

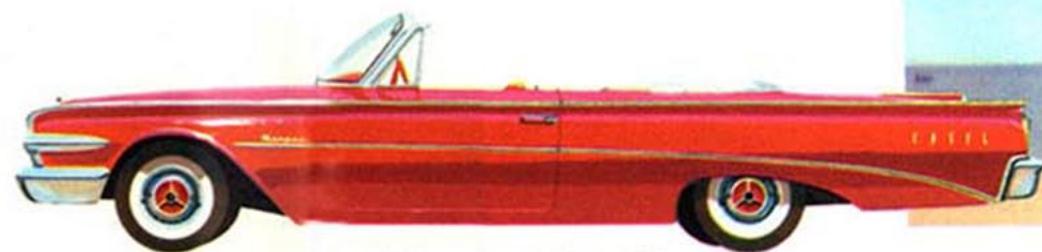
1960 EDSEL

new~nifty~thrifty



1960 EDSEL: NEW~NIFTY~THRIFTY

Introducing the 1960 Edsel . . . new in looks . . . nifty in action . . . thrifty to own and drive. Take the wheel and discover how wonderfully new and different a car can be. Three eager new engines give you sparkling performance—including a V-8 and a 6 that operate on regular gas. New wide-span tread provides improved stability for safe, sure control. New, big self-adjusting brakes let you stop quickly. And there's Edsel's fresh, youthful styling. Outside: crisp, sweeping lines. Inside: luxury-car smartness with plenty of room for people who have hips and wear hats! Yet the 1960 Edsel—with all its good looks and dazzling performance—is priced down with many models in the popular-price field.



Edsel Ranger Convertible in Regal Red



Edsel Ranger 2-door Hardtop in Sahara Beige



Edsel Villager 9-passenger Station Wagon in Sherwood Green Metallic



Polar White over Bronze Rose Metallic



PERSONALITY-PLANNED INTERIORS. You'll be impressed with Edsel's luxurious interiors. Fine fabrics color-keyed to suit your particular taste—like the Black Pebblecloth and Silver Moroccan vinyl combination shown above.



FOAM PADDED FRONT-SEAT CUSHION. Makes driving seem like sitting in an easychair. Ball-bearing front-seat adjustment requires 50% less effort to move to desired position.

for people who want fresh, good looks

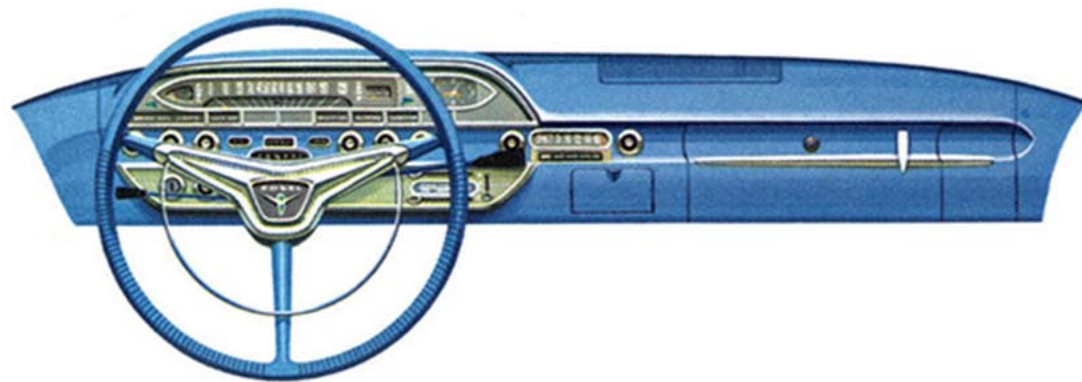
EDSEL RANGER 4-DOOR SEDAN

There's a new, youthful look about Edsel for 1960. Nifty is the word for the smooth, sweeping lines that set Edsel apart from the look-alike styling of other cars in the popular-price field.

Longer, lower and more graceful in every line and contour, the dramatic new Edsel creates unusual freshness and originality. Deep one-piece bumpers, thin-line fenders, and completely new rear-end design contribute to Edsel's sculptured beauty. Here is exceptional styling that makes Edsel the most exciting new car for 1960.



HAND-CRAFTED INTERIORS. Edsel's interiors—like the Blue Moroccan vinyl and Black Pebblecloth combination above—are exceptionally beautiful and meticulously crafted with careful attention to the smallest detail.



FUNCTIONALLY-DESIGNED INSTRUMENT PANEL. Styling with a purpose. Smart good looks combined with conveniently located controls, like the new parking brake release knob now located on the instrument panel.

EDSEL RANGER 2-DOOR SEDAN

Underlying Edsel's modern beauty is its top-notch performance. You can't see it, but it's there. Three advance-design engines—including a V-8 and Economy Six that run on regular gas. And, three transmissions to satisfy individual driving requirements.

Available too, are Edsel's power options—power brakes, power steering, power windows and power seats.

Indeed, Edsel's dependable performance and top operating economy make this exciting new car the wisest buy in the popular-price field.



