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FORD THUNDERBIRD



FORD THUNDERBIRD FOR 1988



Best-built American cars seven years running. For the past seven consecutive years, Ford quality has led all other American car companies. That's based on an average of owner-reported problems in a series of surveys of '81-'87 models designed and built in North America. It's the result of our commitment to product integrity. Over the past several years, that commitment has led us to new state-of-the-art product developments, tooling and manufacturing procedures. Most important, we've formed a stronger partnership with our people — production workers and management — everyone pulling together with the goal of producing the right cars and trucks for your needs

today. And the *right* car or truck is one that's designed and built with the highest quality. The Thunderbirds you'll read about here are part and parcel of this quality effort. We think you'll like the way they look — the smooth shape that's also aerodynamically efficient. We also think you'll like the way they behave on the road. They make, better than we *ever* could, the current statement on Ford automotive design ideology and product quality. And our abundance of world-wide resources will help us continue to produce high-quality, affordable products. It's all summed up in a familiar little credo which has come to mean *exactly* what Ford Motor Company is all about: *Quality is Job 1.*



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Thunderbird Turbo Coupe instrumentation in Scarlet Red. Shown with optional leather trim.

Other equipment shown may be optional. See options list on page 21.

TURBOCHARGED EXCITEMENT



Thunderbird Turbo Coupe in Black. Some equipment shown may be optional. See options list on page 21.

Simply put, there aren't many production cars around like Thunderbird Turbo Coupe. A turbocharged, intercooled 2.3 liter engine. A smooth-shifting 5-speed manual overdrive transmission. A sophisticated anti-lock braking system. Automatic ride control suspension. Goodyear VR 60 performance tires on special 16" aluminum wheels. A glance down the equipment list on page 21 tells the tale. It describes a car designed for

no-nonsense motoring excitement. Articulated seats work to fit the contours of the driver. Full analog instrumentation is standard.

Those who appreciate fine performance cars come from all walks of life, but they have one thing in common: they love the thrill and exhilaration of serious driving. It's much more than getting from point A to point B. That's why a test drive is almost mandatory. On the road — that's where Turbo Coupe really shows its advantages.

TURBO COUPE: AN INTERACTIVE INTERIOR



Turbo Coupe's articulated sport seats work with the driver to find the most comfortable driving position. The thigh supports adjust. So does the power lumbar support — infinitely. And the head restraints adjust 4 ways. Full instrumentation, which includes the tachometer and turbo boost gauge, is designed for easy reading. Controls are positioned with the driver in mind. Turbo Coupe provides a truly satisfying environment in which the pure joy of pulse-quickenning, turbocharged driving can be experienced.



Turbo Coupe's full analog instrumentation includes a turbo boost gauge as well as gauges for fuel, temperature and oil pressure, an ammeter, and the automatic ride control indicator light.

