

# THE ICONIC FORD FALCON XB GT

SCALE  
1:8



Front Right Seat



Buick Riviera

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POST-APOCALYPTIC EDITION

# THE ICONIC FORD FALCON XB GT

ISSUE 13

## ASSEMBLY GUIDE

3

We start the assembly of the front right seat, fitting foam and a cover on the seat base.

## HISTORY OF THE FORD FALCON

7

With US manufacturers noticing the new demand for compact cars, it was VW that set the pace.

## DESIGNS FOR A NEW ERA

10

The 1963 Buick Riviera combined style and performance, and has been compared to the Bentley Continental.

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



# Stage 13: Front Right Seat

We start the assembly of the front right seat, assembling the base and fitting an adjustment lever.



## List of parts:

- 13A** Right seat base frame
- 13B** Right seat base cover
- 13C** Right seat base foam
- 13D** Seat adjustment lever end piece
- 13E** Seat adjustment lever
- PS05** Two\* 2 x 4mm PB screws

\* Including spare

PB = Pan head for plastic

## Area of assembly



## Stage 13: Front Right Seat



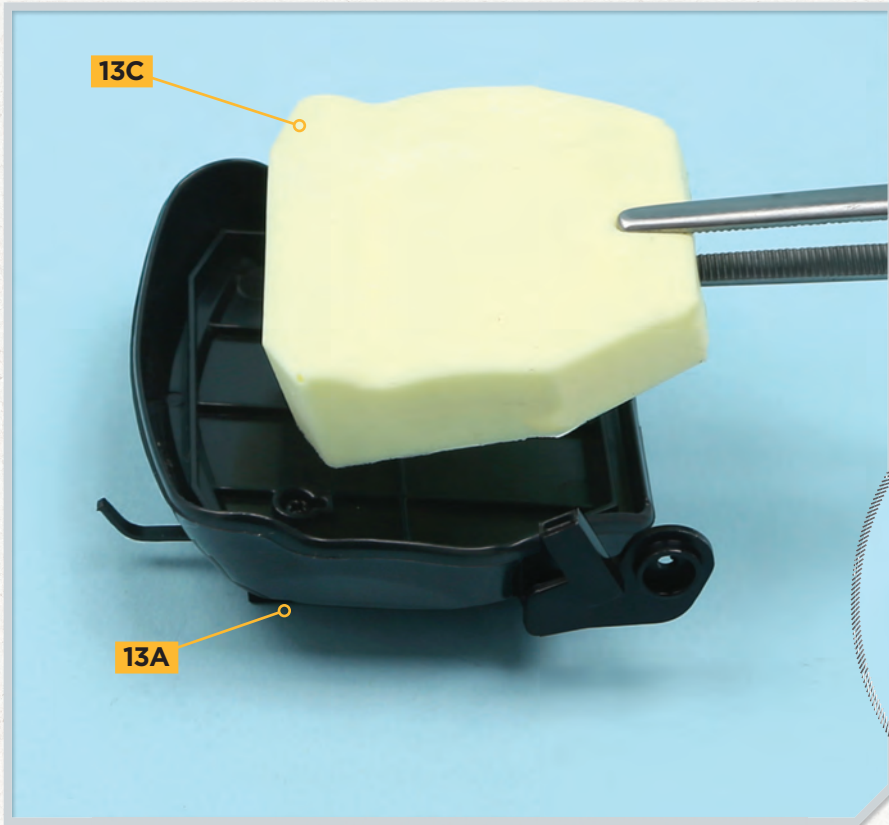
### STEP 1

Fit the seat adjustment lever **13E** into the socket in the underside of the seat base **13A**. A flange on the circular fitting on part **13E** fits into a slot in the recess of part **13A**. The curved end of the lever runs up the front side of the seat frame.

### STEP 2

Holding the lever in place, turn the seat **13A** over so that you can fix the lever **13E** in place with a **PS05** screw.





### STEP 3

Take the seat foam **13C** and fit it into the seat base frame **13A**. Note that the shaped face of the foam faces upwards.

