1955 MERCURY

in three great series:

the Montclair

the Monterey

the Custom



Bold new styling with 195 hp to match

For 1955, a lower, longer Mercury . . . with the mightiest performance in all Mercury history

From bumper to gleaming bumper . . . from its lowered roof silhouette to the tread pattern of its new tubeless tires, the spectacularly advanced Mercury for 1955 is totally new in line and detail—the result of a dynamic new kind of thinking in American automotive design.

Everywhere you look, you see the dramatic touches that have created a new look in Mercury styling. The sweeping Full-Scope windshield, the clean-cut head lamp housings, even the angle of the roof pillars shows fresh use of design elements.

And, under its bold new look, there is news in the mechanics of Mercury, too. Two new and advanced Super-Torque V-8 engines with greater torque output bring new performance to the speed ranges where most of your driving is done. You command new reserves of horsepower: 195 hp in Montclair models; 185 hp in other series. New optional Merc-O-Matic Drive brings smoothness, vigor and versatility to shift-free driving that is unmatched in any car in its field. And a new chassis contributes greater ease in ride and handling, greater stability and safety in all-round motoring.

For further advances in performance, a new dual exhaust system is provided as standard equipment on Montclair and Monterey models, and at moderate extra cost for the Custom Series.

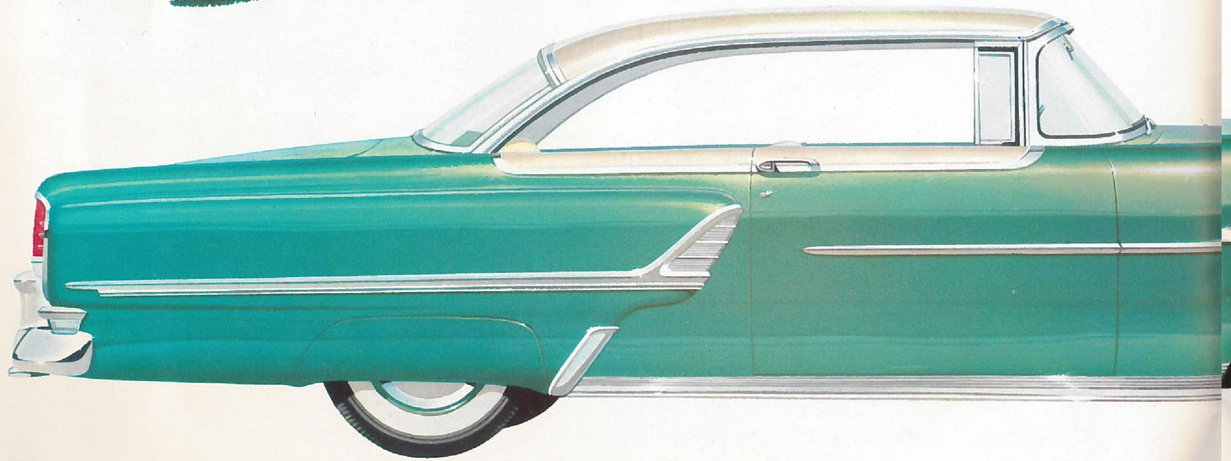




in 1955, ten new models in three distinctive series—the Montclair . . . the Monterey . . . the Custom

Mercury introduces a brilliant new series — the Montclair









luxury line with a sports car flair

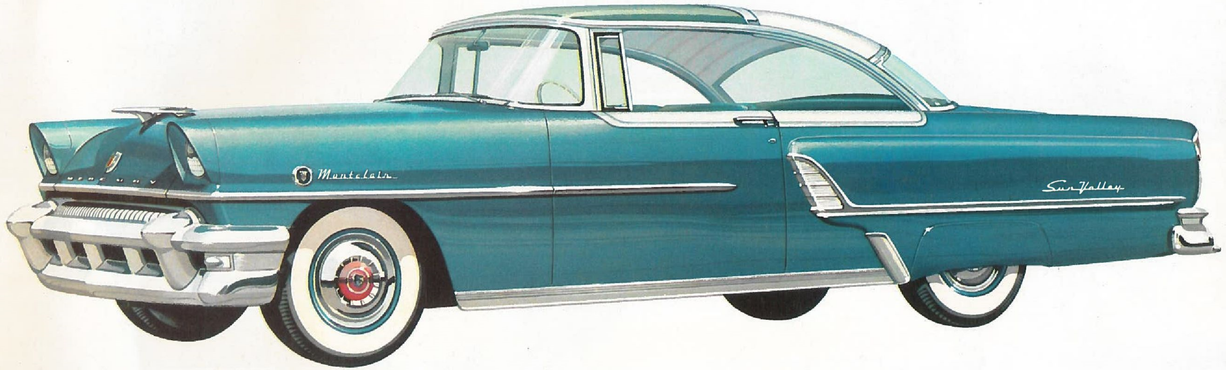
A new luxury car appears on the American scene—a debonair new Mercury with a character all its own. Here is the jaunty spirit of the sports car in crisp low lines; an eagerness for the open road in the special dual-exhaust, Super-Torque 195-hp engine. Here, too, is the quality you expect only in the most expensive fine cars, now within reach of most car buyers. This is the Montclair, available in Coupe, Convertible, and transparent-top Sun Valley.

Mercury Montclair coupe

Call it flair, "personality," or what you will—here is a car with that prized quality which distinguishes magnificent design from the ordinary. Lowest and longest-looking Mercury ever built, the Montclair Coupe raises hardtop styling to a new high art, lowers hardtop lines to a new silhouette just 58.6 inches in height. And every detail—inside and out—enhances the convertible atmosphere in this informal closed car that's at home in any gathering of discriminating company.



