

'64 FALCON

WITH CERTIFIED

*Golden
Quality*

The 1964 Falcon with Certified Golden Quality:

The 1964 Falcon is designed and engineered by Australians for Australian conditions. Every improvement and modification is a direct result of:

1. The practical testing provided by the 3 years in which Falcons have been run on every road in every part of Australia.
2. Knowledge and experience gained from Falcon's successful participation in Australian competitive events — on the race-track, in trials, and in rallies.
3. Suggestions and needs of Australian motorists.

This brochure tells you what we at Ford have done to improve Falcon's quality, durability and dependability . . . how today, in its price class, Falcon is the finest example of modern design and engineering . . . and demonstrates that there is no better value-for-money available at any price.

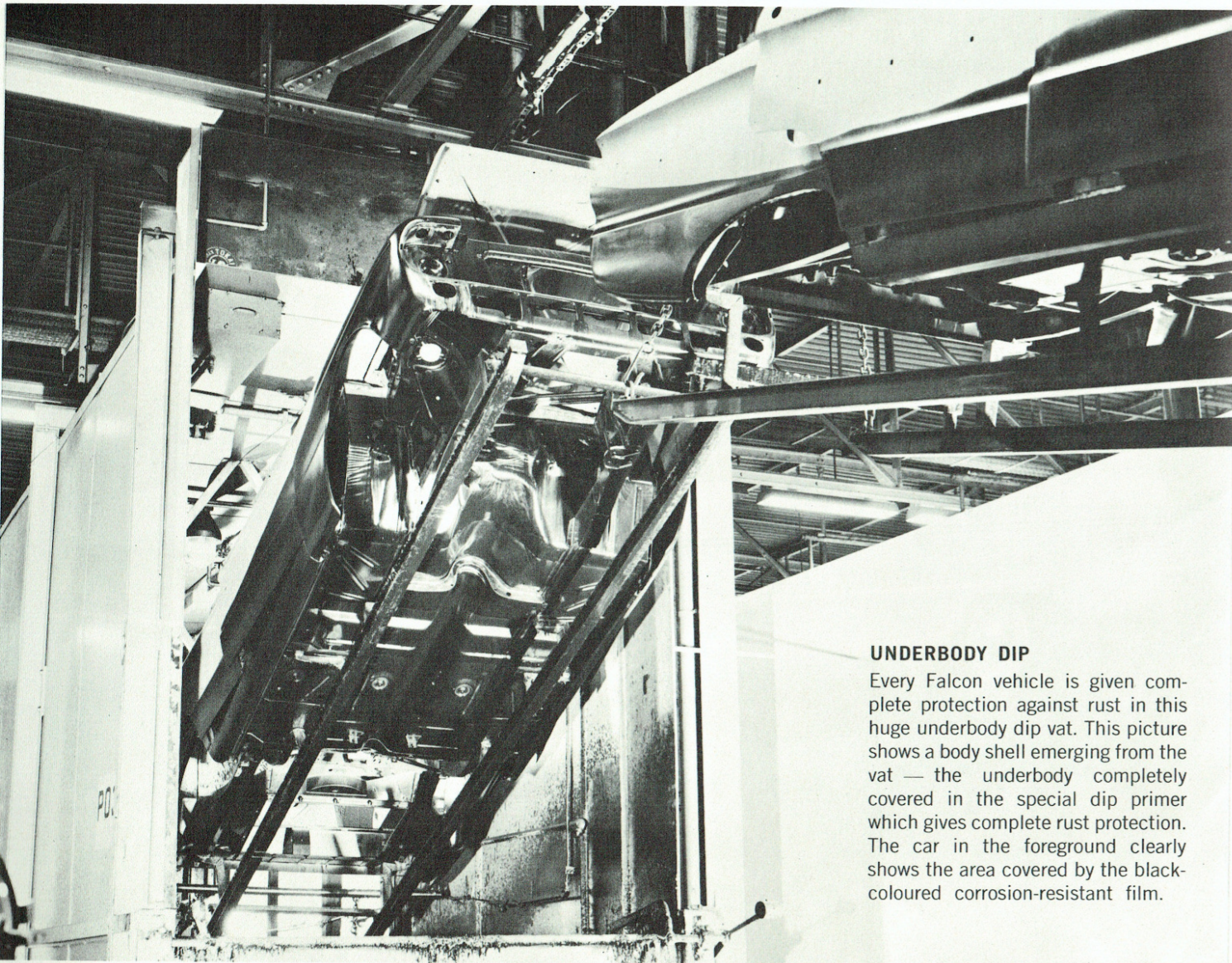
So great is the aggregate of quality and durability improvements and innovations that we describe the 1964 Falcon as having "Golden Quality". This brochure certifies this, and describes some of the many product improvements, refinements, materials and design factors unused in the production of previous Falcon models — and, in many cases, unused in the production of any Australian-built car.

