

Falcon 1966





Cover: NEW FUTURA SPORTS COUPE

NEW FUTURA 4-DOOR SEDAN

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**'66 FALCON...AMERICA'S ECONOMY CHAMP WITH A NEW SPORTY LOOK-
NOW ON ITS THIRD MILLION! You get all of Falcon's famous thrift and handling ease
wrapped up in a brand new package!**



Symbol of Falcon's Newness... the Unique Reversible Key!

It's true! America's all-time economy champ still saves you money every day, every mile. But look how Falcon's changed! Beneath this bold, new long-hood/short-deck design lies one of the toughest cars on the road. Beefy, integral body-frame structure makes Falcon stronger, more durable. Longer wheelbase, wider treads and numerous suspension improvements make it ride like no other compact. Inside Falcon's bigger, too, with more room than ever for six.

For '66 there are 10 brand-new Falcons ranging from a budget-priced 2-Door to a racy new bucket-seat Sports Coupe and five versatile wagons. A full list of options includes a 200-cu. in. Six, 289-cu. in. V-8, Cruise-O-Matic Drive and a 4-speed stick . . . a total of 10 engine-transmission combinations. Falcon's famous service-savers head the economy list. Twice-a-Year ^{comp.} maintenance, alternator, "Sta-Ful" Battery . . . see back cover for even more.

Test-drive a new Falcon at your Ford Dealer's now. For style, action and savings like you've never seen before, see Falcon, *the best buy in compact history.*

