



1964 MERCURY



The price is medium...the choice

THE choice is provided by the year's most beautiful styling alternatives: Breezeway design with all the advantages of a rear window protected from the weather, that opens for draft-free ventilation . . . or (you may prefer) Mercury's racy new Marauder hardtop styling. Whichever you choose, you know you've got more than just another medium-price car. You've got the medium-price car at its very finest! Here's why! Mercurys come in not only two different styles, but in three series, each with its own level of luxury and performance. A new top-line series; the luxurious Park Lane with a 4-barrel 390 cu.-in. V-8



maximum...the car is Mercury

engine as standard equipment. In all '64 Mercurys, you get more than the usual. You get more than the usual in performance with engine choices that range up to the Marauder Super V-8 with 427 cubic-inch displacement and 8-barrel carburetion. You get more than the usual in luxury with rich interior decor and warm touches of walnut-tone trim on door panels. More spaciousness with increased passenger room, trunk space and door height. Look at the Mercurys with either exclusive Breeze-way design or racy Marauder styling (or both) for more than the usual. Discover for yourself why there is no finer car in the medium-price field.



PARK LANE

This is '64's most elegant Mercury, the Park Lane. Shown above is a Park Lane with exclusive Breezeway design. Park Lanes with racy Marauder styling are also available. Both offer the 4-barrel Marauder Super 390 cubic-inch V-8 as standard equipment, options up to 425 hp. To add to riding comfort, all seats are foam-padded with a special balanced spring design giving a more cushioned effect. An optional 6-way power-operated front seat is available. Luxury? There's nothing like it in the medium-price field. At the right you see a fine example . . . a Park Lane interior, with all-nylon face, biscuit design upholstery. This interior is trimmed in medium silver Caspian cloth and light silver crush-grain vinyl. Unusual items: cut-pile carpet, walnut-toned insets in door panels, custom-grip door handles, vanity mirror on right sun visor, red and white lower door courtesy lights, padded instrument panel. No wonder we say there is no finer car in the medium-price field.



Park Lane four-door sedan with Breezeway design





Park Lane two-door hardtop (also available in four-door model) with Breezeway design

PARK LANE

Here's more of the unusual luxury, power and pure beauty that is Park Lane. Shown above are two more Park Lane models. Outside, Park Lane beauty is unmistakable. Full-length side moldings, deluxe wheel covers, wheel cutout moldings, special coachmark on front fender and hood ornament give a jewel-like perfection





Park Lane convertible

to the car. And there's the convenience of flashing fender-sight directional signals on the front fenders (you can see them without taking your eyes off the road). More luxury and convenience inside, too. You can choose the special Park Lane Sports Package which includes form-contoured individual shell-design seats (shown at left), and either console-mounted four-speed manual stick shift or console-mounted Multi-Drive Merc-O-Matic. And more interior elegance is yours in every Park Lane...color-keyed padded instrument panel with low-reflection vinyl cover, color-keyed heater, metal-trimmed pedal pads, all-foam rear seat cushions, and electric clock. Laminated 5-ply convertible tops, made up of layers of vinyl, butyl bond and fabric, give additional strength and flexibility. Also, there's a new glass—not plastic—rear window that stays clearer... and is easier to clean.



