

FORD FAIRLANE 500

fresh...fine...and fashionable

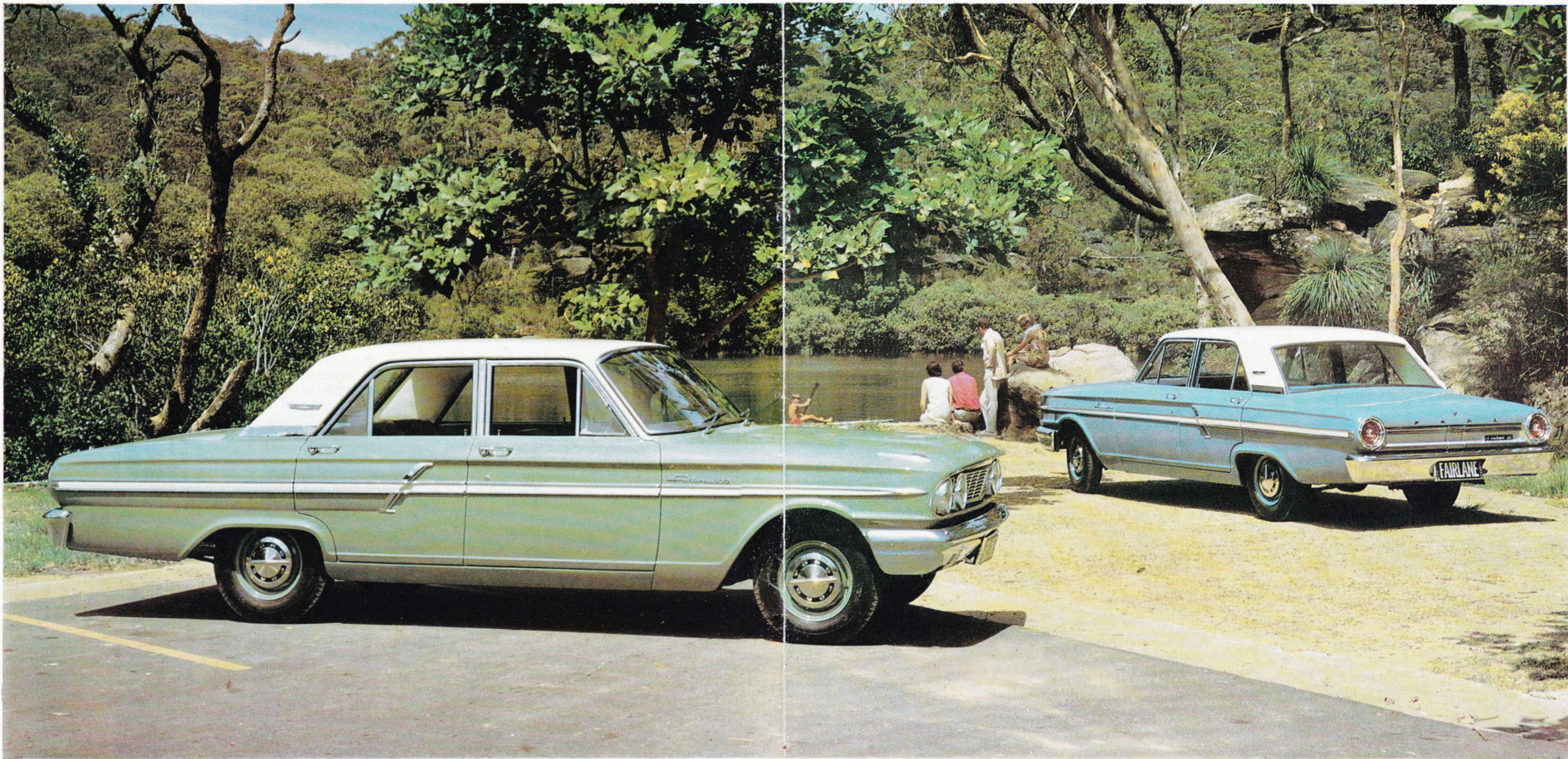
With Compliments from



Allan Scott

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An exciting combination of glamour, fine-car quality, sensible size and breathtaking, total performance . . .

