

FORD PRESENTS THE 4-PASSENGER

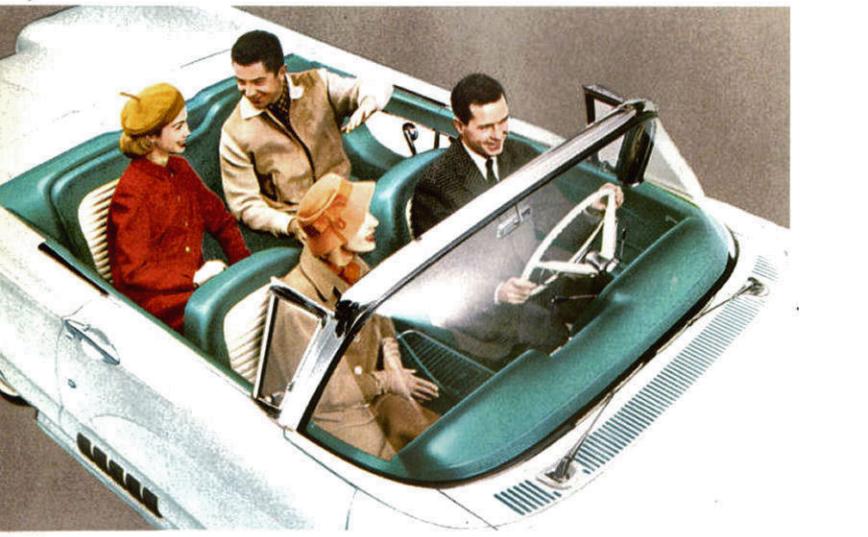
THUNDERBIRD



AMERICA'S MOST INDIVIDUAL CAR

FOUR-PASSENGER
FORD THUNDERBIRD

Brilliant new version
of Ford's great American classic



Newest Ford triumph—the breathtakingly beautiful 4-passenger Thunderbird convertible! Thunderbird's remarkable *single-unit body construction* (just one of a long list of new Thunderbird advance-design features) makes this miracle of inner space possible. It gives four people all the individual room and comfort of a big town car . . . all the glamour and individuality of a *Thunderbird*!

Another first from Ford—and a dramatic departure from automotive design as you have known it—is the all-new four-passenger Thunderbird.

It is pure Thunderbird in spirit, design and performance, *and now it seats four—with full fine-car room, comfort and luxury!* An exclusive original in fine cars, the new Thunderbird is nevertheless priced *far* below other luxury cars!

Those urbane and sophisticated lines, the low, sweeping silhouette, the distinctive Thunderbird compactness—they're all here in *two* new models: a brilliant 4-passenger hardtop and an incomparably exciting 4-passenger convertible.

Yes, the new Thunderbird is true Thunderbird in every way . . . and *more!* Now *two* power masterpieces give new whiplash dash to famous Thunderbird *GO!* Standard engine is the mighty all-new 300-hp Thunderbird 352 Special V-8. The superpower option is the magnificent 375-hp Thunderbird 430 Special V-8—the *finest engine ever offered in an American production passenger car.* It makes the new Thunderbird the fleetest acting, sweetest operating performer that ever took you places in lap-of-luxury comfort and safety.

Dazzling sports-car like performance is a Thunderbird trade-mark. Whether you're on open road or threading through traffic at Times Square and 42nd Street, the manner in which the new T-bird goes through its paces, is a minute-by-minute delight. With its superior responsiveness, alert movement, unmatched cornering and graceful handling, just any road is a natural habitat of Thunderbirds! Wherever you go in your Thunderbird, you *know* you're driving America's most individual car, most exciting car, every glorious moment, every magic mile!



AMERICA'S MOST INDIVIDUAL CAR

FOUR-PASSENGER
FORD THUNDERBIRD

EVERY LINE IS A LINE OF DISTINCTION

An exclusive Ford original, the new Thunderbird is "The Show Car of the American Road"—yet it is priced far below other luxury cars!

Utterly unlike any other car, the new Thunderbird is a straight-lined, low-swept beauty standing only slightly higher than the raciest car built. Yet it abounds in passenger room and luxury still unimagined in cars of greater length and height.

Inside, it seats four in blissful comfort. Outside, its lines are clean and to the point. And the point is this: The new four-passenger Thunderbird is America's most individual car—in spirit, in beauty, in luxury, in safety.

