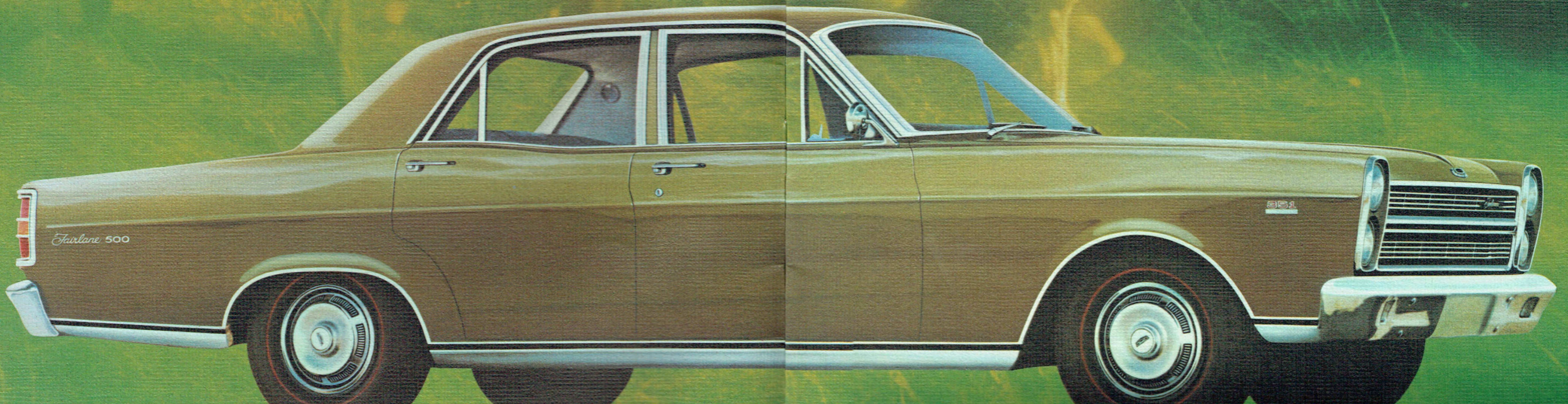


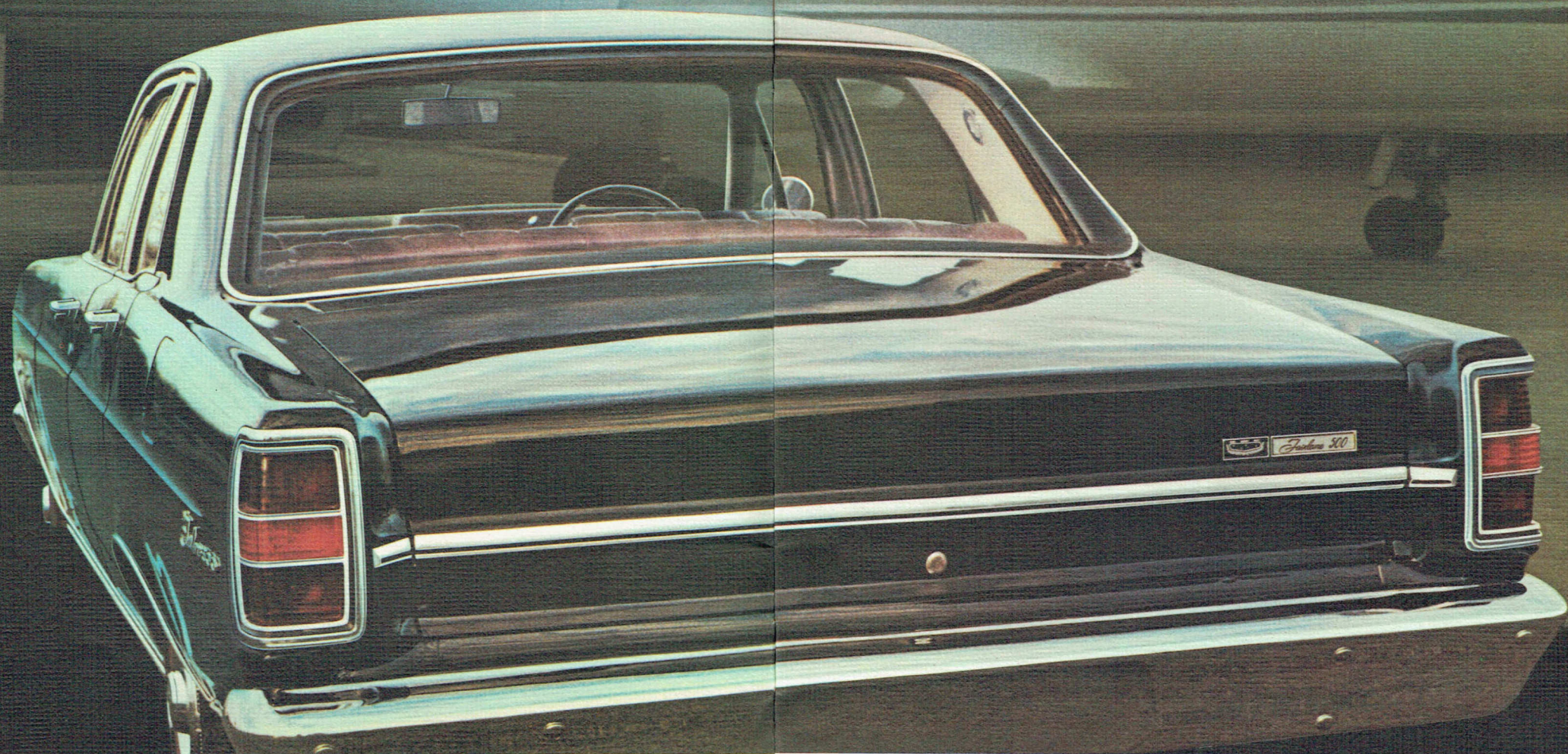


FAIRLANE

BY FORD

Unique in the world of luxury motoring.





Distinguished in the luxury
it offers; unchallenged
in the price you pay.

Fairlane retains its unique role in the world of luxury motoring.

It continues to be the car that more people move up to than any other.

Alone, it outsells all other fine cars combined.

Alone, it provides the perfect balance of sensible size, comfort, power, outstanding total performance and remarkable value.

If this is the time for you to move up into the fine car

field, make that move into the unique world of Fairlane. No other car is so distinguished in the luxury it offers, or so unchallenged in the value it represents.

* * *

Illustrated on previous pages, and above, is the Fairlane 500 Sedan. More powerful than before, and completely restyled in beautiful proportions over the long 116-inch wheelbase. Clean. Uncluttered. Functional.

New styling refinements include an even more distinctive front grille; stacked dual headlights; a more rakish rear window-line that continues smoothly across the rear-deck; and handsome, wrap-around tail and turn indicator lights.

Enhancing the style, discreet ornamentation and luxury wheel covers tell the world that you are in command of Fairlane 500; the car that never fails, in any company, to speak highly of your good taste and achievement.

Fairlane 500:

The benefit of Fairlane's 116-inch wheelbase is never more evident than when you take your place in this car.

The advantage of extra space permits the tailoring of luxury appointments second-to-none in the fine car field.

