

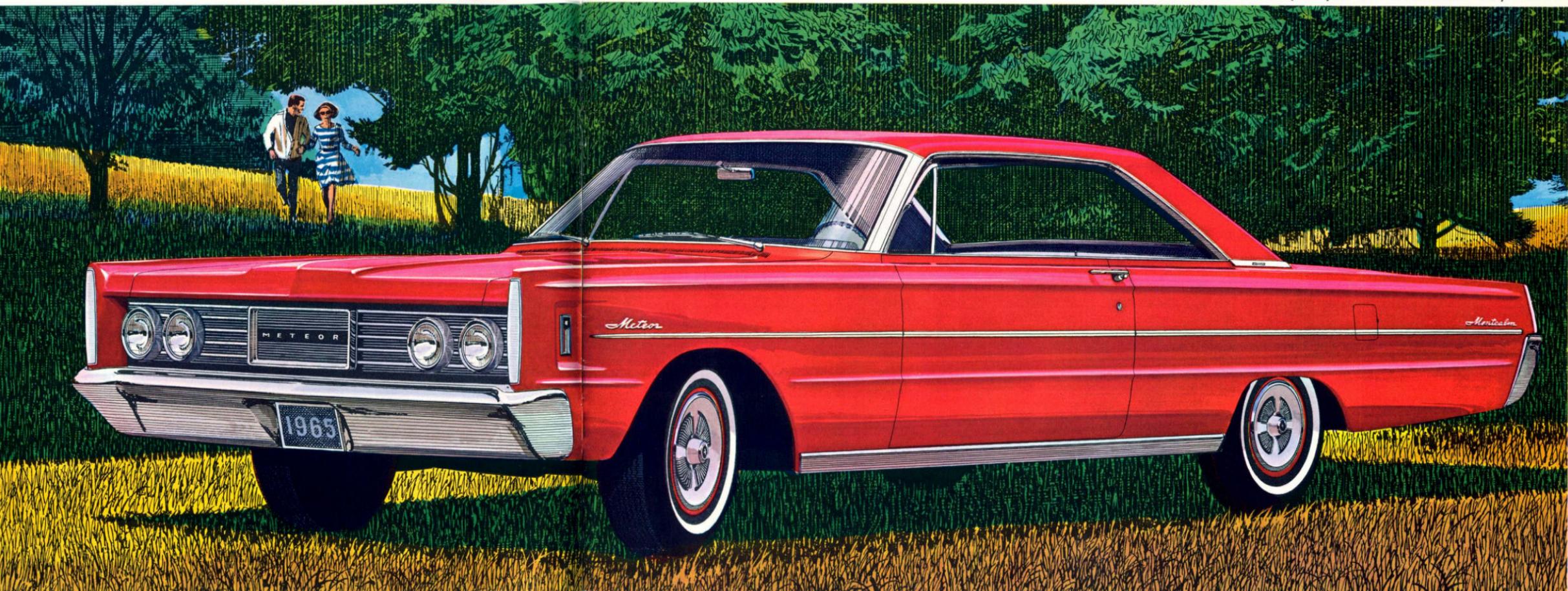




This year a lot of people are going to think that the new Meteor costs a lot more than it does. Undoubtedly this will be a source of great satisfaction to Meteor owners who know the facts. It's a big car, a beautiful car. In fact, it is unquestionably the start of something new—and something surprising. For happily enough, Meteor falls very nicely indeed into just about everybody's price range. Enough about price. We just thought we'd mention it in passing so that you could browse in contented anticipation.

So...happy browsing. If there's anything we've missed, a Meteor salesman will be only too happy to fill you in. And we trust that you, too, having seen the new Meteor, will be seen in a Meteor soon.

Montcalm Two-Door Hardtop. If you like a luxurious car, this is it!



We coloured this one red. There are fourteen other colours. Nice.



