

1953 Mercury Custom

2dr Sport Coupe . 8-cyl. 255cid/125hp 2bbl

#1 Concours condition

\$34,300

0%

#2 Excellent condition

\$24,000

0%

#3 Good condition

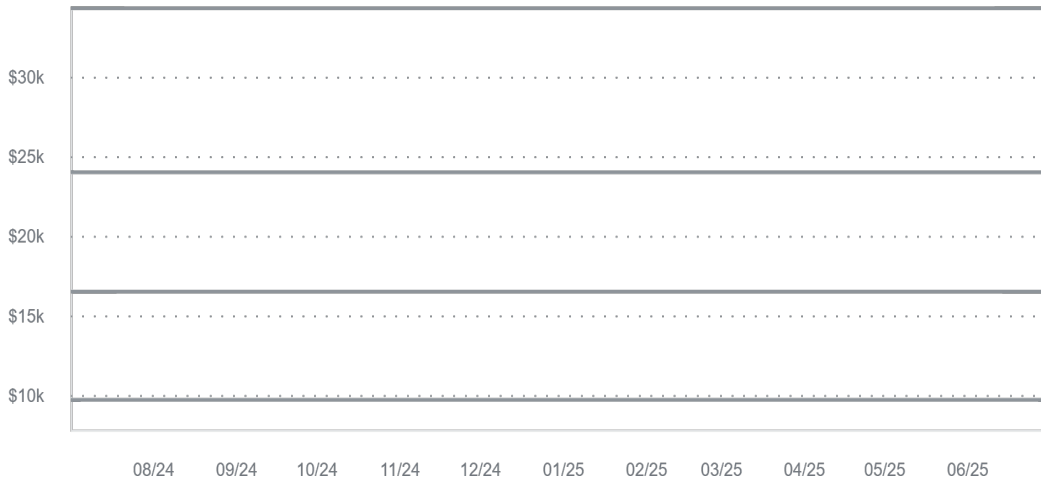
\$16,500*

0%

#4 Fair condition

\$9,700

0%



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

Model description

Ford completely redesigned its cars for 1952, including the Mercury lineup, and the cars now sported a taller, square shape with larger greenhouse. Front and rear glass was now curved, keeping up with the modernization of design, and an entirely new grille and brightwork were employed. The Mercury L-head eight-cylinder engine still displaced 255 cid, but now produced 125 hp. For the first time, the Custom line did not include the upscale Monterey, which became its own model. Also gone for the 1952 Custom was a convertible body style, which went with the Monterey, and a two-door station wagon, which evolved into a four-door. A two-door sedan was also new this year.

On the outside, the Mercury Custom was greatly changed. The famed waterfall grille was replaced with a more understated and contemporary unit. Front and rear fenders, and the hood were all slightly less bulbous and more unified. A small taillfin appeared at the rear. Overall, the look was closer to the 1952 Lincoln than the same year Fords.

Changes were few for the 1953 model year, being mostly limited to small exterior and interior tweaks to visually differentiate the Custom from the 1952 model. The station wagon was dropped this year, and numerous new exterior colors were introduced. The two-door sedan this year cost nearly \$2,200, which was \$460 more than the Ford counterpart.

The Custom received a revamped engine in 1954, with a brand-new overhead-valve V-8 motor, displacing 256 cid. It generated 161 hp and featured a 4-barrel Holley carburetor. The Merc-o-Matic transmission was beefed up this year as well, and the Custom's front suspension went from coil springs to a ball-joint set-up.

The 1955 Custom was wider and lower than the previous year, and a station wagon was once again available. The base Custom V-8 engine was punched out to 292 cid, and it now generated 188 hp. An optional Power Pack four-barrel carb could be ordered for \$225, and it raised power output to 198.

*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.

