

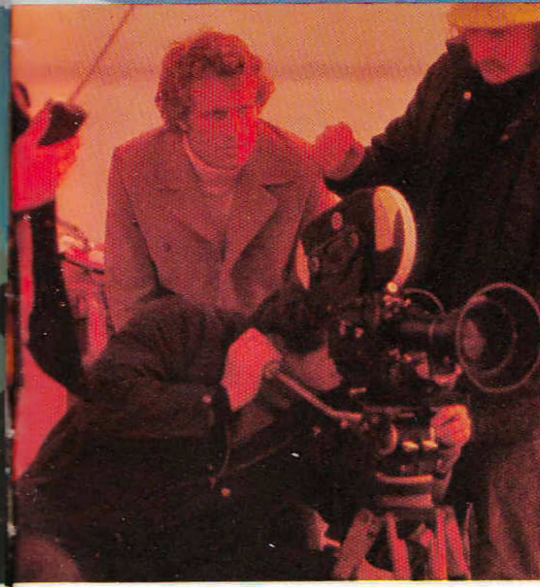
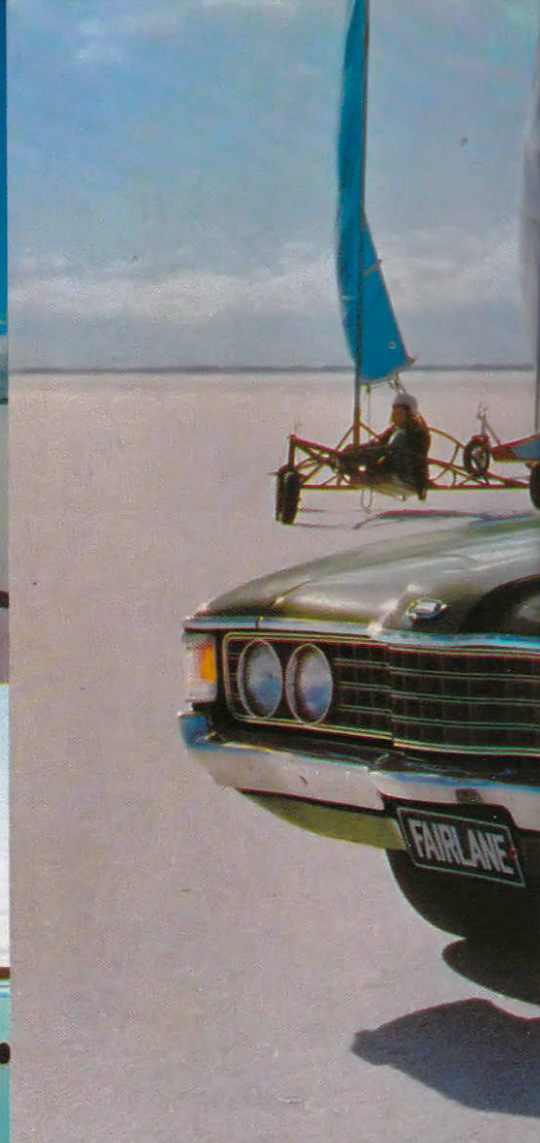
# FAIRLANE

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; Aeroflow 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.