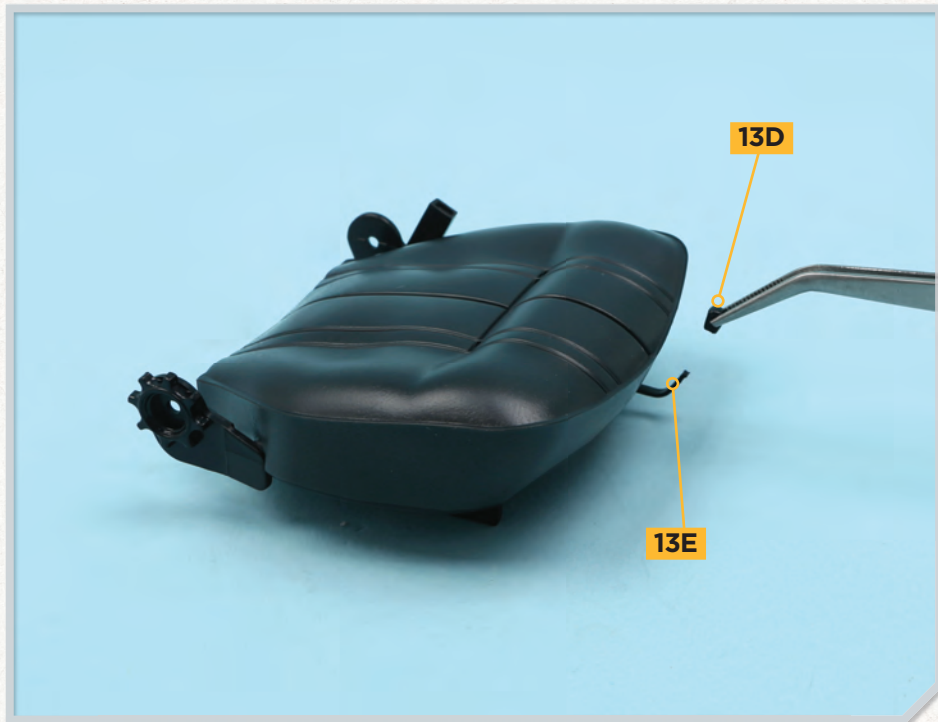


### STEP 4

Fit the seat cover **13B** over the seat base frame **13A** so that the seat foam **13C** is enclosed. Check that the cover fits properly all round: there is a lip around the edge of the cover that fits into the rim on the underside of the frame.



## Stage 13: Front Right Seat



### STEP 5

Fit the end of the seat adjustment lever **13D** to the end of the lever **13E**. This is a push fit connection.

### COMPLETED ASSEMBLY

The base of the right seat has been assembled.



# An Exercise in Advertising

## HOW VW CONQUERED AMERICA!

The VW Beetle is the world's bestselling single car design, and VW achieved that by advertising it cleverly in what was then the world's biggest car market. After success in America, they went on to conquer the world.



**W**orld War II left economic chaos all over Europe, for both the winners and losers, but one thing was obvious: America's consumerist culture would take off post war like the rocket ships that so obsessed Detroit's stylists in this era. The war ended the depression, and the US federal government became a potent economic actor, able to partially control the economy

through a combination of spending and consumption. Governments worldwide realised this and deliberately targeted exporting goods to America as a way of paying back war debts.

Britain launched the 'export or die' campaign, with public information films imploring the population to "sell the things we like to buy, the things we need". This made it difficult to buy a new car in

DDB agency have handled advertising campaigns for Volkswagen since the 1950s. "Think Small", from 1959, was in stark contrast to advertising for American-built compact cars, such as the Falcon launched the following year.

the UK in the immediate post war years, because most were earmarked for export. Britain's manufacturers even designed cars especially for America and named them accordingly. The diminutive

## An Exercise in Advertising



German workers lower a beetle body on to the chassis in the Wolfsburg plant factory in 1946.

Triumph Mayflower was deemed too small and too slow by the American public, despite a name designed to appeal to pilgrim descendants. The Austin A90 Atlantic was more expensive and slower than US domestic offerings and its failure left Austin with a pile of engines and gearboxes. Donald

**“There are shapes you simply can't improve on”**

DOB advertising slogan from 1959

Healey obligingly designed a sports car around the spare parts to create the Austin-Healey, which did sell well in the USA.

One car did break through: the Volkswagen Beetle. Its success was not random chance but a mixture of

careful planning and marketing inspiration. By 1949, VW had grown to produce 46,154 cars (a figure that would double in 1950) many of which were selling outside Europe. Visionary VW Managing Director, Heinrich Nordhoff, planned to attack the US market. He sent Dutchman Ben Pon to New York with a Beetle to attract dealers to importing them. Pon was a trusted VW Dealer who had succeeded in marketing the Volkswagen to anti-German Holland. However, after more than a month of trying, Pon sold the Beetle for \$800 to pay his hotel bill! Nordhoff understood VW's only route to stability was through growth and, later in 1949, actually went to the USA himself but had similar results. The breakthrough came in 1950 when Max Hoffman agreed to take some Beetles. He was already an

established car importer – notably of MGs and Jaguars – and would later be credited by Mercedes with stimulating the very existence of the Gullwing and also by Porsche with growing Porsche in the USA. His foreign car dealers started selling VWs alongside their MG sports cars, initially taking one or two VWs, but keeping a larger supply of the popular and profitable British roadsters. This created a bridgehead, and 300 VWs were sold in the USA in 1950, into a market that purchased around 5 million cars. By the end of 1953 there were 2,173 VWs registered in America and Hoffman was getting requests for them rather than foisting them on reluctant dealers.

