

1984 Thunderbird



At Ford, Quality is Job 1.

At Ford, quality is our top priority. Nothing ranks higher in the design, engineering, manufacture, sale and service of our cars and trucks.

We're determined to make the finest cars and trucks in the world. No exceptions.

Our product philosophy begins with the vision of a customer—of you—sitting behind the wheel of a new car or truck in one of our dealers' showrooms asking a series of questions about quality.

Does this Ford vehicle have the best quality I can find? Will it give me value and pleasure in use? Will it last? Will I get good service? Can I trust the manufacturer and the dealer?

We know that the answers to those questions will determine whether you buy our product or someone else's car or truck. So that's why quality is really Job 1 at Ford.

Our quality system is based on the concept of preventing quality problems, not merely detecting problems and trying to fix them.

Also, we're committed to an operating philosophy of continuous improvement in quality and every other aspect of our business. There is no upper limit to our quality performance. We believe further improvements are always possible.

And most important, Ford employees are directly or indirectly involved in improving the quality of Ford cars and trucks. We know that our jobs and the success of Ford Motor Company depend on building high quality vehicles that meet your needs and expectations.

Donald E. Petersen
President
Ford Motor Company

Thunderbird

An efficient, aerodynamic shape makes the way it looks improve the way it drives. Thunderbird, above all else, is a *driver's* car.



Thunderbird Turbo Coupe

A fuel-injected, turbocharged Thunderbird with sophisticated running gear, performance compound tires and seats that reward the demanding driver.



Thunderbird élan

A sophisticated road car with that smooth Thunderbird ride. The interior is comfort-oriented, with special appointments all around.



FILA Thunderbird

Inspired by the world-famous sportswear, the FILA Thunderbird has a unique, sporty look. A personal, distinctive Thunderbird.



A word about this catalog

Some of the equipment shown or described throughout the catalog is available at extra cost.

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Power & Efficiency

EEC-IV: the world's most advanced onboard automotive computer.

All Thunderbird engines benefit from a computer called EEC-IV,* a fourth-generation, state-of-the-art, microprocessor-based engine control system capable of processing thousands of operations per second. EEC-IV instantly adjusts the air/fuel mixture and ignition timing for quick cold starts. On the road, it senses by the millisecond what the car is being asked to do, then balances the air/fuel mixture and timing for optimum power, response and fuel efficiency.**

3.8L V-6 with electronic fuel injection (EFI)

The standard engine is the 3.8 liter V-6 with electronic fuel injection. Electronic fuel injection provides several advantages over a conventional carburetor.

The major advantage is a more efficient use of fuel,** improved fuel distribution because of the high-pressure discharge from the fuel injectors. EFI offers improved overall operation. Smooth running. Easier starting in hot and cold temperatures.

The 3.8 liter V-6 is teamed with an automatic transmission designed for efficiency. It has a locking torque converter which, unlike conventional automatics, provides a mechanical connection between engine and trans-

Thunderbird's concealed drip moldings contribute to its aerodynamics. They also provide a built-in rain trough, as well as increased head clearance to facilitate entry and exit.



mission in all three forward gears. This results in considerably less torque converter slip for more efficient use of the engine's power.

If you choose, you may specify the optional Automatic Overdrive (AOD) transmission and 5.0 liter V-8 engine with electronic fuel injection.† AOD automatically shifts into an overdrive fourth gear when the vehicle exceeds 45 mph and the driver eases up on the accelerator pedal. In overdrive fourth, engine speed is reduced by one-third. The result is improved highway fuel economy.**

Thunderbird aerodynamics and airflow management

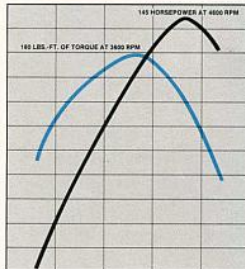
Fuel economy is enhanced by Thunderbird's aerodynamic shape. The lower the coefficient of drag (C_D) of a vehicle, the more aerodynamically efficient it is. Thunderbird's .35 C_D helps it



slip through the air, requiring less power from the engine to overcome resistance. Because the engine isn't working as hard, it uses less fuel. This low C_D is the result of hundreds of hours in the wind tunnel and the careful study of hundreds of design configurations.

Turbocharged power: Thunderbird Turbo Coupe

Turbocharging is the means to combine power and efficiency in one engine. It has two major benefits. Under normal driving circumstances, the turbo remains efficiently at idle, contributing to

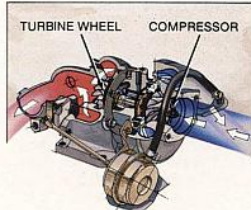


Net horsepower and torque as measured against SAE standard J 1349.

fuel savings.** But when a surge of power is required, pressing on the accelerator brings the turbo into action for instantaneous response.

