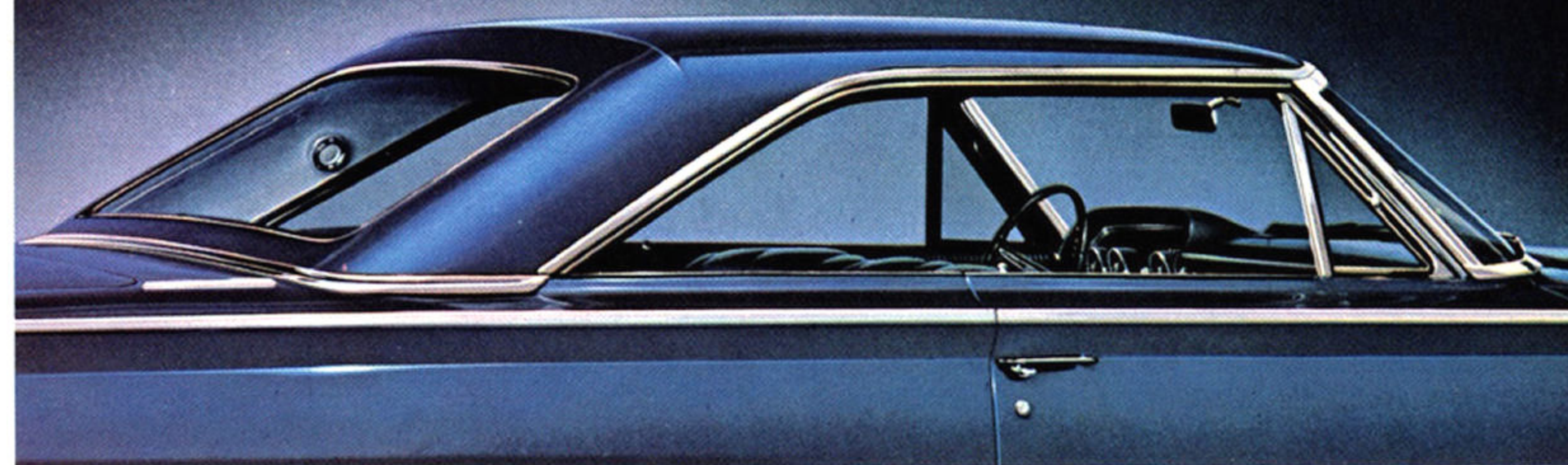
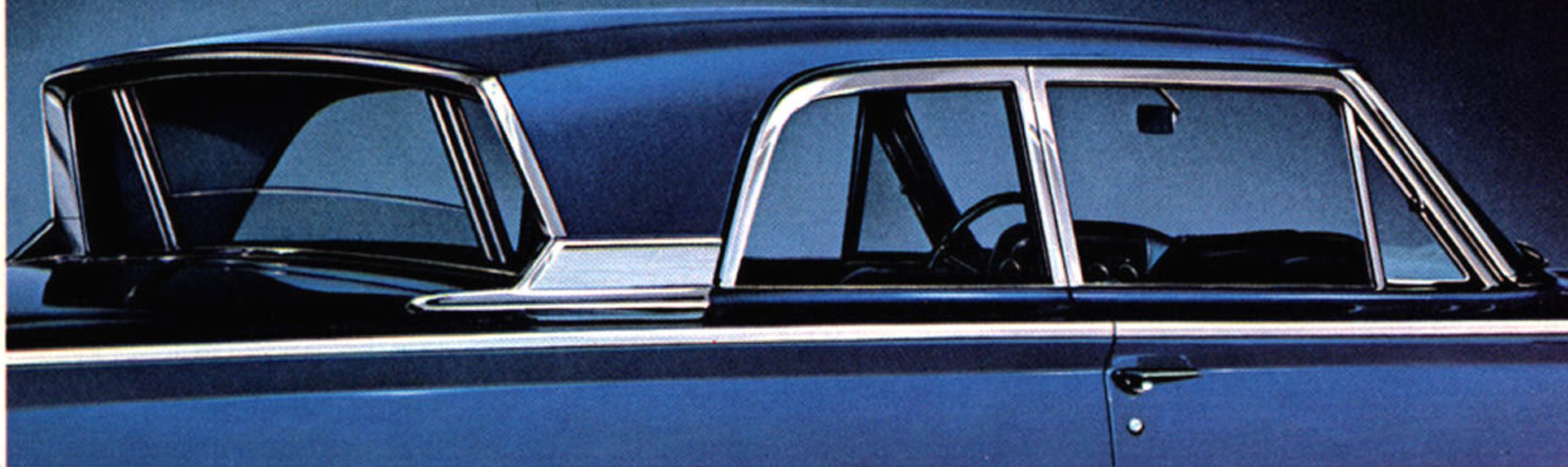