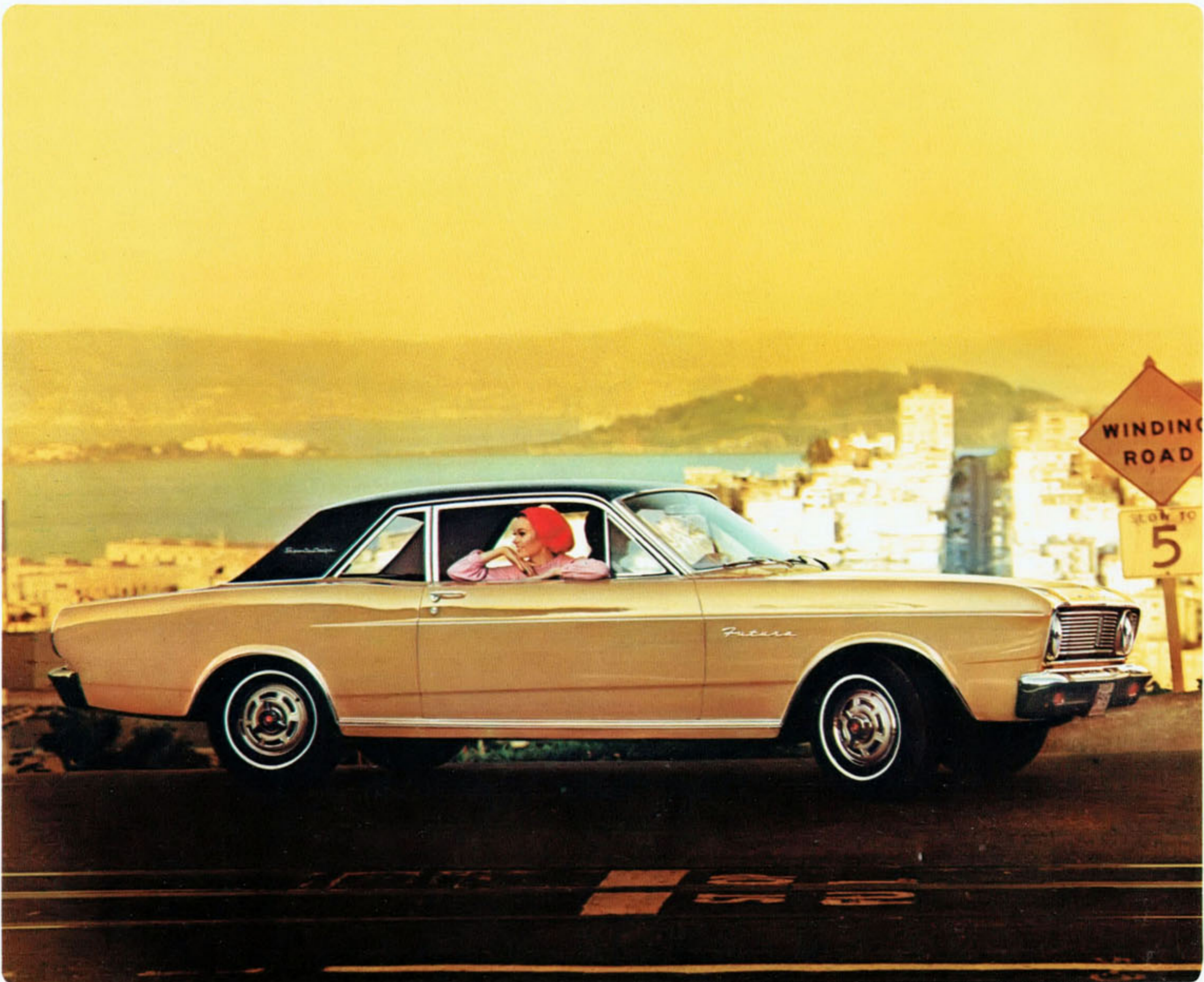


FUTURA WAGON



DELUXE CLUB WAGON

3 SERIES, 10 MODELS FUTURA: Sports Coupe, 4-Door Sedan, Club Coupe FALCON: 4-Door Sedan, Club Coupe WAGONS: Futura, Falcon and 3 Club Wagons



Futura Sports Coupe with bucket seats, knock-off wheel covers and accent stripe—all standard, Vinyl-Covered Roof optional

Futura Sports Coupe

Fun and excitement match the rugged good looks of the snappy new Sports Coupe. A lively 200-cu. in. Six and 3-speed manual transmission are standard. For extra punch, choose the optional 289-cu. in. V-8 (200 hp) with 4-speed manual or 3-speed Cruise-O-Matic Drive. New wider stance, longer wheelbase, 14-inch low-profile tires give nimble handling, excellent cornering and greater stability.

The Futura Sports Coupe features an all-new body with curved side glass, new Super Diamond Lustre Enamel, deluxe wheel covers, a sporty accent stripe and backup lights. Inside there's plush wide bucket seats, padded instrument panel and sun visors, seat belts front and rear, wall-to-wall carpeting, a new suspended accelerator pedal that adjusts itself to your foot.

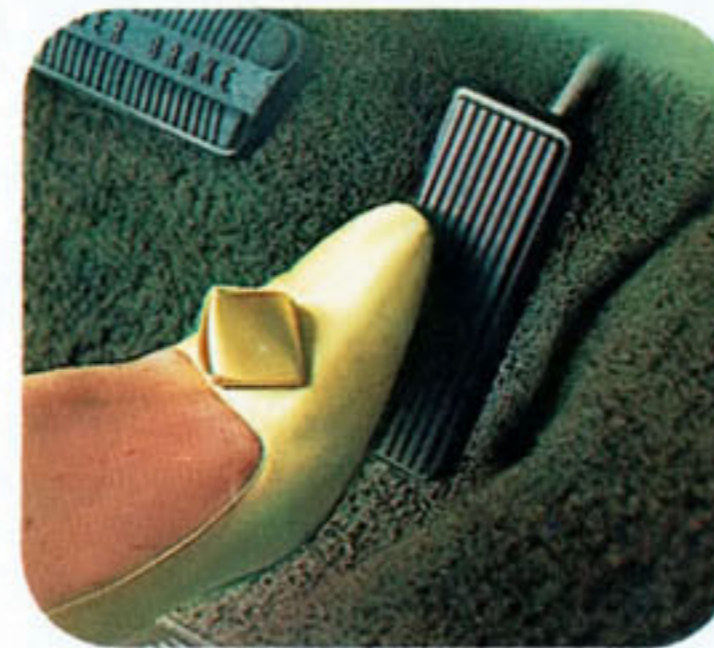
This car's built to take it, too! Stronger unitized construction, more rugged suspension, corrosion-resistant underbody parts and stronger Safety-Yoke door latches are among the features that make the '66 Falcon the toughest in compact history.

Falcon's long list of options lets you equip the Sports Coupe to your personal taste. You can choose power steering, power brakes, 3-speed Cruise-O-Matic, a vinyl-covered roof, tinted glass, and many other appearance and performance options (page 11).

But the Sports Coupe's No. 1 feature is economy . . . traditional Falcon all the way. And Falcon's great gas mileage and service-saving features keep right on saving. Here's total performance at its money-saving best!



