

*Everywhere you look . . . there's something
new, nifty and thrifty about the*

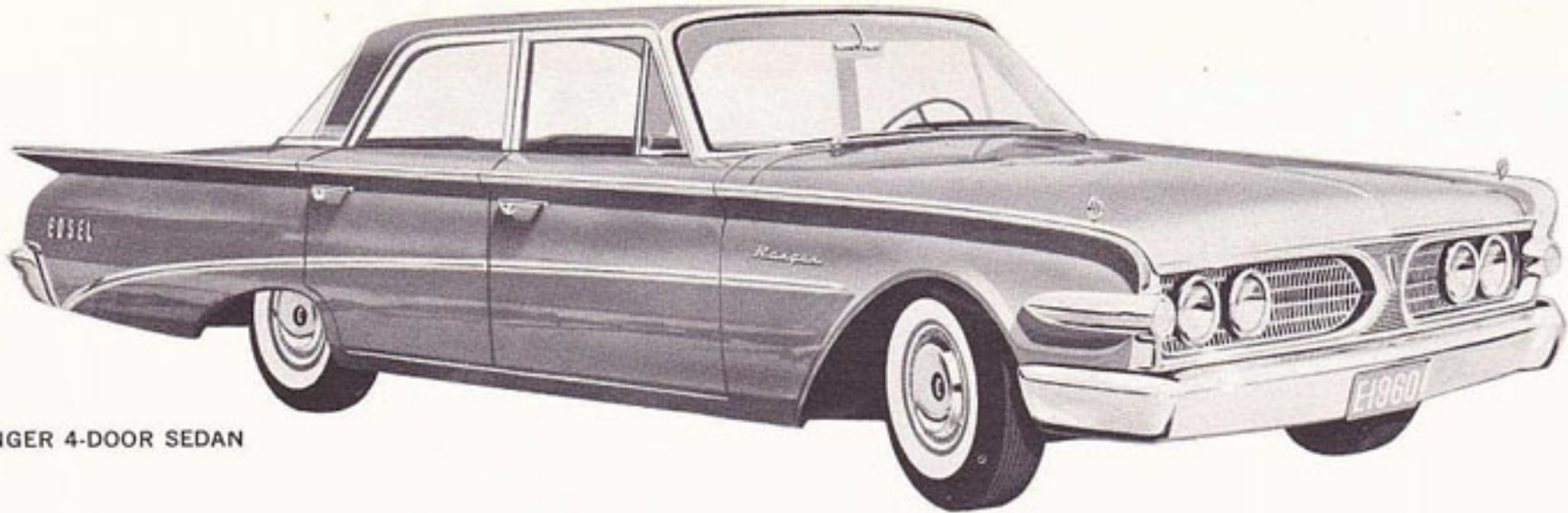
1960 EDSEL



READ THESE "QUICK-FACTS"



EDSEL FOR 1960...*New—Nifty—Thrifty!*



RANGER 4-DOOR SEDAN

Edsel for 1960 is *all-new*—nifty in looks, too!

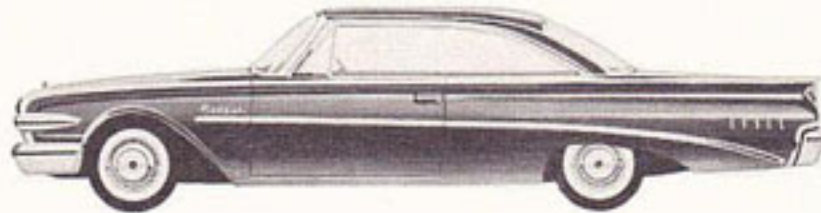
Fresh, youthful design sets Edsel apart from the look-alike styling of other cars in the popular-price field. Outside: crisp, sweeping lines. Inside: luxury-

car smartness with room-to-spare spaciousness for people who have hips and wear hats.

It's easy to own an Edsel—the car that keeps you within your budget so beautifully.



NEW GRILLE STYLING. Distinctive textured grille, one-piece wraparound bumper, and parking lamps surrounded by bright die-cast bezels provide the perfect complement to Edsel's new low, wide, handsome look.



NEW PROFILE DESIGN. When viewed in profile, the 1960 Edsel reflects careful attention to integrated styling—with a fleet-footed feeling of motion even when standing still. Thin-line fender design contributes to its sculpture-like beauty. Increased glass areas create a spacious, airy feeling—afford vision that's practically unlimited as you drive.



NEW REAR-DECK DESIGN. New vertical taillight treatment lends dramatic simplicity to Edsel's completely new rear-end design. New roof styling adds another pleasing touch to this exciting new car.