# 1964 MERCURY

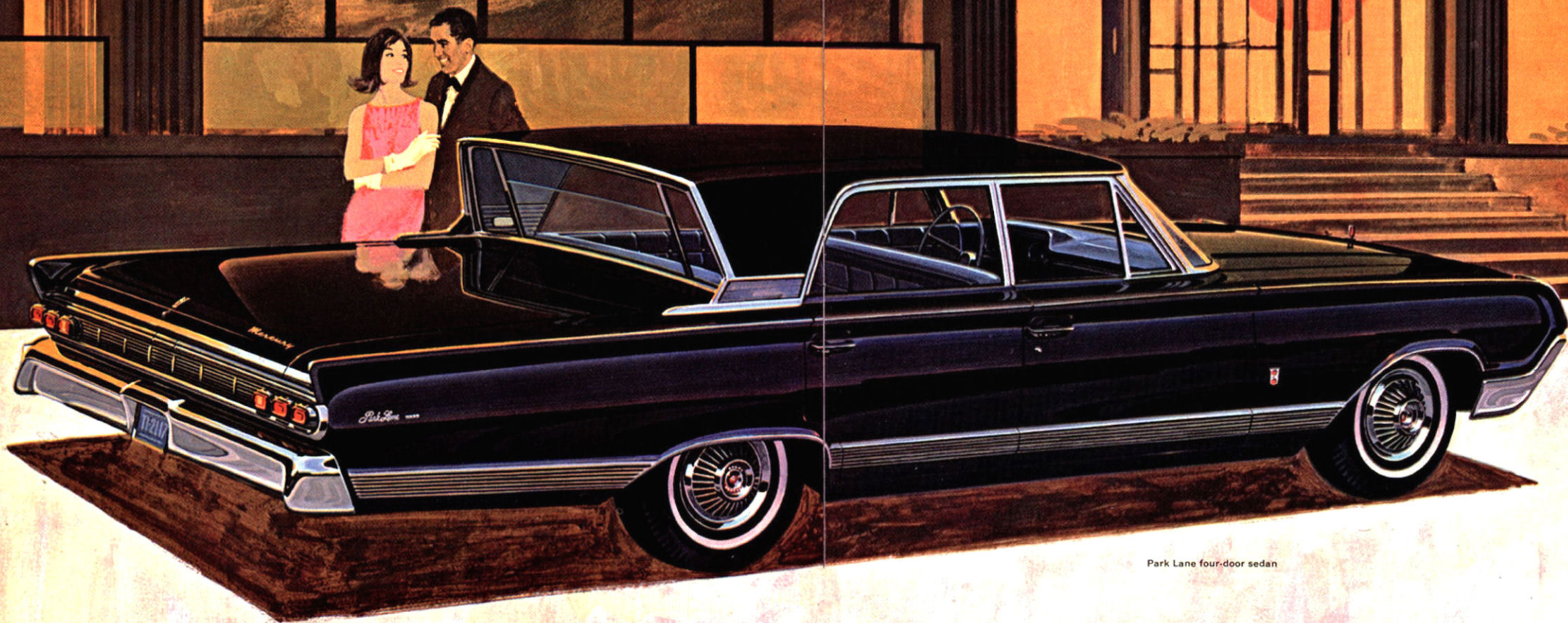


## The price is medium...the choice

THE choice is provided by the year's most beautiful styling alternatives: Breezeway design with all the advantages of a rear window protected from the weather, that opens for draft-free ventilation . . . or (you may prefer) Mercury's racy new Marauder hardtop styling. Whichever you choose, you know you've got more than just another medium-price car. You've got the medium-price car at its very finest! Here's why! Mercurys come in not only two different styles, but in two series, each with its own level of luxury and performance. A new top-line series; the luxurious Park Lane with a 2-barrel 352 cu.-in. V-8

## maximum...the car is Mercury

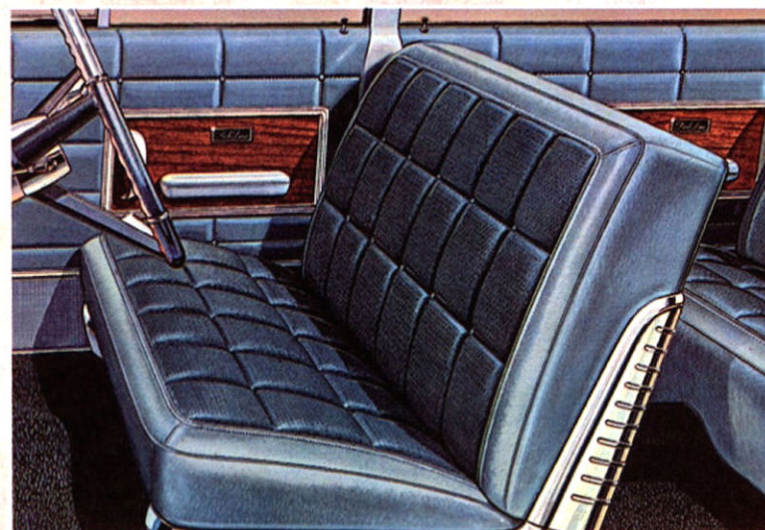
engine as standard equipment. In the '64 Mercurys, you get more than the usual. You get more than the usual in performance with engine choices that range up to the Marauder Super V-8 with 390 cubic-inch displacement and 4-barrel carburetion. You get more than the usual in luxury with rich interior decor and warm touches of walnut-tone trim on door panels. More spaciousness with increased passenger room, trunk space and door height. Look at the Mercurys with either exclusive Breezeway design or racy Marauder styling (or both) for more than the usual. Discover for yourself why there is no finer car in the medium-price field.



