

THE ICONIC **FORD** **FALCON XB GT**

SCALE
1:8



Windscreen



The Edsel Marque

Published weekly
UK: £10.99 AUS: \$21.99



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POST-APOCALYPTIC EDITION

THE ICONIC FORD FALCON XB GT

ISSUE 110

ASSEMBLY GUIDE

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An aerial is attached to the model and the windscreen is put in position.

HISTORY OF THE FORD FALCON

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By 1958, Ford had successfully mastered mass production, production costs and component-sharing profit generation. However, a new marque, Edsel, swallowed up over \$250 million dollars —and was short lived!

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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Published by Hachette Partworks Ltd
4th Floor, Jordan House, 47 Brunswick Place,
London, N1 6EB
www.hachettepartworks.com



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Distributed in the UK and Republic of Ireland by Marketforce.
Printed in the United Kingdom
ISSN 2976-5811

Complete in 130 issues.

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Items may vary from those shown.
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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UNDER THE AGE OF 14.
This product is not a toy and is
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Editorial and design: Windmill Books Ltd

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Interior: John Lakey: 6, 7.

Step-by-step photography: Richard Bryden

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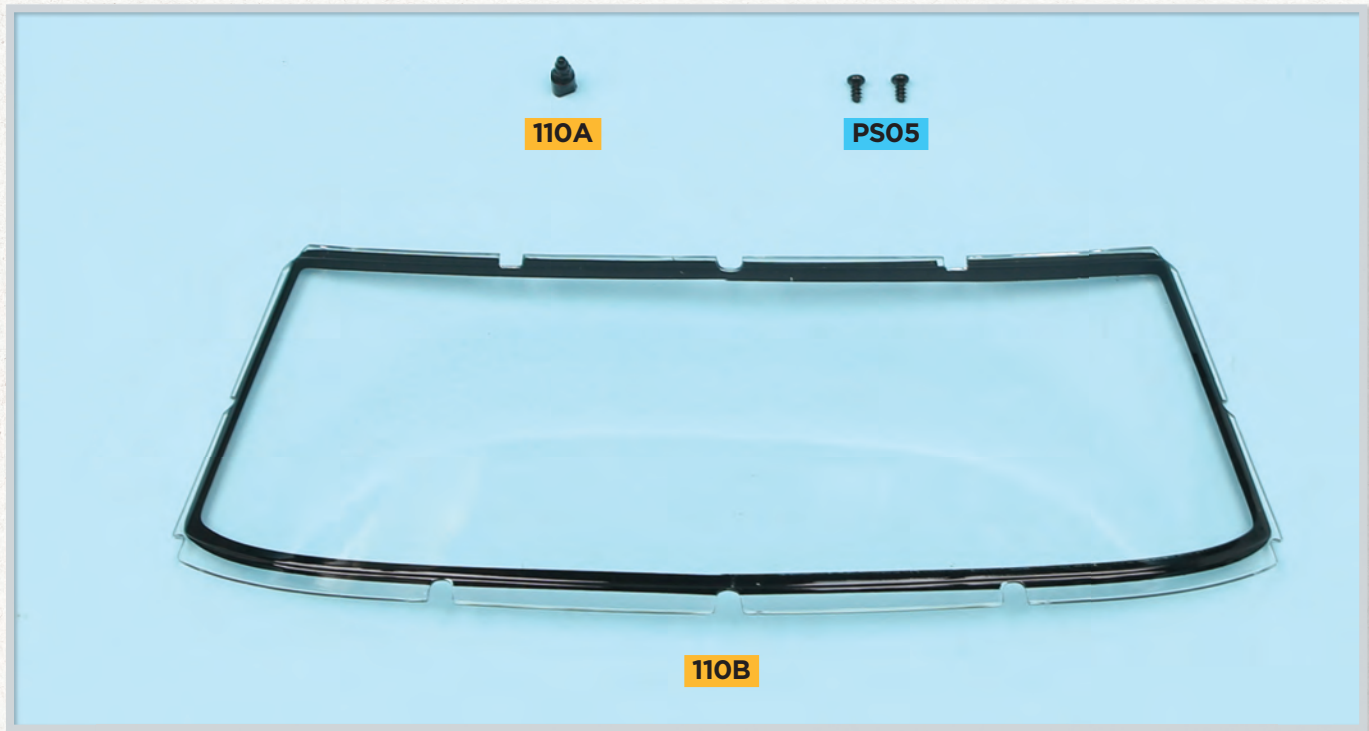
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t=top, c=centre, b=bottom, l=left, r=right, u=upper



Stage 110: Windscreen

The aerial is attached to the front left wing of the model and the windscreen is put in position.



