



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!

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!



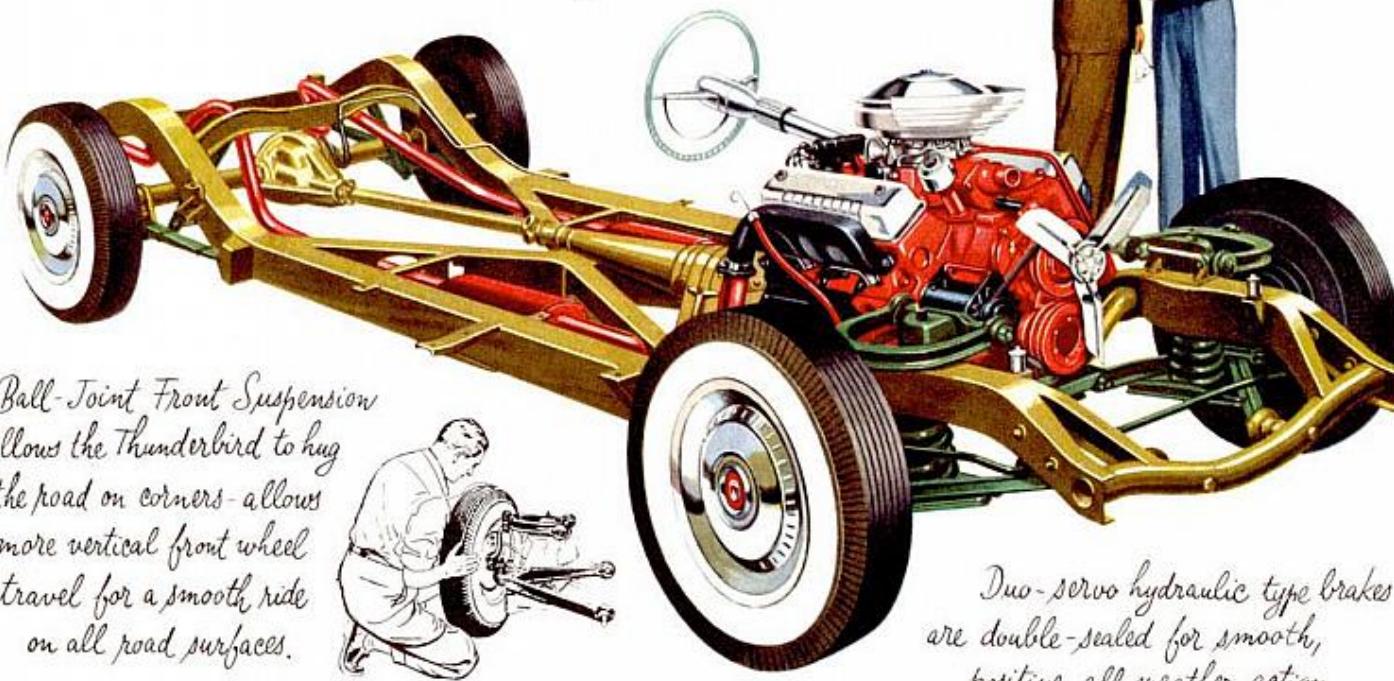
Door top to tread is only 34.2 inches
... yet there is a full 5.9 inch
road clearance.



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

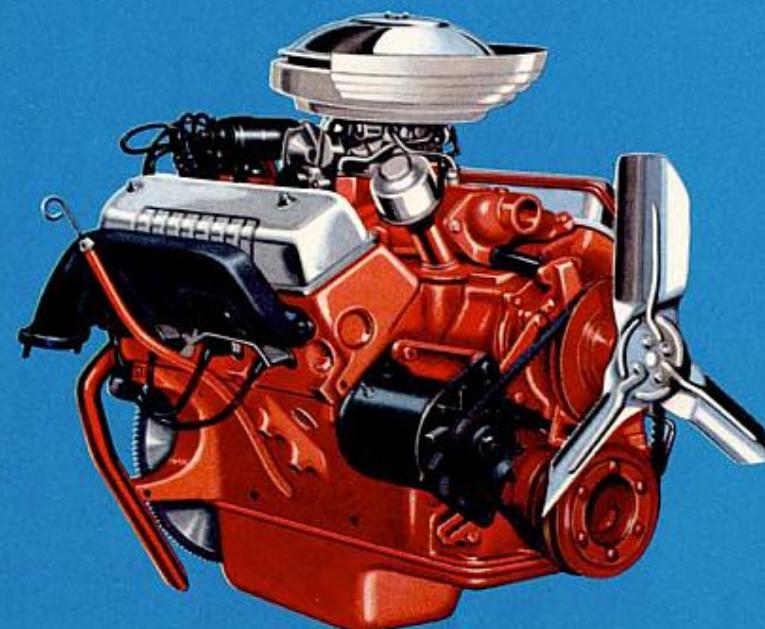
Designed for road-hugging stability and high performance

*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.*

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 concentric bowl 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 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 3-speed transmission . . . Overdrive . . . or . . .