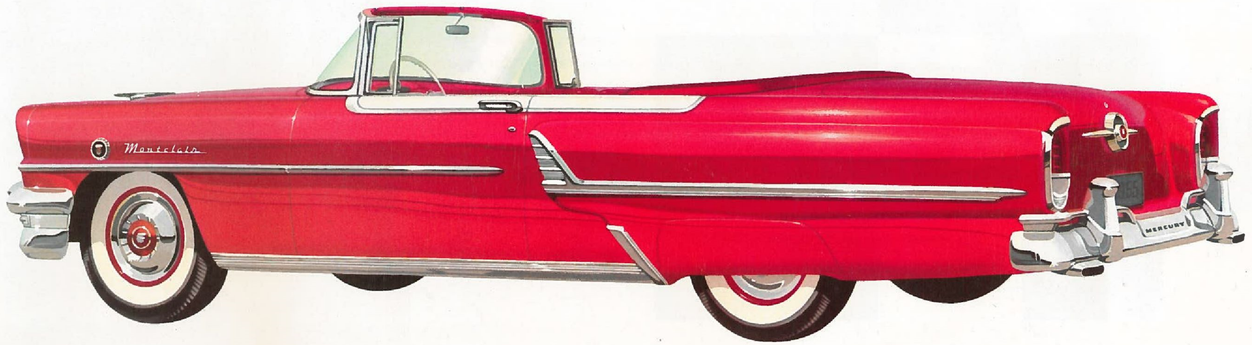
the Montclair





Mercury Montclair Sun Valley

This is the Mercury for those with a feeling for adventure. To the inherent grace of the convertible-influenced hardtop, Mercury has introduced a new outlook on motoring through its transparent top. All outdoors enters your range of vision—even driving in the rain becomes an exhilarating new experience as you relax in the secure comfort of its luxurious interior. Behind the sweeping elegance of its combined bumper-grille is the one motor car in America which adds so many new pleasures to viewing, such fashionable distinction to driving.



Mercury Montclair convertible

Nowhere in an automotive line do style and performance stand a more critical test than in this convertible. For convertible owners are particularly fond of beauty in cars—and the "punch" to back it up. As to beauty, the Mercury on this page speaks eloquently. And when you test this Montclair for performance, remember: The silken whisper of its brawny new Super-Torque 195-hp engine barely hints at the disciplined power that lies at your toe's command. The new acceleration it affords . . . its easy reply to your slightest wish . . . will amaze and delight you.

exclusive textures and colors — yours in the Montclair series



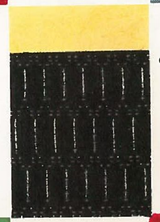
Chromatex





Tapestry Weave Nylons





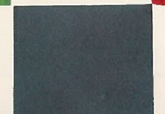
Chromatex and vinyl



Deep-piled carpeting



Arbor Green



Glen Lake Blue



The wide door of your Montclair swings open to a bold new look in interiors, too. Clear sweeps of white vinyl accent the breadth of soft, comfortable seats; red vinyl picks up the dramatic tones of the Chromatex fabric, designed especially for these models. This upholstery scheme is also available in yellow, green, blue, or black, with white texture accents.

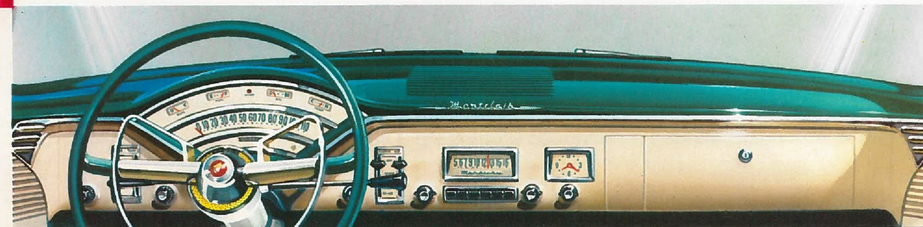


From every exterior viewpoint, the Montclair clearly stands out as a luxury car. Yet, its full beauty and elegance are reserved for those who share the rich warmth of its luxurious interior. Special textures and fabrics afford a wide selection from which to choose. And, if you wish, you may key your preference to the brilliantly new exterior paint colors especially mixed for the Montclair—or to one of its sparkling new two-tone combinations.



Deep blue creates a striking motif for this exclusive Tapestry Weave Nylon. Seat and side panel detailing is white vinyl; blue vinyl bolsters and deep-piled carpeting complete the scheme. Rear seat in all Montclair models features the new folding center arm rest.

Attractive efficiency is the paramount feature of the Mercury instrument panel. Each gauge in the handsome V-arrangement is clearly defined for instant readability; all are conveniently grouped together just below the normal focal point of your vision while driving. All controls are closely located to right and left of the steering column, within easy reach of the driver.



the Monterey series

-big and powerful

. . . with a proud new air

In the new Monterey you enjoy the power of a new Super-Torque 185-hp engine, fully transformed into efficient and flexible performance—or, as an extra cost option, 195 horsepower, smoothly delivered through new, improved Merc-O-Matic Drive. And with this power . . . fresh styling, new fabrics and dramatic color that are synchronized with Mercury's technical advancements to produce a new measure of luxury. These are the qualities that distinguish the Monterey Series: 4-door Sedan, Coupe and Station Wagon.

luxurious new fabrics with the contemporary touch

The Monterey Series introduces modern beauty never before attained in automotive interiors. The exclusive Designer Weave Nylon, here shown in red with silver accent, is matched with durable vinyl in harmonizing colors to strike a new note in splendor.