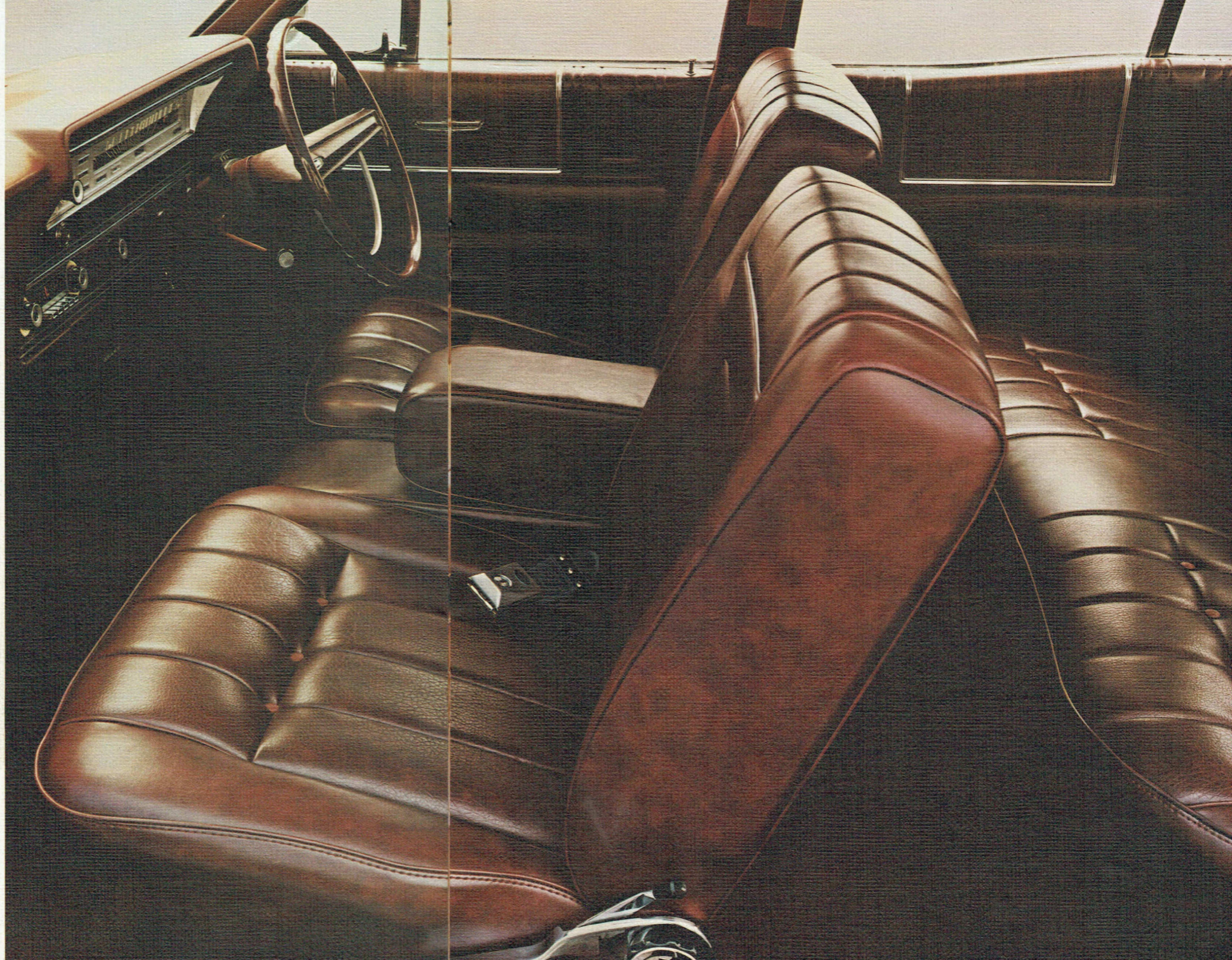
The individually adjustable Twin-Comfort lounge seats, with pull-down centre-armrest, move forward, backward and recline to suit your exact preference. In supple, leather-like vinyls, they are pleated, filled with extra foam cushioning, and scientifically contoured to support you snugly.

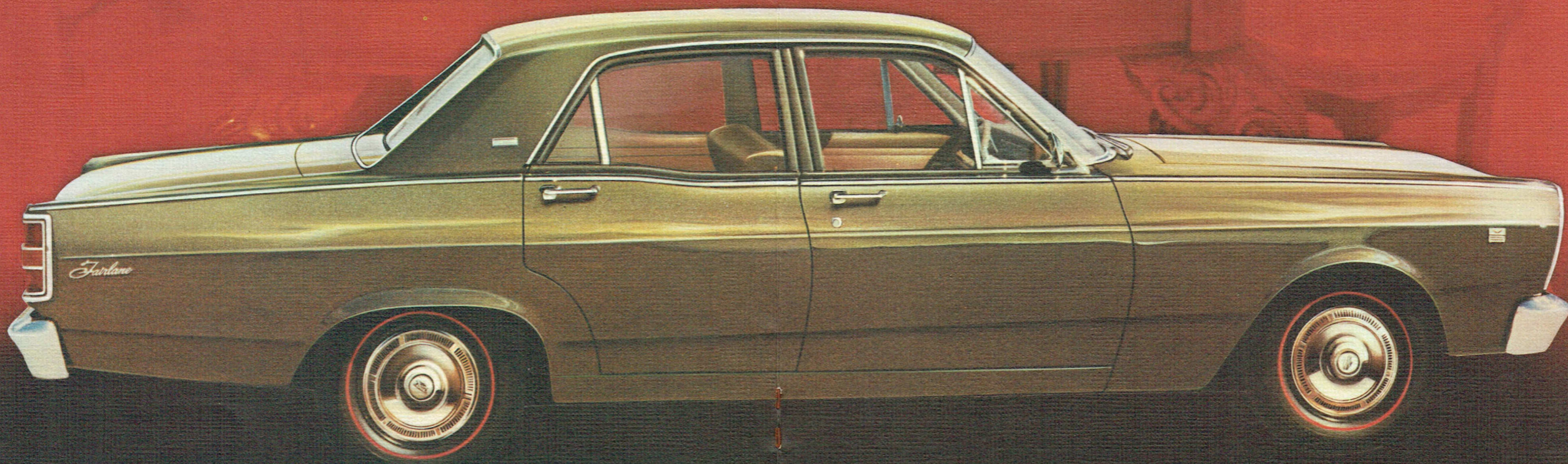
Back seat passengers are similarly cared for with contoured back rest and pull-down centre-armrest.

