



1964 MERCURY



The price is medium...the choice

THE choice is provided by the year's most beautiful styling alternatives: Breezeway design with all the advantages of a rear window protected from the weather, that opens for draft-free ventilation . . . or (you may prefer) Mercury's racy new Marauder hardtop styling. Whichever you choose, you know you've got more than just another medium-price car. You've got the medium-price car at its very finest! Here's why! Mercurys come in not only two different styles, but in three series, each with its own level of luxury and performance. A new top-line series: the luxurious Park Lane with a 4-barrel 390 cu.-in. V-8

maximum...the car is Mercury

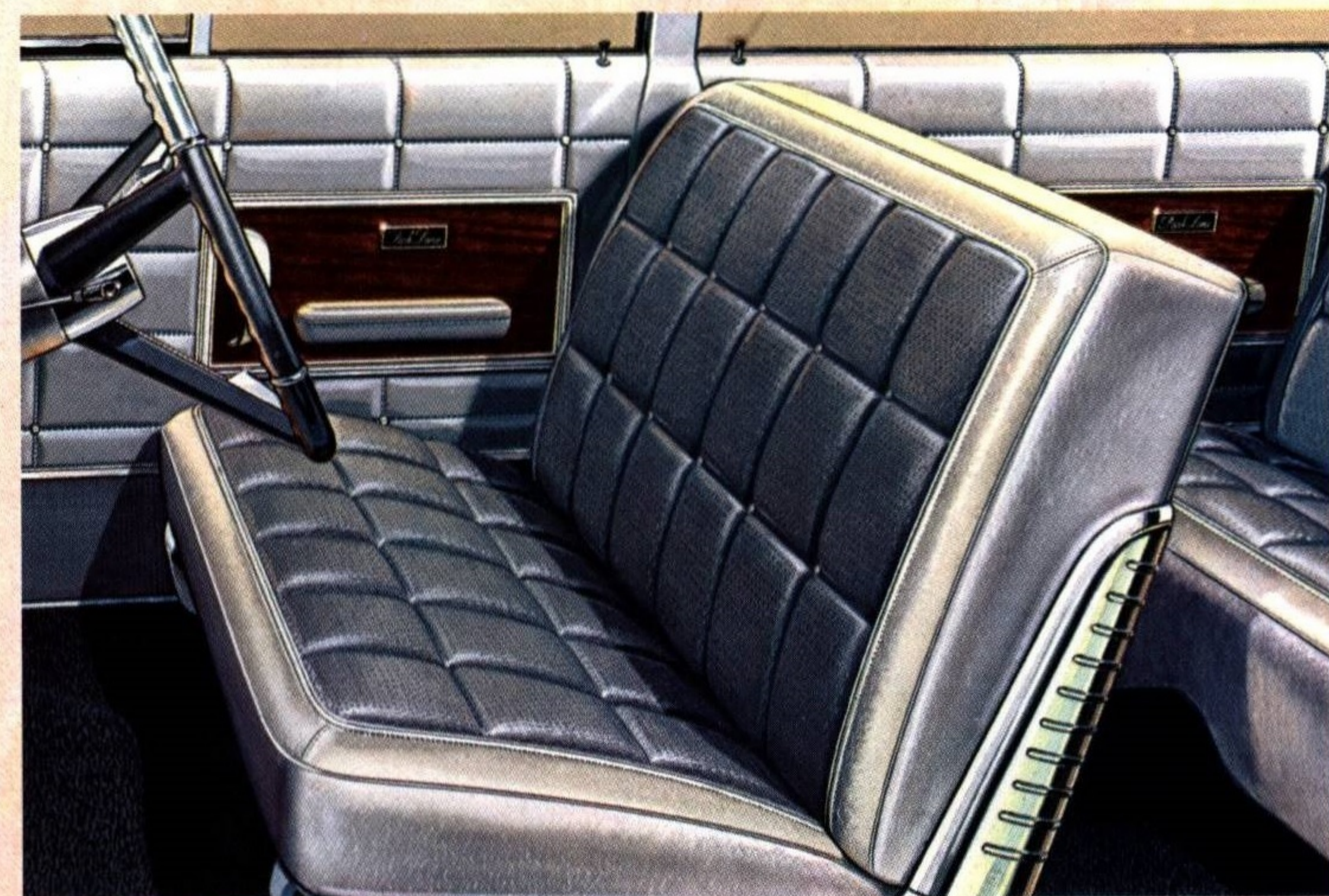
engine as standard equipment. In all '64 Mercurys, you get more than the usual. You get more than the usual in performance with engine choices that range up to the Marauder Super V-8 with 427 cubic-inch displacement and 8-barrel carburetion. You get more than the usual in luxury with rich interior decor and warm touches of walnut-colored trim on door panels. More spaciousness with increased passenger room, trunk space and door height. Look at the Mercurys with either exclusive Breezeway design or racy Marauder styling (or both) for more than the usual. Discover for yourself why there is no finer car in the medium-price field.



Park Lane four-door sedan with Breezeway design

PARK LANE

This is '64's most elegant Mercury, the Park Lane. Shown above is a Park Lane with exclusive Breezeway design. Park Lanes with racy Marauder styling are also available. Both offer the 4-barrel Marauder Super 390 cubic-inch V-8 as standard equipment, options up to 425 hp. To add to riding comfort, all seats are foam-padded with a special balanced spring design giving a more cushioned effect. An optional 6-way power-operated front seat is available. Luxury? There's nothing like it in the medium-price field. At the right you see a fine example . . . a Park Lane interior, with all-nylon face, biscuit design upholstery. This interior is trimmed in medium silver Caspian cloth and light silver crush-grain vinyl. Unusual items: cut-pile carpet, walnut-colored insets in door panels, custom-grip door handles, vanity mirror on right sun visor, red and white lower door courtesy lights, padded instrument panel. No wonder we say there is no finer car in the medium-price field.





Park Lane two-door hardtop (also available in four-door model) with Breezeway design



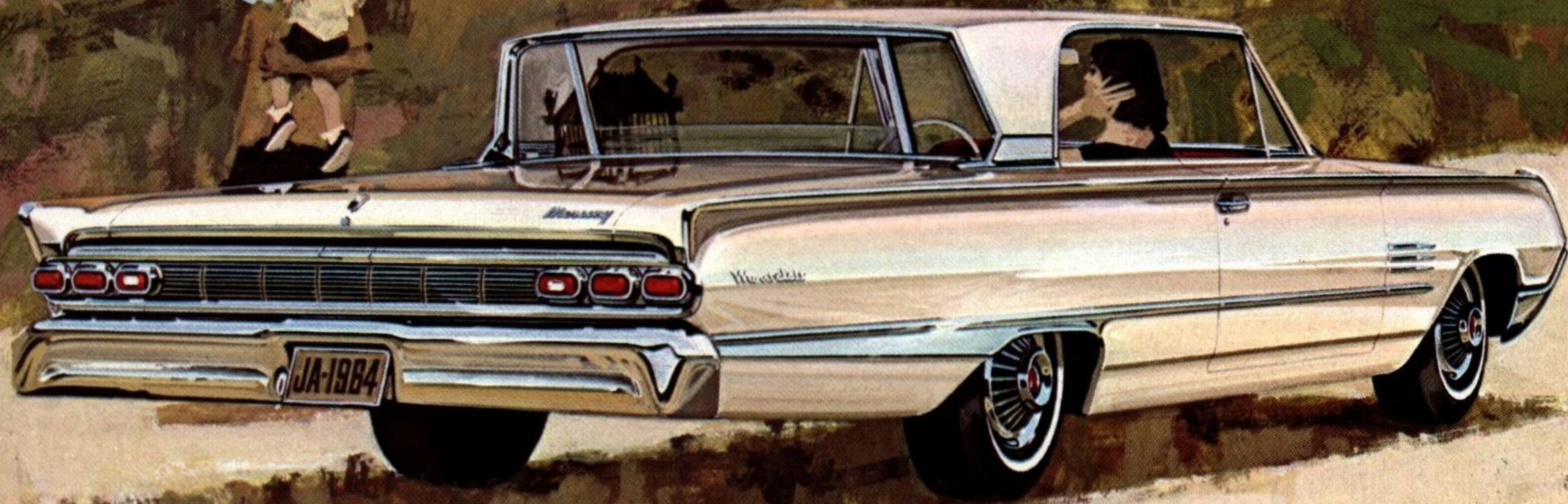
Park Lane convertible

PARK LANE

Here's more of the unusual luxury, power and pure beauty that is Park Lane. Shown above are two more Park Lane models. Outside, Park Lane beauty is unmistakable. Full-length side moldings, deluxe wheel covers, wheel cutout moldings, special coachmark on front fender and hood ornament give a jewel-like perfection