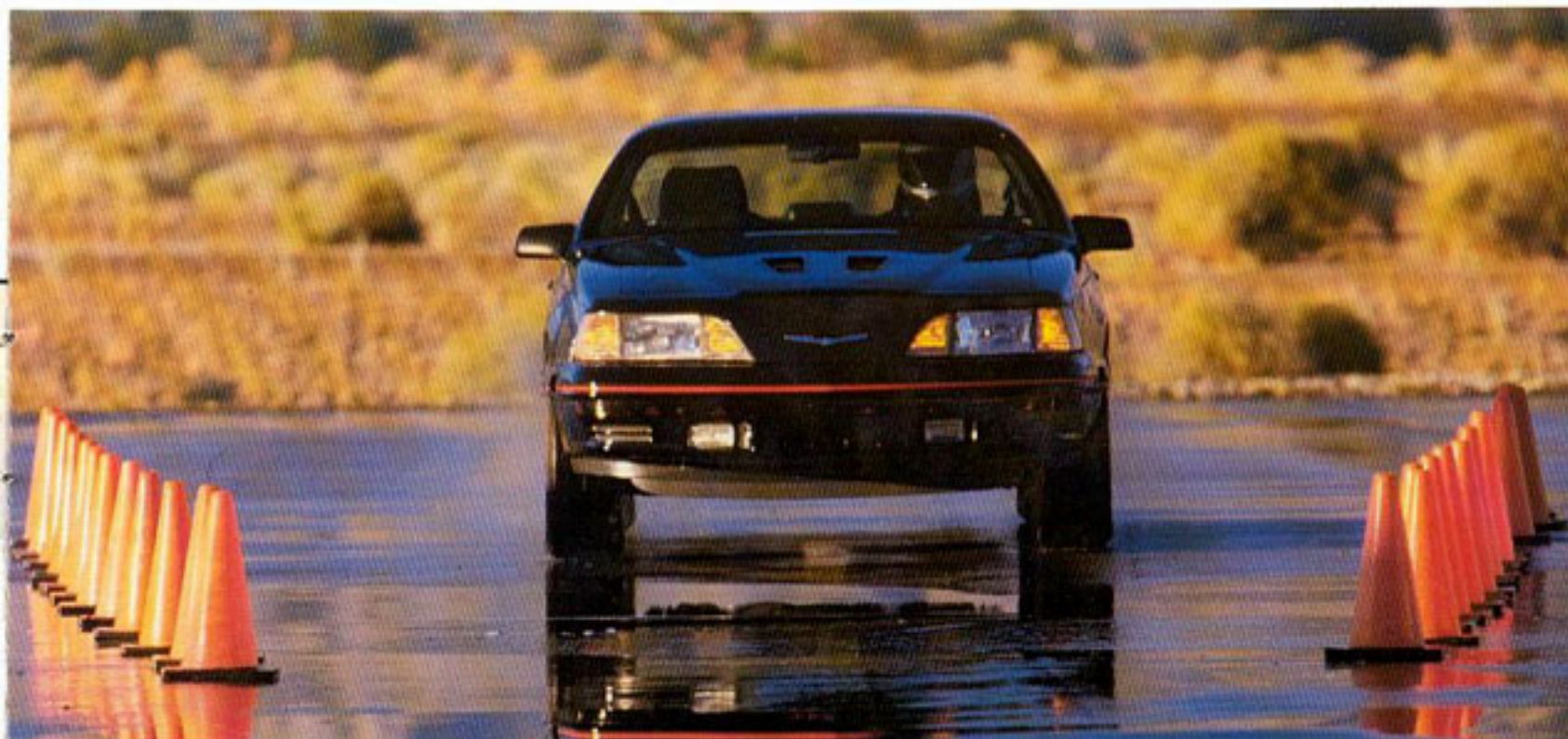
The speedometer and tachometer include sharp, clear graphics and are designed for quick, easy reading through the steering wheel.

An electronic AM/FM stereo radio and air conditioning (not shown) are just two items on Turbo Coupe's long list of comfort/convenience oriented standard features.

Systems sentry lights (not shown) monitor seven vehicle conditions such as "low fuel" and "check oil" and alert the driver if attention is required.

Thunderbird Turbo Coupe interior in Scarlet Red. Shown with optional leather trim.

Other equipment shown may be optional. See options list on page 21.



the overall stability, steering response and vehicle handling.

And all Thunderbird struts and shock absorbers contain a low-pressure charge of inert nitrogen gas. The gas suppresses foaming of the hydraulic fluid due to rapid bumps or similar agitation. This means the ride is smooth under normal circumstances, yet firm enough for rough going.

Thunderbird steering combines the precision of rack and pinion design with the convenience of power. At the end of the steering column is a single "pinion gear" connected to a "rack" of gear teeth that's linked to the steering arms. Just a slight turn of the steering wheel rotates the pinion gear one notch, which moves the rack laterally one notch. It's a simple, precise, low-friction design.

Turbo Coupe's anti-lock system "pumps the brakes" rapidly and repeatedly, allowing the driver to maintain control under many circumstances that would normally mean a skid..

