

THIS IS THE EDSEL

Newest Expression of Fine Engineering from Ford Motor Company



YOU CAN TELL A BLOCK AWAY THIS IS NO ORDINARY CAR



This is the Edsel and there has never been a car like it.

Originality is clearly written in the elegance of its every line. From the vertical accent of its grille to the sweep of its flight deck, here is styling that is clean, crisp and distinctive. You sense this originality, too, in Edsel's

effortless performance—from the minute you take over the driver's seat. For centered in the steering wheel is Edsel's exclusive Teletouch Drive. To go, you simply touch a button and Teletouch does the rest—smoothly, surely, *electrically*. The original advances in useful power and performance will delight you still more. At

the touch of a toe you command a new kind of automotive power—effortless, quiet, unsurpassed for flexibility and responsiveness in any situation you are ever likely to meet on the road.

The Edsel is the result of eleven years of planning and



testing. Indeed, no new car has ever come to you with such a proved background—for example, well over 1,250,000 over-the-road test miles alone. Concentrated in the Edsel is more than a half century of manufacturing experience and engineering skill of Ford Motor Company. But to realize how completely its designers

have spurned the commonplace, how superbly they have created the Edsel, you must drive it. And when you do, you will know why Ford Motor Company has proudly named it after Edsel Ford, the son of its founder. In all its fresh new beauty and all its advanced engineering, *this is the Edsel!*

4 SERIES: CITATION · CORSAIR · PAGER · RANGER

18 MODELS INCLUDING A FULL LINE OF STATION WAGONS

THE MOST CONVENIENT, MOST COMFORTABLE CAR YOU HAVE EVER OWNED



The Edsel Citation 4 Door Sedan



THE EDSSEL CITATION SERIES

You can tell at a glance that Edsel goes its own way—to set a new concept of elegance in line and sculpture. Edsel's new direction styling—from its bold vertical grille to its low flight deck—belongs to the Edsel, and to Edsel alone. On the roads this year, you will never see another car like it.

But however low the Edsel looks, you drive head high. In these advanced new Edsel Citation Series models, Edsel engineers and designers have seen to that. They have provided luxurious accommodations to match the needs of today's new standards of comfort. There's room for your legs to stretch out. And there's

space for your feet. You sit in chair-like comfort, because of low, deeply drawn seats. Your back is luxuriously supported by contour seats that reach to shoulder height. The elegantly framed glass of the windows controls both high and low. Viewing is easy, relaxing, from inside the Citation. Over the hooded

instrument panel reveals a host of new, exciting ideas. For the man who prizes perfection in all he enjoys, for the woman who prefers the personal touch in possession, the Citation is *exactly* new. He will understand the point and purpose of the new instruments on

the panel before him; she will appreciate the jewel-like precision of Edsel's exclusive Teletouch Drive—its convenience to the hand and its swift obedience to command. And you will want to give both in saying, "This car, with such 10 in its line, lives up to its looks in every way!"

UNDER THE EDSEL'S LONG, STRAIGHT HOOD — MORE USABLE



The Edsel Citation Convertible

THE EDSSEL CITATION SERIES

(Continued)

The Edsel is a car of surprises—and you find the chief of them in these long, low Citation models. It is *power*—power uniquely different, far more usable than you've ever known before.

Versatility is its first distinction. You'll find it gentles

you through slow or crowded traffic, cruises effortlessly over the open road, yet masters steepest mountain grades with power to spare. It comes from the Edsel E-475 engine, one of the two most advanced V-8s in the industry—both designed and built exclusively for the Edsel. To command this obedience from behind

POWER THAN YOU HAVE EVER HANDLED BEFORE



The Edsel Citation 2-Door Hardtop

the Citation's wheel is a revelation. You look out over a long, straight hood no higher than the instrument panel before you. Directly in front of you is a major mark of Edsel's difference—exclusive Edsel Teletouch Drive, mounted right in the steering wheel center. Turn the key and put your finger to the Teletouch button—

without lifting a hand from the wheel, you're under way. You lean back against shoulder-cupping contour seats—an exclusive Edsel design—beautifully upholstered in textured fabrics and embellished with bolsters of gleaming, craft-finished vinyls. Interior upholstery and trim have been carefully selected to harmonize with

exterior colors. Here, too, is the luxury of spacious car-wide, floor-deep roominess. It's your invitation to leave care behind—and these Edsel Citation models carry you from concentration to relaxation in silent seconds. Try the Edsel and you'll agree: "There's emphasis on performance but the accent is on elegance."

