

FAIRLANE

The quiet success





Fairlane . . . the automobile most preferred by men who demand the utmost in motoring satisfaction and value. Its authoritative performance from its powerful engines, its utter silence on the road and remarkable riding smoothness from its extra long wheelbase and wide track, provide a driving experience truly out of the ordinary. Its impressive size, distinguished luxury and appointments—and the price you pay—contribute to making it the finest of all prestige car investments.



Illustrated: Fairlane 500 in Frosted Lime, with optional vinyl roof, radio, 351 CID engine and radial tyres.

Fairlane 500 Sedan

Exceptional riding smoothness and quietness of operation are outstanding virtues of the new Fairlane. They are made possible by the built-in quiet in the engineering . . . by refining the suspension systems . . . and by Ford's rugged, and exclusive, Torque-Box body structure.

New styling refinements include an even more distinctive grille, discreet ornamentation, luxury wheelcovers and handsome new rear-end treatment.

Under Fairlane 500's long, sleek bonnet is a precisely engineered 302 CID V8 engine—ready to obey your instant command silently, swiftly, powerfully. For ultra-

high performance a 351 CID V8 engine is available. Both are teamed with 3-speed SelectShift Cruisomatic transmission—the automatic that also works as a manual—and variable-ratio power steering. Front power disc brakes are standard but, with the 351 CID V8 engine you may order the new four-wheel power disc brake system.



Illustrated: Fairlane 500 interior in brown vinyl, with optional T-bar automatic and power windows.

Inside Fairlane 500 Sedan you are in a world of luxurious quiet and comfort.

The seating features deep layers of foam cushioning and is upholstered in supple, and pleated, leather-grain vinyls. The front seats are individually adjustable and fully-reclining with a fold-away centre armrest (or optional console with T-Bar shift, as shown above). Rear seat passengers are similarly cared for by indi-

vidual, contoured seat-backs and a fold-away centre armrest.

The cockpit-style instrument panel is set into a thickly padded fascia, you see everything and reach everything without effort.

There is now a steering column control stalk . . . a single lever controls your turn-indicators, lane-change warning, high-low beam, headlight flashers and horn.

Other standard appointments for your comfort and convenience include: An 11-transistor push-button radio; 2-speed Blendaire heater and demister; Aero-flow flow-through ventilation; electric clock, rear-pillar reading lamps; deep-pile wall-to-wall carpeting.

There are new Inertia-Reel seat belts in the front compartment. They allow you to move around freely but, because they are both car-and-body sensitive, they

"lock-up" and provide positive protection in the case of an emergency or impact. They also fully retract when not in use.

You also have more options to choose from, including a Stereo Radio/Cassette tape player, an electrically heated rear window demister, and power windows (shown above). The complete option list is shown on page 14.



Illustrated: Fairlane Custom in Tropicana Green, with optional vinyl roof and styled full wheel covers and radial tyres.

Fairlane Custom Sedan

The Fairlane Custom Sedan offers a new high level of luxury and features — at a surprisingly modest price.

Its impressive styling is evident from new grille — the same as the Fairlane 500 Sedan — to the distinctive new tail-lights.

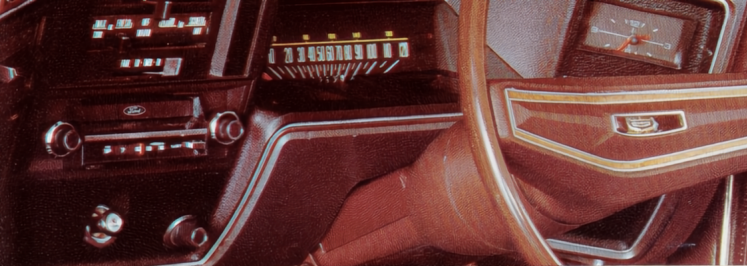
For a true 'big-car' ride it features a wide track front and rear, big 7.35 L tyres and a long 116-inch wheelbase.

Performance is also that of a big car — from an extremely quiet and responsive 155-horsepower 'six', teamed with SelectShift Cruisomatic transmission and big 11¼-inch turbo-cooled front power disc brakes . . . all standard.

You also have the choice of two optional V8 powerplants — the 302 CID, 240-horsepower and 351 CID

260-horsepower V8 engines — with a new four-wheel power disc brake system available as an option with the 351 CID engine.

For comfortable, spacious travelling, Fairlane Custom's appointments provide you with tasteful relaxation . . . as you can see on the following pages.



Above Top: Fairlane 500 instrumentation, with optional Stereo Radio/Cassette and airconditioning. Above: Fairlane Custom optional bench seat.

