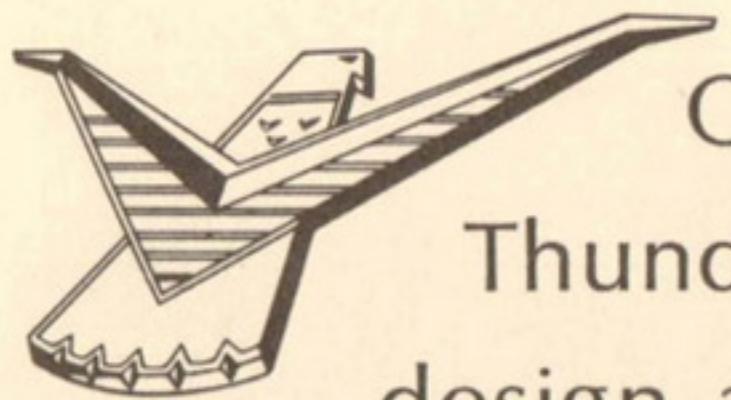


Ever since Thunderbird made its debut, connoisseurs around the world have watched it grow to classic maturity, becoming the most influential car of its time. Today practically every other car echoes Thunderbird's distinctive theme. You see it in Thunderbird-inspired bucket seats...center console...even the classic roofline has found its way to the other cars. Yet in spite of this, Thunderbird maintains its tradition of leadership. Today, the culmination of nine years of growth and development, it stands alone...still the symbol of all one could ask in a fine car. Of course, its basic concept is unchanged, but the 1963 Thunderbird is a deceptively new automobile. It combines the best of the past—the spirit, the flair, the performance—with the best of the new. Hundreds of refinements this year have honed the fine edge of Thunderbird quality to a new level of perfection...a perfection to delight and amaze owners more with each passing day—as they explore the private, richly satisfying world of Thunderbird.

