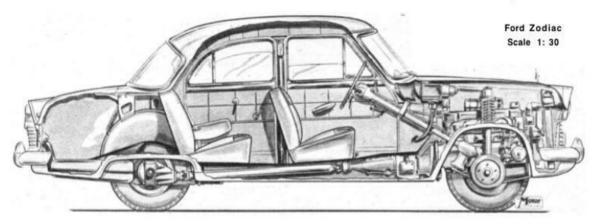
## FORD CONSUL, ZEPHYR and ZODIAC

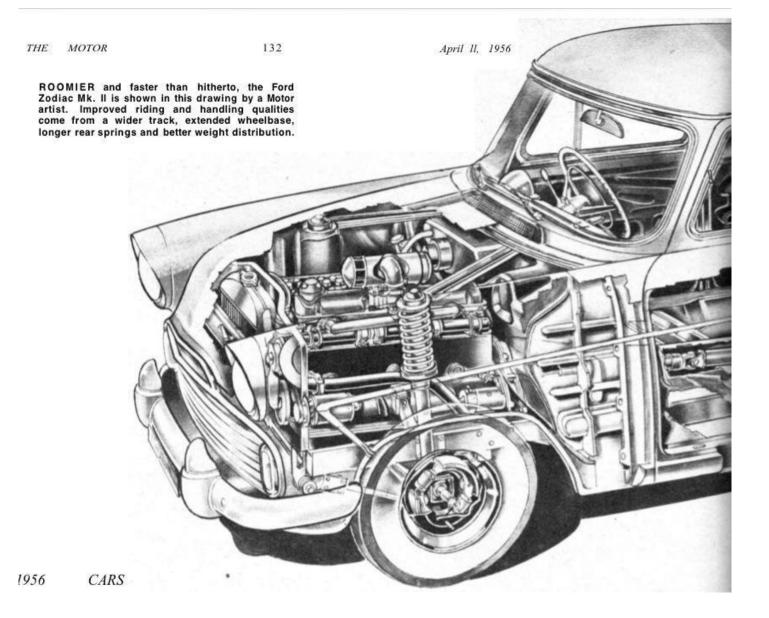
BIGGER and better than ever is the natural description of the Mk. II Consul, Zephyr and Zodiac models which have been announced by the Ford Motor Co. of Dagenham. Increases in wheelbase, track and overall dimensions are matched by increases in cylinder bore and stroke, and higher gear ratios promise more effortlessly economical fast cruising than hitherto. The new cars are closely similar in layout to their predecessors, so that full advantage can be taken of lessons learned since the Consul and Zephyr first appeared in October, 1950, but almost every component part of them has been re-designed. Whereas hitherto the Zodiac has been merely an elaboration of the Zephyr, it is now a longer car overall than the Zephyr and has its own distinctive frontal and tail

treatment and wing pressings as well as dual colours.

At the heart of the new cars, larger successors now appear to the 4- and 6-cylinder engines which did so much to popularize "over square" cylinder dimensions. As hitherto, the 4-cylinder Consul has the same bore and stroke as the 6-cylinder Zephyr and Zodiac, but these dimensions are now 82.55 mm. by 79.5 mm. instead of 79.37 mm. by 76.2 mm. With the bore and stroke both increased by approximately 4%, swept volumes go up by 13%, to new figures of 1,702 c.c. for the Consul and 2,553 c.c. for the Zephyr and Zodiac.

Simultaneously with these increases in size, the decision has been taken to standardize a compression ratio high