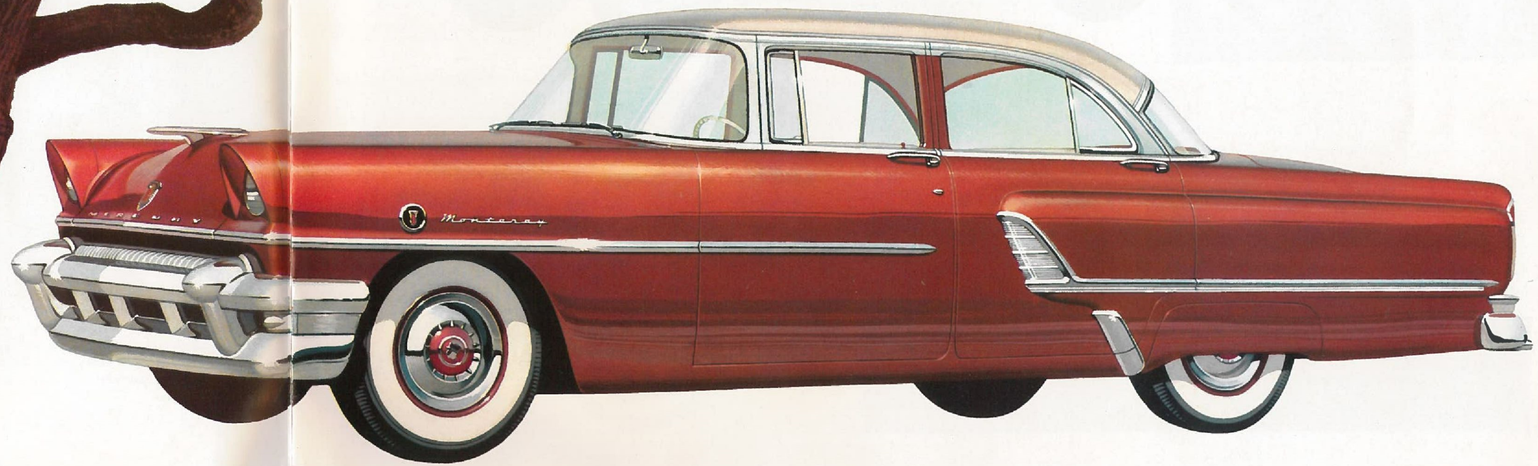






Mercury Monterey 4-door sedan

For you who prefer the subtle feeling of sedan styling, we present this Monterey edition of stately elegance—family size. Here is interior space of generous dimensions. Yet so deftly is it blended into Mercury's functional proportions that the ordinary "sedan look" now becomes a quality of extra-ordinary grace—a modern-day version of limousine luxury, scale, and quietness in motoring.







Mercury Monterey coupe

In the Monterey coupe, you find countless evidences of beauty with practical purpose—the basis of good design. There is visibility, for example. The broad plane of the sloped hood, in itself a sleek departure from conventional styling, deepens your range of down-front vision. Lower your windows, and no center post interrupts your gaze from windshield to arched rear pillar. The new Full-Scope windshield widens your arc of vision and, at the same time, enhances—but does not dominate—over-all styling.

the Monterey series

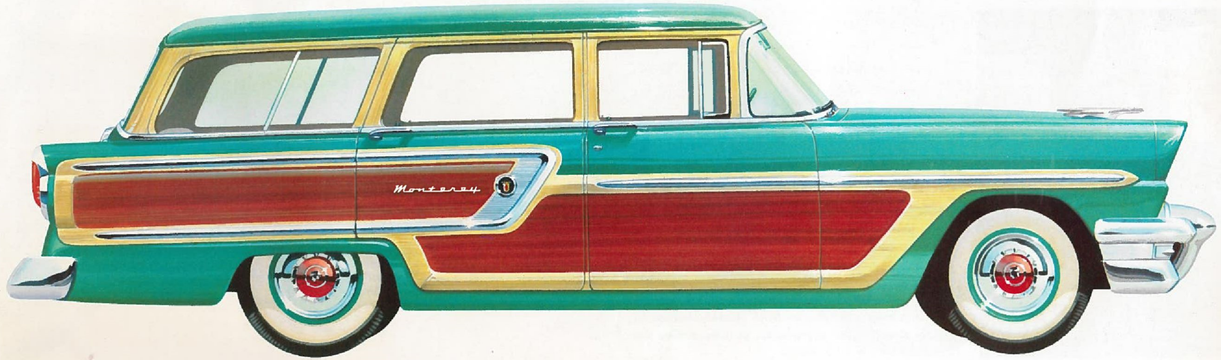


Mercury Monterey station wagon

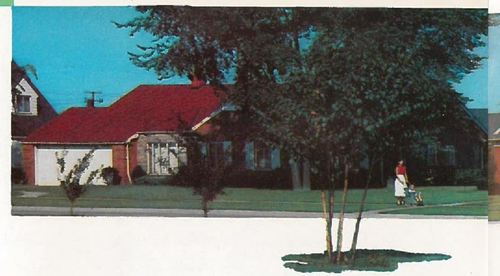
For those who relish suburban living and the country-club air of authentic station wagon styling, this is the ideal Mercury! New durable plastic simulated wood paneling eliminates varnish-and-wax worries. Here's a four-door "wagon" that converts any or all of the space behind the front seat to loading surface; provides ball-joint front suspension and full 185-horsepower performance.

New Chromatex in red, blue or green is especially woven in a special pattern that creates an unusual three-dimensional quality. Combined with contrasting vinyl bolsters, it creates smart and extremely durable interiors designed for the hard usage the station wagon often receives.



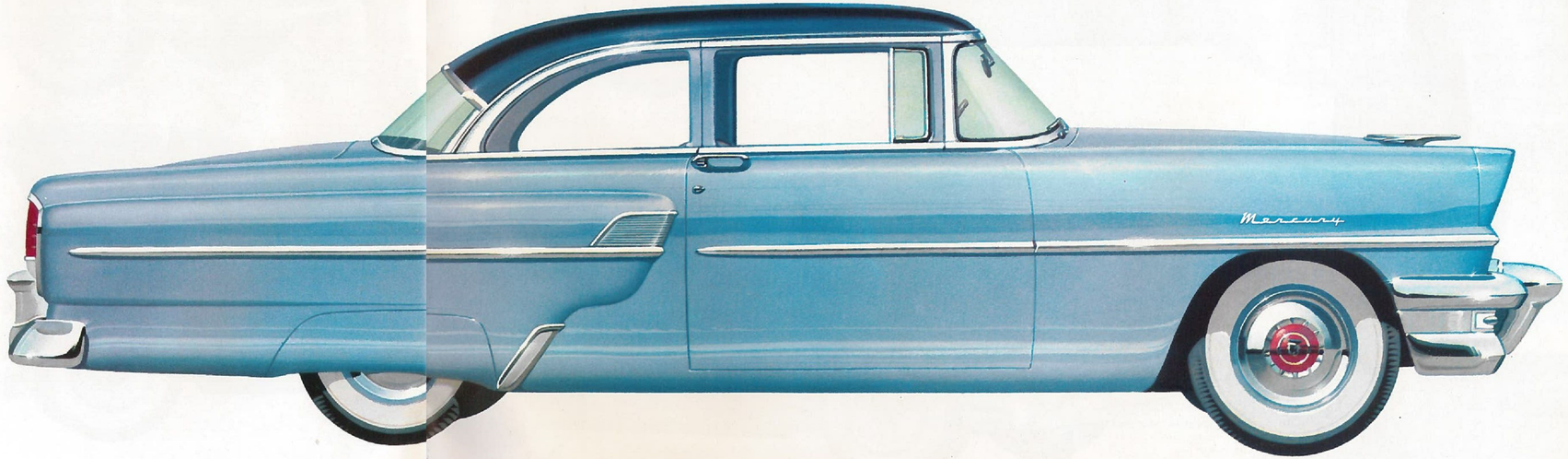


the Custom series — low, wide and handsome, with plenty of "GO"





