

THE '64 FALCON

WITH CERTIFIED GOLDEN QUALITY





Illustrated: Falcon Deluxe Sedan

'64 FALCON

WITH CERTIFIED
Golden Quality

The 1964 Falcon brings you a great new standard of quality. It is the result of a quality-building program entailing the use of many new methods, materials and design specifications. All told, there are more than 1500 innovations, improvements and refinements—and every modification is a direct result of:

1. The practical testing provided by the 3½ years in which Falcons have run on every road throughout Australia.
2. Knowledge and experience gained from Falcon's successful participation in Australian stock-car races, trials and rallies.
3. Suggestions and needs of Australian motorists.

Falcon's certified Golden Quality is

also provided and maintained continuously in the way the car is made. The 1964 Falcon has to pass more tests and quality inspections than ever before in Ford's history.

The outcome is a car that is engineered completely for Australian road conditions. A car that is heavier, rides smoother and quieter, is more economical to run and maintain than any car near its price . . . a car that is more service-free and dependable.

Before you buy any new car, you owe it to yourself to inspect and drive the new Falcon. Your Ford Dealer is ready now to prove to you in his showroom and on the road that Falcon will bring you an extra margin of motoring enjoyment and lasting satisfaction.



Falcon Sedan



Falcon Deluxe Sedan



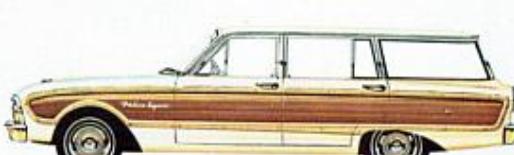
Falcon Futura Sedan



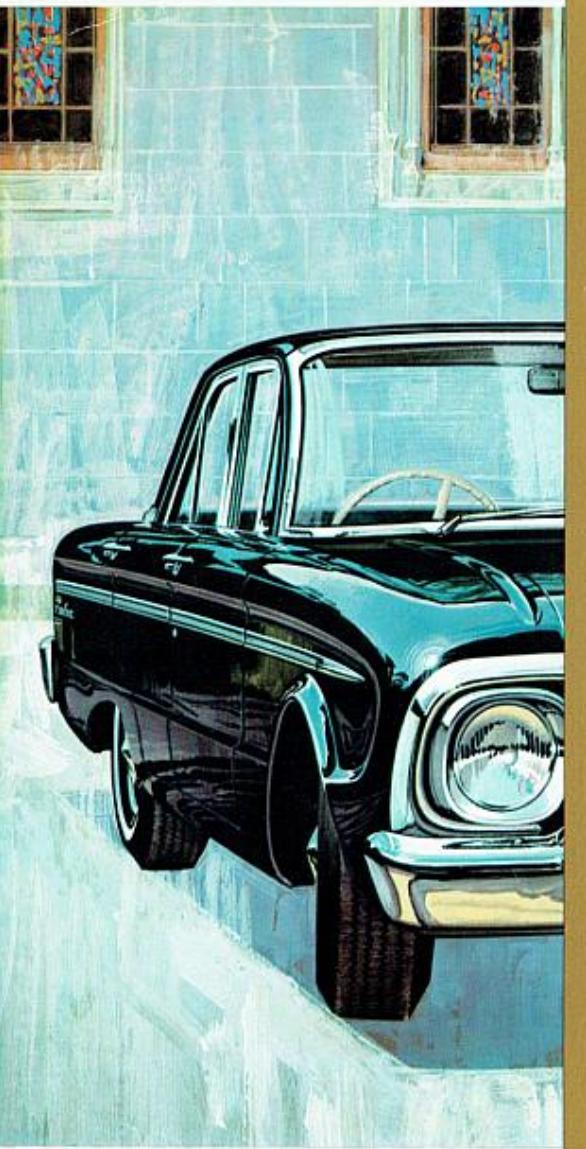
Falcon Station Wagon



Falcon Deluxe Station Wagon



Falcon Squire Wagon



SOME OF THE '64 FALCON'S EXTRA QUALITY FEATURES THAT BRING YOU A NEW STANDARD OF QUALITY-CAR OWNERSHIP . . .

Heavier body	Extra sound-proofing
Complete rust protection	More rugged suspension
Increased structural strength	New, improved clutch
Improved body-panel fits	New, improved manual transmission
Counter-balanced engine hood	New, superior paint finish
2-speed electric windscreen wipers	New range of colors
Deeper, heavier bumper-bars	£1,000,000 ride
Higher-quality chrome	Increased power
New sealed-beam headlights	New Super Pursuit engine
Longer-lasting upholsteries	Improved petrol economy
New instrument cluster	New exhaust system
New seat construction	Higher-performance rear axles
More room and comfort	More positive steering
Bigger luggage boot	Smaller diameter steering wheel
Underbody dip	Super-Cushion 6.50 tyres
Self-adjusting brakes	New "Zone-Toughened" windscreen
Thicker brake linings	Safety-rim wheels
Twice-a-year servicing	Larger tail lights

'64 FALCON

TRIM, TAUT, TERRIFIC

In just over 3 years the Falcon has established itself as the trend car of our time. With its sparkling style, spirited performance, wide range of models, choice of engines and transmissions, and Australia's first "12/12" warranty, it is the direction pointer, the car with the new trends that others have sought to follow.