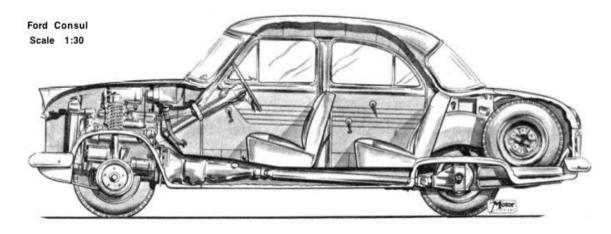
## RE-DESIGNED variage of premium-

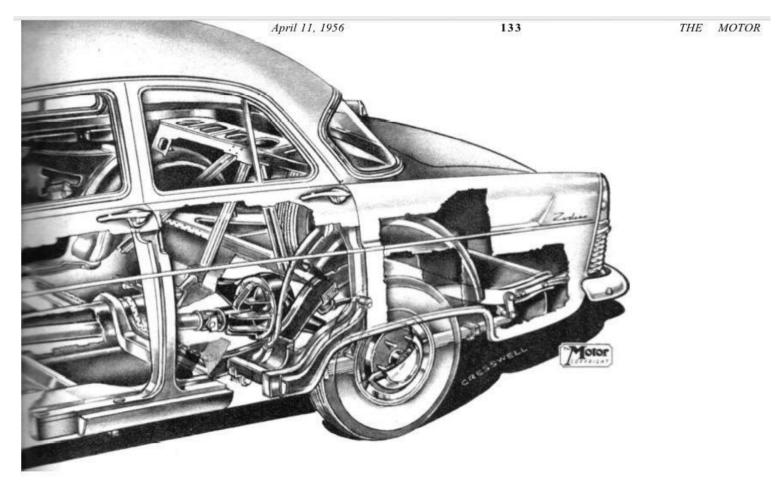
enough to take full adgrade petrol. It will still be possible to obtain

either engine with a compression ratio of 6.9/1 if desired, but normal deliveries will be of cars with a 7.8/1 compression ratio which provides approximately 6% more torque in the middle of the speed range and 7% more power at peak r.p.m. Thus, the Consul Nik. II engine now develops 59 b.h.p. whereas its predecessor gave 47 b.h.p., and the Zephyr-Zodiac Mk. II engine gives 86 b.h.p. as against the 68 b.h.p. and 71 b.h.p. of its forerunners. Although the new cars are longer and wider than hitherto, they are stated to have almost unchanged weights, so that substantial gains in overall performance can be expected.

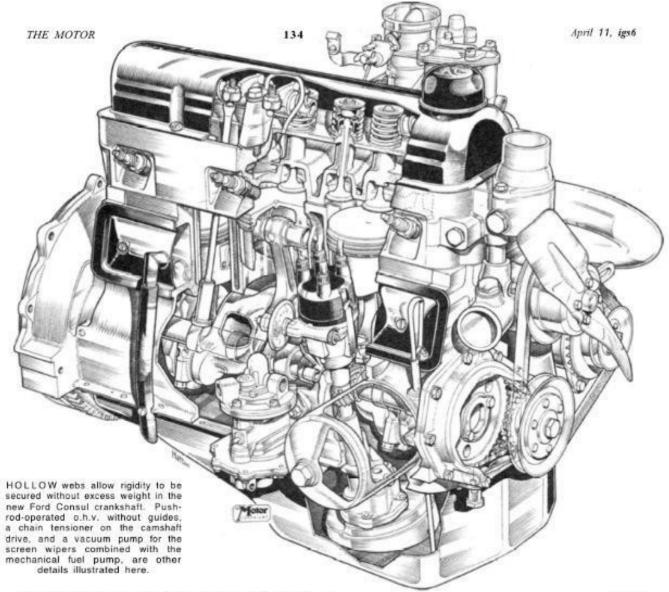
Advantage has been taken of the more powerful engines to use higher top gear ratios on all cars, 4.11/1 instead of 4.556/1 on the Consul and 3.90/1 instead of 4.444/1 on the Zephyr, with in each case the same wheel and tyre sizes as hitherto. Quieter cruising at high speeds is given by the new gearing, which should also ensure that under many driving conditions fuel economy is not impaired by the increases in engine size.

Conspicuously, the new cars have completely fresh body work designs. The main passenger-carrying steel shell is the same for all three, but the distance from the windscreen to the front suspension is greater on the 6-cylinder cars than on the Consul, and the Zodiac gains in appearance by having more rear overhang and overall length than the Zephyr. The new body dimensions allow generous head and legroom at the back as well as at the front, and extra breadth makes them genuine six seaters. Points which show the results of experience are that the major components of the latest cars have been re-arranged so that an appreciably greater proportion of the weight's carried on the driven rear wheels, that both cars now have





Enlarged Engines and Bodywork for Mark II Versions of Three Popular Cars



Ford Consul, Zephyr and Zodiac Redesigned

Contd.