Cadet Blue Metallic

EDSEL RANGER 4-DOOR HARDTOP



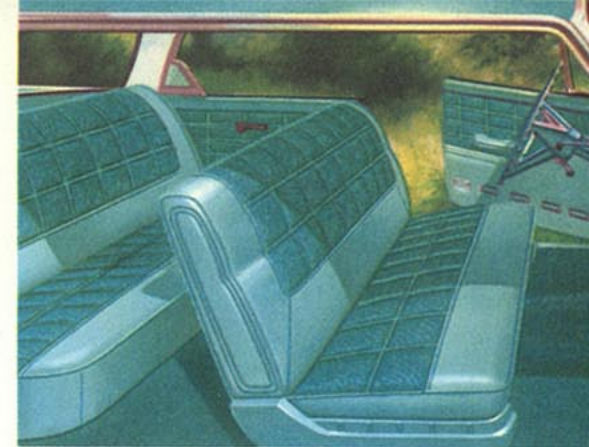
Turquoise over Turquoise Metallic

for people who are budget-wise

Edsel for 1960 is a high-stepping beauty with saving ways—especially designed for practical people who know luxury is a lot more fun when they don't pay a luxury price for it.

Edsel's greater leg, hip and shoulder room allows real "stretch-out" relaxation. New, longer rear springs produce a satin-smooth, big-car ride. King-size self-adjusting brakes are a standard safety feature. And, guard rail frame design with full-length side rails affords important extra protection in the passenger area.

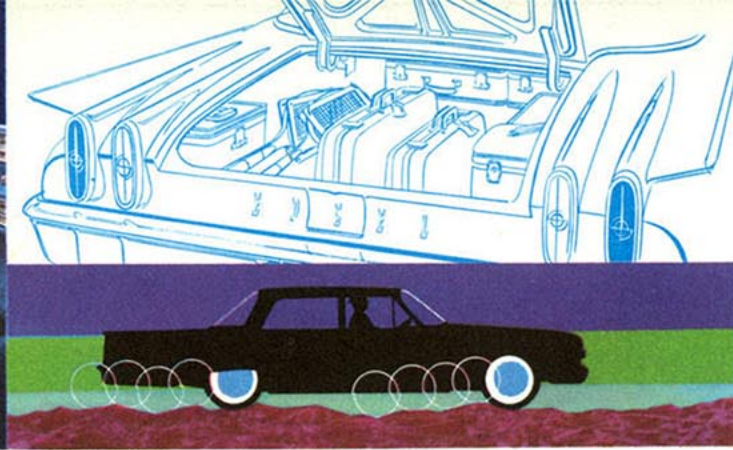
Go places in style, get places in luxurious comfort and safety—in Edsel, America's fun car for budget-minded people.



NEW CHAMPAGNE CLOTH AND MOROCCAN VINYL TRIM. Distinctive, optional Champagne cloth and Moroccan vinyl trim add a regal touch to Edsel interiors. Contour front seats are included with this deluxe trim option.



ROOM-TO-SPARE SPACIOUSNESS. Six can ride comfortably in this sensibly proportioned car that uses every possible inch of interior space. Increased shoulder room—3" in front, 4" in rear. Increased hip room—2" in front, 3" in rear.



GRACEFUL ENTRANCE AND EXIT. Getting in and out of an Edsel is easy—thanks to a nearly one-foot-wider door opening and a higher front entrance. Note too, the new swept-back window posts for distraction-free driving enjoyment.

(Top) **BIG, WIDE TRUNK.** No more "where do I put that extra suitcase" problem with Edsel—33 cubic feet of usable space. (Bottom) **SUPER-SMOOTH ROAD-POISE RIDE.** An Edsel exclusive, Road-Poise ride is responsible for Edsel's big-car feel—a treat best experienced to be appreciated.

EDSEL RANGER 2-DOOR HARDTOP

Are you a businessman who needs to get places on time—and in style? You'll rate Edsel tops in dependable performance and distinctive good looks. Busy woman on the run? You'll go for Edsel's sparkling beauty and easy handling in a big way.

And other important considerations such as Road-Poise ride, easy entrance and exit, and interior beauty of luxury-car proportions make the 1960 Edsel an automobile hard to resist.

Edsel is quality-built by Ford Motor Company—for more than 50 years symbolic of the finest in motoring.



Polar White over Hawaiian Blue

EDSEL RANGER CONVERTIBLE



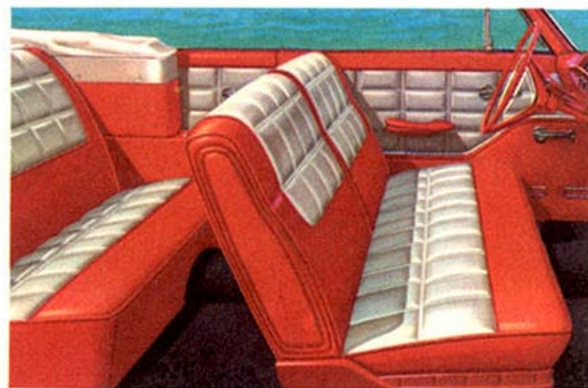
Regal Red

for people who admire sports-car dash

The trim new Ranger Convertible seems to say, "let's go places." And what fun you'll have driving this smart convertible—all the spaciousness, comfort, and convenience of a full-size automobile with true sports-car flavor.

And the Ranger Convertible offers many extras at no extra cost—foam-padded contour front-seat cushions, electric clock, dual exhaust system with aluminized mufflers and Power-Booster windshield wipers, to name a few.

For carefree top-down summer riding or comfortable top-up winter driving, the Ranger Convertible will add new enjoyment to your motoring pleasure.




