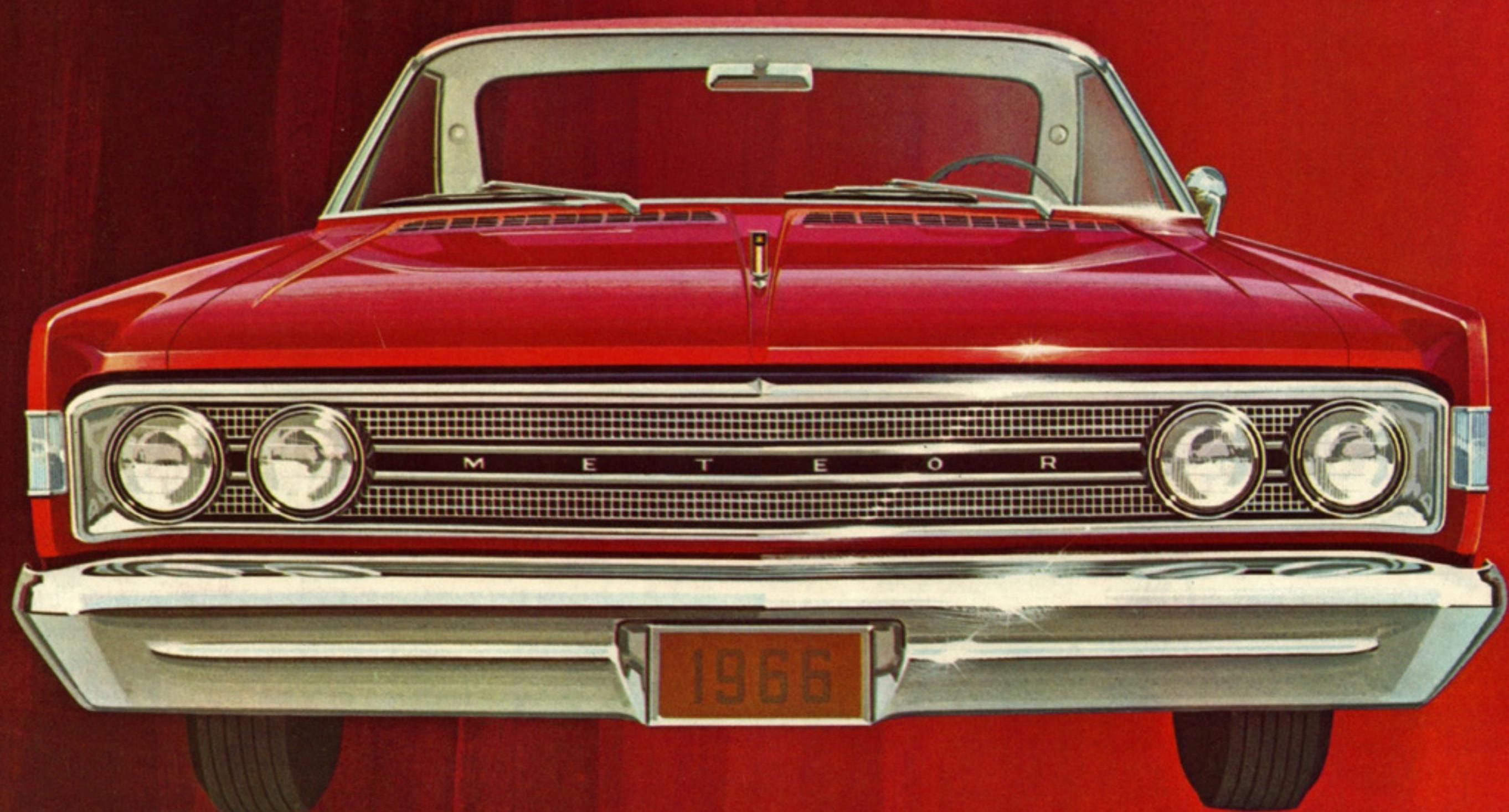
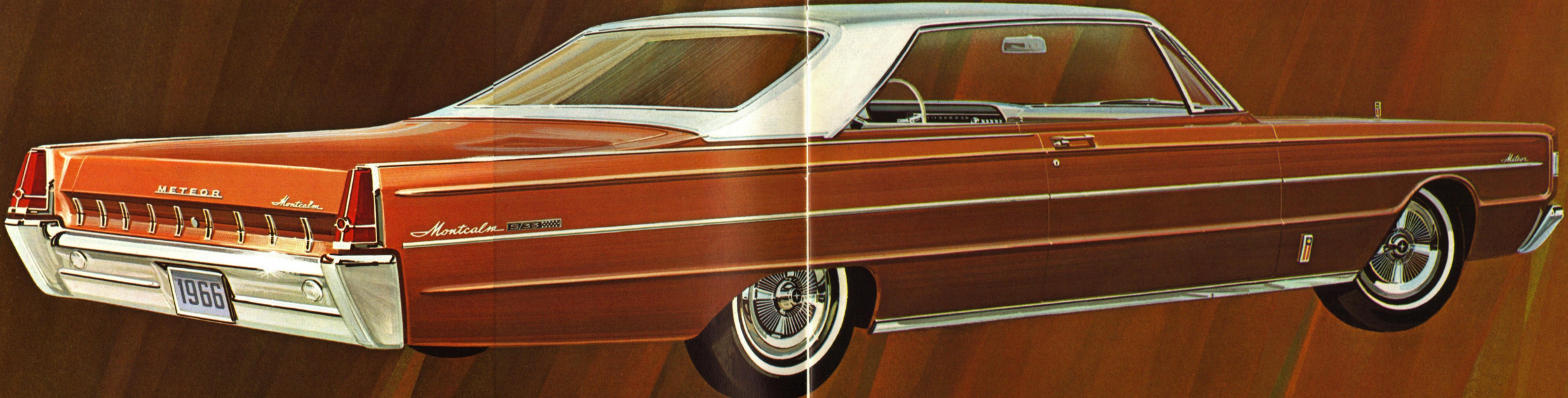


# 1966 METEOR

MONTCALM S33 MONTCALM RIDEAU 500 & RIDEAU





Montcalm S-33 2-door hardtop. The eager-to-get-away-from-it-all automobile.

## MONTCALM S33



The high-spirited new Montcalm S-33 convertible

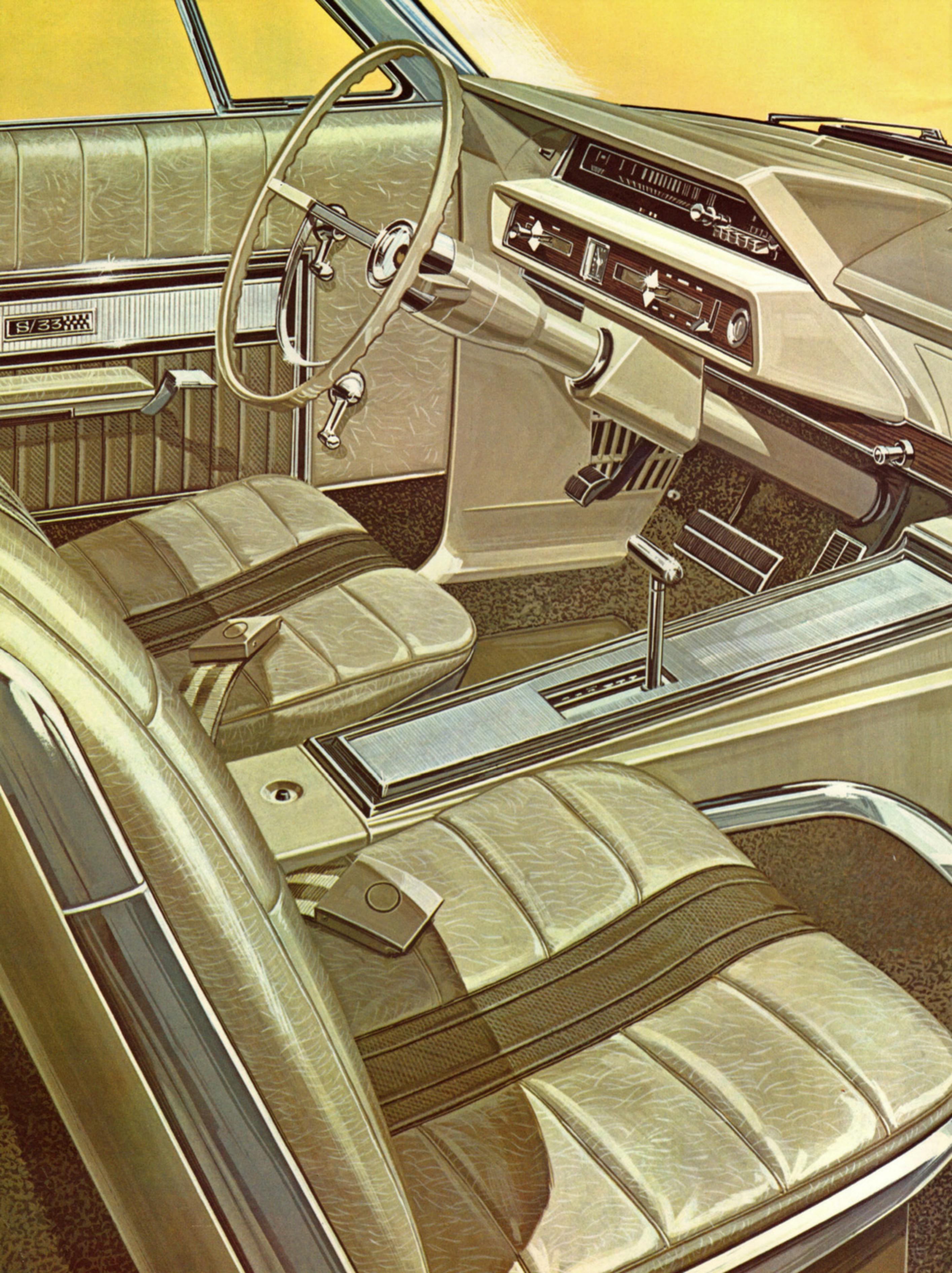
**1966** Meteor comes in four exciting series, Montcalm S-33, Montcalm, Rideau 500, and Rideau. As you look through this catalogue, it will become apparent to you why more and more people each year recognize Meteor as the quality and style leader in its class. Again, Meteor is unexcelled in exciting performance. Meteor pays attention to all the details that make your driving a pleasure . . . and gives you the smoothest, quietest, most comfortable ride on the road. We invite you to take a closer look at the prestige car in the popular price field.

### *The long, and lively Montcalm S-33*

The sleek, elegant Montcalm S-33 is an all-new Meteor model for '66. It's built sleek and sweet with a long-and-low sporting look that says 'go'. Luxurious elegance abounds throughout both the S-33 Convertible and the 2-door Hardtop. Soft, supple, crinkle grain vinyl bucket seats and thick-pile carpeting are just two examples of the way the S-33 surrounds you in luxury. For the ultimate in driving comfort, there is the optional 6-way power-

operated bucket driver's seat. It gives you finger tip control of back rest inclination, forward and backward seat movement and raising and lowering of seat. The standard engine is an impressive 289 cubic inch V-8 that develops 200 horsepower. Then there's the 390 cu. in., 2-barrel V-8 that gives you 275 horsepower. Both run on standard gasoline. You can go all out for high performance with the power packed 428 cubic inch, 4-barrel V-8. It runs on premium fuel and puts a mighty 345 horsepower at your command. For really sporty

driving, team this spirited engine with the new S-33 four-on-the-floor fully synchromesh transmission. If you prefer the added prestige, power and driving ease of an automatic transmission, team your engine choice with Meteor's dual range, three speed Merc-O-Matic. Montcalm S-33 is your invitation to experience more exciting performance, smoother, quieter ride, more elegant luxury than ever before in the popular price field. Montcalm S-33 accents Meteor's undeniable elegance and superb new look of leadership.





