

Fairlane for 1964...the family-size total performance car





1964 Fairlane...its unbeatable combination of family-size room and sports-car feel will change your mind about how much you can get for so low a price!

Check out a new Fairlane: You won't drive far before you'll want to stop—to see if you've read its modest price sticker correctly. Because inside this sensibly trim automobile lies a big surprise: real family-size room. Plenty of head room, shoulder room, room for arms and legs. Almost as much room, in fact, as you'd find in some of the luxury cars. (Plus a big, generous family-size trunk, too.)

When it comes to ride, you can make another Fairlane comparison with luxury cars. It's that smooth. Quiet. Solid. (So much so you'll be tempted to glance *again* at the price sticker.) Fairlane's rich, big-car ride is a principal reason over half a million owners are happy to be in the Fairlane camp. And for '64 the ride's been *improved*: suspension refinements make Fairlane ride smoother than ever!

And the handling: Like a sports car. That's the only way to adequately describe it. Nimble. Quick. Fun. In town, traffic and parking spaces give in without a struggle. Out on the road, Fairlane's lighthearted agility and solid roadability will quickly convince you that here indeed is a car designed for *total performance*.

You can underline Fairlane's sports-car feel with plenty of *spirit*. Challenger V-8's* are available up to 195 hp. (An adaptation of Fairlane's Challenger V-8 puts the sting in the Cobra sports car. And a special version of the Challenger design powered the Lotus racing cars that ended the era of the traditional "Indy" cars at Indianapolis.) Depending on engine selection, your choice of drives is practically unlimited: a brand-new 3-speed Cruise-O-Matic*, 2-speed Fordomatic*, a pair of manual 3-speeds, 4-speed stick shift*.

Family-size room . . . sports-car feel . . . *total performance* . . . and the experience of over a *billion* owner-driven miles. Quite a combination. All for so low a price! Get behind the wheel of the 1964 Fairlane for a test drive soon. Your Ford Dealer is waiting now to show you what an unbeatable combination the new Fairlane really is . . . and that the low price is no mistake.

*Optional

Try TOTAL PERFORMANCE From Ford!

Opposite: 1964 Fairlanes—Sports Coupe and Custom Ranch Wagon; both with *total performance*.





Fairlane 500 Hardtops

Of the eight new Fairlanes, the Hardtop and Sports Coupe are tops in pure concentrated excitement. Smart, new Fairlane style with a sports touch inside and out. Quick reflexes and crisp handling that remind you of expensive sports cars. But these are Fairlanes; their family size and low price tags prove it. If you like bucket seats with console, leather-like vinyl trim and a touch of the unique (example: Thunderbird "floating" mirror), the Sports Coupe is your car. Or, if you prefer full-width seats front and rear, then the Hardtop is for you. Between them they offer your choice of 7 interiors, 7 power teams, a host of options. There's excitement here—just how much is up to you.

Standard Equipment Highlights 101-hp Fairlane Six 3-Speed Manual Transmission Bucket Front Seats with Console, "Bucket-Styled" Rear Seat (Sports Coupe) "Bucket-Styled" Full Width, 3 passenger Seats Front and Rear (Hardtop) Color and Upholstery Choices: 15 Colours of Diamond Lustre Enamel. 7 Trim Choices—3 All-Vinyl (Sports Coupe) Distinctive Body Trim for Both Sports Coupe and Hardtop Ford's Extended Maintenance Features (back cover) **Popular Options and Accessories** Choice of two Challenger V-8's (up to 195 hp) 4-Speed Manual† Power Steering Power Brakes All Transistor Radio Remote Control Outside Mirror White Sidewall Tires **Basic Specifications** Length 197.6" Width 72.2" Height 54.5" Wheelbase 115.5" Curb Weight (Approx.)—2995 lb. (Sports Coupe); 2975 lb. (Hardtop) Trunk Luggage Volume 14.1 cu. ft.
†Plus three other drives, depending on engine choice.

Opposite: Luxurious Hardtops feature the distinctive Thunderbird roofline and "floating" mirror.

Opposite: Fairlane 500 Hardtop with full-width seats.

Left: Fairlane 500 Sports Coupe with bucket seats.

Below: Sports Coupe interior in one of three all-vinyl trims.



