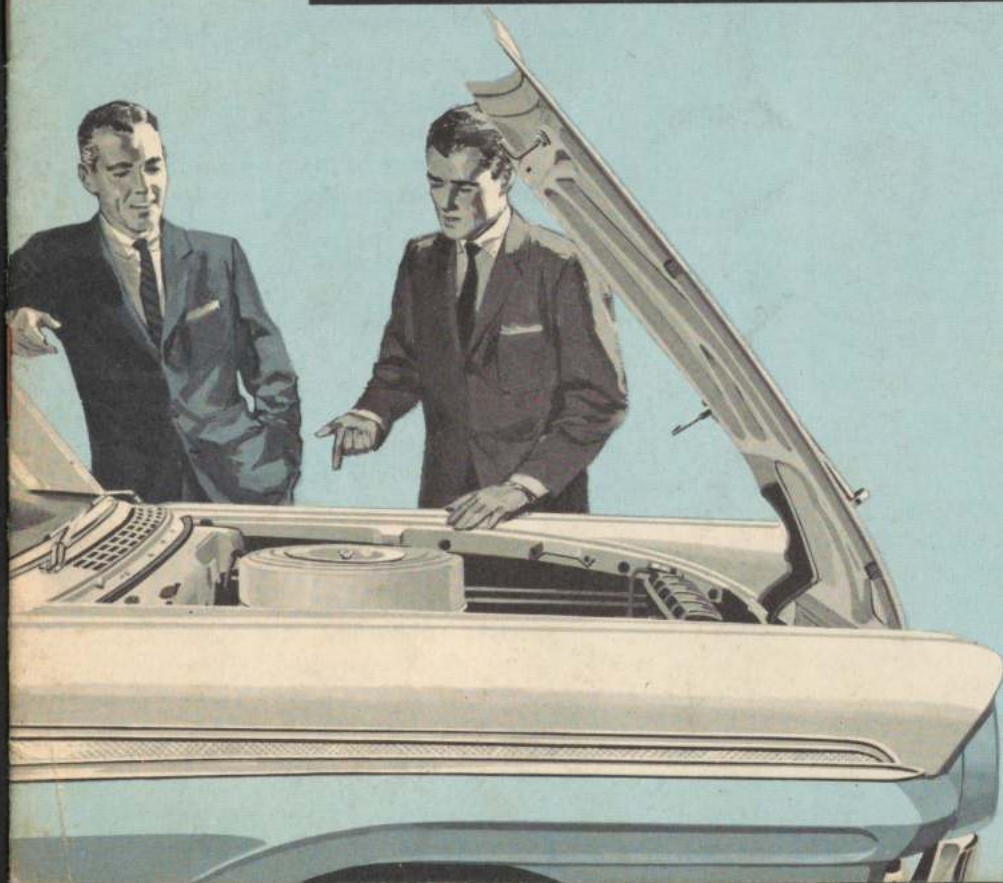


Six or V-8 . . . the going is great



'57
FORD

Engines
and
Transmissions

1957 Ford
engines have
powered
Fords to more
performance
records than
any car
in history



*On the Bonneville Salt Flats
a '57 Ford set 458 national
and international performance
records—from one kilometer
to 50,000 miles.*

The "heart" of any automobile is its engine. And this new '57 Ford has more "heart" than any car ever offered in its price class!

This fact was proved beyond all doubt by the incredible performance of two '57 Fords on the Salt Flats at Bonneville, Utah. Driving night and day, these Fords traveled 50,000 miles in less than twenty days! One car averaged 108.16 mph and the other Ford averaged 107.22 mph—including all pit stops!

All told, Ford broke 458 national and international records. There's never been anything to compare with this in the long history of automobiles—here or abroad.

It takes a lot of V-8 "muscle" to power a car to this kind of performance. That's why, on this Silver Anniversary of Ford's V-8 leadership, we're proud to offer you the widest range of the best engines of our lives—from the new and more powerful Mileage Maker Six . . . right up to the biggest Thunderbird 312 Supercharged V-8.

So, see your Ford Dealer soon. He'll invite you to drive '57 Fords just like those used to break virtually every existing endurance and acceleration record at Bonneville. Whether you choose a Six or V-8, you'll soon agree that the going is great . . . in a '57 Ford!