### ***Ultra-fashionable vinyl roof***

You'll enjoy the truly distinctive town-car look provided by the extremely popular vinyl roof, available on Montcalm 2 and 4-door hardtops and S-33 2-door hardtops. As a 1966 Meteor owner, you may select this ultra-fashionable, optional, vinyl roof in your choice of ivy gold, black or white.

### ***Colour is important***

This year Meteor's colour range is more exciting than ever. There are colours to match *your* taste . . . cool colours, warm colours, quiet colours and brilliant colours. Interior fabric and trim materials have been "fashion-matched" with a wide range of pleasing exterior colours so that the colour scheme you choose will exemplify Meteor's look of elegance.



### ***Montcalm S-33 interior***

... the ultimate in sophisticated elegance. The interior of the sleek Montcalm S-33 features deluxe, soft, supple crinkle grain vinyl bucket seats as standard equipment. Thick deep-pile carpeting and the rich wood-grain instrument panel applique enhance the look of elegant luxury. The sleek, agile S-33 is further distinguished by the special door panel plaque.

### ***Automatic transmission***

S-33 owners who prefer the convenience of an automatic transmission may choose the silky-smooth 3-speed, dual range, multi-drive Merc-O-Matic (Illustrated opposite). Meteor's automatic gives you 3 forward speeds. The extra driving range (D2) gives you more traction on snow or ice. This convenient automatic shifts for itself . . . surely, precisely . . . adds another facet to your driving pleasure.

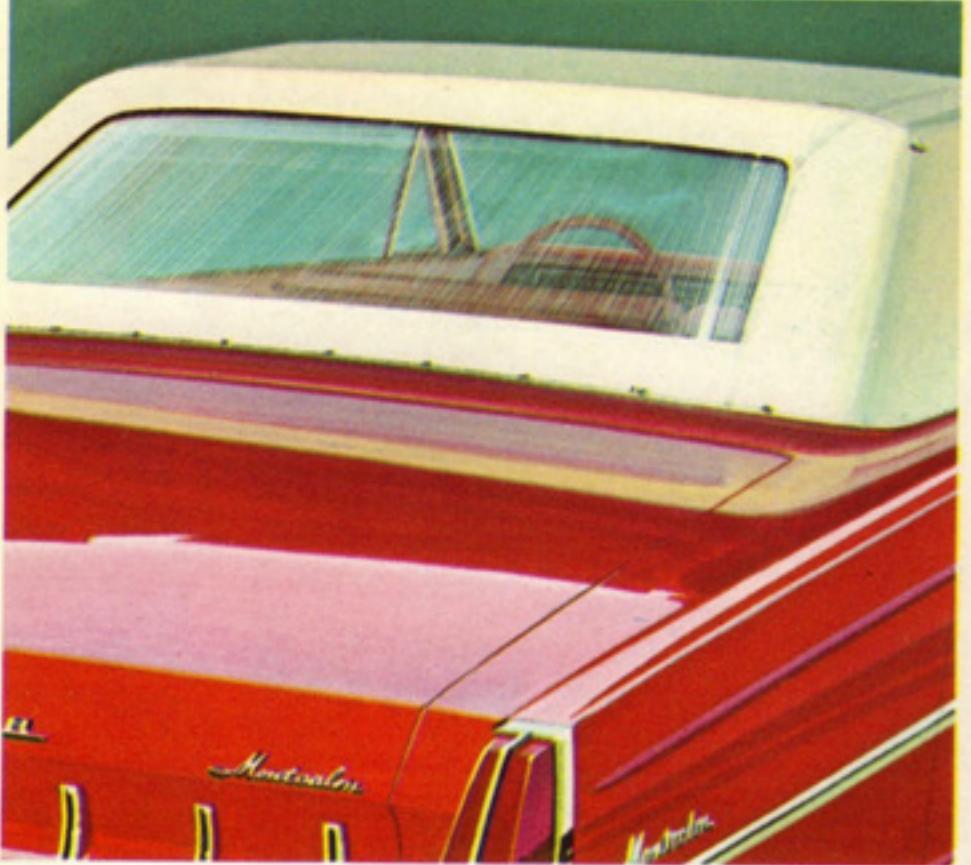
### ***Special package for the sports-minded***

This console, between the bucket seats, is standard in the Montcalm S-33 convertible and 2-door hardtop. With the optional 428 cubic inch V-8, the sporty Console can give you Meteor's high-performance, 4-speed stick shift transmission, that's fully synchromesh in all forward speeds. It shifts smoothly, positively.

### ***Rich, lavish interior fabrics***

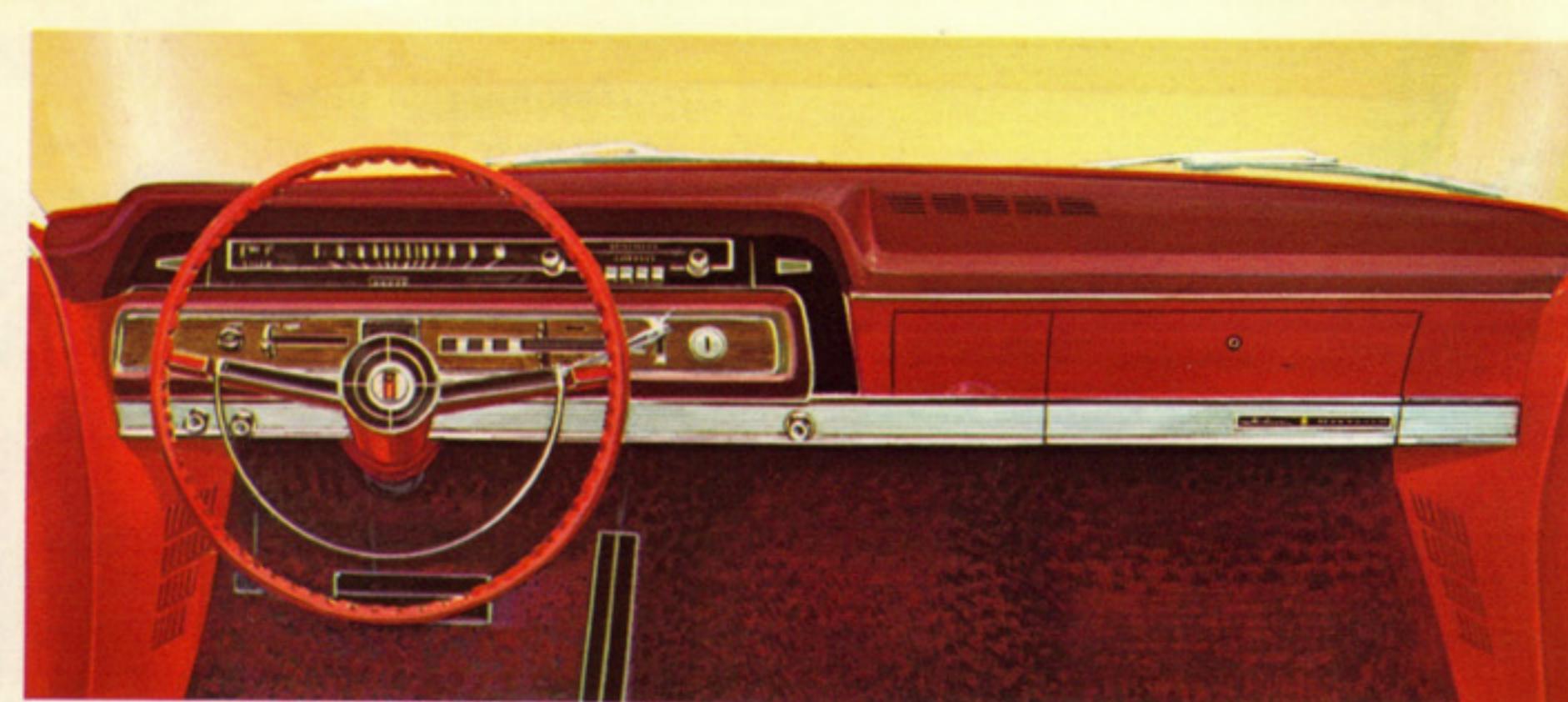
Meteor fabrics for 1966 are beautiful. Supple, soft crinkle grain vinyl throughout adds to the richness of the sleek S-33. The luxurious Montcalm series features upholstery of "Venetian" cloth with "Olympia" inserts. The Rideau 500 has elegant "Eaton" fabric. The Rideau series is upholstered in rich "Key" cloth. Fabrics are washable, crease resistant, made to last.





#### **Rear window in all convertibles is glass**

This virtually eliminates scratching, creasing and cracking. It's far more convenient; you don't have to unzip the glass rear window to lower the top. Adds to your safety, too . . . your visibility is greatly increased because it cleans as easily as your windshield. You'll welcome the rear glass window on Meteor convertibles for its convenience and good looks.



#### **Instrument panel—adds planned comfort**

With convenience always in mind, Meteor turns the instrument panel into a comfort feature by sweeping it gracefully forward to allow more leg room for the front seat. A glance tells you how strikingly modern Meteor's instrument panel is. Its lines are clean and crisply accented. The dials are conveniently placed; easy to read yet never distracting. Both the dash and sun visors in all 1966 Meteors are padded for greater safety.

