

Thunderbird'74



Make a little Thunder of your own.

In the distinguished Thunderbird for 1974. Meticulously designed as only a classic can be. With innovative engineering and a level of road performance unique in all the world.

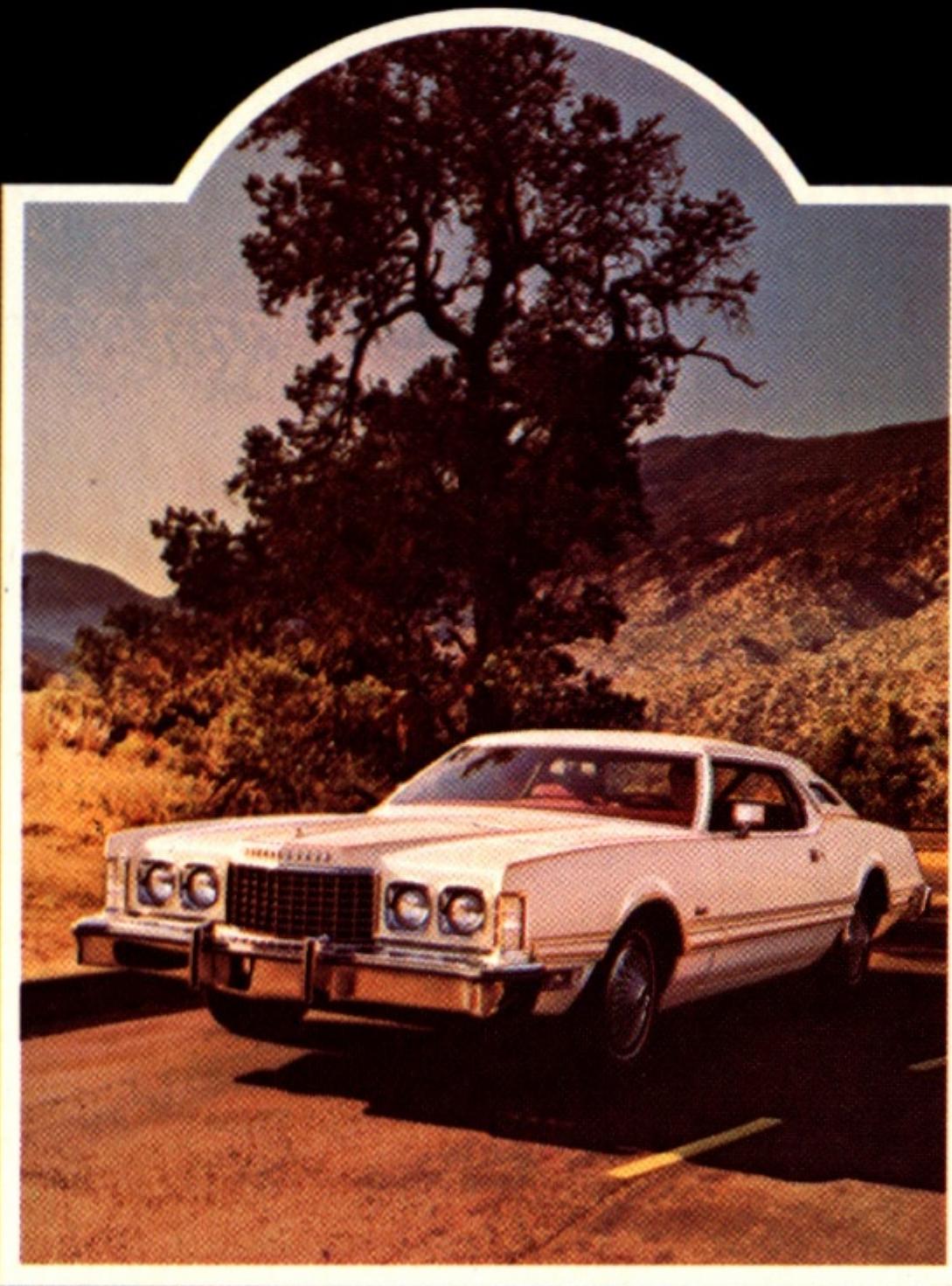
You'll find Thunderbird more elegant. More luxurious. And more personally yours. With an imposing array of comforts, conveniences and styling refinements.

Drive the magnificent Thunderbird soon. Discover the new Thunder it puts in your life.

Thunderbird. Perpetual source of pride.



Superb styling and luxury . . . in Cinnamon Starfire (Code 51), Tan Odense vinyl roof, Tan Picardy Velour interior (Code FU). Standard Equipment on back cover. Other items shown are optional.



Thunderbird ride. A magnificent

Outstanding ride is smoothness and comfort under way. Quiet that assures you the quality's there. An engine that responds to your slightest command. Plus handling ease and control.