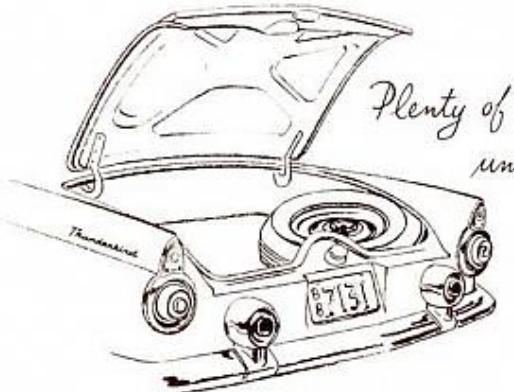
NEW SPEED-TRIGGER FORDOMATIC DRIVE

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-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 assists—power steering, power brakes, and power windows.



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

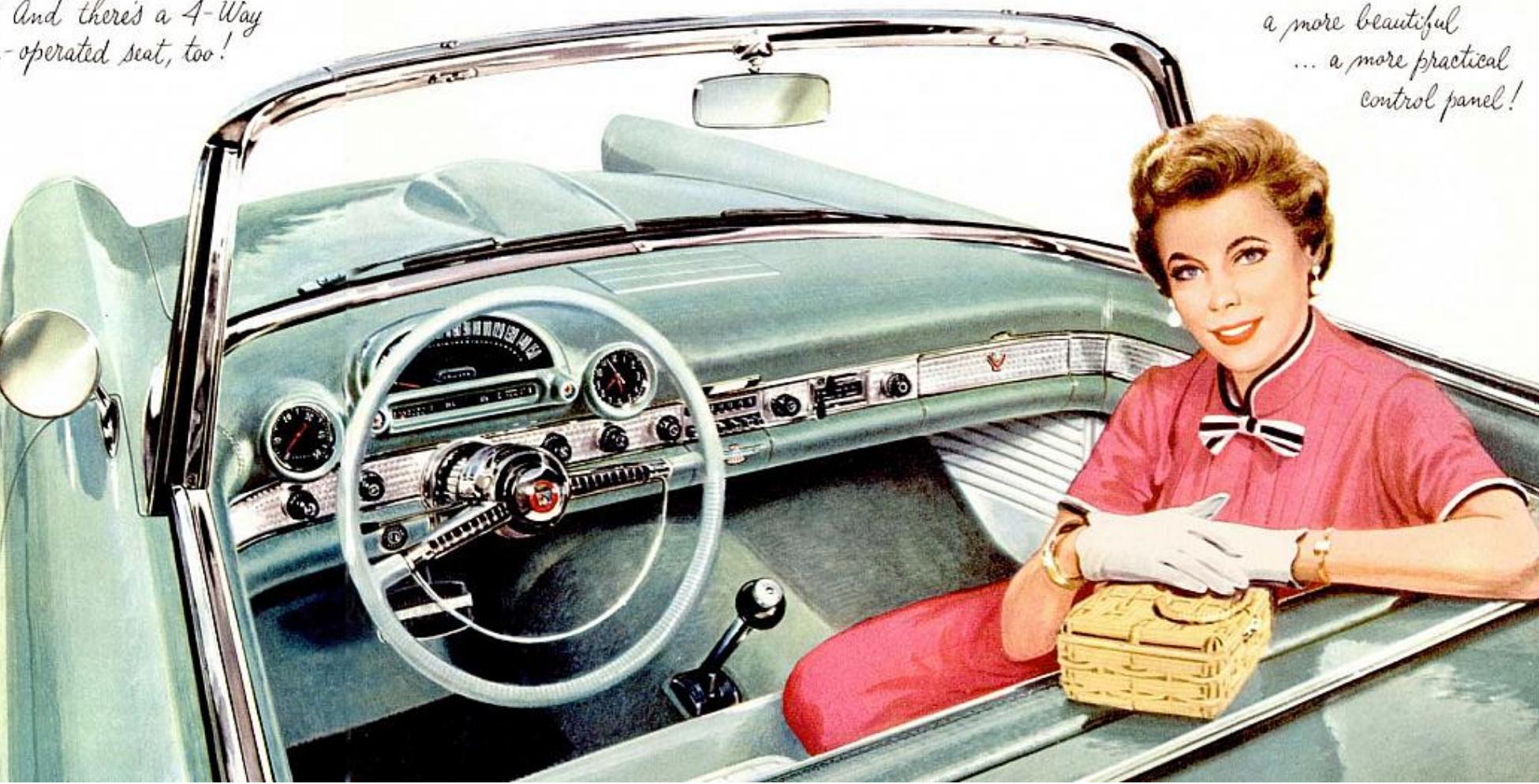


Luxurious, vinyl
upholstery harmonizes with the
color scheme of the car.

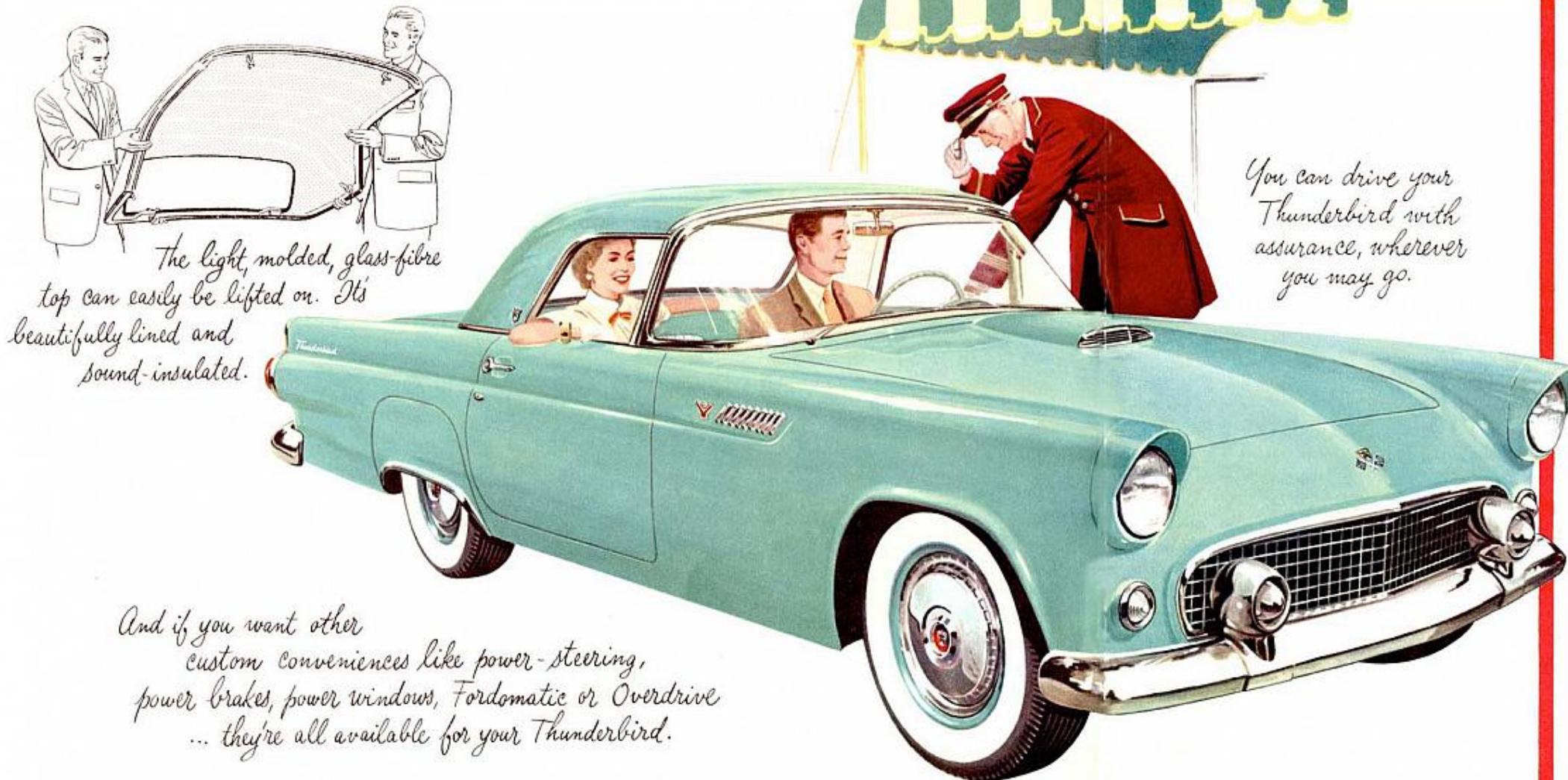


Recessed, push-button door
handles are a great convenience.