The Turbo Coupe's engine is an efficient, high-performance cross-flow head, overhead cam four-cylinder. It displaces 2.3 liters and has a compression ratio of 8.0 to 1. It has five main bearings, forged aluminum pistons, high-temperature alloy valves, oil cooler and tuned intake manifold. The port-type fuel injection system, fed by an electric fuel

pump, injects a precisely controlled amount of fuel directly into each cylinder. A "blow through" turbocharger is positioned upstream from the injectors and throttle plate. Unlike other turbocharging arrangements, a "blow through" system pressurizes on demand, to deliver crisp, immediate throttle response. At full boost (10 pounds), around 4,600 engine



Turbocharging: Hot exhaust gasses (red) turn the turbine wheel to power the compressor. Outside ambient air (blue) enters the compressor and is blown through the induction system to the combustion chambers.



RPM, the engine achieves 145 horsepower based on SAE standard J 1349. More power than many of today's V-8s.

Turbo Coupe's 5-speed manual transmission

The free-revving turbo powerplant is mated to a 5-speed gearbox. The ratios are carefully calibrated so there is a proper gear for any turn, any straightaway.

*Except early production models in California with 5.0 liter V-8 engine, which use EEC-III.

**See Gas Mileage on page 19.

†AOD is standard with FIA and optional with the 5.0 liter V-8 engine. Optional with 3.8 liter V-6 in high altitude areas.



Ride & Handling

The driver's car

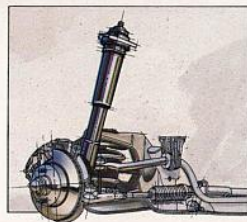
On the road is where the Thunderbird story unfolds. The suspension and steering systems were chosen for their proven contributions to a smooth ride and good road manners. A test drive will reveal why Thunderbird is indeed a driver's car.

Modified MacPherson front suspension

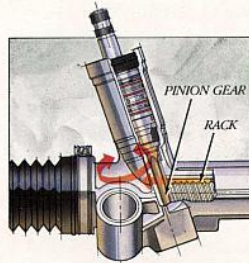
The MacPherson design is recognized for the quality of its ride characteristics and its contribution to vehicle handling. In the Thunderbird it's combined with a four-bar link rear suspension and new suspension geometry. The result? Improved stability, steering and handling.

Gas-filled shock absorbers

The Thunderbird's shock absorbers contain a low-pressure charge of nitrogen gas which 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 conditions.



Thunderbird's modified MacPherson front suspension incorporates gas-filled shock absorbers.



Rack and pinion steering: At the end of the steering column is a "pinion gear" which engages a "rack" of gear teeth linked to the steering arms. The responsiveness and precision of rack and pinion steering are directly related to its simple, low friction design.

Power rack and pinion steering

Rack and pinion steering is synonymous with performance and crisp handling. That's why it was chosen for the Thunderbird, with the added convenience of power and variable ratio. Variable ratio means a stable steering feel at highway speeds with fewer turns of the wheel required for turning and parking maneuvers. These three elements—rack and pinion, power and variable ratio—combine to form a steering system that's right in all driving situations. The Turbo Coupe, which puts a bigger premium on handling, has a 15:1 non-variable ratio.

The handling benefit of airflow management

How air passes over and around a car affects the way it



behaves. Thunderbird uses the air to help hold the road firmly. Its aerodynamic styling reduces lift on the front and rear for improved handling and stability. And the smooth lines contribute to reduced wind noise.

Turbo Coupe performance tires

The Turbo Coupe is equipped with Goodyear Eagle P205/70HR14 speed-rated per-

formance tires mounted on lightweight cast aluminum wheels. The tires have an aggressive tread pattern, performance

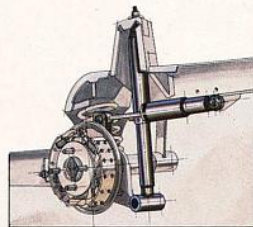
An additional set of rear shocks for Turbo Coupe: just for handling.

The Turbo Coupe's rear axle system uses four shock absorbers. A pair of gas-filled shock absorbers are mounted vertically



between the outer ends of the rear axle and the car's rear frame. These shocks soften and smooth the rear wheels' vertical travel caused by bumps, pavement breaks, potholes, etc.

Another pair of gas-filled dampers are mounted horizontally between the ends of the rear axle and the frame to dampen the axle's fore-and-aft movement. They also help keep the axle in the proper location when cornering.