EDSEL TELETOUCH DRIVE: YOU CAN SHIFT WITHOUT LIFTING A HAND

More than any other car, you can drive the Edsel by touch



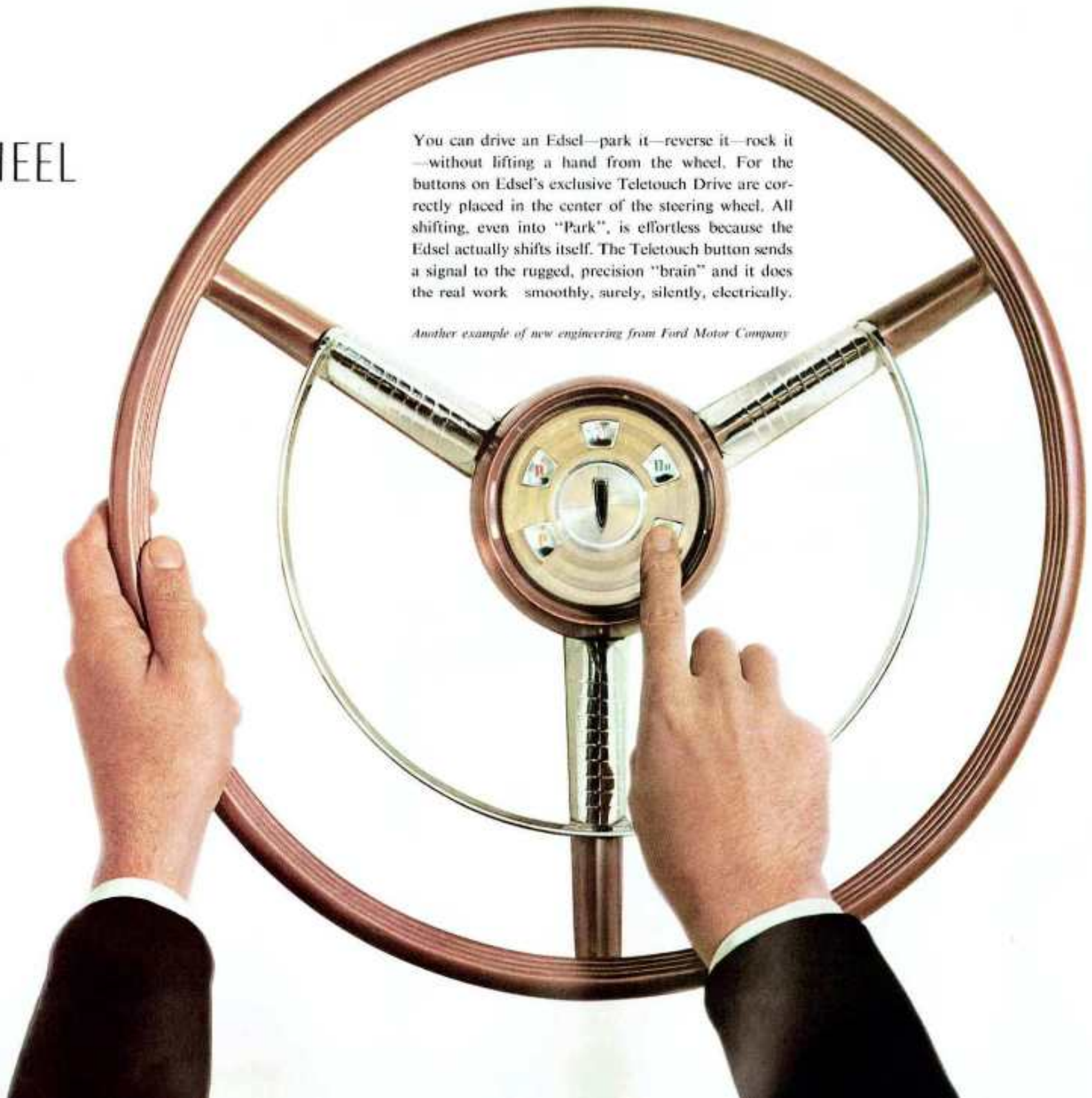
1. **TELETOUCH DRIVE**—You simply touch—and go. For Teletouch buttons require only the slight effort that is needed to make an electrical contact. An actuating motor selects the range and engages the transmission. Teletouch will not obey the "Reverse" button at anything over the speed used for rocking in mud or snow. Even the "Park" button is inoperative above very slow forward speeds. Yet, you can count on engine braking on mountain grades through use of the "Lo" control. And you can start in "Park" without fear of roll-back on grades or you can start in "Neutral". And simply by full pressure on the accelerator you can downshift from cruising speed to second gear for passing—or start off in first gear for safe "getaway". Standard on Citation and Corsair Series; Extra cost on Pacer and Ranger Series.
2. **POWER STEERING**—You maneuver and park with featherlight touch—with Edsel Power Steering. Yet, importantly, as a safety factor, you still have the feel of the road.
3. **POWER BRAKES**—You ease to a stop—surely, safely, at the touch of a toe. Manifold vacuum does most of the pedal-pushing for you.
4. **POWER SEAT**—Simply flick the 4-way switch and the Edsel Power Seat moves in the direction of the switch—up or down, forward or back.
5. **POWER WINDOWS**—For safety as well as convenience, a master control panel, with four electrical switches on the door next to the driver, operates all side windows in the Edsel. Individual switches are also located below other windows for passenger use. For added safety, none can be operated unless the ignition is on.

Power features are available on all Edsel models at extra cost.

FROM THE WHEEL

You can drive an Edsel—park it—reverse it—rock it—without lifting a hand from the wheel. For the buttons on Edsel's exclusive Teletouch Drive are correctly placed in the center of the steering wheel. All shifting, even into "Park", is effortless because the Edsel actually shifts itself. The Teletouch button sends a signal to the rugged, precision "brain" and it does the real work—smoothly, surely, silently, electrically.

Another example of new engineering from Ford Motor Company



YOU CAN SEE WHAT THE EDELSEL LOOKS LIKE — YOU HAVE TO FEEL



The Edsel Corsair 2-Door Hardtop

THE EDELSEL CORSAIR SERIES

The lines and looks that make up Edsel's elegance point to alert performance, too.

In the superb Corsair Series, you'll find a new thrill in Edsel's way with traffic, hills or open country running. Edsel has a special ability for getting ahead in a

hurry. That a car so impressive, so spacious as the Corsair offers so much smoothness with such precise response will amaze you. You'll find it perfectly polite —until it's prodded. And then you'll know that you've never handled so much usable horsepower before. You ride in quiet, too, for from its inception no car has

WHAT IT DOES



The Edsel Corsair 4-Door Hardtop

been so carefully designed for restfulness as the Edsel. Hidden beneath its long hood, under its low roof, and around the passenger area of its handsome steel body is insulation in many forms. It's designed to soak up road noise, hush engine sounds, absorb the roar of passing traffic, make conversation enjoyable.

Along with Edsel's wide doors, load-hungry trunk and easy, over-the-hood visibility, this extra provision for comfort adds to the Corsair's convenience of handling and use. It marks the Edsel as being as great for the sum-total of little things as for the measure of its many major advances. There has never been a car like it!

THE EASEL IS POWERED



BY THE NEWEST ENGINES IN THE INDUSTRY, ITS OWN EDSSEL ENGINES

For the Citation and Corsair Series, the E-475 V-8—Torque: 475; Horsepower: 345



The powerful 410 cubic inch engine, specially designed and built for the Edsel Citation and Corsair Series, sets new standards for performance. Its advanced air induction system, for example, follows an entirely new engineering concept. The E-475 V-8 *breathes* outside air at the most ideal temperature possible. In the winter, for example, it supplies prewarmed air to minimize cold-weather stalling. This makes the E-475 V-8 engine more efficient—more satisfactory to drive under all weather conditions.

A unique 3-stage cooling system also provides fast,

efficient engine warm-up. In cold weather, the flow of coolant is restricted first to the cylinder heads, then to the cylinder block and cylinder heads. And finally, when the engine reaches normal operating temperature, the coolant flows through the entire cooling system. You get peak operating performance with greater economy at all times.

The combustion chamber incorporates the modern wedge-shaped design and, with a high compression ratio (10.5:1), the E-475 engine literally squeezes every ounce of power from every drop of fuel.

For the Pacer and Ranger Series and Station Wagon Models, the E-400 V-8—Torque: 400; Horsepower: 303



The E-400 V-8 engine has the same short-stroke, low-friction characteristics as the E-475—a deep-skirt cylinder block which gives Edsel engines their inherent smooth, powerful performance and long operating life.

The wedge-shaped combustion chamber and the high 10.5:1 compression ratio, as well as the four-barrel carburetor and the direct-flow intake manifold, are all Edsel engine features which provide exceptionally useful reserve performance in every driving range.

