



*1967 Thunderbird*



*Now...A Long Smooth Rich Fast Four-Door  
Unmistakably, Uniquely Thunderbird*



THE THUNDERBIRD FOUR-DOOR LANDAU

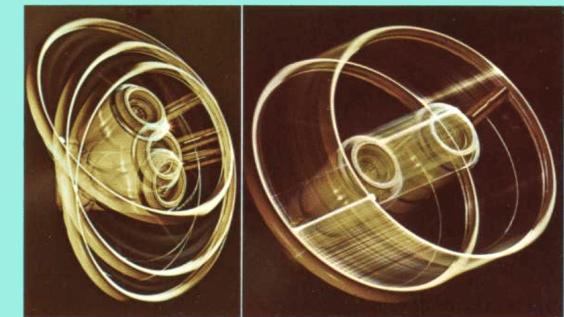
### *Thunderbird 1967... New Achievements in Luxury*



Thunderbird SL Interiors. Salon elegance! Front and rear compartments have distinctively tufted seats and embroidery on upper seat backs which enrich and highlight this tasteful interior. Optional on all models in cloth-and-vinyl, or in leather-and-vinyl, their handsome tailoring and invitingly soft seats say that this fineness is unmistakably, uniquely Thunderbird.

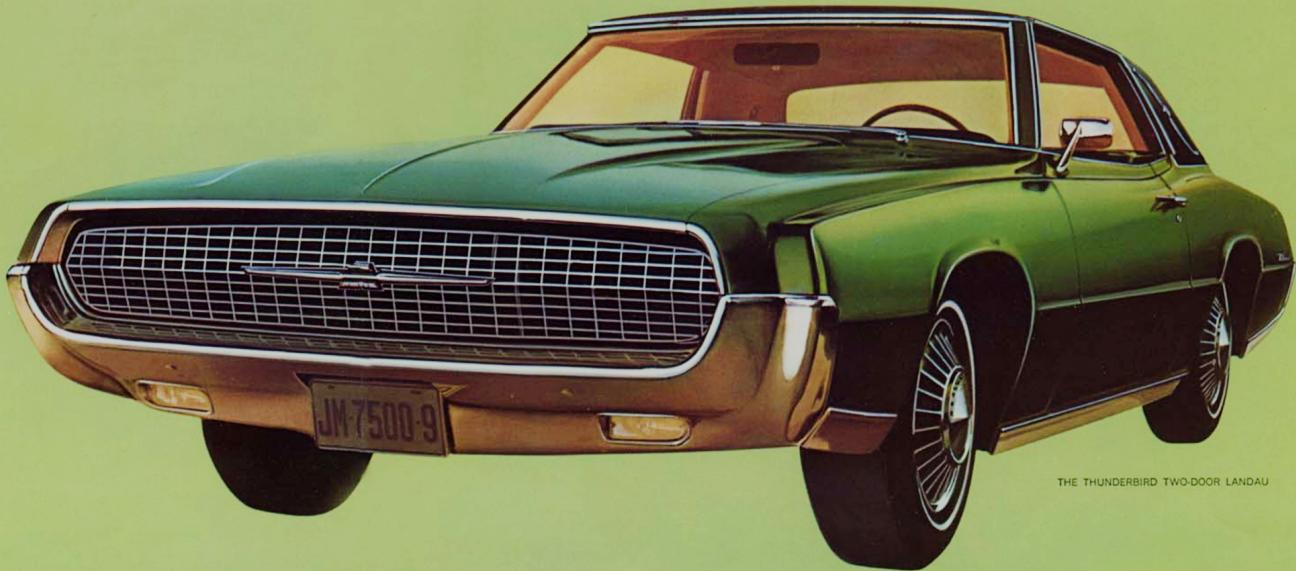
When Thunderbird changes the world sees the look of the cars of tomorrow. An historic new four-door Landau . . . with doors that swing wide, away from the center pillar, providing comfortable access to front and rear compartments. The stunning padded vinyl roof with gleaming Landau "S" bars . . . this and much more distinguish the newest of Thunderbirds. Simulated wood grain appliques on the instrument panel and doors, and deep loop-pile carpeting augment Thunderbird's aura of grace, dignity and unparalleled comfort.

