The TOTAL PERFORMANCE Cars from

FORD

MUSTANG · FALCON FAIRLANE · FORD · THUNDERBIRD



New Ford Mustang Hardtop



1964 Falcon Futura Sports Coupe



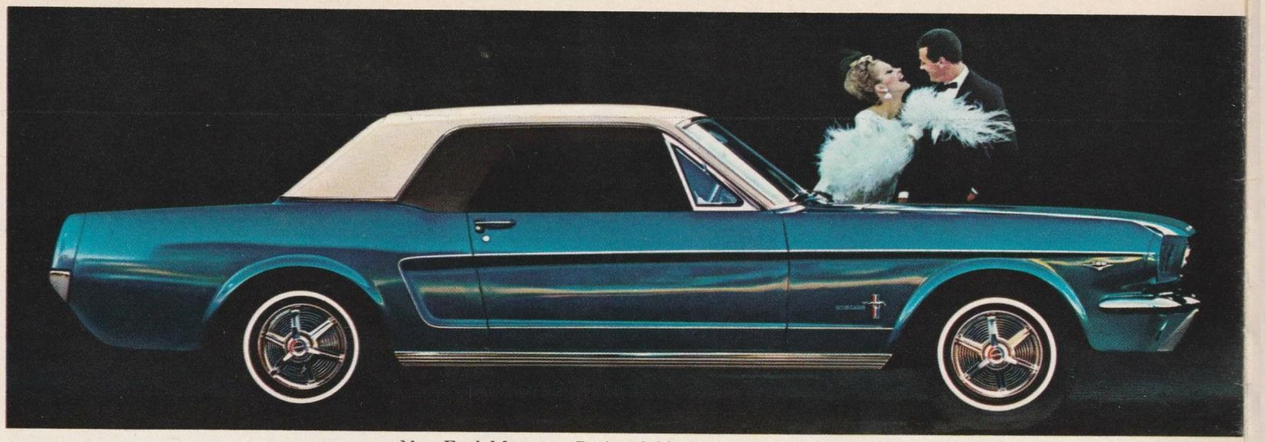
1964 Fairlane 500 Sports Coupe



1964 Ford Galaxie 500/XL 2-Door Hardtop



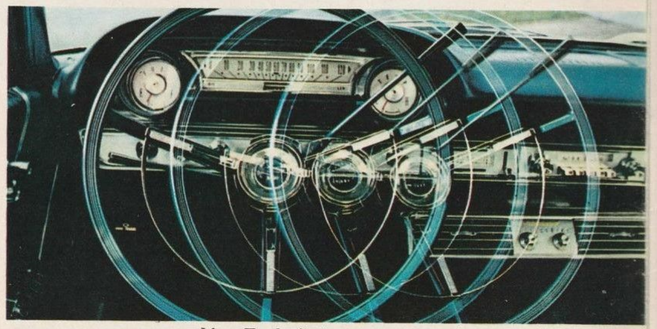
1964 Thunderbird Convertible



New Ford Mustang: Designed To Be Designed By You



New Ford: Luxurious Shell Seats



*New Ford: Swing-Away Wheel**



New Ford: Solid and Silent



New Falcon: Same Great Savings . . . All-New Style

*Optional

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New Ford Mustang: Unexpected Luxury at Low Cost



New Fairlane: Family Size with Sports-Car Feel



New Thunderbird: New Trend-Setting Ideas

The New Cars from Ford... Total Performance Cars! Cars of the Year!

Now—Ford offers 5 distinctly different cars

Total performance makes the cars from Ford hard-muscled, fast-moving, surefooted—facts dramatized by Ford in open competition. And this vital quality has won for Falcon, Fairlane, Ford and Thunderbird Motor Trend magazine's coveted "Car of the Year" Award!