Park Lane four-door sedan

## PARK LANE

This is '64's most elegant Mercury, the Park Lane. Shown above is a Park Lane with exclusive Breezeway design. To add riding comfort, seats are foam padded with a special balanced spring design giving a more cushioned effect. An optional 6-way power-operated driver's seat is available. Luxury? There's nothing like it in the medium-price field. At the right you'll see a fine example . . . a Park Lane interior, with all-nylon face, biscuit design upholstery. This interior is trimmed in blue Caspian cloth and light blue crush-grain vinyl. Unusual items: loop-pile carpet, walnut-toned insets in door panels, custom-grip door handles, vanity mirror on right sun visor, red and white lower door courtesy lights, padded instrument panel. No wonder we say there is no finer car in the medium-price field.





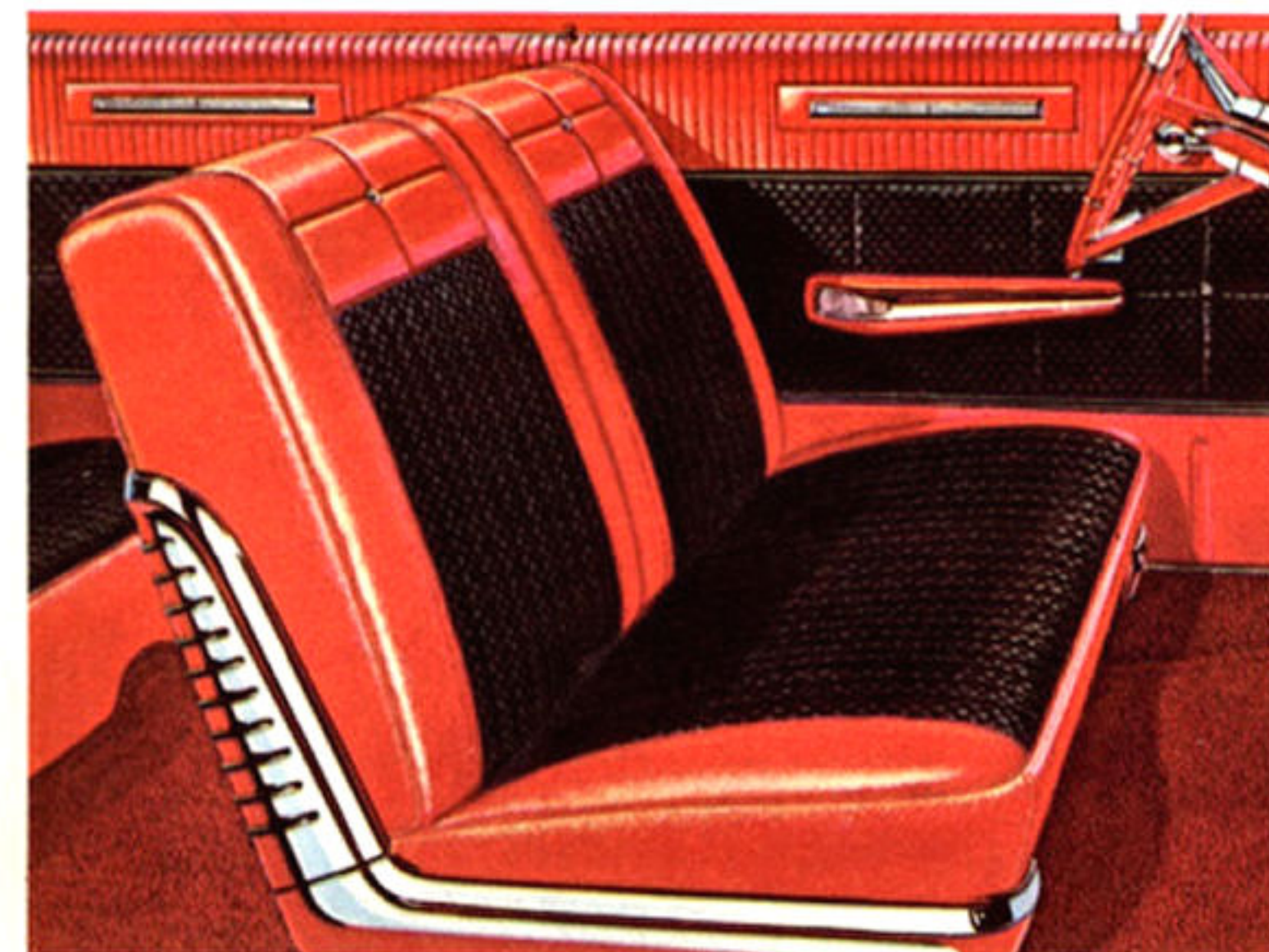
Montclair two-door hardtop



Montclair four-door sedan

## MONTCLAIR

The Montclair, too, has more of what you buy a medium-price car for. In short, all the traditional Mercury extra value plus some exciting '64 additions. The Montclair is available in either Breezeway design (as shown above) or Marauder style. Outside standard luxury features include full stainless steel exterior trim, full wheel covers. Inside: courtesy lights for map, ashtray, parking brake, glove box. And where you can't readily see, Montclair steps past the ordinary, too. Open the deeper, more spacious trunk (32.0 cubic feet of luggage space in this fully-lined compartment). Raise the hood of a Montclair... standard equipment is a powerful 352 cubic-inch Marauder V-8 engine.



