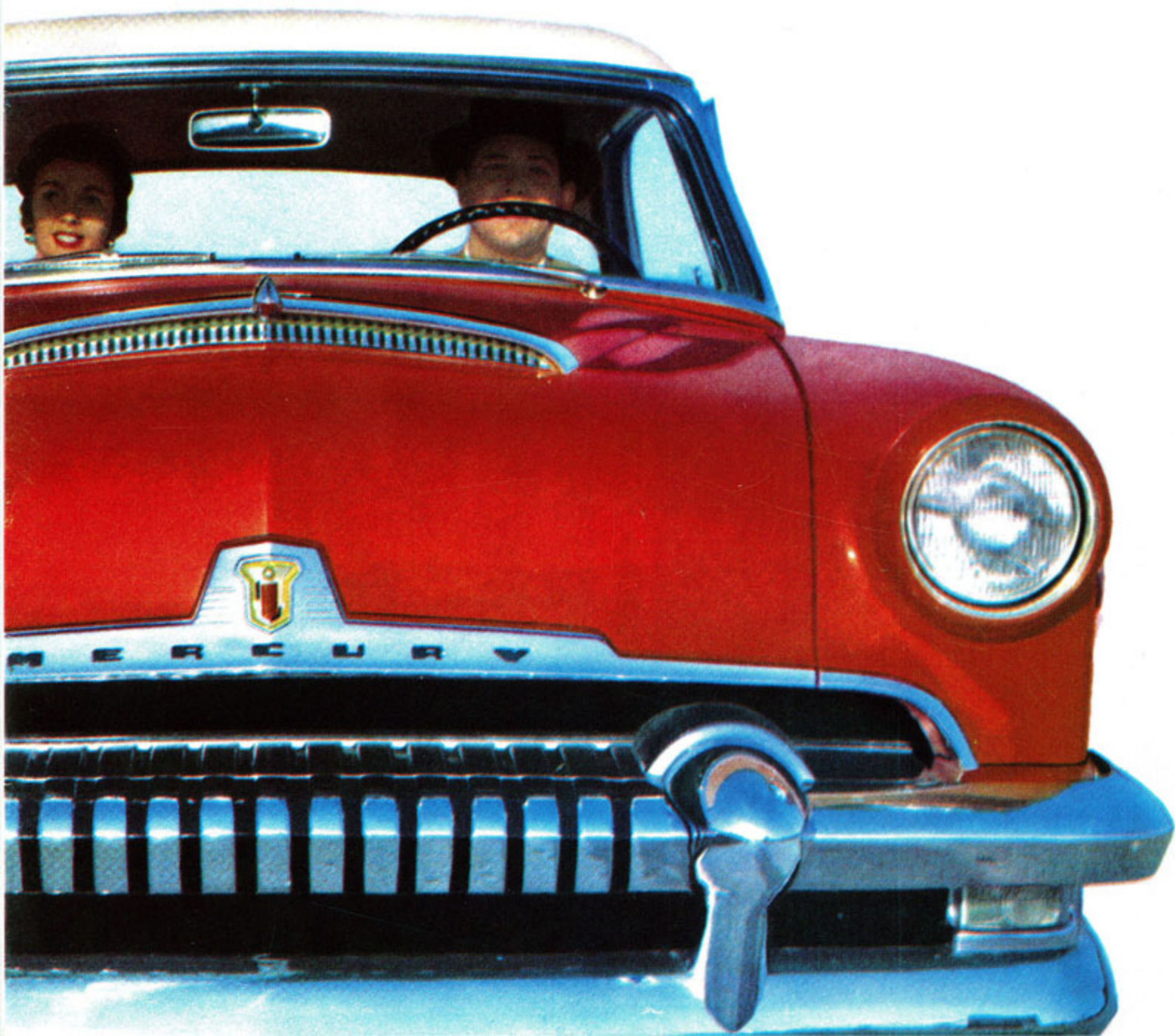


# 1954 **MERCURY**

*a new kind of car that makes any driving easy*





the 1954 **MERCURY MONTEREY** Sun Valley ▲



the 1954 **MERCURY MONTEREY** special custom convertible ▲

the 1954 **MERCURY MONTEREY** special custom coupe ▼

