



AGAIN THE CAR OF THE YEAR

Ford V8 Customline

Stepping up to Customline is such good buying



"Did you notice that feeling of just gliding along?"



"Yes, ball-joint suspension certainly makes a difference"

"No wonder they say 'you notice the Fords go by'"

"And inside, too, it's just as noticeable—I'll be proud to ask people to ride with us"

"I like the safety in its instant power—that Overhead Valve V8 means more driver-control"

"For me there's enough in that lovely styling—it's the smartest car I've seen"

"Well, they asked us to compare it—and it is easily the best buy"

"In any case, I'd still be persuading you for it's got more of everything we want"



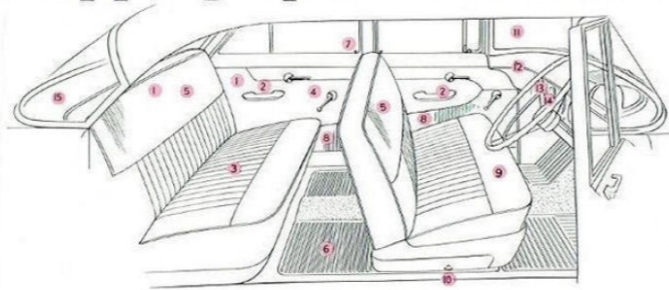
Here is a car to which you can lose your heart and yet keep intact your keenest buying sense.

In Customline Ford created, and used all the vast Ford resources to make possible, a car with two purposes. Firstly, it would be a brilliant leader in every modern aspect of styling, spacious comfort and performance. Secondly, its keen price would be more than competitive with that of any other car in its contemporary field.

In effect, the objective was that, in extra worth in design and extra worth for money, there would be reasons indeed for "stepping up to Customline". The following pages give you but a summary of how completely the objective has been achieved. Full understanding of Customline's extra worth to you comes from getting to know the car well. Then you will find, in every fundamental and in every detail, that "stepping up to Customline is such very good buying."

Ford's the fashion in features and value

Stepping up to Customline means unrestricted comfort and greater safety



DESIGN KEYNOTES OF SMARTNESS, RELAXATION, CONVENIENCE

- | | |
|---|--|
| ① Choice of two-tone or single-tone trim on seats and doors. | ⑧ Attractive door quilting that keeps its smart shape. |
| ② Rubber-cushioned armrests in front and rear compartments. | ⑨ Full length rubber pad on front seat. |
| ③ Non-sag springing construction of wide and deep seats. | ⑩ Finger-tip, ball-bearing adjustment of the front seat. |
| ④ Chrome hardware is smart, practical. | ⑪ Full wrap-around windscreen. |
| ⑤ Quilted seat backs for extra beauty. | ⑫ Chrome mould strip adds extra smartness to instrument panel. |
| ⑥ Smart, washable rubber floor-mats. | ⑬ Commodious and locking glove box. |
| ⑦ Rotary door locks for long-life security with added Lifeguard safety feature. | ⑭ Clock matches full circle radio dial. |
| | ⑮ Spacious package tray behind rear seat. |