Fairlane 500 Sedans

Fairlane is the car that experience built—built well and built fine. The experience of over a *billion* miles driven by over *half a million* Fairlane owners. This is yours in every Fairlane . . . in every mile you drive a Fairlane. Take these Fairlane 500's for example. Their right-size design (plenty of 6-passenger room inside; trim, easy-to-manage size outside) has set a trend. Their *total performance* (crisp handling, solid roadability) and smooth, quiet luxury-car ride were years and millions of test-miles in the making. Their thorough quality is the end product of a program of demanding excellence never before seen in the industry. You simply can't beat experience . . . Fairlane experience . . . as just 20 minutes behind the wheel will tell you.

Standard Equipment Highlights 101-hp Fairlane Six 3-Speed Manual Transmission Full-Width, 3-Passenger Seats Front and Rear Color and Upholstery Choices: 15 Colours of Diamond Lustre Enamel, 4 Colour-Keyed Cloth/Vinyl Trims Foam Cushioned Front Seat, Full Carpeting, Arm Rests and Ash Trays, Front and Rear Courtesy-Lighted Interior Distinctive Fairlane 500 Body Trim Ford's Extended Maintenance Features (Back cover) **Popular Options and Accessories** Choice of two Challenger V-8's (up to 195 hp) Cruise-O-Matic Drive† Power Steering Power Brakes Radio with Rear Seat Speaker Padded Instrument Panel and Visors **Basic Specifications** Length 197.6" Width 72.2" Height 55.4" Wheelbase 115.5" Curb Weight (approx.—2930 lb. (2-door); 2960 lb. (4-door) Trunk Luggage Volume 14.1 cu. ft. †Plus three other drives depending on engine choice.

Left: Fairlane 500 2-Door Sedan.

Right: Fairlane 500 4-Door Sedan.

Below: Richly trimmed Fairlane 500 Sedan interior.





Fairlane Sedans

Exceptional automobiles, these Fairlanes. Not just because they can comfortably take six passengers and slice through traffic like a sports car. Or simply because Fairlanes boast such an impressive standard equipment roster (see below). Or even because they're so low in price (just above some compacts). No, not even because Fairlanes offer all of Ford's famous service savings or Extended Maintenance or Ford's total-car warranty. It's the combination of all these (and much more!) that makes Fairlanes the exceptions. You'll hunt hard and long to find their equal—and you'll never find it at the Fairlane price!

Standard Equipment Highlights 101-hp Fairlane Six 3-Speed Manual Transmission Full-Width, 3-passenger Seats Front and Rear Colour and Upholstery Choices: 15 Colours of Diamond Lustre Enamel, 3 Colour-keyed Cloth/Vinyl Trims Foam Cushioned Front Seat, Vinyl-Rubber Floor Mats, Front Arm Rests and Ash Tray Dual Visors Illuminated Trunk Distinctive Fairlane Body Trim Ford's Extended Maintenance Features (back cover) **Popular Options and Accessories** Choice of Two Challenger V-8's (up to 195 hp) Fordomatic Power Steering Power Brakes Tinted Windshield Electric Clock Deluxe Wheel Covers **Basic Specifications** Length 197.6" Width 72.2" Height 55.4" Wheelbase 115.5" Curb Weight (Approx.)—2905 lb. (2-door); 2945 lb. (4-door) Trunk Luggage Vol. 14.1 cu. ft.

Left: Fairlane 4-Door Sedan

Right: Fairlane 2-Door Sedan

Below: Roomy comfort to spare in Fairlane Sedan



Fairlane Wagons

Solid as the Rockies and nearly as spacious. Or so it seems the way '64 Fairlane wagons swallow up cargo. Almost 92 cu. ft. of space behind the front seat (with 6½ more concealed beneath the floor)! To make it all the more useful these husky Fairlanes boast four big, wide-opening doors, the slickest, quickest-converting second seat in *any* wagon plus roll-down or power* tailgate windows. When "eight's a crowd," just swing

up the third seat* and everybody rides. They're hard-working, versatile, fun. That's the way Ford, the wagon specialist, builds them. Three engine options up to 195 hp; two transmission options including new 3-speed Cruise-O-Matic. All that's left is price—and being Fairlanes, you know that's comfortably low. *Optional

