

Presenting Heritage



Thunderbird Heritage for 1979

Heritage.
For the discerning collector.



1906 Ford Model N



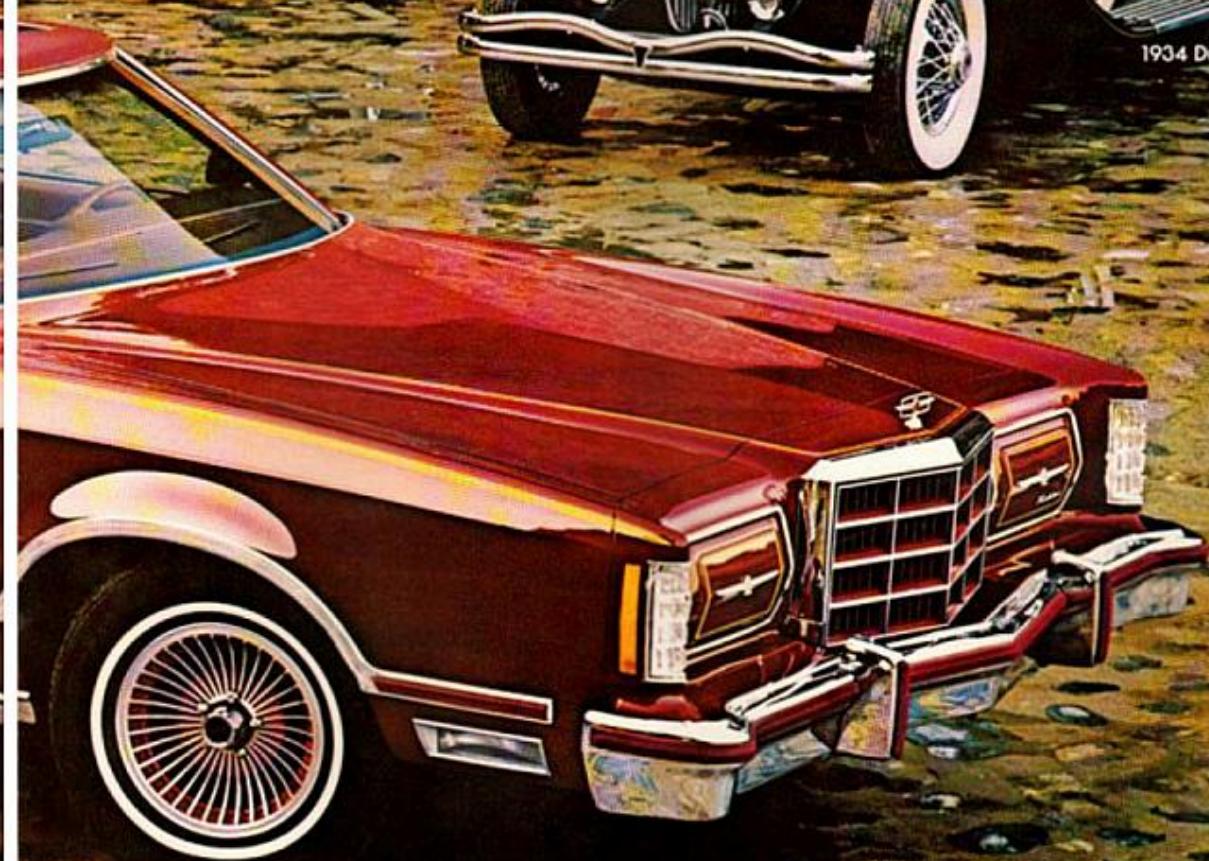
Heritage is the most exclusive, best equipped new Thunderbird we offer today. It has the classic styling and spirit which have made "Thunderbird" a legend. It also is built with the distinctive custom touches that you would expect in an automobile of its class. So, it is only logical that your finely tuned instinct should tell you that Heritage is your kind of automobile.

1979 Thunderbird Heritage, in Maroon (2J)
with Maroon padded vinyl roof.



1937 Cord

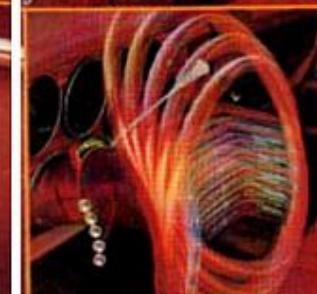
1934 Duesenberg



Heritage.
The very essence of private world luxury.



