



1963 FORD FAIRLANE 500



AUSTRALIA'S MOST CARE-FREE CAR

AUSTRALIA'S BEST-SELLING FINE CAR

Ford Fairlane 500 — Australia's biggest-selling fine car — is now even finer for '63.

As you see on the left, it has a long, low, clean new look of action.

Out on the road — you'll find that even Fairlane's previously unequalled smoothness of ride and handling-ease are now even better.

You'll experience, too, the greatest performance-team ever built into a car of Fairlane's size and price — a dynamic new 'Challenger 260'* V-8 engine perfectly in tune with the world's best-known and smoothest of all automatics — Fordomatic Drive.

Inside, you'll find there are even richer, more luxurious interiors, with deep pleated seats, new fabrics and, of course, Fairlane's generous room for six people.

Fairlane's unique care-free features promise service savings, mile after mile. (You'll read all about them when you turn this page.)

Only Ford brings you a car so fine, at a price so low. See and drive the 1963 Fairlane 500 at your Ford Dealer's now! You'll find Fairlane 500 ownership a most rewarding experience.

FORD FAIRLANE 500

*Optional extra cost. Whitewall tyres, shown, also optional extra cost.



BEAUTIFULLY BUILT TO TAKE CARE OF ITSELF

Year by year, Ford engineers have pioneered new designs, materials and processes to reduce the time and expense of car maintenance, and to lengthen the life of beauty and performance. The 1963 Ford Fairlane 500 is Australia's most carefree car, and includes the following features which mean routine maintenance has now been reduced to just two stops a year, or once every 6,000 miles.

1. It lubricates itself. New nylon bearings and newly developed grease let you go 36,000 miles between lubrications of major chassis components, such as suspension, steering-linkage, front wheel bearings and universal joints, etc.

2. It adjusts its own brakes. The carefree Fairlane 500 adjusts its own brakes, too, for safer driving, less maintenance . . . no need to have brakes mechanically adjusted for the life of the linings.

3. It cleans its own oil. Fairlane 500's full-flow filtering system allows you to go 6,000 miles between oil and filter changes.

4. It protects its own body. All Fairlane's vital under body parts are specially processed to resist rust and corrosion — even the body panels beneath the doors are galvanized.

5. It takes care of its own finish. Fairlane's lustrous new baked-enamel finish lasts and lasts. Just wash it and it shines like new.

6. Body-care servicing (locks, hinges, etc.) now need normally be done at 12,000 mile intervals.

7. It's protected by Ford's 12/12 warranty. Ford Dealers give a 12-month or 12,000-mile warranty, whichever comes first, with Fairlane 500. Simple proof that Fairlane 500 is built for reliability . . . built for keeps.

*luxury...the kind that
opens a whole new
world of elegance*

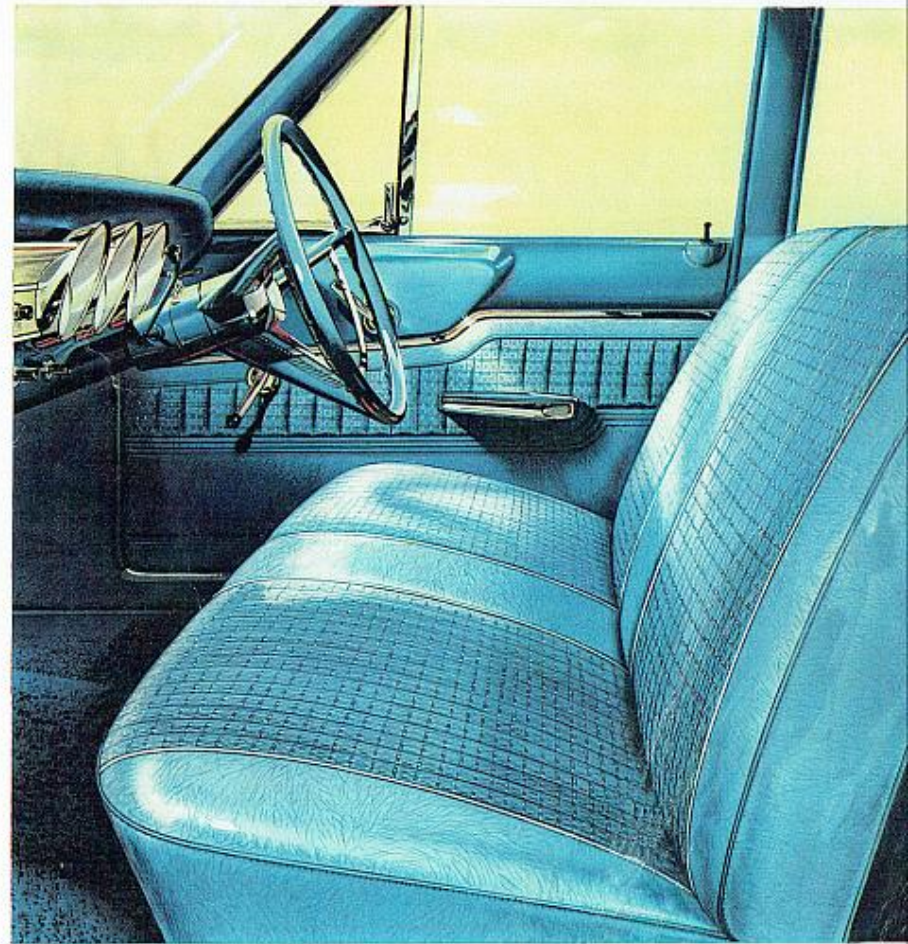
There's no mistaking the Fairlane 500, a fully appointed, custom-tailored car that delivers luxury and comfort in abundance.