#### **Service convenience features mean a great deal in Meteor**

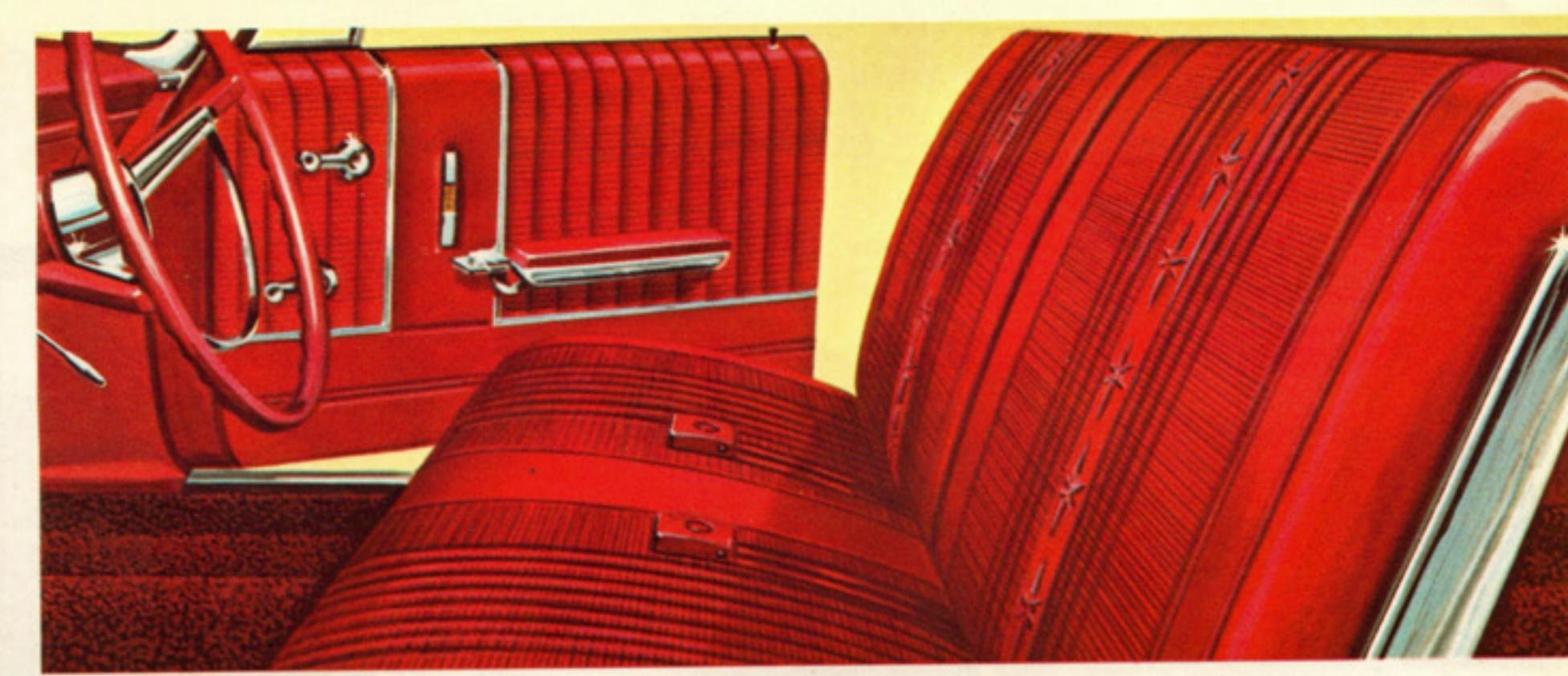
You enjoy the convenience and economy of extended intervals between major maintenance

—36,000 miles between major chassis lubrications and 30,000 miles between front wheel bearing lubrications, are examples. Meteor's heavy-duty battery has been designed to give far longer life. In the cooling system, the anti-freeze is actually an anti-rust coolant that protects your radiator year 'round. It requires changing only every 36,000 miles, or every two years, whichever comes first. Minor body lubrication points need only occasional attention. Complete details covering all convenience features, and the effect of driving and weather conditions on them, are contained in the Owner's Manual.



#### **No fumbling!**

Just a small detail, but it makes life easier . . . the completely reversible key was introduced in '65 . . . has proven itself—become one of Meteor's most appreciated "extras". Meteor's key goes into the lock either way up. The same key works in the ignition and unlocks the doors . . . and you don't need a key to lock Meteor's doors.



#### **Three's comfort, not a crowd**

The broad, roomy bench-type front seat of the Montcalm convertible seats three . . . comfortably. You'll love the young-minded luxury . . . an airiness to the styling that matches Meteor's spirited performance. The interior is rich in soft, crinkle grain vinyl. Many other features make Meteor the prestige car in the popular price field.

#### **Safety package... standard on all Meteor models**

This is another example of the many ways Meteor looks after your driving needs. This year, Meteor has included a number of safety

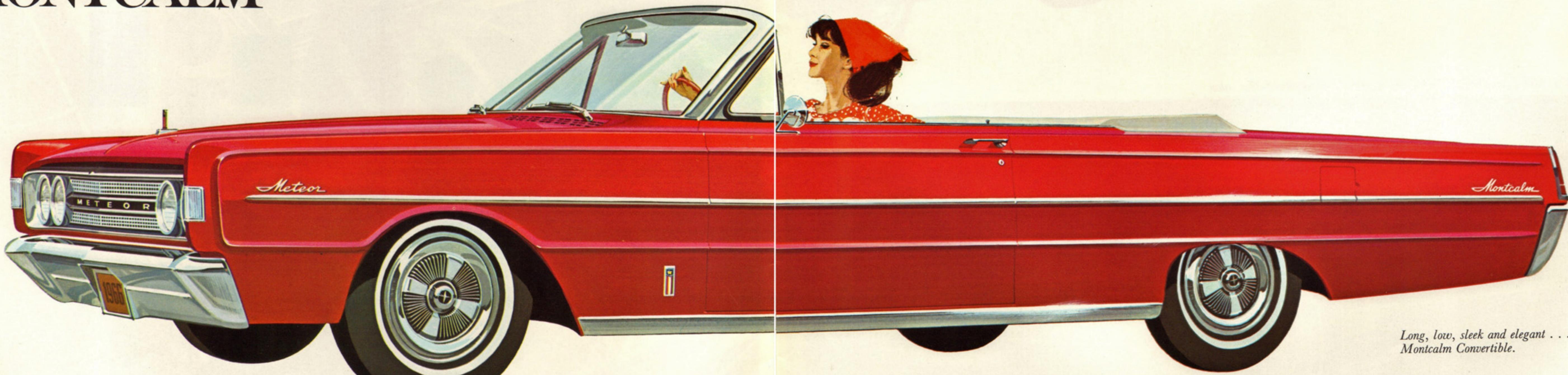
features as standard equipment on *all* 1966 models. This safety package includes front and rear seat belts, padded dash and visors, non-reflective wiper arms and blades, windshield washers, back-up lights and outside rear-view mirror.

#### **Thicker laminate safety windshield**

This new safety feature is one you'll be pleased with, regardless of which Meteor model catches your fancy. It's clear as always, with the same generous wrap-around visibility . . . but the thicker laminate gives you a marked increase in protection and safety.

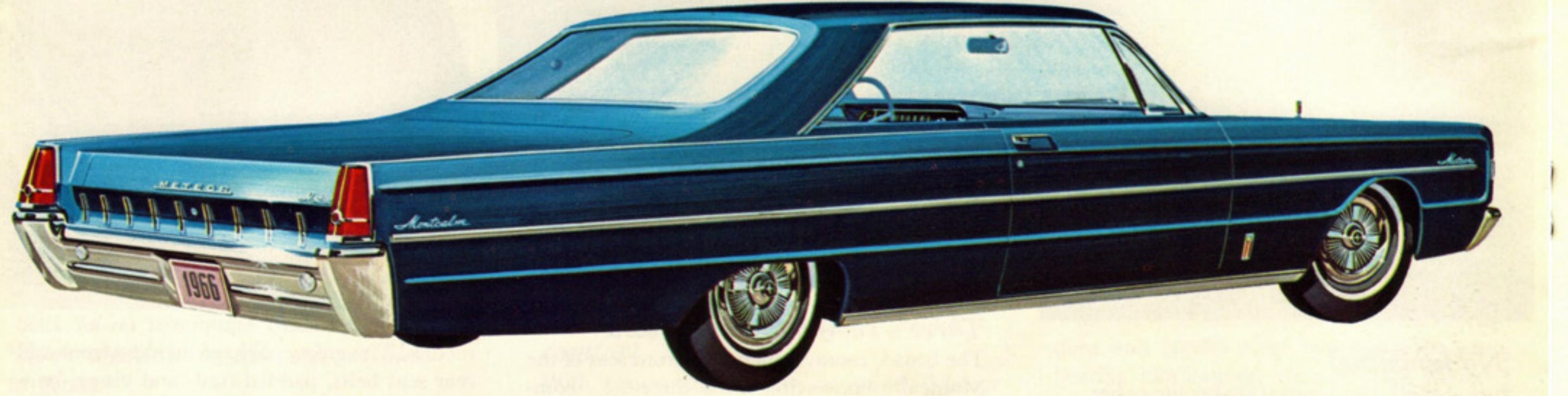
*Riding in elegant style...the luxurious*

# **MONTCALM**



*Long, low, sleek and elegant . . . the Montcalm Convertible.*

*A magnificent way to say luxury and performance...Montcalm 2-door hardtop*



*A luxurious beauty*

## MONTCALM



*A dashing automobile with style and dignity...Montcalm 4-door sedan*



### *The look of refined luxury*

One look at the 1966 Montcalm and you'll realize just how luxurious a popular-priced car can really be. There's more deluxe interior trim than ever before; beautiful fabrics, richer colours. An electric clock is standard equipment. The instrument panel is highlighted by an ultra-smart applique. There are padded arm rests, front and back, and a long list of details that give you more comfort, convenience and good looks than you've ever experienced. Wherever you look, Montcalm is a masterpiece of gracious good looks and elegant luxury.

### *Meteor's structure is totally tuned for your comfort*

All Meteor's components work harmoniously together to give you the smoothest, quietest, easiest handling ride you've ever experienced. Meteor's 'tuned' frame has a series of torque boxes between the side rails and the rest of the frame. These boxes allow the frame to flex a little to absorb road shock and vibration. Meteor designed this type of construction with the side rails farther out to give you more

usable inside floor space; the wrap-around body gives you greater protection. This frame structure combines with Meteor's improved all-coil suspension and rubber-bushed body mounts to give you a uniquely comfortable and quiet ride.

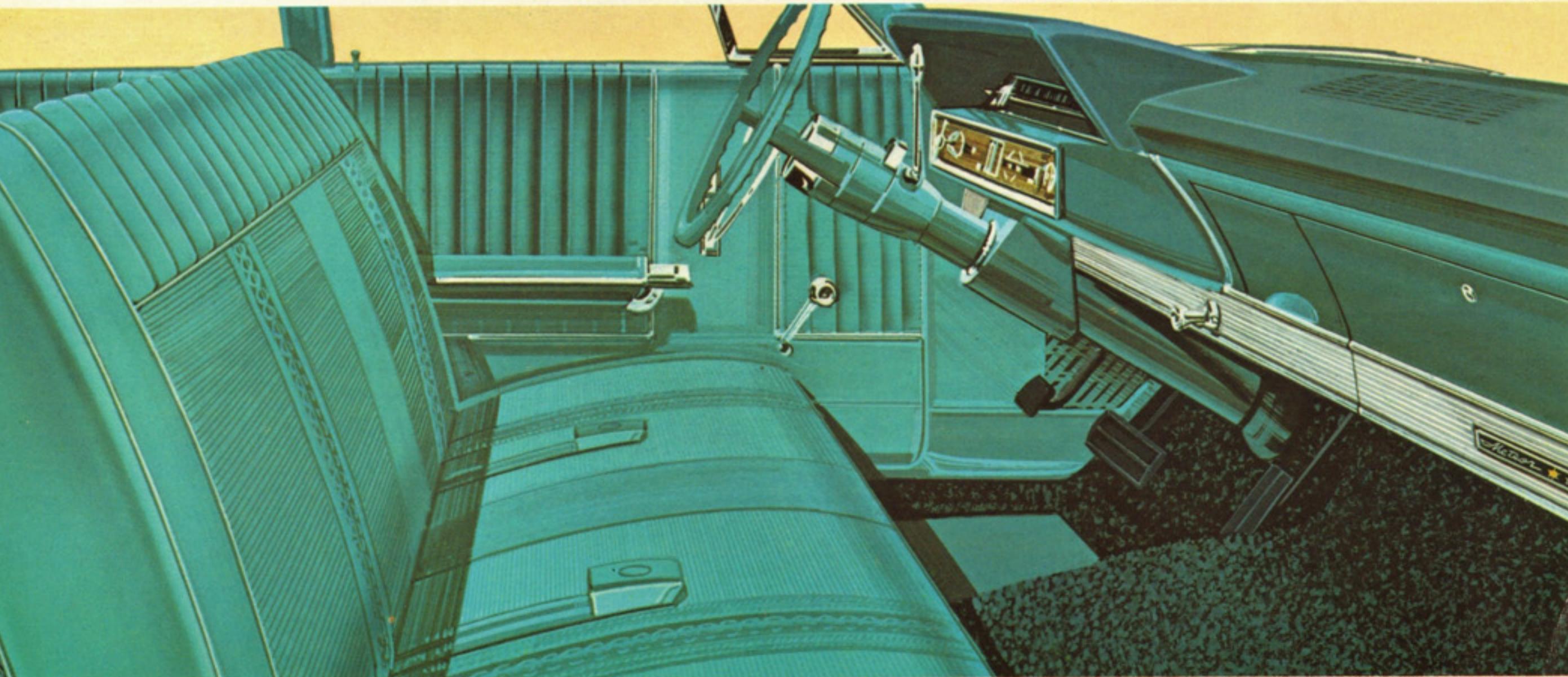
### *Avenger Six performs with a vengeance*