THUNDERBIRD POWER

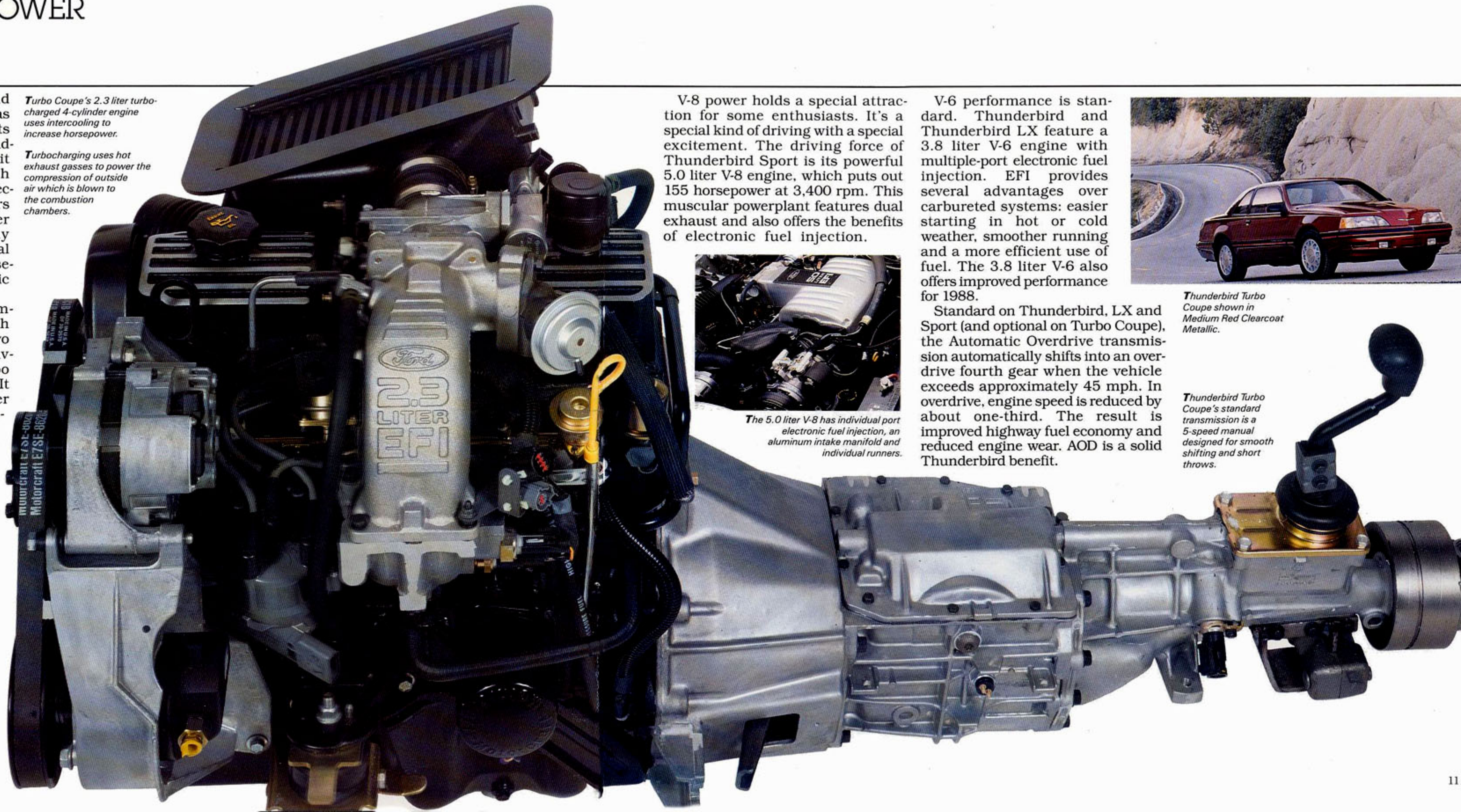
Turbo Coupe's power- and fuel-efficient heart (see Gas mileage, page 22) is its cross-flow head, overhead-cam 4-cylinder engine. Though it displaces only 2.3 liters, through turbocharging, electronic fuel injection and intercooling it delivers approximately 190 horsepower when teamed with its carefully matched standard 5-speed manual overdrive transmission (150 horsepower with the optional Automatic Overdrive discussed at right).

Turbocharging is a way to combine exhilarating performance with economical operation. It has two major benefits. Under normal driving circumstances, the turbo remains in a non-boost condition. It reacts like a regular 4-cylinder engine, contributing to fuel saving. But when a surge of power is required, pressing on the accelerator brings the turbo into action.

The influence of the inter-cooler on the engine's power, working in conjunction with the turbocharger, is quite dramatic. As air travels from the turbocharger on its way to the cylinder head, it passes through the intercooler. This cools the air charge supplied by the turbo by approximately 60%, resulting in increased horsepower and performance.

Turbo Coupe's 2.3 liter turbo-charged 4-cylinder engine uses intercooling to increase horsepower.

Turbocharging uses hot exhaust gasses to power the compression of outside air which is blown to the combustion chambers.



V-8 power holds a special attraction for some enthusiasts. It's a special kind of driving with a special excitement. The driving force of Thunderbird Sport is its powerful 5.0 liter V-8 engine, which puts out 155 horsepower at 3,400 rpm. This muscular powerplant features dual exhaust and also offers the benefits of electronic fuel injection.



The 5.0 liter V-8 has individual port electronic fuel injection, an aluminum intake manifold and individual runners.