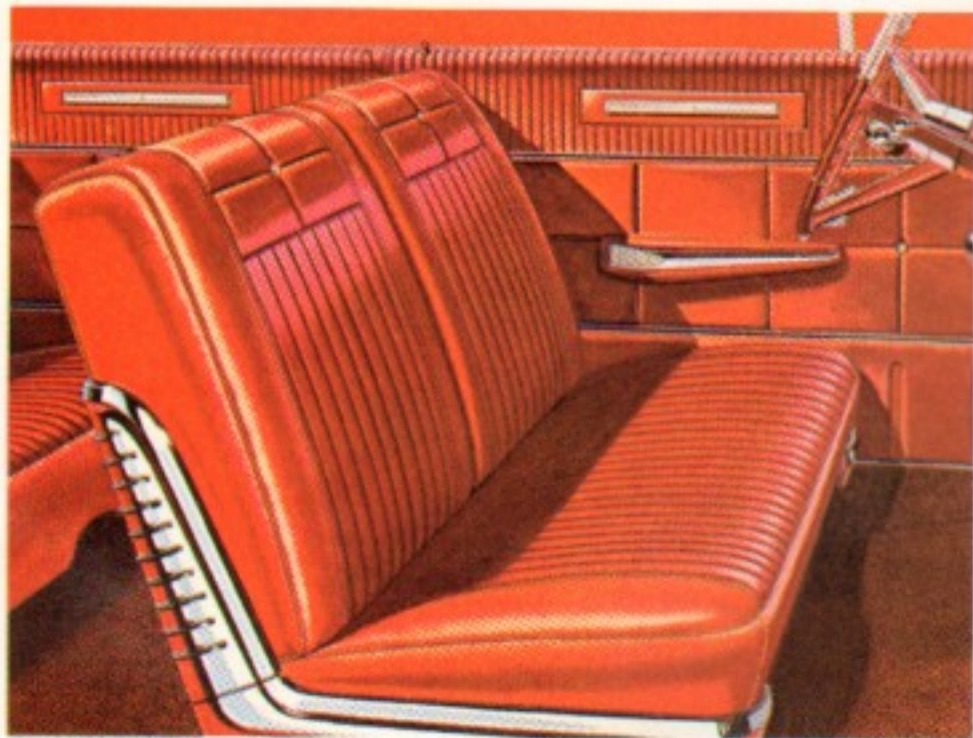
Montclair two-door hardtop with Breezeway design

MONTCLAIR

The Montclair, too, has more of what you buy a medium-price car for. In short, all the traditional Mercury extra value plus some exciting '64 additions. The Montclair is also available in either Breezeway design (as shown above) or Marauder styles. Outside standard luxury features include full stainless steel trim, deluxe wheel covers. Inside: electric clock and courtesy lights for ashtray, parking brake and glove box. And where you can't readily see, Montclair steps past the ordinary, too. Open the deeper, more spacious trunk (17.1 cubic feet of usable luggage space in this fully lined compartment). Raise the hood of a Montclair... standard equipment is a powerful 390 cubic-inch Marauder V-8 engine.



Montclair four-door sedan with Breezeway design



Montclair interiors are trimmed in pleated Honeycomb cloth and vinyl or pleated all-vinyl upholstery. Pleated door panels are accented with bright moldings. Every detail is there in Montclair: bright-metal rear seat ashtrays, anodized aluminum seat side shields, vinyl-covered sun visors, long armrests with bright-metal trim and integral paddle-type door releases. The interior shown is in red crush-grain vinyl.



Monterey two-door hardtop (also available in four-door sedan and two-door sedan models) with Breezeway design

MONTEREY

Unusual luxury goes with this unusual car. The Monterey, lowest priced of all Mercurys, is available in both Breezeway and Marauder styles. In both, there's a flair starting right at the front that seems to whisper "luxury." Both have big power. A 390 cubic-inch Marauder V-8 surges smoothly as you step on the accelerator.





Monterey convertible

Options range up to a blazing 8-barrel 427 cubic-inch V-8. And Montereys are packed with an elegance that sets them apart from other medium-price cars. Inside the Monterey, you'll enjoy longer-lasting and luxurious Athenian cord fabric upholstery, vinyl door panel trim and headlinings. All color-keyed, such as the interior at the left, shown in black Athenian cloth and black crush-grain vinyl. Montereys feature crank-operated vent windows and deep-loop carpeting. For convertible lovers, a smoother-operating, longer-lasting top mechanism is new for '64 Mercury convertibles. And a new glass—not plastic—rear window gives you a convertible rear window that stays clearer, is easier to clean.



