



FORD OWNER
NEWSLETTER
SUPPLEMENT
THE LONG FORD LINE FOR 1962



The beauty of the 1962 Fords extends far beyond their looks. These cars lift the curtain on a new automotive age . . . an age when the spotlight is on you—your needs, your desires, your tastes.

There are now more car sizes for you to choose from. There is great new luxury, elegance, power, economy. And there are models which blend these features in almost any combination you desire. There has never been a selection of Fords like this before.

There has never been quality like this before, either. The 1962 Fords have been built to Space Age standards, unsurpassed in the industry—to make your driving more pleasant and carefree than you ever thought possible.

One 1962 Ford, the new-size Fairlane, has not yet been presented to the public. But a special preview for Ford owners is included here. We suggest you sit back and enjoy your first look at all of the long Ford line for 1962, beginning with . . .

two new luxury series: Galaxie & Galaxie/500

The mood is Thunderbird. You see this at once in the classic, dramatic styling of the new 1962 Galaxies. And you sense the Thunderbird feeling again as you enter this car and settle back with luxury all around you and surging power available at the touch of your toe.

The mood is hushed . . . and the silence means quality. The new Galaxie is so carefully crafted, so smooth running, that it is actually 17% quieter than last year's model. And the 1961 Galaxie was one of the quietest cars on the road.





The mood is carefree, too. The Galaxie was made to serve you—not to be served *by* you. You can relax for 30,000 miles between major lubrications. You can go 6,000 miles between oil changes and minor lubrications. Brakes are automatically self-adjusting. Why even such minor nuisances as winter change-overs are eased from your mind . . . Galaxie's coolant need be changed only after two years or 30,000 miles. All told, the average driver will normally need to see his Ford Dealer only twice a year for normal maintenance and routine inspections. Yes, Galaxie is beautifully built to be more service-free—a fact proven by five billion owner-driven miles.

And with this car you enter the world of Space Age quality. Ford has put into effect many rigid controls of the same sort that govern the manufacture of rockets and missiles. These controls aim at more than mere high quality—they aim at perfection. Ford quality inspectors travel around the country to obtain the excellence of materials at their very source—long before they reach the assembly plants. Within the plants, cars undergo more quality inspections than ever before in Ford history. The 1962 Galaxies, along with all of the long Ford line for 1962, are the finest cars Ford has ever built.

Best of all, Galaxie is a “turning point” car—it offers you every essential feature of far costlier luxury cars . . . yet it retains its traditional low Ford price. The wall that divided the medium- and low-price fields has come tumbling down!

If you prefer your automotive pleasure on a grand and luxurious scale, this is *your* kind of car . . .

1962 Galaxie & Galaxie/500

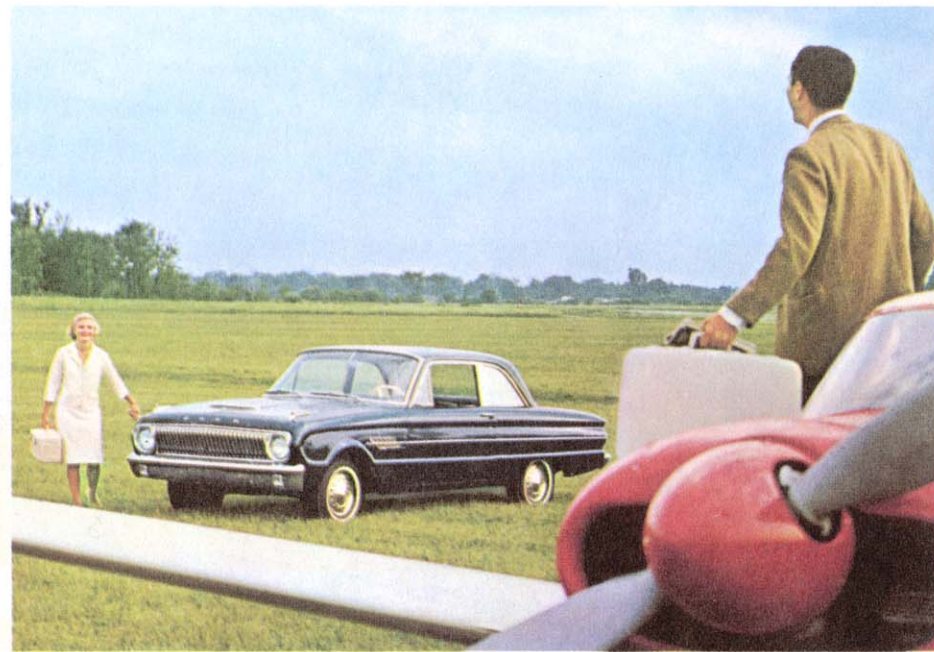


Just two short years ago the happy-go-lucky Falcon rolled merrily onto the automotive scene—and stole the show! Americans carefully shopping the compact field quickly saw that this compact offered the winning combination—top economy, room for six, smart styling, superb craftsmanship—and low price to boot. A tidal wave of sales lifted Falcon high above the rest of the compact field . . . to its position as America's favorite compact.

But while compliment after compliment from satisfied owners rolled in, Falcon's designers and engineers were hard at work, searching, probing, testing for ways to add even more value and versatility to the Falcon. Result—a wealth of new models and features for the 1962 compact car buyer . . .

There's the regal Falcon Squire (pictured left)—a new concept in compact wagon luxury (it's even available with bucket seats!). There is also a new version of the sporty, spirited Falcon Futura . . . roomy new Falcon Club Wagons—a grand total of thirteen 1962 Falcon models.

There's also new value! Falcon features that were unsurpassed in the compact field in 1961 have now been honed to even greater excellence. Typical is the Falcon Six engine. The '61 version achieved the best gas mileage record for 6- or 8-cylinder cars in the history of the Mobilgas Economy Run. This year the engine has been further refined to be even more thrifty. The story is the same wherever you look—the '62 Falcon has new value added on top of all the original value.



