

# *1966 Ford*



Quiet Quality... Powered by FORD



GALAXIE 500 7-LITRE 2-DOOR HARDTOP, JUST ONE OF 19 FORD MODELS

In the 1966 Ford, quiet speaks for quality . . . deep, thorough quality that is most obvious in Ford's famous ride. Smooth, soft, gently controlled . . . marvelously quiet. Solid Ford engineering advances (detailed page 6) make ride news again for 1966.

The '66 Fords bring you new styling with the look of quiet elegance. New interior richness. Features newer than any you've known in any automobile before. New Stereo-Sonic Tape System\* (detailed page 4) is one. The thrill of your favorite music on tape in full, rich stereo depth and dimension as you drive. Another is Automatic Speed

Control\* that lets you cruise with your foot off the accelerator. Equally remarkable is Ford's exclusive new Magic Doorgate on '66 wagons. It lowers as a tailgate or opens like a door, as you choose (see page 21). And it's standard on all '66 Ford wagons.

There's an exciting new series of '66 Fords—the 7-Litre Hardtop and Convertible (page 10). A new 428-cu. in. V-8† and power front disc brakes† head a long list of 7-Litre standard equipment.

"Powered by Ford" in '66 means your choice of the longest, strongest power team lineup Ford has ever offered. Eight engines—including a

new 390-cu. in., 275-hp regular gas Thunderbird V-8 and new 345-hp Thunderbird 428 V-8. Four transmissions—3-speed, sporty 4-speed\*, Overdrive\* and smooth, versatile 3-speed Cruise-O-Matic.\*

What else is new? Everything from rich die-cast grilles on LTD's, XL's, Country Squires and new 7-Litres to padded instrument panel and sun visors, windshield washers with electric wipers, backup lights, emergency flasher, front and rear seat belts standard on all '66 Fords.

Turn the page and read about all the new Fords—all 19 of them. Then see your Ford Dealer for a test drive.

\*Optional †Optional on all other '66 Fords



FORD COUNTRY SEDAN, ONE OF FIVE FORD WAGONS



GALAXIE 500/XL CONVERTIBLE, ONE OF THREE FORD CONVERTIBLES

#### 1966 FORDS: 7 SERIES, 19 MODELS

LTD by FORD:	2- & 4-Door Hardtops
GALAXIE 500/XL:	2-Door Hardtop & Convertible
GALAXIE 500 7-LITRE:	2-Door Hardtop & Convertible
GALAXIE 500:	2- & 4-Door Hardtops, Convertible, 4-Door Sedan
CUSTOM 500:	2- & 4-Door Sedans
CUSTOM:	2- & 4-Door Sedans
COUNTRY SQUIRE:	6-Passenger & Dual-Facing Rear Seat* Wagons
COUNTRY SEDAN:	6-Passenger & Dual-Facing Rear Seat* Wagons
RANCH WAGON:	6-Passenger Wagon

\*With seating for a family of 10



Now for a totally new experience—music with concert hall realism through the Stereo-Sonic Tape System.\* As many as four speakers surround you with more than an hour of "living" sound. Eight-track tape cartridges provide continuous, uninterrupted play. Just insert a cartridge in the player, set volume as you would in any car radio, sit back and enjoy your favorite music in stereo.



**LTD by Ford... 2-Door Hardtop.** Even before you step inside, the LTD 2-Door for 1966 says "new" everywhere you look. Slim and smart new roofline with swept-curve back window; there's new elegance of line and contour from front to rear.

Behind the wheel, LTD luxury is fully confirmed. Seats are wide, deeply foam-cushioned and trimmed in fine fabrics protected against soilage by Scotchgard.<sup>®</sup> Ford's instrument panel is swept forward to provide extra leg room. Courtesy lighting serves you everywhere. The solid sound of doors closing . . . the fit and feel of upholstery and appointments . . . all tell you of finest Ford quality.

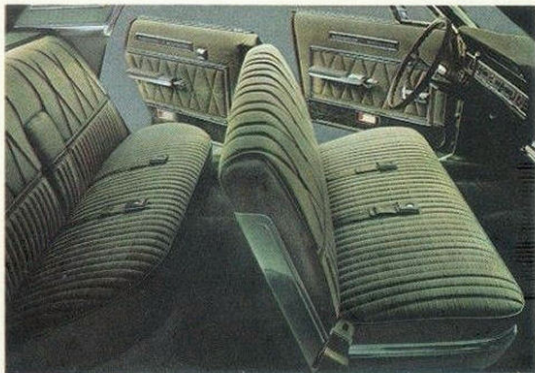
And now you can have the unique luxury of the multi-speaker Stereo-Sonic Tape System\* in an LTD (or any '66 Ford model). Or a Safety/Convenience Control Panel\* with automatic door locks, emergency flasher system and warning lights to tell you if a door is ajar, fuel is low, or remind you to fasten seat belts.

LTD's go far beyond their price class to offer you the finest Fords ever built . . . from new Super Diamond Lustre Enamel which enhances your first view of the car to Ford's reversible key that starts you on your first drive.

\*Optional

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**LTD Interiors** (4-door shown) offer you luxury once reserved for much costlier cars. Finely tailored fabrics. Woodlike trim enhances doors, instrument panel. Deep cut-pile carpeting stretches wall to wall. LTD courtesy lighting is all about you. In the rear, are a folding center arm rest and twin courtesy lights concealing speakers for optional radio.



### LTD by Ford . . . 4-Door Hardtop.

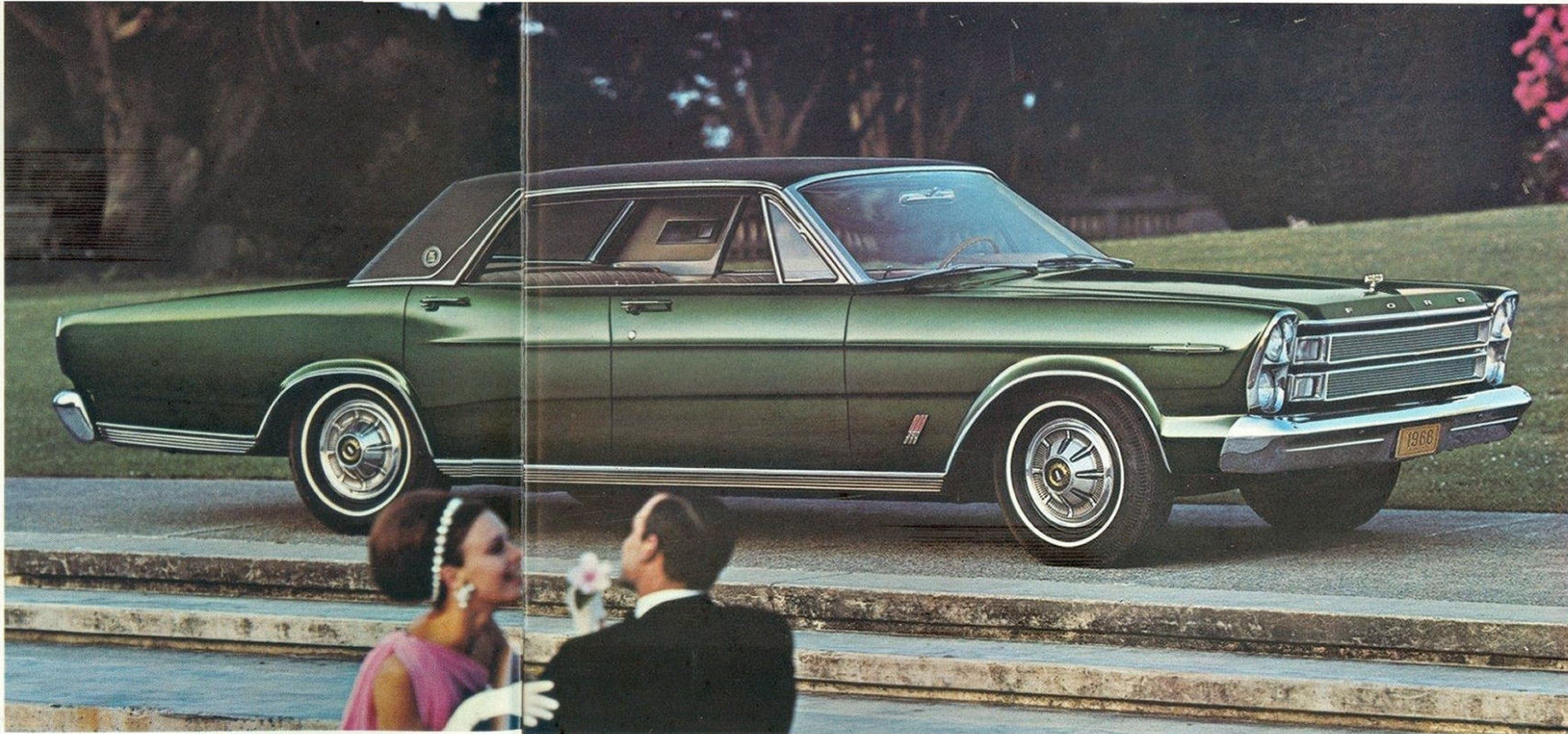
LTD's have created a whole new standard of luxury in Ford's field. Their quiet ride is world-famous—their quiet elegance makes paying more an extravagance.

