



4-DOOR T-BIRD



2-DOOR LANDAU

1967
THUNDERBIRD
VS.
MAJOR COMPETITION
KEY SELLING ADVANTAGES



OLDS 98



TORNADO



ELECTRA 225



RVIERA

A WHOLE NEW THUNDERBIRD MARKET IN 1967

Thunderbird is the original personal-luxury car. Since it is the first—and since it remains the style leader in its class, Thunderbird has a broader owner base. The Thunderbird owner list is made up of more than 570,000 names. And these owners are proved trend-setters—they'll see and want to identify with the new 1967 Thunderbird fashion.

Now that the 4-Door Luxury Market is wide open to you, you can anticipate sales to members of the vast group of Thunderbird admirers, who have not bought Thunderbird because they've felt they needed 4-door style and luxury. Other 1967 4-Door Thunderbird prospects include previous years' luxury car owners, and Ford owners who will move up in 1967. And don't forget the thousands of Americans who are...

...BORED WITH THE COMMONPLACE...



...TIRED OF THE CONVENTIONAL...



...READY AND EAGER TO GIVE YOU...



NEW WORLDS TO CONQUER!

*This booklet is designed to inform you of what features salesmen competing in the T-Bird Market stress during their sales presentations, and to remind you that only the 1967 Thunderbirds have what a large segment of the Luxury-Car Market is looking for... **PERSONALIZED LUXURY!***

COMPARE FOUR-DOOR STYLING



4-DOOR LANDAU



ELECTRA 225 / OLDS 98

PERSONALIZED DESIGN

The 1967 Thunderbird 4-Door Landau is the car designed to add a new personal touch to the Luxury-Car Field.

- All new, yet distinctly all Thunderbird space-age styling.
- Unique, wide-swinging center-opening rear door for easy entry and exit.
- Vinyl roof.
- Individually adjustable bucket seats.
- Center console.
- Retractable headlamps.

Thunderbird—Styled for the luxury-car buyer who insists on maintaining his individuality—and wants his car to reflect that aspect of his personality.

CONVENTIONALLY DESIGNED

There is nothing "wrong" with the styling of Electra 225 and Olds 98. Both have pleasantly ordinary lines with a general styling tone which is conventional enough to be acceptable for any occasion.

- Doors open from the rear.
- Vinyl roof available at extra cost.
- Bench seats—individual bucket seats and console not available.
- Conventional headlamps.

While Electra 225 and Olds 98 are luxury cars, both seem to have been designed to suit the buyer who prefers not to assert himself—who wants to blend into the crowd. Studies show, however, that few Americans who can afford cars in this price class either want, or wish, to be "just ordinary."

PREDICTED:

The 1967 Thunderbird 4-Door Landau is destined to revolutionize the buying habits of the American Luxury-Car Market.



IN EVERY PRESENTATION . . .

COMPARE HANDLING

		T-BIRD	OLDS AND ELECTRA
CONTROLLABILITY & MANEUVERABILITY	{ = steering ratio	17.1:1	21.7:1 (Olds) 18.9:1 (Electra)
	{ = turning diameter	42' Curb to Curb	43' Curb to Curb
	{ = overall length	*209"	223"
STABILITY	= weight	4545 lbs.	4413 lbs. (Olds) 4436 lbs. (Electra)

*Despite being more than a foot shorter and nearly three inches narrower, the new 4-Door Thunderbird Landau is close to both Olds 98 and Electra 225 in all interior comfort dimensions, and actually offers more front seat leg room than does the Olds.

Ease of handling is developed through a combination of controllability, maneuverability, and stability. Controllability and maneuverability are generally equal to a low steering ratio and small turning diameter plus minimum overall vehicle length. Stability is a combination of weight, plus a low center of gravity. Thunderbird is designed to provide road-hugging stability even in tight curves.