the 1954 **MERCURY** custom sport coupe ▼



the 1954 **MERCURY MONTEREY** 8-passenger station wagon ▲



the 1954 **MERCURY** custom 2-door sedan ▲

the 1954 **MERCURY MONTEREY** special custom 4-door sedan ▼

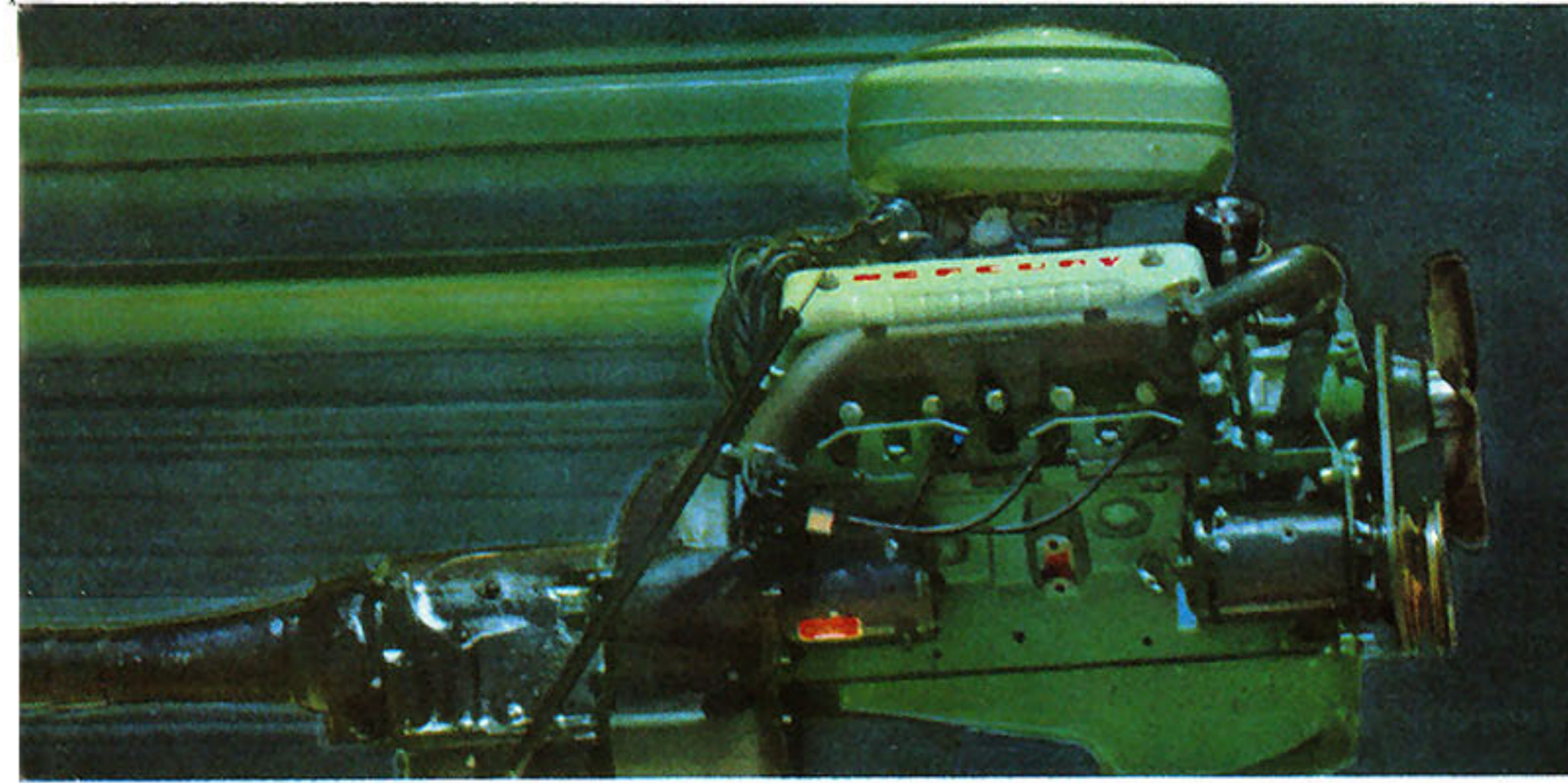
the 1954 **MERCURY** custom 4-door sedan ▼