What makes Fairlane 500 such a hard-to-beat combination? First, Fairlane, among all cars, enjoys one of the highest reputations for fine-car quality. Second, its sensible, trim size — and with it, as much room inside as you'll find in most higher-priced luxury cars. Third, a performance on the road that is unsurpassed by any car, irrespective of price. Fourth, Ford's famous service savings that result in maintenance only twice-a-year, or only once in every 6,000 miles of driving.

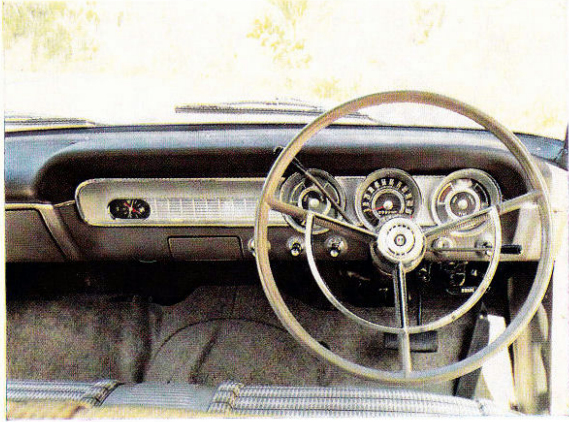
The new Fairlane 500 reinforces even further an undoubted leadership in fine-car value. Starting with its new bumper-to-bumper styling it adds a beautiful new look to its trim design. Inside, all-new patterns, fabrics and colours head up the restyled, luxurious interior. Your first turn at the wheel will give you a good idea of the exhilarating performance that comes from a new Super-Torque "Challenger 289" Ford V8 engine — in perfect tune with the world's best-known

and smoothest of all 3-speed automatic transmissions, Cruise-O-Matic Drive.

Wherever you look, however closely you examine the new Fairlane 500, you'll see more evidence of Fairlane's traditional quality. Quality that comes from continuous inspections, tests and evaluations throughout every phase of design, production and assembly to result in a quality-crafted car, for your lasting pleasure now, and for many, many miles to come.

If you have not already done so, get behind the wheel of the new Fairlane 500 for a test-drive soon. Your Ford Dealer is waiting now to show you what an unbeatable combination the new Fairlane really is . . . how Fairlane speaks for itself as no other car can.

Ford Fairlane 500
FRESH . . . FINE . . . AND FASHIONABLE



Inside—luxury, beauty and comfort match Fairlane's outside glamour . . .

How much luxury, beauty and comfort can you get in a car at Fairlane's price? Slide in under the wheel of Fairlane for the answer! You relax on 100% foam-cushioned seats that are comfort-high, posture-perfect. Even with a full complement of six, there's room aplenty for heads and shoulders, hips and legs. The upholstery is tailored of color-keyed leather-grained metallic vinyls and luxurious nylon/brocade body-cloths (4 color choices in vinyl/body-cloth combinations, red all-vinyl trim also available). The whole of the instrument panel is padded with thick, resilient foam, so, too, are the sun visors. Deep-piled, wall-to-wall carpeting fully covers the floor. An electric clock, 2-speed electric windshield wipers, windshield washers, reversing lights, large lockable glovebox and armrests and ashtrays front

and rear are standard equipment in the new Fairlane 500. Over the road, Fairlane carries you quieter, more insulated from sound and vibration. Body insulation completely lines the floor-pan, roof and engine cowl to provide a thick, sound-muting, noise-absorbing barrier. **Safety features.** In addition to the padded instrument panel and padded sun visors, Fairlane brings you these Ford-pioneered safety features: Lifeguard design steering wheel which provides protection for driver in event of impact; Lifeguard design safety door locks that reduce the possibility of doors springing open in event of impact; safety glass all round; king-sized brakes that need only light pedal pressure for instant, smooth braking; and safety-type wheel rims that help keep the tyre in the rim in the event of a blow-out.

. . . and Fairlane needs routine maintenance only twice a year!

The new Fairlane is built to be more service-free, more maintenance-free, than any other car near its price. Its unique "take-care-of-itself" features, pioneered by Ford, mean the average Fairlane owner will normally need to pay a quick and easy visit to his Ford Dealer only twice a year, or once every 6,000 miles, for maintenance and routine inspections.