Last year, Meteor introduced Canada's newest and biggest six-cylinder engine. This great 240 cubic inch engine that performs as its size would indicate, gained immediate popularity with the Canadian motoring public as six-cylinder sales soared to an all-time high. The Avenger Six lives up to its motto "Saves Like a Six—Goes Like a V-8!"



*A new definition for town car distinction...*  
*Montcalm 4-door hardtop*

*Montcalm sedan interior, luxurious and inviting; illustrated in Aqua*





*The car that's big in all you want most Rideau 500 4-door sedan*

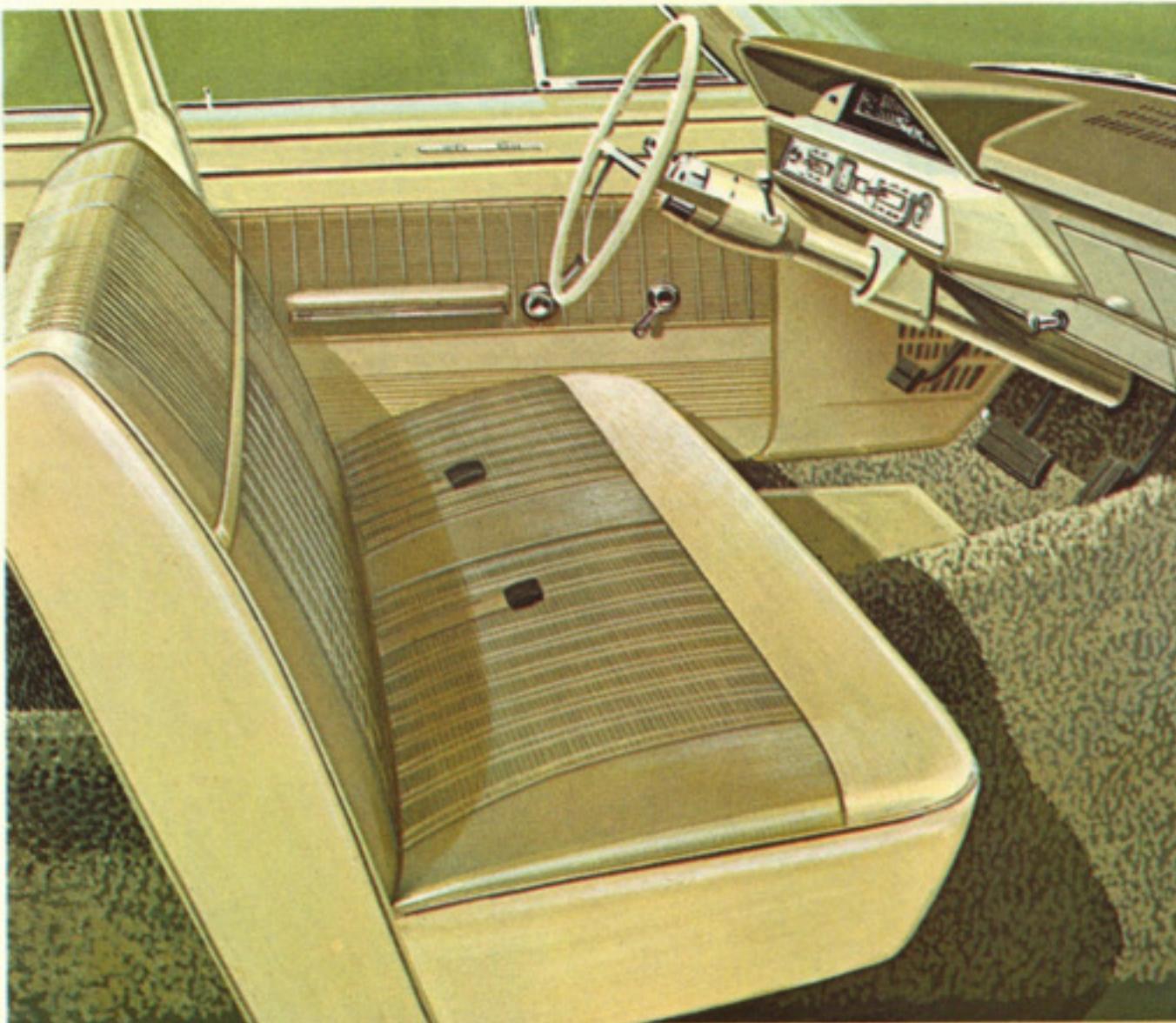
*Crowd pleasing*

## **RIDEAU 500 & RIDEAU**

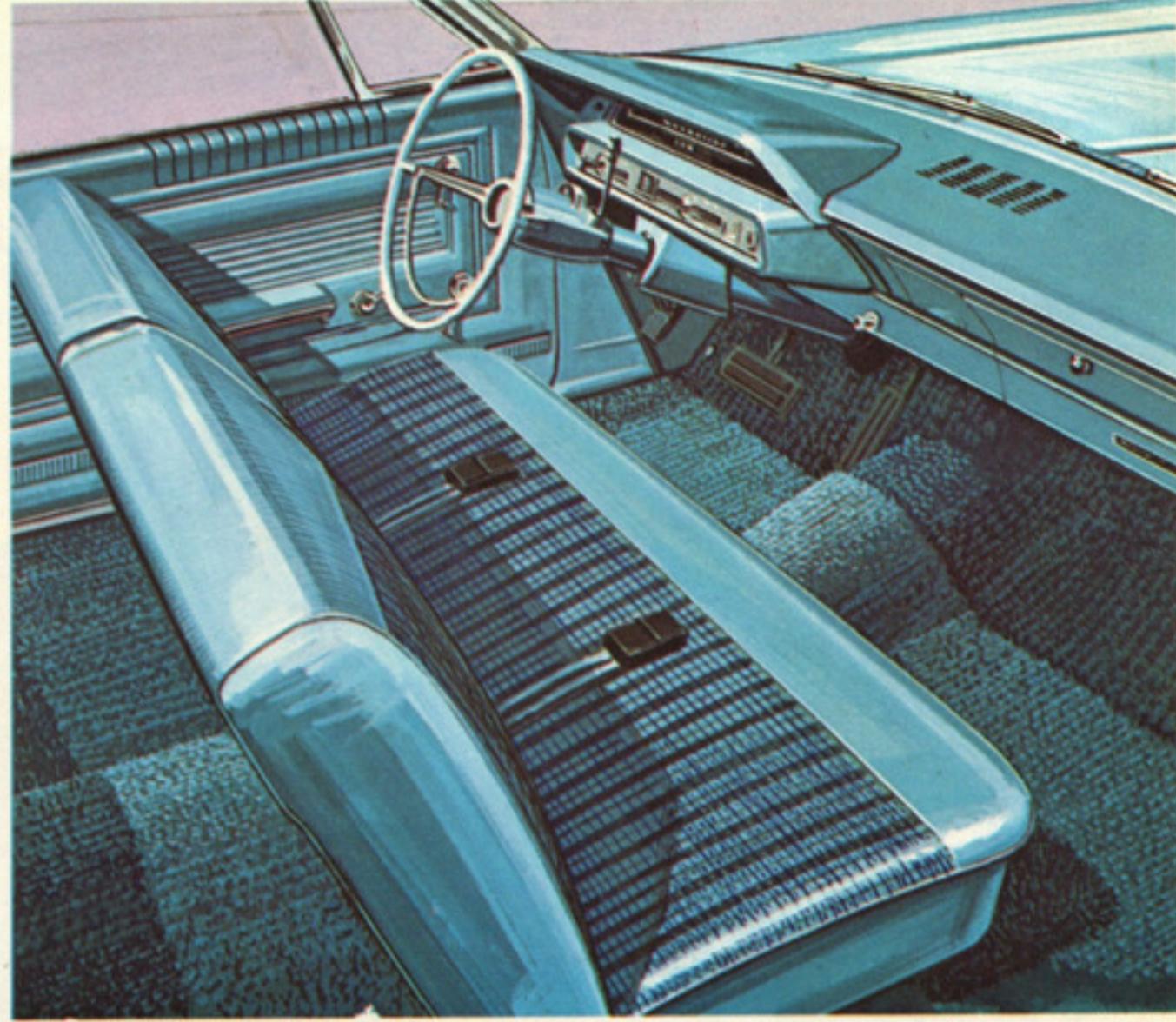


*The very distinctive, very popular Rideau 500 2-door Sedan*

*The smartly styled, popularly-priced Rideau 2-door sedan (4-door sedan also available). ▶*



Rideau 500 interior, elegant comfort; illustrated in Parchment



Rideau interior, luxury at a popular price; illustrated in Blue

### Rideau 500... the expensive looking car that isn't

Outside, the Rideau 500 has many extras that give it a very distinctive appearance . . . full length body side molding, chrome drip molding and taillight applique. This look of luxury is obvious inside, too, where one look tells you that the deluxe interior trim, with colour-keyed carpets, rear seat arm rests, ash trays and all, is unsurpassed in its class.

### New Meteor goes farther between fuel stops

Meteor's big 240 cu.in. '6' has always been noted for its fuel economy; it still is. Now we bring you another great fuel convenience. Fuel

tank capacity on the sedans, hardtops and convertibles has been increased more than 20 per cent; from 16.7 to 20.8 imperial gallons. This means fewer stops at the gas pump and greater assurance that you won't run short of gas, particularly on long freeway and super highway trips.

### Quality control protects your investment

Every Meteor has been through literally hundreds of inspections during assembly before it leaves the factory. Meteor's parts and components receive this same careful inspection before they are built into your car to insure your investment is a sound and lasting one.

