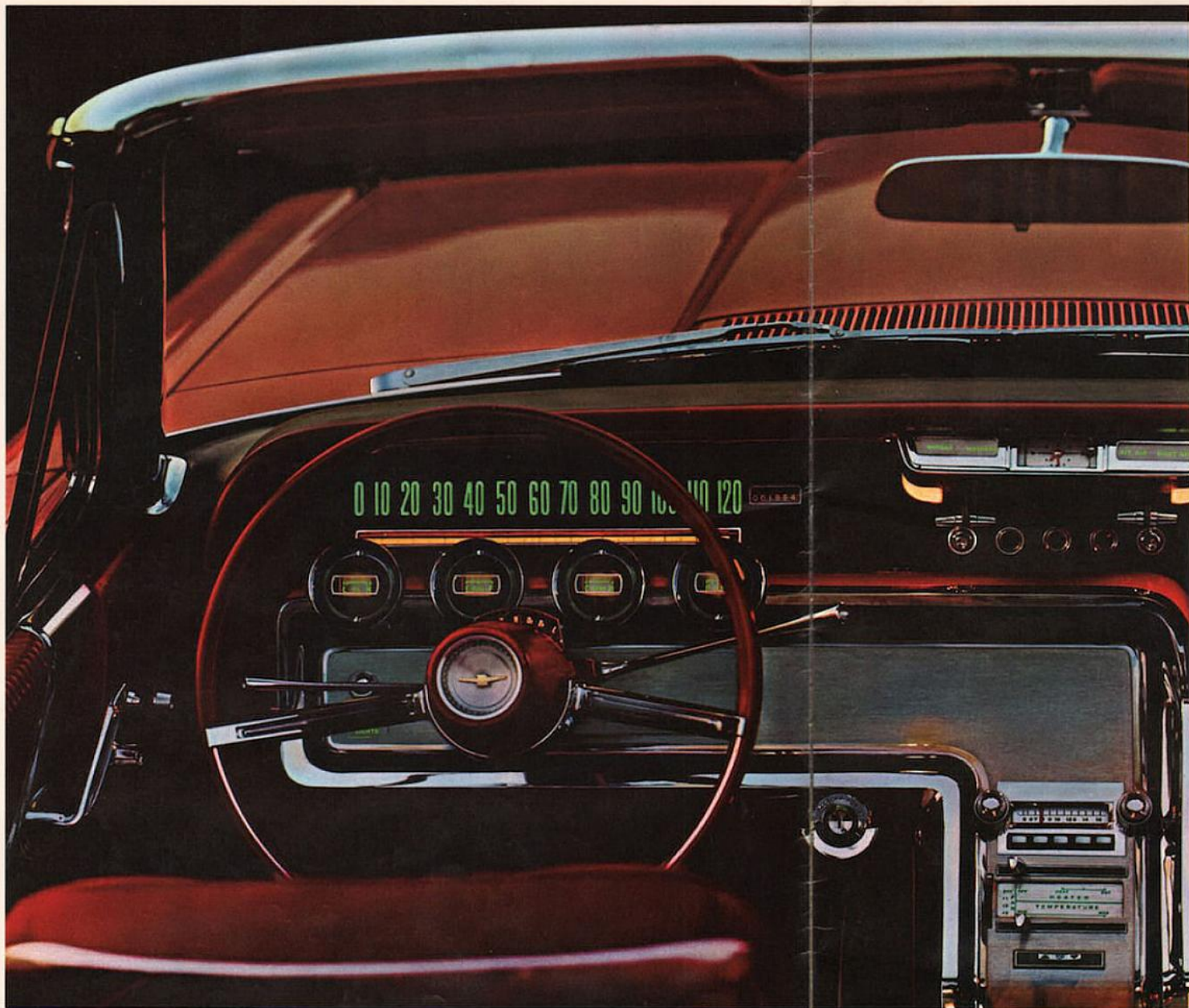


Thunderbird for 1964

Unique in all the world





*So different...so
beautifully different!*

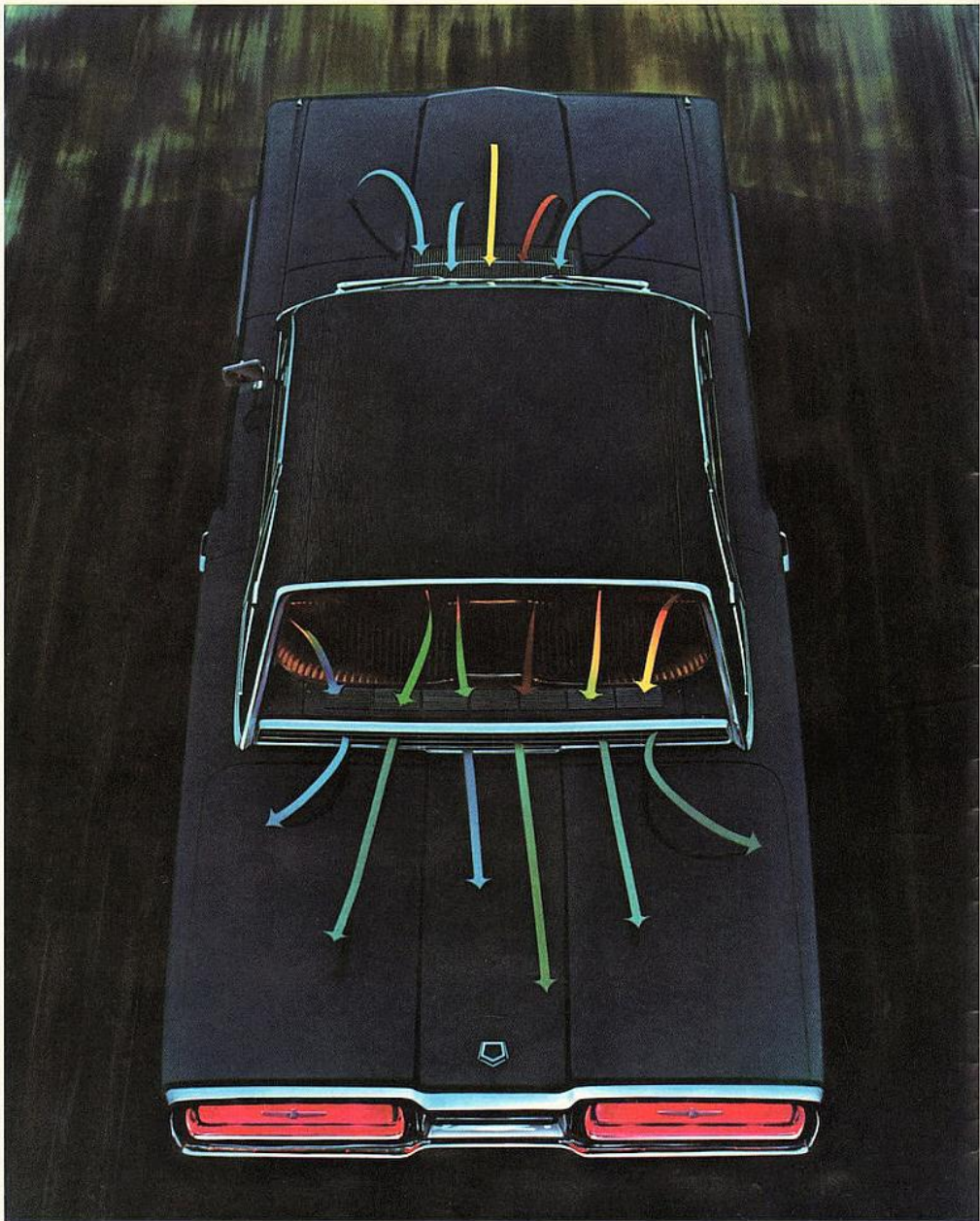
For 1964 the look is new—yet the look is so typically Thunderbird. The ideas are those you've come to expect of the innovator, Thunderbird. The jet-age cockpit and flight deck instrument panel are hints of the trend-setting ideas you'll find in Thunderbird for 1964. A new concept in car ventilation...totally new seating comfort...new convenience and luxury. Sure to be copied, this car remains as always...unique in all the world.





1964 Thunderbird Hardtop

Here is the essence of a classic...the look that lasts long after the others fade. Here, too, is motion that is almost magic. Factors: 300-hp Thunderbird 390 V-8 engine, Cruise-O-Matic Drive, power steering and brakes. All standard, their combination puts you in complete command. And, between you and the road, a superb cushioned-in-rubber suspension smooths the way.