The price is medium... the action maximum... the car is Mercury

Mercury
Marauder
Pikes Peak Champion



Park Lane Marauder two-door hardtop (also available in four-door hardtop model)

One look is enough to tell you that this is an action car. The slender, racy roof is one reason. The thrusting spear-shaped profile is another. And Marauder keeps the promise of its "let's go" look. A brilliant Marauder Super 390 cu.-in. four-barrel V-8 is standard in the Park Lane series (shown). You can have up to an 8-barrel 427 cu.-in. V-8. All are new editions of the engine that powered Marauder to the championship in the most recent Pikes Peak climb. Options include the special Sports Package with bucket seats, console-mounted transmission selector, and fully synchronized 4-speed transmission or Multi-Drive Merc-O-Matic.





Montclair Marauder four-door hardtop (also available in two-door hardtop model)

Marauder

Marauders in the Montclair series offer you an exciting step beyond the usual. Fender-sight directional signals add to your safety, convenience. Montclair Marauders (and Breezeway models) offer either cloth and vinyl or all-vinyl interiors. Pleated door panels with a paddle-type door handle, map, trunk, ashtray lights are found there, too. It's the kind of unusual luxury that goes with this unusual medium-price car, luxury that makes sure there is no finer car in its field.





Monterey Marauder two-door hardtop (also available in four-door hardtop model)

Marauder

A Marauder in the Monterey series has the typical "let's go" look. Like all Mercurys, this Marauder adds new features galore to its good-looking styling. Items you'll like: new seal-beam headlights which last longer, a central fuse panel, and seamless color-keyed carpet and vinyl headlining. To all this, add the traditional extra value you get in a Mercury—luxury, big-car roominess, service-saving features, action-packed performance—that's the Monterey Marauder.