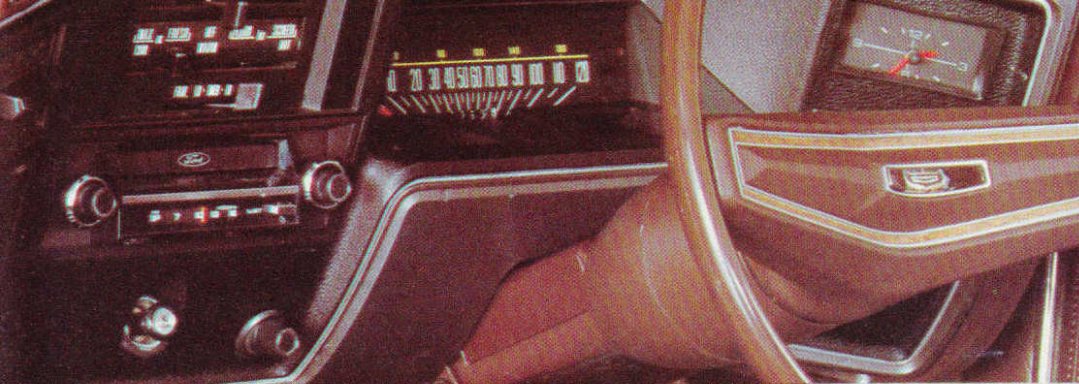
For a true 'big-car' ride it features a wide track front and rear, big 7.35 L tyres and a long 116-inch wheelbase.

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

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.

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

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.

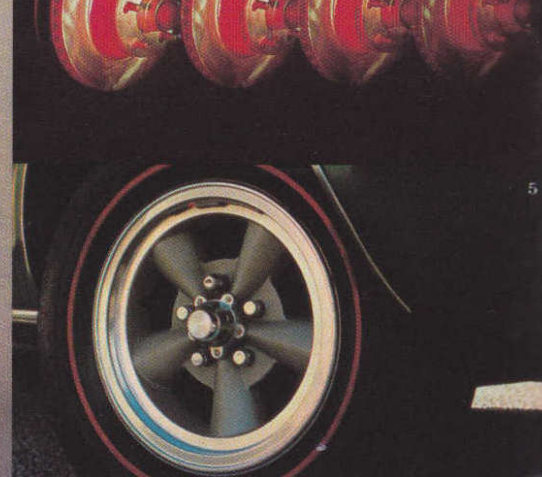
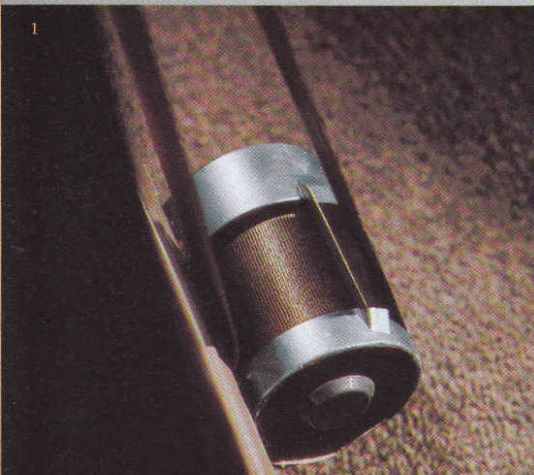
Optional: New four-wheel power disc brake system for optimum braking efficiency and stopping power. (Available with 351 CID V8 only.)