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!



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

THUNDERBIRD SPECIFICATIONS:

Y-block V-8 Engine: Overhead-valve, 90° V-type, 4-barrel carburetor; automatic choke; dual exhaust system; 3-ring, superfinished aluminum alloy pistons; free-flooding intake and exhaust valves. Pressure-type cooling system; full pressure lubrication. Six-volt electrical system; weatherproof ignition; special 12mm plugs; 40 amp. generator; 17-plat. 90 amp-hr. battery.

Semi-Centrifugal Type Clutch (except Fordomatic): Dry, single-plate type; 11 in. dia.; 113.1 sq. in. facing area; suspended pedal.

Conventional Drive: 3-speed type; all helical gears; floor-mounted lever. Ratios: low, 2.32 to 1; 2nd, 1.48 to 1; reverse, 2.82 to 1.

Overdrive: 3-speed transmission with planetary gear train providing automatic 4th gear. Manual lock-out. 4th gear ratio, 0.70 to 1.

Fordomatic: Single stage, 3-element torque converter, air cooled; automatic intermediate gear; automatic "low-speed" start with wide-open throttle; illuminated, floor-mounted, Safety-Sequence selector lever.

Holchikiss Drive: Tubular propeller shaft; needle-bearings in universal joints; pressure-type lubrication fittings.

Ball-Joint Front Suspension: Torsion-to-weight coil springs; ride stabilizer; double-acting shock absorbers.

Rear Suspension: Composite-type axle housing; 5-leaf springs with inserts at tips of all leaves; double-acting shock absorbers; wind upshocks; tension-type rear shackles. Ratios: 3.73 to 1 with Conventional Drive; 3.92 to 1 with Overdrive and 3.30 to 1 with Fordomatic.

Frame: New low-slung, X-type frame; box-section side rails.

Brakes: 11" dia., double-sealed, duo-serve type; 175 sq. in. lining area; suspended pedal.

Steering System: Symmetrical linkage type; 17" dia. wheel, 3" in-out adjustment; over-all ratio, 20 to 1; turning diameter, approx. 36 ft. (center of outside front tire).

Wheels and Tires: 6.70 x 15, 4-ply, tubeless tires on 5" rims.

Exterior Dimensions: 102" wheelbase; 56" front and rear tracks; 175.3" length; 70.2" width. Height with design load: 55.2" top of glass-fibre top to ground; 34.2" top of door to ground.

Interior Dimensions: 45.4" leg room; 58.8" hip room; 53.3" shoulder room; 33.2" head room (glass-fibre top). Trunk dimensions (max.): 58.2" width; 34.8" length; 16.1" height.

Color and Upholstery: Raven Black, Torch Red or Thunderbird Blue exterior body colors, with harmonizing Black and pleated White. Red or pleated White or Thunderbird Blue and pleated White vinyl interiors.

Other Features: Astro-Dial Control Panel with illuminated control knobs for main light switch, air ducts, windshield wipers; parcel compartment with locking-type push-button latch; 4-way, illuminated starter-ignition switch; courtesy light in panel at center, operated by integral switch and automatic door switches. Rear view mirror on windshield upper molding. Dual horns; half-circle horn ring.

Available Equipment: Full-flow oil filter; oil bath air cleaner, 4-Way Power Seat, Swift Sure Power Brakes, Master-Guide Power Steering, Power-Lift Windows, FIREST tinted safety glass, Fordomatic, Overdrive, white sidewall tires, tachometer, electric clock, cigarette lighter, glass-fibre top, convertible fabric top, special fuel and vacuum pump unit, heater, radio, rear fender shields, full wheel covers, simulated wire wheels, engine dress-up kit.

PRICES: Some of the items illustrated or referred to in this catalog are of extra cost. For the price of the Thunderbird with the equipment you desire, see your Ford Dealer.

The specifications contained herein were in effect at the time this folder was approved for printing. The Ford Division of the Ford Motor Company reserves the right to discontinue models at any time, or change specifications or design, without notice and without incurring obligation.

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

