



Comet

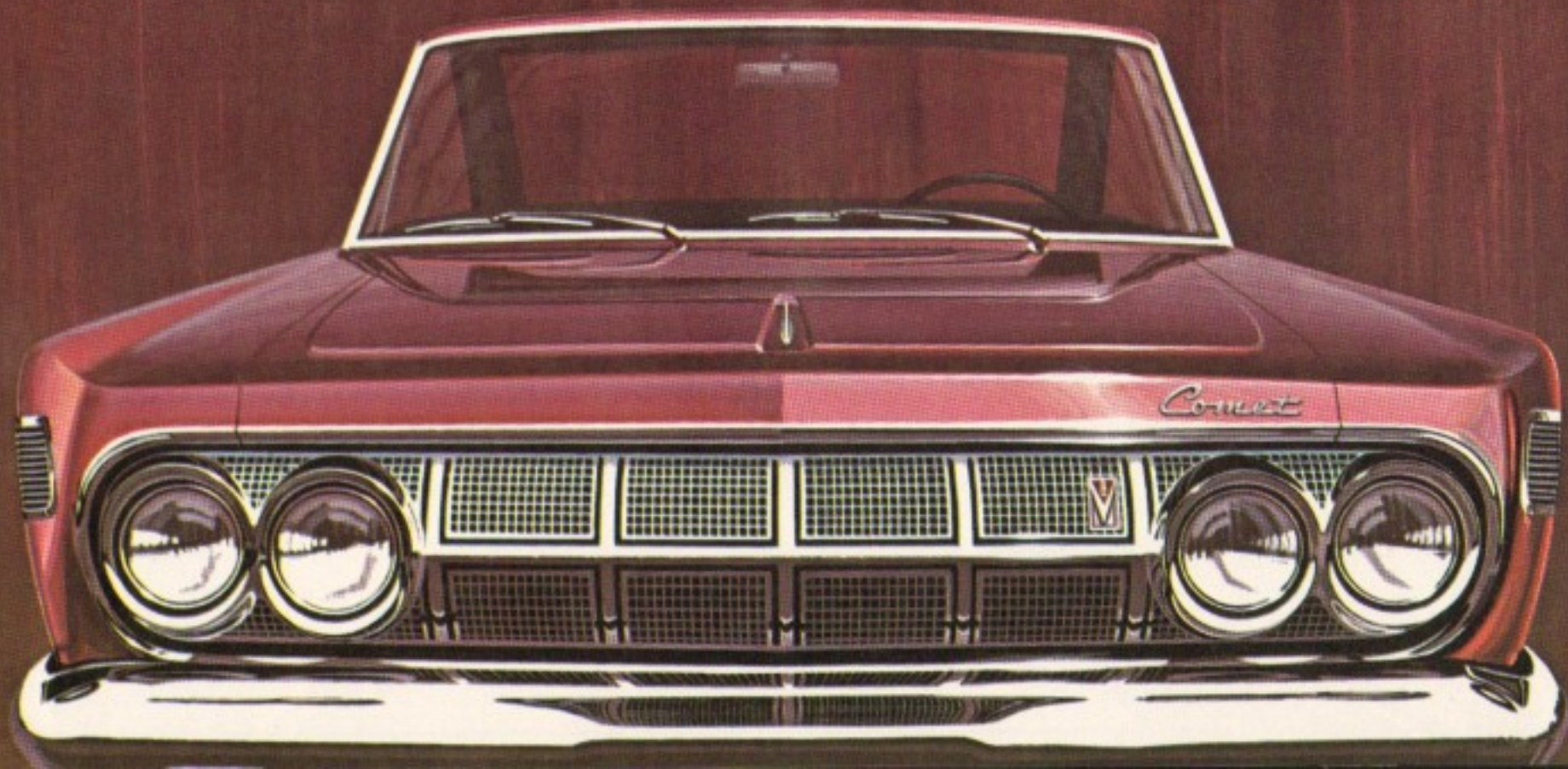
A MERCURY PRODUCT



Comet

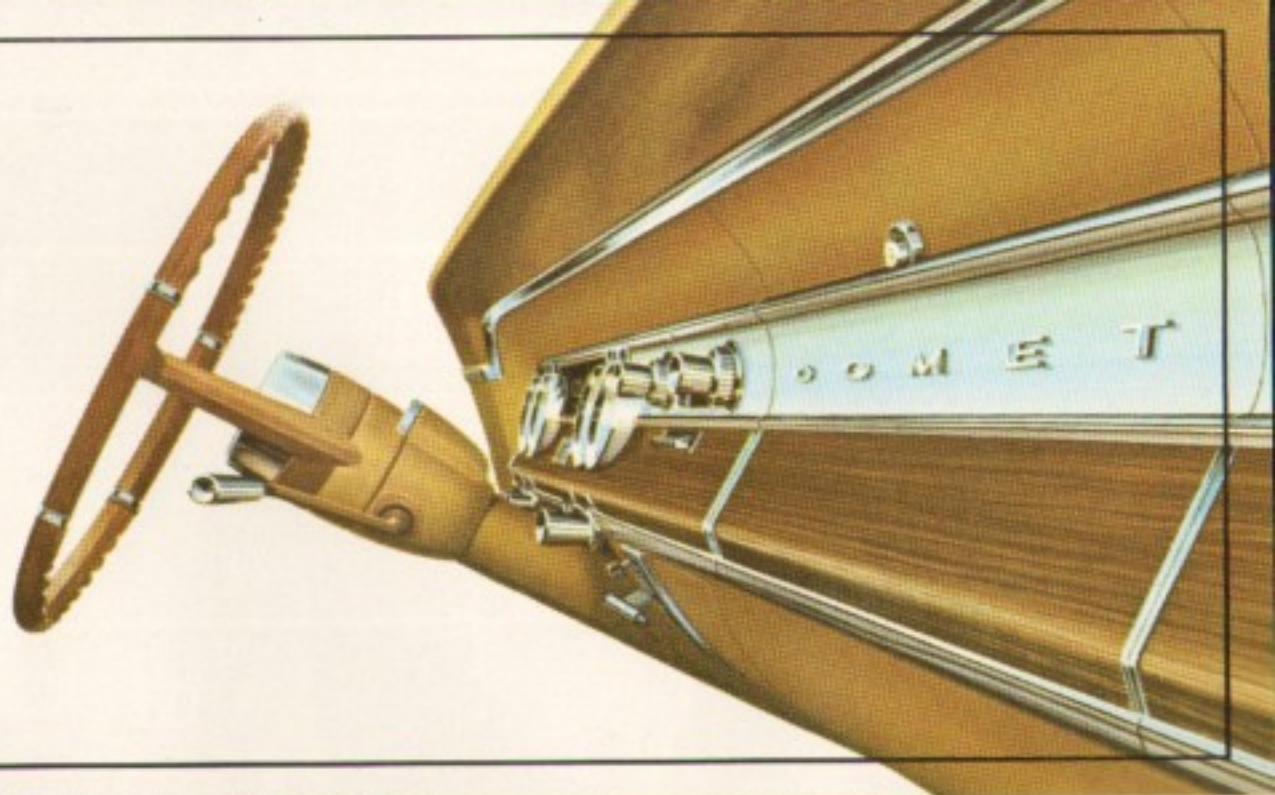
HERE IS A TOTALLY NEW KIND OF COMET—BOLD, POWERFUL, SOLID, LUXURIOUS—EVERY BIT AS HOT AS IT LOOKS!