### GROWING THE MARKET

Nordhoff could see the potential, and put time into understanding the issues holding VW back. Americans liked to ‘road trip’ but were worried about buying a foreign car in case it broke down away from their local mechanic and they couldn't get parts or a technician to fix it. So, in early 1954, when there were only around 6,000 VWs on America's roads, the Volkswagen Company of America (VWoA, incorporated in 1955) undertook a massive expansion programme, ensuring that Beetles could be fixed anywhere. It worked, and by 1960 there were 807 VW dealerships in the USA, all equipped to service cars and stocked with parts – something made easier by the Beetle retaining parts commonality, meaning older cars could be fitted with newer redesigned parts. By 1959, VW were selling 150,000 vehicles a year in the USA and total



imports had grown to 600,000 vehicles. The 'Big 3' were going to be fighting back in 1960...

### FINDING A VOICE

VW had been selling on word of mouth and needed to meet the new opposition head on. The answer - advertising - came from the unlikeliest of sources. In the spring of 1959, New York's VW distributor took out a full-page ad in the *New York Times*, something car dealers never did. It showed a picture of a clinically clean workshop with a customer in the foreground relaxing in an armchair with a coffee while watching his Beetle being serviced. The ad made no effort to sell VWs, just that particular dealer's aftersales care, and it featured six lines of copy declaring the dealer's fast, low-cost service. It caused a sensation because Americans were used to dirty unpleasant garages with poor customer service.

That advert was created by DDB, (Doyle, Dane and Bernbach). Newly appointed VWoA President, 33-year-old Carl H. Hahn, chose

**Ferdinand Porsche with a prototype Beetle, a "shape you simply can't improve on".**

DDB to become VW's advertising agency. A small, young company, created and staffed largely by New Yorkers of Jewish descent were, only 15 years after WW2 had finished, selling Hitler's peoples' car to Americans, and were destined to get rich doing it. DDB created the template for how to use modern media to build an image. Their slogans, "Think Small", "A Volkswagen only needs water when you wash it" and of course "the VW runs... and runs... and runs..." rewrote the advertising book. The TV and cinema campaign was equally mould breaking, and in 1964 produced the most famous and effective TV commercial of all time. It consists of dark images of a man getting up and driving through thick snow in his Beetle with no music or comment. As he is nearing his destination the voice over simply says, "Have you ever wondered how the man who drives the snowplough, drives to the snow



plough? This one drives a Volkswagen, so you can stop wondering." Genius. The ad was filmed in Switzerland over some days and with great technical difficulties, but it was worth it: the Museum of Modern Art in New York picked 'Snow Plow' as the first TV ad for their permanent film collection, and in 1999 it was awarded the 'Best Television ad of the Century' at the Cannes Lions International Festival of Creativity.

Despite the Big 3 launching compacts in the 1960, the Corvair, Valiant and Falcon, VW's US sales hit 215,000 a year by 1963 and the company was on its way to becoming one of the biggest car manufacturers in the world. "Think Small" earned big, and is the bedrock on which an empire was built. ■

**The Triumph Mayflower was styled to look like a miniaturised Rolls-Royce, but the staid looks did not prove popular in the USA.**





# Buick Riviera: The Return of Elegance

**Buick's 1963 Riviera underlined Detroit's move away from fins and chrome towards a more European elegance, and is widely considered to be a styling masterpiece.**

**B**uick's 1959 models were announced on 16 September 1958, giving them an early lead as they were the first of the big brands to get to their new range to the market. The cars were lauded by the press, but a steel strike soon halted production, and when they came back on stream the public just didn't rush to buy them. The 1959 cars were a radical departure for Buick in an attempt to halt the sales decline over the previous three years, but perhaps they were too radical. Buick had gone from having just over 10 percent of the US market in 1955 to struggling to maintain

5 percent. General Manager Ed T. Ragsdale, a Buick man since starting there as apprentice body engineer in 1916, resigned as a result.

No one really understood why Buick had slumped so quickly, from selling 737,879 cars in 1955 to only 263,890 cars in 1958, but GM, and the media, agreed on one thing; the only way was up. The new boss, Edward Dumas Rollert, 14 years Ragsdale's junior, was tasked with reviving Buick's fortunes. He set about improving reliability, quality and fuel consumption, as research showed the public perceived Buicks as gas guzzlers. It worked. The slide

**Above: A launch marketing image that captures the elegance of the Riviera perfectly from two angles in one image.**

was halted, and by 1962 the cars were being enthusiastically received and starting to sell well.

