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1964 MERCURY



1964 COMET



MERCURY

THE PRICE IS MEDIUM...THE CHOICE MAXIMUM...THE CAR IS MERCURY

The choice is provided by the year's most beautiful styling alternatives: Breezeway design with all the advantages of a rear window protected from the weather, that opens for draft-free ventilation . . . or (you may prefer) Mercury's racy new Marauder styling. Whichever you choose, you know you've got more than just another medium-price car. You've got the medium-price car at its very finest! 1964 Mercury—no finer car in the medium-price field.

MERCURY WITH BREEZEWAY DESIGN



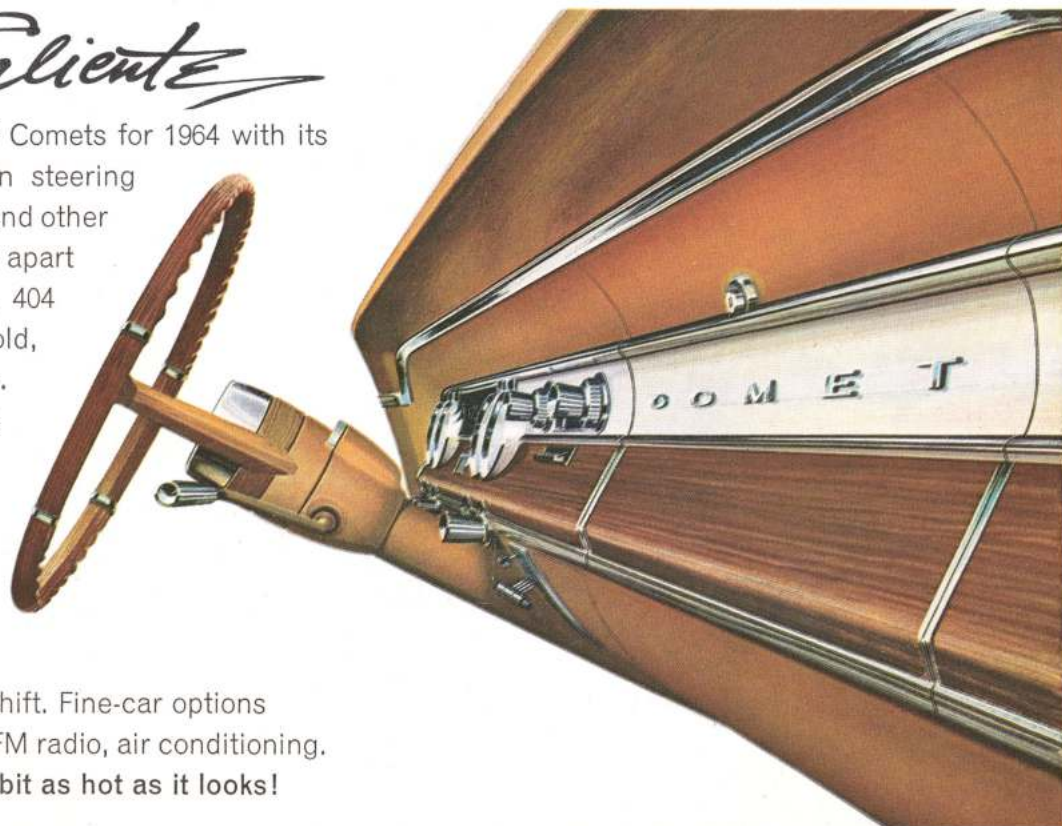
MERCURY WITH MARAUDER DESIGN





Comet Caliente

Comet Caliente leads the parade of Comets for 1964 with its rich interior, walnut-colored trim in steering wheel, door and instrument panels, and other marks of luxury that set it beautifully apart in its class. All Comets—Caliente, 404 and economical 202 series—are bold, powerful, solid . . . bigger than ever. Choose from two 6's and two V-8's with the optional 4-barrel Cyclone Super 289 cu.-in. V-8 hottest of them all. Pick from convertibles, station wagons, hardtops and sedans. Sporty options like individually adjustable bucket seats, 4-speed, floor-mounted stick shift. Fine-car options like power steering and brakes, AM-FM radio, air conditioning. A totally new kind of Comet—every bit as hot as it looks!