Together with all other factors of Falcon's modern design they provide new and extra margins of motoring enjoyment and lower cost of ownership.

We feel sure there's a Falcon made exactly right for your taste, purpose and pocket-book. And, because they're all built to a "Golden Quality" standard, you will learn — whichever Falcon model you choose — it will bring you lasting satisfaction and solid worth.

FORD SALES COMPANY OF AUSTRALIA LIMITED





UNDERBODY DIP

Every Falcon vehicle is given complete protection against rust in this huge underbody dip vat. This picture shows a body shell emerging from the vat — the underbody completely covered in the special dip primer which gives complete rust protection. The car in the foreground clearly shows the area covered by the black-coloured corrosion-resistant film.

Quality Improvements:

Appearance / Body / Finish

Product Improvement:

Paint Finish

New "Diamond Lustre" Super Enamel — is harder and has higher gloss than conventional lacquers or baking enamels. Produces better metallic finishes.

Customer Benefit:

Smoother, more durable finish. Increased resistance to chipping and sun-fading. Keeps its lustre with minimum care — washing and a bi-annual light liquid polish are all that is required to maintain showroom condition.

Corrosion Protection

Before application of Super Enamel, Zincate zinc oxide primer is applied to areas of rocker panel, doors, hood and luggage compartment doors and to underbody structural components. The automobile body is then passed through an automatic degreasing and phosphating process which prepares the steel surfaces for perfect paint adhesion. This is followed by immersion of the whole of Falcon's underbody in a dip primer to provide a uniform coating of corrosion-resistant film. Another specially developed primer is then applied to form a tough, adherent base for the coats of Super Enamel.

Complete protection against rust for car body, interiors of doors and rocker panels, and underbody. Longer body life and reduced cost of ownership. Better appearance. Better used car value.

Reinforced Front Fender Apron

Supports added under front suspension bumper brackets.

Better control of suspension alignment. Increased tyre life. More strength and increased front-end rigidity.

Door Fits/Weather Sealing

Improved door, bonnet, and boot lid fits. Mating joins of body panels covered by new expanding sealer compounds to keep dust outside.

Better-closing doors, bonnet and boot lid. Completely weather-tight interior and boot. Enhanced vehicle appearance and used car value.

Engine Hood

New, counter-balanced hood.

Swings up with light effort, stays up by itself.

Product Improvement:

Bumper bars

Deeper and heavier one-piece bumpers front and rear. Improved quality chrome undergoes multi-step plating process which consists of 4 coats: copper, semi-bright nickel, bright nickel and chromium to improve corrosion resistance.

Customer Benefit:

Provide greater protection against collision. Retain appearance. Higher used car value.

Exterior chrome

Improved quality. Undergoes multi-step plating process as described above for bumper bars.

Extra brightness and longer life. Protection against rust.

Windscreen

New Zone Toughened area in front of driver's eyes.

Driver can see ahead even if windscreen is shattered—the Zone Toughened area, directly in front of driver, does not crystallize into such minute particles as does rest of windscreen.

Headlights

New sealed beam pre-focused headlights — 50 watts high beam and 40 watts dipped beam.

Brighter and better light for night vision. Longer element life. Better light focusing.