On the preceding pages, you've seen what the new Meteor looks like. (If you'd like to flip back for another look, please do). But there are lots of things you can't see from the outside that make '65 Meteor even more desirable. We have said this Meteor is a wholly new car. It is. Right from the ground up, as the saying goes, it is completely, delightfully, practically and pleasurable new. To help make our point even more strongly, we have outlined on these pages, some of the more significant developments you'll find in your new Meteor. Naturally, we'll point out the benefits but we can't stress too highly, the value of a get-acquainted ride in a Meteor. Words are wonderful but... wait till you try it. By the way, there are 3 Meteor series this year. Montcalm, Rideau 500 and Rideau, so you've got lots to choose from.



Meteo is a big one. In fact, Meteor is the biggest car in its price class. This year, Meteor's wheelbase stretches out to 123 inches. Last year Meteor had one of the widest tracks of all. This year it's even wider. And, as everyone knows, the longer the car, the smoother the ride and the wider the track, the more stable the ride. You'll feel this when you drive Meteor. Please look for rough roads. Incidentally, the added length does great things for Meteor's appearance, doesn't it?

Meteo has a new kind of frame. At this point, most people just say, "Oh", politely. But when you feel the difference this makes in Meteor, you'll say "Oh" delightedly. It's a little complicated to explain, but Meteor's new kind of frame is what we call a "tuned" frame. There are torque boxes between the side rails and the rest of the frame that actually let the frame flex a little. The frame itself is proportioned to conform with the dimensions of the body. In the words of our engineers, "The frame's torque boxes and the new suspension adjust to provide an extremely flexible structure." What more can we say, except, "when you hit those rough roads, you'll love Meteor's newer, smoother, quieter ride!"



Meteo has new "SIX" appeal. A great many people prefer a six-cylinder engine. And, this year, along with all the other new features in Meteor, we are very proud to present the completely new "Avenger" Six-cylinder engine. It is a hot Six—a big 240 cubic inches—and its performance matches its size. But... the "Avenger" Six has been designed in such a way that it achieves this new, more powerful performance with the kind of economy you expect from a Six. It has a thin-shell, cast-iron construction, made possible through our new casting technique. This gives the engine great strength but cuts both weight and heat... and the end result is just what you've always looked for in six-cylinder power—excellent performance and low operating costs.

Meteo has a new 3-speed automatic to match the new Six. Meteor owners know full well the improved performance and economy a 3-speed automatic transmission delivers with Meteor V-8's. Now, Meteor has designed a completely new smooth-shifting 3-speed automatic exclusively for the Six. It gives you a low range and two driving ranges and its performance with the new Six is revealing to say the least.



Meteo has taken the "float" out of coil spring suspension. All-coil suspension is not new. But the way Meteor does it this year is. Technically, it has a drag link suspension at the front and a 3 link suspension with a track bar at the rear. This gives you the plush comfort of an all-coil ride, but does it with much better handling characteristics. Very nice indeed.

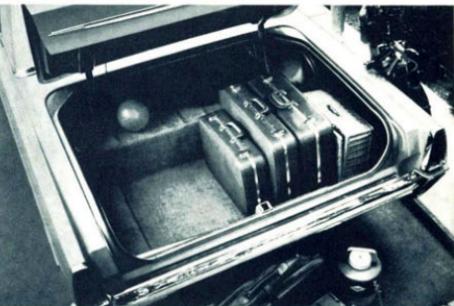
What else is new with Meteor? Just to mention a few things you'll find pleasant and convenient there is, for instance, Meteor's new locking and key system. Now, with Meteor, you can lock your doors without using keys. With front doors, push the locking button down and depress the push button door latch when you close the door. With rear doors, just push the locking button down and close. Presto! It's locked.

Upside-down keys! That's right. Meteor's new keys go into doors or ignition right side up or upside down (doesn't matter) so that you don't have to fumble in the dark or the rain. Saves time and annoyance. Just another way Meteor is thinking of you.

Swing-away steering wheel. It's a great convenience option even if you're slim and svelte.



Vinyl roofs are in and the Meteor Montcalm has this extremely soignee feature as an option on both 2 and 4-door hardtops.



More useable trunk space is a welcome practical feature on these Meteors. We've lowered the trunk sill, given you more trunk space and less lifting height.