Thunderbird ride, in other words. Personal, luxurious driving. With advance-design roadabilities like a low center of gravity. Long wheelbase. Posi-ride rear suspension. Front and rear stabilizer bars.

Quality construction is a prerequisite. Precision-fitting doors, for instance. Which takes care of wind noise. A body and frame structure of exceptional strength. And the frame has five crossmembers. Your Thunderbird emerges with a silent, solid road feel.

Soundproofing puts thick insulation under the roof and hood, and in areas of the body... to keep noise outside. You also ride

road experience.

on white sidewall steel-belted radial ply tires... which have been tested to give the average driver 40,000 miles of tread life under normal driving conditions.

A smooth-running 460-cu. in. 4V V-8, SelectShift transmission, power steering and power brakes put you in complete command. The 460 V-8's solid state ignition provides a strong spark for cold weather starting, good hydrocarbon emission control and reduced maintenance.

There's peace-of-mind thoughtfulness, too. Steel Guard Rails in side doors. Front outboard retractable lap/shoulder belts.

Impact-absorbing Front and Rear Bumper Systems. See all Lifeguard Design Safety Features listed on page 13.

You can order amenities for even more magnificent going. As an example... Turnpike Group—with fingertip speed control, reclining passenger seat, trip odometer. More delights are listed on pages 10 to 12.

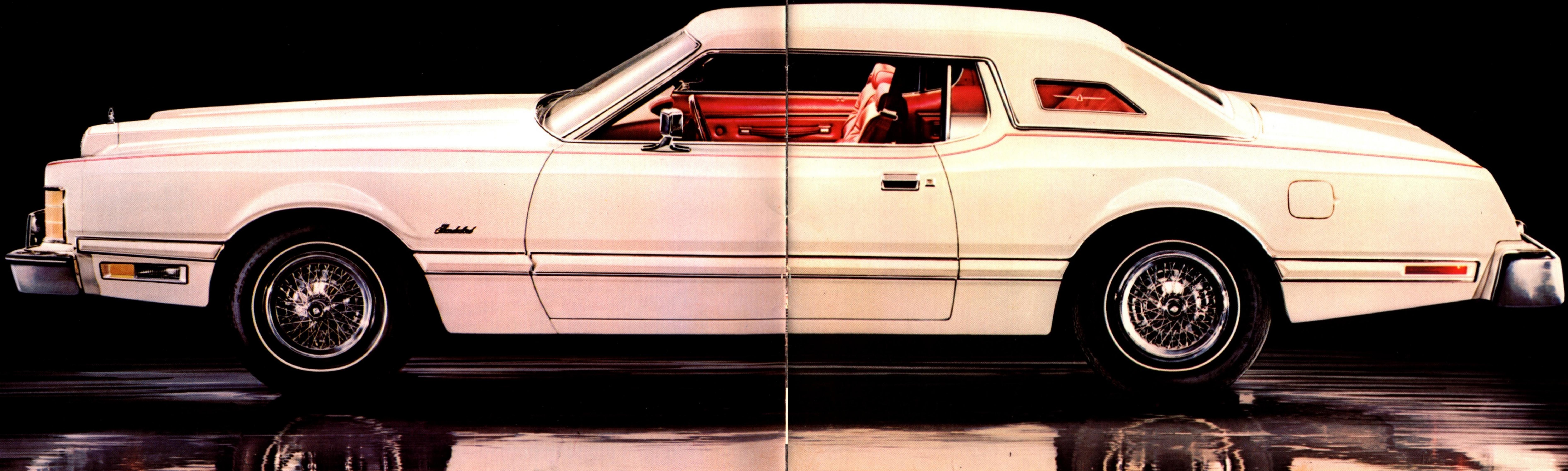
Your first step is your best step, we think. An exhilarating Thunderbird test flight. Launch one soon at your Ford Dealer's.

Note: See all the luxury features that come standard listed on page 13. Other special equipment items shown are optional.

Special Equipment: Exterior Decor, Convenience and Deluxe Bumper Groups; Red dual bodyside/hood paint stripes; simulated wire wheel covers, and Dark Red leather seating surfaces with vinyl trim interior (Code KD).

Exterior: Pearl White (Code 9C) with White Odense vinyl roof.

Note: See Color Code reference on page 13.





All you might expect of a personal luxury car.

You expect a lot from Thunderbird. Graceful, classic styling that is a constant source of pride. Outstanding quality. A quiet ride that substantiates the craftsmanship. Unique features no other car offers. And Thunderbird, again, more than measures up.

We took special pains with quality. Each Thunderbird receives a thorough final inspection to make sure quality is built into every detail.

