



THE MERCURY FOR 1965.
Three inches longer with a look of formality.

Mercury Changes Biggest In 26-Year History of Line

The 1965 Mercury, three inches longer and more luxurious than in 1964, presents the most extensive change in the 26-year history of the car.

Conceived, developed and crafted in the Lincoln Continental tradition, the new Mercury brings to the medium-priced field new standards of comfort and engineering excellence.

Even in its styling, the Mercury for 1965 resembles the Lincoln Continental with its clean, classic look of elegance and formality.

THE NEW Mercury has a 129-inch wheelbase, is 218.4-inches in overall length and features new frame design, front and rear suspension, and rigid body construction.

"Lincoln-Mercury is the only division offering products in the medium-price field that also has long experience and acceptance in the luxury field," said Paul F. Lorenz, Ford Motor Company vice president and division general manager.

With the new Mercury, we now are offering the same successful concepts that were developed for the Lincoln Continental in the luxury field."

The 1965 Mercury will go on sale in Lincoln-Mercury dealerships Friday.

The Mercury will be available in a broad selection of 15 models in three series, Monterey, Montclair and Park Lane. There will be six roof lines, including the Breezeaway

four-door sedan, again unique in the industry. Other roof lines are the conventional two-door and four-door sedan, a formal four-door hardtop, a two-door fastback hardtop, plus the convertible and the station wagon.

The appearance of the Mercury, which is unlike any predecessor model, is dominated by slim blade-like front fenders and flat, uncluttered side panels, similar to the Continental. Slender parking lights at the extreme edge extend from bumper to fender top. Tall, vertical taillights frame the wide, clean trunk lid, so that the crisp rear appearance complements the front styling character.

MERCURY'S REPUTATION as an outstanding road car is strengthened for 1965 with important engineering advances in body, frame, suspension and steering. The overall design nests the body deep into the new torque box frame, increasing the floor space and the body interior height, while the overall height of the car is decreased.

Better balanced road stance is obtained by increasing tread to 62 inches, up one inch in front and two inches in rear. New front and rear suspensions improve roadability. The drag strut front suspension permits compliance fore and aft when the front wheels encounter uneven road surfaces. The rear suspension is a new coil spring cushion-link design which gives a softer ride than the leaf springs formerly used in the Mercury.

Important improvements in steering include a reduction in overall steering ratio and a new power steering system with integral gear design and new power steering pump. Wheel diameter is increased from 14 to 15 inches, contributing to better braking and longer brake lining life. Low-profile tires lengthen tire life.

A new emergency signal system, which puts front and rear parking lights on a flasher cycle, is available for all models. Another safety feature is a mechanical switch mounted on the brake pedal arm which turns on the stop lights when the car decelerates.

In addition to Mercury's sturdy door locks, an automatic vacuum-powered door lock system is available. And automatic speed-controlled rear door locks, which are actuated when the car reaches eight miles an hour, are offered also. Safety seat belts are installed at the factory and may be obtained with reels so they retract when not in use.

MERCURY AGAIN offers its husky 300-cubic-inch displacement V-8 engines as standard in all models. They are teamed with standard three-speed manual transmissions, three-speed automatic and four-speed manual transmissions to suit all driving conditions and driver preferences. Horsepower ranges from 250 to 330. A higher performance optional engine of 427-cubic-inch displacement is available with

Rambler Boasts 29 Models, Seven Engines in 1965 Cars

American Motors offers three distinctively different lines of 1965 Rambler cars with the widest selection of models and performance choices ever offered by the company.

Each of the three lines—Ambassador, Classic and American—is on a separate wheelbase and each has its own strong "curbstone" identity.

There are 29 models and seven engines offered in the three Rambler lines for 1965. They include:

• **AMERICAN**—8 models, including two and four-door sedans, four-door station wagons, convertibles and two-door hardtops. Engines include six-cylinder 125-horsepower L-head, 125-horsepower overhead valve and 155-horsepower Torque Command.