Tail-lights

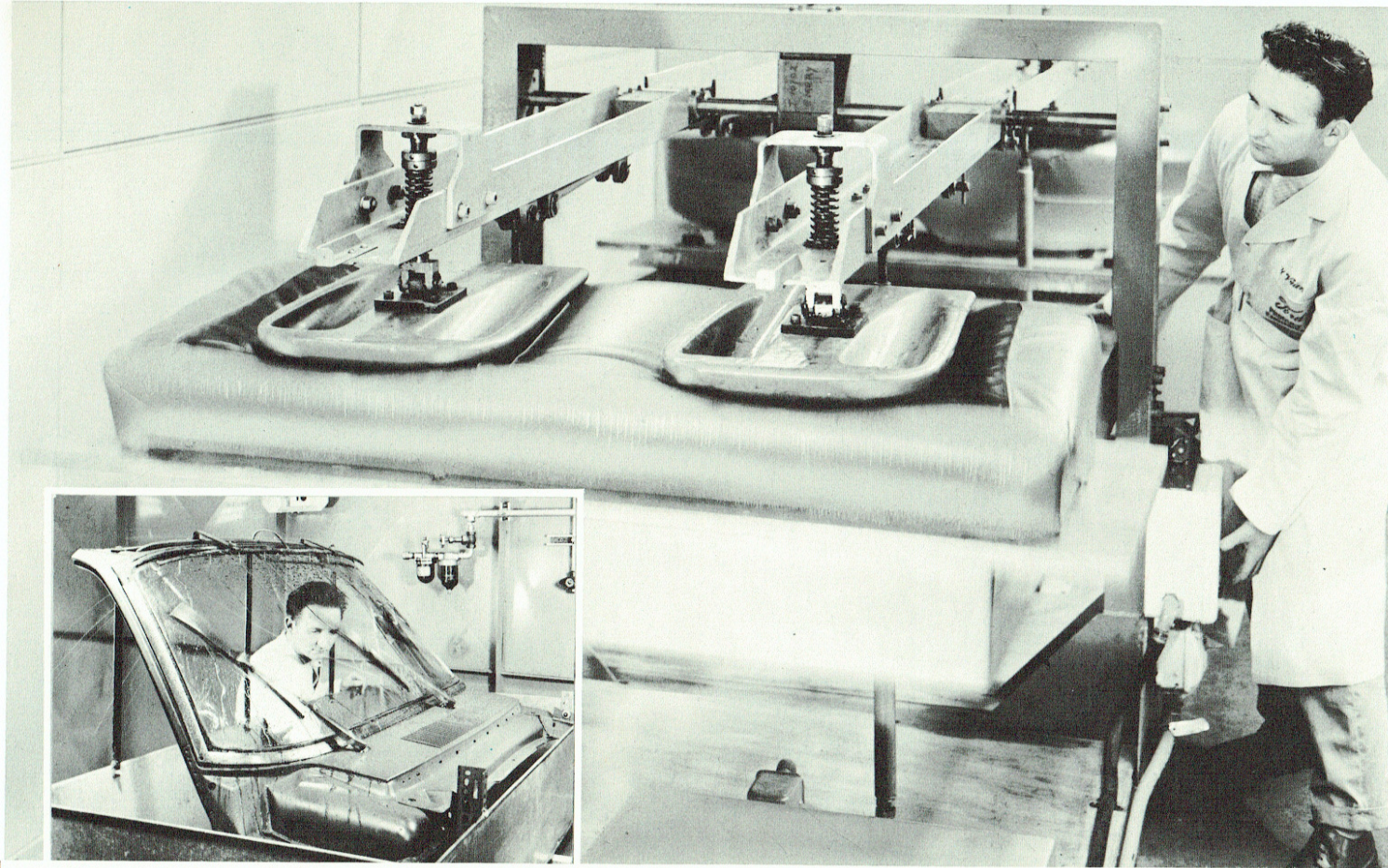
New, larger design tail-lights and reflectors. Larger turn signal lights set in centres.

Provide better warning to following traffic of "stops" and intention to turn.

Door Locks

New shutter type exterior door locks.

Locking or unlocking car from outside is easier. Key can be inserted using one hand. Eliminate risk of paint work damage through key slip with old flipper-type lock cover.



WINDSCREEN WIPER TEST (inset). This simple yet exacting test gives Falcon's new 2-speed electric wipers the equivalent of seven years' usage. The entire system is checked — motor, linkage, bearings, and wiper drive gears. Every five minutes for 500 hours a test cycle commences. Three minutes of wiping water from the windscreen. Two further minutes wiping a

dry screen (which loads up the effort of wiping). The wipers are then automatically 'parked' for five seconds and then restart the cycle.