to the car. And there's the convenience of flashing fender-sight directional signals on the front fenders (you can see them without taking your eyes off the road). More luxury and convenience inside, too. You can choose the special Park Lane Sports Package which includes form-contoured individual shell-design seats (shown at left), either console-mounted four-speed manual stick shift or console-mounted Multi-Drive Merc-O-Matic, plus metal-trimmed pedal pads and foam seat cushions. And more interior elegance is yours in every Park Lane...color-keyed padded instrument panel with low-reflection vinyl cover, color-keyed heater, and electric clock. Laminated 5-ply convertible tops, made up of layers of vinyl, butyl bond and fabric, give additional strength and flexibility. Also, there's a new glass—not plastic—rear window that stays clearer... and is easier to clean.



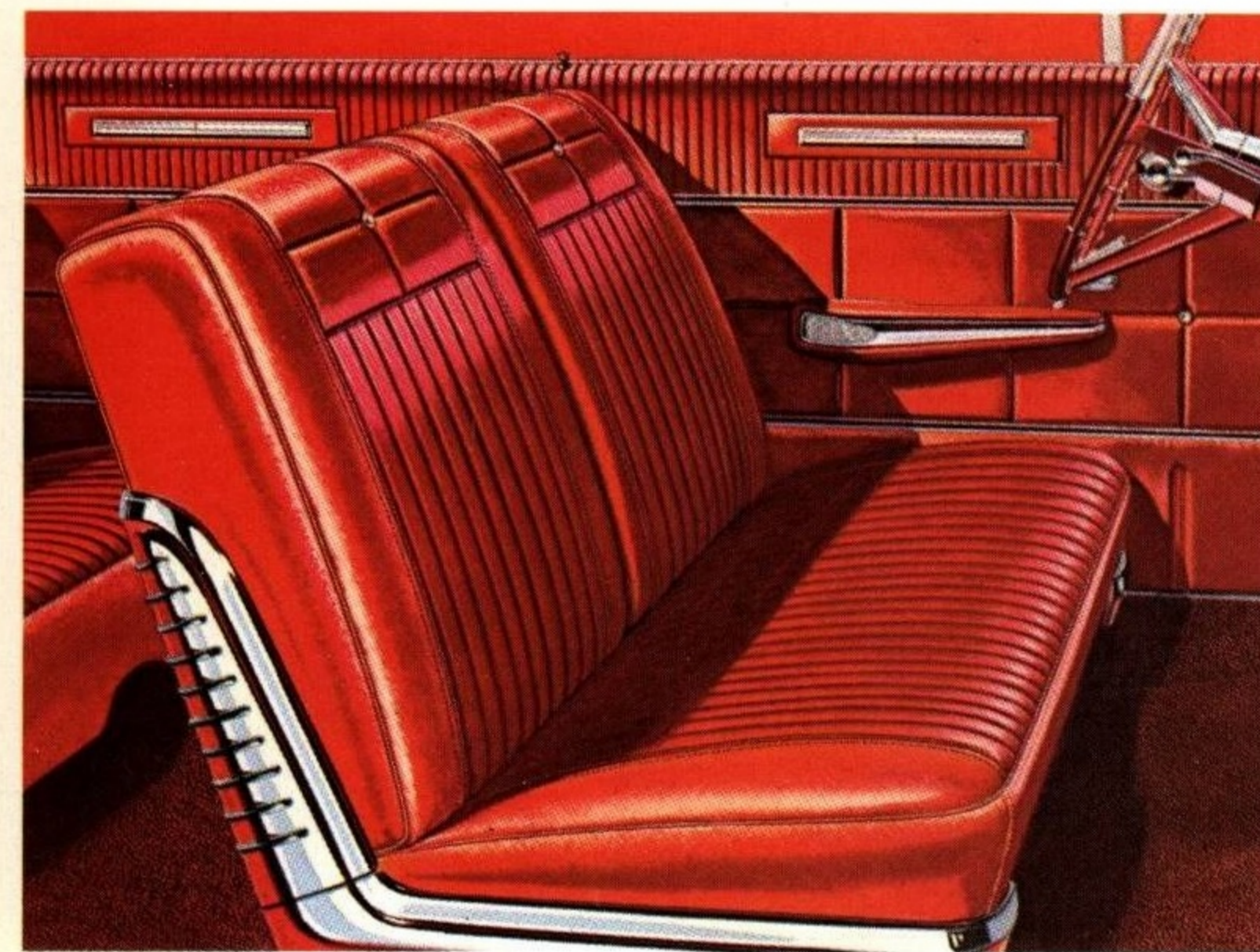
Montclair two-door hardtop with Breezeway design

MONTCLAIR

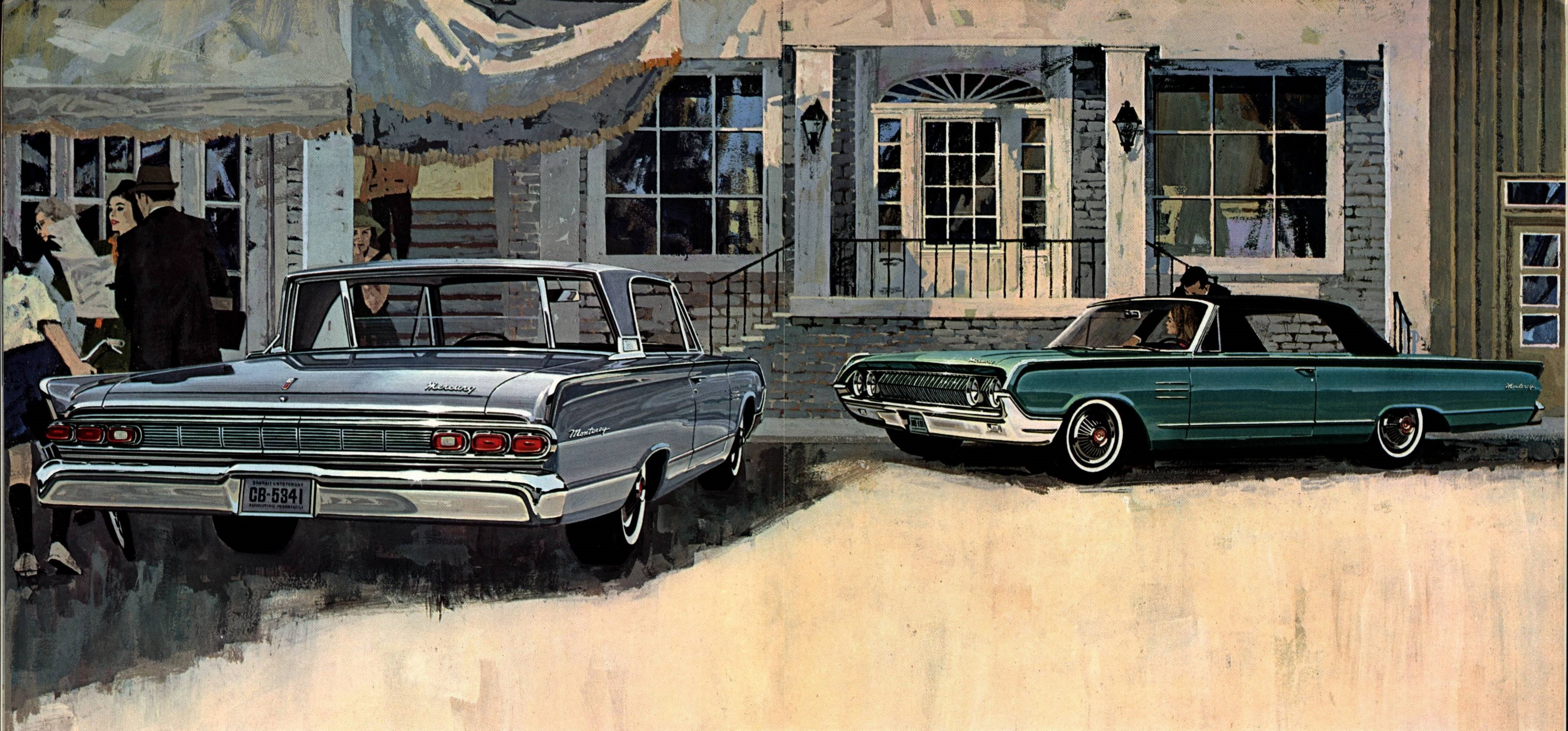
The Montclair, too, has more of what you buy a medium-price car for. In short, all the traditional Mercury extra value plus some exciting '64 additions. The Montclair is also available in either Breezeway design (as shown above) or Marauder styles. Outside standard luxury features include full stainless steel trim, deluxe wheel covers. Inside: electric clock and courtesy lights for ashtray, parking brake and glove box. And where you can't readily see, Montclair steps past the ordinary, too. Open the more spacious, fully lined trunk (17.1 cubic feet of usable space, 33.6 cubic feet of total volume—room for 12 suitcases). Raise the hood . . . a 390 cubic-inch Marauder V-8 engine is standard.



