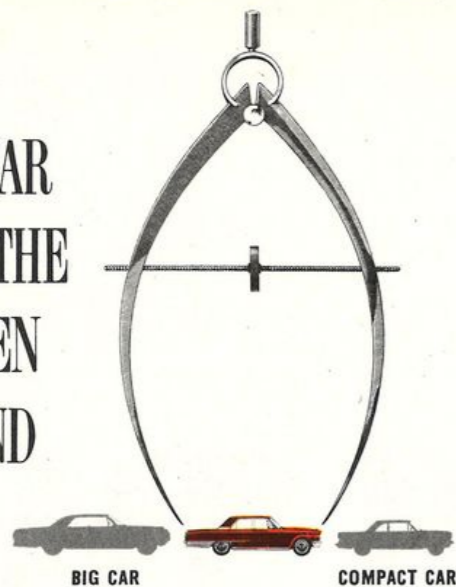


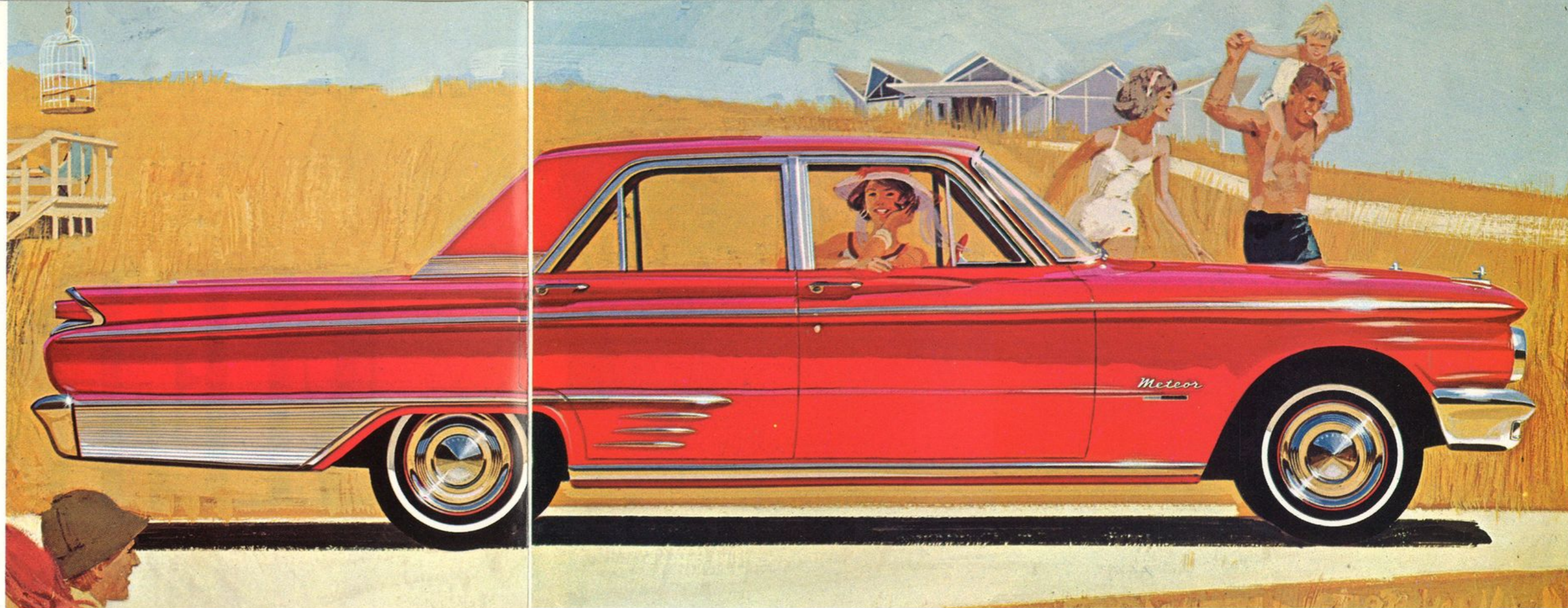
MERCURY METEOR '62



THE NEW-SIZE CAR THAT FILLS THE GAP BETWEEN BIG CARS AND COMPACTS

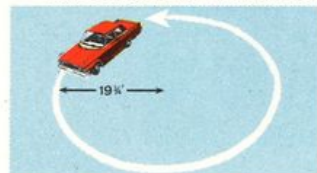


A new approach to quality car design. Reduces weight. Gives you the best features of both compacts and big cars. Priced like compacts . . . actually below several. If ever a car was right for its time the all-new 1962 Mercury Meteor is that car. With the arrival of the Meteor a new standard size is introduced to American motorists. Through a new unitized body design, Mercury engineers and designers have kept Meteor's weight under 3,000 pounds making for outstanding economy. And, yet, Meteor has spacious 6-passenger comfort and big-car ride with Cushion-Link suspension. Add the fact that you get compact-car maneuverability with Meteor's shorter length and 116.5-inch wheelbase. Everything has been designed to blend the best of compact and big car alike.