SEAT TEST. The Unit above is specially designed to test the durability of Falcon seating. Two seat forms constantly pound a bench seat with a pressure of 300 lbs. each. The test

is carried on at the rate of 100 cycles per minute — 100,000 cycles in all. At the end of this time, if the seat depresses over a half inch more than it did on first impact, the seat has not passed the test.

This test was used in the development of the new Falcon seating and is now used as a quality check on production line samples.

Quality Improvements:

Interior / Comfort / Convenience

Product Improvement:

Steering Wheel

New 16" diameter (1" diameter smaller).

New 2-spoke "Gull-Wing" design.

Upholsteries

New "Regal Weave" Vinyls are softer, have a thicker face, heavier backing than last year.

New "Majestic Cord" Woven Fabrics of improved quality, better durability.

Interior paint

New colours to a new, improved low gloss specification.

Colour-keying

Steering column, gear lever (drive selector lever with Fordomatic Drive), turn-indicator lever and dashboard are all colour-matched to interior paint and trim colours.

Instrument Panel

Entirely new instrument cluster with better layout of all instruments and dials.

Green light for night illumination.

Seats

Increased gauge wire springing and additional helper wires.

Cushion pads with 70% wool, instead of cotton fibre, in addition to polyurethane foam pads.

Customer Benefit:

Allows more room for driver, lets driver slip more easily in and out of seat. Has better "feel" while driving.

Better appearance, allows "straight through" vision to instrument cluster and controls.

Leather-like feel and softness. Longer upholstery life. More luxurious appearance.

Easier to clean. Retain smarter appearance. Longer life.

Reduce interior reflections. Improved appearance.

More tasteful interior appearance.

Smarter appearance. Easier to read dials.

Softer on the eyes for night viewing.

Longer cushion life. Reduced seat "sag".

More comfortable and relaxing. Reduce driver fatigue on long journeys.

Product Improvement:

Windscreen Wipers

New, two-speed electrically operated.

Coat Hooks

Two coat hooks in rear of all Deluxe, Futura and Squire models. The single coat hook on standard models changed to driver's side.

Rear Seat Position

Rear seat in all sedans located 1½" farther back.

Headlining

New "sponge" texture headlining material. More durable than last year.

Luggage Boot

Extra height from floor to boot lid.

New, patterned mat with insulating backing.

Floor Mats

New design floor and wagon cargo area mats, colour-keyed to match interior trim.

Front mat has heel pads on both driver and passenger sides with thick vinyl overlay to give better durability.

Customer Benefit:

Provide constant action at the speed you select regardless of vehicle speed or engine load.

Greater convenience for driver and passengers for hanging suits, coats, etc.

A gain of 1½" for knee-room and leg-room. Easier entry and exit to the rear seat.

