

'63
MERCURY
meteor

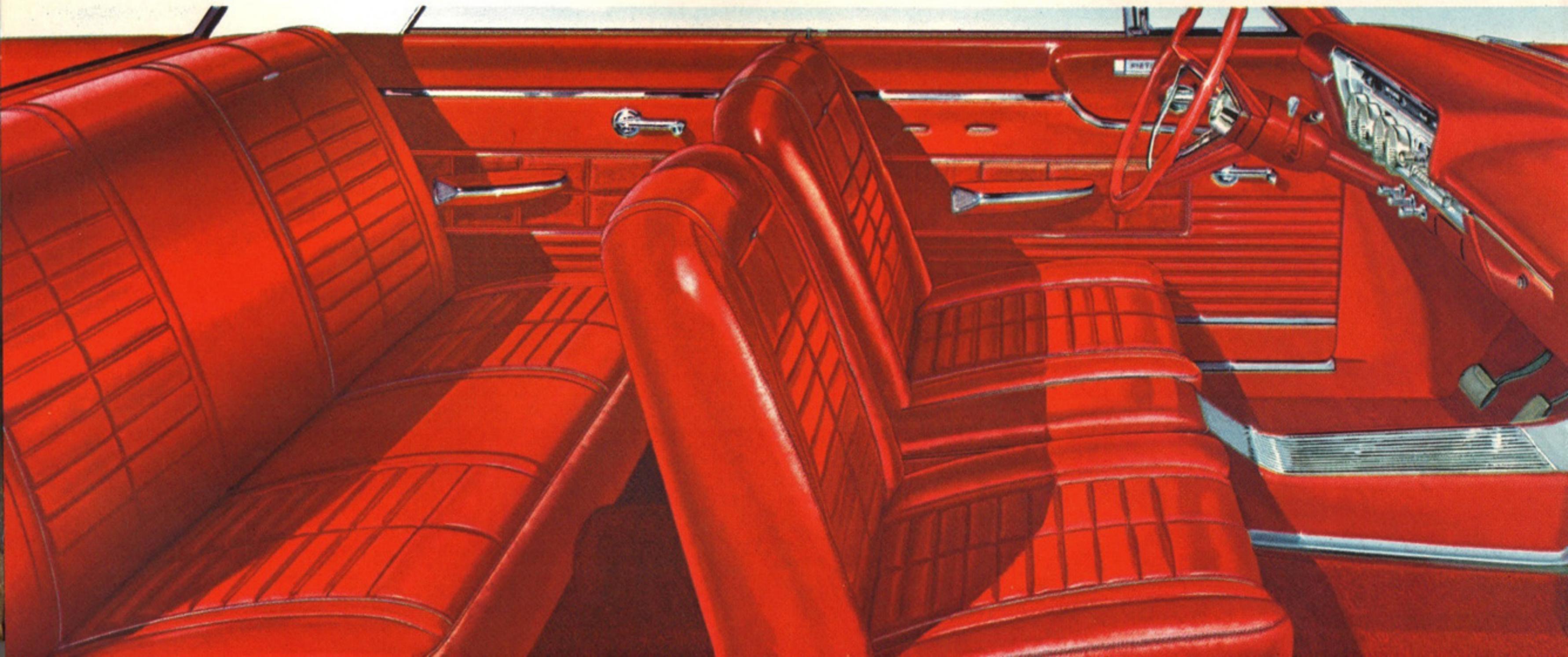




'63 MERCURY METEOR

SPIRIT, SPARKLE and BRAWN . . . bright words that mean Mercury Meteor for 1963. Each of the nine new Meteors is low in price, surprisingly low for a car with so much room, quality and power. Each has **SPIRIT . . .** especially if you choose the exciting new, optional Lightning 260 V-8 engine. This hot, short-stroke, low-friction performer accelerates brilliantly, provides quicker, safer passing. And like the 221 V-8 or the Meteor "6," it operates with scrupulous efficiency on regular gas. New Meteor has **SPARKLE**. Take the new hardtop, for instance. Low, lean, sleek, it comes in S-33 bucket seat and Custom series. **BRAWN**, too, with new Meteor station wagons. Three 4-door models to choose from, including the 6- or 8-passenger Country Cruiser with mahogany-toned metal paneling. Meet these brisk, breezy newcomers in the low-price field. All have economical service-savers*, are quality-constructed with unitized bodies, all are ready to include big-car luxury options like power brakes and power steering. Meet the '63 Meteor. Make driving come alive.

*36,000-mile major chassis lubrication interval, fuel filter, universal joint lubrication interval; 36,000-mile or 2-year, whichever comes first, anti-rust, anti-freeze coolant; 30,000-mile carburetor air filter for both V-8's; 24,000-mile carburetor air filter for 6-cylinder engine, front wheel bearing lubrication interval; 12,000-mile body lubrication interval; 6,000 miles between oil filter changes and minor lubes; self-adjusting brakes; self-cleaning spark plugs; and new, improved longer-life battery. See page 10 for complete list.





METEOR S-33 TWO-DOOR HARDTOP with distinctive tri-colored wheel covers, contrasting color spear, special script and bright-metal windsplits.

Pick any of six color-keyed S-33 interiors: monochromes in red, gold or black; two-tones in blue, beige or turquoise. With foam-padded, individually adjustable bucket seats . . . new leathery-soft crush-grain vinyl upholstery . . . and cushiony seamless carpeting . . . the S-33 surrounds you with gracious comfort.

SPIRIT! meteor S-33

Make way for a plush 'n peppy Meteor with new hardtop styling, new low profile, and loads of lively sports car features. Settle yourself into the firm foam contours of individually adjustable bucket seats, stow your gear in its handy, full-length floor console, and take charge. Whether you go with the Meteor "6", or 221 V-8 or the optional Lightning 260 V-8 engines, you'll find plenty of skedaddle, plus the serene sailing of Meteor's exclusive Cushion-Link suspension and the quiet that comes with extra insulation.

SPARKLE!

