

# 1963 MERCURY

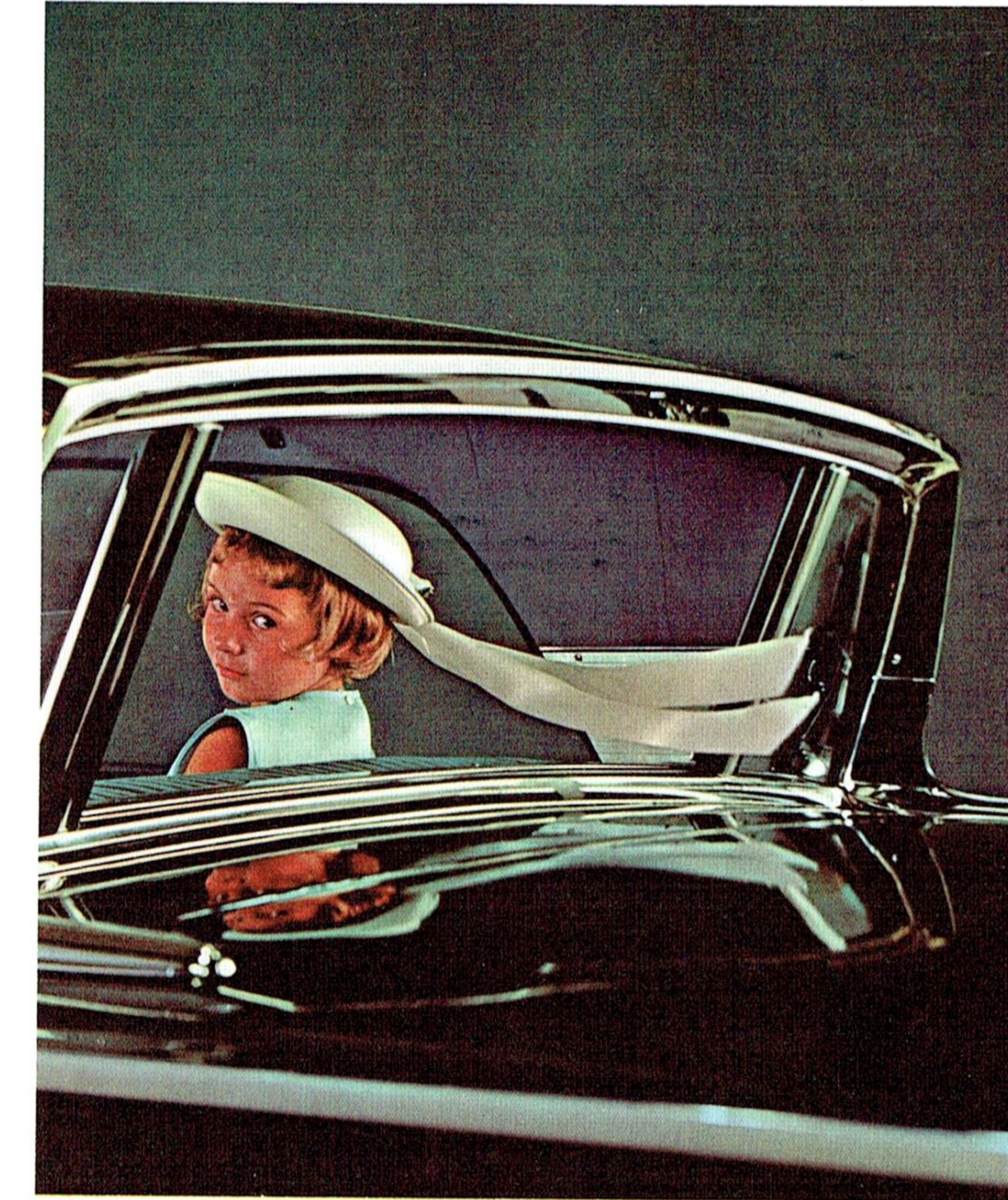


*new breezeway rear window*

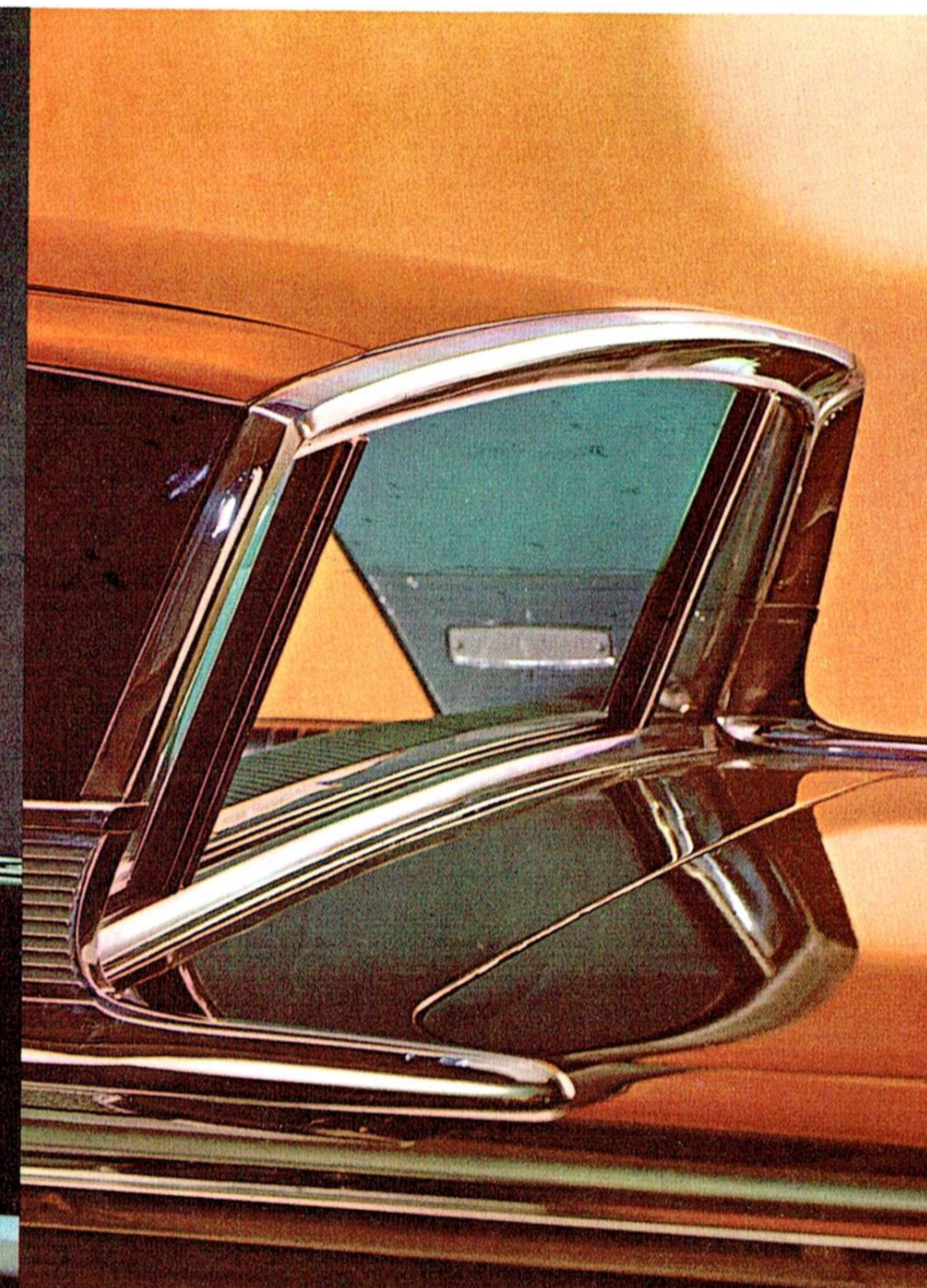
*The window that came in out of the rain—Mercury's new rear window stays clear in rain or snow. Notice how it's recessed, slants inward. On hot days, it opens for Breezeway ventilation. Also, the overhanging roof keeps the rear seat shady, increases rear seat headroom, keeps glare off the rear window for better rearview visibility.*



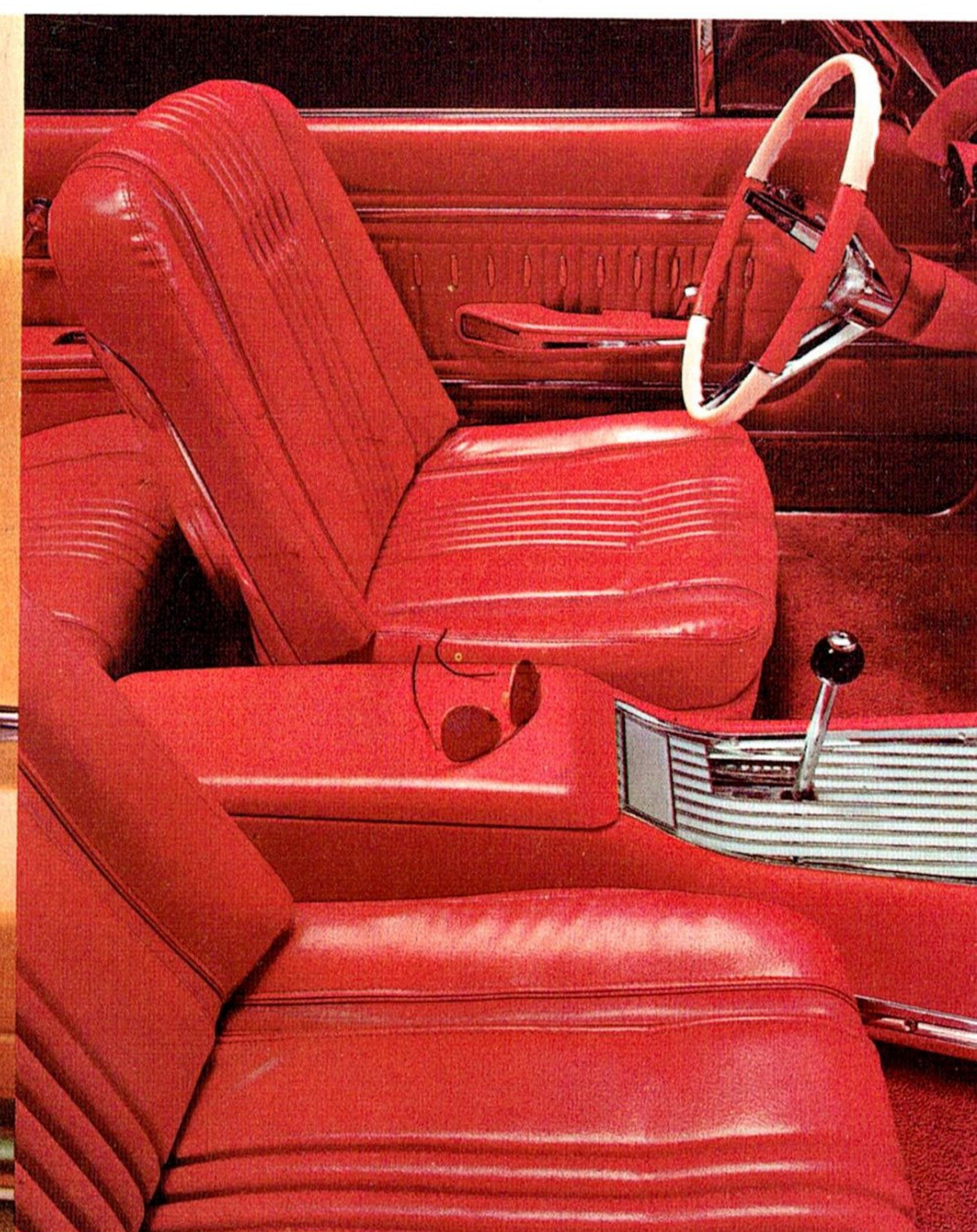
**MERCURY**  
MONTEREY • MONTEREY CUSTOM • S-55