HANDSOME INTERIORS. Eye-catching Moroccan vinyl upholstery, yours in a range of solid and two-tone combinations, lends a handsome note to this brand-new convertible. Rugged, designed to take hard wear. Completely washable, too.



NEW CONVERTIBLE FRAME. Extra-heavy-gauge frame side members and a sturdy X-member with added body reinforcements.



REMOVABLE REAR WINDOW. One quick zip and the sturdy, weatherproof, plastic rear window opens or closes. The vinyl-coated top—bonded to eliminate leakage and staining—automatically raises or lowers in seconds.



The EDSEL VILLAGER— Blueprint for station wagon living

Today, "station wagon" is a household term. Its versatility as a fun, business, family-and-utility car makes it a practical choice for buyers who want the most car for their money.

The Edsel Villager has everything. High style that makes the passer-by look twice. Passenger-car ride. Easy handling—no more effort than driving the family car. And Edsel's new safety body design provides strength and added durability.

These and many other features make the Edsel Villager the best station wagon value in the popular-price field.



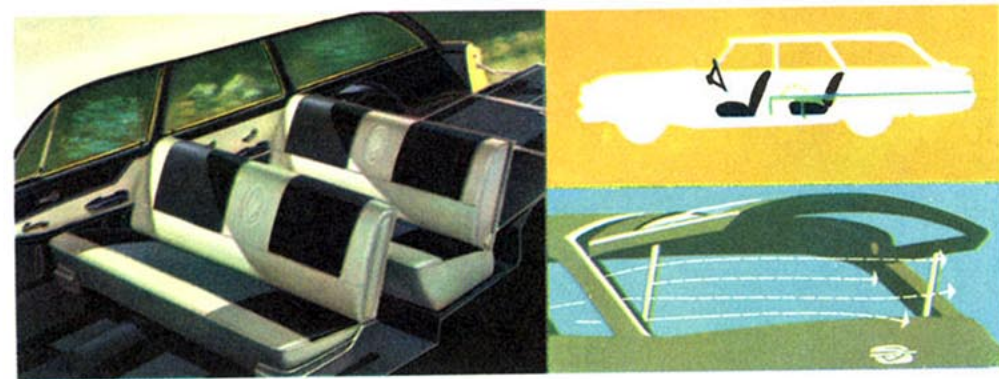
Polar White over Alaskan Gold Metallic

for people who want beauty and practicality



EDSEL VILLAGER 6-passenger STATION WAGON

People who appreciate beauty and practicality will tell you the Villager is at home in any situation—whether a week-end fishing trip or a leisurely cross-country jaunt. Sit back and relax as the Edsel Villager whisks you away under the power of one of six engine-transmission combinations. Pleasant interior décor is styled for comfort as well as convenience. More head, shoulder and hip room is made possible by a new, wider body. From foam padded front-seat cushion to functionally-designed instrument panel, regard for your driving pleasure has been carefully considered.



Buttercup Yellow

(Above left) **ALL-VINYL INTERIOR.** Washable Moroccan vinyl upholstery is ready to take rough use. Available in Black and Silver combination. (Above right) **SELF-STORING SECOND SEAT.** Full-width second seat converts into useful cargo space in seconds. Sturdy, ribbed, washable vinyl floor. (Below right) **FRESH-AIR VENTILATION CONTROL.** Added comfort with new ventilation positions on liftgate. Two partial openings for ventilation are built into liftgate support arms and gate can be manually locked in full-open position.

