

1964 Ford Galaxie 500/XL 2-Door Hardtop



1964 Thunderbird Convertible



1964 Fairlane 500 Sports Coupe



1964 Falcon Futura Sports Coupe

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The TOTAL PERFORMANCE Cars for 1964

FORD

FALCON · FAIRLANE · FORD · THUNDERBIRD

Ford for 1964 Offers a Whole New Line of TOTAL PERFORMANCE Cars!



New Ford: Luxurious Shell Seats

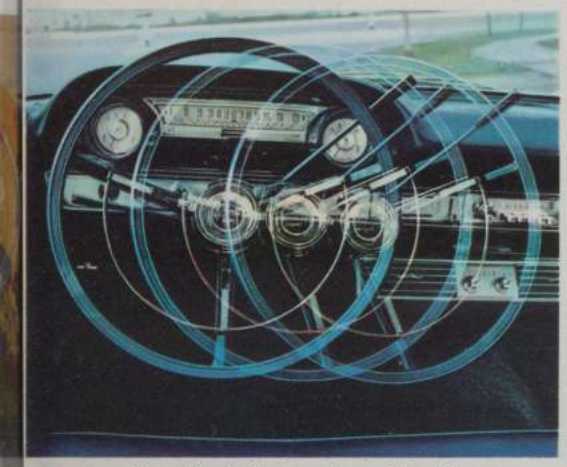


New Thunderbird: New Trend-Setting Ideas

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Races and rallies, economy runs, braking and acceleration tests have bred into the new '64s from Ford the kind of total performance you just can't create on the test track alone. They are hard-muscled, fast-moving, sure-footed. Open competition made them that way. Competition also made them far more durable, easier to control, with greater freedom from vibration. Everything about them has been refined, sharpened, gentled . . . and tested to the ultimate limits of effort. The **'64 SUPER TORQUE FORD** is hundreds of pounds stronger, smoother, steadier than the other cars in its field . . . with luxury and styling you'd expect in cars costing much more. The new **'64 FAIRLANE** has a combination of family-size room and sports-car feel that will change your mind about how much you can get at so low a price. The new **'64 FALCON** retains its famous economy, but everything else is changed . . . new style, new comfort and the plushest ride ever built into a compact. **THUNDERBIRD** for 1964 is a new departure in the Thunderbird tradition. Introducing the Silent-Flo ventilation system (one of many '64 innovations), the new Thunderbird is still the industry's trend-setter... still unique in all the world. These are the total performance cars from Ford . . . sedans, hardtops, convertibles and wagons . . . 44 models in all. Before you buy any car you owe it to yourself to drive one of these new cars from Ford. See them—test-drive one—at your Ford Dealer's.

Try TOTAL PERFORMANCE for a Change!