There's this about Mercury's value line: Nowhere can a modest investment buy more good looks, quality, and brilliant automotive engineering. Here's the fresh new styling of tomorrow plus the luxury power of a 185-hp Super-Torque engine. Here, too, is dependability in the famous Mercury tradition—all for very little more than the cost of minimum transportation. It's a happy thought to remember as you review the great Custom Series: 2-door Sedan, 4-door Sedan, Coupe, all-metal Station Wagon.



Mercury Custom 2-door sedan



Cast your eye over the biggest buy in Mercury history! There's solid comfort to be enjoyed in its wide, roomy seats . . . extra enjoyment to be discovered in the big-car ride that comes your way for a small-car price. And over-all, the sleekly handsome lines of advanced design—brilliantly accented by the largest selection of dramatic new colors Mercury has ever offered!

a blend of smart color and deep-cushioned comfort

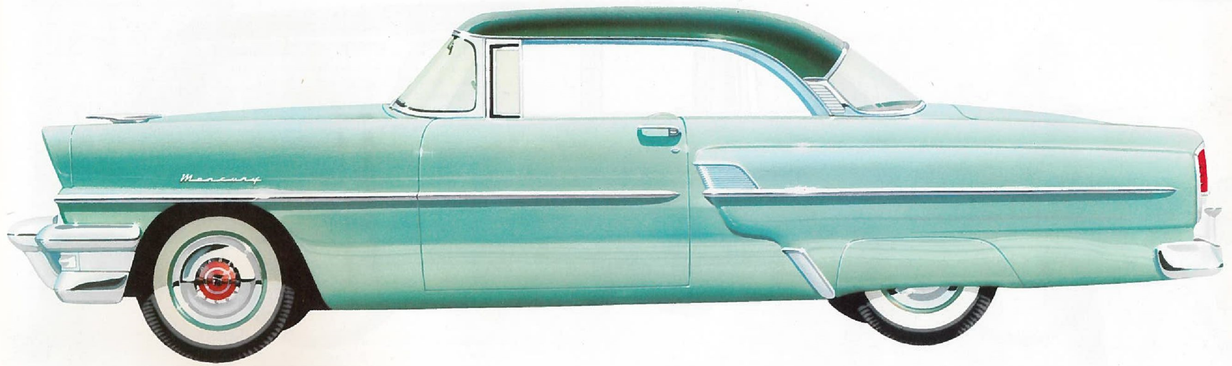
To the deep luster of your favorite body color scheme, add the distinctive appearance of smart durable upholstery in appropriate tones of grey, blue or green. Shown here is a tastefully patterned Chevron Nylon especially designed for the Custom Coupe and optionally available at extra cost for 2-door and 4-door sedans.

the Custom series









Mercury Custom 4-door sedan

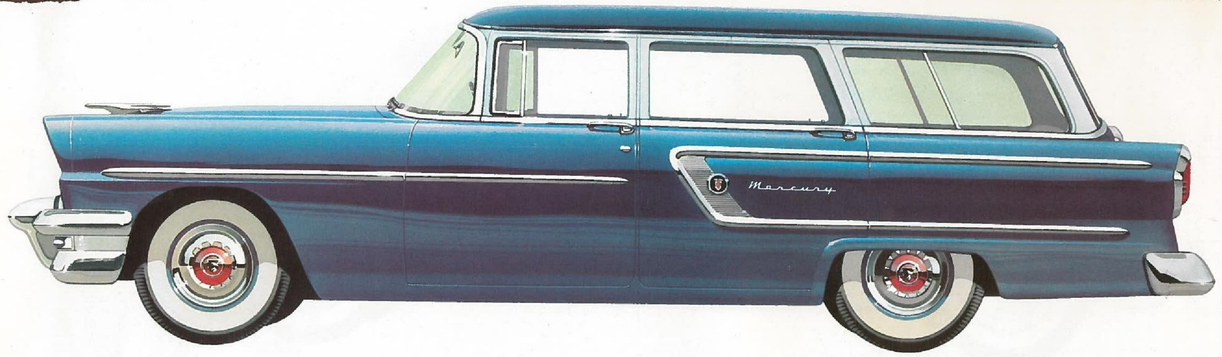
One of the finest Mercury qualities becomes apparent only when you take the wheel for your first get-acquainted drive. It's then that you learn how pleasurable driving can be. Steering is easy and sure. You relax in the confidence of brilliant acceleration and new power reserves, on instant call should you need them. Increased braking power brings safer, quicker stops. And, of course, you may specify the luxury of power steering, power brakes, and 4-way power seat to add still greater margins of ease and comfort to your motoring.



Mercury Custom coupe

Youthful in spirit . . . modern in line . . . we present a Custom Coupe especially for you who want Mercury's distinctive hardtop styling in the Custom class price range. Standing beside your curb, it offers a constant invitation to zestful motoring. On the highway, its flashing performance makes each mile an enjoyable moment. And Mercury's bold beauty marks your arrival anywhere with fashionable distinction. Yet its surprisingly low cost makes this a budget-sized addition to better living.



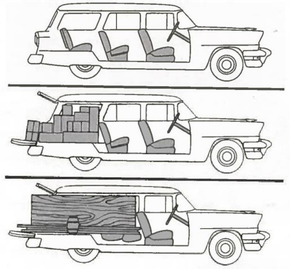


introducing a new, all-metal Mercury Custom station wagon

With all seats in place, the Custom Station Wagon offers spacious comfort all around. Colorful vinyl-and-Square Chromatex upholstery will stand up under the heavy scuffing of children and pets.