You get the same quick engine warm-up in the E-400 V-8 because it is equipped with a temperature-sensitive heat control valve. This directs the gases in the right-hand exhaust manifold around the intake manifold for proper heating of the fuel-air mixture before it enters the combustion chamber.

Whichever Edsel model you choose, you may be sure that its engine is precisely powered to your choice—Citation, Corsair, Pacer, Ranger or Station Wagon.

Another example of new engineering from Ford Motor Company

THE EDESEL ADJUSTS ITS OWN BRAKES



The Edsel Pacer 4-Door Hardtop

THE EDESEL PACER SERIES

The Edsel's big, safe brakes need no periodic adjustment. You adjust them automatically in the course of your day-to-day driving. Every time you drive in reverse and touch the brakes, the simple self-adjusting brake mechanism takes up the slack if adjustment is needed. You get the same pedal "feel" each time you stop.

You will find many things about this Edsel Pacer that are different than any car you have ever driven before. The elegant originality of styling—from the vertical accent of its grille to the sweep of its flight deck, this classic styling is the Edsel's, and the Edsel's alone. But if elegance is the accent, the emphasis is on performance.



The Edsel Pacer Convertible

Under its long, straight hood the Edsel Pacer is powered by the E-400 engine. Combined with ball joint front suspension and Edsel's guard-rail frame, you enjoy a new sense of stability, especially on curves or hills.

Clearly, the Edsel is one of the country's most capable

cars. Yet, with all its outstanding performance features it is one of the country's safest cars, too—by any measuring standard. One small example of the Edsel's regard for your safety: You can pre-set a miles-per-hour dial on the instrument panel which lights up the speedometer in red when you exceed the speed limit selected.

THE EDSSEL EVEN LETS YOU UNLOCK THE TRUNK FROM THE



The Edsel Pacer 2-Door Hardtop

THE EDSSEL PACER SERIES

(Continued)

Any one of the Edsel's outstanding advances—the Edsel engines or Teletouch Drive—would make it one of America's most important cars. And the sum-total of dozens of little things can make the Edsel the most convenient, most comfortable car you have ever driven. For example, on the Edsel Pacer you can have a

switch on the instrument panel that lets you unlock the trunk without the bother of getting out of the car.

You can equip your Pacer with Dial-temp—the single dial that lets you select temperature, quantity and direction of air with one twist of the wrist. A warning

DRIVER'S SEAT



The Edsel Pacer 4-Door Sedan

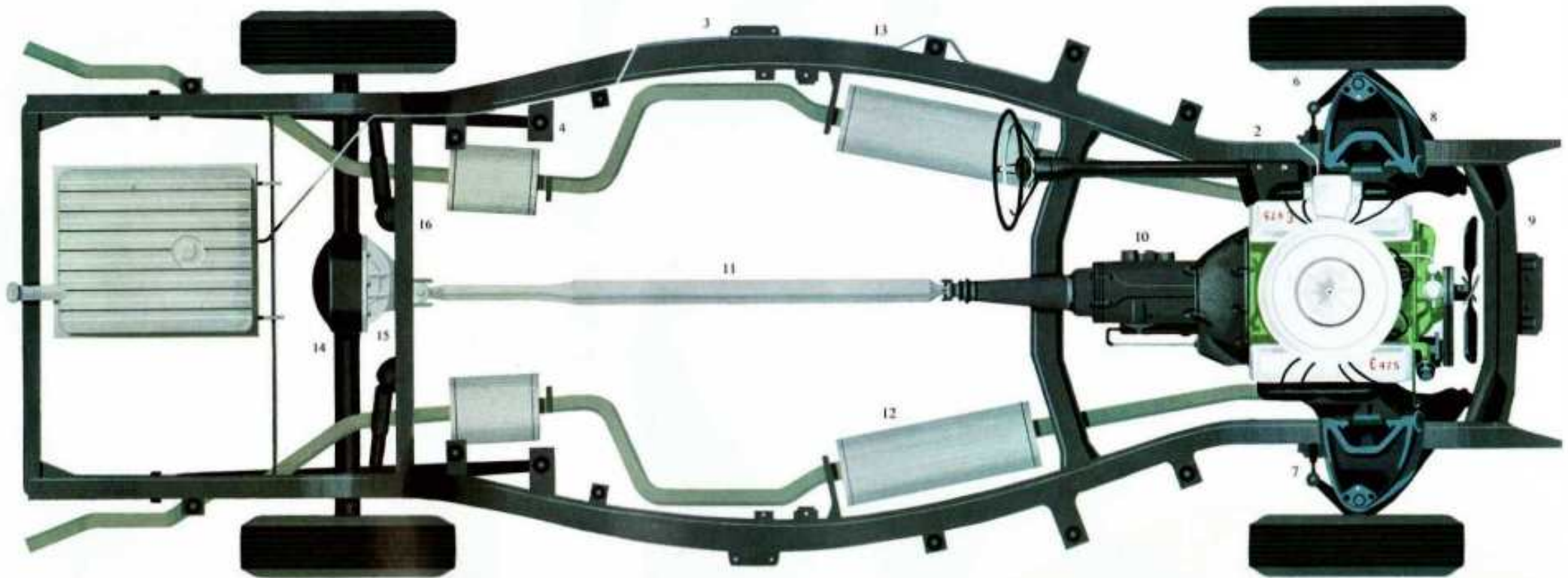
light that flashes when oil is one quart low. Another available Edsel feature is a signal that tells you when the fuel tank is within four gallons of "empty".

But most of all, styling elegance makes these Pacer models exceptional cars to own. The long sweep of the

front fender and the insert scallop that wraps around Edsel's flight-deck design at the rear, emphasize grace and lowness. The sweeping cut of curved wheel openings further highlights Edsel's look of fleetness. This is a new kind of beauty, a new mark of swift mobility in car design, and you find it only in the Edsel.



THIS IS THE FOUNDATION OF



The chassis is the least seen, yet one of the hardest working elements in the Edsel. Whether it is the foundation for the Citation and Corsair, the Pacer and Ranger, or the Station Wagons, each serves as a bridge between the four wheels—carries all the load. The chassis is literally the foundation upon which

almost all of the Edsel's capabilities are built—its ride, its handling, its performance, its safety and ruggedness. All Edsel chassis are designed for great strength and balanced, luxurious ride. In the Edsel, the modern automobile chassis takes its finest form. The features listed below tell how and where and why.