• **CLASSIC**—11 models, including two and four-door sedans, four-door station wagons, convertibles and two-door hardtops. Engines include six-cylinder 125-horsepower Torque Command, 155-horsepower Torque Command, 198-horsepower V-8 and 270-horsepower V-8.

• **AMBUSSADOR**—8 models, including two and four-door sedans, four-door station wagons, convertibles and two-door hardtops. Engines include six-cylinder 125-horsepower Torque Command, 155-horsepower V-8 and 270-horsepower V-8.

The '65 Ambassador, longer and more luxurious, features all new exterior and interior styling. The wheelbase has been increased four inches to 116 inches. The top volume Classic, which retains a 112-inch wheelbase, also is all-new in appearance.

Styling of the American, which recorded a sales gain of more than 40 per cent during the past model year after undergoing a complete body change, has been tastefully

two four-barrel carburetors. It is rated at 425 horsepower.

The accelerator pedal is suspended, allowing greater flexibility of foot angle and eliminating binding and dirt collection which occurs with conventional pedals attached to the floor.

An interval selector windshield wiper which provides intermittent action for light rains and continuous wiper action for downpours is standard on the Montclair, Park Lane and Colony Park and optional on other models. An adjustable tilt steering wheel is available as a driver convenience.

refined. The American wheelbase of 106 inches is unchanged.

IN ADDITION to the wider selection of models, the 1965 Rambler offers a broader choice of engines—including a high-performance, seven-main-bearing "Torque Command" six-cylinder engine in all three lines.

All of Rambler's long-life and safety features such as advanced unit construction, ceramic-armored exhaust system and double safety brakes have been carried over to the 1965 models, and are augmented by many new features for improved operating economy and durability, including alternators as standard equipment on Americans in addition to other lines, optional front disc brakes on Classics and Ambassadors and elimination of the 1,000 mile engine oil and filter change and new oil inspection.

"Weather-Eye" heaters will be standard equipment throughout the Rambler lines.

Both outside and inside, the 1965 Ambassador is completely restyled and imparts a look of luxury.

EXTERIOR STYLING is highlighted by a bold extruded aluminum horizontal grille with new vertically mounted dual headlights, a longer hood, sculptured side panels, and full-height vertical tail lights which complement the headlight arrangement.

Full-length chrome trim caps the crown of the side and fender panels, extending from the V-shaped profile of the front fenders to the tail lights to silhouette the all-new side appearance.

Interior styling is set off by a new instrument panel which features two large circular instrument dials, one housing the speedometer and the other fuel and temperature gauges, and alternator and oil warning lights.

The new intermediate Classic line also has been completely restyled with overall length increased three inches on station wagons and five inches on other models.

ALL OF THE added inches are in the rear area, creating a more balanced appearance and increasing trunk cargo space by about 1½ cubic feet for a total of over 15 cubic feet.

The horizontal dual headlight theme has been retained on the Classic line, with the headlights mounted in new circular-shaped

anodized aluminum housings which blend into a bold new "fine-line" extruded aluminum grille.

Two raised sculptured sections are features of the new hood which is styled in a fashion that gives the hood a longer, more massive appearance.

Large, single headlights and a restyled grille provide a strong front end identification for the 1965 American, the original car.

THE "FINE LINE" grille has six horizontal bars with three vertical divisions, contributing to the bolder front end appearance.

New and larger tail lights give the American sedans, hardtops and convertibles a more "important" rear appearance. Tail lights on American station wagons are of the wrap-around variety.

Six-cylinder engines and manual, three-speed transmissions are standard on all Rambler lines for 1965 with strong emphasis on the high-performance Torque Command engine.

A 155-horsepower Torque Command engine is standard on Ambassador models, a 145-horsepower Torque Command engine is standard on Classic 660, 770 and 770-H models, and a 128-horsepower Torque Command engine is standard on Classic 550 models.

The 155-horsepower Torque Command is also available as an option on all Classic models, a 200 on American models with automatic transmissions. Two optional V-8 engines, rated at 198 and 270-horsepower are offered in the Ambassador and Classic series.