meteor custom

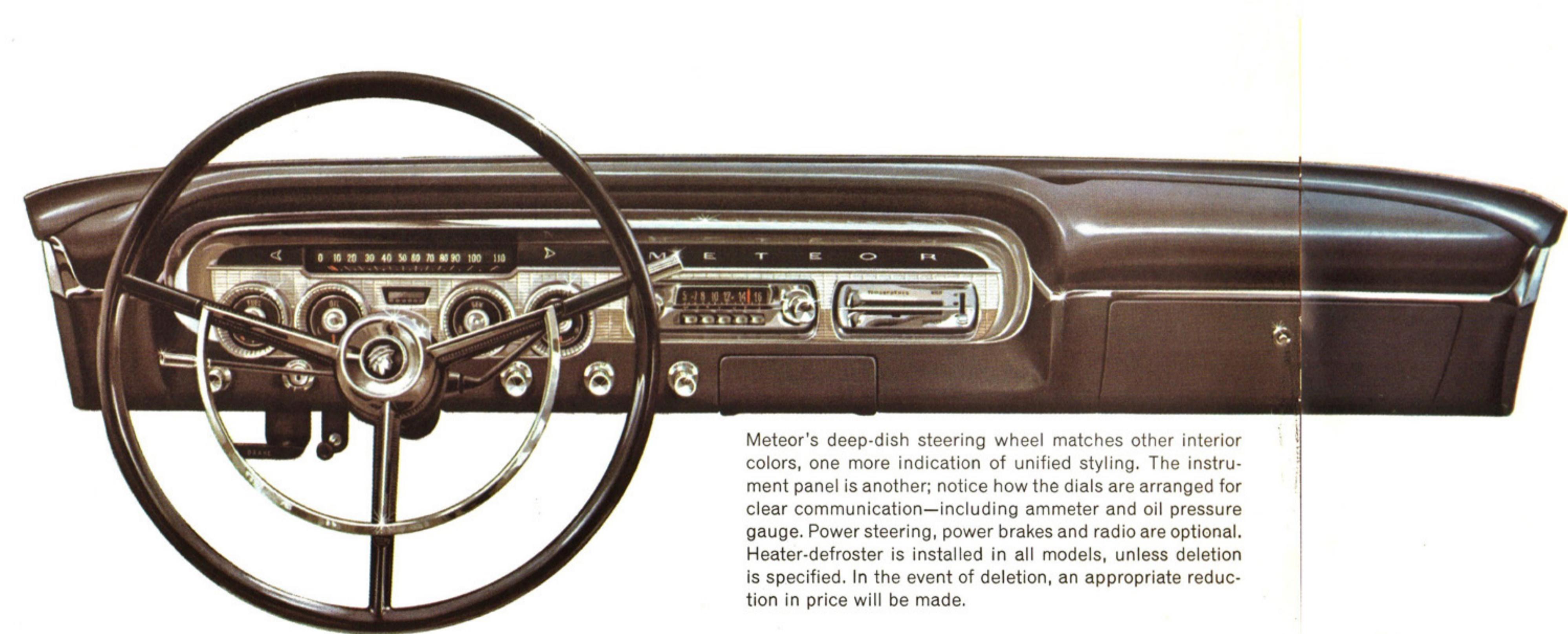
You bet these bright beauties are Meteor Customs. Look at their stainless steel lower moldings . . . the applique behind the rear wheels and along those wide, rear roof pillars. Meteors have a way of pampering passengers with room and comfort (six hefty adults and fifteen suitcases are no trouble at all). And they take to the road with outstanding performance (seven engine-transmission combinations let you pick the power you want). Wherever you go, it's nice to know, too, that more economical service-savers than ever are going with you.



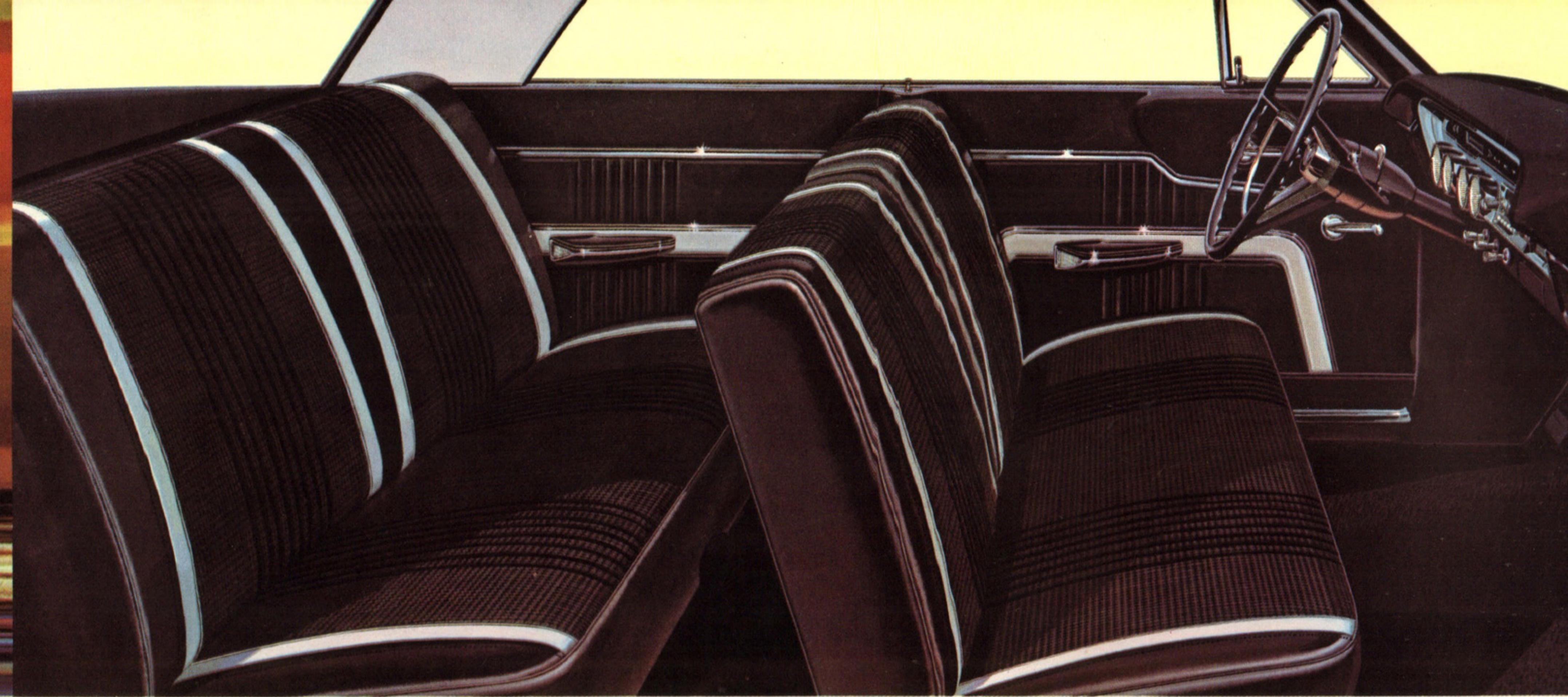
Meteor's unrestricted trunk space makes loading and unloading a picnic. It's so much easier to pack more things when you have a whopping 31.5 cubic feet to work with. Forward-mounted spare tire is out of the way of most-frequently-used area.



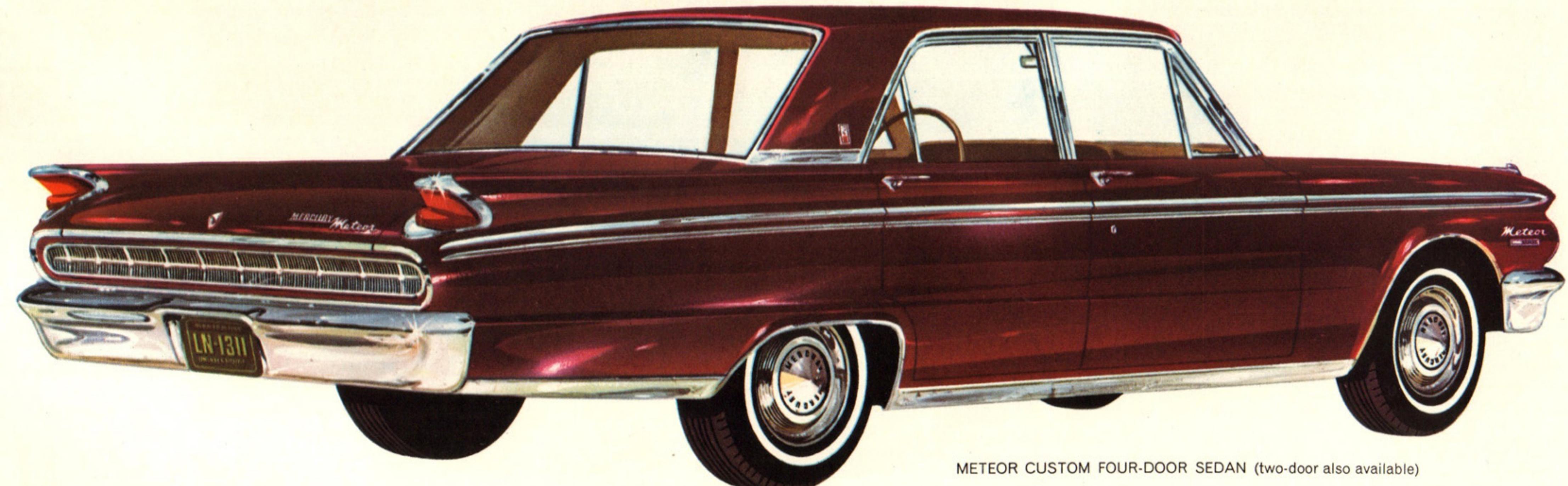
METEOR CUSTOM TWO-DOOR HARDTOP



Meteor's deep-dish steering wheel matches other interior colors, one more indication of unified styling. The instrument panel is another; notice how the dials are arranged for clear communication—including ammeter and oil pressure gauge. Power steering, power brakes and radio are optional. Heater-defroster is installed in all models, unless deletion is specified. In the event of deletion, an appropriate reduction in price will be made.



