



THE LIVELIEST, MOST CARE-FREE CARS OF THE YEAR!

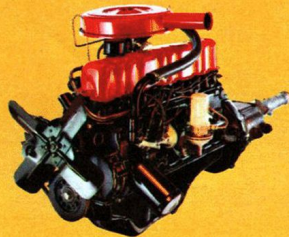
FORD

The greatest auto show ever assembled under one dealer's banner is at your Ford Dealer's! Four complete lines of fine cars from Ford! 51 different models, including the brand-new **FALCON** Sprints! The **FAIRLANE** with new wagons and new hardtops! The super torque **FORD** with exciting new Sports Hardtops! The most luxurious **THUNDERBIRD** ever! Turn the page and start the fun.

FALCONS

Falcon '63 features 19 different kinds of fun in 19 spunky, spanking-new models. More fun to own, more lively fun to drive and more fun from the savings than ever before! You save more on service. Falcons have all the twice-a-year (or 6,000-mile) maintenance features† of the big Fords. You get top gas savings. The famed Falcon Six holds the all-time Mobil Economy Run record, set in 1961. Here are more examples of fun available with Falcon—the peppery 101-hp 170 Special Six engine (standard on Sprints and Futura Convertibles), bucket seats with console, all-vinyl trim, 4-speed floor shift. Name your kind of fun—Falcon's got it!

Sedan Dimensions: Length 181.1"; Width 70.6"; Wheelbase 109.5"



170 SPECIAL SIX—101 horsepower strong! Combines greater power for pickup and passing with economy second only to the famed 85-hp Falcon Six. Quieter, more service-free hydraulic valve lifters head a long list of quality Ford engine features.



FALCON 2-DOOR SEDAN. More room and comfort for six (with big 23.7-cu. ft. trunk), more big-car conveniences, top gas economy and service savings. And the price—this is America's lowest-priced 6-passenger sedan*—turns others green with envy! (Falcon 4-door also offered; both models available with Deluxe Trim Package at moderate added cost.)



FUTURA 4-DOOR SEDAN. Brand-new Falcon luxury series from its Thunderbird roofline to its carpeted and "courtesy-lighted" interior. Smart, all-vinyl trim (five choices) is just one option. (2-door model also offered.)



FUTURA SPORTS SEDAN. Try it with these zesty options: 101-hp 170 Special Six and sporty floor-mounted 4-speed stick shift. You'll know the fun that Falcon offers! (Vinyl-covered top available in black or white.)

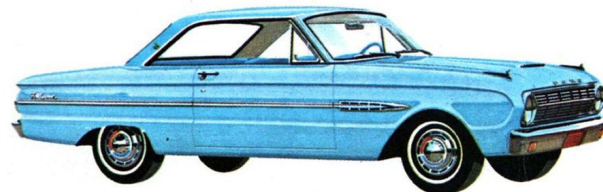
*Based on a comparison of manufacturers' suggested retail delivered prices, including dealer and all comparable equipment
†Except extra-duty wagons

FALCON HARDTOPS

TWICE-A-YEAR MAINTENANCE†. Add up your savings with Falcon: service stops at 6,000-mile intervals; 36,000 miles between major chassis lube . . . 6,000 miles between oil and oil filter changes and minor lube; 24,000 miles between service of front wheel bearings; a 36,000-mile fuel filter, 24,000-mile air

cleaner, 12,000-mile body lube; and 36,000 miles or two years between changes of engine coolant-antifreeze. Brakes and engine valves are self-adjusting, mufflers are fully aluminized, vital underbody parts are galvanized to resist rust. Falcon—in all its 19 models—is about as service-free and care-free as a '63 can be!

†Except extra-duty wagons



FUTURA SPORTS COUPE. Its racy new roofline is the last word in compact hardtop style. And this one tops other compacts in luxury, too. Bucket seats and console, Thunderbird "floating" mirror . . . many more. (Futura Hardtop also offered with full-width front seat.)