LTD's for 1966 set an even higher standard. Their quiet Ford ride comes from solid engineering advances. The strongest body Ford has ever built. A new concept frame that "tunes out" vibration. Front "recessive wheel" system and ultrasoft full coil-spring suspension to smooth out bumps. Wide stance with 15-inch wheels for stability.

Among the many luxuries in the LTD 4-Door (and other '66 Fords) is the Stereo-Sonic Tape System\* (detailed page 4). Your favorite musical entertainment in uninterrupted "living sound."

Another, Silent-Flo Ventilation (detailed page 12) gives you a constant stream of fresh air in closed-car quiet. LTD's 200-hp Challenger V-8 is teamed with Cruise-O-Matic, the pace-setting 3-speed automatic drive. Or choose from six Ford V-8 options (up to 425 hp), and new power front disc brakes\* for greater ease, fade resistance.

\*Optional



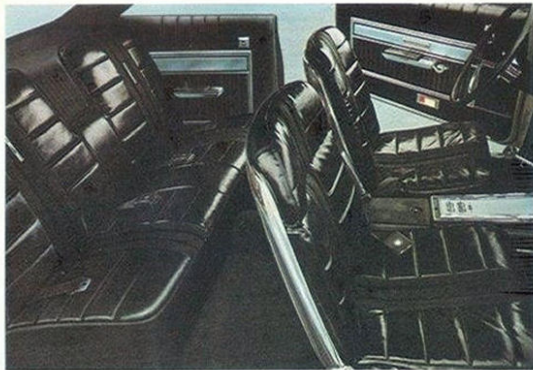
**LTD HIGHLIGHTS . . . STANDARD EQUIPMENT:** 200-hp Challenger V-8 □ Cruise-O-Matic Drive □ Chrome Die-Cast Grille □ Choice of 15 New Super Diamond Lustre Enamel Colors; 7 New "Limousine-Luxury" Cloth-Vinyl Interiors □ Color-Keyed Headlining □ Cut-Pile Color-Keyed Carpeting □ Rear Seat Center Arm Rest □ Simulated Walnut Paneling □ Silent-Flo Ventilation (4-door) □ Padded Instrument Panel and Sun Visors □ Front and Rear Seat

Belts □ Heaver-Defroster\* □ Electric Clock □ Reversible Keys □ Lighted Front Ash Tray (with lighter) □ Glove Box Light □ Front and Rear Compartment Courtesy Lighting □ Safety-Courtesy Door Lights □ Trunk Light □ Outside Rear-View Mirrors □ Windshield Washers and Single-Speed Electric Wipers □ Backup Lights □ Emergency Flasher □ Full Wheel Covers □ Plus basic equipment shared by all '66 Fords ("Highlights" page 18).

\*See "Prices" on back cover

**POPULAR OPTIONS:** Stereo-Sonic Tape System □ Vinyl Roof Covering in Black, White or Sage Gold □ Power Steering □ Power Brakes or Power Disc Front Brakes □ Select-Aire Conditioner □ 6-Way Power Front Seat □ Power Windows □ AM or AM-FM Radio (single rear seat speaker included on 2-door, dual speakers on 4-door) □ Safety/Convenience Control Panel □ Choice of Six V-8 Engines (250 to 425 hp). More options on pages 22-23.

**BASIC SPECIFICATIONS:** Length 210" □ Width 78" □ Wheelbase 118" □ Tread (front and rear) 62" □ Curb Weight (approx.)—4-Door, 3795 lb., 2-Door 3750 lb. □ Luggage Volume 19.1 cu. ft.



Bucket-Seat interior in XL's (also 7-Litre models). Deep-foam, shell-contour bucket seats cradle you in comfort, adjust individually. Luxurious, leather-smooth all-vinyl trim (seven color choices), wall-to-wall carpeting, padded instrument panel, headlining and padded sun visors are all color-keyed. Safety-courtesy door lights (a red beam to warn that door is open, a clear beam to light your way) are typically elegant appointments. Reclining passenger seat is optional.



### Galaxie 500/XL 2-Door Hardtop and Convertible . . . .

Bucket seats, young-at-heart styling and frisky performance put the stamp of "fun car" on the new XL's.

And right along with their own shell-contour bucket seats, the '66 XL's blend fun and luxury with these standard features: Command console with Cruise-O-Matic T-bar shift lever. Leather-smooth vinyl trim. Wall-to-wall carpeting. 200-hp Challenger V-8. Safety-courtesy door lights. Chrome die-cast grille and full wheel covers.

The XL Hardtop's smart new roofline and swept-curve rear window make it a styling standout. The XL Convertible (shown page 3) has a top of 5-ply vinyl for extra durability with a glass rear window to resist scratching, discoloring. Color choices: black, white or blue.

Add the Stereo-Sonic Tape System . . . a completely new kind of "living sound." Add Select-Aire Conditioner for a new kind of complete weather control. Pick any one of six Ford V-8's (up to 425 hp) for a new kind of total performance. The sky is the limit when it comes to tailoring an XL to you and your kind of driving!