This bird flies with impressive quiet . . . whether powered by its mighty 390-cu. in. V-8, or the spectacular 428 that is also available. Shift through the gears, or go fully automatic, as your mood calls, with new SelectShift Cruise-O-Matic. Power Front Disc Brakes with huge drum-type rear brakes, standard on Thunderbird. Enjoy glorious wrap-around sound from four separate speakers with either optional Stereo-Sonic Tape System or Thunderbird's new AM/FM Stereo Multiplex Radio.



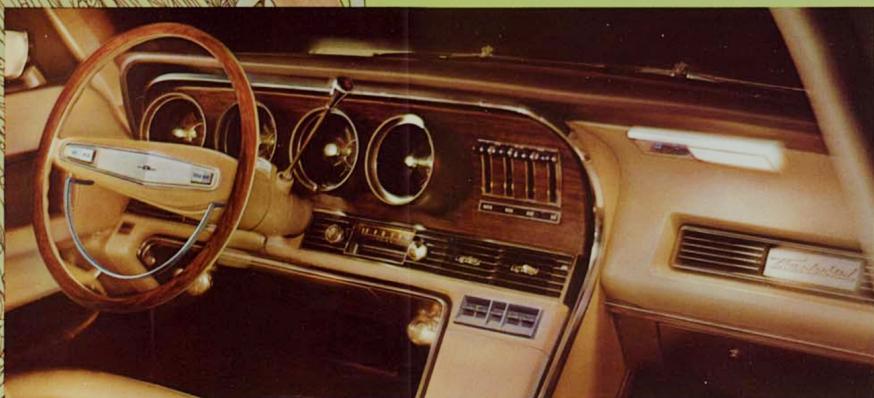
Thunderbird Introduces Unique Tilt-Away Steering Wheel Convenience. Meet Thunderbird's mannerly Tilt-Away Steering Wheel. It's out of your way when you enter. It moves over to meet you and adjusts up or down to your preference of nine different positions. Then, as you leave, it moves up and away automatically to ease your exit when you open the door. Standard on all new Thunderbirds.

*Rakish. Impressively Cut...  
New Style in Steel*



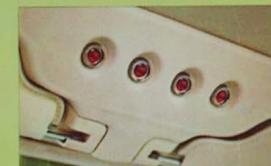
THE THUNDERBIRD TWO-DOOR LANDAU

*The Thunderbird Touch... Luxurious Convenience at Your Fingertips*



Ride refreshed! Thunderbird's Comfort-Stream Ventilation brings in a constant flow of fresh air through four controllable registers across the instrument panel (see above), and expels stale air through vents beneath the rear window. You relax in quiet, windows-closed comfort, surrounded by air continuously freshened from the outside.

Many special luxuries, comforts and safety features make flight in the 1967 Thunderbird a royal adventure. The dual hydraulic brake system, one of Ford's many standard Lifeguard-Design Safety Features, has a dual master cylinder and separate lines to front and rear wheels. In the event one line is damaged, the other remains to provide partial braking, a red light warns driver that brakes need service. The optional overhead Convenience Control Panel has warning lights that remind you to fasten seat belts, when a door is ajar, when fuel is low, and when the emergency flasher system is operating. And the optional Stereo-Sonic Tape System with AM Radio surrounds you with the sound of your own favorite music from four speakers for concert hall realism. Set your highway cruising speed, if you wish (above 25 mph), with Thunderbird's optional Highway Pilot Control in the Tilt-Away Steering Wheel spokes. And the moment you flick the light switch in the classic Thunderbird cockpit, the headlights are revealed from behind the Bird's impressive new latticework grille. Thunderbird, the unique luxury car...that flies like the future.



