



1964 FORD
the big total performance car





Ford for 1964 — bred in open competition built for *total performance* - a car so changed you will feel the difference when you drive it!

The new Ford is hundreds of pounds stronger, smoother and steadier than any other car in its field! Take the wheel and see for yourself!

It takes more than a test track to breed a great car. The finest road cars have always emerged from the toughest test track there is: open competition.

Everything Ford has learned in races, rallies, economy runs, braking and acceleration trials has bred into the '64 Fords the kind of *total performance* you just can't create on the proving ground alone. They're hard-muscled, fast-moving, sure-footed. Open competition made them that way. They're more substantial than ever, with more steel in their frames, huskier bodies, more solid, road-hugging strength than anything in their field. A remarkable suspension system gives them a ride as smooth as cars costing thou-

sands of dollars more.

Everything about these '64 Fords has been refined, sharpened, gentled and tested to the ultimate limits of effort. They now offer substantially more car than anything else at their price. This is a fact you can check out for yourself.

In all, there are 16 models to choose from—sedans, hardtops, convertibles, wagons—and depending on model choice, 14 optional power teams with up to 425 hp. And, these new Fords offer you a choice of three distinctive rooflines: one on 2-door hardtops, another on 4-door hardtops, a third smart profile for sedans.

Before you buy *any* new car, you owe it to yourself to drive one of these '64 Super Torque Fords. Your Ford Dealer is ready now to prove to you *in the car and on the road* everything that has been said here for the '64 Ford.

Try TOTAL PERFORMANCE for a change!

FORD

GALAXIE 500 XL

2-DOOR HARDTOP

You can see and sense this new Ford's quality. See it in the crisp fastback hardtop roofline (one of three distinctive new Ford profiles), the rich body sculpturing, the new shell seats and all-vinyl trimmed 500/XL cockpit. You sense this new Ford's quality the moment you take the wheel and turn the key. The whispering idle of its Challenger 289 V-8—and its unhesitating response to the throttle. The wonderfully solid, silent Ford ride. There's much more, of course. Try *total performance* for a change!



New Shell Seats cradle you in comfort and provide more rear passenger knee and foot room.