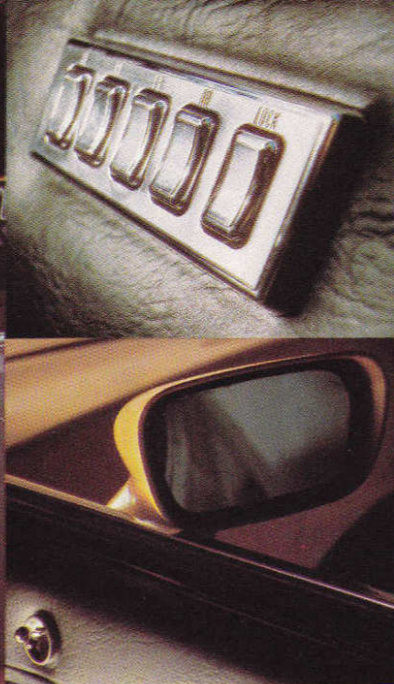
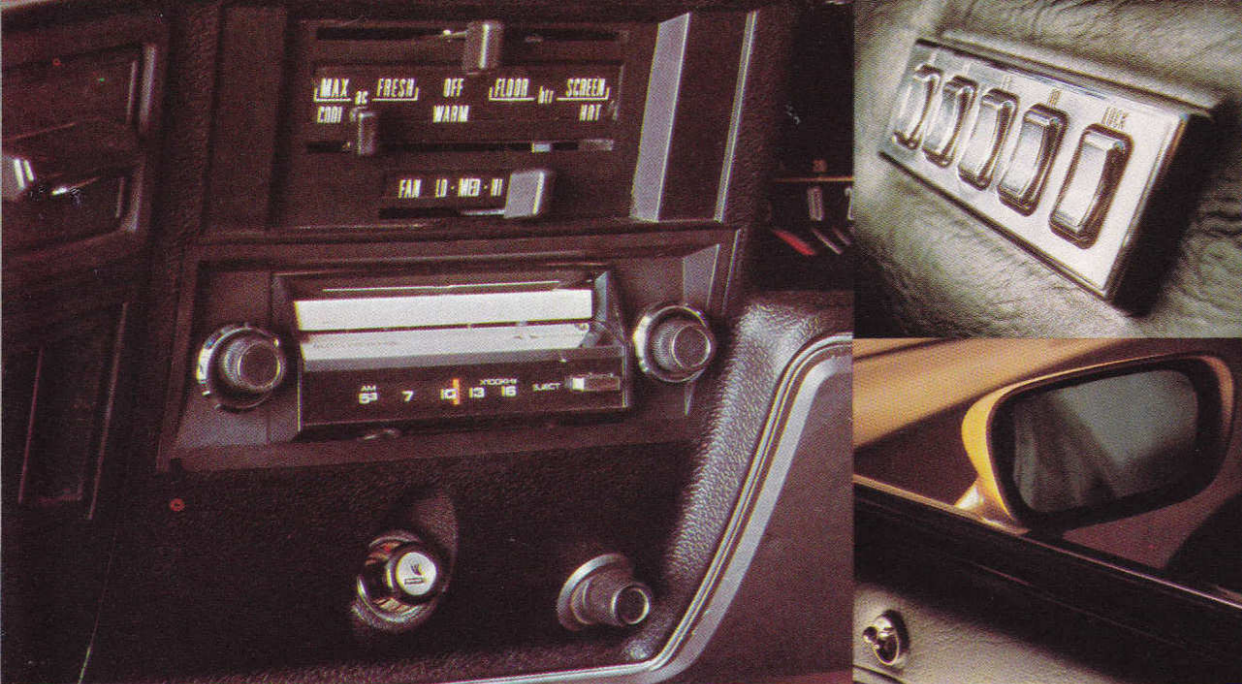
### POWER TEAM AVAILABILITY

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 Optional	Standard Optional
351 CID, 260 h.p. V8 with: SelectShift Cruisomatic (Column Shift) SelectShift T-Bar Cruisomatic (Floor Shift)*	Optional Optional	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. Sports road wheel option.
6. Limited Slip differential option.
7. Power steering—standard Fairlane 500; optional Fairlane Custom.





### STANDARD EQUIPMENT

Fairlane Custom Sedan:

- High-performing 250 CID, 155 horsepower 6-cylinder engine with column mounted SelectShift Cruisomatic 3-speed transmission
- 1 1/4 inch diameter, turbo-cooled front power disc brakes
- Inertia reel front seat belts
- Individually adjustable, reclining front bucket seats trimmed in 'Deluxe Plus' vinyl
- Folding centre armrests—front and rear
- Deep-pile carpeting
- 2-speed Blendaire heater/demister
- Aeroflow (flow-through) ventilation system
- Steering column stalk—incorporating turn indicators, lane change, hi-lo beam, headlight flasher and horn
- Courtesy lights—all doors
- Glove box light
- Luggage compartment light
- Cigar lighter—ashtrays front and rear
- Steering, transmission and ignition lock
- Smooth-riding 7.35L14 BSW tyres on wide 6JJ safety-rim wheels
- Sound-deadening and insulating materials completely surrounding the passenger compartment—even lining the roof
- Dual-tone horn