Galaxie 500/XL 2-Door Hardtop; also available in 7-Litre Series

**GALAXIE 500/XL AND 7-LITRE HIGHLIGHTS . . . STANDARD EQUIPMENT:** 200-hp Challenger V-8 (345-hp Thunderbird 428 V-8 in 7-Litre)  Cruise-O-Matic Drive (console-mounted selector)  Command Console  Chrome Die-Cast Grille  Choice of 15 New Super Diamond Lustre Enamel Colors  7 All-Vinyl Interiors  Color-Keyed Carpeting  Shell-Contour Bucket Front Seats  Bright Seat Side Shields  Bright Metal-Accented Pedals  Padded Instrument Panel and Sun Visors  Front and Rear Seat Belts  Heater-

Defroster\*  Electric Clock  Reversible Key  Lighted Front Ash Tray (with lighter)  Glove Box Light  Front and Rear Compartment Courtesy Lighting  Safety-Courtesy Door Lights  Trunk Light  Outside Rearview Mirror  Windshield Washers and Single-Speed Electric Wipers  Backup Lights  Emergency Flasher, Convertible features: 5-Ply Vinyl Power-Operated Top in Black, White or Blue  Glass Rear Window  Easy-Action Top Latches. Plus basic equipment shared by all '66 Fords ("Highlights" page 18).

**POPULAR OPTIONS:** Stereo-Sonic Tape System  6-Way Power Driver's Seat  Automatic Speed Control  Select-Aire Conditioner  AM or AM-FM Radio  Power Steering  Power Brakes or Power Disc Front Brakes  Wire-Style Wheel Covers  Convertible Tonneau Cover  Choice of Six V-8's (200 to 425 hp.). More options on pages 27-28. \*See "Prices" on back cover.

**BASIC SPECIFICATIONS:** Length 210"  Width 75"  Wheelbase 119"  Tread (front and rear) 62"  Curb Weight (approx.) —Hardtop 3765 lb., Convertible 3910 lb.  Trunk Luggage Volume (cu. ft.)—Hardtop 18.1, Convertible 18.7.



All-new 7-Litre Hardtop . . . total performance flexing its muscles!



Console-mounted T-bar 3-Speed Cruise-O-Matic is standard



Sports-type steering wheel has walnutlike rim

**7 LITRE** *Galaxie 500 7-Litre*  
**2-Door Hardtop and Convertible . . .**

Car buffs can tell right off, these are *performance* cars . . . styled and equipped for just one thing—action! The 7-Litre Hardtop and Convertible are an all-new series for those who demand real “go” in the cars they drive.

“7-Litre” badges on grille and fenders hint strongly at what’s



Galaxie 500 7-Litre Convertible; also available in XL Series

under the hood—the mighty, new Thunderbird 428 V-8. It’s 345 hp strong, with 4-barrel carburetor, hydraulic lifters and special dual, low-restriction exhaust. Standard, too, are Cruise-O-Matic Drive (with T-bar console-mounted shift lever), power front disc brakes, styled steel wheel covers and distinctive 7-Litre body striping. (Other 7-Litre standard equipment same as listed for XL’s on pages 8 and 9.)

Now move inside one of these spirited new Fords. Deep-foam shell buckets up front (as shown on page 8). Command console in between. Leather-smooth vinyl trim (choice of seven colors) all around. Seat belts fore and aft. Padded instrument panel and sun visors. Glass rear window in the convertible . . . and that’s just the beginning. With 7-Litre options, you can go all out for performance, or balance performance with

luxury. Cobra 427 V-8 with 425 hp, 4-speed stick shift, limited-slip differential, heavy-duty suspension . . . new Stereo, power steering, power windows and power seats.

For all the pure driving fun 7-Litres offer, they also offer great practicalities like the suspended accelerator pedal, reversible keys and Ford’s Twice-a-Year Maintenance . . . features that make owning *any* new Ford more fun.



Fresh air comfort with windows up. That's Ford's Silent-Flo Ventilation on all 4-door hardtops. Open the front and rear air vents and a constant stream of fresh air flows noiselessly through the car. Clears out smoke, stale air in seconds through vents under rear window. Helps keep rear window fog-free on rainy or wintry days. Outside noises stay *outside* for an even quieter ride.



**Galaxie 500 4-Door Hardtop . . .** Let your eyes take in every inch of this one. '66 Ford styling elegance speaks for itself. This Galaxie 500 Hardtop is a big car . . . with big rewards for you in its quiet ride, generous room and conveniences on every side.

Big, wide door openings you can step through easily. Wide, comfort-high foam-cushioned seats. Swept-away instrument panel that gives you extra room for knees and legs. Ford's 4-door hardtop bonus: wonderful Silent-Flo Ventilation that gives you open-air freshness in closed-car quiet.

Under the rear deck is a spacious Ford trunk (19 cubic feet!) that stands four 2-suiters upright in its deep-well center section—and asks for more! Bumper-level sill for easy loading . . . automatic trunk light for convenience.

Ford's Big Six (150 hp), with a 7-main-bearing crankshaft for smoothness, and Synchro-Smooth Drive (the fully synchronized 3-speed manual) are standard and well-known for gas savings. And there are 14 other power teams to help you tailor this big Galaxie 500 precisely to your performance needs.

Six luxurious cloth-and-vinyl interiors to choose from (with six all-vinyl options). Full carpeting and courtesy lighting. Padded instrument panel and sun visors, seat belts front and rear. Over all, new Super Diamond Lustre Enamel to maintain the gem-bright beauty that first caught your eye.



**GALAXIE 500 HIGHLIGHTS . . . STANDARD EQUIPMENT:** 150-hp. Big Six  
 Synchro-Smooth Drive (fully synchronized 3-speed main transmission)  Choice of 15 New Super Diamond Lustre Enamel Colors  Interior Choices: 6 Cloth-Vinyl Trims (Std. Trims), 7 All-Vinyl Trims (conv.)  Color-Keyed Headlining (Std. Trims)  Full Width Seats with Foam-Padded Cushions  Bright Seat Side Stripes  Color-Keyed Carpeting  Silent-Flo Ventilation (4-door only)  Padded Instrument Panel and Sun Visors  Front and Rear

Seat Belts  Heater-Defroster\*\*  Electric Clock  Lighted Front Ash Tray (with lighter)  Glove Box Light  Courtesy Lighting  Trunk Light  Outside Rearview Mirror  Windshield Washers and Single-Speed Ejector Wipers  Backup Lights  Emergency Flasher. Convertible features: 5-PLY Vinyl Power-Operated Top in Black, White or Blue  Glass Rear Window  "Stretch-Taut" Roof with Hidden Fasteners  Easy-Action Top Latches  Plus basic equipment shared by all '66 Fords (\*\*Highlights page 18).

**POPULAR OPTIONS:** Stereo-Sonic Tape System  Vinyl Roof Covering in Black or White  Power Steering  Power Brakes  Power Windows  AM or AM-FM Radio  Rear Seat Radio Speaker  3-Speed Cruise-O-Matic Drive  Die-Cast Grille  Choice of Seven V-8 Engines (200 to 426 hp). More options on pages 22-23. \*See "Prices" on back cover.

**BASIC SPECIFICATIONS:** Length 210"  Width 72"  Wheelbase 119"  Tread (front and rear) 62"  Curb Weight (approx.) 4-Door 4125 lb., 2-Door 4125 lb., 3585 lb., Conv. 3750 lb.  Trunk Luggage Volume (cu. ft.)—Hdcp. 19.1, Conv. 18.7.



Galaxie 500 2-Door Hardtop



**Galaxie 500 Convertible** (above). Galaxie's top stacks smooth and low. Ford's side-mounted Easy-Action top clamps make latching and unlatching almost as easy as raising or lowering the top (and that's done by electric power!). The top is durable 5-ply vinyl, available in your choice of black, white or blue. Stowed top is concealed under snug-fitting boot, all fasteners hidden.

