Above: Contour GL with the optional Sport Package in Pacific Green Clearcoat Metallic. Left: Contour GL in Willow Frost Clearcoat Metallic shown with optional rear wing spoiler.
NEW FORD

1998

CONTOUR

Your head says 4-door sedan, but your heart has itself set on fun to drive, sporty. A befuddling dilemma, no? No. Not since Ford Contour came along. Contour brings a satisfying blend of power, agility and control to the world of four doors. A very satisfying blend. And the 1998 model? Better than ever. How can you tell? Drive it. With Contour, one test drive is all we ask. And all you’ll need.

Contour

One drive will surprise you.
PERFORMANCE and POWER

As difficult as it is for some to believe, there are people who view automobiles merely as vehicles of transportation. A curious perspective, to say the least. Contour is for the others, those who know that driver reward is the real issue. Confident passing. Sure cornering. A new sense of adventure traveling a familiar route. And a look forward to tomorrow’s commute.

Standard SE cast aluminum wheel.

Above: Contour SE in Toreador Red Clearcoat Metallic. Left: Suspension refinements for 1998 mean an even smoother, more agile ride. The spoiler is standard with SE, optional with GL & LX.
One drive will surprise you.

The power-efficient 2.5-liter Duratec 170-hp V6 system with 4 valves per cylinder uses advanced racing technology in the design of its cylinder block.

Both Contour engines can go 100,000 miles between scheduled tune-ups (under normal driving conditions with routine fluid and filter changes).
STYLING

Looks are important, there's no doubt about it. We want our cars to look good. You want your car to look good. With a look that reflects its spirit. Contour has refined styling for 1998. A look that's smart, sophisticated.

15" aluminum wheels, part of the Sport Package and optional with GL and LX complement the new Contour styling.

One drive will surprise you.
Right: Contour LX in Dark Toreador Red Clearcoat Metallic.
One drive will surprise you.
CONVENIENCE

and

COMFORT

Sporty front bucket seats that hug you through the curves. Roomy comfort for five. Thoughtful little surprises and delights that enhance the pleasure of your trip. Refined for 1998, the Contour interior is exceptionally well designed and appointed. Shown at left is Contour SE with optional leather seating surfaces in Greystone.

Contour seats are designed to work with the safety belts to keep occupants from sliding forward during a frontal impact (right). The driver's seat now includes an integral armrest for added comfort (shown above).

Conf Contour instrument panel features bent design for improved heater/AC (left). Molded cup holders (above) are new low-profile center console.
SECURITY and SAFETY

SECU RiLOCK™, a passive anti-theft system, is included with Contour's optional V6 engine.

Your driver's key sends a specially coded electronic signal to the ignition module. If any other key is tried, the engine won't start.

As an added deterrent, a prominent blinking light on the instrument panel alerts would be thieves that there's an anti-theft system in operation.

The protective strength of boron steel side door impact beams promotes a feeling of safety and security.

Wrestling a car seat can wear you out before you start. An integrated child safety seat is available with GL, LX and SE.

Standard childproof rear door locks keep children from opening doors from inside the vehicle.

In most hard braking situations or on a slippery surface, the available anti-lock brake system keeps the wheels from locking up by applying and releasing the brakes up to 12 times per second while you're firmly holding down the brake pedal. The results are straighter stops and greater steering control.
One drive will surprise you.

Safety cell™ construction provides occupant protection in a frontal, side or rear impact.

Tinted glass is standard to help reduce glare and keep things cool.

Breathe easier. The particulate air filtration system removes over 90% of particles larger than 3 microns.

Dual remote mirrors provide a good look at what's coming from behind.

Dual air bags are standard and 3-point safety belts are included for all passengers (always wear safety belts and secure children in the rear seat).
FEATURES and OPTIONS

The optional electronic AM/FM stereo radio with compact disc player includes a premium sound system for added listening enjoyment.

For an extra measure of driving fun while cruising under the sun or the stars, the optional power moonroof is available with GL, LX and SE.

Standard heating is distributed through vents on the instrument panel, floor, and through auxiliary heat ducts in back for the benefit of rear passengers.

Convenient speed control is included in all GL, LX and SE packages. You can operate it without taking your hands from the wheel.