Fine yarns are woven together in Fairlane's new brocade upholstery — selected to give the 1963 Fairlane interiors a high-fashion look of contemporary elegance. Color-matched vinyls are painstakingly tested to prove their durability. All upholstery is meticulously fitted, assuring tailored luxury.

In Fairlane 500, you'll find spacious comfort for both front and rear seat passengers in addition to deep wall-to-wall carpeting; fully collapsible, safety sun visors; electric clock; color-keyed steering wheel; and many other items to add to your convenience and driving pleasure.

*quality...of a kind
that is unsurpassed
in the industry!*

With the pride and pleasure of driving a new Ford Fairlane 500 comes the satisfaction of knowing that here is a car built to meet the most exacting standards. From drafting board to assembly line, careful attention is devoted to detail. Only high-quality materials and the most up-to-date manufacturing techniques go into the new Fairlane 500 . . . and continuous inspections, tests and evaluations throughout every phase of design, production and assembly result in a quality-crafted car, for your lasting pleasure now, and for many, many miles to come.



So much ease at the wheel, so much value for money

Trim handling and manoeuvrability. Just one more bonus of Fairlane's unique size. Nearly a foot shorter than other big cars, Fairlane is delightfully trim and agile. It's a breeze in traffic, a joy to park.

Luxury-car ride. Over every road, Fairlane rewards you with a quiet smoothness and absolute stability. In traffic, you start up from lights without rear-end "squat". Braking—even in quick short-space stops — is remarkably free of front-end "dive".

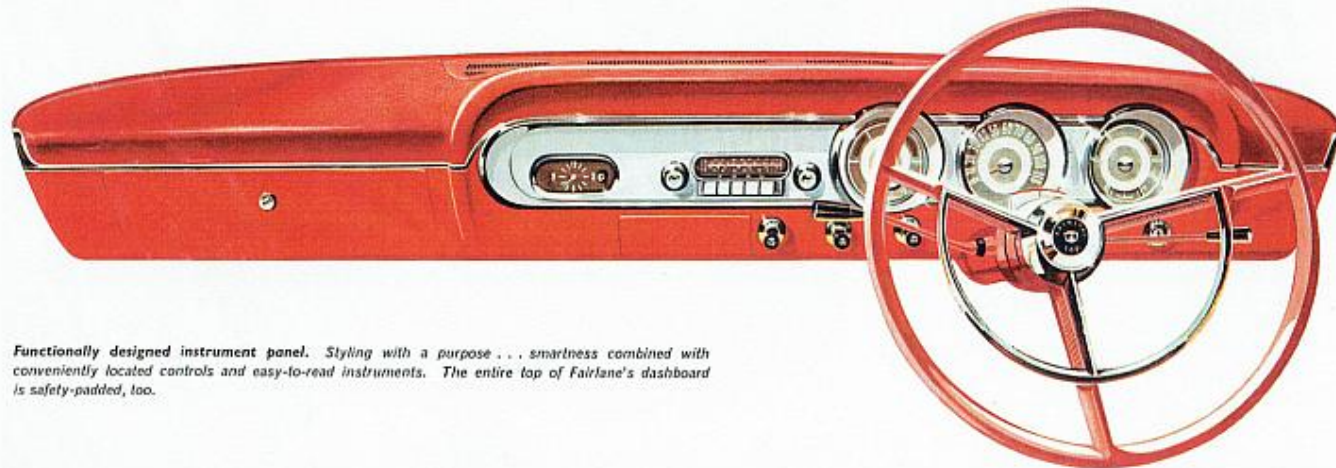
Recirculatory-ball type steering is low-friction design... only finger-touch is necessary for manoeuvring, yet the feel of the road is always there.

