

1963 MERCURY **MONTEREY**

new breezeway rear window



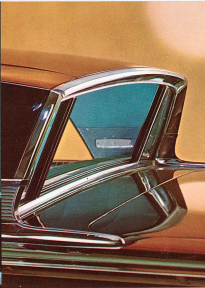
The window that came in out of the rain—Monterey's new rear window stays clear in rain or snow. Notice how it's recessed, slants inward. On hot days, it opens for Breezeway ventilation. Also, the overhanging roof keeps the rear seat shady, increases rear seat headroom, keeps glare off the rear window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



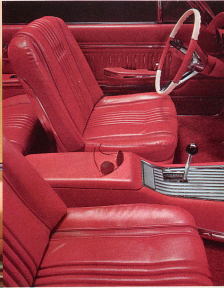
'63 MERCURY MONTEREY



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 Monterey S-55 gets off the beaten track! Dual exhausts and Mercury Marauder Super 390 V-8 engine with 4-barrel carburetor are standard. With even hotter ideas you can go all the way to six-barrel Mercury Marauder Super 406 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 monterey line-up

ENGINES	Marauder 390 V-8	Marauder Super 390 V-8	Marauder 406 V-8*	Marauder Super 406 V-8*
Displacement (cu. in.)	390	390	406	406
Carburetor	2-barrel	4-barrel	4-barrel	Triple 2-barrel
Bore and stroke	4.05 x 3.78	4.05 x 3.78	4.13 x 3.78	4.13 x 3.78
Compression ratio	8.9 to 1	9.6 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	385 @ 5800	405 @ 5800
TRANSMISSIONS, REAR AXLE RATIOS				
3-Speed Manual	3.50:1 (3.89:1 opt.)	—	—	—
4-Speed Manual	3.50:1 (3.89:1 opt.)	3.50:1 (3.89:1 opt.)	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.)	3.00:1 (3.50:1 opt.)		
*Domestic special order only.				



Transmissions? The 4-speed manual, a sports car favorite with floor-mounted stick shift, is available with all Monterey engines and mandatory with big Marauder 406 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.



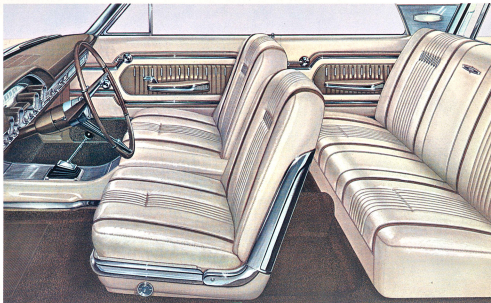


S-55

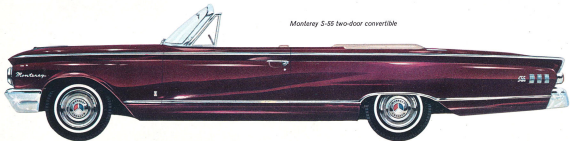
*luxury...the kind that
opens a whole new
world of elegance*

There's no mistaking the Monterey S-55, a sizzler that delivers the luxury of a Monterey Custom 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-solf upholstery material of expanded vinyl. For convertibles: vinyl-fabric top in your choice of black, white or blue, with padded cover boot.