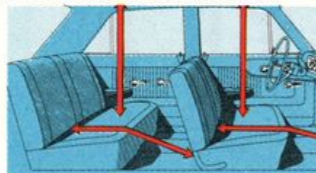


MERCURY METEOR CUSTOM 4-DOOR SEDAN SHOWN IN CARNIVAL RED

HANDLES LIKE A COMPACT . . . ROOMY AS A BIG CAR



Turning radius just 19 1/4 ft. Wheelbase: 116.5 in. Length: 203.8 in. Turns, parks, like a compact, yet inside it . . .



equals the room in most big cars. A six-passenger car without qualification. 31.5 cu. ft. trunk holds 15 suitcases.

SAVES LIKE A COMPACT . . . PERFORMS LIKE A BIG CAR



Two new engines to choose from with light, precision-cast design. Either Mercury Meteor "6" or Meteor 221-V-8 produces penny-pinching, economy-car mileage along with a . . .

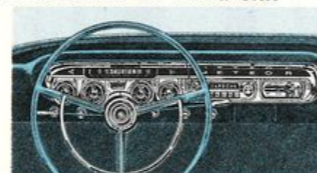


frisky performance level due to beautiful balance between power and weight (Meteor weighs under 3,000 lbs.), which means brilliant Meteor performance for hills and passing.

PRICED LIKE A COMPACT . . . LUXURIES OF A BIG CAR



Low initial price like compacts. Actually below several. So quality-built throughout—so luxurious it offers . . .

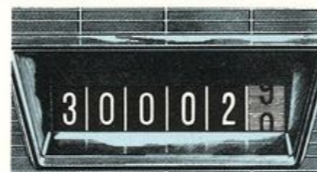


deluxe appointments and instruments. Even ammeter, oil-pressure gauge. Power steering, brakes, available.

. . . PLUS ALL THESE OTHER QUALITY FEATURES



More ride advances than any car at any price. Every Meteor carries Cushion-Link suspension and new unitized body design (torque-box design) that checks road vibration before it can reach the passenger compartment.



Needs routine service only twice a year at 6,000- to 30,000-mile intervals. Meteor has factory-installed new anti-rust, anti-freeze coolant that lasts 30,000 miles or two years, self-adjusting brakes and many more.

The
beautiful
balance
between
big cars
and
compacts

MERCURY METEOR '62

Feast your eyes on the new Meteor Custom 4-door sedan. This quality-built, family-sized beauty has all the advantages of Meteor new standard-size design, plus many exciting extra values. Settle back in the new Meteor's higher, more comfortable seats. This new approach to automotive design is built to your specifications. Switch on the ignition key and step lightly on the accelerator. Notice the peppy response! That's due to new engineering in Mercury Meteor's precision-cast engines, Meteor "6" or Meteor 221-cubic-inch V-8 (use regular gas for both). Experience that ultra-smooth Meteor ride. Then pick out a tight curbside spot and park. It's a snap. Check your gas level. Although you've

ridden in big-car comfort and convenience, you've done it on economy-car gas mileage! And that's balance . . . the beautiful balance between big cars and compacts.



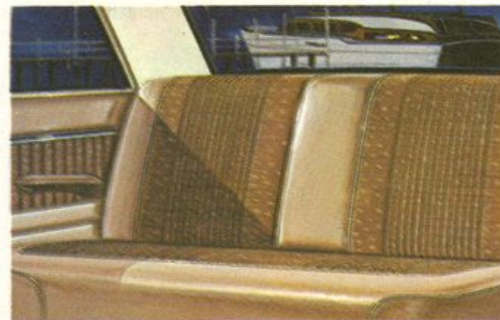
Meteor Custom 4-door sedan interior in White Crush Vinyl and Red Crush Vinyl. Mercury Meteor Custom interiors come in cloth and vinyl or all-vinyl.



MERCURY METEOR CUSTOM 2-DOOR SEDAN SHOWN IN SULTANA WHITE

The beautiful balance between COMPACT HANDLING and BIG-CAR ROOMINESS

Note how Meteor is not too big, not too short—built perfectly to ease through the toughest midtown traffic in compact-car style. Sensible new size (length: 203.8 inches, wheelbase 116.5) makes handling a breeze. Drive the Meteor once. And when you do, take the whole family along. They'll note, too, how full-size roominess and compact handling ease are combined in this new dimension in driving. There's room for six (adults, that is), with big-car head and leg room, the kind that makes long trips shorter. Yes, take one turn in the new Mercury Meteor. You are bound to want another trip in this beautiful balance between big cars and compacts.



