



From the most thorough
and exhaustive
engineering investigation
ever undertaken in
Australia comes

THE NEW FALCON

with Certified Golden Quality

The 1964 Falcon brings you a great new standard of quality. It is the result of a quality-building program entailing the use of many new methods, materials and design specifications. All told, there are more than 1,500 innovations, improvements and refinements — and every modification is directly related to:

1. The practical testing provided by the 3½ years in which Falcons have run on every road in Australia.
2. Knowledge and experience gained from Falcon's successful participation in Australian stock-car races, trials and rallies.
3. Suggestions and needs of Australian motorists.

The result is a completely new standard of *inner quality*. A car engineered *completely* for Australian road conditions. A car that rides smoother and quieter, and is more economical to run and maintain.

While it looks even more beautiful, it is a much "stronger" car than its predecessor. There is added 100 lbs. of weight and a host of extra durability features.

There are many features aimed at eliminating bothersome

service stops and to lower your cost-of-ownership. Routine servicing is at a minimum — just twice-a-year or once every 6,000 miles. This is less servicing than is required on any car within hundreds of pounds of Falcon's price.

A new optional *super* high-performing engine gives you a choice of 3 engines. Fuel economy is even further improved. There are new self-adjusting brakes.

There's another important reason for the '64 Falcon's certified Golden Quality — the way the car is made. The 1964 Falcon has to pass more tests and quality inspections than ever before in Ford's history.

Price? One of the biggest attractions of all. The new 1964 Falcon is now priced with the lowest-priced 6-cylinder, 6-passenger car in Australia.

The following pages preview the major advancements and improvements of the new Falcon. Read them — consider *everything* the 1964 Falcon has to offer. We hope you will agree — you'll find *exactly* what you want in a motor car, and brought to you in a new, bigger measure than ever before.

Today... the '64 FALCON with Certified Golden Quality



See it, today, at your Ford Dealer's showroom!

Today, the new Falcon brings you the biggest package of value you've known. You get a hint of its new look of leadership above. But its real beauty lies under the skin. Read the following pages for the full Falcon

story — how it provides new and extra margins of motoring enjoyment and lower cost-of-ownership. Then see your Ford Dealer — you'll find there's a Falcon made exactly right for your taste, purpose and pocket.

What we have done to make it the most durable car in its class

Product Improvement

Customer Benefit

Front Suspension

New spring seat pivot bushings that require no maintenance. Added torsional rigidity with new rubber bushings to the upper arm inner shaft. No lubrication required.

More rugged, stronger front suspension mounting.

New, heavier duty, better sealed balljoints.

Improved ride. Greater smoothness and quietness. Suspension can take more brutal punishment without deterioration. Increased body-life with better used-car value. Reduced cost-of-ownership.

Greater structural rigidity, particularly in rough road conditions. Improved control of wheel alignment.

Quieter in operation. More durable. Improved riding and handling qualities.

Rear Suspension

Rear spring front mountings improved to provide increased durability.

Reduced maintenance cost.

Shock Absorbers

Addition of special reinforcements to rear shock absorber mounting cross member.

Greater ruggedness. Longer life — particularly for rough road conditions.

Reinforced Front Fender Apron

Supports added under front suspension bump brackets.

Better control of suspension alignment. Increased tyre life. More strength and increased front-end rigidity.

Transmissions

Improved 3-speed manual transmission with extra durability features and smoother shift pattern. Improved roller bearings to increase strength and lasting qualities. Improved synchromesh.

Smoother and easier "changing". More positive engagement. Better shift "feel". Longer life.

New, higher specification oil for Fordomatic Drive.

No oil changes required. Reduced cost-of-ownership.

Clutch

Revised surface finishes to flywheel and pressure plate. Improved linkage. New anti-rust compound for equaliser bearing felt seal and bearing. Clutch housing sealing improved.

More positive and efficient engagement and improved clutch action. Increased life. Trouble-free operation.

Bumper bars

Deeper and heavier one-piece bumpers front and rear.

Provides greater protection. Higher used car value.

Corrosion Protection

Before application of Super Enamel Zincolate, zinc oxide primer is applied to areas of rocker panel, doors, hood and luggage compartment doors and to underbody structural components. The automobile body is then passed through an automatic degreasing and phosphating process which prepares the steel surfaces for perfect paint adhesion. This is followed by immersion of the whole of Falcon's underbody in a dip primer to provide a uniform coating of corrosion-resistant film. Another specially developed primer is then applied to form a tough, adherent base for the coats of Super Enamel.