New Ford: Swing-Away Wheel†



New Fairlane: Family Size with Sports-Car Feel



New Ford: Solid and Silent

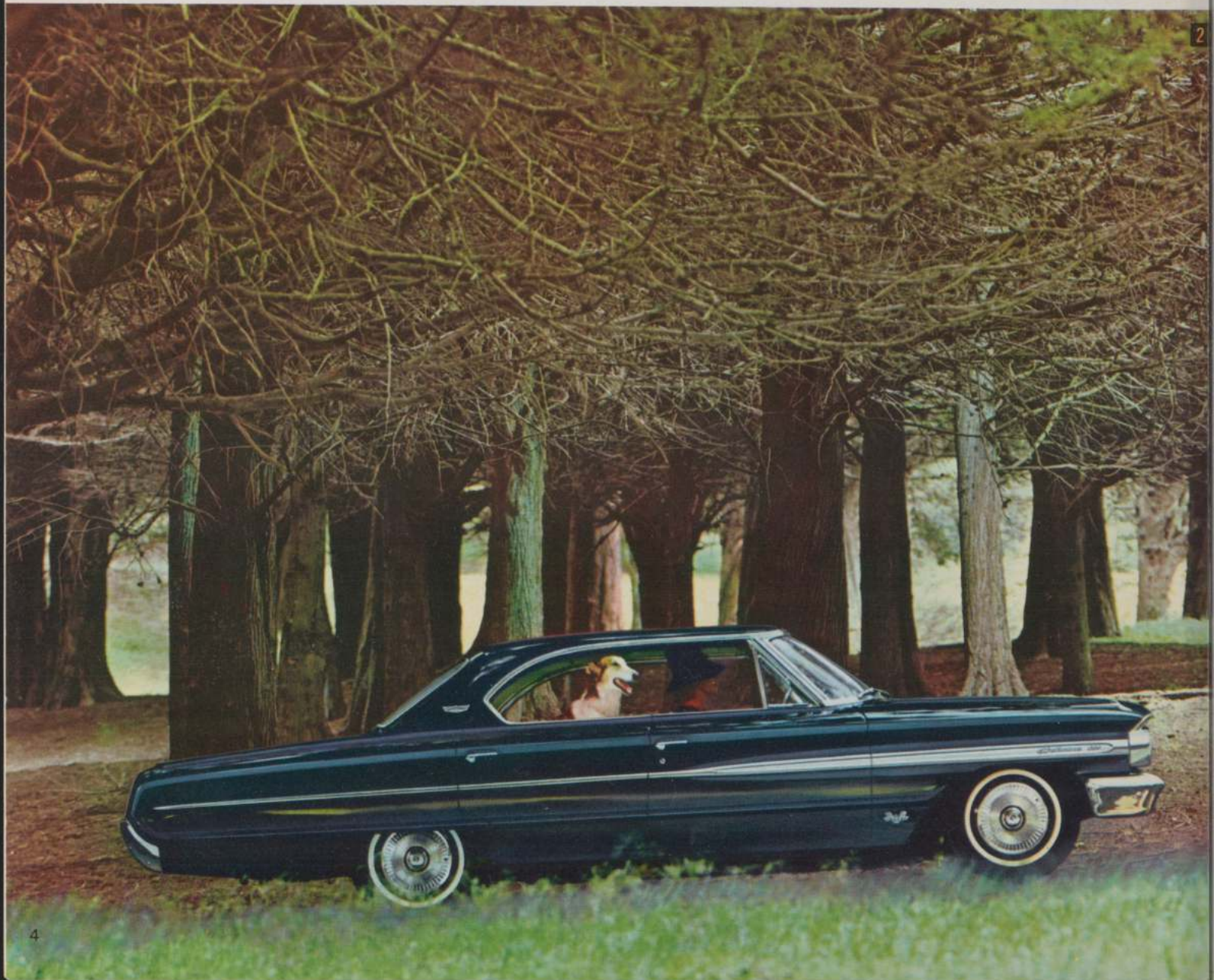


New Falcon: Same Great Savings . . . All-New Style

†Optional



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1964 FORDS

These are the '64 Super Torque Fords . . . measurably stronger, steadier, smoother than any other cars in their class. Their quality marks them the finest Fords ever built. Your choice of 16 models*, 14 power teams, 37 interior trims, options and accessories to fit every individual taste. Ford is so dramatically changed you'll have to drive it to believe it!

1. FORD GALAXIE 500/XL 2-DOOR HARDTOP. Its fastback roofline is one of three distinctive '64 Ford silhouettes. New shell seats, console, leatherlike vinyl trim . . . all standard. Vinyl roof option available in black or white.

2. FORD GALAXIE 500 4-DOOR HARDTOP. The second '64 roofline . . . another smart new Ford profile. Solid road-holding, silent ride, effortless handling come naturally with Ford's total performance.

3. FORD GALAXIE 500/XL CONVERTIBLE. The first new convertible with a clear, safety glass rear window plus shell seats, console, all 500/XL touches that tab this a luxury convertible . . . at a Ford price. 500/XL power team is lively 195-hp Challenger 289 V-8 with cream-smooth Cruise-O-Matic. (You can have V-8 options up to 425 hp on '64 Fords.)

4. FORD GALAXIE 500 4-DOOR HARDTOP INTERIOR. New luxury touches tell only part of Ford's new inside story. Front floor "hump" is a third smaller, head room is increased, there's more stretch-out room than ever for six people. Get the feel of this new Ford on the road—you'll agree.

5. FORD GALAXIE 500 4-DOOR SEDAN. Here's Ford's third new roofline. Quality-check the '64 Ford. The silent smoothness of its ride . . . its solid-closing doors . . . its sparkling trim and finish. This is Ford quality—finer than ever!