<table>
<thead>
<tr>
<th>EXTERIOR FEATURES</th>
<th>CON. 236A</th>
<th>GI 240A</th>
<th>GL 236A</th>
<th>LX</th>
<th>SE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Solar tinted semi-flush glass</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
</tr>
<tr>
<td>Flush headlamps with halogen bulbs and integral park/turn indicators</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
</tr>
<tr>
<td>5-mph color-keyed, polycarbonate bumpers</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
</tr>
<tr>
<td>Dripless roof construction with water management system</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
</tr>
<tr>
<td>Black manual remote-control mirrors</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
</tr>
<tr>
<td>Power mirrors with body-color finish (black finish with GL)</td>
<td>--</td>
<td>P</td>
<td>P</td>
<td>S</td>
<td>S</td>
</tr>
<tr>
<td>Color-keyed bodyside moldings</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
</tr>
<tr>
<td>Fog lamps</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>S</td>
<td>S</td>
</tr>
<tr>
<td>Color-keyed wing spoiler</td>
<td>--</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SAFETY AND SECURITY</th>
<th>CON. 236A</th>
<th>GI 240A</th>
<th>GL 236A</th>
<th>LX</th>
<th>SE</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Safety cell&quot; structure with high-tensile steel door beams and cross-car beam</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
</tr>
<tr>
<td>Deploying trim system-side impact protection</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
</tr>
<tr>
<td>Dual front air bags, driver and passenger</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
</tr>
<tr>
<td>Manual lap/shoulder belts for all seating positions (front are height adjustable)</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
</tr>
<tr>
<td>4-way tilt/height-adjustable head restraints</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
</tr>
<tr>
<td>Clutch interlock at start-up with manual transaxle; brake shift interlock with optional automatic transaxle</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
</tr>
<tr>
<td>Fuel tank forward of rear suspension</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
</tr>
<tr>
<td>Shielded interior door locks</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
</tr>
<tr>
<td>Childproof rear door locks</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
</tr>
<tr>
<td>Integrated child safety seat</td>
<td>--</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Anti-lock Brake System (ABS)</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Remote keyless entry system</td>
<td>--</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>COMFORT AND CONVENIENCE</th>
<th>CON. 236A</th>
<th>GI 240A</th>
<th>GL 236A</th>
<th>LX</th>
<th>SE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sport Package: 13&quot; aluminum wheels and tires; leather-wrapped steering wheel and shift knob; tachometer and fog lamps std. on LX; sport floor mats; sport badging</td>
<td>--</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Particulate air filtration system</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
</tr>
<tr>
<td>Air conditioning</td>
<td>O</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
</tr>
<tr>
<td>Low profile floor console with cassette/CD storage and twin molded cup holders</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
</tr>
<tr>
<td>Soft feel driver-oriented instrument panel, side window defrosters and four registers</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
</tr>
<tr>
<td>Front shoulder safety belt height adjusters</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
</tr>
<tr>
<td>Analog gauges and warning lights</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
</tr>
</tbody>
</table>
### SPECIFICATIONS, FEATURES AND OPTIONS

#### COMFORT AND CONVENIENCE

<table>
<thead>
<tr>
<th></th>
<th>CON.</th>
<th>GL 236A</th>
<th>GL 240A</th>
<th>LX</th>
<th>SE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tachometer</td>
<td>-</td>
<td>P</td>
<td>S</td>
<td>S</td>
<td>S</td>
</tr>
<tr>
<td>Tilting steering column</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
</tr>
<tr>
<td>Driver's seat</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
</tr>
<tr>
<td>Front passenger and two rear grab handles (front only in Contour and GL)</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
</tr>
<tr>
<td>Remote trunk release</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Single-speed intermittent wipers</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Variable interval windshield wipers</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Driver and passenger visor mirrors</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
</tr>
<tr>
<td>Front door trim panel storage bins</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
</tr>
<tr>
<td>Leather-wrapped steering wheel (two-position)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Electronic digital clock</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
</tr>
<tr>
<td>Rear seat compartment heat ducts</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
</tr>
<tr>
<td>Light Group rear door courtesy lights (switches front map/reading light; front footwell illumination; illuminated entry)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Smoker's package ashtray and lighter</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Power windows with &quot;express-down&quot; driver's window, illuminated switches and rear window lockout feature</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Power door locks</td>
<td>-</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
</tr>
<tr>
<td>Electronic 4-speed automatic transaxle</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Power moonroof</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Power steering</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Rear window defroster</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
</tr>
<tr>
<td>Carpeted floor mats</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
</tbody>
</table>

#### SEATING

<table>
<thead>
<tr>
<th></th>
<th>CON.</th>
<th>GL 236A</th>
<th>GL 240A</th>
<th>LX</th>
<th>SE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cloth reclining bucket seats</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
</tr>
<tr>
<td>Luxury cloth reclining bucket seats</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Cloth sport bucket seats</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
</tr>
<tr>
<td>Leather seating surfaces</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>10-way power driver's seat; power adjustment up/down, forward/back and tilt forward/back, plus adjustable lumbar support and seat back recliner</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>3-passenger rear seat bench</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
</tr>
<tr>
<td>3-passenger rear seat bench with 60/40 split fold-down carpeted seat backs (reclines located in trunk for security)</td>
<td>-</td>
<td>O</td>
<td>O</td>
<td>S</td>
<td>S</td>
</tr>
</tbody>
</table>

#### POWERTRAIN

- **Zeal:** 2.0-liter, 16-valve, DOHC 16 engine - S  S  S  S  S
- **Duratec:** 2.5-liter, 24-valve DOHC V6 engine - - P  P  S
- 5-speed manual transaxle - S  S  S  S  S
- Electronic 4-speed automatic transaxle - O  O  O  O  O