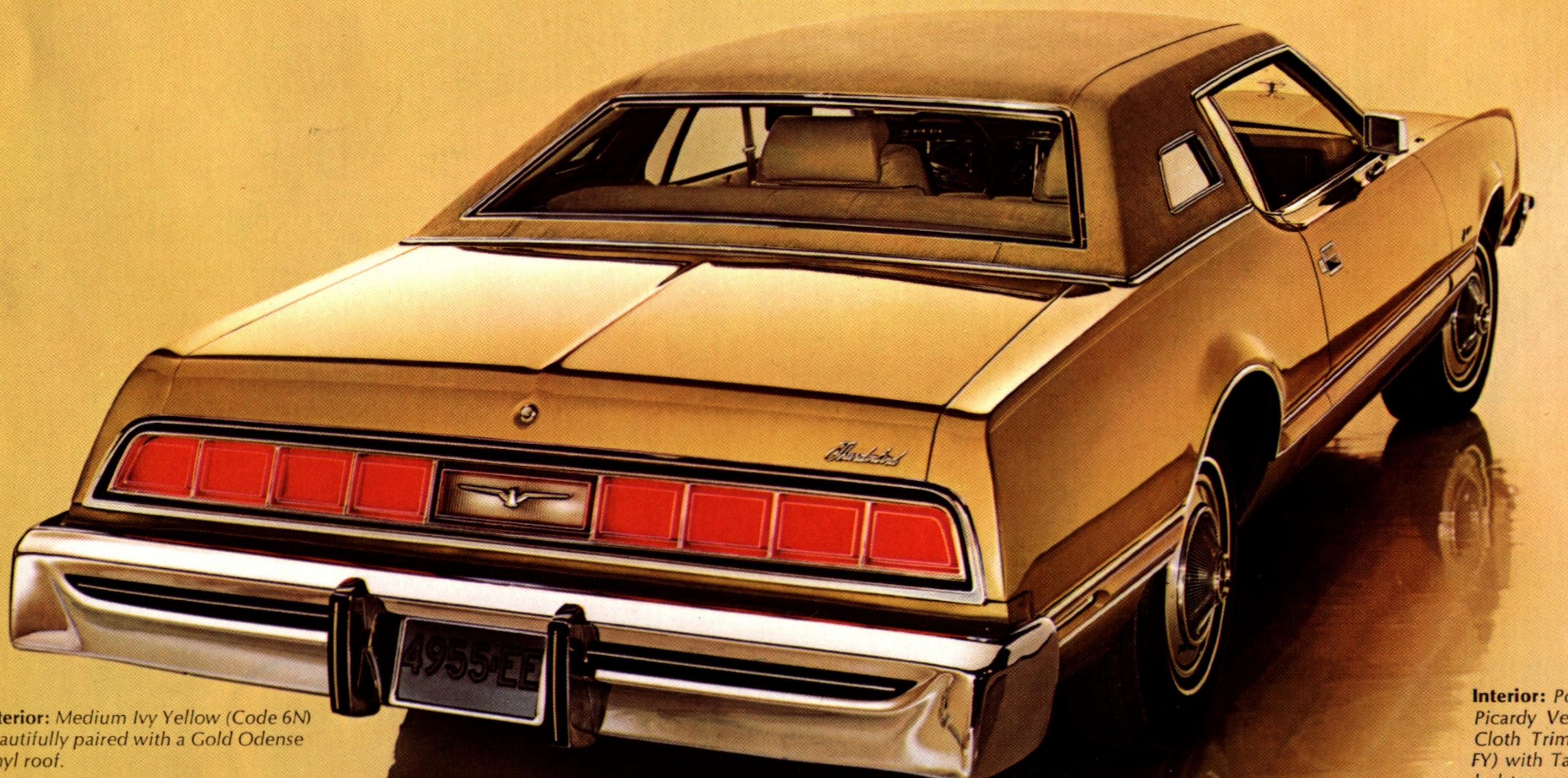
Our unique Odense vinyl roof, in nine tasteful colors, is standard. So are the distinctive Opera Windows. All of the vinyl roof, exterior and interior color selections are listed on page 13.

You'll like the new grille refinements. And the new, full-width taillamp design. With a bright, die-cast Thunderbird emblem on the large new backup lamp in the center. The new one-piece rear bumper is a deeper design than before and features more wraparound for greater protection.

Among many innovative accoutrements you can opt for is a new Quick Defrost Windshield/Rear Window similar to that used on jet aircraft. There's a 77-amp. maintenance-free battery that never needs water, and more.

Thunderbird, quite frankly, is unique among luxury cars. Verify it with your own firsthand inspection.

Special Equipment: Quick Defrost Electric Windshield/Rear Window; Exterior Decor, Deluxe Bumper and Convenience Groups; Deluxe Wheel Covers; Power Antenna. See Standard Equipment list on page 13.



Exterior: Medium Ivy Yellow (Code 6N) beautifully paired with a Gold Odense vinyl roof.

Note: See Color Code reference on page 13.

Interior: Posh Gold Picardy Velour Cloth Trim (Code FY) with Tan vinyl bolsters and periphery.