*See back cover for full model line-up







1964 FORDS (Cont'd)



6. FORD CUSTOM 500 2-DOOR SEDAN. From carpeted floors to lighted trunk, this new Ford series has the luxury of much costlier cars. And with Ford-pioneered Twice-a-Year (or 6,000-mile) Maintenance plus service-saving features (see back cover), it's in a thrifty class all by itself.



7. FORD CUSTOM 4-DOOR SEDAN. The Custom series could fool you. It looks expensive but isn't. Here are full-size Ford room and comfort . . . the solid, silent Ford ride . . . many Ford features that other cars simply don't have. By any point of comparison, the Custom is big car value at its best!



8. FORD COUNTRY SQUIRE. Total performance wagons, too? Naturally, when built by America's wagon specialist! Take the Country Squire (in either 6- or 9-passenger size). Smart, simulated wood body trim. Elegant interiors. Power tailgate window. Yet the Squire is husky enough to haul nearly a half ton of cargo!



9. FORD COUNTRY SEDAN. Moderate price, big capacity (over 99 cu. ft.), easy loading, smooth riding and handling. These are just a few of the Country Sedan's strong points. 6- or 9-passenger models. V-8 options up to 300 hp. (Squire, too.)









1964 FAIRLANES

What makes Fairlane a hard-to-beat combination? Family size. Sports-car feel. Big-car ride. Fine-car quality. Budget-wise price. Ford's famous service savings (see back cover). And to prove the combination almost unbeatable . . . over half a million mighty happy Fairlane owners!

1. FAIRLANE 500 SPORTS COUPE. Of the eight new Fairlanes*, this one is tops in pure, concentrated excitement. Smart, new Fairlane style with a sports touch inside and out. Power choices for all Fairlanes include five engines (up to 271 hp), six transmissions (topped by brand-new 3-speed Cruise-O-Matic), power steering†, power brakes†. Like all new Fairlanes, this one has the superb ride, quick handling, solid road-holding and sure braking that add up to total performance.

2. SPORTS COUPE INTERIOR. Bucket seats, console, and leatherlike all-vinyl trim (six choices) for luxury . . . family-size room all around for comfort. Its low price is a pleasant surprise.

†Optional

3. FAIRLANE 500 2-DOOR SEDAN. Roomy comfort to pamper six people. Handling to make parking a snap. A ride that is even smoother, quieter than before. Don't miss test-driving a Fairlane at your Ford Dealer's now!

4. CUSTOM RANCH WAGON. This Fairlane is winning over wagon fans every day with its low Fairlane price, trim Fairlane handling and whopping cargo capacity (98.6 cu. ft.)! (Rear-facing 3rd seat option boosts passenger capacity up to eight people.)

*See back cover for full model line-up



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1964 FALCONS

Falcon's kept its famous economy, but everything else is changed. A million dollars' worth of good looks. The finest ride ever in a compact. A 6 that holds the all-time Mobil Economy Run record for 6's and 8's. A V-8 that made history at the Monte Carlo Rallye. Get reacquainted with Falcon—drive one of 17 new Falcons*—soon!

1. **FALCON FUTURA HARDTOP.** Crisp new style, smart new luxury. Superior Falcon-size convenience and comfort. Plus total performance: eager response, sure-footed going, trim handling. No compact—not even Falcon—ever offered so much before!

2. **FALCON SPRINT CONVERTIBLE.** To bucket seats and console, add sports-type steering wheel, eye-level tachometer, wire wheel covers. All are standard on Sprints. So are the ease of a power-operated top . . . the snap of the 164-hp Sprint 260 V-8.

3. **FALCON FUTURA 4-DOOR SEDAN.** Roomy comfort for six (spacious trunk, too!) plus Futura luxury have made

*See back cover for full model line-up













Falcon famous. Tempting options: 164-hp Challenger 260 V-8, power steering and brakes, air conditioning.

4. FUTURA INTERIOR. Step in through wide-opening doors. It's carpeted, courtesy-lighted. Foam-cushioned seat, arm rests, greater driver convenience. And all the smartness of new Falcon styling!

5. FALCON 2-DOOR SEDAN. One of America's lowest-priced 6-passenger sedans! Yet even this Falcon (see back cover) includes Ford's famous Twice-a-Year (or 6,000-mile) Maintenance and service-saving features!

