

# THE ICONIC FORD FALCON XB GT

SCALE  
1:8



Fireproof Wall and Speaker



Ford Capri USA

Published weekly  
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## POST-APOCALYPTIC EDITION

# THE ICONIC FORD FALCON XB GT

ISSUE 83

## ASSEMBLY GUIDE

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The speaker is fitted to the fireproof wall.

## HISTORY OF THE FORD FALCON

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The Ford Capri was a British design project inspired by the US Mustang. It was highly popular in the UK, and Ford saw an opportunity for the car in North America, successfully selling over half a million in just over seven years.

## YOUR MODEL

You will be building a 1:8 scale replica of a customised 1973 Ford Falcon XB GT. Features include a lift-up bonnet that reveals a detailed engine, opening doors, wind-down windows and an 'active' steering wheel. A remote-control fob illuminates the main lights, brake lights and indicators.

Scale: 1:8  
Length: 62cm  
Width: 25cm  
Height: 19cm  
Weight: 7+kg



  
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All parts belong to a kit. Collectors' item for adults. Not suitable for children under 14. Some parts may have sharp edges, please handle them with care.

The installation of electronic parts must always be carried out by an adult. When replacing batteries, use the same type of batteries. Please ensure that the battery compartment is securely fastened before you use the model again. Used batteries should be recycled. Please make sure to check with your local council how batteries should be disposed of in your area. Batteries can present a choking danger to small children and may cause serious harm if ingested. Do not leave them lying around and keep any spare batteries locked away at all times.

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t=top, c=centre, b=bottom, l=left, r=right, u=upper

# Stage 83: Fireproof Wall and Speaker

The speaker is fixed to a fireproof wall.

