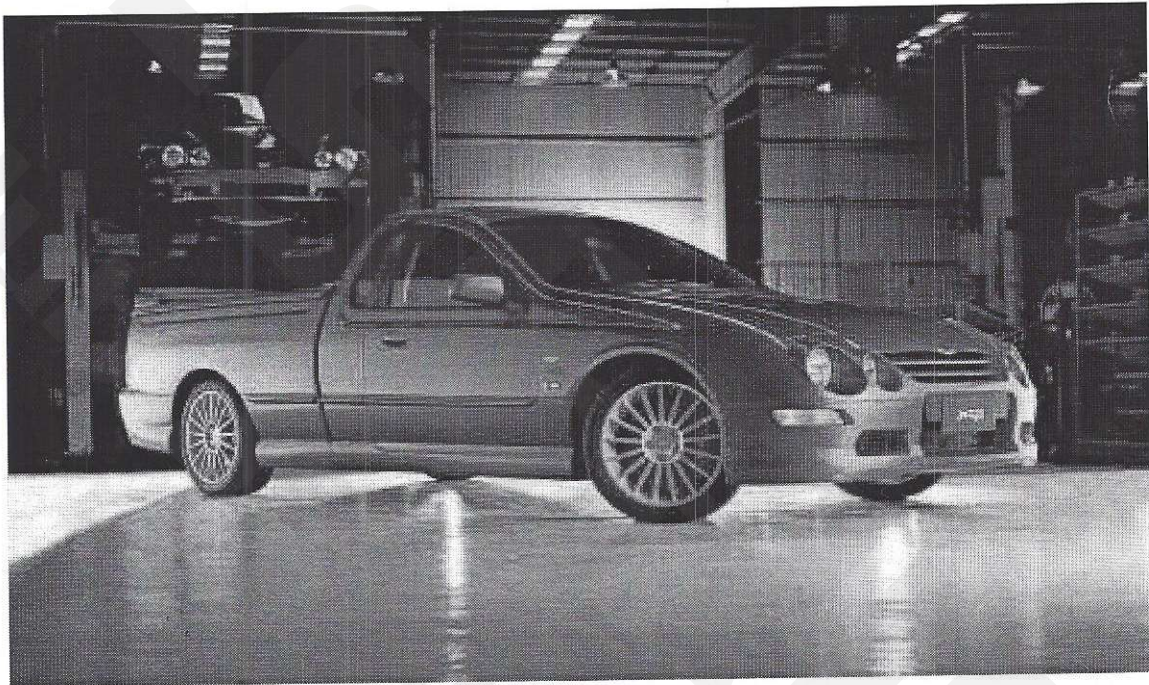


XR8 PURSUIT 250 UTE



DEALER INFORMATION GUIDE

NOVEMBER 2001

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Key Out Takes from This Package

- The XR8 'Pursuit 250' Ute is based on the XR8 Ute but with the following additional specifications:
 - Hand built 5.6 litre 250kW Windsor V8
 - 5-speed Tremec Heavy Duty manual or optional 4-speed 'adaptive shift' automatic transmission
 - Unique body kit featuring all-new front air dam spoiler, side skirts and rear bumper
 - Tickford premium brake package
 - 18" alloy wheels
 - Passenger airbag
 - Leather trim featuring Momo steering wheel and gear knob
 - Unique XR8 'Pursuit 250' decal
 - Optional Brembo brake package
 - Optional hard tonneau with rear wing spoiler
- The XR8 Pursuit 250 is available in all XR8 Ute colours as well as the new Blueprint 'hero' paint colour.
- Allocation of XR8 Pursuit 250 Ute units has been based on Dealer's 12-month retail history of XR8 Falcon Ute sales. Total XR8 Pursuit 250 Ute allocations will be available **to code** in November's SSRD.
- Production of the XR8 Pursuit 250 Ute will commence in January 2002 and continue through June 2002 at an average of approximately 30 units per month. Your DOM will be able to advise the expected build month of your units during November's SSRD.
- We expect that the first stock will commence shipment ex-Tickford in mid February 2002.