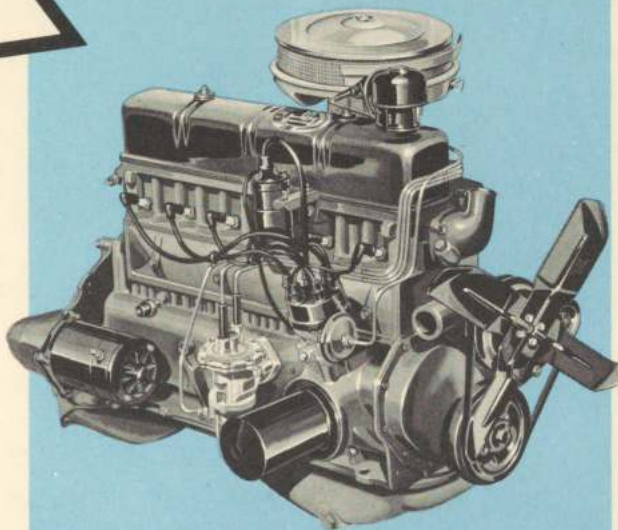
The most advanced Six in the industry . . .

144 hp

**Most powerful Six in
the low-price field**

- *223-cubic inch
displacement*
- *8.6 to 1
compression ratio*
Highest in its field

Mileage Maker Six



The world's most modern six-cylinder engine is available with any 1957 Ford you choose! It features new higher-compression cylinder heads and new high-lift cam (for better breathing). It's America's only deep-block, short-stroke, low-friction Six.

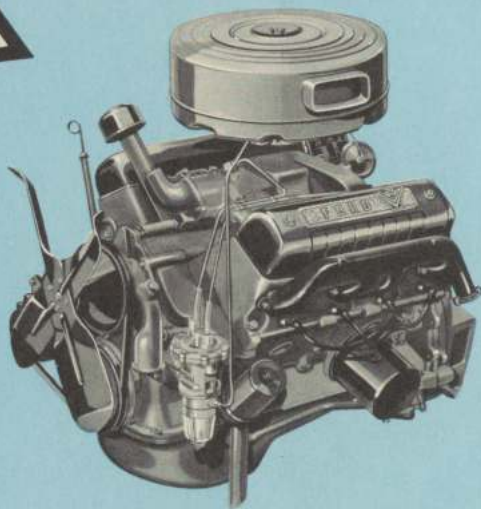
- *212 ft. lbs. torque
at 2400 rpm*
Highest in its field
- *Single-Venturi
Carburetor*
- *Engineered to
perform best on
regular gasoline*

Available in any model with any transmission: 3-speed, Overdrive or Fordomatic

- Here's V-8 GO . . . at a price that's low!

190 hp

Ford 272 V-8



All Ford V-8's for '57 are built to run smoother, quieter and last longer because they're electronically mass-balanced—balanced to the highest standard in the industry. This new years-ahead engineering advance is exclusive with Ford in the automotive field. It's one of the many unseen advantages found throughout the new "Inner Ford."

- 270 ft. lbs. torque at 2700 rpm
- Two-Venturi Carburetor
- Engineered to perform best on regular gasoline



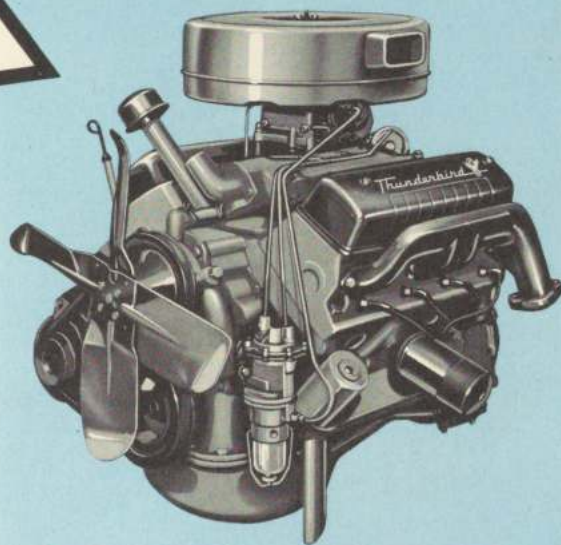
The world's largest-selling eight!

Available with any transmission in Custom and Custom 300 models

- More GO for your "dough"... Thunderbird Style!