NEW LIFEGUARD DOOR LOCKS

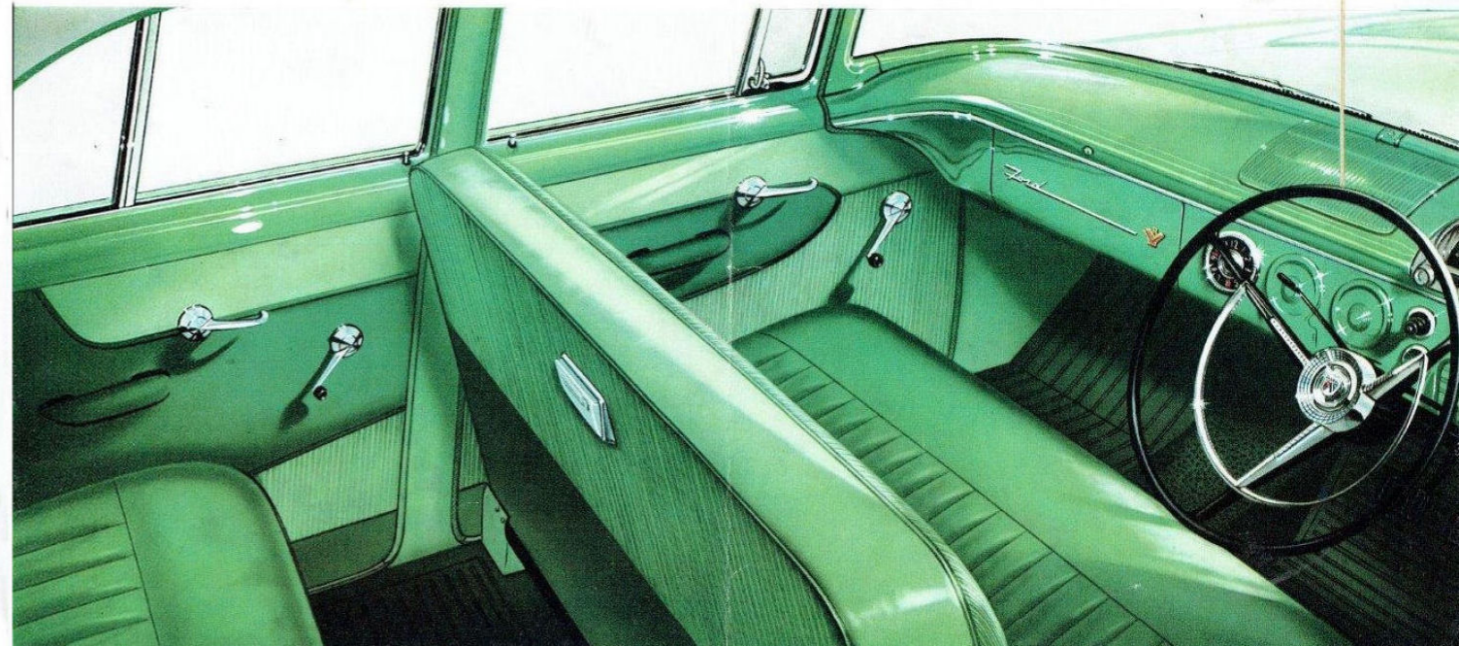
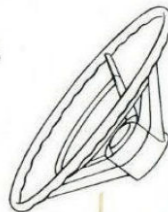
Customline's door locks have a **double-grip** which reduces possibility of doors springing open. A steel plate covers the rotor so that the lock stays locked and the door stays closed under conditions which would spring a normal lock.

CUSTOMLINE'S NEW INTERIOR DESIGN is an example of the top-value this style-leader provides. With push-button smoothness those wide doors open on to "a living room on wheels". Room indeed—wide-spread space in which to stretch, spread, relax, and, with Customline's unlimited vision, see all of the passing scene. There's

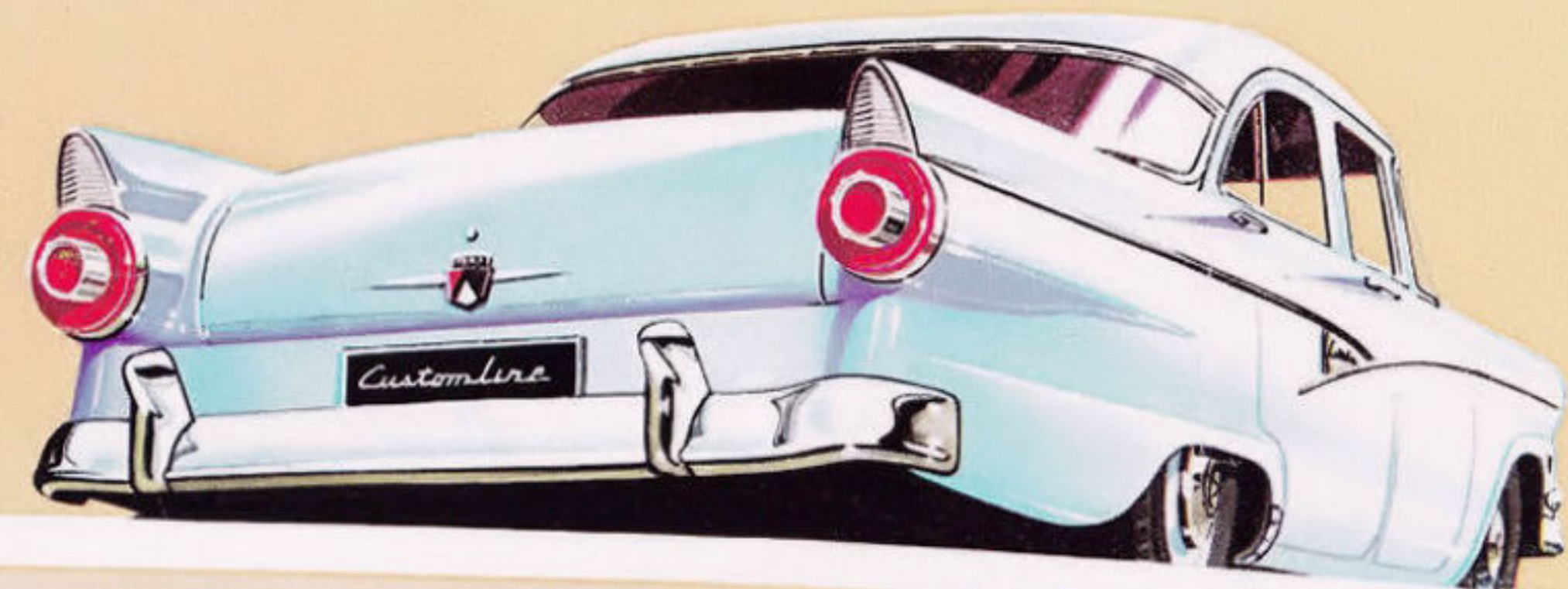
a choice of trim to please everyone . . . more colourful two-tones with a smarter design that carries a fresh, ultra-modern two-toned effect throughout the entire car . . . or single-toned decor planned with care in every detail. And under that rich but washable vinyl upholstery is a special seat construction that means lasting comfort.