1.0 Introduction

XR8 Pursuit is back, better than ever! Headlined by the Tickford 5.6L 250kW Windsor V8 and featuring enhancements to the transmission, brakes, suspension and exterior styling, the XR8 'Pursuit 250' Ute is a serious performance machine with looks to match.

Unleashed at the 2001 Sydney Motor Show last month, the XR8 Pursuit 250 Ute continues Ford's resurgence into the performance vehicle market. It reignites the passion for the XR8 Pursuit brand and reinforces Falcon Ute's street credibility. By raising the bar in performance and style, we have added a new dimension of aspiration to the Falcon Ute brand, one that will ensure we continue our reign as Australia's favourite Ute.

Make no mistake; the XR8 Pursuit 250 Ute is about driving image. About making the statement that Falcon Ute is a serious performance brand, in terms of both work and play. The XR8 Pursuit 250 is designed to excite and thrill, to captivate our customer's imagination. To drive showroom traffic and provide a genuine contender to the HSV Maloo.

2.0 New Model Timing

The XR8 Pursuit 250 Ute will be available in February 2002. A detailed timing plan is shown below.

⇒ Dealer stock allocation	November SSRD
⇒ Issue DCB with recommended retail, fleet and government pricing	November 2001
⇒ Fordstar sales training commences	February 2002
⇒ Dealer Wholesales commence	Mid-February 2002
⇒ Initial stock in Dealerships	Mid-Late February 2002
⇒ On sale date	February 2002
⇒ Advertising Commences	February 2002

3.0 Specifications

The XR8 Pursuit 250 Ute is based on the current XR8 Ute but with the following additional features:

Engine - 5.6 litre Tickford Enhanced Windsor V8

'Individually hand built, the XR8 Pursuit 250 engine is a piece of true engineering craftsmanship. The standard XR8 engine is completely stripped and re-built by hand by a single Tickford operator. Key components are replaced to generate an awesome 250kW of power and 500Nm of torque. As a mark of the engine's craftsmanship, the Tickford operator's signature is engraved onto the engine block.'

- Power: 250kW @ 5250rpm
- Torque: 500Nm @ 4250rpm
- Compression Ratio: 9.6:1
- Bore: 101.67mm
- Stroke: 86.36mm
- Roller Rockers: 1.7:1 ratio
- Nodular Iron Crankshaft
- New Harmonic balancer
- New main bearing support 'girdle'
- Reworked Cast Iron cylinder heads match ported to inlet manifold
- New billet conrods
- New lightweight piston with floating pin
- New, larger diameter inlet duct
- New 82mm, progressive cam throttle body
- New high flow inlet manifold
- Mustang air cleaner and MAF sensor
- Ceramic coated exhaust headers with 1.7 litre CATs
- Tickford unique camshaft:
 - Inlet valve: opens 17° Btdc. closes 79° Abdc.
 - Exhaust valve: opens 64° Bbdc. closes 22° Abdc.
- Tickford unique valves:

– Valve lift:	Inlet = 11.993mm	Exhaust = 12.004mm
– Valve size:	Inlet = 49.31mm	Exhaust = 39.42mm
- Mobil 1 synthetic engine oil: 0W40
- Premium unleaded fuel: 95 RON+

Transmission**Manual**

- 5-speed Heavy Duty Tremec (TR-3650) manual transmission

Ratios

Gear	Ratio
1 st	3.37
2 nd	2.00
3 rd	1.32
4 th	1.00
5 th	0.62
Reverse	3.77

Clutch

- Single plate Heavy Duty with upgraded friction facings

Automatic

- 4-speed adaptive shift BTR (LE97) automatic

Ratios

Gear	Ratio
1 st	2.39
2 nd	1.45
3 rd	1.00
4 th	0.68
Reverse	2.09

Rear Axle

- Limited Slip Differential – Dana, M78 3.45:1 ratio

Driveshaft

- Two piece driveshaft

Tickford Premium Brake Package

The Tickford Premium Brake Package is standard on the XR8 Pursuit 250 Ute which features:

- 329mm diameter grooved front discs
- 287mm unique designed grooved rear discs
- 'Black' finished twin pot front calipers engraved with a Tickford emblem
- Braided front brake hoses
- 'Black' finished rear XR8 calipers

Brembo Brake Package

Brembo brakes are optional on the XR8 Pursuit 250 which feature:

- 355mm cross-drilled and vented rear discs
- 4 piston front and rear calipers
- 'Red' finished front and rear calipers with the Brembo emblem
- Braided front and rear brake hoses

Suspension

- Modified XR8 suspension with lower ride height:
 - Front ride height lowered by 15mm
 - Rear ride height lowered by 30mm

Exhaust

- Dual outlet exhaust system with unique chrome tailpipe outlet

Wheels and Tyres

- 18" x 8" alloy wheels with P245/40ZR18 Dunlop SP Sport 9000 High Performance Tyres

Payload

- 400kg

Features - Interior

- All standard XR8 Ute interior features plus:
 - Passenger airbag
 - XR Leather trim (no cost option)
 - Momo steering wheel and gear knob
 - Unique floor mats with XR8 'Pursuit 250' insignia

Exterior

- Unique body kit featuring all-new front air dam spoiler, side skirts and rear bumper
- New front bumper fascia featuring a black mesh grille
- New Blueprint 'hero' paint colour
- 'Pursuit 250' decal

Security

- Micro-dot VIN security identification system
 - The Micro-dot system is a new form of anti-theft technology. The system consists of 10,000 DataDots, each carrying the unique VIN sprayed throughout the car and onto all major drive line and suspension components. The system uses a clear, durable adhesive that has a "UV" trace to allow identification vehicle details on sprayed areas. A simple, inexpensive magnifier allows individual dots to be read.
- Car alarm

Colours

The XR8 Pursuit 250 Ute will be available in all current XR Ute colours, plus the new 'hero' Blueprint paint.

- Blueprint
- Venom
- Silhouette
- Liquid Silver
- Narooma Blue
- Meteorite
- Congo Green
- Monsoon
- Winter White

The most popular colours are expected to be Blueprint, Venom, Silhouette and Liquid Silver.

Options

Options for the XR8 Pursuit 250 Ute are:

Option	Option Code
XR Leather Trim (no cost option)	B3
Momo Steering Wheel and Gear Knob	7S
Brembo brake package	1B
Sportsbar	TBA
Hard Tonneau Cover with rear spoiler	TBA

Accessories

Due to the limited production run there will be no unique accessories available for the XR8 Pursuit 250 Ute.



4.0 XR8 Pursuit 250 Ute vs Maloo and Maloo R8

With the new XR8 Pursuit 250 Ute we face off head-to-head with the HSV Maloo Ute. As with the majority of Ford versus Holden Ute comparisons, we are confident that the motoring press will be overwhelmed by the superior power delivery and handling of the Ford. Following is a comparison of the XR8 Pursuit 250 Ute versus the Maloo and Maloo R8.