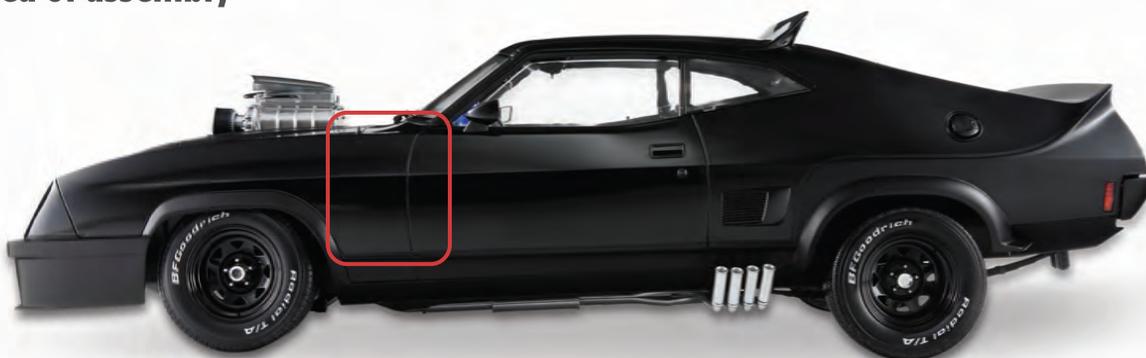


## List of parts:

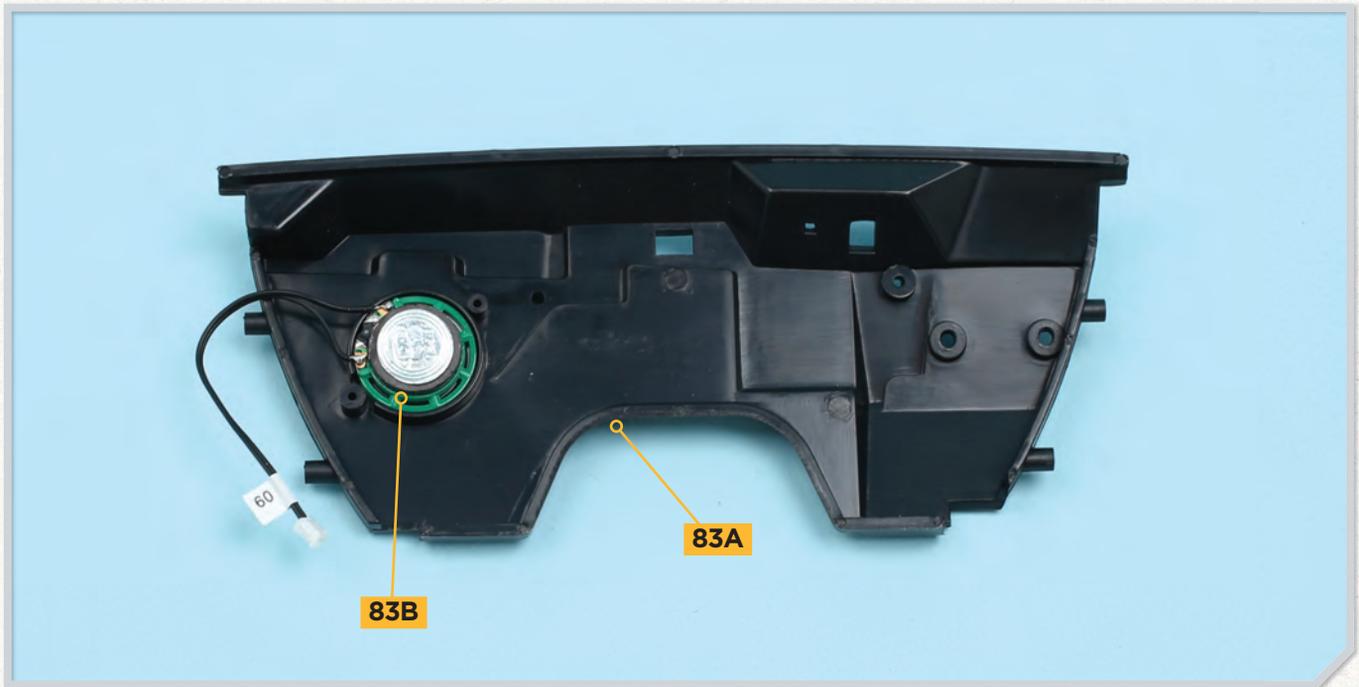
- 83A** Fireproof wall
- 83B** Speaker
- 83C** Speaker holder
- PS14** Three\* 1.8 x 4mm PB screws