Montclair four-door sedan with Breezeway design



Montclair interiors are trimmed in pleated Honeycomb cloth and vinyl or pleated all-vinyl upholstery. Pleated door panels are accented with bright moldings. Every detail is there in Montclair: bright-metal rear seat ashtrays, anodized aluminum seat side shields, vinyl-covered sun visors, long armrests with bright-metal trim and integral paddle-type door releases. The interior shown is in red crush-grain vinyl.



Monterey two-door hardtop (also available in two-door and four-door sedan models) with Breezeway design

Monterey convertible

MONTEREY

Unusual luxury goes with this unusual car. The Monterey, lowest priced of all Mercurys, is available in both Breezeway and Marauder styles. In both, there's a flair starting right at the front that seems to whisper "luxury." Both have big power. A 390 cubic-inch Marauder V-8 surges smoothly as you step on the accelerator.



Options range up to a blazing 8-barrel 427 cubic-inch V-8. And Montereys are packed with an elegance that sets them apart from other medium-price cars. Inside the Monterey, you'll enjoy longer lasting and luxurious Athenian cord fabric upholstery, vinyl door panel trim and headlinings. All color-keyed, such as the interior at the left, shown in black Athenian cloth and black crush-grain vinyl. Montereys feature crank-operated vent windows and deep-loop carpeting. For convertible lovers, a smoother operating, longer lasting top mechanism is new for '64 Mercury convertibles. And a new glass—not plastic—rear window gives you a convertible rear window that stays clearer, is easier to clean.



Park Lane Marauder two-door hardtop (also available in four-door hardtop model)

The price is medium... the action maximum... the car is Mercury

Mercury

marauder

Pikes Peak Champion

One look is enough to tell you that this is an action car. The slender, racy roof is one reason. The thrusting spear-shaped profile is another. And Marauder keeps the promise of its "let's go" look. A brilliant Marauder Super 390 cu.-in. four-barrel V-8 is standard in the Park Lane series (shown). You can have up to an 8-barrel 427 cu.-in. V-8. All are new editions of the engine that powered a special Marauder to the championship in the 1963 Pikes Peak Climb. Options include the special Sports Package with bucket seats, console-mounted transmission selector, and fully synchronized 4-speed transmission or Multi-Drive Merc-O-Matic.





Montclair Marauder four-door hardtop (also available in two-door hardtop model)

Marauder

Marauders in the Montclair series offer you an exciting step beyond the usual. Fender-sight directional signals add to your safety, convenience. Montclair Marauders (and Breezeway models) offer either cloth and vinyl or all-vinyl interiors. Pleated door panels with a paddle-type door handle, map, trunk, ashtray lights are found there, too. It's the kind of unusual luxury that goes with this unusual medium-price car, luxury that makes sure there is no finer car in its field.



Monterey Marauder two-door hardtop (also available in four-door hardtop model)

Marauder

A Marauder in the Monterey series has the typical "let's go" look. Like all Mercurys, this Marauder adds new features galore to its good-looking styling. Items you'll like: new sealed-beam headlights which last longer, a central fuse panel, and seamless color-keyed carpet and vinyl headlining. To all this, add the traditional extra value you get in a Mercury—luxury, big-car roominess, service-saving features, action-packed performance—that's the Monterey Marauder.

