



A personal car of distinction . . .

FORD THUNDERBIRD



A new high-spirited personal car that's at home on boulevard . . . or open road

No matter where you go, you'll find every trip presents a new kind of driving fun!



Beautiful, low-silhouette, all-steel body... 102-inch wheelbase.

Feedings to America an exciting new kind of automobile—the Thunderbird . . . a personal car of distinction.

No matter what your tastes or what you expect in a car, you'll find a whole new world of enchantment in the Thunderbird. And the pride of owning such a distinguished automobile is only a small part of this pleasure.

Once you see the Thunderbird's little, low, lance-like lines, chances are you'll never forget them. Yet, appearance is merely a hint of the fresh, new Thunderbird approach.

You will discover a wealth of new ideas in the Thunderbird—ideas you will find in no other car today.

You'll find, too, that the Thunderbird adds new excitement . . . a new sense of well-being . . . to every phase of your driving. The way in which it responds instantly to your touch of the controls . . . the way in which it parades and threads through traffic . . . the effortless manner in which it glides along highway or byway . . . and the road-hugging way in which it corners . . . all these make the Ford Thunderbird an extension of your being on wheels!

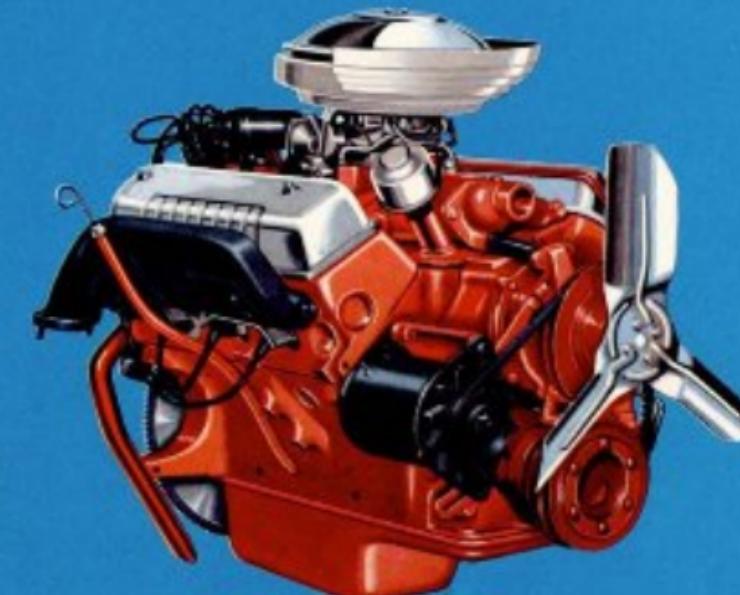
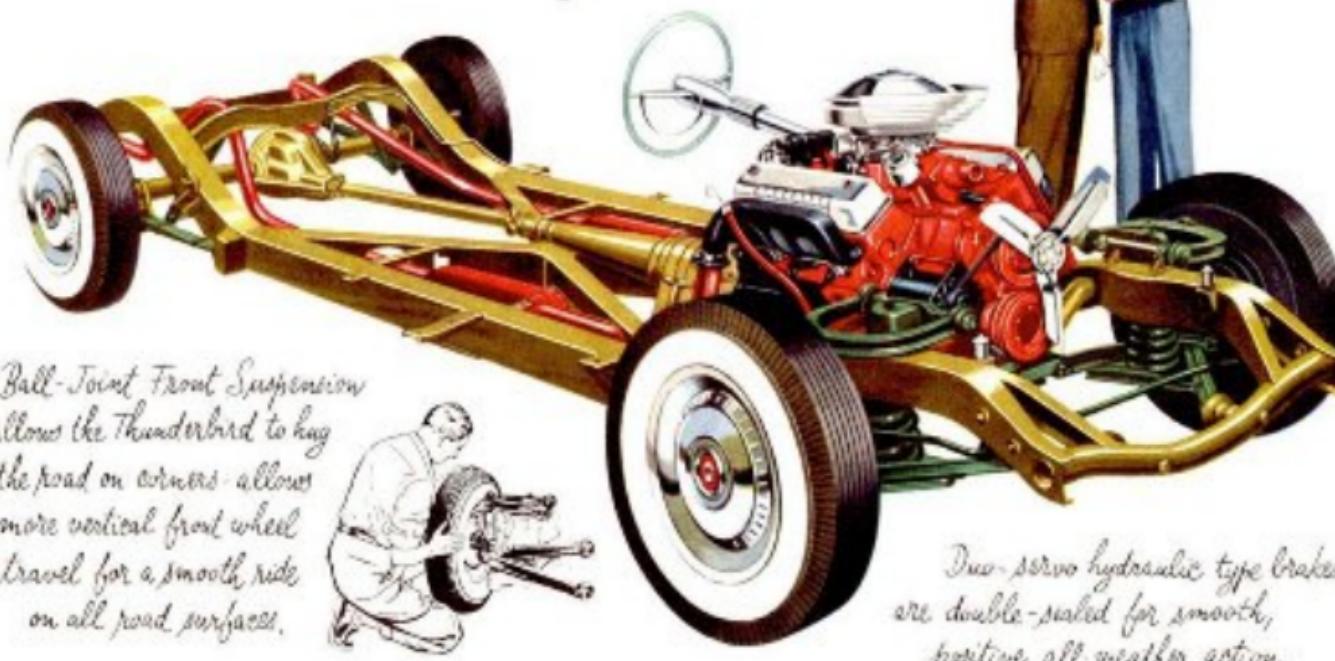
Above all, you will enjoy driving the Thunderbird just for the driving's sake.