### STANDARD EQUIPMENT

Fairlane 500 Sedan:

- 302 CID, 240 horsepower V8 engine with column-mounted SelectShift Cruisomatic 3-speed transmission
- 1 1/4 inch diameter turbo-cooled power disc brakes
- 11-transistor, push-button long range radio
- Variable ratio power steering
- Inertia reel front seat belts
- Individually adjustable, fully reclining high-back Twin-Comfort front seats with foldaway centre armrest
- Individually contoured rear seats with foldaway centre armrests
- Luxury quality upholsteries
- Padded front door armrests incorporating grab handles
- Deep-pile carpet
- 2-speed Blendaire heater/demister
- Aeroflow (flow-through) ventilation system
- Courtesy lights—all doors
- Reading lights in rear compartment
- Glove box light
- Luggage compartment light
- Cigar lighter
- Automatic steering, transmission and ignition lock
- Steering column stalk—incorporating turn indicators, lane change, hi-lo beam, headlight flasher and horn
- Smooth-riding 7.35S14 BSW tyres on wide 6JJ safety-rim wheels
- Full wheel covers
- Special sound-deadening and insulating materials completely surrounding the passenger compartment—even lining the roof
- Electric clock
- Dual-tone horn
- Remote control styled rear view driver's mirror

### OPTIONAL EQUIPMENT

- Sliding steel sun-roof
- "SelectAire" integrated air conditioning
- Stereo radio cassette tape player with 4-speaker system
- 11 Transistor Push-button radio
- Centre sports console with armrest (floor shifts only)
- Nylon-weave cloth seat trim (buckets only)
- Full-width front seat with folding armrest
- Vinyl roof—in choice of black, beige, green, brown or blue
- Tutone paint (white roof)
- Laminated, graduated-tint windshield
- Tinted side and rear windows
- Electrically heated rear window demister
- Remote-control styled exterior driver's mirror
- Passenger side styled exterior mirror
- Power windows
- Quarter vent front windows
- Electric clock
- Variable ratio-power steering
- Outback Package: Comprising heavy duty shock absorbers, engine stone guard, fuel tank guard, heavy duty air cleaner
- Protection group, comprising: front and rear over-riders with black rubber inserts, full-length body-side mouldings with black vinyl inserts
- Styled full wheelcovers
- Dual exhaust system (302 and 351 CID engines)
- Limited-slip differential

	Fairlane 500	Fairlane Custom
Sliding steel sun-roof	Opt	Opt
"SelectAire" integrated air conditioning	Opt	Opt
Stereo radio cassette tape player with 4-speaker system	Opt	Opt
11 Transistor Push-button radio	Std	Opt
Centre sports console with armrest (floor shifts only)	Opt	Opt
Nylon-weave cloth seat trim (buckets only)	Opt	Opt
Full-width front seat with folding armrest	Opt	Opt
Vinyl roof—in choice of black, beige, green, brown or blue	Opt	Opt
Tutone paint (white roof)	Opt	Opt
Laminated, graduated-tint windshield	Opt	Opt
Tinted side and rear windows	Opt	Opt
Electrically heated rear window demister	Opt	Opt
Remote-control styled exterior driver's mirror	Std	Opt
Passenger side styled exterior mirror	Opt	Opt
Power windows	Opt	Opt
Quarter vent front windows	Opt	Opt
Electric clock	Std	Opt
Variable ratio-power steering	Std	Opt
Outback Package: Comprising heavy duty shock absorbers, engine stone guard, fuel tank guard, heavy duty air cleaner	Opt	Opt
Protection group, comprising: front and rear over-riders with black rubber inserts, full-length body-side mouldings with black vinyl inserts	Opt	Opt
Styled full wheelcovers	Std	Opt
Dual exhaust system (302 and 351 CID engines)	Opt	Opt
Limited-slip differential	Opt	Opt