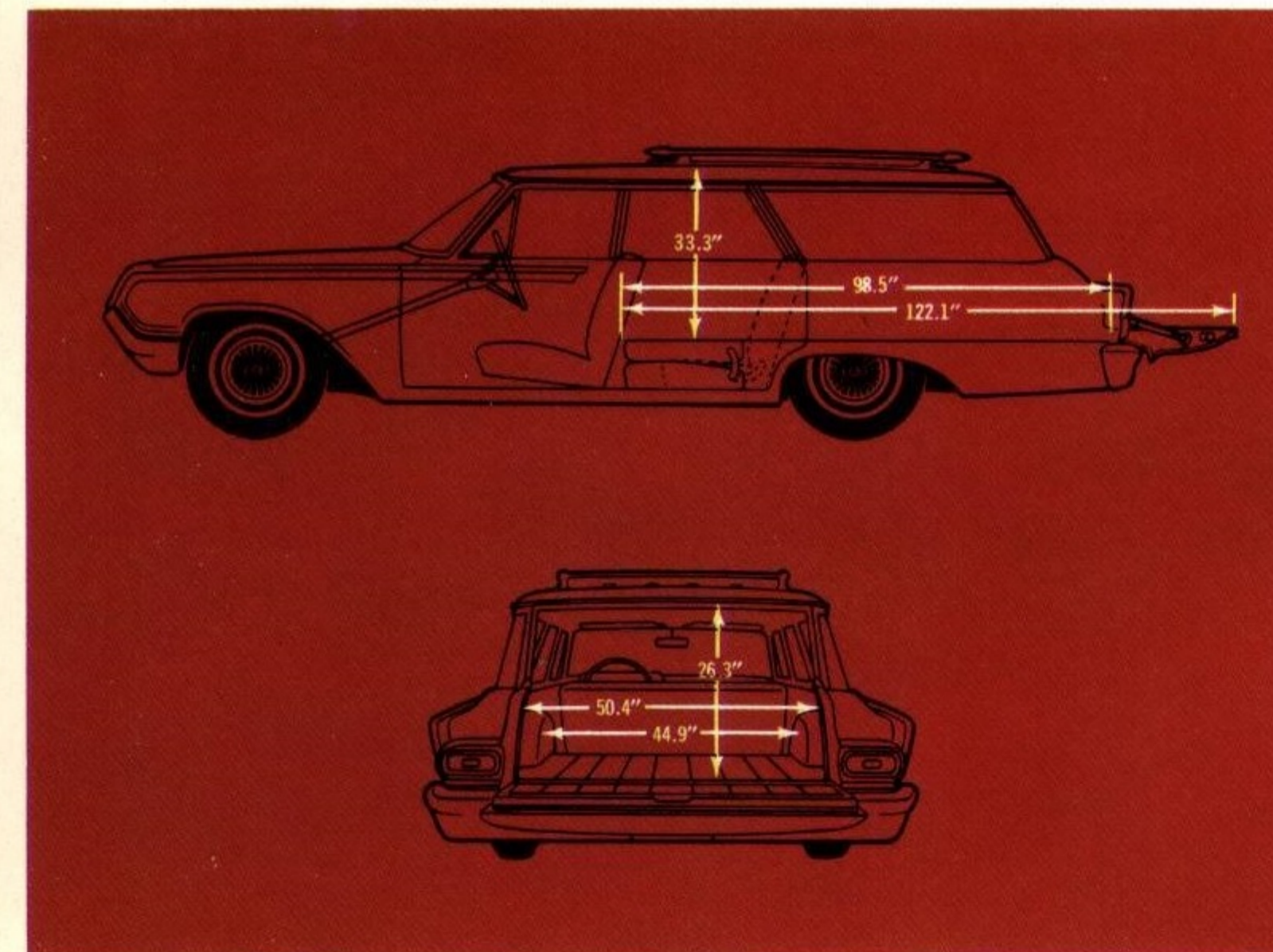
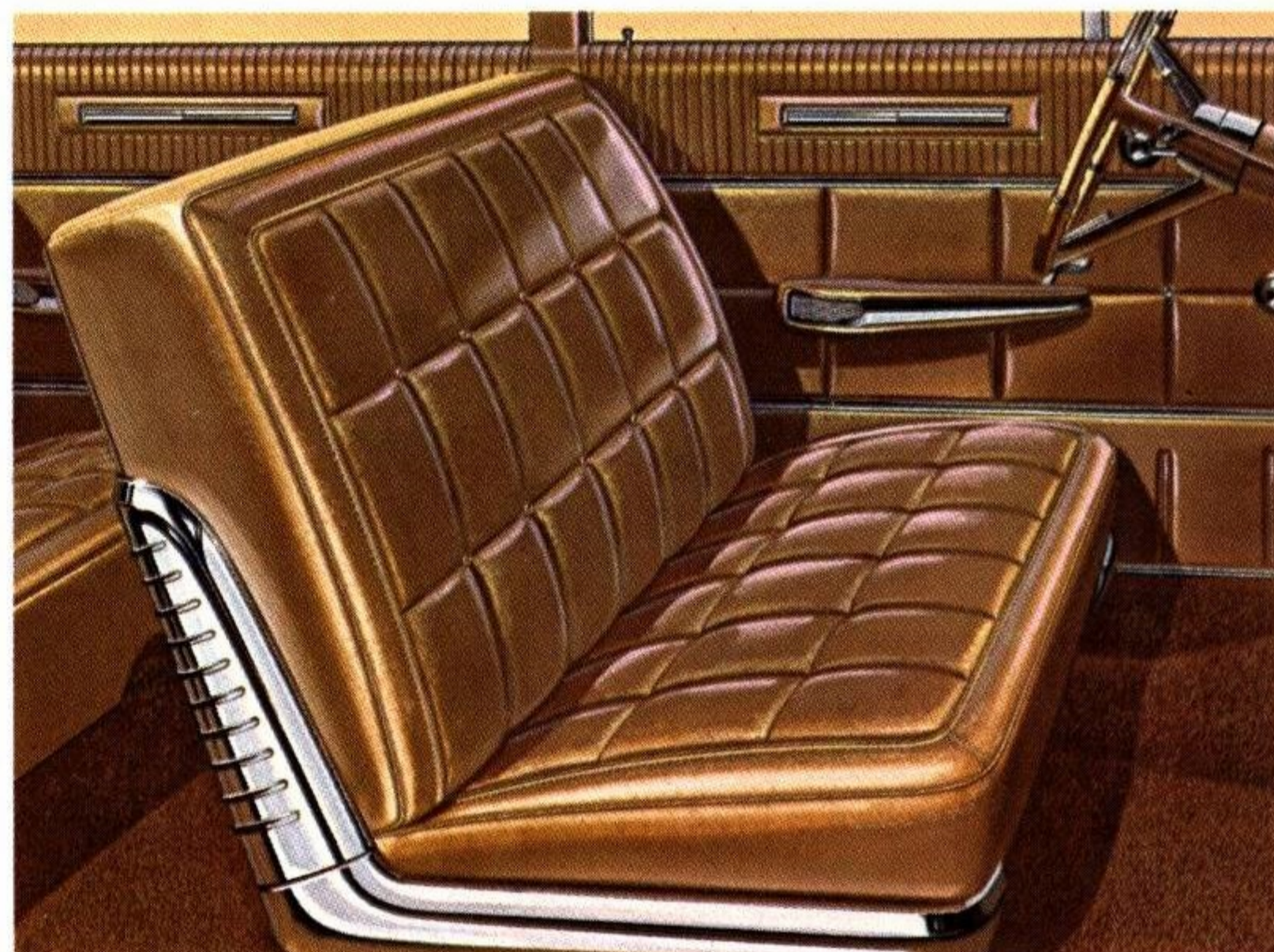


Colony Park station wagon

Commuter station wagon

COLONY PARK

The Colony Park is based on a very special philosophy. Put it this way: many wagon owners need more than just cargo room. Colony Park serves as family car, theater car, a "go-everywhere" car. Outside, rich mahogany-colored paneling. Inside, fine-car appointments... and engine choices up to a Marauder Interceptor 390 V-8.



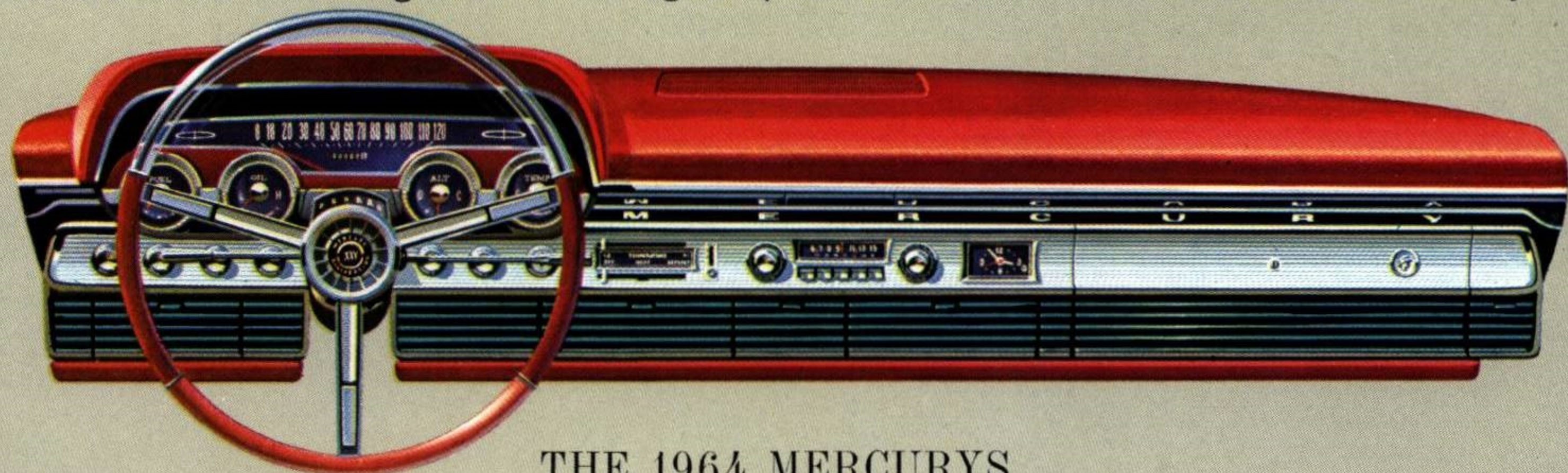
COMMUTER

The Commuter wagon offers four-door convenience and passenger capacity (with optional 3rd seat) up to a family group of 9. Loading space of 99.2 cubic feet. A load length of 122.1". Wide tailgate opening, 50.4". Height, too. From top to bottom of tailgate opening, 26.3". Tailgate is counterbalanced to make loading easier.