Montclair interiors are trimmed in Pleated Honeycomb cloth and vinyl. Pleated door panels are accented with bright moldings. Every detail is there in Montclair: bright-metal rear seat ashtrays, anodized aluminum seat side shields, vinyl-covered sun visors, long armrests with bright-metal trim and paddle-type door releases.



Park Lane convertible

## PARK LANE

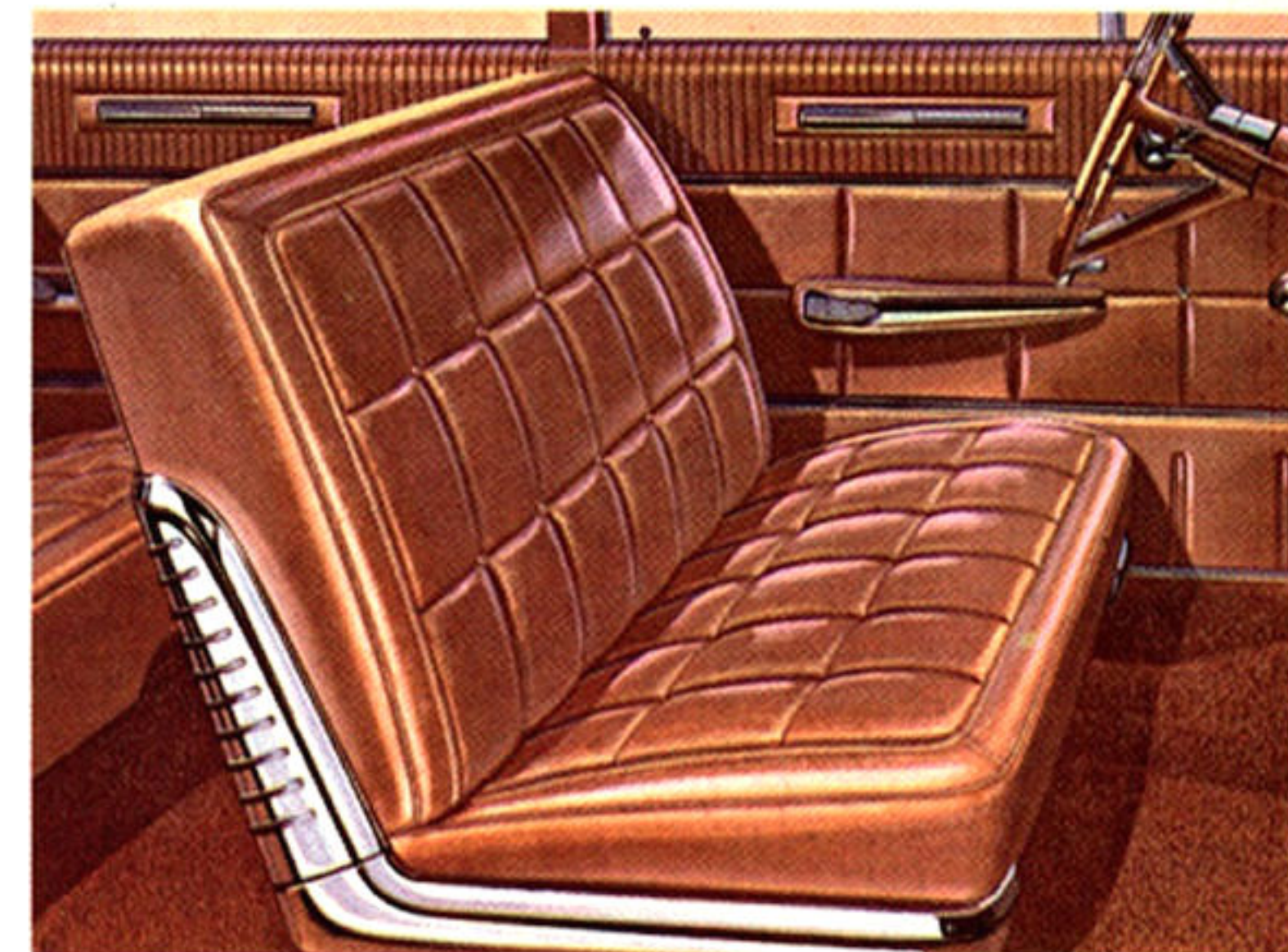
Here's more of the unusual luxury, power and pure beauty that is Park Lane. Shown above is another Park Lane model. Outside, Park Lane beauty is unmistakable. Full-length side moldings, deluxe wheel covers, wheel cutout moldings, special coachmark on front fender and hood ornament give a jewel-like perfection to the car. And there's the convenience of flashing fender-sight directional signals on the front fenders. More luxury and convenience inside, too . . . color-keyed, padded instrument panel with low-reflection vinyl cover, metal-trimmed pedal pads, a vinyl covered package tray and electric clock. Tops are made of 5-ply laminated fabric, for additional strength and flexibility.