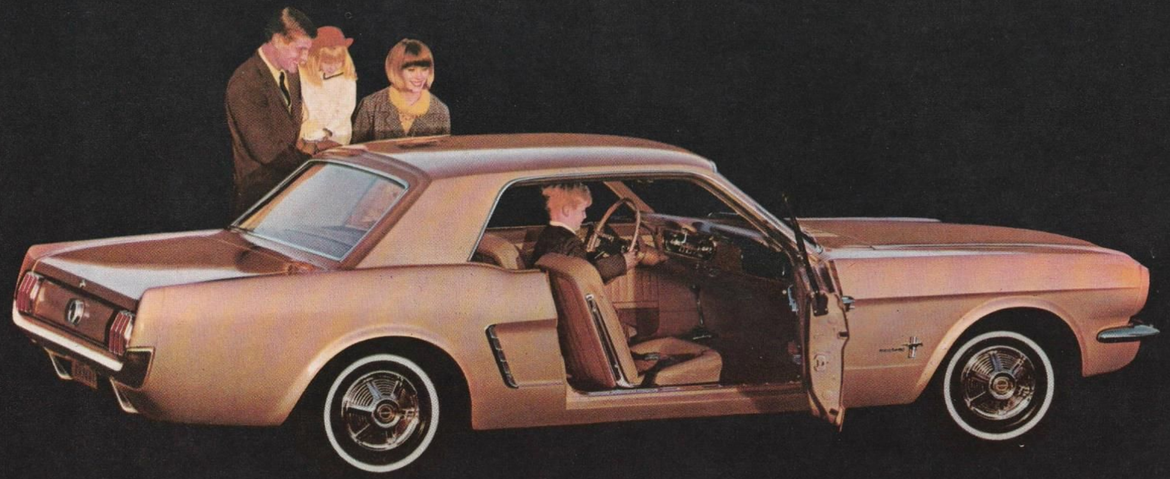
Now Ford introduces a totally new kind of total performance car, the **MUSTANG.** In Mustang, European styling elegance meets American practicality at a low Ford price.* Each one of the four other series offers you an equally distinctive choice.

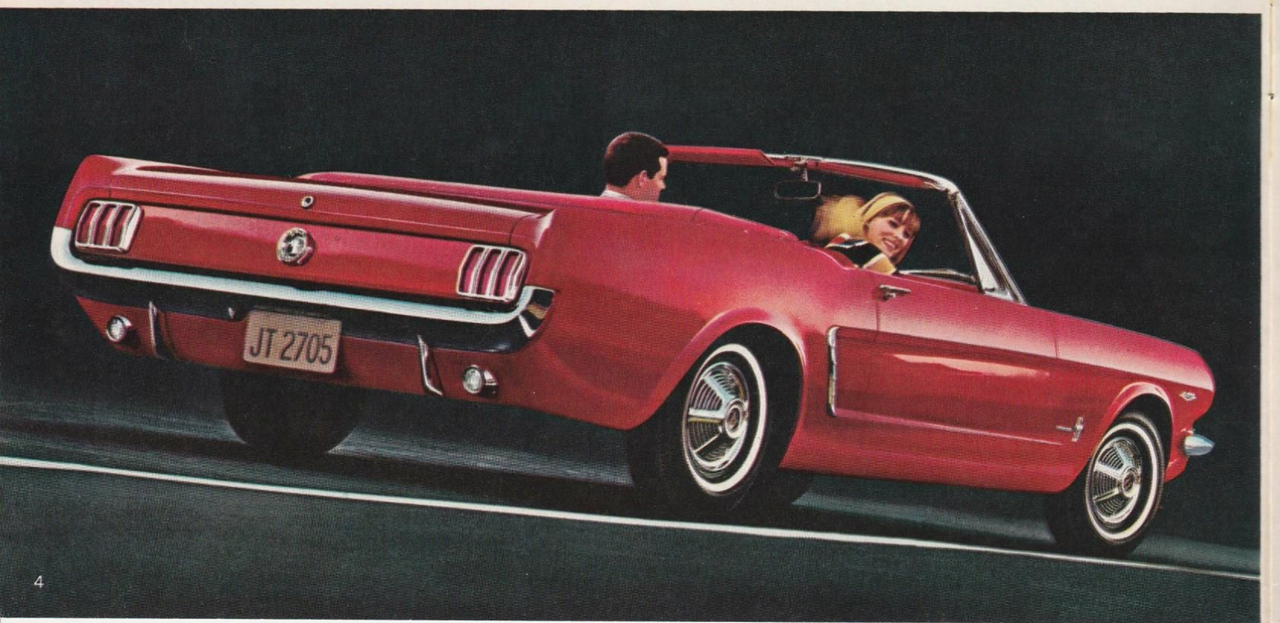
The **'64 SUPER TORQUE FORD** is hundreds of pounds stronger, smoother, steadier than the other cars in its field . . . with luxury and styling you'd expect in cars costing much more. The new **'64 FAIRLANE** has a combination of family-size room and sports-car feel that will change your mind about how much you can get at so low a price. The new **'64 FALCON** retains its famous economy, but everything else is changed . . . new style, new comfort and the plushest ride ever built into a compact. **THUNDERBIRD** for 1964 is a new departure in the Thunderbird tradition. Introducing the Silent-Flo ventilation system, the new Thunderbird is still unique in all the world.