The handsome, anodized aluminum Honey-combed grille is completely enclosed within a unique front bumper. Thunderbird's bold, distinctive Safety-Twin taillights flash the most authoritative warning signals on the road. With complementing Safety-Twin headlights, everything about this car says, "Safety first!" And it has style and excitement that the big, bulky cars cannot even approach.

All this—and more—for four. *And, incredibly, at a price far below that of other luxury cars!*

New see-it-all rear window is canted from the distinctively visored roof to the rear deck. Deeply sculptured, the deck flows through the window into the car, forming one continuing line of striking design. Framing the window are richly gleaming chrome-plated moldings.

Window on the world—a *better* world when you see it through this visored, chrome-crowned compound windshield. It curves around the sides—curves up and over as well, to give you a safer, unobstructed view in *all* forward directions.

ning or going, the Thunderbird is clearly *America's most individual car*. The functional, low-lying air scoop increases the air-flow to the carburetor for more efficient engine operation. Enthusiasts will applaud the magnificent simplicity of the aluminum honeycombed grille repeated so effectively around the brilliant, non-compromising taillights. The distinctively designed taillights are a major Ford contribution to safer motoring. All four lights function as taillights. Outboard lights serve also as brightening stoplights for quicker, stronger warning and as flashing turn indicators. And they house the centered optional backup

leeping, sculptured jet tubes of speed-line design add drama and characteristic Thunderbird dash on the side. Air flow smartly into the massive wrap-around rear bumper.

The new 4-passenger **Thunderbird convertible** is the shortest way to travel ever designed. Note that the rear deck panel completely encases the convertible top. It is *flush* with the rear seat, giving the Thunderbird convertible a marvelously top-down appearance.

FOUR-PASSENGER FORD THUNDERBIRD

The good news is that owning a Thunderbird is twice as much fun—because now it seats twice as many people, sets twice as many pulses pounding!

Here, for all to see, is the "show car" of the American Road, a Ford exclusive. Look here, look there, look anywhere in the 1958 Thunderbird and you see a brilliantly tasteful, imaginative use of space . . .

Full fine-car passenger room for four—with advanced luxury features you won't find in even the biggest luxury cars! There's a more-than-ample new luggage compartment with far

greater room than before. There are extraordinarily wide, glide-through doors. And T-bird's remarkable new *single unit* body gives you racing-car compactness, sports-car type performance and added safety, too.

You have luxuriously wide, elegantly soft, comfortably tailored seats . . . *individual* seats for *you!* You see motordom's most harmoniously color-keyed interiors—from the richly carpeted floor to the domed headlining of chaste vinyl.

If you've always wanted to own a Thunderbird (and who hasn't?), you will find this one irresistible!



ately new, wide-open-space luggage compartment is 5 feet, 5 inches wide, and more than 20 cubic feet of space—enough for the spare tire in place. That's room

come from? Here's enough
to seat each one of four passengers
comfort and luxury. Limousine
is wide (4 feet wide, to be exact)
is to the rear seats. Right front
down to make entrance even
in ball gowns, the ladies can
with gowns untroubled.

er have luxurious, individually
passengers relax in full, wide,
seats. And where but in
plush comfort of formed foam
backs of *all* the seats?