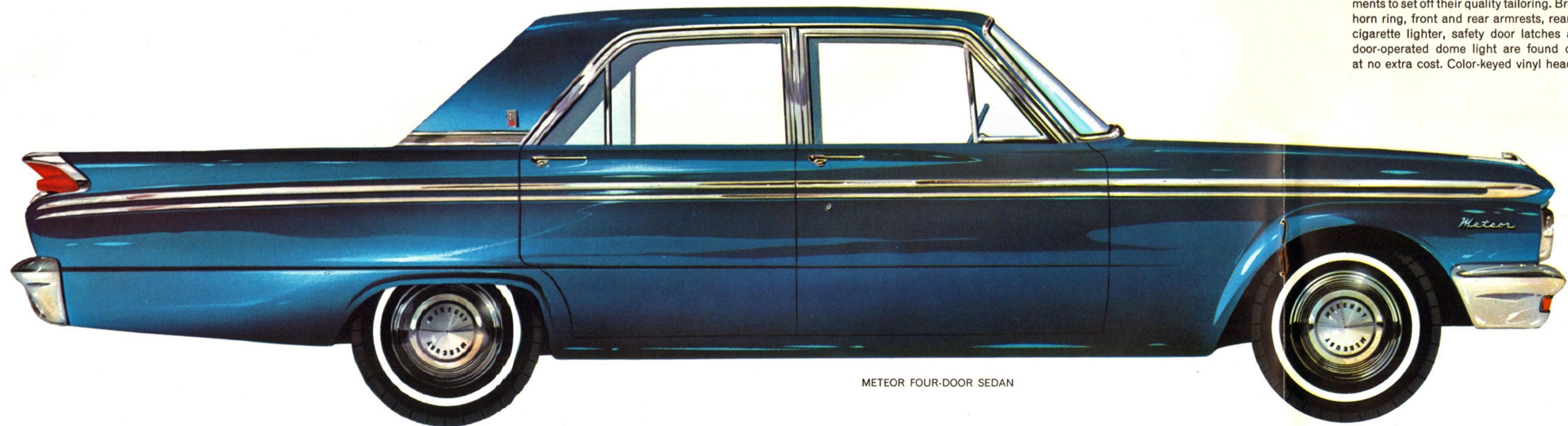
Wide doors welcome you into fully appointed Meteor Custom interiors where premium quality is standard equipment. Highlights? Deep twisted-loop carpeting throughout . . . foam-padded front seat . . . color-keyed steering wheel, vinyl headlining. Choose fabric-and-vinyl or all-vinyl upholstery.



METEOR CUSTOM FOUR-DOOR SEDAN (two-door also available)

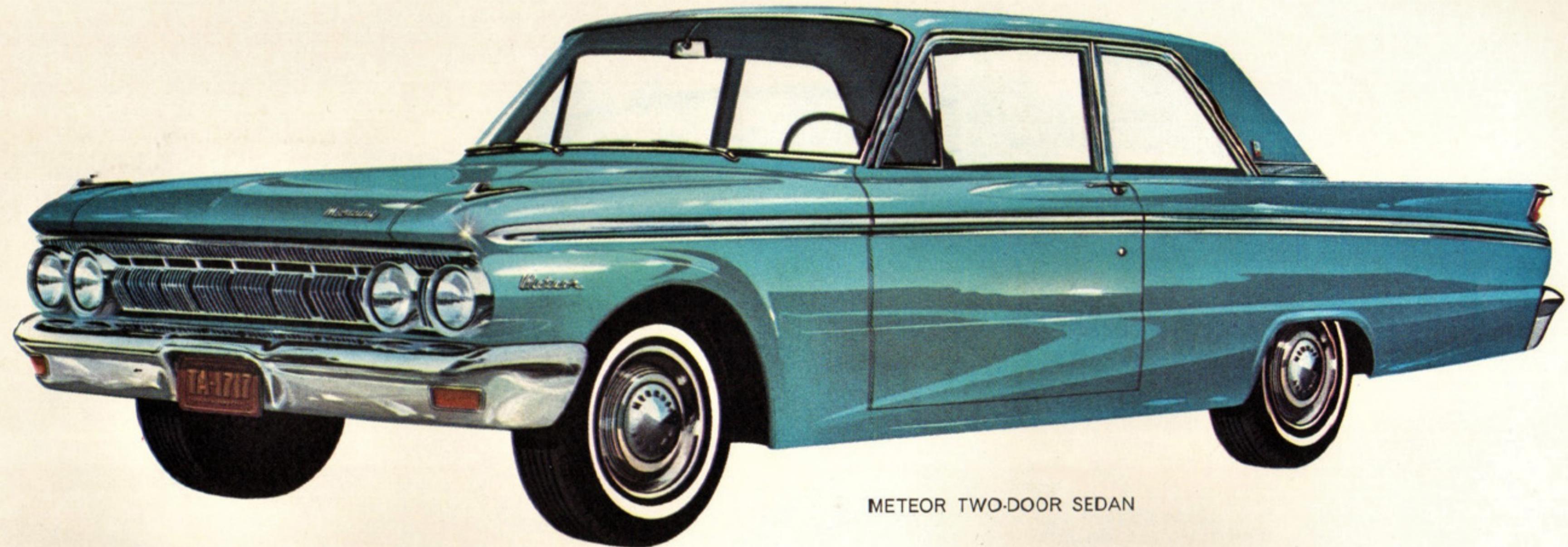
ALIVE! meteor

Here's the brightest spot in the low-price field. Meteor two- and four-door sedans give you roomy comfort, easy handling, big-car ride and performance. Yet Meteor is strictly a low-priced car. For room, it offers over 3 feet of effective headroom, nearly 4 feet of free front legroom and 31.5 cubic feet of trunk volume . . . all exceeding many a "big" car. Name your performance level—optional Meteor Lightning 260 V-8 for maximum power, or Meteor 221 V-8 or "6" engines. Meteor is low on upkeep, too, because it comes with a complete package of Mercury service-savers, including self-adjusting brakes. For all its economy, Meteor is styled with fine-car flair. New grille and headlight design give a spirited get-up-and-go look. Full-length side moldings, new taillights, bright rear grille, and fender and rear roof pillar ornaments mark this '63 Meteor as something special. It is.