THE PRICE IS MEDIUM
... THE ACTION MAXIMUM
... THE CAR IS MERCURY

Mercury Marauder

Pikes Peak Champion

One look is enough to tell you that this is an action car. The slender, racy roof is one reason. The thrusting spear-shaped profile is another. And Marauder keeps the promise of its "let's go" look with engines that are new editions in the tradition of the one that powered Marauder to the most recent Pikes Peak Climb championship.

MARAUDER IN THE PARK LANE SERIES has a brilliant Marauder Super 390 cu.-in. 4-barrel V-8 as standard equipment. Options range up to an 8-barrel 427 cu.-in. V-8. Outstanding exterior trim features of this top-of-the-line series include full-length lower body side molding, bright-finish wheel cutout moldings, Park Lane coachmark on front fender and Park Lane hood emblem giving a jewel-like perfection to the car. Options include the special Park Lane Sports Package with shell-type bucket seats, console-mounted transmission selector, and fully synchronized 4-speed transmission or Multi-Drive Merc-O-Matic.

MARAUDER IN THE MONTCLAIR SERIES offers you an exciting step beyond the usual. As standard equipment, you get the Marauder 390 cu.-in. V-8 and exterior appointments such as deluxe wheel covers, three front fender windsplit ornaments, distinctive lower body side molding between wheel cutouts, tapered molding on rear quarters, and fender-sight directional signals (also standard on Park Lane models). It's the kind of unusual luxury that goes with this unusual medium-price car, luxury that makes sure there is no finer car in its field.

MARAUDER IN THE MONTEREY SERIES gives you racy Marauder styling at its lowest price. Monterey's distinctive exteriors feature bright trim along the top of fender lines and between wheel cutouts, triple taillight housings, bright-finish window moldings and script on the hood, rear deck lid and rear quarter panel. All this plus the Marauder 390 cu.-in. V-8 are standard in Monterey.

(For additional features of Mercury Park Lane, Montclair and Monterey series, see the inside spread of this folder)



PARK LANE MARAUDER TWO-DOOR HARDTOP (also available in four-door hardtop model)



Park Lane Marauder interior with optional Sports Package bucket seats, console-mounted transmission selector



MONTCLAIR MARAUDER FOUR-DOOR HARDTOP (also available in two-door hardtop model)



MONTEREY MARAUDER TWO-DOOR HARDTOP (also available in four-door hardtop model)

MERCURY POWER TEAMS

Engines	Marauder 390 V-8	Marauder 390 V-8	Marauder Super 390 V-8*	Marauder Interceptor 390 V-8*	Marauder 427 V-8*	Marauder Super 427 V-8*
Adv. hp @ rpm	250 @ 4400	266 @ 4400	300 @ 4600	330 @ 5000	410 @ 5600	425 @ 6000
Monterey	Standard	N.A.	Optional	Optional	Optional	Optional
Montclair	Standard	Standard†	Optional	Optional	Optional	Optional
Park Lane	N.A.	N.A.	Standard	Optional	Optional	Optional
Commuter	Standard	N.A.	Optional	Optional	N.A.	N.A.
Colony Park	Standard	Standard†	Optional	Optional	N.A.	N.A.
Displacement	390 cu. in.	390 cu. in.	390 cu. in.	390 cu. in.	427 cu. in.	427 cu. in.
Adv. torque @ rpm	378 @ 2400	378 @ 2400	427 @ 2800	427 @ 3200	476 @ 3400	480 @ 3700
Bore & stroke (in.)	4.05 x 3.78	4.05 x 3.78	4.05 x 3.78	4.05 x 3.78	4.23 x 3.78	4.23 x 3.78
Carburetor	2-V	2-V	4-V	4-V	4-V	Dual 4-bbl.
Compression ratio	9.4	9.4	10.1	10.1	11.5	11.2
Fuel	Regular	Regular	Premium	Premium	Super Prem.	Super Prem.
Exhaust	Single(a)	Single	Dual	Dual	Dual	Dual
Valve lifters	Hydraulic	Hydraulic	Hydraulic	Mechanical	Mechanical	Mechanical
Transmissions**						
3-speed manual	•		•	•		
4-speed manual	•		•	•	•	•
Multi-Drive Merc-O-Matic	•	•	•	•		