The Thunderbird Touch

Silent-Flo Ventilation System in Hardtop and Landau. Flowing in at the cowl, controlled outside air carries smoke, stale air out through rear louvered vent. Forward motion at highway speeds is sufficient to change inside air several times each minute. Simple, silent, luxurious. Windows up, you enjoy the freshest air in any weather, an even quieter ride.

Reclining Passenger Seat. In all-day touring this new Thunderbird option lets you completely relax, even nap, under way. Seatside control lets you tilt seat, lock it in place. Upper cushion extends to serve as a most comfortable headrest.

Safety-Convenience Panel. Jet-age instrumentation in a 5-in-1 option. Two toggle switches to actuate automatic door locks and 4-signal safety flasher (parking and taillights); three warning lights to signal "door ajar," "low fuel," and that safety flasher is operative.

Deep-Well Trunk. Considerably roomier, the new trunk incorporates a deep stowage well in the center section. Luggage can thus be loaded and carried upright for increased convenience and ease. And, so typically Thunderbird, the trunk is fully lined to protect your luggage.





1964 Thunderbird Convertible

*Unique among the unique, the Convertible shows it has a top only when necessary (but then with beguiling ease). Other times the top remains concealed beneath that clean sweep of deck. Hidden, too, on all 1964 Thunderbirds (but no less appreciated) are self-adjusting brakes cooled by larger new 15-inch wheels... a battery-saving alternator... a major chassis lubrication interval of 100,000 miles or 3 years.**