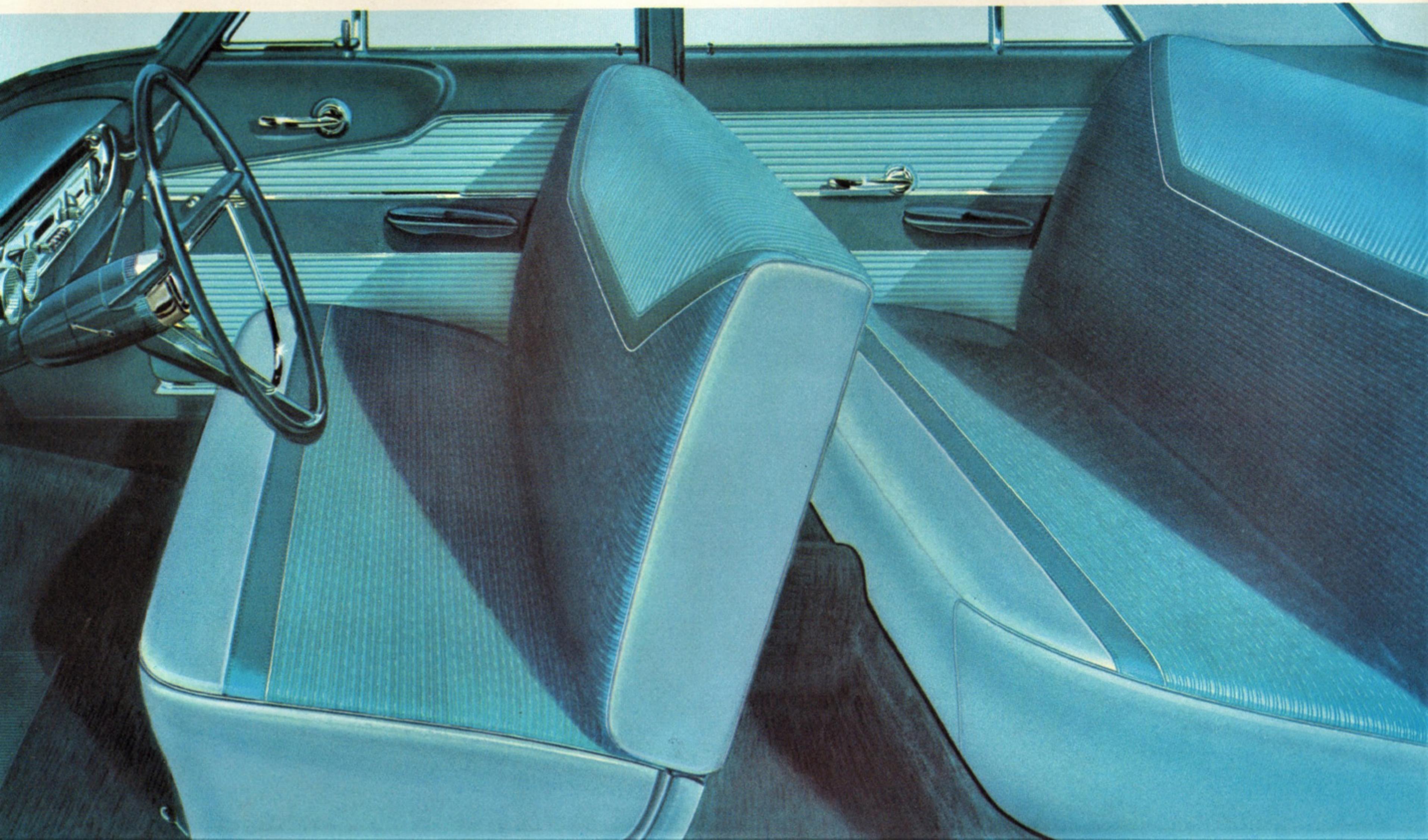


METEOR FOUR-DOOR SEDAN

Meteor interiors, such as this four-door sedan's shown in cloth and vinyl, have tasteful appointments to set off their quality tailoring. Bright-metal horn ring, front and rear armrests, rear ash tray, cigarette lighter, safety door latches and front-door-operated dome light are found on Meteor at no extra cost. Color-keyed vinyl headlinings.