\* Including spare  
PB = Pan head for plastic

## Area of assembly

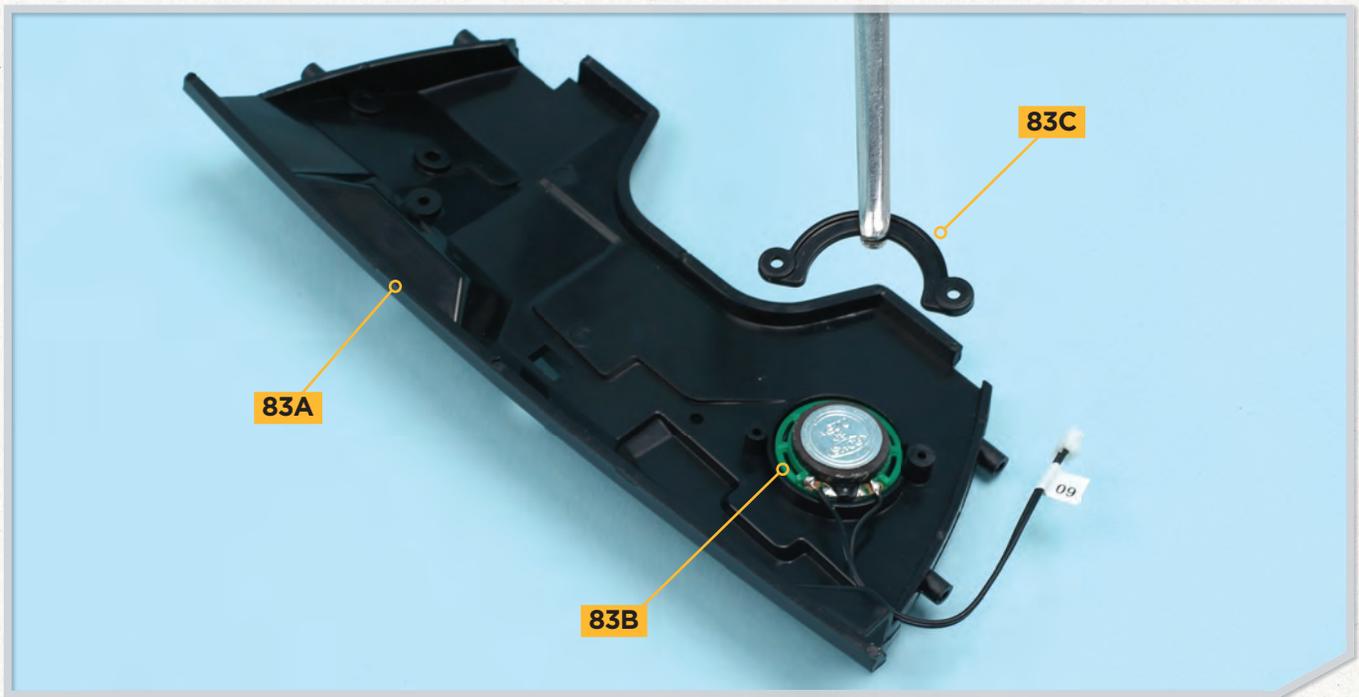


## Stage 83: Fireproof Wall and Speaker



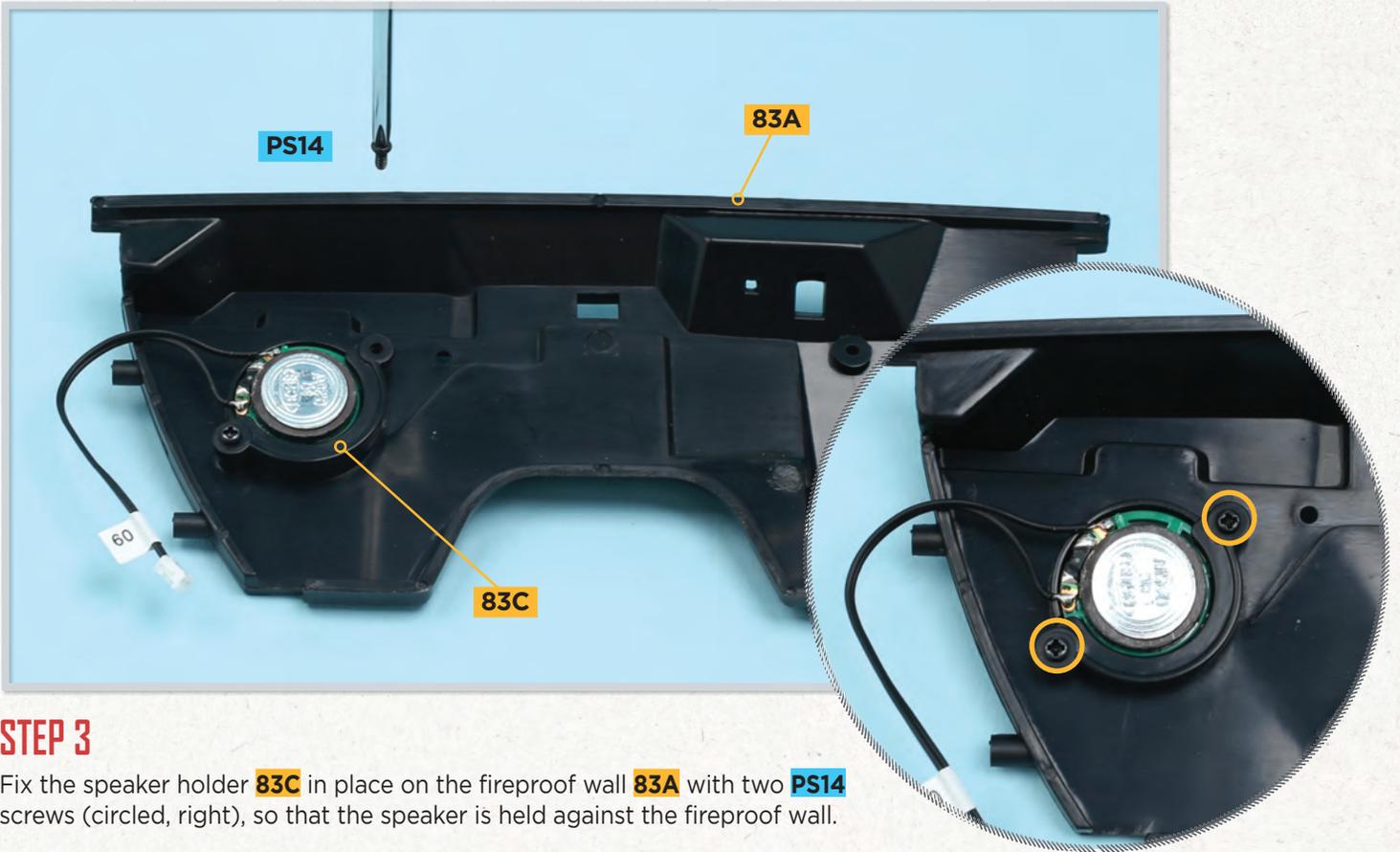
### STEP 1

Take the fireproof wall **83A** and position the speaker **83B** over the perforated recess. Note the orientation of the speaker.



### STEP 2

Fit the speaker holder **83C** over the edge of the speaker so that screw holes in the ends of part **83C** align with sockets in part **83A**.



### STEP 3

Fix the speaker holder **83C** in place on the fireproof wall **83A** with two **PS14** screws (circled, right), so that the speaker is held against the fireproof wall.

### COMPLETED ASSEMBLY

The speaker has been fixed to a fireproof wall.



# Mini Mustang

## SELLING THE EUROPEAN CAPRI IN NORTH AMERICA

The Ford Capri was a British design and development project inspired by the US Mustang and overseen by an American designer based in the UK. Ford saw an opportunity for it in North America and successfully sold over half a million examples in just over seven years.



The sporty Mk1 Capri hit the US market in 1971. It provoked some interest, but never gained the popularity that the European Capri had achieved. There was no Ford badge on the car, but the typeface used for "CAPRI" on the bonnet reflected that used for "FORD" in Europe. The 1972 model (below) sported twin chromed exhaust outlets, and was available with a black vinyl roof.

Ford began importing UK-built cars into North America in the late 1940s, when the British exchequer was desperate to export products in order to earn foreign currency. The 1969 Capri was an immediate sales success in Europe, so it was natural for Ford to consider importing it back home, into the then biggest and most profitable car market in the world.