Cleaner spike heels (ladies only) Meteor this year has a floating (or suspended) accelerator pedal. Spike heels won't tangle with the accelerator this year, saves wear and tear on your shoes and keeps them cleaner, too. It also makes it so much easier to keep the floor clean because there's nothing to trap dirt.

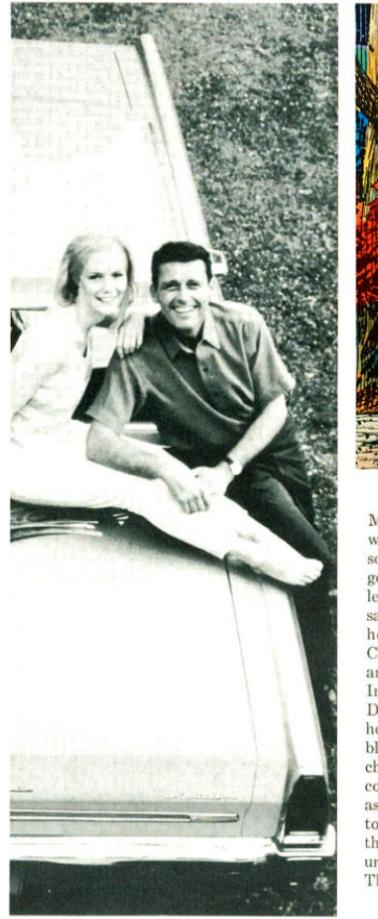
Whisper... you'll be heard! Meteor is a quiet car to ride in. There's sound insulation between you and the engine, more of the same in the roof, the hood lid and the doors. There's even a thick layer between you and the road. Where fingers and tools can't reach, sound insulation is sprayed on. Quiet,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

And if that isn't enough, Meteor's new integral power steering, improved power brakes, new accelerator linkage and improved brake/accelerator positioning all contribute to easier driving and handling. So... there are some of the reasons why we can say with enthusiasm, Meteor is indeed the start of something new, something different, something wonderful this year. Now we invite you to press on and feast your eyes on more of Meteor's new styling and new features.

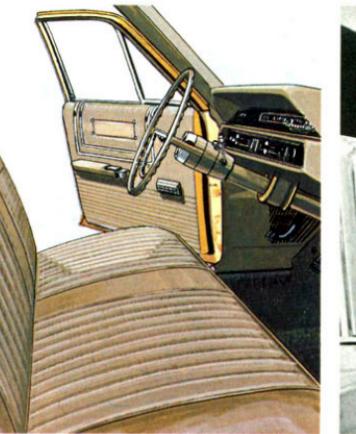
She: "Don't you just love the lines of our Montcalm Four-Door Sedan?"



He: "...and four-on-the-floor and a 390 V8... Mmmmm."



Montcalm is Meteor's name for the most. And what magnificent cars these are. The styling is so definitely and distinctly new, coming and going. There are two clean, crisp rooflines, the lean, racy fastback on the 2 door hardtop you saw earlier and the graceful sedan roof shown here. Side window glass is gently curved. Chrome, you'll notice, has been used sparingly and well to accent the longer lines of Meteor. Inside? The lap of luxury was never so great. Deep-pile carpeting, rich vinyl and fabric upholstery and bodycloth, colour-keyed trim, all blend unerringly with the colour scheme you choose. Both front and back, you'll enjoy the convenience of padded arm rests, man-sized ash-trays and a whole host of little thoughtful touches that mark this as a car apart. It is the car that has size (big), style (you'll love it) and luxury (pampering) at an eminently popular price. The start of something great? Undoubtedly!



Sitting pretty is more than just a catch-phrase in this Montcalm Four-Door Hardtop.

You're right. The windows are curved.