COMPARE LUXURY FEATURES WHICH ARE NOT OFFERED ON OLDS 98 OR ELECTRA 225

- Retractable Headlamps
- Center Opening Doors
- Individually Adjustable Bucket Seats
- Comfort-Stream Ventilation
- Center Console
- Reversible Keys
- Steering Wheel Mounted Speed Control
- Select-Shift (Automatic or Manual) Transmission
- Power Front Disc Brakes
- Automatic Parking Brake Release
- Sequential Turning Signals

COMPARE STANDARD T-BIRD FEATURES WHICH ARE EXTRA- COST OPTIONS ON OLDS 98 AND ELECTRA 225

- Push-Button Radio (AM)
- Movable Steering Wheel
- Vinyl Roof
- Outside Mirror (Remote-Control)
- Underbody Sound Coating

DURING EACH DEMONSTRATION...



Point out the ease of entry, made possible by Thunderbird's exclusive wide-swinging center-opening door. Only Thunderbird offers the movable steering wheel standard.



Invite the prospect to adjust each bucket seat for maximum individual comfort. Neither Electra nor Olds offers a key that is always right side up, neither offers a parking brake which releases automatically, nor the Thunderbird Select-Shift, which provides automatic or manual shifting.

Roll up the windows and ask them to notice the freshness of Thunderbird's Comfort-Stream ventilated air. Point out that neither Olds nor Electra offers the Convenience Control Panel. Note how to turn on the radio—and add that neither Olds nor Electra offers a radio as standard equipment.

COMPARE PRICES

	THUNDERBIRD	ELECTRA 225 CUSTOM	OLDS 98
BASE VEHICLE PRICE	\$4325.14	\$4363.00	\$4276.00
PUSH-BUTTON RADIO	std.	\$8.41	\$6.89
MOVABLE STEERING WHEEL	std.	\$2.10	\$8.99
VINYL ROOF	std.	\$10.52	\$10.59
OUTSIDE MIRROR (Remote-Control)	std.	7.20	9.48
	<u>\$4325.14</u>	<u>\$4411.23</u>	<u>\$4561.95</u>

Figure the cost of equipment which is standard on Thunderbird but optional on Electra and Olds 98—then add to it the value of listed equipment which is unavailable on GM cars, such as...

- Power Front Disc Brakes
- Center Console
- Individual Bucket Seats
- Retractable Headlamps
- Sequential Turn Signals
- Automatic Parking Brake Release
- Reversible Keys...

... and you'll see that in prices, too, Thunderbird is quite competitive.

COMPARE TWO-DOOR STYLING

Both Riviera and Toronado are face-lift versions of their 1966 counterparts. And while both appear to have many styling features comparable to Thunderbird, inspection will prove that they do not. While all three cars have retractable headlamps, for example, neither of the GM competitors has managed to achieve the "vanished without a trace" style of Thunderbird. While both Riviera and Toronado have borrowed the Thunderbird "bank of lights" rear styling technique, only Thunderbird offers sequential turn signals—which is the primary advantage of the full-width taillamp treatment. Only Thunderbird offers the sliding rear quarter window. Only Thunderbird is unique—new, yet distinctly *Thunderbird*!



THUNDERBIRD



RIVIERA



COMPARE INTERIORS

THUNDERBIRD

- Air bucket styling
- Deep, wide, individual bucket seats
- "At a glance" instrument panel visibility
- Floor-to-ceiling convenience
- Exclusively Thunderbird



RIVIERA

- "Bucket bucket" seats (Unique bucket seats with a pseudo-bucket seat no-belt design)
- Center console (extra cost option)
- Conventional interior design



TORONADO

- Bench seats (standard)
- Flat dashboard
- Center console (extra cost option)

HOW ABOUT FRONT WHEEL DRIVE?