NEW LIFEGUARD STEERING WHEEL

The completely new deep-centre steering wheel is a big Lifeguard safety feature. Its design allows for greater absorbing of any impact thus providing the safety factor of greater protection for the driver.



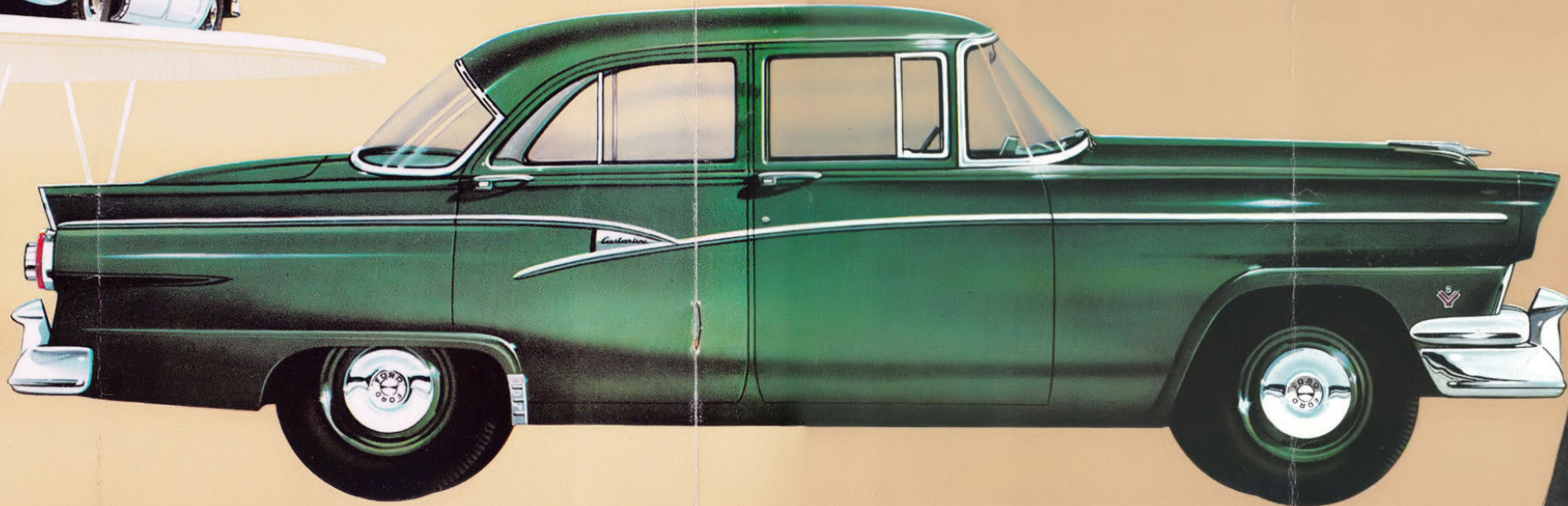
Stepping up to Customline means ownership of motoring's most brilliant styling