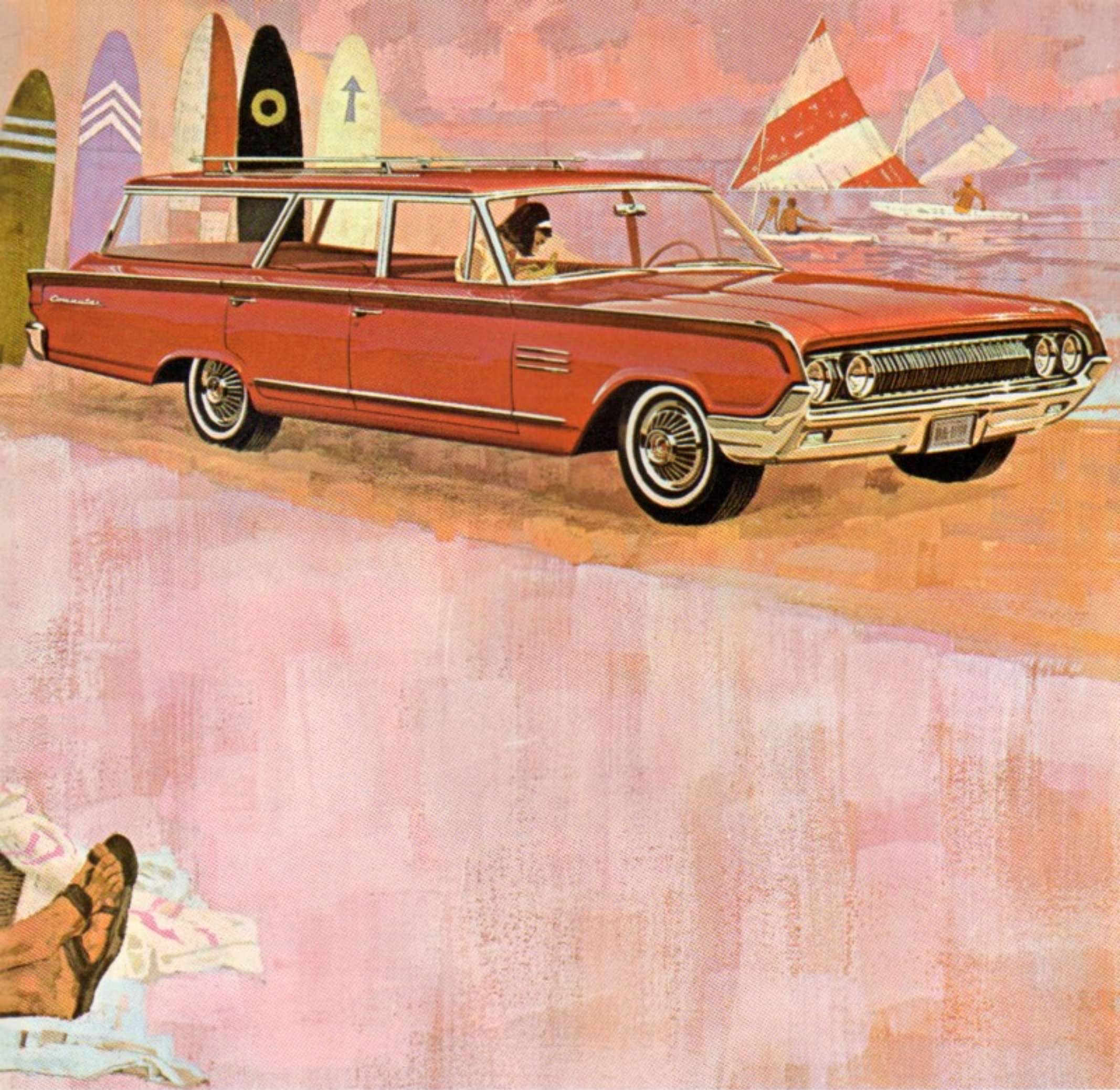


Colony Park station wagon

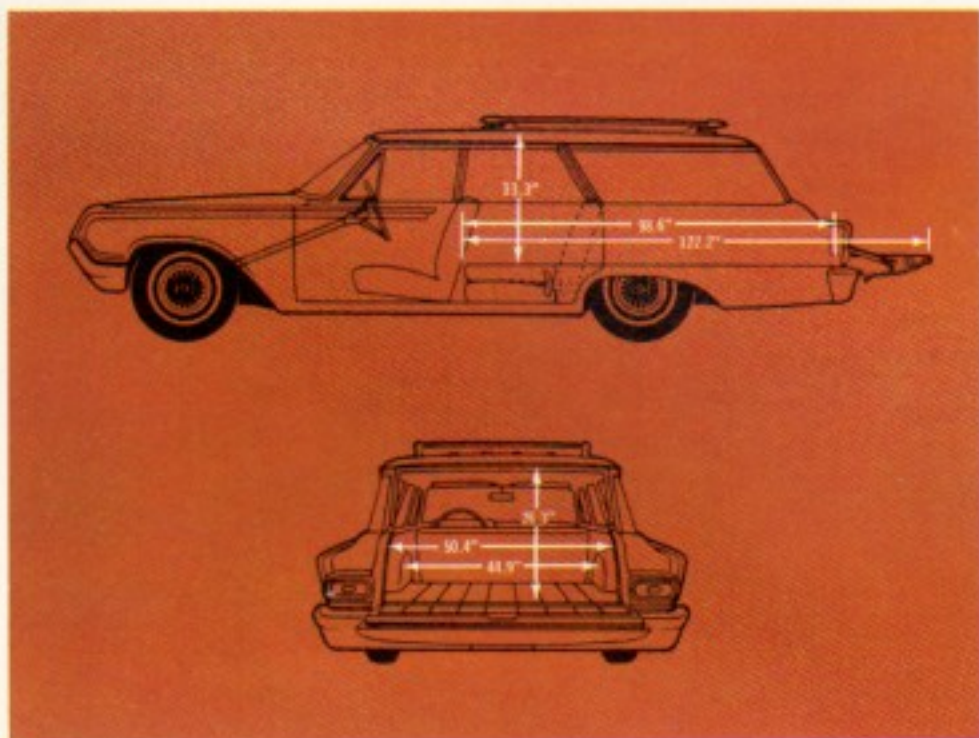
COLONY PARK

The Colony Park is based on a very special philosophy. Put it this way: many wagon owners need more than just cargo room. Colony Park serves as family car, theater car, a "go-everywhere" car. Outside, rich mahogany-toned paneling. Inside, fine-car appointments... and engine choices up to a Marauder Interceptor 390 V-8.