And if silence is golden, the Midas touch is evident in Fairlane. All around you, even lining the roof, sound-deadening and insulating materials have been used extravagantly; while under your feet there is deep-pile wall-to-wall carpet.

The instrument panel is set into a thickly padded fascia, you see everything and reach everything without effort. Among the many other standard features of Fairlane 500 are 2-speed heater/demister; "SelectAir" fresh air ventilation system; electric clock, and reading lamps in rear pillars. (The complete list is on page 14, along with Fairlane's long list of safety equipment.)

And although Fairlane 500 is considered the complete car, there are options that take driving pleasure and luxury to even greater heights — for example, integrated air conditioning that avoids taking up space in the passenger compartment. You'll see the range of options available, on page 15.





Fairlane Custom:
it sets a new high standard
in luxury and value.

To own Fairlane Custom as it stands means you own a superbly fitted luxury car.

In style, standard appointments, fine finish, comfort and big-car performance, Fairlane Custom is one of the most satisfying, value-for-money cars available.

Sensible luxury-size. A high-performing 140-horsepower 'six'. Fully-synchromesh 3-speed manual transmission. Long 116-inch wheelbase. Wide-stance 58.9-inch

track. All these come standard with the Custom at a very pleasing Fairlane price.

However, Fairlane Custom presents you with a unique opportunity to express a highly personalised view on just what you wish luxury motoring to be.

You may order it with bucket seats; have three-speed Cruisomatic transmission; choose from two very potent V8 engines; add power steering and turbo-cooled power

disc brakes; in fact, select so many items from the wide range of personalising options that you make "Custom" mean what it says . . .

"a car built to your own specific requirements".

On the following page you can examine Fairlane Custom's high level of comfort and convenience . . . on pages 14 and 15 you will find a complete list of standard appointments, together with the list of options available.

Fairlane Custom:

For comfortable, spacious travelling over any distance, Fairlane Custom's appointments provide you with tasteful relaxation.

Interiors are luxuriously crafted in leather-like vinyl. Deeply-cushioned full-width seats with centre armrests front and rear are standard. So, too, is deep-pile wall-to-wall carpet; a 2-speed heater/demister and "SelectAir" fresh air ventilation.

All controls are clustered before the driver, in a new, fully-cushioned instrument panel. Easy to see. Easy to reach.

