TAUNUS 67 HP (SAE) MOTOR -

DEPENDABLE POWER WHERE YOU NEED IT!





TECHNICAL DATA

Engine: 4 cylinder—bore 84 mm (3.31 ins.)—stroke: 76.6 mm (3.02 ins.)—displacement: 1698 cm³ (103.62 cu.ins.)—compression ratio: 7.2:1—output 67 HP (SAE) at 4400 rpm—maximum torque: 13.4 mkg (97.0 ft.lbs.) at 2200 rpm—pistons: 3-ring bi-metal—piston speed: 11.22 m/sec (22.05 ft./sec)—pressure feed lubrication—cooling: water pump with thermostat.

Transmission: clutch type: dry single disc; optional 2 pedal control Saxomat clutch—gear ratios: 1. fully synchronized 3-speed transmission: I. 3.27:1, II. 1.69:1, III. 1.0:1, R. 3.94:1; blocker type synchronized 4-speed transmission (optional): I. 3.39:1, II. 1.98:1, III. 1.33:1, IV. 1.0:1, R. 4.43:1; synchronized gears: 2nd, 3rd and 4th—steering column gear shift lever.

Rear Axle: rigid, hypoid gear—ratio: passenger car, 3.54:1 (optional: 3.9:1); station wagon, 4.11:1 (optional: 4.44:1).

Steering: worm and roller type—ratio 15.8:1—turning circle diameter (wall to wall) 11.5 m (37.7 ft.).

Brakes: foot brake: hydraulic, acting on four wheels; front: two leading shoes—hand brake: mechanical, acting on rear wheels.

Wheel Suspension and Springs: Front: independent wheel suspension with coil springs mounted on strut incorporating double acting shock absorbers—anti roll torsion bar embodied—springs rear: longitudinal leaf springs and double acting hydraulic shock absorbers.

Wheels and Tyres: Steel disc wheels—tyre size: 5.90-13 (Station Wagon: 6.40-13) tubeless.

Electrical System: Ignition: battery 6 Volts, capacity 84 Amp/h—generator 160 Watts.

Weights: Permissible axle load front: 680 kg = 1500 lbs (Station Wagon: 1000 kg = 2205 lbs)—rear: 720 kg (1590 lbs)—gross vehicle weight: 1400 kg = 3090 lbs (Station Wagon: 1650 kg = 3640 lbs)—curbweight: 2-door 1016 kg = 2240 lbs (de luxe: 1025 kg = 2260 lbs), Station Wagon: 1080 kg = 2380 lbs (de luxe: 1090 kg = 2405 lbs)—payload Station Wagon: 570/560 kg (1260/1235 lbs) including driver.

Measurements: Wheelbase 2604 mm (102.5 ins.)—tread, front and rear: 1270 mm (50.0 ins.)—overall length 4375 mm (172.3 ins.)—overall width 1670 mm (65.7 ins.)—overall height 1470 mm (57.9 ins.)—Station Wagon 1510 mm (59.5 ins.) (Unloaded). Station Wagon loading area: length 1615 mm (63.6 ins.) + 395 mm (15.5 ins.) when rear door is down. Width 1300 mm (51.2 ins.) Station Wagon rear door: Width 1010 mm (39.8 ins), Height 650 mm (25.6 ins.)

Capacities: Fuel tank 45 l = 9.9 Imp. gals. = 11.9 US gals.—cooling system 7 l = 12.3 Imp. pts. = 14.9 US pts. (with heater 8.2 l = 14.4 Imp. pts. = 17.4 US pts.)—sump refill quantity 3.1 = 5.3 Imp. pts. = 6.3 US pts.—gearbox 1.6 l = 2.8 Imp. pts. = 3.4 US pts. 4-speed 1.5 l = 2.6 Imp. pts. = 3.2 US pts.—rear axle 1.1 l = 1.9 Imp. Pts. = 2.3 US pts.

General data: Maximum and cruising speed approx. 125 km/h (78 mph)—fuel consumption 8.8 l/100 km (32.1 miles/Imp. gal.—26.7 miles/US gal.), Station Wagon: 125 km/h (78 mph = 9.2 l/100 km (30.7 miles/Imp. gal. = 25.6 miles./US gal.)

maximum climbing ability: Passenger Car 1. Fully synchronized 3-speed transmission I. 39% (43), II. 17% (19), III. 9% (10); 2. 4-speed transmission I. 40% (45), II. 21% (24), III. 13% (14), IV. 9% (10)—Station Wagon: 1. 3-speed transmission I. 31% (34), II. 14% (16), III. 7.5% (8); 2. 4-speed transmission I. 32% (35), II. 17% (19), III. 11% (12), IV. 7.5% (8).

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