COMPARE STANDARD FEATURES

Neither buyers nor Tornado offers any of the following:

- Select-Shift Cruise-O-Matic
- Underbody Sound-Coating
- Auto. Parking Brake Release
- Reversible Keys

Neither GM competitor offers any of the following as standard equipment:

- Push-Button Radio
- Power Front Disc Brakes
- Center Console
- Outside Remote-Control Mirror
- Deluxe Seat Belts

Each Thunderbird is subjected to a thorough 12-mile road test. Drivers and Tornados are "not checked"—meaning none are checked, but not all are not.

COMPARE PRICES

	THUNDERBIRD SYSTEMS - TORNADO		
Base Price	\$4453.12	\$4409.00	\$4879.00
Push-Button Radio	\$14.	\$8.41	\$8.36
Power Front Disc Brakes	\$10.	\$3.34	\$3.33
Center Console	\$10.	\$7.77	\$8.33
Moonroof Tinting Wheel	\$10.	\$10.	\$3.33
Outside Remote-Control Mirror	\$14.	7.20	9.48
Deluxe Seat Belts	\$14.	\$10.	6.32
	\$4607.12	\$4500.82	\$4960.97

While there are advantages to having the driving power on the front wheels, which are also the steering-control wheels, the disadvantages are such that no Ford Motor Company vehicle will be so designed unless or until Ford Engineers feel satisfied they are overcome. But, many prospects are and will be comparing Thunderbird to Tornado in 1967. For this reason, you should be aware of both the strong points and weaknesses of the Tornado salesman's presentation. For example, the Tornado salesman might well say:

"Front-wheel drive provides much better cornering ability. You can take a ninety-degree turn safely at up to 40% higher speed with Tornado than any rear-wheel drive car."

THE FACT:

A front-wheel drive vehicle does track through a high-speed curve provided the driver doesn't back off on the power. But, suppose the driver is part way through a high-speed curve and suddenly finds he must back off—suppose an approaching car is in his lane, for example, or there's an animal in the road or some distraction causes him to ease up on the accelerator? The result will be immediate whipping action and probably complete loss of control.

"With front wheel drive, you have the traction up front where the weight is. You have more control in snow, on ice or on slippery grades."

THE FACT:

The closer the center of gravity to mid-point of all four wheels, the better the traction will be under the widest range of driving conditions. Imagine driving a front-wheel drive vehicle up a slippery 30-degree grade which will put 70% or more of the vehicle's weight on the rear wheels. What happens? The front-wheel drive car will sit at the bottom of the grade.

"With front-wheel drive you can have flat floorboards."

THE FACT:

Since bucket seats and console provide more personalization of design and are proved more popular with the luxury buyer, you can make flat floorboards a Tornado disadvantage.

Other points worthy of mention to a prospect comparing Thunderbird to Tornado are:

- Maintaining control of a front-wheel drive car at high speed requires more skill, and an entirely different driving technique from driving a rear-wheel drive. Also, a front end collision constitutes a virtual "wipe out" of a front-wheel drive vehicle. For these reasons, many insurance companies refuse to insure Tornados—and most of those who will, do so only at a premium rate.
- There is increased front-tyre wear, front-wheel bearing wear, and suspension wear on front-wheel drive cars. Many engineers predict excessive maintenance costs will be required on present FWD vehicles after two or three years of use.
- Front-wheel drive is not new. Christie, Busson, and Cords have come and gone. Packard experimented with FWD in 1933. There are a number of FWD European cars. Miller and Novi race cars were front-wheel drive, and while both showed certain advantages when operated by highly skilled drivers, neither showed lasting success.

Ford Motor Company engineers can build as good a front-wheel drive system as anyone else. (We have the four-wheel drive Bronco truck—we've developed a number of front-wheel drive prototypes in recent years.) When anyone can design a FWD car as effective, as maintenance free, as rear-wheel drive under all U.S. driving conditions Ford Motor Company will produce that car!



The product information and specifications in this booklet have been obtained from authoritative sources available at the time of printing; however, their continuing accuracy cannot be guaranteed.