**Galaxie 500 2-Door Hardtop Interior.** Comfort and convenience, like the luxurious styling and appointments, all come standard. Seats are foam-cushioned, instrument panel and sun visors fully padded, floors completely carpeted. Seat belts front and rear, courtesy lighting all around. Your choice of six smart cloth-vinyl interiors (six all-vinyl options, as at right) in the hardtop, seven all-vinyl interiors in the convertible.



**Galaxie 500 2-Door Hardtop and Convertible . . .** Enjoy all the glamour and luxury of high-priced hardtops and convertibles at the moderate Galaxie 500 price. All this *plus* exclusives you can't get anywhere but in a Galaxie at *any* price!

Exclusives like rich '66 Ford hardtop and convertible styling . . . the luxuriously quiet '66 Ford ride . . . the thrusting,

yet thrifty, performance of the 150-hp Big Six and smooth-shifting ease of *fully* synchronized Synchro-Smooth Drive.

The 500 Hardtop boasts Ford's boldest '66 roofline . . . slim and smart with the equally new and distinctive swept-curve rear window. The 500 Convertible offers you Ford's Easy-Action top clamps . . . side-mounted for smoother and easier operation. Women will particularly appreciate this feature.

You can add exclusive options, too, like exciting new Stereo-Sonic Tape System. Up to four speakers place you "front row center" for your favorite entertainment on tape. Available on all Galaxie 500's is the brilliant die-cast grille shown on the Ford LTD on page 5. Choose from a brilliant array of seven Ford V-8's—three of which use *regular* gas—with up to 425 hp. And there's eager, versatile Cruise-O-Matic,

sporty 4-speed manual or gas-saving Overdrive.

These Galaxies offer you the suspended accelerator that adjusts itself to your foot . . . the clever reversible key that works either side up . . . the savings in time and money of Ford's Twice-a-Year Maintenance.

So if you've been thinking hardtop or convertible, start thinking Galaxie 500 and see your Ford Dealer.





**Galaxie 500 4-Door Sedan . . .** How can a petite 105-lb. housewife handle 3,600 pounds of automobile? Easily—when it's a '66 Ford like the new Galaxie 500 4-Door Sedan. Here's a big car so easy to handle—to thread through traffic or park—that any woman might think it was designed just for her.

Galaxie pampers a woman with the '66 Ford ride . . . solid, stable, smooth and so quiet. She couldn't care less about Ford's ultrasoft four-coil spring suspension, "recessive" front wheel system or 15-inch low-profile tires, or how they work together to smooth away bumps. She just knows the combination works . . . *beautifully!*

Everyone likes the '66 Galaxie's foam-cushioned, comfort-high seats. You sit up and see out in posturo-perfect comfort. Ford's suspended accelerator pedal is *real* convenience—it adjusts *itself* to your foot and there's nothing to snag a heel. The easy-handling 16-inch steering wheel . . . the fumble-free reversible Ford key that works either side up . . . step-on parking brake . . . automatic courtesy lighting when you open front doors or trunk . . . the steady, uninterrupted sweep of electric windshield wipers . . . plus windshield washers, backup lights and emergency flasher. These and many others are all *standard* conveniences in every '66 Ford!



Like everyone else, you'll appreciate the elegant touches in a Galaxie . . . color-keyed and fully padded instrument panel and sun visors, color-keyed carpeting . . . even seat belts, front and rear, color-keyed to your choice of seven luxurious

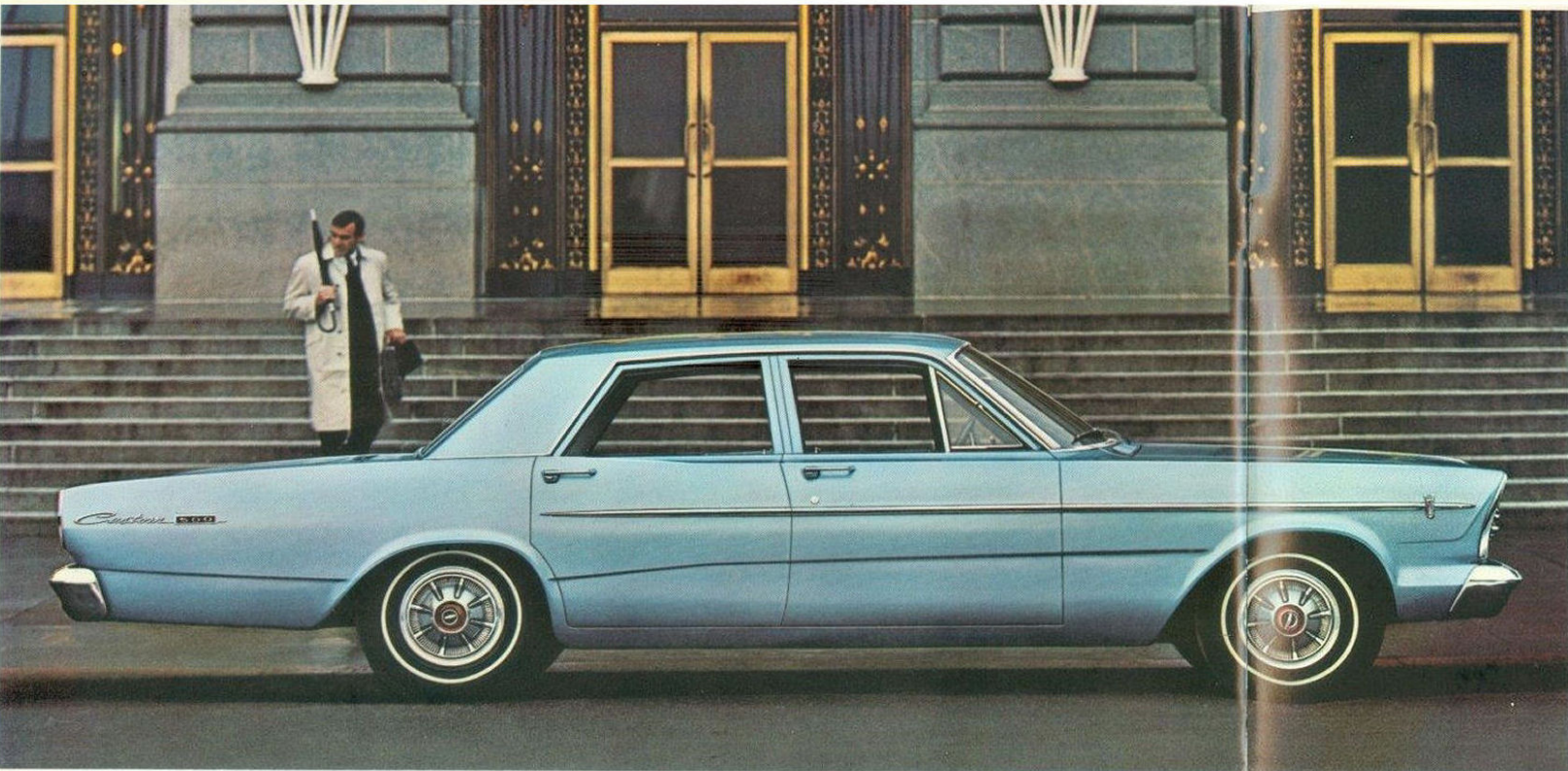
cloth-vinyl interior trims. You'll appreciate the practical side, too—from Galaxie's big 19-cubic-foot trunk that's so easy to load . . . to Ford's Twice-a-Year Maintenance that saves so much fuss and bother and time.