Bucket Seats and All-Vinyl Trim are standard features on the Sports Coupe



Suspended accelerator pedal



Lighted Cruise-O-Matic quadrant

HIGHLIGHTS

STANDARD EQUIPMENT ▲ 120-hp Fairlane Six ▲ 3-Speed Manual Transmission ▲ Full Carpeting ▲ Courtesy Lighting ▲ Bucket Seats ▲ Unique Wheel Covers ▲ Front & Rear Seat Belts ▲ Heater-Defroster* ▲ Reversible Ignition and Trunk Keys ▲ Padded Instrument Panel and Sun Visors ▲ Backup Lights ▲ Outside Rearview Mirror ▲ Emergency Flasher ▲ Windshield Washers and Single-Speed Electric Wipers ▲ Color and Upholstery Choices: 15 Colors of Super Diamond Lustre Enamel; 6 All-Vinyl Interior Trims ▲ Alternator ▲ "Sta-Ful" Battery. **POPULAR OPTIONS** (see also page 11) ▲ 200-hp Challenger V-8 ▲ Cruise-O-Matic Drive ▲ SelectAire Conditioner ▲ Push-Button Radio ▲ Two-Tone Paint ▲ Courtesy Light Group. **BASIC SPECIFICATIONS** ▲ Length 184.3" ▲ Width 73.5" ▲ Wheelbase 111" ▲ Weight (approx.) 2715 lb. ▲ Trunk Luggage Volume 12.3 cu. ft.