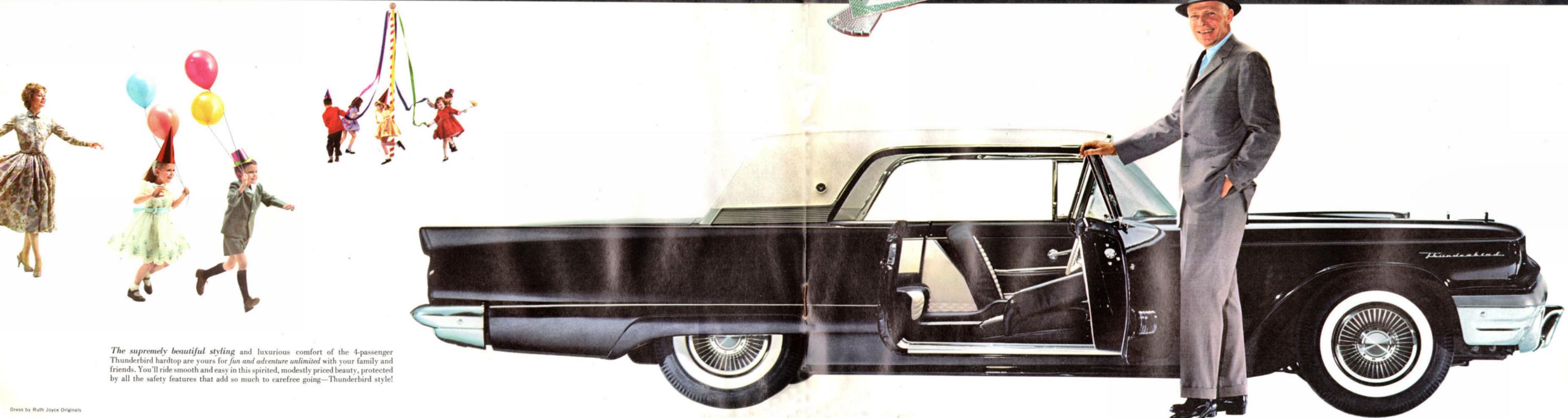
For a movie queen's luggage! You can
big suitcases, golf bags, plenty of other
like that the spare tire stows in the *front*
compartment, where it belongs!



America's most advanced prestige car—inside and out! An exciting sports-car personality characterizes Thunderbird's interior appointments. There's dramatic beauty in the deeply recessed instrument cluster panel and glove box door of ribbed die castings in gleaming satin-chrome. Standard equipment: thick-padded Lifeguard safety instrument panel, fully-cushioned sun visors, and deep-center Lifeguard steering wheel. Self-regulating electric clock. Handsome Gunsight front fender ornaments. Individually adjustable front seats.

And, at your feet, luxurious looped rayon carpets in front and rear complement all other appointments of this dashing, dazzling car.