Standard Equipment Highlights 101-hp Fairlane Six 3-Speed Manual Transmission Full-Width, 3-Passenger Seats, Front and Rear plus 2-passenger Third Seat Cushions (opt.) Color and Upholstery Choices;

15 Colors of Diamond Lustre Enamel, 5 All-Vinyl Trims (2 Ranch, 3 Custom) Foam Cushioned Seats, Arm Rests, Ash Trays Distinctive Wagon Body Trim for Both Ranch Wagon and Custom Ranch Wagon Ford's Extended Maintenance Features (back cover) **Popular Options and Accessories** Choice of Two Challenger V-8's (up to 195 hp) Cruise-O-Matic Drive† Power Steering Power Brakes Power Tailgate Window Roof Rack **Basic Specifications** Length 201.8" Width 72.2" Height 56.6" Wheelbase 115.5" Curb Weight (approx.)—3340 lbs., (Ranch); 3360 lbs. (Custom Ranch) Cargo Volume 98.6 cu. ft.

†Plus two other drives, depending on engine choice.

Below: Fairlane Custom Ranch Wagon.

Below right: Fairlane Ranch Wagon.





Fairlane Total Performance

The *total performance* of every '64 Fairlane is a lasting benefit you can *feel* and *fully* appreciate. It's a light-hearted way of going in traffic . . . moving through the tight spots and putting you into your parking space on the *first* pass. ("Sports-car feel" is the handiest way to describe it.) It's a solid, big-car feel on the turnpike. Agile power for passing with complete confidence. Big brakes that give you sure, smooth, straightline stops. And suspension refinements add new softness, smoothness to Fairlane's ride.

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 sop up bumps like water into a sponge.) Up tall hills. (Dip the throttle . . . plenty of Challenger V-8* power on tap.) Through tight curves and corners. (Fairlane holds the road with tenacity.) You simply can't *find* driving that this Fairlane can't make smoother, easier, more fun. Fairlane's ready to show you—now!

Sparkling Fairlane *total performance*

is the most versatile line-up of power teams offered by any Canadian passenger car! Just name what you need. Thrifty Six engine? Fairlane offers two of the thriftiest in everything from gas savings to Ford's Extended Maintenance. Lively V-8's? Fairlane has two of the liveliest in Challenger V-8's* up to 195 hp. They use *regular* gas and are easy on upkeep. And depending on engine choice you can select up to five transmissions from the standard 3-speed manual to the versatile 3-speed Cruise-O-Matic.

*Optional

7 TOTAL PERFORMANCE POWER TEAMS

Engine	Cu. In. Displ.	Max. HP @ RPM	Max. Torque @ RPM	Bore/Stroke	Comp. Ratio (to 1)	Carb. and Fuel	Transmission Options*	Avail. with Models
1. Fairlane Six	170	101 @ 4400	156 @ 2400	3.50 x 2.94	8.7	1 bbl. Reg.	A	Std. all models
2. Fairlane 200 Six	200	116 @ 4400	185 @ 2400	3.68 x 3.13	8.7	1 bbl. Reg.	B	Opt. all models
3. Challenger 260 V-8	260	164 @ 4400	258 @ 2200	3.80 x 2.87	8.8	2 bbl. Reg.	A-B	Opt. all models
4. Challenger 289 V-8	289	195 @ 4400	282 @ 2400	4.00 x 2.87	9.0	2 bbl. Reg.	C-D-E	Opt. all models

*Transmission key: A—3-Speed Manual B—Fordomatic (2-speed automatic) C—Synchro-Smooth Drive (fully synchronized 3-speed manual—289 V-8 only) D—Cruise-O-Matic (3-speed automatic) E—4-Speed Manual (all except wagons).

Total Performance cont'd

A '64 Fairlane can promise you all this: Luxury you've come to expect only in expensive cars. A few examples — bucket seats and console (Sports Coupe), carpeting and courtesy-lighted interior (500's), foam-cushioned front seat, even an illuminated trunk (sedans and hardtops)! Spacious comfort you've come to expect only in expensive cars, too. Fairlane room and comfort are a big, pleasant surprise for any six people. Stretch-out room all around with a mammoth, easy-loading trunk for all the luggage.