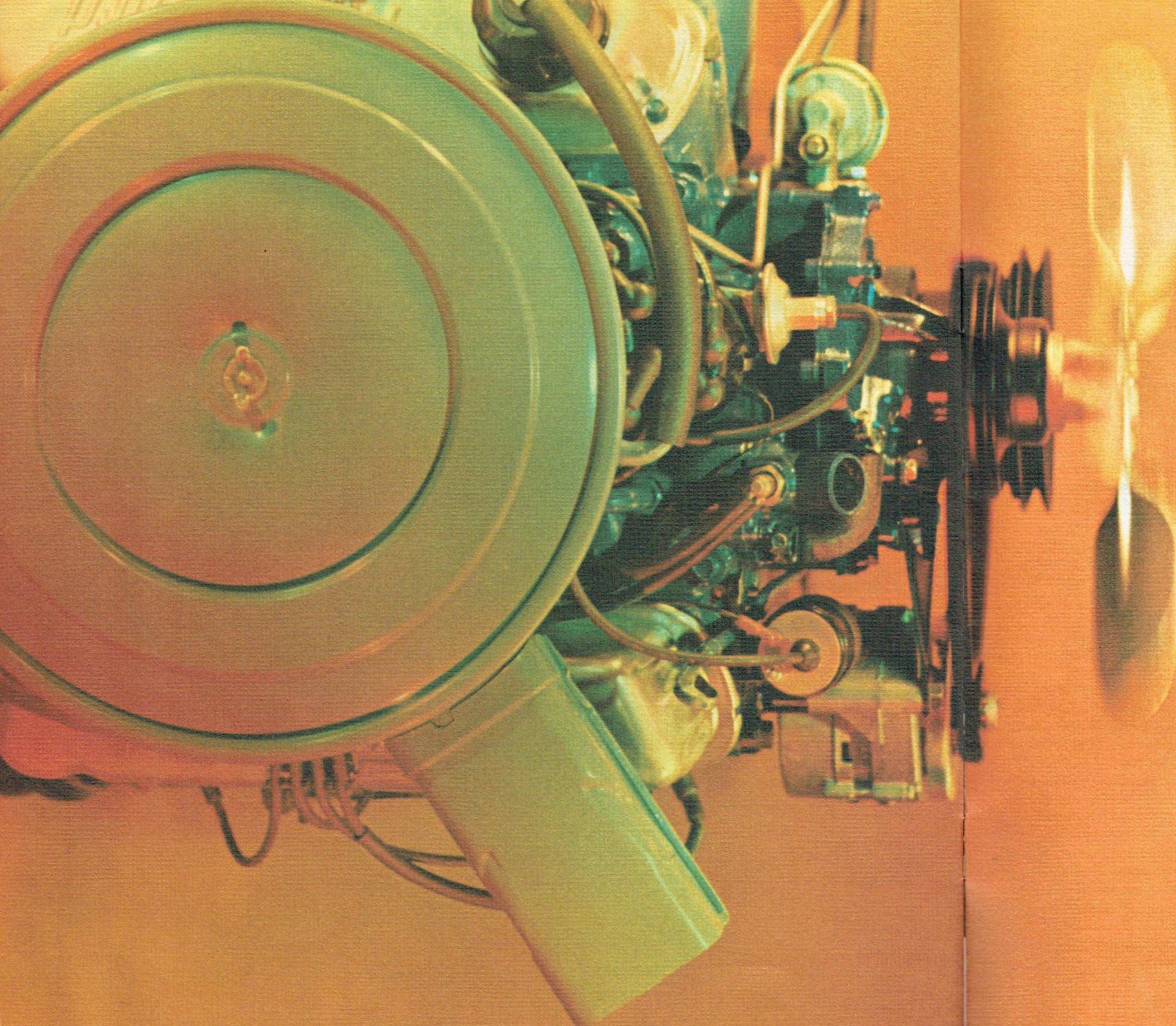
All interiors are colour-keyed. There are courtesy lights operated by all doors, and a glove-box light.

Silence is also standard. All around you, even lining the roof, sound-deadening and insulating materials isolate you from all exterior noise.

The all-new instrument panel is recessed within a thickly-padded fascia. In addition, there is a long list of other Safety Items that you'll see on page 14.

Fairlane Custom: as it comes, a very fine car for a very modest price; and if you wish, you can apply your own personality and create even higher standards of luxury through the wide range of options available. Pick and choose to your heart's content from the long list on page 15.





Fairlane performance: swift, smooth, quiet.

In either Fairlane model, you'll have an even finer ride . . . solid, smooth, quiet . . . spread over the longest wheelbase in their class with wider tracks front and rear for wide-stance stability.

Both offer a wide choice of engines and transmissions — including a new 351 cu. in. V8 with 290-horsepower and SelectShift Cruisomatic . . . the automatic that's also a manual when you want it to be. And there is a full range of tyres to match the performance of whichever power train combination you select. Fairlane's range of performance options may seem unusually large, but it's there so that you can tailor your Fairlane to your exact driving requirements.

ENGINES

3.6-litre, 140-horsepower Six. Standard in the Custom, provides responsive acceleration with particularly economical highway cruising. 221 cu. in. displacement. 9.3:1 compression. 210 lb./ft. of torque.

5-litre, 220-horsepower Mustang V8. Standard on the Fairlane 500. An extremely high-performing engine with vivid acceleration and ample power reserves throughout all speed ranges for extra-safe passing and effortless cruising. 302 cu. in. displacement. 2-barrel carburettor. 9.5:1 compression. 300 lb./ft. of torque. Automatic choke.

290-horsepower, 4-barrel V8. The top. Power becomes silk-smooth action. 351 cu. in. displacement. 10.7:1 compression. 385lb./ft. of torque. Optional on both models.

TRANSMISSIONS

3-speed fully-synchromesh manual. Standard with the Custom. Short lever movement. Extra wide gear-faces, big bearings and heavy casing.

SelectShift Cruisomatic. The world's smoothest and most flexible automatic. Column-mounted or T-Bar shift. Lets you drive automatic or shift manually through the gears. Effective engine braking in low gear. Gears may be "held" for ultra-high-performance or towing.

BRAKES

Standard on Custom. Big, self-adjusting 10-inch diameter drum brakes with extra thick bonded linings.