OPTIONAL EQUIPMENT

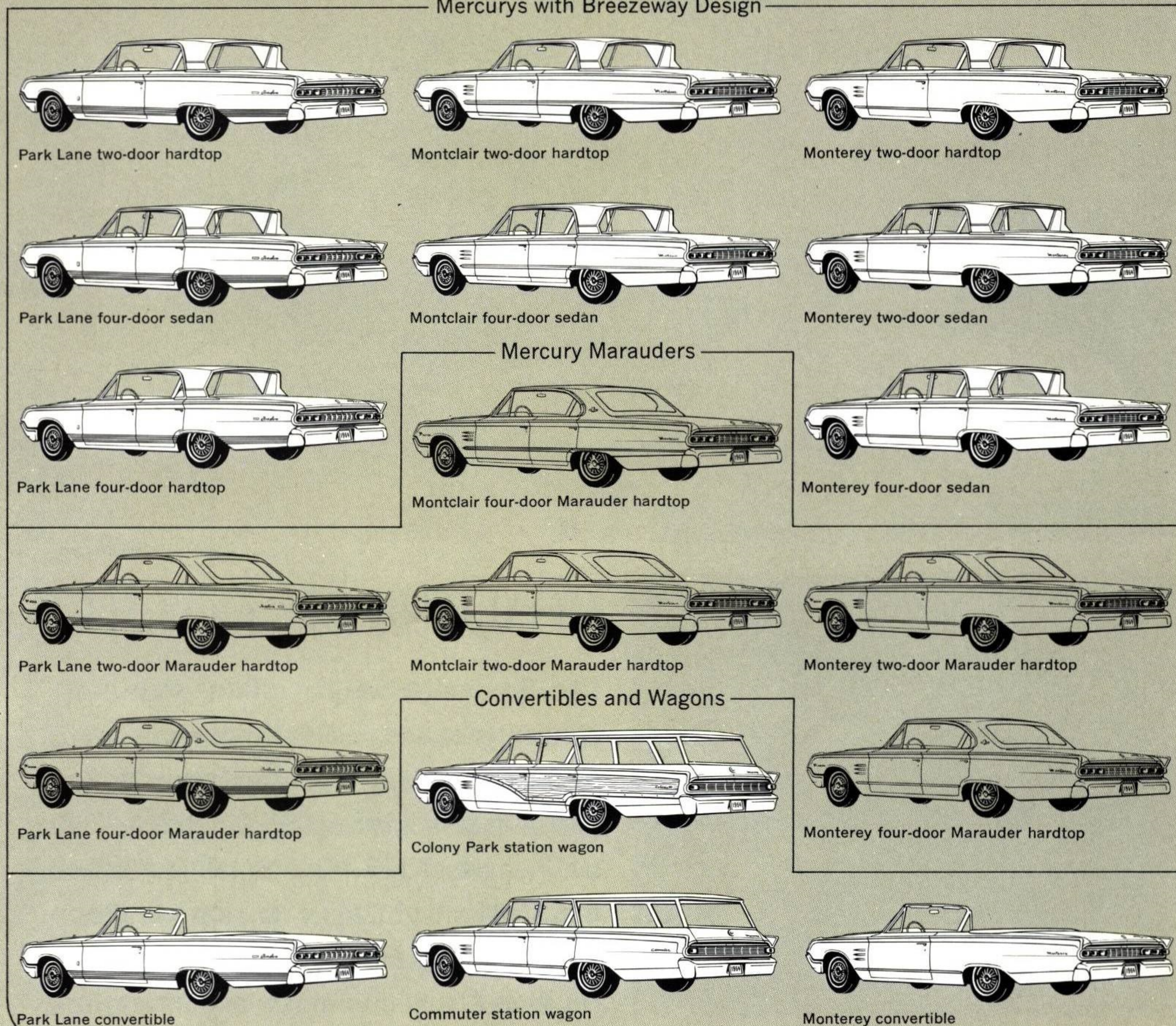
To make driving easier, more pleasant and personalized, Mercury offers a full range of options and custom features, including:

- Rear seat belts
- Deluxe air conditioner
- Power steering
- Power brakes
- Vinyl covered roof on 4-door sedans with Breezeway design and 2-door Marauders
- Speed control
- Tachometer
- Swing-Away steering wheel
- AM-FM radio
- Tinted glass
- Remote-control side view mirror
- Non-glare rear view mirror
- Color-keyed padded instrument panel (standard on Park Lane series)
- Deluxe wheel covers and
- Fender-sight directional signals (both standard on Park Lane, Montclair, Colony Park)



THE 1964 MERCURYS

Mercurys with Breezeway Design



'64 EXTERIORS

The '64 Mercury is available in your choice of 16 solid colors and 27 optional at-extra-cost two-tone combinations.

SOLID COLORS:

onyx	pacific blue	platinum beige	yellow mist
polar white	glacier blue	fawn	pecan frost
carnival red	silver turquoise	burgundy	aztec gold ^(a)
anniversary silver	peacock	pink frost	bittersweet ^(a)

TWO-TONE COMBINATIONS:

*Polar white and onyx, polar white and carnival red†, polar white and pacific blue†, polar white and glacier blue, glacier blue and pacific blue†, polar white and silver turquoise†, polar white and peacock, polar white and platinum beige†, fawn and platinum beige†, polar white and fawn, polar white and burgundy, polar white and pecan frost, polar white and pink frost, polar white and yellow mist, polar white and aztec gold, onyx and anniversary silver, polar white and bittersweet, onyx and yellow mist, onyx and platinum beige, onyx and carnival red, onyx and burgundy. *Upper color given first. †Upper and lower body colors may be reversed.

(a) Bittersweet and Aztec Gold available on all Marauders, convertibles and Park Lane 2-door hardtop with Breezeway design equipped with Sports Package.

INTERIORS:

	Cloth and Vinyl Color Schemes					All-Vinyl Color Schemes						
	Blue	Beige	Black	Silver	Turquoise	Blue	Beige	Red	Black	Palomino	Turquoise	White
Monterey Series												
Sedans	•	•	•	•	•	•†	•†	•†	•†			•†
Hardtops	•	•	•	•	•	•	•	•	•	•	•	•
Convertible												
Montclair Series												
Sedan	•	•	•	•	•	•	•	•	•	•	•	•
Hardtops	•	•	•	•	•	•	•	•	•	•	•	•
Park Lane Series*												
Sedan	•	•	•	•	•	•	•	•	•	•	•	•
Hardtops	•	•	•	•	•	•	•	•	•	•	•	•
Convertible												
Station Wagons												
Commuter	•	•	•	•	•	•	•	•	•	•	•	•
Colony Park	•	•	•	•	•	•	•	•	•	•	•	•

*Special Park Lane Sports Package includes all-vinyl interior color schemes in blue, red, black, palomino and white. †Optional at extra cost.