Now, in the Falcon tradition of pace-setter in the automotive industry, Ford brings you the '64 Falcon.

Great care has been taken to introduce major advancements.

You'll find a completely new standard of *inner* quality; a car more service-free than any car in Falcon's class has ever been; a car that, in terms of sheer value-for-money, brings you a new world of worth and satisfaction.

The new styling needs little explanation—it is even more beautiful, bolder in its concept, and furthers Falcon's reputation for style-leadership.

In the driver's seat, you'll find even

more room and convenience. There's a new £1,000,000 ride that is so smooth, solid and silent, you will have to drive Falcon to believe how a car of Falcon's price can ride so luxuriously, so quietly, so relaxingly.

A host of service-saving features are built into the '64 Falcon, too. They bring you greater savings in time and money than any car of Falcon's size and price has ever brought you before. On the road you will experience Falcon's unequalled *total performance*—now even more exciting than before, and now with your choice of a third, *super* high-performing engine.

Variety? There are six Falcon models—three sedans including the fabulous Futura, three wagons including the aristocratic Squire—and the industry's widest choice of engine/transmission power teams.

Price? One of the biggest features of all. The new, 1964 Falcon is now priced with the lowest-priced 6-cylinder, 6-passenger car in Australia.

In the following pages, consider *everything* the 1964 Falcon has to offer. The fact stands out—you'll find *exactly* what you want in a motor car, and brought to you in a new, bigger measure than ever before.



Falcon Sedan



Falcon Deluxe Sedan



Falcon Futura Sedan



Falcon Station Wagon



Falcon Deluxe Station Wagon



Falcon Squire Wagon

THE LOOK OF LEADERSHIP

In appearance, the new Falcon takes yet another step forward in style-leadership. From the strikingly restyled front-end to the completely new rear-end there's function in every line, cleanliness in every detail. In contrast with other cars on Australian roads, it commands attention with eye-holding distinction. It is lean. Bold. Solid. The kind of style which makes Falcon so satisfying to own—worth more at trade-in time.

The bold new grille is solid steel, and heavily plated with chrome for greater protection against rust.

The lavish chrome moulding surrounding the grille and headlights adds dash and verve to Falcon's front end. It is a solid, heavy-action die casting, and is multi-plated for long life and brightness. **The new bumper-bars** are far deeper and heavier and are *one-piece* in design to provide the greatest protection of any car in Falcon's class. Heavy plating of high-density chrome means they keep their brilliance, and stay rust-free. For extra life and brightness all chrome on the '64 Falcon undergoes a multi-step plating process. Among them: copper

plating, nickel plating and chrome plating. **New side chrome ornamentation**—sweeps from the tail-lights right up to the front of Falcon to accent its long, sleek silhouette. **New "Diamond-lustre" Enamel.** Falcon's showroom shine lasts and lasts with its new, sparkling Diamond-lustre Finish! Its uniform, glass-like surface is so deep and hard and glossy it requires almost no care other than washing. Diamond-lustre Finish is exclusive to Ford and is one of the industry's

most durable paint finishes. A specially compounded base protects against chipping, resists sun-fading. It will keep your Falcon looking "new" far longer than ordinary paints. **New, more beautiful than ever colors.** Choose from an exciting variety of colors for your '64 Falcon exterior: 14 distinctive single colors—which include 5 new eye-catching metallics on Deluxe Sedans and Wagons, Futura and Squire models—and a great variety of two-tone combinations.

Completely new rear end. Falcon's look from the rear is new... and it's more functional. The heavier one-piece bumper-bar features clean, straight lines... the tail-lights are even bigger and more visible than last year's, and are protected by bright-metal surrounds... turn-signal lights are larger, flash your intention to turn more authoritatively... there's more depth in the boot to store bigger articles... and the lower panel features concave sculptured styling to blend perfectly with Falcon's new, flowing lines.



Illustrated: Falcon Deluxe Sedans. Quarterline Embellisher Kit shown on blue sedan, and whitewall tyres, optional extra cost.

FALCON'S NEW £1,000,000 RIDE

The smoothness of the '64 Falcon's new ride is something you'll have to *feel* to fully appreciate. It is the most luxurious ride ever built into a car at Falcon's price . . . a ride that cost more than £1,000,000 to develop and engineer for the Australian road . . . a ride that can be compared with cars costing hundreds more.

Some characteristics you'll notice at first driving: There's not a car that rides smoother. It corners with almost no hint of lean. It is astonishingly quiet. At high speed it is firm and snug on the road.

Much of the credit goes to Falcon's improved and stronger front suspension . . . featuring new spring seat pivot bushings that require *no* maintenance, strengthened suspension mountings, larger, variable rate rubber bushings in the strut bar to absorb road shocks and noise before they reach the body, and improved shock absorbers that "soften" the ride without compromising on durability and ruggedness.

A good part of Falcon's road-smoothing ability is traceable to its exceptionally long wheelbase, wide track and low centre of

gravity, which is the best combination in Falcon's price class.

Powerfully effective, too, is the cushioning action of big front coil springs, and bushy hydraulic shock absorbers at all four wheels. To further smooth and silence Ford's ride, hundreds of points are individually insulated and cushioned with sound and vibration-dampening materials. Improved mountings on the rear springs also add to increased durability, at the same time help soften the ride . . . and bigger, super-cushion 6.50-inch tyres are standard equipment on every Falcon passenger model.

