

Thunderbird '62

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unique in all the world



Now there are four gleaming editions
of America's great original.

The flair and fire of the unique Thunderbird idea finds exciting expression in four new models. The swift-lined sleekness of the Hardtop. The let's-go-adventuring look of the Convertible. The sophisticated formality of the Landau coupé. And the sheer brilliance of the most exclusive Thunderbird of all, the limited-edition Sports Roadster. Here's four for the road . . . a quartet that sings a deep song of power, a lilting melody of motion, a hushed hint of *individual* luxury and velvet ease. One of these was designed especially for you, to put at your command more new conveniences, more polished obedience, more proud distinction in line and look than the world has ever known. Your *personal* Thunderbird is here . . . waiting for you to discover it.





Thunderbird Tempo

... is the arrowing thrust of a magnificent powerplant, the Thunderbird 390 Special V-8 ... the vivid *instant* answer of 300 thoroughbred horsepower ... the exactly matched multiplication of force through the full range of Thunderbird's Cruise-O-Matic Drive, the subtle precision of *vacuum-controlled* automatic shifting. Thunderbird tempo is fire and silk ... a rugged competence that can afford to be gossamer-gentle. It is motion made flawless, a four-wheeled feeling of flight that has no duplicate, anywhere.

Thunderbird Command

Thunderbird exists to obey you . . . beautifully. The solid reassurance of its weight answers a finger-tip hint to integral power steering that is geared to a "fast" ratio. Power brakes respond with absolute authority. The *Dual-Range* Cruise-O-Matic transmission gives the choice of brisk low-range sprinting power for all normal driving or gentle intermediate-range starts for smoother take-off and acceleration on slippery surfaces. Thunderbird's broad-based tread, the ingenious rubber cushioning of front and rear suspension systems, the marvelously *level* ride, command a new kind of sure-footedness on any road. Thunderbird handles like this . . . because Thunderbird is designed to answer wishes, not muscles.



The command panel of a Thunderbird is like no other. A jewel case of instruments, designed for clear legibility. A bank of gleaming controls, engineered for finger-tip ease of operation. A safety-padded "cow" sheathed in the rich luster of fitted vinyl. Below, a lustrous sweep of full-width bright metal, and the final thoughtful touch of fully cushioned sun visors.



Thunderbird Luxury

Here is the "living room" of the world's most-wanted car . . . and everything in it speaks of Thunderbird's total concern with *personal* comfort. Individual front seats, of course, with the luxury of separate space. The utter ease of 100 per cent foam rubber cushioning, up to four inches thick, formed and contoured as a unit to cradle each passenger. A treasure house of upholstery combinations, 19 in all, ranging in coordinated tones through crinkle-grain vinyls and Bedford cords with vinyls, up to the glove-softness of genuine leather and vinyl.* Extravagant doors, 51 inches wide, for gracious ease of entrance (and the right front seat-back folds all the way down out of the way). A console between the front seats to house the glove compartment and illuminated ash tray. And a beauty of finish, fabric, and fit that make Thunderbird an endless source of pleasure, through every mile you live with it.

*Optional at extra cost





Here is Thunderbird's newest concept, the limited-edition Sports Roadster for two or four passengers. Bold as a racing hydroplane, arrogantly individual in its gleaming sweep of deck, it is a car shaped to the streaming wind and the long, long reach of road. From the shimmering brilliance of its chrome wire wheels to the twin headrests in its removable tonneau cover, it is the absolute essence of the Thunderbird spirit.



With the fiberglass tonneau cover in place, there's extra room for luggage in the rear seat, under cover and out of sight.



The tonneau lifts off easily . . . and the Sports Roadster is transformed into a four-passenger convertible, with no hint of its dual nature.



Even with the tonneau in place, the top can be raised for weather protection. There's nothing to be taken off or stored.

Thunderbird Originality

A fresh, creative look at the world of the automobile . . . that has been the mark of the Thunderbird from the beginning. First the original two-passenger personal car, then the superlative comfort of the four-passenger luxury automobile, ending the reign of the conventional bulky fine car. The crisp, clean, contemporary theme of Thunderbird styling has often been echoed but never equaled. For in major design and minor detail, Thunderbird is the trend-setter . . . the one car everyone would like most to own.



The Thunderbird rearview mirror "floats" in space . . . because its base is permanently bonded to the windshield by controlled heat. There's minimum vibration and no conventional support bracket to clutter your view.












The Swing-Away Steering Wheel moves over nearly 10 inches to the right to give the driver luxurious ease of entry . . . but only in Park position on the Cruise-O-Matic selector lever. The moment you return the wheel to normal position and select any other position . . . Neutral, Drive, Low or Reverse . . . the wheel is locked securely into place.