Safety features. You'll find all of these Ford-pioneered safety features on Fairlane 500. A safety-padded instrument panel with shock-absorbent foam; Lifeguard design steering wheel which provides greater driver-protection in event of impact; Lifeguard design safety door locks that reduce the possibility of doors springing open in event of impact; Safety-glass all round; big, quick-stopping brakes that need only light pedal pressure; and safety-rims that provide wonderful peace-of-mind in event of a blow-out.

Huge 29 cubic feet boot. Swing up Fairlane's boot lid and there's a warehouse size boot — vast enough to take a complete family's luggage, golf-clubs and "you name it". Fairlane's boot interior is also lined to protect your luggage.

And all this standard equipment:

- Wall-to-wall carpeting • Cigarette lighter • Electric clock • Armrests front and rear • Ashtrays front and rear
- Dome light automatically operated by front doors • 2-speed electric windscreen wipers • Interior Door Locks
- Two Sun Visors • Turn Indicators • Baked-on Super-Enamel Finish with choice of single-tone or two-tone combinations.



Functionally designed instrument panel. Styling with a purpose... smartness combined with conveniently located controls and easy-to-read instruments. The entire top of Fairlane's dashboard is safety-padded, too.

Fairlane 500's quality goes down deep — makes all surfaces smoother, and all driving quieter. You'd never believe you could ride so smoothly, quietly, luxuriously.

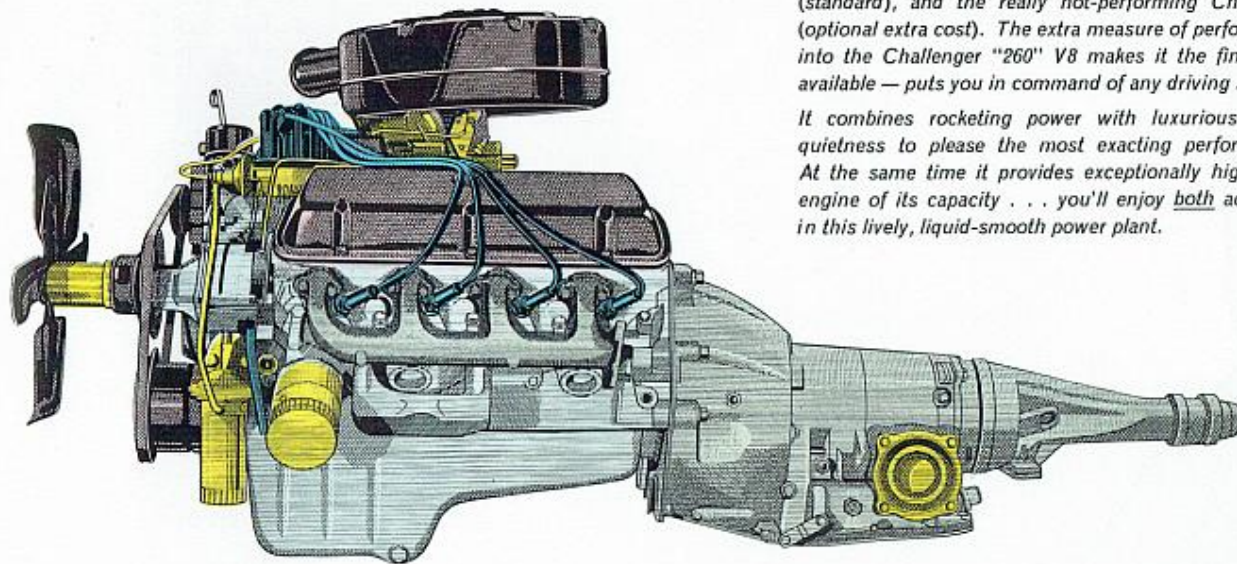
Solid single-unit construction brings you a new level of quiet and quality. That is because the floor, sides and roof are welded into one single unit so that there's no place for rattles to start.