An extra set of longitudinally mounted rear shocks means additional stability through turns for Turbo Coupe.

The Thunderbird Environment

Thunderbird ergonomics

Correct interior design involves the application of the science of ergonomics: the relationship between the passenger environment and its occupants.

In the Thunderbird, applied ergonomics creates an environment with sensible, convenient placement of seats, controls,

instruments and lights. For example, turn signals, windshield wiper/washer controls and headlamp dimmer are stalk-mounted at the driver's fingertips.

The Interior Luxury Group

The Interior Luxury Group, standard in élan and available in the standard model, is worth a brief description. The seats are trimmed in soft velour cloth. Front seats include carpeted

cushion side facings, a map pouch for the driver, and seat back map pockets. The area between the rear seats is carpeted. There are soft cloth inserts in the door panels and the covered area of the quarter trim panels. Courtesy lights are in the door and quarter trim panels. An on/off switch for the courtesy lights is in the padded console, which has an illuminated interior



per hour. Push a button and speed is converted to kilometers per hour. The fuel gauge reports the gas supply with an easy-reading "bar graph" display. The digital clock offers three kinds of information with a touch of a button: 1) current date, 2) correct time (to the second), or 3) elapsed trip time. (Cluster is standard with élan, not available with Turbo Coupe.)

The Tripfinder® computer is an onboard information center which puts all kinds of travel data at your fingertips: average trip speed, the distance covered per gallon of fuel used, instantaneous fuel economy, total fuel used.



and removable litter bin. The floor is covered with thick 16-oz. carpeting.

The élan's instrument panel has a special simulated wood-grain finish and the steering wheel has a woodtone insert. The luggage compartment is carpeted. Convenience items abound: Diagnostic warning lights and digital clock (discussed below), power side windows, dual illuminated visor vanity mirrors, the light group, interval windshield wipers, automatic parking brake release and tinted glass.

Sophisticated options

In the Electronic Instrument Cluster, the usual gauges and

Thunderbird's individual reclining front seats are body contoured for comfortable back and thigh support. They have deep foam cushions with Flex-o-lator spring support.



dials are replaced by small screens powered by light-emitting diodes (LEDs). The intensity adjusts automatically to light conditions in the passenger compartment. Centered over the top of the wheel is the digital speedometer. Large numerals indicate precise speed in miles

The Interior Luxury Group with optional leather seating surfaces.

code can be changed at any time by the owner. The system includes an automatic door locking feature and the Illuminated Entry System. When the exterior door handle is raised, the passenger



compartment and door lock are lighted for about 25 seconds or until the ignition is turned on.

Articulated seats

Standard in Turbo Coupe and FIA, articulated front seats reward the demanding driver.

(1) The under-thigh support adjusts. (2) The side-thigh support adjusts. (3) The seat back angle adjusts. (4) The lumbar support adjusts with an infinitely adjustable pneumatic actuating pump. In addition, the (5) firm side supports help hold you in place. Considering that a Turbo Coupe is capable of .81G in a turn, seats that support laterally as well as up and down are essential.



Information is reported in either the English or Metric system. Other readouts tell you the date, the time and the elapsed time and distance of your trip. Not available with Turbo Coupe.

Also available is an independent diagnostic system containing seven warning lights. They are lighted only when certain conditions should be noted, such as door ajar, low beam (headlamp) out, brake lamp out. Diagnostic Warning Lights are standard with élan, FIA and Turbo Coupe.

The Autolamp On/Off Delay system automatically turns headlamps on at night and off in daylight. It can be set to keep the headlamps on for up to four minutes after you park the car to light your way into the house. Standard with élan and FIA.

The Keyless Entry System features five small calculator-type pushbuttons on the upper edge of the driver's door which act as the key. When depressed in the proper coded sequence, doors and decklid are locked or unlocked automatically. The



Quality & Workmanship

The best-built American cars.

When we say "Quality is Job 1," we are talking about more than a commitment. We are talking about results. An independent survey concluded Ford makes the best-built American cars. The survey measured owner-reported problems during the first three months of owner-

world leader in design and build. Aerodynamics improves fuel economy and handling stability, while reducing wind noise. The EEC-IV microprocessor that monitors and controls engine operation is the world's most advanced onboard automotive computer.

Computer precision from design to assembly

Human ingenuity and computer technology are close partners in the design of Ford

vehicles. In manufacturing, computer precision is applied to the designing and machining of tools. In assembly, computers monitor and check engine performance on the line, validate electrical system componentry, and help ensure a more consistent paint application for finish quality.