STYLING

MODELS

RANGER CONVERTIBLE AND VILLAGER STATION WAGON

INTERIOR APPOINTMENTS
BODY AND CHASSIS

ENGINES AND TRANSMISSIONS

EXTRAS AT NO EXTRA COST — OPTIONS AND ACCESSORIES

EDSEL FOR 1960...*New—Nifty—Thrifty!*

1960 EDSEL...*America's Fun Car For Budget-Minded People*



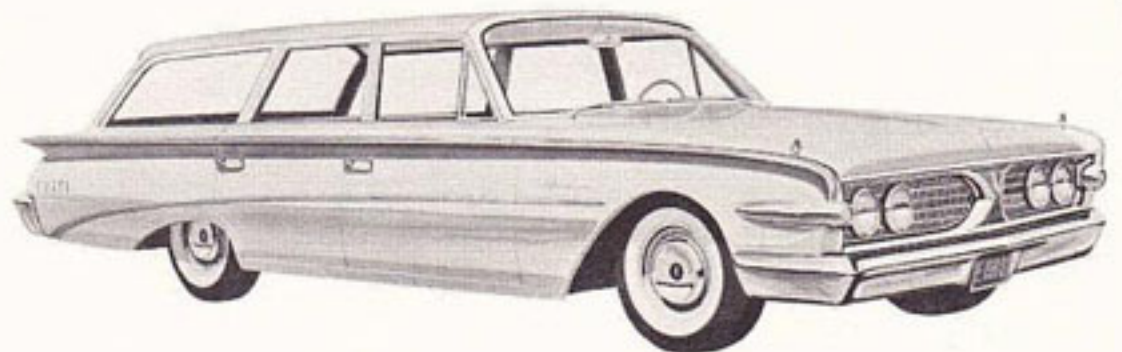
RANGER 2-DOOR SEDAN. Crisp, sweeping lines. Dazzling performance, luxury-car comfort. Decorator-smart interiors. *4-door Sedan also available.*



RANGER 4-DOOR HARDTOP. Fresh, good looks. Here is exceptional design that makes Edsel the most exciting new car for 1960. *2-door Hardtop also available.*



RANGER CONVERTIBLE. Smartest convertible on the road. Trim, youthful. Styled expressly for people who admire sports-car dash with passenger-car comfort.



VILLAGER STATION WAGON. The wagon that combines beauty with practicality. Completely at home for work or play. *Available in 6- and 9-passenger models.*

SOLID AND TWO-TONE EXTERIOR COLOR COMBINATIONS TO SUIT EVERY TASTE

SOLID COLORS

Hawaiian Blue • Cadet Blue Metallic • Sea Foam Green • Sherwood Green Metallic • Buttercup Yellow • Alaskan Gold Metallic • Cloud Silver Metallic • Turquoise Metallic • Turquoise • Regal Red • Bronze Rose Metallic • Lilac Metallic • Sahara Beige • Black Velvet • Polar White

TWO-TONES*

Polar White over Sherwood Green Metallic • 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 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. *All Reversible. Available on all models except Conv.

MODELS

RANGER CONVERTIBLE AND VILLAGER STATION WAGON

INTERIOR APPOINTMENTS
BODY AND CHASSIS

ENGINES AND TRANSMISSIONS

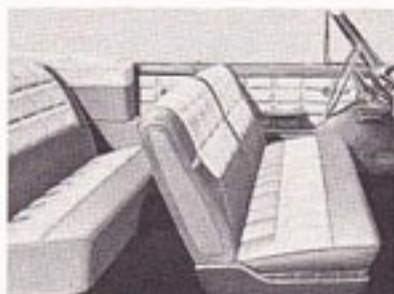
EXTRAS AT NO EXTRA COST — OPTIONS AND ACCESSORIES

EDSEL FOR 1960...*New—Nifty—Thrifty!*

RANGER CONVERTIBLE...*The Car That Says, "Lets Go Places"*



The Ranger Convertible—all the comfort and convenience of a full-size car with true sports-car flavor. Features all the Edsel extras —plus dual-exhaust system with aluminized mufflers and contour seats.



HANDSOME INTERIORS. Eye-catching Moroccan vinyl upholstery—rugged, designed to take hard wear. Completely washable, too. Contour front seats standard on Convertible.



REMOVABLE REAR WINDOW. One quick zip and the sturdy, weather-proof plastic rear window opens or closes. Vinyl-coated top automatically raises or lowers in seconds.

EDSEL VILLAGER...*For Thrifty-Minded People On The Go*



High style that makes the passer-by look twice . . . decorator-smart interiors. Passenger-car ride and comfort . . . 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 Edsel the most practical station wagon investment in the popular-price field.



BIGGEST CARGO CARRIER YET. Over 100 cu. ft. of carrying space. Simply fold the easy-storing second and third seats into the floor and the Villagers are ready to take on anything. Washable vinyl floor.



VENTILATION CONTROL. Added comfort with new ventilation positions on liftgate. Two settings for openings are built into liftgate support arms; can be manually locked in full-open position.