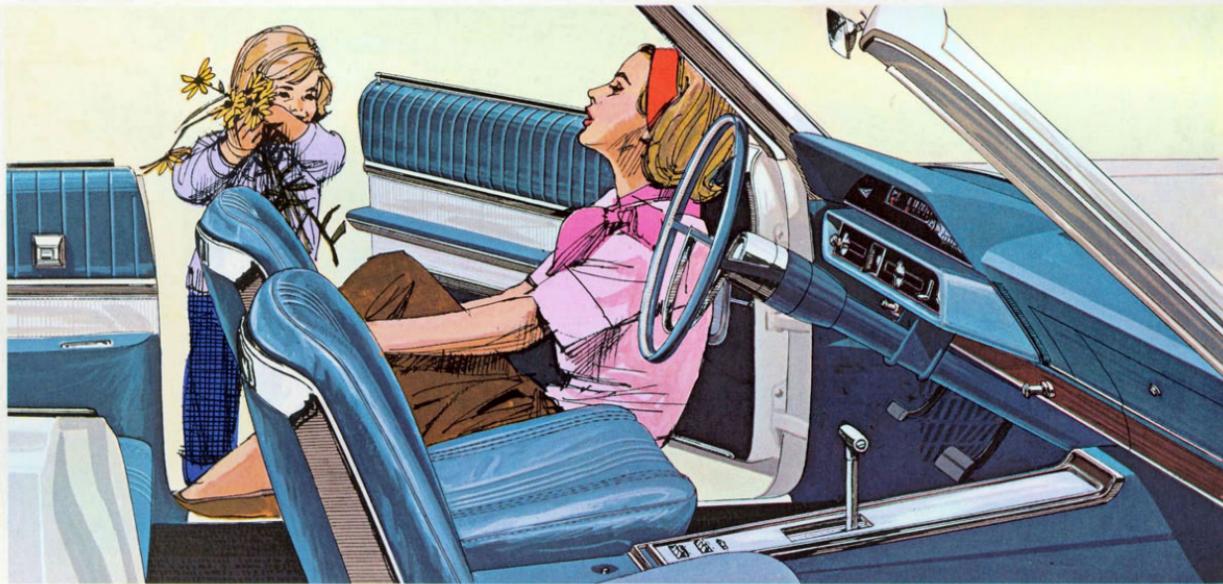
Got a "someday" feeling about owning a convertible?



This Montcalm should make that "someday" now!

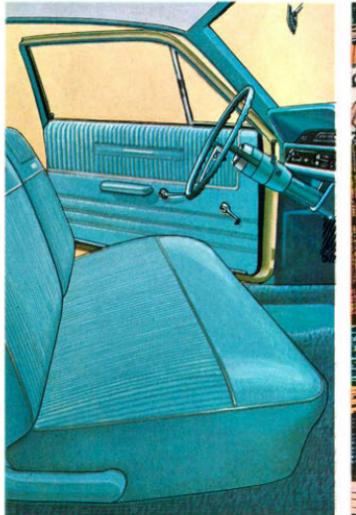
Top down! Spirits up! What a glorious way to travel! This long, low, airy Meteor convertible is decidedly for the young at heart regardless of their age. Its flight-poised lines speak volumes for themselves. For the true sports aficionado, how about the bucket-seat version with a console-mounted stick shift, 4-speed manual transmission and the blazing, big 390 V-8? Its interior is rich with a wood-grained instrument panel and supple, leather-grained vinyl upholstery. Tempting? Tremendous! As you can see, Meteor matches every mood from dignified to debonair. And Meteor does it with a flair that pampers your pride and fancy. The start of something exciting? Unquestionably!

Now you've got something great going for you!



Sports department! Bucket seat interior, trimmed for adventure!

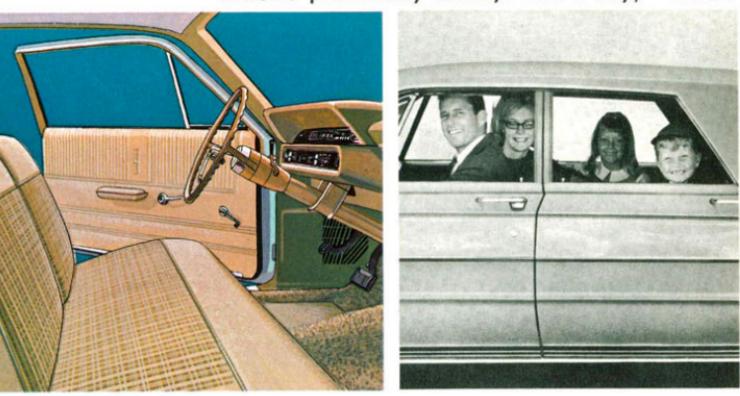
This Rideau 500 Four-Door Sedan looks far more expensive than it is.