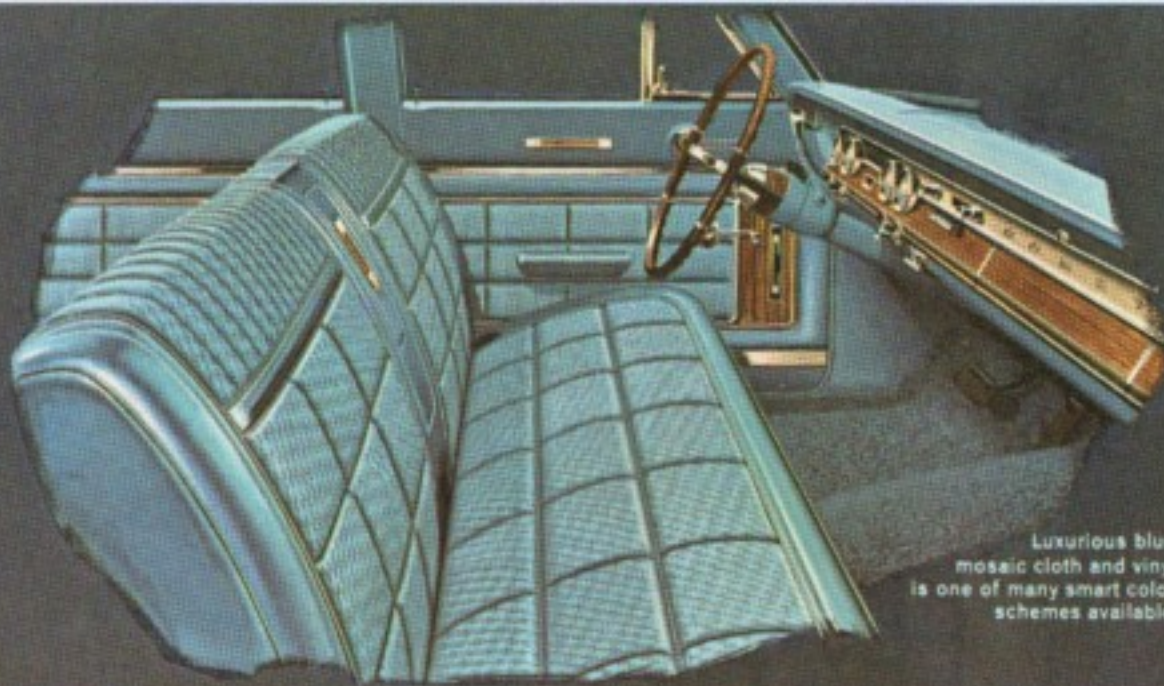
There has never been a Comet like this before! Bigger, broader and racier than ever. Hotter, with two 6's and two V-8's to choose from, topped by an optional Cyclone Super 289 cu.-in. V-8. Three beautiful series...luxurious Caliente, 404 series and economical 202 series. Convertibles, station wagons, hardtops and sedans. Sporty options like individually adjustable bucket seats, 4-speed floor-mounted stick shift. Fine-car options like power steering and brakes, AM-FM radio, air conditioning. And leading the bright parade is Caliente, hottest new Comet of them all—with rich luxury in interiors, with walnut-grained steering wheel, door panels and instrument panel. It's all in the '64 Comet—a Mercury product!



Comet Caliente

Caliente interiors are bound to set a new standard for luxury and good looks! Warm, tawny tones of walnut in instrument panel, door panels and steering wheel . . . chamois-soft vinyls and luxurious fabrics . . . deep foam padding in front and rear seats . . . rich deep-loop, seamless floor carpeting . . . padded instrument panel . . . 16" steering wheel . . . courtesy-safety lights mounted in the doors . . . long, foam-padded armrests . . . glove box lock . . . cigarette lighter and front and rear ashtrays—all are outstanding marks of luxury that set the 1964 Comet Caliente beautifully apart from any other car in its field.





Luxurious blue mosaic cloth and vinyl is one of many smart color schemes available.

Comet Caliente

Slip behind Comet's slimly tailored steering wheel. Trigger the ignition. Rev up your pick of Comet's turnpike-proved engines including two sizzling V-8's and two thrifty 6's. Get set to move out (take your choice of advanced transmissions, including a 4-speed floor-mount gearbox and new 3-speed Multi-Drive Merc-O-Matic). Now—let 'er go! You'll find the going's really great with Comet's new 20-gallon fuel tank, performance-minded chassis design, 14" wheels, and new wide stance that gives the car its cat-like grip on the road. This is command performance, at its very best, bold and saucy . . . every bit as hot as it looks!



Comet Caliente

Caliente in any language means hot, and this Comet lives beautifully up to its name! You see it in the poised-for-action profile, with brushed-aluminum applique that sweeps dramatically back full length to emphasize the projectile theme. You feel it in the robust way this car goes, in its authoritative command of the road, thanks to a new, wider stance that lets you take turns as though they weren't there. You hear it in the purr of new, turnpike-powered Cyclone V-8's, with fully synchronized 3-speed manual transmission as standard equipment. It all adds up to a bright new peak of performance in Comet's class!



Individually adjustable bucket seats add fashionable sports-car flair in this crush-grain all-vinyl interior.



Comet Caliente

Cars are for people and Comet for 1964 is built with people in mind! Comet interiors are people-size . . . Comet appointments combine function with beauty. You'll praise the close attention to details. For example, the careful design of steering column length and wheel diameter to give the driver plenty of comfortable clearance behind the wheel . . . extra head room in sedans and hardtops, increased leg room, more room for rear passengers' knees, more room to ease in and out. For convertible convenience—Comet's power-operated top is standard equipment.



