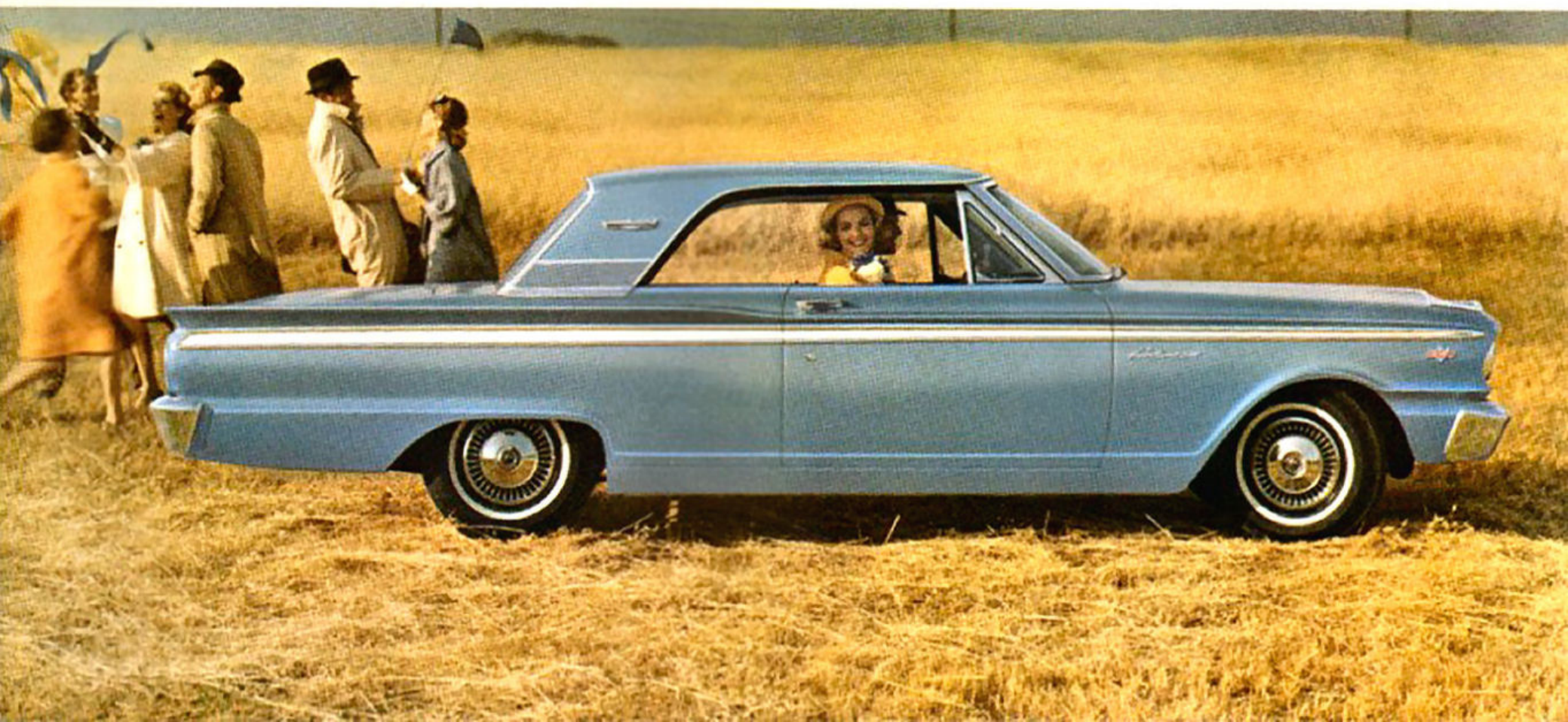


1963 FORD FAIRLANE

FAIRLANES • FAIRLANE 500'S • FAIRLANE WAGONS





Hot new middleweight... with V-8 punch!

Presenting for the first time a full line of Ford Fairlanes! The styling's new with crisp Thunderbird smartness. The choice is nine models wide—with a dashing, new Fairlane Hardtop (front cover), a jaunty, bucket-seated Sports Coupe, three big, brand-new 4-door wagons, led by the luxurious Fairlane Squire (at left) and four sedans. Each brings you full size where it counts. Big-car room, ride and performance wrapped up in a neat and nimble new size at a remarkably slim and saving price.

Fairlane is the newest, happiest idea in cars to come along in years—and it's a Ford exclusive. Also exclusively Fairlane is the brisk liveliness of Challenger 260 and 221 V-8's*. Link either of these (with 164 and 145 hp respectively) to new Synchro-Smooth Drive and—lightning's the word for it. For gas savings close to the compacts, the standard Fairlane Six is hard to beat. In all, there are eight Fairlane power teams to give you your kind of performance.

There's more time for riding and driving fun in a Fairlane because this trim, fleet new car includes every one of the service-saving features pioneered by Ford. Twice-a-Year Maintenance . . . 6,000 miles between service stops. You go 36,000 miles between major chassis lube; 6,000 miles between oil changes and minor lube—and these are just samples. Quick, quiet, solid as they come, all Fairlanes are built to a high standard of quality unprecedented at this price. And the price is so right for this size car that Fairlane is well on its way to racking up another new Ford sales success record!