Convenience Control Panel—clears you for takeoff!



Latticework grille folds back, revealing Thunderbird's headlamps.



Highway Pilot Control. Cruising speed selector at your fingertips.



Stereo-Sonic Tape System...wrap-around sound from four speakers.



*The Luxury Car of Now...  
That Flies Like the Future*



THE THUNDERBIRD TWO-DOOR HARDTOP

Thunderbird's new profile, noteworthy in its undivided expanse of side glass, long hood and short deck, gives it sporty distinction. Everything in and about Thunderbird turns ordinary travel into adventure . . . effortless as jet flight. Power steering and brakes. Versatile SelectShift Cruise-O-Matic. Even the AM radio is another

Thunderbird standard. There are unique conveniences: "rolling" door locks option which automatically locks all doors above 8 mph. Reversible keys are always right side up. A suspended accelerator adjusts itself to your foot. Sliding quarter windows and sequential turn signals. Make this Thunderbird yours . . . this car of now, and tomorrow!



Full Sweep Windshield Wipers. Even in the rain you see more through Bird's windshield.



Sliding Quarter Windows on two-door models slide smoothly into roof pillar.



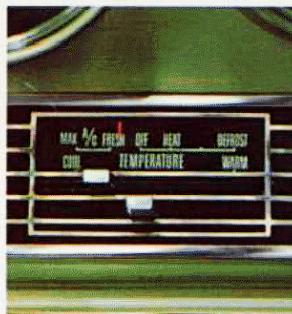
Sequential Turn Signals indicate turn direction in rippling flow of light.



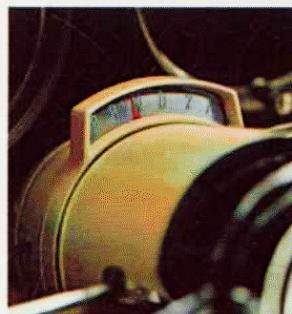
*Thunderbird for 1967... Unique in All the World*



DUAL BRAKE SYSTEM. Dual master cylinder, separate brake lines to front and rear brakes provide extra protection. Panel warning light.



SELECTAIRE CONDITIONER.\* Climate conditioning to order! Cooling in summer, heating in winter... all with fingertip controls!



SELECTSHIFT CRUISE-O-MATIC. The finest, smoothest automatic now lets you shift through the gears, whenever you wish, without a clutch!



RECLINING SEAT & HEADREST.\* Extra comfort for front seat passenger. Seat adjusts to the desired angle, headrest extends from top of seat back.

\*Optional

## Ford Motor Company 1967 Lifeguard Design Safety Features...Standard

*Ever since there have been Fords on the American Road, the safety of the people who drive and ride in them has been a primary concern of thousands of people at Ford Motor Company, driving millions of miles on the test track, working millions of man-hours in the laboratory. Some of the latest results of their work are seen in the '67 Lifeguard-Design Safety Features listed here.*

*Lifeguard-Design Safety Features help reduce the likelihood of injury in case of an accident, but you can accomplish the most important job of all—preventing an accident. By obeying traffic laws at all times and developing alert, defensive driving habits, you can best protect yourself and your family against unsafe conditions on the road.*

Ford's Lifeguard-Design Safety Features standard on all Thunderbirds include: Dual Hydraulic Brake System with Warning Light  Thick-Laminate Safety Plate Glass Windshield  Padded Windshield Pillars  Padded Sun Visors  Padded Instrument Panel  Impact-Absorbing Steering Wheel with Deep-Padded Hub  Turn Indicators with Lane-Changing Signal  4-Way Emergency Flasher  Deluxe Front and Rear Seat Belts with Reminder Light and Front Retractors  Non-Glare, Day/Night Inside Mirror with Flexible Backing  Break-Away or Double-Pivot Inside Mirror Arms  Remote-Control Outside Rearview Mirror  Safety-Yoke Door Latches  Positive Door Lock Buttons that *must* be raised before door handles will operate and doors can be opened  2-Speed or Variable Speed Windshield Wipers, Windshield Washers  Backup Lights  Self-Adjusting Brakes.