Robots and lasers

Ford places great importance on the use of robotics to achieve high quality in manufacturing and assembly. Robots are programmed to provide consistency and control to an extraordinary degree. Robots do exactly what the engineers specify. A car's numerous spot welds, for example, are done quickly, completely, with the accuracy the blueprints demand.

The laser is another advanced-technology tool that improves quality. Lasers provide accurate measurement of everything from engine castings to nuts and bolts and fasteners. They're also used in critical applications such as welding pins from an engine sensor to wire leads running to the electronic control module.

The ultimate test of quality

Ford cars are road-tested over hundreds of thousands of miles, are subjected to extreme stress and load conditions over paved and unpaved surfaces, up and down steep grades, through corrosive salt baths.

They run the full course of demanding acceleration, cornering and braking maneuvers. They're also tested under controlled laboratory conditions to verify the quality of each component tested.



cars. Today, engineers are able to study a car's performance on computer screens, and with precision.

Computer graphics techniques like Finite Structural Analysis and Modal Analysis, for example, allow engineers to construct computerized mathematical models and simulate vehicle and component behavior as if under actual operating conditions.

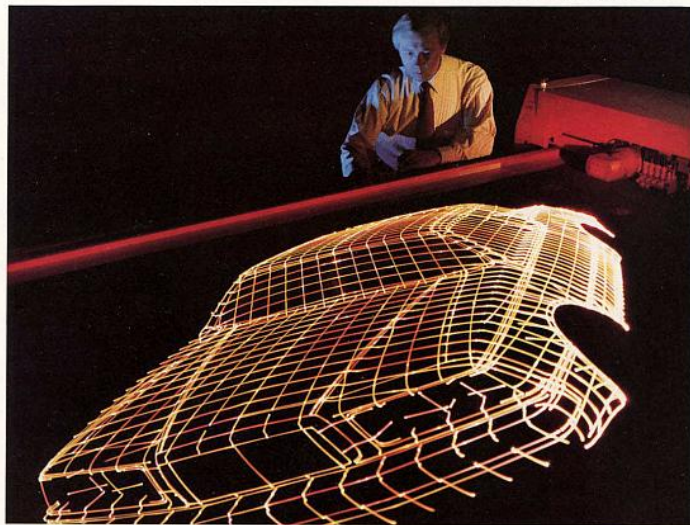
Another technique is "engine mapping"—a process that uses a computer to plot a graphic representation of an engine's speed, torque, emissions control, and fuel consumption. The objective is to make the engine more responsive in overall performance.

ship of 1983 cars designed and built in the U.S. The commitment continues for 1984.

A quality-built car like the 1984 Thunderbird performs consistently to its high design and engineering standards.

Engines and transmissions deliver ample power and excellent fuel efficiency. Advanced front and rear suspension systems balance ride and handling demands. The interior is ergonomically designed for space efficiency, comfort and convenience.

Aerodynamics and electronics contribute to functional quality as well. And Ford is a recognized



Technology provides the means of progress. Dedicated people make it happen.

Quality at Ford is a team effort. Employee Involvement Groups in America alone total more than 1,100. Defect prevention, not merely defect detection, is the primary goal of all quality assurance efforts.

There are "durability-reliability" teams specially trained to carry out extensive quality control programs before production begins, and "quality" teams whose primary concern is quality improvement after production gets under way.

From product planning to assembly and beyond, the quality of every Ford car is a continuous concern. It's a commitment to quality that shows in the new Thunderbird for 1984.

A bumper system that exceeds the requirements

Thunderbird's bumpers are designed to protect safety-related systems—lamps and exhaust, for example—in the event of a minor impact.

While some manufacturers have replaced the 5-mile-an-hour bumper system with a 2½-mile-an-hour system, Thunderbird offers you the protection of 5-mile-an-hour bumpers front and rear.

Corrosion protection

Ford takes tough measures to protect Thunderbird against the damaging effects of corrosion. Galvanized steel is used in the forming of important underbody and structural parts such as wheelhouses and rocker panels.

Zinc-coated metal or pre-coated steel, featuring corrosion inhibitors, is used primarily in the hood, doors, fenders and quarter panels. And special treatments such as aluminum-filled wax and vinyl sealers are applied to various areas of the body structure.

Lustrous paint finish

An essential ingredient in a quality paint finish is the proper preparation of the body sheet metal to assure excellent adhesion of the primers and paint.

The first step Ford takes to achieve this result is cleaning the entire body in a phosphate bath to remove dirt, grease and oil, and thoroughly prepare the surface for the paint coats to come.

The priming process applied to Thunderbird is called Electrocoating. It uses the bonding powers of electricity.