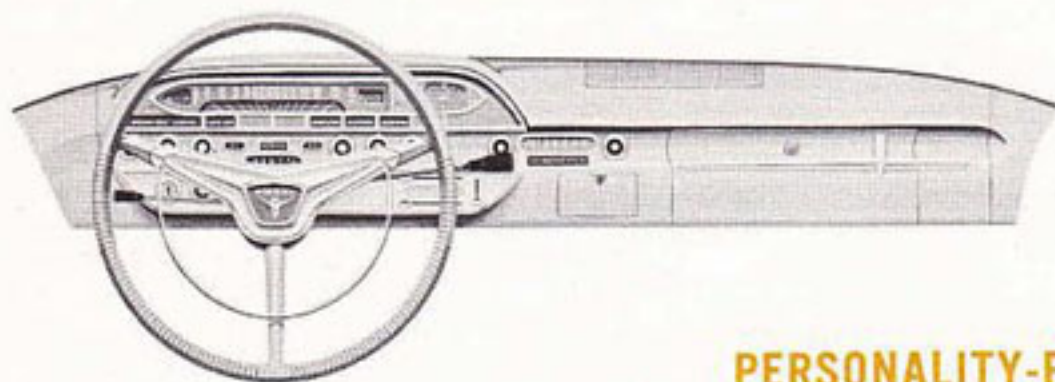
RANGER CONVERTIBLE AND VILLAGER STATION WAGON

**INTERIOR APPOINTMENTS
BODY AND CHASSIS**

ENGINES AND TRANSMISSIONS

EXTRAS AT NO EXTRA COST — OPTIONS AND ACCESSORIES

1960 EDSEL... *Big-Car Luxury At A Popular Price*



Inside Edsel, you are surrounded by interiors of luxury-car proportion. For Edsel is styled with a purpose. Smart good looks combined with conveniently located controls—like the new parking brake release knob located on the functionally-designed instrument panel.

PERSONALITY-PLANNED INTERIORS

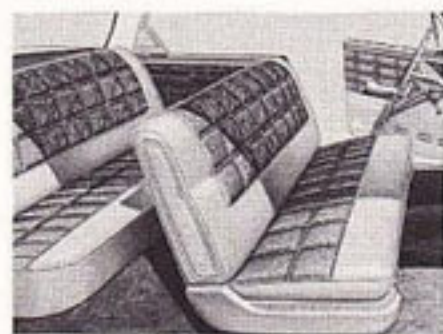


MOROCCAN VINYL AND IVY STRIPE RIB-CLOTH. Beauty and practicality keynote the handsome Ivy Stripe Ribcloth and Moroccan vinyl in Villager Station Wagons. Four color combinations.



ROOM—TO—SPARE SPACIOUSNESS. Six can ride comfortably in this trim, sensibly-proportioned car that doesn't sacrifice an inch of interior space for your comfort. Increased shoulder, hip and leg room.

NOTE: All-vinyl upholstery standard on Convertible and available on Villager Station Wagon.



MOROCCAN VINYL AND CHAMPAGNE CLOTH TRIM. A regal touch to a car fit for a king. Three combinations. Optional on Ranger Sedans and Hardtops. Contour seats standard with this option.



WIDER DOOR OPENINGS. Getting in and out of an Edsel is easy. Elimination of the conventional windshield "dogleg" makes possible a nearly one-foot wider door opening and higher front door entrance.



MOROCCAN VINYL AND PEBBLECLOTH TRIM. Whether you prefer the conservative or gay, carefree colors, you can choose from five combinations. Standard on Ranger Sedans and Hardtops.



CONTOUR SEATS. Edsel's famous contour seats—the ultimate in driving and riding comfort—let you arrive relaxed and refreshed. Standard in Ranger Convertible and with Deluxe Trim Option.

LOTS OF ROOM FOR PEOPLE WHO HAVE HIPS AND WEAR HATS

2-DR. SEDAN—Leg room: Front 45.4", Rear 43.3"; Head room: Front 38.4", Rear 37.7"; Shoulder room: Front 59.5", Rear 61.0"; Hip room: Front 62.2", Rear 63.6". **4-DR. SEDAN**—Leg room: Front 45.4", Rear 43.3"; Head room: Front 38.4", Rear 37.7"; Shoulder room: Front 59.5", Rear 61.0"; Hip room: Front 62.2", Rear 63.6". **2-DR. HARDTOP**—Leg room: Front 45.3", Rear 38.0"; Head room: Front 38.4", Rear 37.2"; Shoulder room: Front 59.5", Rear 60.2"; Hip room: Front 62.2", Rear 63.0". **4-DR. HARDTOP**—Leg room: Front 45.4", Rear 43.3"; Head room: Front 38.4", Rear 37.7"; Shoulder room: Front 59.5", Rear 61.0"; Hip room: Front 62.2", Rear 63.6". **CONVERTIBLE**—Leg room: Front 45.5", Rear 38.8"; Head room: Front 39.1", Rear 38.1"; Shoulder room: Front 59.5", Rear 51.5"; Hip room: Front 62.1", Rear 51.3". **6-PASS. VILLAGER**—Leg room: Front 45.5", Rear 40.9"; Head room: Front 39.5", Rear 40.5"; Shoulder room: Front 59.5", Rear 60.9"; Hip room: Front 62.2", Rear 63.1". **9-PASS. VILLAGER**—Leg room: Front 45.5", Rear 40.0"; Head room: Front 39.5", Rear 37.4"; Shoulder room: Front 59.5", Rear 60.9"; Hip room: Front 62.2", Rear 63.1". **VILLAGER 9-PASS. 3rd SEAT DIMENSIONS:** Head room 35.8", Leg room 44.8".