6. FALCON 4-DOOR DELUXE WAGON. Handy as it is handsome. Solid as it is spacious (cargo space: 78½ cu. ft.)! And "loaded" with convenience. That's the way America's wagon specialist builds 'em!

7. DELUXE CLUB WAGON#. One of a special breed of Falcons (three models called Extra-Duty Wagons) that carries up to eight passengers, over 190 cu. ft. of cargo!

8. FALCON SQUIRE. Woodlike body trim. Carpeted floors. Power tailgate window. Just a few highlights of America's most distinctive compact wagon.

#For details, ask your Ford Dealer for the Extra-Duty Wagon folder



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1964 THUNDERBIRDS

The look is new—yet so typically Thunderbird. Interiors are new and crafted with Thunderbird elegance. The new ideas are those you have come to expect from Thunderbird, the innovator. Thunderbird remains personally yours . . . unique in all the world.

1. **THUNDERBIRD HARDTOP.** New 15-inch wheels increase brake cooling. The ride is even smoother and more hushed . . . the handling obedient as only Thunderbird can be.

2. **THUNDERBIRD CONVERTIBLE.** Two of many features that make this car unique: a top that conceals itself under the clean rear deck; a peerless power team (300-hp Thunderbird 390 V-8 and Cruise-O-Matic Drive).

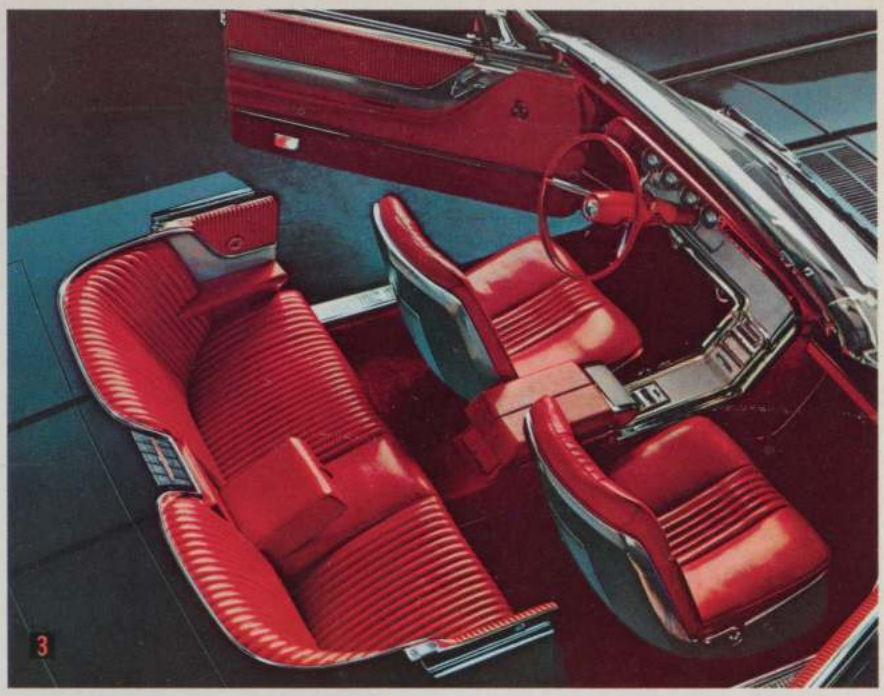
3. **THUNDERBIRD INTERIOR.** A new kind of luxury. Cove rear seat with folding center arm rest. Shell front seats provide new comfort (plus more rear passenger foot and knee room). New console with arm rest.

4. **THUNDERBIRD LANDAU.** Graced by regal vinyl top and glistening "S" bars. Rich simulated wood graining in instrument and door panels is another Landau hallmark.

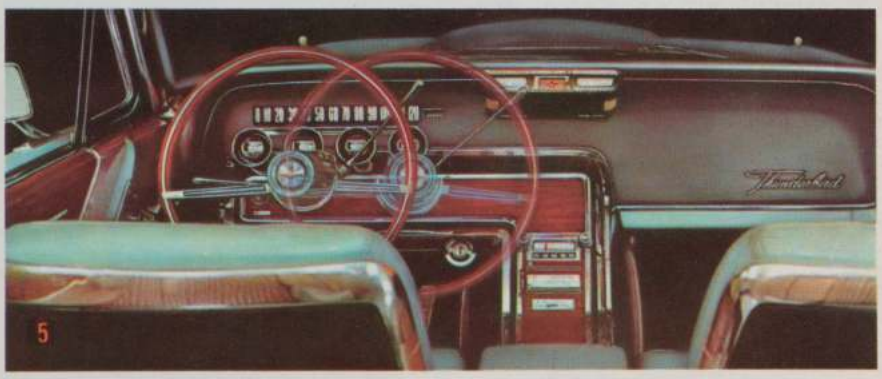
5. **FLIGHT-DECK INSTRUMENT PANEL (shown in Landau).** Instrumentation, controls have jet-age efficiency and style. Swing-Away steering wheel with padded hub is but one example of the luxury equipment which comes standard on every Thunderbird.