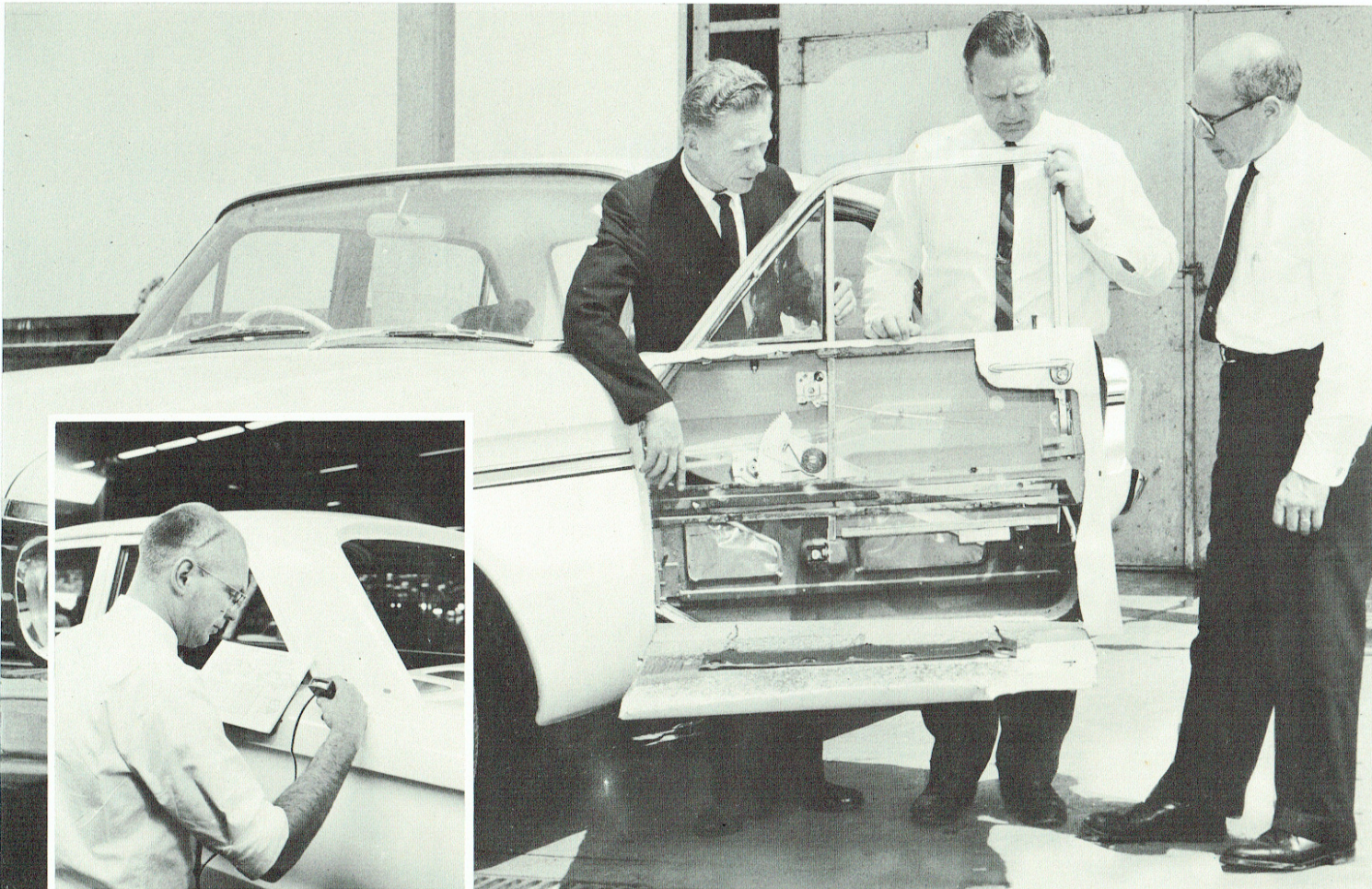
Improved appearance. Longer life.

Greater capacity. Bigger cases and other objects can be more easily stowed.

Better appearance. Protects luggage. Also acts as sound absorber.

Complement and blend better with interior paint and trim colour schemes.

Take much harder usage without showing signs of wear. Contribute to better resale value.



PAINT DEPTH TEST (inset). Here, a quality supervisor is testing the depth of paint with an Elcometer. This magnetic instrument is used on 20-odd locations around the vehicle as a routine check on selected vehicles. The test is carried out after prime, after wet rub, after the sealer coat, and after the final coats

of enamel.
BRINE TEST. The above illustration shows the examination of a cut-away door section of a production line model after brine test. In actual fact, this is an accelerated ageing test equivalent to years of exposure to the elements. The car is enclosed in a giant brine-

impregnated "steam bath" which tests resistance to rusting and to show up areas where deterioration is most likely to occur. This test is done regularly on bodies selected from the production line to ensure that your Falcon body is as corrosion-resistant as it is possible to be.

Quality Improvements:

Lower cost of ownership

Ford engineers have developed engineering refinements, and a maintenance service program for your '64 Falcon that is the most sensible and convenient plan ever offered a car

owner. Instead of the usual 10 or 12 service stops a year, your new Falcon requires only a quick and easy visit to your Ford Dealer only twice a year, or each 6,000 miles.

Product Improvement:

Customer Benefit:

Brakes

Self-adjusting brakes on all Falcon models, at no additional cost. Adjustment is maintained automatically by normal brake application in reverse when lining to drum clearance exceeds a specified tolerance.

No need to have the brakes adjusted for the life of the linings. Brakes always have optimum braking power and adjustment.

Improved riveted lining and revised rivet size and hole dimension.

Better all-round braking performance. Quieter operation.

Thicker 1/4" secondary shoe linings.

Add miles and miles to brake lining life.

More consistent running clearance between drum and shoe.

Gives cooler operation and helps avoid "fade" and "drag".

