

1953 Mercury Monterey

2dr Convertible · 8-cyl. 255cid/125hp 2bbl

#1 Concours condition

\$65,700

▾ -12.6%

#2 Excellent condition

\$32,200

▾ -12.5%

#3 Good condition

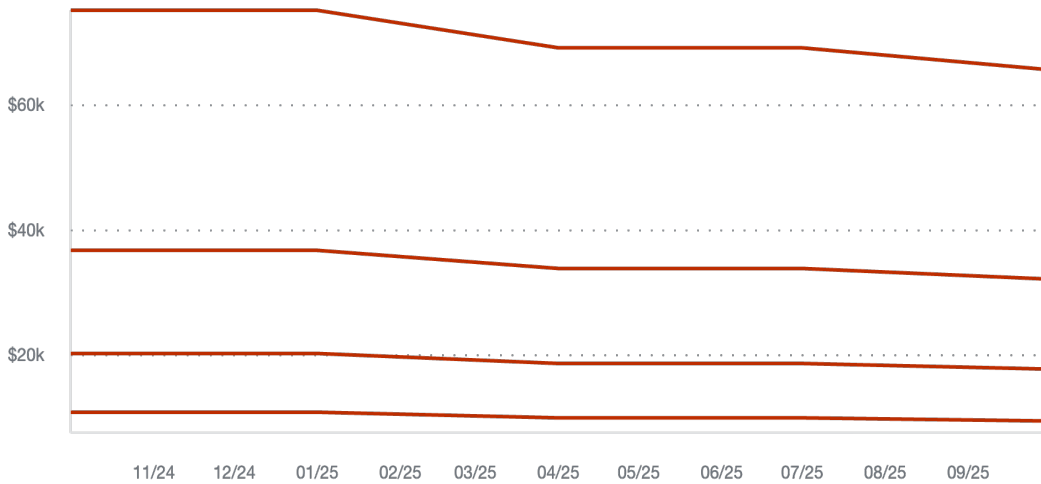
\$17,800*

▾ -12.3%

#4 Fair condition

\$9,500

▾ -12.8%



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 in its two-year existence, the Monterey became its own model.

The 1952 Mercury Monterey could now be ordered in more body styles, with a convertible and a sedan joining the popular hardtop coupe. The sedan was priced at \$2,115, while the coupe cost \$2,225, and the convertible was the most expensive Monterey at \$2,370. In all 24,453 Monterey coupes were sold and 5,261 convertibles.

The Monterey line received various small exterior tweaks, as well as a station wagon body, which featured faux wood side trim. Numerous new exterior colors were introduced, with matching interiors in new materials. Sales remained strong for the Monterey.

Mercury revamped its engine in 1954, and debuted 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 Monterey's front suspension went from coil springs to a ball-joint set-up. Echoing Ford's new Crestline Skyliner, was the Mercury Sun Valley coupe, which carried a green-tinted Plexiglas roof to an airy effect, though these cars were notoriously hot on sunny days.

The 1955 Monterey was wider and lower than the previous year, and the model remained Mercury's best seller despite receiving a new sibling in the Montclair, which claimed the Monterey's convertible and Sun Valley body styles. The Monterey's V-8 engine was punched out to 292cid, and it now generated 188 hp.

*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.

Mercury added yet another model in 1956 – the Medalist – but the Monterey was still the mainstay, selling more than 100,000 units. The car was an updated and re-trimmed version of the 1955 model, but had a 312-cid, 210-hp V-8 engine. The Monterey also gained four-door “Sport” and hardtop sedan. The 1956 model year was the last conservative year for the U.S. auto industry from a design standpoint until about 1963, as designs would become progressively more extravagant. The 1957 Monterey was a complete redesign that would further differentiate Mercury from its corporate siblings and introduce more iconic 1950s styling cues.

Mid-1950s Montereys are good first-time collectible cars, mainly because they are suitable for daily driving and can be ordered in an array of nice period colors. Their modest proportions are also a nice change when compared to later years. Mechanicals are straightforward, though some trim pieces can be hard to source. Mercury coupes in general sold well when new, but locating an example that is bone-stock original can be a saga today since these models have long been popular choices among customizers.

Body styles

2dr Convertible 2dr Hardtop Coupe 4dr Sedan 4dr Station Wagon

Engine types

8-cyl. 255cid/125hp 2bbl

1952-1956 Mercury Monterey stats

Highest sale	Lowest sale	Most recent sale	Sales
\$118,250	\$1,150	\$14,482	250

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.