SPRINT HARDTOP. This new kind of Falcon is loaded with spirit to match its elegant interior (above right). Lively 170 Special Six and 4-speed stick shift are standard. So are simulated wire wheel covers plus many other sports car trimmings.



SPRINT HARDTOP INTERIOR. Sports car trimmings with a Falcon price tag. Bucket seats with console, leather-like vinyl trim (5 choices), sports-type steering wheel, tachometer, plus 5-passenger roominess. Sprint Convertible is every bit as elegant.

FALCON CONVERTIBLES

Here is Ford's total-car warranty . . . a direct reflection of the total-car quality built into every '63 car from Ford.

Ford Motor Company warrants to its dealers, and its dealers, in turn, warrant to owners as follows: That for 24 months or for 24,000 miles (6 months or 6,000 miles on 427-cu. in. High-Performance V-8 engines and related power train components), whichever comes first, free replacement, including related labor, will be made by dealers of any part with a defect in workmanship or materials. Tires are not covered by the warranty; appropriate adjustments will be made by tire companies. Owners will remain responsible for normal maintenance services, routine replacement of parts, such as filters, spark plugs, ignition points, wiper blades and brake or clutch linings, and normal deterioration of soft trim and appearance items. The warranties referred to herein are applicable to products sold in the U.S.A. and certain neighboring areas.



POWER TOP is standard on all Falcon convertibles. Goes up or down smoothly, quietly in seconds. It does the work—you watch. Retracted, top stows trimly under its color-keyed boot. Top color choices: blue, black or white.



Convertible Dimensions: Length 181.1"; Width 70.6"; Wheelbase 109.5"



FUTURA CONVERTIBLE proves there needn't be a premium on convertible fun. All the luxuries are standard here: power top, full carpeting, vinyl trim, Thunderbird "floating" mirror . . . even the 101-hp 170 Special Six. All this at a Falcon-size price. (Bucket-seat Sports Convertible also offered.)

SPRINT CONVERTIBLE, soft-top counterpart of the Sprint Hardtop, with all its lavish equipment and spirited 170 Special Six action! Also 4-speed floor shift, bucket seats, sports-type steering wheel and tach—and everything standard. All the fun of a real sports car at a handsome saving!

FALCON WAGONS

Among compacts, Falcon wagons are the stand-outs. Big selection (8 models) . . . big loadspace (76.2 cu. ft.) . . . big (6-passenger) room, comfort and convenience. To these add all the Ford-pioneered service-saving features . . . Ford's total-car warranty (opposite) . . . and Ford's great experience as America's wagon specialist. Wrap them all up in a Falcon-low price tag. No wonder you're seeing so many more '63 Falcon wagons on the road!



DELUXE 4-DOOR WAGON. From its bright-metal body trim to deep-pleated interior fabrics, this Falcon rivals really expensive wagons. (Also offered: deluxe 2-door; standard 2- and 4-door models.)

DELUXE CLUB WAGON. One of three Falcon extra-duty wagons. Seats up to 8 passengers* with ease or stashes away 204 cu. ft. of cargo. Big double doors at curbside and rear make quick work of loading. (Also offered: Station Bus and Club Wagon models.)

*With optional 2nd and 3rd seats



Extra-Duty Wagon Dimensions: Length 168.3"; Width 75"; Wheelbase 90"



Wagon Dimensions: Length 189"; Width 70.6"; Wheelbase 109.5"



FALCON LOADSPACE. Leave it to Ford, America's wagon specialist, to give you big compact wagon loadspace (76.2 cu. ft.) like this. Big convenience, too, with counterbalanced tailgate, roll-down tailgate window and quick-converting second seat!



FALCON SQUIRE'S simulated wood trim has beauty of the real thing, none of the bother. Power tailgate window std. Roof rack opt.; bucket seats, console available.