1963 Thunderbird... ninth edition of an American classic

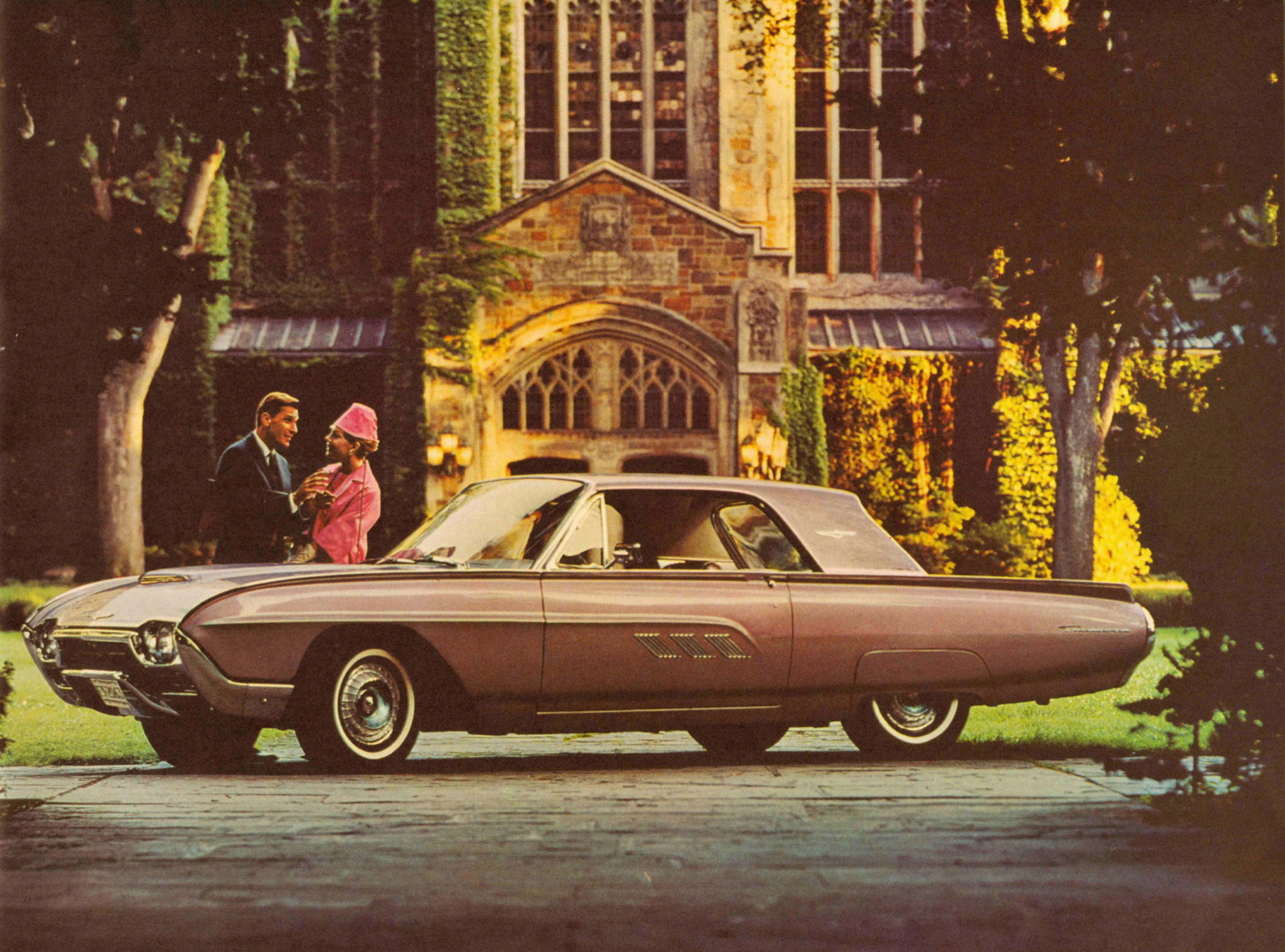




Old-line Thunderbird watchers fondly remember the first Thunderbird, the spirited car that started a new trend in automotive design and heralded the arrival of the personal automobile. Today, the distinguished Thunderbird Hardtop is still the trend-setter, often imitated but never equaled. Unchanged in concept, today's "original" Thunderbird is more strikingly beautiful than ever—inside and out—more beautiful to look at, to sit in, to drive. From the convenience of its Swing-Away steering wheel that moves aside to let you enter, to the mighty, yet muted, power of its 390 V-8, Thunderbird abounds in features that have made it one of the world's most wanted automobiles. It is a car that is admired and recognized instantly wherever it goes...a car known, too, by the company it keeps. And it is a car that has earned anew each year its position of leadership through constant improvement. In the past two years, for example, Ford engineers have spent millions of dollars for new quality testing equipment to make sure every part that goes into your Thunderbird measures up to the most rigid standards. But all this Thunderbird quality cannot be seen, or even described. It must be experienced. Fulfillment lies in the feel of a Thunderbird in flight. Whether soaring down an open stretch of highway, or winding through back country lanes, you know this is the car that puts you in command of a world few possess.