Luxury is a Thunderbird Tradition



Luxurious new Picardy Velour Cloth Trim—impeccably tailored, invitingly soft. Optional. In Tan (Code FU), as shown, Medium Blue or Gold. The individually adjustable split bench seat has plush fold-down center armrests, a distinguished Thunderbird feature. See this new high standard of salon elegance at your earliest convenience.

Note: See Color Code reference on page 13.



Thunderbird comfort. What a way to go.

Just moments inside Thunderbird can easily spoil you for anything else. It is that luxurious.

There's room for six, with space to relax. True living-room comfort. But home was never like this.

We consider this split bench front seat one of the most sumptuous in motordom. Foam cushioning cradles you in luxurious softness. Driver and passenger can adjust their respective seats to requirements. Each has his own fold-down center armrest. And an automatic seat back release is a Thunderbird basic feature.

The restful reclining passenger seat, a blessing on long trips, is optional. So is the superbly tailored Red upholstery—soft leather seating surfaces with supple vinyl trim. Black, Gold, Medium Blue, Medium Green, Saddle, Tan or White are other leather-trim colors available. Lustrous Aurora Cloth and vinyl trim, in six decorator colors, is standard. See all trim choices listed on page 13.

Other refinements. Door assist straps and padded full-length door armrests. Opulent appointments. And plush, cut-pile carpeting. A wealth of thoughtful interior considerations is also detailed on pages 9, 10, 11 and 12.

This is total Thunderbird concern for your personal comfort.

Special Equipment Shown: (Left) Luxurious Dark Red leather seating surfaces with vinyl trim (Code KD), reclining passenger seat, Convenience Group, fingertip speed control. Telephone available from outside sources.

Below: Split bench seat with optional super-soft vinyl seat trim in Light Tan (Code JU), one of seven attractive shades available.



Driving excitement begins here

Thunderbird really comes alive once you turn the ignition key. Then . . . flightlike freedom on the road. And you savor the action best behind the wheel.

A new instrument panel, attractively color-keyed, also maximizes convenience. With big, functional gauges. Fingertip-handy controls. And helpful lights where you want them. Glove compartment. Luggage compartment. As doors open. Even in the ash tray.

Responsive power from a 460-cu. in. 4V V-8 matches smoothly with SelectShift transmission. Other impressive basic features include power steering, power brakes, power side windows, AM radio, manual SelectAire Conditioner, and more.

You can add Automatic Temperature Control to maintain preferred climate the year-round. And either of two superb sound systems: AM/FM stereo radio or the AM/FM stereo radio with tape player. See the complete option list on pages 10-12.

In this Thunderbird command center, flight from the commonplace is almost effortless. Try it soon and see.

Special Equipment Shown: AM/FM stereo radio; rim-blown deluxe 3-spoke steering wheel. Standard Equipment is listed on page 13.

Interior: Handsomely tailored Medium Green Aurora cloth and vinyl trim (Code HR), one of six fashion-right colors available.

Note: See Color Code reference on page 13.



In designing your Thunderbird, the sky is no limit.



Now Thunderbird gives you a new window to the moon. The Power-Operated Glass Moonroof. Of one-way, tinted glass. Open, the heavens and you see each other. Closed, only you have the view. An opaque shade gives you privacy. A distinctive option for those who prefer a world without horizons.

Exterior: Pearl White (9C), White vinyl roof. Special equipment: Power-Operated Glass Moonroof, Deluxe Bumper Group.