The total performance cars include sedans, hardtops, convertibles and wagons . . . 46 models in all. Before you buy any car you owe it to yourself to drive one of the five from Ford . . . now at your Ford Dealer's.

*See page 5

Try Total Performance for a Change!





FORD MUSTANG



UNEXPECTED LOOK. This is the car you never expected from Detroit. It is so distinctively beautiful it has received the Tiffany Award for Excellence in American Design. Mustang has the look, fire and flavor of one of the great European road cars. Yet it is as American as its name . . . practical as its price.

UNEXPECTED PRICE. The standard Mustang Hardtop (at left) is priced at $2368* f.o.b. Detroit. (Convertible and vinyl-covered hardtop cost just a little more.) Mustang's basic equipment includes many items which are extra cost on other cars. Examples: deep foam *bucket seats, padded instrument panel, full wheel covers,* leather-soft *all-vinyl trim* (five choices), color-keyed *wall-to-wall carpeting.*

Roomy and comfortable, Mustang seats four, or five when you include the children. Doors open wide. Front passenger seat-back folds all the way down for easy access to the rear. Trunk is surprisingly large, easy to load.

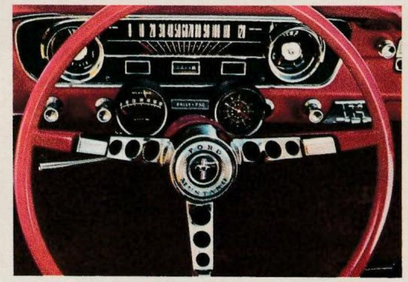
Standard Mustang also includes the thrift of a 170-cubic-inch Mustang Six with 3-speed manual floor shift, plus all of Ford's famous Twice-a-Year Maintenance and other service-saving features (see back cover).

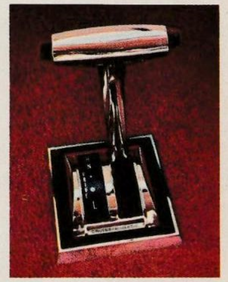
UNEXPECTED VERSATILITY. With the help of a long list of reasonably priced options, you can make your Mustang an all-out luxury car, a sports car, family car or personal car. Just two examples: add the Special Handling Package, Rally Pac (tachometer and clock at right), 4-speed stick shift and 210-hp 289 V-8 to a Mustang Convertible (lower left). That's a sports car! Or, for a luxury hardtop (like that at lower right), choose vinyl-covered roof, T-bar Cruise-O-Matic, air conditioner, power steering and brakes. Variations are almost endless!

*Manufacturer's suggested retail price for Ford Mustang Hardtop as of publication date of this folder. Destination charges from Detroit; state and local taxes and fees, if any; and optional equipment, such as white sidewall tires shown ($33.90), are extra.