*New Breezeway ventilation. Operates from driver's seat—window may be opened for maximum ventilation and comfort. Power control is standard in all sedan and hardtop models.*



*New headroom and sun protection. Breezeway styling increases headroom for rear-seat passengers—and shields from direct sun, with fullest shade during hottest part of day.*



*Inside, sports-car luxury. Deep-contoured bucket seats in S-55 hardtop and convertible are individually adjustable. Between seats are console-mounted shift lever and spacious storage area.*

# S-55

gets off the beaten track  
...in a big way

And how the exciting S-55 gets off the beaten track! Engine choices are Mercury Marauder Super 390 V-8 with 4-barrel carburetor (standard) or Marauder 390 V-8 with 2-barrel carburetor (no-cost option). Or go all the way with dual four-barrel Mercury Marauder Super 427 V-8. Transmission choices at no extra cost include: Multi-Drive Merc-O-Matic or optional 4-speed manual, both floor-mounted. Optional tachometer also available. You can count on it: luxury plus performance in 1963 adds up to the year's most exciting big-car member . . . S-55.

total V-8 power throughout the '63 Mercury line-up

ENGINES	Marauder 390 V-8	Marauder Super 390 V-8	Marauder 427 V-8*	Marauder Super 427 V-8*
Displacement (cu. in.)	390	390	427	427
Carburetor	2-barrel	4-barrel	4-barrel	Dual 4-barrel
Bore and stroke	4.05 x 3.78	4.05 x 3.78	4.23 x 3.78	4.23 x 3.78
Compression ratio	8.9 to 1	10.8 to 1	11.5 to 1	11.5 to 1
Exhaust	Single (Dual for convertible)	Dual	Dual	Dual
Adv. horsepower @ rpm	250 @ 4400	300 @ 4600	410 @ 5600	425 @ 6000

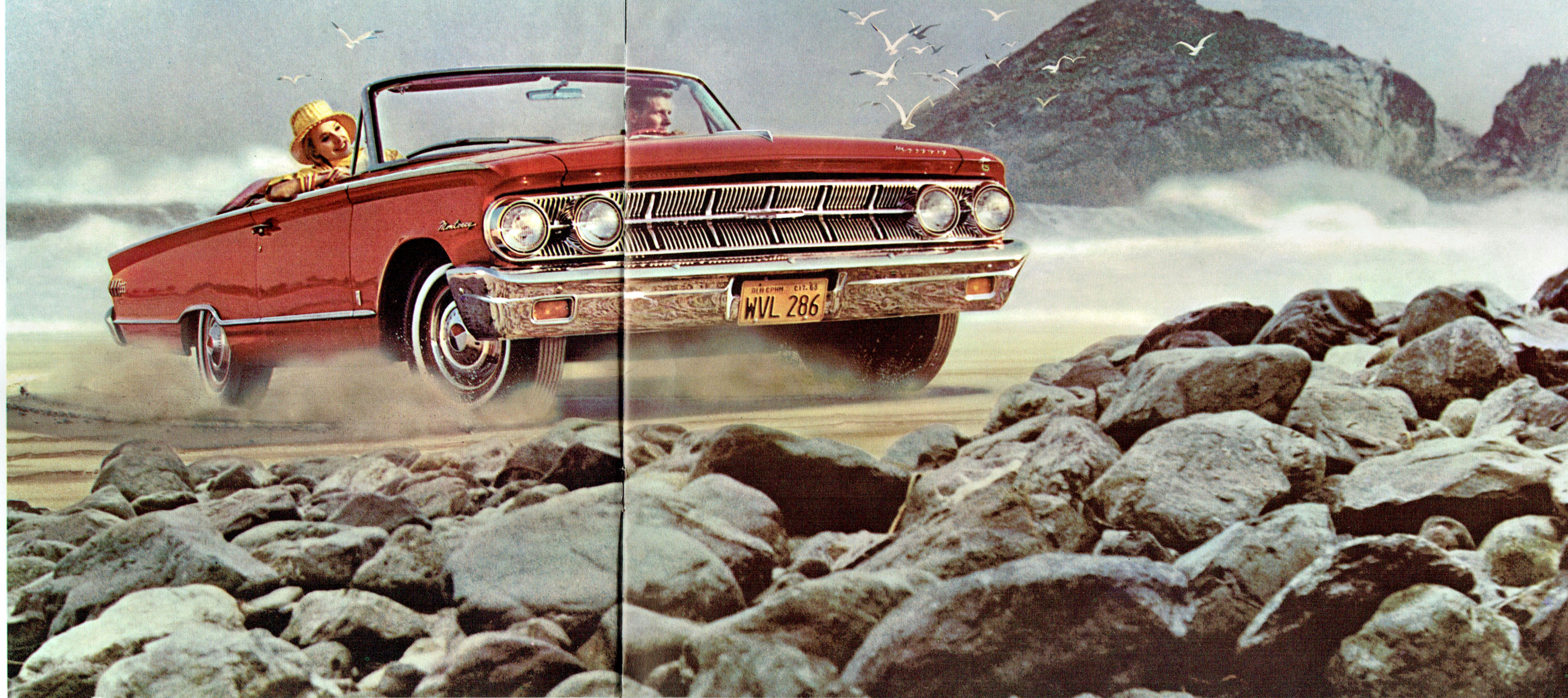
#### TRANSMISSIONS, REAR AXLE RATIOS

3-Speed Manual	3.50:1 (3.89:1 opt.)	—	—	—
4-Speed Manual	3.50:1 (3.89:1 opt.)	350:1 (options 3.89:1 or 4.11:1)	3.50:1 (options range from 3.00:1 to 4.11:1)	
Multi-Drive Merc-O-Matic	3.00:1 (3.50:1 opt.)	—	—	—

\*Limited production option



Transmissions? The 4-speed manual, a sports car favorite with floor-mounted stick shift, is available with all Mercury engines and mandatory with big Marauder 427 engines. It gets maximum performance out of any engine, adapts quickly to versatile driving situations. Multi-Drive Merc-O-Matic is available with both Marauder 390 engines. This flexible dual-range automatic transmission provides two forward drives in addition to low, reverse, park and neutral positions. Fully synchronized 3-speed manual available only with standard Mercury Marauder 390 V-8.



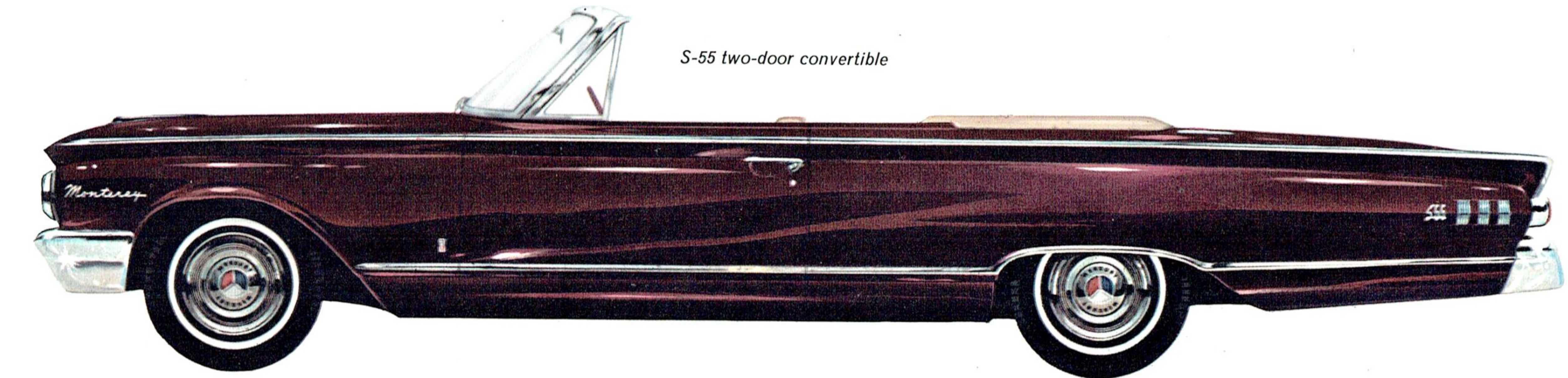
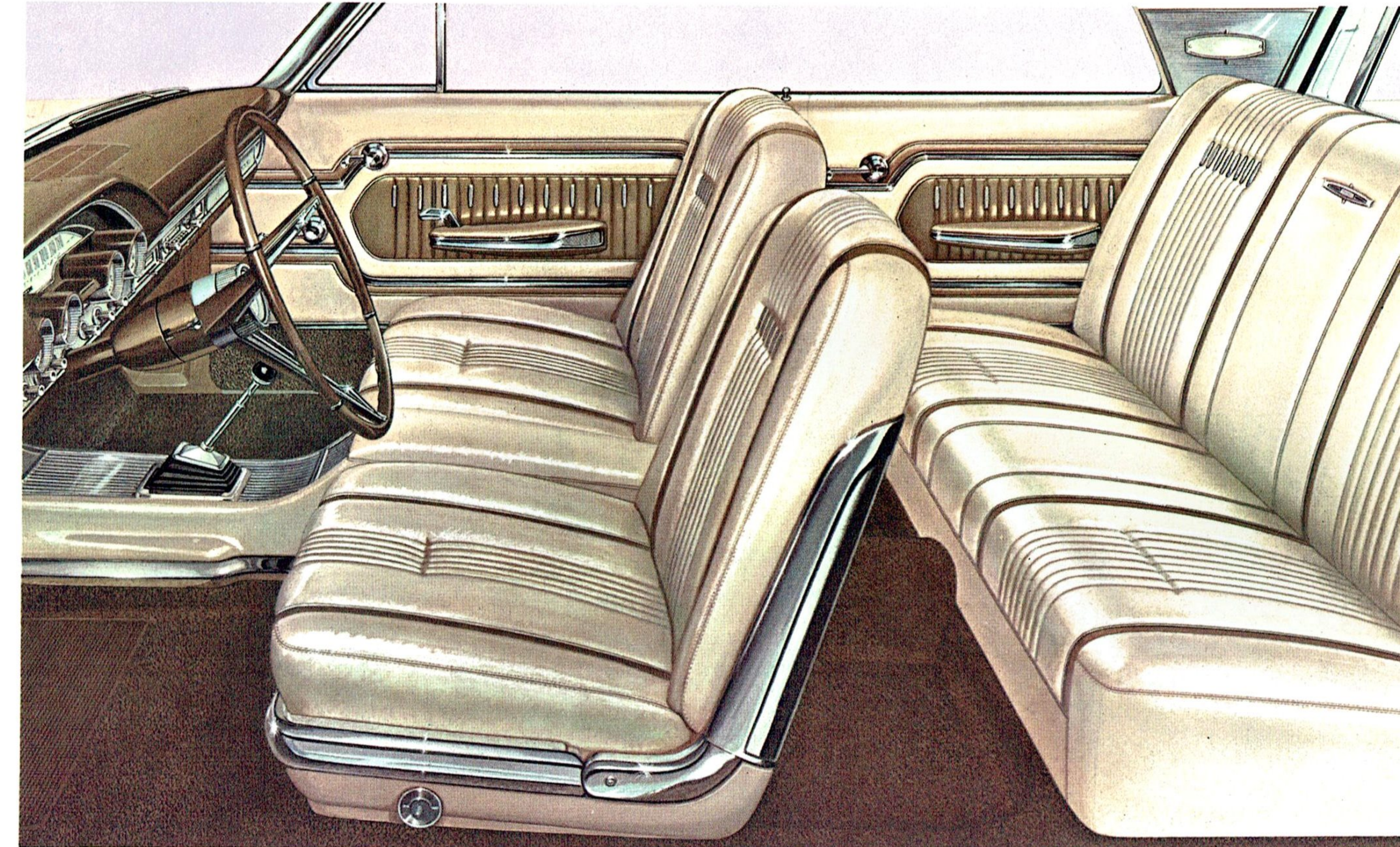