METEOR TWO-DOOR SEDAN

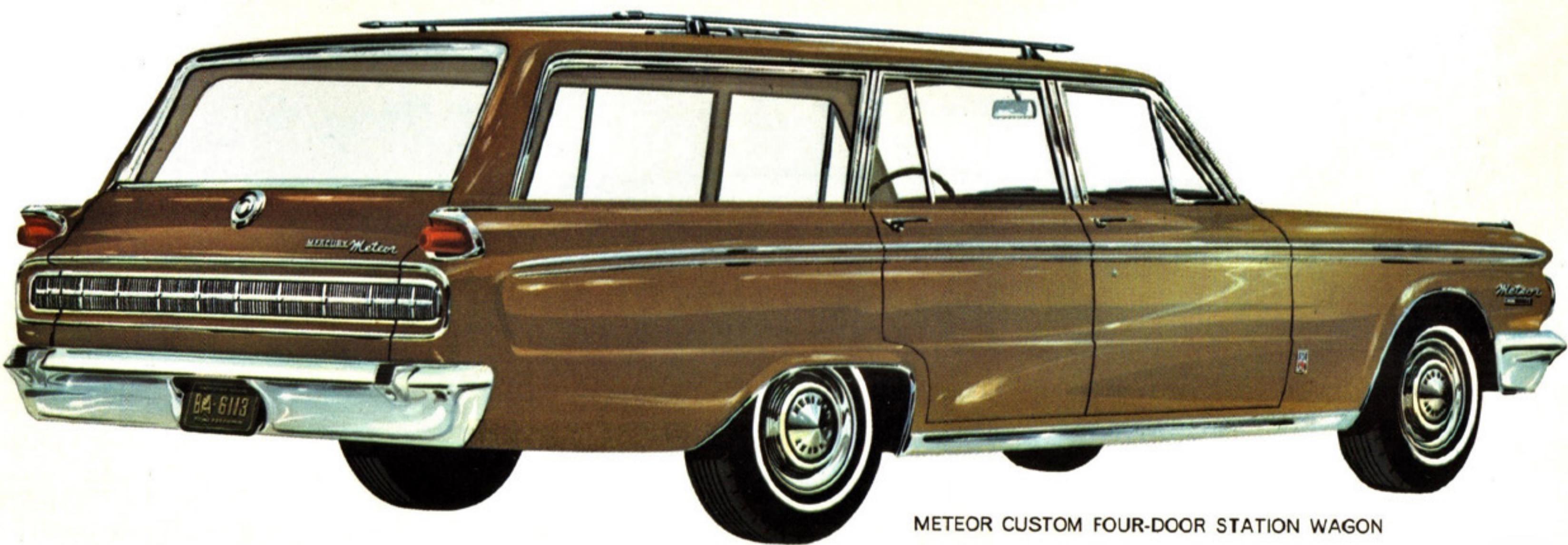




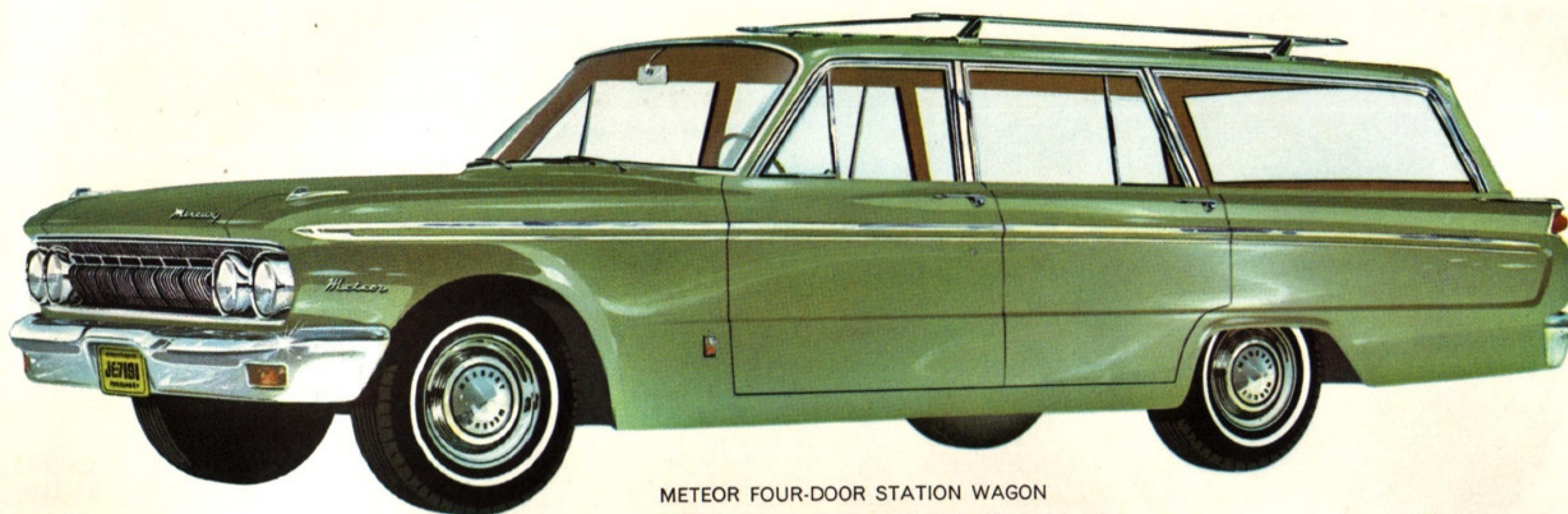
METEOR COUNTRY CRUISER FOUR-DOOR STATION WAGON

BRAWN! *meteor station wagons*

Here they come, and how they'll go! Three all-new four-door station wagon dazzlers — the Meteor, the Meteor Custom and the Country Cruiser with mahogany-toned, metal paneling. Each with solid unitized body. Each with 86.2-cubic-foot cargo area behind front seats (plus an almost seven-cubic-foot stowage compartment for valuables under the rear deck), and a rear-facing third seat option that raises passenger potential to eight adults. Meteor's Lightning 260 V-8 engine option is available on all Meteor station wagon models and all have Mercury's expense-trimming service-savers.