**GALAXIE 500 HIGHLIGHTS . . . STANDARD EQUIPMENT:** 150-hp. Big Six □ Synchro-Smooth Drive (fully synchronized 3-speed manual transmission) □ Choice of 15 New Super Diamond Lustre Enamel Colors; 7 Cloth-Vinyl Interiors □ Color-Keyed Heat-Insulating □ Full-Width Seats with Foam-Padded Cushions □ Bright Seat Side Shields □ Color-Keyed Carpeting □ Padded Instrument Panel and Sun Visors □ Front and Rear Seat Belts □ Heater-Delostata\* □ Electric Clock □ Lighted Front Ash Tray (with lighter) □ Glove Box Light □ Courtesy Lighting □ Trunk Light □ Outside Rearview Mirror □ Windshield Washers and Single-Speed Electric Wipers □ Backup Lights □ Emergency Flasher □ Plus basic equipment shared by all Fords (Highlights page 18). \*See "Prices" back cover.

**POPULAR OPTIONS:** Select-Aire Conditioner □ Power Steering □ Power Brakes □ 6-Way Power Seat □ Power Windows □ Vinyl Trim □ Die-Cast Grille □ AM or AM-FM Radio □ Deluxe Seat Belts with Warning Light □ Cruise-O-Matic Drive □ Visibility Group □ Deluxe Wheel Covers □ Choice of Seven V-8 Engines (200 to 475 hp). More options on pages 27-29.

**BASIC SPECIFICATIONS:** Length 210" □ Width 79" □ Wheelbase 119" □ Tread (front and rear) 62" □ Curb Weight (approx.)—3605 lb. □ Trunk Luggage Volume (cu. ft.)—19.1.





Custom 500 4-Door Sedan



**Custom 500 4-Door Interior** (left) where luxury and low price meet. Here are all the features you'd expect to pay much more for — padded instrument panel and sun visors, seat belts front and rear, full carpeting, courtesy lighting, foam-cushioned seats, heater-defroster, windshield washers, outside rearview mirror, backup lights, emergency flasher—all standard in both Custom 500 and Custom sedans. Custom 500 offers a choice of four color-keyed cloth-vinyl interior trims.

**Custom 2-Door Sedan** (lower left), lowest-priced '66 Ford—biggest value in Ford's field. You get the quiet ride that's made Ford famous with all the interior room (plus big 19-cu. ft. trunk), comfort and convenience that distinguish the '66 Fords from other cars at the same price. Color-keyed carpeting, wall to wall, with a choice of three cloth-vinyl interiors, color-keyed vinyl headlining and sun visors, plus many other luxury features are standard on the Custom.



Custom 2-Door Sedan

**CUSTOM 500 & CUSTOM HIGHLIGHTS . . . STANDARD EQUIPMENT:** 150-hp Big Six □ Synchro-Smooth Drive (fully synchronized 3-speed man. trans.) □ Choice of 15 New Super Diamond Lustre Enamel Colors □ Choice of Cloth-Vinyl Interiors: 3 Trims (Custom), 4 Trims (Custom 500) □ Color-Keyed Headlining and Sun Visors □ Full-Width Seats with Foam-Padded Cushions □ Plus the following basic equipment shared by all '66 Fords: Color-Keyed Carpeting □ Padded Instrument Panel and Padded Sun Visors □ Front and Rear Seat Belts □ Heater-Defroster\* □ Courtesy Lighting, Dome Light □ Ash Trays, Arm Rests □ Cigarette Lighter □ Suspended Accelerator Pedal □ Reverse-Clutch Keys and "Keyless" Locking □ Curved Side Glass □ Crank-Adjusted Vent Windows □ Outside Rearview Mirror □ Windshield Washers and Single-Speed Electric Wipers □ Backup Lights □ Emergency Flasher □ 15-Inch Low-Profile Tires □ Safety-Yoke Door Latches □ Ford's Twice-a-Year Maintenance (back cover). \*See "Prices" on back cover.

**POPULAR OPTIONS:** Select-Aire Conditioner □ Power Brakes □ Power Steering □ AM or AM-FM Radio □ Visibility Group □ Deluxe Wheel Covers □ Folding Rear Seat (4-door) □ Electric Glass □ Cruise □ Motor Drive □ Overdrive □ Choice of Seven V-8 Engines (200 to 425 hp). More options on pages 22-23.

**BASIC SPECIFICATIONS:** Length 210" □ Width 79" □ Wheelbase 118" □ Tread (front and rear) 62" □ Curb Weight (approx.)—4-Doors 3585 lb., 2-Doors 3500 lb. □ Luggage Volume (cu. ft.)—19.1.



**Custom 500 and Custom Sedans...**

Here are the biggest Fords with the biggest savings! New Custom 500 (above) and Custom (opposite) . . . both available in 2- and 4-door sedans . . . and each one represents the finest full-size car value you'll find anywhere on the American Road!

Just add it up for yourself: big '66 Ford roominess, stretch-

out comfort and fingertip convenience. And that solid, quiet '66 Ford ride. Powerful Big Six engine (150 hp) and Synchro-Smooth Drive . . . the standard power team that so effectively combines lively performance and tightfisted economy.

Inside, you'll find all these convenience and safety features are standard: full carpeting, courtesy lighting, foam-cushioned comfort-high seats. Padded instrument panel and padded sun

visors, heater-defroster and seat belts, front and rear. Also standard are windshield washers and electric wipers, outside rearview mirror, backup lights plus an emergency flasher.

And note these Ford product exclusives: suspended accelerator pedal that adjusts itself to your foot; reversible keys that work either side up; easy-closing, tight-gripping Safety-Yoke door latches; Ford's huge 19-cubic-foot trunk with deep-well

center section that takes four 2-suiters standing upright.

Chalk up these Ford savings: everything from Twice-a-Year Maintenance (see back cover listing of Ford service-savers) to new Super Diamond Lustre Enamel to retain the new Ford beauty—even a 25-gallon gas tank to save you fuel stops!

Wrap it all up in a low, low Ford price and you have in Custom 500 and Custom the biggest new car buys of 1966!



Ford Country Squire . . . one of five big wagons for '66. (Country Sedan shown on page 3.)



**1966 Wagon Wonders from Ford—America's Station Wagon Specialist . . .** Five big, beautiful wagons and

some of the freshest wagon ideas ever introduced make Ford wagons for '66 America's finest wagons. Two distinguished Ford Country Squires, two handsome Country Sedans and the big, roomy, low-priced Ranch

Wagon. All offer a wagonload of exciting features leading off with Ford's almost unbelievable Magic Doorgate which opens like a door or lowers like a tailgate . . . as you choose!

And that's only the beginning! There are new Country Squire and Country Sedan models with Ford's exclusive dual-facing rear seats—now families of up to 10 can all ride together! All '66 Ford wagons have built-in rear pillar air deflectors to help keep the rear window clean as you drive. All

have quick-converting second seats designed for easy, one-hand operation. All have foam padding in *all* seats . . . smart upholstery patterns of durable, easy-cleaning vinyl trim . . . the smoothness, power and economy of Ford's Big Six engine and *fully* synchronized shifting ease of Synchro-Smooth Drive. All this and much more is *standard* equipment on '66 Ford wagons.