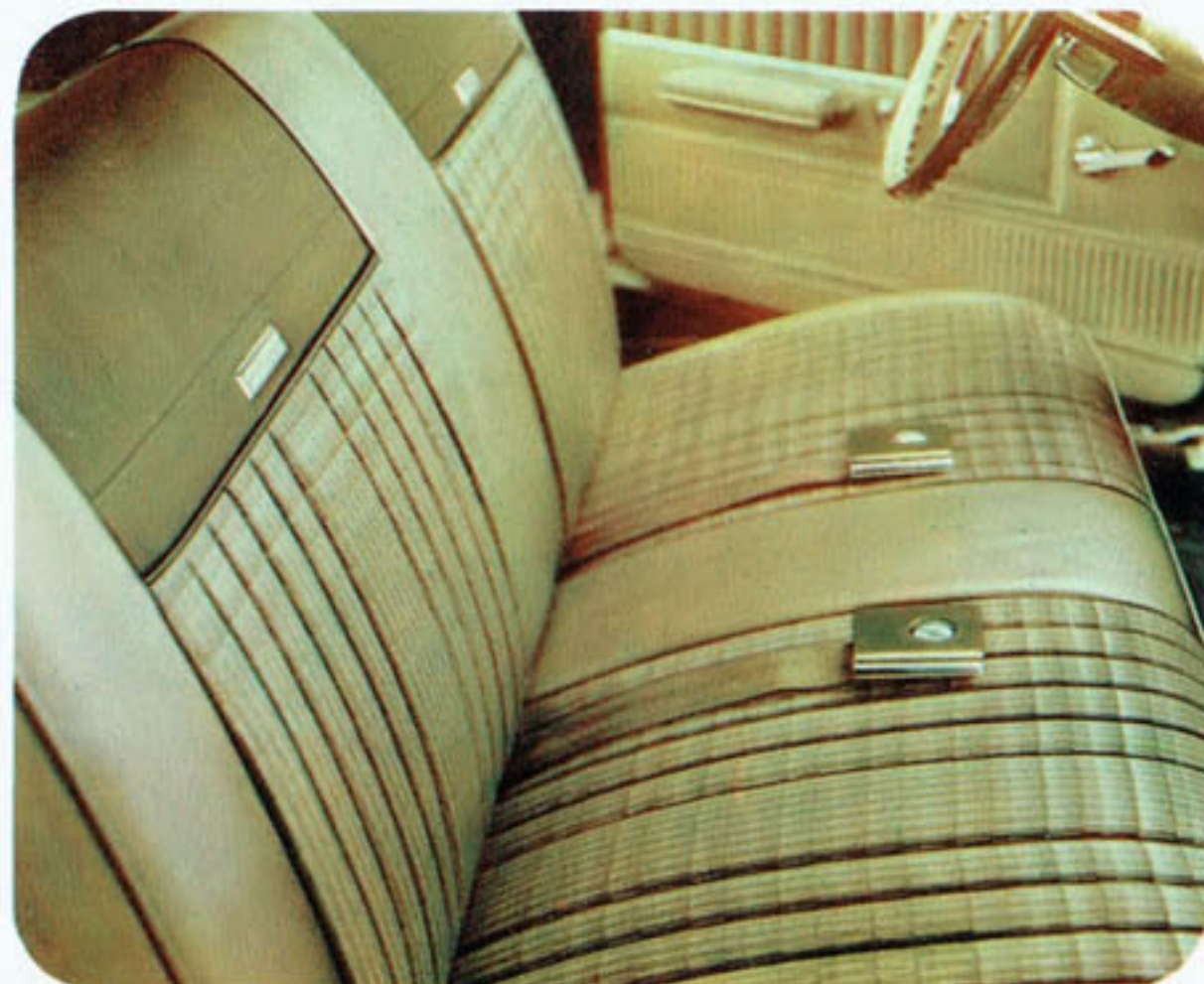
**See "Prices" on back cover*



Futura 4-Door Sedan



Futura Club Coupe



Futura interiors are luxurious, roomier than ever

Futura 4-Door Sedan & Club Coupe

Falcon Futuras are the compacts with big-car features. They're bigger, inside and out, with room and comfort you'd never expect in a compact. Wider door openings make it easier to slip into both front and rear seats. A longer wheelbase,

HIGHLIGHTS

STANDARD EQUIPMENT ▲ 105-hp Falcon Six ▲ 3-Speed Manual Transmission ▲ Full-Width 3-Passenger Seats ▲ Full Carpeting ▲ Padded Instrument Panel and Sun Visors ▲ Backup Lights ▲ Front & Rear Seat Belts ▲ Heater-Defroster* ▲ Outside Rearview Mirror ▲ Emergency Flasher ▲ Windshield Washers and Single-Speed Electric Wipers ▲ Color and Upholstery Choices: 15 Colors of Super Diamond Lustre Enamel; 5 Cloth-Vinyl Trims ▲ Courtesy Lighting ▲ Arm Rests, Ash Trays ▲ Cigarette Lighter ▲ Alternator ▲ "Sta-Ful" Battery ▲ Ford's Twice-a-Year Maintenance Features (back cover). **POPULAR OPTIONS** (see also page 11) ▲ 120-hp Fairlane Six ▲ 200-hp Challenger V-8 ▲ Cruise-O-Matic Drive ▲ Push-Button Radio ▲ Deluxe Wheel Covers ▲ 5 All-Vinyl Trims ▲ Electric Clock. **BASIC SPECIFICATIONS** ▲ Length 184.3" ▲ Width 73.5" ▲ Wheelbase 111" ▲ Weight (approx.) 2645 lb. (Club Coupe), 2685 lb. (4-Door) ▲ Trunk Luggage Volume 12.3 cu. ft.

*See "Prices" on back cover

wider treads and refined front suspension make this the finest riding Falcon ever. New underbody torque boxes "soak up" noise and vibration before they reach the passenger compartment.

Inside you have a choice of five luxurious nylon-and-vinyl interiors with color-keyed wall-to-wall carpeting. Foot-operated parking brake and new suspended accelerator pedal are luxury touches not found in some big cars. Also there's Falcon's new reversible key that works either side up, "keyless" door locking, smart curved side glass . . . all standard. Even the selector quadrant for optional Cruise-O-Matic Drive is lighted for extra convenience.

But for all its big-car looks, ride and comfort, Falcon is still a compact . . . with *all* the economy that made it America's favorite compact. Traditional low Falcon price, low operating costs and service-saving features that keep on saving as the miles go by. How much more can you ask in a compact?



Big trunk holds 12.3 cu. ft. of baggage, low-level sill makes loading easy



Falcon Club Coupe sports rugged good looks, low price tag

Falcon 4-door Sedan and Club Coupe

They're two of America's lowest-priced cars but you'd never know it. They've got sleek, good looks and styling . . . size that means more comfort and convenience . . . plus all the low price and savings that you buy a compact for. And these new Falcons have all kinds of features that spell "quality." New integrated heater-defroster and fresh air controls, Ford's reversible keys, roomier glove compartment, courtesy lighting, foot-operated parking brake . . . many more.

All '66 Falcons are built for long-lasting savings with a stronger integral body-and-frame construction, more durable suspensions, and corrosion-resistant underbody parts. New Super Diamond Lustre Enamel, finest Falcon finish ever, and a sparkling aluminum grille will stay new-looking for years. For greater safety, outside rearview mirror, front and rear seat belts, windshield washers and single-speed electric wipers, padded instrument panel and sun visors, emergency flasher and backup lights . . . *all* are standard.