Inside the Custom, you relax in contoured and reclining bucket seats, or optional full-width bench seats. Both feature deep foam cushioning for superb comfort, rich, high-quality vinyl upholstery in a new range of colours and fold-away centre armrests.

Other important luxuries are yours automatically. Like the new steering column stalk which controls your

turn-indicators, lane-change warning lights, high-low beam, headlight flashers and horn. Lavish sound-proofing. Deep-pile, wall-to-wall carpeting. 'Aeroflow' flow-through ventilation system. Courtesy lights on all doors. Glovebox and luggage compartment lights. And new Inertia-Reel seat belts.

There's a new instrument panel texture and the



Above: Fairlane Custom front interior, with optional remote control exterior mirror.

speedometer is calibrated in MPH and KPH. The whole of the instrument panel, incidentally, is recessed and thickly-padded for safety.

Naturally, there is an abundance of leg, hip, shoulder and head room . . . and the huge 27 cubic feet of space in the boot provides ample room for whatever you take, wherever you wander.

And, of course, you can tailor your Custom to the exact kind of prestige-performance car you desire by selecting from a long list of individual options. These include variable-ratio power steering, sports road wheels, sliding sun-roof, combined radio/stereo cassette tape player and electrically heated rear window demister. The full list is on page 14.



Fairlane performance: swift, smooth, quiet.

At every step in its development, Fairlane is so carefully and precisely designed and engineered, it provides you with dependable driving pleasure—and an unusually high standard of quality.

Refinements, too, have been made in many areas to provide you with smoother, quieter and safer motoring. Some of the more important refinements: "Force Variation" specifications for all tyres to eliminate vibration and increase tyre life... wider, 6JJ wheels fitted as standard to improve handling and braking characteristics... new heavy-duty brake pads that sweep big 11¼-inch turbo-cooled discs... a redesigned energy-absorbing steering column—known as 'friction disc'—an exclusive Ford feature and important safety device... redesigned engine components such as valves with more durable nylon valve stem seals, and improved hydraulic tappets and torsional control dampers for extra smoothness of engine operation... even compression ratios are new to improve the efficiency, and performance, of Fairlane's engines.

CHOOSE YOUR IDEAL ENGINE-TRANSMISSION COMBINATION

With either Fairlane model, you choose the engine and transmission combination that's best suited to your own ideas on driving. The chart below shows you all the possibilities.

ENGINES

250 CID 'SIX'.
Standard in Fairlane Custom. Smooth and responsive acceleration throughout all speed ranges. 155-horsepower.

240 lb./ft. torque at 1600 rpm. 9.1:1 compression ratio.

302 CID V8.
Standard in Fairlane 500. (Optional in Fairlane Custom.) Big performance even by V8 standards, to give you ample acceleration and power reserves for extra-safe passing and effortless cruising. 240-horsepower. 305 lb./ft. torque at 2600 rpm. 9.4:1 compression ratio. 2-barrel carburettor.

351 CID V8.
Optional in Fairlane 500 and Fairlane Custom. A super-performance V8 for very special motoring. It gives you responsiveness and power than can't be equalled by any V8-engined luxury car near Fairlane's price. 260-horsepower. 355 lb./ft. torque at 2600 rpm. 9.1:1 compression ratio. 2-barrel carburettor.

SELECTSHIFT CRUISOMATIC

The world's smoothest and most flexible automatic. You can use it as a manual shift and 'hold' gears, or put the selector in 'Drive' and let the automatic take over for you. Available on the steering column, or in console-mounted T-Bar form.

BRAKES

Standard in both models: At front, big, self-adjusting, 11¼-inch diameter power discs. Ventilated and turbo-cooled, so they're remarkably fade-free. At rear, big, self-adjusting, 10-inch diameter drums with extra-thick bonded linings.

Optional: New four-wheel power disc brake system for optimum braking efficiency and stopping power. (Available with 351 CID V8 only.)

POWER TEAM AVAILABILITY

Engine/Transmission combinations	Fairlane Custom	Fairlane 500
250 CID, 155 h.p., 'six' with: SelectShift Cruisomatic (Column Shift)	Standard	Not available
302 CID, 240 h.p., V8 with: SelectShift Cruisomatic (Column Shift) SelectShift T-Bar Cruisomatic (Floor Shift)*	Optional	Standard
351 CID, 260 h.p., V8 with: SelectShift Cruisomatic (Column Shift) SelectShift T-Bar Cruisomatic (Floor Shift)*	Optional	Optional

*Floor shift not available with full-width front seat

1. Inertia Reel front seat belt.
2. Steering column control stalk.
3. 351 CID 2V optional engine.
4. 4-wheel power disc brake option (351 engine only).
5. Sport's road wheel option.
6. Limited Slip differential option.
7. Power steering—standard Fairlane 500; optional Fairlane Custom.



