

Mercury Longer, More Luxurious With Extensive Changes for 1965

The 1965 Mercury, three inches longer and more luxurious than its 1964 predecessor, presents the most extensive change in the 26-year history of the car.

Conceived, developed and crafted in the Lincoln Continental tradition, the new Mercury brings to the medium-priced field new standards of comfort and engineering excellence.

Even in its styling, the Mercury for 1965 resembles the Lincoln Continental in its clean, classic look of elegance and formality.

The new Mercury has a 122-inch wheelbase, 102.4 inches in length and 72.4 inches in height. It features a new frame design, front and rear suspension, and rigid body construction.

Lincoln-Mercury is the only division offering products in the medium-price field that also has long experience and acceptance in the luxury field.

said Paul F. Lorenz, Ford Motor Company vice president and division general manager.

"WITH THE NEW Mercury," we now are offering the same successful concepts that were developed for the Lincoln Continental in the luxury field.

The 1965 Mercury will go on sale in Lincoln-Mercury dealerships September 22.

The Mercury will be available in a broad selection of 15 models in three series, Monterey, Montclair and Park Lane. There will be six roof lines, including the Breezeaway four-door sedan, again unique in the industry. Other roof lines are the conventional two-door and four-door sedan, a formal four-door hardtop, a two-door fastback hardtop, plus the convertible and the station wagon.

The appearance of the Mercury, which is unlike any predecessor model, is dominated by slim blade-like front fenders and flat, uncluttered side panels, similar to the Continental. Slender parking lights at the extreme edge extend from bumper to fender top. Tall, vertical taillights frame the wide, clean trunk lid, so that the crisp rear appearance complements the frontal styling character.

MERCURY'S reputation as an outstanding road car is strengthened for 1965 with important engineering advances in body, frame, suspension and steering. The over-all design nests the body deep into the new torque box frame, increasing floor space and the body interior height, while the over-all height of the car is decreased. The torque box frame is built to absorb more of the road shocks, preventing them from being transmitted to

the passenger. More interior space is gained in the driver's compartment, too, with a reduction in transmission tunnel and a recessed instrument panel.

Better balanced road stance is obtained by increasing tread to 62 inches, up one inch in front and two inches in rear. The new suspension improves roadability. The strut front suspension permits compliance road and all wheel drive. The rear suspension is a new coil spring suspension-link design which gives the car a more level ride. Leaf springs formerly used in the Mercury.

IMPORTANT improvements in steering include a reduction in over-all steering ratio and a new power steering system with integral gear design and new power steering pump. Wheel diameter is increased from 14 to 15 inches, contributing to better braking and longer brake lining life. Low-profile tires lengthen tire life.

A new emergency signal system, which puts front and rear parking lights on a flasher option, is available for all models. Another safety feature is a mechanical switch mounted on the brake pedal arm which turns on the stop lights when the car decelerates.

In addition to Mercury's sturdy door locks, an automatic vacuum-powered door lock system is available, and automatic speed-controlled rear door locks, which are actuated when the car reaches eight miles an hour, are offered also. Safety seat belts are installed at the factory and may be obtained with reels so they retract when not in use.

MERCURY AGAIN offers its husky 300-cubic-inch displacement V-8 engines as standard in all models. They are teamed with the Continental three-speed manual transmissions, three-speed automatic and four-speed manual transmissions to suit all driving conditions and driver preferences. Horsepower ranges from 50 to 330. A higher performance optional engine of 427-cubic-inch displacement is available with two four-barrel carburetors. It is rated at 425 horsepower.

The accelerator pedal is suspended, allowing greater flexibility of foot angle and eliminating binding and dirt collection which occurs with conventional pedals attached to the floor.

An interval selector windshield wiper which provides intermittent action for light rains and continuous wiper action for downpours is standard on the Montclair, Park Lane and Col-

dan roof is offered in three new colors — brown, blue and ivory gold — in addition to black and white.

Many engineering refinements are incorporated into Lincoln Continental's 430-cubic-inch displacement engine for greater durability and smoother performance. These include improved radiator cooling, a new oil filler cap with two-stage filter and oil mist separator, and a new six blade variable speed aluminum fan for air conditioned cars. A 42-amp alternator is standard, with 55 amps standard with air conditioning.