# S-55

*luxury...the kind that  
opens a whole new  
world of elegance*

*There's no mistaking the S-55, a sizzler that delivers the luxury of the Monterey Custom series plus sports car features—individually adjustable bucket seats, bright-metal floor console with shift lever and storage compartment, padded instrument panel and exclusive red and white safety-courtesy lights inside of doors. Open one of those doors. But once you do, be prepared for a new brand of beauty, a new kind of driving excitement.*

*On every S-55, you'll find spacious comfort in addition to deep carpeting, paddle-type door handles, unique emblems on steering wheel and glove box, and a new leather-soft upholstery material of expanded vinyl. For convertibles: vinyl-fabric top in your choice of black, white or blue, with padded cover boot.*



S-55 two-door convertible

S-55 two-door hardtop (four-door hardtop also available)

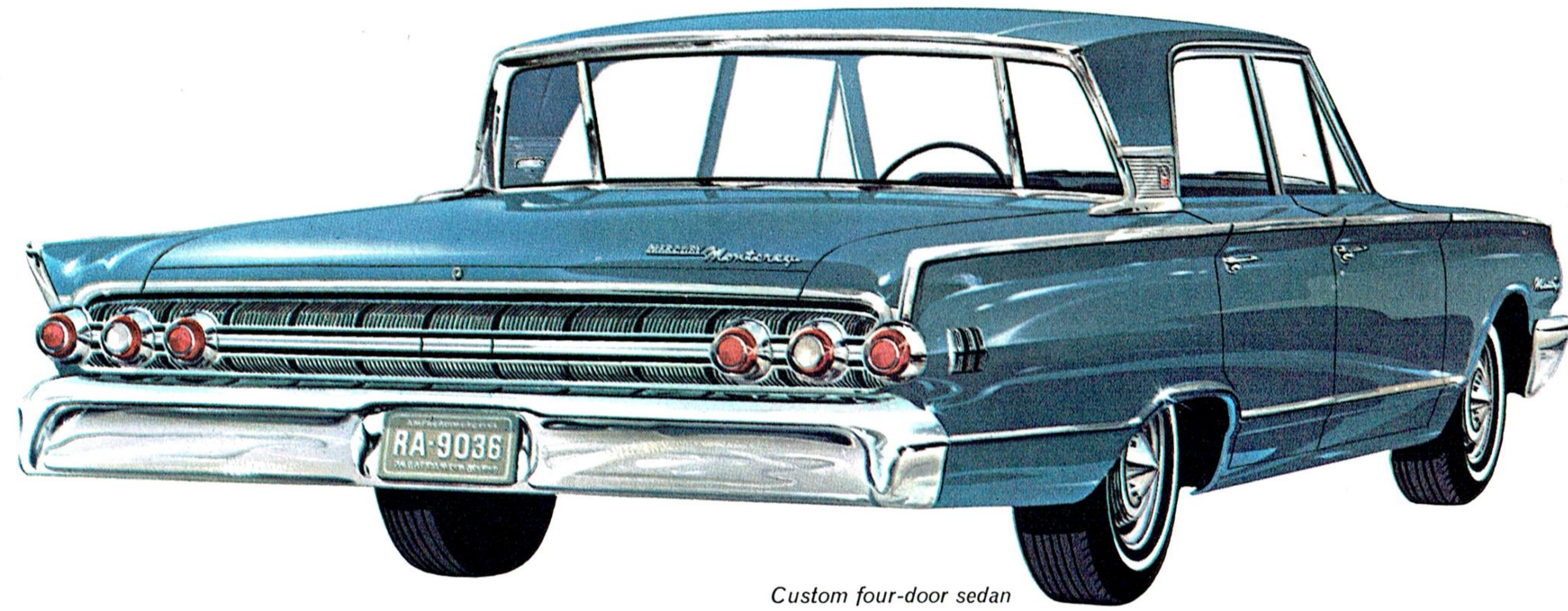
# MERCURY

monterey custom series

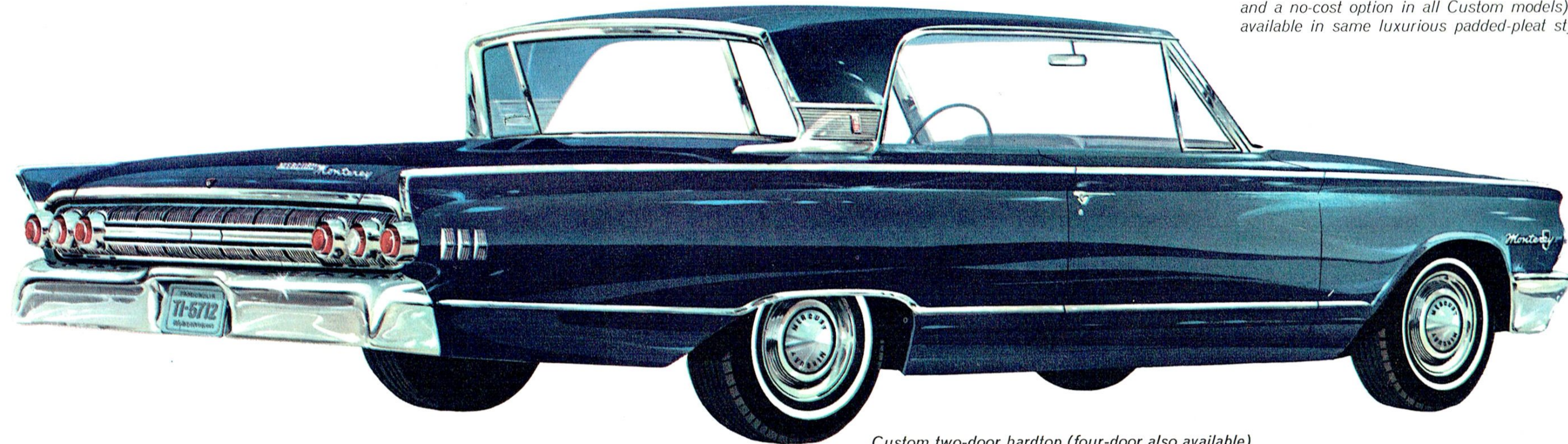
*beautiful new outlook  
for big driving pleasure*

Be prepared to have Mercury's unique Breeze-way styling change your whole viewpoint on motoring. Driver and passengers see better, sit better, feel better . . . with clear vision in all weather, more headroom, sun protection and a breeze controlled by power-operated rear window. Other standard luxury features include courtesy lights, dual rear-seat lights, front and rear armrests with paddle-type door handles, electric clock and back-up lights. For the convertible model, bonded vinyl-coated fabric top comes in black, white or blue; rearview non-glare mirror is windshield-mounted. You'll find even more functional styling, exceptional luxury everywhere. Even the luggage compartment is a big 32-cubic-foot carrier.