*new advanced feature styling*

*new 161-hp overhead valve V-8*

*new ball-joint handling ease*



### Mercury V-161 hp—a new kind of power that makes any driving easy!

Here is the great new "heart" of the 1954 Mercury . . . powered for easy driving all the time. The advanced overhead valve V-8 design of the new Mercury engine, with the new "Twin Tornado" combustion chamber, features the balanced performance and the surging-go of 161 hp—with economy, flexibility, and long life that are typically Mercury. This new kind of power is available, of course, with Mercury's

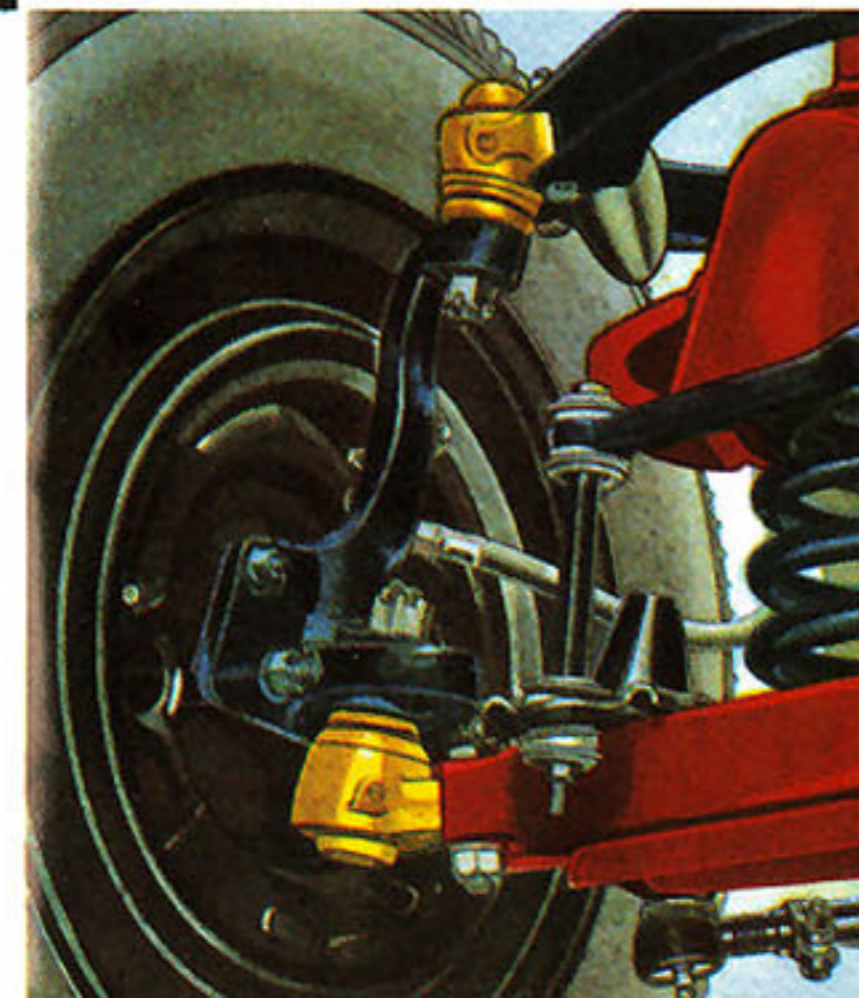
three-way choice of transmissions—smooth-going Merc-O-Matic Drive,\* economical Touch-O-Matic Overdrive,\* or Silent-ease Standard Transmission. Add Mercury power features\*—power steering, power brakes, and 4-way power seat—to this power line-up and you'll know why it is that Mercury for 1954 is completely powered for today's easiest, finest, most enjoyable motoring.

\*Optional equipment, at extra cost.