Commuter station wagon



COMMUTER

The Commuter wagon offers four-door convenience and passenger capacity (with optional 3rd seat) up to a family group of 9. Loading space of 99.2 cubic feet. A load length of 122.2". Wide tailgate opening, 50.4". Height, too. From top to bottom of tailgate opening, 26.3". Tailgate is counterbalanced to make loading easier.

OPTIONAL EQUIPMENT

To make driving easier, more pleasant and personalized, Mercury offers you a full range of options and custom features for '64. And they help pay for themselves by making your Mercury worth more at trade-in time. Included are: Deluxe air conditioner Power steering Power brakes Speed control Tachometer Swing-Away steering wheel AM-FM radio Tinted glass Remote-control side view mirror Non-glare rear view mirror Color-keyed padded instrument panel (standard on Park Lane series) Deluxe wheel covers Fender-sight directional signals (standard on Park Lane, Montclair, and Colony Park)



THE 1964 MERCURYS

Mercurys with Breezeway Design



Park Lane two-door hardtop



Montclair two-door hardtop



Monterey two-door hardtop



Park Lane four-door sedan



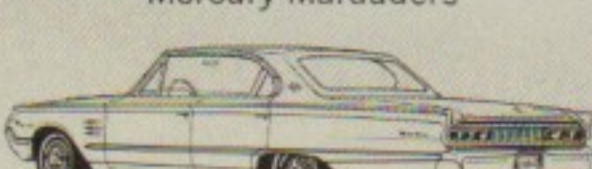
Montclair four-door sedan



Monterey two-door sedan



Park Lane four-door hardtop



Montclair four-door Marauder hardtop



Monterey four-door sedan

Mercury Marauders



Park Lane two-door Marauder hardtop



Montclair two-door Marauder hardtop



Monterey two-door Marauder hardtop

Convertibles and Wagons



Park Lane four-door Marauder hardtop



Colony Park station wagon



Monterey four-door Marauder hardtop



Park Lane convertible



Commuter station wagon



Monterey convertible

'64 EXTERIORS

The '64 Mercury is available in your choice of 16 solid colors and 27 optional-at-extra-cost two-tone combinations.

SOLID COLORS:

onyx	pacific blue	platinum beige	yellow mist
polar white	glacier blue	fawn	palomino
carnival red	silver turquoise	burgundy	aztec gold ^(a)
anniversary silver	peacock	pink frost	bittersweet ^(a)

TWO-TONE COMBINATIONS:

*Polar white and onyx, polar white and carnival red†, polar white and pacific blue†, polar white and glacier blue, glacier blue and pacific blue†, polar white and silver turquoise†, polar white and peacock, polar white and platinum beige†, fawn and platinum beige†, polar white and fawn, polar white and burgundy, polar white and palomino, polar white and pink frost, polar white and yellow mist, polar white and aztec gold, onyx and anniversary silver, polar white and bittersweet, onyx and yellow mist, onyx and platinum beige, onyx and carnival red, onyx and burgundy

*Upper color given first †Upper and lower body colors may be reversed

(a) Bittersweet and Aztec Gold available only on Park Lanes with Sports Package and Park Lane convertible.