FAIRLANES

Presenting a full line of Fairlanes—and every one a lively one! The styling's new with crisp Thunderbird smartness. The choice is nine models wide—with a jaunty, bucket-seated Sports Coupe; a dashing hardtop; three big, brand-new 4-door wagons and four sedans. Each brings you full size **where it counts**. Big-car room, ride and performance wrapped up in a neat and nimble new size at a remarkably slim and saving price. This car is an **exclusive** Ford idea. And exclusively Fairlane is the liveliness of Challenger V-8's* with up to 271 hp. Link one to standard Synchro-Smooth Drive or new 4-speed floor shift* and lightning's the word for it! To add even more enjoyment to your driving, Fairlane has all the service-saving features introduced by Ford.

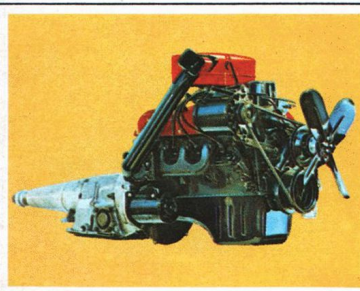
*Optional



FAIRLANE 500 SPORTS COUPE. All new with the crisp, swift lines of Thunderbird. Inside it's just as elegant with bucket seats and all-vinyl trim. Three lively V-8 options (up to 271 hp) make the going spirited.



Sedan Dimensions: Length 197.6"; Width 71.3"; Wheelbase 115.5"



CHALLENGER 260 V-8 with 164 hp, like 145-hp Challenger V-8 and two Fairlane Sixes, provides instant GO on regular gas! Transmission options include Fordomatic and (with V-8's) new 4-speed manual floor shift or overdrive.

SPORTS COUPE INTERIOR. Bucket seats, full-length "command console" in between, and leather-grained blue all-vinyl trim (one of five choices) are the purest luxury in this Fairlane 500. Console-mounted "sports stick" (below) comes with new 4-speed manual transmission.*



FAIRLANE 2-DOOR SEDAN. Roominess and comfort that rival big cars . . . low price and gas savings close to the compacts . . . convenience and service-saving features matched only by other Fords. That's Fairlane's great owner-winning combination! (4-door model also offered.)



FAIRLANE 500 4-DOOR SEDAN. (Also offered in 2-door model.) You can pay hundreds more and not get the quality or features of Fairlane or 500. You'd also miss the great ride, trim handling and slick parkability of these new-size cars. Why miss out when this year there are so many Fairlanes and 500's—hardtops, wagons and sedans—to choose from?

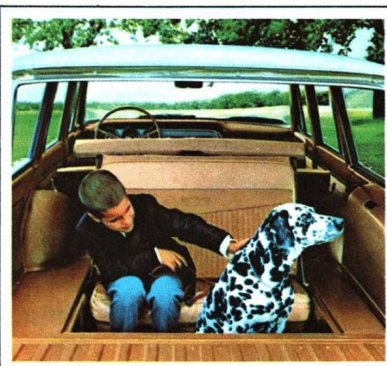


FAIRLANE 500 HARDTOP. Every bit as smart as the Sports Coupe, except that this one has conventional seats. Textured vinyl-covered top in black or white is an exclusive 500 Hardtop and Sports Coupe option.

FAIRLANE WAGONS

These three are bound to stir excitement in the wagon world. First, because they're true to the Fairlane formula: roomy as big wagons, yet trim and easy-handling as compact wagons. Secondly, because they're built by Ford, America's wagon specialist, they're loaded with great wagon features. Handsome yet rugged interiors . . . quick-converting second seats . . . counterbalanced tailgates with roll-down windows . . . to name a few. If you're a wagon fancier, be sure to see what Fairlane has done for wagons (and low wagon prices!).

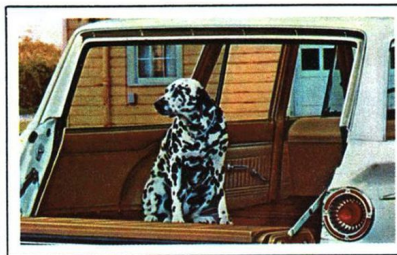
REAR-FACING THIRD SEAT. A low-cost option that boosts any Fairlane wagon's capacity to 8 passengers. Seat folds quickly into floor well for level loadspace, provides spacious, concealed compartment below floor.