Falcon's big story is still economy. The standard 170-cu. in. Six and smooth-shifting 3-speed transmission team up to save you money every mile. Ford's Twice-a-Year Maintenance, battery-saving alternator and many other service-saving features (see back page) add savings on savings.

No matter what you want in a compact . . . room, ride, economy, fun . . . don't compromise. Pick a '66 Falcon, the no-compromise compact . . . America's economy champ!



Colorful, comfortable Falcon interior with cloth and vinyl trim



New foot-operated parking brake



Fingertip heater-defroster controls

HIGHLIGHTS

STANDARD EQUIPMENT ▲ 105-hp Falcon Six ▲ 3-Speed Manual Transmission ▲ Full-Width 3-Passenger Seats ▲ Padded Instrument Panel and Sun Visors ▲ Front and Rear Seat Belts ▲ Outside Rearview Mirror ▲ Backup Lights ▲ Emergency Flasher ▲ Windshield Washers and Single-Speed Wipers ▲ Black Vinyl-Coated Rubber Floor Covering ▲ Color and Upholstery Choices: 15 Colors of Super Diamond Lustre Enamel; 3 Cloth-Vinyl Interior Trims ▲ Courtesy Lighting ▲ Heater-Defroster* ▲ "Sta-Ful" Battery ▲ Reversible Keys. **POPULAR OPTIONS** (see also page 11) ▲ 120-hp Fairlane Six ▲ Cruise-O-Matic Drive ▲ Deluxe Wheel Covers ▲ White Sidewall Tires ▲ Push-Button Radio ▲ Limited-Slip Differential ▲ Courtesy Light Group. **BASIC SPECIFICATIONS** ▲ Length 184.3" ▲ Width 73.5" ▲ Wheelbase 111" ▲ Weight (approx.) 2637 lb. (2-Door), 2677 lb. (4-Door) ▲ Trunk Luggage Volume 12.3 cu. ft.

*See "Prices" on back cover



Falcon 4-Door Sedan has plenty of leg, shoulder and head room



FALCON WAGON (LEFT) AND NEW FUTURA WAGON SHOW FORD'S NEWEST AND MOST EXCITING WAGON FEATURE—THE MAGIC DOORGATE.* IT'S BOTH A DOOR AND TAILGATE.

Falcon Wagons

The '66 Falcon Futura and Falcon Wagons feature 4-door convenience, 86.7 cu. ft. of cargo space and the snappy 200-cu. in. Fairlane Six (120 hp) as standard. And for extra convenience you may order the exclusive Ford Magic Doorgate.* Almost like magic, it opens down like a conventional tailgate or swings to the side like a door to adapt itself to *your* kind of hauling. It's another "first" from America's station wagon specialist.

Three Falcon Club Wagons provide loads of cargo space, exceptional visibility and comfortable chair-high seating for up to eight passengers. Options include 150-hp Big Six engine and an extended body which boosts the big 194-cu. ft. capacity to a mammoth 242 cu. ft.

For the full story on all you get in the new Falcon Wagons . . . and *all* Ford Wagons . . . see the special 1966 Ford Wagon Catalog. Ask your Ford Dealer for a copy now!

*Optional



New Falcon Custom Club Wagon becomes a Camper with wide variety of Conversion Kits

Falcon Options and Accessories*

POWER STEERING: Hydraulic assist cuts effort as much as 85%, makes parking a snap. **SELECTAIRE CONDITIONER:** Year-round comfort in combined air conditioner-heater unit. High capacity with 3-speed blower, four built-in adjustable outlets for efficient cooling and distribution (shown below).

CRUISE-O-MATIC DRIVE: Smooth 3-speed automatic has two driving ranges, lighted selector quadrant. **ELECTRIC CLOCK:** Self-regulating with sweep-second hand. Illuminated at night. **AM RADIO:** Fully transistorized for immediate warm-up, greater dependability. Five station-selector push buttons.

ENGINES: 200-hp Challenger V-8 is a full 289 cu. in. of punch and power. 120-hp Fairlane Six has 7 main bearings for durability and smooth operation (standard on Sports Coupe and Wagons).