Standard Equipment Highlights

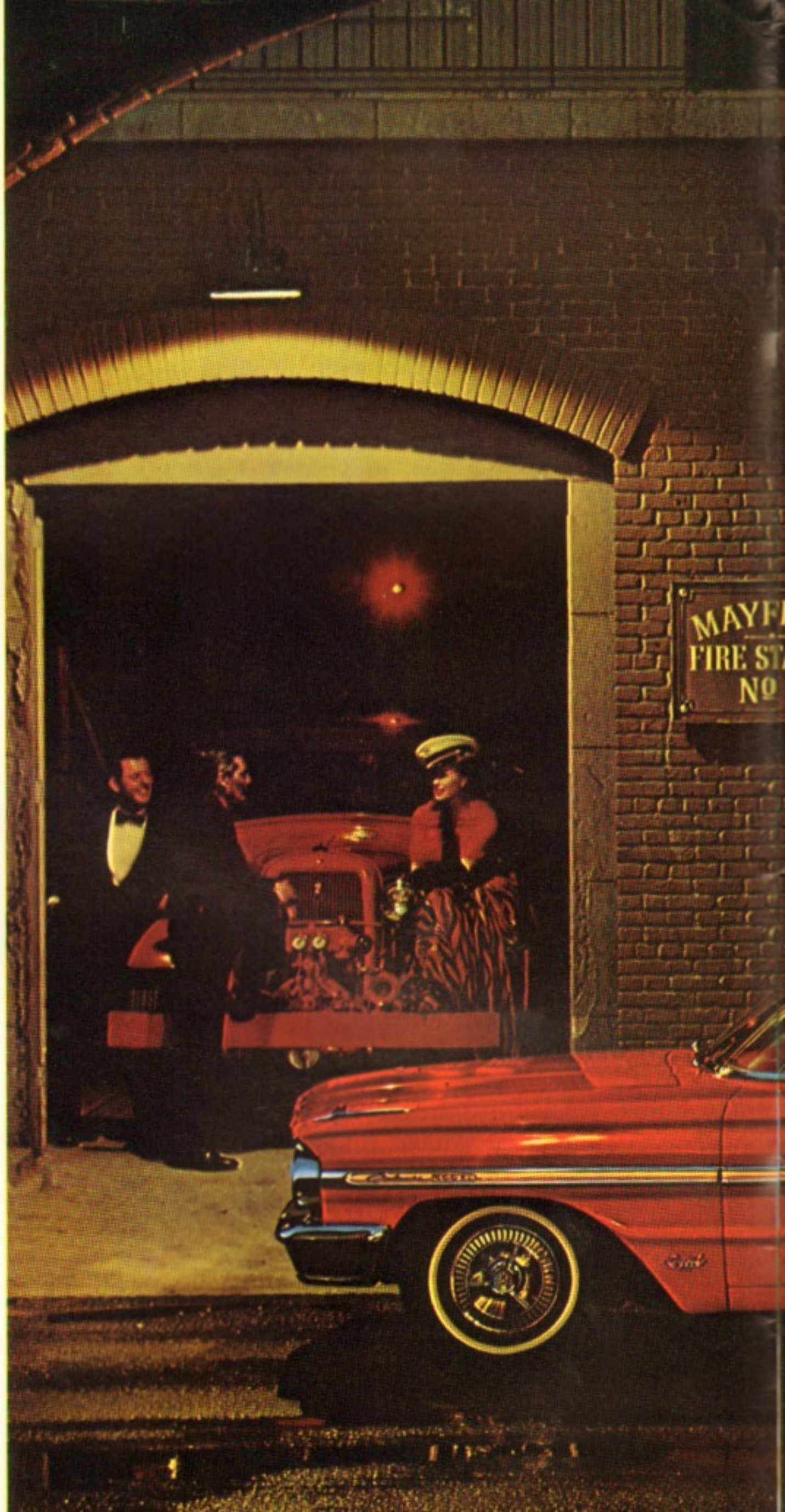
195-hp Challenger 289 V-8 * Cruise-O-Matic Drive with Console "Sports Stick" * Command Console * New Shell Front Seats and "Shell-Contoured" Rear Seat, 100% Foam-Cushioned * Color and Upholstery Choices: 13 Colors of Diamond Lustre Enamel, 8 Color-Keyed All-Vinyl Trims * Full Carpeting * Thunderbird "Floating" Mirror * 500/XL Pillar Courtesy and Safety Door Lights * Distinctive 500/XL Body Trim and Full Wheel Covers * Ford's Twice-a-Year (or 6,000-mile) Maintenance Features (back cover).

(For Options and Accessories see page 21)

Basic Specifications

Length 209.8" / Width 80.0" / Height 55.5"
Wheelbase 119.0" / Curb Weight (approx.)
3775 lb. / Trunk Luggage Volume 17.1 cu. ft.

Right: 500/XL 2-Door Hardtop—first of three new Ford rooflines. Vinyl roof covering available in either black or white.