Chamois-soft black vinyl smartly contrasts with the tawny warmth of walnut-grained trim in this Caliente interior.





COMET 404 TWO-DOOR SEDAN (also available in four-door model)

Comet 404

Introducing Comet's dashing new mid-series for 1964—fresh new beauty, elegant styling and custom appointments—all at a remarkably slim and saving price without sacrifice in performance and quality. There is invisible

quality, too, that makes Comet so easy to care for. Service-savers like self-adjusting brakes, 6,000-mile oil change intervals, Super-Enamel finish. In addition to the 2-door sedan, the 404 series includes a 4-door sedan.



Individually adjustable bucket seats in palomino color scheme optional in 404 2-door sedan.



Cool tones of turquoise richly blend the vinyl and nylon-faced jet stream fabrics in this 404 interior.



COMET 202 FOUR-DOOR SEDAN (also available in two-door model)

Comet 202

Here is Comet's bold and massive new look at its lowest cost . . . elegantly styled and fully appointed even to horn bar, courtesy lights, cigarette lighter, front-and-rear armrests and ashtrays—everything to let you travel in comfort! Comet 202, available in two- and four-door sedan models, boasts such quality features as bright-finish windshield and back window moldings . . . sporty triple taillight groupings . . . sculptured side panels . . . full-width, deep-guard bumpers—and many more fine-car features all standard. All engines ('6' or V-8's) are available in the 202 series.



202 interior in black domino cloth and vinyl shows Comet interior flair.



Foreground: COMET VILLAGER STATION WAGON Upper: COMET 404 STATION WAGON (also available in 202 series)

Comet STATION WAGONS

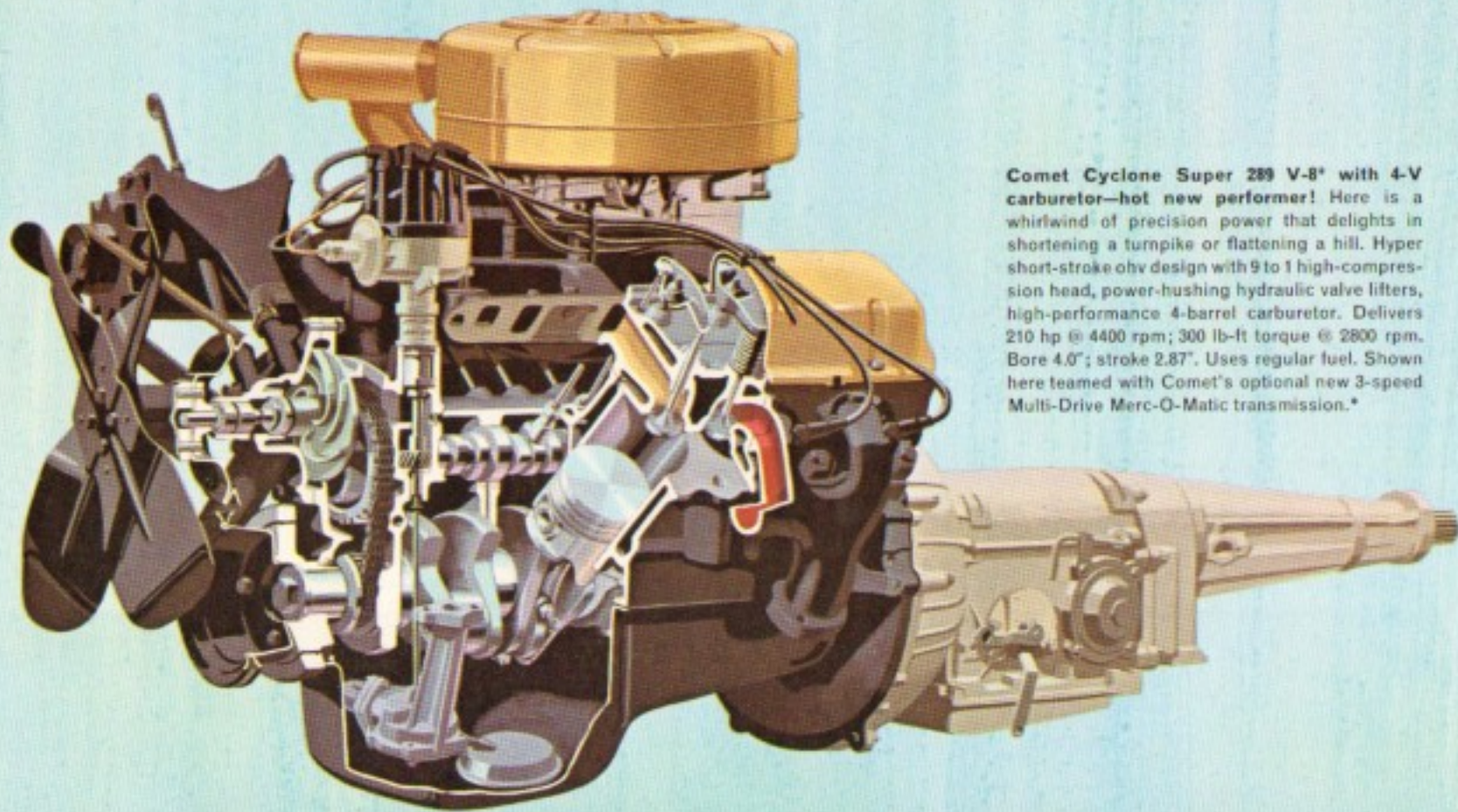
What a wonderful way to get away from it all—or take it all with you—in an all-new Comet station wagon for 1964! As adventurous as they look, these wagons will travel at the flick of a tailgate. There's a new high in performance,