(a) Dual exhaust for convertible

*Optional at extra cost N.A.—Not Available

**4-speed manual and Multi-Drive Merc-O-Matic transmissions optional except on Park Lanes with Sports Package

†Std. in Montclair and Colony Park with Multi-Drive Merc-O-Matic
4-speed transmission not available with station wagons

COMET POWER TEAMS

Engines	Comet 170 "6"	Comet 200 "6"	Comet Cyclone 260 V-8	Comet Cyclone Super 289 V-8*
Adv. hp @ rpm	101 @ 4400	116 @ 4400	164 @ 4400	210 @ 4400
Displacement	170 cu. in.	200 cu. in.	260 cu. in.	289 cu. in.
Adv. torque @ rpm	156 @ 2400	185 @ 2400	258 @ 2200	300 @ 2800
Bore & stroke (in.)	3.50 x 2.94	3.68 x 3.13	3.80 x 2.87	4.00 x 2.87
Carburetor	1-bbl.	1-bbl.	2-bbl.	4-bbl.
Compression ratio	8.7	8.7	8.8	9.0
Fuel	Regular	Regular	Regular	Regular
Exhaust	Single	Single	Single	Single
Valve lifters	Hydraulic	Hydraulic	Hydraulic	Hydraulic
Transmissions				
3-speed manual	•		•	(a)
4-speed manual floor shift*			•	(a)
Merc-O-Matic 2-speed*		•	•	
Multi-Drive Merc-O-Matic*			•	•

*Optional at extra cost

(a) To be introduced during model run

Specifications shown herein were in effect at the time this book was approved for printing. Lincoln-Mercury Division, Ford Motor Company, reserves the right, however, to change specifications or designs at any time without notice and without incurring any obligation. White sidewall tires, accessories and any other equipment not standard are optional at extra cost.

LINCOLN-MERCURY DIVISION  MOTOR COMPANY

1964 MERCURY

You get more than the usual in a new Mercury because you get the medium-price car at its very finest! Mercury comes in not only two different styles—Breezeway and Marauder—but in three series, each with its own level of luxury and performance. The full line-up of 1964 Mercury's 18 models also includes your choice of two station wagons.

