

A personal car of distinction . . .

FORD THUNDERBIRD



A new, high-spirited personal car with fresh, new, custom-engineered features!



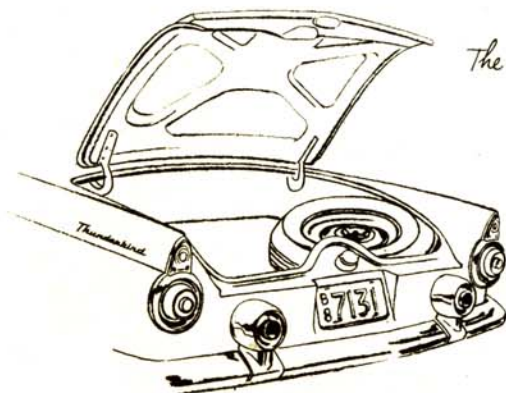
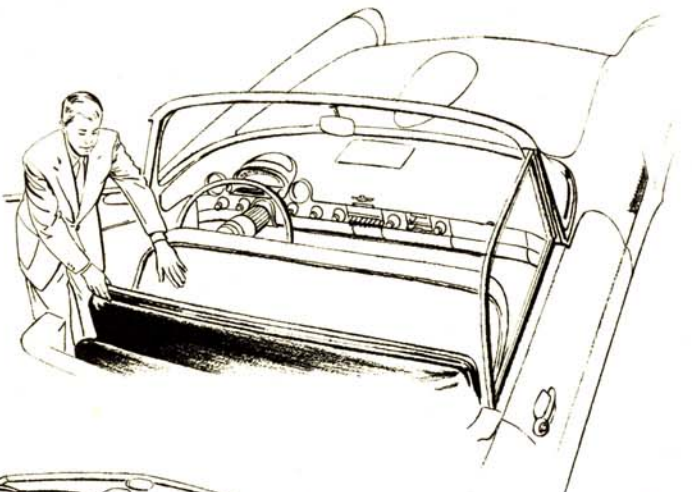
No matter what your tastes, or what you expect in a car, you'll find a whole new world of enchantment in the Thunderbird. And the pride of owning such a distinguished automobile is only a small part of this pleasure.

Once you see the Thunderbird's lithe, low, lance-like lines, chances are you'll never forget them. And you'll discover a wealth of new ideas that you'll 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 it responds instantly to your touch of the controls . . . the way 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'll enjoy driving the Thunderbird just for driving's sake. There is nothing like it on the road today!



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

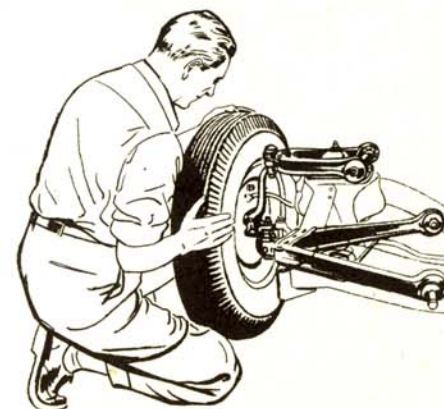


Plenty of luggage space under the deck.

The Thunderbird body is all-steel with dependable, time-tested construction. 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. Double-sealed, duo-servo brakes have 175 square inches of lining area for safer, more uniform all-weather action.

Another unique feature of the Thunderbird is the fact that two tops are available: A hard top that is easily put on and latched to give you snug, winter-long comfort; or a convertible top which folds down to disappear completely behind the front seat.

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.