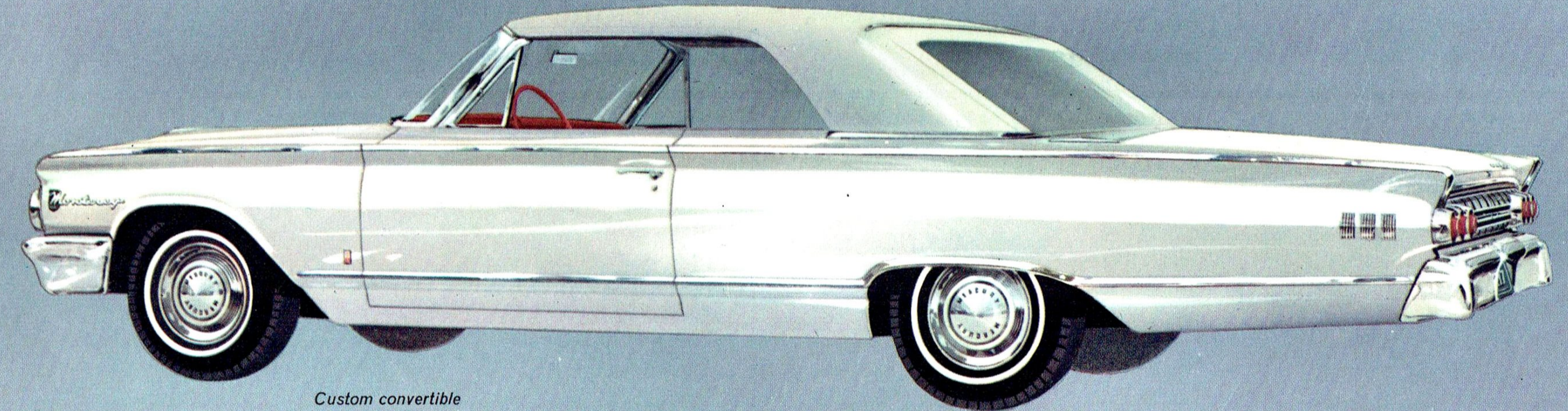
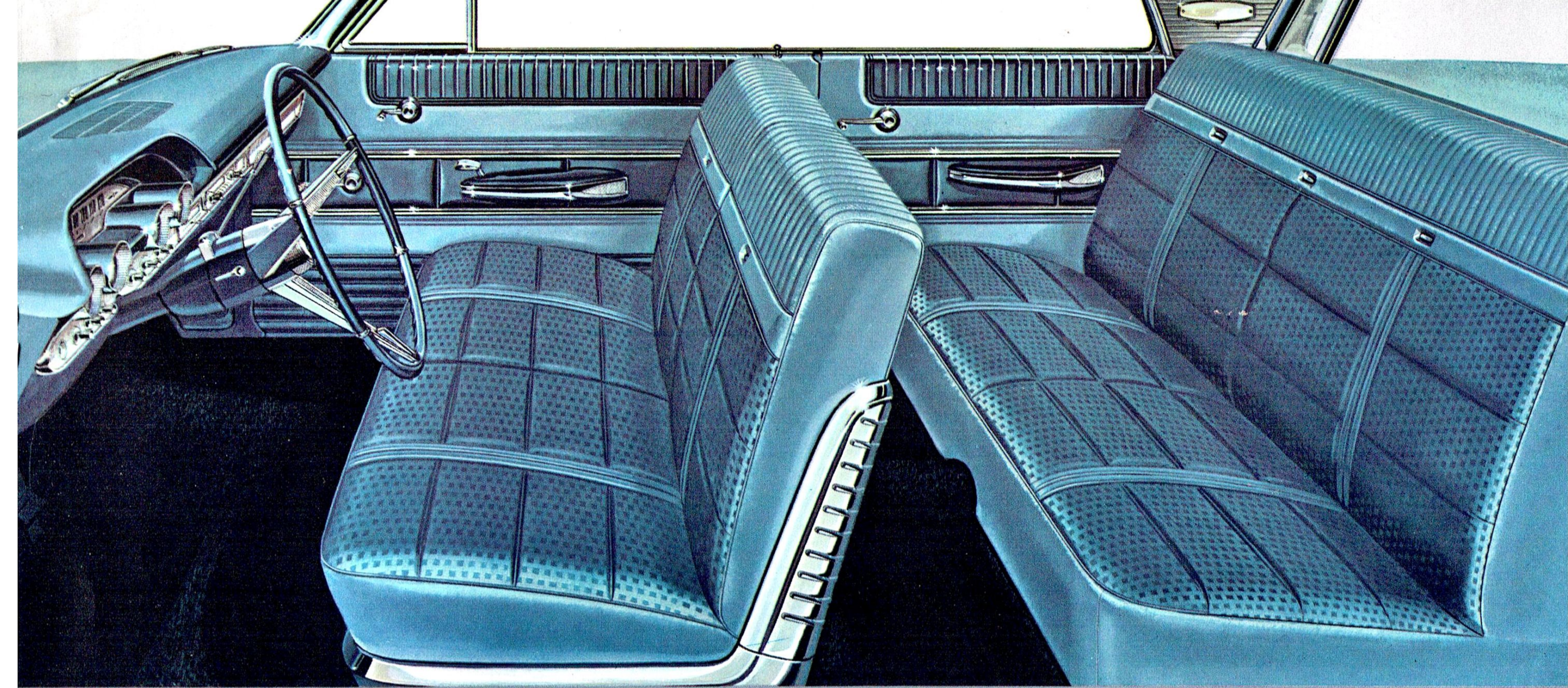
A subtle color harmony runs through the Mercury's vari-textured materials. You see it in the tweedy bolsters and triple-yarn fabric covering the foam-pillowed seats . . . the crush-grain vinyl along padded window sills . . . the deep, twisted-loop carpeting . . . the vinyl headlining. All-vinyl upholstery (standard in convertible and a no-cost option in all Custom models), is available in same luxurious padded-pleat style.



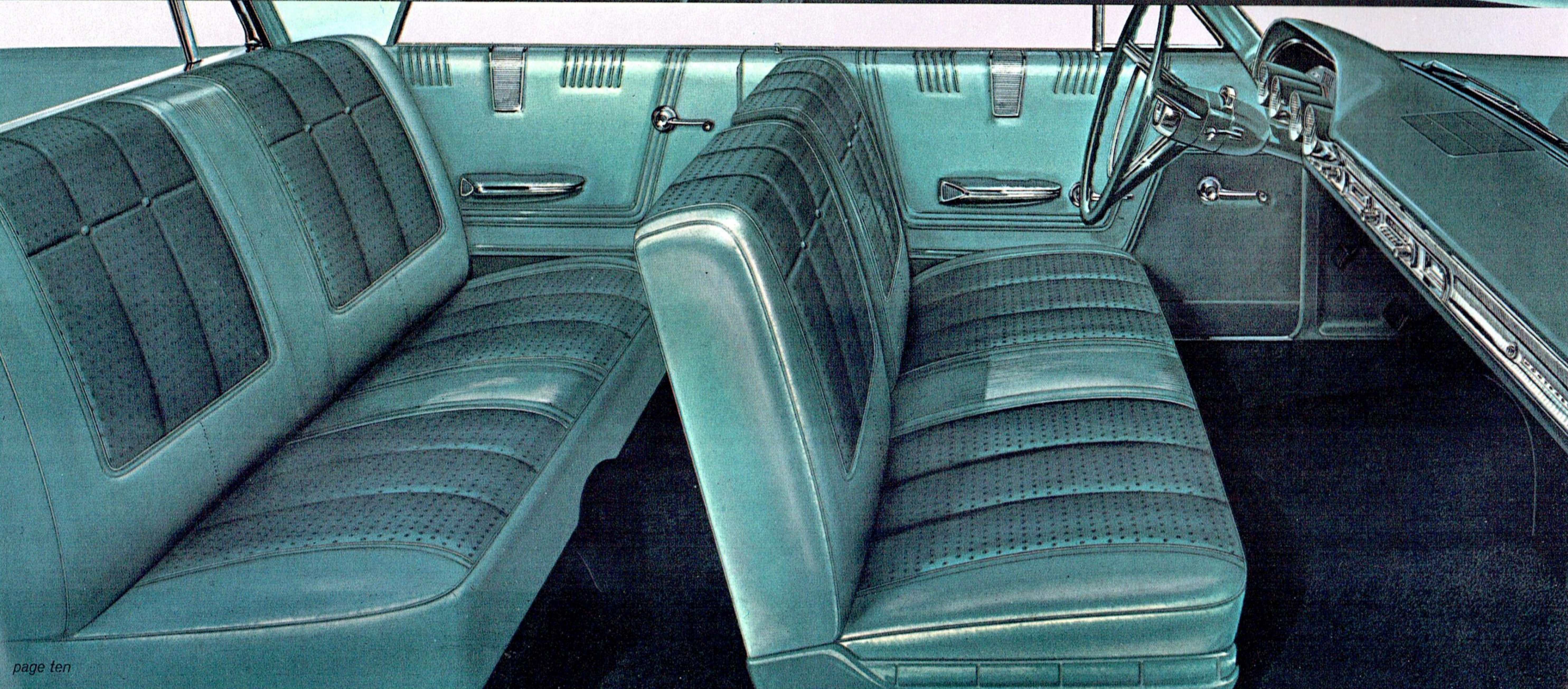
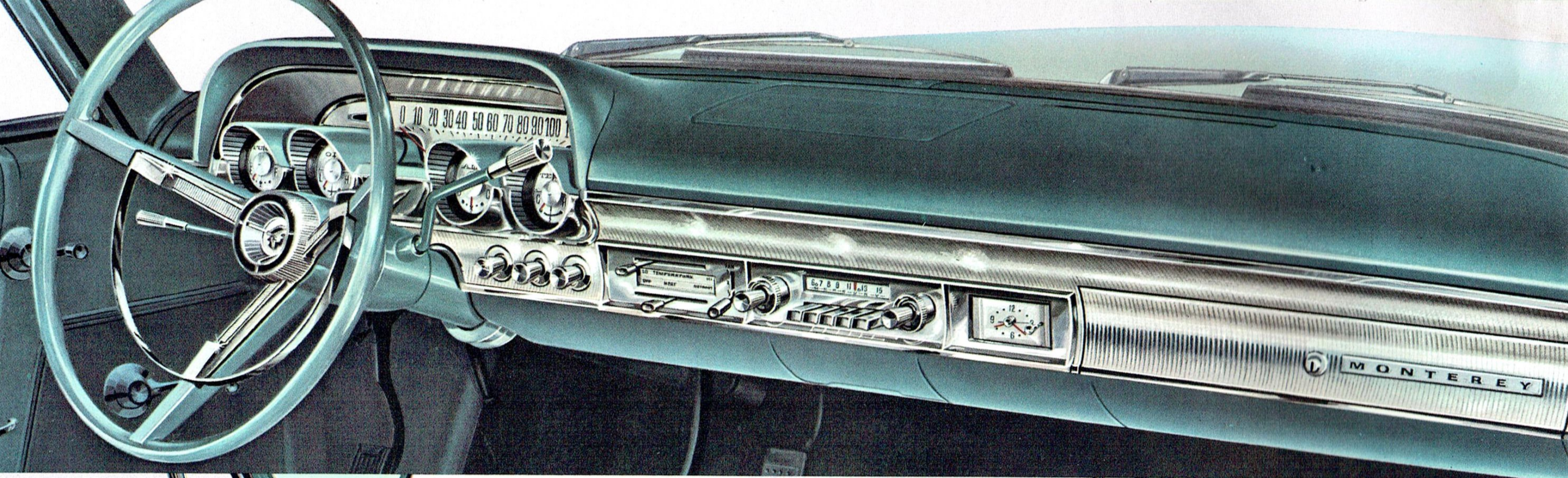
Custom four-door sedan



Custom two-door hardtop (four-door also available)

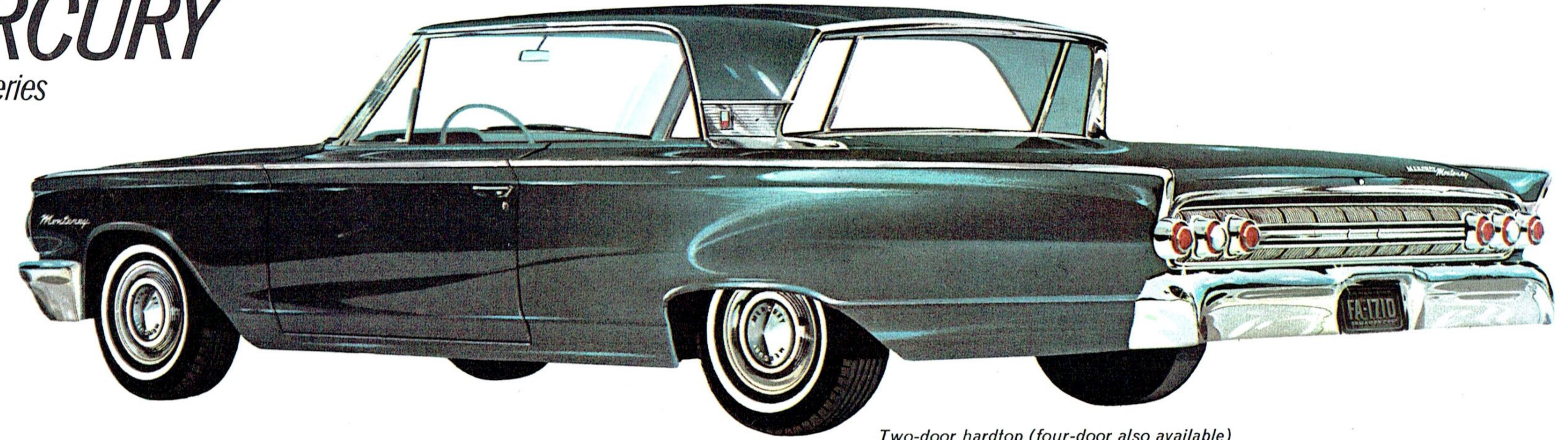


Custom convertible



# MERCURY

monterey series



Two-door hardtop (four-door also available)

*so much luxury and style  
...so little maintenance*

Design changes in the '63 Mercury were made—not for the sake of change—but for the sake of drivers and passengers. You get vision, shade, ventilation and more headroom . . . standard power-operated Breezeway rear window . . . more foam padding on premium-upholstered seats . . . extra sound-insulation . . . helpful options like Swing-Away steering wheel, 6-way power seat and new, improved power steering which requires 40% less wheel turning effort. Don't forget improved Cushion-Link suspension on long 120" wheelbase. More surging performance, too. The standard Marauder 390 V-8 engine gives you a head start, operates on regular gas. In Mercury, you'll find luxury, room and performance.