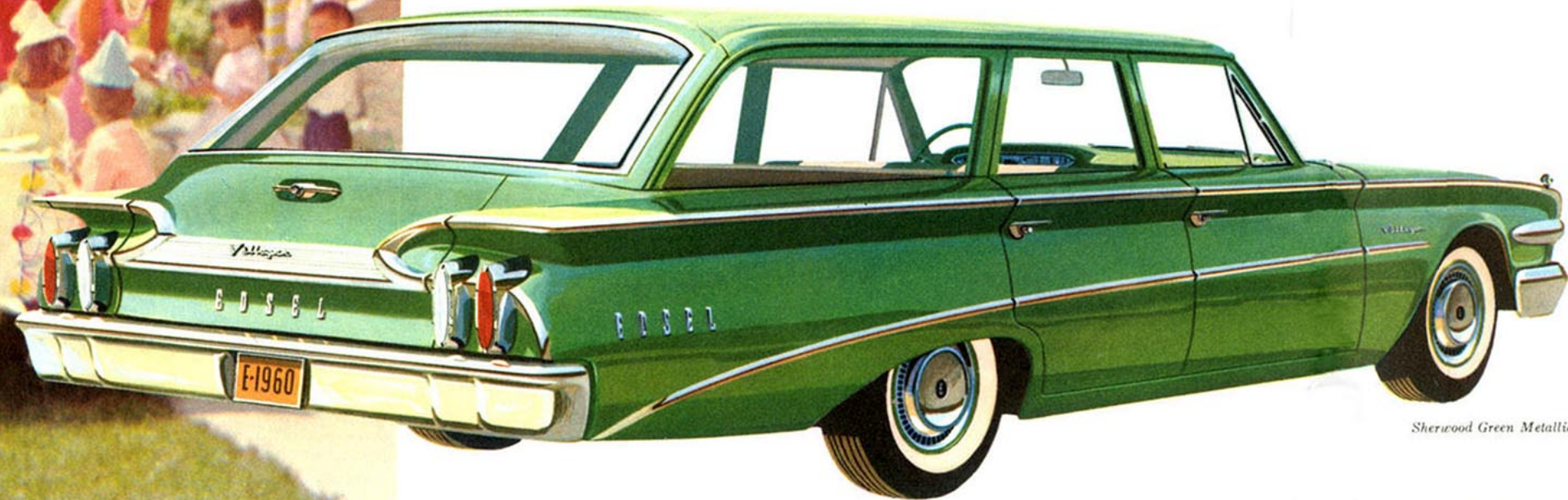
for thrifty-minded people on the go

EDSEL VILLAGER 9-passenger STATION WAGON

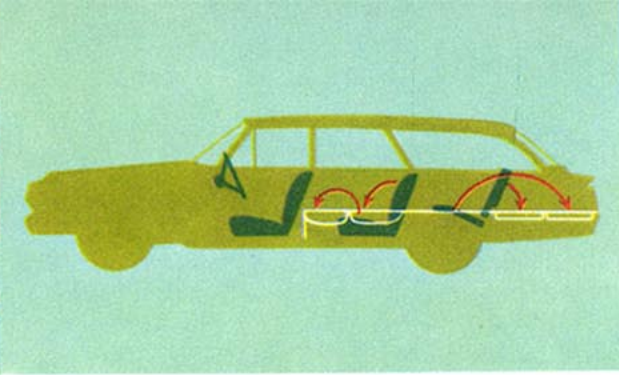
Wherever you drive the spacious 9-passenger Edsel Villager, you'll find it performs so effortlessly that traffic is almost a pleasure.

The Edsel Villager responds to your slightest whim. Face-forward seats are designed to give full-width seating space and comfort. Full-length box-section frame side rails give extra protection in the passenger area.

You'll never know how safe, easy and fun-filled driving can be until you're on the go in an Edsel Villager.



SPACIOUS LUXURY. Beauty and practicality keynote the Ivy Stripe Ribcloth and Moroccan vinyl upholstery—available in three attractive combinations. Nine-passenger three-seater provides room for the whole family.



CONVENIENT THIRD SEAT OPERATION. Converts into cargo area in a jiffy. Seat and seat-back cushions are easily removed. Fold the 2-piece, top-hinged seat-back support forward and the load platform is completed.



BIGGEST CARGO CARRIER YET. Over 100 cu. ft. of cargo space. Fold seats into the floor and the Villager is ready to take on anything. Tough vinyl floor takes plenty of punishment—cleans up with the wipe of a cloth.

Sherwood Green Metallic

for people with an eye for color

From Edsel's sparkling array of interior and exterior colors you will, indeed, find the perfect complement to your own personality and good taste.

Beautifully practical Diamond-Lustre finishes—deep baked-in lustre that's easier to maintain . . . longer lasting. Truly elegant Pebblecloth, Champagne Cloth, Ivy Stripe Ribcloth and Moroccan vinyl interiors.



Illustrations show Ranger 2-door Hardtop in solid-color Cadet Blue Metallic (left) and two-tone Hawaiian Blue over Cadet Blue Metallic (right). Two-tones are reversible and available on all models except Convertibles.



TWO-TONE COMBINATIONS (All reversible)

Polar White over Cloud Silver Metallic
Hawaiian Blue over Cadet Blue Metallic
Polar White over Cadet Blue Metallic
Polar White over Hawaiian Blue
Polar White over Black Velvet
Sea Foam Green over Sherwood Green Metallic
Polar White over Sherwood Green Metallic
Polar White over Sea Foam Green
Turquoise over Turquoise Metallic
Polar White over Turquoise Metallic

Polar White over Turquoise
Sahara Beige over Alaskan Gold Metallic
Polar White over Alaskan Gold Metallic
Polar White over Sahara Beige
Polar White over Bronze Rose Metallic
Polar White over Buttercup Yellow
Regal Red over Black Velvet
Polar White over Regal Red
Lilac Metallic over Black Velvet
Polar White over Lilac Metallic



Exterior: Polar White over Hawaiian Blue
Interior: Medium Blue Moroccan Vinyl and Black Pebblecloth



Exterior: Turquoise Metallic
Interior: Light Turquoise Moroccan Vinyl and Turquoise Champagne Cloth**

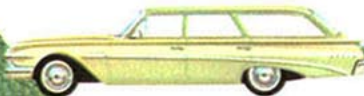
*Villager only
**Optional



Exterior: Regal Red
Interior: Red Moroccan Vinyl and Silver Moroccan Vinyl



Exterior: Alaskan Gold Metallic
Interior: Medium Gold Moroccan Vinyl and Brown Pebblecloth



Exterior: Sea Foam Green
Interior: Green Moroccan Vinyl and Ivy Stripe Ribcloth*



Exterior: Black Velvet
Interior: Silver Moroccan Vinyl and Black Pebblecloth

EXTERIOR SOLID COLORS



Polar White also available

Your Edsel salesman can show you which interior fabric combinations—and colors—are available in the Edsel model of your choice.