Extra big and roomy, Ford wagons have up to 103 cu. ft. of cargo space . . . can carry 10-foot ladders or a stack of

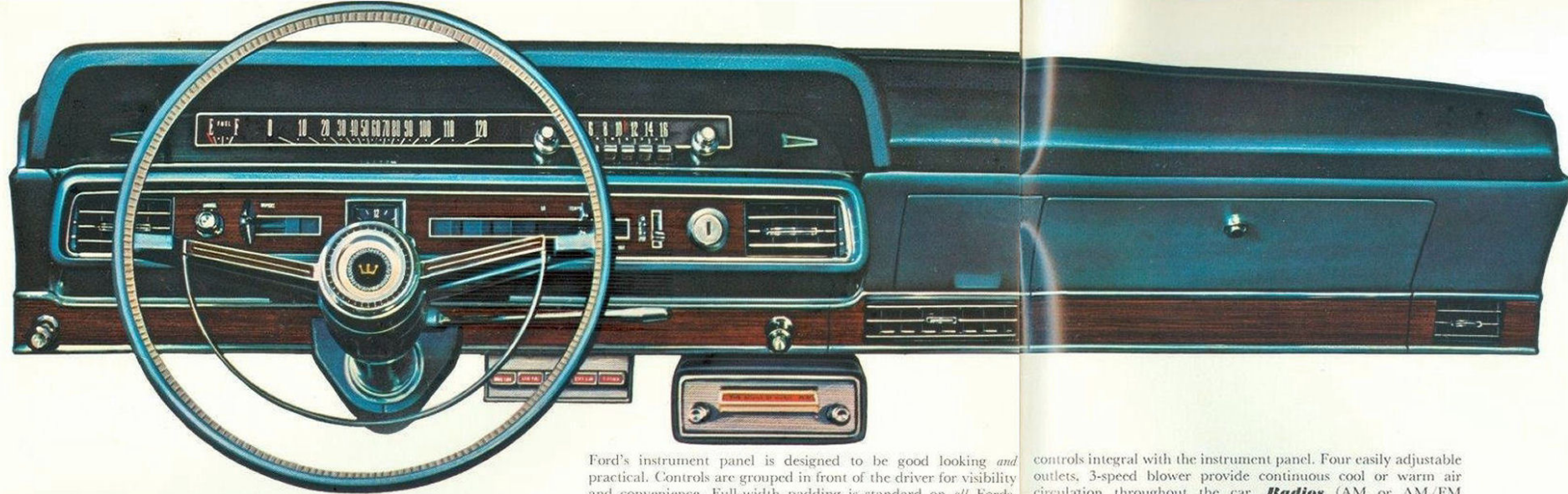


**Now it's a door!** Ford's exclusive Magic Doorgate is the newest wagon innovation in years. It's a door and a tailgate combined. Turn the handle and it swings to the side to let people step in more easily and it gives you easier, close-up cargo loading. (Note too Ford's dual-facing rear seats that fold away in a jiffy.)



**Now it's a tailgate!** When you want an extension of the cargo floor to serve as a platform or picnic table or for long loads (ladders, lumber, rolled carpet), Ford's new Magic Doorgate lowers into place to give you nearly two more feet. Another great Ford innovation that's standard on *all* '66 Ford wagons.

4 x 8 plywood panels *flat* on the load floor. The ride in '66 Ford wagons can best be compared with '66 Ford sedans—it's that quiet, smooth and controlled. There are new options as exciting as the '66 Fords themselves. New 345-hp Thunderbird 428 V-8 . . . power front disc brakes . . . an adjustable roof rack . . . Stereo-Sonic Tape System . . . many more. All the news about all the '66 wagons from Ford is in the *1966 Ford Wagons* catalog. Ask your Ford Dealer for a copy.



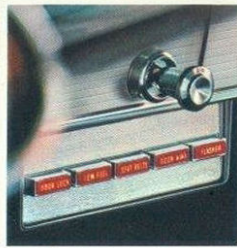
## Options and Accessories

Ford's instrument panel is designed to be good looking and practical. Controls are grouped in front of the driver for visibility and convenience. Full-width padding is standard on all Fords. "Swept-away" panel design creates extra knee and leg room for driver and front seat passengers. Illustrated here are the following options: **Power Steering.** Integral-type unit. Steering effort reduced up to 85%. **Select-Aire Conditioner.** Outlets and

controls integral with the instrument panel. Four easily adjustable outlets, 3-speed blower provide continuous cool or warm air circulation throughout the car. **Radios** (AM or AM/FM models). All-transistor, push-button selection. Controls located in instrument cluster. Speaker mounted in top center of instrument panel. **Safety/Convenience Control Panel and Stereo-Sonic Tape System;** both are fully detailed below.



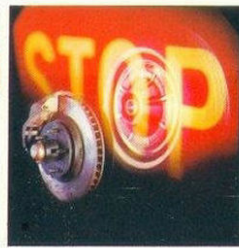
**STEREO-SONIC TAPE SYSTEM.** Tape player unit provides full-range, "living sound" from easy-to-use, 8-track tape cartridges. Plays over 70 minutes of your favorite music. True stereo sound through multi-speaker system.



**SAFETY/CONVENIENCE CONTROL PANEL.** Includes (left to right): automatic door lock control, warning lights for "low fuel," "seat belts," "door ajar," control and indicator light for emergency flasher (simultaneous flashing of parking and taillights).



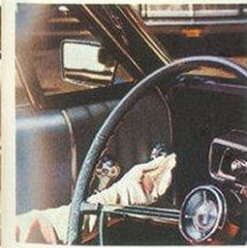
**AUTOMATIC SPEED CONTROL.** Ideal for turnpike cruising. Set dial (25-80 mph) and accelerate to selected speed. Take your foot off the gas pedal and speed control does the rest. Maintains selected speed even up and down hills. Disengages at a touch of the brake.



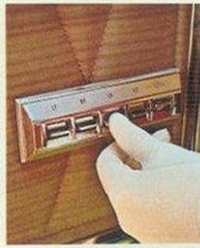
**FRONT POWER DISC BRAKES.** Vacuum-assisted/hydraulic operation. Provides high resistance to fade under severe braking conditions such as repeated hard stops. (Standard on 7-Litre models.) Conventional power brakes are also available on all '66 Ford models.



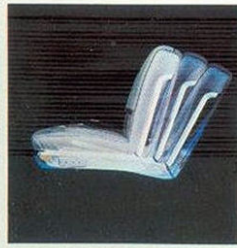
**RECLINING SEAT AND HEADREST** (front passenger seat). Seat fully adjustable for reclining comfort on long trips. Front seat passenger can even take a nap under way. Adjustable headrest extends from top of seat. (Available on 7-Litre and XL models.)



**VISIBILITY GROUP.** A three-in-one group including: remote-control outside mirror (which is easily adjustable from inside the car), day/night inside mirror (dims annoying nighttime headlight glare) and 2-speed electric wipers.



**POWER WINDOWS.** Control all four windows from the driver's seat as easily as pointing your finger. Individual passenger controls. Driver's master control panel has fifth button to "lock out" all but his own if desired.



**6-WAY POWER SEAT.** Front to rear, height and tilting adjustment provide quick, effortless regulation to your favorite driving or sitting position. Full-width seats and driver's seat in XL and 7-Litre models. (Not available in full-width seat with 4-speed transmission.)