### Rideau... the purse-string pleaser

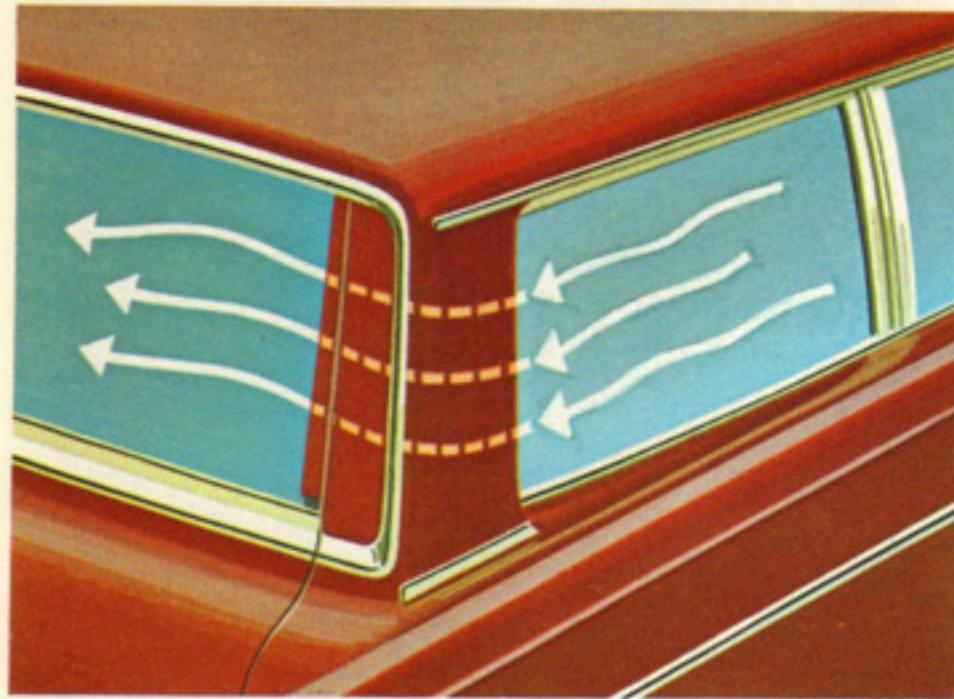
Dual sun visors, padded arm rests, rich, colourful "Key" cloth upholstery, cigarette lighter . . . the list of Rideau standard features is much more than you'd expect. Rideau gives you the same smooth, quiet ride with Meteor's totally tuned structure . . . the same luxurious comfort with deep foam-padded seats . . . the same elegant styling that unmistakably distinguishes Meteor as the prestige car in the popular price field. Yet this is the most economical Meteor of them all. But that's what people have come to expect from Meteor . . . more car, more value, more sheer pleasure and pride of ownership than any other car in the popular-priced field.



*Big, cargo-carrying*

# STATION WAGONS

MONTCALM  
& RIDEAU 500

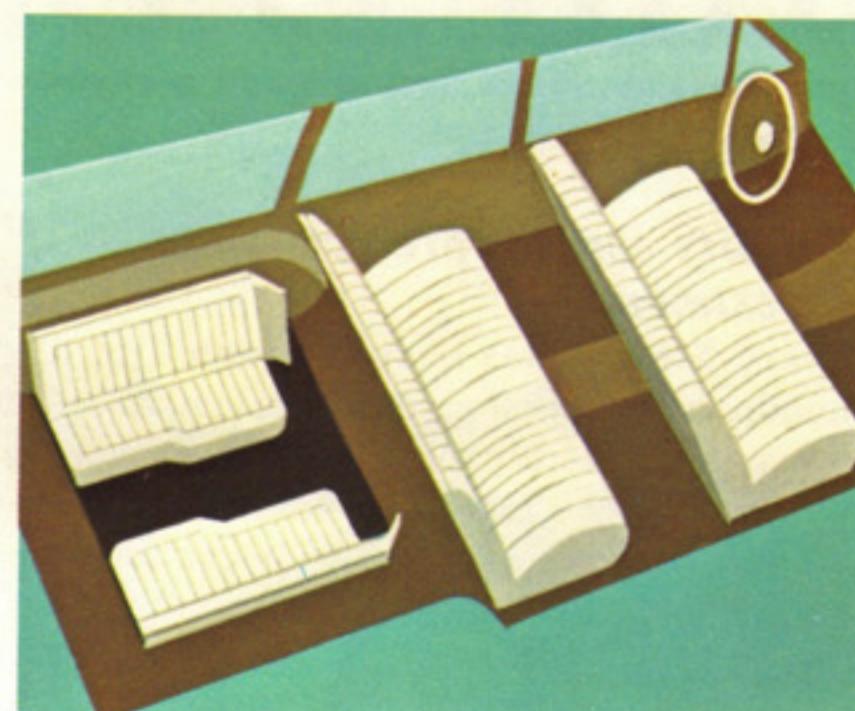
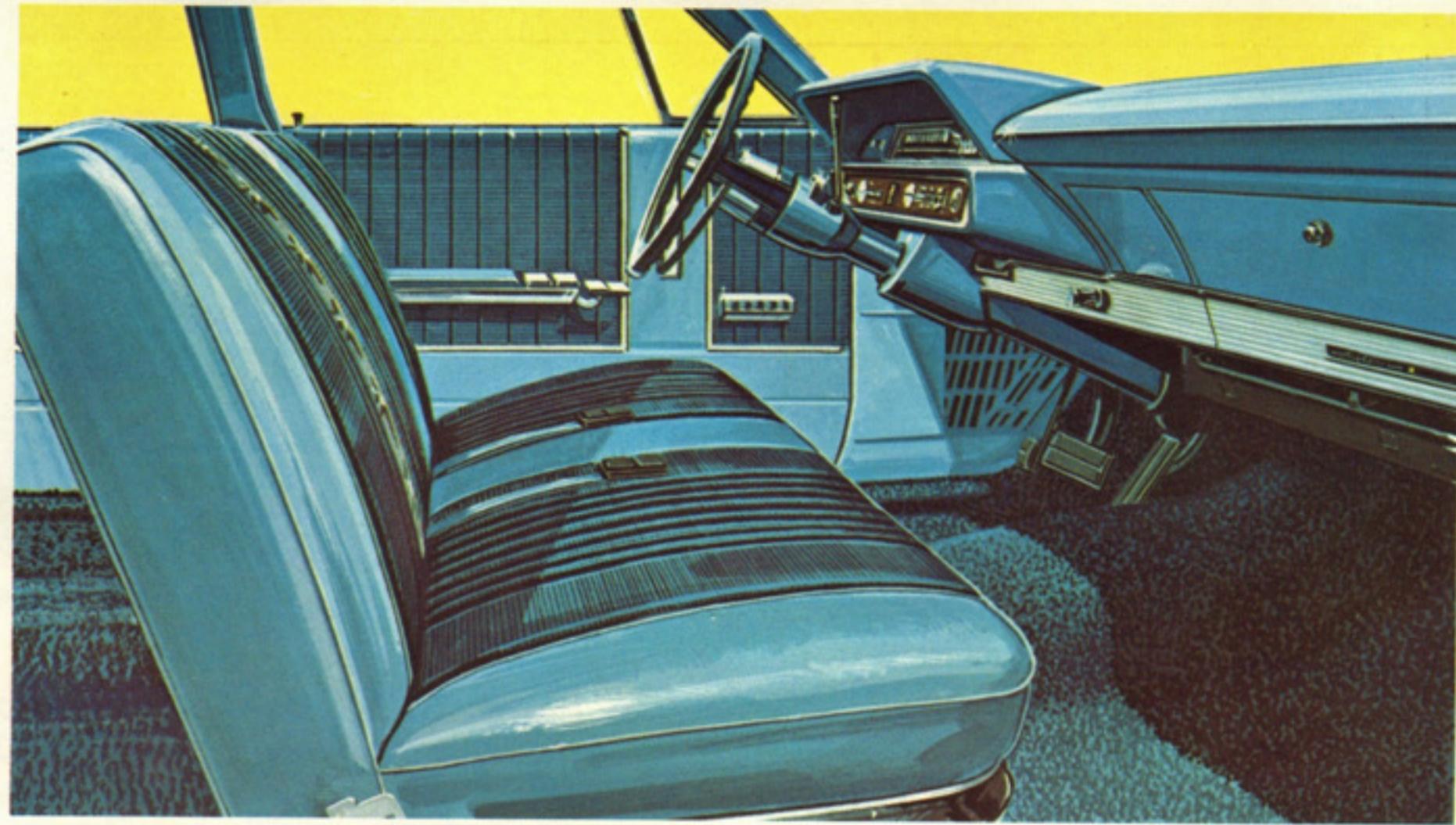


### Outside Venturi air flow system

This is an outstanding feature . . . standard on all Meteor station wagons. It's not readily noticeable because it's built-in. But you'll notice the difference it makes. It directs a continuous flow of air across the tailgate window to minimize snow, frost and dust when your wagon is in motion.

### Power operated rear window control

Optional on 6 passenger wagons and standard on models equipped with side facing rear seat. Touch the fingertip control lever on the instrument panel and the rear window opens or closes for ventilation or loading convenience without you moving from the driver's seat.



### Space and grace inside

'66 Meteor wraps its big 91.3 cubic feet cargo area (enough space for all the holiday luggage, the kids, and a couple of bicycles besides) in the most distinctively glamorous styling package you've ever seen. They're the most exciting station wagons you've ever driven. There is plenty of interior comfort, crinkle grain vinyl upholstery throughout and thick, deep-pile carpeting in all wagons, as illustrated above in this Montcalm Wagon.

### These are real people wagons, too

Meteor wagons not only come in 6 passenger models, but also a model with a seating arrangement that comfortably seats six adults up front and four children on dual facing side saddle seats in the rear. (Great for the Little League ball team, and the manager, too).