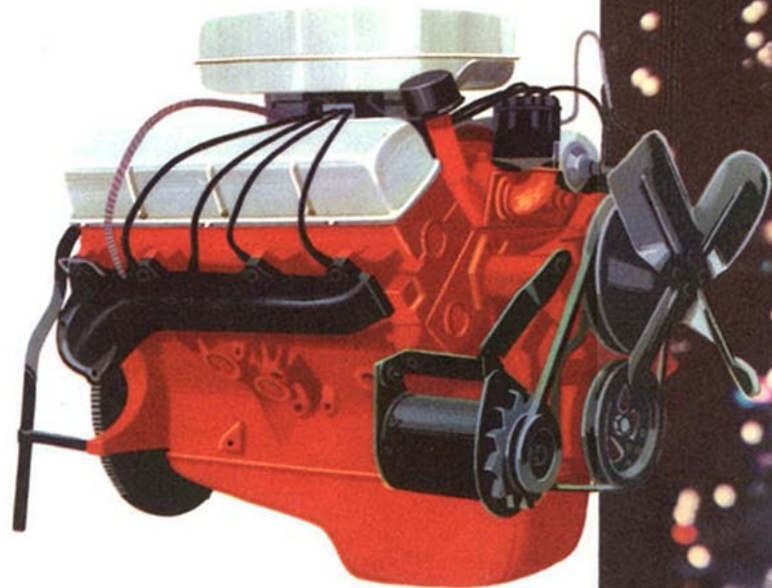
FOR PEOPLE WHO WANT BOLD AND THRIFTY PERFORMANCE

New Compact Engine Arrangement—easier accessibility for general engine maintenance, more open area around engine for increased air circulation and improved cooling.

New Cross-Flow Radiator—more efficient cooling in all speed ranges.

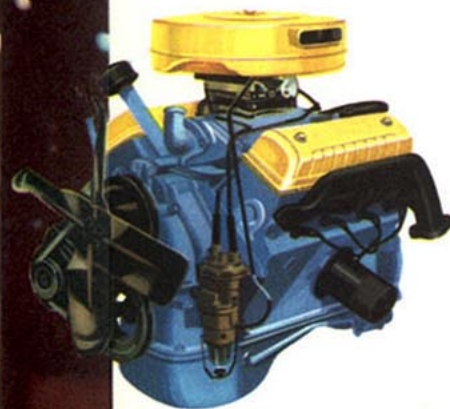
New Cylindrical Muffler—one-piece design, plus aluminized coating, adds miles to muffler life; new location away from passenger compartment reduces noise and heat.

New Butyl Radiator Hose—less prone to heat and vibration; cuts down replacement costs and provides longer service life.



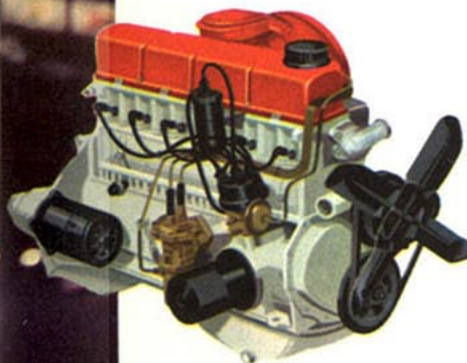
SUPER EXPRESS V-8

Spectacular performance plus real fuel economy. The 300-horsepower Super Express V-8 has a 352-cubic-inch displacement with 4-barrel carburetor and a 9.6:1 compression ratio. Dual exhaust system standard equipment. Newly designed camshaft affords smooth, quiet operation in all speed ranges. Optional on all models, the Super Express V-8 engine is available with Dual-Power Drive or Mile-O-Matic Drive.



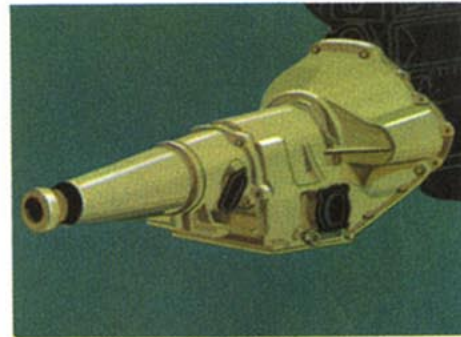
RANGER V-8

The 185-horsepower Ranger V-8 runs on regular gas. Displacement, 292-cubic-inches; compression ratio, 8.8:1. Advance-design combustion chambers and spark plug locations (higher air/fuel turbulence for more economy); smaller valves for greater city-driving performance. The Ranger V-8 is standard on all models. Equipped with dual exhaust system on Ranger Convertible only. Available with Mile-O-Matic Drive or standard manual transmission.



ECONOMY SIX

Newest, most modern 6-cylinder engine in any popular-priced car. Operates on regular gas. Features new cross-flow radiator . . . new distributor with 3-point breaker plate mounting for smoother operation. The 145-horsepower Six has a 223-cubic-inch displacement and 8.4:1 compression ratio. A lower cost option, this engine saves you money when you buy and when you drive. Available with Mile-O-Matic Drive or standard manual transmission.



TRANSMISSIONS

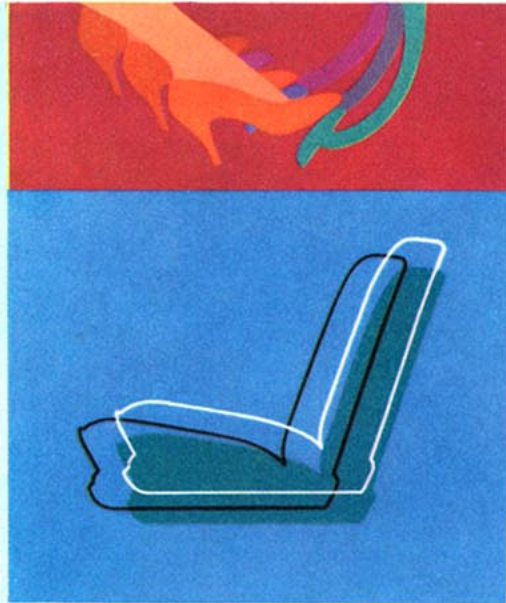
. . . quality engineered and tailored to individual requirements.