**LOADS OF TRUNK SPACE.** Ford trunk handles four 2-suiters upright with room on either side for more. Over 19 cu. ft. of usable space in all. Low sill, only slightly higher than the rear bumper, makes loading and unloading easier. Optional remote deck lid release unlocks trunk from the driver's seat.

**Plus these additional suggestions:** Hardtop Vinyl Roof Covering in Black, White (Galaxie 500) or Sage Gold (LTD, XL and 7-Litre) ■ Folding Rear Seat (4-door sedans) ■ Convertible Tonneau Cover ■ Vinyl Trim (Galaxie 500 sedans and hardtops) ■ White Sidewall Tires ■ Tinted Windshield ■ Tinted Glass All Around ■ Removable Luggage Rack ■ Accent Stripe ■ Spotlight with Mirror ■ Courtesy Light Group ■ Rear Quarter Panel Radio Antenna ■ Rear Seat Radio Speaker (std. on LTD's; dual speakers on 4-door) ■ Wheel Covers: Styled Steel, Simulated Wire, Full-Disc Types ■ MagicAire Heater† ■ Limited-Slip Differential ■ Heavy-Duty Battery ■ Die-Cast Grille (Galaxie 500's) as shown on Ford LTD, page 5 ■ and many others.

\*Includes lights for ash tray, glove box, trunk, parking "brake on" light, rear door courtesy switches. Availability differs from model to model depending on standard equipment; consult your Ford Dealer †Deletion—see "Prices" on back cover

# 1966 Ford Specifications\*

**COLOR AND UPHOLSTERY SELECTIONS:** Pick your favorite color from 15 brilliant Super Diamond Lustre Enamel single tones, or 23 two-tone combinations (single tones only on Customs, Convertibles, Ranch Wagons and Country Squires). You have a total of 42 Ford upholstery choices of rich fabrics or handsome vinyls or combinations of the two. Counting standard trims and options, you have 26 choices in new Ford hardtops, 19 choices in Ford sedans, 13 in wagons and 14 in convertibles. (In some cases a trim is offered on more than one model.) Your Ford Dealer will be happy to show you actual samples of new Ford colors and upholsteries.

**ENGINES:** 150-hp Ford Big Six (std. on all except XL, LTD & 7-Litre)—240-cu. in. displ.; 4.00" bore x 3.18" stroke; 9.2 to 1 comp. ratio; 7 main bearings; reg. fuel; auto. choke; self-adj. valves; oil cap'y, incl. filter, 5 qt.

200-hp Challenger V-8 (std. on XL & LTD, opt. on all others except 7-Litre)—289-cu. in. displ.; 4.00" bore x 2.87" stroke; 9.3 to 1 comp. ratio; reg. fuel; 2-barrel carb.; auto. choke; self-adj. valves; oil cap'y, incl. filter, 5 qt.

250-hp 352 cu. in. V-8 (opt. on all except 7-Litre)—352-cu. in. displ.; 4.00" bore x 3.50" stroke; 9.3 to 1 comp. ratio; reg. fuel; 4-barrel carb.; auto. choke; self-adj. valves; dual exhaust; oil cap'y, incl. filter, 5 qt.

275-hp Thunderbird Special V-8 (opt. on all except 7-Litre)—390-cu. in. displ.; 4.06" bore x 3.78" stroke; 9.5 to 1 comp. ratio; reg. fuel; 2-barrel carb.; auto. choke; self-adj. valves; oil cap'y, incl. filter, 5 qt.

315-hp Thunderbird Special V-8 (opt. on all except 7-Litre)—Same specifications as 275-hp V-8 above except 10.5 to 1 comp. ratio; prem. fuel; 4-barrel carb.

345-hp Thunderbird 428 V-8 (std. on 7-Litre, opt. on others)—428-cu. in. displ.; 4.13" bore x 3.98" stroke; 10.5 to 1 comp. ratio; prem. fuel; 4-barrel carb.; auto. choke; self-adj. valves; dual exhaust (single on wagons); oil cap'y, incl. filter, 5 qt.

410-hp Cobra 427 4V V-8 (opt.)—427-cu. in. displ.; 4.23" bore x 3.78" stroke; 11.1 to 1 comp. ratio; 4-barrel carb. available for all models except wagons. Included in equipment package with this engine: transistorized ignition; 42-amp. alternator; 70 amp-hr battery; heavy-duty brakes; 8.15 x 15 4-ply blackwall tubeless nylon tires; heavy-duty springs; shock absorbers and rear axle; chrome engine dress-up kit. Your Ford Dealer has complete details.

425-hp Cobra 427 V-8 (opt.)—Same specifications as Cobra 427 4V V-8 above except dual 4-barrel carbs.

**ENGINE FEATURES:** Ford engine economy and durability are results of modern, efficient design, high quality materials and painstaking manufacture. Other contributing features are: 6000-mile (or 6-month) full-flow oil filter; dry-type air cleaner; year-round 190° thermostat; 12-volt electrical system; 42-amp. alternator; 54-plate, 45 amp-hr battery (66-plate, 55 amp-hr

with 250-, 275- and 315-hp V-8's with automatic transmission); weatherproof ignition with constant-resistance wiring and air-cooled breaker points; positive-engagement starter; fully aluminized muffler (dual mufflers of aluminized and stainless steel).

**CLUTCH AND MANUAL TRANSMISSION:** Semi-centrifugal clutch with weighted levers for more positive engagement. Face diameter 10" with Big Six and Challenger V-8, 11" with Thunderbird V-8's. **Synchro-Smooth Drive Manual Transmission** (std. except XL's, LTD's, 7-Litres and Cobra 427 V-8's)—provides smooth, fully synchronized shifting in all forward speeds.

**4-Speed Manual Transmission** (avail. with 315-, 345-, 410- and 425-hp V-8's)—fully synchronized with console-mounted stick shift on XL and 7-Litre models; floor-mounted on others. **Overdrive** (avail. with Big Six, Challenger V-8)—conventional 3-speed manual transmission plus automatic 4th gear which cuts in above 28 mph, cuts out below 21 mph (approx.). Downshift to direct by flooring accelerator.

**CRUISE-O-MATIC DRIVE** (std. on XL's, LTD's and 7-Litre models; optional on all others except Cobra 427 V-8's)—features lightweight construction with cast-aluminum converter housing. Three forward ratios, one reverse. Two selective drive ranges provide a choice of starts: 3-speed range starting in low for all normal driving, or 2-speed range starting in intermediate for more surefooted driving on slippery surfaces. Effective engine braking in low range for better control on grades and hilly driving.

**REAR AXLE:** Semi-floating type with deep-offset hypoid gears. Straddle-mounted drive pinion with 3 roller bearings. Standard axles with 315-, 345-, 410- and 425-hp V-8's have higher capacity wheel bearings, larger diameter axle shafts.

**FRAME:** Perimeter design consisting of front end assembly, rear end assembly, and four torque box assemblies connected by formed center siderails. The frame is ladder-type construction with five reinforced crossmembers. Node-point body mounting results in superior noise and vibration suppression characteristics.

**FRONT SUSPENSION:** Wide 62" tread; drag-strut, ball-joint type suspension components with mounting feature that allows slight rearward movement of wheels to reduce the effects of bumps and road faults. Ball joints packed with special 36,000-mile lubricant retained by full-life seals. Rubber-bushed stabilizer helps to control roll on turns. Tapered roller wheel bearings with 30,000-mile check interval (repack as required). Specially calibrated shock absorbers with all-weather fluid.