Lubed-for-life steering linkage

Incorporates balljoints with high quality "solid film" lubricant permanently retained with neoprene seals.

Provides a high level of steering safety and efficiency. Eliminates steering linkage lubrication costs.

36,000-miles Lubrication

Front suspension incorporates sturdier upper and lower balljoints which are positively sealed with "bellows type" neoprene seals.

Lubrication required only each 36,000 miles instead of old 1,000 miles.

Product Improvement:

Customer Benefit:

36,000-miles Lubrication (cont.)

The service interval on the drive-shaft assembly is extended to 36,000 miles. Lubrication fittings have been provided in drive-shaft universal joints to enable easier access to the joints, thereby reducing service costs.

Reduced servicing and maintenance. Lower cost of ownership.

Fuel filter

Improved fuel filter with a service life of 36,000 miles is now part of the fuel pump assembly, and has a replaceable element. The previous filter had a service life of 6,000 miles.

Reduced time and trouble of servicing. Lower cost of operation.

6,000-mile oil changes

Full-flow oil filter allows you to go 6,000 miles between oil changes. Improved design now means even your first oil and filter change is not required until 6,000 miles. (Previously an oil change and new oil filter were required after the first 1,000 miles.)

Substantial savings on oil and filter costs. Less servicing time and costs.



Quality Improvements:

Ride and handling

Product Improvement:

Insulation

Extra insulating materials lining engine bonnet, floor pan, roof, and luggage compartment.

Customer Benefit:

Extreme quietness of ride, even at high-speed driving. Passenger compartment cooler in summer, warmer in winter.

Undercoating

All of Falcon's vital underbody parts are undercoated with a thick, noise-dampening and rust-resistant material.

Road noise substantially reduced. Body is better protected to last longer, bring better resale value.

Tyres

Super-cushion 6.50 x 13 inch tyres are standard equipment on all models.

Better handling and smoother ride. Better "grip" on road for cornering. Longer life and lower cost of ownership.

Front Suspension

New spring seat pivot bushings that require no maintenance.

Improved ride. Greater smoothness and quietness. Suspension can take more brutal punishment without deterioration. Increased body-life with better used-car value. Reduced cost of ownership.

Added torsional rigidity with new rubber bushings to the upper arm inner shaft. No lubrication required.

More rugged, stronger front suspension mounting.

Greater structural rigidity, particularly in rough road conditions. Improved control of wheel alignment and improved tyre life.

Product Improvement:

Front Suspension

Larger, variable rate rubber bushings in the front strut bar to absorb road shocks and noise before they reach the body.

Customer Benefit:

Quieter and smoother ride, better handling.

New, heavier duty, better sealed balljoints.

Quieter in operation. More durable. Improved riding and handling qualities.

Rear Suspension

Rear spring front mountings improved to provide increased durability.

Reduced maintenance cost.

Shock Absorbers

Improved shock absorber control, front and rear, to "soften" the city ride without compromising the control or durability provided for high speed or the "off road" ride.

Consistently smooth balanced and controlled ride over all road conditions. No harsh or "jolting" characteristics.

Addition of special reinforcements to rear shock absorber mounting cross member.

Greater ruggedness. Longer life—particularly for rough road conditions.

Thicker and more efficient front shock absorber insulators.

Improved and smoother ride.



Quality Improvements:

Performance / Economy

Product Improvement:

Engines

All new "Super Pursuit" engine (optional extra cost) of high-compression, short-stroke, overhead valve design. Special features include hydraulic valve lifters and automatic choke. Precision casting techniques and use of alloy iron make engine immensely strong yet light. High performance specifications: 200 C.I.D., 121 brake horsepower, 185 lbs.ft. of torque at 2,400 r.p.m., 32.5 horsepower (R.A.C.), 8.7:1 compression ratio.

Extensive changes to Falcon's standard "144" engine and optional "Pursuit 170" engine. Improvements made to cylinder heads, new higher performance camshafts, and more efficient exhaust system.

Increased brake horsepower: 96 b.h.p. for "144" C.I.D. engine, 111 b.h.p. for "Pursuit 170" engine.

Improved new compression-type front and cantilever rear engine mounts.

Improved design carburettor and hot water spacer.

Customer Benefit:

Breathtaking performance and acceleration. Exceptional quietness and smoothness of operation. Petrol economy equal to many less powerful engines. Gives more responsiveness and flexibility to "automatic" driving.