RANCH WAGON. Four big doors take aboard a full complement of six with ease with 49.3 cu. ft. for luggage (plus 6.7 cu. ft. more below the floor). Fairlane wagon handling is just as easy as the price.



CUSTOM RANCH WAGON. Choice of four interiors, full deluxe trim and appointments plus generous room for people and space for cargo put this big, handsome Fairlane 500 in a class by itself.



BIG FAIRLANE WAGON LOADSPACE proves this one packs away cargo like the big ones! Length: 9½ ft. to end of open tailgate (nearly 8 ft. with tailgate closed). Width: almost 5 ft. side to side. Add it all up and you have 86.2 cu. ft. of handy loadspace.

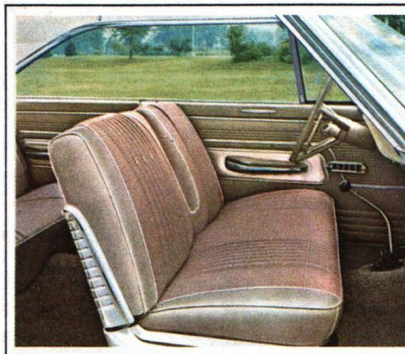
FAIRLANE SQUIRE offers a new kind of wagon luxury. Distinctive simulated wood body trim, passenger-area carpeting, deep-pleated upholstery, power tailgate window are but a few of Squire's standard features.



SUPER TORQUE FORDS

There's Thunderbird velvet in the '63 Ford's all-new ride. Ford spent \$10 million to develop this ride. It's the nearest thing to flight itself! Road-taming improvements include new front and rear suspensions. Ride and handling are so smooth . . . so effortless you'll have to drive a new Ford to believe it! Matching this lavish ride is a live-it-up elegance inside and out, found only in cars costing hundreds more than a Ford. Thunderbird-inspired bucket seats and console in 500/XL's . . . full-width seat in other models . . . full carpeting, crank vent windows, rich "courtesy-lighted" interiors. And wait till you feel the super torque thrust of Ford's new Thunderbird power! You can choose from 25 power teams—seven engines, five transmissions—including the new 195-hp Galaxie 289 V-8* and Synchro-Smooth Drive, America's first fully synchronized 3-speed manual transmission. Maintenance? It doesn't come any easier. Ford is the car that pioneered the twice-a-year or 6,000-mile service schedule!

**Optional*

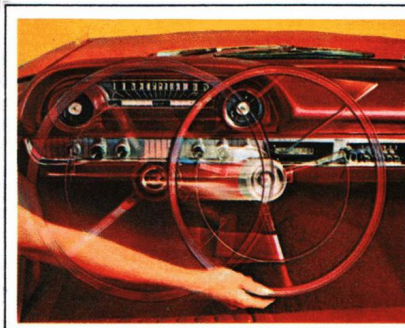


FORD GALAXIE 500 SPORTS HARDTOP INTERIOR.

Richly pleated cloth and vinyl are skillfully combined in this new gold trim, one of 12 choices (including five all-vinyl options). Ford seats are designed high, wide and posture-perfect. Contour-formed foam cushioning adds to supreme comfort. All the luxury touches are here, too—full carpet, seat side shields, sun visors, "floating" rearview mirror.

SWING-AWAY WHEEL.* Available until now only in Thunderbird, the new Ford Swing-Away Steering Wheel moves aside a full 9 inches to let you in or out with far greater ease. Locks securely into position before car can be driven. Symbol of all that's Thunderbird-new and wonderful in '63 Fords.

**Optional in combination with power steering and automatic transmission only*



FORD GALAXIE 500 4-DOOR SEDAN. Now there is less reason than ever for paying luxury-car prices. This one has big Ford room, comfort and luxury, the \$10-million Ford ride, plus a Ford price that's surprisingly low. (Also offered: 500 2-door; Ford Galaxie 2- and 4-door sedans.)