1. It lubricates itself. Nylon bearings and specially developed grease let you go 36,000 miles between lubrications of major chassis components, such as

suspension, steering-linkage, wheel bearings and universal joints, etc.

2. It adjusts its own brakes. Fairlane 500 adjusts its own brakes for safer driving, less maintenance. There's no need to have brakes mechanically adjusted for the life of the linings.

3. It cleans its own oil. Fairlane 500's full-flow filtering system allows you to go 6,000 miles between oil and filter changes.

4. It protects its own body. All Fairlane's vital underbody parts are specially galvanized to resist rust and

corrosion. The muffler is fully aluminumized to last far longer.

5. It takes care of its own finish. Fairlane's lustrous new "Diamond Lustre" baked-enamel finish lasts and lasts. Just washing, and a bi-annual light liquid polish, are all that's required to maintain the showroom shine.

6. It's protected by Ford's 12/12 warranty. Ford Dealers provide a 12-month or 12,000-mile warranty, whichever comes first, with Fairlane 500. This warranty covers both parts and labour costs.



TOTAL PERFORMANCE

The *total performance* of the Fairlane 500 is lasting benefit you can *feel* and fully appreciate. It's a light-hearted way of going in traffic. It's a solid, big-car feel on the highway. Agile power for passing with complete confidence. Big brakes that give you sure, smooth, straight-line stops.

You'll find Fairlane's kind of *total performance* counts even more when the going gets rough. On back-country roads. (Fairlane suspension and underbody torque boxes soak up bumps like water into a sponge.) Up tall hills. (Press the accelerator . . . there's effortless "Challenger V8" power on tap.) Through tight curves and corners. (Fairlane holds the road as if it were on rails.) You simply can't *find* driving that the new Fairlane can't make smoother, easier, more responsive, more relaxing.

Sparking Fairlane's *total performance* is the smoothest and most eager choice of power teams ever offered by any car. Just name what you need. Performance and economy? Fairlane offers you the "Challenger 260" V8 engine as standard equipment. It combines responsiveness with miles per gallon equal to many lesser-powered "sixes".

For real "GO" — for the kind of power that won't take a back seat to anyone — try the big Super-Torque "Challenger 289" V8 engine. This one's got rocketing power. Instant acceleration and passing speeds. A capacity that will let it *loaf* along *all day*, at maximum highway speeds.

2 Automatic Transmissions. Only Ford can offer you the *world's* two most famous, smoothest, and most trouble-free automatic transmissions — Fordomatic Drive, and Cruise-O-Matic Drive. Fordomatic (2-speed) is standard equipment with the "Challenger 260" engine . . . Cruise-O-Matic (3-speed) is matched with the Super-Torque "Challenger 289" engine. Both provide a degree of efficiency and "flowing" power unmatched by *any* other automatics. The Cruise-O-Matic/"Challenger 289" power team in particular gives you a standard of driving-ease and agility that you'll have to experience to believe.

FORD CHALLENGER V8 ENGINE SPECIFICATIONS

ENGINE	CU. IN. DISPL.	MAX. H.P. @ R.P.M.	MAX. TORQUE @ R.P.M.	BORE/STROKE	COMP. RATIO (to 1)
1. Challenger 260 shortstroke V8	260	164 @ 4400	258 @ 2200	3.80 x 2.87	8.8
2. Challenger 289 shortstroke V8	289	195 @ 4400	282 @ 2400	4.00 x 2.87	9.0



Ford Fairlane 500 Specifications

FAIRLANE 500 DESIGN.

The way the new Fairlane 500 is built, plus the many features built into the new Fairlane 500, you'll find add greatly to your motoring enjoyment. Among many highlights: Welded integral body and frame (quietness, high strength-to-weight ratio); fully insulated and weather-sealed body; parallel action two-speed electric wipers; deep dish steering wheel; dual sun visors with retention clips; safety-yoke door latches; front seat belt anchors; centre-fill fueling; counter-balanced bonnet and luggage boot lid; lined boot compartment.

ENGINE.

164 h.p. Challenger V8 — 260 cubic inch displacement. 3.80" bore. 2.87" stroke; 8.8:1 compression ratio; premium fuel, two-barrel carburetor, automatic choke, oil capacity with filter change — 4 quarts.