FIELD
STATION
5

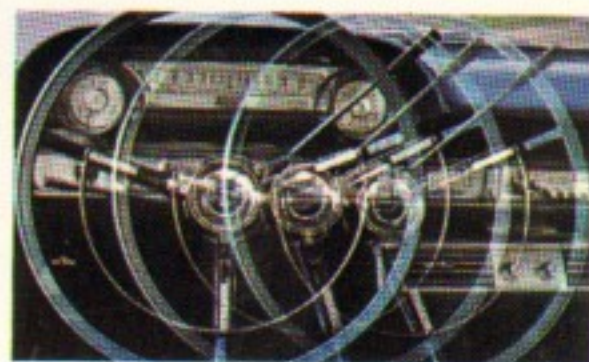




FORD

GALAXIE 500 XL 4-DOOR HARDTOP

Bumps never have a chance . . . because Fords have never ridden so smoothly. Try this one in your own road test over your own kind of road. It goes with the solid swiftness of its looks. Inside, new comfort-contoured shell seats and leather-like vinyl trim and 500/XL luxury. Once on the road, this one is especially hard to resist. Brisk 195-hp Challenger 289 V-8 is standard. So is cream-smooth 3-speed Cruise-O-Matic with its choice of *two* drive ranges. But suit yourself. V-8 options go up to 425 hp and sporty 4-speed stick shift is available with 300 hp and larger engines.



*Swing-Away Wheel. Exclusive convenience available only in Ford-built cars. Swings over out of the way to help you in or out.**

**Optional on all models with power steering and Cruise-O-Matic Drive*

Standard Equipment Highlights

195-hp Challenger 289 V-8 * Cruise-O-Matic Drive with Console "Sports Stick" * Command Console * Lighted Glove Box * New Shell Front Seats and "Shell-Contoured" Rear Seat, 100% Foam-Cushioned * Bright-Metal-Accented Pedals * Electric Clock * Lighted Ash Tray. (Plus other 500/XL equipment listed on page 4.)

Popular Options and Accessories

Choice of Four Thunderbird V-8's (up to 425 hp) • 4-Speed Manual Transmission • Power Steering • Power Brakes • Radio • SelectAire Conditioner • Tinted Glass • Power Driver's Seat • Power Windows • Remote Control Mirror • White Sidewall Tires • Wire Wheel Covers.

Basic Specifications

Length 209.8"/Width 80.0"/Height 55.5"
Wheelbase 119.0"/Curb Weight (approx.)
3875 lb./Trunk Luggage Volume 17.1 cu. ft.

Left: 500/XL 4-Door Hardtop—its crisp, faceted roofline is another one of the three that grace 1964 Super Torque Fords.





FORD

GALAXIE 500 XL CONVERTIBLE

How much luxury can you get in a convertible at a Ford price? There are plenty of examples here. Thunderbird "floating" mirror. New shell seats. Command console. Elegant leather-like vinyl trim (at right: one of eight choices). Down, the top tucks neatly under its taut, padded boot, all fasteners concealed. Raised (as at left), your view out the rear is through a big, clear glass window (no ordinary convertible window). Like every new Ford, this one is built for *total performance* . . . to ride solidly, silently . . . to handle and hold the road as if it were part of it. And this new Ford, like *all* new Fords, is built to the most rigid quality standards—quality that makes it possible for you to enjoy the great convenience and savings that go along with Ford's Twice-a-Year (or 6,000-mile) Maintenance.

Standard Equipment Highlights

195-hp Challenger 289 V-8 * Cruise-O-Matic Drive with Console "Sports Stick" * Command Console * New Shell Front Seats and "Shell-Contoured" Rear Seat, 100% Foam-Cushioned * Color and Upholstery Choices: 13 Colors of Diamond Lustre Enamel, 8 Color-Keyed All-Vinyl Trims * Top Color Choices: Black, White, Blue * High Strength Safety Glass Rear Window * Color-Keyed Padded Boot with Concealed Fasteners * Padded Sun Visors * Full Carpeting * Thunderbird "Floating" Mirror * 500/XL Under Panel Courtesy and Safety Door Lights. (Plus other 500/XL equipment listed on pages 4 and 7.)

Popular Options and Accessories

Choice of Four Thunderbird V-8's (250, 300, 410 or 425 hp) • 4-Speed Manual Transmission • Swing-Away Wheel (with power steering, automatic transmission) • Tinted Glass • Tachometer • AM or AM/FM Radio • Padded Instrument Panel • Seat Belts • Tonneau Cover.