DUAL-POWER DRIVE. *The ultimate in transmissions. Six-position selector: P-R-N-D2-D1-L. Converter stall-speed increase provides greater responsiveness—rapid start-up acceleration. Safer, quicker passing, too. Available with Super Express V-8 option.*

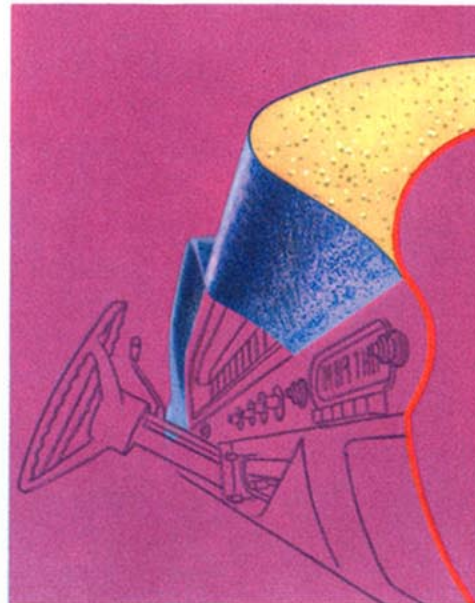
MILE-O-MATIC. *Low-cost option with five-position selector—P-R-N-D-L. New improvements provide smoother downshifting, stepped-up passing performance and quieter operation. Available with all engines.*

STANDARD MANUAL-SHIFT TRANSMISSION. *Built for rugged use with wide, precision helical gears. Quiet, easy shifting. Standard with Ranger V-8 and Economy Six engines.*

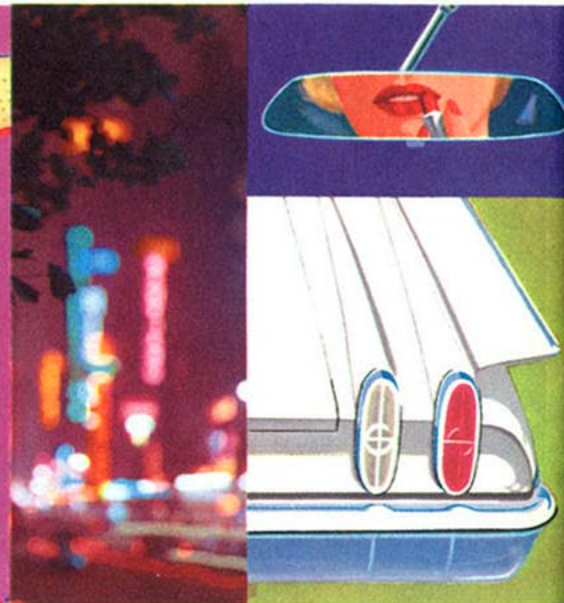
for people who want low-cost luxury



POWER PACKAGE. Vacuum power brakes—faster, smoother, straight-line stops. Four-way power seat—comfort as you like it. Power steering—makes cornering and parking a "breeze." Power windows—open and close at the touch of a button.



SAFETY PACKAGE. Padded instrument panel and padded visors reduce chance of injury in the event of an accident. Special material used to pad instrument panel is five times more shock-resistant than foam rubber. Textured vinyl covering reduces glare.

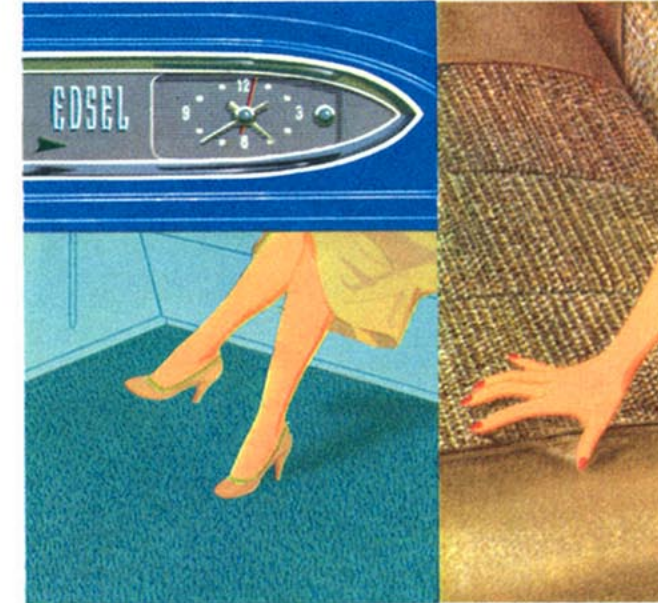


VISIBILITY AND LIGHT GROUP PACKAGES. Visibility Group: windshield washer, day-night type rearview non-glare mirror, exterior-mounted hooded mirror and back-up lights. Light Group: courtesy lights, glove-box light, parking brake warning light, and luggage compartment light.



FOR YOUR ADDED DRIVING ENJOYMENT. Lever-temp heater and defroster—real living-room comfort. Lever-temp air conditioning—for cool, summer driving enjoyment. Push-button radio—for your listening pleasure. Tinted glass. *Contour seats.