furthering a proud tradition of leadership

**THE THUNDERBIRD HARDTOP**



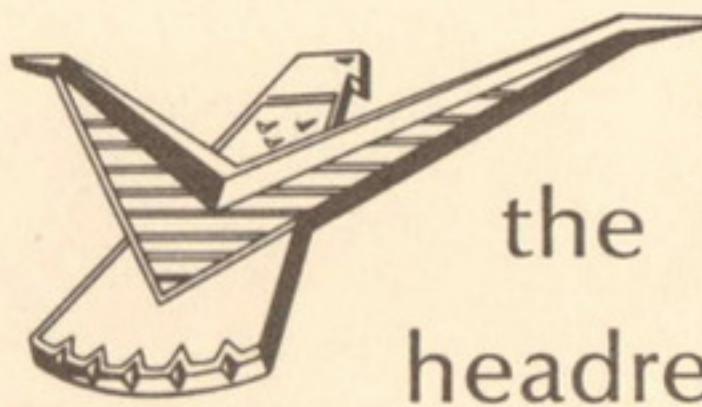


Think of the rich color of walnut...of vinyl with the deep texture of leather...of sculptured coachwork and luxury on a grand scale...and this is Thunderbird Landau. From the gleaming simulated walnut interior to the distinctive Landau roof, every gentle line of the Thunderbird Landau is a direct and uncompromising statement of sophistication...a dramatic expression of a way of life. Touches of luxury set the Landau a world apart from other fine cars, giving it a distinctive *concours d'elegance* appearance that is pure enchantment. Inside, the rich color of walnut dominates; you see it in the instrument panel, convenient console, door, steering wheel, and rear trim panels...weaving a romantic spell reminiscent of handmade carriages and fine limousines. Landau's deep-foam bucket seats give drawing room comfort, its thickly woven color-keyed carpeting presents a luxurious base of practicality for lasting beauty and longer life. Outside, your choice of exciting Diamond Lustre colors complements the dramatic Landau roof, now available in deep black, pure white, rich brown or subtle navy. Landau's visual impact is instantly, brilliantly achieved...its crisp styling boldly confident as an engraved calling card. No other car could more suitably announce your arrival.