*Optional

Cover: Fairlane 500 Hardtop Left: Fairlane Squire with optional wagon roof rack

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FAIRLANE SEDANS

Few big cars—regardless of price—offer more in room and ride than Fairlanes. Few compacts offer more than Fairlanes in handling ease and economy. No car in any size . . . at any price . . . can give you all the advantages of these 2- and 4-door sedans. Roomy comfort for six (plus big 29-cu. ft. trunk!) with easy handling and trimness for traffic. Fine-car quality inside and out with e-a-s-y going on gas and a compact-size price tag. Add in Ford styling smartness and service-saving features and you'll get an idea why this car has become so popular so fast.

STANDARD EQUIPMENT: Choice of "Square-Puff" Cloth and Vinyl Interior in Blue, Gold or Red • Choice of 11 Diamond Lustre Enamel Exterior Colors • Bright-Metal Windshield, Rear Window and Drip Rail Moldings • Fairlane Bright-Metal Body Trim and Moldings • White Vinyl Headlining • Color-Keyed, 3-Spoke Steering Wheel • Dual Sun Visors and Coat Hooks • Front Arm Rests and Ash Tray • Glove Box Lock • Front Seat Belt Anchors • Safety-Yoke Door Locks • Foam-Cushioned Front Seat • Turn Signals (with new amber safety lenses in front bumper) • Parallel Action Single-Speed Electric Wipers • Illuminated Trunk (with taillights on) • Fairlane Six Engine (101 hp) • 3-Speed Manual Transmission • Self-Adjusting Brakes • Zincplated Rocker Panels and Main Underbody Members • 6,000-Mile Full-Flow Oil Filter • Fully Aluminized Muffler • 36,000-Mile (replaceable element) Fuel Filter

POPULAR OPTIONS AND ACCESSORIES: Choice of Two Challenger V-8's, 145 or 164 hp • Choice of Overdrive (V-8's only) or Fordomatic Drive • 12 Two Tone Paint Combinations • Two-Speed Electric Wipers • Windshield Washer • MagicAire Heater and Defroster • All-Transistor, Push Button Radio • White Sidewall Tires • Self-Regulating Electric Clock • Cigarette Lighter • Backup Lights • Padded Instrument Panel and Cushioned Sun Visors • Seat Belts

BASIC SPECIFICATIONS: Over-all Length 197.6" • Over-all Width 71.3" • Over-all Height 55.4" • Wheelbase 115.5" • Curb Weight (approx.) 2-Door 2931 lb., 4-Door 2970 lb. • Trunk Volume 29.0 cu. ft.

See back cover for complete specifications.
See pages 16-18 for Options, Accessories and Power Teams.
If dealer is installed during production unless otherwise specified,
if deleted, an appropriate price reduction is made.

Left: Fairlane 2-Door Sedan (4-door model also offered)



Left: Fairlane 500 4-Door Sedan (2-Door model also offered)



FAIRLANE 500 SEDANS

Big doors swing wide—the interior is automatically "courtesy-lighted" to welcome you in. In 500's, you can choose from nine rich upholsteries; five in pleated cloth and vinyl, four in pleated all-vinyl (optional). Front seats are foam-cushioned (as in every Fairlane); there are arm rests front and rear; floors are trimmed wall-to-wall in color-keyed carpet. Under the hood put one of the fiery Challenger V-8 options, and you'll have going as spirited as it is elegant!

STANDARD EQUIPMENT: Includes Fairlane equipment listed on page 5 with these variations: Choice of "Wheel-Pattern" Pleated Cloth and Vinyl Interior Trims in Blue, Turquoise, Beige, Gold or Red • Choice of 12 Diamond Lustre Enamel Exterior Colors • Bright-Metal Side Window Moldings • Fairlane 500 Body Trim • Front and Rear Arm Rests and Ash Trays • Cigarette Lighter • Automatic Dome Light • Chrome Horn Ring • Color-Keyed, Wall-to-Wall Carpet

POPULAR OPTIONS AND ACCESSORIES: Challenger V-8's, 145 or 164 hp • Overdrive (V-8's only) or Fordomatic Drive • Backup Lights • 14 Two-Tone Paint Combinations • Four All-Vinyl Trims • All-Transistor, Push Button Radio • White Sidewall Tires • Power Brakes • Ford Economy Air Conditioner • Deluxe Wheel Covers, Full Disc or Simulated Wire Wheel Designs

BASIC SPECIFICATIONS: Same as Fairlane except: Curb Weight (approx.) 2-Door 2946 lb., 4-Door 2985 lb.

See pages 16-18 for Options, Accessories and Power Trains
See back cover for complete specifications



FAIRLANE 500 HARDTOPS

Hot and handsome—not just a new hardtop but a pair of them! Outside, the swift, crisp lines of Thunderbird. Inside, luxury that could come only from the stylists of Thunderbird! The new Sports Coupe has deep foam-cushioned bucket seats up front, a full-length console with spacious storage compartment in between and 3-passenger “bucket-styled” rear seat. Choose from five pleated trims of leather-grained all-vinyl. The 500 Hardtop, with conventional seats, is every bit as smart. Trim choices include five cloth-and-vinyl combinations plus four all-vinyl options. Either of these new Fairlanes can tell you a remarkable story of quality. In the sound of solid-closing doors (with easy-operating, tight-gripping Safety-Yoke locks). In the ride of luxury-car quiet and smoothness (with the magic of underbody “torque boxes”). This is quality every Fairlane shares!