POWER BRAKES: Cut braking effort by 55%. Short pedal travel gives immediate brake response. **VISIBILITY GROUP:** Includes remote-control

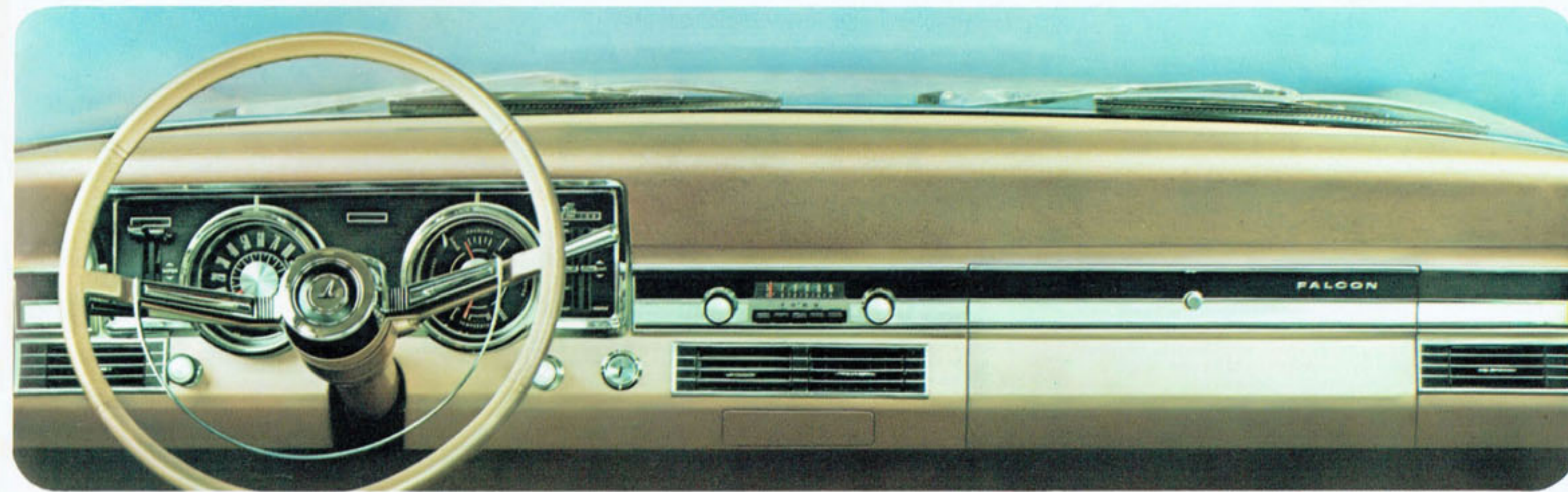
outside rearview mirror, day/night interior rearview mirror, 2-speed electric wipers. **DELUXE WHEEL COVERS:** Full disc with bright-metal accent.

DELUXE SEAT BELTS: Automatic retractors reel front seat belts in at seat side. Seat belt reminder light included. **COURTESY LIGHT GROUP:** Ash tray, glove box, trunk, map lights; rear door courtesy switches.

4-SPEED MANUAL TRANSMISSION (V-8 only): Close-ratio, fully synchronized with floor shift. Positive reverse gear lockout. Shift pattern on knob.

PLUS: Ford Air Conditioner ▲ White Sidewall Tires ▲ Two-Tone Paint ▲ Vinyl Roof (2-Door Models) ▲ All-Vinyl Trim ▲ Removable Luggage Rack for Sedans ▲ Chrome Luggage Rack on Wagons ▲ Wagon Magic Doorgate ▲ Tinted Glass All-Around ▲ Tinted Windshield ▲ Limited-Slip Differential ▲ Power Tailgate Window ▲ Heavy-Duty Battery ▲ Heater-Defroster.†

*All Falcons except Club Wagons †See "Prices" on back cover



ALL-NEW FALCON INSTRUMENT PANEL features swept-away design for a feeling of spaciousness. Full safety padding is standard. Below panel at left is new foot-operated parking brake. Glove box (right) is 47% larger.



289-cu. in. Challenger V-8



Remote-Control Mirror



Deluxe wheel covers



Deluxe seat belts



Power brakes



4-speed manual

1966 Falcon Specifications*

COLOR AND UPHOLSTERY SELECTIONS: Pick your favorite color from 15 brilliant Super Diamond Lustre Enamel single tones, or 23 two-tone combinations. You have a total of 19 Falcon upholstery choices of combinations of cloth and vinyl or optional all-vinyl. (In some cases a trim is offered with more than one model.) Your Ford Dealer will be happy to show you actual samples of new Falcon colors and upholstery.