NOTE WELL ITS NEW GRACE
OF LINE . . . NEW GLEAM AND
GLAMOUR OF ITS STYLE

Whichever way you look at this new Customline, you see beauty—distinguished, debonair and desirable! You see Customline's individuality in its gleaming, meshed grille, recessed hood ornament, new wrap-around parking lamps and impressive, smart sweep of full wrap-around windscreen. Look along the car and you see a sweeping, long and lower silhouette with smartness accented by new graceful side moulding of chrome. And from the rear—that going away look of Customline (and how effortlessly

Customline does "go away") is again the look of smartness on wheels. Massive contoured rear bumper repeats the styled-protection you noticed on the front end . . . new jet-tube tail lamps . . . blending of the curve of wrap-around rear window and rear deck design with its new ornament . . . but, the more you look, the more you'll want to own this Customline. Even the new colours . . . exciting lustrous-for-life baked enamels and metallics . . . hold and please the eye more than ever! Yes, "Ford's the fashion"!

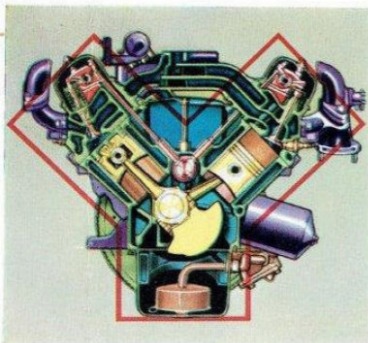


Stepping up to Customline brings you newest, safest performance-combination ever built into the one car

FORD OVERHEAD VALVE Y-BLOCK V8

Ford's O.H.V. engine gives you a new kind of power. Aptly called "trigger-torque" power it applies its effect more quickly. Throughout the full range of driving speeds it provides an instant, hair-trigger responsiveness. For the driver this means not only enjoyment of effortless performance, but also the very important safety factor of more control over any situation. For passengers it means more noticeable travel-ease.

"Trigger-torque" power is not the only advance provided by this remarkable engine. Its low-friction, Y-block design gives greater smoothness, extra quietness and longer life. And features such as Twin-jet carburettor with new automatic choke . . . turbo-wedge combustion chambers . . . improved Power Pilot . . . free-turning design of valves . . . anti-fouling spark plugs . . . mean both fuel-thrift and greater efficiency.



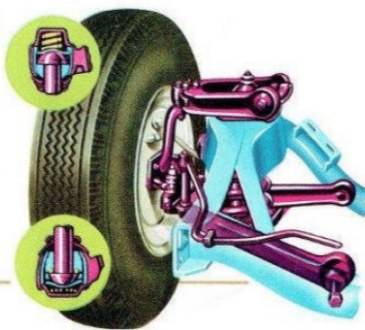
HIGHLIGHTS OF THE Y-BLOCK V8

High-rigidity, Y-block design, special alloy-iron block, for smoother performance and longer life . . . Short-stroke, low-friction design for top performance, greater economy, reduced engine wear . . . High-compression, wedge-shaped combustion chambers for high turbulence, power and efficiency . . . Overhead valves and double-deck intake manifold for more complete and evenly distributed fuel charges . . . Free-turning intake and exhaust valves with integral guides for best performance and longest valve life . . . Full pressure lubrication system with built-in, full-flow oil filtration for increased engine life . . . Positive-flow crankcase ventilation for protection of vital engine parts . . . 3-ring super fitted aluminium-alloy pistons for greater efficiency and longer life . . . Improved Automatic Power Pilot for better performance and greater petrol economy . . . Twin-jet carburettor for better breathing and instant power . . . Automatic choke for easier starts.