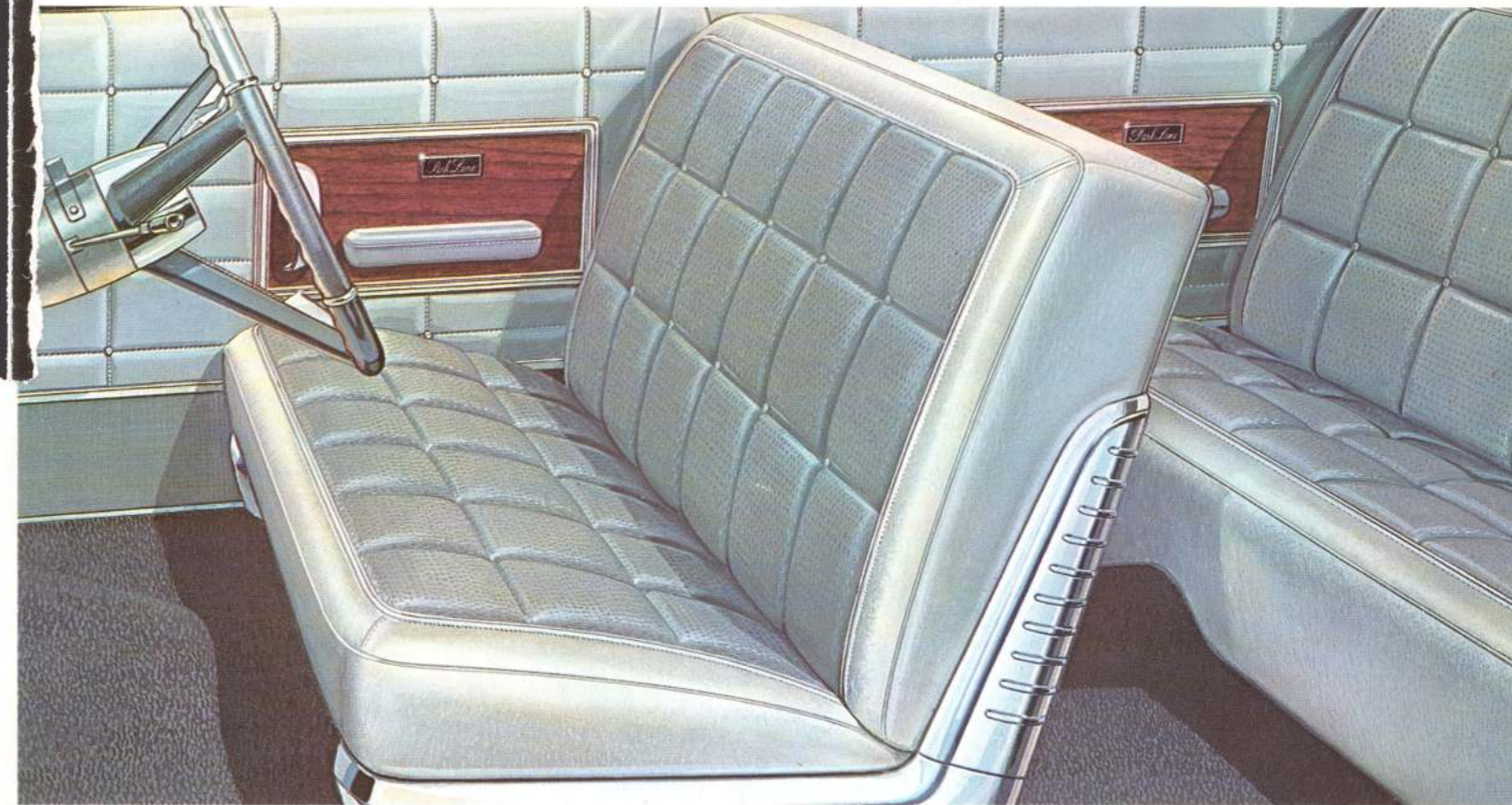
PARK LANE—This is '64's most elegant Mercury. It has the 4-barrel Marauder Super 390 cu.-in. V-8 as standard equipment with options up to 425 hp. Luxury? All seats are foam-padded with a special balanced spring design giving a more cushioned effect. Add these unusual items: cut-pile carpet, walnut-colored insets in door panels, custom-grip door handles, vanity mirror on right sun visor, red and white lower door courtesy lights and padded instrument panel. No wonder we say there is no finer car in the medium-price field.

MONTCLAIR—This model, too, has more of what you buy a medium-price car for. Outside standard luxury features include full stainless steel exterior trim, deluxe

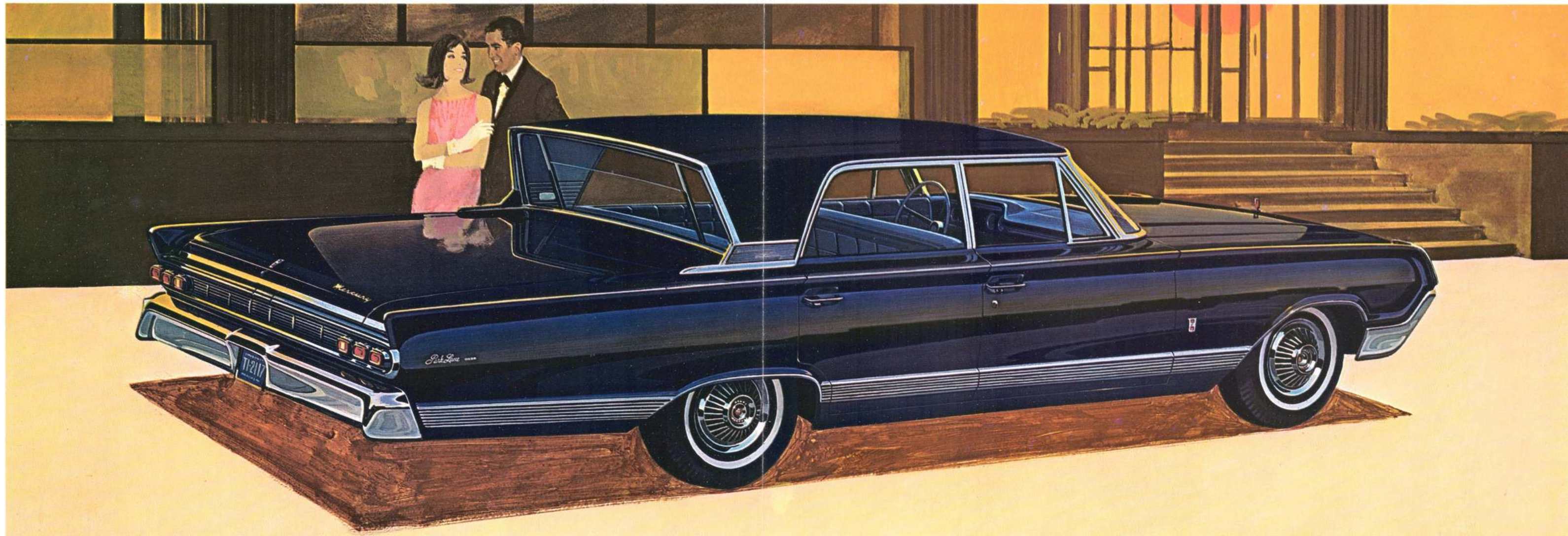
wheel covers. Inside: electric clock and courtesy lights for ashtray, parking brake and glove box. Open the deeper, more spacious trunk. There's 17.1 cu. ft. of usable luggage space in this fully lined compartment. Raise the hood . . . standard equipment is a powerful 390 cu.-in. Marauder V-8 engine.

