

Capri Style



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The Newsletter of the **Capri Mk1 REGISTER**

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The Capri Specials

As we learnt in the last magazine, courtesy of Derek a Ford employee, all the Capri's that were built were built to order. All tales of cars waiting in compounds for a buyer were a myth. Sales were buoyant - but like all good things the initial euphoria was to pass.

In September 1970 the Capri range was changed, this came by way of drastic change to the number of options available and making it more streamlined, So out went the individual 'X' and 'R' plans, hitherto you could have for example a GTR or a GTX, or just an XR now it had to be a standard 'L', 'XL', or 'GTCLR', from this date the full 'XLR' trim would only be available as a 'GT' plan.

However if a customer wanted a certain spec and was willing to pay for it then Ford was happy to take the money and see a satisfied customer drive away his new Capri.

There was another casualty too, in September 1970 the axe fell on one of the models - exit the 1300 GT.

Sales of the Capri had started to fall off and a new twist to reignite the public's imagination was needed.

September 1971 - enter the first of the Capri specials.

The well known, much hyped, unseen these days, yes the

'vista orange special' .

Today this car is almost as elusive as the proverbial Yeti. There are a couple tucked away which we know about, but, with owners reluctant to risk them on today's roads, there is very little chance of seeing one for real.

Just 1200 of these Capri specials were built.

So what made this 2000GT XLR Capri special from all the other Capri's back in 1971?



Well we have already mentioned the colour. Ford had started to move away from the more austere colours that came with the launch of the Capri, now we were entering into the world of Daytona yellow and vista orange, vibrant colours for a car that was proud to be seen. Add a black vinyl and the car is already looking special, but then Ford added the Mustang Boss dress up kit which consisted of matt black slats for the rear screen and an aerodynamic spoiler for the top of the boot, didn't make it go any faster but the car did stand out in the crowd.

As with the other models it came with optional extra's, the vinyl roof was an extra. You could also have cloth trim seats, or how about a heated rear screen, and for an easy life what about a push button radio instead of the familiar (at this period in time) knobs, oh such luxury. All from £1310, probably about a years wages in 1971 - yes that gets it into perspective.

The sales figure got a boost and Capri was well and truly back in the publics eye. What a sales ploy, but yes one that worked well for Ford and would continue to work well throughout the Capri years as Ford bought out one Special after another, calling them Special Limited Editions and boy do we all like to own something 'special' and 'limited'.

The next Capri Mk1 to be tagged 'Special' was for sale in June 1972.

With the facelifted version looming largely on the horizon the public were once again holding back and waiting for the 'new' model' before spending their cash. Ford aware of what would happen - a huge lull in sales - knew full well how to keep the public interested, part them from their cash and clear the few bodies and parts before the 'new' facelifted body reached the build track, ready for the launch in September 1972. We have no idea how many of these 'June 72' Specials were made, as far as we know no details have ever been made public, and as Ford long ago destroyed information we will never know now, but back then who would have thought anyone would be this interested in old cars?.

Keeping to an old Ford tradition you 'could have any colour' as long as it was black or green.

This was the first Capri to be painted in black livery and it came in ebony black with a red coachline down the swaze lines. The interior was trimmed out in ruby red.



The green option was painted in light emerald green with a gold coachline down the swaze lines, and the interior trimmed out in black .

What else did they have?



These Capri Specials were only available with either a 1600GT, 2000GT or 3000GT engine.

They came with the bonnet bulge, soon to be seen on all following facelift Capri's, as the engines were changed to over head cams and sat higher.

They retained the headlights from the earlier models and the rear lights remained the 'Escort' type. Hazard flashers which would be a feature of the facelifted car were now found on the side of the wings. Opening rear quarter windows and a heated rear screen were standard as was inertia-reel seat belts, a black dash and a centre console, and the cloth trim. It was still not compulsory to wear seat belts at this time but cars had to be fitted with them.

Almost the height of luxury in the Ford world.



There were no changes to the mechanics, just extra dress up and a taste of things to come, but it kept the cash flowing.