STANDARD EQUIPMENT: Fairlane 500 Hardtop equipment includes the items listed for Fairlane and Fairlane 500 Sedans on pages 5 and 7 plus “Floating” Rearview Mirror. In addition, the Sports Coupe includes the following:

Choice of All-Vinyl Interior Trims in Blue, Black, Red, Chestnut or Gold • Choice of 13 Diamond Lustre Enamel Exterior Colors • Front Bucket Seats, Foam-Cushioned, with Center Console • Unique White Whipcord Vinyl Headlining • “Bucket-Styled” Rear Seat • Fairlane Sports Coupe Body Trim • Deluxe Wheel Covers with Simulated “Knock-Off” Spinners

POPULAR OPTIONS AND ACCESSORIES: Choice of Two Challenger V-8's, 145 or 164 hp • Choice of Overdrive (V-8's only) or Fordomatic Drive • 2-Speed Electric Wipers—Windshield Washer • Power Brakes • Power Steering • All-Transistor, Push Button Radio • Padded Instrument Panel and Visors • Seat Belts

See pages 16-18 for Options, Accessories and Power Teams

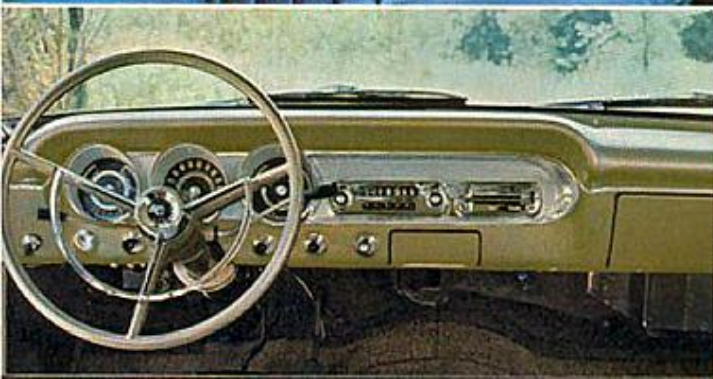
BASIC SPECIFICATIONS: Over-all Length 197.6" • Over-all Width 71.3" • Over-all Height 54.5" • Wheelbase 115.5" • Curb Wt. (approx.) 500 Hdt. 2964 lb., Sports Coupe 2984 lb. • Trunk Vol. 29.0 cu. ft.

See back cover for complete specifications

Foreground: Fairlane 500 Sports Coupe Background: Fairlane 500 Hardtop



TWICE-A-YEAR MAINTENANCE. Great engineering ideas pioneered by Ford save you time, bother and money in new Fairlanes. You'll save first (and save plenty!) on Twice-a-Year Maintenance—6,000 miles between service stops! You'll go 36,000 miles between major chassis lube . . . 6,000 miles between oil changes and minor lube. You'll go 36,000 miles between fuel filter changes and U-joint service, with 24,000-mile intervals on front wheel-bearing service. Brakes and engine valves are self-adjusting. Muffler is fully aluminized . . . vital underbody members galvanized. You'll even go 36,000 miles or two years between changes of engine coolant-antifreeze.



The better you get to know Fairlane, the more you'll appreciate the Fairlane idea—the size, the features, the engineering and quality that no other car, regardless of cost, quite duplicates. Here is the car with more of everything you want most in your next car!

A. LUXURY-CAR APPOINTMENTS AND TRIM. Fairlane interiors put many other (and often more expensive) cars to shame. From the deep-pleated bucket seats of the Sports Coupe to the attractive trim of the lowest-priced Fairlane sedan you get styling and appointments to please the most exacting. Moldings, steering wheel, instrument panel and carpeting (in 500's) are all color-keyed to rich upholstery fabrics and exterior finish. All Fairlane 500 interiors are automatically "courtesy-lighted" as soon as you open a front door. Trunk space is illuminated whenever taillights are lighted.

B. FULL 6-PASSENGER ROOMINESS AND COMFORT. Full size inside where it counts, that's Fairlane! That means plenty of room for six people to sit comfortably, with room for everyone's head, shoulders, hips and legs. (Room for luggage is unusually generous, too—29 cu. ft. in sedans, 49.3 cu. ft. in wagons—bigger than some luxury cars!) For comfort, all sedan front seats are foam-cushioned (foam cushioning front and rear in wagons). And even the lowest-priced Fairlane includes deep-dish, 3-spoke steering wheel, front arm rests, sun visors, coat hooks, plus many more items for your comfort. 1 Plus 5.2 cu. ft. more below the floor.

C. QUALITY SECOND TO NONE. Fairlanes are designed, engineered and built with quality the foremost consideration. Only a car built in this way could bring you a Twice-a-Year Maintenance schedule—6,000 miles

between service stops! And that's just one example. There are others wherever you look. Fairlane quality is clearly seen in the precision fit of doors, deck lid and hood . . . in its trim and finish inside and out. Your money goes a long, long way with Fairlane and so will you!

D. LOW PRICE, THRIFTY WITH GAS, LOW UPKEEP. It's not that Fairlanes dislike service station attendants—they just never get very well acquainted! Twice-a-Year Maintenance means service stops only each 6,000 miles. Brakes and engine valves are self-adjusting. Mufflers are fully aluminized, vital underbody parts are galvanized, to keep service to a bare minimum. Moreover, all Fairlane engines from the 101-hp Six to the 164-hp Challenger 260 V-8 option perform beautifully on regular gas. In fact, the only thing that beats your savings on service, gas, oil and upkeep in a Fairlane is the low Fairlane price tag!