Complete protection against rust for car body, interiors of doors and rocker panels, and underbody. Longer body life and reduced cost of ownership. Better appearance. Better used car value.

Paint Finish

New "Diamond Lustre" Super Enamel — is harder and has higher gloss than conventional lacquers or baking enamels. Produces better metallic finishes.

Increased resistance to chipping and sun-fading. Smoother, more durable finish. Keeps its lustre with minimum care — washing and a bi-annual light liquid polish are all that is required to maintain showroom condition.

Undercoating

All of Falcon's vital underbody parts are undercoated with a thick noise-dampening and rust-resistant material.

Road noise substantially reduced. Body is better protected to last longer, bring better resale value.

Exterior chrome

Improved quality. Undergoes multi-step plating process which consists of 4 coats: copper, semi-bright nickel, bright nickel and chromium to improve corrosion resistance.

Extra brightness and longer life. Protection against rust. Higher resale value.

Door Fits/Weather Sealing

Improved door, bonnet, and boot lid fits.

Better-closing doors, bonnet and boot lid. Enhanced vehicle appearance and used car value.

Mating joints of body panels covered by new expanding sealer compounds to keep dust outside.

Completely weather-tight interior and boot. Enhanced appearance and resale value.

Exhaust System

Muffler painted with heat-resistant aluminium paint. This paint must resist being heated for 6 hours at 1000°F. without failure.

Resists rust and corrosion. Longer life. Reduced cost-of-ownership.

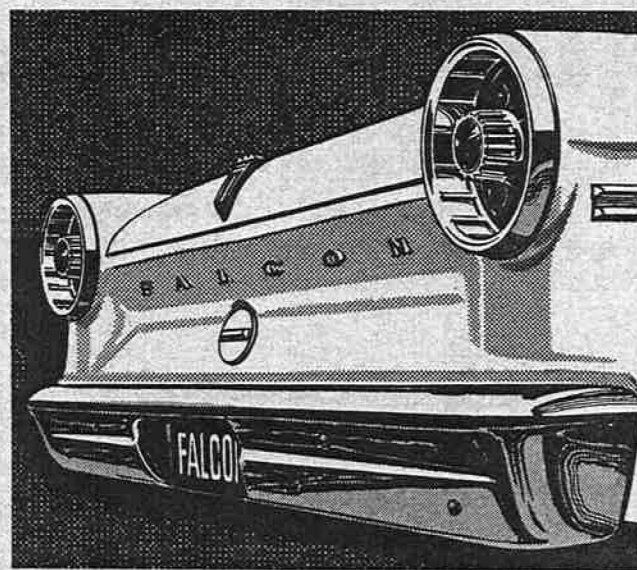
New Aluminium-coated tailpipe.

Rust and corrosion resistant. Longer life and reduced cost-of-ownership.

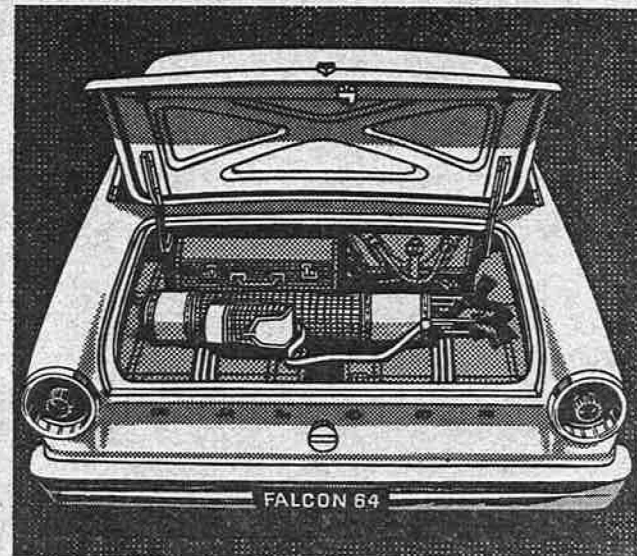
Floor Mats

Front mat has heel pads on both driver and passenger sides with thick vinyl overlay to give better durability.