	XR8 Pursuit 250 Ute	Maloo	Maloo R8
Engine	5.6 Litre Windsor V8 250kW @ 5250rpm 500Nm @ 4250rpm	5.7 Litre LS1 V8 255kW @ 5600rpm 475Nm @ 4000rpm	
	<i>The XR8 Pursuit 250 engine has a torque advantage over the HSV engine, providing better launch feel, acceleration and a traditional V8 sound and feel.</i>		
Transmission Manual	5-speed Heavy Duty Tremec Single Plate Heavy Duty Clutch	6-speed High-Torque Hydraulic Clutch Traction Control	
	<i>The XR8 Pursuit 250 manual provides the driver with useable gear ratios whereas the Maloo's 6th gear is useless under normal driving conditions.</i>		
Automatic	4-speed Adaptive Shift BTR (LE97)	4-speed High Torque Turbo Hydra-Matic 4L60-E Traction Control	
	<i>XR8 Pursuit 250 has been rated as the best automatic transmission in Australia for shift quality and performance. With adaptive shift, the transmission adapts to the individual style of the driver. Articles in Wheels and Motor Magazines describe the HSV's automatic as old technology with a clumsy and harsh shift.</i>		
Brakes	Twin pot front calipers Front Grooved Discs 329mm x 28mm Single pot rear calipers Rear Grooved Discs 287mm x 16mm ABS	Twin piston front calipers Front ventilated discs 296mm x 28mm Single piston rear calipers Rear solid disc brakes 286mm x 16mm ABS	HSV front calipers and pads Front ventilated discs 330mm x 32mm Rear ventilated discs 315mm x 18mm, grooved front and rear rotors ABS
	<i>The XR8 Pursuit 250 boasts a superior standard brake package over the standard Maloo. Performance brakes are a cost option on the Maloo but standard on the Maloo R8.</i>		
Wheels & Tyres	18" x 8" Alloy Wheels Dunlop P245/40ZR18 SP 9000 Wheel lock Nuts	5-spoke 18" x 8" Alloy Wheels Bridgestone 235/40 ZR18 S03 Wheel Lock Nuts	5-spoke 18" x 8" R8 Alloy Wheels Bridgestone 235/40 ZR18 S03 Wheel Lock Nuts
	<i>The XR8 Pursuit 250 has wider profile tyres to complete the overall wheel/tyre/ride height package.</i>		
Styling	Unique body kit featuring a rear bumper Optional hard tonneau with rear wing spoiler Bed liner	Full HSV body kit Optional hard tonneau (no spoiler)	Full HSV body kit Standard hard tonneau with rear spoiler Cargo liner
	<i>The XR8 Pursuit 250 body kit provides a more aggressive appearance and incorporates a rear bumper. The cargo liner is also standard meaning that the ute can still serve a customer's practical requirements</i>		
Interior	Momo leather steering wheel and gear knob Leather trim Embossed carpet mats Supercab	HSV leather wrapped steering wheel and gear knob Cloth trim	HSV leather wrapped steering wheel and gear knob Leather trim
	<i>With Supercab a standard feature, the XR8 Pursuit 250 has a more spacious and accommodating interior with increased storage space. Carpet mats are also standard.</i>		

5.0 Pricing

Full pricing details will be confirmed via a DCB in early November.

6.0 Marketing Launch

Customer Profile

The XR8 Pursuit 250 Ute customer is a natural extension of the XR8 customer. Typically, they come from a trade background through which they have achieved business and financial success. They want to be seen in and drive a vehicle that reflects these successes. They crave power and attention, and desire the extremes. The XR8 Pursuit 250 is an attractive proposition to these customers because of its dual 'show' and 'go' benefits.

Launch Theme

The launch theme will position the XR8 Pursuit 250 Ute as the ultimate sports performance ute. In addition to generating inquiry and internal interest in the XR8 Pursuit 250, the campaign will have a strong, positive influence on the Falcon Ute brand image, particularly in the recreational sub-segment of the market.

Marketing Launch Program

The XR8 Pursuit 250 Ute was unveiled at the Sydney Motor Show and has already received an exceptional response. We will continue support for the XR8 Pursuit 250 through:

- Print media presence from February 2002 (details TBC)
- The Ford website (interim site live from November 1, 2001, launch site live from February 1, 2002)
- Developing a POS range that includes a 2-page colour saver and Dealership poster (available from RJ Pound January 1, 2002)
- Dedicated press launch event (details TBC)
- Long-term press evaluation drive program from January 2002.

7.0 Allocation Process

A total of 200 XR8 Pursuit 250 Utes will be built between January and June 2002 at an average of 30 units per month. Volumes in the initial months have been maximized to optimize launch impact, however the upper build limit is restricted by Tickford engine production capacity, as the engines are hand built.