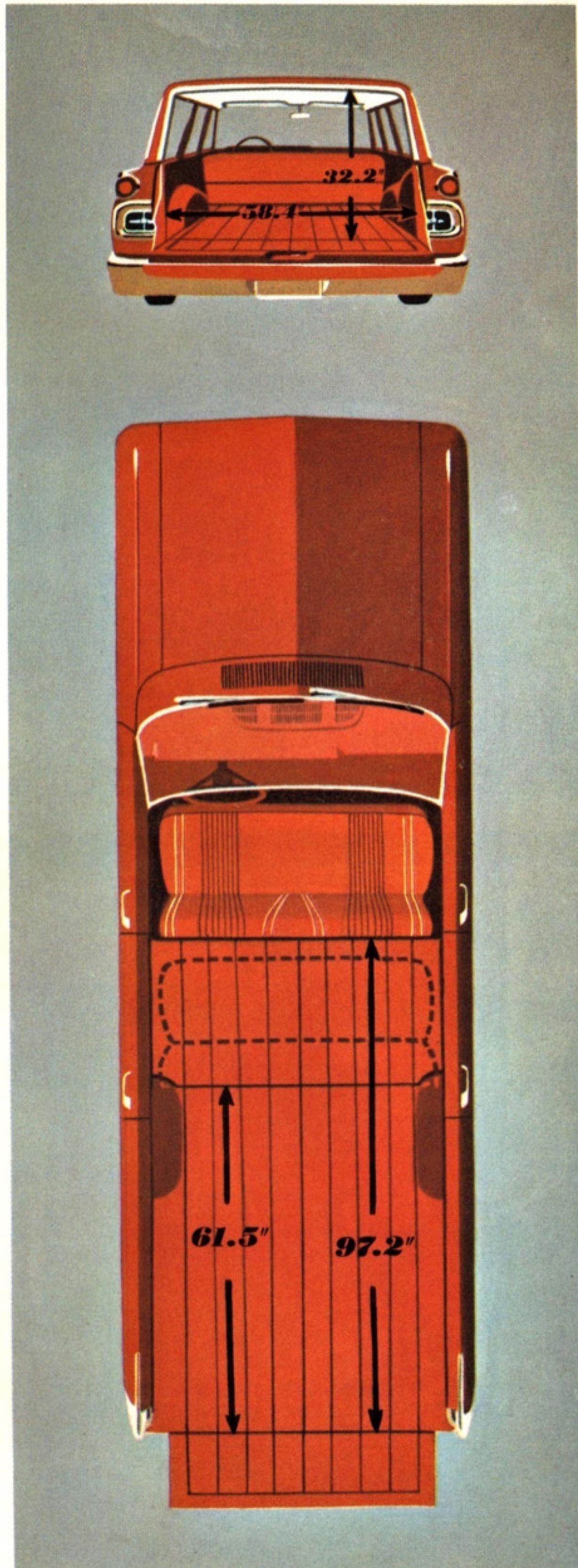
METEOR CUSTOM FOUR-DOOR STATION WAGON



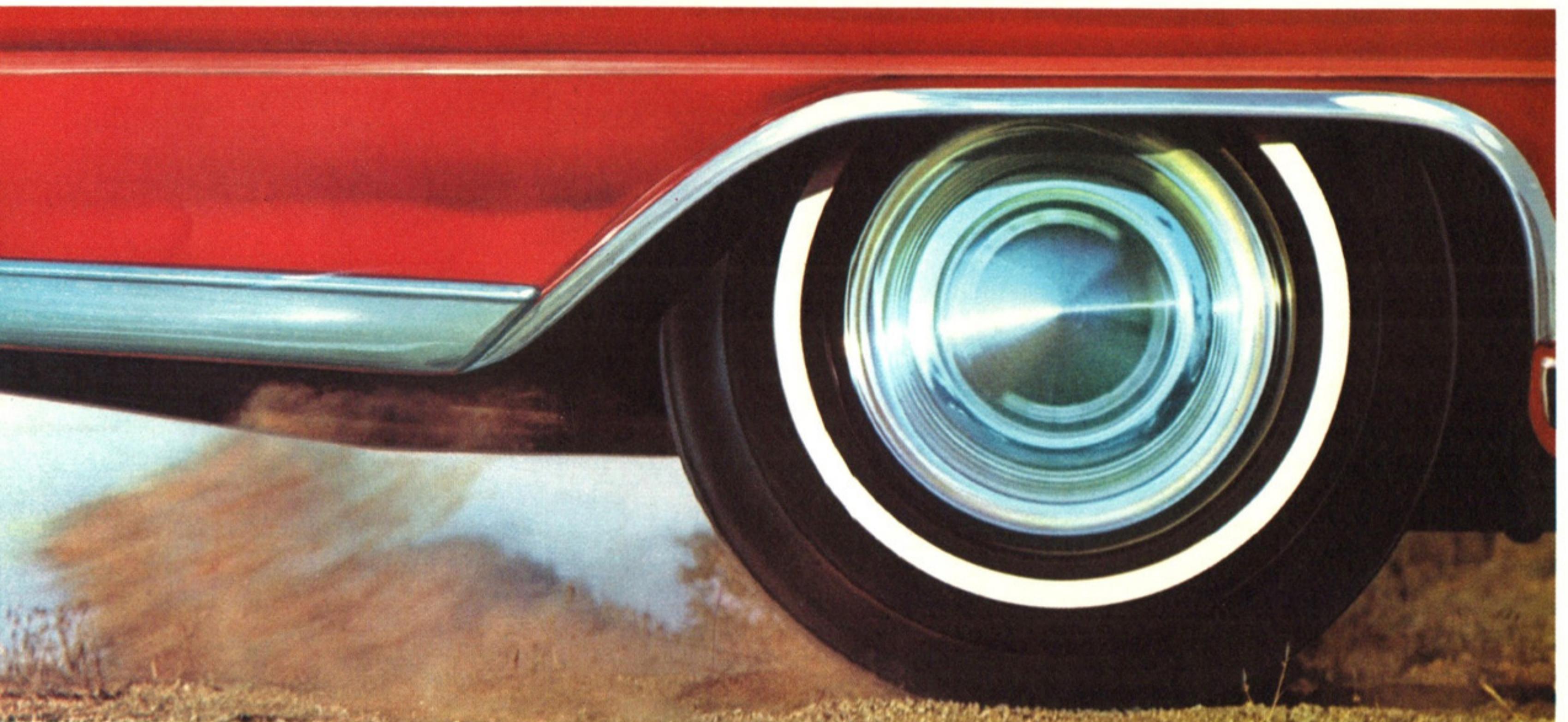
METEOR FOUR-DOOR STATION WAGON

A few simple movements turn high fashion into free space inside Meteor station wagons. Second seat folds quickly with one-hand operation. Luxurious, comfortable passenger seats (in fabric-and-vinyl

or all-vinyl upholstery) are replaced by wide-open spaces. Want more? Roll rear window down and swing counterbalanced tailgate flat to put a total length of more than nine and one-half feet at your service.



'63 meteor engines and transmissions . . . *FRISKY AND FLEET*



check these meteor money-saving, low-maintenance features

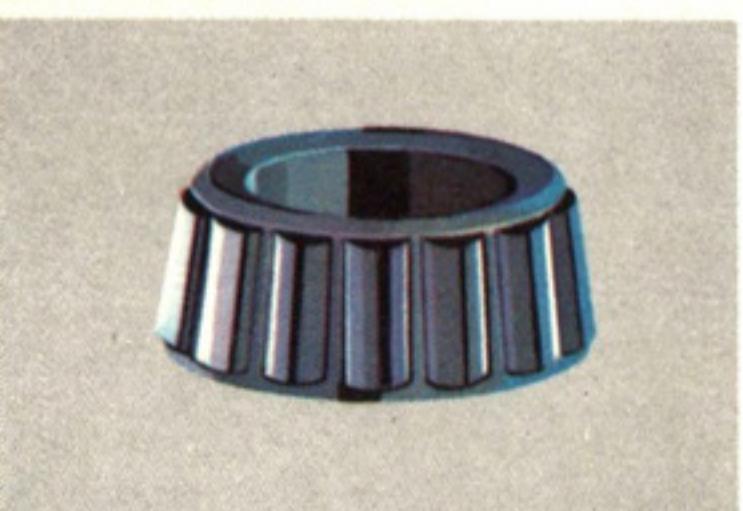
Meteor's list of service-savers grows longer for '63. This means lower upkeep for the life of your Meteor. Operating costs stay in line. Here's a list of the service-saving features that will keep Meteor drivers carefree.

Plus 30,000-mile carburetor air filter on Meteor V-8 engines

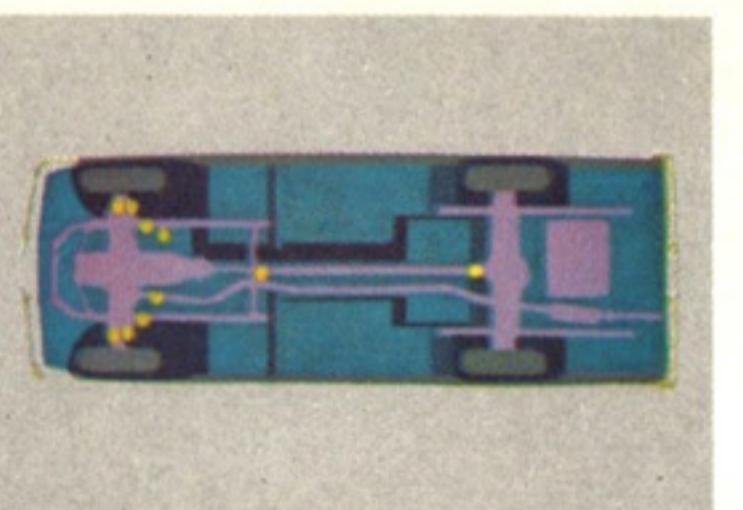
- Self-lubricated parking brake cable with nylon-lined conduit
- Vacuum throttle valve control for automatic transmission
- Self-cleaning spark plugs
- Extended-life distributor points
- Galvanized steel vital underbody parts
- Baked-on Super-Enamel finish
- Aluminized steel mufflers
- Magnetic plug for manual transmission



1,000-Mile Oil Change Eliminated
—Meteor comes equipped with premium oil and 6,000-mile oil filter.



Precision Front Wheel Bearings—Front wheel bearings are precision machined; can go 24,000 miles between lubrications.



36,000-Mile Major Chassis Lubrication—And you can go 6,000 miles between oil changes and minor lubes.



New Electrical Improvements—New improved longer-life battery. Distributor breaker points silver-brazed, pure tungsten. Neoprene-armored ignition cables.

Meteor's vital statistics would not be complete without its performance story. The sensibly sized Meteor delivers excellent performance because of its ideal power-to-weight ratio. From its 170 cubic-inch Meteor "6" to Lightning 260 V-8, there's a wide selection of engine-transmission choices to match your kind of driving. Check the chart below. Choose the right power team for you.

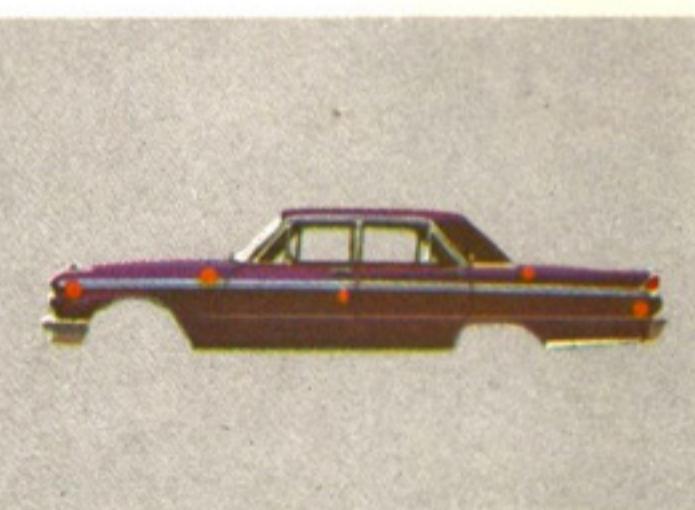
ENGINES	METEOR "6"	METEOR 221 V-8	METEOR* LIGHTNING 260 V-8
Displacement (cu. in.)	170	221	260
Carburetor	1-barrel	2-barrel	2-barrel
Bore and stroke (in.)	3.50 x 2.94	3.50 x 2.87	3.80 x 2.87
Compression ratio	8.7 to 1	8.7 to 1	8.7 to 1
Adv. hp. @ rpm	101 @ 4400	145 @ 4400	164 @ 4400
STANDARD REAR AXLE RATIOS (AND OPTIONS)			
TRANSMISSIONS			
3-Speed Manual sedans, hardtops station wagons	3.50 (3.25) 3.50 (3.80)	3.25 (3.50) 3.50 (3.80)	3.25 (3.50) 3.50 (3.80)
Overdrive* sedans, hardtops station wagons	NA NA	3.50 3.80	NA NA
Merc-O-Matic* sedans, hardtops station wagons	3.25 (3.50) NA	3.25 (3.00, 3.50) 3.25 (3.00, 3.50)	3.00 (3.25, 3.50) 3.25 (3.00, 3.50)

NA—Not Available

*Optional at extra cost



36,000-Mile Fuel Filter—Exclusive long-life fuel filter provides for cleaner fuel for 36,000 miles before servicing.