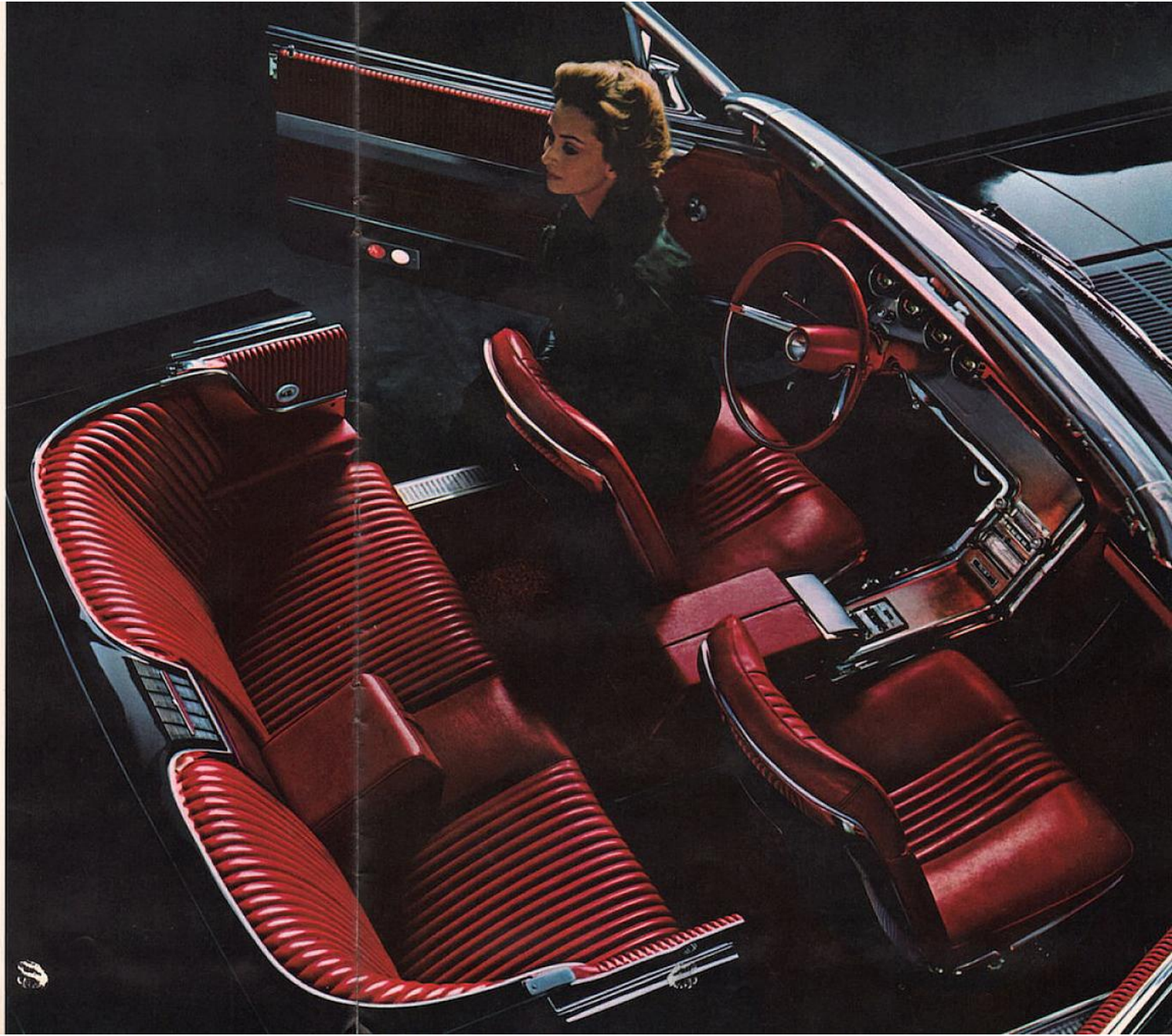
*See Maintenance in Specifications

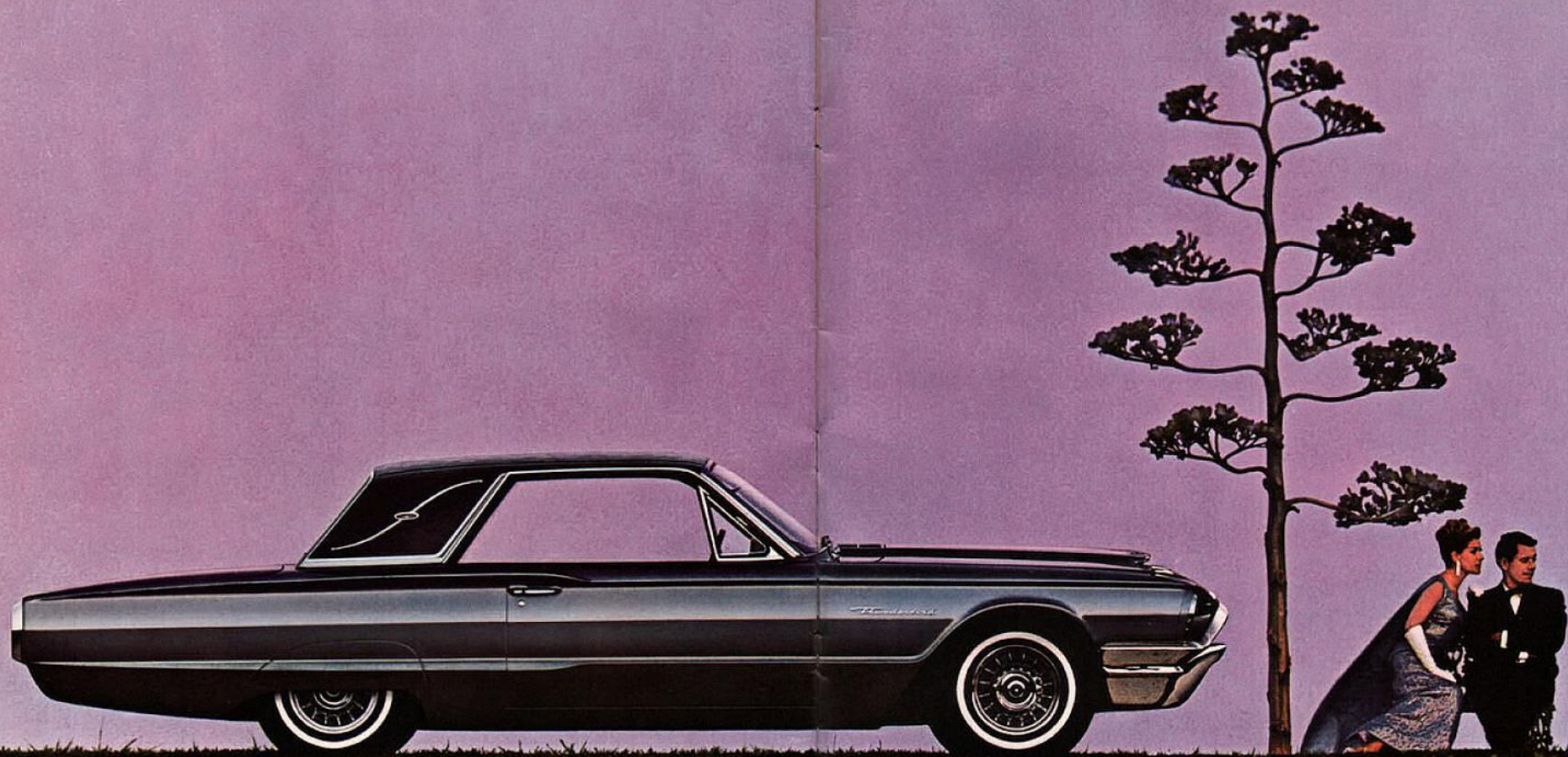


When you want the top, it's there quickly and with complete ease. Flip a switch... Thunderbird does the rest. You needn't stir from the driver's seat. It stows as easily, with nothing to button or fasten.

Thunderbird Luxury

How can Thunderbird be made more luxurious? First, you create a jet-age cockpit up forward with flight-deck panel and instrumentation...new shell contour seats to cradle driver and passenger in supreme comfort (and give those in back more knee and foot room) . . . a new console topped by a padded arm rest. You design a coved rear seat—unique in style and comfort—with folding center arm rest. You fashion and tailor elegantly pleated trims. You retain the much imitated (but still unmatched) Swing-Away wheel and all the other Thunderbird standard conveniences. Then you turn to creating a fitting exterior!





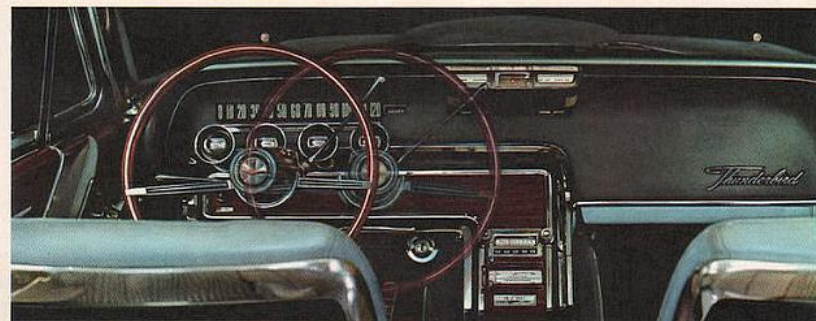
1964 Thunderbird Landau

A new personal car of limousine elegance . . . graced by padded vinyl roof and glistening "S" bars, with interior inlays of simulated walnut. This is the formal Thunderbird.



Thunderbird Essence

It is a unique kind of travel . . . so nearly effortless. It is unusual convenience as you travel: crank-adjusted vent windows, remote-controlled outside mirror, fender-tip turn signal indicators. It is regal comfort: individually adjustable shell contour seats, the trend-setting Silent-Flo ventilation system and many