Dealer allocation has been based on 12-month retail history of XR8 Ute sales and will be made available to code in November's SSRD. Your DOM will advise you of the expected build month for your allocation during the SSRD.

Production of XR8 Pursuit 250 Ute will commence in January and continue through June 2002. We expect shipment of XR8 Pursuit 250 Utes ex-Tickford in mid February.

8.0 Press Release

POWER TO THE PEOPLE

Riding atop the sales success story that is the Falcon Ute, Ford has launched a new high performance ute - the breathtaking 250 kW XR8 Pursuit.

Based on the overwhelming response to the original Pursuit Ute released last year, this version lifts the bar in terms of performance, styling and sheer presence.

The XR8 Pursuit combines the driving experience of the renowned XR brand, complemented by a Tickford-enhanced 250 kW V8 engine.

"The recipe for the XR8 Pursuit was quite simple," says Ford Australia President, Geoff Polites.

"We started with the XR brand and all that it encapsulates – an exhilarating drive combining powerful engines with excellent driving dynamics and evocative styling.

"Step two was a response to consumers looking for more. We've answered them by adding on the Tickford-developed 5.6-litre V8 that delivers exceptional amounts of power and torque.

"Next, we looked at our Falcon Ute range, the best-selling utes in the country, and saw it as the perfect base for an extreme sports vehicle.

"The end result is the sensational 250 kW XR8 Pursuit, a vehicle that does what we previously thought impossible by delivering even more fun, power and excitement to XR."

The XR8 Pursuit draws its motivation from the powerful stroked version of the legendary Windsor V8, producing 250 kW and 500 Nm of torque, as found in the new range of T-Series cars.

However, Mr Polites emphasised the XR8 Pursuit was not a T-Series car.

"Contrary to numerous reports in the press this is not a T-Series Ute. The XR8 Pursuit is an XR Ute.

"We established the T-Series franchise as a high-end range of performance passenger cars. It's possible that some time down the track we may consider the possibility of including a Ute in our T-Series range. However our current T-Series family does not include a Ute."

Mr Polites said unprecedented demand for the original 200 kW XR8 Pursuit Ute was the driving force behind the new vehicle.

"The original XR8 Pursuit Ute represented a phenomenal success story for us. The only feedback from customers was the fact they wanted even more power. We think the new 250 kW XR8 Pursuit Ute more than delivers on that front."

Engine modifications are numerous and include new lightweight pistons, billet conrods, 82 mm progressive cam throttle body, ceramic-coated exhaust manifolds and unique Tickford-developed camshafts and valves. Power from the new engine is fed via a heavy duty Tremec five-speed manual transmission and kept in check with a limited slip differential. An optional four-speed automatic transmission is also available.

Visually, the XR8 Pursuit shows its XR colours with the traditional quad headlight front end, enhanced with a new front air dam. The Pursuit also boasts a unique high wing rear spoiler and hard tonneau cover. Also new are a rear bumper fascia with exposed twin exhaust pipe and new side skirts.

The 18 x 8-inch alloy rims are matched with high performance Dunlop SP9000 tyres.

Stopping power is provided by a premium brake package consisting of huge 329 mm grooved discs with four piston calipers up front and 287 mm grooved discs with four piston calipers out back, teamed with Bosch three-channel Anti-lock Braking System (ABS).

Inside, the XR8 Pursuit cossets the driver in warm charcoal leather seats. Other interior features include a unique 240 km/h speedometer with blue graphic display, 100 watt prestige sound system with six-stack in-dash CD player, power windows, air-conditioning, twin airbags, steering wheel mounted cruise control, and Momo steering wheel and gear knob.

The 250 kW XR8 Pursuit Ute will be available in dealer showrooms in early 2002.

"We think the XR8 Pursuit represents the perfect sports performance ute. We're very confident all those buyers looking for even more from their ute are going to be ecstatic with the 250 kW XR8 Pursuit," Mr Polites said.