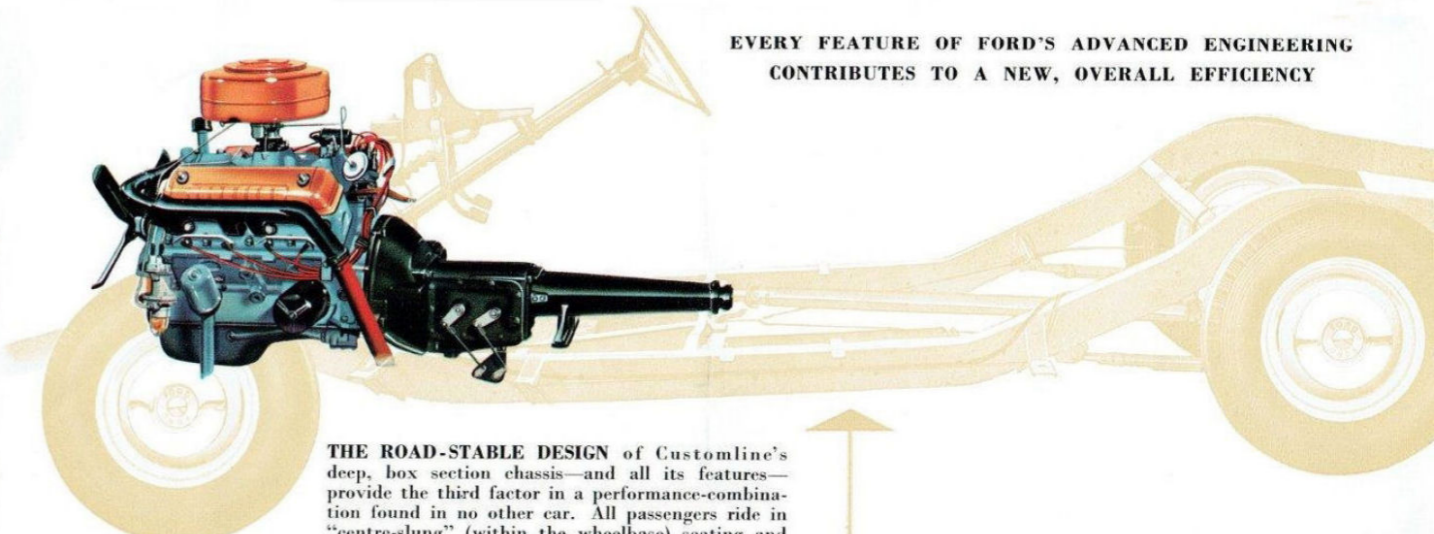
FORD BALL-JOINT SUSPENSION

Movement of Customline's front wheels is smoothed by ball-joints whether in up or down motion (when wheels travel over rough spots) or in steering motion (when wheels turn right or left). In addition this ball-joint suspension is angle-mounted so that resulting

"angle-poise" of the front springing absorbs a greater percentage of road shocks. The overall result is greatest suspension advance since independent springing. It means new riding smoothness, easier steering, less road noise and that "new car feel" for far longer.



FORD STAUNCH K-BAR CHASSIS



EVERY FEATURE OF FORD'S ADVANCED ENGINEERING CONTRIBUTES TO A NEW, OVERALL EFFICIENCY

Ford's "Miracle Ride" results from a perfect balance of the newest and finest factors of riding smoothness

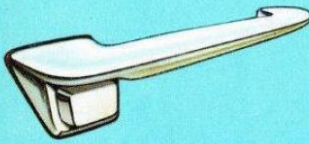
THE ROAD-STABLE DESIGN of Customline's deep, box section chassis—and all its features—provide the third factor in a performance-combination found in no other car. All passengers ride in "centre-slung" (within the wheelbase) seating and under them is this sturdy chassis as a foundation for brilliant, balanced performance. At the right are listed some of the chassis features which make Customline the most stable, the easiest to control and the smoothest riding car you have ever driven.