Smartly styled Mercury Meteor Custom 2-door sedan interior shown in long-lasting Light Beige Metallic Crush Vinyl and Medium Beige Lexington Cloth. Meteor Custom models feature twisted loop carpeting.



MERCURY METEOR 4-DOOR SEDAN SHOWN IN LIGHT AQUA

The beautiful balance between COMPACT ECONOMY and BIG-CAR PERFORMANCE

Whichever engine you choose, the economical Meteor "6" or frisky 221 V-8, both produce top "go" power for their performance purposes . . . at economy-car mileage. Both have a beautiful balance between power and weight. And they thrive on regular gas. But Meteor's thrifty virtues don't stop there. Consider Meteor's low maintenance features. Among them: major chassis components pre-lubricated for 30,000 miles or two years, and brakes self-adjusting to last the life of the linings. Penny-pinching economy, plenty of performance (all at a low initial price). That's why Meteor is the beautiful balance between compact-car economy and big-car performance.



Mercury Meteor 4-door sedan interior shown in Light Turquoise Metallic Crush Vinyl and Medium Turquoise Westport Stripe. Headlinings in every Mercury Meteor are handsome White Vinyl.



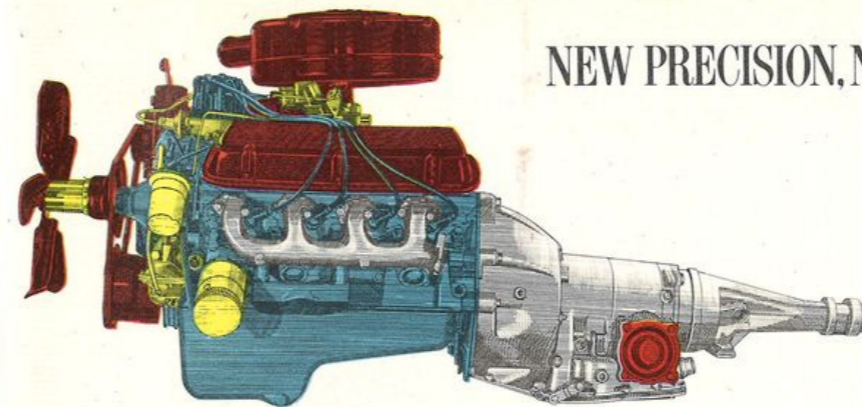
MERCURY METEOR 2-DOOR SEDAN SHOWN IN PRESIDENTIAL BLACK

The beautiful balance between COMPACT PRICE and BIG-CAR LUXURY

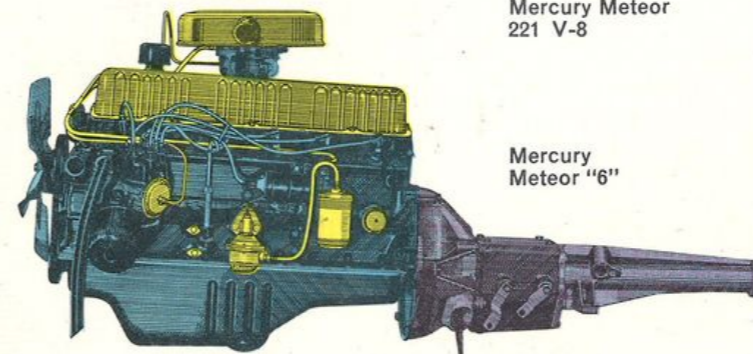
Here's a car that comes loaded with extras and quality. And they're all included in Meteor's low initial price. Take this lowest-priced Meteor, the 2-door sedan. Like all Meteor models, its price starts at compact-car level—and is actually lower than several. Nevertheless, Meteor specializes in fully appointed luxury, extra Mercury quality. Inside, there's a full range of standard fine-car items. To name a few: front and rear armrests and ash trays, door-operated dome light, dual sun visors, bright horn ring, cigarette lighter and even ammeter and oil pressure gauges. And there are big-car luxury and comfort options galore; unavailable on many compacts.



Mercury Meteor 2-door sedan interior shown in Red Crush Vinyl and Black Westport Stripe.



Mercury Meteor
221 V-8



Mercury
Meteor "6"

NEW PRECISION, NEW PERFORMANCE IN METEOR POWER TEAMS

For '62, Mercury engineers proudly introduce two modern-design, precision-cast alloy iron engines. With this new lighter-weight design, both engines (Meteor "6" and 221 V-8) combine ideal power-to-weight ratios for their performance purposes. Both have automatic choke and new water-heated carburetor mounting blocks for speedy warm-ups. Match the engine you prefer with one of three transmission choices; standard 3-speed, Merc-O-Matic* or Overdrive* available as optional equipment with the "V-8" engine.