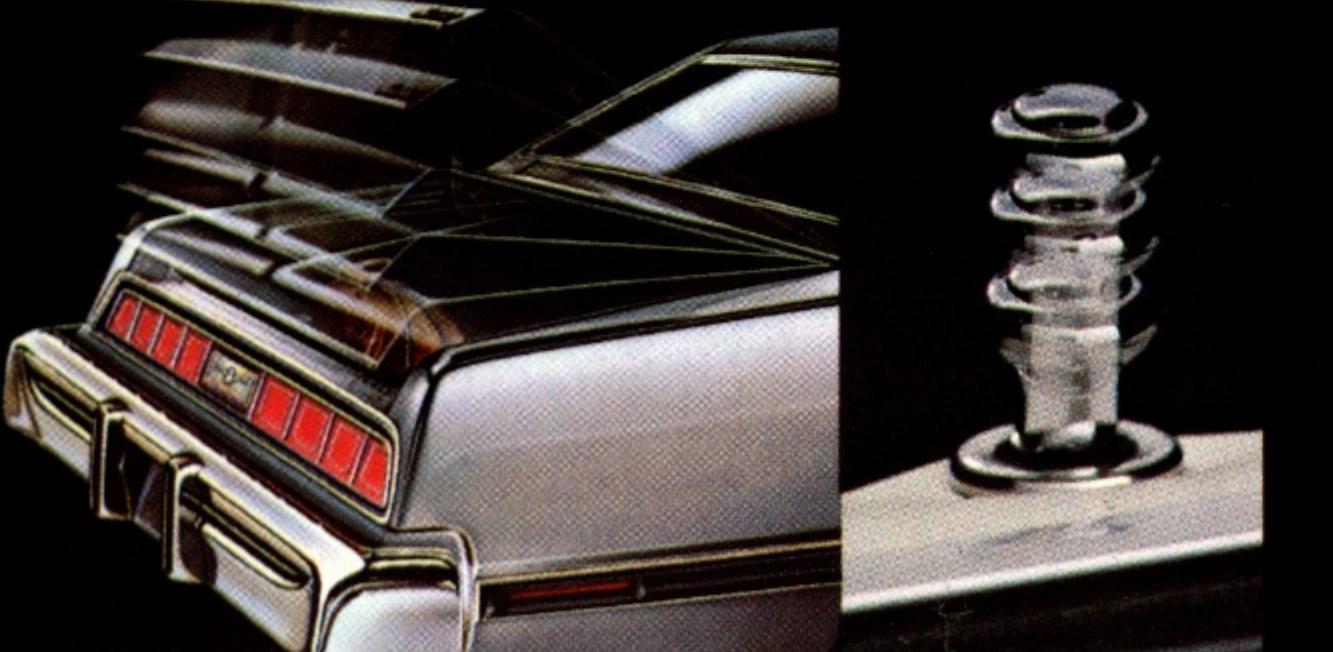
Note: See Color Code reference on page 13.



Thunderbird comes so well endowed with fine car features, it readily satisfies basic needs of discriminating owners. But lifestyles and personal standards vary. Many will seek an extra measure of style and flair . . . comfort and convenience. The optional suggestions here, and on page 12, give you a unique opportunity to design your own degree of special Thunderbird.



Turnpike Group. Makes driving more pleasurable. Manual reclining passenger seat—adjusts to angle up to maximum 35°. Includes fingertip speed control—lets you drive (foot off accelerator) at any cruising preset speed above 30 mph. Simple rocker switch controls on steering wheel let you turn system off or on and even accelerate or coast. Touching brake also disengages system. Steady speeds save fuel. Trip odometer rounds out Group.



Power Lock Group. Features electric power door locks with master control, and electric trunk lid release actuated by switch inside glove compartment. A real convenience on rainy days.



Power-Operated Sunroof. Touch a switch for a window to the heavens. Touch again—it closes snugly. **Power-Operated Glass Moonroof.** New one-way glass version. See page 9.



Quick Defrost Windshield / Rear Window. New Gold film, laminated in glass, quickly helps melt snow and ice. **Electric Rear Window De-icer** uses fine heating elements to help clear rear window.

Power Mini-vent Windows. Push-button operated, front window vents open as far as you wish for virtually quiet, draft-free air circulation.



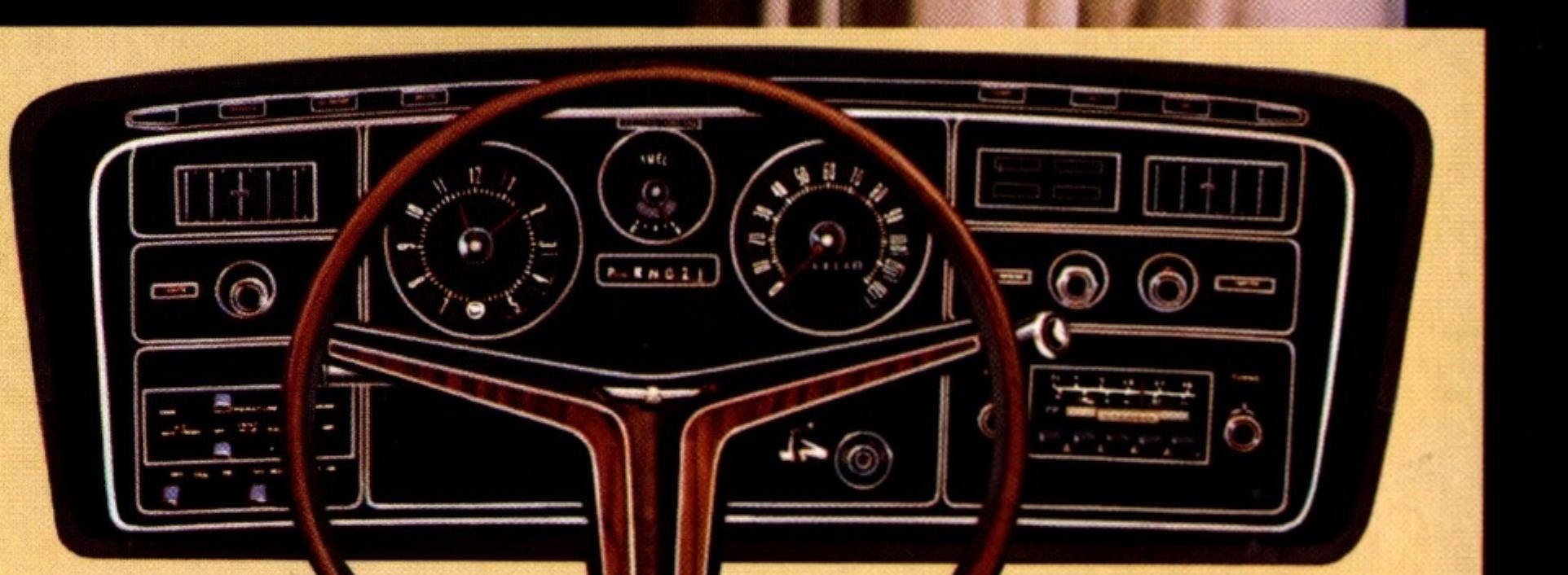
Convenience Group. Two handy items. Remote control right-hand mirror, adjustable from driver's seat. And interval windshield wipers which let you regulate pause between sweeps from 2 to 10 seconds to handle road splatter, light rainfall, for best visibility.