*The practical, hard-working, fun-loving Rideau 500 station wagon*

*The most luxurious cargo carrier for town and country Montcalm station wagon ▶*

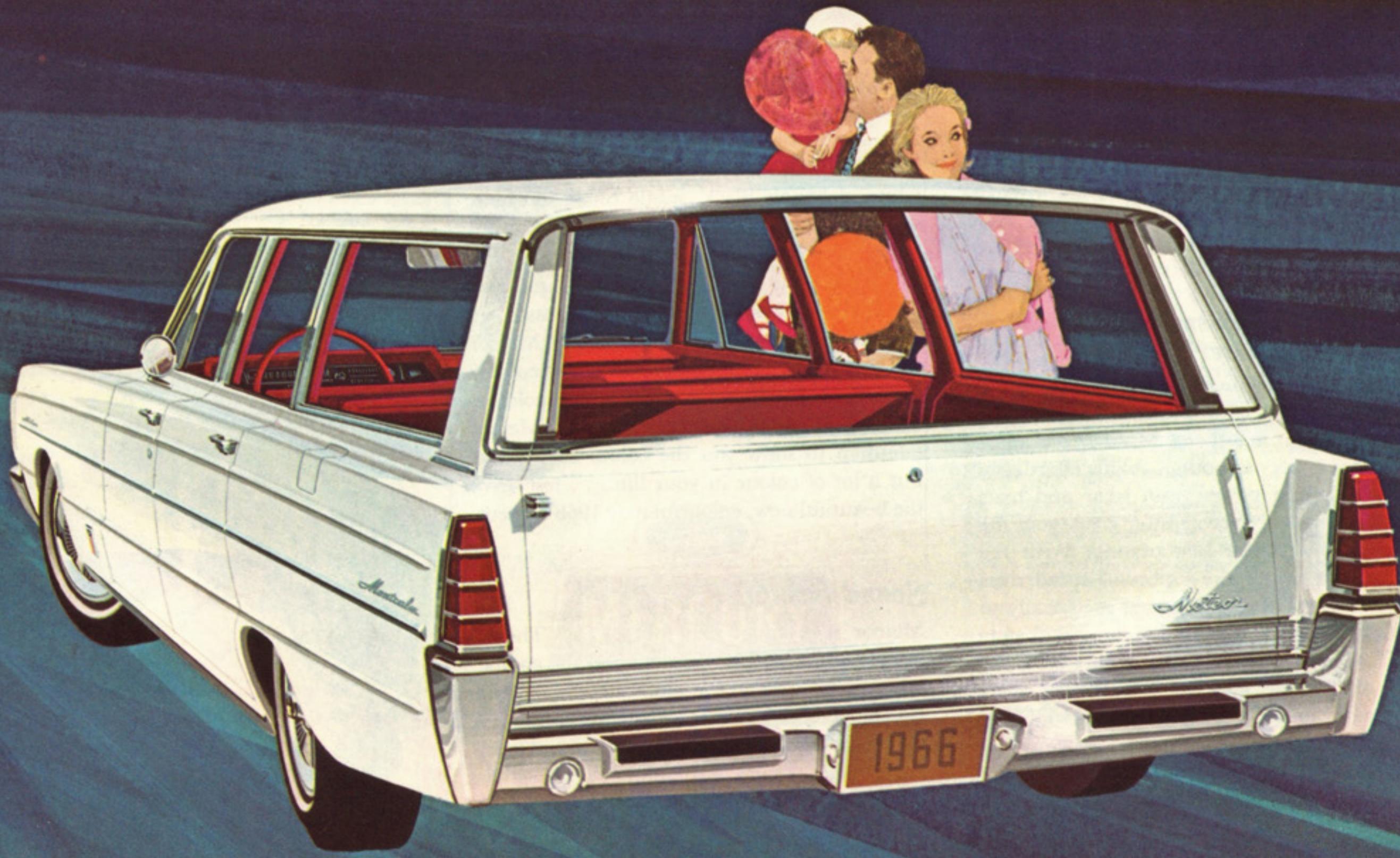
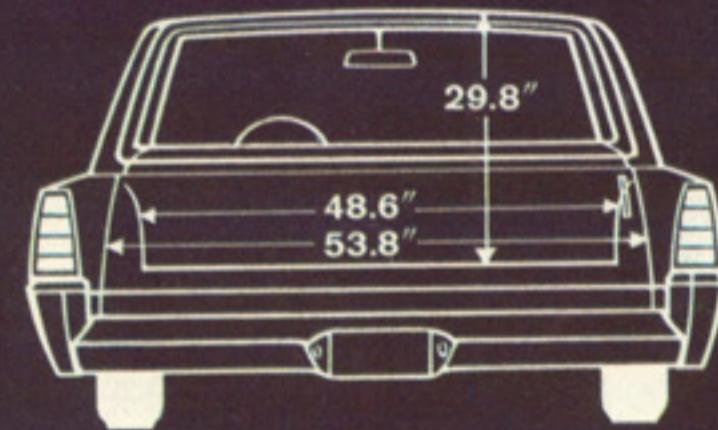
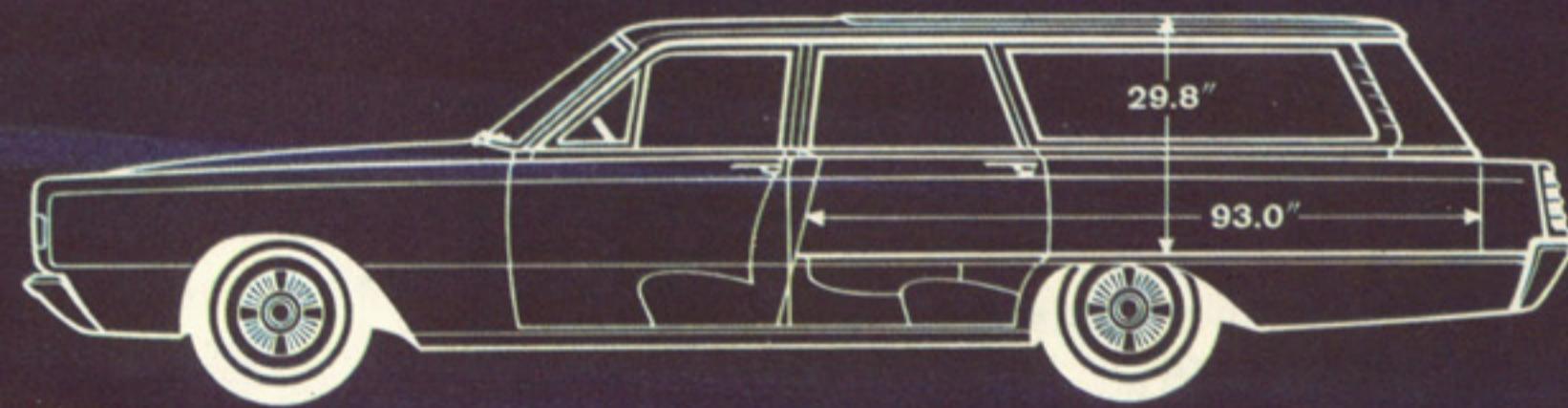
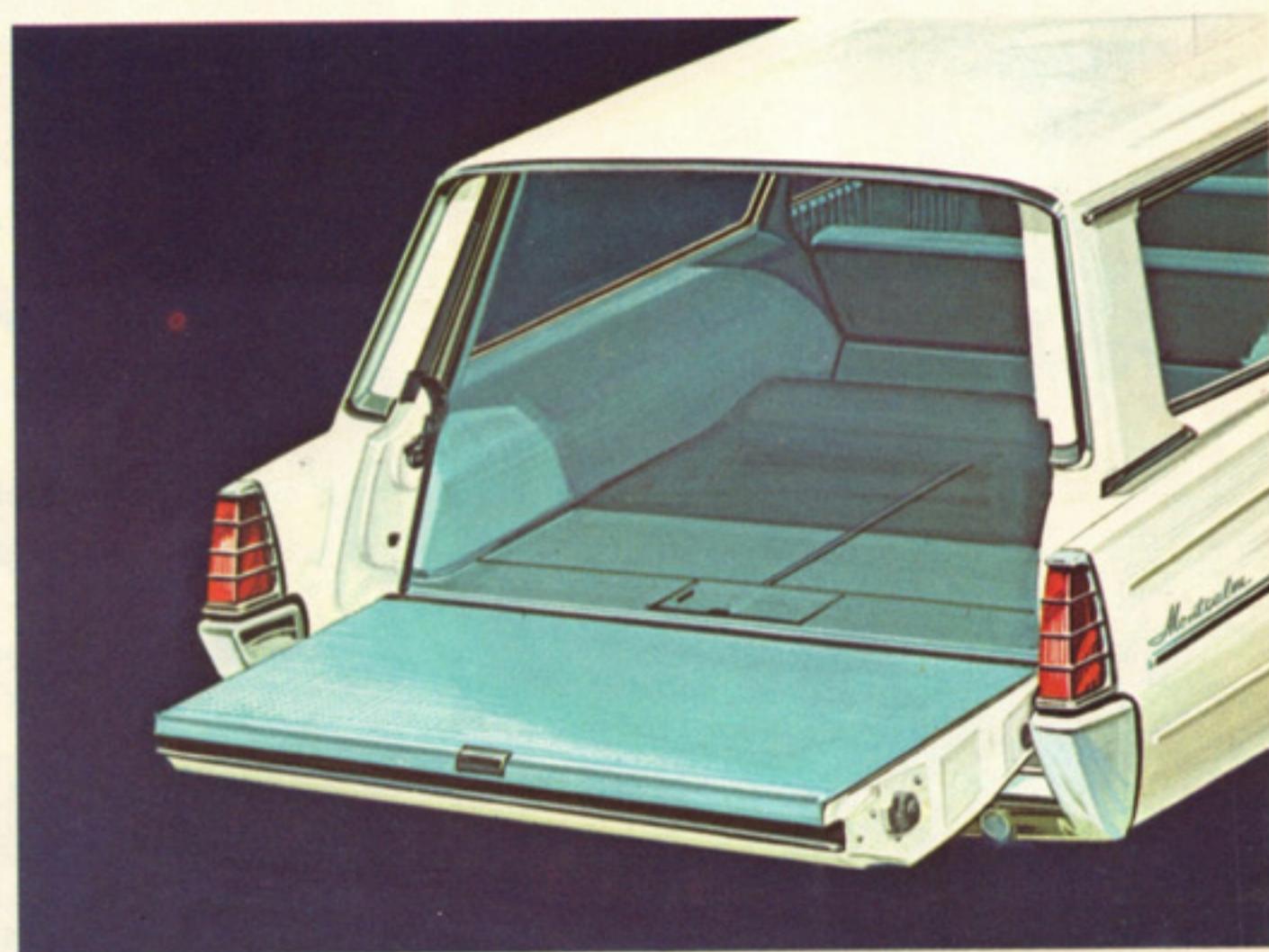
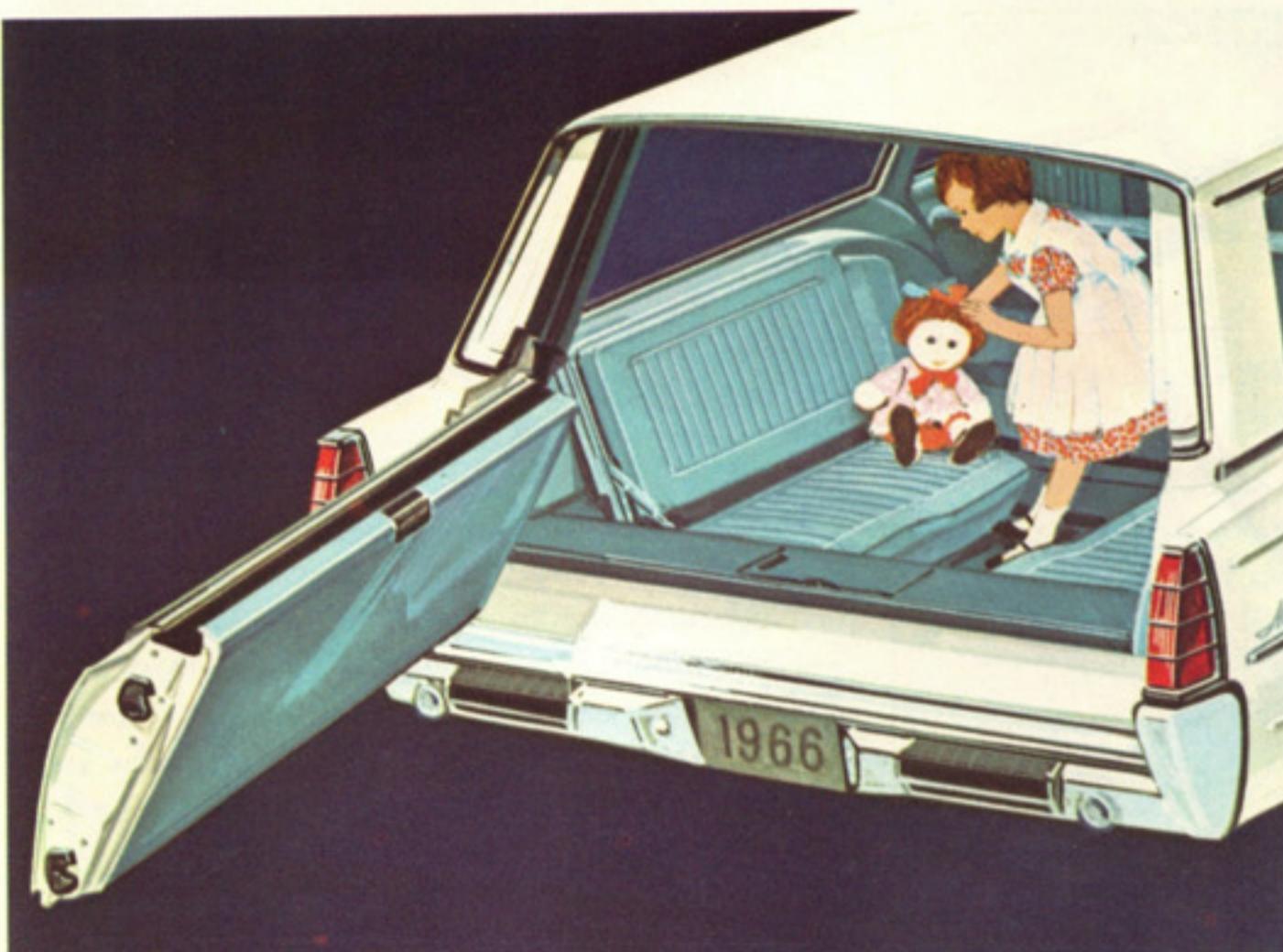
## Dual action tailgate