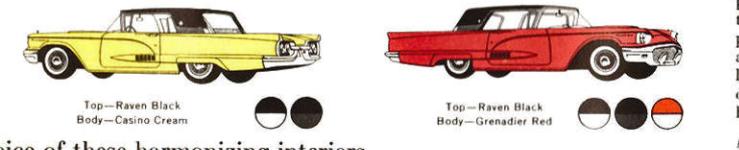
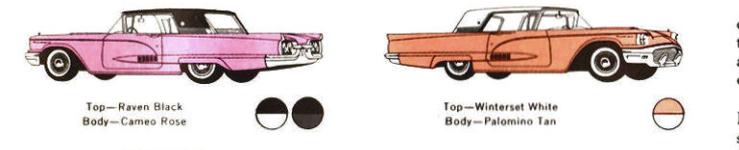
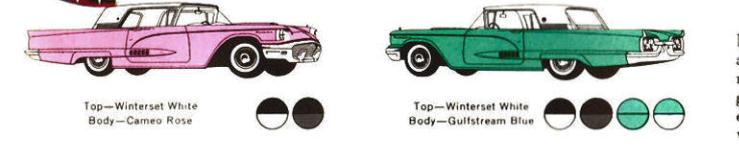
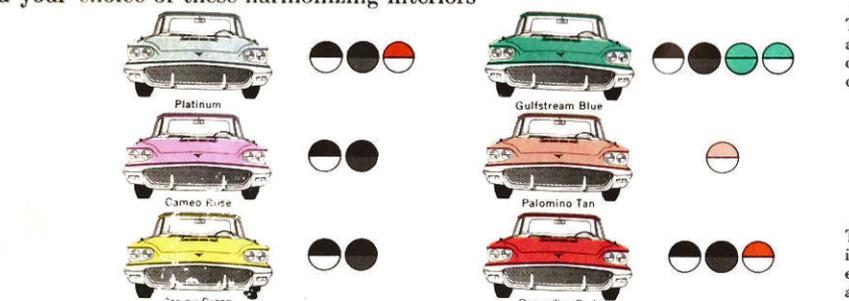
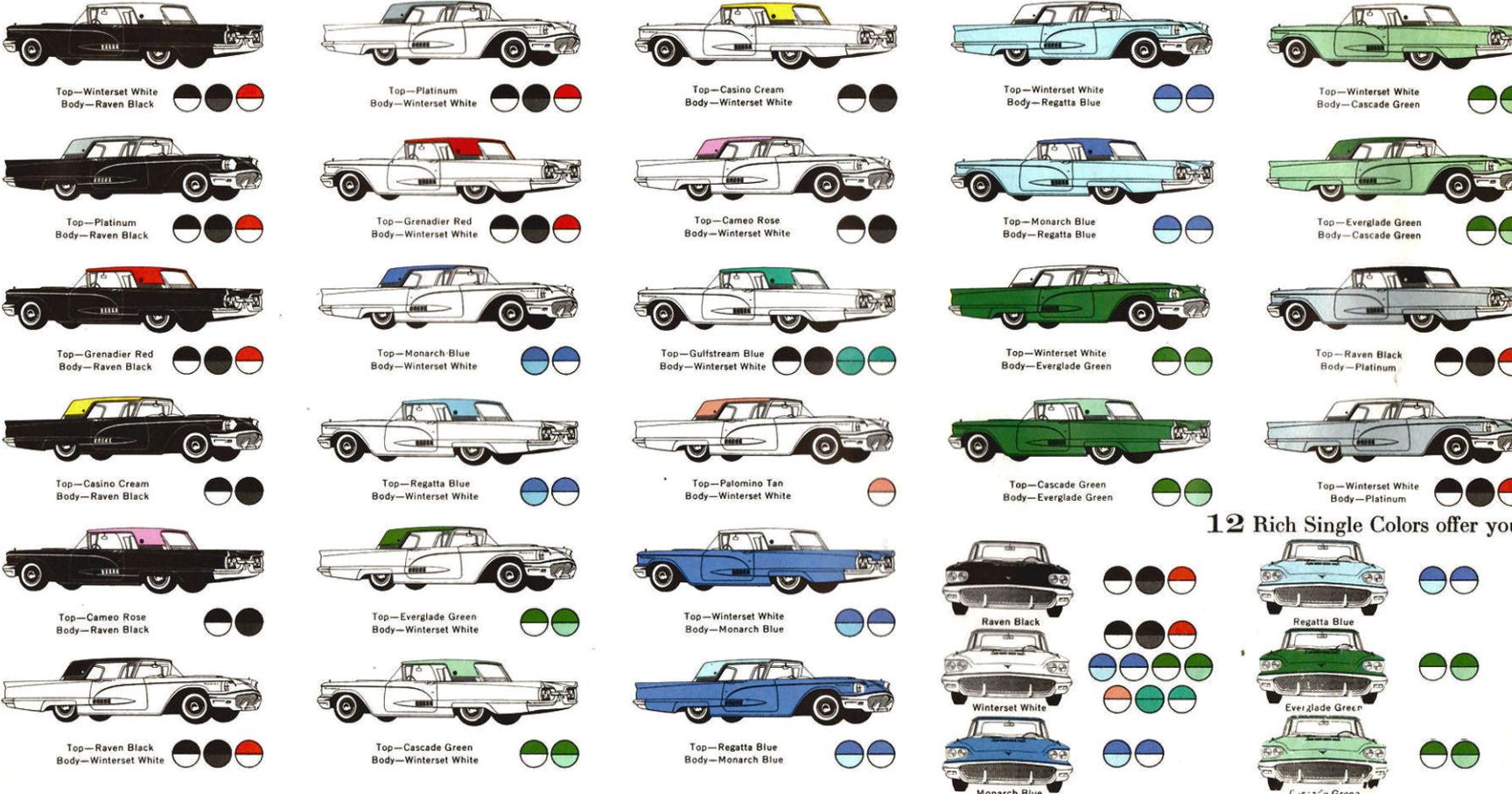
AMERICA'S MOST INDIVIDUAL CAR IS A GLITTERING FAMILY JEWEL



The supremely beautiful styling and luxurious comfort of the 4-passenger Thunderbird hardtop are yours for fun and adventure unlimited with your family and friends. You'll ride smooth and easy in this spirited, modestly priced beauty, protected by all the safety features that add so much to carefree going—Thunderbird style!

FOUR-PASSENGER FORD THUNDERBIRD

SPARKLING COLORS IN NEW "SUPER ENAMEL".



34 Distinctive Two Tone Combinations

New Thunderbird colors are as tasteful, gay and spirited as the car itself. In remarkable new "Super Enamel" they have the highest gloss, hardest finish and greatest durability ever. *A Ford exclusive:* "Grenadier Red"—the world's first red metallic enamel!

