1964 Fairlane Offers Performance, Economy

From a full range of Indianapolis-proven engines to action-behind-the-scenes new styling, the 1964 Fairlane offers more than ever a full measure of performance and economy in a family-sized package.

The dynamic new line of the 1964 car is complemented by a selecton of four engines, three of which are of the same basic design as the V-8 which powered the Lotus cars to second and seventh place finishes in the 1963 Indianapolis 500-mile Memorial Day Classic.

The engines in the lineup are the 210- and 200-cubic-inch Six-cylinder engines and two 200-cubic-inch V-8s. Transmissions available with the engines include a three-speed manual, the Fordomatic two-speed automatic, overdrive, four-speed alernacolumn manual floor shift, and a new Dial Range-O-Matic automatic.

THE 1964 Fairlane model lineup includes 2- and 4-door sedans and 2- and 4-door Ranch Wagon in the Fairlane Series. The Fairlane 500 series includes 2- and 4-door sedans, a 4-door hardtop, a 2-door sports coupe, and a 4-door Custom Ranch Wagon.

The new Fairlane station wagons feature generous cargo dimensions (greater than some "full-size" station wagons), a large storage compartment (optional at extra cost), E- and passenger capacity, ride and handling characteristics suitable for family sedans, and a wide range of engine-transmission combinations.

Styling changes in 1964 Fairlane include a new roof for a wider, lower appearance which retains the popular Thunderbird design. The rear quarter panels present a smoother top appearance while the sides are highly sculptured. A simulated air scoop flows into a prominent vent to blend with the round taillights.

A NEW GRILLE gives the 1964 Fairlane positive Ford identification. In combination with new front fender bumpers of greater depth and wrap-around, the front end carries out the "more substantial" theme of the car.