Remove the rearmost seat, and your "wagon" makes room for a sizable load of sports gear or packages, still seats six persons in the front and center seats.

When there's a big job to be done, you'll have space to spare inside your car. Even 4- by 8-foot sheets of plywood slip in with ease. Tailgate drops flat for extra surface.

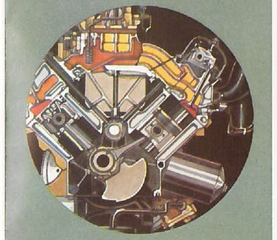


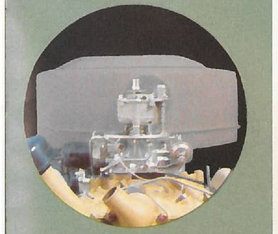
Here's a new Mercury station wagon that's tailored for the sportsman, businessman, or suburban family. Flip down the seats, and this adaptable car is ready for knockabout duty as a carry-all for 1000 pounds of bulky items; sweep it out and set up the seats, and you're right in style with a comfortable family car roomy enough for eight adults. Best of all, you'll find that station wagon versatility and Mercury performance come sensibly priced as well.

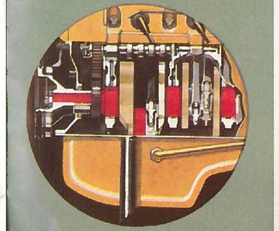
the Custom series

featured in the 1955 Mercury Montclair:

new 195-hp Super-Torque V-8 engine







ADVANCED HIGH-TORQUE DESIGN: Efficient low-friction operation delivers high torque output within 292 cu. in. displacement, provides greater usable power for starting up and for acceleration. Wedge-shaped combustion chambers create maximum fuel turbulence for smoother, quicker burning. Deep-skirt block provides extra strength and rigidity.

MECHANICAL OVERHEAD VALVE SYSTEM provides simplest, most efficient construction. Improved valve rotation maintains tight seating, lengthens valve life. New high-lift camshaft contributes to better acceleration, smoother idling. Integral valve stem guides lower valve running temperatures 100° under insert type.

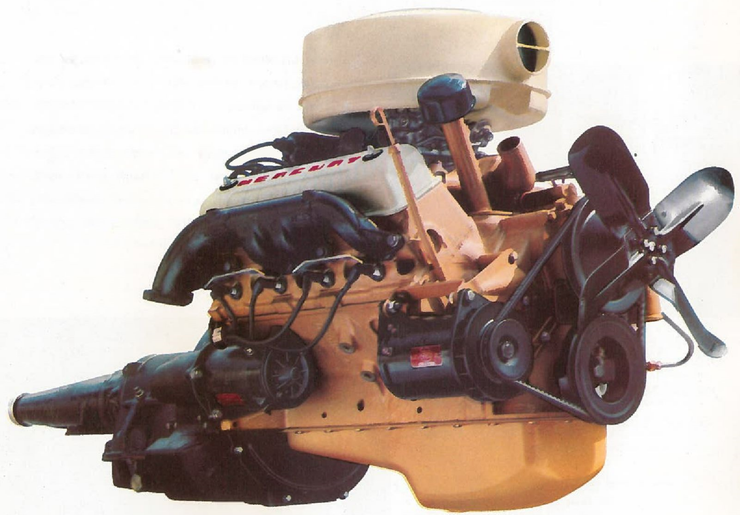
NEW 4-BARREL CARBURETOR features larger primary barrels to aid breathing, additional improvements for faster hot and cold starting, smoother idling, and better operating economy. New high-compression 18 mm spark plugs, a Mercury "first" in its field, overcome troublesome spark plug fouling.

NEW OIL-BATH AIR CLEANER is designed to provide faster, easier air flow to engine, with effective screening to remove dust and foreign particles. New silencing quality is one of many engineering advancements which reduce sound level in all performance ranges. Extra cost.

BETTER BREATHING (freer "inhaling" of fuel mixture, "exhaling" of exhaust fumes) increases efficiency and performance: Improved short-reach intake passages of larger diameter and bigger cylinder head ports speed up fuel-air feed; expanded exhaust manifold chambers and crossover pipe permit faster clean-out of gases. Dual-exhaust system standard equipment for Montclair and Monterey Series and Custom Station Wagon. Optional at extra cost for other Custom models.

"SUPER STRUCTURE" CRANKSHAFT is the power core of Mercury's Super-Torque engines. New vibration damper provides a fine-car feature which increases engine durability and smoothness of operation. Short, precision-molded shaft is supported by five main bearings, selectively fitted for better-balanced operation.

FULL-PRESSURE LUBRICATION to all main, connecting rod, and camshaft bearings protects the extra-smooth, extra-quiet level of performance at the heart of Mercury's new engine. Full-flow oil filter (standard equipment) screens every drop of lubricant before it is directed to the moving parts, lengthening engine life.



For fleet, eager performance to match its new look in motoring, Mercury presents a great new Super-Torque engine in two magnificent versions: 195-hp, with 8.5 to 1 compression ratio and dual exhausts, for Montclair models*; 185-hp, 7.6 to 1 compression ratio, with dual exhausts for Monterey models and conventional exhaust system for the Custom Series.

To its new power for passing and greater responsiveness for all driving, Mercury adds still another important performance development. Engineers call it "new low-end torque." You'll call it a new kind of driving! You experience new thrust power in the speed ranges where most of your driving is done. It's the smoothest performance in all Mercury history!

*195-hp Super-Torque V-8: Standard in Montclair models equipped with optional Merc-O-Matic Drive, extra cost in other Merc-O-Matic equipped models. 185-hp Super-Torque V-8: Standard in Monterey and Custom Series, and in Montclair models with standard transmission or optional Touch-O-Matic Overdrive.

new Merc-O-Matic Drive

with spirited response in every range



Mercury offers the ideal power partner for the new Super-Torque engines—the most versatile automatic transmission in its field! Optional Merc-O-Matic Drive brings you the inherent advantages of a three-stage planetary gear set plus a bigger, stronger torque converter. The result: livelier, more responsive performance in all ranges, coupled with incomparably smooth and easy no-shift driving.