more. It is the sure knowledge that you have made one of the finest of fine car investments. Beyond these, it is a vital "something" which defies the calendar to keep this car *personally* yours. And "Thunderbird" is the word that says it all best.



Landau Interior (left and above). Its walnut-like paneling is a hallmark. Swing-Away wheel is the only convenience of its kind: it moves aside to help you in or out. Also standard on all Thunderbirds are AM radio, new parking brake which releases automatically when you shift into gear, and retractable front seat belts with reminder light.



Thunderbird Standard Equipment

Thunderbird comes fully equipped for your driving pleasure. Among the most notable items: 300-hp Thunderbird 390 V-8

- ☐ Cruise-O-Matic Drive
- ☐ Automatic Parking Brake Release
- ☐ Power Steering
- ☐ Power Brakes
- ☐ Silent-Flo Ventilation System (Hardtop)
- ☐ Swing-Away Steering Wheel
- ☐ "Floating" Day/Night (inside) and Remote-Control (outside) Mirrors
- ☐ Individually Adjustable Shell Front Seats
- ☐ Retractable Front Seat Belts with Reminder Light
- ☐ Front Center Arm Rest (atop console)
- ☐ Rear Center Folding Arm Rest
- ☐ Padded Instrument Panel and Visors
- ☐ Crank-Adjusted Vent Windows
- ☐ All-Transistor AM Radio
- ☐ MagicAire Heater-Defroster
- ☐ Electric Clock
- ☐ Courtesy Lights
- ☐ Dual-Lens Door Lights (except Hardtop)
- ☐ Glove Box Light
- ☐ Trunk Light
- ☐ Backup Lights
- ☐ Lighted Ignition
- ☐ Variable-Speed Hydraulic Wipers (18-in. blades) and Electric Washers
- ☐ Complete Undercoating.