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



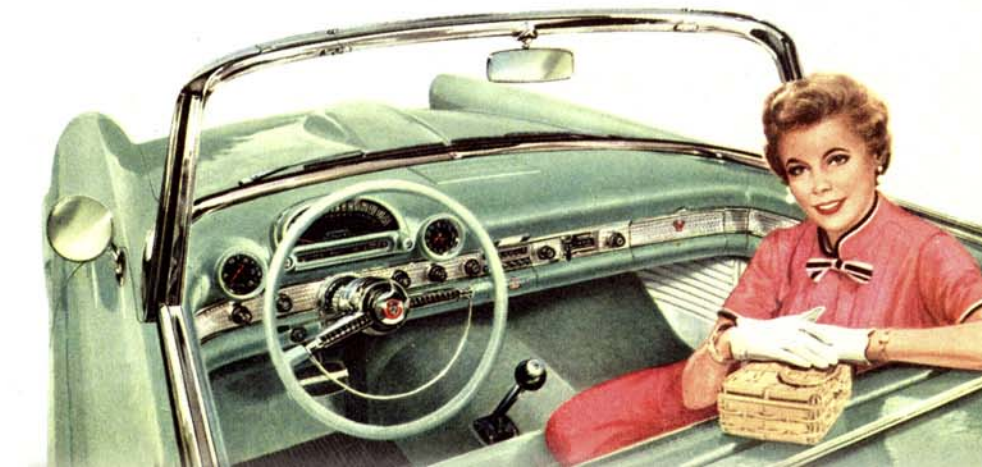
... with accent on comfort and practicality

In the Thunderbird you'll find comforts and conveniences not to be found in the ordinary sports car.

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. Luggage space is ample and deck-lid pops open on counterbalancing hinges when you turn the key. The steering wheel adjusts to just-right position for you. There is also a special Thunderbird Astra-Dial Control Panel with controls grouped for your convenience. Included, too, is an engine tachometer and a clock with a sweep second hand.

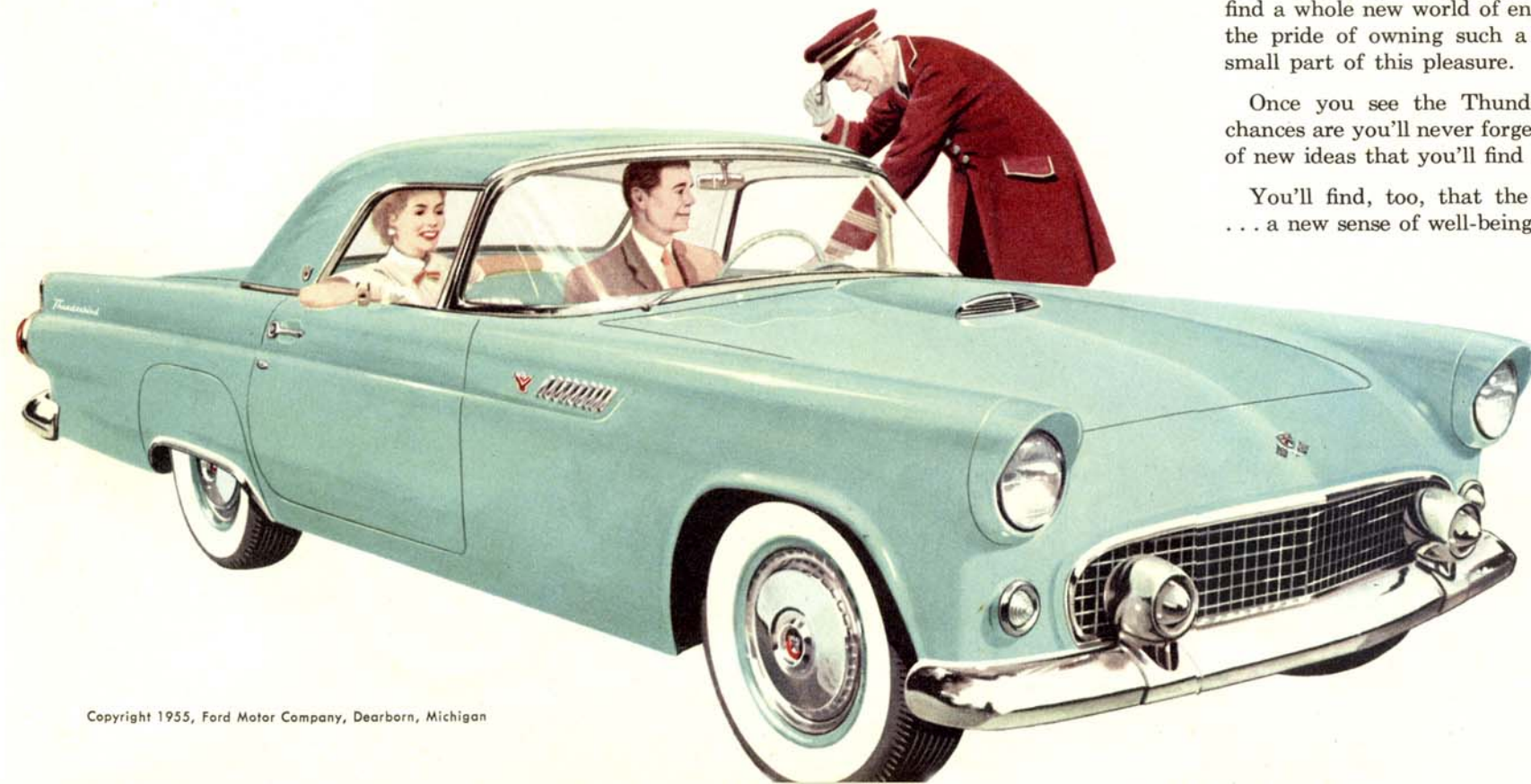
And if you want other custom conveniences like power steering, power brakes and power windows, they're all available for your Thunderbird.