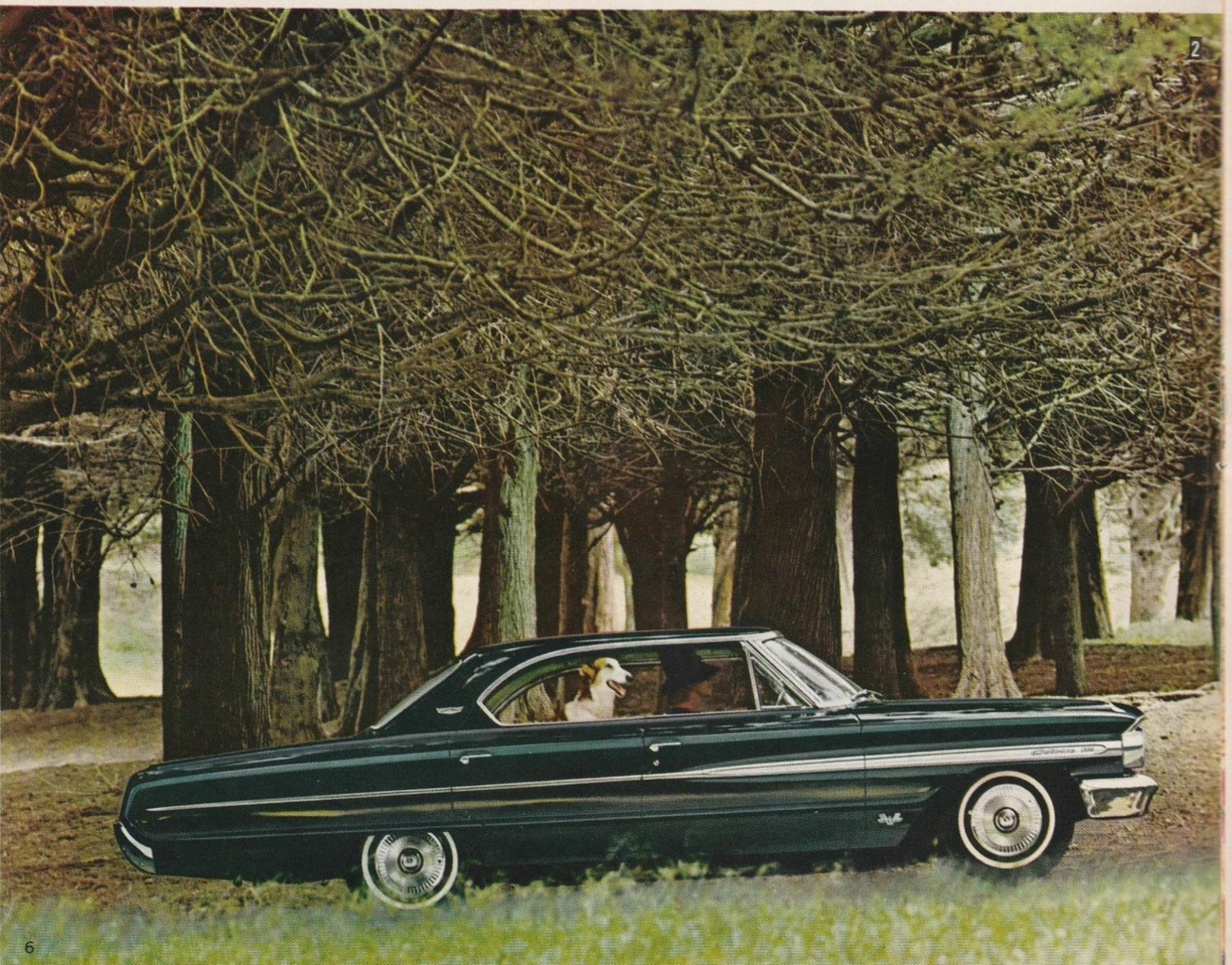








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1964 FORDS

These are the Solid, Silent Super Torque Fords for 1964. They are measurably stronger, steadier, smoother than any other cars in their class. Their quality marks them the finest Fords ever built. Your choice of 16 models*, 13 power teams, 35 interior trims, options and accessories to fit every individual taste. Ford is so dramatically changed you'll have to drive it to believe it!

1. FORD GALAXIE 500/XL 2-DOOR HARDTOP. Its fastback roofline is one of three distinctive '64 Ford silhouettes. New shell seats, console, leather-soft vinyl trim . . . all standard. Vinyl roof option available in black or white.

2. FORD GALAXIE 500 4-DOOR HARDTOP. The second '64 roofline . . . another smart new Ford profile. Solid road-holding, a quiet ride, virtually effortless handling come naturally with Ford's total performance.

3. FORD GALAXIE 500/XL CONVERTIBLE. The first new convertible with a clear glass rear window plus shell seats, console, all 500/XL touches that tab this a luxury convertible . . . at a Ford price. 500/XL power team is lively 195-hp Challenger 289 V-8 with cream-smooth Cruise-O-Matic. (You can have V-8 options up to 425 hp on '64 Fords.)

4. FORD GALAXIE 500 4-DOOR HARDTOP INTERIOR. New luxury touches tell only part of Ford's new inside story. Front floor "hump" is a third smaller, head room is increased, there's more stretch-out room than ever for six people. Get the feel of this new Ford on the road—you'll agree.

5. FORD GALAXIE 500 4-DOOR SEDAN. Here's Ford's third new roofline. Quality-check the '64 Ford. The quiet smoothness of its ride . . . its solid-closing doors . . . its sparkling trim and finish. This is Ford quality—finer than ever!

*See back cover for full model line-up



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1964 FORDS (Cont'd)

6. FORD CUSTOM 500 2-DOOR SEDAN. This new Ford series has much of the luxury of much costlier cars. But the modest price of the Custom 500 plus all its Ford-pioneered service-saving features (see back cover) place it in a thrifty class by itself.