Above left: This beautiful, new instrument panel has big easy-to-read dials plus oil pressure gauge and ammeter. Other features: an illuminated automatic transmission selector dial and foot-operated parking brake. Radio options include new AM-FM radio. Optional electric clock also shown.

Below left: From vinyl headlining to luxurious long-life carpeting, Mercury's roomy interiors reveal colors in harmony. Foam-padded seats are covered with dot-patterned fabric, and bolsters in crush-grain vinyls, including metallic and pearlescent. Five all-vinyl color schemes are optional (at no extra cost in hardtops). New vent window cranks for your convenience, and rich roll-over garnish moldings.



Four-door sedan (two-door also available)



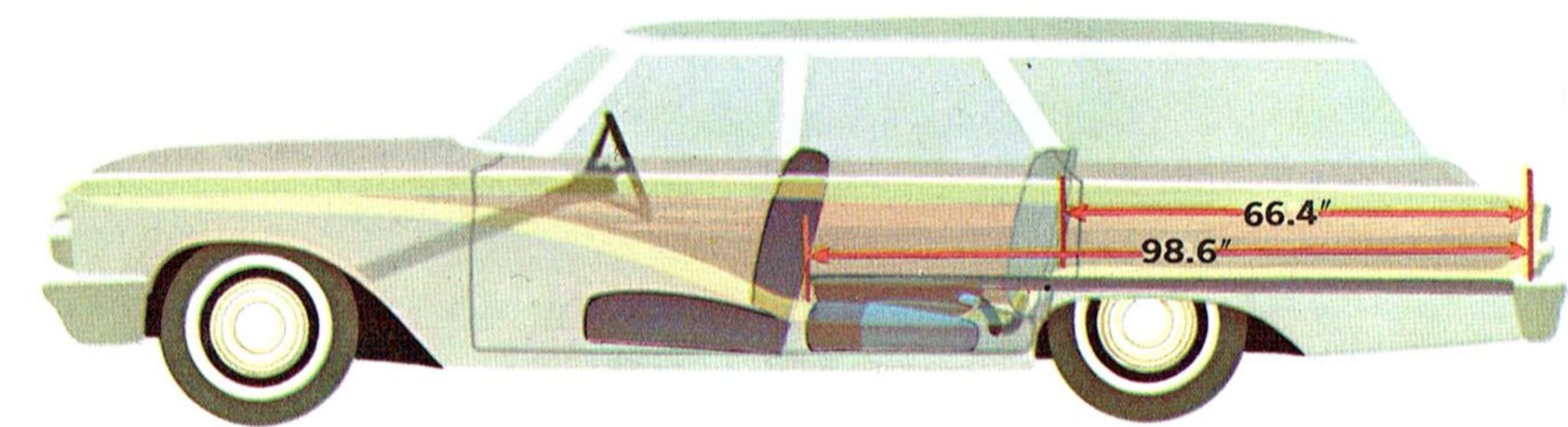
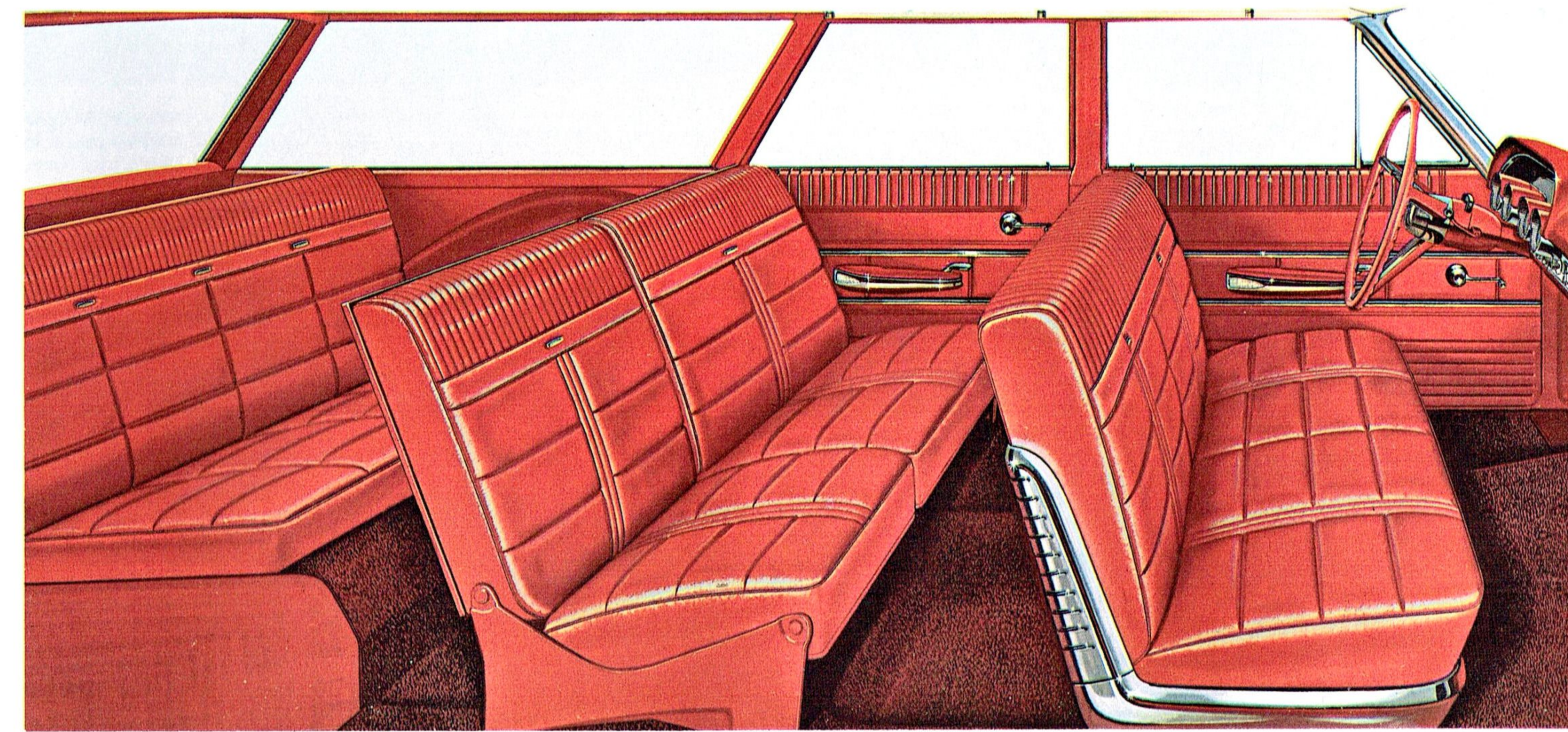
## Mercury Colony Park lets you get away from it all...or take it all with you

Want a big-as-all-outdoors feeling? Just get into a spacious Colony Park station wagon, the only car in its field with the warm wood-grain look of mahogany-toned paneling. Open its power-operated rear window—standard equipment—for the same fresh Breezeway ventilation as other Mercurys. With any of its seven power-drive combinations (big Marauder 390 V-8 engine is standard), you'll take off in style. And with 91.5 cubic

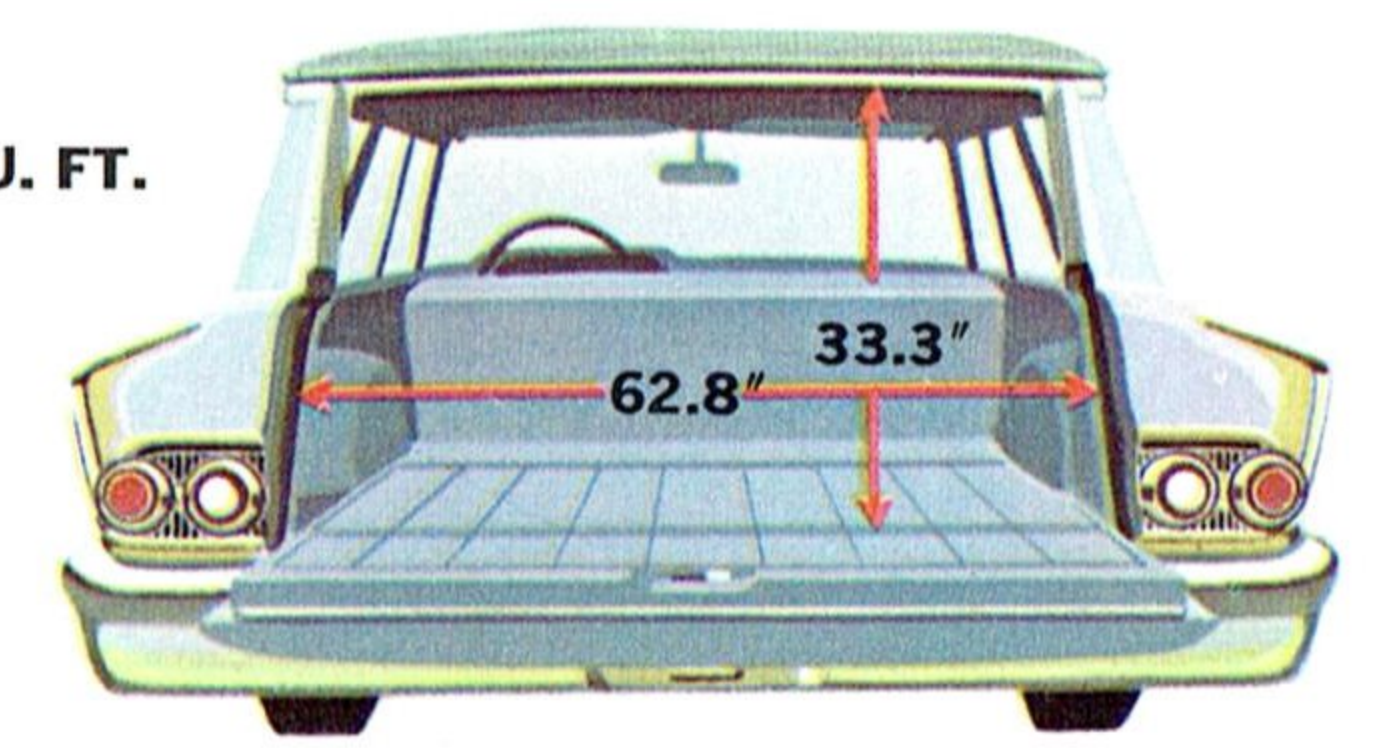
feet behind the front seat, it seems as if there's no limit to what you can take with you. Camping? Its sturdy rigidized body is a veritable home on wheels. Carrying? Huge cargoes of goods never faze it. Cruising? Optional third seat means nine passengers can relax in luxury. And that's not all! For on-the-town enjoyment, a Colony Park station wagon keeps the party rolling in luxurious high style.