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





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



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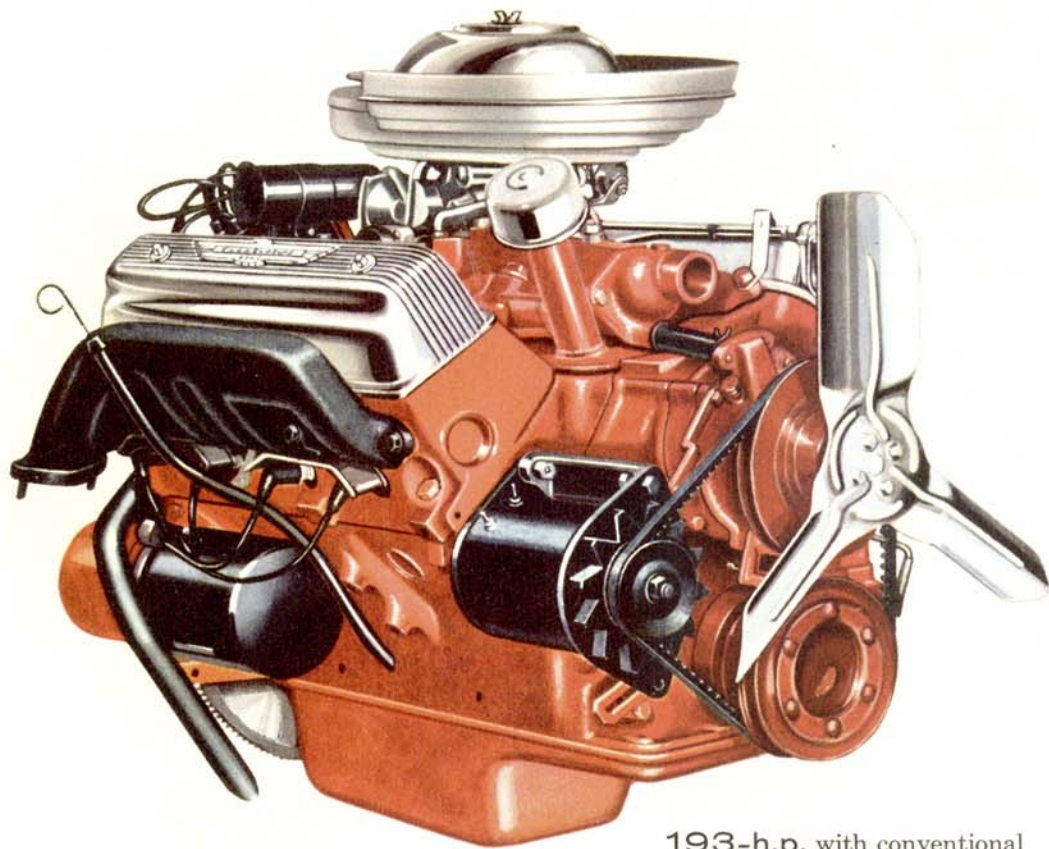