Rideau 500 interiors will catch your eye as will this Rideau 500 Two-Door Sedan.



Take a great big reef in your purse-strings now because in Rideau 500 and in Rideau, especially, a lot less money than you'd expect buys you a whale of a lot more car. In these 2 and 4-door sedans you get Meteor's big new style, big new size and big new proportions. You get vinyl and frost stripe nylon fabric combinations in Rideau 500. And in Rideau, you'll love the look of vinyl and plaid stripe fabric. Extras like dual sun visors, padded arm rests, cigarette lighter, heater and defroster, electric wipers and so on just come naturally with every one of these models. And what a great car to team up with Meteor's big new 240 cubic inch "Avenger" Six. Now there's a tough combination to beat. This is the car they invented the word economy for. But whatever your attitude towards purse strings, we're sure your heart strings will never be the same again, once you've exposed them to Meteor. The start of something stylish? Undeniably!



And this Rideau Two-Door Sedan (Four-Door, too) makes economy exciting!

Rideau plaids say luxury. You'll say, "Wow!"

This is a Montcalm station wagon.



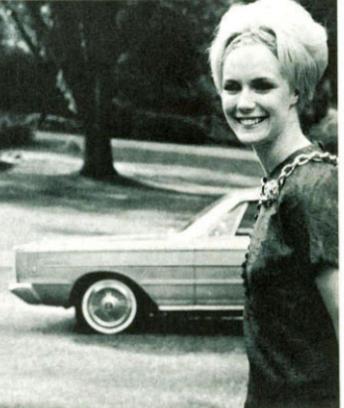
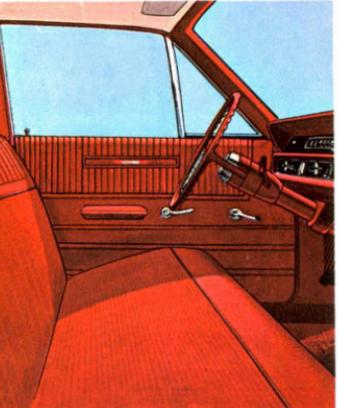
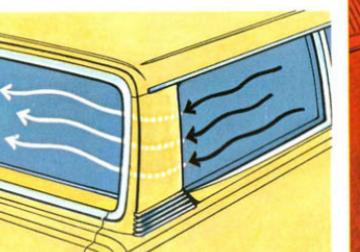
Hard to believe that anything so practical could be so luxurious.

Rideau, another "room-for-one-more" Meteor wagon.