Standard on 500 (optional on Custom). Self-adjusting, 11¼-inch diameter Power Discs, ventilated and Turbo-cooled. Exceptionally high fade-resistant characteristics. Both models have safety dual-circuit brake systems.

WHEELS AND TYRES

All wheels extra wide 5JJ safety-rims. All tyres are performance-and-load-rated. Standard — 6.95 x 14 extra-low-profile on 5JJ rims. Optional — 7.35 x 14 extra-low-profile on 5JJ rims; 185 x 14 radial-ply on 6JJ rims; special ER 70 x 14 wide-oval, radial-ply on 6JJ rims.

STEERING

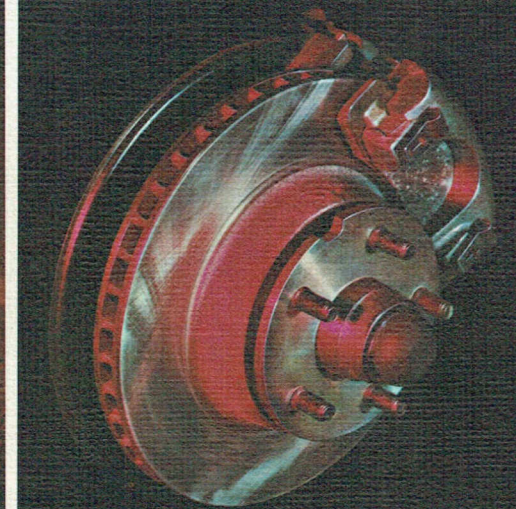
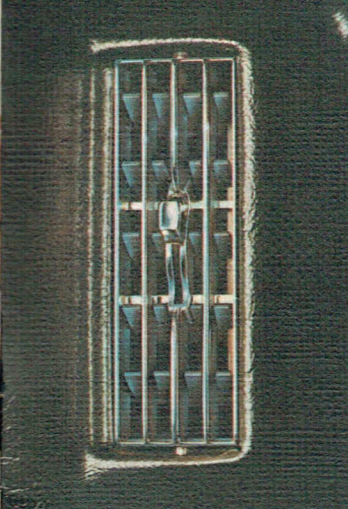
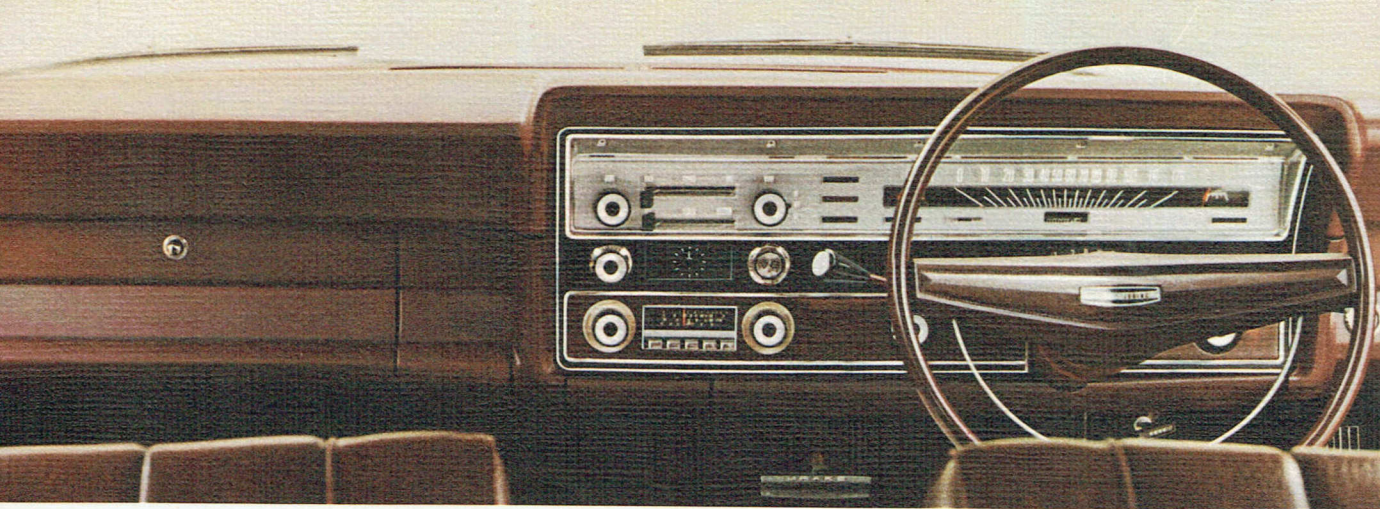
Manual ratio — 20 to 1. Power ratio — 16 to 1. Turning circle — 41 ft.