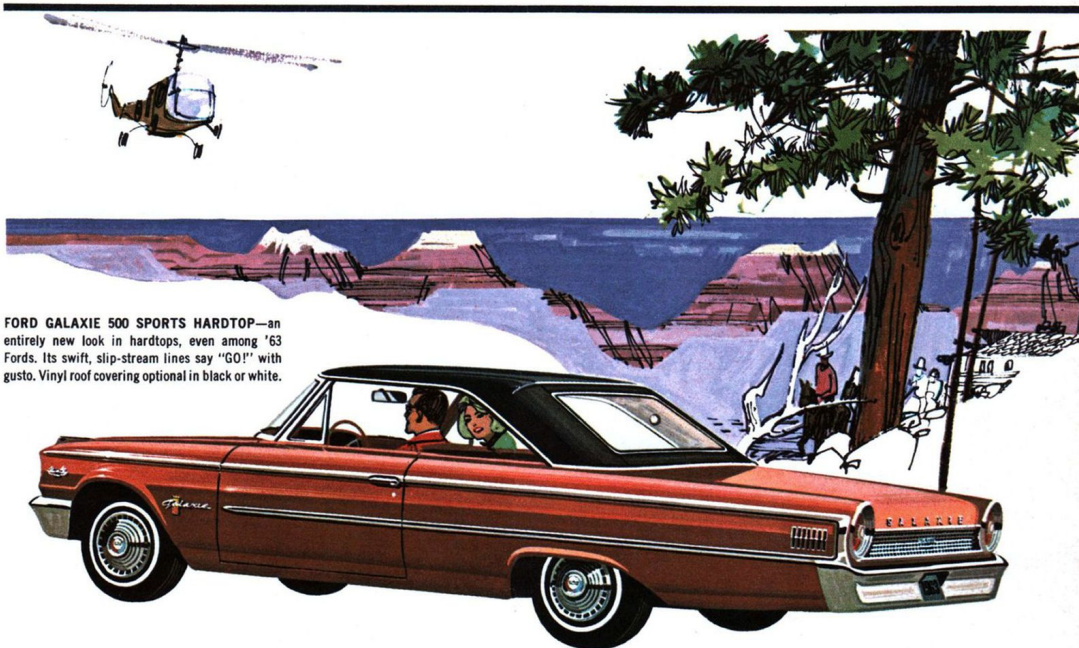


FORD GALAXIE 500 4-DOOR HARDTOP. No other car can give you so much of the look, power and feel of the fabulous Thunderbird. And to make the comparison closer, equip any Ford with the 300-hp Thunderbird 390 V-8 option . . . the brilliant engine that powers the Thunderbird itself!



FORD GALAXIE 500 CONVERTIBLE. This is an action car and looks it. The new lower roof and more rakish windshield give you a hint. Behind the wheel, confirmation comes from the surge of Thunderbird power up to 425 hp.* Proof indeed that nothing goes like the new super torque Ford in '63!

**Optional*



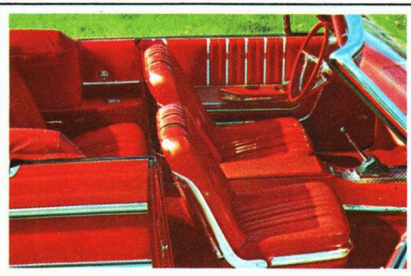
FORD GALAXIE 500 SPORTS HARDTOP—an entirely new look in hardtops, even among '63 Fords. Its swift, slip-stream lines say "GO!" with gusto. Vinyl roof covering optional in black or white.