INTERIORS:

	Cloth and Vinyl Color Schemes						All-Vinyl Color Schemes					
	Blue	Beige	Black	Red	Silver	Turquoise	Blue	Beige	Red	Black	Palomino	Turquoise
Monterey Series												
Sedans.....	•	•	•									
Hardtops.....	•	•	•					•	•	•		
Convertibles.....							•	•	•	•		
Montclair Series												
Sedans.....	•	•	•		•		•		•	•	•	
Hardtops.....	•	•	†		†		•		•	•	•	
Park Lane Series*												
Sedans.....	•	•	•		•	•	•		•	•	•	
Hardtops.....	•	•	•		•	•	•		•	•	•	
Convertibles.....							•		•	•	•	•
Station Wagons												
Commuter.....							•		•	•	•	
Colony Park.....		•					•		•	•	•	

*Special Park Lane Sports Package includes all-vinyl interior color schemes in blue, red, black, palomino and white
†Not available on Montclair Marauder two-door hardtop

MERCURY V-8 POWER TEAMS

Engines	Marauder 390 V-8	Marauder 390 V-8	Marauder Super 390 V-8*	Marauder Interceptor 390 V-8*	Marauder 427 V-8*	Marauder Super 427 V-8*
Adv hp @ rpm	250 @ 4400	266 @ 4400	300 @ 4600	330 @ 5000	410 @ 5600	425 @ 6000
Monterey	Standard	N.A.	Optional	Optional	Optional	Optional
Montclair	Standard	Standard†	Optional	Optional	Optional	Optional
Park Lane	N.A.	N.A.	Standard	Optional	Optional	Optional
Commuter	Standard	N.A.	Optional	Optional	N.A.	N.A.
Colony Park	Standard	Standard†	Optional	Optional	N.A.	N.A.
Displacement	390 cu in	390 cu in	390 cu in	390 cu in.	427 cu in	427 cu in
Adv torque @ rpm	378 @ 2400	378 @ 2400	427 @ 2800	427 @ 3200	476 @ 3400	480 @ 3700
Bore & stroke (in)	4.05 x 3.78	4.05 x 3.78	4.05 x 3.78	4.05 x 3.78	4.23 x 3.78	4.23 x 3.78
Carburetor	2-V	2-V	4-V	4-V	4-V	Dual 4-bbl.
Compression ratio	9.4	9.4	10.1	10.1	11.5	11.2
Fuel	Regular	Regular	Premium	Premium	Super Prem.	Super Prem.
Exhaust	Single(a)	Single	Dual	Dual	Dual	Dual
Valve lifters	Hydraulic	Hydraulic	Hydraulic	Mechanical	Mechanical	Mechanical
Transmissions						
3-speed manual	•		•	•		
4-speed manual	•		•	•	•	•
Multi-Drive Merc-O-Matic	•	•	•	•		

(a) Dual exhaust for convertible †Std. in Montclair and Colony Park with Multi-Drive Merc-O-Matic
*Optional at extra cost N.A.—Not Available 4-speed transmission not available with station wagons

SPECIFICATIONS:

EXTERIOR DIMENSIONS (Inches)

Wheelbase.....	120.0
Tread, Front.....	61.0
Rear.....	60.0
Length, over-all, Sedan.....	215.5
Station Wagon.....	210.3
Width, over-all, Sedan.....	80.0
Station Wagon.....	80.0
*Height, over-all, Sedan.....	56.7
Station Wagon.....	57.8
Convertible.....	55.7
Curb weight (lbs), 4-door Sedan.....	4174 lb.
Colony Park, 2-seat.....	4464 lb.

CAPACITIES

Fuel tank.....	20 gallons
Cooling system.....	20 quarts, with heater
Engine oil.....	6 quarts, with filter change

*With passengers

MANUAL TRANSMISSIONS

All-synchronized 3-speed, steering column lever	
Ratios—1st.....	2.42:1
2nd.....	1.61:1
3rd.....	1.00:1
Reverse.....	2.33:1
4-speed, floor- or console-mounted lever	
Ratios—1st.....	2.36:1
2nd.....	1.78:1
3rd.....	1.41:1
4th.....	1.00:1
Reverse.....	2.42:1