**modern chic...classic carriage elegance...the dual role of the  
THUNDERBIRD LANDAU**



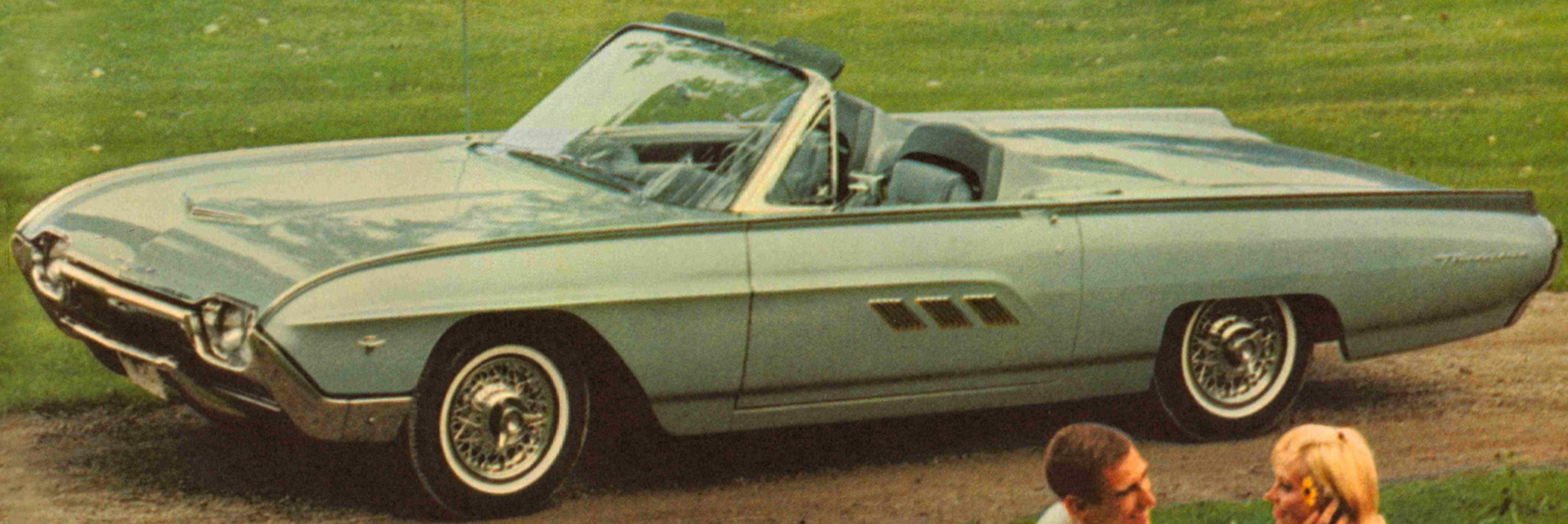
Thunderbird

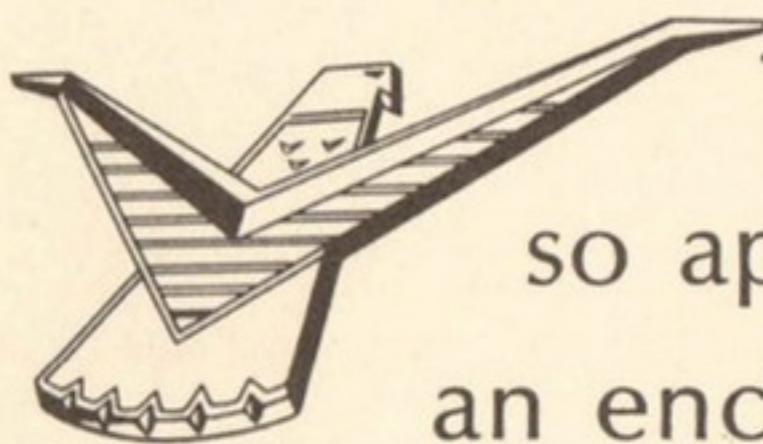


Few cars have so fired the imagination of the young at heart as the flashing Thunderbird Sports Roadster. From sweeping tonneau headrests to gleaming wire wheels, it is every inch a thoroughbred, built for the connoisseur. To many, it is a return of the fun-loving days of breezy runabouts in a high stepping, fast-paced era when motoring was more than just transportation. In the Sports Roadster, Thunderbird has captured the soaring, free-wheeling spirit of a young and vibrant America, with its bold promise of things to come. But this is more than a promise, for here is superb engineering ...and craftsmanship...that sets Thunderbird apart from ordinary cars. Thunderbird braking is aided by cross-ribbed brake drums that dissipate heat faster...Thunderbird's longer lasting, more reliable alternator keeps the battery charged even at idling speeds . . . Thunderbird's controlled rear spring mounting, extra body reinforcement, and more than a dozen advanced suspension refinements blend its traditionally luxurious ride with nimble sports car handling. Long, low, bred for the open road, the Sports Roadster's very look sets pulses racing; for here is another wonderful "two-seater" Thunderbird that converts in seconds to four-place luxury. Tonneau off or on, the convertible top can be raised or stowed away whenever you wish—with never a trace—a typical only-on-Thunderbird touch.

personal luxury with the feel of flight

**THE THUNDERBIRD SPORTS ROADSTER**





The key to Thunderbird is, in a word, versatility. And no model so aptly demonstrates this as the 1963 Thunderbird Convertible. It is an enclosed, all-weather, week-end getaway car and a four-place town runabout with room for the family. Yet, in just moments, this practical car becomes a fun-loving touring convertible that lets you bask in sunshine—or moonlight. Closed, the power-operated convertible top locks out wind and noise . . . without flapping. Open, it disappears completely beneath the rear deck, with not a ripple to betray its presence. You cruise in wide-open comfort, confined only by the sky and your imagination, as the smooth teamwork of a special Thunderbird V-8 and Cruise-O-Matic transmission provide surging power to bring you to passing speeds quickly, easily. Responsive power steering makes driving a pleasure on any road . . . and Thunderbird's large, self-adjusting power brakes give superb stopping ability, with but a gentle touch of your foot. Power steering, power brakes, Swing-Away steering wheel, Cruise-O-Matic transmission, as well as other luxury features are, of course, standard on all Thunderbirds. There are no hidden costs for Thunderbird's hidden extras . . .