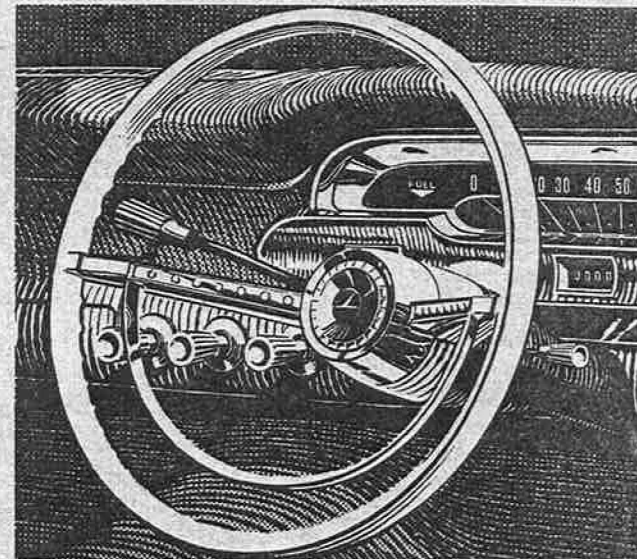
Take much harder usage without showing signs of wear. Contribute to better resale value.



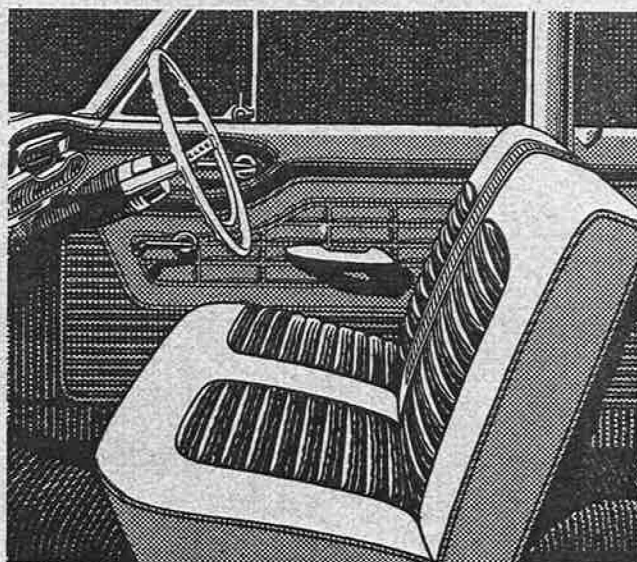
All-new at the rear — Falcon's bold look from the rear is all-new, more massive, features bigger tail-lights and a deeper, one-piece bumper bar.



Deeper luggage boot — Falcon's luggage boot is now bigger inside . . . has greater height from floor to boot lid to take larger suitcases and other bulky items.



New steering wheel is smaller in diameter for more room for driver, and more ease of entry and exit. Instrument Cluster is also all-new, smarter and easier to read.



Interiors are all-new — feature new longer-lasting vinyls and woven fabrics, new fashion colors, color-keying throughout, plus even more room and comfort.

How it's more service-free than a car's ever been—

The new 1964 Falcon is beautifully built to take care of itself. It is more service-free, more maintenance-free than any car near its price has ever been . . . and it sets a new trend with its unique take-care-of-itself features which mean substantial savings on servicing time and costs. Instead of the

usual 10 or 12 service stops a year, the new Falcon includes the features listed below which mean routine maintenance has now been reduced to just twice a year, or once every 6,000 miles. These features are exclusive to Falcon, and are standard equipment on all Falcon models.

Product Improvement

Customer Benefit

Brakes

Self adjusting brakes on all Falcon models, at no additional cost. Adjustment is maintained automatically, by normal brake application as the car is moving in reverse, when lining to drum clearance exceeds a specified tolerance.

No need to have the brakes adjusted for the life of the linings. Brakes always have optimum braking power and adjustment.

Thicker secondary shoe linings.

Add miles and miles to brake lining life.

Lubed-for-life steering linkage

Incorporates balljoints with high quality "solid film" lubricant permanently retained with neoprene seals.

Provides a high level of steering safety and efficiency. Eliminates steering linkage lubrication costs.

36,000-miles Lubrication

Front Suspension incorporates sturdier upper and lower balljoints which are positively sealed with "bellows type" neoprene seals.