DIMENSIONS

Both models. Wheelbase — 116-inches. Front track — 58.9-inches. Rear track — 58.5-inches. Fuel tank capacity — 16.4 gallons.

POWER TEAM AVAILABILITY			
Engine/Transmission combinations		Fairlane Custom	Fairlane 500
3.6-Litre 140-horsepower 6-cylinder	3-speed, fully-synchromesh manual (Column Shift)	Standard	Not available
	3-speed, Cruisomatic (Column Shift)	Optional	
	3-speed, T-Bar Cruisomatic (Floor Shift)	Optional*	
	4-speed, fully-synchromesh manual (Floor Shift)	Optional*	
5-Litre 220-horsepower Mustang V8	3-speed, fully-synchromesh manual (Column Shift)	Optional	Standard
	3-speed, Cruisomatic (Column Shift)	Optional	
	3-speed, T-Bar Cruisomatic (Floor Shift)	Optional*	
	4-speed, fully-synchromesh manual (Floor Shift)	Optional*	
290-horsepower 4-barrel V8**	3-speed, Cruisomatic (Column Shift)	Optional	Optional
	3-speed, T-Bar Cruisomatic (Floor Shift)	Optional*	
	4-speed, fully-synchromesh manual (Floor Shift)	Optional*	

*Bucket Seats must be teamed with Floor Shift. **Radial Ply Tyres must be teamed with 290-hp. V8.



STANDARD EQUIPMENT

Fairlane 500 Sedan:

- 5-litre, 220-horsepower Mustang V8 engine
- 11 1/4-inch diameter, turbo-cooled power disc brakes
- Power steering
- SelectShift Cruisomatic transmission (it works as both automatic and manual), column mounted
- Individually adjustable, fully reclining Twin-Comfort front seats
- Luxury upholsteries featuring "woven grain" seat inserts for additional comfort and "breathing"
- Door panel up-and-over trim
- Folding centre armrests — front and rear
- Deep-pile carpet
- 2-speed heater and demister
- "Select-Air" ventilation system
- Courtesy lights — all doors
- Reading lights in rear compartment
- Glove box light
- Luggage compartment light
- Cigar lighter
- Reversible keys — they work either way up
- Keyless door-locking system
- Smooth-riding 6.95 x 14-inch tyres on wide 5JJ safety-rim wheels
- Full wheel covers
- Factory-applied undercoating
- Special sound-deadening and insulating materials completely surrounding the passenger compartment — even lining the roof
- Electric clock
- Dual horns

STANDARD EQUIPMENT

Fairlane Custom Sedan:

- High-performing 3.6 litre, 140-horsepower 6-cylinder engine
- Fully-synchromesh, 3-speed manual transmission
- Big 10-inch diameter brakes — self-adjusting and with bonded linings
- Full-width front seat trimmed in luxury vinyl
- Folding centre armrests — front and rear
- Deep-pile carpeting
- 2-speed heater and demister
- "Select-Air" ventilation system
- Courtesy lights — all doors
- Glove box light
- Luggage compartment light
- Cigar lighter
- Reversible keys — they work either way up
- Keyless door-locking system
- Smooth-riding 6.95 x 14-inch tyres on wide 5JJ safety-rim wheels
- Sound-deadening and insulating materials completely surrounding the passenger compartment — even lining the roof
- Factory-applied undercoating
- Dual Horns

STANDARD SAFETY FEATURES

- Every Fairlane Custom and Fairlane 500 includes all of the Ford Safety Features listed below:
- Collapsible steering column
- Impact-absorbing steering wheel with full-width padded hub
- Padded instrument panel
- Padded sun visors
- Padded door-pull armrests
- Recessed and safety-design control knobs
- Recessed interior door handles
- Double-grip safety door locks
- Non-glare, shatter-proof, inside rear view mirror that "yields away" upon impact
- Exterior rear vision mirror
- 2-speed electric windshield wipers
- Push-button, electric windshield washers
- Non-glare windshield wiper arms with long 16-inch blades
- Thick safety plate glass windshield with zone-toughened area in front of driver — and safety glass all round
- Dual hydraulic brake system with warning light
- Safety-rim wheels
- Front lap-sash seat belts and rear seat and centre-front seat anchorage points
- Safety-designed coat hooks
- High-intensity dual headlights — 2 long-beam, 2 short-throw
- Wrap-around tail-and-turn indicator lights
- Reversing lights