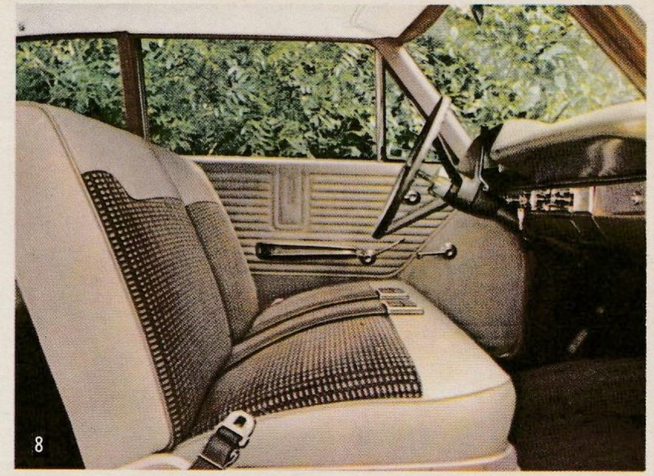
7. FORD COUNTRY SQUIRE. Total performance wagons, too? Naturally, when built by America's wagon specialist! Count on elegance with work-horse utility. The smartness of simulated wood body trim . . . the ruggedness to haul nearly half a ton of cargo! Both 6- or 9-passenger models. Power tailgate window standard.

8. FORD CUSTOM INTERIOR. From carpeting to courtesy lighting . . . foam-padded seat to padded arm rests . . . here's proof luxury costs you less in a Ford! Choose from three handsome cloth-vinyl trims in Custom, four in Custom 500.

9. FORD CUSTOM 4-DOOR SEDAN. The Custom series looks expensive but isn't. You get style, full-size Ford room and comfort . . . the solid, quiet Ford ride . . . plus many Ford features that other cars simply don't have. Compare feature for feature and price for price—you'll find the Custom is big-car value at its best!

10. FORD STATION WAGON INTERIOR. Rich yet rugged all-vinyl trim like this comes standard in Country Squire, optional in Country Sedan. Other standard luxuries include: foam-padded seats, carpeted floors, arm rests, courtesy lighting.

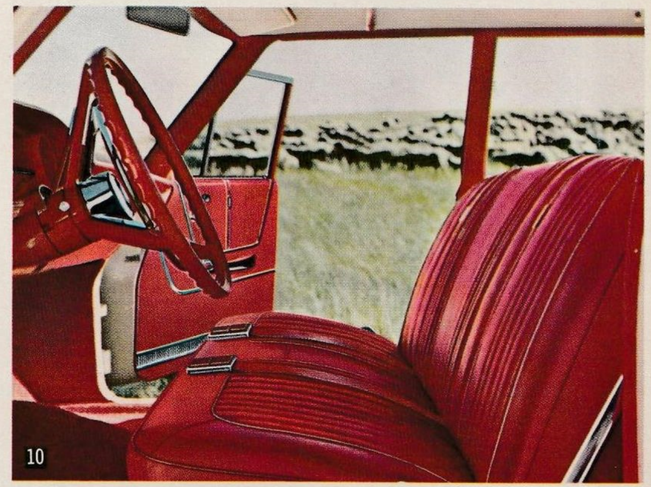
11. FORD COUNTRY SEDAN. Moderate price, big capacity (over 99 cu. ft.), easy loading, smooth riding and handling. These are just a few of Country Sedan's strong points. Six- or 9-passenger models. Both Ford wagons take V-8 options up to 300 hp.



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1964 FAIRLANES

What makes Fairlane a hard-to-beat combination? Family size. Sports-car feel. Big-car ride. Fine-car quality. Budget-wise price. Ford's famous service savings (see back cover). And to prove the combination almost unbeatable . . . over 750,000 mighty happy Fairlane owners!

1. FAIRLANE 500 4-DOOR SEDAN. Roomy comfort to pamper six people. Handling to make parking a snap. A ride even smoother, quieter than before. The "500" has all this and more to recommend it, as a Fairlane test drive proves.

2. FAIRLANE 500 SPORTS COUPE. Of the eight new Fairlanes*, this one is tops in pure, concentrated excitement. Smart new Fairlane style with sports accents inside and out. Power choices include five engines (up to 271 hp), six transmissions (topped by new 3-speed Cruise-O-Matic), power steering†, power brakes.† Like all Fairlanes, this one has the quicker handling, more solid road-holding and surer braking of total performance.

3. FAIRLANE 500 INTERIOR. It's hard to believe such a low price could include such luxury. But here it is: foam-padded seat, choice of four color-keyed, cloth-vinyl trims, wall-to-wall carpeting. Add in courtesy lighting, arm rests, cigarette lighter, ash trays and you begin to appreciate the great car value of Fairlane!