"LO" getaway in "kick-down" DRIVE

For fast starts or extra acceleration at low speed, new "kick-down" position on the accelerator automatically moves Merc-O-Matic Drive into "LO" range. At cruising speeds, you can "kick-down" from high into "intermediate" for vast safety reserves of Super-Torque performance.

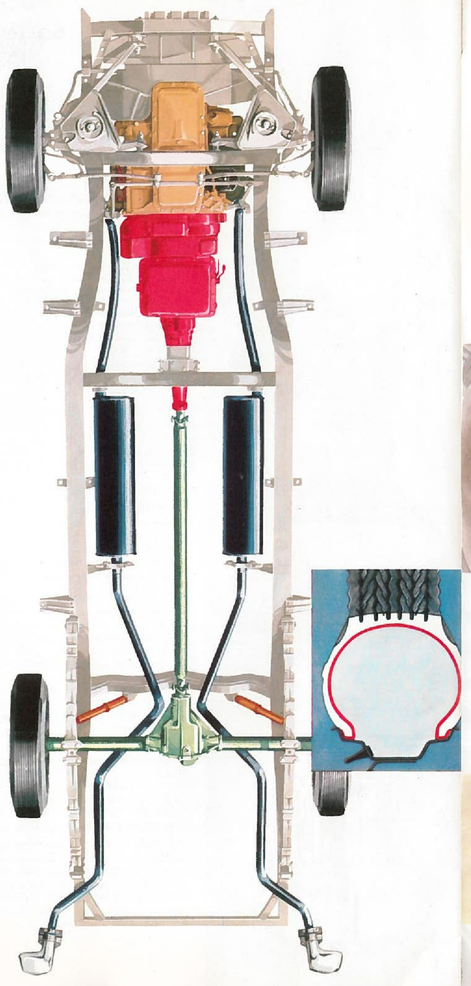
Downhill control with "LO"

Merc-O-Matic Drive gives you engine braking power on downhill grades, simply by shifting to "LO" range. Its outstanding versatility permits greater control and power for added driving safety.

Two great Mercury manual-shift transmissions

Optional Touch-O-Matic Overdrive Transmission combines versatile performance with exceptional economy that can give you up to 20% more mileage on each tankful of gas. Overdrive "fourth" gear lets your engine loaf at cruising speeds, adds a "second second" that's especially useful in city driving.

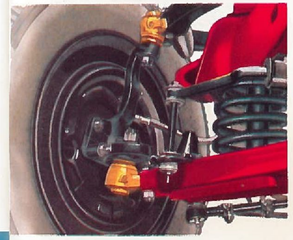
Superquiet three-speed standard transmission affords full manual-shift control and economical performance, too. Helical-cut gears provide smooth, quiet shifting.



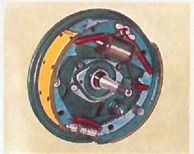
new 1955 Mercury Chassis

lower, wider basis for a smoother, easier ride

Improved ball-joint front wheel suspension replaces kingpin construction with ball-and-socket joints which make steering easier, steadier and more controlled. Simple ball-joint principle reduces lubrication points from 16 to four.



New tubeless tires are standard equipment on all Mercury models. Bonded butyl tire lining offers puncture and blowout protection, contributes to safer, more confident driving. New tread pattern improves traction at all times and prevents squeals while cornering.



New, larger self-energizing brakes provide increased safety and stopping power, 20% more brake lining area. Suspended brake pedal adapts pedal path to the natural power arc of your foot, permits easier, softer braking.

Even after your eye has grown accustomed to the grace and beauty of the 1955 Mercury, the improved qualities of its advanced roadability continue to create fresh delight and satisfaction. For in its longer, wider chassis are the fundamentals of modern motoring: Solid stability . . . smooth, balanced ride . . . greater safety and comfort. Ball-joint front suspension—a Mercury "first" in its field—provides astonishing ease in handling and sureness in cornering, even on rough, rutted roads. It is but one of dozens of important engineering refinements which contribute to the better driving and riding that are the keynotes of Mercury design.

Mercury's exceptionally sturdy frame is lower, longer, and wider. New longer wheel base and wider rear tread distribute weight over larger area to achieve greater stability and lower center of gravity.

All-new power train—transmission, drive shaft, and rear axle—is especially designed to transform Super-Torque power into performance with increased smoothness, quietness, and efficiency. Greater strength and durability contribute to dependable service, longer life.

1955 Mercury Specifications

ENGINE: The new Super-Torque V-8 is an advanced design, low-friction type in two versions: 8.5 to 1 super-compression engine, standard for Montclair models with Merc-O-Matic Drive* and available at extra cost for other Merc-O-Matic equipped models, develops 195 horsepower at 4400 rpm, 286 lb-ft torque at 2500 rpm; 7.6 to 1 compression version for Monterey and Custom Series and for Montclair models with standard or overdrive* transmission, develops 185 horsepower at 4400 rpm, 274 lb-ft torque at 2500 rpm. Displacement in both Super-Torque engines, 292 cu. in. Bore, 3.75 in., stroke, 3.30 in. Counterbalanced precision-molded crankshaft with five selectively fitted main bearings of replaceable micro-babbitt type; vibration damper. Solid-skirt, cam-ground aluminum alloy pistons with steel struts. Two compression rings, one oil ring. Rotating overhead valves. Silent chain-driven camshaft, high-lift, high-torque cams. Two "high-point" rubber engine mounts in front, compression-type rubber mount in rear.

FUEL SYSTEM: New four-barrel downdraft carburetor of simplified concentric bowl design enclosed by oil-bath air cleaner.* Vacuum controlled secondary throttles. Dirtproof outside vent for fast hot-starts. Automatic choke with manifold-mounted heat control. Camshaft-driven diaphragm-type fuel pump, with vacuum booster for constant speed windshield wiper operation. Fuel tank capacity, 17 gal.

EXHAUST SYSTEM: Dual exhausts with reverse-flow mufflers for Montclair and Monterey Series, and Custom Station Wagon; single exhaust with Y-connector pipe below and to rear of engine for other Custom Series models.