Colony Park station wagon

## COLONY PARK

The Colony Park is based on a very special philosophy. Put it this way: many wagon owners need more than just cargo room. Colony Park serves as family car, theater car, a "go-everywhere" car. Outside, rich mahogany-toned paneling. Inside, fine-car appointments . . . and engine choices up to a Marauder Super 390 V-8.





Montclair Marauder four-door hardtop (also available in two-door hardtop model)

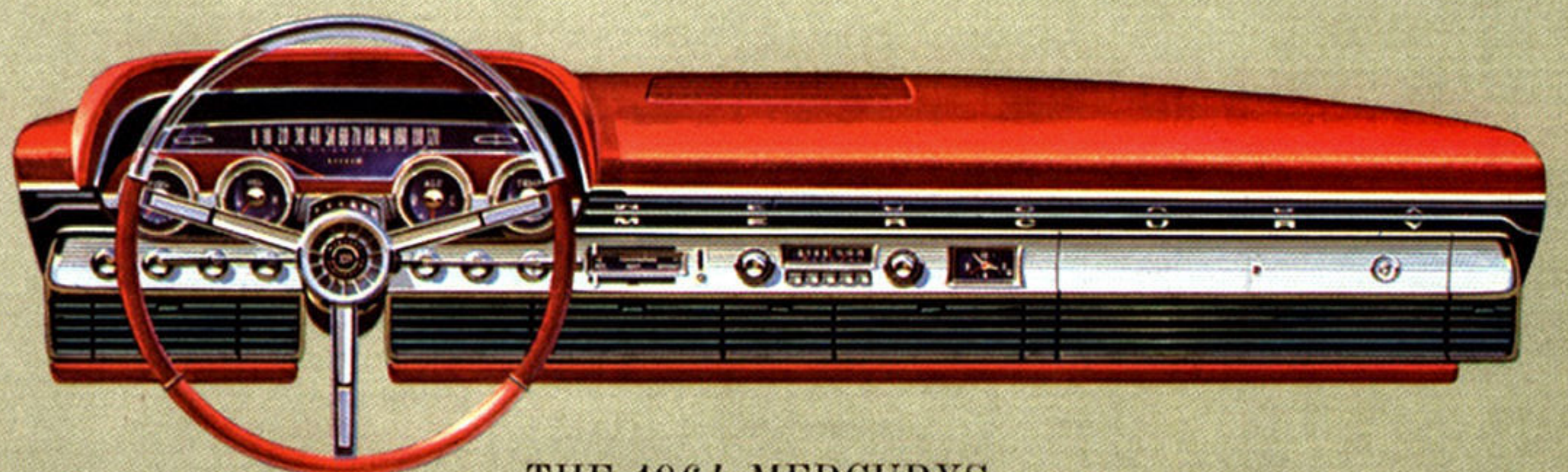
*Marauder*

This is the Mercury with the impatient look—the Montclair Marauder Hardtop. The slender, racy roof-line of the Marauder is quite unlike any other car in its class—more youthful, more alive. It keeps the promise of impatience, too, with a big 220 hp V-8 power plant. For peak performance, there is an optional 300 hp V-8 engine. Add to this the 4-speed transmission with floor-mounted stick shift and bucket seats and you've got the most exciting car going... away. Try the sporty Marauder—it's waiting for you, impatiently.