V-6 performance is standard. Thunderbird and Thunderbird LX feature a 3.8 liter V-6 engine with multiple-port electronic fuel injection. EFI provides several advantages over carbureted systems: easier starting in hot or cold weather, smoother running and a more efficient use of fuel. The 3.8 liter V-6 also offers improved performance for 1988.

Standard on Thunderbird, LX and Sport (and optional on Turbo Coupe), the Automatic Overdrive transmission automatically shifts into an overdrive fourth gear when the vehicle exceeds approximately 45 mph. In overdrive, engine speed is reduced by about one-third. The result is improved highway fuel economy and reduced engine wear. AOD is a solid Thunderbird benefit.



Thunderbird Turbo Coupe shown in Medium Red Clearcoat Metallic.

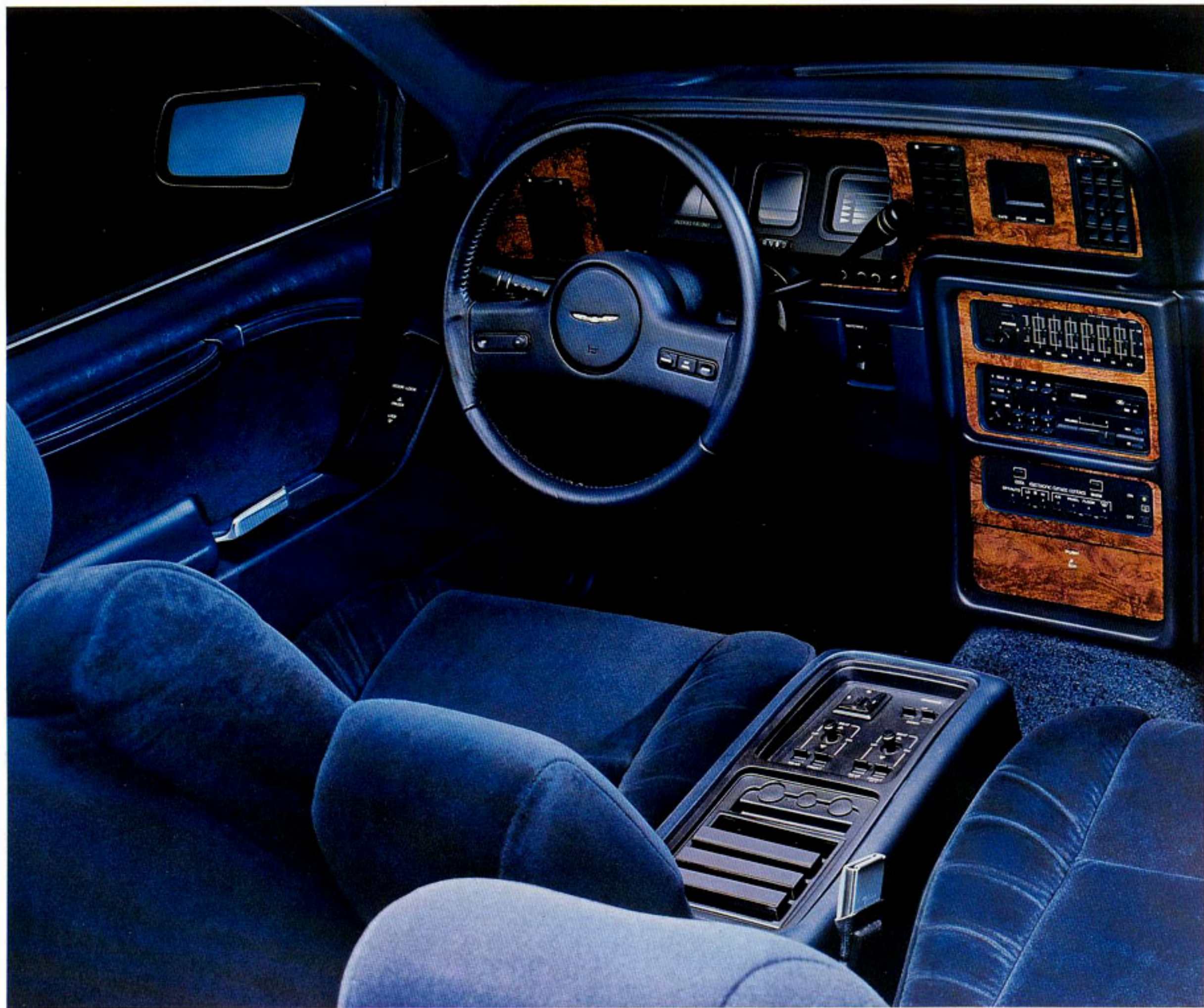
Thunderbird Turbo Coupe's standard transmission is a 5-speed manual designed for smooth shifting and short throws.