ELECTRICAL: High-speed, single breaker-arm distributor with full-vacuum, single diaphragm automatic spark control. Weatherproofed ignition with neoprene coverings for new 18 mm anti-fouling spark plugs and hi-tension wiring. High capacity 57-plate, 100-ampere-hour battery. High-capacity low cut-in generator with automatic current and voltage control. 6-volt system. Ratchet-type "Folo-thru" starter.

LUBRICATION: Pressure lubrication to all main, connecting rod, and camshaft bearings. Gear-type oil pump. Full-flow oil filter. Directed-flow crankcase ventilation. Oil capacity, including filter, 5 quarts.

COOLING SYSTEM: Full-flow pressure cooling, single high-capacity water pump. Full-length water jackets. Automatic by-pass thermostat. Low-speed, 4-blade silent fan. Coolant capacity, with heater: 20 quarts.

BODY DIMENSIONS: Wheelbase, 119 in. Over-all length, 206.3 in., with bumper guards.* Height, loaded: Montclair, 58.6 in.; Monterey and Custom coupes, 60.3 in.; sedans, 61.2 in. Over-all width, 76.4 in. Tread, 58.0 in. front, 59.0 in. rear. Station Wagon models: Wheelbase, 118 in. Over-all length with bumper guards,* 201.78 in. Over-all width, 76.44 in. Height, loaded, 62.43 in. Tread, 58.0 in. front, 56.5 in. rear.

VENTILATION: Dual air-duct ventilation system with individual controls. Front and rear ventilating windows.

CHASSIS FRAME: Heavy steel, cold-riveted and welded ladder-type frame with double channel box-section side rails and 5 cross-members. All hardtop models have extra-heavy outer side rail sections for extra strength; Montclair Convertible has X-member frame with extra-heavy outer side rail sections.

SUSPENSION: Independent ball-joint front suspension. Telescopic shock absorbers mounted inside front coil springs. Front torsional stabilizer bar to dampen sway. Long-leaf, semi-elliptic rear springs, with full-length liners for permanent lubrication. Tension type rear spring shackles. Telescopic rear shock absorbers "sea-leg" mounted.

STEERING: Worm and roller type steering gear with equal-length tie rods. Over-all steering ratio, 25.4 to 1.

DRIVE: Hotchkiss drive with tubular propeller shaft, carrier-type axle with hypoid gears. Rear wheel bearings permanently lubricated.

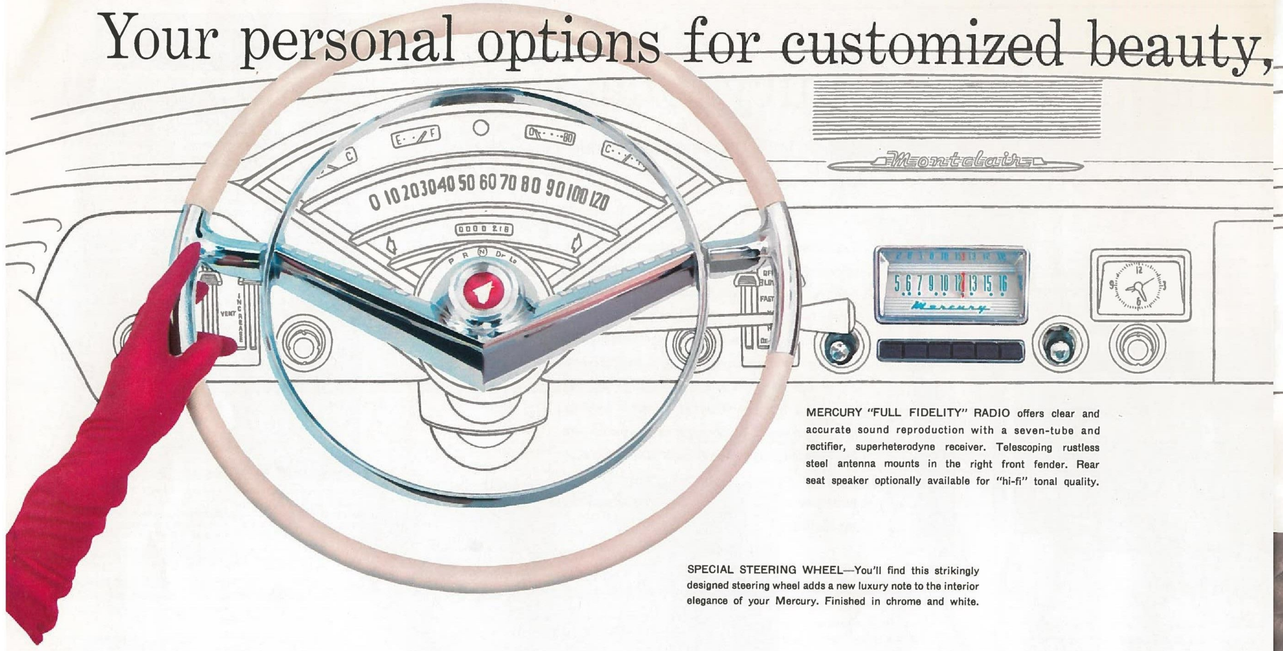
BRAKES: "Oversize" hydraulic brakes with self-energizing action for decreased pedal pressure required for quick straight-line stops. Total braking area, 190.9 sq. in. Pendant-type brake pedal. Independent mechanical parking brakes on rear wheels.

TIRES AND WHEELS: Extra-low pressure tubeless tires, 7.10 x 15 (7.60 x 15 on Convertible and Station Wagon models) on pressed-steel wheels with wide rims.

*At extra cost. Merc-O-Matic Drive, Touch-O-Matic Overdrive, sea-tint windows, full-disc hubcaps, and white side-wall tires are also extra-cost equipment. Chrome curb buffers are standard equipment on Montclair Series, optional on Monterey and Custom Series. Rear fender shields are standard equipment on Montclair and Monterey Series (except Station Wagon), optional on Custom Series (except Station Wagon).

THESE SPECIFICATIONS WERE IN EFFECT AT THE TIME THIS LITERATURE WAS APPROVED FOR PRINTING. MERCURY DIVISION OF FORD MOTOR COMPANY, DETROIT, MICHIGAN, RESERVES THE RIGHT TO DISCONTINUE OR CHANGE AT ANY TIME, SPECIFICATIONS, DESIGN OR PRICES WITHOUT INCURRING ANY OBLIGATION.