POWER PLANTS for the American line include a 90-horsepower L-head standard on 220 and 330 models, and a 125-horsepower overhead valve engine standard on 440 and 440-H models, optional on 220 and 330 models.

Transmission options include overdrive and Flash-O-Matic automatic on all models plus Twin-Stick and Shift-Command floor mounted transmissions on models equipped with slim bucket seats and console.

Disc brakes, long popular on light European racing cars for their fade resistance and immunity to water, have been developed to handle the higher weight of American passenger cars. Front wheel disc brakes are standard on 1965 Thunderbirds and optional on 1965 Mustangs.



2+2 FASTBACK MUSTANG
Joins hardtop and convertible models for 1965.

New Fastback Mustang Joins Earlier Models

The Mustang, announced in hardtop and convertible models by Ford Division as the first of its 1965 cars last April, continues with an added third model—the "2+2" fastback.

The new Mustang provides seating for four. Fold-down rear seats permit added luggage—including skis and other lengthy equipment—to be carried inside the car with driver and passenger.

The Mustang 2+2 also features functional air louvers styled into the rear roof quarter-panels for an efficient, flow-through ventilation system permitting window-up driving free from wind noises and drafts in nearly all kinds of weather.

The smooth-flowing roof line curves gently from the passenger compartment into the rear deck, accenting the many sports and convenience options.

ALL MUSTANGS offer, as standard equipment, such sports and luxury features as bucket seats, molded nylon carpeting, floor-mounted shift for both manual and automatic transmissions, all-terrain tires, padded instrument panel and full wheel covers.

Mustang options available to the performance-minded include a selection of three V-8 engines with up to 271 horsepower, 4-speed transmission, quick-ratio steering, Rally-Pac with tachometer and clock, limited-slip differential and a special handling suspension and sports tires.

The new Mustang 2+2 joins the 1965 Mustang hardtop and convertible models in Ford dealer showrooms Friday.

The front compartment of the Mustang fastback is styled identically with hardtop and convertible models except that the headlining and padded sun visors are color-keyed to the interior trim. An all-vinyl trim in a new color, Ivy Gold, is added for all Mustangs, raising the selection to six.

The rear compartment of the new Mustang has a seat styled with the appearance of two bucket seats. Releasing a latch permits folding the seat back and package tray forward over the rear seat cushion to provide a flat load floor.

THE LOAD floor panels are trimmed with chrome and upholstered with color-keyed nylon-rayon carpeting for durability. Color-keyed fiberglass panels that resist scuffing extend along the sides and into the rear corners of the load area.

The rear vertical panel behind the load floor separates the trunk from the load area for the safe storage of valuables. When desired, the panel may be swung upward after releasing a lock inside the luggage compartment. This creates a compartment 78 inches long from the rear of the trunk to the rear of the front seats.

A 200-cubic-inch six-cylinder engine and a 289-cubic-inch V-8 replaced the 170 CID six and the 260 CID V-8 as running changes for all Mustangs some weeks ago.

Front-wheel disc brakes also are new options for all Mustangs, as are an emergency flasher and chromed steel wheels styled with exposed lug nuts for a sports appearance without wheel covers.

An alternator and improved battery are standard equipment on all Mustangs as well as a theft-resistant fuel filler cap and an adjustable passenger seat.



ment:

ely new kind of Mercury
tinal tradition

We predict that the reaction of many people when they first see a 1965 Mercury drive by will be: "What car is that?" Mercury is that new. The look is new. Completely. Low, sleek, beautifully proportioned. (Notice the long, low proportions of the hood, the full-width grille, the unique pillar lights on the front fenders.) The ride is new. It's smoother, solidier, quieter. Inside, there's an extensive selection of optional equipment for personal customizing—luxury features once reserved only for the most

expensive cars. The idea behind all this newness is to bring you the most luxurious, best-riding car in its field... a Mercury that accurately reflects the Lincoln Continental tradition. We invite you to see how well the idea works—at your Mercury dealer's. We think you'll agree, no medium-price car has ever come so close in luxury to the high-price class.



Mercury

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