Basic Specifications

Length 209.8" / Width 80.0" / Height 55.5"
Wheelbase 119.0" / Curb Weight (approx.)
3940 lb. / Trunk Luggage Volume 16 cu. ft.

Right: 500/XL Convertible—fine-car luxury plus all the most-wanted features make this the stand-out convertible in its field!

Left: Big glass rear window in Ford Convertibles ends wrinkling, discoloring, zips out quickly for straight-through ventilation.





FORD GALAXIE 500 HARDTOPS

These new 500's owe their solid, silent *total performance* to Fords which won in "500's" like Riverside, Daytona and Atlanta. On these brutal tracks cars undergo grueling "tests." Steering, brakes, suspension . . . no part is spared. Acceleration, handling, road-holding . . . everything is exhaustively tested. In competitive events like these the stamina and durability of Fords were shown. The result is a measurably stronger, steadier car than any other in its class . . . a difference you can feel in any '64 Ford!



Galaxie 500 Hardtops have all the luxury touches . . . lighted glove box, foam-cushioned front seats, full rich carpeting.

Standard Equipment Highlights

138-hp Mileage Maker Six (V-8's up to 425 hp optional) * Synchro-Smooth Drive (fully synchronized 3-speed manual transmission) * Full-Width, 3-Passenger Seats * Color and Upholstery Choices: 13 Colors of Diamond Lustre Enamel, 4 Color-Keyed Cloth/Vinyl Trims (5 all-vinyl optional) * Thunderbird "Floating" Mirror * Arm Rests and Ash Trays, Front and Rear * Courtesy-Lighted Interior; Illuminated Glove Box, Front Ash Tray, Trunk * Electric Clock, Backup Lights * Ford's Twice-a-Year (or 6,000-mile) Maintenance Features (back cover). (Also see page 13.)

(For Options and Accessories see page 21)

Basic Specifications

Length 209.8" / Width 80.0" / Height 55.5"
Wheelbase 119.0" / Curb Weight (approx.)
—2-Door 3739 lb., 4-Door 3840 lb. / Trunk
Luggage Volume 17.1 cu. ft.

Left: Galaxie 500 2-Door Hardtop (smart vinyl roof covering available in black or white). **Right:** Galaxie 500 4-Door Hardtop.





FORD

GALAXIE 500 CONVERTIBLE

You'll like what Ford has done for convertible top design. And you'll like it even more as the miles go by. To begin with, Ford tops are made up of five *separate* layers with vinyl on the weather side for longer life. They're anchored at *each* roof bow to prevent "ballooning" and maintain a sleek profile under way. And the rear window is clear *glass*—another Ford luxury feature for '64. Tops stack neatly behind the rear seat, concealed under a taut, padded boot and secured with hidden fasteners. Lowering a Ford convertible top is simple as 1-2-3. Just release the two header clamps and flip the toggle switch. (To raise the top, reverse this simple procedure.) And, you'll like the spirit Fords have to offer—a wide choice of power teams topped off by Thunderbird V-8 options up to a vigorous 425 hp!

Standard Equipment Highlights

138-hp Mileage Maker Six * Synchro-Smooth Drive (*fully* synchronized 3-speed manual transmission) * Full-Width, 3-Passenger Seats Front and Rear * Color and Upholstery Choices: 13 Colors in Diamond Lustre Enamel, 6 Color-Keyed All-Vinyl Trims * Foam-Cushioned Front Seat, Full Carpeting, Arm Rests and Ash Trays, Front and Rear * Top Color Choices: Black, White, Blue * High Strength Safety Glass Rear Window * Color-Keyed Padded Boot * Padded Sun Visors * Thunderbird "Floating" Mirror * Courtesy-Lighted Interior; Illuminated Glove Box, Front Ash Tray, Trunk * Electric Clock, Backup Lights * Distinctive Galaxie 500 Body Trim * Ford's Twice-a-Year (or 6,000-mile) Maintenance Features (back cover).