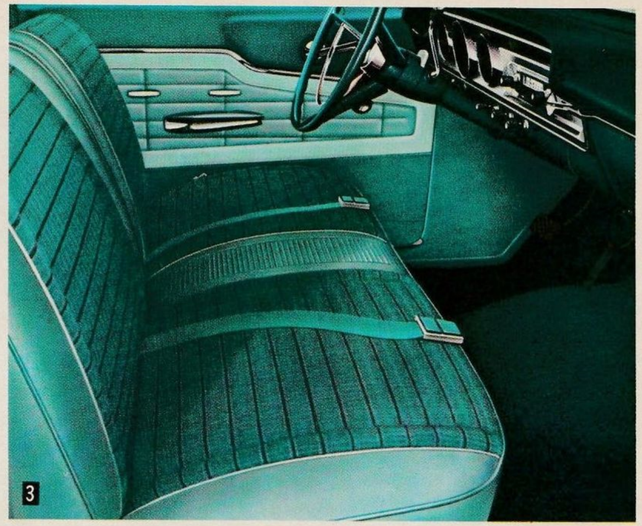
4. CUSTOM RANCH WAGON. This Fairlane and the hard-working Ranch Wagon (not shown) are winning more fans every day with their trim handling, whopping cargo capacity (98.6 cu. ft.) and low prices. (Matter of fact, the Ranch Wagon is the lowest-priced 4-door station wagon in its class**!) Both Fairlane wagons can carry eight people with a two-passenger rear-facing third seat option.

5. SPORTS COUPE INTERIOR. Bucket seats, console and leather-soft all-vinyl trim (seven choices) for luxury . . . family-size room all around for comfort. And to make it perfect, a low Fairlane price tag!

*See back cover for full model line-up

†Optional

**Based upon a comparison of manufacturers' suggested retail delivered prices









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1964 FALCONS

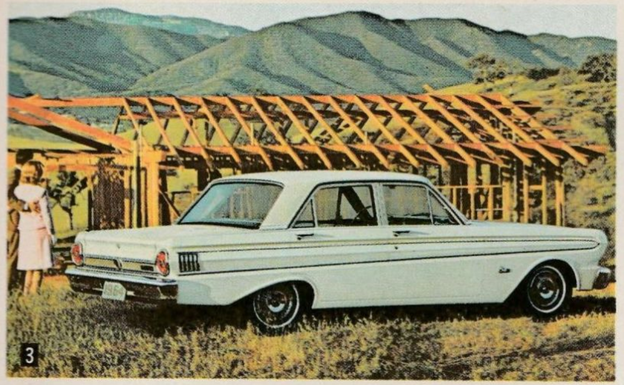
Falcon's kept its famous economy, but everything else is changed. A million dollars' worth of good looks. The finest ride ever in a compact. A 6 that holds the all-time Mobil Economy Run record for 6's or 8's. A V-8 that made history at the Monte Carlo Rallye. Get reacquainted with Falcon—drive one of 17 new Falcons*—soon!

1. FALCON FUTURA HARDTOP. Crisp new style, smart new luxury. Superior Falcon-size convenience and comfort. Plus total performance: eager response, sure-footed going, trim handling. No compact—not even Falcon—ever offered so much before!

2. FALCON SPRINT CONVERTIBLE. Sprint flair at a new low Sprint price! Standard are: 164-hp Sprint 260 V-8, power top, vinyl trim, sports-type steering wheel, wire-style wheel covers. Sporty options include: bucket seats, console, tachometer, rocker panel moldings.

3. FALCON FUTURA 4-DOOR SEDAN. Roomy comfort for six (spacious trunk, too!) plus Futura luxury have made

*See back cover for full model line-up



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Falcon famous. Tempting options: 164-hp Challenger 260 V-8, power steering and brakes, air conditioning.

4. FUTURA INTERIOR. Step in through wide-opening doors. It's carpeted, courtesy-lighted. Foam-cushioned seat, arm rests, greater driver convenience. And all the smartness of new Falcon styling!

5. FALCON 2-DOOR SEDAN. One of America's lowest-priced 6-passenger sedans! Yet even this Falcon (see back cover) includes Ford's famous Twice-a-Year (or 6000-mile) Maintenance and service-saving features!

6. FALCON 4-DOOR DELUXE WAGON. Handy as it is handsome. Solid as it is spacious (cargo space: 78½ cu. ft.)! And "loaded" with convenience. That's the way America's wagon specialist builds 'em!

7. DELUXE CLUB WAGON†. One of a special breed of Falcons (three models called Extra-Duty Wagons) that carries up to eight passengers, over 190 cu. ft. of cargo!