Every time you lower the extra-wide tailgate of a Colony Park, you'll find a firm, flat, continuous-surface load space of more than ten feet at your service. Spare tire stows out of sight below hinged floor panel. Roof luggage carrier, as illustrated, is optional.

Right from the deep-visored instrument panel with lockable glove box to the counterbalanced tailgate, from carpeted floor to reinforced roof, Colony Park interiors are spacious (check the generous dimensions below). They're also color-keyed, comfortable and easy to care for. Seat conversion is quick and easy, too. Dual locks on the second seat release from either side; counterbalancing and nylon rollers let you fold it flat into the deck with one hand.



91.5" CU. FT.



# mercury means more in value and quality...

Year by year, Mercury engineers have pioneered new designs, materials and processes to reduce the time and expense of car maintenance, and to lengthen the life of beauty and performance. All 1963 Mercurys include features like these.

- Long-life factory-installed anti-freeze coolant • Transmission, steering gear and rear-axle fluids normally last life of car
- Long-life filters for fuel and carburetor • Self-cleaning spark plugs • Rust-protected body and vital underbody parts
- Extended-life distributor points • Baked-on Super-Enamel finish • Stainless and aluminized steel dual mufflers • All-aluminized single mufflers • Rigidized body and reinforced doors
- New, improved long-life battery • All-over rustproofing with galvanized steel rocker panels • Paddle-type parking brake release

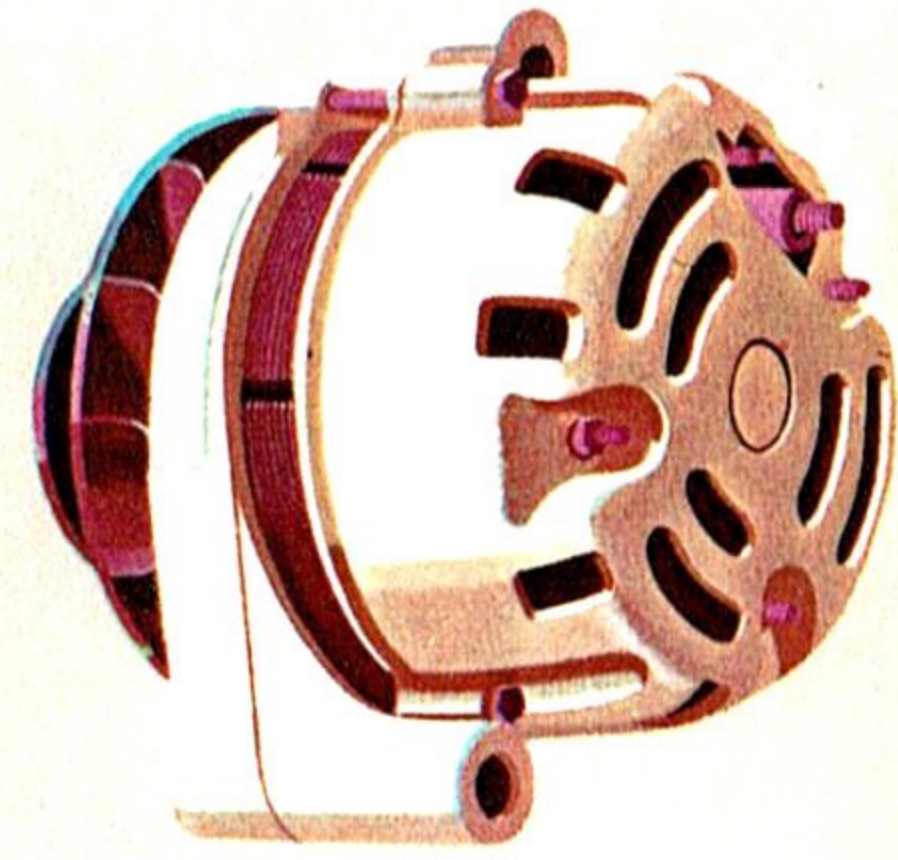
This year, the new Mercury raises the major chassis lubrication interval to 36,000 miles and continues to lead its field with other features like these:



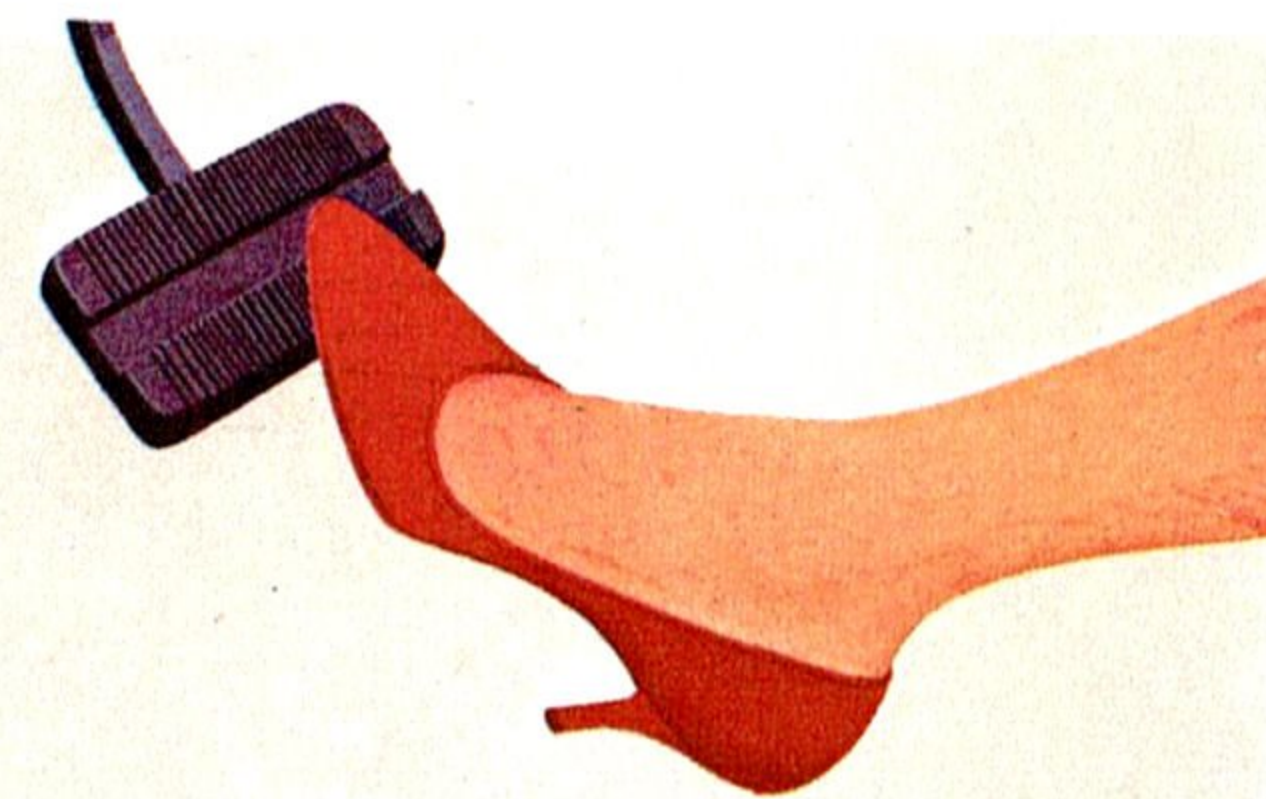
6,000-mile oil and oil filter change interval—and now there is no need for the 1,000-mile break-in oil change.



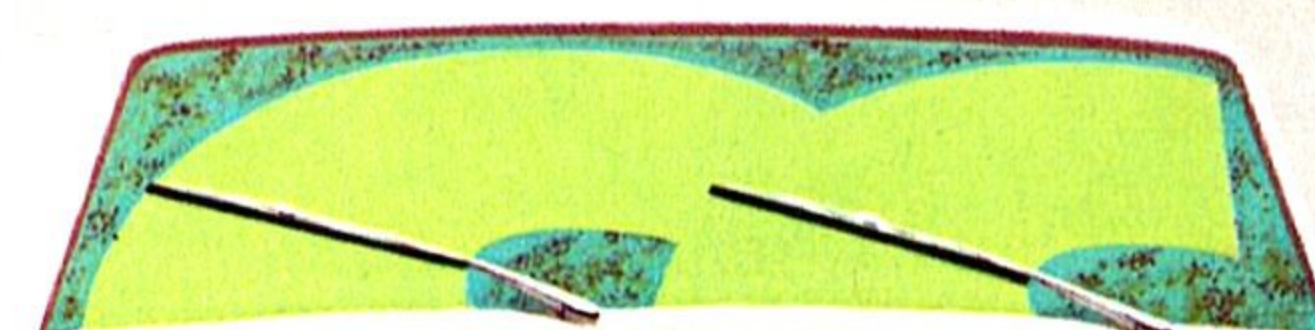
Body lubrication (locks, hinges, etc.) now need normally be done at 12,000-mile intervals, instead of every 6,000 miles. Stop half as often for this service.



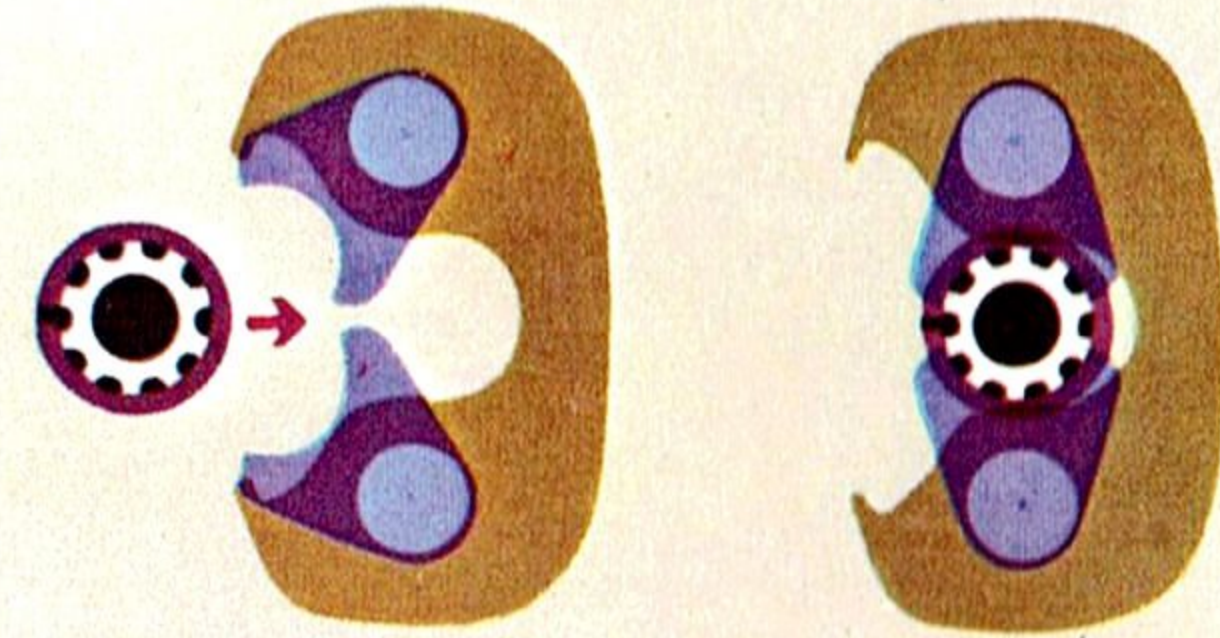
New alternator continues to charge battery and supply accessories and lights with power at low engine speeds, even at idle. Standard equipment on all Mercury models.