List of parts:

110A Aerial (retracted)

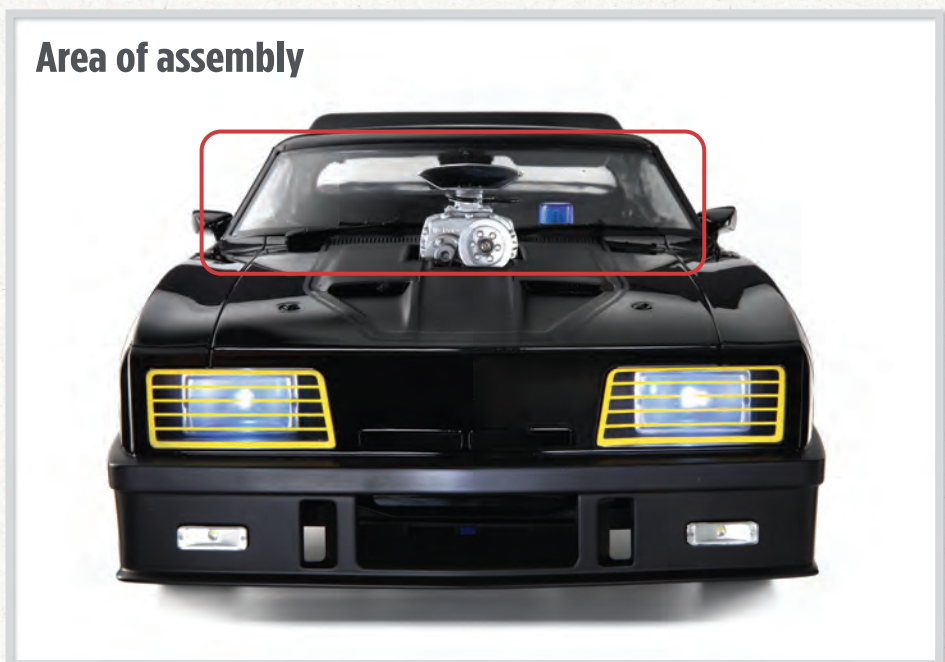
110B Windscreen

PS05 Two* 2.3 x 4mm
PB screws

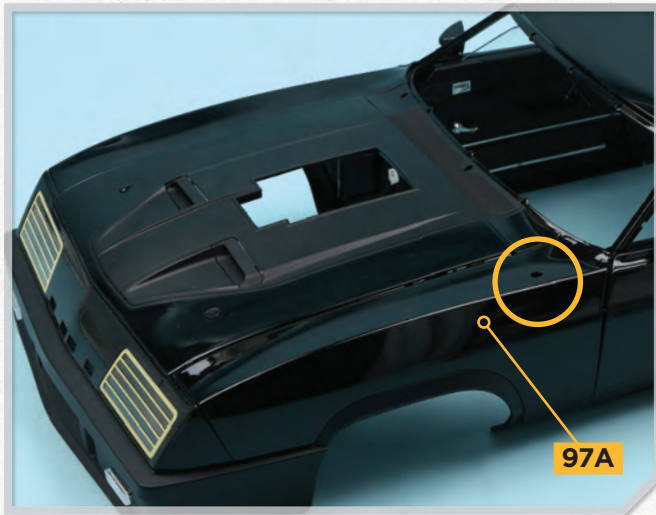
* Including spare

PB = Pan head for plastic

Area of assembly

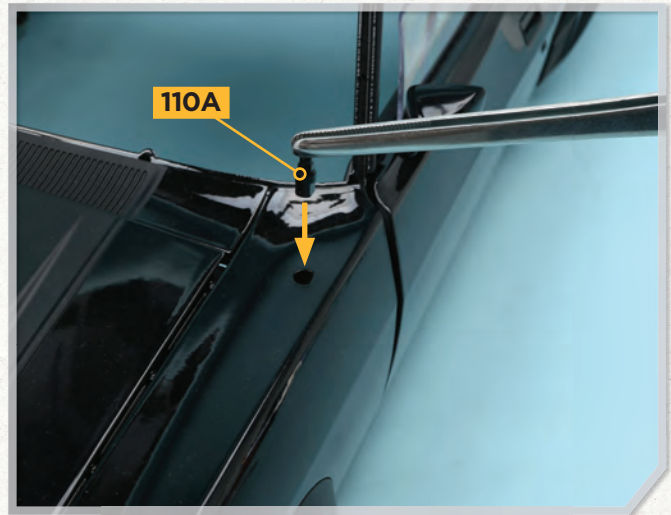


Stage 110: Windscreen



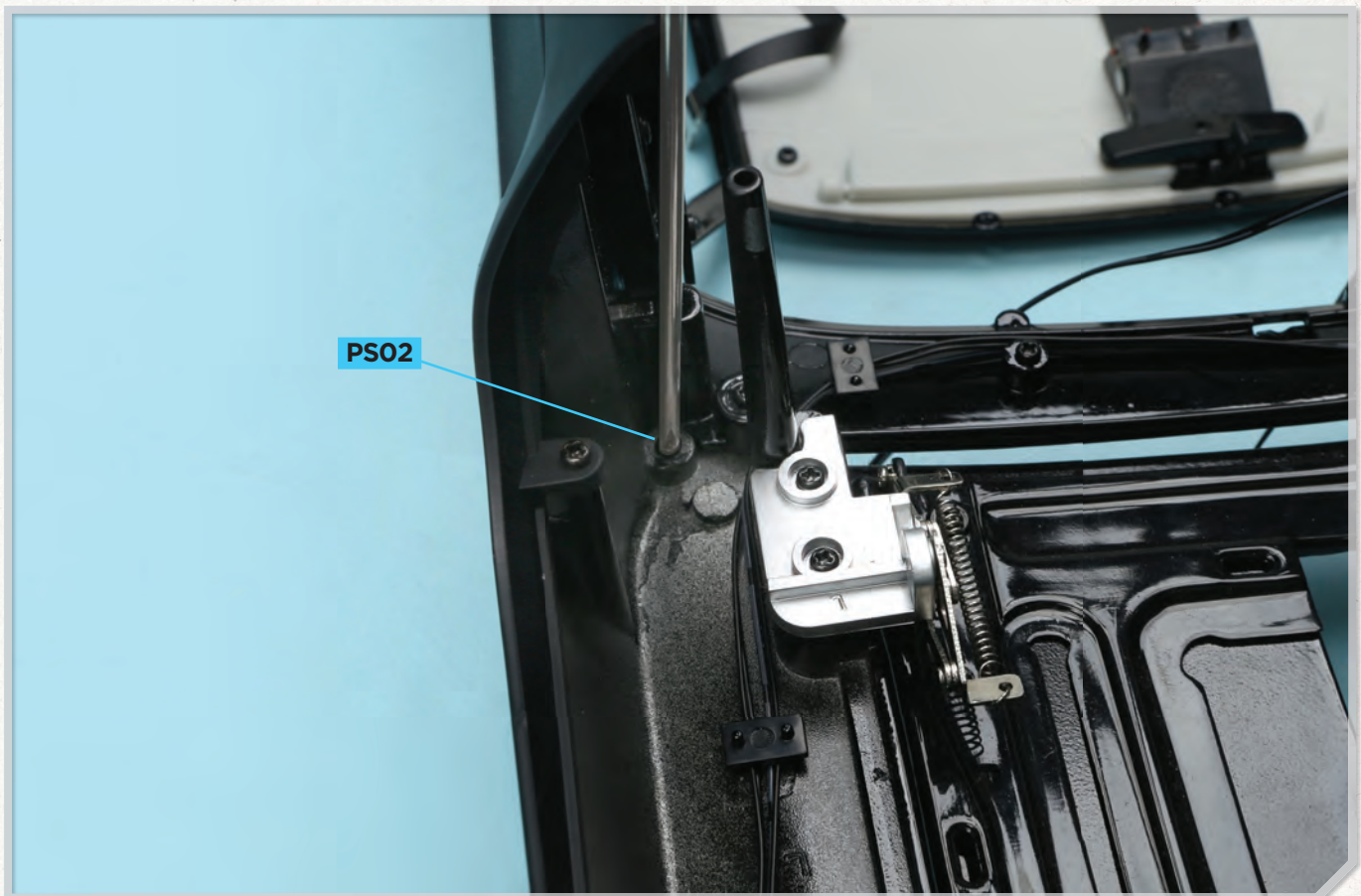
STEP 1

Identify the fixing point (circled) for the aerial on the left wing of the chassis **97A**.



STEP 2

Fit the flat end of the aerial **110A** into the socket.



STEP 3

Holding the aerial **110A** in place, turn the assembly over and fix the aerial in place with a **PS02** screw.



STEP 4

Fit the windscreen **110B** into the opening at the front of the model.

COMPLETED ASSEMBLY

The aerial has been attached and the windscreen has been positioned. Store the model carefully so that the windscreen does not slip out of place. It will be attached at a later stage.



Edsel: MISSING THE MARKET

By 1958, Ford had successfully mastered mass production, production costs and component-sharing profit generation. But a new marque, Edsel, swallowed up over \$250 million dollars, and proved truth can be stranger than fiction.



A 1958 Edsel Pacer Convertible, complete with its unusual and controversial grille design and distinctive two-tone paint scheme.