8. FALCON SQUIRE. Woodlike body trim. Carpeted floors. Power tailgate window. Just a few highlights of America's most distinctive compact wagon.

†For details, ask your Ford Dealer for the Extra-Duty Wagon folder


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1964 THUNDERBIRDS

The look is new—yet so typically Thunderbird. Interiors are new and crafted with Thunderbird elegance. The new ideas are those you have come to expect from Thunderbird, the innovator. Thunderbird remains personally yours . . . unique in all the world.

1. **THUNDERBIRD HARDTOP.** New 15-inch wheels increase brake cooling. The ride is even smoother and more hushed . . . the handling obedient as only Thunderbird can be.

2. **THUNDERBIRD CONVERTIBLE.** Two of many features that make this car unique: a top that conceals itself under the clean rear deck; a peerless power team (300-hp Thunderbird 390 V-8 and Cruise-O-Matic Drive).

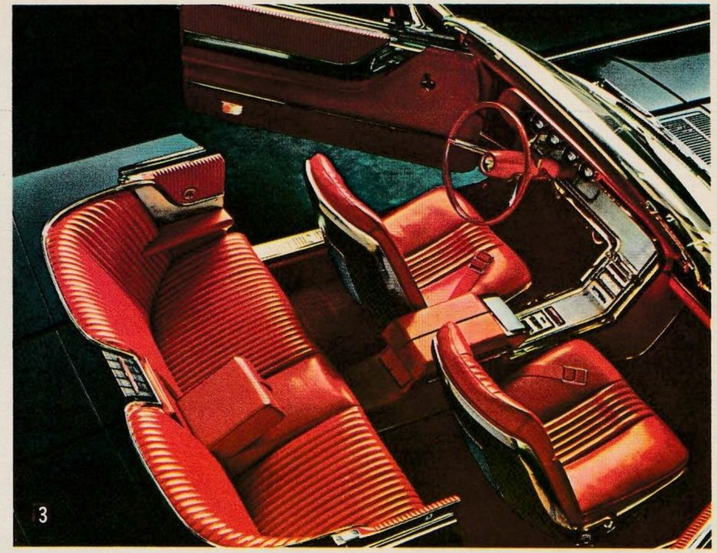
3. **THUNDERBIRD INTERIOR.** A new kind of luxury. Cove rear seat with folding center arm rest. Shell front seats provide new comfort (plus more rear passenger foot and knee room). New console with arm rest.

4. **THUNDERBIRD LANDAU.** Graced by regal vinyl top and glistening "S" bars. Rich simulated wood graining in instrument and door panels is another Landau hallmark.

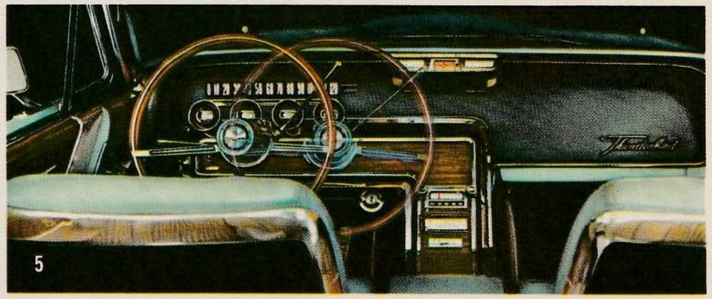
5. **FLIGHT-DECK INSTRUMENT PANEL (shown in Landau).** Instrumentation, controls have jet-age efficiency and style. Swing-Away steering wheel with padded hub is but one example of the luxury equipment which comes standard on every Thunderbird.

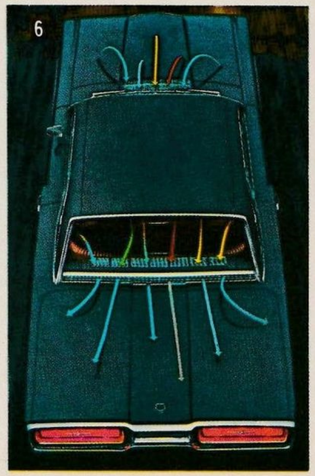
6. **SILENT-FLO VENTILATION SYSTEM.** A trend-setting Thunderbird idea. Controlled stream of fresh air flows through the car. Smoke, stale air are expelled through rear outlet. Windows rolled up, you enjoy a ride free of outside noise, the freshest air regardless of the weather. (Hardtop and Landau.)