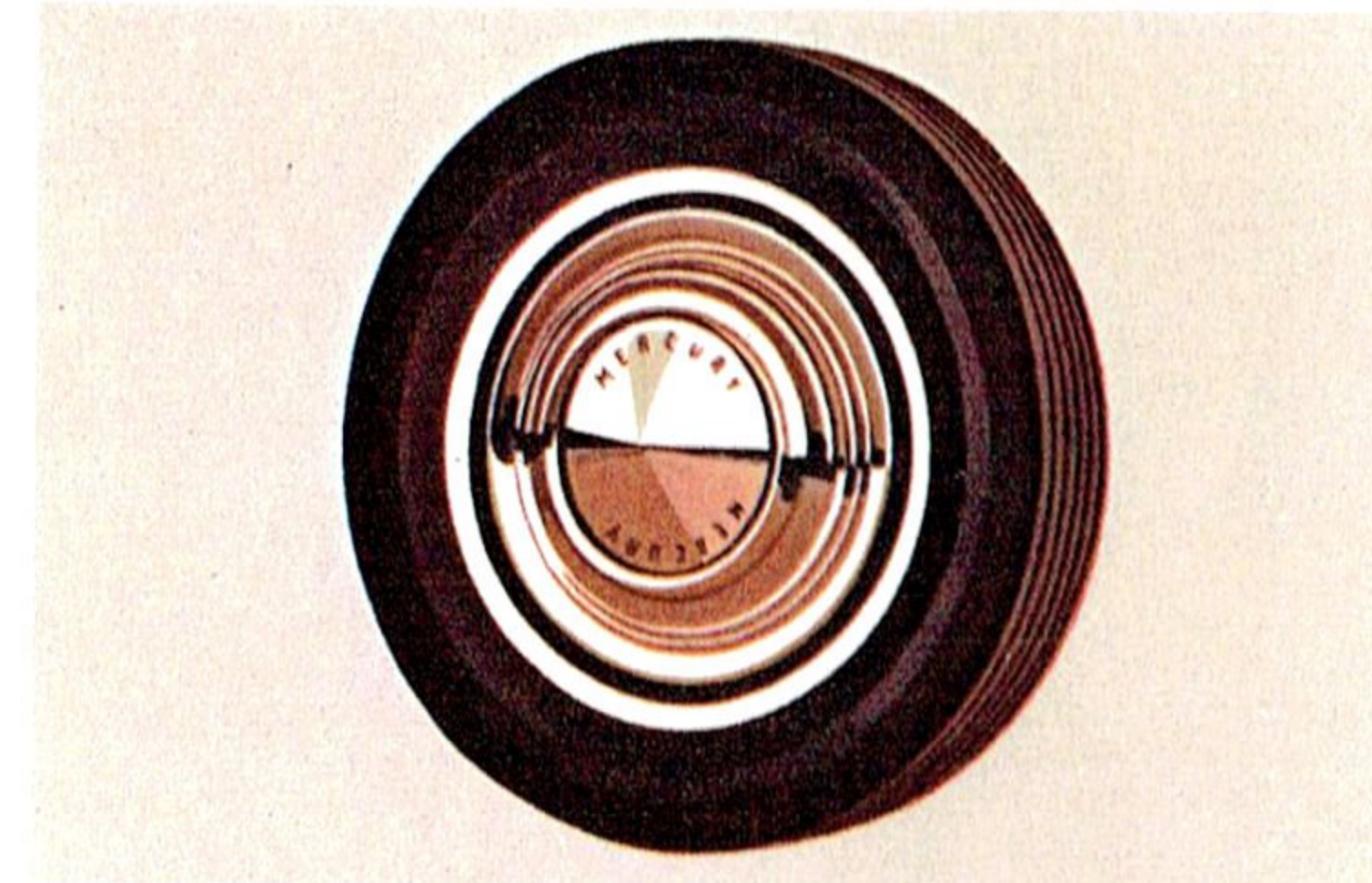
Self-adjusting brakes—when needed, precision self-adjustment takes place in the course of normal driving, during reverse braking. They adjust automatically, equally and properly throughout life of linings.



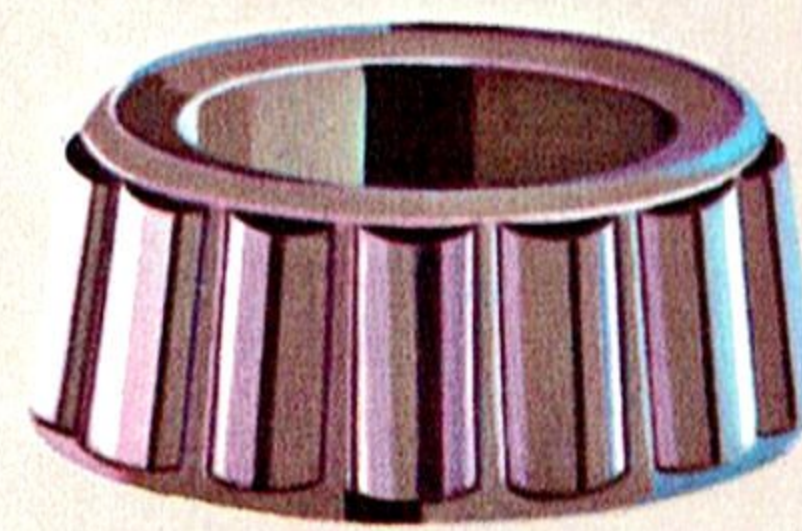
New electric Safety-Sweep windshield wipers clear 9% more area with overlapping strokes of 15" blades. Clearing the center area gives driver a safer, unbroken view.



New double-yoke door locks help make the new 1963 Mercury doors close easily and quietly. Rubber-cushioned, they center themselves securely with a large area of interlocking contact.



New tires of polybutadiene and cold styrene butadiene resist abrasion. This blend of new materials makes treads last 20-25% longer. They also have superior crack-resistance for longer tire life.



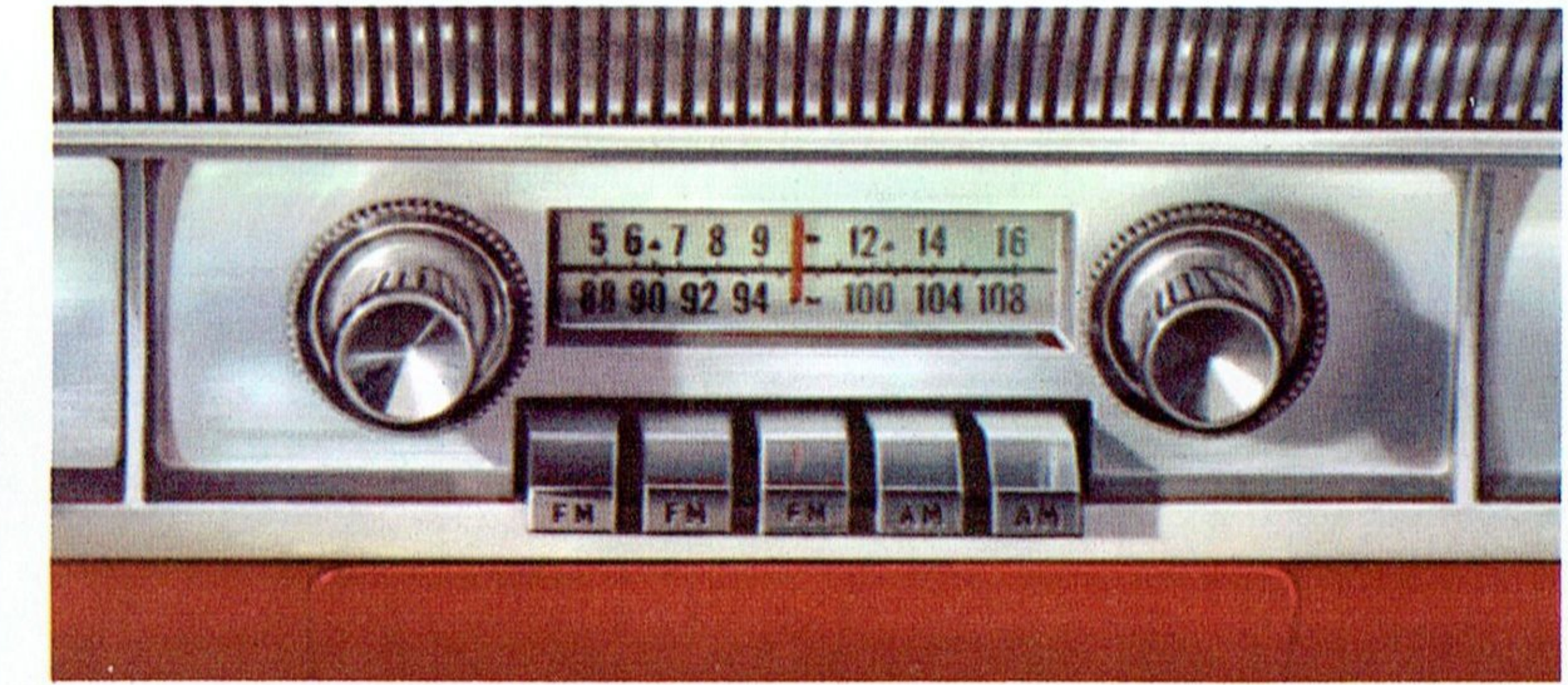
Front wheel bearings precision-adjusted. Checking interval: 24,000 miles. New method of installing front wheel bearings provides precision adjustment. Proper fit lengthens both bearing and tire life.



Six-way power-operated front seat lets you find the perfect driving position. For all bucket-seat Mercury Monterey S-55 models, four-way power is available for driver's side.

## options:

Other options for 1963 Mercurys include: • Choice of two new, improved air conditioners • Power steering • Power brakes • Speed and cruise control • Padded instrument panel (Std. on S-55) and padded sun visors (Std. on convertibles) • Safety seat belts • Windshield washer • 2-speed Safety-Sweep electric windshield wipers • Tinted windshield glass • Power-transfer rear axle • Tachometer • For engine and transmission choices see chart on back cover. Ask your Mercury dealer for complete optional details.