Fairlane economy is the kind once exclusively reserved for compacts. The engines boast such service and money savers as 6,000-mile oil filters, 36,000-mile fuel filters, 36,000-mile or 2-year coolant-antifreeze, among others. Fairlanes themselves need routine maintenance only twice a year (or each 6,000 miles), and they include every one of Ford's famous service-saving features from self-adjusting brakes to fully aluminized muffler. And throughout Fairlane is total-car quality that makes possible this warranty:

Ford Motor Company of Canada, Limited has warranted to the Dealer who, pursuant to his Dealer Agreement with the Company, hereby, on his own behalf, warrants to the owner each part of this product marketed by Ford Motor Company of Canada, Limited to be free under normal use and service from defects in material and workmanship for a period of 24 months from the date of delivery to the original retail purchaser or until it has been driven for 24,000 miles, whichever comes first, 90 days or 4,000 miles, whichever comes first, for the 427 C.I.D. 4V or 8V engines and related power train components. This warranty shall be fulfilled by the Dealer for if the owner of the vehicle is travelling or has become a resident of a different locality by any authorized Dealer of Ford Motor Company of Canada, Limited, replacing or repairing at his place of business, free of charge including related labour, any such defective part.

This warranty shall not apply to all tires or tubes (appropriate adjustments for them being provided by their manufacturers), or to normal maintenance services (such as engine tune up, fuel system cleaning and wheel, brake and clutch adjustments), or to normal replacement of service items (such as filters, spark plugs, ignition points, wiper blades and brake or clutch linings), or to deterioration of soft trim and appearance items due to normal use and exposure.

If you can test-drive *only one* of the '64s, make it a Fairlane and you won't be disappointed for missing the rest!

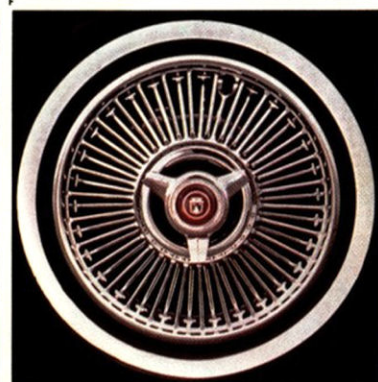
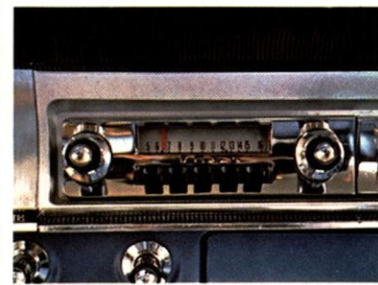
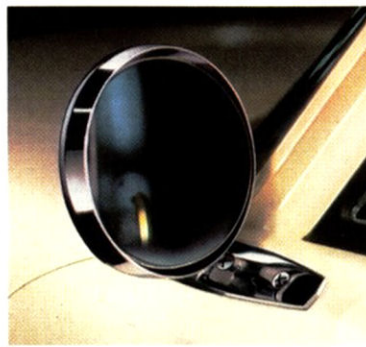
Fairlane Options and Accessories

Your Ford Dealer has a wide choice of options and accessories to help you *personalize* your new Fairlane. He'll gladly explain the many to be had with the '64 Fairlane you select. Depend on your Ford Dealer's helpful guidance in selecting options to multiply your Fairlane's usefulness and enjoyment now . . . to enhance its trade-in value later. Also, when you buy *genuine* Fairlane options and accessories, you're getting the best, designed and engineered for your Fairlane by Ford. And only the best is good enough for the beautiful '64 Fairlane!

A. Power Steering: cuts steering effort 75%; makes child's play of parking, low-speed maneuvering. **B. Wagon Roof Rack:** bright chrome finish adds greatly to cargo capacity. **C. Third Seat Cushions:** boosts capacity of either wagon to 8 passengers. **D. Remote-Control Outside Mirror** (one of several mirror types): aims quickly, easily without lowering window. **E. Radio:** space-age all-transistor (no tubes) design. **F. Lifeguard Design Options:** padded instrument panel, cushioned sun visors. Lifeguard Design standard equipment: safety-padded arm rests, shatter-resistant mirror, deep-dish steering wheel, Safety-Yoke door latches. **G. Deluxe Wheel Covers:** simulated wire wheel (shown) and full disc types.