The 1963 Riviera changed everything. Buick deliberately capped production at 40,000 units a year to retain its exclusivity. It had come about almost by accident. GM styling chief Bill Mitchell had been to London and examined a Rolls-Royce outside Claridge's Hotel. He was inspired by its understated elegance, and was keen to do a

project that captured that feel but made it more sporting; he called it his Ferrari-Rolls-Royce! It was originally intended to be a Cadillac or even the debated LaSalle II, but Cadillac were not interested, feeling it did not fit into their range. It was too expensive to be a Chevrolet, and while both Oldsmobile and Pontiac looked at the car it was Rollert who really went after it. He immediately saw the potential of this beautiful clay styling model, known then as XP-715, and it went into production without any major changes to the design.

### ENGINEERED FOR THE MARKET

It needed developing: the first prototypes were somewhat wayward in their handling, partly because the simple, elegant Riviera body was lighter than other cars based on GM's separate chassis

technology. Rollert famously came quite close to crashing an early prototype at slow speed and demanded it be improved. Chassis engineer Philip C. Bowser took it on and produced a car which *Car and Driver* described soon after the launch thus, "The Riviera is different from the other big Buicks, and it stands alone among American cars in providing a combination of luxury, performance and general roadworthiness that approaches Bentley Continental standards at less than half the price."

The Riviera was launched in 1963 as a single body style car - no convertible or saloon options - and was considerably smaller than other Buicks. There was a host of luxury features as standard and the only real choice was which engine to go for: a 401ci (6.57-litres) V8 or a larger version of the same V8 which

was 425ci (6.96-litres). The larger unit added a mere \$50 to the standard price of \$4,333. *Car Life* tested the larger engined variant and achieved a 0-60mph time of 7.7 seconds, so this supposedly 'personal luxury car' was also a discreet muscle car in a beautifully designed velvet glove.

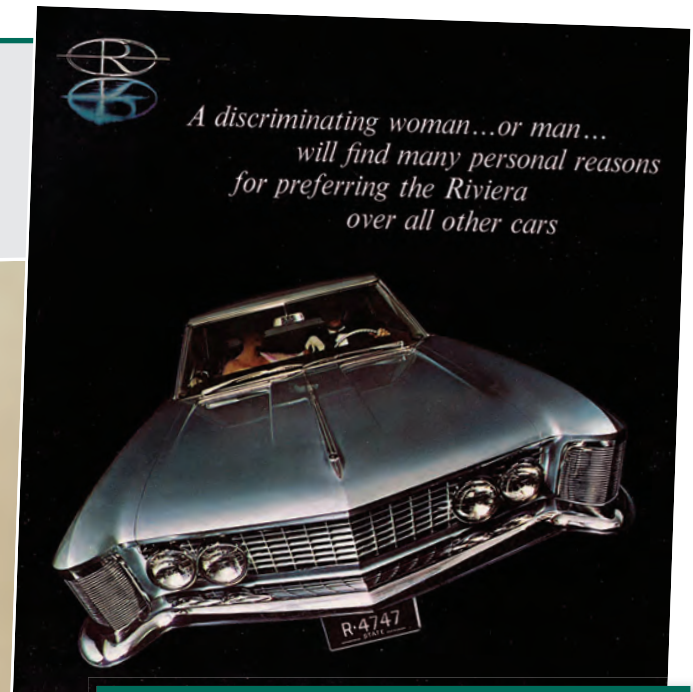
The Riviera remained a Buick flagship until it was finally dropped in 1999, after eight generations had been produced. None matched the impact of the original, however, which stands with icons such as the Jaguar E-type, Citroën DS and Ford Mustang as a car that changed every car designer's idea of what could be achieved with sheer elegance of line and minimal jewellery. Today the original 1963-1965 Riviera is a classic, much sought after by collectors and enthusiasts. ■

### The Forerunner

The glamorous sounding Riviera name was perfect for Buick's new personal luxury car in 1963 but had been the name of the 2-door hardtop version of the Roadmaster Series since 1949. The promotional material for the earlier style shows a reliable, luxury vehicle, aimed at the man of the household.



*A motorear of rare beauty* **THE RIVIERA** *a stunningly smart new body-type conceived and styled by Buick*



### Glamour in 1963

The 1963 brochure made the vehicle equally attractive to men and women. Many of the advertising images showed women driving the car and the muscle qualities gave it an edge for everyone.

# COMING IN ISSUE 14



- **ASSEMBLY GUIDE**

The frame for the back of the right front seat is fitted with a cover.

- **CARS ON SCREEN**

*American Graffiti*, made in 1973, takes a look at the high school graduate lifestyle from just ten years earlier.

- **CUSTOM MADE**

The Language of Customisation looks at the terms associated with lights, paint finishes and interiors.

## NEW PARTS

Cover and frame for front right seat.



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