EXTRA VALUE IN EVERY CHASSIS FEATURE

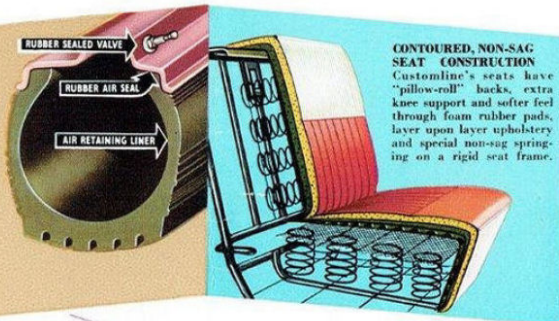
4-point engine mounting reduces the transmitting of engine vibration to chassis and body . . . Wide front track gives car a better footing on all types of roads . . . Link-type stabilizer helps more quickly to take tilt out of turns . . . Ball-joint suspension gives a smoother, better-balanced ride . . . Suspended clutch and brake pedals allow more foot room, eliminate dusty, draughty floor holes . . . Variable-rate rear suspension and Hotchkiss drive mean more relaxing ride, smoother starts and stops . . . Low-friction steering provides better handling and easier steering at all speeds . . . Automatic ride control adjusts riding qualities to road conditions automatically . . . Viscous-control shock absorbers, both front and rear, are double-acting and provide better control especially on rough roads . . . Stout K-bar frame is designed to integrate new engine and both front and rear suspension into a balanced unit . . . Husky, self-energising, double-seal brakes have heavier brake shoes and more rigid plates for extra efficiency.

Stepping up to Customline means far more for your money



PUSH-BUTTON DOOR HANDLES
Added to the ease and security of push-button release and long-lasting efficiency and safety of Lifeguard rotary door locks is the beauty and practicability of Customline's door handles.

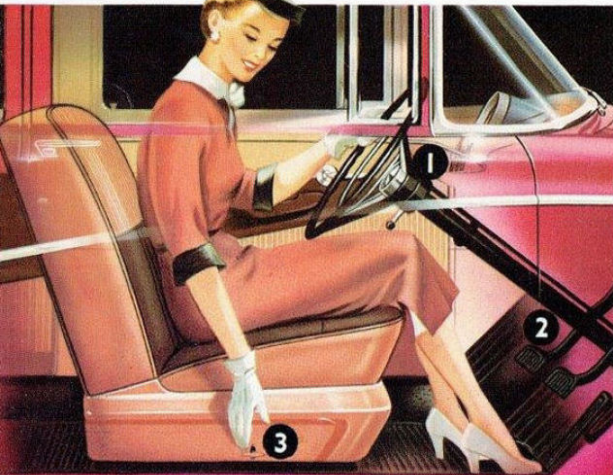
TUBE-LESS TYRES
Customline provides tubeless tyres as standard equipment. They ensure protection from punctures and sudden blowouts, and also a softer ride and a longer tyre life.



CONTOURED, NON-SAG SEAT CONSTRUCTION
Customline's seats have "pillow-roll" backs, extra knee support and softer feel through foam rubber pads, layer upon layer upholstery and special non-sag springing on a rigid seat frame.



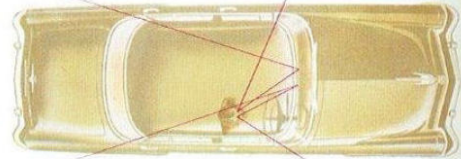
CONTROLLED VENTILATION
With two screened and controllable air-ducts that bring clean air into the car, Customline's balanced system provides complete circulation of fresh air flowing throughout the car's entire interior.



1 STEERING SYSTEM employs a symmetrical linkage which combines with the anti-friction-bearing type steering gear assembly to make control stable, effortless and instantly responsive.

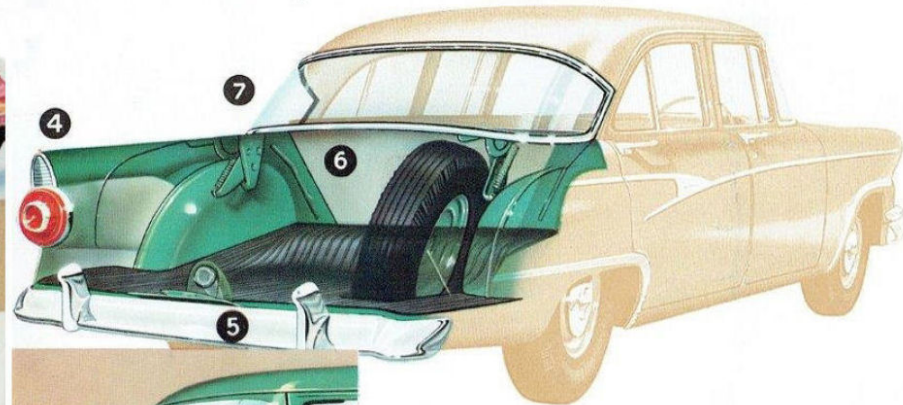
2 POWER-PIVOT PEDALS. Clutch and brake pedals are suspended from above, making operation easier and by eliminating floor holes for foot pedals, keep out the draughts, dust and water.

