"Total Performance" Stressed by Ford

Total performance in a completely new generation of all three distinctive new Ford lines and a complete interior, highlights the Ford for 1964.

"All 26 models in the 1964 Ford Range— including the uniquely styled 4-door hardtop models—are designed to combine an exterior look of greater luxury with new features that have made the 1964 Ford our best-seller," said E. R. Olds, Ford's general marketing manager.

Ford said that the car has been redesigned inside and out, reducing the exterior of the sedan by nearly by one-third to increase headroom and overall height over 1963 as much as 10 percent.

DURABILITY and side improvements are only part of the total performance improvement, synthetic in all new Ford for 1964. Looked pointed out. Jeev added that as a result of regular testing and knowledge gained through competitive events, all engines have longer lasting anti-seize bearings and improved oil distribution to extend engine life.

New in the 1964 Ford lineup, for 1964 is a Thunderbird special 390 CID V-8 engine. The special power plant is lifted at 350 horsepower and offering both great performance and good economy on regular fuel.

Five manual choices, four different transmissions, and five rear axle ratios available in 1964 models make it a combination of 1964 Fords, to suit 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. It is available only with manual shift in 1964 Fords, except for the Thunderbird High Performance engine, which uses a 4-speed manual shift.

The Cruise-O-Matic forward gears permit smooth, effortless shifting, yet the new models offer a choice of low gear start for maximum acceleration and second gear for smoother, faster stop/start in low, sport, or rain.

Three speeds, normal shift, all synchromesh transmission introduced last year is again standard on all 1964 Ford models except the Thunderbird High Performance engine and those powered by the Thunderbird High Performance engine.

The fully synchronized forward gears permit smooth, effortless shifting, yet the new models offer a choice of low gear start for maximum acceleration and second gear for smoother, faster stop/start in low, sport, or rain.

Opel Kadett

At Auto Show

Buick will have two exhibits in the Auto Show—a separate one for its new line of 1967 Opel Kadett, which is on display, at a selectively located exhibit. Other exhibits are located in Buick dealerships in different parts of the United States, and the exhibit will open in all major American cities.

The Kadett is a small car, about 18 feet long, with a typical German-specific interior, and is produced in West Germany. It will be shown in the exhibit at the Detroit Auto Show, along with the all-available two-door sedan. All 54 models—sedan, station wagon, and convertible models, among others, will be featured.

Kadett distribution is through exclusive dealers, about 10 to 15% of the total number of dealers, in the U.S. approximately 20 in the Detroit area.