**the sky's the limit... and it's all around you... in the trend-setting  
THUNDERBIRD CONVERTIBLE**



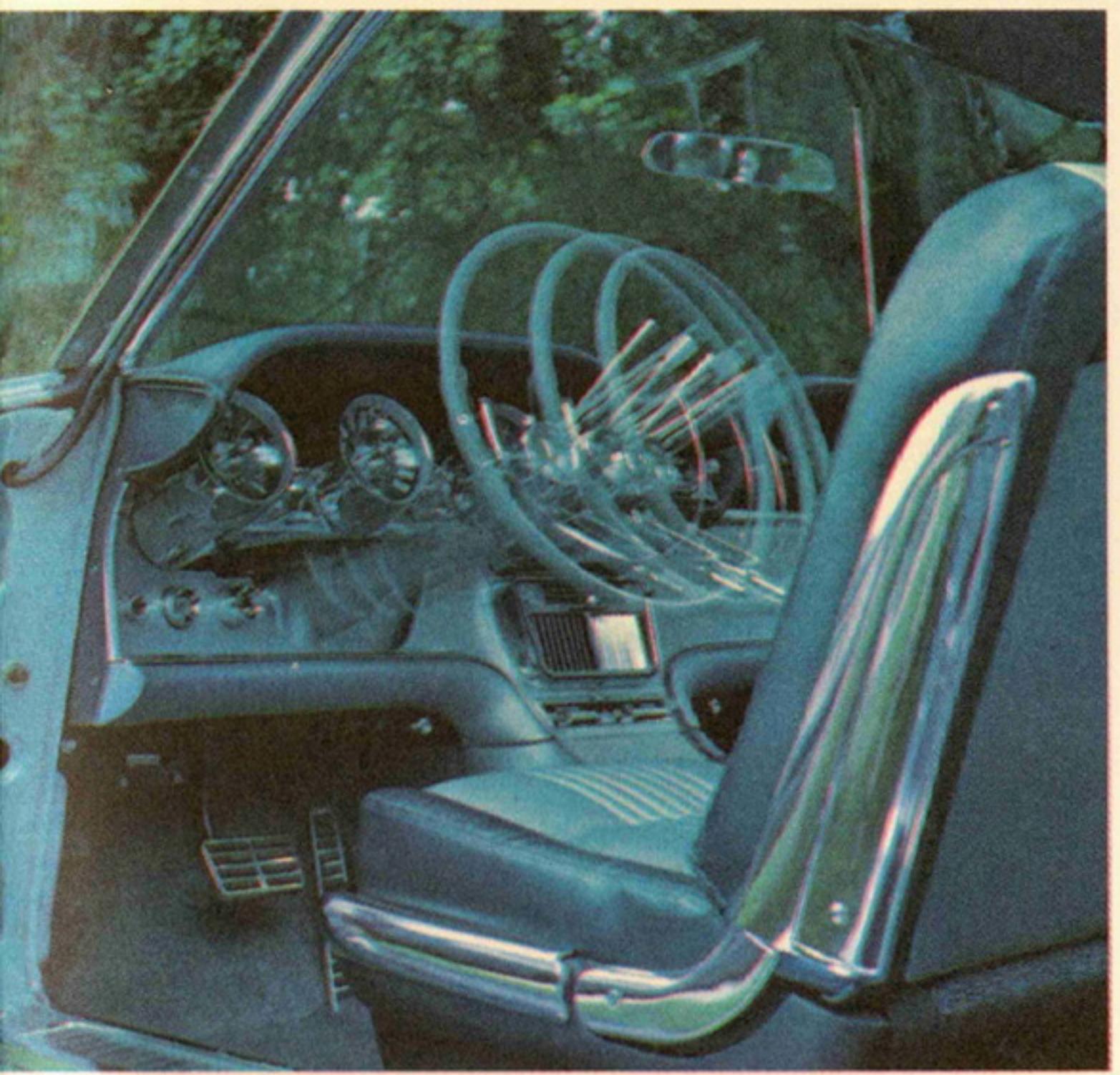


All foam, individually contoured seats . . . distinctive, lighted console . . . rich interiors in exquisite taste . . . vibration-resistant rearview mirror "suspended" by a permanent bond to the windshield glass . . . and scores of special touches put Thunderbird in a class by itself. Other quality touches—many you can't see—help achieve the Thunderbird standard of excellence: new Hypalon\* insulated wiring, for example, won't chip, crack, rot or burn, for extra protection against road failures due to short circuits . . . extra sound-deadening body insulation—more than twice the amount used in one of America's more expensive cars—provides a quieter ride . . . a kinkproof speedometer cable—strong enough to tow a car—helps provide lifelong speedometer accuracy . . . high chrome facings on six points on each brake backing plate give increased durability and safety . . . power window motors, each with its own circuit breaker, can't burn out, even through hardest use . . . and there are many, many more unique Thunderbird touches—so many, in fact, we have filled a bound edition (sent to new Thunderbird owners) with some of these fascinating, little-known facts. Hundreds of quality engineering refinements you can't see make the '63 Thunderbird, more than ever . . . Unique in All the World . . .

\*Du Pont registered trademark

**the Thunderbird touch**

**A SPECIAL STANDARD OF EXCELLENCE**



Thunderbird Hardtop interior



Thunderbird Landau interior



Thunderbird Convertible interior

# An investment in pleasure that pays practical dividends

Although Thunderbird is acknowledged to be the answer to a motorist's dream, many people are skeptical when we say it is a practical car. Most agree that in terms of luxury and convenience it has no equal—but where indeed is the so-called practical side? For one thing, Thunderbird is a very sound investment. It holds far more of its value than ordinary cars when it is time to trade . . . (any car dealer will tell you a used Thunderbird is a fast mover). And what other car can approach Thunderbird's superb quality that permits elimination of the 1,000-mile inspection, allows twice-a-year or 6,000-mile oil change and minor lube intervals, 100,000-mile or 3-year major chassis lubrication, self-adjusting brakes, extended life battery . . . to name a few. These Thunderbird extras are cost-cutters purely on the practical side, for the quality that is built right into every Thunderbird is designed to minimize service stops, cut maintenance expense . . . and make the most of every day you own your car. And too, there is a special dividend with Thunderbird ownership: the pride and prestige of possession that grows more firm with each passing day. For Thunderbird is an inspiring automobile, one that fulfills your most extravagant motoring wish . . . yet, it is a very *practical* car . . .



