

# 'Total Performance' Stressed by Ford

Total performance in a completely restyled package, with three distinctive new roof lines and a roomier interior, keynote the Ford for 1964.

"All 16 models in the 1964 Ford lineup — including the uniquely styled 4-door hardtop models — are designed to combine an exterior look of greater luxury with still more of the luxury engineering features that have made the 1964 Ford our best seller," said E. F. Laux, Ford Divisional general marketing manager.

Laux said the vehicle has been redesigned inside as well to reduce the front compartment tunnel size by one-third and to increase headroom and seat height over 1963 by as much as an inch.

**DURABILITY** and ride improvements are only part of the total performance features designed and built into the Ford for 1964, Laux pointed out. He said that as a result of regular testing and knowledge gained through competitive events, all engines have longer lasting main bearings and better oil distribution for longer engine life.

New in the Ford power lineup for 1964 is a Thunderbird Special 852 CID V-8 with 4-barrel carburetion rated at 250 horsepower and offering both good performance and good economy on regular fuel.

Five engine choices, four different transmissions and five rear axle ratios in specified combinations complete a choice of performance-economy options designed to tailor a 1964 Ford to every customer's exact driving requirements and preferences.

The Cruise-O-Matic Dual Range three-speed transmission is available for the first time in 1964 with all engines except the Thunderbird High Performance 427. This tried and proven design provides a choice of low gear start for maximum acceleration and of second gear start for smoother, non-skid start-up in ice, snow or rain.

**THE THREE SPEEDS** provide sparkling performance and the second gear provides a "kick-down" for passing at speeds up to 65 miles an hour compared to slightly over 50 miles an hour for two-speed automatics.

The three-speed, manual shift, all-synchromesh transmission introduced last year is again standard on all 1964 Fords except 500/XL models and those powered by the Thunderbird High Performance 427 CID V-8 engine.

The fully-synchronized forward gears permit smooth, effortless shifting—even into low gear when the car is moving — to make all three gears usable at appropriate car speeds as desired.

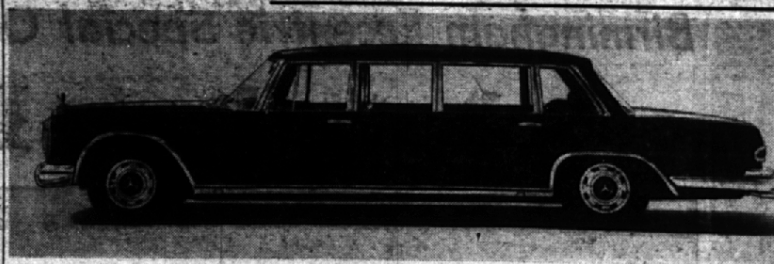
Added to the three year or 36,000-mile major lubrication interval pioneered on the Ford last year are new extended-life headlamps. Together with a new, longer life battery, they add a more dependable lighting and electrical supply to the reduced maintenance features. The "24-24" total car warranty—for 24 months or 24,000 miles, whichever occurs

first — is continued for the 1964 Ford.

**THE QUALITY** and luxury look of the completely restyled 1964 Ford line is keynoted by a three-dimensional, horizontal bar grille. Widely-spaced dual headlamps and a full-depth and full wrap-around bumper give the cars a lower, wider and more massive front end appearance.

The outboard headlamps extend slightly beyond the sides of the body and are faired into the body contour for a richly sculptured look of motion.

A sharply delineated character line sweeps from the outer edge of the grille to the upper edge of the rear bumper. Lower on the body side is another sculptured line, artfully integrated to accent the wheels and to dramatize the lithe and luxurious look of all new Fords.



## Luxury Limousine

The new Grand Mercedes, an elegant, international limousine is powered by a new 300 h.p. fuel-injected V-8 engine. Air suspension system and shock absorbers, ad-

justable by remote control even while traveling to meet changes in road conditions, are unique features of the new model.

New 1964 Pontiac accessories include a back window defogger, removable luggage carrier for sedan models and roof or dock mounted ski racks.

Bucket seats, so popular on sports cars, are standard equipment on the 1964 Valiant Signet hardtop.

A new Pontiac accessory in 1964 is the back-window defogger using a blower motor to direct air through a vaned grille to the back window.



## Opel Kadetts At Auto Show

Buick will have two exhibition areas at the Auto Show—a separate one for the new line-up of 1964 Opel Kadetts which go on public display at selectively located Buick dealerships for the first time in the United States Friday before the show opens.

The Kadett is a new small car, about a year old, General Motors-built and imported from West Germany. It will be shown in the three available two-door models, all 154.5 inches long on a 91.5-inch wheelbase — a sedan, a station wagon and a sports coupe. Sedan and wagon have 48-horsepower engines, coupe 54-horsepower.

Kadett distribution is through approximately 400 Buick dealerships selectively located in the U.S., approximately 20 in the Detroit Zone.

## DETROIT AUTO SHOW

DETROIT ARTILLERY ARMORY

JANUARY 16 - January 26