Body insulation completely surrounds the passenger compartment — even reaches out under the bonnet — to provide a thick, sound-muting, noise-absorbing barrier.

Front suspension features top-mounted coil springs to cushion up-and-down wheel movements... while the tilted swept-back design of the control arms lets the wheels smoothly "walk over" bumps.

Rear suspension has long (55-inch) multi-leaf springs, offset mounted to the axle to add stability and control to Fairlane's ride. Both the front and rear suspension members work as a team to eliminate start-up "squat" and quick-stop "dive".

FAIRLANE 500 POWER TEAMS: THE INDUSTRY'S FINEST



Fairlane's performance puts you out front... in a big way. You have your choice of two Ford V8 engines — the Challenger "221" V8 (standard), and the really hot-performing Challenger "260" V8 (optional extra cost). The extra measure of performance engineered into the Challenger "260" V8 makes it the finest performing V8 available — puts you in command of any driving situation.

It combines rocketing power with luxurious smoothness and quietness to please the most exacting performance enthusiast. At the same time it provides exceptionally high economy for an engine of its capacity... you'll enjoy both action and economy in this lively, liquid-smooth power plant.

Fordomatic Drive:

Only Fairlane 500 has it in the big-car field — Fordomatic Drive — with the world's finest reputation for efficiency, smoothness, and "flowing" power. It's standard equipment on Fairlane 500... and when teamed with the "Challenger 260" V8 provides a standard of driving-ease and motoring enjoyment that can't be equalled by any other car, irrespective of price.

Accessories:

Popular accessories for the 1963 Fairlane 500 include: • Heater and windscreen demister • Safety seat belts (lap, or lap and sash type) • Windscreen washers • Push-button transistorised radio (with or without rear seat speaker) • Exterior sun visor • Rear venetian shades • Driver's door weather shield • Exterior rear vision mirrors • Wheel trim discs.

SPECIFICATIONS



FAIRLANE DESIGN. Welded integral body and frame, quietness and high-strength weight ratio.

Completely sealed and insulated. Special torque boxes at each corner of the main underbody structure absorb road shock, sound and vibrations. Safety-reinforced roof with sturdy cross braces at front, centre and rear.

Zinc-coated rocker panels and main underbody members for extra long life. Bolt-on front fenders for reduced replacement cost. Rear-hinged, counter-balanced hood with outside safety latch. Corrosion-resistant anodized aluminium grille. Cowl-top ventilation system. Wide-angle windshield with forward-slanting pillars. Large wide-opening doors with bronze-bushed hinges, automatic assist springs on all doors. Double-yoke safety door locks. Posture control front seat, adjustable to eight positions in 4" travel. 29 cubic feet luggage compartment with counter-balanced boot lid. 13½ gallon petrol tank at rear.

ENGINES: 145 h.p. Challenger V8 — 221 cubic inch displacement. 3.50" bore. 2.87" stroke; 8.7:1 compression ratio premium fuel, two-barrel carburettor, automatic choke, oil capacity with filter change 4.0 quarts.

OPTIONAL: 164 h.p. Challenger V8 — 260 cubic inch displacement. 3.80" bore. 2.87" stroke; 8.7:1 compression ratio; premium fuel, two-barrel carburettor, automatic choke, oil capacity with filter change — 4 quarts.

ENGINE FEATURES. For greater economic and longer life Fairlane engines have short stroke, low-friction design; wedged-type combustion chambers, hydraulic lifters for automatic valve adjustment; alternate intake and exhaust ports; water-jacketed carburettor spacer for fuel mixture heat control; three-ring aluminium alloy pistons with full-chromed top ring and heat dam groove above top ring; precision-moulded crankshaft with four main bearings; rotor-type oil pump; super air cleaner with re-usable dry-type elements, high-capacity in-line 36,000 mile fuel filtering system; full-pressure lubrication system with full-flow disposal-type oil filter; cooling system with 180°F positive-action thermostat; 12 volt electrical system; weatherproof ignition with static-ban constant resistance wiring and ventilated distributor points; 18 m.m. turbo-action spark plugs; 54 plate, 40 amp. hr. battery; positive engagement starter; fully aluminized muffler.