ENGINES: 105-hp Falcon Six (std. Falcon 4-Door & Club Coupe, Futura 4-Door and Club Coupe)—170 cu. in. displ.; 3.50" bore x 2.94" stroke; 9.1 to 1 comp. ratio; reg. fuel; single-barrel carb.; auto. choke; self-adj. valves; oil cap'y, incl. filter, 4.5 qt.

120-hp Fairlane Six (std. Futura Sports Coupe, opt. all others)—200 cu. in. displ.; 3.68" bore x 3.13" stroke; 9.2 to 1 comp. ratio; 7 main bearings. Other specifications same as standard Falcon Six.

200-hp Challenger V-8 (opt. all models)—289 cu. in. displ.; 4.00" bore x 2.87" stroke; 9.3 to 1 comp. ratio; reg. fuel; 2-barrel carb.; auto. choke; self-adj. valves; oil cap'y, incl. filter, 5 qt.

ENGINE FEATURES: Falcon engine economy and durability are results of modern, efficient design, high quality materials and painstaking manufacture. Other contributing factors include: 6000-mile (or 6 month), full-flow oil filter; replaceable, dry-element air cleaner; year-round 190° thermostat; 12-volt electrical system; 38-amp. alternator; 54-plate 45 amp-hr battery; weatherproof ignition system; positive-engagement starter; exhaust system has aluminized transverse muffler.

CLUTCH AND MANUAL TRANSMISSIONS: Non-centrifugal clutch with Sixes; semi-centrifugal clutch with V-8. Face diameter 8½" with Falcon Six, 9" with Fairlane Six, 10" with V-8.

*For all models except wagons. Complete specifications and other special wagon information are included in the 1966 Ford Wagon Catalog. Ask your Ford Dealer for a copy.

Own a trailer? Planning to buy one? Your Ford Dealer can help you equip your new Falcon for towing any of the popular sizes. The Falcon optional equipment suggestions listed here can add a great deal to smooth-sailing trailer trips with your Falcon.

FALCON TRAILER TOWING RECOMMENDATIONS: Class 1 (gross trailer weight up to 2000 lb.; static tongue load up to 200 lb.)—200-hp V-8; Cruise-O-Matic Drive; power steering; extra cooling package; 6.95 x 14 tires; heavy-duty battery. For additional information, ask your Ford Dealer for a copy of the "1966 Ford Cars & Trucks for Recreation" brochure.

3-Speed Transmission (std. on Sixes) has forged bronze synchronizers in 2nd and direct for smooth operation. Anti-friction bearings throughout. Standard "H" shift pattern with lever on steering column. **Synchro-Smooth Drive** (std. on V-8) has synchronized manual shifting in all three forward gears; clash-free downshifting to low while under way. **4-Speed Transmission** (opt. on V-8) with floor-mounted stick shift. All forward gears synchronized for fast, smooth shifting.

CRUISE-O-MATIC DRIVE: (opt. all engines)—Features lightweight construction with cast-aluminum converter housing. Three forward speeds, one reverse. Two selective driving ranges: 3-speed range starting in low for all normal driving, or 2-speed range starting in 2nd for more surefooted start-ups on slippery surfaces. More effective engine braking in low range for better control on grades and hills.

Every 1966 Ford-built car was designed step by step to be a safer, more convenient, economical and enjoyable automobile. Such protective items as front and rear seat belts, padded instrument panel and sun visors, deep-dish steering wheel, Safety-Yoke door latches, turn signals, backup lights, emergency flasher and many others are standard equipment in every Ford-built car † . . . designed into the car for greater safety.

Safety authorities agree: Safe driving means proper use of the automobile and its safety equipment, strict obedience to traffic laws at all times and—most importantly—development of the alert, defensive driving habits that are the motorists' best protection against unsafe conditions on the road.

† Falcon Club Wagons have certain equipment exceptions

TWICE-A-YEAR MAINTENANCE: '66 Falcons are designed to go 6000 miles (or 6 months) between oil changes and minor chassis lubrications; 36,000 miles (or 3 years, whichever comes first) between major chassis lube. Other '66 Falcon service-savers include 36,000-mile (or 2-year) engine coolant-antifreeze, self-adjusting brakes, long-life Sta-Ful battery, shielded alternator, rust- and corrosion-resistant aluminized muffler and vital underbody parts. The '66 Falcon needs so little service it's just good sense to see that it gets the best—at your Ford Dealer's. His factory-trained mechanics and special tools add up to the greatest service combination for your Falcon.