Light Group. Many assists. Dual overhead map lights focus high-intensity beam to ease map reading for navigation. Illuminated Visor Vanity Mirror—luxury for the lady. Warning lights for headlamps on, low fuel and door "ajar," plus a warning buzzer for alert when headlamp switch is left on. New Autolamp System, also included, is detailed in 3-sequence picture below.



New Autolamp On/Off Delay System. Included with the Light Group detailed above, automatically turns driving lights on or off in response to light conditions. The Autolamp System also lets you leave headlamps on for up to 90 seconds so they will help light your path away from the car. Delay period can be adjusted for 30, 60 or 90 seconds. Headlamps turn off automatically.



Thunderbird sound systems, each with four speakers, to surround you with rich, concert-quality sound. AM/FM stereo, or AM/FM stereo radio with tape player—which lets you play your own favorite selections for uninterrupted listening pleasure. **Power Antenna.** Handy switch lets you raise and lower from inside car.

Automatic Temperature Control. Available for standard SelectAire Conditioner. Lets you set climate you prefer for year-round control.

You can make your Thunder extra special.

Add as you wish. Thunderbird variations are endless.

Thunderbird options, continued here, offer more ways to make your Thunderbird unique among the unique. Your Ford Dealer will be pleased to help with your selection.

Other options available. **Appearance:** Protection Group—includes color-keyed floor mats with carpet inserts front and rear, license plate frames, door edge guards, rocker panel moldings and spare tire cover. **Comfort:** Manual reclining passenger seat. **Convenience:** Front cornering lamps, 6-way power seat, driver only. **Performance:** Maintenance-Free Battery—never needs water, side terminals deter corrosion. **Trailer Towing Package, Class III:** Quiet, even-keel Thunderbird ride makes it a natural for trailering. Package includes heavy-duty suspension, optional axle ratio, heavy-duty cooling with constant-full radiator, heavy-duty alternator, wiring harness and towing decal. Lets you tow trailers up to 6000-lb. GTW with a tongue load up to 700-lb.

faces with vinyl trim. **Picardy Velour Cloth Trim:** Protection Group—includes color-keyed floor mats with carpet inserts front and rear, license plate frames, door edge guards, rocker panel moldings and spare tire cover. **Leather:** Protection Group—includes color-keyed floor mats with carpet inserts front and rear, license plate frames, door edge guards, rocker panel moldings and spare tire cover. **Super Soft Cloth:** Protection Group—includes color-keyed floor mats with carpet inserts front and rear, license plate frames, door edge guards, rocker panel moldings and spare tire cover. **Velour:** Protection Group—includes color-keyed floor mats with carpet inserts front and rear, license plate frames, door edge guards, rocker panel moldings and spare tire cover. **Velour Trim:** Protection Group—includes color-keyed floor mats with carpet inserts front and rear, license plate frames, door edge guards, rocker panel moldings and spare tire cover.

Glamour Paints. Exterior colors with a high metallic content for greater reflectivity and iridescence, hand-polished to a brilliant, lustrous sheen. Glamour selections, with color codes, are:

- Blue Starfire (3P)
- Autumn Fire (5R)
- Green Starfire (4Y)
- Burgundy Fire (2G)
- Cinnamon Starfire (51)
- Silver Blue Fire (3L)
- Mahogany Starfire (52)
- Gold Fire (6G)

Exterior: Blue Starfire (Code 3P) with Blue Odense grain vinyl roof. Interior: White leather seating surface with vinyl trim (Code KQ).

Note: See Color Code reference on next page.

Deluxe Bumper Group. Includes front and rear bumper rub strips with white styling pin stripe, and rear bumper guards. Front bumper guards standard.