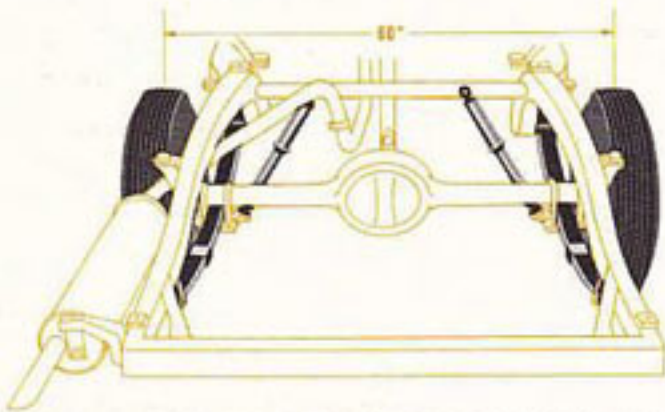
INTERIOR APPOINTMENTS
BODY AND CHASSIS

ENGINES AND TRANSMISSIONS

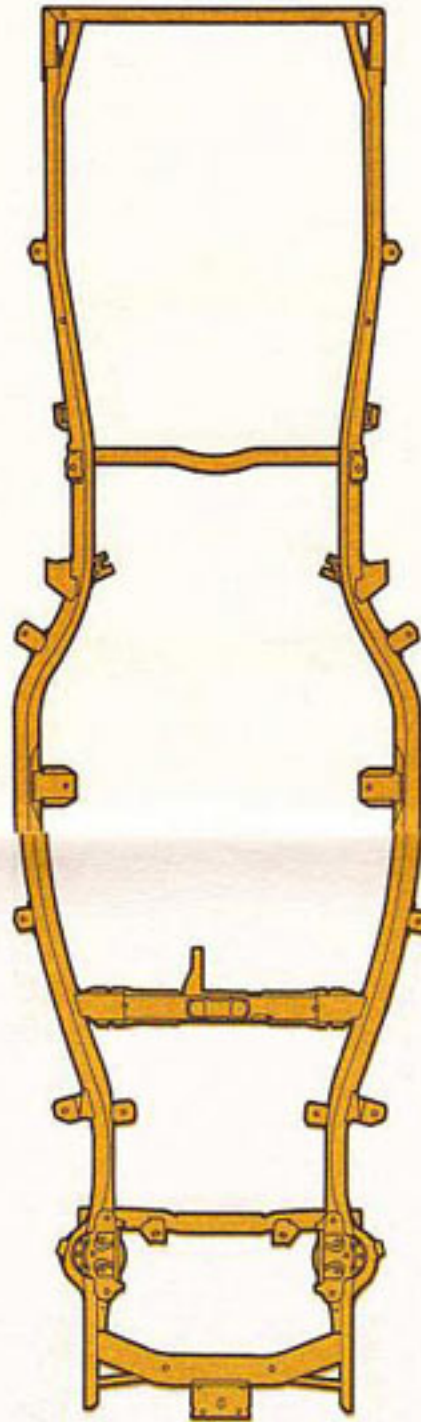
EXTRAS AT NO EXTRA COST — OPTIONS AND ACCESSORIES

1960 EDSEL... *Comfort And Safety Built To Exacting Standards*

Only after exhaustive tests are Edsel body and chassis components integrated into the total car. The 1960 Edsel body, fully sound-conditioned for quieter, more pleasant motoring . . . new guard rail frame design . . . improved Road-Poise ride . . . are the result of Edsel's continuous efforts to produce the finest quality cars possible.



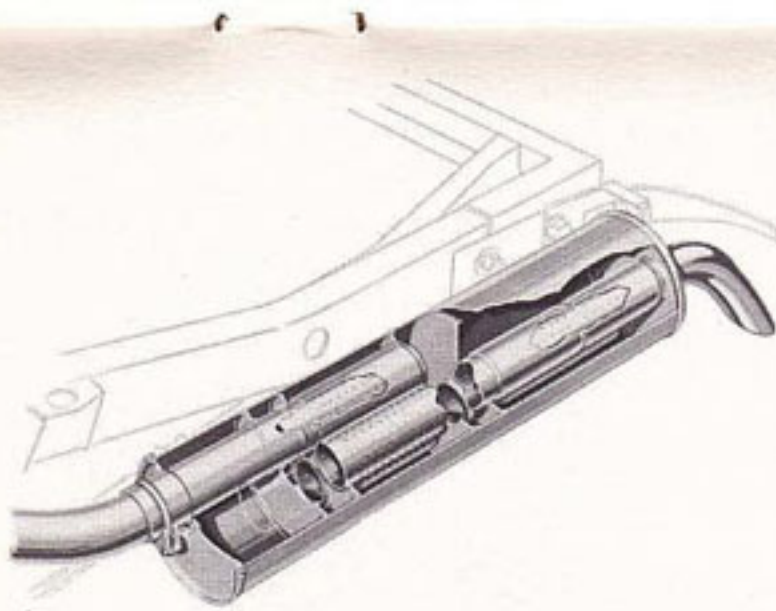
NEW REAR SUSPENSION. 60-inch tread for road-hugging stability. Longer rear springs for softer action—smoother, more level ride. Wider sea-leg mounted rear shock absorbers for greater ride control, less side-sway and more stability.