MERCURY V-8 POWER TEAMS

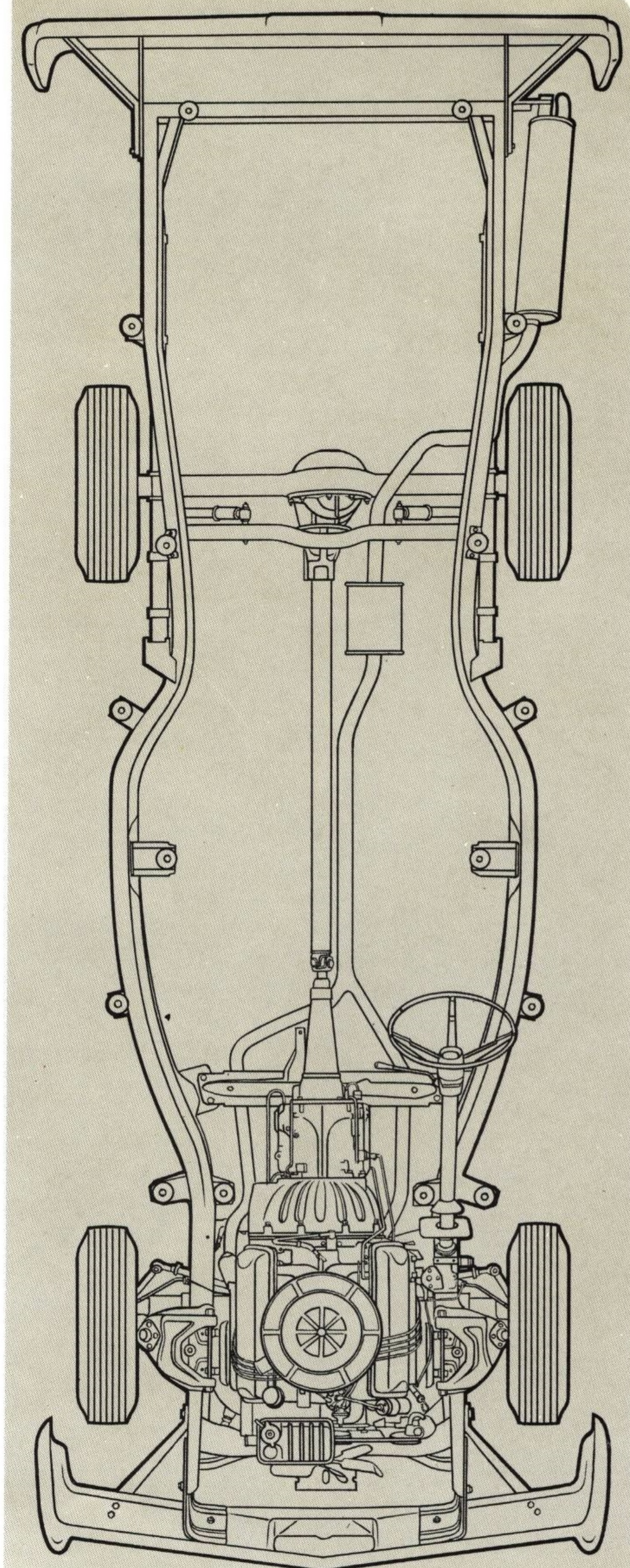
Engines	Marauder 390 V-8	Marauder 390 V-8*	Marauder Super 390 V-8*	Marauder Interceptor 390 V-8*	Marauder 427 V-8*	Marauder Super 427 V-8*
Adv hp @ rpm	250 @ 4400	266 @ 4400	300 @ 4600	330 @ 5000	410 @ 5600	425 @ 6000
Monterey	Standard	N.A.	Optional	Optional	Optional	Optional
Montclair	Standard	Standard†	Optional	Optional	Optional	Optional
Park Lane	N.A.	N.A.	Standard	Optional	Optional	Optional
Commuter	Standard	N.A.	Optional	Optional	N.A.	N.A.
Colony Park	Standard	Standard†	Optional	Optional	N.A.	N.A.
Displacement	390 cu in	390 cu in	390 cu in	390 cu in	427 cu in	427 cu in
Adv torque @ rpm	378 @ 2400	378 @ 2400	427 @ 2800	427 @ 3200	476 @ 3400	480 @ 3700
Bore & stroke (in)	4.05 x 3.78	4.05 x 3.78	4.05 x 3.78	4.05 x 3.78	4.23 x 3.78	4.23 x 3.78
Carburetor	2-V	2-V	4-V	4-V	4-V	Dual 4-bbl.
Compression ratio	9.4	9.4	10.1	10.1	11.5	11.2
Fuel	Regular	Regular	Premium	Premium	Super Prem.	Super Prem.
Exhaust	Single(a)	Single	Dual	Dual	Dual	Dual
Valve lifters	Hydraulic	Hydraulic	Hydraulic	Mechanical	Mechanical	Mechanical
Transmissions						
3-speed manual	•	•	•	•	•	•
4-speed manual	•	•	•	•	•	•
Multi-Drive Merc-O-Matic	•	•	•	•	•	•

(a) Dual exhaust for convertible. †Std. in Montclair and Colony Park with Multi-Drive Merc-O-Matic. *Optional at extra cost. N.A.—Not Available. 4-speed transmission not available with station wagons.

SPECIFICATIONS:

EXTERIOR DIMENSIONS (Inches)		MANUAL TRANSMISSIONS	
Wheelbase	120.0	All-synchronized 3-speed, steering column lever	
Tread, Front	61.0	Ratios—1st	2.42:1
Tread, Rear	60.0	2nd	1.61:1
Length, over-all, Sedan	215.5	3rd	1.00:1
Station Wagon	210.3	Reverse	2.33:1
Width, over-all, Sedan	80.0	4-speed, floor- or console-mounted lever	
Station Wagon	80.0	Marauder 390 (250 hp)	
*Height, over-all, Sedan	56.7	Ratios—1st	2.78:1
Hardtop (Marauder)	55.7	2nd	1.93:1
Station Wagon	57.8	3rd	1.36:1
Convertible	55.7	4th	1.00:1
Reverse	2.78:1	Reverse	2.32:1
Curb weight (lbs), 4-door Sedan	4145	MULTI-DRIVE MERC-O-MATIC TRANSMISSION	
Colony Park, 2-seat	4435	Type	Torque converter with automatic planetary gear train
CAPACITIES		Ratios—LO	2.40:1
Fuel tank	20 gallons	D2	1.47:1; 1.00:1
Cooling system	20 quarts, with heater	D1	2.40:1; 1.47:1; 1.00:1
Engine oil	6 quarts, with filter change	Reverse	2.00:1

*With passengers.