EDSEL PERFORMANCE

1. **EDSEL V-8 POWER**—Edsel's new V-8 engines nest deep within the rugged chassis to give a road-holding low center of gravity. This also serves to keep the drive line low for greater foot- and legroom inside Edsel's spacious bodies.
2. **RECTRULATING BALL AND NUT TYPE STEERING GEAR**—Far less steering effort, reduces operating friction to minimum. Easiest steering short of power assist.
3. **BASIC BOX SECTION FRAME**—Ladder type with welded box section reinforced side rails and 5 rugged crossmembers to resist twisting; helps keep the Edsel body soundly rigid. Sturdy foundation for long-lived, quieter, more restful ride.
4. **LONG REAR SPRING WITH RUBBER BUSHINGS**—Self-cushioning on starts, easy riding on the go. Spring action of both front and rear springs is carefully balanced for even flow over bumps.
5. **14-INCH SAFETY WHEELS**—Special wide-rim design for better sealing of tubeless tires, easier, truer steering, greater stability on curves and turns.
6. **SELF-ENERGIZING, SELF-ADJUSTING BRAKES**—For easier, surer stopping. Brakes adjust automatically to allow for normal lining wear when brake pedal is touched while car is operating in reverse.
7. **POWER STEERING***—Integral torsion bar type available on all cars equipped with Teletouch Drive automatic transmission. Link type available as option on all models with other transmissions including Overdrive*. Both feature safety "road feel" action, reduce effort on slow turns or in parking.
8. **SWEPT-BACK, ANGLE-POISE BALL JOINT FRONT SUSPENSION**—Provides trailing arm type of suspension to help pull front wheels over bumps, smooth out road irregularities. Ball joint design provides better handling, especially on turns, by combining both up-and-down movement and steering action in one.
9. **TORSION BAR TYPE STABILIZER**—Helps keep car level on turns, provides resisting force which helps chuck away.
10. **CHOICE OF TRANSMISSIONS**—Teletouch Drive* (standard on Citation and Corsair Series), automatic drive with lever control*, conventional, and conventional with Overdrive*.
11. **DYNAMICALLY BALANCED DRIVE SHAFT**—Smooth, quiet operation extends universal joint bearing life.
12. **DUAL EXHAUST SYSTEM AVAILABLE**—Standard on Citation Convertible, optional at extra cost on all other models. Peak performance.
13. **"GUARD RAIL" FRAME DESIGN**—Surrounds base of body with husky "guard rail" for greater safety, permits depressed floor pan for more legroom, greater comfort.
14. **HOTCHKISS DRIVE**—Eliminates radius rods, lets rear springs cushion starts and stops.
15. **NEW BOTTOM ORBIT HYPOID GEAR DESIGN**—Lowers drive shaft tunnel in rear compartment.
16. **DIRECT-ACTING TELESCOPIC SHOCK ABSORBERS**—Automatically adjust to the flex of the springs. Provide smooth, positive ride control.

*Optional at extra cost

Further examples of new engineering from Ford Motor Company

THE EDESEL LOOKS EXPENSIVE — BUT IT ISN'T



The Edsel Ranger 4-Door Hardtop

THE EDESEL RANGER SERIES

What does an Edsel cost? The answer will surprise you, for Edsel is priced to meet many budgets.

Prices range widely—from just above the lowest to just below the highest. This Edsel Ranger Series, for example, offers the easiest step upward to Edsel owner-

ship. You pay no premium for its beauty, for though it acts the way it looks, it doesn't cost that much.

In the Edsel Ranger models, you command the Edsel E-400 engine, with a torque rating of 400 pound-feet—your engineering assurance of reserve versatility on



The Edsel Ranger 4-Door Sedan

the road. Horsepower is 303. Displacement: 361 cubic inches. Compression ratio: 10.5 to 1.

In this Ranger Series, you can shift without lifting a hand from the wheel—Edsel Teletouch Drive is available. Touch one of the buttons in the center of the

steering wheel and the Edsel shifts itself—smoothly, surely, electrically. You simply touch—and go.

In it, as in all of Edsel's four series, you have the look of Edsel elegance—from the strong vertical accent of its grille to the graceful sweep of its flight deck.

You enjoy a car whose long, low lines conceal the space-making ingenuity of a flared-out frame. There's headroom to spare in an-Edsel.

So choose any Ranger model and you'll own a car that truly speaks well of you—in every way.

ONCE YOU HAVE OWNED AN EDESEL YOU WILL NEVER WANT TO



The Edsel Ranger 2-Door Hardtop

THE EDESEL RANGER SERIES

(Continued)

Designed to bring a new kind of automobile excellence and elegance to the road, the Edsel Ranger is masterfully engineered, superbly styled.

In its smooth and versatile application of power its engine is as original as the long straight hood that

houses it. This is an engine with the reserve flow of safety power you need for today's driving. Cruising or climbing—you recognize the solid certainty of this finely built automobile.

The Ranger's brakes match its engine, too. They are

CHANGE



The Edsel Ranger 2-Door Sedan

more than just big brakes. They are more than ordinarily safe. You adjust them automatically in the course of your day-to-day driving—whenever you back up and apply the brake to stop.

And no other car looks like the Edsel. From this

Ranger's bold vertical grille to its new flight-deck design are lines that set a new direction in automobile styling—a new concept of elegance. Inside, you find this same fresh approach—in the Ranger's deeply hooded instrument panel with its binnacle-type speedometer, in the separate indicator dial faces and bank

of signal lights, as well as in its modern textured upholstery, color-keyed to each Ranger's exterior finish.

Choose from this Ranger Series and you'll find yourself saying: "Every Edsel line is original, each new Edsel feature is important."

EVERYTHING THE EDESEL DOES, IT DOES IN STYLE



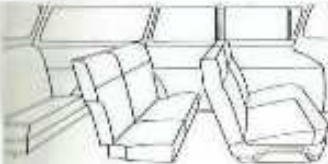
The Edsel 4-Door 9-Passenger Bermuda. (There is also a 6-Passenger Edsel Bermuda.)

THE EDESEL STATION WAGONS

This is the age of the station wagon. It is the car for informal going—for the family tour, the picnic, the shopping expedition, the camping trip. It matches a hundred needs of as many different people—so it takes on many new faces, in five different models, as Edsel presents it. And a single glance conveys the elegance

of individual beauty, the promise of personalized utility to be found in every one.

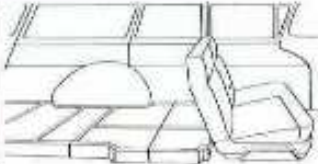
Most important, each one offers true station wagon convertibility—from luxurious passenger car to high-styled cargo carrier—in seconds. They feature space—



In 9-passenger, 4-door wagons, a portion of the second seat folds to let rear-seat passengers enter or leave easily at curb.



Cushions in the third seat may be easily removed and the back support folded down to provide a wide, level floor for loads.



The second seat folds flat to provide still more load space—over 7 ft. 3 in. long; more than 8 ft. 10 in. with tail gate open.