E. LUXURY-CAR RIDE. Here's where Fairlane quality really comes alive! Over any road you're rewarded with a quiet smoothness that up to now has been reserved for cars far above Fairlane in price. In traffic, you start up from lights without rear-end "squat." Braking—even in quick, short-space stops—is remarkably free of annoying front end "nose dive." Regardless of the cost or size of the car you're used to driving, you owe it to yourself to try Fairlane's luxury-car ride.

F. TRIM HANDLING AND MANEUVERABILITY. Just one more bonus of Fairlane's unique size. Nearly a full foot shorter than other big cars, Fairlane is delightfully trim and agile. It can slice through traffic with ease—or put you in your parking space on the very first pass. Your garage "grows" overnight with a Fairlane; driving in and out never seemed simpler. And the way this car clings to curves and corners, it's obvious that few cars love the road as much as Fairlane!

FORD

AMERICA'S LIVELIEST, MOST CARE-FREE CARS

FAIRLANE WAGONS

... These Fairlanes are bound to stir excitement in the wagon world. They're true to the Fairlane formula: roomy as big wagons (cargo space—86.2 cu. ft.), yet trim and easy-handling as compact wagons. And because they're built by Ford, America's wagon specialist, they're loaded with great wagon features. Handsome yet rugged interiors (example: Custom Ranch Wagon trim at far right, one of four choices). Quick-converting second seat. Counterbalanced tailgate with roll-down window. . . . to name a few. If you're a wagon fancier, be sure to see what Fairlane has done for wagons (and low wagon prices!).

STANDARD EQUIPMENT: Ranch Wagon includes the items listed for Fairlane Sedans on page 5 with these variations. Choice of "Prelune Pattern" Vinyl and Vinyl Interior Trims in Blue and Beige • Choice of 11 Diamond Lustre Enamel Exterior Colors • Foam-Cushioned Seats, Front and Rear • Color-Keyed Cargo Area Floor Vinyl Inlay • Roll-Down Tailgate Window (painted molding) • Folding Second Seat

Custom Ranch Wagon includes Fairlane 500 Sedan equipment listed on page 7 and add the following to items listed above: Choice of Beige Pileated "Wheel-Pattern" Cloth and Vinyl plus Pileated All-Vinyl Interior Trims in Red, Blue or Beige • Color-Keyed, Vinyl-Coated Rubber Floor Covering • Stowage Compartment Lock • Bright-Metal Tailgate Window Molding

POPULAR OPTIONS AND ACCESSORIES: Two Challenger V-8's, 145 or 164 hp • For V-8's—Choice of Overdrive or Fordomatic Drive • 2-Speed Electric Wipers—Windshield Washer • Power Brakes • Power Steering • Backup Lights • Cigarette Lighter (Ranch Wagon only) • White Sidewall Tires • 12 Two Tone Paint Combinations • Rear-Facing Third Seat with All-Foam Cushion and Back • Access Step

See pages 16-18 for Options, Accessories and Power Trains

BASIC SPECIFICATIONS: Over-all Length 201.8" • Over-all Width 71.3" • Over-all Height 56.6" • Wheel-base 115.5" • Curb Weight (approx.) Ranch Wagon 3328 lb., Custom Ranch Wagon 3345 lb. • Cargo Volume 86.2 cu. ft.



Background: Custom Ranch Wagon • Foreground: Ranch Wagon





Left: Fairlane Squire with optional wagon roof rack



FAIRLANE SQUIRE

Here is America's richest wagon styling in the all-new size of Fairlane. Elegant woodlike trim, four luxurious pleated trims, full carpeting and power tailgate window (all standard equipment) make Squire finer by far than any other wagon near its price. This one takes on loads in style, too. Like all Fairlane wagons, the load floor measures 9½ feet from front seat to tailgate tip and nearly 5 feet from side to side. If you need more room for folks, the optional rear-facing third seat boosts the capacity of any Fairlane wagon to eight.

STANDARD EQUIPMENT: Additional items over and above equipment listed on page 12: Choice of Beige Pleated "Wheel-Pattern" Cloth and Vinyl or Pleated All-Vinyl Interior Trims in Red, Blue or Beige • Distinctive Lined Oak Fiberglass Moldings Enclosing Walnut-Colored Steel Panels on Body Sides and Rear • Color-Keyed Carpeting on Passenger Floor • Power-Operated Tailgate Window

POPULAR OPTIONS AND ACCESSORIES: Two Challenger V-8's, 145 or 164 hp • For V-8's Choice of Overdrive or Fordomatic Drive • Power Brakes • Power Steering • Padded Instrument Panel and Visors • Third Seat All-Foam Cushion and Back • Tinted Glass • Choice of New Ford Economy Air Conditioner or New SelectAir Conditioner • Third Seat Access Step

See pages 16-18 for Options, Accessories and Power Teams




























BASIC SPECIFICATIONS: Same as Fairlane Ranch and Custom Ranch Wagons except: Curb Weight (approx.) 3339 lb.