### Mercury Sun Valley—America's first transparent-top production car!

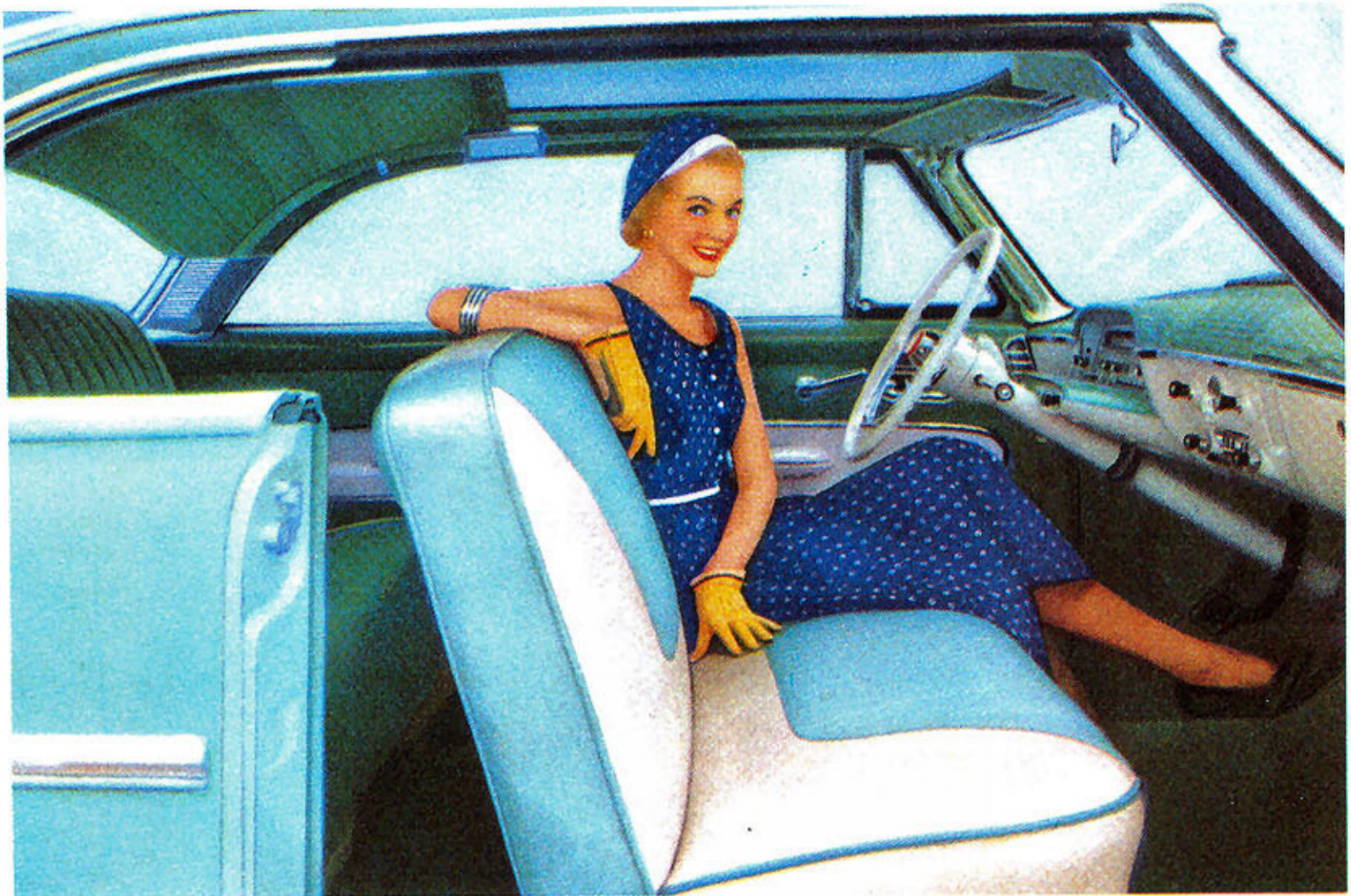
For those who seek the ultimate in easy-going modern motoring, Mercury proudly presents the Sun Valley. Featuring an overhead "dome" of tinted plastic, this distinctively beautiful model typifies the advanced design of Mercury for 1954. New styling is easier than ever on the eyes . . . and matches perfectly the advanced design of the revolutionary new engine and chassis. Surging power and easy-going agility are reflected in the new Mercury's

longer, lower, and more graceful lines. New, carefully conceived style refinements—such as the handsome new grille, new hood scoop, and new ornamentation—complement one another to produce an appearance that's truly trim and beautiful. Yet Mercury's basic Unified Design remains intact. There is a perfect blending of body, engine, and chassis . . . to assure unexcelled comfort and convenience, better performance, finer on-the-road control.



### Mercury ball-joint front suspension— for the easiest handling ever!

Easy on curves and corners—that's the new Mercury. This car clings to the road with sure-footed steadiness, and on sharp turns, your Mercury will "corner" with ease and grace such as you've never experienced before. Steering is easier than ever. The secret is new first-in-its-class Ball-joint Front Suspension. This advanced front suspension unit combines turning with up-and-down springing movement . . . to give riding that's softer, easier than ever.