At left are all the exterior colors you may choose from—34 Two Tone combinations for the hardtop—12 Single Colors for the hardtop and convertible. Circles show your choice of color-coordinated Luxury Lounge interiors.

For example, you may have the Red Metallic and White Thunderbird hardtop shown just to the left, with black bolsters and pleated white seat inserts . . . or with an *all* black interior . . . or with red bolsters and pleated white seat inserts.



10 Beautiful Interiors

Never before such a wide choice! And all are color-keyed to the beautiful exteriors. Top portion shows the color of the richly contoured Sof-Textured vinyl bolster. Lower portion shows the back and cushion inserts available in luxurious Highland Tweed nylon-linen cloth for the hardtop, or handsome deep-pleated Sof-Textured vinyl for both the hardtop and convertible.



7 Luxury Hideaway Soft Tops

The new Thunderbird convertible offers you a choice of 7 vinyl-clad, 4-ply soft tops with distinctively patterned cloth linings in complementing or contrasting colors.

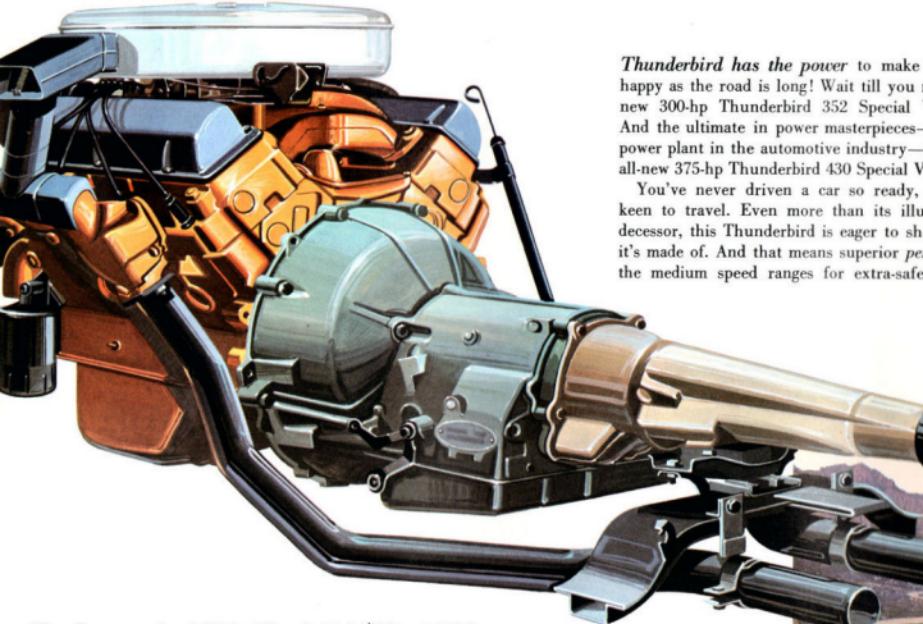
- 1 Black top and Gray lining
- 2 Light Green top and Green lining
- 3 Light Blue top and Blue lining
- 4 White top and Gray lining
- 5 White top and Blue lining
- 6 White top and Green lining
- 7 White top and Buff lining



These numbers correspond to those identified in the upholstery chart. In this way all exterior and interior colors of the convertible are harmoniously color-keyed.



FOUR-PASSENGER FORD THUNDERBIRD



The all-new, optional 375-hp Thunderbird 430 Special V-8 . . .

establishes the 1958 Thunderbird as the most dazzling performer in all motordom. Engineered into this 430-cubic inch power plant is a new kind of combustion chamber that's fully machined right into the engine block for closer tolerances and better control of compression ratio. Important advances, like temperature-controlled air intake and

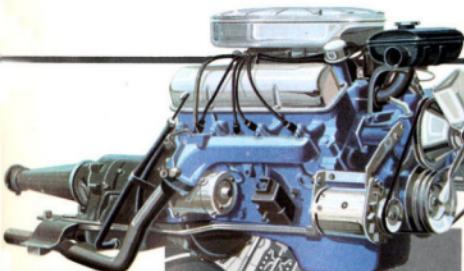


Thunderbird has the power to make four people happy as the road is long! Wait till you meet the all-new 300-hp Thunderbird 352 Special V-8 Engine! And the ultimate in power masterpieces—the biggest power plant in the automotive industry—the optional all-new 375-hp Thunderbird 430 Special V-8!