Higher performance. Better acceleration. More efficient operation.

More effortless cruising speeds. Greater responsiveness in top gear. Faster passing. Higher performance when teamed with Fordomatic Drive.

Smoother engine operation. Engine noise and vibration isolated from passenger compartment.

Less fuel consumption. More miles per gallon.

Product Improvement:

Exhaust System

New, improved design muffler that greatly reduces back-pressure.

Muffler painted with heat resistant aluminium paint. This paint must resist being heated for 6 hours at 1000° F. without failure.

New aluminium-coated tailpipe.

Rear Axle

Increased size axle shafts for sedans to minimize deflection on rough road conditions.

Transmissions

Improved 3-speed manual transmission with extra durability features and smoother shift pattern. Improved roller bearings to increase strength and lasting qualities. Improved synchromesh.

New, higher specification oil for world-famous Fordomatic Drive.

Clutch

Revised surface finishes to flywheel and pressure plate. Improved linkage. New anti-rust compound for equaliser bearing felt seal and bearing. Clutch housing sealing improved.

Customer Benefit:

Allows exhaust gases to get away quicker, provides more power and increases economy.

Resists rust and corrosion. Longer life. Reduced cost of ownership.

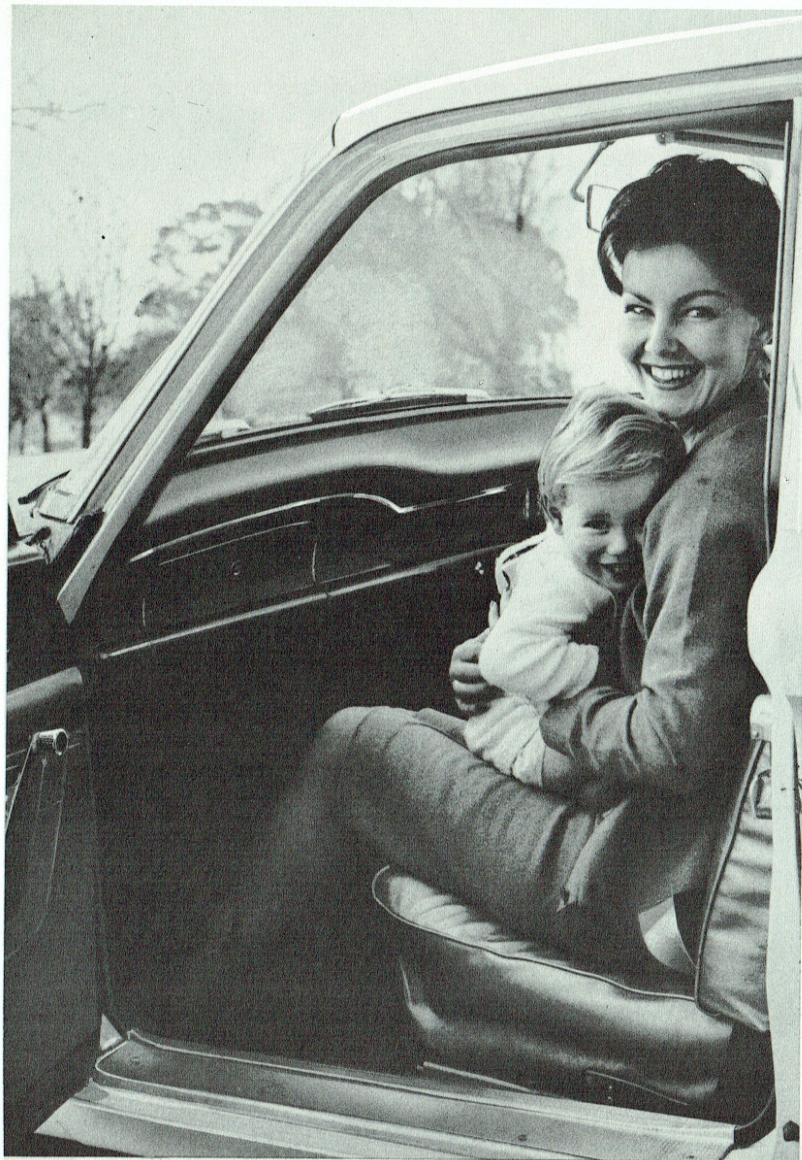
Rust and corrosion resistant. Longer life and reduced cost of ownership.

