

# 1951 Mercury Series 1CM

2dr Convertible . 8-cyl. 255cid/112hp 2bbl

#1 Concours condition

**\$85,600**

▼ -1.9%

#2 Excellent condition

**\$65,700**

▼ -3%

#3 Good condition

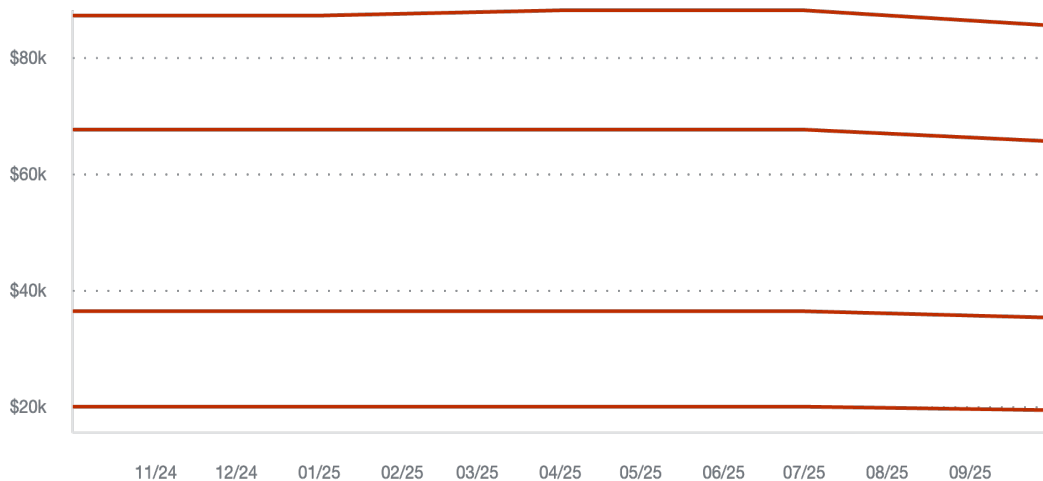
**\$35,400\***

▼ -3%

#4 Fair condition

**\$19,500**

▼ -3%



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

## Model description

Mercury received all new, true postwar styling starting with the 1949 model year, and nearly everything was changed when compared to the 1948 models. The cars were swoopier and sleeker, wider and lower, and had a completely new front look. Furthermore, they were no longer dressed-up Fords, but instead stand-alone designs that shared as much with Lincoln as with Ford's model line. Pricing was aimed at the mid-market consumer, with a standard coupe costing just under \$2,000. This was competitive with offerings from Buick, Oldsmobile, and Chrysler, and DeSoto.

In addition to a new look and identity, the Mercury engine grew in displacement to 255 cid, and horsepower grew from 100 to 110. The suspension set-up placed coil springs in the front and leaf springs in the back. Shifting was handled via a 3-speed manual transmission, with an optional overdrive unit available.

Body styles included a coupe, a four-door sedan, a convertible, and a woody station wagon. The early introduction of the new Mercurys meant there was a long sales window for the model year. Even still, more than 300,000 models were sold in 1949, far surpassing the three previous model years combined.

Mercury made only minor adjustments in 1950, with some trim differences from the previous year. A low-priced coupe joined the lineup, as well as Mercury's first hardtop design, the Monterey. A 1950 Mercury convertible was chosen as the Indy pace car. Again, nearly 300,000 Mercurys sold this year.

The most notable change for the 1951 model year was the introduction of Merc-o-Matic automatic transmission, which brought the brand up to speed most of the rest of the Big Three. Horsepower changed nominally from 110 to 112, and exterior styling changes included reshaped rear fenders and rear glass. The Monterey could now be ordered with a leather-covered hardtop as well as last year's cloth-covered hardtop.

\*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)<sup>®</sup> 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.

Ford restyled its Mercury lineup for the 1952 model year to build on its postwar momentum, and the next generation would continue to enjoy success in the showroom. It is the 1949 to 1951 group of cars, however, that can largely be credited with jumpstarting Mercury's newfound image.

Early 1950s Mercurys are a good bet for a starter collectible, being usable daily drivers with good colors and modest proportions when compared to later years. The car's mechanicals are straightforward, though some trim pieces can be hard to source. They sold well in their day, but originality can be a challenge now since early Mercs were popular choices among period hot rodders.

**Body styles**

2dr Club Coupe                                      2dr Convertible                                      2dr Station Wagon                                      4dr Sport Sedan

**Engine types**

8-cyl. 255cid/112hp 2bbl

**1946-1951 Mercury stats**

Highest sale	Lowest sale	Most recent sale	Sales
<b>\$423,500</b>	<b>\$1,404</b>	<b>\$19,250</b>	<b>755</b>

**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.