Popular Options and Accessories

Choice of Five V-8's (up to 425 hp) • Cruise-O-Matic Drive • 4-Speed Manual Transmission • Overdrive • Swing-Away Wheel (with power steering, auto. trans.) • Power Brakes • Power Seats • Power Windows • Remote Control Mirror • Tonneau Cover • Deluxe or Simulated Wire Wheel Covers.

Basic Specifications

Length 209.8"/Width 80.0"/Height 55.5"
Wheelbase 119.0"/Curb Weight (approx.)
3910 lb./Trunk Luggage Volume 16 cu. ft.

Left: Galaxie 500 Convertible. A few of many Ford Convertible features—full-width seats, 5-ply vinyl top, padded top boot.



FORD GALAXIE 500 SEDANS

You can begin to get the feel of new Ford quality without leaving your Ford Dealer's showroom. Slip into a Galaxie 500 sedan. Feel the firm, well-cushioned support of the seat. Stretch out and test the roominess. Plenty of room for heads (with hats on), shoulders, legs—even with six in the car. Feel the rich upholstery, the lush carpet underfoot. Note the lighted glove box . . . crank-adjusted vent windows . . . long, wide arm rests . . . the elegant door trim. Step out and slam the door. Solid quality. Now step out to the curb for an action demonstration of Ford *total performance*. With you behind the wheel a new Galaxie 500 sedan—*any* new Super Torque Ford—can speak for itself.

Standard Equipment Highlights

138-hp Mileage Maker Six * Synchro-Smooth Drive (*fully* synchronized 3-speed manual transmission) * Full-Width, 3-Passenger Seats Front and Rear * Color and Upholstery Choices: 13 Colors in Diamond Lustre Enamel, 5 Color-Keyed Cloth/Vinyl Trims * Foam-Cushioned Front Seat, Full Carpeting, Arm Rests and Ash Trays, Front and Rear * Courtesy-Lighted Interior: Illuminated Glove Box, Front Ash Tray, Trunk * Electric Clock, Backup Lights * Distinctive Galaxie 500 Body Trim * Ford's Twice-a-Year (or 6,000-mile) Maintenance Features (back cover).