Thunderbird Options

Additionally, there are many options with which you can tailor your Thunderbird to your taste. SPORTS TONNEAU and WIRE WHEELS for the Convertible. Available in 8 colors, the molded fiberglass tonneau has built-in front headrests, provides a sleek, protective cover for the entire rear compartment. Yet it is quickly removable when you want room for four. Convertible top operable, of course, at all times. Wire wheels are 14-in. size, heavily chromed with simulated knock-off hubs; also available on other models. POWER WINDOWS and POWER SEATS are separate options which together can make your Thunderbird nearly 100% automatic. SELECTAIRE CONDITIONER even gives you control over the weather in your Thunderbird. Cooling for summer, heating for winter; precise controls to "adjust" the climate exactly to your preference. Also for your consideration: "Concert Hall" Tone AM/FM Radio

- ☐ Rear Radio Speakers (regular or StudioSonic)
- ☐ Automatic Speed Control
- ☐ Sports Tachometer
- ☐ White Sidewall Tires
- ☐ Full Wheel Covers with Simulated Knock-Off Hubs
- ☐ Tinted Glass
- ☐ Rear Fender Shields (except with wire wheels)
- ☐ Spotlight
- ☐ Leather Upholstery
- ☐ plus others.

Thunderbird Specifications

Colors & Upholsteries—New more brilliant, richer Diamond Lustre Enamel in 19 single tones (all models), 19 two-tones (Hardtop). Color-keyed trim selections: 4 cloth/vinyl, 9 all-vinyl, 5 genuine leather and vinyl (optional). Your Ford Dealer will be most happy to show you exact samples of Thunderbird colors and trims.

Maintenance—In addition to 100,000-mile (or 3-year, whichever comes first) major chassis lubrication interval, Thunderbird offers the convenience of twice-a-year (or every 6,000-mile) oil changes and minor lubrications.

Engine—300-hp Thunderbird 4V/390 V-8. Displ. 390 cu. in.; 4.05" bore x 3.78" stroke; 10.1 to 1 comp. ratio; 4-barrel/automatic choke carburetor; premium fuel; dual exhaust system. Thunderbird V-8 engine features include: aluminized/stainless steel mufflers; 36,000-mile fuel filter; 36,000-mile dry-type air cleaner; 6,000-mile (or 6-month) Full-Flow oil filter; aluminized valves; hydraulic lifters; 190° thermostat; 36,000-mile/2-year coolant-antifreeze (available—installed in production); 12-volt electrical system; 42-amp. alternator; 65 amp-hr battery.

Front Suspension—Angle-Poised ball joints; wide-base coil springs. Rubber-insulated struts permit wheel "recession." Torsion-bar stabilizer. Lubrication interval: ball joints 100,000 miles or 3 years.

Rear Suspension—Extra-long, variable-rate leaf springs with rear axle located forward of center. Springs rubber-cushioned at front, at tension-type shackles and at axle.

Brakes—Self-adjusting power brakes. Front drums are cross-ribbed. Rear drums are cross-ribbed and flared for fade resistance. Lining area 238 sq. in.

Transmission—Cruise-O-Matic Drive. Two selective ranges: "Drive" position (green dot) starting in low for normal driving—or alternate "Drive" position (white dot) starting in intermediate for more sure-footed acceleration on slippery surfaces.

Drive—Hotchkiss. Semi-floating hypoid rear axle; straddle-mounted drive pinion. Permanently lubricated wheel bearings. Axle ratio 3.00 to 1.

Steering—Integral-type power steering. Swing-Away

wheel. Steering linkage lubricated for life. Over-all ratio 20.37 to 1. Turning diameter 40.2 ft.

Wheels and Tires—True-center wheels on precision-machined hubs. Tyrex cord precision-built tires, 8.15 x 15 on 5½" safety rims. Optional: 8.00 x 14 with wire wheels.

Dimensions—113.2" wheelbase, 61" front, 60" rear treads; 205.4" length; 77.1" width; 52.5" (Hardtop), 52.6" (Landau), 53.3" (Convertible) design-load height.

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.

Comparative information in this catalog was obtained from authoritative sources, but is not guaranteed. The specifications were in effect at the time of approval for printing. The Ford Division of Ford Motor Company reserves the right to discontinue models at any time, or change prices, specifications or design, without notice and without incurring obligation.