

1949 Ford Custom

2dr Convertible Club Coupe · 8-cyl. 239cid/100hp 2bbl

#1 Concours condition

\$65,500

▾ -4.9%

#2 Excellent condition

\$44,700

▾ -8%

#3 Good condition

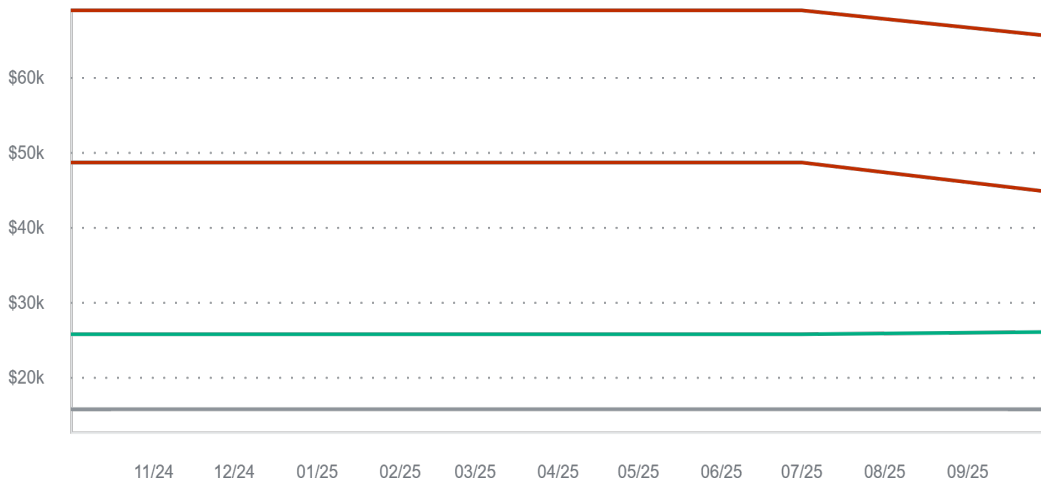
\$26,000*

▴ +1.2%

#4 Fair condition

\$15,700

○ 0%



NOTE: The chart displays price changes for the last year.

Model description

When Ford introduced its new model for 1949, the car represented the Blue Oval's first clean-sheet design since World War II. In fact, it was the first postwar sheet metal shown by any of the Big Three. Everything about the 1949 Ford was new, except for the wheelbase and the powertrain.

For the new car, Ford utilized a ladder-type frame and front independent suspension via coil springs and A-arms, and a Hotchkiss rear end with live axle and leaf springs. Power came from two tried and true engines: the 226-c.i. L-head straight-six or the 239-c.i. Flathead V-8, which produced 100 hp. All cars carried three-speed manual transmissions with optional overdrive, as Ford lacked an automatic of its own.

Two trim levels were offered: Standard and Custom. Both were offered with the L-head or optionally with the V-8. Six-cylinder Standards included Tudor and Fordor sedans, along with business and club coupes, while Customs eliminated the business coupe but added a two-door convertible, as well as a two-door wood-bodied wagon.

From a styling standpoint, the new Ford's adopted slab sides, wrap-around bumpers, minimal trim, and bullet-adorned grille set it apart from most other cars on the road.

Despite a relatively hastened period of design and development, along with teething issues associated with such an abbreviated process, the new Fords were a hit, with 1.1 million units sold.

For 1950, Ford worked out many of the noise and handling issues found in the first-year cars. Trims were renamed Deluxe and Custom Deluxe. The club coupe was dropped from the Deluxe series, and the convertible was now offered only in V-8 Custom Deluxe spec. New to the lineup was the Crestliner, a Custom Deluxe Tudor that added special elements above and beyond the regular model, including two-tone paint and a unique canvas-covered roof.

*Please note: All prices shown here are based on various data sources, as detailed in [About Our Prices](#). For all Hagerty clients: The values shown do not imply coverage in this amount. In the event of a claim, the Guaranteed Value(s)[®] on your policy declarations page is the amount your vehicle(s) is covered for, even if the value displayed here is different. If you would like to discuss your policy, please call us at 877-922-3391.

The cars received a slight restyle in 1951, including a new grille, as well as revised dashboards. The two-door wagon was renamed the Country Squire, and a hardtop coupe joined the lineup as the Custom Deluxe Victoria. Perhaps most importantly, Ford offered its first automatic transmission—the three-speed Ford-O-Matic.

By 1952, Ford gave its cars a more squared off look, along with an ever-increasing list of refinements. But the first new batch of postwar cars, known as “shoebox Fords,” did an excellent job to keep the company at the top of the sales charts alongside Chevrolet, and today remain iconic classics.

Body styles

2dr "Woody" Station Wagon 2dr Club Coupe 2dr Convertible Club Coupe 2dr Sedan
 4dr Sedan

Engine types

8-cyl. 239cid/100hp 2bbl

1949-1951 Shoebox Ford stats

Highest sale	Lowest sale	Most recent sale	Sales
\$151,250	\$460	\$27,300	349

Vehicle's condition classification

#1. Concours

#1 vehicles are the best in the world. Imagine the best vehicle, in the right colors, driving onto the lawn at the finest concours. Perfectly clean, the vehicle has been groomed down to the tire treads. Painted and chromed surfaces are mirror-like. Dust and dirt are banned, and materials used are correct and superbly fitted.

#2. Excellent

#2 vehicles could win a local or regional show. They might even be former #1 vehicles that have been driven or have aged. Seasoned observers will have to look closely for flaws but will be able to find some. The paint, chrome, glass and finishes will all appear as excellent. The vehicle drives as a new vehicle of its era would.

#3. Good

#3 vehicles drive and run well but are not used for daily transportation. The casual passerby will not find any visual flaws, but these vehicles might have some incorrect parts. #3 vehicles could possess some, but not all, of the issues of a #4 vehicle, but they will be balanced by other factors such as fresh paint or a new, correct interior.

#4. Fair

#4 vehicles are daily drivers, with flaws visible to the naked eye. The chrome might have pitting, the windshield might be chipped and perhaps the body has a minor dent. Imperfect paintwork, split seams or a cracked dash might be present. No major parts are missing, but there might be non-stock additions. A #4 vehicle can also be a deteriorated restoration.