212 hp

Thunderbird 292 V-8



Enjoy Thunderbird GO at a modest price as Ford celebrates its Silver Anniversary of V-8 leadership! Built for the Thunderbird,* this engine, like all V-8's for '57, is electronically mass-balanced for smoothness, has deeper-breathing capacity and higher compression ratios for more power ... plus greater economy.

*With standard transmission

- 297 ft. lbs. torque at 2700 rpm
- Two-Venturi Carburetor
- Engineered to perform best on regular gasoline



The world's largest-selling eight!

Basic V-8 in Fairlane, Fairlane 500 and Station Wagon models with any transmission

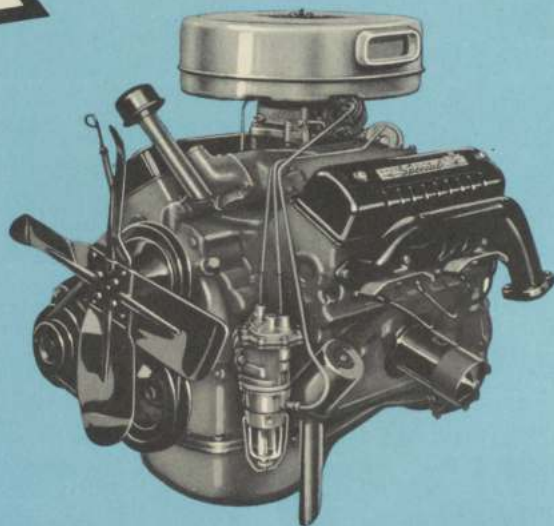
- When your mood says "scat" this 'Bird will skedaddle!

245 hp

- 312-cubic inch displacement
largest engines
in the low-price field
- 9.7 to 1
compression ratio

Thunderbird 312

Special V-8



There's new Thunderbird sizzle in this new Thunderbird 312 Special V-8. With a compression ratio of 9.7 to 1 and a four-venturi carburetor, this engine delivers a brand of GO you'll love. It was originally built for the Thunderbird.*

*With Overdrive or Fordomatic

- 332 ft. lbs. torque
at 3200 rpm
- Four-Venturi
Carburetor
- Designed to deliver
"out-in-front"
performance on
premium gasoline



The world's largest-selling eight!

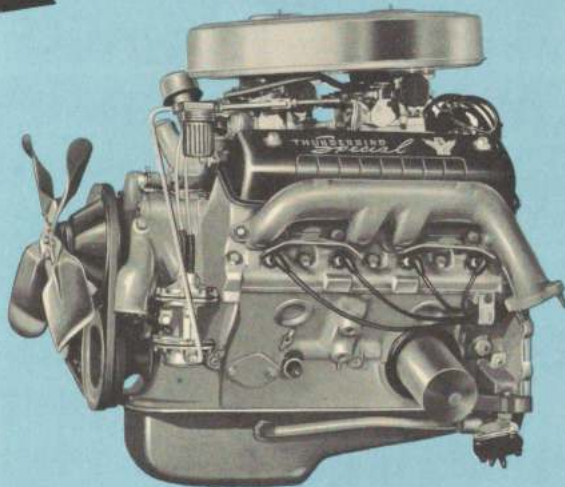
Available in any model with any transmission: 3-speed, Overdrive or Fordomatic

- Power to keep you out in front of the pack!

270 hp

- 312-cubic inch displacement
largest engines
in the low-price field
- 9.7 to 1
compression
ratio

Thunderbird 312 Super V-8



If you appreciate "out-in-front" performance, then this Thunderbird 312 Super V-8 is for you! Built for the Thunderbird* and featuring twin 4-venturi carburetors, for outstanding acceleration and endurance.

*Optional with any transmission

- 336 ft. lbs. torque
at 3400 rpm
- Twin 4-Venturi
Carburetor
- Designed to deliver
"out-in-front"
performance on
premium gasoline



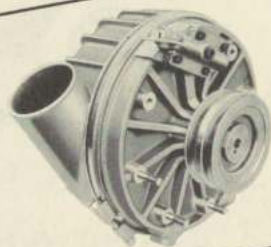
The world's largest-selling eight!