MONTEREY—Lowest priced of all Mercurys, it, too, has a 390 cu.-in. Marauder V-8 as standard. Monteys are packed with an elegance that sets them apart from other medium-price cars. You'll enjoy longer-lasting and luxurious Athenian cord fabric upholstery, vinyl door panel trim and headlinings, crank-operated vent windows and deep-loop carpeting.

STATION WAGONS—THE COLONY PARK, with its simulated mahogany paneling, serves as a family car, theater car, a "go-everywhere" car. THE COMMUTER offers four-door convenience and passenger capacity (with optional third seat) up to a family group of nine. Both Mercury wagons have 99.2 cu. ft. of load space and a wide tailgate—counterbalanced to make loading easier.



Park Lane interior



PARK LANE FOUR-DOOR SEDAN WITH BREEZEWAY DESIGN



PARK LANE TWO-DOOR HARDTOP WITH BREEZEWAY DESIGN (also available in four-door hardtop model)



PARK LANE CONVERTIBLE



MONTCLAIR TWO-DOOR HARDTOP WITH BREEZEWAY DESIGN (also available in four-door sedan model)



MONTEREY CONVERTIBLE



MONTEREY TWO-DOOR SEDAN WITH BREEZEWAY DESIGN (also available in four-door sedan and two-door hardtop models)



COLONY PARK STATION WAGON (also available: Commuter station wagon without paneling)

1964 Comet

Cars are for people and Comet for 1964 is built with people in mind! Interiors are people-size and appointments combine function and beauty. You can choose from three series—Caliente, 404 and 202; four engines—two sizzling V-8's and two thrifty 6's; and three station wagons. Comet for '64 has a new 20-gallon fuel tank, performance-minded chassis design, 14" wheels and new wide stance that gives a cat-like grip on the road.