THE DESIGN AND COMFORT OF THUNDERBIRD LX



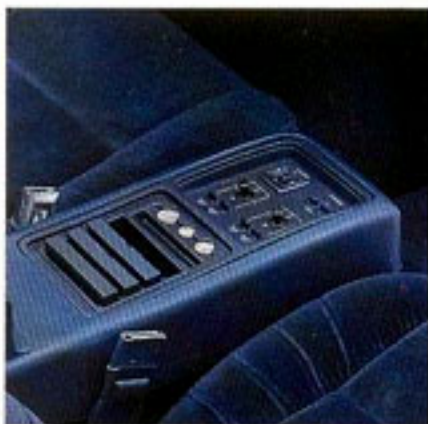
Thunderbird LX in Twilight Blue Clearcoat Metallic. Some equipment shown may be optional. See options list on page 21.

A REMARKABLE DRIVING ENVIRONMENT



The focus of the Thunderbird LX is its interior comfort. The standard split bench seats (with power adjustments for the driver) are trimmed in luxury cloth and include head restraints that can be adjusted four ways. The tilt steering wheel is leather-wrapped and contains the speed control operation buttons. Luxury floor carpeting complements the specially finished door panels which feature courtesy lights. There are also courtesy lights in the instrument panel and quarter trim panels as well as a dual beam map light. LX is also convenience

oriented. Interval windshield wipers are welcomed in light rain and drizzle. Systems sentry/diagnostic alert lights (detailed on page 20) point out conditions which need attention and the illuminated entry system provides some extra security after dark. It lights the car's interior and door lock cylinders whenever either door handle is raised. For enhanced entertainment, a cassette tape player is included with the AM/FM stereo radio. And power windows, door locks and mirrors are among the appreciated items LX includes as standard. Real Thunderbird driving enjoyment.



Left: Thunderbird LX interior in Regatta Blue.

Some equipment shown may be optional. See options list on page 21.

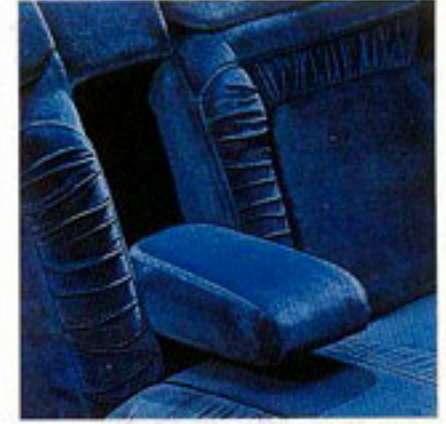


The handy console houses cassette tape holders and controls for the power windows, dual remote-control electric mirrors and power driver's seat (controls for optional dual power seats shown).

The Illuminated Entry System lights the interior and door lock cylinders when either door handle is raised.

Systems sentry/diagnostic alert lights monitor a variety of vehicle conditions (see page 20 for details).

Front and rear fold-down center armrests enhance comfort with all Thunderbird split bench seats.



The deep-well trunk provides plenty of cargo space for all Thunderbird models.

THUNDERBIRD AND THUNDERBIRD SPORT



Sleek, aerodynamic Thunderbird uses the air around it to improve its handling as well as its fuel economy. Even the halogen headlamps were designed with wind management in mind. And it's equipped the way a car in its class should be: 3.8 liter V-6 engine, Automatic Overdrive transmission, rack-and-pinion steering and gas-pressurized struts and shocks. Also standard are air conditioning, tinted glass, electronic LCD speedometer and a big, 15-cubic-foot deep-well trunk with a comfortably low liftover height.

Thunderbird Sport, with its 5.0 liter V-8 engine, features a quadra-shock rear suspension arrangement for a "car on rails" feel through turns. Special features include P215HR70x14 speed-rated tires and full analog instrumentation. It's a real performer for those who favor the exhilaration of V-8 power.



Above: Thunderbird Sport in Silver Clearcoat Metallic.

Thunderbird Sport articulated sport seats shown in Scarlet Red.



Left: Thunderbird in Medium Sandalwood Clearcoat Metallic.

Some equipment shown may be optional. See options list on page 21.

AN EASY WAY TO BUY

The Thunderbird pictured at right includes Preferred Equipment Package 151A. Thunderbird Preferred Equipment Packages include combinations of options that have proved popular with many car buyers, and at a substantial savings from the price of the same options purchased separately. You get a well-equipped car at an attractive price.