Falcon Futura... features Thunderbird-inspired bucket seats, special console, all-vinyl luxury interiors.

Falcon: best shape economy's ever been in

SPECIAL PREVIEW

...an entirely
new kind of Ford



Galaxie/500 Town Sedan



Falcon Fordor Sedan

sized and priced
right between
Galaxie & Falcon

Fairlane 500

In a few days, a completely new car will go on display at your Ford Dealer's. It is related to the past in name only—everything else about it is new. Body, engine, transmission, suspension—they are all new. New with a purpose. The Fairlane 500 is designed to bring the American family things it has always wanted, but could never get before under one single car roof. For example . . .

Conventional ideas about car size have been turned inside out—for your comfort. Outside, Fairlane 500 is a foot shorter than the cars that used to bear its name. Inside, it is every inch a full-size car—as roomy as some of the biggest Fords ever built.

This means there's no tight seating—six passengers have room to spare. There's no tight parking, either—Fairlane 500 fits where others fail. You benefit both ways thanks to the car's newly designed unitized body.

Inside *and* out, the Fairlane 500 is a fine quality car. You see this at once in its rich wall-to-wall carpeting, dual headlights, foam-cushioned front seats, elegant deep-pleated upholsteries—and countless other touches of luxury.

But get set for a pleasant surprise when you read the price sticker. The price range of the Fairlane Series extends hundreds of dollars below last year's Fairlane models . . . even below most compacts! The 1962 Fairlane pumps new purchasing power into the American family's automotive dollar.

Gas mileage and maintenance costs are right where you want them to be—right around the level of the compacts. Upkeep is a snap—gone are many of those annoying, time-consuming trips back to the garage for servicing. Fairlane, like Galaxie, is beautifully built to be more service-free—routine maintenance is reduced to 30,000 miles on many items, no more than 6,000 miles or twice a year on the rest.

To top it all . . .



. . . the Fairlane is a beautiful car—a shining example of classic Ford styling.

Imagine yourself behind that wheel, flashing along some scenic highway, heading for pleasure. Under the hood is the new Fairlane Six—delivering more miles per gallon than Fairlanes of the past ever did.

Or, if you prefer to step up the pace even more, choose the optional V-8—world's first *economy* V-8. Designed especially for the Fairlane, it is a remarkable blending of power and thrift!

You will feel new magic spring to life as you drive. This car frees you from unwanted engine noise and road vibration far more effectively than any other Ford in history. You will be amazed at its smoothness in motion.

Many people are going to find the Fairlane the “just right” car for them. Perhaps you will be among them. The newest of Fords will be on display at your Ford Dealer's soon. See and drive it for yourself.

Fairlane 500

The Fairlane 500 Town Sedan is shown. The Fairlane Series also includes a Fairlane 500 Club Sedan, Fairlane Town Sedan and Fairlane Club Sedan





Thunderbird:

You have turned the page not to another car, but to another world . . . a world of excitement and adventure . . . the world of Thunderbird.

This year new choices await those who prefer the choicest of cars. Two totally new Thunderbirds—a Landau coupé and a Sports Roadster—join the Hardtop and Convertible to round out a Thunderbird quartet.

The new Landau coupé achieves its special distinction by enhancing the Thunderbird's famous roofline. The Landau coupé's hardtop roof is covered by richly grained vinyl—adding a new sophistication and flair to its look.

The new Sports Roadster is the most versatile pleasure car ever built. It borrows some of the flavor of the original two-seater—the classic Thunderbird which first set the automotive world on fire back in 1955. But it spices this flavor with modern magic. When its

Thunderbird Landau coupé . . . the roof is covered in Landau-grained vinyl



tonneau cover is on, the Sports Roadster is a pulse-quickenning two-seater with racing headrests. Remove the tonneau cover—and presto!—you're in a beautiful four-seat Thunderbird convertible.

All four models move in a world all their own . . . a Thunderbird world of surging power . . . a world where steering wheels swing aside to welcome you in. And all share the Thunderbird's magnificent quality. Only this year there's more. The Thunderbird is stronger, with more steel in its underbody . . . quieter, with greater insulation . . . and more durable, with such new Thunderbird touches as chrome-plated front shock absorber rods. Of course, a car can do without chrome in its shock absorbers, but chrome provides greater durability . . . and so you receive it in the Thunderbird. Hundreds of such special quality features are hidden within the Thunderbird, like jewels within the movement of a fine watch . . . unseen contributors to the car's unsurpassed durability.

The car that many said had no room for improvements *has* added improvements—and new models—making it, more than ever,

unique in all the world

Thunderbird Sports Roadster . . . the convertible top opens and closes right over the headrests. Remove the tonneau cover—and you have a four-seat convertible.



Galaxie/500 Town Sedan



Fairlane Club Sedan

Whatever you're looking for in a new car...
look to the long Ford line

Thunderbird Hardtop



Falcon Tudor Wagon





Falcon Fordor Sedan

Choose from a rainbow of colors . . . a treasure chest of new features . . . a rich variety of special models. Never before have you seen a line of Fords so long, so varied, so beautifully built to serve your needs. On this page are a few variations of the basic models . . . and there are many more which your dealer will be pleased to show you. Words

and pictures just can't duplicate the feeling you'll get when you see the beauty of the cars themselves . . . rub your hand along their rich upholsteries . . . and settle back behind the wheel of the model that's your personal favorite. Of course, your Ford Dealer will be happy to answer any questions you may have about the 1962 Fords. Visit him soon.



Falcon Deluxe Club Wagon



Galaxie/500 Sunliner



Back Cover: Country Squire