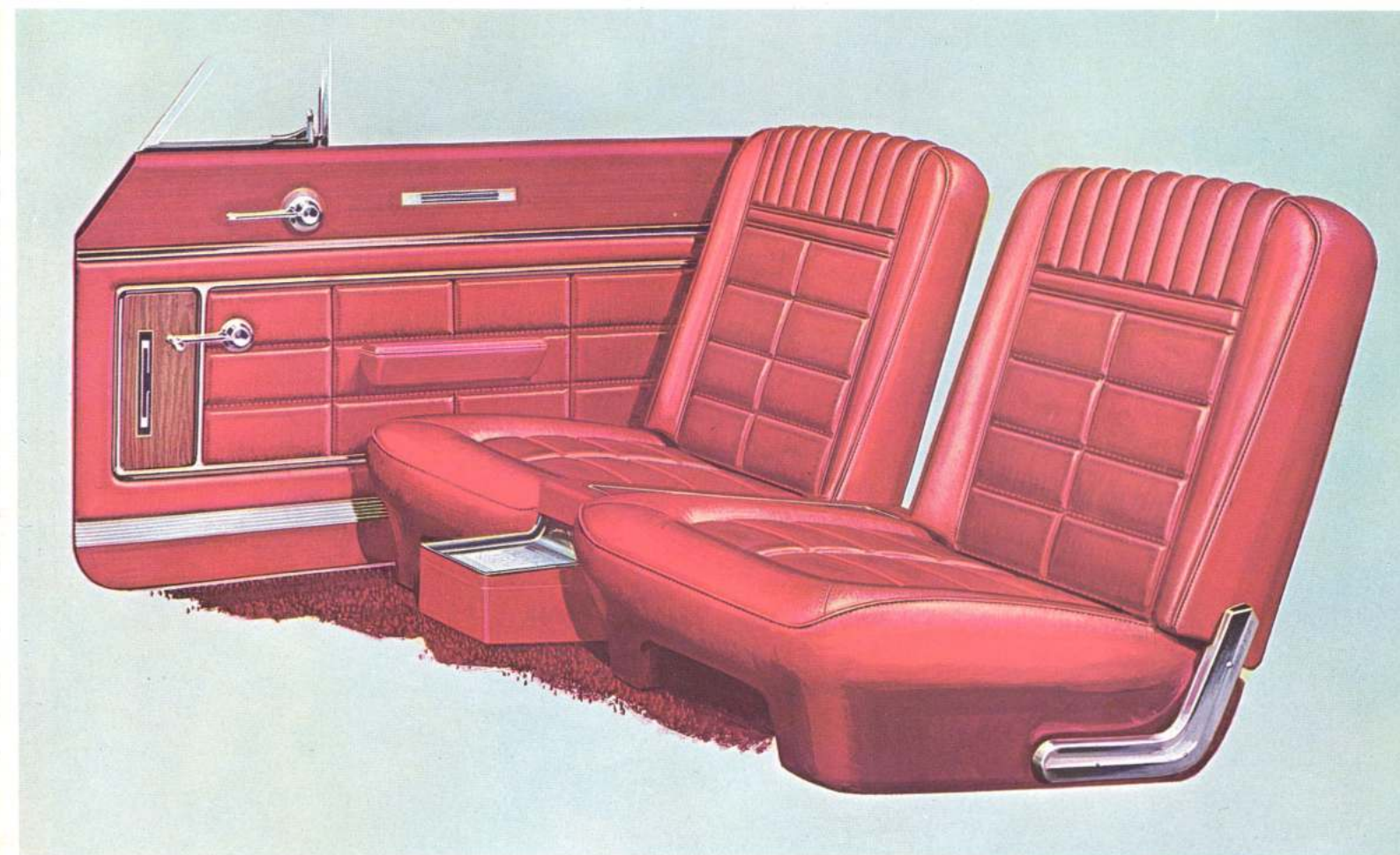
CALIENTE—This is the hottest new Comet of them all! You hear it in the purr of new, turnpike-powered Cyclone V-8's, with fully synchronized 3-speed manual transmission as standard equipment. Caliente interiors have warm, simulated walnut tones in instrument panel, door panels and steering wheel . . . chamois-soft vinyls and luxurious fabrics . . . deep foam padding in front and rear seats . . . rich deep-loop, seamless carpeting . . . padded instrument panel . . . 16" steering wheel . . . long, foam-padded armrests—all are marks of luxury that set the 1964 Comet Caliente beautifully apart in its class.

COMET 404—This dashing new mid-series Comet for

1964 has fresh new beauty, elegant styling and custom appointments—all at a remarkably slim and saving price without sacrifice in performance and quality. There is invisible quality, too. Comet low-maintenance features like self-adjusting brakes, 6,000-mile (or six months) oil change intervals, Super-Enamel finish.

COMET 202—Here is Comet's bold and massive new look at its lowest cost . . . elegantly styled and fully appointed even to horn bar, courtesy dome light, cigarette lighter, front-and-rear armrests and ashtrays—everything to let you travel in comfort! Comet 202 boasts such quality features as bright-finish windshield and back window moldings . . . sporty triple taillight grouping . . . and many more fine-car features are all standard.

STATION WAGONS—Three new wagons by Comet! The 202 and 404 series, and the beautiful COMET VILLAGER with its rich mahogany-colored side panels, power-operated rear window and deep-loop carpeting. All Comet wagons have lots of load space . . . 78.5 cu. ft., and a wide range of power and options.



