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1960 EDSSEL MAIN STORY

The 1960 Edsel features completely new styling, a new wide-tread, long-spring ride, and a price that is competitive with top models of the "popular three".

Edsel's third year on the market represents its third year of distinct appearance changes. It also marks the lowest, widest, most spacious Edsel in the car's history, Ben D. Mills, Ford Motor Company vice president and general manager of the Mercury-Edsel-Lincoln Division, said.

"We believe the 1960 Edsel will appeal to those who want a distinctive car at a reasonable price," Mr. Mills said. "The discriminating buyer will find the new Edsel gives him excellent quality and value for his money."

The Edsel has been completely redesigned for 1960, and is one inch lower, almost three inches wider and five and a half inches longer than the 1959 model. The tread has been widened by more than two inches at the front wheels and 3.6 inches at the rear to 61 and 60 inches respectively.

Most interior dimensions have been increased for greater passenger comfort. For example, shoulder room has been increased 2.8 inches and 4 inches, front and rear. Hip room is up 1.8 inches in front and 2.4 in the rear seat. And rear seat legroom is 1.2 inches longer.

The increased tread, together with a lower center of gravity, make the Edsel one of the most road-hugging cars in the industry. Because of this stability, an Edsel would have to be tilted at an angle of 62 degrees or have its outside wheels lifted more than four feet off the pavement for the car to tip over.

Edsels are offered in two series for 1960 - the Ranger and Villager. They include the Ranger two and four-door sedans, the two and four-door hardtops, and the convertible, and the Villager six and nine-passenger station wagons. Both wagons are four-door models.

Edsel has a new body for 1960 and the styling changes are more than skin deep. For example, the "dogleg" has been eliminated by moving the windshield post forward 10 inches to allow the driver or front seat passenger to enter and leave the car without hazarding a bumped knee. Visibility has been increased 17% in the front windshield and 63% in the back window.

Wheelbase of the station wagon has been increased two inches to equal the passenger car 120 inch wheelbase. As a result, Edsel wagons are much more spacious. With all three seats installed, there still is more than a yard of floor space behind the third seat for storage. If the vinyl-covered foam rubber cushions that make up the third seat are removed, there are 70.5 inches of floor space available.

The Edsel buyer has a choice of three engines and three transmissions, all improved over their 1959 counterparts.

Basic engine for all Edsels is the 292 cubic inch 185 h.p. Ranger V-8. This engine operates on standard gasoline and incorporates a number of improvements for greater economy.

High performance engine for the Edsel line is the 300 h.p., 352 cubic inch Super Express V-8, which operates best on premium fuel. This extra cost option can be ordered in any Edsel.

For the buyer who wants maximum economy, Edsel offers its 223 cubic inch 145 h.p. six cylinder engine.

The transmission lineup includes the dual range Dual-Power Drive and the two speed Mile-O-Matic automatics, and a manual gear box.

Engine-transmission combinations available suit every driving need. The Ranger V-8 can be combined with either Mile-O-Matic or three-speed manual transmission. The Super Express may be ordered with the Dual-Power Drive or Mile-O-Matic transmissions. And the Economy Six comes with the Mile-O-Matic or manual transmissions.

The new Edsel styling is characterized by simplicity and good taste in ornamentation, and eager curves to the body lines, giving the car a feeling of motion and alertness. A stainless steel strip outlines the leading edge of the fenders and flows back to the outswept finial. Outboard of the grille and recessed in these strips are the parking lights. The center of the die-cast honeycomb grille modifies past vertical treatments into a modernistic hourglass shape which is embellished by the Edsel emblem. The "going away" view of the Edsel also has a different treatment from past models. Tail lights and backup lights are set in upright oval nacelles which are contoured in the sheet metal of the upper quarter panel.

Edsel passenger cars are styled in two contrasting roof lines. The Ranger two-door hardtop has a unique "fast-back" treatment with an unbroken flow of line on the roof and rear window areas. Other models have a more pronounced wraparound effect in the rear window.

The hood of the new Edsel is the widest in the car's history and extends to the crowns of the fenders. The wide hood design not only makes the engine compartment much more accessible for service personnel but results in stronger fenders.

An important result of Edsel's new design is its greatly improved big-car ride. This is made possible by:

1. Widening the tread.
2. Lengthening the frame.
3. Lengthening the rear springs, which now are believed to equal the longest, widest springs on any 1960 passenger car.
4. The rear springs, which are five feet long, are attached to the axle off center so that the shorter length of spring is ahead of the axle. This makes the front part of the spring stiff to prevent windup during acceleration while the rear part of the spring is free to flex for better riding.

Brake lining areas have been increased more than 17% on passenger cars and 28% on station wagons. The self-adjusting brakes, standard on all models, have unique custom tailored linings. A specially blended compound, riveted lining is used for conventional cars. Station wagons have a unique compound riveted lining. Where fade characteristics are important, such as in police cars, unique premium compound riveted linings are available.