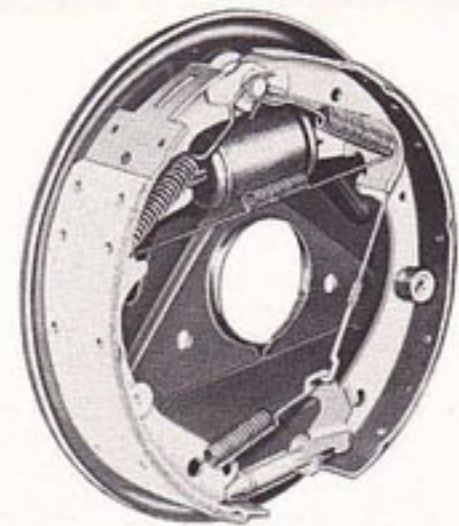
HEAVIER FRAME. Guard rail frame features safety-curve, box-girder side rails for extra strength and rigidity. New cross-members are highly resistant to twisting action— increase overall rigidity of frame for ease of steering, greater roadability.



NEW FRONT SUSPENSION. Edsel's 1960 Road-Poise ride is smoother, softer, more comfortable. New, wider, 61-inch front tread plus redesigned, swept-back, angle-poised ball-joint front suspension smooths out the roughest roads.



NEW MUFFLER DESIGN. Cylindrically-shaped, aluminum-coated rear-mounted muffler is less subject to heat and condensation, resulting in longer muffler life. Rear location eliminates heat transfer to passenger compartment.



BIGGER, SELF-ADJUSTING BRAKES. Ranger models feature 225.6-sq.-in. total brake lining area; Villagers, 248.41 sq. in. Also, increased brake lining area with self-adjusting brake shoes, brake drums designed with new cooling ribs.

BODIES SOLIDLY BUILT... SOUNDLY ENGINEERED

CHASSIS SPECIFICATIONS

GUARD RAIL FRAME: Extra-strong ladder-type construction. Full-length box-section side rails. Special X-bracing in convertible frame. • **FRONT SUSPENSION:** Ball-joint front suspension. Helical-coil front springs. Internally mounted hydraulic shock absorbers. • **REAR SUSPENSION:** Leaf-type rear springs mounted outside frame for greater stability. Hotchkiss Drive, direct-acting, angle-mounted hydraulic shock absorbers. • **STEERING:** Recirculating ball-and-nut type. Overall steering ratio, 31.8:1; with power steering, 25.1:1. • **BRAKES:** Hydraulic internal-expanding type. Self-adjusting.

BODY AND CHASSIS

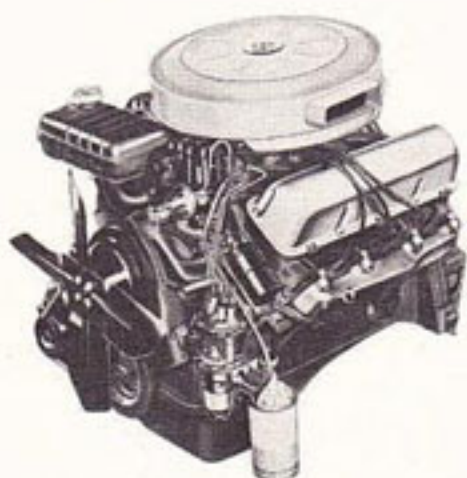
ENGINES AND TRANSMISSIONS

EXTRAS AT NO EXTRA COST — OPTIONS AND ACCESSORIES

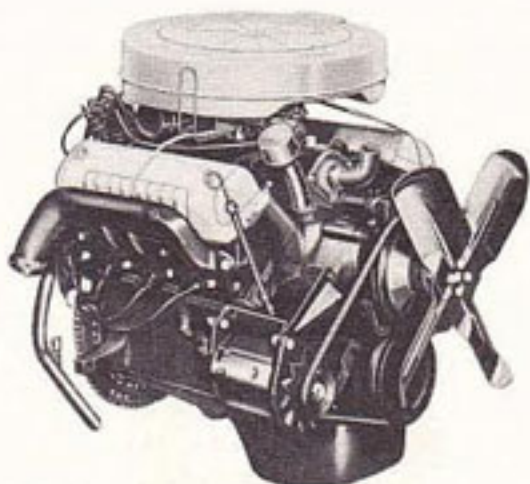
1960 EDSEL...High-Stepping Performance With Saving Ways

Ranger V-8, Economy Six or Super Express V-8 offer sparkling performance and tight-fisted economy. The brand-new Super Express V-8 combines spectacular performance with good fuel economy. Ranger V-8 and Economy Six are tops for balanced power and performance—run best on regular fuel.