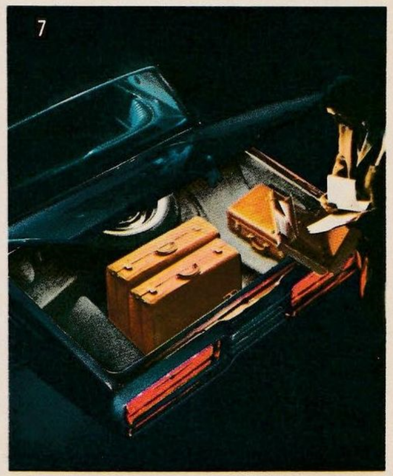
7. **DEEP-WELL TRUNK.** All-new trunk design with deep-well center section permits luggage to be loaded upright. Adds greater ease, even more convenience to Thunderbird travel.


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TWICE-A-YEAR MAINTENANCE.
The new total performance cars from Ford go 36,000 miles or 3 years* between major chassis lubes; 6,000 miles or 6 months between oil changes and minor lubes. In fact, every new car built by Ford needs so little service it's just good sense to see that it gets the best—at your Ford Dealer's. His factory-trained mechanics and special tools add up to a great service combination you can get nowhere else! Other Ford service savings include: engine coolant-antifreeze, installed at the factory, good for 36,000 miles or two years; self-adjusting brakes; aluminized mufflers; and galvanized vital underbody parts to resist rust and corrosion.

*Except Extra-Duty Wagons each 6,000 miles or 6 mos.; Thunderbird each 100,000 miles or 3 yrs.

Comparative information and specifications in this folder were in effect at the time of approval for printing. Ford Division of Ford Motor Company reserves the right to discontinue models at any time, or change prices, specifications or design, without notice and without incurring obligation. Optional equipment and accessories, illustrated or referred to as options, optional or available in this folder are extra cost. For the price of the Mustang, Falcon, Fairlane, Ford or Thunderbird with the optional equipment and accessories you desire, see your Ford Dealer.

Try TOTAL PERFORMANCE
For A Change!

FORD

Mustang • Falcon • Fairlane • Ford • Thunderbird

PRODUCTS OF
Ford
MOTOR COMPANY

Form No. FDC-6401 Litho in U.S.A. Rev. 2-64

The Ford Finder

2-DOOR SEDANS


Falcon*


Falcon Futura


Fairlane


Fairlane 500


Ford Custom


Ford Custom 500


Ford Galaxie 500

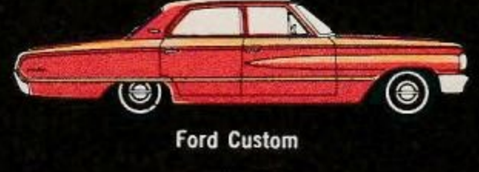
4-DOOR SEDANS


Falcon*


Falcon Futura


Fairlane

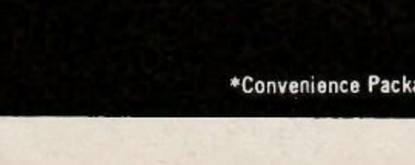

Fairlane 500


Ford Custom


Ford Custom 500


Ford Galaxie 500

4-DOOR HARDTOPS


Ford Mustang§


Falcon Futura


Falcon Futura Sports Coupe†


Falcon Sprint

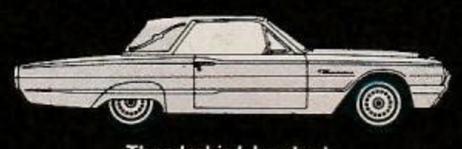

Fairlane 500


Fairlane 500 Sports Coupe†


Ford Galaxie 500


Ford Galaxie 500/XL†


Thunderbird†


Thunderbird Landau†

4-DOOR HARDTOPS


Ford Galaxie 500


Ford Galaxie 500/XL†

CONVERTIBLES


Ford Mustang§


Falcon Futura


Falcon Futura Sports Convertible†


Falcon Sprint


Ford Galaxie 500

STATION WAGONS


Falcon 2-Door


Falcon 4-Door


Falcon Deluxe 4-Door


Falcon Squire


Fairlane Ranch Wagon


Fairlane Custom Ranch Wagon


Ford Country Sedan


Ford 9-Pass. Country Sedan


Ford Country Squire


Ford 9-Pass. Country Squire

EXTRA-DUTY WAGONS


Falcon Station Bus


Falcon Club Wagon


Falcon Deluxe Club Wagon

2-DOOR HARDTOPS


Ford Mustang§

*Convenience Package available §Bucket seats standard †Bucket seats and console standard