Lubrication required only each 36,000 miles instead of old 1,000 miles.

Product Improvement

Customer Benefit

36,000-miles Lubrication (cont.)

The service interval on the drive-shaft assembly is extended to 36,000 miles. Lubrication fittings have been provided in driveshaft universal joints to enable easier access to the joints thereby reducing service costs.

Reduced servicing and maintenance. Lower cost of ownership.

Fuel Filter

Improved fuel filter with a service life of 36,000 miles is now part of the fuel pump assembly, and has a replaceable element. The previous filter had a service life of 6,000 miles.

Reduced time and trouble of servicing. Lower cost of operation.

6,000-miles oil changes

Full-flow oil filter allows you to go 6,000 miles between oil changes — Improved design now means even your first oil and filter change is not required until 6,000 miles. (Previously an oil and filter change were required after the first 1,000 miles).

Substantial savings on oil and filter costs. Less servicing time and costs.



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NEW FALCON STATION WAGONS combine big cargo area (69 cubic feet) and long load length (6' 5" with the tailgate closed) with Falcon's exclusive "roll-down" rear window that does away with a lift-gate. As with Sedans, interiors are all-new, you have a choice of 3 engines,

and every Ford service-saving feature listed above. World-famous Fordomatic Drive is available (at extra cost) on all models. An optional power tailgate window, which lets you raise or lower the rear window from the driver's seat, is also available at moderate extra cost.

How it stands alone for 'Total Performance'—

Performance is a combination of several things — not merely engine horsepower. Power, stability, braking, economy and road-holding all enter the picture. Judged on the basis of all these factors, the new Falcon is absolutely without equal among cars in its price class. You now have *three* engines to choose from — with up to 121 brakehorsepower available

... Falcon's longer wheelbase, wider track and lower centre-of-gravity combine for the steadiest and most road-hugging ride ... a big 114.3 sq. ins. of braking surface provide faster, smoother stops ... and, as for economy, Falcon is the *proven* economy leader of its class, gives you up to 30 m.p.g. (37.46 m.p.g. in the last Mobil Economy Run).

Product Improvement

Customer Benefit

Engines

All new "Super Pursuit" engine (optional extra cost) of high-compression, shortstroke, overhead valve design. Special features include Hydraulic Valve Lifters and Automatic Choke. Precision casting techniques and use of alloy iron makes engine immensely strong yet light. High performance specifications: 200 C.I.D., 121 brake-horsepower, 185 lbs. ft. of torque at 2,400 r.p.m., 32.5 horsepower (R.A.C.), 8.7:1 compression ratio.

Extensive changes to Falcon's standard "144" engine and optional "Pursuit 170" engine. Improvements made to cylinder heads, new higher performance camshafts, and a more efficient and durable manifold and exhaust system.

Increased brake-horsepower: 96 b.h.p. for "144" C.I.D. engine, 111 b.h.p. for "Pursuit 170" engine.

Breathtaking performance and acceleration. Exceptional quietness and smoothness of operation. Petrol economy equal to many less powerful engines. Gives more responsiveness and flexibility to "automatic" driving.

Higher performance. Better acceleration. More efficient operation.

More effortless cruising speeds. Greater responsiveness in top gear. Faster passing. Higher performance when teamed with Fordomatic Drive.

Product Improvement

Customer Benefit

Engines (cont.)

Improved new compression-type front and cantilever rear engine mounts.

Improved design carburettor and hot water spacer.

Smoother engine operation. Engine noise and vibration isolated from passenger compartment.

Less fuel consumption. More miles per gallon.

Exhaust System

New, improved design muffler that greatly reduces back-pressure.

Allows exhaust gases to get away quicker, provides more power and increases economy.

Brakes

Improved riveted lining and revised rivet size and hole dimension.

More consistent running clearance between drum and shoe.

Better all-round braking performance. Quieter operation.

Gives cooler operation and helps avoid "fade" and "drag".

Rear Axle

Increased-size axle shafts for sedans to minimize deflection on rough road conditions.

Better overall performance, particularly for high-power, rough road conditions.



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NEW FALCON FUTURA — Falcon's smart-stepping prestige leader — brings you truly luxurious motoring. Outside, it features distinctive ornamentation which clearly states you're driving "first-class". Inside, exclusive patterns, rich leather-like upholsteries, wall-to-wall carpeting,

a fully padded dashboard and individually adjustable front bucket seats mean the last word in comfort. The 111 brakehorsepower "Pursuit 170" engine is standard equipment ... or you can have the all-new, 121 brakehorsepower "Super Pursuit" at optional extra cost.