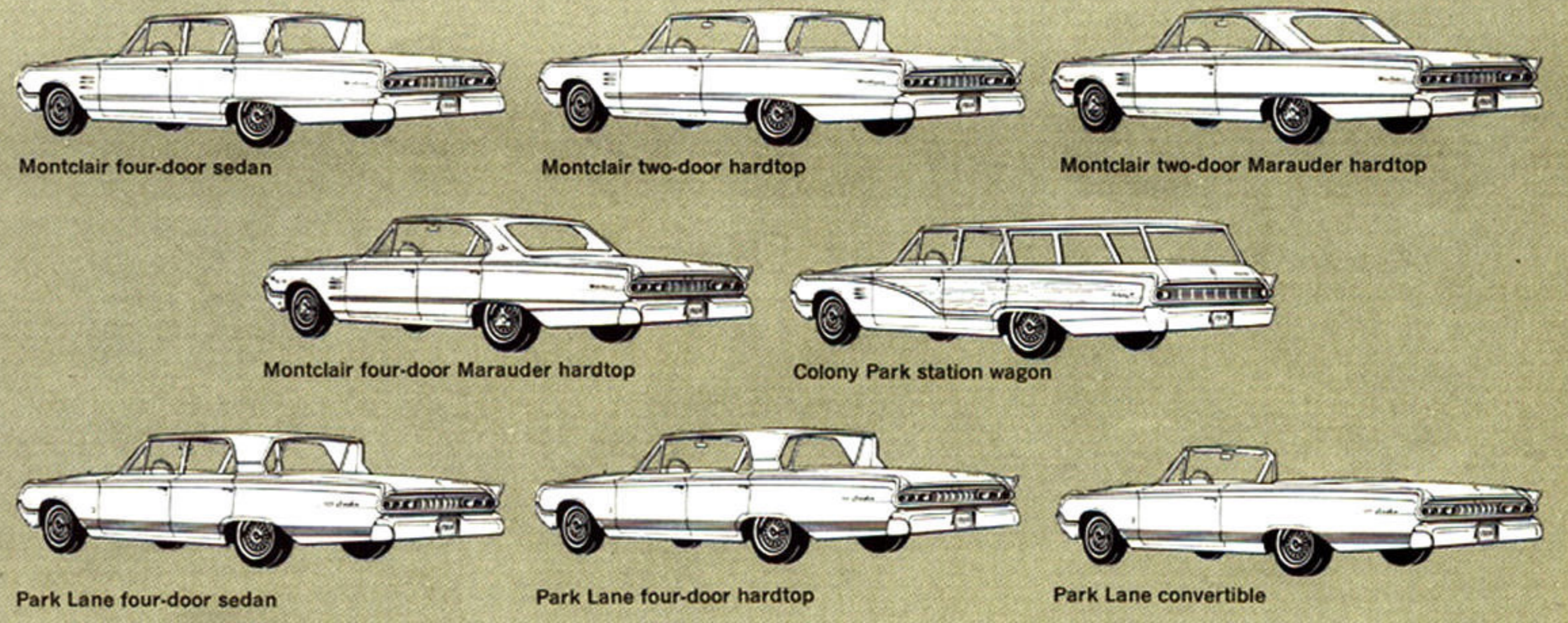


## OPTIONAL ACCESSORIES

To make driving easier, more pleasant and personalized, Mercury offers you a full range of options and custom features for '64. And they help pay for themselves by making your Mercury worth more at trade-in time. Included are:  Power Steering  Power brakes  Swing-Away steering wheel  Push-button radio  Tinted windshield glass  Remote-control side view mirror  Non-glare rear view mirror  Color-keyed padded instrument panel  Deluxe wheel covers.