There is no such thing as a Ford Edsel, despite it being common parlance. Edsel was a new marque, aimed at diversifying Ford's offering to mirror rival General Motors, which was then the largest company in the world. GM guided customers up a price and prestige ladder, from Chevrolet to Pontiac, Oldsmobile, Buick and, ultimately, Cadillac. Chrysler had a similar hierarchy, leading Ford to feel that their three-marque offering of Ford, Mercury and Lincoln was insufficient. Edsel was planned to sit above Ford but below Mercury.

The launch of the car on 'E-Day', 4 September 1957, was delayed by a few minutes when a Ford executive noticed that the Glen Miller Orchestra's music stands had 'GM' emblazoned on them. The

letters were hastily covered up! But that was the least of Ford's worries. By that time the top-of-the-line Fords were a similar price to the smaller Edsels, and the larger models matched their Mercury cousins; Ford had closed their own market niche!

What became the Edsel started when Special Products Division

(SPD) was created in 1955. Their prototypes were known as E-Cars (E for experimental). PR man C Gayle Warnock teased the media with E-Car hints. Rumours suggested E-Car would become Edsel, after Edsel Bryant Ford (only son of founder Henry) who had died prematurely from cancer in 1943. Edsel's son, Henry

The Teletouch transmission promised to make driving so simple that anyone could do it. It looked attractive in the showroom, but in reality it proved to be extremely unreliable and was deeply unintuitive.



Ford II, opposed this saying, "I don't want my father's name spinning on hubcaps." Advertising agency Foote, Cone and Belding were hired to find a name and listed 18,000 ideas. Edsel was not among them! Ford even offered a free car to any employee who came up with a name. Nothing seemed right so the Chairman of the Board, Ernest Breech, decided to make rumour fact and SPD became Edsel Division. It could have been worse: Drof (Ford backwards) was a top contender, despite it sounding like a disease.

The initial, optimistic, Edsel range was huge (18 models in 4 series including 5 station wagons) and was projected to sell 200,000 units in year one. There were two new 'FE' series V8 engines and a gimmicky 'Teletouch' transmission: drivers changed gear by pressing buttons on the centre of the steering wheel. Although Ford trumpeted Edsel as a new car from a new Division, calling it 'The Newest Thing On Wheels', in reality, the two smaller Edsels, Ranger and Pacer, were based on the Ford Fairlane, while some of the larger models were based on the Mercury Monterey.