**REAR SUSPENSION:** Wide 62" tread. Three-link, coil spring system with long and short mounting-link arrangement to control dive and squat tendencies in braking and acceleration. Lateral track bar centers axle, resists body sway and roll in turns. All links and track bar rubber-bushed for smooth, quiet operation. Shock absorbers sea-leg-mounted to resist body side movement, have all-weather fluid.

**STEERING:** Recirculating-ball type steering gear with antifriction bearings throughout, plus high numerical ratio for easier steering. Flexible coupling in shaft helps insulate steering column and wheel from road shock. Nylon bearings in tie rod and pitman arm pivots reduce steering effort; packed with special 36,000-mile lubricant retained by full-life seals. Overall steering ratio 30.9 to 1; with power steering 21.9 to 1. Turning diameter, approximately 41 ft. **Integral Power Steering** locates hydraulic mechanism in steering gear box; quiet pump, long-lived seals, compactly designed.

**BRAKES:** Self-adjusting, self-energizing design. Brakes adjust automatically when applied while car is moving backwards. Easy-operating suspended pedal, dash mounted master cylinder, 11-inch composite drums, grooved for better cooling. Total lining area 203.8 sq. in. Foot-operated parking brake. Optional power brakes have special low pedal position.

**TIRES:** New low-profile design, 4-ply rating black tubeless tires with Tyrex rayon cord. Safety-type rims. Basic size: 7.35 x 15 and 8.15 x 15. Tire sizes are determined in part by engine choice and special equipment such as air-conditioning. See your Ford Dealer for complete details.

**DIMENSIONS AND CAPACITIES:** Overall length 210"; width 79"; height 55.6" (sedans), 54.7" (hardtops), 54.8" (convertibles); wheelbase 119"; treads 62" (front/rear); fuel 25 gal.; cooling system (with heater) 13 qt. (Six), 15 qt. (Challenger V-8), 20.5 qt. (other V-8's).

\*For all models except wagons. Complete specifications and other special wagon information is included in the 1966 Ford Wagons Catalog. Ask your Ford Dealer for a copy.



15 FORD POWER TEAMS		
TRANSMISSIONS		
	XL, LTD and 7-LITRE	ALL OTHER MODELS
Ford Big Six (1)		A (1), B, C
Challenger V-8 (2)	B (2)	A (1), B, C
352-Cu. In. V-8	B (2)	B
Thunderbird V-8	B (2)	B
Thunderbird Special V-8	B (2), D	A (1), B, D (4)
Thunderbird 428 V-8 (3)	B (2 & 3), D	B, D (4)
Cobra 427 4V V-8	D	D (4)
Cobra 427 V-8	D	D (4)

Key: (1) Std. equip. all except XL's, LTD's and 7-Litres. (2) Std. equip. XL's and LTD's. (3) Std. equip. 7-Litres; all other opt. (4) Not avail. on wagons.

A—Synchro-Smooth Drive (fully synchronized 3 speed manual)  
B—Cruise-O-Matic Drive C—Overdrive D—4-Speed Manual

**PRICES:** Heater-defroster is included as standard equipment on all models. However, heater-defroster may be deleted on car order if desired at an appropriate price reduction. All power assists, optional equipment and accessories as well as some items illustrated or referred to as options, optional or available are at extra cost. For the price of the Ford model you desire, consult your Ford Dealer.

**FORD "WORTH MORE" FEATURES:** In addition to all the new Ford features you can read about in this catalog, there are many others which will make the 1966 Ford you buy now more rewarding in both driving pleasure and resale value. Just a few of these Ford "Worth More" features include: Safety-Yoke door latches, aluminum scuff plates, parallel-action electric windshield wipers, step-on parking brake, crank-adjusted vent windows, suspended accelerator, brake and clutch pedals, deep-dish design steering wheel with chrome horn ring, reversible keys and "keyless" locking, right-hand ignition, "floating" rearview mirror (hardtops, convertibles), dual sun visors with retention clips, front and rear arm rests, coat hooks, protective wheelhousings under front fenders, 2-position door checks, rear door assist springs, counter-balanced hood and rear deck lid, deep-well trunk and many more.

The illustrations and product information contained herein were current at the time this publication was approved for printing. However, in order to continue to offer the finest automotive products available, Ford Motor Company reserves the right to change specifications, designs, models or prices without notice and without liability for such changes.

**TWICE-A-YEAR MAINTENANCE:** '66 Fords are designed to go 6,000 miles (or 6 months) between oil changes and minor chassis lubrications; 36,000 miles (or 3 years, whichever comes first) between major chassis lubes. Other '66 Ford service-savers include: 36,000-mile (or 2-year) engine coolant-antifreeze, self-adjusting brakes, long-life Sta-Ful battery, shielded alternator, rust- and corrosion-resistant aluminized muffler and galvanized underbody parts. The '66 Ford needs so little service it's just good sense to see that it gets the best—at your Ford Dealer's. His factory-trained mechanics and special tools add up to the greatest service combination for your Ford.

**NEW CAR WARRANTY:** Ford total-car quality makes this warranty possible: Ford Motor Company warrants to owners as follows: That for 24 months or for 24,000 miles (3 months or 4,000 miles on Cobra 427 V-8 engines and related power train components), whichever comes first, free replacement, including related labor, will be made by Ford Dealers of any part with a defect in workmanship or material. Tires are not covered by the warranty; appropriate adjustments will be made by tire companies. Owners will remain responsible for normal maintenance services, routine replacement of parts such as filters, spark plugs, ignition points, wiper blades, brake and clutch linings, and normal deterioration of soft trim and appearance items. The warranty referred to herein is applicable to products sold in the U.S.A. and in certain neighboring areas.

Own a trailer? Planning to buy one? Your Ford Dealer can help you equip your new Ford for towing any of the popular sizes. The Ford optional equipment suggestions listed here can add a great deal to smooth-sailing trailer trips with your Ford.

**FORD TRAILER TOWING RECOMMENDATIONS:** Classes 1 and 2 (gross trailer weight up to 3,500 lb.; static tongue load up to 500 lb.)—200-hp V-8, 250-hp V-8, 275-hp V-8 or 315-hp V-8; Cruise-O-Matic Drive; power steering and brakes. Class 3 (gross trailer weight 3,500-5,000 lb.; static tongue load 500-600 lb.)—275-hp, 315-hp or 345-hp V-8; Cruise-O-Matic Drive; extra cooling package; larger size tires (consult your dealer); heavy-duty, riveted brake linings; heavy-duty springs and shock absorbers; air bag rear spring assist; power steering and brakes; alternator; heavy-duty battery. For additional information ask your Ford Dealer for a copy of the "1966 Ford Cars & Trucks For Recreation" brochure.

Every 1966 Ford-built car was designed step by step to be a safer, more convenient, economical and enjoyable automobile. Such protective items as front and rear seat belts, padded instrument panel and sun visors, deep-dish steering wheel, Safety-Yoke door latches, turn signals, backup lights, emergency flasher and many others are standard equipment in every Ford-built car\* . . . designed into the car for greater safety.

Safety authorities agree: Safe driving means proper use of the automobile and its safety equipment, strict obedience to traffic laws at all times and—most importantly—development of the alert, defensive driving habits that are the motorists' best protection against unsafe conditions on the road. \*Falcon Club Wagons have certain equipment exceptions

America's Total Performance Cars

# FORD

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