Extra-wide lift-gate area for widest loads, widest sight. Torsion hinge partly opens lift-gate window when latch is released.



The Edsel 2-Door 6-Passenger Roundup



The Edsel 4-Door 6-Passenger Villager. (There is also a 9-Passenger Edsel Villager.)

in headroom, footroom, elbowroom, and loadroom. And they all offer safety—especially the kind valued by families with small children. Third seat passenger entrance and exit is remarkably easy and extra safe. You use only the rear curbside door. You'll find a new measure of riding comfort, stability and road poise,

too—for Edsel wagons are designed to hold the road.

There's no need to compromise riding stability with normal load-carrying demands as in conventional wagons. Ball joint front suspension that handles both steering and up-and-down wheel movement makes

handling easier. Everything in the design of these new Edsel wagons works to make owning and driving them fun over thousands and thousands of miles. Drive the Edsel Station Wagon of your choice and you'll agree: "For show, *and for go*, there's never been a station wagon like the Edsel."

INSIDE AND OUT, EDSSEL COLORS GO TOGETHER ELEGANTLY



In the foreground, the rich interior of the Edsel Citation; in the background, the Citation 2-Door Hardtop itself, in Royal Blue Metallic and Powder Blue. The headlining is embossed white vinyl and the padded instrument panel is dark blue hand-crush vinyl. The seat edge and shoulder bolsters feature light blue hand-crush vinyl while cushion insert offers the contrasting texture of Random Square pattern body cloth in medium blue.



Rich red and gleaming black set off the exterior beauty, and red and gray the tailored trim of this Corsair 4-Door Hardtop. The seat fabric features narrow pleating set off by inserts and bolsters of metallic gray hand-crush vinyl. The lower door panels sparkle with a golden metallic finish, contrasting with both hand-crush vinyl and vinyl fabric. Exterior colors: Edsel Jet Black and Ember Red.



Turquoise and Frost White dramatically stress the long, low lines of the Citation Convertible. The spacious interior is handsomely keyed to the same colors. The deep, soft foam-rubber cushions are tailored in dual tones contrasting a white box pattern insert with turquoise hand-crush vinyl, while the contour seat backs are accented by gold-finish buttons. Colors are Edsel Turquoise with scallop in Frost White.

In the sparkle, tone and textures of Edsel's colors and upholstery, you sense the new trends in automotive styling: brightness, individuality and, above all, color harmony, outside and in.

In Edsel models of every series, color expresses the

final note of their elegance, for both the interior spaciousness and exterior lines of the Edsel display color beautifully. You'll delight in the way that stylists have keyed each interior to contrast or blend harmoniously with the wide range of Edsel single, two-tone, or tri-tone color choices available.

And to women especially, the elegant tailoring of Edsel fabrics and crafted vinyls promises new delight. For this new car, Edsel craftsmen have developed a special flare with upholstery. You can be certain that whatever interior-exterior scheme you select, your new Edsel will speak wonderfully well of you.



Ember Red with Snow White scallop keys the entire color range of this Pacer 2-Door Hardtop. Inside, the restful elegance of the contour seats is set off by contrasting white boxcalf vinyl in triangular pattern and red Chain body cloth. Doors feature a panel of vinyl fabric and a lower panel of red boxcalf vinyl.



Ice Green and Snow White are the colors that set off the elegance of this Ranger 4-Door Hardtop. Inside, these colors are matched by Surf pattern nylon-faced fabric with white boxcalf vinyl trim and cushion edge panels.



Long, low and handsome as this Bermuda Station Wagon is, skilled use of color and decorative materials makes it still more elegant. Exterior is Charcoal Brown Metallic accented by a Snow White scallop. Exterior trim is new Driftwood with chrome accents. Interior features seat back bolster and cushion of Driftwood boxcalf vinyl with textured inserts of Andes pattern washable rayon. Flares are dark brown vinyl-coated rubber and loading area and tail gate are in wear-resistant ribbed vinyl.

NEVER BEFORE SO MUCH THAT'S NEW

On this page, you will find many things that make the remarkable new Edsel different from any car you have ever owned. The list of new Edsel features is long, and here you will find just a few highlight examples: a single dial that lets you select the temperature, quantity and



CONTROL CENTER INSTRUMENT PANEL.—Following advanced aircraft practice, the Edsel panel places instruments, control

switches, and operation warning signals in three parallel horizontal rows. Every unit is clearly visible—right within finger-tip reach. Here—for

your convenience—is integral, centralized mounting, not only for all standard units, but for all optional instruments and controls as well.



VISUAL WARNING LIGHTS.—(Left to right above) Red lights signal oil pressure, generator charging. Also parking brake "on" warning light*; a light* that tells when fuel tank is near empty; a light* that ends need for filling station oil check, by reporting when oil supply is one quart low; green "engine cold" light that stays on till engine warms up; and "engine hot" light that glows red should engine overheat. *Optional at extra cost.



ENGINE TACHOMETER.—This panel-mounted precision instrument reports engine revolutions. The dial is calibrated in hundreds of r.p.m.'s and provides a ready check of performance. Optional equipment.



SPEED WARNING LIGHT SPEEDOMETER.—You simply set the warning dial to the cruising speed of your choice; when you exceed it, speedometer dial lights up in red. Floating compass type dial makes for instant reading—no need to hunt for needle or moving line. Warning light feature is optional equipment at extra cost.



DIAL-TEMP HEATER AND VENTILATION CONTROL.—One dial controls both temperature and ventilation, runs optional air conditioning, too. A turn of the wrist lets you select climate you want. Automatic controls make all adjustments. Extra-cost option.



NEW INSIDE DOOR LOCKS.—Edsel models feature two types of inside door locks, both of which are mounted for easy reach. Citation and Corsair Series are equipped with sliding lock. Position is indicated by the word "Lock" or "Open".



PANEL-MOUNTED COMPASS.—Now you can know directions wherever you are—with a precision compass, designed right into the complete Edsel instrument panel. Optional equipment at extra cost.



NEW SAFETY DOOR LATCHES.—Because they rotate into engagement between specially designed interlocking plates, Edsel door latches not only close easily, but also hold firm against both up-and-down and side-to-side movement.



NEW ROOMINESS AND COMFORT.—Built-in footrests are stamped deeply into Edsel rear compartment floor to add valuable legroom and increase passenger comfort. The inherent rigidity of this formed steel stamping is further increased by spot-welded reinforcements.



CONTROL-CENTER SPLIT SEAT.—The care designers and stylists have taken to provide both driver ease and passenger comfort is emphasized here. Available in Citation, Corsair, Pacer and Bermuda models. It

makes entrance to the rear seat in two-door bodies easier, and in all bodies, provides extra comfort to third front-seat passenger. Another typical example of Edsel's new luxury, convenience and advanced design.