Sedan Dimensions: Length 209.9"; Width 80"; Wheelbase 119"

FORD GALAXIE 500/XL'S

XL stands for "extra luxury" and "extra lively." These special-edition Fords have the extras as standard equipment. Sports car flair with deep foam-cushioned bucket seats. Command console and "bucket-styled" rear seat. Choose fiery thrust up to 425 hp*—sports stick 4-speed* or standard Cruise-O-Matic. Wherever people who know cars gather, XL's are the new cars being talked about. But testing beats talking any time. Get behind the wheel of an XL and live it up!

**Optional*



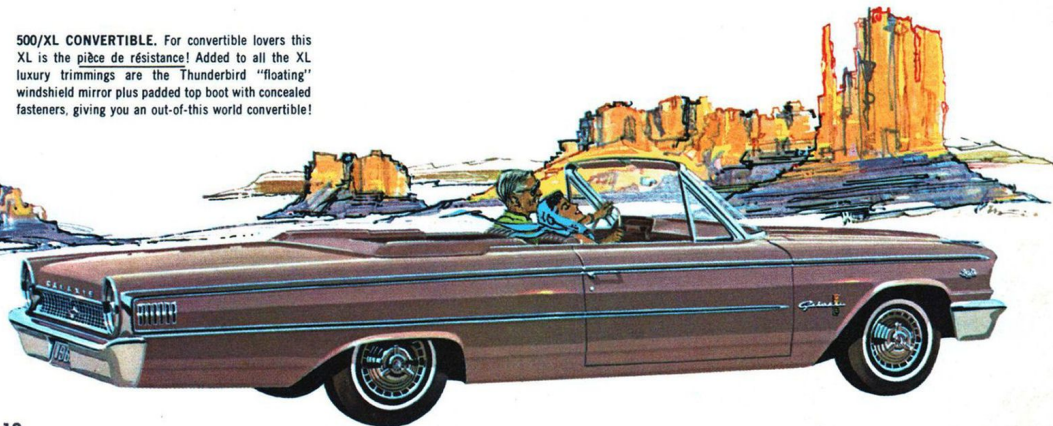
500/XL INTERIOR of beautiful bright red vinyl is one of nine trim choices. Full-length command console has short-shift sports stick forward, spacious personal storage compartment at rear. Unique dual courtesy-safety lights in the doors illuminate your way in, warn cars approaching from behind.

4-SPEED STICK SHIFT. Real sports car fun available with any of four Thunderbird V-8's* in 500/XL's. Dual-range Cruise-O-Matic Drive with console-mounted "sports stick" is standard (except with 427 V-8's).



500/XL SPORTS HARDTOP. Newest member of an exclusive family. New swept-back lines are purposeful as a jet. All of XL's supreme luxury and comfort are here. As a special option, top comes covered in rich black or white vinyl. (4-door hardtop also offered.)

500/XL CONVERTIBLE. For convertible lovers this XL is the *pièce de résistance*! Added to all the XL luxury trimmings are the Thunderbird "floating" windshield mirror plus padded top boot with concealed fasteners, giving you an out-of-this world convertible!



FORD WAGONS



**Optional*

COUNTRY SQUIRE. Distinctive simulated wood body trim and interior luxury rivaled only by other Fords mark this as king of wagons. (Available in 6- or 9-pass. models.)

COUNTRY SEDAN. What's your pleasure—northern camping vacation, Little League team trip or supplies for a big do-it-yourself project? Load 'em all in this one and see what a great traveling companion it is! (Available in 6- or 9-pass. models.)



FORD WAGON LOADSPACE. Most convenient (91½ cu. ft.) in the wagon world! It's flat, level and all in one place. Load floor stretches over 10 ft. to end of open tailgate (over 8 ft. with tailgate closed)! Load floor is over 5 ft. wide. Handy, handsome and holds nearly anything—that's a Ford wagon—Country Squire or Country Sedan!

Wagon Dimensions: Length 209.9"; Width 80"; Wheelbase 119"

THUNDERBIRDS

Unmatched . . . unmistakable . . . unique in all the world. This is Thunderbird for '63, a bold thrust into tomorrow. Here are blended all the qualities that make an automobile a proud possession. In each of its four distinct personalities—Landau, Hardtop, Convertible and Sports Roadster—Thunderbird is yours, personally, as no other car can be. Thunderbird has its imitators, to be sure. But who can copy an original and ever hope to be better than "second best"?