See back cover for complete specifications

UPHOLSTERIES AND COLORS

Fairlane and Fairlane 500 interiors are tastefully trimmed with a wide variety of patterned fabrics and vinyls in colors fashion-keyed to exterior colors and trim. Code letters under trim samples shown below indicate the exterior-interior trim combinations

available for the model you select. Example: Fairlane 500 Sedans—in Silver Moss (code letter "P" in color guide at right) may have either beige or gold pleated cloth and vinyl upholstery plus the extra choice of optional gold pleated all-vinyl upholstery.

Fairlane Sedans	 Blue Vinyl Cloth M-Y-E-F	 Gold Vinyl Cloth A-M-J-H-D-P-T-X	 Red Vinyl Cloth A-M-J-H		
Fairlane Ranch Wagon	 Blue All-Vinyl A-M-Y-E-F	 Beige All-Vinyl A-M-J-H-Y-E-F-D-P-T-X			
Fairlane 500 Sedans and Hardtop	 Blue Padded Vinyl Cloth M-Y-E-F	 Tuxedo Padded Vinyl Cloth A-M-D	 Gold Padded Vinyl Cloth A-M-J-H-D	 Beige Padded Vinyl Cloth M-P-T-X	 Red Padded Vinyl Cloth A-M-J-H
Fairlane 500 Sedans and Hardtop Optional All-Vinyl	 Blue Padded All-Vinyl M-Y-E-F	 Gold Padded All-Vinyl A-M-J-H-D-P	 Chestnut Padded All-Vinyl M-V	 Red Padded All-Vinyl A-M-J-H	
Fairlane 500 Sports Coupe Bucket Seats	 Blue Padded All-Vinyl M-Y-E-F	 Gold Padded All-Vinyl A-M-J-H-D-P-T	 Chestnut Padded All-Vinyl M-V	 Red Padded All-Vinyl A-M-J-H	 Black Padded All-Vinyl A-M-J-H-Y-E-F-D-P-T-X-W-V-X
Fairlane Custom Ranch Wagon	 Blue Padded All-Vinyl M-Y-E-F	 Beige Padded Vinyl Cloth A-M-J-H-Y-E-F-D-P-T-X	 Beige Padded All-Vinyl M-P-T-X	 Red Padded All-Vinyl A-M-J-H	
Fairlane Squire	 Blue Padded All-Vinyl M-Y-E-F	 Beige Padded Vinyl Cloth A-M-J-H-D-P-T-X	 Beige Padded All-Vinyl M-D-P-T-X	 Red Padded All-Vinyl A-M-J-H	

COLOR GUIDE

Thirteen gleaming Diamond Lustre Enamel exterior colors are offered on Fairlanes and 500's for '63. The Fairlane 500 selection includes all the colors shown below, except Rose Beige is exclusively for the Sports Coupe; Fairlane models offer a choice of all but Rose Beige and Chestnut. The same model/color availability applies to the Two Tone color combinations shown in the chart at the bottom of the page.



TWO TONES

Upper and lower Two Tone color combinations available for Fairlanes are shown in the accompanying chart. The first letter in each box indicates the upper body color, the second letter, the lower color. Example: "M/I" represents Corinthian White upper and Champagne lower. The lower color usually determines interior trim color.

M/A	M/J	J/W*	M/I	A/I	M/Y	M/E	M/F
Y/E	M/D	M/P	M/T	M/W†	A/W†	M/V†	M/X

*Fairlane 500's only †Fairlane 500 Sports Coupe only



FAIRLANE OPTIONS

LIFEGUARD DESIGN. Popular safety options available on all Fairlane models at slight extra cost include: Safety-Padded Instrument Panel and Padded Visors; Floor-Anchored Safety Seat Belts; "Lifeguard Jr." Door Locks to prevent tiny hands from accidentally opening rear doors. At absolutely no extra cost, every Fairlane offers you these standard safety features, many pioneered by Ford: Safety-Padded Arm Rests; 3-Spoke, Deep-Dish Steering Wheel; Shatter-Resistant Rearview Mirror and Safety-Yoke Door Locks, tight-gripping to hold doors tightly closed.

A. SELECTAIRE CONDITIONER. New, high capacity air conditioning to cool, filter and dehumidify interior air. Three-speed, high volume blower. Precision temperature regulation with adjustable selector control. Ford Economy Air Conditioner also available.

B. POWER BRAKES. Cut braking effort in half! Engine vacuum powered with vacuum reserve for extra safety. Deliver precision full-stop control with low-pedal convenience. Reduce driver fatigue, increase safety for all driving.

C. POWER STEERING. Up to 75% of the steering work is done for you, yet you retain "feel-of-the-road" for driving safety. Resists shocks and steering reaction to ruts and other road irregularities for relaxed driving comfort and handling ease. Especially helpful in parking and low-speed maneuvering.

D. POWER TAILGATE WINDOW. Provides convenient remote controlled ventilation and tailgate access. Can be operated from driver's seat or by key-operated outside control in tailgate. Window must be completely rolled down before tailgate can be opened. (Standard on Fairlane Squire.)

E. REAR-FACING SEAT. Easily, quickly installed to give any Fairlane wagon 8 passenger room. Foam-padded cushion and seat back for comfort, all vinyl trim matched to all wagon interiors for interior smartness. Conveniently stowed in underfloor compartment when not in use.

F. DELUXE WHEEL COVERS. Handsome, fully chromed simulated wire-wheel type to add smart sporty appearance, or tastefully styled deluxe full-disc design.