"Silence" Package. For 1964, Falcon introduces a beautifully hushed ride. You are completely surrounded with sound and vibration-absorbing materials. All of Falcon's vital underbody parts are specially coated with a thick noise-dampening material . . . $\frac{3}{4}$ " thick fibre-glass padding lines the bonnet to absorb the engine noise . . . there's a thick sound-absorbing and insulating material completely lining the roof, at the rear of the passenger compartment, and under the floor mats to stop road noise from entering the car.

Inside, Falcon gives you more elegance, more comfort, more practicality . . .

With all its emphasis on extra value and durability, Falcon has also increased passenger comfort and roominess . . . it has increased the quality of materials and number of items for even more driver and passenger comfort and convenience.

In the sparkle, tone and textures of Falcon's new colors and upholsteries, you sense the care for craftsmanship, the flair for fashion.

Fabrics are new and feature improved quality, leatherlike vinyl trims. There's an almost endless range of colors and patterns to suit your taste and match your exterior color-choice. Special low-gloss interior paints reduce interior reflections—and are color-keyed to your selected upholstery color.

The new Falcon features a new two-spoke, deep-dished steering wheel, now 16" in diameter, providing generous new room for your legs, and to let you slip more easily in and out of the seat. There's an entirely new instrument cluster that's far smarter in appearance, can be read in a glance, and features green illumination for easier viewing at night. All controls are individually marked for quick and easy identification.

New, 2-speed electric windscreen wipers are standard equipment.

The '64 Falcon gives you unequalled head-room, shoulder-room and stretch-out leg-room. Rear seat passengers in particular will notice an added $1\frac{1}{2}$ " in leg-room and better knee-room. Chair-high seats mean extra comfort. The front seat features automatic "posture-control"—as it's moved forward for a shorter person, it automatically moves higher to give a better view. All seats have improved springing which prevents "sag"—and provides longer life. The steering column, gear and turn-indicator levers are color-keyed to the interior color scheme of your choice. And on all standard and deluxe models, new textured floor mats are color-keyed to interior trims, and feature vinyl "heel" pads for longer life.

In deluxe sedans and wagons you may have, for only slight additional cost, a Special Interior Fashion Package consisting of (1) Luxurious "Majestic Cord" woven fabric and "Regal Weave" vinyl trim, (2) deep-piled, wall-to-wall carpeting, and (3) rear-door armrests.



Falcon gives you more in total performance— it's Australia's No. 1 Road Car

Performance is a combination of several things—not merely engine horsepower. Power, stability, braking, economy and road-holding all enter the picture. Judged on the basis of all these factors, the new Falcon is absolutely without equal among cars in its price class.

The *total performance* of the new Falcon is a lasting benefit you can *feel* and *fully appreciate*. It's an eager, responsive way of going in traffic. It's a solid, big-car feel on the road. Agile power for passing on highways with complete confidence. Big brakes that give you fast, smooth and straightline stops. And petrol economy that means you're not always putting your hand in your pocket.

One reason why Falcon's total performance is unique is because of "open competition". Nothing tests or proves a car's total performance like open competition, because no automotive proving ground can duplicate the brutal punishment and tortuous conditions of reliability trials, races and rallies. Ford has entered Falcon in every event it could. Not just to win—although Falcon won more events than any other car in its price class—but to find ways of building you a car that's stronger, smoother-running, safer.

The lessons we learned, and experience we gained, helped us develop and improve the all-round performance of the new Falcon. The result to *you* is what you'll find at Falcon's wheel. You simply can't *find* driving that is

easier, smoother, more reliable, more fun. So, take a test-drive. Turn the key and feel the car in action. Your Ford Dealer will gladly hand you the keys so you can learn for yourself what *total performance* means, how Falcon gives you more driving zest and enjoyment than any car in its price class.

Falcon's power comes from 3 engines (described on the opposite page) that are the most modern "sixes" in Australia. They start at the "economy-champ 144" (96 horsepower) . . . go on up to the "Pursuit 170" (111 horsepower) and new "Super Pursuit" (121 horsepower).

Falcon's stability and roadholding comes from the best grip on the road of any car in its class. Its longer wheelbase (109.5"), wider track (55" front and rear), and lower centre-of-gravity combine to give you the steadiest and most road-hugging ride.

Falcon's big, quick stopping brakes are specially designed to match its maximum power performance. Their total lining area is a huge 114.3 sq. ins.—and only light pedal pressure is required for true, straightline stops.

Falcon's economy. Whichever Falcon engine you choose you are assured of exceptional petrol economy. In the last Mobil Economy Run Falcon returned 37.46 miles per gallon with manual transmission, 31.99 with Fordomatic Drive. But that's not all—Falcon's full-flow oil filter lets you go 6,000 miles between oil changes, too.