New push-button AM-FM 10-transistor radio puts two different worlds of entertainment at your fingertips... plus greater tone values. Also included, all-transistor AM radio and 2-way radio.

## exteriors:

The '63 Mercury is available in your choice of 16 solid colors or 26 optional-at-extra-cost two-tone combinations. **Solid colors:** Presidential Black • Sultana White • Carnival Red • Castilian Gold (metallic) • Blue Satin (metallic) • Pacific Blue (metallic) • Cascade Blue • Ocean Turquoise (metallic) • Peacock Turquoise • Scotch Green (metallic) • Desert Frost (metallic) • Champagne • Black Cherry (metallic) • Pink Frost (metallic) • Jamaica Yellow • Pink Lustre. **Two-tone combinations** (not available on convertibles): Presidential Black and Castilian Gold (metallic) • Cascade Blue and Pacific Blue (metallic)\* • Champagne and Desert Frost (metallic)\* • Pink Lustre and Pink Frost (metallic) • Sultana White roof, body color Presidential Black, Carnival Red, Castilian Gold (metallic)\* • Blue Satin (metallic), Pacific Blue (metallic)\* • Cascade Blue, Ocean Turquoise (metallic)\* • Peacock Turquoise, Scotch Green (metallic), Desert Frost (metallic)\* • Champagne, Black Cherry (metallic), Pink Frost (metallic), Pink Lustre or Jamaica Yellow. †Top color comes first. \*Roof and body colors may be reversed.

## interiors:

Monterey Series Sedans, Hardtops	Custom Series Sedans, Hardtops	Monterey Custom Convertible	Colony Park	S-55	Seat Inserts	Straps and Accents	Bolsters and Facings	Monterey Series Sedans, Hardtops*	Custom Series Sedans, Hardtops	Monterey Custom Convertible	Colony Park	S-55	Seat Inserts	Straps and Accents	Bolsters and Facings
					Regal Cloth	Fluted Vinyl	Crush-Grain Vinyl						Vachette-Grain Vinyl	Crush-Grain Vinyl	Crush-Grain Vinyl
X					Black	Black	Black	Opt.	X	X	X		Black	Black	Black
X					Medium Blue	Light Blue-M	Light Blue-M	Opt.	X	X	X		Red	Red	Red
X					Med. Turquoise	Lt. Turquoise-M	Lt. Turquoise-M		X	X	X		Medium Blue-D	Light Blue-D	Medium Blue-D
X					Medium Beige	Beige-P	Beige-P	Opt.	X	X	X		Med. Turquoise-D	Lt. Turquoise-D	Med. Turquoise-D
					Matador Cloth	Crush-Grain Vinyl	Cloth and Vinyl	Opt.	X	X	X		Medium-Beige-D	Beige-P	Light Beige-D
					Black	Black	Black	Opt.	X	X			Medium Gold-D	Gold-P	Light Gold-D
	X		X		Medium Blue	Light Blue-D	Light Blue		X	X			Medium Rose-D	Light Rose-D	Medium Rose-D
	X		X		Med. Turquoise	Lt. Turquoise-D	Lt. Turquoise						Crush-Grain Vinyl	Extruded Vinyl	
	X		X		Medium Beige	Beige-P	Beige				X	X	Black	Black	
	X		X		Medium Gold	Gold-P	Light Gold				X	X	Red	Red	
	X		X		Medium Rose	Light Rose-D	Light Rose				X	X	Light Blue-D	Dark Blue-D	
											X	X	Lt. Turquoise-D	Dark Turquoise-D	
											X	X	Beige-P	Light Beige-M	
											X	X	Light Gold-D	Medium Gold-D	
											X	X	Light Rose-D	Medium Rose-D	
											X	X	White	White	

\*Interior trim is Monterey Series wide-pleat sew style and material.

**NEW 2-YEAR/24,000-MILE WARRANTY.** Lincoln-Mercury Division, Ford Motor Company warrants to its dealers, and its dealers in turn warrant to Mercury owners, as follows: that for 24 months or for 24,000 miles, (6 months or 6,000 miles on 427 cu. in. high-performance V-8 engines and related power train components), whichever comes first, free replacement, including related labor, will be made by dealers of any part with a defect in workmanship or materials. Tires are not covered by the warranty; appropriate adjustments will be made by tire companies. Owners will remain responsible for normal maintenance services, routine replacement of parts, such as filters, spark plugs, ignition points, wiper blades and brake or clutch linings, and normal deterioration of soft trim and appearance items. The benefits of the warranty are available to the original purchaser and to subsequent owners of the vehicle during the time and mileage limits prescribed in the warranty.





# MERCURY

MONTEREY · MONTEREY CUSTOM · S-55

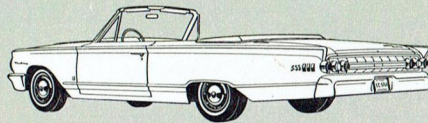
Choose from 12 distinctive models

S-55 . . . two-door convertible, two-door hardtop, four-door hardtop.

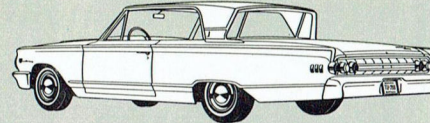
Monterey Custom Series . . . two-door convertible, four-door sedan, two- and four-door hardtop.

Monterey Series . . . two- and four-door sedan, two- and four-door hardtop.

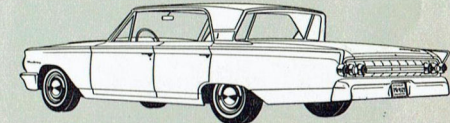
Colony Park . . . four-door station wagon.



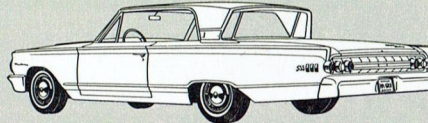
S-55 two-door convertible



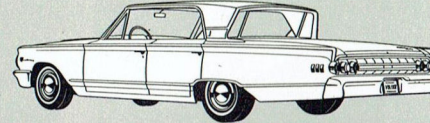
Custom two-door hardtop



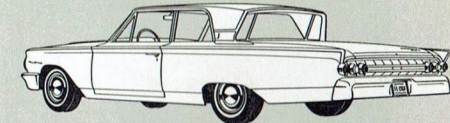
Four-door hardtop



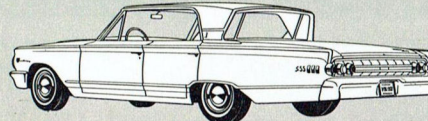
S-55 two-door hardtop



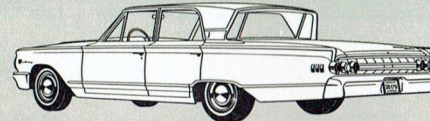
Custom four-door hardtop



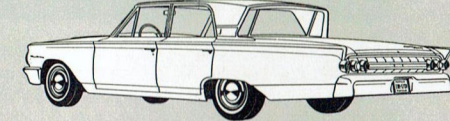
Two-door sedan



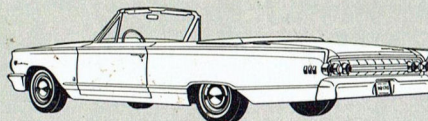
S-55 four-door hardtop



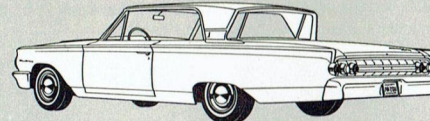
Custom four-door sedan



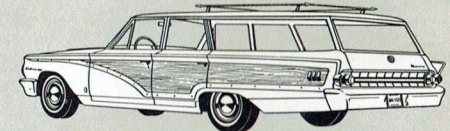
Four-door sedan



Custom two-door convertible



Two-door hardtop



Colony Park four-door station wagon

## specifications:

### EXTERIOR DIMENSIONS (Inches)

Wheelbase . . . . .	120.0
Tread, Front . . . . .	61.0
Rear . . . . .	60.0
Length, over-all, Sedan . . . . .	215.0
Station Wagon . . . . .	209.9
Width, over-all, Sedan . . . . .	80.0
Station Wagon . . . . .	79.9
*Height, over-all Sedan . . . . .	55.5
Station Wagon . . . . .	56.9
Convertible . . . . .	54.9
Curb weight (lbs.), 4-door Sedan . . . . .	4100
Colony Park, 2-seat . . . . .	4390

\*With passengers

### POWER TEAMS AND REAR AXLE RATIOS

ENGINES	Marauder 390 V-8	Marauder Super 390 V-8	Marauder 427 V-8*	Marauder Super 427 V-8*
Displacement (cu. in.)	390	390	427	427
Carburetor	2-barrel	4-barrel	4-barrel	Dual 4-barrel
Bore and stroke	4.05 x 3.78	4.05 x 3.78	4.23 x 3.78	4.23 x 3.78
Compression ratio	8.9 to 1	10.8 to 1	11.5 to 1	11.5 to 1
Exhaust	Single (Dual for convertible)	Dual	Dual	Dual
Adv. horsepower @ rpm	250 @ 4400	300 @ 4600	410 @ 5600	425 @ 6000

### TRANSMISSIONS

3-Speed Manual	3.50:1 (3.89:1 opt.)	—	—	—
4-Speed Manual	3.50:1 (3.89:1 opt.)	3.50:1 (options 3.89:1 or 4.11:1)	3.50:1 (options range from 3.00:1 to 4.11:1)	
Multi-Drive Merc-O-Matic	3.00:1 (3.50:1 opt.)	—	—	—

\*Limited production option

### MANUAL TRANSMISSIONS

All-synchronized 3-speed, steering column lever		
Ratios . . . . .	1st	2.42:1
	2nd	1.61:1
	3rd	1.00:1
	Reverse	2.33:1
4-speed, floor- or console-mounted lever		
Ratios . . . . .	1st	2.36:1
	2nd	1.78:1
	3rd	1.41:1
	4th	1.00:1
	Reverse	2.42:1

### MULTI-DRIVE MERC-O-MATIC TRANSMISSION

Type . . . . .	Torque converter with automatic planetary gear train	
Ratios . . . . .	L0	2.40:1
	D2	1.47:1; 1.00:1
	D1	2.40:1; 1.47:1; 1.00:1
	Reverse	2.00:1

### BRAKES

Type . . . . .	4-wheel hydraulic, self-energizing, self-adjusting
Drum diameter . . . . .	11 inches
Total lining area . . . . .	212.7 square inches (passenger cars)
	234.0 square inches (station wagon)

### REAR AXLE

Type . . . . . Semi-floating with hypoid gears

### TIRES

Size . . . . . 7.50 x 14 or 8.00 x 14.

### SUSPENSION

Front . . . . . Swept-back ball-joint front suspension  
Rear . . . . . Leaf springs plus 3-phase shock absorbers; asymmetrical axle mounting for anti-dive, anti-squat action.

### CAPACITIES

Fuel tank . . . . .	20 gallons
Cooling system . . . . .	20.5 quarts, with heater
Engine oil . . . . .	6 quarts, with filter change

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