G. ELECTRIC CLOCK. Top-mounting style harmonizes with instrument panel. Time regulator adjusts automatically when hands are reset.

H. ALL-TRANSISTOR RADIO. New, fully transistorized AM design with five station push buttons and manual tuning. Powerful reception and rich, full tone. Transistors permit instant warm-up, low battery load.

PLUS: Spotlight and Mirror • Backup Lights • White Sidewall Tires • Two Tone Paint • 2-Speed Electric Wipers • Windshield Washer • Conventional or Reverberator-Type Radio Rear Speaker • Tinted Glass • Tissue Dispenser • Outside Rearview Mirrors (several styles) • All-Vinyl Interior Trim (Fairlane 500 Sedans and Hardtop) • Door Edge Moldings • Seat Covers • Ventilated Seat Cushions • Cushion Top Cover • Contour Floor Mats • Rocker Panel Moldings • Rear Fender Shields • Locking Gas Cap • Heavy Duty 54-plate, 55 Amp-Hr Battery • Deletion of MagicAir Heater • Luggage Rack and Cover • 3rd Seat Access Step • Interior Switch (on tailgate) for Power Tailgate Window (from third seat) • Storage Compartment Lock (Ranch Wagon) • Mud and Gravel Deflectors and many others



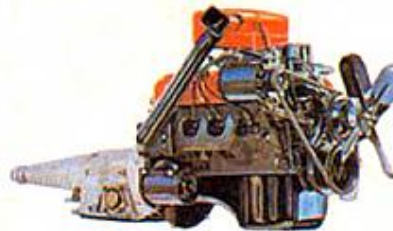
POWER TEAMS

ENGINE	CU. IN. DISPL.	MAX. HP @ RPM	MAX. TORQUE @ RPM	BORE/ STROKE	COMP. RATIO (to 1)	CARB. & FUEL	TRANSMISSION OPTIONS
CHALLENGER 260 V-8	260	164 @ 4400	258 @ 2200	3.80 x 2.87	8.7	2 bbl. Reg.	A-B-C
CHALLENGER V-8	221	145 @ 4400	215 @ 2200	3.50 x 2.87	8.7	2 bbl. Reg.	A-B-C
FAIRLANE SIX	170	101 @ 4400	156 @ 2400	3.50 x 2.94	8.7	1 bbl. Reg.	A (Wagons) A-C (all others)

TRANSMISSIONS

- A SYNCHRO-SMOOTH DRIVE.** Completely new manual transmission providing fully synchronized shifting in all three forward speeds. Extra smooth; permits clash-free downshifts to low under way. Standard on V-8's. (Conventional 3-speed transmission with synchromizers in 2nd gear and direct drive standard on Six.)
- B FAIRLANE OVERDRIVE.** Automatic planetary-type fourth gear added to manual shift transmission. In Overdrive, engine RPM's are reduced fully 28%; engine uses less gas. Flooring accelerator provides downshift for instant passing surge. (Offered on V-8's only.)
- C FAIRLANE FORDOMATIC.** Smooth, 2-speed automatic transmission backed by time-proven dependability and economy. Kick-down to low gear for quick passing. Engine braking in low. (Offered with all engines in sedans and with V-8's in Fairlane wagons.)

ENGINES



CHALLENGER 260 V-8. Ford engine-building "firsts" give this robust 164-hp V-8 (the other Fairlane engines as well) all the toughness of iron with light weight that iron never had before. Result: more lively going from every gallon of regular... a solid power punch every time you trigger the accelerator.



CHALLENGER 221 V-8. Second only in thrust (145 hp) to the top-gunning Fairlane V-8. Built with the same Ford precision and quality. Wonderfully responsive; remarkably efficient. Regular gas economy. An outstanding performer in every speed range... with any of three Fairlane transmission options (see chart, left). *Optional



FAIRLANE SIX. Every thrifty, gas-saving feature of Falcon is built into this Fairlane's 101-hp standard engine. New hydraulic valve lifters (like its big V-8 brothers) for quiet, more service-saving operation. Electronically mass-balanced while running under its own power (as are all Fairlane engines) for smooth, efficient long life.

FAIRLANE QUALITY

... Both Fairlane and Fairlane 500 give you driving ease and riding comfort that rival the finest cars for smoothness, quietness and luxury. Here's where true quality shows. And, in Fairlane quality goes deep... brings you a car built to standards second to none!

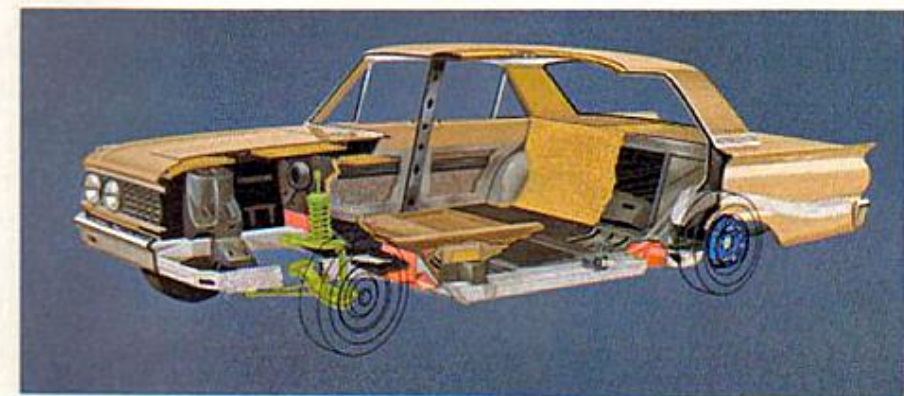
BODY STRUCTURE AND INSULATION. Single-unit welded steel construction gives the Fairlane body its solid strength while reducing excess weight and bulk. Squeaks and rattles are "designed out"; doors, hood and deck lid fit trim and true; Safety-Yoke locks close doors quietly, hold them closed securely. Body insulation virtually surrounds the passenger compartment to provide a barrier against noise.