TRANSMISSIONS

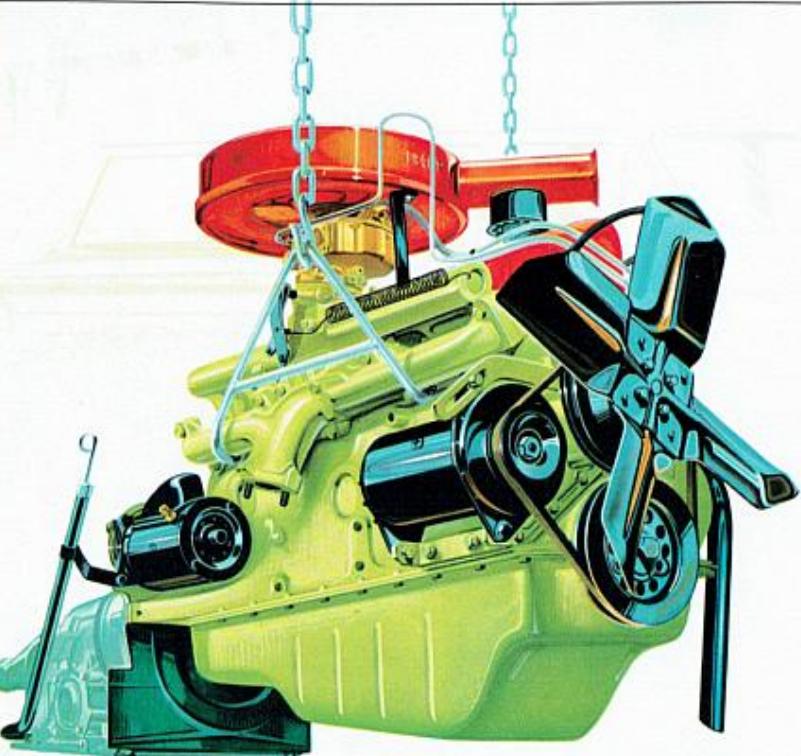
Choice of new, improved manual transmission or world-famous Fordomatic Drive.

Falcon's 3-speed manual transmission is improved, with important refinements for extra durability and a smoother shift pattern. New features include improved roller bearings to increase strength and lasting qualities, and improved synchromesh for a smoother and easier shift "feel".

Falcon's clutch is more robust, with a smoother action, and has extremely long-life characteristics. New finish to flywheel and pressure plate surfaces provides more positive engagement, new linkage provides a smoother, more efficient action.

World-famous Fordomatic Drive is available on all Falcon passenger models. Completely reliable, it is the simplest, most trouble-free and most economical-to-operate automatic transmission of all. It features 2-speed design, has almost *one-third fewer* parts than other automatic transmissions, and brings a super-smoothness to your driving. For agile responsiveness and highway passing it gives you its famous "kick-down" gear which operates at any speed up to 50 m.p.h. Effective engine braking is provided in "Low" drive position; "Park" position locks the car stationary when you're parked. New, higher specification oil eliminates the need for oil changes, lowers your cost-of-ownership.

YOUR CHOICE OF 3 ENGINES



The new Falcon brings you a choice of *three* engines . . . the "144", "Pursuit 170", and an all-new "Super Pursuit" engine. Both the "144" and "Pursuit 170" engines feature extensive changes to the cylinder head, new, high-performance camshafts and new, improved exhaust systems which result in even more efficiency, smoothness and increased power output. Improved new compression-type front and cantilever rear engine mounts also provide smoother engine operation and isolate engine vibration from the passenger compartment. Both these engines, too, have proved their dependability over many millions of owner-driven miles, and by the fact that Falcon owners are going far in excess of 100,000 miles before the need for even a minor engine overhaul.

Falcon's standard "Economy-Champ" 96-horsepower engine is of overhead-valve, shortstroke design and gives you greatest petrol economy in Falcon's price class. At the same time it delivers smooth and adequate power for all normal driving needs. Specifications: 96 brake horsepower, 138 lbs. ft. of torque, 144 cu. inch displacement, 8.7:1 compression ratio.



Falcon's "Pursuit 170" Engine

Refinements boost the output of this lively overhead-valve, short-stroke power-plant to 111 brake horsepower. You get a big bonus of effortless power for normal driving, instant responsiveness for highway passing, masterful control and safety at the speeds of which it is capable. A new carburettor with improved air-flow increases performance, and provides better fuel economy. The Pursuit 170's statistics: 111 brake horsepower, 156 lbs. ft. of torque, 170 cu. inch displacement, 8.7:1 compression ratio.



Falcon's All-new "Super Pursuit" Engine.

If action's your object, you'll find it here. Falcon again "Cools off the hot ones" by introducing the extra fire and rocketing performance in an action-packed, high-compression, shortstroke design, "Super Pursuit" engine that pours out 121 horsepower. It delivers the kind of power that means breathtaking GO! Special features include Hydraulic Valve Lifters for exceptional smoothness and quietness, and an automatic choke. Specifications: 8.7:1 compression ratio, 200 cu. inch displacement, and a huge 185 lbs. ft. of torque.

* Falcon's "Pursuit 170" engine is optional extra cost, except on Futura and Squire models where it is standard equipment. The "Super Pursuit" engine is optional extra cost, available only for Deluxe, Futura and Squire models when teamed with Fordomatic Drive.



Illustrated: Falcon Deluxe Station Wagons

THE FALCON STATION WAGONS

The new Falcon Station Wagons bring you more beauty, and more practical features for Station Wagon Living.