You've never driven a car so ready, willing and keen to travel. Even more than its illustrious predecessor, this Thunderbird is eager to show the stuff it's made of. And that means superior performance in the medium speed ranges for extra-safe passing in

normal driving that will be a revelation to even the most ardent T-bird enthusiasts. (And they come pretty ardent!) Talk about instant response, level cornering and ease of control—the new Thunderbird outperforms and outhandles any car you've ever driven or dreamed about! Here's a car so magically responsive, so uncannily sensitive to your every thought that you must drive it to believe it. Then—and only then—will you know the thrills that await you as the owner of the *most sensational performer on any road, anywhere!*

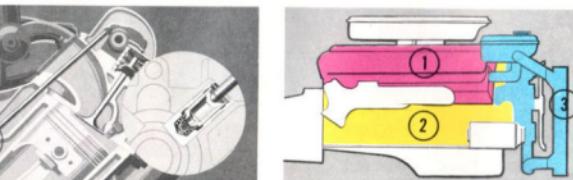
UNSURPASSED AUTHORITY ON THE AMERICAN ROAD



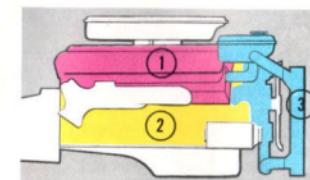
THUNDERBIRD 352 SPECIAL V-8 ENGINE FEATURES



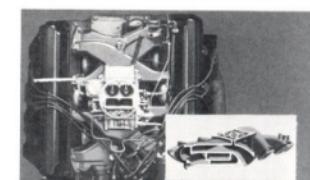
THUNDERBIRD 430 SPECIAL V-8 ENGINE FEATURES



New **in-block combustion chamber** insures close control of compression ratio in each cylinder for uniform power output, smoother idling. Less heat generated in the head means better valve cooling, and using aluminized oversize valves with zero-lash hydraulic lifters results in longer valve life, better intake and exhaust action, smooth even combustion.



New **3-stage cooling** is a completely controlled pressure system. Coolant circulates in three stages: (1) to intake manifold and cylinder heads; (2) to block; (3) to radiator. This gives fast starting warm-up and then proper temperature progression by three thermostats for more uniform control of internal expansion. Result: smoother, better performance in any weather, longer life.



New **fuel system advances** mean more "go" on less gas. Direct line manifold passages from carburetor to combustion chambers give free breathing for exceptional performance and fuel economy. Exclusive pre-heated carburetor air system and water-jacketed intake manifold keep the fuel-air mixture at ideal temperature level for maximum combustion efficiency.

The all-new, standard 300-hp Thunderbird 352 Special V-8 . . . with 4-barrel carburetor, is the triumphant achievement of Ford—the world's most experienced builders of V-8's. It features Precision Fuel Induction—a remarkable new *direct fuel-feeding, gas-saving system*. Full-Flow oil filtration . . . zero-lash hydraulic valve lifters . . . an engine electronically balanced under its own power for vibration-free smoothness—all these add new significance to famous Thunderbird *GO!*

Choose from 3 great transmissions



New **Cruise-O-Matic Drive** (standard with 375-hp engine, optional with 300-hp engine, optional with 375-hp engine, optional with 300-hp engine) gives you the right *GO* for every driving range! "D" position lets you start in low for lively, full-power getaways—then move smoothly, automatically right up to superhighway speeds. A "D" setting lets you start in intermediate for sure-footed acceleration on ice or gravel. Engine starts in "P" or "N" position.



Overdrive (for 300-hp engine only) saves gas, especially on long trips. It is a combination of standard 3-speed transmission and an automatic fourth gear, allowing the engine to loaf while the car is traveling at higher touring speeds.



3-Speed Conventional Drive (for 300-hp engine only) gives you the easiest, smoothest, quietest manual shifting ever developed. Shift lever shaft is enclosed in steering column. Gear ratios are tailored to 300-hp engine for Thunderbird smooth performance, economy and responsiveness.

FORD PRESENTS THE 4-PASSENGER

THUNDERBIRD



AMERICA'S MOST INDIVIDUAL CAR