There's more, too, in comfort—plus a £1,000,000 ride

In the driver's seat, you'll find the '64 Falcon brings you new comfort and relaxation, and a totally new "feel" on the road. There's more room for driving, and for getting in and out, thanks to a smaller diameter steering wheel. New, softer seats cushion you gently — are longer lasting. You are completely surrounded by sound-and-vibration-absorbing material for the quietest ride you've ever experienced.

The smoothness of the '64 Falcon's new ride is something you'll have to

feel to fully appreciate. It is the most luxurious ride ever built into a car at Falcon's price . . . a ride that cost more than £1,000,000 to develop and engineer for the Australian road.

Some characteristics you'll notice at first driving: There's not a car anywhere near Falcon's price that rides smoother. It corners with almost no hint of lean. At high-speed it is firm and snug on the road. For all driving it brings you wonderful handling precision.

Product Improvement	Customer Benefit
Insulation Extra insulating materials lining engine bonnet, floor pan, roof, and luggage compartment.	Extreme quietness of ride, even at high-speed driving. Passenger compartment cooler in summer, warmer in winter.
Suspension Larger, variable rate rubber bushings in the Front Strut Bar to absorb road shocks and noise before they reach the body. The front and rear suspension improvements outlined in the "durability" section, also result in a smoother ride, reduce noise and vibration.	Quieter and smoother ride, better handling. Smoother, more comfortable ride than ever before.
Shock Absorbers Improved shock absorber control, front and rear, to "soften" the city ride without compromising the control or durability provided for high speed or the "off road" ride. Thicker and more efficient front shock absorber insulators.	Consistently smooth, balanced and controlled ride over all road conditions. No harsh or "jolting" characteristics. Improved and smoother ride.

Product Improvement	Customer Benefit
Tyres Super-cushion 6-50 x 13-inch tyres are standard equipment on all models.	Better handling and smoother ride. Better "grip" on road for cornering. Longer life and lower cost-of-ownership.
Steering Wheel New 16" diameter (1" diameter smaller). New 2-spoke "Gull Wing" design.	Provides better driving comfort for driver by increasing distance between seat and wheel. Lets driver slip more easily in and out of seat. Has better "feel" while driving. Better appearance, allows completely unobstructed "straight through" vision to instrument cluster and controls.
Seats Increased gauge wire springing and additional helper wires. Cushion pads with 70% wool, instead of cotton fibre, in addition to polyurathene foam pads.	Longer cushion life. Reduced seat "sag". More comfortable and relaxing. Reduces driver fatigue on long journeys.
Rear Seat Position Rear seat in all sedans located 1½" further back.	A gain of 1½" for kneeroom and legroom. Easier entry and exit to the rear seat.



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NEW FALCON SQUIRE Here is Australia's most distinctive Station Wagon, bringing you a whole new world of style, luxury and performance. The elegant and exclusive side trim has the look of fine wood, the strength of steel. Inside, special patterns, leather-grained vinyls, wall-to-wall

carpeting, a fully-padded dashboard and sun visors, and a host of other features give you superb relaxation. Choose from the "Pursuit 170" engine (standard equipment) with Fordomatic Drive optional, or the "Super Pursuit" engine (optional extra cost) teamed with Fordomatic Drive.

plus new bumper to bumper convenience and safety!

Product Improvement

Customer Benefit

Headlights

New sealed-beam pre-focused headlights — 50 watts high beam, 40 watts dipped beam.

Brighter and better light for night vision. Longer element life. Better light focusing.

Tail-lights

New, larger design tail-lights and reflectors. Larger turn signal lights set in centres.

Provides better warning to following traffic of "stops" and intention to turn.

Windscreen Wipers

New, two-speed electrically operated.

Provide constant action at the speed you select regardless of vehicle speed or engine load.

Luggage Boot

Greater height from floor to boot lid. New, patterned mat with insulating backing.

Greater capacity. Bigger cases and other objects can be more easily stowed. Better appearance. Protects luggage. Also acts as sound absorber.

Engine Hood

New, counter-balanced hood.