They combine big cargo space (69 cubic feet) and long load length (6' 5" with the tailgate closed) with Falcon's exclusive "roll-down" rear window that does away with a lift-gate.

As in the sedan, interiors are all-new—with new, more durable vinyl upholsteries, new colors and color-keying, new instrument panel, new steering wheel, and new textured floor mats.

There's new performance on the road, too, from Falcon's new, higher-powered engines. In all Falcon Wagon models you have a choice of engines and transmission to suit your kind of driving. And, of course, every Falcon Wagon has every Ford service-saving feature—self-adjusting brakes, 36,000-mile lubrications, 6,000-mile oil and filter changes—all the features that save you time and money. All this plus low Falcon prices that begin with the lowest-priced 6-passenger station wagon in Australia.



COUNTERBALANCED TAILGATE flips open and shut with just one hand. Powerful assist-springs (concealed beneath the floor) do the work for you. Strongly hinged and supported, the tailgate adds nearly two feet to Falcon's load-space length—makes it 8' 3" long—ideal for ladders or other long cargo.

POWER TAILGATE WINDOW, optional at moderate cost, lets you operate the rear window from the driver's seat. Simply flip the instrument panel switch and you raise or lower the rear window to the height desired. From the outside, a key turned in the tailgate will also operate the rear window.



THE FABULOUS FUTURA

The fabulous Futura—Falcon's smart-stepping prestige leader—brings you top-of-the-line motoring, and brings it in every detail.

Outside—the distinctive side chrome mouldings, "FUTURA" block letters at the rear, Futura emblem on the rear roof pillar, and specially vented wheel discs add emphasis

to a styling which states clearly you're driving *Australia's most individual car*.

Inside, exclusive trims and patterns, individually adjustable front "bucket" seats with rich leather-grained vinyls, the convenient centre console, deep-pile wall-to-wall carpeting, thickly padded dashboard and padded sun-visors means superb relaxation, comfort and smartness.

At the "Action-end" the 111 horsepower "Pursuit 170" engine is standard equipment with your choice of manual or Fordomatic automatic transmission . . . or you can choose the super-high-performing, 121 horsepower

"Super Pursuit" engine teamed with Fordomatic Drive. And Futura, like every Falcon, features twice-a-year service, too, to bring you more convenience and economy.



THE ARISTOCRATIC SQUIRE

Here is Australia's most distinctive wagon—bringing you a whole new world of style, luxury, and performance. The elegant and exclusive side trim has the look of fine wood, the strength of steel—and wraps right around the rear so that even those following you on

the road know you're travelling first class.

Inside, interiors are richly luxurious with specially upholstered, deeply-padded seats; deep-piled, wall-to-wall carpeting that goes from the front right through to the tailgate; foam-padded dashboard and sun-visors; and rich leather-like vinyl trims and special interior patterns.

As with all Falcon wagons, Squire features Falcon's exclusive roll-down rear window, which is also available in power-operated version at moderate extra cost, and has a long 6' 5" of load-space from the back of the front seat to the closed tailgate.

For extra liveliness, you have the 111 horsepower "Pursuit 170" engine as standard equipment, with a choice of manual or Fordomatic Drive . . . or for breathtaking "GO" you can choose the super-high-performing, 121 horsepower "Super Pursuit" engine with Fordomatic Drive.





For reduced cost-of-ownership THE '64 FALCON IS BUILT TO BE MORE SERVICE-FREE THAN A CAR'S EVER BEEN

The new Falcon is built to be more service-free, more maintenance-free. It sets a new trend with its unique take-care-of-itself features, which means greater savings in time and money. Instead of the usual 10 or 12 service stops a year, your new Falcon requires only a quick and easy visit to your Ford Dealer only twice a year, or each 6,000 miles. It lubricates itself.

New "lubed for life" steering linkage eliminates steering linkage lubrication . . . new engineering refinements let you go 36,000 miles under normal driving conditions between lubrications of major chassis components, such as suspension and drive-shaft universal joints. Fuel filter and air cleaner elements also last 36,000 miles under normal operating conditions.

It adjusts its own brakes.

The new Falcon adjusts its own brakes for safer driving, less maintenance. There's no need to have the brakes mechanically adjusted during the life of the linings—adjustment, when needed, occurs automatically by simply applying the brakes as the car is moving in reverse. Extended life has been built into Falcon's brakes, too, with thicker shoe linings.

It protects its own body.

All of Falcon's underbody is "dipped" and specially treated to resist rust and corrosion . . . a new exhaust muffler is specially painted with aluminium, and the tailpipe aluminium-coated to last far longer.

It takes care of its own finish.

Falcon's lustrous, new "Diamond Lustre" Baked Enamel finish lasts and lasts. Washing and a bi-

annual liquid polish are all that is required to maintain showroom condition. Chrome is deeper, and to stay bright and rust-free undergoes a special multi-step process. Among them: copper plating, semi-bright and nickel plating, and chrome plating.

It cleans its own oil.

Falcon's full-flow oil filter allows you to go 6,000 miles between oil changes—even your first oil and filter change is not required until you've driven your new Falcon 6,000 miles.

It's protected by Ford's "12/12" warranty.

Your new Falcon is quality-built deep-down. For 12,000 miles or 12-months, whichever comes first, it is warranted against defects in materials and workmanship. The Ford "12/12" warranty covers both parts and labour costs.