Popular Options and Accessories

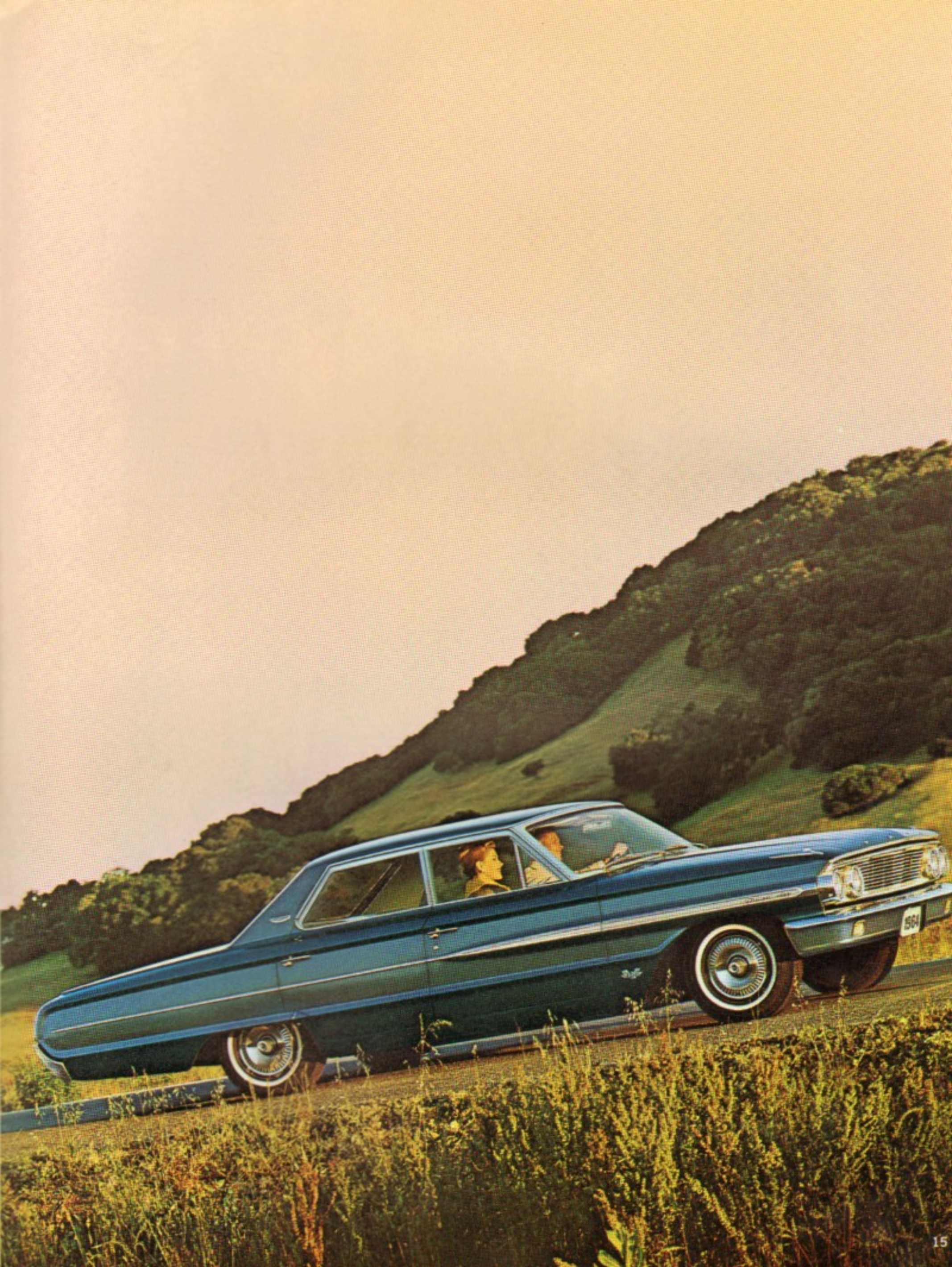
Choice of Five V-8's (up to 425 hp) • Cruise-O-Matic Drive • Overdrive • Choice of Three All-Vinyl Trims • SelectAire Conditioner • Remote Control Outside Mirror • Padded Instrument Panel and Visors • Seat Belts • Radio • White Sidewall Tires • Deluxe or Simulated Wire Wheel Covers.

Basic Specifications

Length 209.8"/Width 80.0"/Height 56.5"
Wheelbase 119.0"/Curb Weight (approx.)—
2-Door 3729 lb., 4-Door 3829 lb./Trunk
Luggage Volume 17.1 cu. ft.

Left: Galaxie 500 Sedan interior. Ford-produced vinyl; exhaustive tests of all upholstery materials mean unusually precise quality control from fabric to finished car.

Right: Galaxie 500 4-Door Sedan (2-door also offered) topped by another of Ford's three new distinctive rooflines.