Body Lubrication (locks, hinges, etc.)—now need normally be done at 12,000- instead of 6,000-mile intervals.



Self-Adjusting Brakes—Back up, touch the brakes, they adjust themselves mechanically, equally and properly throughout the lining life.



36,000-mile or 2-year, whichever comes first, long-life anti-rust, anti-freeze coolant—factory-installed rust inhibitor gives carefree driving regardless of weather.

'63 meteor fabrics and colors

*Metallic **Pearlescent †Deep-luster finish

SEDANS	CUSTOM SEDANS, HARDTOPS	STATION WAGONS	S-33	SEAT INSERTS	BOLSTERS
	Meteor Custom, Country Cruiser			Facette Fabric	Crush-grain Vinyl
X				Medium Blue	Light Blue*
X	X			Medium Beige	Light Beige**
X				Black	Red
X				Black	Black
X	X			Medium Turquoise	Light Turquoise*
				Vachette Vinyl	Crush-grain Vinyl
X	X			Medium Blue*	Light Blue*
X	X			Light Beige*	Light Beige**
X	X			Red	Red
X	X			Black	Black
X	X			Medium Turquoise*	Light Turquoise*
X				Light Gold*	Light Gold**
	Meteor			Cuboid Fabric	Crush-grain Vinyl
X		X		Medium Blue	Light Blue*
X		X		Medium Beige	Light Beige**
X				Black	Black
X				Black	Red
X				Medium Turquoise	Light Turquoise*
				Ribbed Vachette Vinyl	Crush-grain Vinyl
X				Light Beige	Light Beige**
X				Red	Red
X				Black	Black
				Vachette Vinyl	Crush-grain Vinyl Vinyl Accent Straps
X				Medium Blue*	Light Blue*
X				Light Beige*	Light Beige*
X				Red	Red
X				Black	Black
X				Medium Turquoise*	Light Turquoise*
X				Light Gold*	Light Gold**
					Dark Gold†

exterior colors

The '63 Meteor is available in your choice of 14 solid colors or 22 optional-at-extra-cost two-tone combinations.

Solid colors: Presidential Black • Sultana White • Carnival Red • Castilian Gold (metallic) • Blue Satin (metallic) • Cascade Blue • Ocean Turquoise (metallic) • Pink Frost (metallic) • Scotch Green (metallic) • Desert Frost (metallic) • Champagne • Peacock Turquoise • Black Cherry (metallic) • Pacific Blue (metallic).

Two-tone combinations: Presidential Black and Castilian Gold (metallic) • Cascade Blue and Pacific Blue (metallic)* • Champagne and Desert Frost (metallic)* • Sultana White roof with body color in choice of: Presidential Black, Carnival Red*, Castilian Gold (metallic), Blue Satin (metallic), Pacific Blue (metallic)*, Cascade Blue, Ocean Turquoise (metallic)*, Pink Frost (metallic), Scotch Green (metallic), Desert Frost (metallic)*, Champagne, Peacock Turquoise, or Black Cherry (metallic).

*Roof and body colors may be reversed.

check these high quality features, too

- Electric Safety-Sweep windshield wipers • Full six-passenger roominess • Hydraulic valve lifters
- Unit-Built body construction • Rust-protected body and vital underbody parts • Exclusive Cushion-Link ride • Automatic choke • Double-panel door construction • Factory-installed seat belt anchors • Extra-large glove compartment • Extra soundproofing throughout • Self-centering safety door locks • Rubber-mounted rear springs • Wraparound bumpers • Illuminated gear selector indicator on cars with automatic transmission • New fully synchronized 3-speed manual transmission with V-8 engines • Crankcase emission reduction system—standard equipment.

1963 meteor options

Your Meteor can suit you perfectly, be the last word in convenience, comfort and safety. Make a check of these options (engine, transmission options on opposite page) and provide yourself with more Meteor driving pleasure.

- Power brakes • Power steering • Tinted glass • Tinted windshield • Electric clock • Choice of two improved air conditioners • Back-up lights • Padded instrument panel and padded sun visors • Push-button radio, all-transistor • Narrow-band white sidewall tires • Wheel covers (Std. on S-33) • Safety seat belts • 2-way Citizen-Band radio • Glove box light • Automatic windshield washer • Remote control sideview mirror • Inside non-glare rearview mirror • Spotlight • Front and rear floor mats • Two-speed Safety-Sweep electric windshield wipers • Seat belts.



METEOR PUSH-BUTTON RADIO



METEOR POWER STEERING

Ford Motor Company warrants to its dealers, and its dealers, in turn, warrant to their customers as follows: That for 12 months or for 12,000 miles, whichever comes first, free replacement, including related labor, will be made by dealers, of any part with a defect in workmanship or materials. Tires are not covered by the warranty; appropriate adjustments will continue to be made by the tire companies. Owners will remain responsible for normal maintenance service and routine replacement items such as filters, spark plugs, ignition points and wiper blades.



'63 MERCURY METEOR

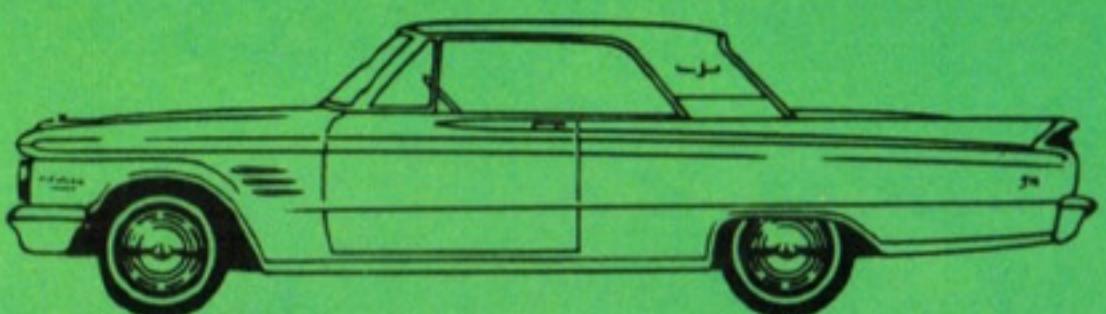
Choose from 9 lively models

Meteor S-33 . . . two-door hardtop

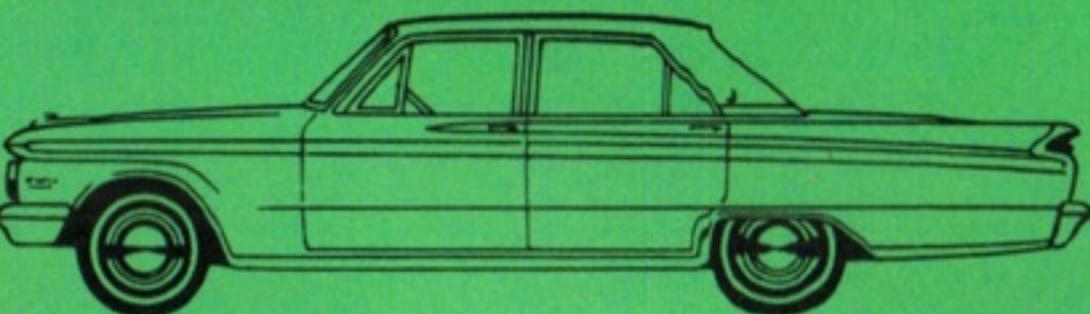
Meteor Custom . . . two- and four-door sedan, two-door hardtop, four-door station wagon