Better overall performance, particularly for high-power, rough road conditions.

Smoother and easier "changing". More positive engagement. Better shift "feel". Longer life.

No oil changes required. Reduced cost of ownership.

More positive and efficient engagement and improved clutch action. Increased life. Trouble-free operation.



Safety


Falcon gives you the extra safety of the features listed below. While these are not new to the '64 Falcon — Ford pioneered car-safety research and has consistently built safety into its products — they illustrate the full safety story on the new Falcon.

Safety Feature:	Customer Benefit:
Steering Wheel Lifeguard design, safety-type wheel. Steering column recessed out of the way. Specially processed spokes which can bend . . . absorb and distribute force of impact.	Greater protection for driver in event of impact.
Door Locks Lifeguard design, double-grip system door locks.	Added protection against doors springing open in event of impact.
Glass All glass is "Armour Plate" safety glass.	Tough — no jagged edges if shattered.
Brakes Apart from being self adjusting and always providing optimum braking power, total lining area is 114.3 sq. ins., far greater than needed to be just adequate.	Faster, surer stops. Only light pedal pressure needed. Braking power matched to engine power.
Wheels Safety-type rims with special wide-rim design incorporating a "safety-groove".	Keeps tyre in rim in event of blow-out. Safety-rims are standard equipment on all Falcon models. Normally cost £14 extra on other makes.
Seat Belt Points Specially welded-to-the-body anchorage points provided in all passenger models.	Added safety when seat belts fitted. (Seat belts fitted at moderate extra cost.)
Padded Dashboard Standard equipment on Futura and Squire models. Optional extra cost on Standard and Deluxe models.	Deeply-padded full width protection for driver and front seat passengers.

The Ford "12/12" Warranty:

Ford Sales Company of Australia Limited warrants the 1964 Falcon to be free under normal use and service from defects in material and workmanship for twelve thousand (12,000) miles or for a period of twelve (12) months from the date of delivery to the customer, whichever event shall first occur. This warranty covers both parts and labour. As a Falcon owner you remain responsible only for normal maintenance, and replacement of maintenance items. The Company makes no warranty with respect to tyres or tubes. The Company's obligation under this warranty is limited to replacing, or otherwise making good, at a location designated by the Company, or to issuing credit for, such parts as shall be returned to the Company with transport charges prepaid, and as shall be acknowledged by the Company to be defective.

All product improvements detailed herein were in effect for all Falcon Passenger models when this Brochure was approved for printing. Some of the items referred to apply only to Passenger models. Ford Sales Company of Australia Limited, 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.



Before your Falcon reaches you . . .

To achieve the "Golden Quality" standard of the 1964 Falcon, Ford-Australia specified manufacturing standards and tolerances more exacting than ever before applied in the Australian automotive industry.

Then, to maintain constantly this extra care in construction, a special task force of Quality Control Specialists was assigned responsibilities of inspection, testing and control in all Ford Plants, and in the plants of parts suppliers.

Right from its beginning, in terms of components, to its completion, every Falcon must pass the scrutiny of the Quality Control Specialists.

To ensure that it meets every specified standard, every Falcon is subjected to literally hundreds of tests, some big and some small in their scope — but all designed to maintain the highest standard of quality. For instance, every completed Falcon is given a water-proofing test equivalent to passing through a 4" tropical downpour in three minutes at a driving speed of 70 m.p.h.

As a further step, a set number of samples from the daily production line are given extensive road tests and then subjected to minute inspections in Ford's Product Engineering Centre to ensure that the rigid requirements imposed are maintained. Other samples are constantly tested to exacting standards over hundreds of thousands of miles, over rough road and highway terrain throughout Australia to assure reliability and durability is exactly right for Australian conditions.

There are many other product improvements in the 1964 Falcon than could be covered in this brochure. Those listed in this brochure are only the major improvements we've made to make the 1964 Falcons better built to last longer, need less care, lower the cost-of-ownership, give more driving enjoyment and keep their value better.



IT'S BETTER BUILT BY FORD-AUSTRALIA

FORD SALES COMPANY OF AUSTRALIA LIMITED

(INCORPORATED IN VICTORIA)

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