The design changes needed for US-market regulations were initially simple to address, although they became more complex during the car's production lifetime. Exchange rates and production costs made the Capri seem expensive in the US compared to domestic competition, including others within Ford's range. A European-made Capri fitted with a 4-cylinder 1.6-litre 'Kent' crossflow engine developing 71 bhp@5,000 rpm (the only available US-market emissions



certified engine at the time), cost \$2,296. The new Ford Maverick, which had an ostensibly similar 2-door coupé body but was around a foot longer and featured a 2.8-litre straight-six engine developing 105 bhp@4,400 rpm, was only \$1,995.

The Maverick weighed 2,411 lbs, however, compared to the Capri's 2,135 lbs, so the performance of the two cars was quite similar. The market positioning was the clever part though, and demonstrated that Ford understood the class-orientated nature of Americans,

because the Capri was sold by Lincoln-Mercury, not Ford; although initially it did not wear either of those two badges, or a Ford badge! In fact, it was advertised as "CAPRI, THE SEXY EUROPEAN, Imported by Lincoln-Mercury". This meant it was being marketed via Lincoln-Mercury dealerships to existing customers as a more exclusive luxury vehicle, not as a car many other people would be seen in, and so its rarity was a marketing plus. As a second car, for a family, the Capri's compact dimensions and good fuel economy were also