THUNDERBIRD INTERIOR. This is where the new trend in American car luxury began. The deep foam-cushioned bucket seats . . . the original trend-setting console . . . the bucket-tailored rear seat . . . the richly pleated fabrics in nearly a score of trim choices. (The new Limited Edition Thunderbird Landau has an impeccable interior trimmed in snow-white vinyl with super-soft leather seat upholstery, rose beige carpeting, rich paneling of simulated rosewood and white steering wheel and column.)



THUNDERBIRD INSTRUMENT PANEL. Here the Landau, with its rich walnut-like paneling, illustrates how Thunderbird combines style and function. Swing-Away Steering Wheel is a Thunderbird convenience innovation without peer.



THUNDERBIRD HARDTOP. This classic profile tells you whence came the inspiration for the styling of so many new cars. At the wheel you can sample performance that serves as inspiration for most American cars as well.

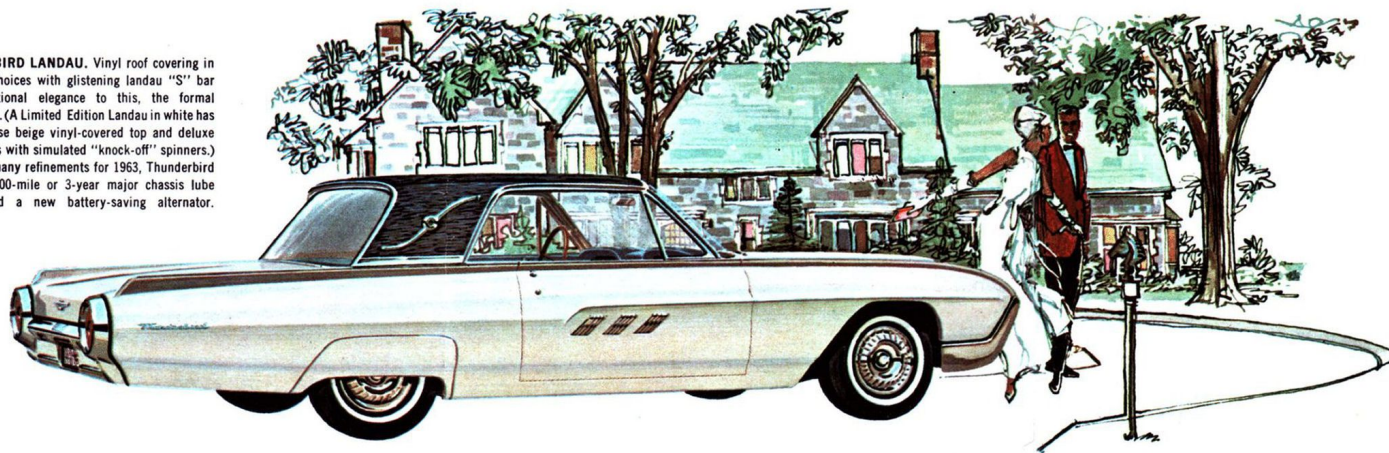


THUNDERBIRD CONVERTIBLE. From its unique "floating" mirror bonded directly to the windshield to its disappearing top, this is the car every convertible lover wants to own. (Top completely concealed under the smooth, flowing rear deck is another Thunderbird idea.)



THUNDERBIRD SPORTS ROADSTER. As shown, it's a 2-passenger convertible; remove the tonneau and you have a 4-seater. Either way, with the brilliant and responsive 300-hp Thunderbird 390 V-8 you have a very capable performer over any portion of the American Road!

THUNDERBIRD LANDAU. Vinyl roof covering in four color choices with glistening landau "S" bar lends traditional elegance to this, the formal Thunderbird. (A Limited Edition Landau in white has exclusive rose beige vinyl-covered top and deluxe wheel covers with simulated "knock-off" spinners.) Among its many refinements for 1963, Thunderbird has a 100,000-mile or 3-year major chassis lube interval and a new battery-saving alternator.



