
METEOR

S-33

Mercury's nifty
new number



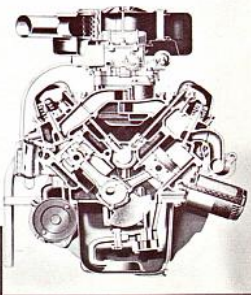
MERCURY **METEOR S-33**...the new-size car with bucket-seat luxury. Available with hot new 260 V-8 engine...

the only bucket-seat car with...



the best features of both big cars and compacts! MERCURY METEOR S-33!!

1. First sparkling highlight to meet the eye is this special S-33 nameplate which graces the front fender. The bright-metal plaque adds that personal touch that means driving with distinction.



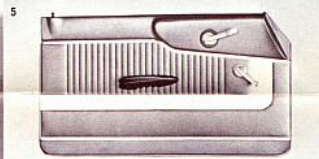
2. The Mercury Meteor 260 V-8... a power-packed new engine available on all Meteors, including the S-33. Horsepower, torque and displacement have been boosted for plus performance. The Meteor 260 V-8 joins the Meteor "6" and 221 V-8 engine choices. Whichever you choose, you will enjoy compact-car gas mileage, plus a beautiful balance between power and weight to deliver brilliantly for cruising, hill climbing and passing.

3. The new S-33, like all Meteors, parks and handles like a compact. Reason: ideal length. Meteor is almost one foot shorter than big cars, one foot longer than compacts. Get behind the wheel. Try it out on the open road. About that steering wheel... it's color keyed to your S-33's interior. For the ultimate in easy driving, power brakes and steering are optional at extra cost.



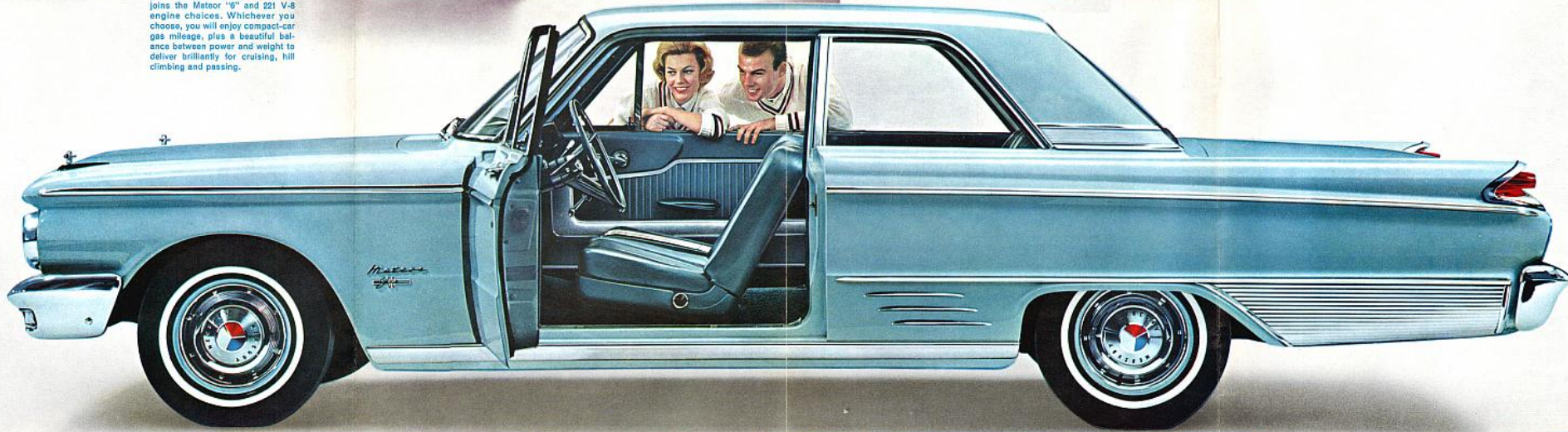
4. You fit and feel right in the S-33's luxurious bucket seats. The soft but durable all-vinyl upholstery gives the cockpit an elegant air. Deep-contoured, individually adjustable, these bucket seats are foam padded for comfort. In between, there's a smart floor console, handy for packages, maps, driving gloves or other odds and ends.

5. Even door panels are special on the S-33. Bright-metal door and window hardware complement the high-fashion center section panels. Add this to the host of luxurious appointments found in every Mercury Meteor. There's even an ammeter and oil pressure gauge for more driving convenience.



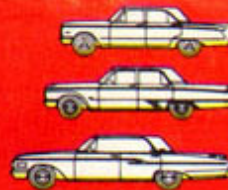
6. Underfoot, combination deep nylon-rayon carpeting offers a plush feel from door to door.

7. Tri-colored wheel covers further distinguish the S-33. Block letters and sports-car design give a fleet look to the S-33... even when it's standing still.



1962 MERCURYS

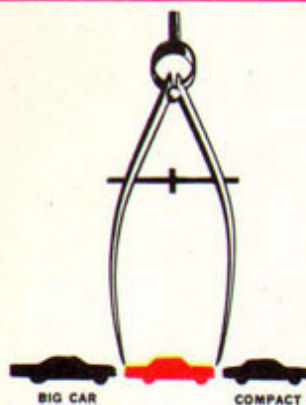
best-looking buys...now in each size



COMPACT MERCURY COMET

NEW STANDARD-SIZE MERCURY METEOR

BIG, LUXURIOUS MERCURY MONTEREY



Where does Mercury METEOR fit?

Is Mercury Meteor simply a big car cut short? Or a compact stretched out? No. It is a new idea in car design. Where you want the advantages of a big car, Meteor is like a big car. Where you want the advantages of a compact, it is like a compact. Look.

Where is Mercury Meteor like a compact?

Where is Mercury Meteor like a big car?

With what advantages for you?



easy handling



passenger room



trunk space



smooth ride



low upkeep



gas economy



performance



luxury



price



Turning radius of Mercury Meteor is only 19 3/4 feet. Result: this entirely new car parks and turns and handles as easily as a compact.

With big-car hip, shoulder and head room, the Mercury Meteor sedan offers comfort for 6 adults. Wide doors for easy entrance, too.

Mercury Meteor has big 31.5-cubic-foot trunk space... actually larger than some "big" cars. Will hold fifteen suitcases with ease.

Mercury's exclusive Cushion-Link Suspension and a 116.5-inch wheel-base—longer than compacts—contribute to its big-car comfort.

Routine service needed only twice a year. Go 30,000 miles or 2 years before major lubrication, 6,000 miles between minor lubrications.

Three great engines to choose from... "6", 221 V-8 and spectacular 260 V-8. All have precision-cast, weight-saving design, operate on regular gas with compact economy.

Cast in alloy-iron, for reliability and light weight, Meteor engines develop high horsepower-per-pound, give big-car performance.

Tasteful fabrics, handsome interiors, and de luxe appointments—all yours at no extra cost. Power brakes and steering are optional.

With all its big-car features Meteor is priced like a compact. Take the 2-dr. sedan. More than half of all compact models are priced above it.