Meteor's great 221 V-8 has been designed specifically for the Mercury Meteor's sensible new size. An engineering triumph, this short-stroke, high-efficiency power plant gives the optimum blend of performance smoothness. What's more, the new Mercury Meteor 221 V-8 gives you that extra "go" on regular gas.

The Mercury Meteor "6"—high performance with saving ways. It takes advanced engineering to combine frisky performance with genuine fuel economy . . . precisely what Mercury engineers have come up with in the pace-setting Mercury Meteor "6." And you get this business-like economy, big-car performance on regular gas.

*Optional at extra cost

Big-Car Quality Features—Yet Priced Like a Compact!

With all its unique economy of operation and low first cost, you'll find a host of quality-car features in the '62 Meteor that you would expect only in a much higher-priced car. What's more—many are extra values not to be found on other cars in Meteor's class. Just look at the partial list below.

- Family-size interior ■ Unitized construction ■ Exclusive Cushion-Link ride
- Self-adjusting brakes ■ 30,000-mile chassis lubricant ■ 30,000-mile or two-year radiator coolant ■ 30,000-mile fuel filter element ■ 6,000-mile oil change and filter interval ■ Self-cleaning 18mm spark plugs ■ Galvanized steel major underbody structure and rocker panels ■ Automatic choke ■ Double-panel door construction ■ Factory-installed seat belt anchors ■ Extra-large glove box
- Extra sound-proofing ■ Self-centering door locks ■ Extra-wide door design
- Rubber-mounted rear springs ■ Self-lubricating front ball-joints

Meteor Boasts Outstanding List of Optional Equipment

A long list of personal driving equipment will let you tailor your new Mercury Meteor to your own driving needs and desires. Add to your driving comfort and convenience with these Meteor options.

- Power Brakes ■ Power Steering ■ Tinted Glass, All Around ■ Tinted Windshield ■ Padded Sun Visors ■ Heavy-Duty Battery ■ Heavy-Duty Generator ■ Padded Instrument Panel ■ Electric Windshield Wipers—2-speed
- Windshield Washer ■ Push-Button Radio ■ Rear Seat Speaker ■ Back-Up Lights ■ Narrow-Band White Sidewall Tires ■ Air Conditioning ■ Seat Belts
- Glove Box Light ■ Sideview Mirror ■ Inside Non-Glare Mirror ■ Spotlight
- Front and Rear Floor Mats ■ Wheel Covers ■ 7.00 x 14 Tires



'62 Meteor Colors: Choose from the wide range of 14 solids and 36 two-tones. (Optional-at-extra-cost two-tone roof and body colors may be reversed in first 17 combinations listed below.)

Exterior Solid Colors: Presidential Black ■ Sultana White ■ Carnival Red ■ Sheffield Gray Metallic ■ Sea Blue ■ Pacific Blue Metallic ■ Light Aqua ■ Ocean Turquoise* ■ Jamaica Yellow ■ Scotch Green* ■ Desert Frost* ■ Champagne ■ Black Cherry* ■ Blue Satin*

Exterior Two-Tone Colors: Sultana White and Presidential Black—Sheffield Gray Metallic and Sultana White ■ Carnival Red and Sultana White ■ Sea Blue and Sultana White ■ Pacific Blue Metallic and Sultana White ■ Pacific Blue Metallic and Sea Blue ■ Light Aqua and Sultana White ■ Blue Satin* and Sultana White ■ Blue Satin* and Sea Blue ■ Light Aqua and Ocean Turquoise* ■ Ocean Turquoise* and Sultana White ■ Scotch Green* and Sultana White ■ Desert Frost* and Sultana White ■ Jamaica Yellow and Sultana White ■ Champagne and Desert Frost* ■ Champagne and Sultana White ■ Black Cherry* and Sultana White ■ Presidential Black and Sheffield Gray Metallic ■ Jamaica Yellow and Presidential Black

*Also a Mercury Meteor Metallic Color

1962 MERCURYS



best-looking buys...now in each size



THE COMPACT MERCURY COMET

THE NEW STANDARD-SIZE MERCURY METEOR

THE BIG, LUXURIOUS MERCURY MONTEREY

LINCOLN-MERCURY DIVISION . . . 1962 MERCURYS . . . PRODUCTS OF



MOTOR COMPANY, 3000 SCHAEFER ROAD, DEARBORN, MICHIGAN

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