Available in any model with any transmission: 3-speed, Overdrive or Fordomatic

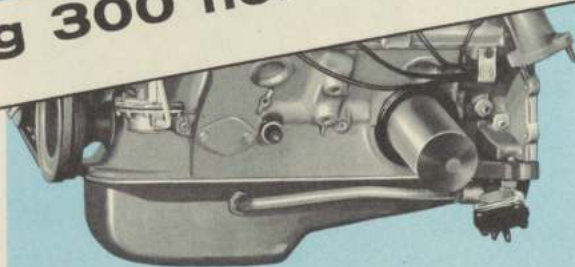
- Horsepower galore for checkered flag performance!



The exclusive Ford Thunderbird 312
Supercharged V-8 will deliver
surging 300 horsepower!

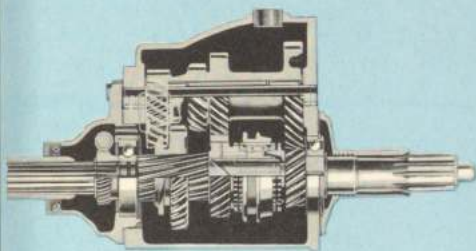


- 8.6 to 1
compression ratio



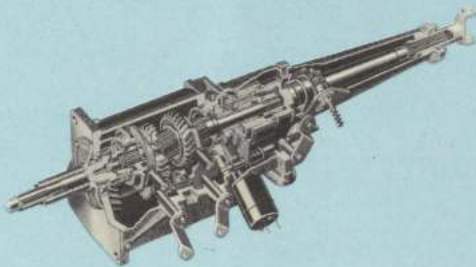
- 4-venturi
carburetor
- 312-cubic inch
displacement

Ford lets you "team up" with any transmission with any engine you choose!



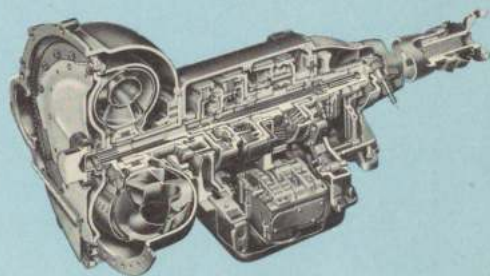
3-SPEED CONVENTIONAL DRIVE

Conventional drive in the 1957 Fords has three forward speeds and one reverse, with gear ratios tailored to each engine. It features shot-peened, finer-pitch helical gears for greater strength and quietness . . . plus a Short-Shift that lets you change gears with an absolute minimum of lever movement.



OVERDRIVE

Overdrive is a combination of 3-speed transmission plus an automatic 4th gear that cuts in at about 28 mph, cuts out at about 22 mph. Operating in Overdrive results in 30% lower engine speeds for same road speeds, which, of course, means longer engine life, quieter operation, more miles per gallon.



FORDOMATIC

Torque converter combined with automatic gear mechanism. Water-cooled with V-8 engines (air-cooled with Six). Three forward gears, one reverse. Automatic "low-gear" starts and "intermediate-gear" passing with selector in Drive (Dr). Illuminated selector dial with steering-post-mounted lever.

Pick your Power Team...

Six or V-8

the going is great!

ENGINE

Mileage Maker Six

Ford 272 V-8

*Thunderbird
292 V-8*

*Thunderbird 312
Special V-8*

*Thunderbird 312
Super V-8*

*Thunderbird 312
Supercharged Special V-8*

HORSEPOWER*and compression ratio***TRANSMISSION****MODELS**

*144 Horsepower
8.6 to 1*

*3-speed, Overdrive
or Fordomatic*

*All Models
except Thunderbird*

*190 Horsepower
8.6 to 1*

*3-speed, Overdrive
or Fordomatic*

Custom and Custom 300

*212 Horsepower
9.1 to 1*

3-speed

Thunderbird

*3-speed, Overdrive
or Fordomatic*

*Fairlane, Fairlane 500
and Station Wagons*

*245 Horsepower
9.7 to 1*

Overdrive or Fordomatic

Thunderbird

*3-speed, Overdrive
or Fordomatic*

All Other Models

*270 Horsepower
9.7 to 1*

*3-speed, Overdrive
or Fordomatic*

*All Models including
Thunderbird*

*300 Horsepower
8.6 to 1*

*3-speed, Overdrive
or Fordomatic*

*All Models including
Thunderbird*

The greatest
engines
in 25 years
of V-8
leadership
are yours in
the '57 Ford



Six or V-8...
the going is great!