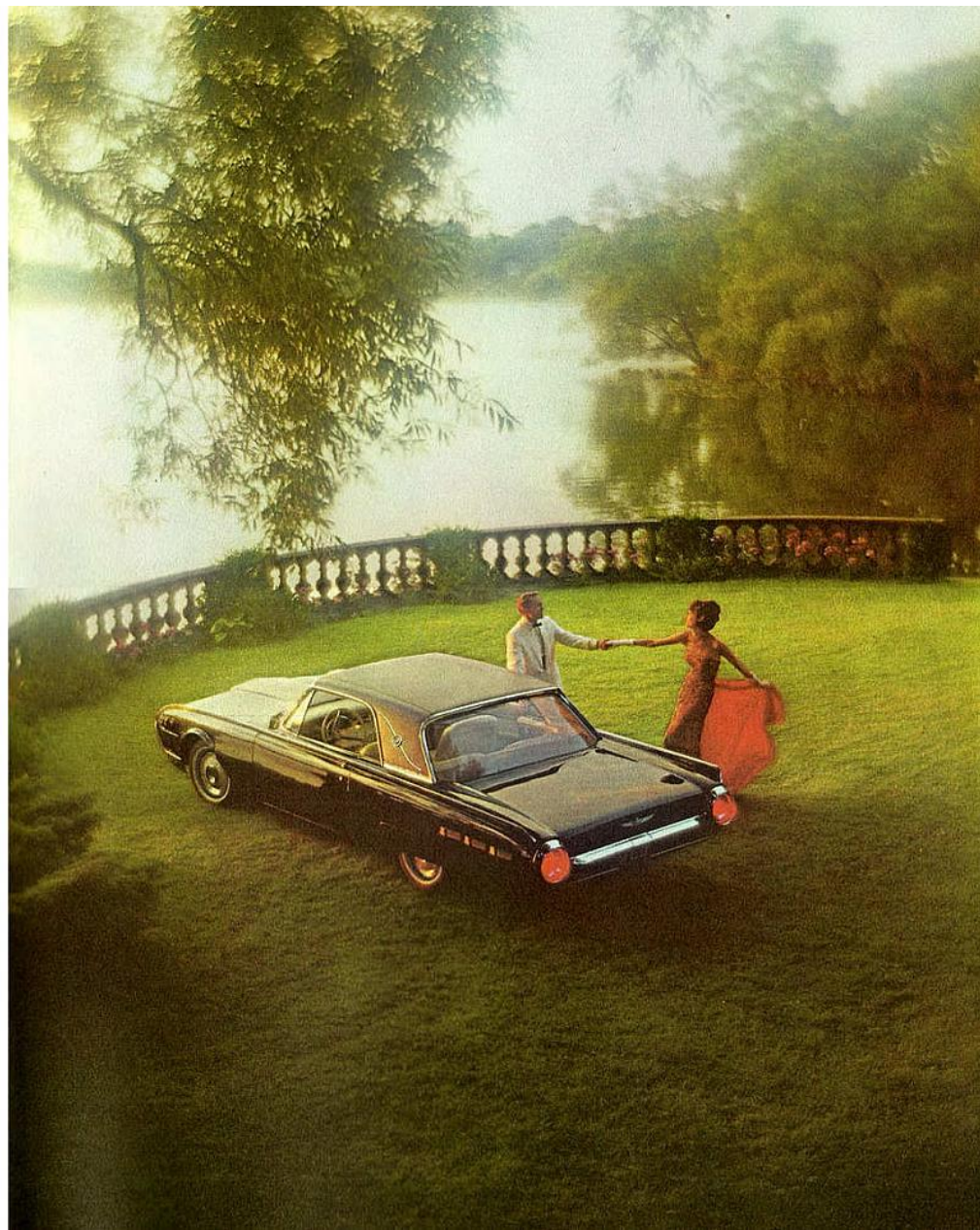
The sleekly sculptured Convertible deck is another mark of Thunderbird originality. At a touch on the switch the whole rear deck rises automatically, the top folds completely inside, the deck closes again . . . and there's no bulge or cloth cover to break the shining sweep of metal.

Thunderbird Touch

... the unique sum of individual craftsmanship

Thunderbird's  "floating" rearview mirror, bonded directly to the windshield glass, seems poised in space, is nearly vibration-free. The  → Swing-Away Wheel moves over at a touch to give the driver luxurious ease of entrance no other car can offer. Thunderbird's Diamond  Lustre Enamel is gem-hard to give gem-bright protection. Even in the things you can't see Thunderbird specifies costly long-life materials: imported Irish linen  for spark plug cables and pure silver  in ignition and light switches for better electrical conductivity, greater durability. Of course, there is the unduplicated brilliance of Thunderbird's styling, envied and echoed by every other automobile on the road, and the thoughtfully personal luxury  that make it so deeply rewarding to live with. Thunderbird's dedication to pure comfort is beautifully evident in the individual front seats,  shaped and cradled in deep, thick foam rubber.  Galvanized protection against rust of all vital underbody parts and routine maintenance reduced to a minimum—each 6,000 miles or twice a year for the average driver—are typical of the enduring standard of quality that is mandatory throughout. And, most meaningful, a Thunderbird . . . far outstripping the others in the pleasures of ownership as you drive . . . promises you greater return  on your purchase investment at trade-in.

THUNDERBIRD IN EVENING DRESS—The suave, new Landau coupé recalls the Age of Elegance with the soft sheen of a padded, leather-grained vinyl top, the graceful note of a traditional landau S-bar in shining chrome on the roof quarter panel.





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