There is nothing like it on the road today!

Door top to tread is only 34.2 inches
... yet there is a full 5.9 inch
road clearance.

Designed for road-hugging stability and high performance

*New, low-slung, X-type frame for top strength
... minimum weight.*



The Thunderbird Special sets new standards in smooth-responsive engine performance.

This new, high-torque, low-friction Y-block V-8 rates high on all counts. It's big and powerful with ultra-modern, high-compression, short-stroke design. An extra-deep block, dual exhausts, a 4-barrel carburetor, low-compression, and a high-pressure cooling system are other advanced Thunderbird features.

THE THUNDERBIRD CHASSIS

The Thunderbird chassis is designed for rugged roadability plus comfort and practicality. The frame is X-type with an extra-low center of gravity. Ball-Joint Front Suspension allows the Thunderbird to hold the road like a cat of nine. The Hetchkin Drive and specially-mounted 5-leaf rear springs absorb "take-off" shock. Brakes are double-sealed for safer, more uniform all-weather action.

THE THUNDERBIRD POWER

The brilliant new Thunderbird Special is an advanced form of Ford's famous Y-block V-8 engine. Whatever your demands, the Thunderbird gives you new Trigger-Torque action for nimble, responsive Go-power at all speeds—and all the high performance characteristics you could wish for. With this it combines fast warm-up, smooth, quiet operation and simple servicing. The Thunderbird is custom-engineered for superb Trigger-Torque performance with either conventional 6-speed transmission . . . Overdrive . . . or . . .

NEW SPEED-TRIGGER FORDOMATIC DRIVE

New lightning-fast step-down action means no waiting when you take off in the Thunderbird with new Fordomatic Drive. You go through three forward speeds far more smoothly than you could shift through them yourself.

The convertible top folds away behind the front seat—completely out of sight.



Full size safety-glass windows that can be rolled up in a "jiffy"



Plenty of luggage space under the deck.



Designed for the ultimate in comfort and practicality

In the Thunderbird, you'll find comfort and convenience features not available in the ordinary sports car.

Body is all-steel with dependable time-tested construction. Safety-glass windows are full-size, convenient roll-up type. Rich, color-harmonizing, vinyl upholstery sets new standards in beauty. The foam-rubber cushioned one-piece seat is extra-wide and goes forward-and-back . . . up-or-down at the touch of a button. The luggage space is ample and the decklid opens open on counterbalancing hinges when you turn the key. The steering wheel telescopes a full three inches, adjusting to just-right position for you. There is also a special Thunderbird Astro-Dial Control Panel

with controls grouped for your convenience and signal lights for oil and generator. Included, too, is an electric tachometer and a clock with a sweep second hand. The controls and instruments are illuminated with variable-intensity lighting.

Here's another unique feature of the Thunderbird. Two tops are available. There's a glass-fibre hard top which can be put on easily and latched securely to give you wind-shielding comfort. Then, there's a smart convertible fabric top which can be folded down completely out of sight behind the seat. Also available are Ford's advanced power assists—power steering, power brakes, and power windows.



... And the one-piece front seat is extra-wide.





Luxurious vinyl
upholstery harmonizes with the
color scheme of the car.

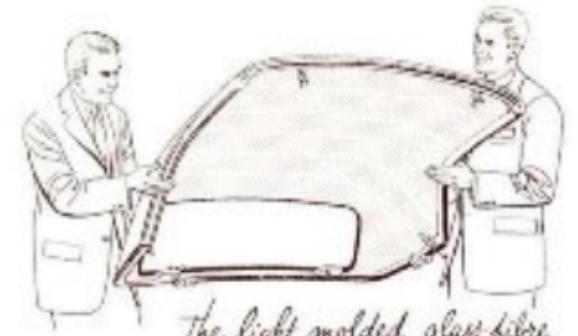


Recessed, push-button door
handles are a great convenience.