Swings up with light effort, stays up by itself.

Coat Hooks

Two coat hooks in rear of all Deluxe, Futura and Squire models. The single coat hook on standard models changed to driver's side.

Greater convenience for driver and passengers for hanging suits, coats, etc.

Door Locks

New shutter type exterior door locks.

Locking or unlocking car from outside is easier. Key can be inserted using one hand. Eliminates risk of paint work damage through key slip with old flipper-type lock cover.

Safety Feature

Customer Benefit

Wheels

Safety-type rims with special wide rim design incorporating a "safety-groove".

Keeps tyre in rim in event of blow-out. (Standard equipment on all Falcon models. Normally cost £14 extra on other makes.)

Windscreen

New Zone Toughened area in front of driver's eyes.

Driver can see ahead even if windscreen is shattered — the Zone Toughened area, directly in front of driver, does not crystallize into such minute particles as does rest of windscreen.

Glass

All glass is "Armour Plate" safety glass.

Tough — No jagged edges if shattered.

Steering Wheel

Lifeguard design, safety-type wheel. Steering column recessed out of the way. Specially processed spokes which can bend . . . absorb and distribute force of impact.

Greater protection for driver in event of impact.

Door Locks

Lifeguard design, double-grip system door-locks.

Added protection against doors springing open in event of impact.

Seat Belt Points

Specially welded - to - the - body anchorage points provided in all passenger models.

Added safety when seat belts fitted. (Seat belts fitted at moderate extra cost).

Padded Dashboard

Standard equipment on Futura and Squire models. Optional extra cost on Standard and Deluxe models.

Full width protection for driver and front seat passengers.



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NEW FALCON UTILITIES — available in 2 models, standard and deluxe. With a capacity of 10½ cwt for payload and driver, they're the top load-carriers in their class. Features include double-steel wall construction around the load area, and two-stage rear suspension.

NEW FALCON SEDAN DELIVERY VANS, as do the utilities, feature twice-a-year service, a choice of 2 engines, and come in 2 models — standard and deluxe. Capacity is 10 cwt., load length is the longest in its class, and the braking surface is a giant 154.2 square inches.

. . . and now even further ahead in style!

Falcon's new styling, as you've seen by the preceding pages, needs little explanation. It is even more beautiful, bolder in its concept, and furthers Falcon's reputation for style-leadership.

But Falcon's beauty is much more than you see on the surface. Inside, too, you'll find it very attractive in more ways than one. In the sparkle, tone, and textures of its new colors and materials, you sense the care for

craftmanship, the flair for fashion. Run your eye over the finish. Feel the richness of the new upholsteries, the precise cut and fit. Note the ease with which doors open and close. Check the chrome, the appointments, the ease with which you can read the beautifully styled, all-new instrument panel. In short, the '64 Falcon invites your close inspection. You'll be surprised how much car you can get at so low a price.

Product Improvement

Customer Benefit

Exterior Colours

New range of latest fashion colours, fourteen in all, including five sparkling "metallics". Available in your choice of single-tone or two-tone combinations at no extra cost on Deluxe models, Futura.

Wider individual choice of colours. Smarter appearance.

Upholsteries

New "Regal Weave" Vinyls are softer, have a thicker face, heavier backing than last year.

Leather-like feel and softness. Longer upholstery life. More luxurious appearance.

New, "Majestic Cord" Woven Fabrics of improved quality, better durability.

Easier to clean. Retains smarter appearance. Longer life.

Interior paint

New colours to a new, improved low gloss specification.

Reduce interior reflections. Improved appearance. Wider selection of colours.

Product Improvement

Customer Benefit

Colour-keying

Steering column, gear lever (drive selector lever with Fordomatic Drive), turn-indicator lever and dashboard are all colour-matched to interior paint and trim colours.

More tasteful interior appearance.

Instrument Panel

Entirely new instrument cluster with better layout of all instruments on dials.

Smarter appearance. Easier to read dials.