NO MATTER WHERE YOU GO YOU'LL FIND EVERY TRIP PRESENTS A NEW KIND OF DRIVING FUN!

*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.



198-h.p. with Fordomatic;
8.5 to 1 compression ratio.

193-h.p. with conventional
transmission or Overdrive;
8.1 to 1 compression ratio.

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

Whatever your demands, the brilliant, new Thunderbird Special gives you new Trigger-Torque action for eager, nimble, responsive Go-power at all speeds . . . plus all the other high-performance characteristics you could wish for. With these it combines fast warm-up, quiet operation and simple servicing. This new, high-torque, low-friction Y-block V-8 is of Ford's ultra-modern, high-compression, short-stroke design with extra-deep block for greater rigidity. Dual exhausts, a 4-barrel concentric bowl carburetor and a high-pressure cooling system are other advanced features. Indeed, the Thunderbird Special 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're set to take off. With the new Fordomatic Drive, your Thunderbird automatically goes through three forward speeds far more smoothly than you could shift through them yourself.

The specifications contained herein were in effect at the time this folder was approved for printing. The Ford Division of Ford Motor Company reserves the right to discontinue models at any time, or change specifications or design, without notice and without incurring obligation. Some of the items illustrated or referred to in this catalog are at extra cost. For the price of the model with the equipment you desire, see your Ford Dealer.

FORD Division of FORD MOTOR COMPANY

1955 FORD PRICES

MAINLINE CARS

Sug. Retail Del. Prices	6 Cyl.	V-8
BUSINESS TUDOR	\$1759.00	\$1964.75
TUDOR SEDAN	1945.03	2065.80
FORDOR SEDAN	1991.25	2112.02

CUSTOMLINE CARS

TUDOR SEDAN	2068.52	2189.29
FORDOR SEDAN	2112.63	2233.40

FAIRLANE

CLUB SEDAN	2196.24	2317.01
TOWN SEDAN	2242.44	2363.21
VICTORIA	2377.43	2498.20
CROWN VICTORIA	2484.71	2605.48
CROWN VICTORIA T/P	2554.20	2674.97
SUNLINER	2514.26	2635.03

STATION WAGONS

RANCH WAGON	2288.58	2409.35
CUST. RANCH WAG.	2384.11	2504.88
COUNTRY SED. 6 Pass.	2446.31	2567.08
COUNTRY SED. 8 Pass.	2577.49	2698.26
COUNTRY SQUIRE	2681.76	2802.53

FORD THUNDERBIRD

With Standard Hardtop	3191.96
With Convertible Top	3267.26
With Both Hardtop and Convertible Top	3482.26

OPTIONAL ACCESSORIES (Partial List)

Fordomatic Transmission	178.20
Heater & Defroster, Magic Air	71.43
Overdrive	109.70
Power Seat—Four way	64.50
Power Steering	91.40
Power Window Lifts	102.20
Radio, 8-Tube and Antenna	99.50
Radio, 6-Tube and Antenna	87.50
Styletex Trim (Woven Plastic & Vinyl)	30.53
Style-tone Paint (Fairlane)	26.90
Tinted Glass	23.13
Two-Tone Paint	19.35

***“You can Pay more but you can’t
Buy Better”***