Meteor . . . two- and four-door sedan, four-door station wagon

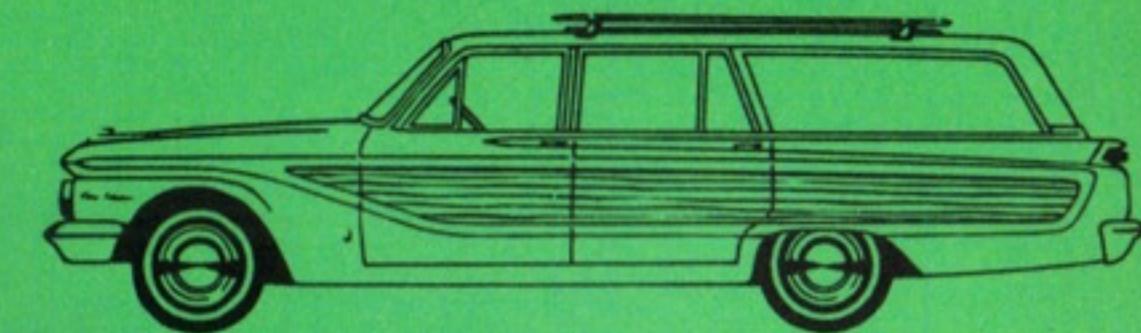
Meteor Country Cruiser . . . four-door station wagon



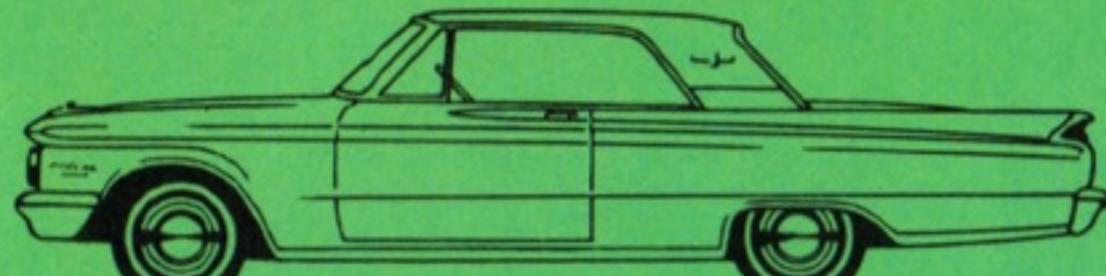
Meteor S-33 two-door hardtop



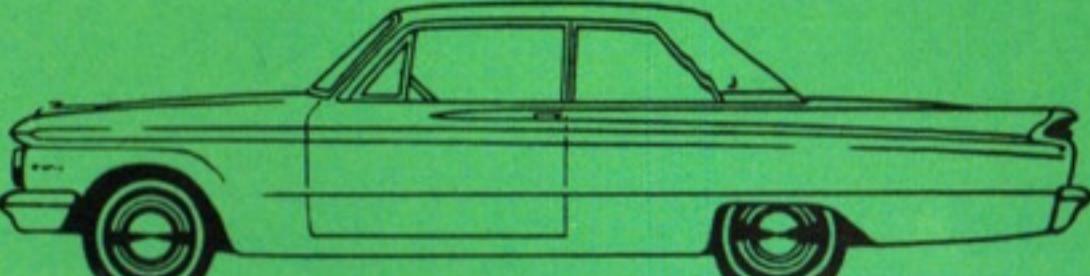
Meteor Custom four-door sedan



Meteor Country Cruiser four-door station wagon



Meteor Custom two-door hardtop



Meteor two-door sedan



Meteor Custom four-door station wagon



Meteor Custom two-door sedan



Meteor four-door sedan



Meteor four-door station wagon

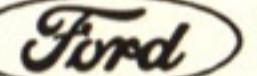
specifications

EXTERIOR DIMENSIONS (inches)

	Station Wagons
Wheelbase	116.5
Tread (front)	57.0
(rear)	56.0
Length, over-all	203.8
Width, over-all	71.3
Height, over-all*	55.8
	(54.9 hardtops)

*With passengers

COMET • METEOR • MONTEREY

PRODUCTS OF  MOTOR COMPANY
LINCOLN-MERCURY DIVISION

ENGINES	METEOR "6"	METEOR 221 V-8	METEOR LIGHTNING 260 V-8
Displacement (cu. in.)	170	221	260
Carburetor	1-barrel	2-barrel	2-barrel
Bore and stroke (in.)	3.50 x 2.94	3.50 x 2.87	3.80 x 2.87
Compression ratio	8.7 to 1	8.7 to 1	8.7 to 1
Adv. hp. @ rpm	101 @ 4400	145 @ 4400	164 @ 4400

STANDARD REAR AXLE RATIOS (AND OPTIONS)

TRANSMISSIONS			
3-Speed Manual sedans, hardtops	3.50 (3.25)	3.25 (3.50)	3.25 (3.50)
station wagons	3.50 (3.80)	3.50 (3.80)	3.50 (3.80)
Overdrive sedans, hardtops	NA	3.50	NA
station wagons	NA	3.80	NA
Merc-O-Matic sedans, hardtops	3.25 (3.50)	3.25 (3.00, 3.50)	3.00 (3.25, 3.50)
station wagons	NA	3.25 (3.00, 3.50)	3.25 (3.00, 3.50)

NA—Not Available

MANUAL TRANSMISSION

3-speed manual

Meteor 221 V-8, 260 V-8	Meteor "6"
1st	3.02:1
2nd	1.84:1
3rd	1.00:1
Reverse	3.10:1

Overdrive—3-speed selective gear combined with automatic 4th-speed gear. Available only with Meteor 221 V-8 engine. Push-pull control on instrument panel. Overdrive cuts in near 27 mph, returns to direct 3rd-gear drive near 21 mph.

Ratios	1st	2.79:1
	2nd	1.70:1
	3rd	1.00:1
	Overdrive	0.70:1
	Reverse	2.87:1

AUTOMATIC TRANSMISSION

Merc-O-Matic—Steering column lever
Type—Torque converter with automatic planetary gear train

Ratios	LO	1.82:1
	DR	1.00:1
	Reverse	1.73:1

BRAKES

Type—4-wheel hydraulic, self-energizing, self-adjusting

Drum Diameter 10 inches

Total Lining Area 154.2 (passenger cars)
(sq. in.) 184.2 (optional heavy duty)
193.6 (station wagons)

REAR AXLE

Type—Semi-floating with hypoid gears

TIRES Passenger Cars Station Wagons*
Size 6.50 x 14 (Meteor "6") 7.00 x 14
7.00 x 14 (Meteor V-8's) 7.00 x 14

SUSPENSION

Front: Swept-back ball-joint front suspension

Rear: Leaf springs plus 4-phase shock absorbers; asymmetrical spring mounting for anti-dive, anti-squat action.

CAPACITIES

Fuel Tank 16 gallons

Cooling System 14.5 quarts for Meteor V-8's
with heater (9.5 quarts for Meteor "6")

Engine Oil 5 quarts for Meteor V-8's with
filter change (4.5 quarts for Meteor "6")

*All air-conditioned cars

Specifications shown herein were in effect at the time this book was approved for printing. Lincoln-Mercury Division of Ford Motor Company, Dearborn, Michigan, reserves the right however, to discontinue or change at any time, specifications, designs or prices without notice and without incurring any obligations. White sidewall tires, accessories and any other equipment, including optional engines, transmissions and rear axles, that are not standard equipment are optional at extra cost. The warranties referred to herein are applicable only to products sold in the U.S.A. and in certain neighboring areas.