The steering wheel telescopes a full
3 inches! And there's a 4-Way
power-operated seat, too!



There has never been
a more beautiful
... a more practical
control panel!



The light, molded, glass fibre top can easily be lifted on. It's beautifully lined and sound-insulated.



And if you want other custom conveniences like power-steering, power brakes, power windows, Fordomatic or Overdrive ... they're all available for your Thunderbird.

You can drive your Thunderbird with assurance, wherever you may go.

THUNDERBIRD SPECIFICATIONS:

V-8 - 302 cu.in. Overhead valves, 207-h.p. engine. 4-door hardtop; automatic drive; dual exhaust system; 2 carburetors; self-adjusting brakes; front parking lights and rear turn signals. Pressure-type cooling system; full pressure lubrication; 6-speed standard transmission; overdrive optional; speed-o-miles plus; chrome grille; 11 plates; 110 mph in 10.6 seconds; 2,020 lbs.

Convertible - Hardtop: 302 cu.in. 207-h.p. engine; front-mounted brace; leather floor; 6-speed transmission; 11 plates; 110 mph in 10.6 seconds; 2,020 lbs.

Overdrive - Standard transmission with planetary gear train providing automatic 1.96 gear. Manual back-up; 10.6 mph in 10.1 seconds; 2,020 lbs.

Fordomatic - Single stage, 3-speed torque converter; no clutch; automatic intermediate gear; automatic "flow-control" clutch with 10.6 mph in 10.2 seconds; 2,020 lbs.

Power Brake - Hydraulic assist; smooth bearing; no external parts; pressure specification M-744.

Power Suspension - Completely adjustable; front coil springs with leaves; rear leaf springs; double-acting shock absorbers; wishbone front; torsion rear suspension. Radius: 3.72 in. Total wheelbase: 107.0 in.; front track: 57.0 in.; rear track: 57.0 in.; front wheelbase: 53.0 in.; rear wheelbase: 54.0 in.

Brakes - 11" dia. dual master cylinder; 115 sq.in. lining area; 10.6 mph in 10.6 seconds; 2,020 lbs.

Steering - Hydraulic; 3.6 turns from lock to lock; 10" dia. wheel; 3" toe-in adjustment; new oiler; 10.6 mph in 10.6 seconds; 2,020 lbs.

Wheels and Tires - 6.50 x 15, 4-ply; whitewall tires; 27" dia.

Exterior Dimensions - 102" wheelbase; 86" front and rear track; 176.2" length; 58.2" width; height with design: 54.0"; 53.2" with glass; 51.0" to ground; 34.2" top of door to ground.

Interior Dimensions - 41.4" leg room; 58.2" hip room; 33.3" shoulder room; 11.3" head room (glass floor level); Front: 36.0"; 36.2" width; 34.8" height; 31.2" to head.

Color and Upholstery - Seven basic, three Red or Thunderbird Blue exclusive body colors, with harmonizing deck and plated chrome; Red and plated chrome Thunderbird Blue and plated White vinyl interior.

Other Features - Auto-Level Control; Power with disc-braked center locks; 10.6 mph in 10.6 seconds; 2,020 lbs; complete 20-loupe face paint-tablets; 10-way, illuminated steering-column switch; courtesy light in gearshift position; optional 10-speaker radio and automatic door switches; Rear view mirror; windshield upper mounting; Dual horns; dual back-up lamps.

Available Equipment - Function of tire; air bath air cleaner; 4-plex power tank; built-in tire pressure reader; Weather-Ready Power Steering; Power-Lite Windows; 1,000-watt radio; vinyl roof; front bucket seats; leatherette bucket seats; side curtains; glass door top; adjustable front bumper; front and rear mudflaps; 4.15x15 tires; 10.50x15 wheels; full wheel covers; whitewall wire wheels; engine: 300-423 H.P.

PRICES - Some of the items mentioned or referred to in this catalog are extra cost. For the price of the Thunderbird, add \$1,000.00 for each extra item you get. Ford Sales.

The specifications contained herein are as of effect of the time this folder was approved for printing. The Ford Division of the Ford Motor Company reserves the right to discontinue models of any line, or change specifications or designs, without notice and without incurring obligations.

Though the Thunderbird is distinctively different, it is so engineered and built that it can be serviced by Ford Dealers — everywhere.

F O R D D I V I S I O N o f F O R D M O T O R C O M P A N Y