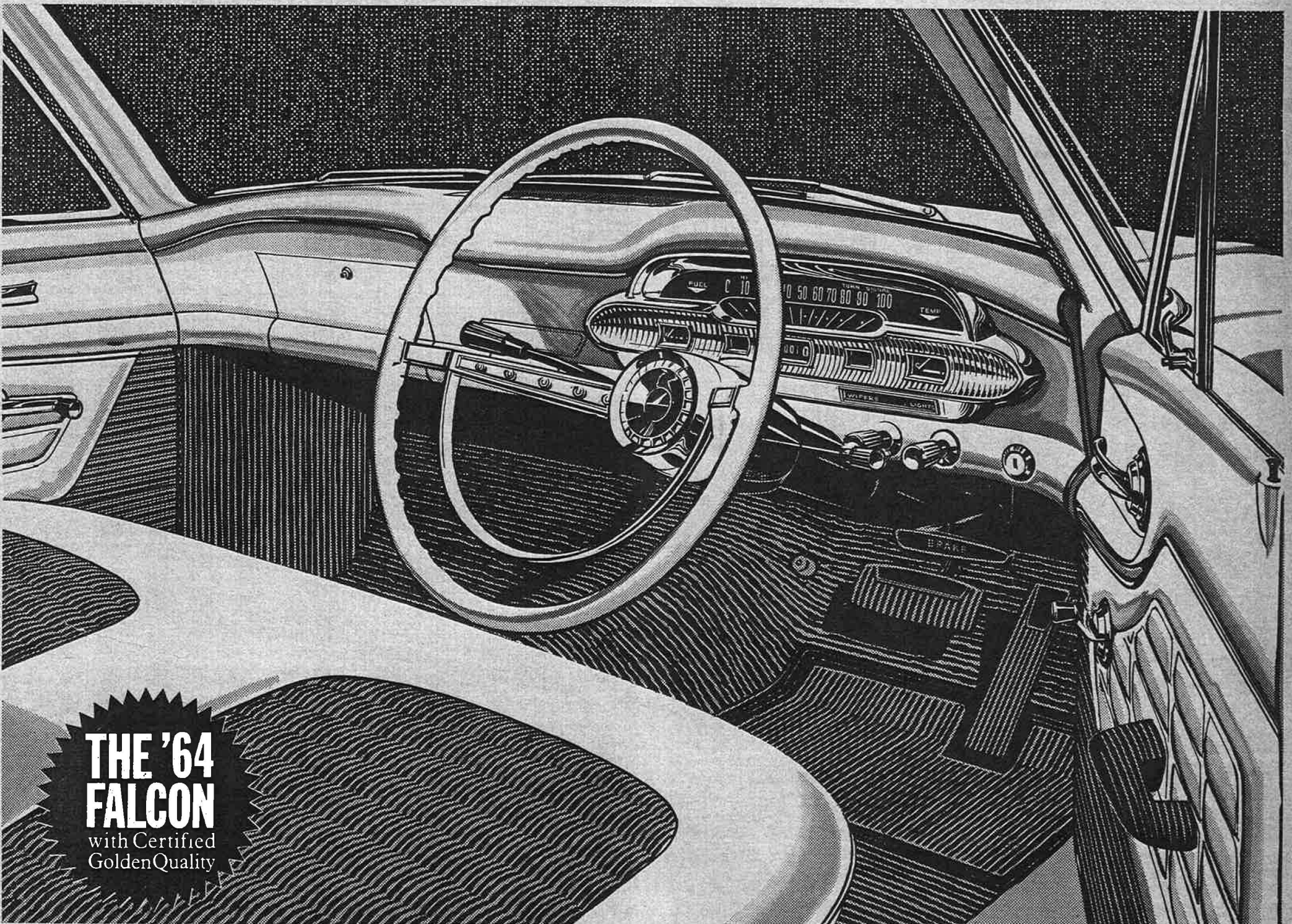
Green light for night illumination.

Softer on the eyes for night viewing.

Floor Mats

New design floor and wagon cargo area mats, colour-keyed to match interior trim.

Complement and blend better with interior paint and trim colour schemes.



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See it, drive it, compare it—today

You can't fully appreciate how much Falcon has changed until you turn the key and feel the car in action. In city traffic . . . on a highway . . . over rough country roads—in whatever kind of driving you do—the '64 Falcon will give you the driving pleasure of a lifetime. A test-drive will not

obligate you in any way—and your Ford Dealer has made special preparations to accommodate your visit. See him today—*inspect* the new Falcon, *drive* the new Falcon, and *compare* the new Falcon, see if you don't agree that for all practical considerations, there's no finer value in its class.

— at your Ford Dealer's showroom!