Caliente interior with individually adjustable bucket seats as optional equipment



CALIENTE FOUR-DOOR SEDAN



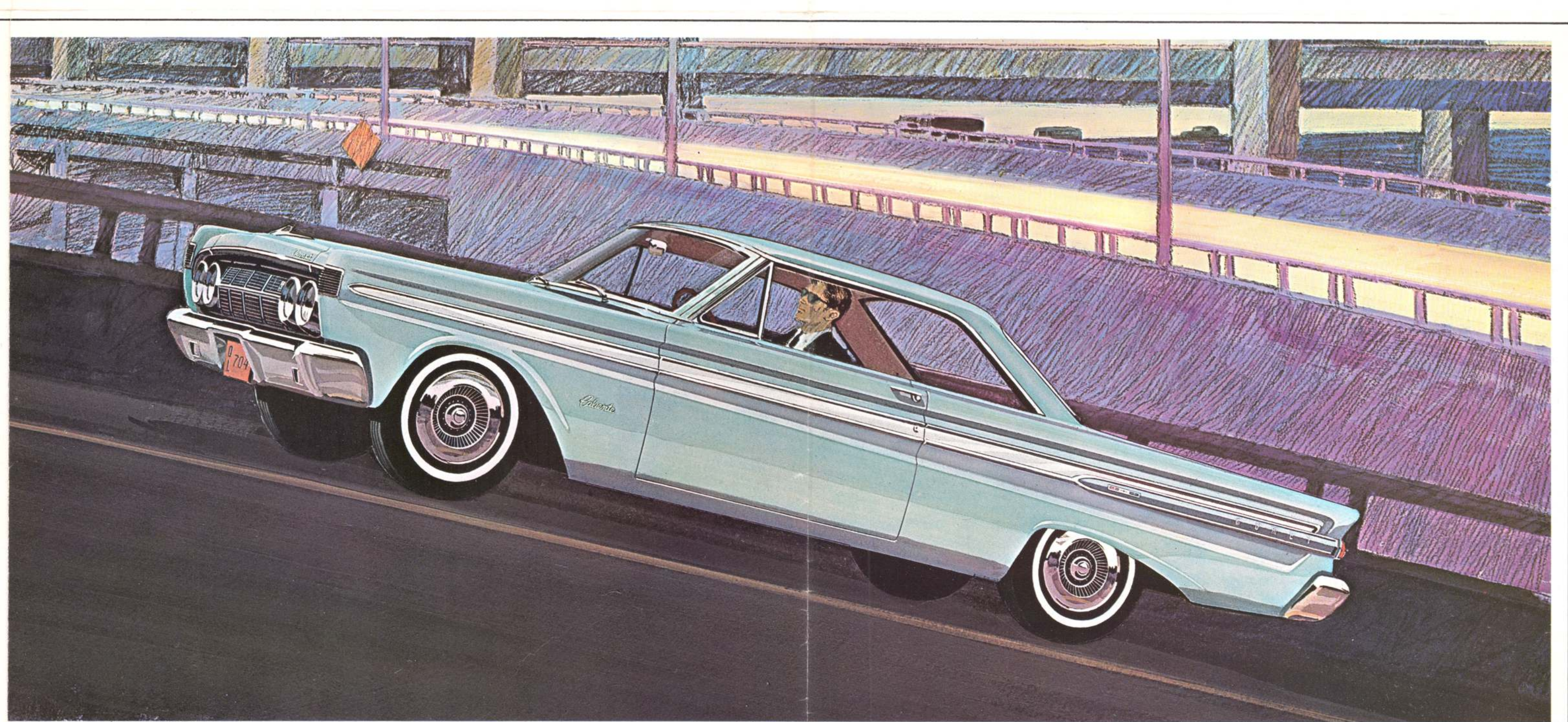
CALIENTE CONVERTIBLE



COMET 404 TWO-DOOR SEDAN (also available in four-door sedan model)



VILLAGER FOUR-DOOR STATION WAGON



CALIENTE TWO-DOOR HARDTOP



COMET 404 FOUR-DOOR STATION WAGON (also available in Comet 202 four-door station wagon model)



COMET 202 FOUR-DOOR SEDAN (also available in two-door sedan model)