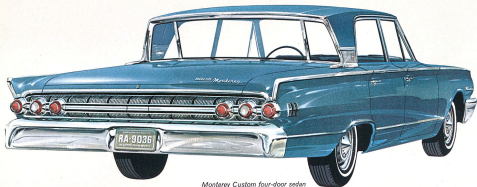


Monterey S-55 two-door convertible

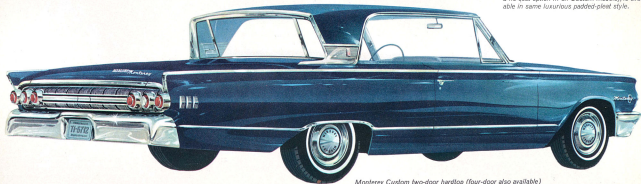


monterey custom

*beautiful new outlook
for big driving pleasure*



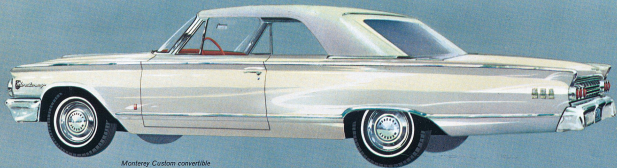
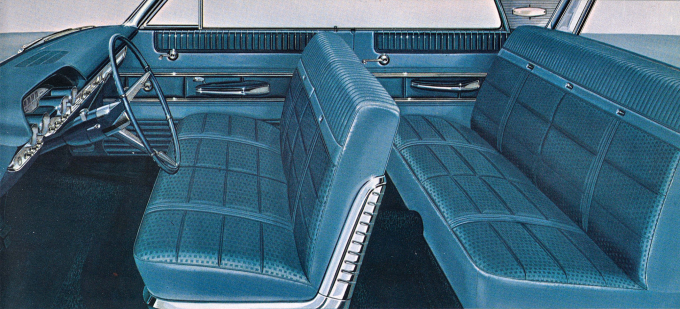
Monterey Custom four-door sedan



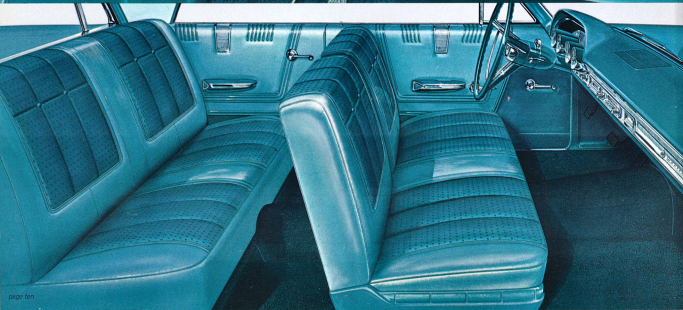
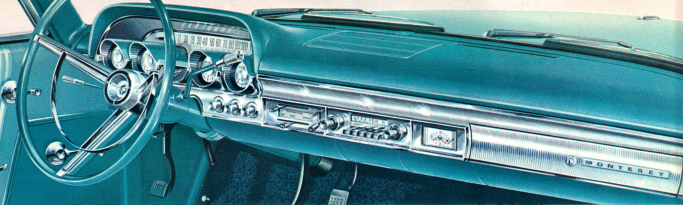
Monterey Custom two-door hardtop (four-door also available)

Be prepared to have Monterey's unique Breeze-way styling change your whole viewpoint on motoring. It lets 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 smartly styled convertible model, bonded vinyl-coated fabric top comes in black, white or blue; rearview non-glare mirror is center-mounted. Examine the '63 Monterey yourself. You'll find even more functional styling and exceptional luxury everywhere you look. Even the luggage compartment is a big 30-cubic-foot carrier.

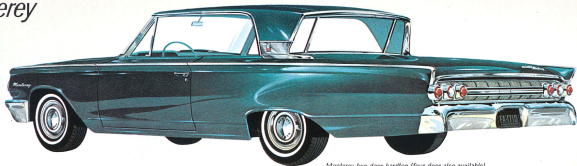
A subtle color harmony runs through the Monterey's vari-textured materials. You see it in the bowtie bolsters and triple-yarn fabric covering the foam-pillowed seats . . . the crush-grain vinyl along padded window sills . . . the deep, twisted-loop carpeting . . . the vinyl headlining. All-vinyl upholstery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



Mustang Custom convertible



monterey



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

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

Design changes in the '63 Monterey 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 Saving-Away steering wheel, 6-way power seat and now, 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 Monterey, you'll find luxury, room and performance.



Monterey four-door sedan (two-door also available)

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, Monterey'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. New vent window cranks for your convenience, and rich roll-over garnish moldings.