CONTOUR FRONT SEAT.—The added comfort of Citation, Corsair, Pacer and Bermuda series seats comes from their new contour shape. The top portion of the seat back is canted forward to give a form fit to the driver's and passenger's shoulders for additional driving comfort.



SAFETY CONE STEERING WHEEL.—There's safety as well as beauty designed into Edsel's handsome steering wheel. The shape is designed to distribute stress and provides extra safety protection for driver.

direction of air, even air conditioning, with one twist of the wrist; a warning light that tells you when you exceed a pre-set m.p.h. limit; another that flashes when the oil is one quart low; a release that lets you open the luggage compartment from the driver's seat.

Inside, you will sense a new measure of spaciousness—the low floors, the wide, deeply cushioned seats and the great expanse of glass that makes viewing so pleasant. This, too, is the product of Ford Motor Company engineering. Its purpose is to create new stand-

ards of enjoyment, comfort, safety and convenience.

As much as the Edsel's exclusive Teletouch Drive and powerful new V-8 engines, these original features and others like them mark the measure of Edsel's greatness.



MARK OF ELEGANCE—The Edsel's look of mobile elegance is highlighted by the bold vertical accent of its grille. Dual headlights—one set for town driving and highway passing; both sets for

far-reaching highway beam—are housed in crisply defined front fenders that match the long, sweeping hood line. Wrap-around parking lights and turn signal lights are mounted above bumpers.

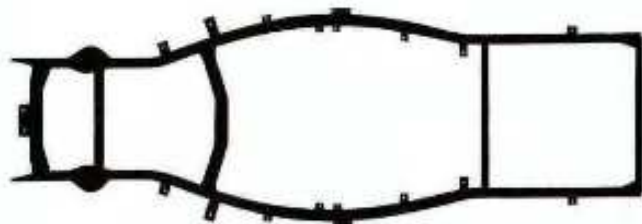


DISTINCTIVE AND DRAMATIC—Edsel's hood emblem is the letter "E", elegantly inscribed in transparent plastic with a concentric-ringed inner disc.



WIDE AND SWEEPING—Edsel's flight deck is a masterful example of sculpture in steel, contrast in color. Its flight-deck contour is emphasized by the unusual wing-

tip taillight assemblies. Incorporated at the outboard tip, outside the deck lid opening at each side, is a brilliant stop light and turn signal combination.



GUARD RAIL FRAME DESIGN—You step into the Edsel and sit surrounded by this massive ladder type box frame that gives added safety as well as a firm founda-

tion for Edsel's poise and stability on the road. Its flared side rail members provide a protective base around the body, permitting a low floor with extra inside "height".



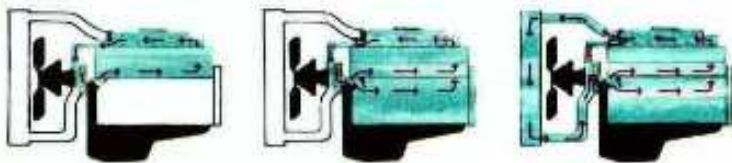
SELF-ADJUSTING—You can count on uniform braking as long as the life of the lining, with Edsel automatic brake adjuster. Every time you put your Edsel into reverse and touch the brakes, they adjust—automatically.



AUTOMATIC REAR DECK OPENER—Dash-mounted key-lock switch opens compartment from driver's seat. Different key opens deck lid from outside. Optional.



INSIDE LOCKING HOOD—The hood of the Edsel is released from the driver's seat as an added protection against tampering with engine, battery and underhood accessories.



THREE-STAGE COOLING SYSTEM—Citation and Corsair models have a special three-stage cooling system. Provides fast, even warm-up for peak cold-weather performance. During warm-up period, circulation is restricted to the manifold and cylinder heads, then circulates

through the engine, and finally, through the entire cooling system. Provides fast, even warm-up for peak cold-weather performance, gives maximum fuel economy and extends engine life.