too. Lots of load space (78.5 cu. ft.) . . . a wide range of power and options—all at remarkably low price. The Comet Villager has rich mahogany-toned side panels, power-operated rear window and deep-loop carpeting.

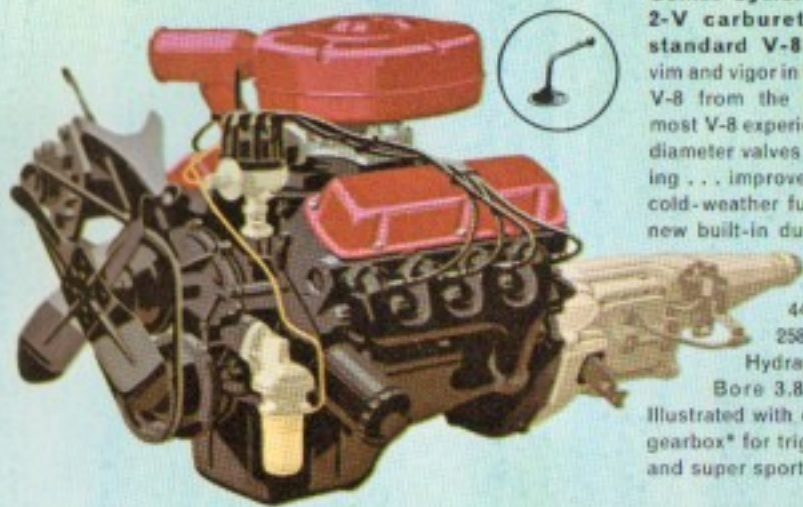


Red crush-grain all-vinyl shown in Villager station wagon interior. Vinyl headlining and wall-to-wall carpeting add more elegance. Vinyl stays new longer, resists soil marks.

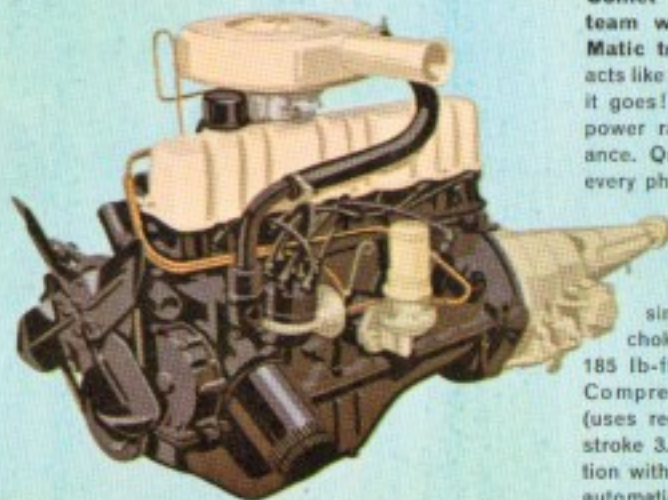




Comet Cyclone Super 289 V-8* with 4-V carburetor—hot new performer! Here is a whirlwind of precision power that delights in shortening a turnpike or flattening a hill. Hyper short-stroke ohv design with 9 to 1 high-compression head, power-hushing hydraulic valve lifters, high-performance 4-barrel carburetor. Delivers 210 hp @ 4400 rpm; 300 lb-ft torque @ 2800 rpm. Bore 4.0"; stroke 2.87". Uses regular fuel. Shown here teamed with Comet's optional new 3-speed Multi-Drive Merc-O-Matic transmission.*