3 FINGER-TIP SEAT ADJUSTMENT. The front seat is mounted on ball-bearing tracks and, at a touch of the control lever, glides forward or back for the most comfortable driving position.



Vision unlimited

Forward, sides and rear, Customline provides a full-circle vision that means greater safety and more travel-pleasure. It is achieved not only by wrap-around windscreen and rear window but also by design of narrow but sturdy body posts and narrow roof panels joining the body at rear.



4 JET-TUBE TAIL-LAMPS.—Straight-line fender is fin-shaped at the top-rear and includes important safety feature of easy-to-see Jet-Tube tail-lamps with inbuilt reflectors. The smart assembly allows back-up lights (a Ford accessory) to be fitted easily.

5 CENTRE-FILL FUELLING.—Makes "filling-up" easier from either side of the car, hides cap behind number plate and increases unobstructed area in the boot by eliminating the use of long filler pipe.

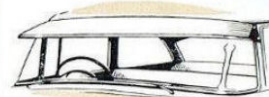
6 DEEP-DECK LUGGAGE BOOT.—Customline's giant boot is planned for extra room. Even the deck-lid hinges and latch mechanism are designed for unobstructed space and easier luggage handling.

7 THE LOOK FROM THE REAR.—Gracefully curved to blend with body lines, the full wrap around rear window provides a wider vision for parking and rear manoeuvring and a better, safer traffic view for the driver through the large rear vision mirror.

8 WRAP-AROUND WINDSCREEN.—This huge windscreen provides 1100 square inches of unobstructed vision and adds yet another highlight to Customline's ultra-modern styling. Blending with overall beauty are oblong front quarter windows.

Ford Quality Accessories which add to enjoyment of Customline

- Body Coat
- Body Wash
- Body Wax
- Cigarette Lighters
- Curb Signals
- De-luxe Number Plates
- Demisters
- Emergency Lamps
- Engine Compartment Lamps
- Exhaust Deflectors
- Floor Mats
- Fog Lamps
- Locking Tank Caps
- Luggage Compartment Lamps
- Rear Seat Radio Speakers
- Rear Vision Mirrors
- Vanity Mirrors
- Wheel Trim Discs
- Windscreen Washers
- Wing Mirrors



Exterior Sun Visor . . .

For restful, glare-less driving in the sun. Made of strongly reinforced metal tastefully trimmed with chrome. Reduces front seat heat and deflects rain from the windscreen.



Back-up Lights . . .

For easy safer backing at night. They flood area behind car with twin beams of light while car is in reverse.



Venetian Shades . . .

Cool the temperature of the car and protect rear passengers from the sun . . . also reduce reflection of glaring headlights from the rear.



Car Heater . . .

Control knob on the dash regulates temperature and revolving doors direct the warmth throughout the car. Inbuilt demister vents keep the wind-shield mist-less.

Fender Shields . . .

They make your Customline even drier . . . keep mud from splattering rear fenders. Available in all body colours.



Specifications

FORD V8 CUSTOMLINE

ENGINE—V8 O.H.V.

- No. of Cylinders—8.
- Bore and Stroke—3.625 x 3.30.
- Piston Displacement—Cubic capacity—272 cu. in.
- Compression Ratio—7.1 : 1.
- Taxable H.P.—42.5 R.A.C.
- Cylinder Block—90° Y type cast iron. Block and crankcase cast in one piece for greatest rigidity and bearing alignment.
- CRANKSHAFT—Short, rigid, steel-alloy casting.
- PISTONS—3 ring super fitted aluminium alloy. Cam ground for quiet operation.
- PISTON RINGS—3 rings—all above piston pin—2 compression and 1 oil control.
- CAMSHAFT—Cast alloy iron. Cam contours have quietening ramp for quieter valve action. Silent chain drive.
- VALVES—Silichrome intake, nickel chrome alloy exhaust—free-turning intake and exhaust valves with integral guides and seats.
- LUBRICATION SYSTEM—Full pressure lubrication system—with full flow oil filter—to main, connecting rod and camshaft bearings with positive lubrication to timing chain and distributor drive gears.
- OIL PUMP—High capacity, quiet and positive. Screened inlet located deep in crankcase.
- OIL FILTER—Full flow—externally mounted on L.H. side of crankcase. Replaceable type cartridge.
- ENGINE VENTILATION—Constant flow crankcase ventilation. Inlet at top of engine through oil wetted filter. Outlet through road draught tube in crankcase.
- ENGINE COOLING—4 blade fan. Series flow full length of water jackets, thermostatic control; increased capacity single water pump. Water feed to each bank in the block via an equalizing chamber.
- FUEL SYSTEM—Dual down draught carburettor. Automatic choke. thermostatically controlled choke.
- INDUCTION MANIFOLD—Short, direct, nearly equal passages to each cylinder for uniform fuel distribution.
- FUEL TANK—Capacity 14½ gallons. Indicator gauge on instrument panel.
- IGNITION—Distributor mounted to rear of R.H. cylinder bank and is readily accessible.
- CLUTCH—Type: Semi-centrifugal, dry, single plate, ball type throw out bearing, 10 in. dia. pressure plate, suspended pedal.