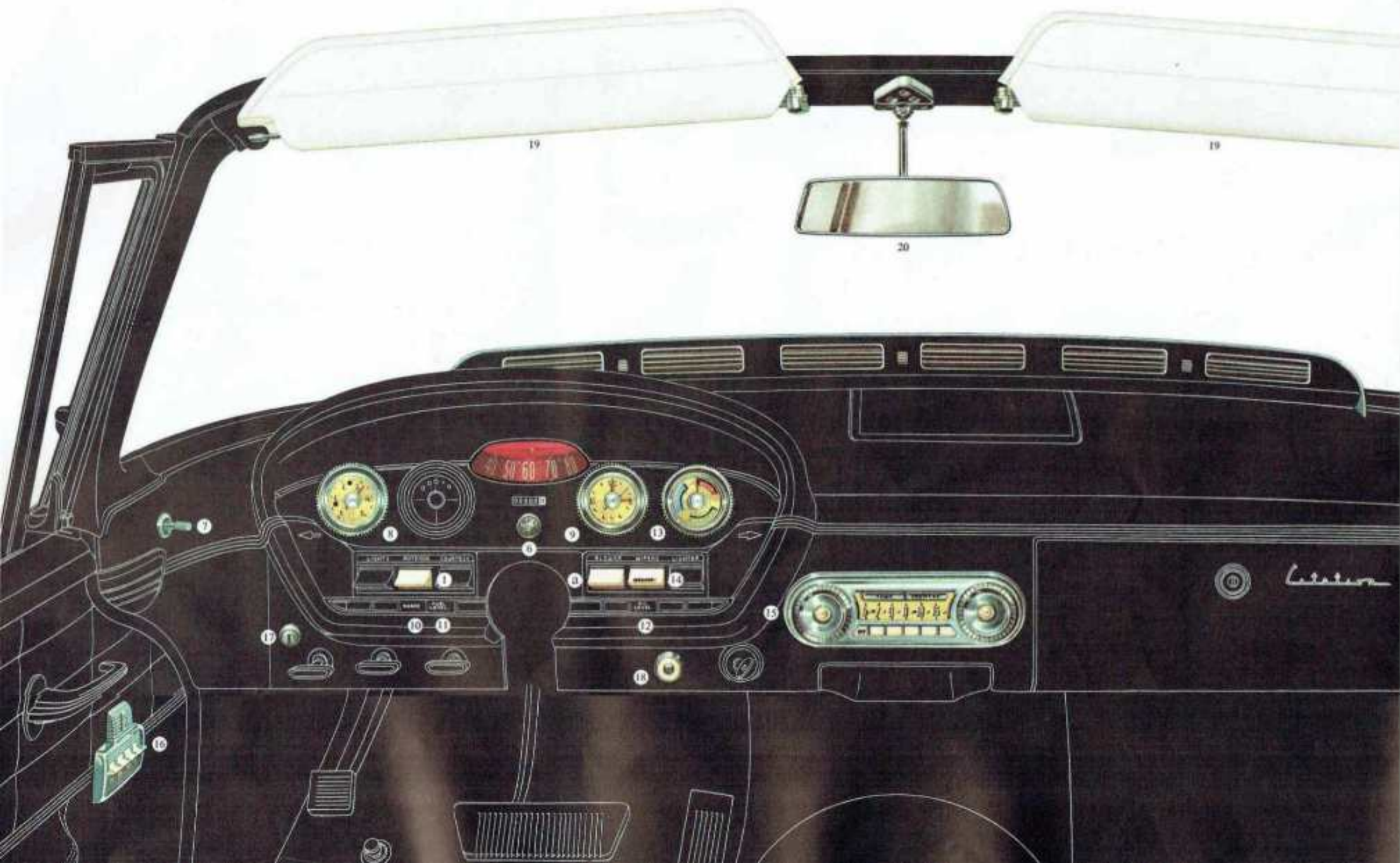


TEMPERED AIR INDUCTION SYSTEM—On Citation and Corsair models, a unique air induction system is used. This system provides the carburetor with air at just the right temperature. In cold weather, air is exhaust-heated for quick warm-up. When the engine is warm, the system switches automatically to cool outside air. In hot weather, the cooler outside air, because it is denser, provides smoother, quieter engine operation.



WATER-WARMED INTAKE MANIFOLD—For quicker peak performance after starting, Citation and Corsair engines are designed with a water jacket in the intake manifold to provide quick engine warm-up as well as more even stabilization of the fuel-air mixture for maximum performance and economy.

FROM THIS WIDE GROUP OF ACCESSORIES
YOU CAN MAKE YOUR EDSEL YOUR PERSONAL CAR



To the long list of known and wanted accessories, Edsel brings not only many new ones, but also a new idea. In the Edsel you can design these accessories into the model you choose to give it a truly personal touch.

The Edsel instrument panel is designed for a whole group of helpful, useful new accessories. You can select a tachometer, a compass, oil *low* and gas *low* warning

lights, or a precision clock—and the instrument panel already provides a handsome setting for their installation. You'll find that this new custom-mounting of Edsel accessories—inside and out—is matched by the quality and precision of every Edsel accessory. You will want to be sure to ask your Edsel Dealer to show you the complete catalog of these optional, extra-cost accessories.



1. **ELECTRIC ANTENNA**—Lets you raise or lower antenna completely at the touch of a switch. Raised position brings in station signals stronger in cross-country driving.
2. **SPOTLIGHT AND MIRROR**—An exterior decorative highlight, and powerful beam, highly useful and simply controlled from inside the car.
3. **RUBBER INSERT BUMPER GUARDS**—A new idea in protecting the finish of bumper. Available for all models except station wagon rear bumper.
4. **WHEEL COVERS WITH APPLIQUES**—Add a dynamic, mobile effect to Edsel's fleet lines.
5. **CURB MOULDING**—Provides the gleam of additional metal and the guard of a protective sheath to protect your Edsel's finish.
6. **SPEED WARNING LIGHT**—Set this accessory at the maximum speed you want, and speedometer glows red when you exceed it. Guards against excess speed when driving in speed-posted areas.
7. **POWER SEAT CONTROL**
8. **TACHOMETER**—A precision instrument that shows engine revolutions at a glance, shows you how your engine performs its work.

13. **DIAL-TEMP AIR SYSTEM**—The most-asked-for improvement in motoring—a single control selector for heating and ventilating (and air conditioning, too, when specified). It's Edsel's Dial-temp system in which you simply rotate the dial to the heating-ventilating combination you want, as indicated by the fixed-position needle on the instrument face. For maximum performance, a separate blower switch (a) is also included.



14. **WINDSHIELD WASHER**—Press the bar and the wipers and twin jets clean off dirt and insects fast and efficiently.
15. **STATION-SEEKING RADIO**
16. **POWER WINDOW CONTROL PANEL**
17. **REMOTE-CONTROL LUGGAGE COMPARTMENT OPENER**
18. **EDEL TOUCH LUBRICATION**
19. **SAFETY-PADDED SUN VISOR**—Part of safety padding installation, on convertible models only. Other models take padded strip above windshield. Safety padding standard on Citation Series.
20. **INSIDE NON-GLARE REAR-VIEW MIRROR**

REAR AXLE: Semi-floating, Hypoid gears. Straddle-mounted pinion, tapered roller bearings. Axle ratios: Pacer and Ranger equipped with conventional transmission, 3.56:1; Station Wagon equipped with conventional transmission, 3.70:1. On all models equipped with Overdrive, 3.70:1; on all models equipped with automatic transmission (except Station Wagon), 2.91:1; on Station Wagon equipped with automatic transmission, 3.22:1.

TYPE: 90° V-8 low-friction type engine with deep crankcase section. Precision-machined alloy iron crankshaft with five main bearings. Autothermic slipper skirt pistons in the E-475 V-8 engine and autothermic full skirt pistons in the E-400 V-8 engine. Overhead intake and exhaust valves.

RATING AND DIMENSIONS: Edsel offers two all-new engines, the E-475 V-8 for Citation and Corsair and the E-400 V-8 for Pacer, Ranger and Station Wagon. E-475 V-8: piston displacement, 410 cubic inches; horsepower, 345 at 4600 r.p.m.; torque, 475 pound-feet at 2900 r.p.m.; maximum compression ratio, 10.5:1; bore, 4.20 inches; stroke, 3.70 inches. E-400 V-8: piston displacement, 361 cubic inches; horsepower, 303 at 4600 r.p.m.; torque, 400 pound-feet at 2800 r.p.m.; maximum compression ratio, 10.5:1; bore, 4.05 inches; stroke 3.50 inches.

FUEL SYSTEM: Four-barrel carburetor standard on both engines. Direct-acting automatic choke. E-475 V-8 equipped with carburetor air induction system. Dry replaceable-element type air cleaner on both engines. Mechanical fuel pump, 20-gallon fuel tank. Fuel filter in both tank and fuel pump.

ELECTRICAL SYSTEM: 12-volt. Low cut-in speed, high-capacity, 35-amp. generator (30-amp. on E-400 V-8 engine). Battery, 12-volt, 78-plate.

IGNITION SYSTEM: Single breaker point distributor with combination centrifugal-vacuum spark advance control. Ventilated distributor breaker points. Weatherproof ignition with 18-mm anti-fouling spark plugs.