Comet Cyclone 260 V-8 with 2-V carburetor—improved standard V-8! There's new vim and vigor in this pace-setting V-8 from the maker with the most V-8 experience. New large-diameter valves for freer breathing . . . improved carburetor for cold-weather fuel economy . . . new built-in durability . . . Uses regular gas. Delivers 164 hp @ 4400 rpm; torque: 258 lb-ft @ 2200 rpm. Hydraulic valve lifters. Bore 3.8"; stroke 2.87". Illustrated with optional 4-speed gearbox* for trigger-quick shifts and super sports-car action.



Comet 200 "6"—designed to team with Comet's Merc-O-Matic transmission. This "6" acts like a V-8 and that's the way it goes! Low weight to horsepower ratio for brisk performance. Quality checked through every phase of design, production and assembly to provide dollar-saving, long-life operation. Hydraulic valve lifters; single exhaust; automatic choke. 116 hp @ 4400 rpm; 185 lb-ft torque @ 2400 rpm. Compression ratio 8.7 to 1 (uses regular gas). Bore 3.68"; stroke 3.13". Shown in illustration with Merc-O-Matic 2-speed automatic transmission.*

Engines	Comet 170 "6"	Comet 200 "6"	Comet Cyclone 260 V-8	Comet Cyclone Super 289 V-8*
Transmissions				
3-speed manual	•		•	(a)
4-speed manual floor shift*			•	(a)
Merc-O-Matic 2-speed*		•	•	
Multi-Drive Merc-O-Matic*			•	•

*Optional at extra cost.

(a) To be introduced during model run.

Comet

Not illustrated, Comet 170 "6"; 101 hp @ 4400 rpm; 156 lb-ft torque at 2400 rpm. Hyd. lifters; auto. choke; 8.7 to 1 c.r.; bore 3.5"; stroke 2.94".



AM/FM radio—Just a simple flip of the button and you easily change from standard bands to wide-range, static-free FM reception. This fully transistorized radio has automatic frequency control.



Color-keyed safety seat belts—Here is the sensible, comfortable way to drive, with added safety for all car occupants. Belts are individually adjustable in a wide color choice for both front and rear seats.



Let power steering take a turn—Takes all the hard work out of steering—yet lets you retain a "feel" of the road. You'll experience a fine sense of control at all times and be an "expert" at parking.



Tons of stopping power at a toe touch—New power brakes for 1964 relieve the effort of stop-and-go driving, give you extra confidence as you drive—all with just the slightest pressure on the pedal.



The custom look of gleaming stainless steel—These smartly designed deluxe wheel covers add more attention-getting style to your Comet and actually make it easier to keep the wheels clean.



Weather forecast: "Fair and Comfortable"—This air conditioner in your 1964 Comet will get you to your destination feeling as fresh and clean as when you started—circulates cool, clean air by the carload.

ACCESSORIES TO BRIGHTEN YOUR DRIVING

SERVICE-SAVERS TO LIGHTEN YOUR CARE!

Comet



6,000 miles or 6 months, whichever comes first, between oil and oil filter changes.



Former 12,000-mile body lubrication (locks, hinges, etc.) eliminated. Service as required.



Brakes properly adjust themselves equally, mechanically throughout life of the linings.



Rust-proofed rocker panels and aluminized muffler give protection against the elements.



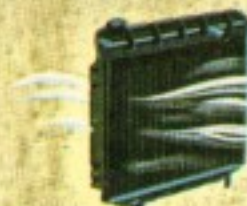
36,000-mile/3-yr. major chassis lubrication and fuel filter change intervals save money.



Front wheel bearings adjusted to allow 24,000 miles (2 yrs.) or more between checks.



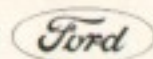
Final double coat of gem-hard baked-on Super-Enamel finish takes 11 careful steps.



New high-efficiency fins in Comet radiator keep engines at optimum temperature level.

1964 *Comet*

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MOTOR COMPANY

LITHO IN U.S.A.

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