Your personal options for customized beauty, safety, and comfort

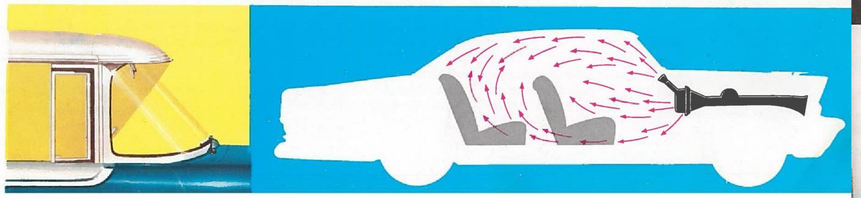


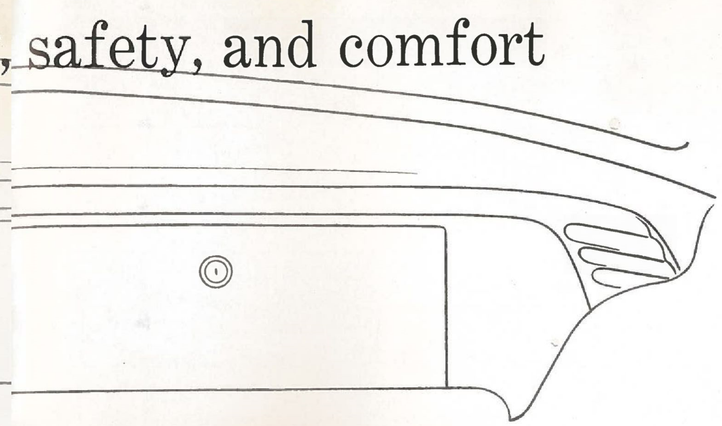
MERCURY "FULL FIDELITY" RADIO offers clear and accurate sound reproduction with a seven-tube and rectifier, superheterodyne receiver. Telescoping rustless steel antenna mounts in the right front fender. Rear seat speaker optionally available for "hi-fi" tonal quality.

SPECIAL STEERING WHEEL—You'll find this strikingly designed steering wheel adds a new luxury note to the interior elegance of your Mercury. Finished in chrome and white.

MERC-O-THERM HEATER is designed to quickly provide comfortable temperatures within your Mercury, whatever the weather outside. New vent system affords complete defrosting action over entire Full-Scope windshield. Illuminated aircraft-type controls are mounted on the instrument panel for ready visibility and easy adjustment.

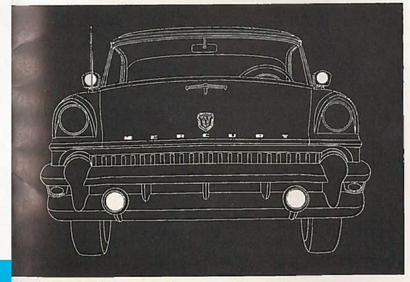
EXTERIOR VISOR shields Mercury's Full-Scope windshield from sun glare and heat. You enjoy better visibility the year round and a smart styling accent as well—for this new visor is designed to extend Mercury's roof line with smooth, fashionable simplicity.





SPECIAL SPOTLIGHT AND MIRROR—Mercury adds distinctive new design to the highly popular spotlight. Bold, clean lines furnish a smart styling accent; integral rearview mirror provides double-duty utility. Its powerful light beam is fully maneuverable from inside the car. Available in right and left hand models.





ROAD LAMPS—sleekly styled in Mercury's bold look are these efficient accessory lamps. Low-angle placement and special lenses give fog-and-rain-penetrating qualities which provide extra road illumination for safer driving when visibility is poor.

THESE ACCESSORIES ALSO AVAILABLE:

- Dual-exhaust system*
- Automatic starter
- Instrument warning system
- Hand brake warning signal†
- Bumper-grille guards
- Door edge guards
- Chrome exhaust deflector*
- Full-disc hubcaps
- Curb buffers†
- Fender shields††
- License plate frames
- Seat covers
- Locking gas cap
- Tire chains
- Door handle shields
- Floor mats
- Motochron sweep-second clock†
- Windshield washer
- Outside rearview mirror
- Non-glare inside rearview mirror
- Signal viewer
- Rear window defroster
- Utility hand spotlight
- Emergency-utility light and case
- Engine compartment light
- Round spotlight—4 or 6 inch lens
- Spotlight-mounted rearview mirror
- Awning-type window vents
- Tissue dispenser
- Vanity mirror
- Safety door locks
- Compass
- Curb signals
- Porcelainize and Blue Coral Undercoating
- Touch-up paint tube
- Car care chemicals

* Standard on Montclair and Monterey Series, and Custom Station Wagon.

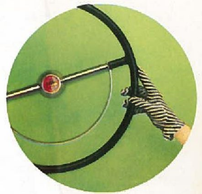
† Standard on Montclair Series.

†† Standard on Montclair and Monterey Series (except Station Wagon).

ALL ACCESSORY ITEMS SHOWN HERE ARE AVAILABLE AT EXTRA COST. SEE YOUR MERCURY SALESMAN FOR COMPLETE DETAILS.

Optional power features advance the art of effortless driving

POWER STEERING takes over as much as 80% of your normal effort, yet leaves the vital feel of full control in your hands. Hydraulic system also dampens bumps and road shock for added ease and handling safety.



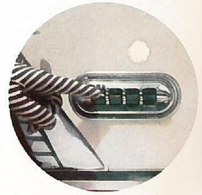
POWER BRAKING, in combination with Mercury's new oversize brakes, provides sensitive stopping power with 50% of ordinary pressure and easier "power-off" operation as well. Pedal height lets you pivot from accelerator to brake without lifting your foot.



4-WAY POWER SEAT moves you up or down, forward or back, into the precise position that provides greatest visibility, control, and comfort. Best of all, push-button power does the work, effortlessly, automatically.



POWER WINDOW LIFTS automatically raise, lower each window at the touch of a button, afford central control at the driver's position, too. New safety feature prevents any operation unless ignition key is turned on.



a new adventure in driving awaits you behind this wheel

—the new and mighty Mercury for 1955