A great new exclusive feature; adds a touch of styling and so much convenience. Gives you a swing-out rear door and a drop-down tailgate, whichever you need, whenever you need it. When carrying passengers, swing the tailgate

open as you would a regular door. Your guests enter or leave the rear seats, easily, graciously. When carrying a long load, drop the tailgate in the conventional manner. It's standard on all 1966 Meteor Station Wagons.

## Lockable storage compartment

Meteor wagons provide you with a large 11.7 cubic feet lockable compartment in the 6 passenger model and 7.6 cubic feet in the side facing rear seat wagon. Located just inside the tailgate, it gives quick, convenient security.



# Here are some facts about the unsurpassed 1966 Meteor

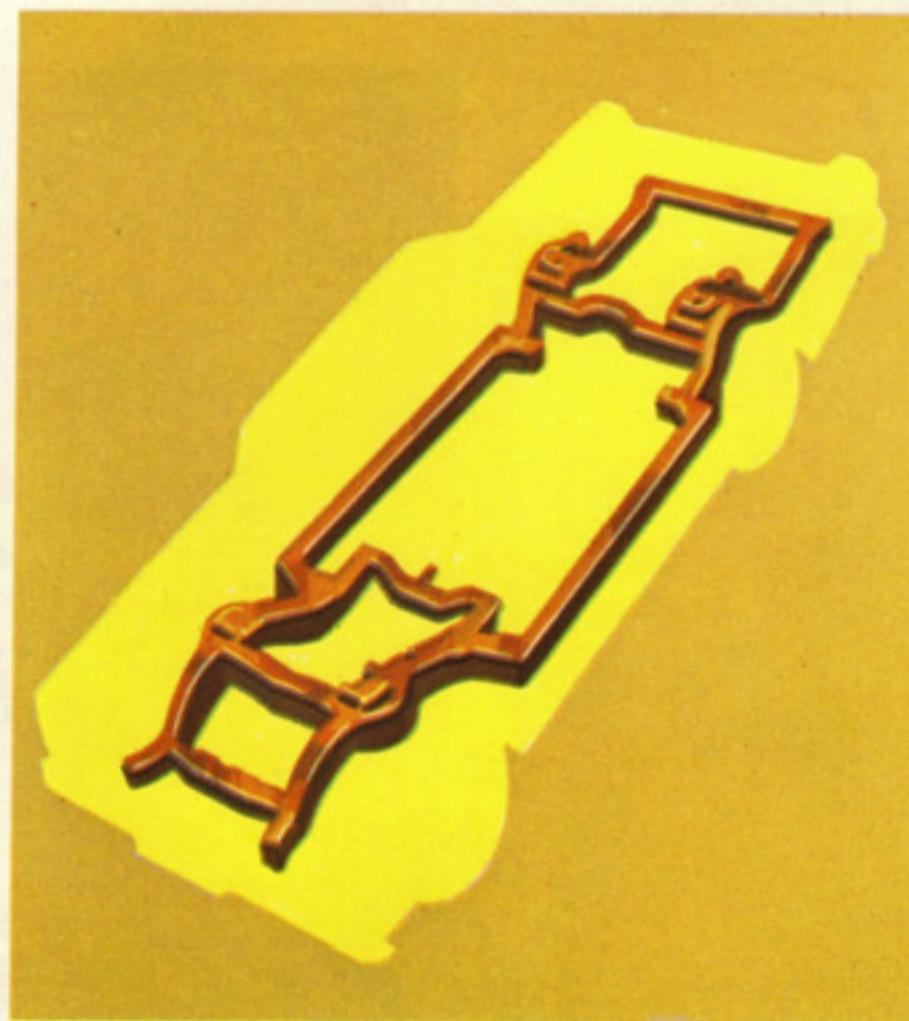


## Four great engines

'66 Meteor gives you the most impressive performance ever. There's the Avenger Six, the 240 cubic inch—150 horsepower engine that saves like a 6 . . . goes like a V-8. Next there's the 289 cubic inch V-8 economy champion that develops 200 horsepower. The 390 cubic inch V-8 gives you a big 275 horsepower. And last, and the most exciting, this year's all-new Meteor engine . . . the high performance 428 cubic inch, 4-barrel V-8 that puts you in command of a mighty 345 horsepower. The 'Avenger' Six, the 289 cubic inch and 390 V-8's operate on standard fuel. The 428 cubic inch performs beautifully on premium fuel. Meteor for '66 has a power choice to match your needs and budget.

## Four of the silky smoothest transmissions ever

You can team all Meteor V-8's, including the 428 cubic inch, with Meteor's dual range Merc-O-Matic; a 3-speed Multi-Drive automatic that is silky smooth . . . shifts effortlessly without causing power train wear and tear. The "kick-down" accelerator gives you the power you need for safe passing. With the Avenger Six there's also a special 3-speed, dual range Merc-O-Matic, designed specifically to give you power and economy . . . "shifts-for-itself" . . . makes all driving far more pleasure. With the 240 "6" and 289 V-8, Meteor offers a 3-speed, fully synchromesh manual transmission. There's a supersmooth "four-on-the-floor" 4-speed manual transmission with the power-packed 428 cubic inch V-8.



## Torque box, tuned frame

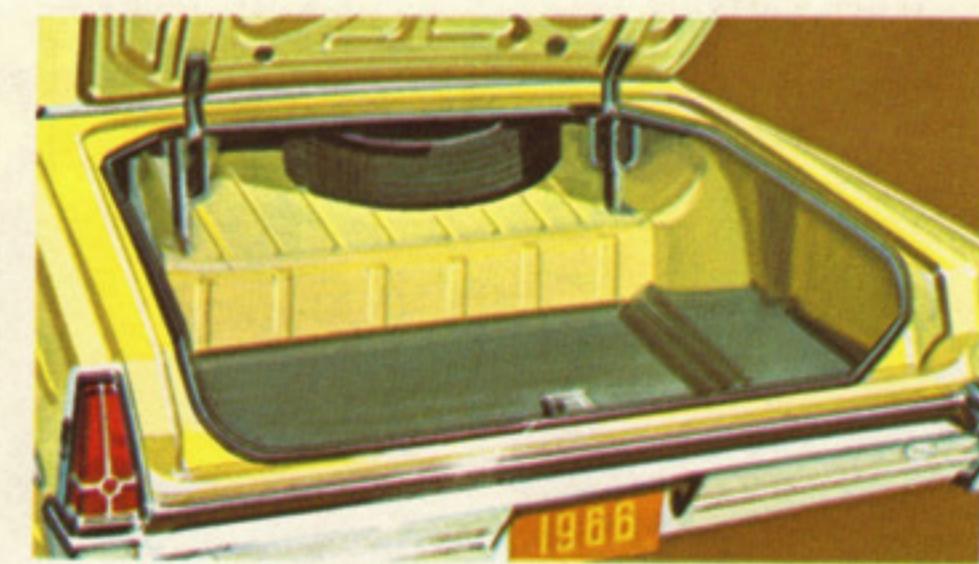
The torque boxes, located between the side rails and the rest of the frame, enable Meteor's frame to be designed with selected gauges of steel in each section. In this way they are selectively tuned for compliance from the front of the car. This gives improved structural integrity which reduces noise. The torque boxes also allow the frame to flex a little; help absorb vibration and shock.

## Colours galore

This year Meteor offers you a choice of 15 captivating colours including eight brand new shades never before available. You can have brilliant reds, gentle greens, sparkling white, debonair black, subtle blues, soft tans, sophisticated yellow . . . it's a beautiful range! Colours, colours everywhere, and you can have your choice of any of them. You can suit your mood, your need, your taste . . . with the exciting colour selection in Meteor this year. Interior fabrics and trim are "colour-keyed" to blend with exterior car colours. For actual colour samples, ask your Meteor salesman to show you the colour chip book. Put a lot of colour in your life . . . test-drive the beautiful new, colourful new 1966 Meteor.

## Sound Insulation

Meteor is a quiet car to ride in. There's sound insulation between you and the engine, more of the same in the roof, the hood lid and the doors. There's even a thick layer between you and the road. Where fingers and tools can't reach, sound insulation is sprayed on. Quiet, it's wonderful.



## Greater room, less lift

Meteor's new design lowers the trunk sill to make it easier for you to load and unload. This combines with Meteor's extra-large useable trunk capacity 18.6 cubic feet (enough room for six big suitcases, your golf clubs and a picnic hamper) to make your Meteor an even better travelling companion.