## Other Standard Equipment

Thunderbird Power Team: 390-cubic-inch Thunderbird Special V-8 (315 hp) and SelectShift Cruise-O-Matic Drive  Unipane Side Glass  Reversible Keys, "Keyless" Locking  Lighted Ignition Switch  Individually Adjustable Front Bucket Seats  Center Console with Lighted Ash Tray and Storage Compartment  Tilt-Away Steering Wheel  Power Steering  AM Radio  Electric Clock  Heater-Defroster  Comfort-Stream Ventilation System  Suspended Accelerator Pedal  Lighted Glove Box  Map Light  Instrument Panel Light  Courtesy Door Lights  Vinyl Roof (Landau models)  Sliding Quarter Windows (Two-Door models)  Interior Rear Quarter Courtesy Lights  Power Brakes: Front Disc Brakes, Drum-Type Rear Brakes  Rear Center Folding Arm Rest  Sequential Turn Signals  Lined and Lighted Trunk  Complete Underbody Soundcoating  Full Wheel Covers.

## Thunderbird Options

SL Interior Trim—pg. 2  Convenience Control Panel—pg. 5  6-Way Power Seats  Power Windows  Thunderbird 428 V-8  Stereo-Sonic Tape System with AM Radio—pg. 5  AM/FM Radio  AM/FM Multiplex Stereo  Rear Seat Radio Speakers  Power Radio Antenna  Leather and Vinyl Upholstery  White Sidewall Tires  Red Band White Sidewall Tires  Two Tone Paint  Highway Pilot Control—pg. 5  Tinted Glass  Limited-Slip Differential  Heavy-Duty Battery  SelectAire Conditioner—above  Styled Steel Wheel Covers  Reclining Passenger Seat and Headrest  Shoulder Harness, plus others which your Ford Dealer will be happy to detail for you.

**TWICE-A-YEAR MAINTENANCE**—New Thunderbirds are designed to go 6,000 miles (or 6 months) between oil changes and minor lubrications; 100,000 miles (or 3 years, whichever comes first) between major chassis lubes. Other '67 Thunderbird service-savers include: 36,000-mile (or 2-year) engine coolant-antifreeze, self-adjusting brakes, long-life Sta-Ful battery, shielded alternator, rust- and corrosion-resistant aluminized mufflers and galvanized underbody parts. The '67 Thunderbird needs so little service it's just good sense to see that it gets the best—at your Ford Dealer's. His factory-trained mechanics and special tools add up to the greatest service combination available for your Thunderbird.

**24,000-MILE OR 24-MONTH U.S. WARRANTY**—Thunderbird's *total-car* quality makes this warranty possible: Ford Motor Company warrants to owners as follows: That for 24,000 miles or 24 months, whichever comes first, free replacement, including related labor, will be made by Ford Dealers of any part with a defect in workmanship or material. Tires are not covered by the warranty; appropriate adjustments will be made by tire companies. Owners will remain responsible for normal maintenance services, routine replacement of parts such as filters, spark plugs, ignition points, wiper blades, brake and clutch linings, and normal deterioration of soft trim and appearance items. The warranty referred to herein is applicable to products normally operated in the U.S.A. and Canada.

**Prices**—Some items illustrated or referred to as options, optional or available are at extra cost. For the price of the Thunderbird with the equipment you desire, see your Ford Dealer.

*The illustrations and product information contained herein were current at the time this publication was approved for printing. However, in order to continue to offer the finest automotive products available, Ford Motor Company reserves the right to change specifications, designs, models or prices without notice and without liability for such changes.*

Thunderbird 1967  