Code: "Opt" means optional at extra cost  
"Std" means standard equipment

### STANDARD SAFETY FEATURES

- Both models feature the following standard Ford Lifeguard design safety items:
- Car and body-sensitive Inertia Reel front seat belts
- Seat belt warning light
- Seat belts: 2 lap sash, 1 lap (front) on full-width seat models; 2 lap-sash (front) on bucket seat models; 2 lap-sash, 1 lap rear on all models
- High-backed front seats
- Deeply-recessed, padded instrument panel
- Rocker-switch type controls
- Windshield-mounted, breakaway, anti-glare interior rear-view mirror
- "Blendaire" heater/demister (2-speed)
- Collapsible steering column
- Impact-absorbing steering wheel with full-width padded hub
- Controlled collapse front end
- Padded sun-visors
- Padded door-pull armrests
- Double-grip safety door locks
- Recessed interior door handles
- 2-speed electric windscreen wipers
- Non-lift, non-reflective wiper blades
- Push-button electric windscreen washers
- Thick safety-glass windscreen with "zone-toughened" area in front of driver, and safety-glass all other windows
- Power disc front brakes
- Dual hydraulic brake system with warning light
- Exterior rear-vision styled mirror
- Safety-rim 6" wheels
- High-intensity dual headlights
- Reversing lights
- Wrap-around front turn lights
- Flush-mounted exterior door handles

### PAINT/RUSTPROOFING

Your Fairlane comes to you with an exclusive rust-proofing and paint process for a higher-quality and more durable finish. It includes a new "Electrocoat" primer application—the most advanced system of complete undercoating in the automotive industry. Electronically controlled, it guarantees 100% coverage on both the inside and outside of every body part.

### WHEELS AND TYRES

All tyres are performance rated by the Australian Rubber Manufacturers and are fitted on double-sided safety-rim wheels. Standard Tyres  
Fairlane 500: 7.35S14  
Fairlane Custom: 7.35L14  
Optional Tyres available for both models: 7.35S14 (White Side Wall) on 6JJ Safety Rims.  
185SR14 (Black side wall) Radials on 6JJ safety rims.  
ER70H14 Wide Oval Radial (Red Side Wall) on 6JJ Safety Rims.

### DIMENSIONS

Both models. Overall length—198.8-inches. Overall width—74.8-inches. Overall height—53.9-inches. Wheelbase—116-inches. Front track—60.5-inches. Rear track—60.0-inches. Fuel tank capacity—17.5 gallons standard; 27.5 gallons optional.  
Boot capacity—27 cubic feet.

### WARRANTY

\*Ford warrants with respect to each new passenger or light commercial vehicle sold by Ford that for a period of 12 months or 12,000 miles (whichever first occurs) from the date of original retail sale Ford will repair or replace free of charge any part of such vehicle (except tyres) found to be defective in factory materials or workmanship under normal use and operation within Australia. PROVIDED THAT:

- (i) the vehicle has been properly used, operated, maintained and cared for, and,
- (ii) the repair or replacement is carried out by an authorised Ford Dealer.

\* "Ford" means Ford Sales Company of Australia Limited.

**DEALER SERVICE AND PARTS SUPPLY**  
Your Fairlane is backed by over 400 Ford Dealers' low-cost specialised service, and the ready supply of genuine low-cost Ford parts.

### POLICY

The specifications referred to herein were in effect at the time this publication was approved for printing; however, Ford Motor Company of Australia Limited and/or Ford Sales Company of Australia Limited, reserve the right, subject to the laws of any state or territory and the regulations of any competent authority which may be applicable at the time, at its discretion and without notice, to change specifications and prices of the products referred to herein at any time and without incurring any liability whatsoever to any purchaser thereof. Some of the items illustrated or referred to in this publication are optional at extra cost.

FORD FAIRLANE 

10/73