More stainless steel is used in the mufflers, offering greater resistance to corrosion. New universal joint seals are among improvements made to the driveshaft for greater durability.

Transistorized ignition is optional for 1965. It increases the reliability and durability of the ignition system by lengthening the life of the distributor breaker points and the spark plugs.

ANOTHER refinement is a new integral steering gear. The steering wheel itself has an improved feel. Riding comfort is improved through use of new front suspension strut bushings which reduce harshness.

Lincoln Continental offers many convenience and luxury features as standard equipment that are extra cost options on other cars. Standard on the Lincoln Continental are automatic transmission, power steering and power brakes, 6-way power seat, power windows and power vent windows with bypass control for both seat belts and retractors, trip odometer and whitewall tires. AM radio with fully retracting power antenna and rear seat speaker also is standard. An AM-FM radio with reversible selector buttons, new hand switch and more mellow tone is optional.

Lincoln Continental continues its 24,000-mile or two-year warranty, which it pioneered, and its extended-life service features.

Mercury Comet Has Major Style Changes

For the second consecutive year, Mercury Comet the world's durability champion — presents an entirely new appearance and a major mechanical advance.

Styling of the 1965 Mercury Comet is fresh and exciting. The car is wider, yet sleeker. The sporty Cyclone series has its own distinctive grille and ornamentation.

Mechanical improvements include significant power train advances, more responsive steering, a new electrical system, better ride and increased comfort, and new low-profile tires. A wider choice of new options and accessories is offered.

"We are looking to the 1965 Comet to add to the outstanding reputation for durability and performance which result in an increase of more than 50 per cent in Comet sales this year," said Paul F. Lorenz, Ford Motor Company vice president and general manager of the Lincoln-Mercury Division.

Lorenz said the new Comets would go on sale in Mercury dealerships on September 23.

OVER-ALL dimensions are changed only slightly, with width increased 1.5 inches. Wheelbase remains at 114 inches, offering maneuverability with the ride and handling characteristics of larger cars.

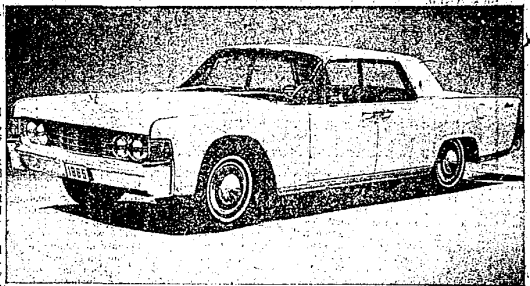
Front end sheet metal—hood and fenders—are new for all models, along with new bumper, grille, vertical headlamps

and ornamentation. Two- and four-door sedans have a new, crisp roof, giving them a tailored look.

Rear end sheet metal—deck lid, rear quarter panels and back panels—bumper and tail lamps are new for all except station wagons. Tailfamps and rear ornamentation are new for station wagons.

Interiors feature a restyled instrument panel with all circular dials, plus exciting new trim schemes and fabrics. The Cyclone has a tachometer as standard equipment and elapsed time clock and vacuum gauge optional.

Series and model line-up for 1965 remains unchanged.



PACESETTER in design and craftsmanship, the Lincoln Continental shows progressive refinements to its classic styling in its 1965 models. A host of improvements in engine, chassis and body attain for the Lincoln Continental new standards in roadability, reliability and passenger

comfort. Front wheel disc brakes are standard. Interiors are luxurious and tasteful, supporting its reputation as America's prestige car. A four-door convertible is offered in addition to the four-door sedan pictured above.

AUTOMOTIVE NEWS SAYS:

"Changes in the '65 Mercury Industry's Most Extensive" SEE FOR YOURSELF

MERCURY '65

With That Continental Look

1965 MERCURY PARK LANE 4-Door Breezeaway

1965 MERCURY PARK LANE 4-Door Hardtop

LINCOLN '65

Pace Setter in Design and Craftsmanship

1965 LINCOLN CONTINENTAL 4-Door Sedan

MERCURY COMET '65

The World's Durability Champion

1965 COMET CALIENTE 4-Door Sedan

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