Space Saver Spare Tire. Makes more luggage compartment room available. Includes collapsible spare tire, wheel, and pressurized inflating cannister.



Exterior: Mahogany Starfire (Code 52), Brown vinyl roof, Exterior Decor Group.

The '74 Thunderbird wraps you in impressive luxury.

Thunderbird comes abundantly endowed with impressive luxuries—all standard. Many are luxury items offered only at extra cost on most other cars. Here are the welcome standards that make the 1974 Thunderbird such a proud possession.

Comfort/Convenience: Manual SelectAire Conditioner • Tinted Glass • Power Windows • Power Steering • Power Ventilation • Automatic Seat Back Release • Courtesy Lighting (dome light, door courtesy lights, underpanel, glove box and front ash tray lights) • Individually Adjustable Split Bench Front Seats with Fold-Down Center Armrests • Lustrous Aurora Cloth and Vinyl Trim • Electric Clock • AM Radio • Cut-Pile Carpeting • 13.4-cu. ft. Luggage Compartment, fully lined and lighted.

Smooth, Quiet Ride: Full Coil Suspension with Front and Rear Stabilizer Bars—smooth, road-gripping stability plus extra-large shock absorbers. • Strong Body/Frame Construction—closed box-section members give Thunderbird one of the strongest frames in luxury car class • Extensive Soundproofing—thick insulating layers of fiberglass and other materials shield against road noise.

Safe Driving/Peace-of-mind: Front Outboard Retractable Lap/Shoulder Belts • Remote Control Left-Hand Mirror—adjusts inside the car • Front Bumper Guards with rubber inserts • Inside Hood Release • Spare Tire Lock—deters theft • Plus all Ford Motor Company Lifeguard Design Safety Features at right.

Performance/Handling: 460-cu. in. 4V V8, which runs on regular gas • Solid State Ignition—better starting, longer plug life, reduced maintenance and better emission control • Power Front Disc Brakes—use same concept jet planes use for straight, fade-resistant stops • SelectShift Cruise-O-Matic Transmission—smooth power flow, can be shifted automatically or manually • White Sidewall Steel-Belted Radial Ply Tires.

Appearance: Opera Windows • Odense Vinyl Roof in nine colors • Simulated Woodtone Accents • Deluxe Seat Belts • Full Wheel Covers • Unique Thunderbird Identification including Hood Ornament • Bright Moldings at rear hood edge, door belts, drip rails and vinyl insert bodyside and wheel lip moldings.

Economy/Durability: 61-amp. Alternator—maintains battery charge even at low engine speeds. Automatic Parking Brake Release—prevents premature lining wear • Service-Saving Features like: extended periods of operation between major chassis lubrications, oil changes, and oil filter changes. Details are contained within the Owner's Manual. Other economy features include: self-adjusting brakes, 2-year engine coolant-antifreeze, long-life Motorcraft Staful battery, corrosion-resistant aluminized muffler, zinc-coated underbody parts, use of regular gas.*

*All 1974 Thunderbird engines are designed to operate on regular gasoline with octane rating of 91 (Research Method) when the engine is adjusted to factory recommended specifications.

Thunderbird. An engineering achievement.

The 1974 Thunderbird has been designed to be the finest Thunderbird ever made. A magnificent expression of personal car luxury, which has long been a hallmark of Thunderbird.

The achievement is a product of many things . . . many people. Dedicated designers and engineers . . . on the drawing boards, in the laboratories, at the test tracks. And skilled experts on assembly lines. They continually explore materials, methods and designs to bring you a higher standard of quality. More value for your purchase.

You see this persistent effort in the special care and attention each Thunderbird receives—from initial planning to final inspection. And you appreciate its ultimate result when you examine and test-drive a new Thunderbird.

First thing you'll notice is how well the parts fit. Doors, deck lid and hood. Moldings begin and end where they should. With no sharp edges or burrs.

Doors swing out smoothly, close tightly to within hundredths of an inch. Every time. And they close with a quality, confident sound. Exterior paints are bright and smooth. The ride is exceptionally smooth and quiet. And that's only a partial list.

Wherever you look, you'll see proof that engineering and manufacturing have been expertly executed. With painstaking attention to all details.

Exterior Colors.

21 exterior color selections are offered—13 standard, 8 optional. Standard choices and codes are:

- Silver Cloud Metallic (1E)
- Pastel Lime (4A)
- Dark Brown Metallic (5Q)
- Medium Beige (5S)
- Buff (5V)
- Dark Olive Gold Metallic (6M)
- Medium Ivy Yellow (6N)
- Black (1C)
- Pastel Blue (3A)
- Medium Blue Metallic (3D)
- Dark Blue Metallic (3G)
- Medium Gold Metallic (6L)
- Pearl White (9C)

Glamour Color choices and codes are:

- Blue Starfire (3P)
- Green Starfire (4Y)
- Cinnamon Starfire (51)
- Mahogany Starfire (52)
- Autumn Fire (5R)
- Burgundy Fire (2G)
- Silver Blue Fire (3L)
- Gold Fire (6G)

Vinyl Roof Colors

- Brown • Copper • Medium Green • Tan
- Black • Medium Silver Blue • Gold
- White • Dark Blue.

