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 keep 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.
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.
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.
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, optimum Champagne cloth and Morocco vinyl trim add a regal touch to Edsel interiors. Corner front seats are included with this deluxe trim option.

ROOM-TO-SPARE SPACIOUSNESS. Six can ride comfortably in this sensibly proportioned car that saves 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 newly one-foot-slower door opening and a higher front entrance. Note too, the new swivel-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 and Hawaiian Blue
EDSEL RANGER CONVERTIBLE

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 chrome mufflers and Power-Brusher 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 Missouri vinyl upholstery, yours in a range of solids 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-covered top—hinged to eliminate leakage and slipping—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 Ashken Gold Metallic
for people who want beauty and practicality

EDSEL VILLAGER 8-passenger STATION WAGON

People who appreciate beauty and practicality will tell you the Villager is at home in any situation—whether a weekend 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.

(Above left) ALL-VINYL INTERIOR. Washable Marvecan 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 lifgate. Two partial openings for ventilation are built into lifgate support arms and gain 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 combine in the Ivy Steiger Ribblesh and Marooned crib upholstery—available in three attractive combinations. Nine-passenger five-seater provides room for the whole family.

CONVENIENT THIRD SEAT OPERATION. Convertible cargo area is a gift. Seat and side-back cushions are easily removed. Fold the 5-piece, top-hinged seat-back support forward and the load platform is completed.

REGENT 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 treated plenty of punishment—washes up with the wipe of a cloth.
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.

Two-Tone Combinations (All reversible)

- Polar White over Cloud Silver Metallic
- Hawaiian Blue over Cadet Blue Metallic
- Polar White over Hawaiian Blue
- Polar White over Black Velvet
- Sea Foam Green 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 Butternut Yellow
- Regal Red over Black Velvet
- Regal Red over Regal Velvet
- Lillac Metallic over Black Velvet
- Polar White over Lillac Metallic

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

Exterior: Hawaiian Blue
Interior: Medium Blue Moroccan Vinyl and Black Pebblecloth

Your Edsel color options are shown above which interior fabric combinations—and colors—are available in the Edsel model of your choice.

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

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

Optional
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 aluminum casting, adds miles to muffler life; new location away from passenger compartment reduces noise and heat.

New Buoy 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 360-horsepower Super Express V-8 has a 332-cubic-inch displacement with 4-barrel carburetor and a 9.6:1 compression ratio. Dual exhaust system standard equipment. Neatly 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, 282-cubic-inch, compression ratio, 8.5:1. Advanced combination combustion chambers and spark plug locations (higher air/fuel turbulence for more economy); smaller valves for greater idling efficiency. The Ranger V-8 is standard on all models. Equipped with dual exhaust system on Ranger Convertibles. 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 6-point breaker plate mounting for smoother operation. The 185-horsepower Six has a 225-cubic-inch displacement and 9.6:1 compression ratio. A lower cost option, this engine saves you money when you buy it and when you drive. Available with Mile-O-Matic Drive or standard manual transmission.

TRANSMISSIONS


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

for people who want low-cost luxury

You travel in luxury-car style when you select from Edsel’s low-cost accessory package and optional equipment lineup. In Edsel, you find everything you demand for your driving pleasure—including standard equipment features that cost many dollars extra in other cars.

POWER PACKAGE. Vacuum power brakes—feather, smoother, straight-line stop. Four-wheel power—comfort as you like it. Power steering—smooth, quiet parking. ("Strokey." Power window—open and close at the touch of a button.)

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

VISIBILITY AND LIGHT GROUP PACKAGES. Visibility Group: windscreen washer, daynight 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. Lower-temp heater unit (daytime and night—right—living room comfort). Lower-temp air conditioning—cool, summer driving enjoyment. Push-button radio—for your listening pleasure. Turned glass. (Olive dome.) (/* Restored on Ranger Convertible.


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 half-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 @ 4000 r.p.m.; Maximum torque: 381 lbs.-ft. @ 2800 r.p.m.; Compression ratio: 9.5:1. 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. @ 3000 r.p.m.; Compression ratio: 8.4:1. Recommended fuel: Regular grade.


Electrical: 12-volt system. 66-plug battery. Centrifugal vacuum-snap 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), D (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 (Reff): 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 (Reff): 20 pints.


Clutch: Semi-encircling, 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. Hottich Drive. Direct acting, angle-mounted hydraulic shock absorbers.

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


Brakes: Hydraulic internal-expanding type. Self-adjusting. Total brake lining area on passenger cars—225 sq. in., total brake lining area on station wagons—248 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!

Specifications herein were in effect at the time this catalog was approved for printing. Edsel Division of Ford Motor Company reserves the right to discontinue models at any time, or change specifications or design, without notice and without incurring obligation. Some of the items illustrated or referred to are optional at extra cost. For the price of the Edsel with the equipment you desire, see your Edsel dealer.