## THE 1964 MERCURYS



## SPECIFICATIONS

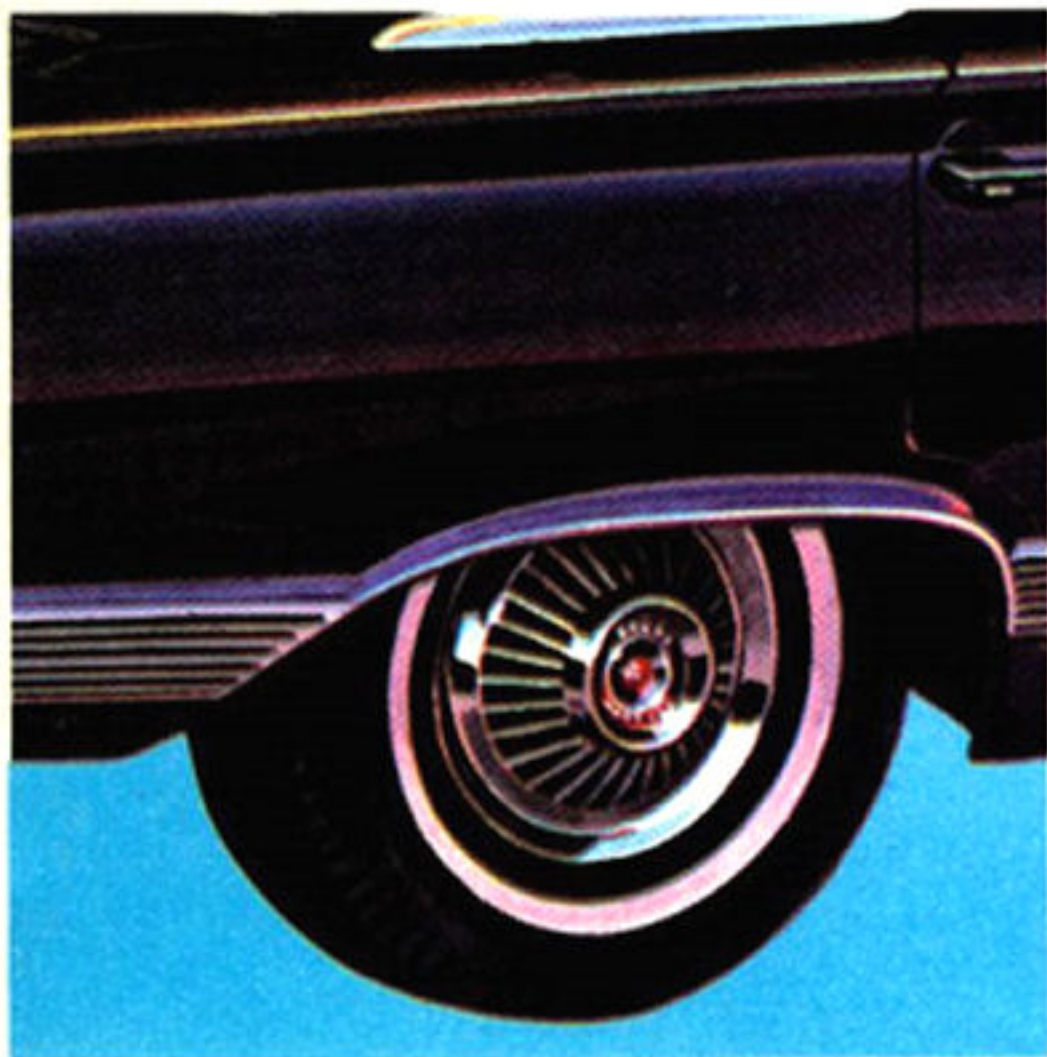
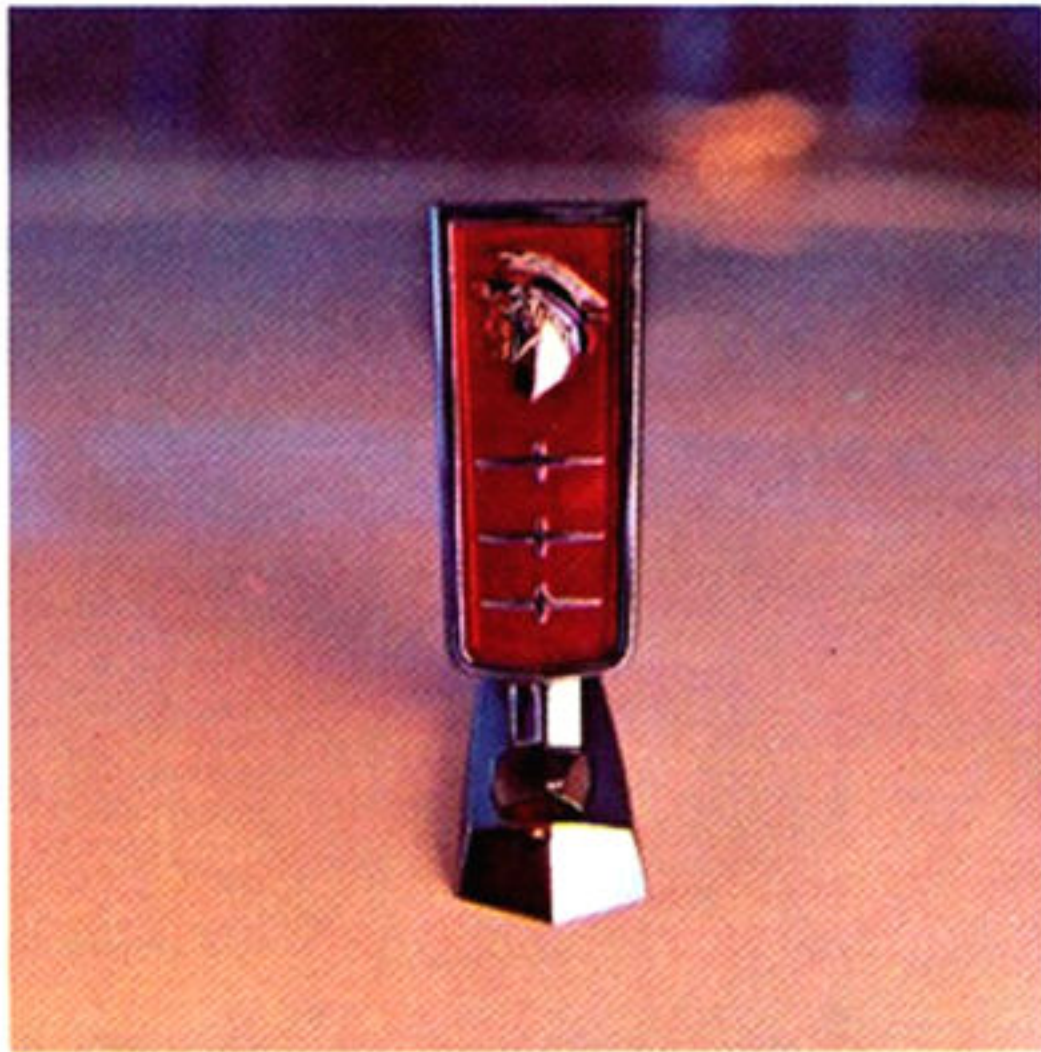
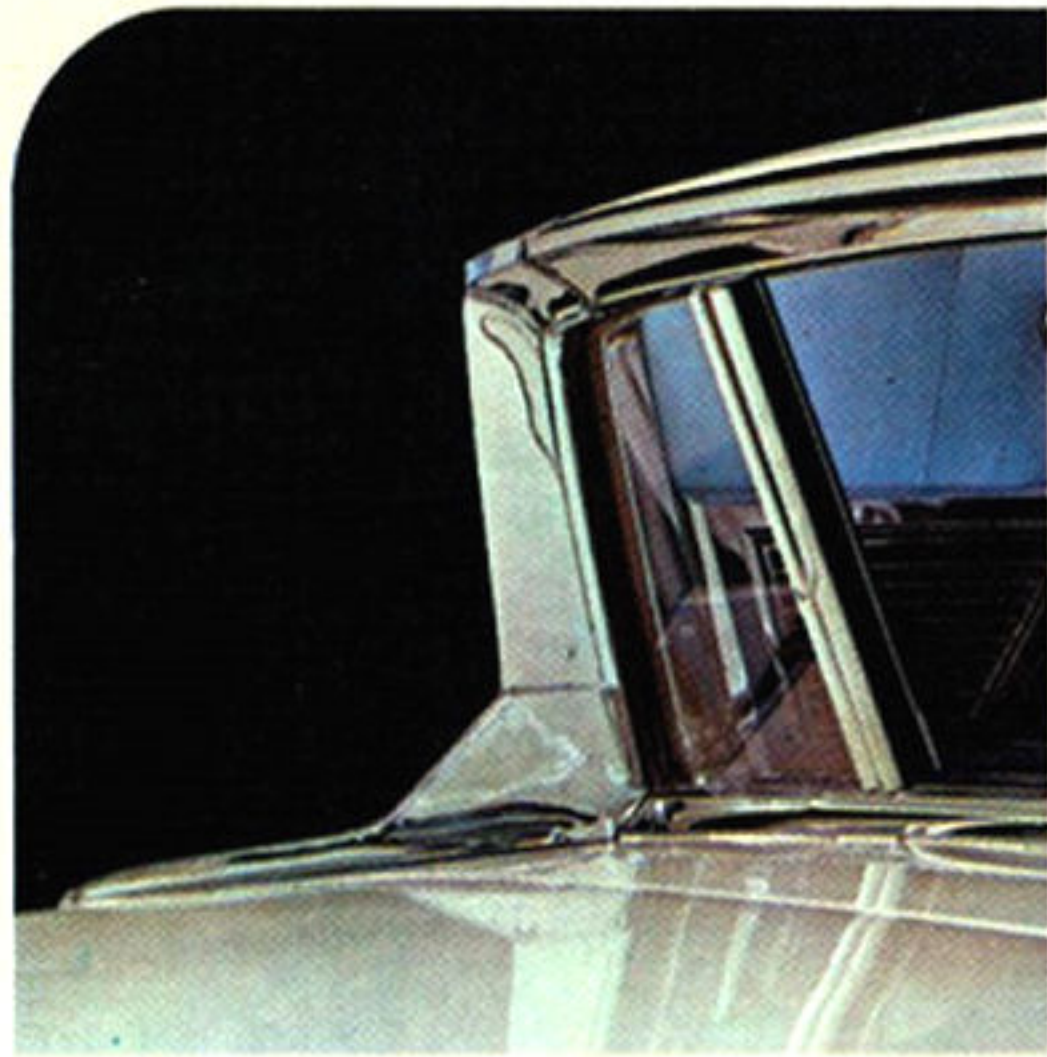
EXTERIOR DIMENSIONS		(Inches)
Wheelbase		120.0
Tread, Front		61.0
Tread, Rear		60.0
Length, over-all		215.5
	Sedan	210.3
	Station Wagon	210.3
Width, over-all		80.0
	Sedan	80.0
	Station Wagon	80.0
Height, over-all		56.5
	Sedan	57.9
	Station Wagon	55.9
	Convertible	55.9
Curb weight (lbs.)	4-door Sedan	4132.34 lbs.
	Colony Park 4-door	4422.00 lbs.
<b>TRANSMISSIONS</b>		
3-speed manual—available on all engines		
4-speed manual (floor mounted shift lever)—available on 390 V-8 engine only		
Merc-O-Matic—available on 352 V-8 engine only		
Multi-Drive Merc-O-Matic—available on all engines		
<b>MANUAL TRANSMISSIONS</b>		
Synchronized 3-speed column lever		
Ratios—1st		2.37:1
2nd		1.51:1
3rd		1.00:1
Reverse		2.31:1
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		
<b>BRAKES</b>			
Type	4-wheel hydraulic, self-energizing, self-adjusting		
Drum Diameter	11 inches		
Total lining area	212.5 square inches (passenger cars)		
	234.0 square inches (station wagon)		