*Standard on Ranger Convertible



EXTRAS AT NO EXTRA COST. *Wall-to-wall carpeting—front and rear • Foam padded front-seat cushions • Self-regulating electric clock • Lighter • Arm rests—front and rear • **Contour seats • 185-hp Ranger V-8 engine • ***7.50 x 14 tubeless tires • Replaceable-element air cleaner • Disposable oil filter • Power-Booster windshield wipers.

*Except Villager Station Wagon **Ranger Convertible only

***8.00x14 tubeless tires standard on Ranger Convertible and Villager Station Wagons

OPTIONS AND ACCESSORIES

Lever-temp air-conditioning system • Lever-temp heater & defroster • Polar-Aire air conditioning • Antenna—**rear mounted • Automatic transmission —****Dual-Power, Mile-O-Matic • Back-up lights • Battery —65 amp. hr. heavy-duty • Seat belts • Extra-cooling fan • Fender skirts • Fuel tank locking cap • Generator—heavy-duty • Courtesy lights (standard on Convertible) • Glove-box light • Luggage compartment light • Parking brake warning light • License plate frame—bright or gold finish • Litter bag • Day-night inside non-glare mirror • Outside hooded mirror • Outside remote-control mirror • Padded instrument panel • Padded sun visors • Power brakes • Power seat • Power steering • Power windows • Extra-cooling radiator • Push-button radio • ***Rear seat speaker • Rocker panel mouldings • Rubber floor mats • Safety rear-door locks • Spotlight with rearview mirror • Heavy-duty shock absorbers • Heavy-duty springs • *Station Wagon luggage rack • Tinted glass • Heavy-duty tires • White sidewall tires • Two-tone paint • Wheel covers • Wheel cover applique • Windshield washer • Electric windshield wipers • **Remote-control deck-lid opener—manual. **Deluxe upholstery trim.

*Villager only

**Ranger only

***Except Ranger Convertible

****With Super Express V-8 only

With the pride and fun of driving an Edsel, comes the satisfaction of knowing that here is a car built to meet the most exacting standards.

From drafting board to assembly line, careful attention is devoted to detail. Only high-quality materials and the most up-to-date manufacturing techniques go into the all-new Edsel.

As an Edsel owner, you know your car is soundly engineered and solidly built—each component developed, refined and tested to give outstanding durability.

FOR PEOPLE WHO DEMAND A QUALITY-BUILT CAR

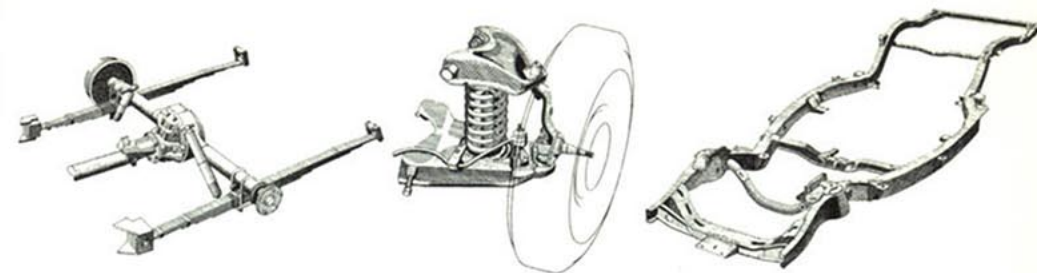
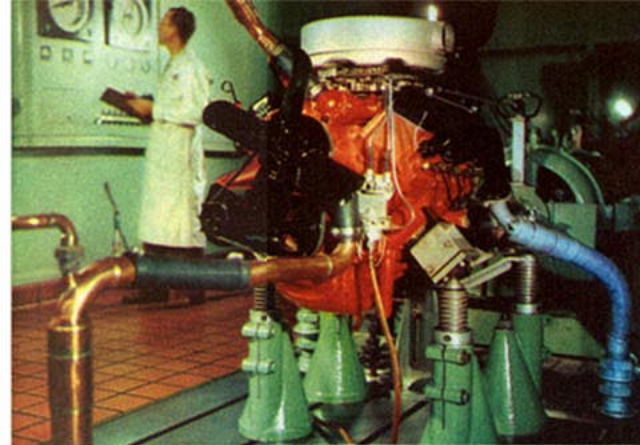
Typical of the many quality-tested features you will enjoy in the 1960 Edsel are the new rear suspension system, redesigned ball-joint front suspension, and rugged new frame. (See opposite page.)

In the laboratory, at the proving grounds, and in actual on-the-highway testing, Edsel's new suspension system has undergone hundreds of hours of exhaustive tests to bring you one of the smoothest riding cars ever built. Rear suspension system features new, longer springs for a softer ride. Repositioned rear shock absorbers result in improved shock control. And a new, wider, 60" rear tread provides greater stability.

Edsel engineers have redesigned the front suspension system, too, for the new, wider, 61" front tread. Greater handling ease and a noticeably smoother ride are the results of Edsel's unique trailing-arm suspension principle.

And, to provide you with easier steering, greater roadability and better braking action, your new Edsel is mounted on a longer, wider, heavier frame of ladder-type construction with boxed side rails for greater strength and rigidity.

When you ride in the 1960 Edsel, you'll experience *proof* of Edsel's claim as a quality-built automobile.