TORQUE BOXES are a key to Fairlane's quiet ride. These boxlike structures connect main underbody members for great strength with limited flexibility in the box areas. The slight twisting (torsion) action permitted by the boxes helps absorb road noise, vibration and road harshness before they can reach car interior or passengers. You'll never see these Fairlane torque boxes at work, but you'll always appreciate the wonderful work they do.

ZINCLAD ROCKER PANELS plus galvanizing of all main underbody members guard these vital parts against rust and corrosion. Zinc-rich primer coating also protects undersurfaces of wheel wells and other important areas.

SELF-ADJUSTING BRAKES automatically adjust themselves for the life of the linings. Adjustment occurs when needed by simply applying brakes as the car is moving backward.

FRONT AND REAR SUSPENSION. Front springs mounted on top of suspension arms cushion up-and-down wheel movement. Control arms are tilted backward to reduce front end "dive" in braking. Suspension and steering linkage go 36,000 miles between lubrications. Rear suspension features long (55-inch), multi-leaf springs with offset axle mounting for maximum stability and ride control, minimizing rear end "squat" on take-off. Interleaf liners aid ride control, eliminate need for lubrication.



SPECIFICATIONS

Your investment in a new Ford Fairlane will bring high returns in sheer driving fun—and in dramatic relief from the bother and expense of frequent car servicing. Routine maintenance for Ford cars has now been reduced to just two stops a year, or one every 6,000 miles. The cars from Ford for '63 offer this modern convenience—and for you, this means more time to live the lively life.

In 1963, Ford continues to set new standards of automotive excellence with continuous inspections, tests and evaluations throughout every phase of design, production and assembly. The result is a quality-crafted Ford—a car for your lasting pleasure now, and for many, many miles to come.

ENGINES: 101-hp Fairlane Six—170 cu. in. displ.; 3.50" bore x 2.94" stroke; 8.7 to 1 comp. ratio; regular fuel; single-venturi carburetor; manual choke; oil capacity, with filter change, 4.5 qt.

165-hp Challenger V-8 (optional)—221 cu. in. displ.; 3.50" bore x 2.87" stroke; 8.7 to 1 comp. ratio; regular fuel; 2-barrel carburetor; automatic choke; oil capacity, with filter change, 5 qt.

164-hp Challenger 260 V-8 (optional)—260 cu. in. displ.; 3.80" bore x 2.87" stroke. Other specifications same as Challenger V-8 above.

ENGINE FEATURES: For greater economy and longer life, Fairlane engines have hemispherical, low-friction design; Wedge-Type combustion chambers; aluminum intake and exhaust valves on V-8's; hydraulic lifters for automatic valve adjustment; integrally cast cylinder head and intake manifold on Six, alternate intake and exhaust ports on V-8's; 2-ring aluminum-alloy pistons with full-chambered top ring; precision-molded crankshaft with four main bearings; roller-type oil pump; Super-Filter 24,000-mile (Six), 30,000-mile (V-8), dry-type air cleaner element; full-pressure lubrication system with full-flow disposable-type oil filter; 6,000-mile oil and filter change interval; high-capacity, 34,000-mile replaceable-element fuel filter; pressurized cooling system with 190° thermostat; 26,000-mile or 2-yr. engine coolant-antifreeze (available—installed in production); 12-volt electrical system; weatherproof ignition with air-cooled distributor points; 18-mm. Turbo-Action spark plugs; 24-plate, 40 amp-hr battery; fully plumbed muffler and tailpipe; positive crankcase emission control. All engines electronically mass-balanced for extra smoothness.

CLUTCH AND MANUAL TRANSMISSIONS: Non-removable clutch with Six; semi-cast-iron clutch with V-8's. Face diameter 8 1/2" with Six, 10" with V-8's. **3-Speed Manual Transmission** (standard with Six). 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, rev. 4.46. **New Synchro-Smooth Drive Transmission** (standard with V-8's) with synchromized manual shifting in all three forward speeds. Ratios (to 1): 221 V-8—1st 3.02, 2nd 1.84, direct 1.00, rev. 3.10; 260 V-8—1st 2.79, 2nd 1.70, direct 1.00, rev. 2.87. **Overdrive** (optional with V-8's) conventional 3-speed transmission plus an automatic 4th gear which cuts in above 28 mph, cuts out below 21 mph (optional). Downshift to direct by flooring accelerator. Lockout control on instrument panel. Ratios (to 1): 1st 2.80, 2nd 1.69, direct 1.00, overdrive .70, rev. 3.80.