- GEARBOX (Transmission)—Type: 3 speeds forward, 1 speed reverse. All gears helical type. Ratios: First 2.57 : 1, second 1.63 : 1, third 1 : 1; Reverse 3.13 : 1. How engaged—Gear change lever on steering column. First and reverse—Sliding gear. Second and third—Constant mesh with blocker type synchroniser.
- CHASSIS—Structure: Five cross member, box section chassis frame of double drop design cross member incorporated with K bar. Frame side rails of 4" x 3½" and now with continuous weld box section for full length.
- FRONT SUSPENSION—New angle poised ball joint suspension. Rubber bushed tilted, transverse link type with ball joints; tailored-to-weight coil springs with tubular shock absorbers; rubber bushed, 3 piece ride stabilizer.
- REAR SUSPENSION—Type: Longitudinal semi-elliptic leaf springs. Number of leaves—6. Spring shackles—Tension type. Spring bracket and shackle bushings—Rubber concentrated-pressure type.
- HOTCHKISS DRIVE—Tubular propeller shaft, pre-lubricated needle bearings in universal joints.
- REAR AXLE—Semi-floating type with hypoid gears; pressed steel, banjo type housing. Ratio 3.70 : 1. Axle shafts—Integral flanged steel forgings. Wheel bearings—Sealed, permanently lubricated.
- FOOT BRAKE—Type: Duo-Servo (self energising) 4 wheel hydraulic; drum, type composite cast iron and steel. Drum diameters 11 inch, 182 sq. in. lining area.
- HAND BRAKE—Type: Mechanical application of rear brakes. Actuation—'T' handle below instrument panel through lever and equalising cable.
- STEERING SYSTEM—Type: Symmetrical linkage with spring loaded ball-stud in steering cross link, worm and roller type gear, anti-friction bearings in gear box and steering column. 25.3 : 1 over-all steering ratio. 18-inch diameter steering wheel, approximately 41 feet turning diameter.
- ROAD WHEEL—Ventilated type steel disc wheels.
- TYRES—Five 6.70 x 15 4-ply std. super balloon tubeless type tyres. General wheelbase 115½", Track (Front) 58"; Track (Rear) 56"; over-all width 75.8"; over-all height (design load) 61.0"; over-all length 198.5".

Ford Motor Company of Australia Pty. Ltd., whose policy is one of continuous improvement, reserves the right subject to such regulations as may from time to time apply to change specifications and prices at any time without notice or incurring liability to purchasers.



Ford's 4-way better service

Increasing the satisfaction of Customline ownership is the after-sale service of Ford Dealers. It has four big advantages to you . . . Ford Dealers send their mechanics to Ford factory service schools . . . have time-saving equipment just right for Fords . . . follow Ford factory-approved servicing methods . . . use genuine Ford parts. Available wherever you go, it keeps your car in top condition at minimum cost.

Ford Radio . . . AUTO-matic and standard



You have a choice of 2 famous Ford radios including the AUTO-matic radio which brings you "station pre-selection" and "automatic tuning" . . . just press the foot switch for the station you want. Both models are specially designed for your Customline and have high fidelity of tone for clarity at all volume levels. Either can be fitted as an accessory before or after your Ford Dealer delivers your car.

FORD MOTOR COMPANY OF AUSTRALIA PTY. LTD.

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