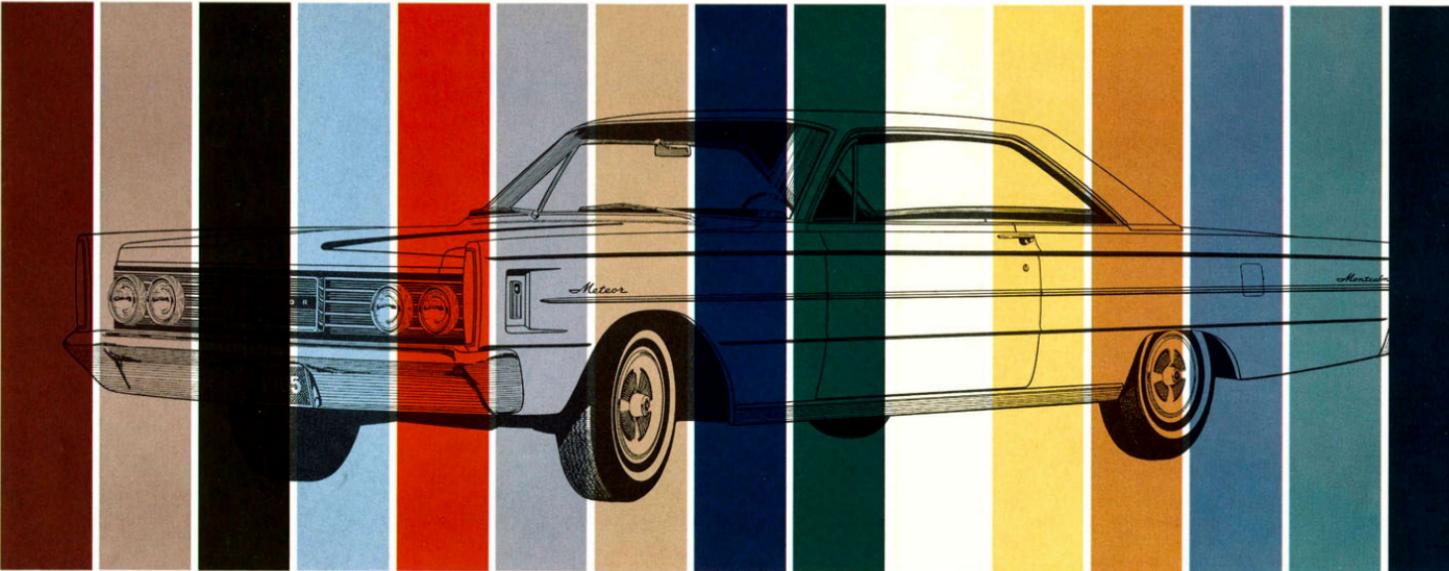
The cargo space behind you in a Meteor Station Wagon is a big 91.3 cubic feet. You could put just about anything (besides your heart) into it. So, if it's size you want, Meteor wagons have it. But Meteor wraps up this wide-open space in the slickest package you ever saw, to wit, the wagons shown on these pages. And then there are these Meteor wagon features to tempt you. Meteor wagons come in 6 and 9 passenger models. On the 9 passenger models, there's even a new seating arrangement that seats six adults up front and four children on side-saddle seats in the back. (Great for the extra next-door youngster that comes along at the last minute.) For convenience and security, you have a locking storage compartment in the floor just inside the tailgate. Up top, there's a new adjustable luggage rack option with necessary tie-downs and straps, and a ski-rack adaptor.

Naturally, all Meteor wagons are as town-and-countryish as they are practical; leather-grained vinyl throughout and heaps of comfort-making



Town and country trimmings. You'll love them.

What a colourful life you can lead in a Meteor.

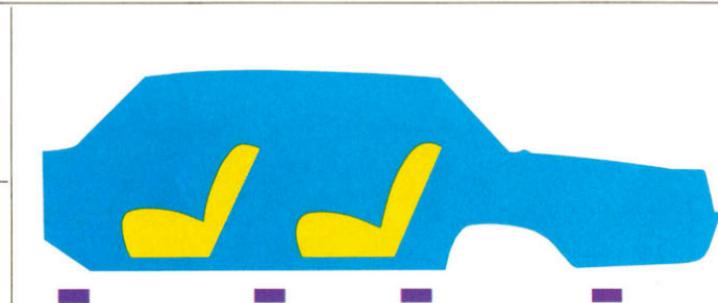


Above all, let there be colour! And colour there is in every single, solitary Meteor: Colour in a dazzling, soothing, exciting, relaxing way that is all Meteor's. You can have brilliant reds, gentle greens, sparkling white, debonair black, blues, browns, yellow . . . it's a beautiful range! You can suit your mood, your need, your taste or even, milady, your new hat with the colour selection in Meteor this year. Interior fabrics and trim are "colour-keyed", as the stylists say, to blend with exterior car colours. Any Meteor, any model, is available in any of these colours. Needless to say, your Meteor salesman will have actual colour chips and fabric swatches to show you so that you'll see exactly what you're getting. In the meantime, isn't this an attractive page. Just one more reason for saying about Meteor: this is the start of something new! Irrevocably!