Note: For your convenience, Thunderbird colors include codes—example: Gold Fire (Code 6G). Your Ford Dealer will be glad to show you color chips and actual swatches of vinyl roof and interior trim materials.

Upholstery Color and Trim Choices*

	Standard	Aurora Cloth & Vinyl	Leather with Vinyl	Super Soft Vinyl	Velour Cloth	Picardy Trim
Black	X	X	X			
White		X	X			
Dark Red	X	X	X			
Medium Blue	X	X	X	X		
Medium Green	X	X	X			
Gold		X				X
Tan	X	X	X	X		
Saddle	X	X	X			

*All on standard Split Bench Seat

Measurements.

Wheelbase 120.4" • Length 224.8" • Height 53.1" • Width 79.7" • Luggage Volume 13.4 cu. ft. • Fuel Capacity 21.6 regular • Approximate Curb Weight (lb.) 5068 • Seating Capacity—6 passengers.

Solid State Ignition

Easy starting's made even easier. And quick, thanks to new Solid State Ignition—standard with the 460-cu. in. 4V V8.

It replaces conventional ignition parts like points, cam and condenser with highly reliable, low-maintenance electric components. Results? A stronger spark for quick starting. And reduced service maintenance.

You'll enjoy more dependable cold weather starting. It also helps eliminate many major causes of engine misfiring so emissions will be reduced.

Front Outboard Retractable Lap/Shoulder Belts

The new 3-point restraint system for front outboard passengers features integral lap belts and shoulder harnesses joined at a tongue. To secure the belts, you insert the tongue into a buckle.

Lap belts extend from retractors that automatically lock when the lap belt is being worn, so belts won't be pulled out farther. Yet they allow belts to retract to keep a snug fit for optimum safety.

The harness webbing has one end also fixed in a retractor. This webbing passes through a guide above the shoulder so it will attach properly when hooked into the lap belt connector. You can bend, stretch, reach into the glove box except during deceleration. That automatically locks for restraint by a mechanically actuated inertia sensor.

Some features shown or described are optional at extra cost. Most options are offered on all models. Some options are required in combination with other options. Availability of some models and features described may be subject to a slight delay. Always consult your Ford Dealer for the latest, most complete information on models, features, prices and availability.

Thunderbird cares about your safety

Thunderbird cares about you and those you care about. You'll find this reflected in each new 1974 Thunderbird model which includes these FORD MOTOR COMPANY LIFEGUARD DESIGN SAFETY FEATURES, standard: Safety-designed front end structure • Safety-designed roof structure • Steel guard rails in side doors • Double-yoke safety door latches and safety hinges • Impact-absorbing front and rear bumper systems • Safety rim wheels and load-rotated tires • Dual hydraulic brake system with warning light • Corrosion-resistant brake lines • Integral lap and shoulder belts with individual lap and shoulder belt retractors • Positive reminder warning light and buzzer for all front seat occupants • Lap belts with mini buckles for center front and all rear seating positions with retractors for rear outboard occupants • Energy-absorbing steering column and steering wheel • Energy-absorbing armrests and safety designed door handles • Energy-absorbing instrument panel with padding for right and center front passenger • Padded sun visors • Energy-absorbing front seat back tops with padding • Self-locking front seat backs • Safety-designed coat hooks • Safety-designed radio control knobs and push buttons • Head restraints or high back seats for front outboard occupants • Safety glove box latch • Inside yield-away rearview mirror • Impact-absorbing laminated safety glass windshield • Turn indicators with lane-changing signal feature • Hazard warning flasher • Backup lights • Side marker lights • Parking lights coupled with headlamps • Two-speed windshield wipers • Windshield washers • Outside rearview mirror, driver's side • Glare reduced instrument panel padding, windshield wiper arms, steering wheel hub and windshield pillars • Uniform transmission shift quadrant • Locking steering column with warning buzzer • Non-reversing odometer.

Notes:

Replacement Parts. Your 1974 Thunderbird comes with factory-engineered Motorcraft battery, oil filter, shock absorbers, Autolite PowerTip Spark Plugs and other Ford approved precision parts. For continued top performance, be sure to specify Motorcraft Parts and Autolite PowerTip Spark Plugs whenever replacement is necessary.

Illustrations and information presented were correct when approved for printing. Ford Motor Company of Canada, Ltd. reserves the right to discontinue or change at any time, specifications or design without incurring obligation.

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The closer you look, the better we look.

THUNDERBIRD