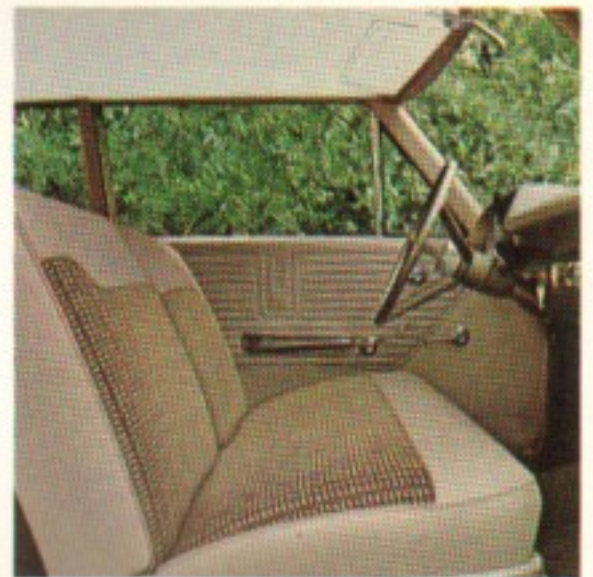


FORD

CUSTOM & CUSTOM 500 SEDANS

These new Fords could fool you. They look expensive but they're not. The new Custom and Custom 500 2- and 4-Door Sedans represent car value at its best. They are full-size Fords in room and comfort . . . in the solid way they're built and the solid, silent way they ride. They have features other big Fords have: electric windshield wipers, crank-adjusted vent windows, Ford service savings. They have features other cars *don't* have: fully synchronized 3-speed transmission, illuminated trunk, Ford Safety-Yoke door latches. And their low price tags even include heater and defroster.*

*On all '64 Fords, heater/defroster is installed during production unless otherwise specified. If deleted, an appropriate price reduction is made.



Custom 500 interior in one of four trims. Three are offered on the Custom.

Standard Equipment Highlights

138-hp Mileage Maker Six * Synchro-Smooth Drive * Full-Width, 3-Passenger Seats * 11 Colors in Diamond Lustre Enamel: 7 Cloth/Vinyl Trims (4 in Custom 500, 3 in Custom) * Foam-Cushioned Front Seat * Full Carpeting, Arm Rests, Ash Trays, Front and Rear (Custom 500) * Color-Keyed Vinyl-Rubber Mats, Front Arm Rests, Ash Tray (Custom) * Courtesy-Lighted Interior (Custom 500) * Ford's Twice-a-Year (or 6,000-mile) Maintenance Features (back cover).

Popular Options and Accessories

Choice of Five V-8's (up to 425 hp) • Cruise-O-Matic Drive • Overdrive • Courtesy Light Group • Deluxe Wheel Covers • Electric Clock • Ford Air Conditioner.

(For other Options and Accessories see page 23; for Basic Specifications see page 14)

Left: Custom 4-Door Sedan. **Right:** Custom 500 2-Door Sedan—new Ford value leaders.





FORD

COUNTRY SQUIRES & COUNTRY SEDANS

Total performance in wagons, too? Naturally, when they're built by America's wagon specialist, Ford. For any load up to 8 ft. long, 5 ft. wide, nearly 3 ft. high and up to 1,000 lb. heavy, a Country Sedan or Country Squire is your wagon. They're big and brawny, yet they pamper up to 9 passengers with a ride that can only be compared to Ford sedans. Among other ways to tell Ford wagons: Wagon-size brakes . . . bigger than the already-big brakes on Ford sedans. The quickest-converting second seat in any 6-passenger wagon. Your choice of three V-8's up to 300 hp.*

*Optional



Country Squire interior—one of five choices. Country Sedan offers four equally attractive trims all its own.

Standard Equipment Highlights

138-hp Mileage Maker Six * Synchro-Smooth Drive * Color and Upholstery Choices: 13 Colors in Diamond Lustre Enamel; 4 Color-Keyed All-Vinyl Trims (each model plus one cloth/vinyl in Squire) * Foam-Cushioned Seats * Color-Keyed Vinyl-Rubber Floor Mats (full carpeting in Squire) * Arm Rests and Ash Trays, Front and Rear * Courtesy-Lighted Interior * Power Tailgate Window (Squires, 9-Pass. Sedan) * Electric Clock, Backup Lights (Squire) * Distinctive Chrome Body Trim (Sedan); Simulated Wood Body Trim (Squire) * Ford's Twice-a-Year (or 6,000-mile) Maintenance Features (back cover).