PLUS:

- Power Brakes • Electric Clock • Spotlight with Mirror • Power Tailgate Window (wagons) • Lights for ash tray, glove box, trunk (cargo area, wagons), map light, backup lights, front and rear courtesy switches • Tinted Windshield • White Sidewall Tires • Windshield Washer and 2-Speed Electric Wipers • Conventional Rear Seat Speaker • All-Vinyl Upholstery (Hardtops) • Parking Brake Warning Light • Remote-Control Trunk Lid Release • Door Edge Guards • Rocker Panel Molding • Rear Fender Shields • Tachometer • Rear Window Screen (wagons) • Floor Mats • Locking Gas Cap • Load Leveler Shock Absorbers • License Plate Frames • Ventilated Seat Cushion and many others.



1964 Fairlane Specifications

COLOR AND UPHOLSTERY SELECTIONS: You have a choice of 15 '64 Fairlane single tone colors or 21 optional two-tone combinations in durable, brilliant Diamond Lustre Enamel. There are 15 upholstery choices, 7 cloth and vinyl combinations; 8 all-vinyl trims in Wagons and Sports Coupe. Your Ford Dealer will be happy to show you actual samples of '64 Fairlane colors and upholstery.

FAIRLANE DESIGN: The way new Fairlanes are built, plus the many features built into new Fairlanes, you'll find add greatly to your enjoyment of any '64 Fairlane you choose. Among many highlights: Welded Integral Body and Frame (quietness, high strength-to-weight ratio); Fully Insulated and Weather-Sealed Body; Parallel Action Single-Speed Electric Wipers; Deep-Dish Steering Wheel; Dual Sun Visors with Retention Clips; Safety-Yoke Door Latches; Front Seat Belt Anchors; Center-Fill Fueling (sedans); Counterbalanced Hood and Deck Lid (sedans), Tailgate (wagons); Lined Trunk (sedans); Vinyl-Coated Rubber Cargo Mat (wagons); Roll-Down Tailgate Window (wagons); Quick-Converting Second Seat Providing Flat, Level Loadspace (wagons); Upright Spare Tire Storage (wagons).

EXTENDED MAINTENANCE INTERVALS: The 1964 Fairlane goes 36,000 miles for 3 years whichever comes first between major chassis lube; 6,000 miles for 6 months between oil changes under normal driving conditions. In fact each of the eight Fairlane models for 1964 needs so little service it's just good sense to see that it gets the best—at your Ford Dealer's. His registered service technicians and special tools add up to a great service combination you can get nowhere else! Other service savings include: engine coolant-antifreeze, installed at the factory, for 36,000 miles for two years; self-adjusting brakes; aluminum muffler; and galvanized vital underbody parts to resist rust and corrosion.

ENGINES: 101-hp Fairlane Six (std.)—avail. with 3-spd. trans. only—170 cu. in. displ.; 3.50" bore x 2.94" stroke; 8.7 to 1 comp. ratio; reg. fuel; single barrel carb.; manual choke; self-adj. valves; oil cap'y, with filter change, 3.75 qt.

116-hp Fairlane Six (opt.)—avail. only with Fordomatic—200 cu. in. displ.; 3.68" bore x 3.13" stroke; 8.7 to 1 comp. ratio. Other specs. same as above.

164-hp Challenger 260 V-8 (opt.)—260 cu. in. displ.; 3.80" bore x 2.87" stroke; 8.8 to 1 comp. ratio; reg. fuel; 2 barrel carb.; auto. choke; self-adj. valves with hydraulic lifters; oil cap'y, with filter change 4 qt.

195-hp Challenger 289 V-8 (opt.)—289 cu. in. displ.; 4.00" bore x 2.87" stroke; 9.0 to 1 comp. ratio. Other specs. same as 260 V-8 above.

ENGINE FEATURES: For greater economy and longer life, Fairlane engines have short-stroke, low-friction design; 6,000-mile (or 6-month) full-flow disposable-type oil filter under normal driving conditions; 36,000-mile (or 3-year) disposable-type fuel filter and replaceable dry element air cleaner; 190° thermostat; 12-volt electrical system; weatherproof ignition; battery 54-plate; 40 amp-hr (Sixes)—55 amp-hr (V-8's); fully aluminum muffler and tailpipe. All engines are electronically mass-balanced.