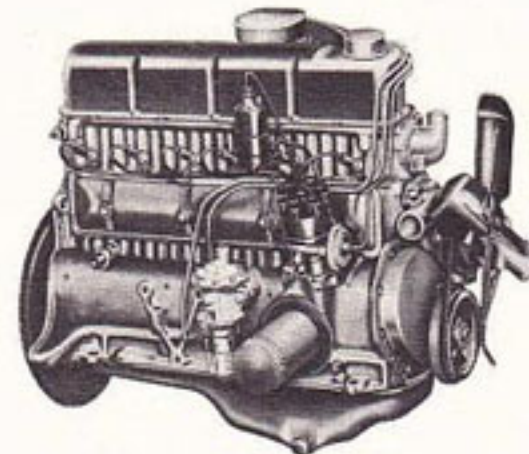
3 GREAT NEW ENGINES



SUPER EXPRESS. Features 4-barrel carburetor with high-performance camshaft. Optional on all models. With Dual-Power Drive or Mile-O-Matic Drive. (Dual exhaust system standard equipment.)

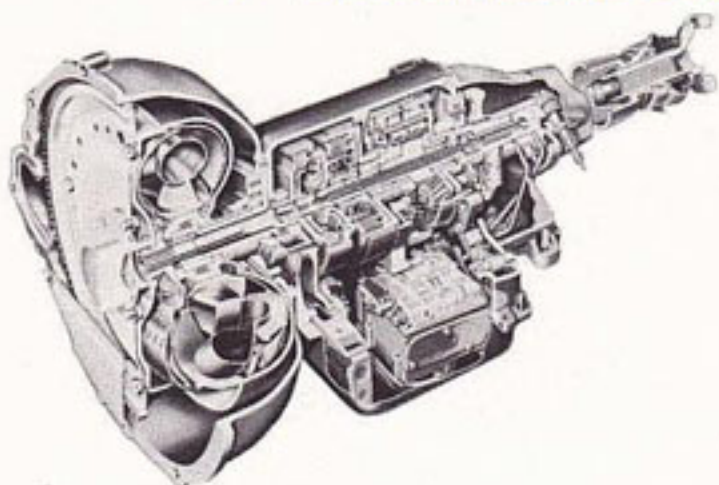


RANGER V-8. Standard on all models. Newly-engineered combustion chambers and spark plug location increase air-fuel turbulence for lower operating cost. With standard transmission or Mile-O-Matic Drive.

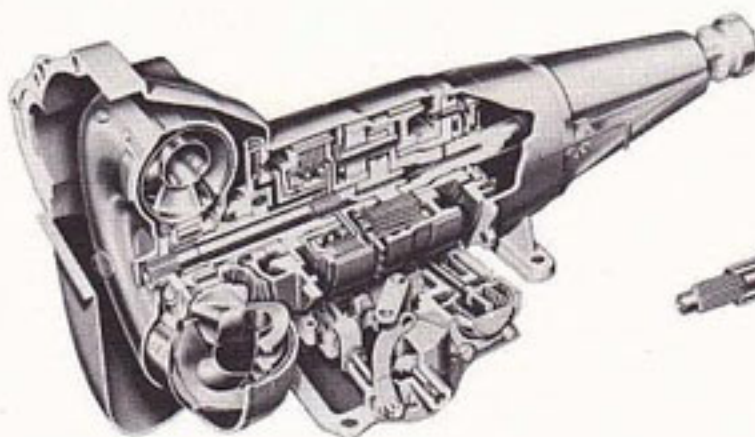


ECONOMY SIX. Available all models except Convertible. New cross-flow radiator; distributor with 3-point breaker plate mounting for smoother operation. With standard transmission or Mile-O-Matic Drive.

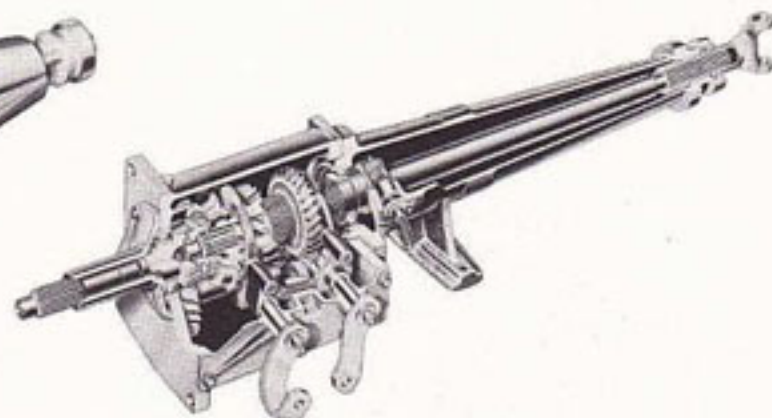
3 TRANSMISSIONS... To Suit Every Driving Need



DUAL-POWER DRIVE. The right answer to your driving needs. D₁ position automatically selects low-gear for greater response and rapid start-up. With Super Express V-8 engine option.