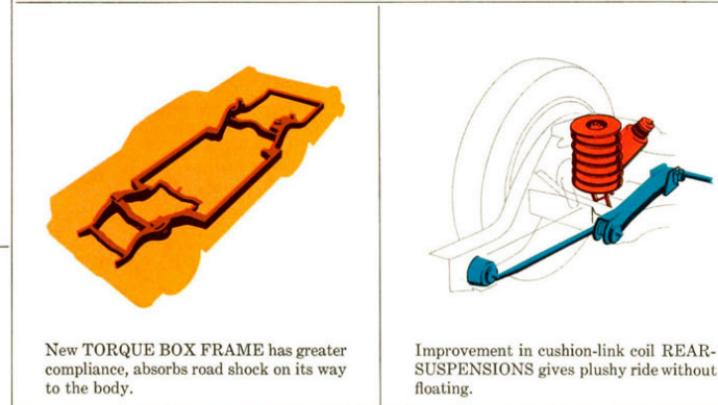
'65 Meteor's structure is "totally tuned" for true passenger comfort.

As we mentioned earlier, Meteor has an all new kind of frame this year. On the diagram, you'll see how there are torque boxes between the side rails and the rest of the frame. This permits outstanding flexibility in design because the frame is not tied in to the limitations of a constant thickness as when frame rails extend the full length of the car, front to rear. In turn, this lets us design the frame with selected gauges of steel in each section, tune them selectively for compliance from the front end of the car, from the side and from the rear rails. From your point of view, this provides improved structural integrity with much lower noise, vibration and harshness levels, reaching the passenger area. The torque box construction also helps get side rails farther out to improve the floor footwells and give you more use of the floor area.

And an important word about "Quality Control." Every Meteor that leaves the plant has been through literally hundreds of inspections. And Meteor parts and components go through the same kind of treatment before they are built into your car. We're determined to make your investment in a Meteor sound and lasting. You can count on Meteor for quality.



Meteor's BODY provides a greater percentage of the car's rigidity. Rubber bushed BODY MOUNTS are more strategically located.



New TORQUE BOX FRAME has greater compliance, absorbs road shock on its way to the body.

RESULT: Every component may be TUNED to work with all the others to produce a new amazingly high level of true passenger comfort.

Meteor is BIG in POWER, too! Engine and transmission—whatever your power train choice Meteor has it to fit your needs. V-8's? You bet! A husky 352 cubic-inch or a walloping big 390. There's real power for you. And, of course, there's the BIG news of the car business this year—Meteor's new 240 cubic-inch "Avenger" Six! It's the hot Six in the industry and acts like it.

Meteor is BIG in TRANSMISSION choice! With all V-8's there's Meteor's dual range Merc-O-Matic, a 3-speed Multi-Drive smoothie. Then, for the shift-it-yourself fans, Meteor offers a fully synchromesh 3-speed manual with the "Avenger" Six and 352 V-8 engines. There's a racy, "four-on-the-floor" 4-speed manual with the deserving 390 V-8. BIG news, too, is Meteor's all-new 3-speed automatic designed especially for the new "Avenger" Six, offering smooth-changing, smooth-accelerating, economical performance.

Meteor is BIG in SERVICE CONVENIENCE FEATURES! Meteor owners enjoy the convenience of extended major maintenance intervals such as 36,000 miles between major chassis lubrication and 30,000 miles between front wheel bearing lubrication. In addition, there is a heavy-duty battery designed for longer life. And the anti-freeze is an anti-rust coolant which requires changing only every two years or 36,000 miles, whichever comes first. Minor body lubrication points need only occasional attention.

Complete details covering all service convenience features, and the effect of driving and weather conditions on them, are contained in the Owner's Manual.