LUXURY OPTIONS

Fairlane 500 Sedan:

- Integrated air-conditioning
- Vinyl roof — in choice of black or parchment
- Laminated, graduated-tint windshield
- Full-width front seat with folding centre armrest
- Rear seat lap and lap-sash seat belts
- Push button radio
- Remote control exterior rear-vision mirror — driver's side
- (Optional power trains and tyres shown on page 13)

Fairlane Custom Sedan:

- Reclining or non-reclining twin-comfort front seats
- Centre sports console (with floor shift and bucket seats)
- Integrated air-conditioning
- 11 1/4-inch diameter, turbo-cooled power disc brakes
- Power steering
- Full wheel covers
- Vinyl roof — in choice of black or parchment
- Remote-control exterior rear-vision mirror — driver's side
- Rear seat lap and lap-sash seat belts
- Laminated, graduated-tint windshield
- Push-button radio
- Electric clock
- (Optional power trains and tyres shown on page 13)

PAINT/RUSTPROOFING

The finish you see on the Fairlane is finer, deeper, more durable. It is eight coats deep . . . three of them tough "Super Diamond Lustre" acrylic baked enamel to stay newer, longer. Beneath Fairlane's beauty, too, is Ford's unique triple-rust-protection comprising Zinc Primer and Underbody Dip that locks out rust from the body metal, and a special "spray-on" Undercoating on all vital underbody parts providing complete protection underneath.

EXTERIOR COLOURS

- | | |
|--------------------------|--------------------|
| Onyx Black | Reef Green* |
| Polar White | Lime Frost* |
| Imperial Burgundy | Lustre Bronze* |
| Diamond White | Grecian Gold* |
| Harmony Grey | Silver Fox* |
| Candy Apple Red | Battlement Grey* |
| Leaf Green (Custom only) | Starlight Blue* |
| Opalglow | *Metallic finishes |

INTERIOR DECORS

All Fairlane interiors are in luxury quality vinyl and colour-co-ordinated with the exterior finish.

<u>Fairlane Custom:</u>	<u>Fairlane 500:</u>
Dark Blue	Mist Gold
Light Saddle	Light Grey
Red	Burgundy
Dark Green	Dark Saddle
Black	Black

WARRANTY


Fairlane 500 and Fairlane Custom give you warranty protection for 12,000 miles or 12 months whichever comes first, excluding tyres and tubes which are warranted by their manufacturer. Every Fairlane is warranted against defects in materials and workmanship for this period. Owners are responsible only for normal maintenance and routine replacement of maintenance items.

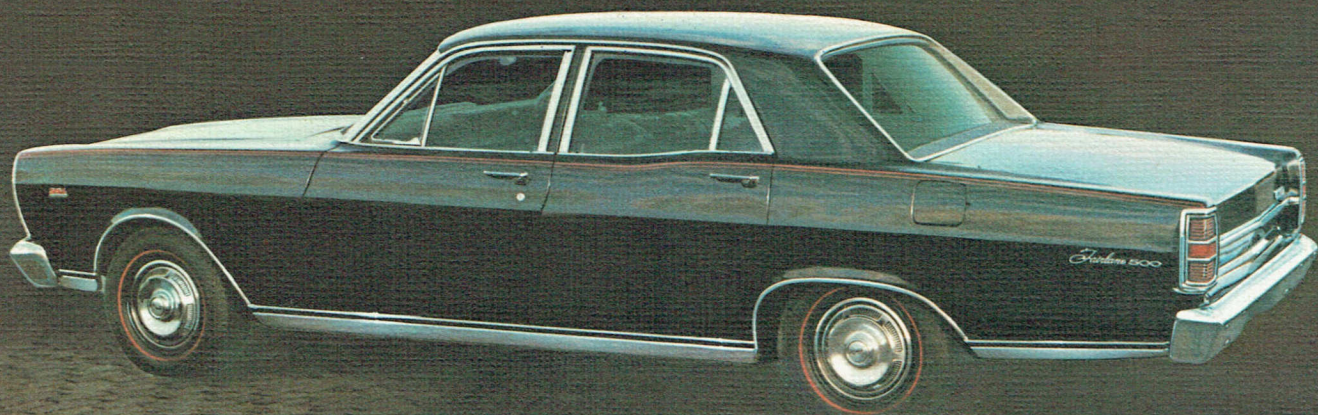
DEALER SERVICE AND PARTS SUPPLY

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

POLICY

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FAIRLANE 



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