(For Options and Accessories see page 27)

Basic Specifications

Length 209.8"/Width 80.0"/Height 57.9"
Wheelbase 119.0"/Curb Weight (approx.)
—Sedan 4134 lb., Squire 4149 lb./Cargo
Volume 99.2 cu. ft.

Country Sedan (left) and Country Squire (right) come in 6- and 9-passenger models, carry up to 99 cu. ft. of cargo.





TOTAL PERFORMANCE

GO! Get behind the wheel of a '64 Ford, point it down an open road and you'll get a demonstration of *total performance*. Eager response to the throttle puts you swiftly up to legal speed. And just as surely and smoothly, big Ford brakes bring you down to a full, straight-line stop. Put the new Ford into a curve and feel it "track" steady and true. Go winding down a country road and there's a feeling of precise control and handling ease. This is *total performance*.

Take your pick of 14 power teams (below). Six engines from thrifty Mileage Maker Six to husky High Performance V-8's. Four drives including fully synchronized 3- and 4-speed manuals, overdrive and 3-speed Cruise-O-Matic, the versatile automatic that gives you a choice of *two* drive ranges.

RIDE! So smooth and silent—hard to believe until you actually *try* a Ford for yourself. But when you do, you'll understand what Ford spent millions to achieve—a ride so solid, silent and smooth it surpasses every other car in Ford's field! And this too is *total performance*. Try it and see.

14 TOTAL PERFORMANCE POWER TEAMS

| ENGINE | CU. IN. DISPL. | MAX. HP ⁶⁶ RPM | MAX. TORQUE ⁶⁶ RPM | BORE/STROKE |
|---|----------------|---------------------------|-------------------------------|-------------|
| 1. Mileage Maker Six | 223 | 138 ⁶⁶ 4200 | 203 ⁶⁶ 2200 | 3.62 x 3.60 |
| 2. Challenger 289 V-8 | 289 | 195 ⁶⁶ 4400 | 282 ⁶⁶ 2400 | 4.00 x 2.87 |
| 3. Thunderbird 4V/352 V-8 | 352 | 250 ⁶⁶ 4400 | 352 ⁶⁶ 2800 | 4.00 x 3.50 |
| 4. Thunderbird 4V/390 V-8 | 390 | 300 ⁶⁶ 4600 | 427 ⁶⁶ 2800 | 4.05 x 3.78 |
| 5. Thunderbird 4V/427 [†] High Performance V-8 | 427 | 410 ⁶⁶ 5600 | 476 ⁶⁶ 3400 | 4.23 x 3.78 |
| 6. Thunderbird 8V/427 [†] High Performance V-8 | 427 | 425 ⁶⁶ 6000 | 480 ⁶⁶ 3700 | 4.23 x 3.78 |

| ENGINE | COMP. RATIO (to 1) | CARB. & FUEL | TRANS. (500/XL's only) | OPTIONS* (other models) |
|---|--------------------|--------------------|------------------------|-------------------------|
| 1. Mileage Maker Six | 8.4 | 1 bbl. Reg. | | A-B-C |
| 2. Challenger 289 V-8 | 9.0 | 2 bbl. Reg. | C | A-B-C |
| 3. Thunderbird 4V/352 V-8 | 9.3 | 4 bbl. Reg. | C | A-C |
| 4. Thunderbird 4V/390 V-8 | 10.1 | 4 bbl. Prem. | C-D | A-B-C-D |
| 5. Thunderbird 4V/427 [†] High Performance V-8 | 11.5 | 4 bbl. Super Prem. | D | D |
| 6. Thunderbird 8V/427 [†] High Performance V-8 | 11.2 | 8 bbl. Super Prem. | D | D |

*Transmission key

A—Synchro-Smooth Drive (3-spd. man.)

B—Overdrive

C—Cruise-O-Matic Drive (3-spd. auto.)

D—4-Speed Manual (not avail. on wagons)

†Not avail. on wagons