Preferred Equipment Packages benefit you in two important ways: (1) They can save you money. (2) They simplify the ordering procedure.

Here's how it works: Simply choose Thunderbird 151A, Thunderbird Sport 154A, Thunderbird LX 162A, or Turbo Coupe 157A from the chart at right. The entire ordering procedure is greatly simplified. But the biggest benefit is the cost savings Preferred Equipment Packages offer.

Turbo Coupe 157A includes a special kind of savings. Order it without deletions and get the six items spelled out at right at no extra charge. It's called the Turbo Coupe Special Value Program. Outstanding value!

To equip your new Thunderbird even more closely to your individual style, you may choose to add one or more free-standing options to the package you've selected. Features and options are listed on page 21. Contents of Preferred Equipment Packages are subject to change. For the latest information, consult your Ford Dealer.

	Thunderbird 151A	Thunderbird Sport 154A	LX 162A	Turbo Coupe 157A
• = Included in package or standard				
Automatic overdrive transmission	•	•	•	
Air conditioning/tinted glass	•	•	•	•
Rear window defroster (1)	•	•	•	•
Interval wipers	•	•	•	•
Power Lock Group	•	•	•	•
Dual electric remote-control mirrors	•	•	•	•
Electronic AM/FM stereo radio with cassette tape player	•	•	•	•
Speed control	•	•	•	•
Reclining split bench seats	•		•	
Articulated sport seats		•		•
Power driver's seat	•	•	•	•
Tilt steering wheel	•	•	•	•
Power side windows	•	•	•	•
Bodyside and decklid stripes	•	•	•	
Styled road wheels	•	•	•	
Premium Luxury Group:				
Heavy-duty battery		•	•	•
Electronic Equipment Group (2)			•	
Front floor mats			•	
Luxury Light/Convenience Group (2)	•		•	
Power antenna			•	
Dual power seats			•	

(1) Premium Sound System or graphic equalizer may be substituted (except when Electronic Equipment Group is ordered). (2) Detailed on page 20.

THUNDERBIRD TURBO COUPE SPECIAL VALUE PROGRAM

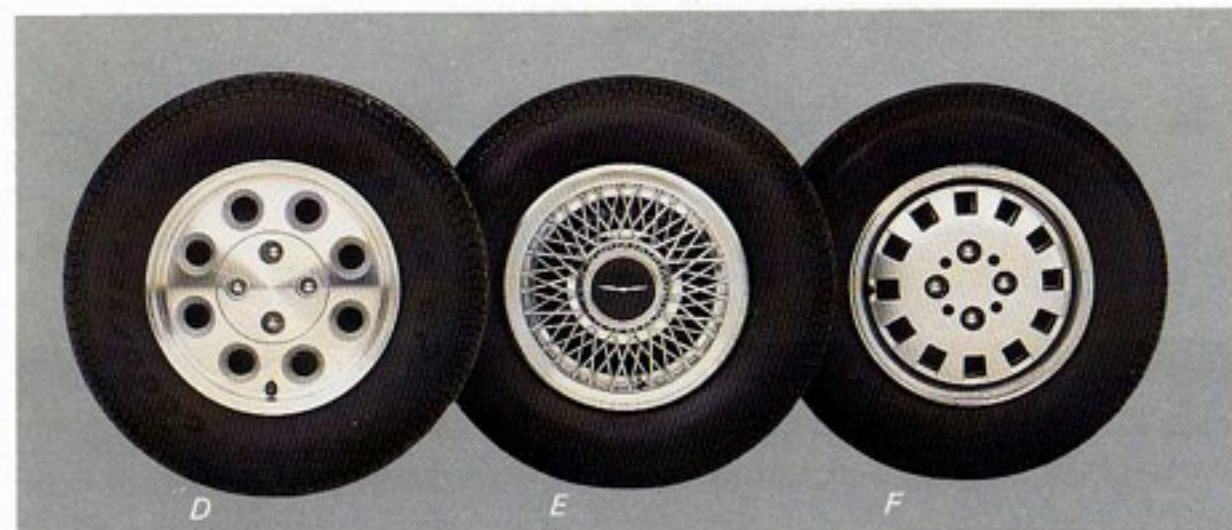
The following items are included at no extra charge when Preferred Equipment Package 157A is ordered without deletions.

• Power Lock Group	• Tilt steering wheel
• Electronic AM/FM stereo radio with cassette tape player	• Power driver's seat
• Speed control	• Rear window defroster (1)

(1) Premium Sound System or graphic equalizer may be substituted. If individual items are deleted, the Special Value Program discount does not apply.