MULTI-DRIVE MERC-O-MATIC TRANSMISSION

Type.....	Torque converter with automatic planetary gear train	
Ratios—L0.....	2.40:1	
D2.....	1.47:1; 1.00:1	
D1.....	2.40:1; 1.47:1; 1.00:1	
Reverse.....	2.00:1	

BRAKES

Type.....	4-wheel hydraulic, self-energizing, self-adjusting
Drum diameter.....	11 inches
Total lining area.....	212.5 square inches (passenger cars)
	234.0 square inches (station wagon)

REAR AXLE

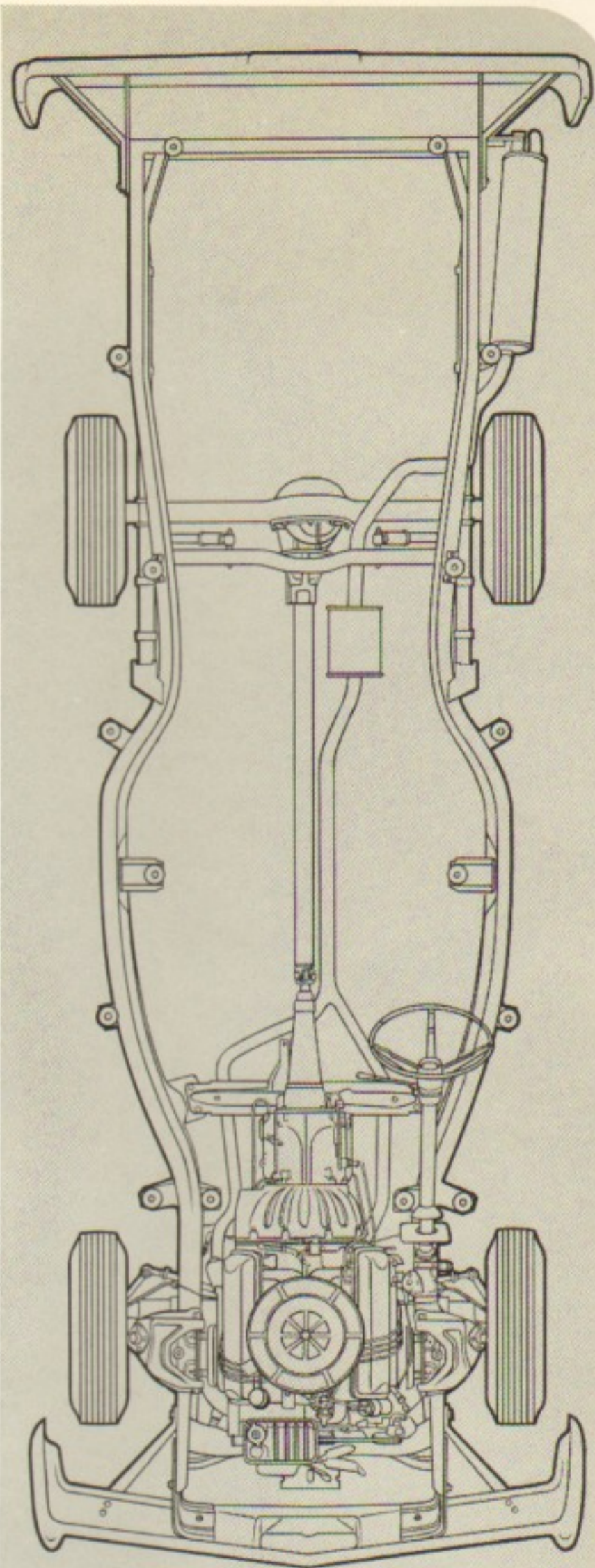
Type.....	Semi-floating with hypoid gears
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TIRES

Size.....	8.00 x 14
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SUSPENSION

Front.....	Swept-back ball-joint suspension
Rear.....	Leaf springs plus 3-phase shock absorbers; asymmetrical axle mounting for anti-dive, anti-squat action





1964 MERCURY □ LINCOLN-MERCURY DIVISION □ PRODUCT OF *Ford* MOTOR COMPANY