NEW CAR WARRANTY: Falcon total-car quality makes this total-car warranty possible: Ford Motor Company warrants to owners as follows: That for 24 months or for 24,000 miles, whichever comes first, free replacement, including related labor, will be made by Ford Dealers of any part with a defect in workmanship or material. Tires are not covered by the warranty; appropriate adjustments will be made by tire companies. Owners will remain responsible for normal maintenance services, routine replacement of parts, such as filters, spark plugs, ignition points, wiper blades, brake or clutch linings, and normal deterioration of soft trim and appearance items. The warranty referred to herein is applicable to products sold in the U.S.A. and in certain neighboring areas.

The illustrations and product information contained herein were current at the time this publication was approved for printing. However, in order to continue to offer the finest automotive products available, Ford Motor Company reserves the right to change specifications, designs, models or prices without notice and without liability for such changes.

REAR AXLE: Semi-floating type with deep-offset hypoid gears. Induction-hardened, forged shafts, permanently lubed wheel bearings.

FRONT SUSPENSION: Ball-Joint type with coil springs pivot-mounted on upper arms. 36,000-mile (or 3-year) lube intervals, full-life seals. Angle-Poised design for anti-dive control. Link-type, rubber-bushed ride stabilizer. Tapered roller wheel bearings. All-weather shock absorber fluid for better year-round ride control.

REAR SUSPENSION: Asymmetrical design with rear axle forward of spring center for anti-squat on takeoff. Longer wide-leaf springs with tip inserts and wider spring base provide soft, stable, leveled ride. Diagonally mounted shock absorbers have all-weather fluid.

STEERING: Recirculating-ball type steering gear provides easy handling. Anti-friction bearings throughout. Permanently lubricated steering linkage joints. Overall steering ratio, 29.4 to 1. Turning diameter, 39.8 feet. Improved power steering option has a 21.4 to 1 ratio for fast, responsive control.

BRAKES: Self-adjusting, self-energizing design. Diameter 9" (Sixes), 10" (V-8). Riveted linings for durability and fade resistance. Total lining area (sq. in.) 131 (six-cylinder models), 154 (all V-8 models).

TIRES: 4-ply rated, black tubeless with Tyrex rayon cord. White sidewall tires optional. Safety-type rims. Basic sizes: All Six Sedans—6.50 x 13; V-8 Sedans—6.95 x 14. See your Ford Dealer for details.

DIMENSIONS AND CAPACITIES: Overall length 184.3" (4-Door Sedan); height 54.6"; width 73.5"; wheelbase 111"; treads 58" front and rear; fuel 16 gal.; oil 4.5 qt. (Six), 5 qt. (V-8); cooling system with heater 9.5 qt. (Six), 15 qt. (V-8).

PRICES: Heater-defroster is installed in production on all Falcons unless otherwise specified. However, heater-defroster may be deleted on car order if desired at an appropriate price reduction. All equipment and accessories, illustrated or referred to as options, optional or available are at extra cost. For the price of the Falcon equipped as you desire, see your Ford Dealer.

FALCON "WORTH MORE" FEATURES: In addition to all the new Falcon features you can read about in this catalog, there are many others which will make the 1966 Falcon you buy now more rewarding in both driving pleasure and resale value. Just a few of these "Worth More" features include: Safety-Yoke door latches, aluminum scuff plates, parallel-action electric windshield wipers, curved side glass, step-on parking brake, suspended accelerator, brake and clutch pedals, deep-dish design steering wheel with chrome horn ring, reversible keys and "keyless" locking, right-hand ignition, dual sun visors with retention clips, front and rear arm rests, coat hooks, 2-position door checks, rear door assist springs, counterbalanced hood and rear deck lid and many, many more.

America's Total Performance Cars

FORD

MUSTANG · FALCON · FAIRLANE · FORD · THUNDERBIRD

7 FALCON POWER TEAMS

ENGINES	TRANSMISSIONS
FALCON SIX*	A†, C
FAIRLANE SIX**	A†, C
CHALLENGER V-8	B†, C, D

STANDARD EQUIPMENT KEY

*Falcon 4-Door, Club Coupe, Futura 4-Door, Club Coupe **Futura Sports Coupe
†Transmissions (as indicated)
A—3-Speed Manual C—Cruise-O-Matic Drive
B—Synchro-Smooth Drive (fully synchronized 3-spd. man.) D—4-Speed Manual

PRODUCTS OF