CLUTCH AND MANUAL TRANSMISSIONS: Clutch face diameter 8½" with Six, 10" with V-8's. **3-Speed Manual Transmission** (std. with 170 cu. in. Six and 260 cu. in. V-8). Synchronizers in 2nd and direct. Anti-friction bearings throughout. Standard "H" shift pattern with lever on steering column. **New Synchro-Smooth Drive Transmission** (std. with 289 cu. in. V-8) with synchronized manual shifting in all three forward speeds. **4-Speed Manual** (opt. with 289 V-8's). Fully synchronized forward gears with floor-mounted shift shift.

AUTOMATIC TRANSMISSIONS: Simplified design, light-weight cast-aluminum construction. Torque converter in combination with planetary gear set. Vacuum-controlled throttle valve for smoothness, minimum servicing. **Fordomatic Drive** (avail. with 116-hp Six, 260 V-8). Two-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** (opt. on 195-hp 289 V-8). Three-speed automatic with two selective drive ranges: three-speed range starting in low for all normal driving; or two-speed range starting in intermediate for more sure-footed driving on slippery surfaces. Selector sequence: P-R-N-DRIVE-L.

REAR AXLE: Semi-floating type with offset hypoid gears. Straddle-mounted drive pinion. Induction-hardened forged shafts with permanently lubricated wheel bearings.

FRONT SUSPENSION: Angle-Poised Ball-Joint type with coil springs mounted on upper arms. 36,000-mile (or 3-year) lube intervals. Strut-stabilized lower arms. Built-in anti-dive control. Link-type, rubber-bushed ride stabilizer. Tapered roller wheel bearings.

REAR SUSPENSION: Asymmetrical, variable-rate design with rear axle located forward from center of springs for anti-squat control on take-off. Extra-long leaf-type springs with wide spring base and rubber-bushed front mounts and compression-type rear shackles for levelized ride.

STEERING: Recirculating ball-type steering gear provides easy handling. Flexible steering shaft coupling dampens road shock, vibration. Linkage system lubed for 36,000 miles for 3 years. Over-all steering ratio 27.8 to 1. Turning diameter (approx.) 40 ft.

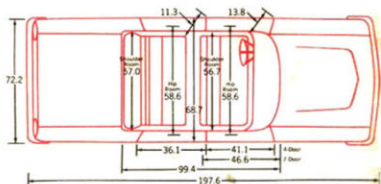
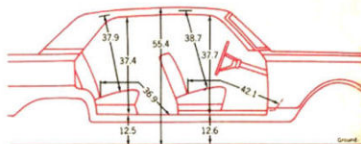
BRAKES: Self-adjusting, self-energizing design. Brakes adjust automatically when applied while car is moving backwards. 10-in. composite drums, grooved for extra cooling. Total lining area (sq. in.): 154 sedans, 193 wagons.

TIRES: Soft-Tread design, blackwall, tubeless with Tyrex rayon cord, safety-type rims. Basic sizes: 6.50 x 14 (Six hardtops; Six and V-8 Sedans); Wagons: all models—7.00 x 14.

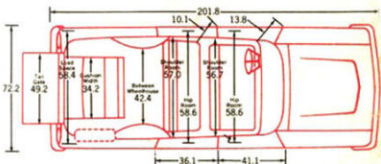
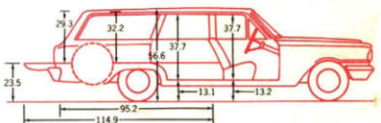
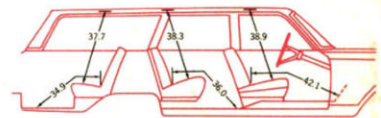
PRICES: All optional equipment and accessories, illustrated or referred to as options, optional or available are at extra cost. For the price of the Fairlane with the equipment you desire, see your Ford Dealer.

The specifications contained herein were in effect at the time this catalogue was approved for printing. However, because of continuing product improvements and refinements Ford Motor Company of Canada, Limited reserves the right to change specifications or design at any time, or discontinue models without notice and without incurring obligation. Mileage figures quoted herein refer to normal driving conditions.

SEDAN AND HARDTOP DIMENSIONS



STATION WAGON DIMENSIONS



†115½" wheelbase; tracks—front 57.0", rear 56.0"