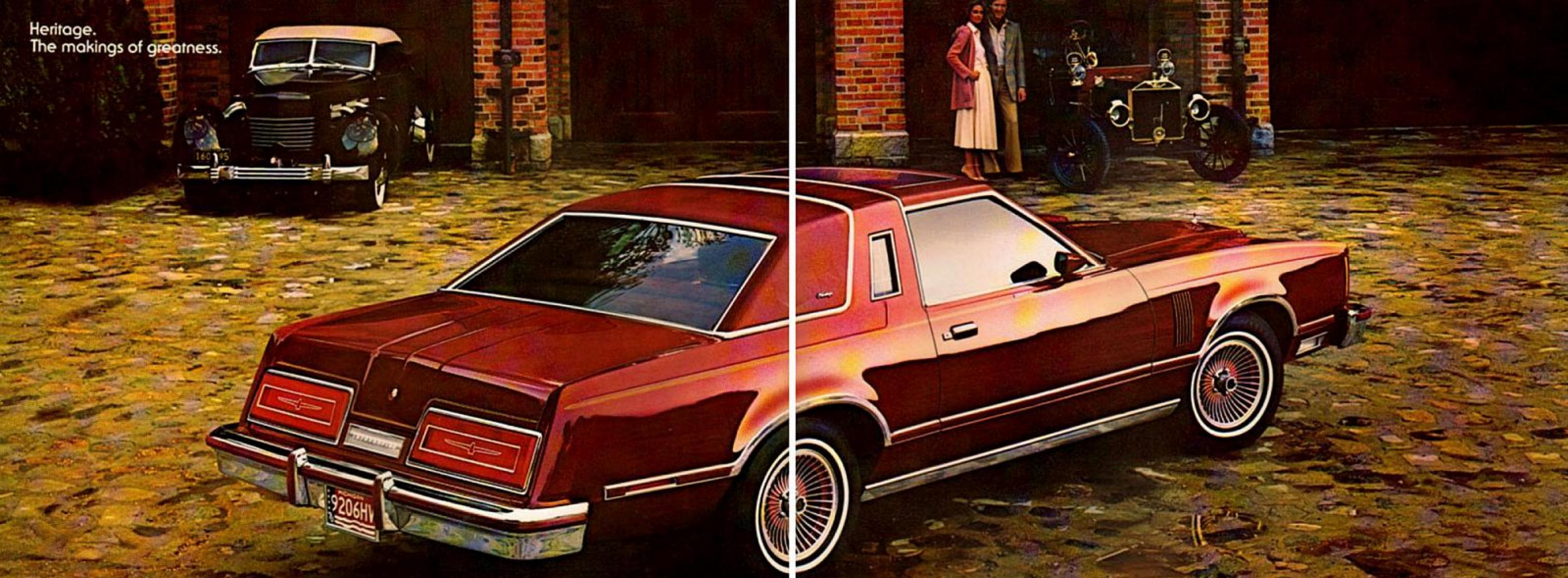
Heritage is equipped with an impressive array of comfort and convenience features for you and your passengers. And we have taken the liberty of listing the more important ones here and on page 6: Posh luxury cloth split bench front seats, in unique biscuit sew style. Or if you prefer, Ultra-Soft leather seating surfaces, in a slightly different sew style, are optional. 6-way power driver's seat, manual passenger recliner, dual center armrests, rear armrests, automatic seat back release, color-keyed deluxe belts, and a pleasant chime which discreetly reminds you to buckle up.



Door and seat back assist straps • Cloth seat back inserts • Luxury door trim panels with cloth inserts • Courtesy lights and cloth inserts in coved rear quarter trim panels • Opulent 36-oz. cut-pile carpeting.
Hand-stitched, leather-covered instrument panel pad • Ebony woodtone instrument panel appliques • 22K gold-finish nameplate above glovebox (see back cover note) • Full instrumentation, including: tachometer, trip odometer and oil/temperature/alternator gauges.
SelectAire Conditioner • Tinted glass • AM/FM stereo search radio with two door-mounted

speakers and dual rear seat speakers • Leather-wrapped luxury steering wheel • Fingertip speed control • Tilt steering wheel • Interval windshield wipers • Driver and passenger illuminated visor vanity mirrors • Illuminated entry system • Power side windows • Power door locks • Remote control electric deck lid release in glove box • Dual beam map lights • Instrument panel courtesy lights • Lights in glove box, ashtray, engine and luggage compartments • "Headlights on" warning buzzer • "Door ajar" warning light • Luggage compartment trim • Luxury Sound Insulation Package.

Heritage.
The makings of greatness.



In appearance and appointments, Thunderbird Heritage quietly projects an image of elegance and individuality. We believe you will notice this subtle distinction upon your first inspection of this new motorcar.

Heritage gives you your choice of two colors: Maroon (2J), shown here and on pages 2 and 3, and Light Medium Blue (3F), shown at right. Unique, thickly padded vinyl roof with Heritage script • Opera windows • Unique tri-band bodyside tape stripes • Door plaques with your initials (see back cover note) • Dual remote control sport mirrors • Power antenna

- Color-keyed translucent hood ornament insert • Color-keyed grille, bumper guards and rub strips, wide vinyl insert bodyside moldings and cast aluminum wheels • Front cornering lamps • Bright rocker panel moldings.

5.0 litre (302 CID) 2V V-8* • SelectShift automatic transmission • Power steering • Power front disc/rear drum brakes • DirectAire ventilation • Automatic parking brake release • Extended range 27.5-gallon fuel tank • 15-inch white sidewall steel-belted radial-ply tires • Ford Motor Co. Lifeguard Design Safety Features.
*Not available with California or High Altitude Emission System.



The 1979 Thunderbird Heritage has a very long list of comfort and convenience features. A few extra-cost options are available to help you satisfy your individual desires, such as: power moonroof, T-Roof convertible, SelectAire Conditioner with automatic temperature control, CB radio, 5.8 litre (351 CID) 2V V-8, Traction-Lok axle, electric rear window defroster, Protection Group, heavy-duty battery, to name most of them. Ask your Ford Dealer for full information when you visit him for a closer examination of the most exclusive and best equipped new Thunderbird, the Heritage.



NOTE: Instrument panel nameplate and door plaques will be sent directly to you shortly after your dealer advises how you wish them to read.

EXTENDED SERVICE PLAN: Ford Motor Company offers an Extended Service Plan. Ask your dealer for details.

OPTION AVAILABILITY: A few features illustrated in this brochure are optional at extra cost. Some options are required in combination with other options. Availability of some features described may be subject to a slight delay. Ask your Ford Dealer for the latest information on options, prices and availability.

PRODUCT CHANGES: Ford Division reserves the right to change specifications any time without incurring obligation.

MEASUREMENTS: See 1979 Thunderbird catalog.

THUNDERBIRD HERITAGE

FORD DIVISION