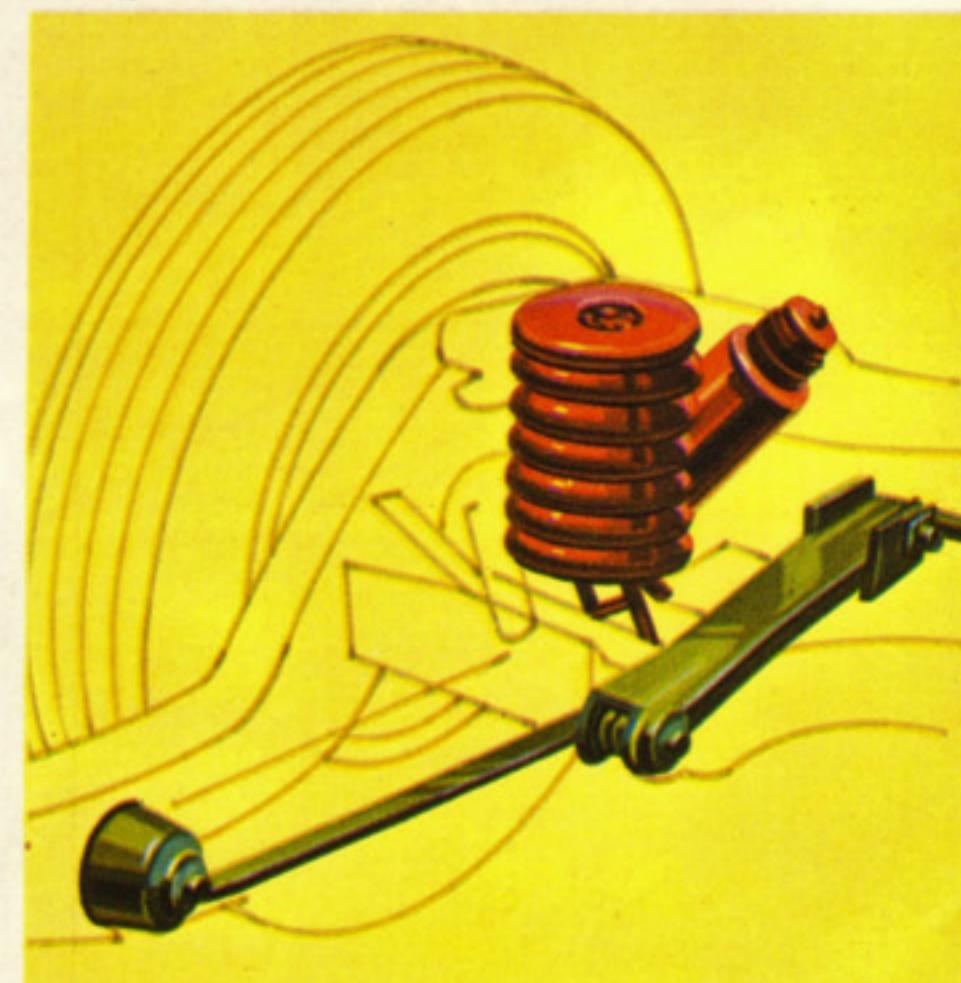


## Rigid body, rubber mounted

A greater percentage of the rigidity in the 1966 Meteor is provided by the body itself. Rubber-bushed body mounts are strategically located to provide the greatest strength, minimizing road shock . . . giving you a smoother ride.

## All-coil, "smooth ride" suspension

Meteor's all-coil suspension on all four wheels gives you a smooth, plush ride. Improvements in cushion-link rear suspension help Meteor smooth the dips and hollows out of highways.



# 1966 Meteor Specifications

## 1966 Meteor model line-up

Rideau 2-Door Sedan • Rideau 4-Door Sedan • Rideau 500 2-Door Sedan • Rideau 500 4-Door Sedan • Rideau 500 4-Door Station Wagon/6-passenger • Rideau 500 4-Door Station Wagon side facing rear seats • Montcalm 4-Door Sedan • Montcalm 2-Door Hardtop • Montcalm 4-Door Hardtop • Montcalm 2-Door Convertible • Montcalm 4-Door Station Wagon/6-passenger • Montcalm 4-Door Station Wagon side facing rear seats • S-33 2-Door Convertible • S-33 2-Door Hardtop.

Choose from 14 big Meteors.

## Exterior dimensions (inches)

Length Overall	Sedan	220.4
	Station Wagon	216.5
Width Overall	Sedan	79.6
	Station Wagon	79.6
	Convertible & Hardtop	79.4
Height Overall	Sedan	56.0
	Station Wagon	56.7
	Convertible	55.2
	Hardtop	55.1
Wheelbase	Sedan	123.0
	Station Wagon	119.0
Tread	Front	62.0
	Rear	62.0
Curb Weight with 240 '6' Standard Transmission.		
4-Door Sedan		3823
Station Wagon		4204
S-33 (with standard V-8 and automatic transmission)		3979

## Interior dimensions (inches)

	4-Door Sedan	2-Door Hardtop	Convertible	Station Wagon
Front Compartment.				
Head Room	38.9	38.0	39.0	39.1
Leg Room	41.8	41.8	41.8	41.8
Hip Room	62.6	62.6	62.6	62.6
Shoulder Room	60.0	60.0	60.0	60.0
Rear Compartment.				
Head Room	37.7	37.3	37.3	40.0
Leg Room	37.7	33.3	33.3	36.9
Hip Room	62.7	61.7	49.7	62.7
Shoulder Room	59.9	58.7	49.7	59.9

## Station Wagon

Luggage compartment cargo volume index	91.3 cubic feet
Maximum load floor length (open tailgate)	117.6 inches
Load floor length (closed tailgate)	93.0 inches
Maximum rear opening width (floor)	53.8 inches
Minimum floor width (wheelhouses)	48.6 inches
Rear opening height	29.8 inches

ENGINES	240 Six	289 V-8	390 V-8	428 V-8
Cubic Inch				
Displacement	240	289	390	428
Carburetor	1V	2V	2V	4V
Bore and Stroke	4.00x3.18	4.00x2.87	4.05x3.78	4.13x3.98

Engines (cont.)	240 Six	289 V-8	390 V-8	428 V-8
Compression				
Ratio	9.2:1	9.3:1	9.5:1	10.5:1
Exhaust	Single	Single	Single	Dual
H.P. @ R.P.M.	150@ 4200	200@ 4400	275@ 4400	345@ 4600
Torque (ft/lbs)	239	289	401	462

## Rear axle

Type Hypoid, straddle-mounted semifloating pinion.

## Transmissions and gear ratios

Manual	1st	2nd	3rd	4th	Reverse
Synchronized 3-speed steering column lever with 240 Six	2.99:1	1.75:1	1.00:1		3.17:1
with 289 V-8	2.99:1	1.75:1	1.00:1		3.17:1
with 4-speed floor-mounted					
428 V-8	2.32:1	1.69:1	1.29:1	1.00:1	2.32:1
Automatic	LO	D1	D2	Reverse	
Multi-Drive Merc-O-Matic Torque Converter with 3-speed auto-planetary gear train (240 Six and 289 V-8)	2.46:1	1.46:1	1.00:1	2.18:1	
(390 V-8)	2.46:1	1.46:1	1.00:1	2.18:1	
(428 V-8)	2.46:1	1.46:1	1.00:1	2.18:1	

## Power teams and rear axle ratios

	240 Six	289 V-8	390 V-8	428 V-8
3-speed Manual	3.00:1	3.00:1	—	—
Multi-Drive Merc-O-Matic	3.00:1	3.00:1	3.00:1	3.00:1
4-Speed Manual	—	—	—	3.25:1

## Brakes

Type—Duo-servo, self-energizing, single anchor, self-adjusting, hydraulic, 4-wheel. Drum Diameter —11" Total lining area (gross) —Sedans 203.8 Wagons 225.2

## Suspensions (4-coil springs)

Front—Independent ball joint, using single lower arms, upper A-arms, stabilizer bar, coil-shock units, and drag struts. Rear—Three-link coil spring design, with lateral track bar, angle-mounted shocks, full rubber insulation.

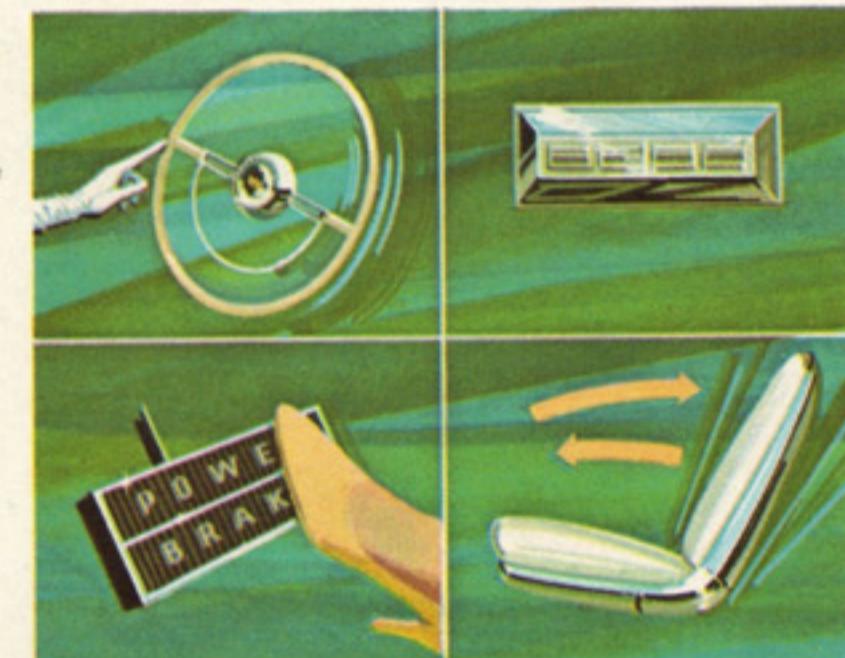
## Tires

Sizes . . . Sedans—7.35 x 15—4 PR. (Standard with 6 and 289 V-8) —7.75 x 15—4 PR. (Standard with 6 and 289 V-8 convertibles) —8.15 x 15—4 PR. (Standard with 390 V-8 and 428 V-8 models, optional on others.) Wagons—8.45 x 15—4 PR. (Standard all Wagons)

## Capacities

Fuel Tank Sedans . . . 20.8 Imperial Gallons Wagons . . . 16.7 Imperial Gallons Cooling System . . . 13.3 Imperial Qts. (6-cyl.); (with heater) 12.1 Imperial Qts. (8-cyl.) Engine Oil . . . 4.2 Imperial Qts. (6-cyl., 8-cyl.)

## Options and accessories



Illustrated: Power steering, Power windows, Power brakes and Power seats.

Deluxe Seat Belts with Warning Light • C.O.M. Automatic Transmission • Six Way Powerbench Seat • Alternator 55 amp. • Heavy Duty Battery • Electric Clock (standard on Montcalm) • Courtesy Light Group • Tinted Windshield Glass • Limited Slip Differential • Luggage Rack (wagons) • Right Door-Mounted Mirror • Power Brakes • 6-Way Power driver's seats (bucket seats) • Power Steering • Power Windows • Power Tailgate Window (optional 6-Passenger) • Heavy Duty Suspension • Heavy Duty Clutch • Heavy Duty Floor Mats • Heavy Duty Seats • Heavy Duty Vinyl Trim • Heavy Duty Brakes • Deluxe Seat Belts • Push Button Radio • Rocker Panel Molding • TU-Tone Paint • Vinyl Roof • Wheel Covers • Windshield Wipers—Two-speed Electric • Taxi Package • Immersion Block Heater • AM/FM Radio •

The specifications contained herein were in effect at the time this folder was approved for printing. However, because of continuing product improvements and refinements, Ford Motor Company of Canada, Limited, reserves the right to discontinue models at any time or change specifications or design, without notice and without incurring obligations.



MERCURY

Ford Motor Company of Canada, Limited