<b>REAR AXLE</b>			
Type	Semi-floating with hypoid gears		
<b>TIRES</b>			
Size	8.00 x 14		
<b>SUSPENSION</b>			
Front	Swept-back ball-joint suspension		
Rear	Leaf springs plus 3-phase shock absorbers; asymmetrical axle mounting for anti-dive, anti-squat action.		
<b>CAPACITIES</b>			
Fuel Tank	16.6 gals.		
Cooling system	17.1 qts. with heater		
Engine oil	6 qts. with filter change		
*With passengers			

## MERCURY V-8 POWER TEAMS

ENGINES	352 V-8	390 V-8
Displacement (cu. in.)	352	390
Carburetor	2-barrel	4-barrel
Bore and Stroke (in.)	4.00 x 3.50	4.05 x 3.78
Compression Ratio	8.9:1	9.6:1
Rated Horsepower @ RPM	220 @ 4300	300 @ 4600
Torque Rating @ RPM	336 lb. ft. @ 2600	427 lb. ft. @ 2800
Fuel	Reg.	Prem.

The specifications contained herein were in effect at the time this folder was approved for printing. However, because of continuing product improvements and refinements, Ford Motor Company of Canada, Limited, reserves the right to discontinue models at any time or change specifications or design, without notice and without incurring obligation.



*Ford Motor Company of Canada, Limited*