VALVE TRAIN: Free-turning overhead valves with hydraulic lifters. Valve diameter: E-475 V-8 intake, 2.09 inches; exhaust, 1.78 inches. E-400 V-8 intake, 2.03 inches; exhaust, 1.56 inches. Silent chain-driven camshaft on both engines.

LUBRICATION SYSTEM: Controlled full-pressure lubrication. Full-flow replaceable-element type oil filter. Rotor type oil pump. Directed-flow crankcase ventilation. Oil capacity both engines: 6 quarts with filter change; 5 quarts without.

COOLING SYSTEM: E-475 V-8: three-stage with water-jacketed intake manifold. E-400 V-8: two-stage system. Both engines: full-length water jacket, centrifugal type water pump, positive action thermostats. Cooling system capacity without heater: E-475 V-8, 22 quarts; E-400 V-8, 18.5 quarts.

EXHAUST SYSTEM: Free-flow manifolds. Dual exhaust standard on Citation convertible, optional at extra cost on all other models.

TRANSMISSION AND REAR AXLE SPECIFICATIONS

AUTOMATIC TRANSMISSION: Torque converter and 3-speed planetary gear train. Torque multiplication ratio through torque converter at stall with E-475 V-8, 2.1:1; with E-400 V-8, 1.9:1. Gear ratios through planetary gear train with E-475 V-8—1st gear, 2.37:1; 2nd gear, 1.48:1; 3rd gear, 1.00:1; reverse, 1.84:1. With E-400 V-8—1st gear, 2.40:1; 2nd gear, 1.47:1; 3rd gear, 1.00:1; reverse, 2.00:1. Available with Teletouch Drive control buttons on all models. Also available with conventional selector lever on Pacer, Ranger and Station Wagon. Oil capacity: E-475 V-8, 11 quarts, 21.5 ounces; E-400 V-8, 11 quarts, 11 ounces.

CONVENTIONAL TRANSMISSION: Selective gear type with three forward speeds. Gear ratios: 1st gear, 2.49:1; 2nd gear, 1.59:1; 3rd gear, 1.00:1; reverse, 3.15:1. Oil capacity, 3.25 pints.

OVERDRIVE TRANSMISSION: Planetary gear train providing 4th forward speed attached to conventional 3-speed transmission. Gear ratio in 4th (or cruising gear), .72:1. Engine speed reduction, approximately 28%. Oil capacity, 4.5 pints.

CLUTCH: (With conventional or Overdrive transmission) Semi-centrifugal, single dry plate. Diameter of clutch face, 11.0 inches.

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



CROSS-COUNTRY GREEN LIGHT SERVICE—One of the advantages of Edsel ownership is the nationwide network of Edsel dealerships. Not only does every Edsel dealer have modern equipment, but his mechanics have been newly trained in Edsel regional training centers or through Edsel's unique mobile training

REAR AXLE: Semi-floating, Hypoid gears. Straddle-mounted pinion, tapered roller bearings. Axle ratios: Pacer and Ranger equipped with conventional transmission, 3.56:1; Station Wagon equipped with conventional transmission, 3.70:1. On all models equipped with Overdrive, 3.70:1; on all models equipped with automatic transmission (except Station Wagon), 2.91:1; on Station Wagon equipped with automatic transmission, 3.22:1.

CHASSIS SPECIFICATIONS

FRAME: Rigid ladder type, flared design. Welded box-section reinforced side rails with five cross-members. Additional X-bracing for convertibles.

FRONT SUSPENSION: Independent ball joint suspension with swept-back design. Rubber bushings for front suspension lower arm pivot points. Coil springs. Direct-acting hydraulic shock absorbers mounted with rubber insulators. Rubber-mounted torsion type stabilizer bar.

REAR SUSPENSION: Hotchkiss Drive with longitudinally mounted, semi-elliptic, 55-inch leaf type springs. On Citation and Corsair: compression type rear shackles. On Pacer, Ranger and Station Wagon: tension type rear shackles. Direct-acting, sea-leg mounted, hydraulic shock absorbers.

STEERING: Recirculating ball and nut type gear. Equal-length tie rods. Over-all steering ratio: on models equipped with standard steering, 31.8:1; on models equipped with optional link-type power steering and conventional transmission or Overdrive, 29.7:1; on models equipped with optional integral-type power steering and automatic transmission, 23.0:1.

BRAKES: Hydraulic, internal expanding type. Self-adjusting. Total effective brake lining area: Citation and Corsair, 212.8 square inches; Pacer, Ranger and Station Wagon, 191.5 square inches.

PARKING BRAKE: Independent mechanical, operating on the rear wheels. Pedal-operated with release handle on instrument panel.

WHEELS AND TIRES: Pressed steel, 14-inch disc wheels. Five mounting bolts per wheel. Tubeless tires: on Citation and Corsair, 8.50 x 14, 4-ply; on Pacer, Ranger and Station Wagon, 8.00 x 14, 4-ply. White sidewall tires optional at extra cost on all models.

DIMENSIONS

CITATION AND CORSAIR: Wheelbase, 124.05 inches. Over-all length (including bumper guards), 218.86 inches. Over-all width, 79.84 inches. Over-all height (4-door hardtop, loaded), 56.83 inches. Tread: (F) 59.38 inches; (R) 59.0 inches.

PACER AND RANGER: Wheelbase, 118.04 inches. Over-all length (including bumper guards), 213.17 inches. Over-all width, 78.82 inches. Over-all height (4-door hardtop, loaded), 56.42 inches. Tread: (F) 59.44 inches; (R) 59.0 inches.

STATION WAGONS: Wheelbase, 116.02 inches. Over-all length (including bumper guards), 205.47 inches. Over-all width, 77.14 inches. Over-all height (loaded), 58.87 inches. Tread: (F) 58.97 inches; (R) 56.40 inches.

OPTIONAL EQUIPMENT (at extra cost)

Automatic transmission with Teletouch Drive; standard on Citation and Corsair, optional on all other models. Automatic transmission with conventional selector lever; optional on Pacer, Ranger and Station Wagon. Overdrive transmission; optional on Pacer, Ranger and Station Wagon. Nine-tube, Station-Seeking radio. Eight-tube, push-button radio. Heater, defroster and ventilation system with Dial-temp control. Air conditioner and heater system with Dial-temp control. Power steering. Power brakes. Automatic luggage compartment opener. Power-operated windows. Four-way power seat. Safety-plus package. Tachometer. Compass. Touch lubrication. Parking brake warning light. Fuel level warning light. Oil level warning light.

EDSEL — NEW MEMBER OF THE FORD FAMILY OF FINE CARS



The emphasis is on performance; the accent is on elegance.