THE 1964 FALCON SPECIFICATIONS

FALCON DESIGN: All new welded, integral body and frame for quietness and high strength-weight ratio. Roof cross brace at centre gives extra rigidity. Completely sealed and insulated. Rear-hinged counterbalanced hood with outside safety-type latch. Chromed one-piece front and rear bumpers. Corrosion-resistant heavily chromed grille. Bright-metal windshield and rear window mouldings. Cowl-type ventilation system. Clear-vision safety glass throughout. Wide Angle windshield with forward-slanting pillars. Large, wide-opening doors, with assist-type door checks and bronze-bushed hinges. Double-grip safety door locks. Posture Control front seat, adjustable to 9 positions. Rear-mounted 11.7 gallon fuel tank with Centre-Fill fueling (Sedan).

ENGINE:

Standard

96 h.p.

Overhead Valve

Falcon

Six

— 144 cu. in. displacement; 3.50" bore x 2.50"

stroke; 8.7:1 compression ratio; brake horsepower

96 at 4,200 r.p.m.; maximum torque 138 lbs. ft. at

2,000 r.p.m. **Optional Pursuit 170** Six — 170 cu. in.

displacement; 3.50" bore x 2.94" stroke; 8.7:1 com-

pression ratio; brake horsepower 111 at 4,400 r.p.m.;

maximum torque 156 lbs. ft. at 2,400 r.p.m. Low-

silhouette unit-design carburetor, manual choke;

full-vacuum spark control; integral cylinder head

and 6-port intake manifold; precision-moulded

crankshaft with four precision main bearings; rotor-

type oil pump; oil capacity 3 quarts, with filter change,

4 quarts. **Optional "Super Pursuit" Engine** — 200

cu. in. displacement; 3.68" bore x 3.126" stroke; 8.7:1 com-

pression ratio; brake horsepower 121 at 4,400

r.p.m.; maximum torque 185 lbs. ft. at 2,400 r.p.m.

Hydraulic valve lifters; automatic choke. **Special**

low-compression "144" engine — available special

orders only — compression ratio 7.5:1; brake horse-

power 80 at 4,200 r.p.m.; maximum torque 127 lbs.

ft. at 2,000 r.p.m.

FEATURES:

For economy and long life, the Falcon

Six has:

Short Stroke, low-friction design; Wedge-

type combustion chambers; Free-Turning overhead

intake and exhaust valves; 3-ring aluminium-alloy

pistons with full-chromed top ring; Super-Filter air

cleaner with re-usable dry-type element; fuel pump

with integral 36,000 miles filter; full-pressure lubri-

cation system with Full-Flow disposable-type oil

filter; pressurized cooling system with Positive-

Action thermostat; 12-volt electrical system; weather-proof ignition; 18-mm. Turbo-Action spark plugs; 54-plate, 40 amp.-hr. battery; positive engagement starter; 3-point rubber-insulated engine mounting; corrosion-protected muffler. Engine is electronically mass-balanced while operating under its own power for optimum smoothness, before installation in vehicle.

CLUTCH AND MANUAL TRANSMISSION:

Single cushion disc, dry-plate clutch for smooth engagement; aluminium housing; permanently lubricated ball-bearing type throw-out bearing; suspended clutch pedal for easy action and no draught hole in firewall. Face diameter 8½ in. Total frictional area 68.1 sq. ins. Conventional Drive has 3 forward speeds and 1 reverse. Shot-peened fine-pitch helical gears for high strength and quietness with forged bronze synchronizers for smooth operation. Anti-friction bearings throughout. Standard "H" shift pattern with lever on steering column. Ratios (to 1): 1st 3.29, 2nd 1.83, direct 1.00, reverse 4.46.

FORDOMATIC DRIVE (optional):

Features simplified design, lightweight cast aluminium housing construction, minimum servicing (each 15,000 miles for minor adjustment). Torque converter in combination with compound planetary gear set. Two forward gear ratios, one reverse (to 1); low 1.75, direct 1.00, reverse 1.50. "D" (Drive) range gives brisk, smooth starts in low. Effective engine braking in "L" (Low) position. Selector lever and quadrant on steering column, sequence L, D, N, R, P.

REAR AXLE: Semi-floating type with offset hypoid gears. Overhanging drive pinion. Induction-hardened forged shafts with permanently lubricated, double-sealed ball-type bearings. Needle roller bearing universal joints. Axle ratio: 3.50:1 (with 96 h.p. engine); 3.20:1 (with Pursuit 170) and 3.50:1 (Super Pursuit engine).

FRONT SUSPENSION:

Angle-Poised Ball-joint type with coil springs pivot-mounted and rubber-insulated lower arms. Built-in anti-dive control. Internally mounted hydraulic double-acting shock absorbers with rebound cutoff. Front end has link-type, rubber-bushed ride stabilizer to control roll on turns. Tapered roller wheel bearings.

REAR SUSPENSION: Longitudinal, semi-elliptic leaf springs of a symmetrical design with rear axle located forward from centre of springs for anti-squat control on take-off. Provides soft-action, variable-rate with rubber bushed supports and compression-type shackles for soft, levelized ride. Full length liners between leaves — no lubrication required. Axle nose bumper. Diagonally mounted hydraulic double-acting shock absorbers.