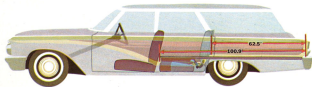
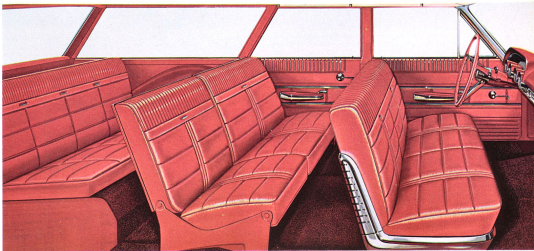
monterey colony park lets you get away from it all...or take it all with you

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 Breezeaway ventilation as other Montereys. With any of its five power-drive combinations (big Marauder 390 V-8 engine is standard), you'll take off in style. And with 91.5 cubic

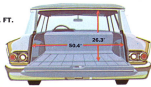
feet behind the front seat, it seems as if there's no limit to what you can take with you. Camping? Its sturdy rigidized body is a veritable home on wheels. Carrying? Huge cargoes of goods never faze it. Cruising? Optional third seat means nine passengers can relax in luxury. And that's not all! For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



monterey 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 Montereys include features like this.

- 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 Monterey 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.



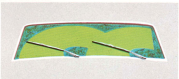
Body lubrication (locks, hinges, etc.) now need normally be done at 12,000-mile intervals, instead of every 6,000 miles. Stop half as often for this service.



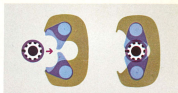
New alternator continues to charge battery and supply accessories and lights with power at low engine speeds, even at idle. Standard equipment on all Monterey models.



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.



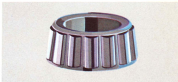
New electric Safety-Sweep windshield wipers clear 9% more area with overlapping strokes of 15" blades. Clearing the center area gives driver a safer, unbroken view.



New double-pawl door locks help make the 1963 Mercury Monterey 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 1983 Mercury Montereys include: • Choice of two new, improved air conditioners • Power steering • Power brakes • Speed and cruise control • Platted instrument panel (Std. on S-55) and padded sun visors • Safety seat belts • Windshield washer • P-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 '83 Monterey is available in your choice of 15 solid colors or 24 optional/af-astro-cool two-tone combinations. **Solid colors:** Presidential Black • Sulfane White • Carnival Red • Castilian Gold (metallic) • Blue Satin (metallic) • Pacific Blue (metallic) • Cascade Blue • Ocean Turquoise (metallic) • Peacock Turquoise • Seaside Green (metallic) • Desert Frost (metallic) • Champagne • Black Cherry (metallic) • Pink Frost (metallic) • Jamaica Yellow. **Two-tone combinations** (not available on Monterey convertible): Presidential Black and Castilian Gold (metallic) • Cascade Blue and Pacific Blue (metallic)* • Champagne and Desert Frost (metallic)* • Sulfane White roof with body color in Presidential Black, Carnival Red, Castilian Gold (metallic), Blue Satin (metallic), Pacific Blue (metallic), Cascade Blue, Ocean Turquoise (metallic), Peacock Turquoise, Seaside Green (metallic), Desert Frost (metallic), Champagne, Black Cherry (metallic), Pink Frost (metallic) or Jamaica Yellow.

*Two color comes first. *Metal and body colors may be reversed.

interiors:

Monterey Sedans, Hardtops	Monterey Custom Sedans, Hardtops	Monterey Custom Cab-vertible	Monterey Monterey Colony Park	Monterey S-55	Seat Inserts	Straps and Accents	Belts and Facings	Monterey Sedans, Hardtops	Monterey Custom Sedans, Hardtops	Monterey Custom Cab-vertible	Monterey Monterey Colony Park	Monterey S-55	Seat Inserts	Straps and Accents	Belts and Facings
					Regal Cloth	Plated Vinyl	Crash-Grain Vinyl						Vachette-Grain Vinyl (Wax Pleat)	Crush-Grain Vinyl	Crash-Grain Vinyl
X					Black	Black	Black	Opt.	X	X	X	Black	Black	Black	Black
X					Medium Blue	Light Blue-M	Light Blue-M	Opt.	X	X	X	Red	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	
					Madador Cloth (Wax Pleat)	Crash-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					Crash-Grain Vinyl	Extruded Vinyl		
X					Medium Beige	Beige-P	Beige		X			Black	Black		
X					Medium Gold	Gold-P	Light Gold		X			Red	Red		
X					Medium Rose	Light Rose-D	Light Rose		X			Light Blue-D	Dark Blue-D		
									X			Lt. Turquoise-D	Dark Turquoise-D		
									X			Beige-P	Light Beige-M		
									X			Light Gold-D	Medium Gold-D		
									X			Light Rose-D	Medium Rose-D		
M-Metallic	P-Pearlescent	O-Deep-luster Finish													

Every 1983 Mercury Monterey part (except tires, for which appropriate adjustments are made by their makers) is now warranted by dealers against defects in material and workmanship for one year or 12,000 miles, whichever comes first. Normal maintenance services and the routine replacement of parts such as filters, spark plugs and suspension joints are excluded.



'63 MERCURY MONTEREY

Choose from 11 distinctive models

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

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

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

Monterey Colony Park . . . four-door station wagon.



Monterey S-55 two-door convertible



Monterey S-55 two-door hardtop



Monterey Custom two-door convertible



Monterey Custom two-door hardtop



Monterey Custom four-door hardtop



Monterey Custom four-door sedan



Monterey two-door hardtop



Monterey four-door hardtop



Monterey two-door sedan



Monterey four-door sedan



Monterey 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.....	60.0
Station Wagon.....	79.9
*Height, over-all, Sedan.....	55.5
Station Wagon.....	56.9
Convertible.....	54.6
Curb weight (lbs.), 4-door Sedan.....	4091
Colony Park, 3-seat.....	4453

*With passengers

POWER TEAMS AND REAR AXLE RATIOS

ENGINES	Mercury 380 V-6	Mercury Super 396 V-6	Mercury 496 V-8*	Mercury Super 406 V-8*
Displacement Cia. (in.)	380	390	430	430
Carburetor	2-barrel	4-barrel	4-barrel	Triple 2-barrel
Bore and stroke	4.05 x 3.75	4.05 x 3.75	4.13 x 3.75	4.13 x 3.75
Compression ratio	8.8 to 1	8.6 to 1	11.5 to 1	11.5 to 1
Exhaust	Single (Dual for convertible)	Dual	Dual	Dual
Adv. horsepower @ 1700	290 (45 445)	300 (45 400)	365 (45 500)	455 (45 580)
TRANSMISSIONS	3-Speed Manual (3.50:1 opt.)	—	—	—
4-Speed Manual (3.50:1 opt.)	3.50:1 (2.98:1 opt.)	3.50:1 (2.98:1 opt.)	3.50:1 (optional range from 3.00:1 to 4.11:1)	—
Multi-Drive Merc-O-Matic (3.50:1 opt.)	3.50:1 (3.50:1 opt.)	3.50:1 (3.50:1 opt.)	—	—

*Manual order

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	2.38:1
	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	2.45:1
	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.....212.5 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.....Sweep-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.....30 gallons
Cooling system.....20.5 quarts, with heater
Engine oil.....8 quarts, with filter change

Specifications shown herein were in effect at the time this book was prepared for printing. Lincoln Mercury Division of Ford Motor Company, Dearborn, Michigan, reserves the right, however, to discontinue or change at any time, specifications, designs, or prices without notice and without incurring any obligation. White sidewall tires, accessories and any other equipment, including optional engines, transmissions and rear axles, that are not standard equipment are optional at extra cost. The warranties referred to herein are applicable only to products sold in the U.S.A. and in certain neighboring areas.