THUNDERBIRD FEATURES AND OPTIONS



Notable standard features and options for each Thunderbird series are listed on the facing page. Before selecting options, check the Preferred Equipment Packages on page 18. You're likely to find that most of the equipment you want has already been conveniently included for you in a particular package. Options and their availability are subject to change during the year. Your Ford Dealer can advise you of current status.

Option groups are convenient ways to order options that complement one another. An example is the Electronic Equipment Group. This convenience-oriented option includes electronic climate control air conditioning and the Keyless Entry System. The Keyless Entry System includes five small calculator-type pushbuttons in the upper portion of the driver's door which act as the key. When depressed in the proper coded sequence, doors are locked or unlocked (and decklid unlocked) automatically. The code can be changed by

the owner at any time. This option also includes the Illuminated Entry System, which lights the vehicle's interior and door lock cylinders when either door handle is raised.

Also included is the Electronic Instrument Cluster (except Sport and Turbo Coupe). It features a liquid crystal tachometer display for rpm and allows the driver to select readouts for temperature, oil pressure, volts or fuel. Fuel level is also displayed digitally and there's a "low fuel" alert light.

Systems sentry lights (standard with Turbo Coupe, Sport and LX) signal conditions which need attention: "check oil," "low fuel," "low washer fluid," "low beam out," "taillamp out" and "door ajar." A 5-function liquid crystal display (LCD) trip computer supplies useful travel information and an electronic digital clock displays the date, time, or elapsed time.

The Electronic Equipment Group is also included with the Premium Luxury Group (see page 21 for contents).

Illustrated options: (A) Electronic AM/FM stereo radio with cassette tape player and 7-band graphic equalizer (B) Moonroof (C) Leather seating upholstery (D) Cast aluminum wheels (E) Locking wire-style wheel covers (F) Styled road wheels (standard with Sport and LX models)

	Standard	Sport	LX	Turbo Coupe
ENGINEERING				
3.8 liter V-6 engine with multi-port electronic fuel injection	•		•	
5.0 liter EFI V-8 engine	■	•	■	
2.3 liter OHC turbocharged engine with EFI, air-to-air intercooler and regular/premium fuel selection				•
Automatic Overdrive transmission	•	•	•	■
5-speed manual overdrive transmission				•
Power rack-and-pinion steering	•	•	•	•
Power front disc/rear drum brakes	•	•	•	•
Power 4-wheel disc brakes with electronic anti-lock system (ABS)				•
Modified MacPherson strut front suspension with variable-rate springs and gas-pressurized struts	•	•	•	•
Four-bar link rear suspension with variable-rate springs and gas-pressurized shock absorbers	•	•	•	•
Handling suspension including quadra-shock rear suspension		•		
Special handling package including automatic ride control and quadra-shock rear suspension				•
Heavy-duty battery	■	•	■	•
Traction-Lok axle		•		•
Remote-control fuel door release				•
Dual-note, sport-tuned horn		•		•
Automatic parking brake release			•	
P215/70R14 BSW all-season tires	•		•	
P215/70HR14 speed-rated handling tires		•		
P225/60VR16 BSW performance tires and unique aluminum wheels				•
EXTERIOR				
Dual aerodynamic halogen headlamps	•	•	•	•
Wide bodyside moldings	•	•	•	•
Luxury wheel covers	•			
Styled road wheels	■	•	•	
16"x7" aluminum wheels				•
Cast aluminum wheels	■	■	■	
Locking wire-style wheel covers	■		■	
Unique front fascia with Hella® fog lamps				•
Bodyside and decklid accent stripes	■	■	•	
Bright windshield, side window and backlight moldings	•		•	
Black windshield, side window and backlight moldings		•		•
Black bumper rub strips and extensions with bright insert (red insert with Turbo Coupe)	•	•	•	•
Two-tone paint with tape stripes	■		■	
Dual intercooler hood scoops				•
Left-hand remote-control mirror	•	•		
Dual remote-control electric mirrors	■	■	•	•

(1) Includes dual beam map light, instrument panel courtesy lights and engine compartment light.
 (2) Available optionally as part of the Electronic Equipment Group. (3) Included at no charge in Thunderbird Turbo Coupe Special Value Program. (4) Includes 6 premium speakers and a 4-channel amplifier that increases power from 20 to 80 watts. Included with graphic equalizer. (5) Includes the Premium Sound System. (6) Includes power door locks, remote-control decklid release in glove box and remote-control fuel filler door release in glove box (standard with Turbo Coupe). (7) Includes