MILE-O-MATIC. A low-cost automatic transmission option. New valve improvements allow smoother down-shifting, increased passing performance and quieter operation. Available with all Edsel engines.



STANDARD MANUAL TRANSMISSION. Second and third driving gears are synchronized, virtually eliminating the possibility of clashing gears when shifting. With all engines except Super Express V-8.

PICK YOUR POWER TEAM

SUPER EXPRESS V-8—Type: 8-cyl. 90° V-type; Displacement: 352 cu. in.; Maximum hp @ r.p.m.: 300 @ 4600 r.p.m.; Maximum torque @ r.p.m.: 381 lbs-ft @ 2800 r.p.m.; Compression ratio: 9.6 to 1. **RANGER V-8**—Type: 8-cyl. 90° V-type; Displacement: 292 cu. in.; Maximum hp @ r.p.m.: 185 @ 4200 r.p.m.; Maximum torque @ r.p.m.: 292 lbs-ft @ 2200 r.p.m.; Compression ratio: 8.8 to 1. **ECONOMY SIX**—Type: 6-cyl. in-line; Displacement: 223 cu. in.; Maximum hp @ r.p.m.: 145 @ 4000 r.p.m.; Maximum torque @ r.p.m.: 206 lbs-ft @ 2000 r.p.m.; Compression ratio: 8.4 to 1.

ENGINE	STD. MANUAL 3-speed	MILE-O-MATIC	DUAL-POWER
Economy Six.....	X	X	NA
Ranger V-8.....	X	X	NA
Super Express V-8.....	NA	X	X

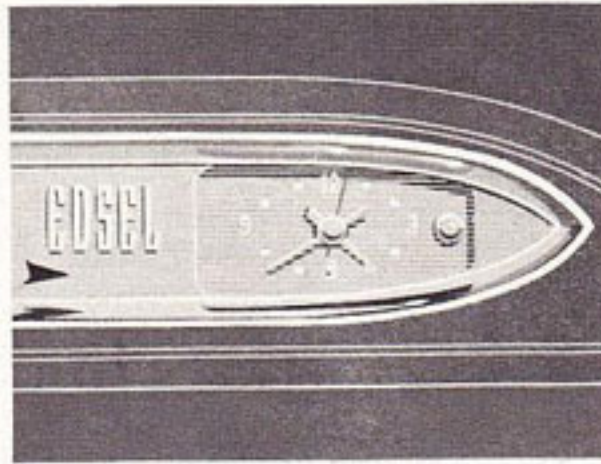
ENGINES AND TRANSMISSIONS

EXTRAS AT NO EXTRA COST — OPTIONS AND ACCESSORIES

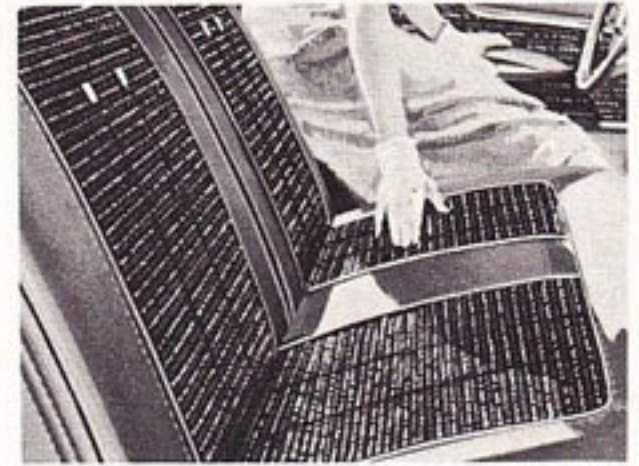
1960 EDSEL...Luxury-Car Extras At No Extra Cost



WALL-TO-WALL CARPETING. Thick, soft, wall-to-wall carpeting adds a touch of elegance in both front and rear compartments. Standard on all models except Villager.



SELF-REGULATING ELECTRIC CLOCK. Smartly styled with sweep second hand. Conveniently located—easy to see from passenger and driver sides. Standard on all models.

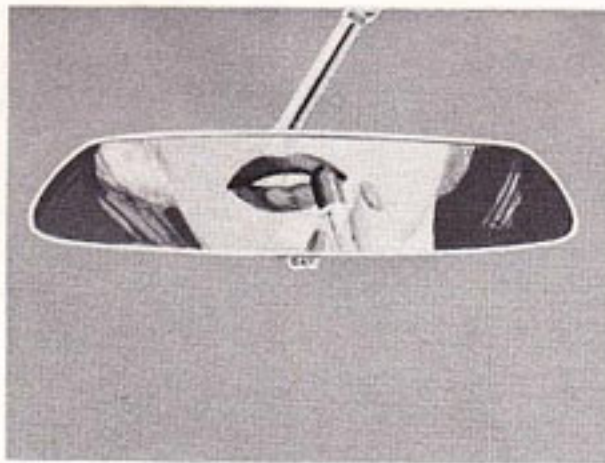


FOAM-PADDED FRONT SEAT CUSHION. Makes driving seem like sitting in an easychair. Ball-bearing front-seat adjustment requires 50% less effort to move to desired position.