THE PEOPLE DECIDE

Interest was initially strong, but tales of poor quality soon emerged. The Edsel was built in existing Ford plants, and workers resented the new unfamiliar work so sabotaged it by hiding bolts in the doors, making the cars rattle! Then it happened. Journalists had dubbed the grille a horse collar or toilet seat on launch day, but it took a few weeks for American society to collectively decide that it was reminiscent of female genitalia. Edsel as a marque was over, but Ford pushed on.

Only 63,110 1958 MY Edsels were sold, but not for the want of trying. *The Edsel Show*, an hour-long TV

special on CBS, promoted the new car on 13 October 1957 with stars including Bing Crosby, Frank Sinatra, Louis Armstrong and Bob Hope. Ford also planned to sponsor the TV movie *Annie Get Your Gun* (1957), but after internal indecision it fell through. They decided to link up with the old west, and sponsored TV's *Wagon Train* (1957) instead. This led to dealers being told to enter Edsel buyers into a competition to win a pony. The demand for ponies pushed up their price, so some dealers bought foals instead, which grew up and escaped their stockade. One dealer presented a 'lucky' winner with a pony in the lobby of their New York apartment block.

Ford reorganised the Edsel Division to be part of Lincoln/

Mercury and produced a less diverse 1959 Edsel range, with softer styling. Just 44,861 units were sold. There was, briefly, a 1960 MY Edsel, although only 2,846 were made. In November 1959 FoMoCo announced the end of the Edsel name, blaming this on the steel shortage.

LEGACY

The Edsel almost bankrupted Ford but they learned from it. The legacy proved to be the foundation for future profits because it proved VP Robert McNamara's analysis was correct: people wanted smaller cars. He had been strongly against the Edsel from the beginning and, as it foundered, his Falcon programme was accelerated and proved a profitable cornerstone. ■

Designer's Redemption

The poison chalice of designing a new make of car with no name, while using existing chassis and underbodies, had fallen to talented stylist Roy Brown (below) who had designed the Lincoln Futura concept that became the Batmobile. His brief, a car with old-world class and a modern twist, led to that radiator; his gull-wing rear styling took Detroit's beloved massive rear fins, which he disliked, and rotated them inboard to create an elegant horizontal form. He reinterpreted that theme for the rear of his masterpiece, the Mk1 Cortina, styled after he was banished to Ford UK.



COMING IN ISSUE 111

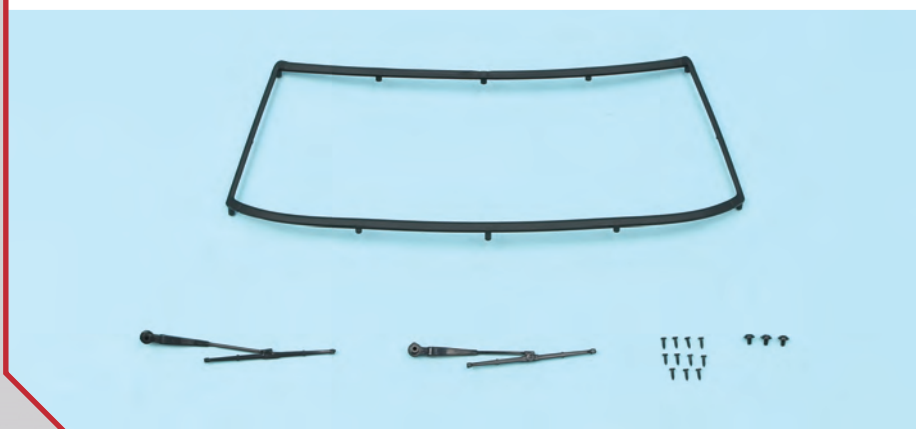


• ASSEMBLY GUIDE

The windscreen is fixed in place and windscreen wipers are attached.

NEW PARTS

Windscreen trim, left and right windscreen wipers and screws.



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