In the million-dollar Quality Control Laboratory (pictured above), every component that goes into Edsel is subjected to rigid tests. From power plant to door handles, every effort is made by Ford Motor Company to bring you the finest possible quality in your new Edsel.

YOUR 1960 EDSEL SPECIFICATIONS

ENGINES

Super Express V-8: High performance engine available at extra cost in all Edsel models. Eight-cylinder 90° V-type block. Overhead valves. Displacement: 352 cu. in.; Horsepower: 300 @ 4600 r.p.m.; Maximum torque: 381 lbs.-ft. @ 2800 r.p.m.; Compression ratio: 9.6:1. Recommended fuel: Premium grade.

Ranger V-8: Standard engine for all Edsel models. Eight-cylinder 90° V-type block. Overhead valves. Displacement: 292 cu. in.; Horsepower: 185 @ 4200 r.p.m.; Maximum torque: 292 lbs.-ft. @ 2200 r.p.m.; Compression ratio: 8.8:1. Recommended fuel: Regular grade.

Economy Six: Special high-economy engine available at a reduced cost in all models except the convertible. Six-cylinder in-line block. Overhead valves. Displacement: 223 cu. in.; Horsepower: 145 @ 4000 r.p.m.; Maximum torque: 206 lbs.-ft. @ 2000 r.p.m.; Compression ratio: 8.4:1. Recommended fuel: Regular grade.

Lubrication: Full-pressure lubrication system. Rotor-type oil pump in V-8 engines, gear-type oil pump in the Economy Six. Oil capacity (with filter change)—V-8's: 6 qts.; Six: 5 qts.

Cooling: Cross-flow pressurized radiator. Full-length water jackets around all cylinders. Capacities with heater: V-8's: 20 qts.; Six: 16 qts.

Fuel System: Carburetor—Super Express V-8; 4-Venturi; Ranger V-8; 2-Venturi; Economy Six: 1-Venturi. Mechanical diaphragm fuel pump with vacuum booster as standard equipment. Dry-type air cleaner with replaceable element. Filters located in fuel tank and fuel pump. Fuel tank capacity: 20 gallons.

Electrical: 12-volt system. 66-plate battery. Centrifugal vacuum-spark control. 18mm anti-fouling spark plugs.

TRANSMISSIONS AND REAR AXLE

Dual-Power Drive: 6-position selector lever. Selector

positions: P (Park), R (Reverse), N (Neutral), D2 (Drive) D1 (Drive), L (Low). Fully automatic fluid torque converter with 3-speed planetary gearset. Oil cooler located on side of radiator core. Oil capacity (Refill): 22 pints.

Mile-O-Matic Drive: 5-position selector lever. Selector positions: P (Park), R (Reverse), N (Neutral), D (Drive), L (Low). Fully automatic fluid torque converter with 2-speed planetary gearset. Oil cooler located on side of radiator core. Oil capacity (Refill): 20 pints.

Standard Manual Shift Transmission: Selective gear type with three forward speeds. Gear ratios with Economy Six engine: First gear—3.09:1; Second gear—1.92:1; Third gear—1.00:1; Reverse gear—3.67:1. Gear ratios with Ranger V-8 engine: First gear—2.40:1; Second gear—1.49:1; Third gear—1.00:1; Reverse gear—2.86:1. Manual shift transmission not available with Super Express V-8 engine. Oil capacity: 3¼ pints.

Clutch: Semi-centrifugal, single dry-plate type. Clutch face diameter when used with Economy Six engine—9.5 inches; when used with Ranger V-8 engine—10.6 inches.

Rear Axle: Semi-floating type with hypoid gears. Straddle-mounted pinion, tapered roller bearings. All axle ratios are carefully selected to provide maximum operating economy and peak performance.

CHASSIS

Frame: Extra-strong ladder-type construction. Full length box-section side rails flared outward in the passenger area for greater room and protection. Five cross-members. Special X-bracing in convertible frame.

Rear Suspension: Leaf-type rear springs mounted outside frame for greater stability. Hotchkiss Drive. Direct acting, angle-mounted hydraulic shock absorbers.

Front Suspension: Ball-joint front suspension. Helical coil front springs. Internally mounted hydraulic shock absorbers.

Steering: Recirculating ball-and-nut type. Equal-length tie rods. Over-all steering ratio 31.8:1; with power steering 25.1:1.

Brakes: Hydraulic internal-expanding type. Self-adjusting. Total brake lining area on passenger cars—225.60 sq. in., total brake lining area on station wagons—248.41 sq. in. Brake drum diameter—11.0 inches.

Parking Brake: Independent mechanical, operating on rear wheels. Pedal-operated with release knob in instrument panel.

Wheels and Tires: Stamped steel disc wheels. 14-inch diameter. Tire sizes—7.50 x 14, 4-ply except on convertible and station wagons which are 8.00 x 14, 4-ply. White sidewall tires optional at extra cost on all models.

DIMENSIONS

Wheelbase: 120.0 inches.

Over-all Length: 216.0 inches (Villager Station Wagons: 214.8 inches).

Over-all Height:

Four-door Hardtop, Two-door and	
Four-door Sedan	55.0 inches
Two-door Hardtop	54.5 inches
Station Wagon	56.5 inches
Convertible	55.5 inches

Tread:

Front	61.0 inches
Rear	60.0 inches

See and drive the new, nifty, thrifty Edsel—today!