*for the smartest,  
easiest driving you can buy*

### 1954 MERCURY ENGINE SPECIFICATIONS

**TYPE:** The new 1954 Mercury V-161 engine is an advanced design, overhead valve V-eight, developing 161 horsepower at 4400 rpm. Bore, 3.62 in., stroke 3.10 in. Displacement, 256 cu. in. Compression ratio, 7.5 to 1. Two "high-point" rubber engine mounts in front. Compression rubber mount in rear. Counterbalanced precision molded crankshaft with five selectively fitted main bearings of replaceable micro-babbitt type. Solid-skirt, cam-ground aluminum alloy pistons with steel struts. Two compression rings, one oil ring. Rotating valves. Chain-driven camshaft, high-lift cams.

**FUEL SYSTEM:** Four-venturi downdraft carburetor of simplified, concentric bowl design enclosed by oil-bath air cleaner\*. Vacuum-controlled secondary throttles. Dirt-proof outside vent for fast hot-starts. Automatic choke with manifold mounted heat control. Camshaft-driven diaphragm-type fuel pump with vacuum booster for constant speed windshield wiper operation. Fuel tank capacity, 19 gallons.

**ELECTRICAL:** High-speed, single breaker-arm distributor with full-vacuum, single diaphragm automatic spark control. Weatherproofed ignition with neoprene coverings for spark plugs and hi-tension wiring. High capacity, 57-plate, 100-ampere-hour battery. High-capacity low cut-in generator with automatic current and voltage control. 6-volt system. Ratchet-type starter.

**LUBRICATION:** Pressure lubrication to all main, connecting rod, and camshaft bearings. Gear-type oil pump. Full-flow oil filter. Directed-flow crankcase ventilation. Oil capacity, including filter, 6 quarts.

**COOLING SYSTEM:** Full-flow pressure cooling, single high-capacity water pump. Full-length water jackets. Automatic by-pass thermostat. Low-speed, 4-blade silent fan. Coolant capacity, 20 quarts, with heater.

### 1954 MERCURY BODY SPECIFICATIONS

**DIMENSIONS:** Wheelbase, 118 in. Over-all length, 206.2 in., with bumper guards\*. Height, loaded, 62.2 in. Over-all width, 74.4 in. Tread 58.0 in. front, 56.0 in. rear.

**CONSTRUCTION:** All-steel welded body with reinforced floor, dash, and rear cross-sill. Insulated with glass fiber pads and other materials against weather, noise, and dirt. Counterbalanced hood and deck lids.

**VENTILATION:** Dual air-duct ventilation system with individual controls. Front and rear ventilating windows.

### 1954 MERCURY CHASSIS SPECIFICATIONS

**FRAME:** Heavy steel, cold-riveted and welded ladder-type frame with double channel box-section side rails and 5 cross-members. Monterey Coupe, Sun Valley, and Sport Coupe have extra-heavy outer side rail sections for extra strength. Monterey Convertible has X-member frame with extra-heavy outer side rail sections.

**SUSPENSION:** Independent ball-joint front suspension. Telescopic shock absorber mounted inside front coil springs. Front torsional stabilizer bar to dampen sway. Long-leaf, semi-elliptic rear springs, with full-length liners for permanent lubrication. Tension type rear spring shackles. Telescopic rear shock absorbers "sea-leg" mounted.

**STEERING:** Worm and roller type steering gear with equal-length tie rods. Over-all steering ratio, 25.4 to 1.

**DRIVE:** Hotchkiss drive with tubular propeller shaft, carrier-type axle with hypoid gears. Rear wheel bearings permanently lubricated.

**BRAKES:** "Duo-Servo" hydraulic brakes with self-energizing action for decreased pedal pressure required for quick straight-line stops. Pendant-type brake pedal. Independent mechanical parking brakes on rear wheels.

**TIRES AND WHEELS:** Extra-low pressure tires, 7.10 x 15 (7.60 x 15 on Convertible and Station Wagon models) on pressed-steel wheels with wide rims.

\*Optional equipment at extra cost. Touch-O-Matic Overdrive, Merc-O-Matic Drive, power steering, power braking, 4-way power seat, electric window lifts, sea-tint windows, bumper-grille guards, full-disc hubcaps, curb buffers, and white side-wall tires are also extra-cost equipment. Rear fender shields are standard on Monterey Models only (except Station Wagons).

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