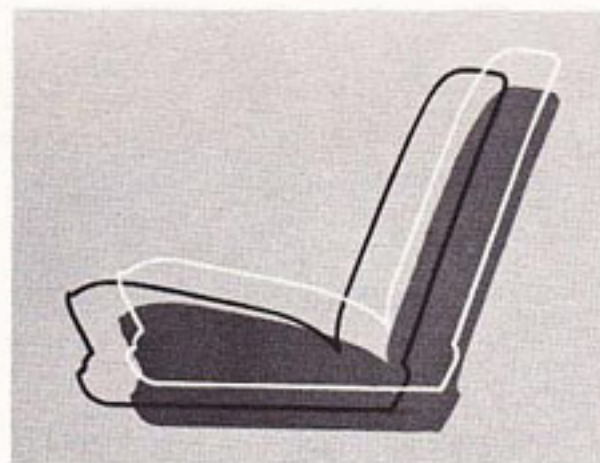
PLUS THESE STANDARD EQUIPMENT ITEMS

185-hp Ranger V-8 engine • Standard manual-shift transmission • 7.50 x 14, 4-ply-rating tubeless tires* • Replaceable-element air cleaner • Disposable oil filter • Power-Booster windshield wipers • Wall-to-wall carpeting—front and rear (except Villager Station Wagon) • Foam-padded front seat cushions • Self-regulating electric clock • Ash tray—front and rear • Cigarette lighter • Arm rests—front and rear • Coat hooks (except Ranger Convertible) • Distinctive exterior chrome trim • Self-adjusting brakes • Safety steering wheel • Safety door locks • Safety glass all-around • Bright metal window mouldings (except Ranger Convertible) • Contour front seats (standard in the Convertible; part of optional deluxe interior trim package available for all models except the Villager Station Wagon).
* 8.00 x 14, 4-ply tubeless tires standard on Ranger Convertible and Villager Station Wagon.

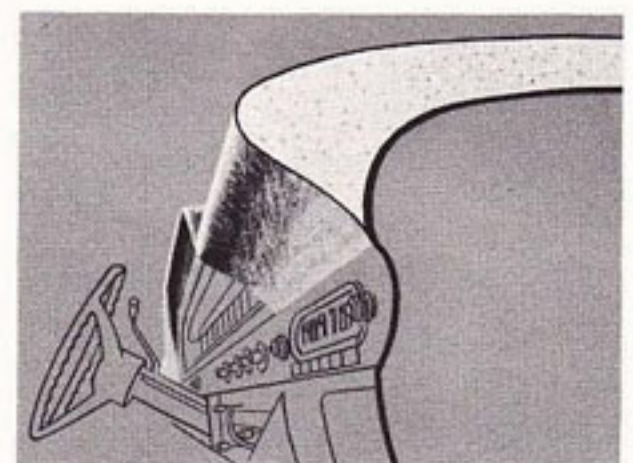
OPTIONS & ACCESSORIES...For Your Added Driving Enjoyment



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



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



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

PLUS THESE OPTIONS AND ACCESSORIES

• Lever-temp air conditioning system • Lever-temp heater and defroster • Polar-Aire air conditioning • Push-button radio • Rear-mounted antenna* • Rear-seat speaker** • Economy Six engine** • Super Express V-8 engine • Mile-O-Matic transmission • Dual-Power transmission**** • Heavy-duty generator • Heavy-duty battery • Extra-cooling fan • Litter bag • Extra-cooling radiator • Heavy-duty shock absorbers • Heavy-duty springs • Heavy-duty tires • Remote-control deck lid opener* • Electric windshield wipers • Windshield washer • Fender skirts • Wheel covers • Wheel cover applique • Rocker panel mouldings • Power steering • Power brakes • Power windows • Power seat • Seat belts • Padded instrument panel • Padded sun visors • Safety rear-door locks • Station Wagon luggage rack • Tinted glass • Courtesy lights*** • Glove-box light • Luggage compartment light • Back-up lights • Parking brake warning light • Inside day-night non-glare mirror • Outside hooded mirror • Outside remote-controlled mirror • Spotlight with rearview mirror • Bright-finish license plate frame • Gold-finish license plate frame • Fuel tank locking cap • Rubber floor mats • Two-tone paint** • Deluxe upholstery trim* • Contour front seats (standard on Convertible and other models with trim option, except Villager Station Wagon).

* Not available on Villager

** Not available on Ranger Convertible

*** Standard on Ranger Convertible

**** Available only with Super Express V-8

EXTRAS AT NO EXTRA COST — OPTIONS AND ACCESSORIES

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.

QUALITY . . . *as only Ford Motor Company can offer you!*

NOBODY GIVES YOU STYLE AND SAVINGS THE WAY EDESEL DOES

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.

LITHO IN U.S.A.