These cars were for sale only in June 1972 but we know from the VIN numbers that they were being manufactured as early April.

Even now some people don't realise that the car they own is a Special, and even the public would argue with owners of these rare cars, usually about the colour, something like 'That's not a genuine Ford colour.....' or 'Ford didn't do the Mk1 Capri in black ...'

Ford went on to introduce many specials, in the MK2/3 range there was the 'S', GT4, Calypso, Cameo, Caberet, Laser, 2.8i, and of course the final 280 Brooklands, to name a few. All followed the same concept of using a standard Capri and adding extra's to boost flagging sales. Buyers of these cars we think got a bargain.



In June 1972 you could purchase this car for just £1456.04 and add on all the extra's making a grand total of £1521.72 - You lucky people

INVOICE NO.:-

& S. ANDREW



MAIN DEALER

Registered Office & Showrooms:
 ROAD, EALING COMMON
 and Spares : 363 Uxbridge Road, Acton
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EXPLANATION OF CODE COLUMN:-

- A. Surrender value of licence.
- B. Balance due on exchange of licence.
- C. Licence taken out in error.
- D. Cancelled Driving Licence.
- E. Fee for duplicate Registration Book not issued.
- F. Fee for information not supplied.
- G. Duty/Fee for Licence not issued.
- H. Overpayment of licence duty.
- I. Fee for Duplicate Trade Plates not issued.
- J. Overpayment of Driving Licence fee.

CODE	REF No.
A	MAMP
	STAC

No. *August* 1658 (6 months)

The attached cheque is forwarded for the reason indicated in the CODE column.

In any communication regarding this cheque, please quote the number printed above

163441

es Gardens, Acton, London, W7

New Ford Capri Special. 2000 c.c.
 Emerald Green.
 Vehicle No: BBBCMC 38621 £1456.04
 Switch & Door Key No: J008 TOL63 FV208.

Purchase Tax.
 Registration No: NMF 424 L (12 Months)
 No. Plates & Licence Holder Reflective.
 Supply and fit 2 Wing Mirrors.
 Supply 4 Rubber Mats.
 Supply and fit 4 Mud Flaps.
 Supply and fit Reflective Door Buffers.
 Fit Owners Mascot.
 Underseal.

205	00
251	04
25	50
5	00
5	00
4	00
7	00
	18p
F.O.G.	
19	00
1521	72

You can get a Capri Special if you're quick.

The Capri Special isn't the sort of car you come across every day.

We're only making 1,200 of them, for one thing.

And for another, there are few cars around with so much going for them.

For a start, how about 0 to 60 in just over 10 seconds?

A top speed of 106 mph and comfortable cruising at 70 mph.

All by courtesy of the 2-litre engine.

The Special can be dealer fitted with a rear deck 'spoiler' and Lamborghini-like rear window slats.

'Extras' such as push-button radio, heated rear window and black vinyl roof are all standard equipment.

So are fabric seat upholstery and inertia reel seat belts. After all, this is one car that's built for comfort as well as speed.

Finally, with apologies to our founder, you can have any colour you want as long as it's vista orange.

As we said, we're only making 1,200 Specials. So they'll be a bit hard for the average car-buyer to come by.

But then the Special is no average car. Only the real enthusiasts will be after one.

And only the quickest will get one.

CAPRI 

...leads the way.



Greetings from the Netherlands

Hello my name is Wim and we would like to share our pictures from last year when we had 40 years of the Ford Capri - a car that we all enjoy and is an Oldtimer. We went to shows in Essen and Speyer in Germany and Belgium as well as here in Netherlands

Below is the Netherlands Capri club meeting at Beekse Bergen.



This is the Ford Escort Historic club, we went to their show.

Here as in England there is not so many cars now and meetings are smaller



*The Technik Museum at Speyer is very big and has many exhibits, all Oldtimers, cars, locomotive, planes and boats and space exhibition and musical organs. So much to see here, I invite all Capri owners to visit here when there is a Oldtimers car show, you will like it very much.
We parked here with our Capri and other friends for a very nice time.*