Dimensions: Length 205"; Width 76.5"; Wheelbase 113"

THE FORD FINDER

(A complete guide to America's livellest, most care-free cars!)

2-DOOR SEDANS



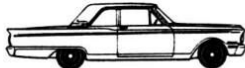
FALCON*



FALCON FUTURA



FALCON FUTURA SPORTS SEDAN*



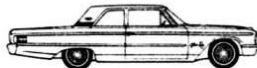
FAIRLANE



FAIRLANE 500



FORD GALAXIE

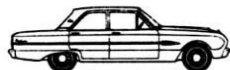


FORD GALAXIE 500

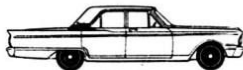
4-DOOR SEDANS



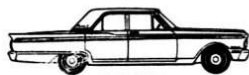
FALCON*



FALCON FUTURA



FAIRLANE



FAIRLANE 500



FORD GALAXIE

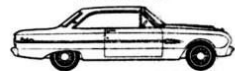


FORD GALAXIE 500



2-DOOR HARDTOPS

FALCON FUTURA



FALCON FUTURA SPORTS COUPE*



FALCON SPRINT*



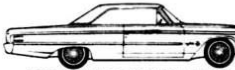
FAIRLANE 500



FAIRLANE 500 SPORTS COUPE*



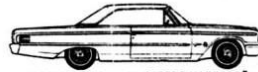
FORD GALAXIE 500



FORD GALAXIE 500 SPORTS HARDTOP



FORD GALAXIE 500/XL*



FORD GALAXIE 500/XL SPORTS HARDTOP*



THUNDERBIRD*



THUNDERBIRD LANDAU*



4-DOOR HARDTOPS

FORD GALAXIE 500



FORD GALAXIE 500/XL*

CONVERTIBLES



FALCON FUTURA



FALCON FUTURA SPORTS CONVERTIBLE*



FALCON SPRINT*



FORD GALAXIE 500



FORD GALAXIE 500/XL*



THUNDERBIRD*



THUNDERBIRD SPORTS ROADSTER*



FALCON



FALCON DELUXE



4-DOOR WAGONS

FALCON



FALCON DELUXE



FALCON SQUIRE†



FAIRLANE RANCH WAGON



FAIRLANE CUSTOM RANCH WAGON



FAIRLANE SQUIRE†



FORD COUNTRY SEDAN



FORD 8-PASS. COUNTRY SEDAN



FORD COUNTRY SQUIRE†



FORD 8-PASS. COUNTRY SQUIRE†

EXTRA-DUTY WAGONS



FALCON STATION BUS



FALCON CLUB WAGON



FALCON DELUXE CLUB WAGON

These finely styled and crafted models from Ford are the cars of the Care-Free State—all built to the highest standard of quality on the American Road. They're solid, they're silent, they're designed to last and last and last. All '63 cars from Ford* are equipped with Ford-pioneered, service-saving features that reduce routine maintenance to just two convenient stops a year—or once every 6,000 miles. And each one is backed by the total-car warranty (see page 4) made possible by Ford's superb total-car quality.



*Except Falcon Station Bus and Club Wagons. For details on these models, including service intervals, ask your Ford Dealer for a copy of the extra-duty wagon folder.

Comparative information and specifications in this folder were in effect at the time of approval for printing. Ford Division of Ford Motor Company reserves the right to discontinue models at any time, or change prices, specifications or design, without notice and without incurring obligation.

Optional Equipment and Accessories, illustrated or referred to as options, optional or available in this folder are extra cost. For the price of the Falcon, Fairlane, Ford or Thunderbird with the optional equipment and accessories you desire, see your Ford Dealer.

PRODUCTS OF

MOTOR COMPANY

YOUR FRIENDLY FORD DEALER