STEERING: Magic-Circle low-friction recirculating-ball type steering provides easy handling. Anti-friction bearings throughout. Symmetrical linkage. Overall steering ratio 27:1. Safety type 16", 2-spoke deep centre steering wheel, white with horn ring — Falcon Deluxe, Black with centre horn button — Falcon. Turning diameter 38 ft.

BRAKES: Self-adjusting, double-sealed, self-energising hydraulic brakes have suspended pedal and dash-mounted master cylinder. Composite drums, 7-in. diameter. Riveted linings, for long life, cool operation and fade resistance. Lining area is 114.3 sq. in. Offset "T" handle parking brake at right of steering column applies rear brakes.

TYRES: Low-profile, black, tubeless, on safety rims, 6.50 x 13, 4 ply. Sedans and Wagons. Pressed steel ventilated disc wheels. Spare wheel and tyre in luggage compartment. Sedan; in well under floor of Station Wagon.

STANDARD EQUIPMENT (Sedans and Wagons):

Two sun visors, Arm rests on front doors. Rear compartment coat hooks. Two parallel-action, electrically operated windshield wipers of the 2-speed type. Inside rear-view mirror. Instrument panel with speedometer, odometer, fuel gauge, temperature gauge, oil and generator warning lights, high-beam and turn signal indicators in cluster, lighted control identifications, ash tray (second ash tray in back of front seat), glove box, dome light operated by headlight switch, also courtesy operated on Falcon Deluxe. Cigarette lighter (Falcon Deluxe). Sealed-beam, pre-focused headlights, parking lights, tail-lights with stoplights and amber turn indicator lights, number plate illumination light, color-keyed rubber floor covering. Rubber floor mat for load compartment.

STANDARD EQUIPMENT (Futura): As for Deluxe Sedan, with these additions: Fully carpeted floor, padded instrument panel, padded sun visors, richly trimmed interiors with individually adjustable front bucket seats of deep cushion design, large between-the-seats console with ash tray, wheel trim discs, dual horn.

STANDARD EQUIPMENT (Squire): As for Deluxe Station Wagon, with these additions: Fully carpeted floor (including load area), padded instrument panel, padded sun visors, wheel trim discs, simulated wooden exterior paneling, dual horn.

WEIGHT: Kerb weight, approximate — 2,540 lbs. Sedans, 2,710 lbs. Wagons. Add the following for extra equipment: Radio 10 lbs., heater 28 lbs., Fordomatic Drive 12 lbs.

OPTIONAL EQUIPMENT: Falcon Deluxe or Falcon. Fordomatic Drive, Pursuit 170 engine, padded instrument panel, padded interior sun visors. Tyres: 6.50 x 13, 4 ply white walls, 6.50 x 13, 4 ply white walls, 6.50 x 13, 6 ply black, Wagons.

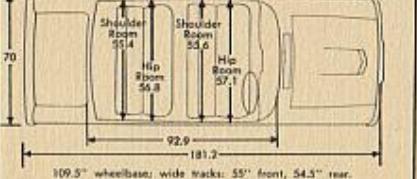
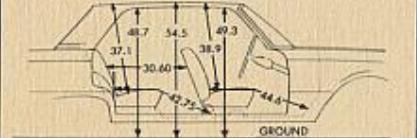
OPTIONAL EQUIPMENT (Futura and Squire): Fordomatic Drive. Super Pursuit engine. Tyres 6.50 x 13, 4 ply white walls, Futura; 6.50 x 13, 4 ply white walls, 6.50 x 13, 6 ply, black, Squire.

FORD 12/12 WARRANTY: For 12,000 miles or 12 months, whichever comes first, every Falcon is warranted against defects in materials or workmanship. This warranty covers both parts and labour. As a Falcon owner you remain responsible only for normal maintenance, and replacement of maintenance items.

FALCON'S 4-WAY BETTER SERVICE: Your satisfaction as a Falcon owner is increased by the after-sale service of Ford Falcon Dealers. It has four big advantages to you . . . Falcon Dealers send their mechanics to specialised Ford Falcon factory

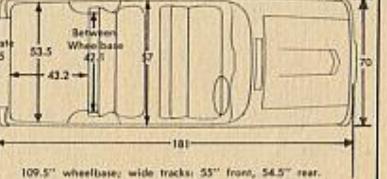
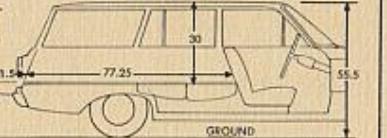
service schools . . . have time-saving equipment just right for Falcons . . . follow Ford Falcon factory-approved servicing methods . . . use genuine Falcon parts. Wherever you go, it keeps your car in top condition at minimum cost. The specifications contained herein were in effect at the time this catalogue was approved for printing.

SEDAN DIMENSIONS



Ford Sales Company of Australia Limited, whose policy is one of continuous improvement, reserves the right, subject to such regulations as may from time to time apply to change specifications and prices at any time without notice or incurring liability to purchasers. Some of the items illustrated or referred to are optional at extra cost.