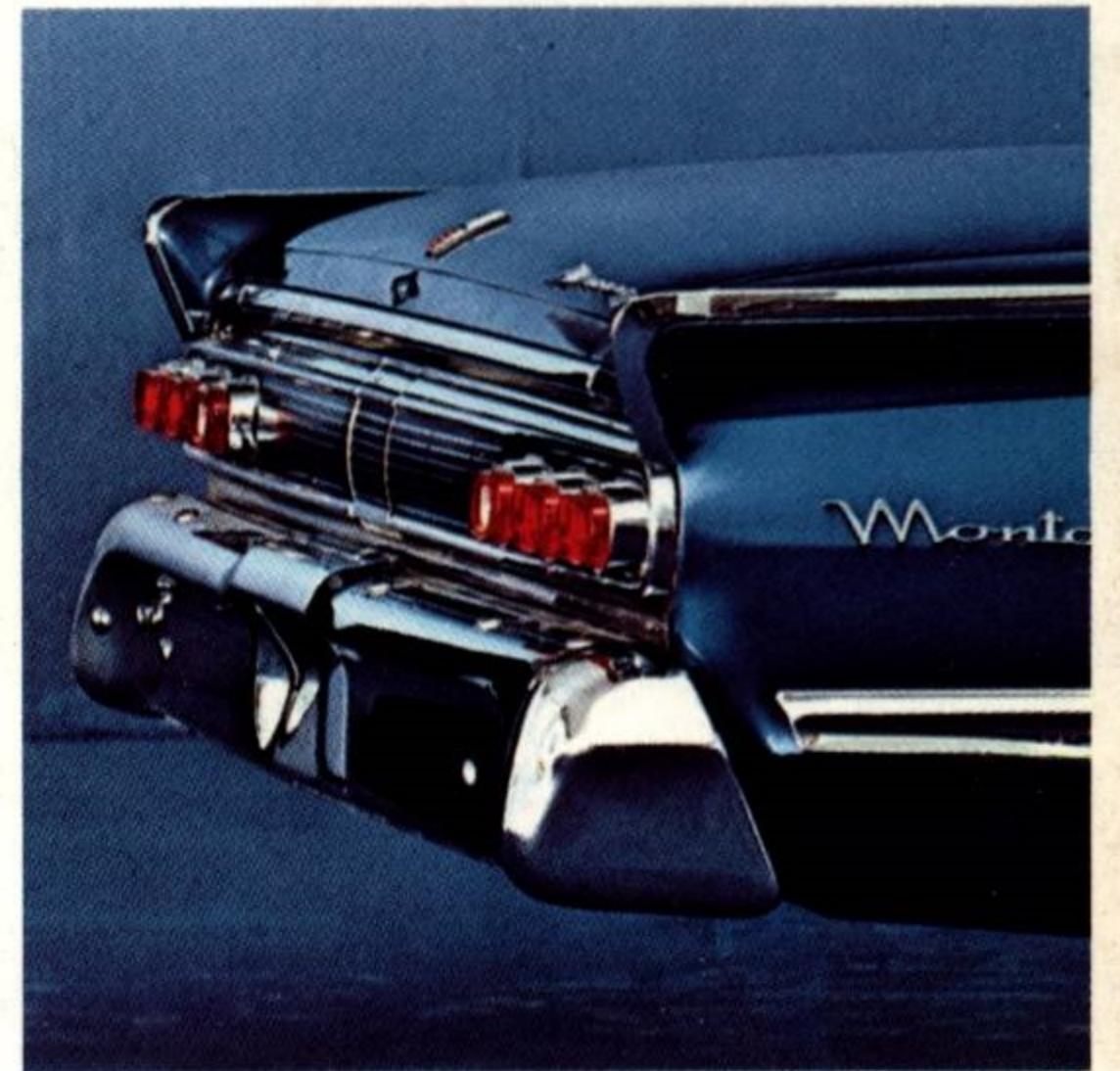
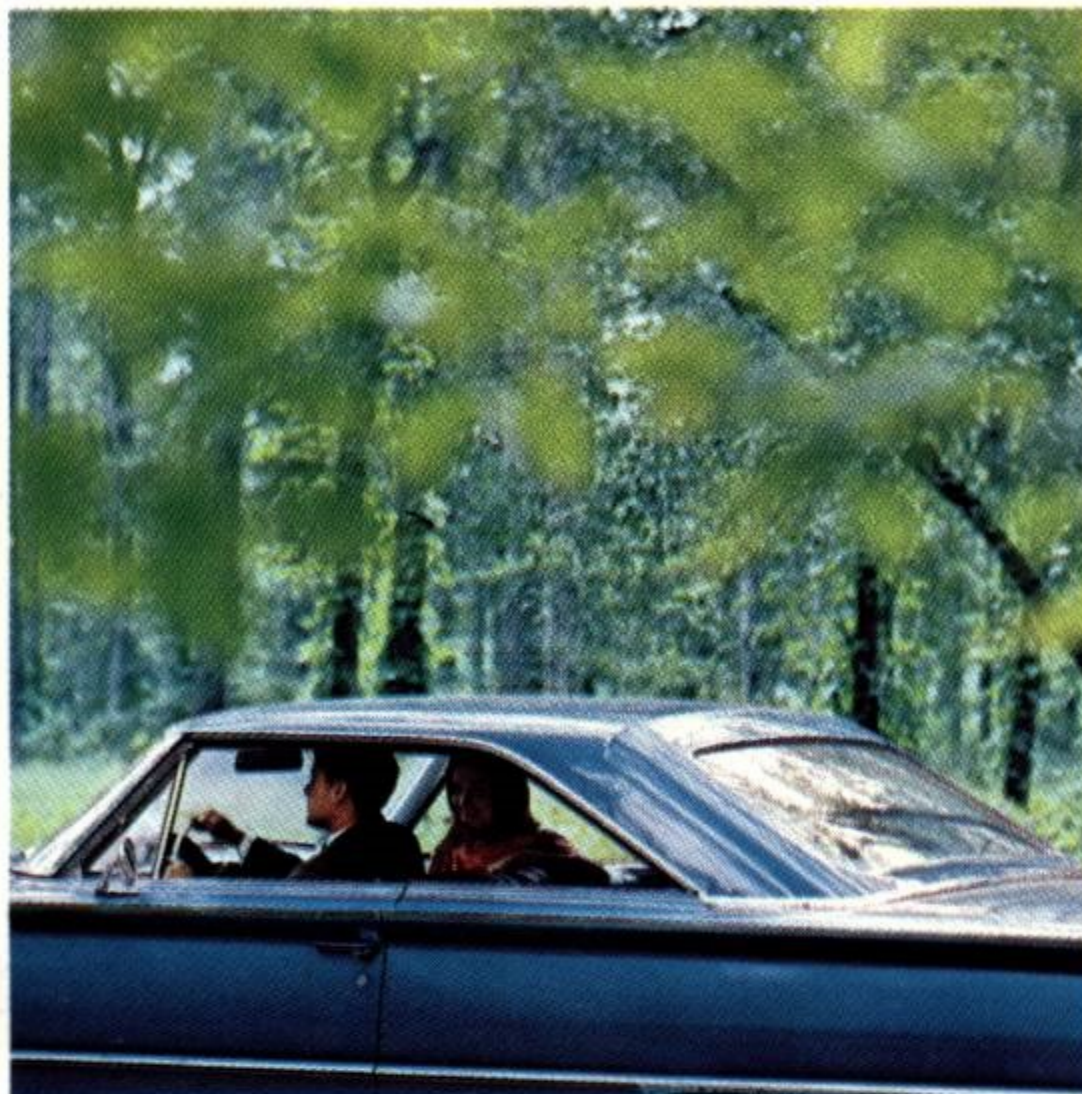
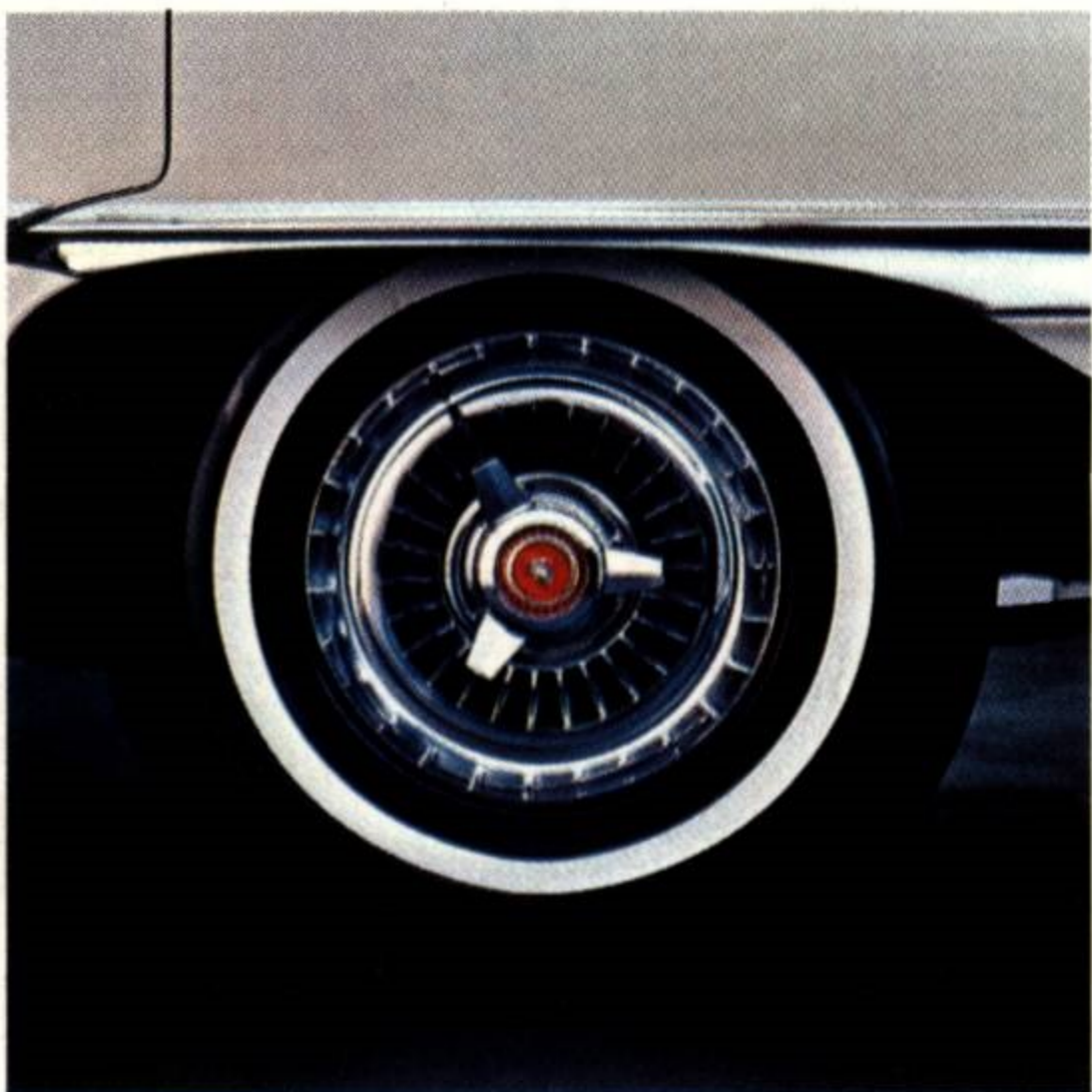
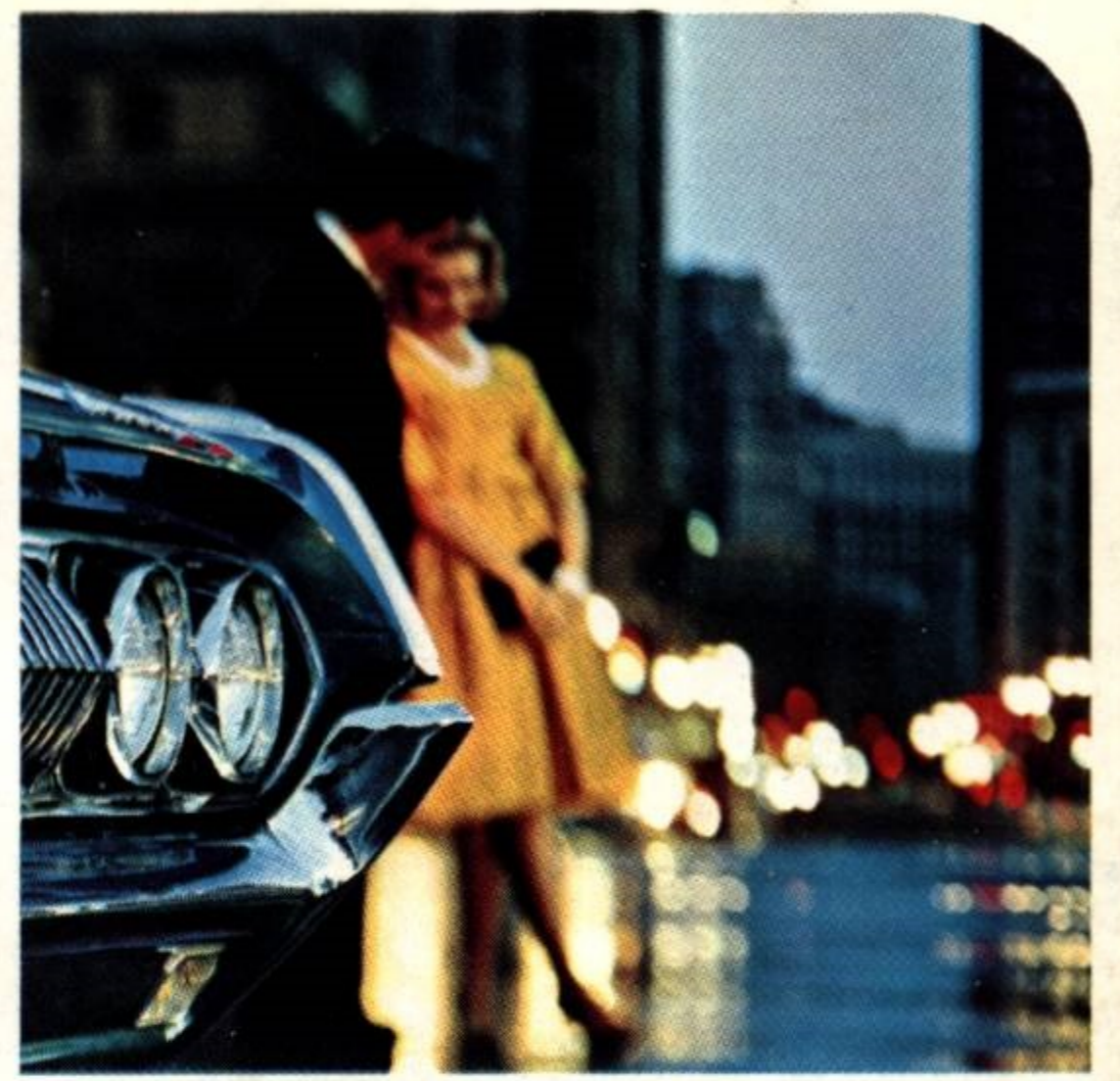
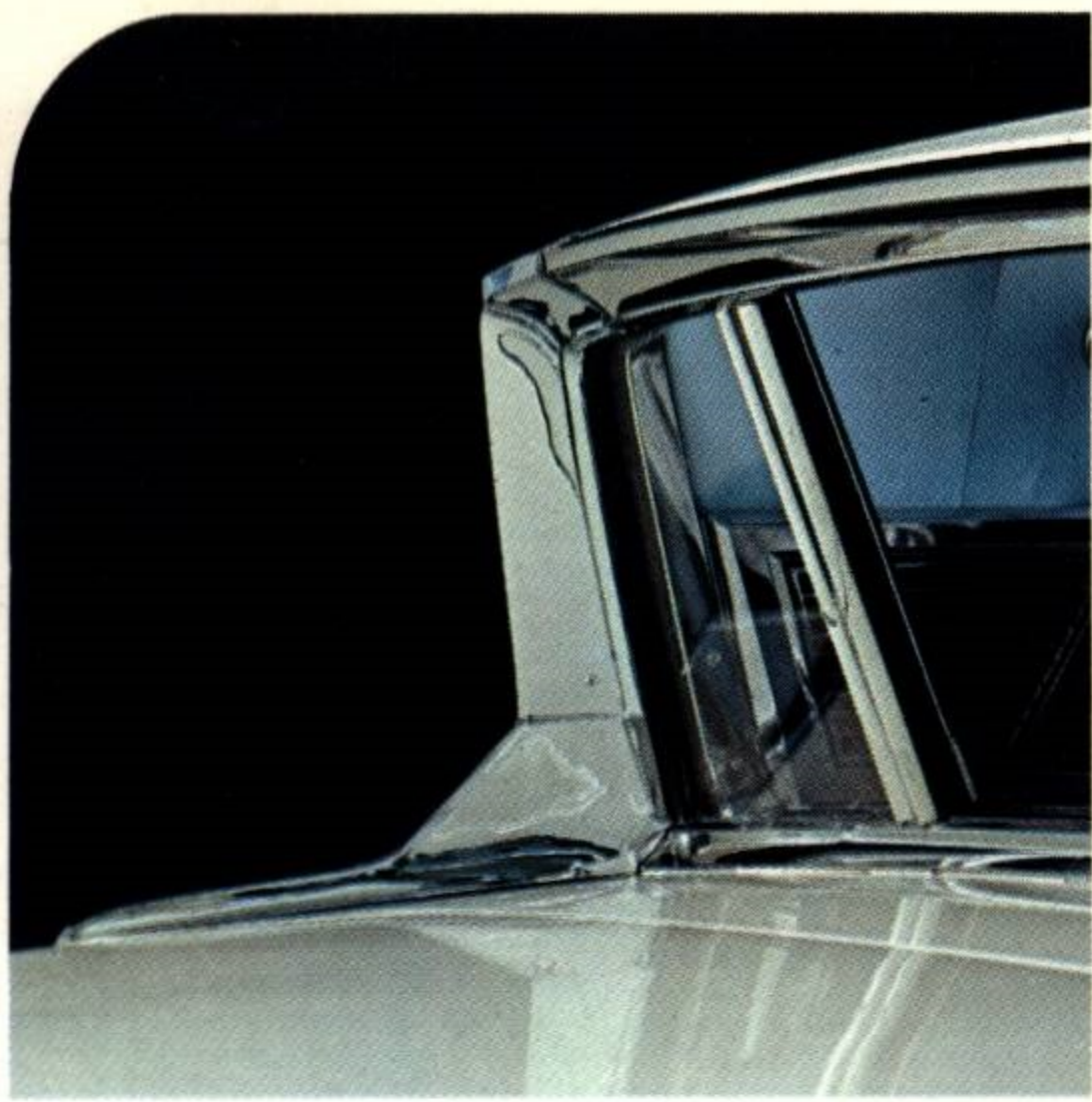
BRAKES
Type: 4-wheel hydraulic, self-energizing, self-adjusting
Drum diameter: 11 inches
Total lining area: 212.5 square inches (passenger cars), 234.0 square inches (station wagon)

REAR AXLE
Type: Semi-floating with hypoid gears

TIRES
Size: 8.00 x 14

SUSPENSION
Front: Swept-back ball-joint suspension
Rear: Leaf springs plus 3-phase shock absorbers; asymmetrical axle mounting for anti-dive, anti-squat action

Specifications shown herein were in effect at the time this book was approved for printing. Lincoln-Mercury Division, Ford Motor Company, reserves the right, however, to change specifications or designs at any time without notice and without incurring any obligation. White sidewall tires, accessories and any other equipment not standard are optional at extra cost.



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