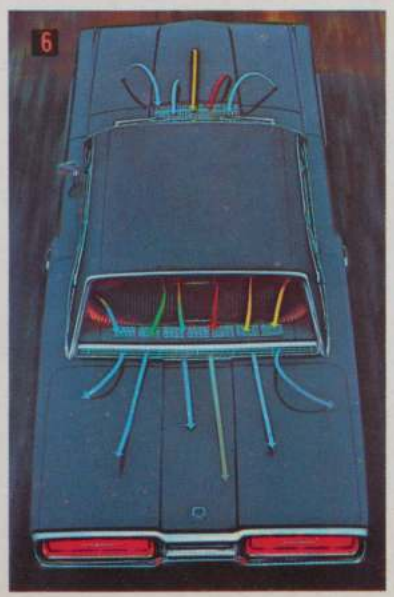
6. **SILENT-FLO VENTILATION SYSTEM.** A trend-setting Thunderbird idea. Controlled stream of fresh air flows through the car. Smoke, stale air are expelled through rear outlet. Windows rolled up, you enjoy a ride free of outside noise, the freshest air regardless of the weather. (Hardtop and Landau.)

7. **DEEP-WELL TRUNK.** All-new trunk design with deep-well center section permits luggage to be loaded upright. Adds greater ease, even more convenience to Thunderbird travel.











TWICE-A-YEAR (or 6,000-mile) MAINTENANCE. The '64 total performance cars from Ford go 36,000 miles or 3 years* between major chassis lubes; 6,000 miles or 6 months between oil changes and minor lubes. In fact, every '64 car built by Ford 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 a great service combination you can get nowhere else! Other '64 Ford service savings include: engine coolant-antifreeze, installed at the factory, good for 36,000 miles or two years; self-adjusting brakes; aluminized mufflers; and galvanized vital underbody parts to resist rust and corrosion.

*Except Extra-Duty Wagons each 6,000 miles or 6 mos.; Thunderbird each 100,000 miles or 3 yrs.

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Try TOTAL PERFORMANCE
For A Change!

FORD

Falcon • Fairlane • Ford • Thunderbird

PRODUCTS OF
Ford
MOTOR COMPANY

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The 1964 Ford Finder

2-DOOR SEDANS


Falcon*


Falcon Futura


Fairlane


Fairlane 500


Ford Custom


Ford Custom 500


Ford Galaxie 500

4-DOOR SEDANS


Falcon*


Falcon Futura


Fairlane


Fairlane 500


Ford Custom


Ford Custom 500


Ford Galaxie 500

2-DOOR HARDTOPS


Falcon Futura


Falcon Futura Sports Coupe†


Falcon Sprint†


Fairlane 500


Fairlane 500 Sports Coupe†


Ford Galaxie 500


Ford Galaxie 500/XL†


Thunderbird†


Thunderbird Landau†

4-DOOR HARDTOPS


Ford Galaxie 500


Ford Galaxie 500/XL†

CONVERTIBLES


Falcon Futura


Falcon Futura Sports Convertible†


Falcon Sprint†


Ford Galaxie 500


Ford Galaxie 500/XL†

STATION WAGONS


Falcon 2-Door


Falcon 4-Door


Falcon Deluxe 4-Door


Falcon Squire


Fairlane Ranch Wagon


Fairlane Custom Ranch Wagon


Ford Country Sedan


Ford 9-Pass. Country Sedan


Ford Country Squire


Ford 9-Pass. Country Squire

EXTRA-DUTY WAGONS

Falcon Station Bus

Falcon Club Wagon

Falcon Deluxe Club Wagon

*Convenience Package available †Bucket seats and console standard