OPTIONAL.

195 h.p. Challenger V8 — 289 cubic inch displacement. 4.00" bore. 2.87" stroke. 9.0:1 compression ratio, 282 ft. lbs. of torque. Premium fuel, 2-barrel carburetor, automatic choke, oil capacity with filter change — 4 quarts.

ENGINE FEATURES.

For greater economic and longer life Fairlane engines have short stroke, low-friction design; wedge-type combustion chambers, hydraulic lifters for automatic valve adjustment; alternate intake and exhaust ports; water-jacketed carburetor spacer for fuel mixture heat control; three-ring aluminium alloy pistons with full-chromed top ring and heat dam groove above top ring; precision-moulded crankshaft with four main bearings; rotor-type oil pump; super air cleaner with re-usable dry-type elements, high-capacity in-line 36,000 mile fuel filtering system; full-pressure lubrication system with full-flow

disposal-type oil filter; cooling system with 180° F. positive-action thermostat; 12 volt electrical system; weatherproof ignition with static-ban constant resistance wiring and ventilated distributor points; 18 m.m. turbo-atomic spark plugs; 54 plate, 40 amp. hr. battery; positive engagement starter; fully aluminum muffler.

AUTOMATIC TRANSMISSIONS.

Lightweight cast aluminium construction, minimum servicing. Torque converter in combination with planetary gear set; transmission fluid water-cooled vacuum-controlled throttle valve in transmission for smoother, more precisely coordinated shifting and reduced maintenance requirements. **Fordomatic Drive** (with "Challenger 260" V8). 2-speed automatic. In "D" range gives brisk, smooth starts in low. Effective engine braking in "L" position. Selector lever and quadrant on steering column, sequence P-R-N-D-L. **Cruise-O-Matic Drive** (with "Challenger 289" V8). 3-speed automatic with two selective drive ranges: 3-speed range starting in low for all normal driving, or 2-speed range starting in intermediate for more sure-footed driving on slippery surfaces. Selector sequence: P-R-N-D1-D2-L.

REAR AXLE.

Semi-floating type with offset hypoid gears, straddle-mounted drive pinion. Induction-hardened forged shafts with permanently lubricated bearings. Axle ratio 3.00:1.

FRONT SUSPENSION.

Angle-poised ball-joint design with coil springs mounted on upper arms. Strut-stabilized lower arms. Ball joints packed with special 36,000 mile lubricant retained by long life seals. Built-in anti-dive control. Internally mounted double-acting hydraulic shock absorbers with rebound cutoff. Link-type, rubber-bushed ride stabilizer. Tapered roller wheel bearings lubricated for 36,000 miles.

REAR SUSPENSION.

Longitudinal, semi-elliptic leaf springs with rubber-bushed front eye and compression-type rear shackles, giving variable-rate characteristics for a softer, more levelized ride under all road and load conditions. Asymmetrical design with rear axle located forward from centre of springs for anti-squat control on take-off. Rubber insulation at axle. Spring tie liners between all but bottom leaves — no lubrication required. Diagonally mounted double-acting shock absorbers.

STEERING.

Low-friction, recirculating ball-type steering gear for easy steering. Flexible steering shaft coupling; dampens road shock vibration. Anti-friction bearings throughout. Steering-linkage system lubricated for 36,000 miles. Overall steering ratio 27.8 to 1. Turning diameter 40 ft. Power steering available as optional extra.

BRAKES.

Single anchor, self-adjusting, internal expanding, self-energizing hydraulic brakes of double-sealed design. Easy operating suspended pedal. Dash-mounted master cylinder. Grooved 10" composite drums for maximum cooling. Total lining area 154.2 sq. in. Offset "T" handle parking brake at right of steering column.

TYRES.

7.00 x 14 — 4 steering only.

DIMENSIONS.

Wheelbase 115.5". Tread — front 57", rear 56". Overall length 197". Height 55.5". Overall width 72.2".

The specifications contained herein were in effect at the time this catalogue was approved for printing. Ford Sales Company of Australia Limited, whose policy is one of continuous improvement, reserves the right, subject to such regulations as may from time to time apply, to change specifications and prices at any time without notice or incurring liability to purchasers. Some of the items illustrated or referred to are optional at extra cost.