FORDOMATIC DRIVE (optional on engines except Six in wagon): Simplified design, lightweight cast-aluminum construction, minimum servicing. Torque converter in combination with planetary gear set. Vacuum-controlled throttle valve for smoothness, minimum servicing. Gear ratios (to 1): low 1.82, direct 1.00, reverse 1.73; converter (still) 2.4 (Six), 2.14 (221 V-8), 2.05 (260 V-8). In "D" range gives brisk, smooth starts in low. Effective engine braking in "L" position. Selector lever and quadrant on steering column, sequence P-R-N-D-L.

REAR AXLE: Semi-floating type with offset hypoid gears. Spindle-mounted drive pinion with V-8's. Induction-hardened forged shafts with permanently lubricated wheel bearings. **Axle Ratios (to 1): 3-Speed and Synchro-Smooth Transmissions—3.50 (2.25 opt.) with Six, 3.25 (3.50 opt.) with V-8's. Overdrive—V-8's only, 3.50 (3.80 opt.). Fordomatic Drive—3.25 (3.50 opt.) with Six; 3.25 (3.00 or 3.50 opt.) with 221 V-8's; 3.00 (3.25 or 3.50 opt.) with 260 V-8's.**

FRONT SUSPENSION: Angle-foiled Ball-Joint type with coil springs mounted on upper arms. 36,000-mile lubrication intervals. Strut-stabilized lower arms. Ball-joint anti-dive control. Internally mounted hydraulic double-acting shock absorbers with rebound cutoff. Link-type, rubber-bushed ride stabilizer. Torsion bar wheel bearings with 24,000-mile lubrication interval.

REAR SUSPENSION: Longitudinal, semi-elliptic leaf springs with rubber-bushed front movers and compression-type rear shackles, giving variable-rate characteristics for softer, more levelized ride. Asymmetrical design with rear axle located forward from center of springs for anti-squat control on take-off. Spring up liners between all but top leaves—no lubrication required. Diagonally mounted hydraulic double-acting shock absorbers.

STEERING: Low-friction, recirculating ball-type steering gear for easy steering. Flexible steering shaft coupling dampens road shock, vibration. Linkage system lubricated for 36,000 miles. Over-all steering ratio 27.6 to 1. Optional power steering ratio 25 to 1. Turning diameter 39.5 ft.

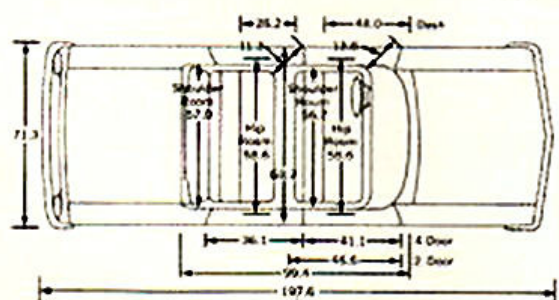
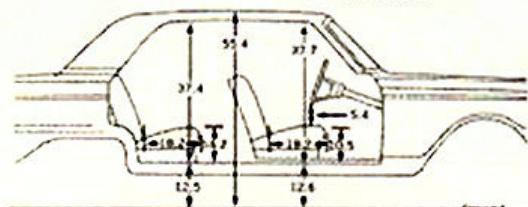
BRAKES: Self-adjusting, double-sealed, self-energizing hydraulic brakes. Brakes adjust automatically when applied while car is moving backwards. 10-inch composite drums are grooved for extra cooling. Offset "T" handle parking brake at left of steering column. Total lining area 154 sq. in. on sedans, 194 sq. in. on wagons.

TIRES: Soft-Tread design, blackwall, tubeless with Tycor Rayon cord, safety-type rims. Sedans: Six—with 3-sp. 6.50 x 13, with Fordomatic or air conditioner 7.00 x 13; V-8's—with all transmissions 7.00 x 13, with air conditioner 7.00 x 14. Wagons: All models—7.00 x 14. Spare wheel and tire in luggage compartment of sedan; cargo area behind right-hand wheelhousing of wagon.

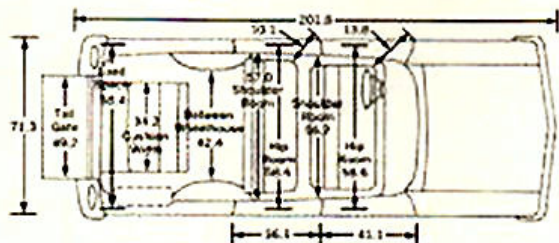
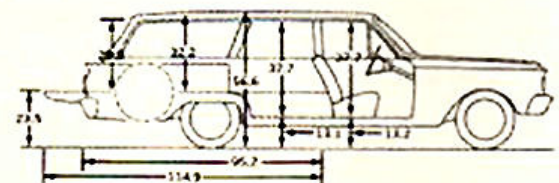
PRICES: All Optional Equipment and Accessories, illustrated or referred to as options, optional or available in this catalog are at extra cost. For the price of the Fairlane with the equipment you desire, see your Ford Dealer.

Comparative information in this catalog was obtained from authoritative sources, but is not guaranteed. The specifications contained herein were in effect at the time this catalog was prepared for printing. Ford Division of Ford Motor Company reserves the right to discontinue models at any time, or change prices, specifications or designs without notice and without incurring obligation.

SEDAN AND HARDTOP DIMENSIONS:



STATION WAGON DIMENSIONS:



112 3/4" wheelbase; tracks—front 57.0", rear 56.0"

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