1965 METEOR SPECIFICATIONS

1965 Meteor model line-up

Rideau 2-Door Sedan • Rideau 4-Door Sedan • Rideau 4-Door Station Wagon • Rideau 500 2-Door Sedan • Rideau 500 4-Door Sedan 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 9-Passenger. Choose from 11 big Meteors

Exterior dimensions (inches)

Length Overall—Sedan.....	218.4
—Station Wagon.....	214.5
Width Overall—Sedan.....	79.6
—Station Wagon.....	79.6
Height Overall—Sedan.....	56.0
—Station Wagon.....	56.7
—Convertible.....	55.2
Wheelbase.....	123.0
Tread—Front.....	62.0
—Rear.....	62.0
Curb Weight with 240 '6' and Standard Transmission	
—4-Door Sedan.....	3735
—Station Wagon.....	3945

Engines	240 Six	352 V-8	390 V-8
Cubic Inch Displacement	240	352	390
Carburetor	1V	2V	4V
Bore and Stroke	4.00 x 3.18	4.00 x 3.50	4.05 x 3.784
Compression Ratio	9.2:1	9.3:1	10.1:1
Exhaust	Single	Single	Dual
Adv. H.P. @ R.P.M.	150 @ 4000	220 @ 4300	300 @ 4600
Torque (ft./lbs.)	234 @ 2200	336 @ 2600	427 @ 2800

Rear axle

Type..... Ford Hypoid Semi-Float

Transmissions and gear ratios

Manual	1st	2nd	3rd	4th	Reverse
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Synchronized 3-speed steering column lever					
with 240 Six	3.02:1	1.80:1	1.00:1	—	3.10:1
with 352 V-8	2.42:1	1.61:1	1.00:1	—	2.33:1
with 4-speed, floor-mounted with 390 V-8	2.32:1	1.69:1	1.29:1	1.00:1	2.32:1

Automatic	Lo	D1	D2	Reverse
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Multi-Drive Merc-O-Matic				
Torque Converter with 3-speed auto planetary gear train				
(352 V-8 and 390 V-8)	2.40:1	2.40:1	1.47:1	2.00:1
(240-6)	2.46:1	2.46:1	1.46:1	2.20:1

Power teams and rear axle ratios

	240 Six	352 V-8	390 V-8			
3-Speed	Sedan	Wagon	Sedan	Wagon	Sedan	Wagon
Manual	3.00:1	3.25:1	3.00:1	3.25:1	—	—
Merc-O-Matic	3.00:1	3.25:1	3.00:1	3.00:1	3.00:1	3.00:1
Multi-Drive	3.00:1	3.25:1	3.00:1	3.00:1	3.00:1	3.00:1
4-Speed	—	—	—	—	3.25:1	—
Manual	—	—	—	—	3.25:1	—

Brakes

Type.....	4-wheel hydraulic, self-energizing self-adjusting
Drum Diameter.....	11 inches
Total Lining Area—Sedans.....	204.0 sq. in.
—Wagons.....	225.0 sq. in.

Suspensions (4 coil springs)

Front..... Cushion-Link with Compliance-Strut Design
Rear..... Coil-Link with Full Rubber Insulation

Tires

Sizes..... Sedans—7.35 x 15 (Standard with 6)
7.75 x 15 (Standard with 8 and 6 Convertible)
8.15 x 15 (Optional)
Wagons—8.15 x 15 (Standard all Wagons)

Capacities

Fuel Tank..... 16.7 Imperial Gals. (20 U.S. Gallons)
Cooling System
(with Heater)..... 17.1 Imp. Qts. (8 cyl.)
Engine Oil..... 4 Imp. Qts. (6 cyl.) 5 Imp. Qts. (8 cyl.)

Options and accessories

Alternator 55 amp. • Heavy Duty Battery • Bucket Seats and Console • Electric Clock • Courtesy Light Group • Tinted Glass Windshield • Limited Slip Differential • Luggage Rack • Outside Rear View Mirror • Power Brakes • 6-Way Power Seat (Bench Seats) 4-Way Power Seat (Bucket Seats) • Power Steering • Power Windows Power Tailgate Window • Heavy Duty Suspension • Heavy Duty Clutch • Heavy Duty Floor Mats • Heavy Duty Seats • Heavy Duty Vinyl Trim • Heavy Duty Brakes • Instrument Panel Pad • Deluxe Seat Belts • Safety Package • Push Button Radio • Rocker Panel Moulding • Swing Away Steering Wheel • Vinyl Roof • Wheel Covers Windshield Wipers—Two-Speed Electric and Washers • Taxi Package Heater Immersion Block • 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.

Ford Motor Company of Canada, Limited



MERCURY