STATION WAGON DIMENSIONS



YOU ARE INVITED

The best way, of course, to compare the 1964 Falcon with *any* car you may be thinking of buying, is to take a test-drive at your Ford Dealer's. Just a few minutes behind the wheel will let you discover the pleasures of driving this quality-built car. A few miles behind the wheel will prove to you, as no words can, how the dramatic changes in Falcon bring you an entirely new *feel* on the road . . . a *unique* type of driving-ease and pleasure. A test drive will not obligate you in any way. Your Ford Dealer has made special preparations to accommodate you . . . and will welcome your visit. Come in soon.

FORD SALES COMPANY OF AUSTRALIA LIMITED
Regd. Office: Shell Corner, 155 William Street, Melb., Vic.



FALCON FOR '64 BRINGS YOU EXTRA CONVENIENCE, EXTRA SAFETY, EXTRA VALUE . . .

The new Falcon brings you a host of quality extras at no extra cost:

New, counter-balanced engine hood swings up with light effort, stays up by itself.

New, two-speed electric windscreen wipers give constant action at the speed you select regardless of vehicle speed or engine load.



New, zone-toughened windscreen means you can see clearly in front of you should your windscreen be shattered. The "crystallising" effect of a broken windscreen does not create a blind spot in the special safety zone directly in front of the driver's eyes.

New, sealed-beam, pre-focused headlights — 50 watts high beam and 40 watts dipped beam — provide brighter light, have longer element life.

New, improved steering is more rugged in design, more precise in its "aim", and has excellent road "feel".

New, more comfortable than ever seats now include 70% wool in seat cushion pads, in addition to foam padding, for outstanding comfort for driver and passengers.

Super-cushion 6.50-inch tyres
add to better roadability, greater smoothness.

13-inch safety rims—special wide rim design incorporates a "safety-groove" for added safety, keeps tyre on rim in event of a blow-out.

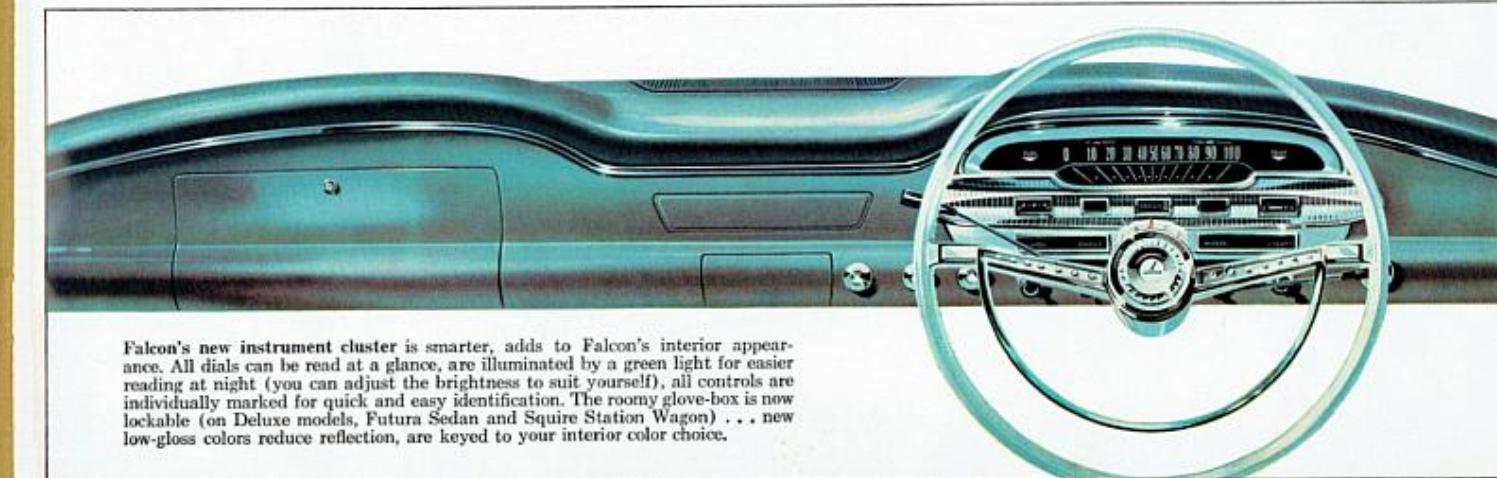


New, shutter-type exterior doorlocks make locking or unlocking from outside an easier, single-handed movement, eliminate risk of paint damage through key slip with old flipper type lock cover.

Deeper luggage boot — is bigger inside, has a greater height from floor to boot lid to take bigger, deeper luggage. New patterned floor mat looks smarter, also acts as a noise-dampener.

Safety-design doorlocks, safety-glass all round, deep-dished steering wheel, and specially welded seat-belt anchorage points are special built-in safety features.

New, 16" steering wheel is 1" diameter less for more room, more ease of entry and exit.



Falcon's new instrument cluster is smarter, adds to Falcon's interior appearance. All dials can be read at a glance, are illuminated by a green light for easier reading at night (you can adjust the brightness to suit yourself), all controls are individually marked for quick and easy identification. The roomy glove-box is now lockable (on Deluxe models, Futura Sedan and Squire Station Wagon) . . . new low-gloss colors reduce reflection, are keyed to your interior color choice.

THE '64 FALCON

WITH CERTIFIED GOLDEN QUALITY