## Capri Sales Across the Atlantic

Model Year	Capris Sold in USA
1970	17,258
1971	56,120
1972	91,995
1973	113,069
1974	75,260
<b>Total Mk1</b>	<b>353,702</b>
<b>Mk2 started late in 1975</b>	
1975 Mk2 second half of year	54,586
1976 Mk2's first full year	29,904
1977	22,458
1978 Imports ceased in December 1977	4,079
<b>Total Mk2</b>	<b>111,027</b>
<b>Total Capris sold in USA</b>	<b>464,729</b>
<b>Total Capris sold in North America</b>	<b>513,500</b>

Capri. The Sexy European



Left: the cover of the 1972 brochure marketed the Capri as a luxury import.

CAPRI II



Right: the 1976 brochure showed off the MK2's practical interior features, but the hatchback was never popular with the Americans, who preferred a separate trunk.

positives. The marketing strategy worked, and by 1973/4 the Capri was the second bestselling imported car in North America (first place went, inevitably, to the Volkswagen Beetle). As to the badging, Ford eventually climbed off the fence and called it the Mercury Capri.

### UPDATES AND UPGRADES

Ford's new 2-litre SOHC engine was introduced for 1971, and lack of demand for the 1.6-litre lead to it being dropped in 1973. However,

the big change came with the introduction of the 155 bhp 2.6-litre 'Cologne' V6 in 1972, which was marketed to attract a different, more performance-orientated buyer willing to spend \$2,821.

The North American market received the Mk2 hatchback Capri in late 1975, but it was only available with the 2.3-litre version of the 4-cylinder SOHC engine, which produced 88 bhp@5,000 rpm, or the 2.8-litre 'Cologne' V6, which produced 109 bhp@4,800 rpm and

cost \$4,389. Capri II, as Ford called it, never quite caught the zeitgeist in the USA in the way the original model had, despite being a better, more practical car. Imports ceased at the end of 1977, although cars were still available in dealerships until the summer of 1978.

For 1979 Ford put the Mercury Capri name on a US-developed car that was badge-engineered from the Fox platform Mustang, rather similar in concept to the Mercury Cougar of the 1960s. ■

**The John Player Special edition Capri came to the American market in 1975. The dark colour and distinctive gold striping reflected the livery in use by the Formula 1 team that was sponsored by the cigarette manufacturer. Tobacco sponsorship in F1 was banned in 2006.**



# COMING IN ISSUE 84

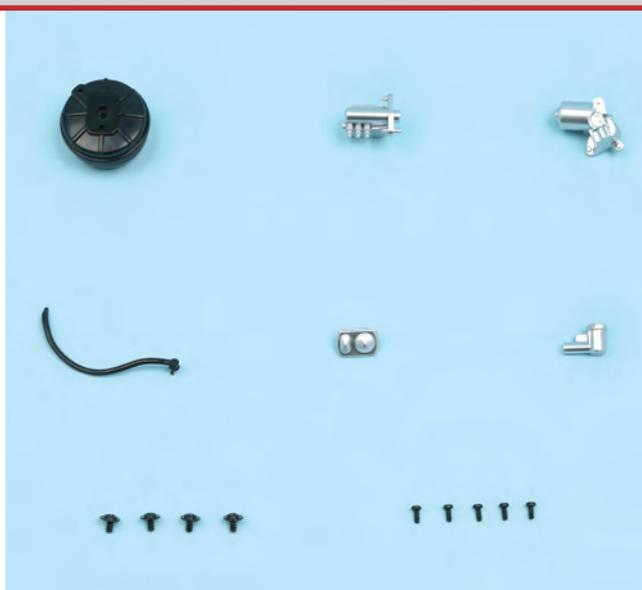


## • ASSEMBLY GUIDE

Brake parts and the windscreen wiper motor are fitted to the fireproof wall, which is then fitted to the chassis assembly.

## NEW PARTS

Brake servo housing, windshield wiper motor, brake fluid reservoir and cover, canister, vacuum hose and assorted screws.



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