	Standard	Sport	LX	Turbo Coupe
INTERIOR				
Air conditioning	•	•	•	•
Tinted glass	•	•	•	•
Power moonroof	■	■	■	■
Reclining cloth split bench seats with console	•			
Luxury cloth split bench seats in special sew style with 4-way headrests			•	
Adjustable articulated sport seats		•		•
Leather upholstery	•	■	■	■
Safety belt reminder chime	•	•	•	•
Deep-well trunk with mini-spare tire	•	•	•	•
Luggage compartment light	•	•	•	•
16-ounce color-keyed cut-pile carpeting	•			
24-ounce luxury carpet		•	•	•
Electronic digital clock	•	•	•	•
Ashtray lights	•	•	•	•
Light Group (1)	■	•	•	•
Luxury door and quarter trim panels			•	•
Continuous color-keyed deluxe safety belts with comfort regulator feature	•	•	•	•
LCD speedometer/odometer/trip odometer	•		•	
Full analog instrumentation		•		•
Systems sentry/diagnostic alert lights (See page 20) (2)	■	•	•	•
Leather-wrapped steering wheel	■	•	•	
"Soft feel" steering wheel				•
Tunnel-mounted shift with leather-wrapped handle		•		•
Full console with covered storage compartment lid/armrest		•		•
Electronic AM/FM stereo radio with 4 speakers (may be deleted for credit)	•	•		•
Electronic AM/FM stereo radio with 4 speakers and cassette tape player (3)	■	■	•	■
Premium Sound System (4)	■	■	■	■
Graphic equalizer (5)	■	■	■	■
Illuminated Entry System (see page 20)	■	■		■
Power side windows	■	■	•	•
Interval windshield wipers	■	■	•	•
Speed control (3)	■	•	•	■
Tilt steering wheel (3)	■	■	•	■
Power lock group (3) (6)	■	■	•	■
Power driver's seat (3)	■	■	•	■
Premium Luxury Group Includes:				
Power antenna	■	■	■	■
Luxury Light/Convenience Group (7)	■	■	■	■
Electronic Equipment Group (8)	■	■	■	■
Dual power seats (9)	■	■	■	■
Front floor mats	■	■	■	■
• = Standard ■ = Optional				

cornering lamps, dual illuminated visor vanity mirrors (standard with LX), the Illuminated Entry System (standard with LX and available as a separate option), and the autolamp system.
 (8) Includes Electronic Instrument Cluster, described on page 20 (except Sport and Turbo Coupe).
 (9) Includes dual power recliners except on Turbo Coupe and Sport.

COLORS & TRIMS

Interior Trim Colors

Shadow Blue	Scarlet Red	Sandalwood	Medium Grey	Raven Charcoal	Cinnabar	Exterior Colors
X	X	X	X	X		Black
X	X		X	X		Light Grey
X	X		X	X		Medium Grey Clearcoat Metallic
X	X		X	X	X	Silver Clearcoat Metallic
	X		X	X		Scarlet Red
	X		X	X		Medium Red Clearcoat Metallic
					X	Rose Quartz Clearcoat Metallic
	X					Light Sandalwood
	X					Light Sandalwood Clearcoat Metallic
	X					Medium Sandalwood Clearcoat Metallic
					X	Dark Cinnabar Clearcoat Metallic
X					X	Light Regatta Blue Clearcoat Metallic
X			X			Twilight Blue Clearcoat Metallic
X	X	X	X	X	X	Oxford White
Turbo Coupe Colors						
	X	X		X		Black
	X			X		Medium Red Clearcoat Metallic
	X			X		Medium Grey Clearcoat Metallic
X	X			X		Silver Clearcoat Metallic
		X				Light Sandalwood Clearcoat Metallic
X				X		Twilight Blue Clearcoat Metallic
X	X	X		X		Oxford White

Some of these paint and trim colors are shown in this catalog. On the printed page, of course, colors are at best only representative of the originals. Your Ford Dealer can show you actual sample paint colors and trim materials.



Medium Grey Clearcoat Metallic



Black



Scarlet Red



Oxford White



Medium Red Clearcoat Metallic



Silver Clearcoat Metallic



Light Grey



Dark Cinnabar Clearcoat Metallic



Rose Quartz Clearcoat Metallic



Twilight Blue Clearcoat Metallic



Light Sandalwood



Medium Sandalwood Clearcoat Metallic



Light Sandalwood Clearcoat Metallic



Light Regatta Blue Clearcoat Metallic

T H U N D E R B I R D