#### AUDIO SYSTEMS

<table>
<thead>
<tr>
<th></th>
<th>CON.</th>
<th>GL 236A</th>
<th>GL 240A</th>
<th>LX</th>
<th>SE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic AM/FM stereo radio</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Electronic AM/FM stereo radio with cassette player</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Electronic AM/FM stereo radio with cassette player and premium sound system</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Electronic AM/FM stereo radio with compact disc player and premium sound system</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Power antenna</td>
<td>-</td>
<td>-</td>
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</tr>
</tbody>
</table>

#### WHEELS AND TIRES

- **14" wheel cover** - S  -  -  -  -
- **15" wheel cover with bolt-on appearance** - -  -  -  -
- **15" full luxury wheel cover with bolt-on appearance** - -  -  -  -
- **15" 8-spoke cast aluminum wheel** - O  O  O  O  -
- **15" 12-spoke cast aluminum wheel** - O  O  O  O  -
- **P185/70R14 14 BW all-season tires** - S  S  S  -  -
- **P195/65R14 14 BW all-season performance tires (with V6 engine)** - -  -  -  -
- **P205/60R15 15 BW all-season tires (require aluminum wheels on GL)** - -  -  -  -

#### SPECIFICATIONS

- **Engine:** Zetec 2.0-liter 16-valve, DOHC 16 (standard in Contour and GL)
- **Duratec:** 2.5-liter 24-valve DOHC V6 (standard in SE included in GL 240A and LX 238A)
- **Exhaust system:** Sequential electronic fuel injection and EEC-V computer
- **Compression ratio:** 9.6:1 (Zetec 14: 9.7:1; Duratec-V6)
- **Tune-up interval:** 100,000 miles; under normal driving conditions with routine fluid and filter changes
- **Transaxle:** 5-speed manual (standard); Electronic 4-speed automatic (optional)
- **Horsepower:** SAE net: 125 @ 5500 rpm (Zetec 14: 137 @ 6250 rpm; Duratec-V6)
- **Torque:** SAE net: 110 @ 4000 rpm (Zetec 14: 166 @ 4500 rpm; Duratec-V6)
- **Battery:** 12V, 150-amp maintenance-free
- **Alternator:** 130-amp
- **Body Construction:** Utilized with separate front rubber-mounted subframe
- **Front suspension:** Independent strut-type with A-arms, strut-mounted coil spring, and stabilizer bar
- **Rear suspension:** Independent unequalized coil suspension with stabilizer bar plus sport-tuning in SE
- **Stability:** Rack and pinion, power-assisted
- **Brakes:** Power front disc and rear drum (standard in Contour GLX, 4-wheel disc and brake system in SE and all V6 engines with 5-speed manual transaxle; 4-wheel Anti-lock Brake System optional in all models)

#### DIMENSIONS

- **Wheelbase:** 106.5"
- **Length:** 184.6"
- **Height:** 54.5"
- **Width:** 69.4"
- **Front tread:** 59.2"
- **Rear tread:** 58.5"
- **Trunk capacity:** 13.9 cu. ft.
- **Passenger capacity:** 5
PREFERRED EQUIPMENT PACKAGES

Contour

- Electronic AM/FM stereo radio/cassette player
- Rear window defroster

Contour GL

- Electronic AM/FM stereo radio/cassette player
- Air conditioning
- Rear window defroster
- Power mirrors
- Rear door courtesy light switches
- Front map/reading light
- Front footwell illumination
- Illuminated entry
- Power door locks
- Speed control

240A
- All the features included in Package 236A
- Power windows
- V6 System: 2.5-liter Duratec V6 engine/5-speed man.
- Tachometer

Contour LX

- Air conditioning
- Rear window defroster
- Rear door courtesy light switches
- Front map/reading light
- Front footwell illumination
- Illuminated entry
- Power door locks
- Speed control
- Power windows
- V6 System: 2.5-liter Duratec V6 engine/5-speed man.

Contour SE

- Air conditioning
- Rear window defroster
- Rear door courtesy light switches
- Front map/reading light
- Front footwell illumination
- Illuminated entry
- Power door locks
- Speed control
- Power windows

Contour wheels (left to right):
14" wheel covers (standard)
14" wheel covers with bolt-on appearance (GL)
15" full luxury wheel covers with bolt-on appearance (LX)
15" 8-spoke aluminum wheels (optional with GL and LX)
15" 12-spoke aluminum wheels (SE)
CONTOUR COLORS

Light Prairie Tan Clearcoat Metallic
Toreador Red Clearcoat Metallic
Dark Toreador Red Clearcoat Metallic
Moonlight Blue Clearcoat Metallic
Pacific Green Clearcoat Metallic
Willow Frost Clearcoat Metallic
Silver Frost Clearcoat Metallic
Black Clearcoat
Vibrant White Clearcoat

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Every new Ford includes the assurance of a 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, jump start, or even help when you’re locked out of your car.

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Expedition