FORDOMATIC DRIVE. Improved design, lightweight cast

aluminium construction, minimum servicing. Torque converter in combination with planetary gear set; transmission fluid water-cooled vacuum-controlled throttle valve in transmission for smoother, more precisely co-ordinated shifting and reduced maintenance requirements. Two forward speeds, one reverse. Gear ratios (to 1) low 1.82, direct 1.00, reverse 1.75. Selector lever and quadrant on instrument panel; sequence P, R, N, D, L. In "D" range Fordomatic gives brisk, smooth, starts in low ratio. Effective engine braking in "L" position.

REAR AXLE. Semi-floating type with offset hypoid gears, straddle-mounted drive pinion. Induction-hardened forged shafts with permanently lubricated bearings. Axle ratio 3.00:1.

FRONT SUSPENSION. Angle-poised ball-joint design with coil springs mounted on upper arms. Strut-stabilized lower arms. Ball joints packed with special 36,000 mile lubricant retained by long life seals. Built-in anti-dive control. Internally mounted double-acting hydraulic shock absorbers with rebound cutoff. Link-type, rubber-bushed ride stabilizer. Tapered roller wheel bearings lubricated for 36,000 miles.

REAR SUSPENSION. Longitudinal, semi-elliptic leaf springs with rubber-bushed front eye and compression-type rear shackles, giving variable-rate characteristics for a softer, more levelized ride under all road and load conditions. Asymmetrical design with rear axle located forward from centre of springs for anti-squat control on take-off. Rubber insulation at axle. Spring tip liners between all but bottom leaves — no lubrication required. Diagonally mounted double-acting shock absorbers.

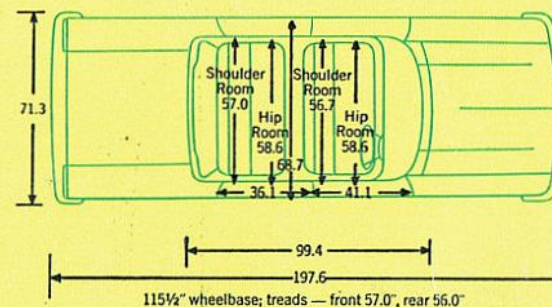
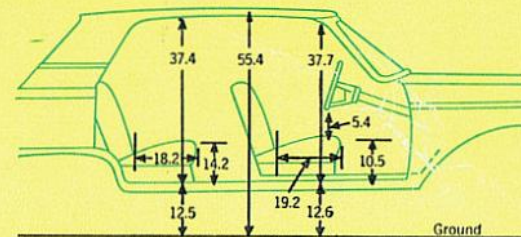
STEERING. Low-friction, recirculating ball-type steering gear for easy steering. Flexible steering shaft coupling; dampens road shock vibration. Anti-friction bearings throughout. Steering-linkage system lubricated for 36,000 miles. Overall steering ratio 27.6 to 1. Turning diameter 39.5 ft.

BRAKES. Single anchor, self-adjusting, internal expanding, self-energizing hydraulic brakes of double-sealed design. Easy operating suspended pedal. Dash-mounted master cylinder. Grooved 10" composite drums for maximum cooling. Total lining area 154.2 sq. in. Offset "T" handle parking brake at right of steering column.

TYRES. 7.00 x 14 — 4 ply.

DIMENSIONS. Wheelbase 115.5". Tread — front 57", rear 56". Overall length 197", Height 55.5". Overall width 71.3".

The specifications contained herein were in effect at the time this catalogue was approved for printing. Ford Motor Company of Australia Pty. Ltd., 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.



FORD 12/12 WARRANTY

One of the rewards of fine-car craftsmanship is the Ford 12/12 warranty which automatically goes with Fairlane 500. For 12,000 miles or 12 months, whichever comes first, your Fairlane 500 is warranted against faulty workmanship and materials. This covers both parts and labour. You remain responsible during this period only for normal maintenance service and the routine replacement of maintenance items.

COMPLIMENTS OF

YOUR
FRIENDLY
FORD DEALER



FORD MOTOR COMPANY OF AUSTRALIA PTY. LTD
Shell Corner, 155 William Street, Melbourne, C.1.