



A personal car of distinction . . .

FORD THUNDERBIRD

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

Ford brings 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 lithe, 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 parks 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.*

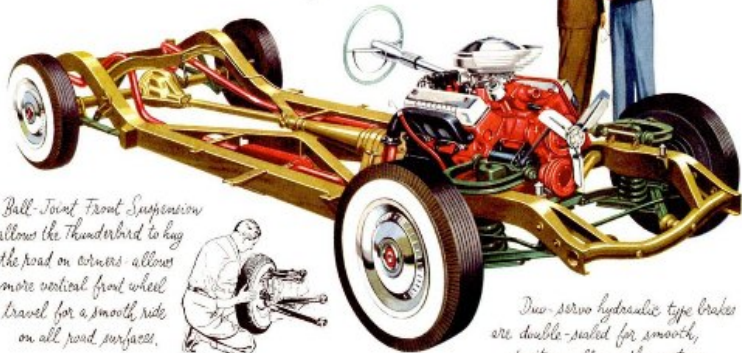
*No matter where you
go, you'll find every trip
presents a new kind of driving fun!*



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

Designed for road-hugging stability and high performance

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



*Ball-Joint Front Suspension
allows the Thunderbird to hug
the road on corners—allows
more vertical front wheel
travel for a smooth ride
on all road surfaces.*



*Duo-servo hydraulic type brakes
are double-sealed for smooth,
positive, all-weather action.*



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

The new, high-torque, low-brake V-8 has V-8 rates high on all counts. It's big and powerful with ultra-modern, high-compression, short-stroke design. An extra-

long block, dual exhausts, a 4-barrel carburetor, low carburetor 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 coat of paint. The Hotchkiss 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 you demand, 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 3-speed transmission... Overdrive... or...

NEW SPEED-TRIGGER FORDOMATIC DRIVE

New lightning-fast stop-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 still 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 "ziffy"



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 four-rubber cushioned one-piece seat is extra-wide and goes forward-or-back . . . up-or-down at the touch of a button. The luggage space is ample and the deck-lid pops 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 Astra-Dial Control Panel

with controls grouped for your convenience and signal lights for oil and generator. Included, too, is an engine 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 winter-long 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 seats—power steering, power brakes, and power windows.



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





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

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



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



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

FORD Division of FORD MOTOR COMPANY