Electrocoat priming uses



opposite electrical charges on the body and primer. As the body is immersed in the primer, the electrical attraction provides a thorough, even coat to all areas of the body. Two coats of primer are applied and heat-cured before

the paint coats. Four coats of tough acrylic enamel are then applied and baked to produce Thunderbird's deep finish, which resists nicking, cracking and peeling. And all painting is computer-controlled for color match.

The Clearcoat paint option, a special Ford car finish, is achieved by applying two coats of highly pigmented, low-gloss polyester enamel over the primer. Then final "clear" coats of acrylic enamel are applied. It's a deep, glossy finish that can add even more to Thunderbird beauty.

Ford Lifetime Service Guarantee

Participating Ford Dealers are now offering the Lifetime Service Guarantee, which guarantees their work for as long as you own your car. It means that you pay for a covered repair on your Ford car or light truck once—and never again. If it ever has to be fixed again, the repairing dealer will fix it free. Free parts. Free labor. Even if you keep your car a lifetime. It doesn't matter where you bought your car, or whether it's new or used; the work is still covered by the repairing dealer.

This limited warranty covers vehicles in normal use. Items not covered are routine maintenance parts, belts, hoses, sheet metal and upholstery. See any participating Ford Dealer for details.

Thunderbird

Clean, aerodynamic lines characterize Thunderbird, a shape in which form and function become one. A comfortable, capable car to drive or ride in. Individually reclining front seats feature knitted cloth seating surfaces. The interior compartment includes many color-keyed com-



ponents, along with handy convenience features: trip odometer; self-regulating, illuminated quartz electric (sweep) hand) clock; lockable glove box; padded,



illuminated console and removable litter bin; carpeted package tray. And the large, deep-well trunk has a low liftover height for easy loading and unloading.

Thunderbird Turbo Coupe

For those who are performance oriented. The Thunderbird Turbo Coupe is a world class touring car. Standard is a 2.3 liter electronic fuel-injected (EFI) turbo engine capable of 145 horsepower at 4,600 rpm (based on SAE standard J 1349). The transmission is a carefully calibrated 5-speed (optional SelectShift automatic also available). Modified MacPherson suspension up front, four-bar link with four shock absorbers in the rear. Inside are special performance seats (see



Thunderbird shown with optional exterior accent group and black sidewall tires.



Thunderbird Turbo Coupe shown with optional power radio antenna.



page 9). Entertainment is provided by the standard AM/FM stereo radio. Diagnostic warning lights, 16-ounce carpeting, and the light group are among the many standard features. The Turbo Coupe also has special aluminum wheels and its own unique front fascia with an air dam and fog lamps.

Thunderbird élan

The emphasis is on comfort and convenience in this special Thunderbird. The Electronic Instrument Cluster and Diagnostic Warning Lights are part of the élan package that includes a long list of standard features: the light group, illuminated entry system, autolamp on/off/delay system, tilt steering wheel, power windows, the power lock group, an

electronic AM/FM stereo search radio with the premium sound system, and more. A glance through the "Features" list on page 16 will reveal just how completely élan is equipped. Your signature reproduced on an aluminum nameplate will be sent to you after you take delivery.

Thunderbird élan shown with optional bright rocker panel moldings, TRX aluminum wheels and Michelin TRX tires.



Thunderbird

Inspired by the world-famous sportswear. The FILA Thunderbird features Pastel Charcoal exterior paint and Dark Charcoal lower accent treatment. Special red and blue bodyside and decklid tape stripes terminate in a design that resembles the FILA logo. Color-coordinated cast aluminum wheels feature Goodyear Eagle HR performance tires.



Oxford White articulated seats have leather seating surfaces in a special FILA grain (Charcoal suede-style fabric is also available). The door trim panels, carpeting, instrument panel and console are charcoal, and the seat back straps are accented with the FILA logo. The Instrument panel has a brushed black finish. Inside and outside, the FILA Thunderbird has a distinctive and appealing new look.



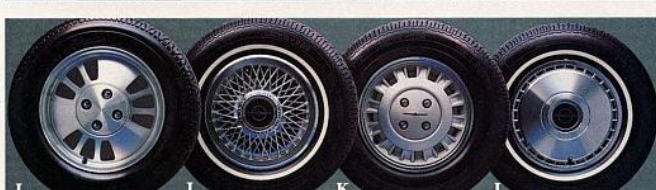
FILA Thunderbird shown with optional pivoting front vent windows.

THUNDERBIRD FEATURES

	Thunder- bird	4dr	FILA**	Turbo Coupe
ENGINEERING				
3.8 liter V-6 engine with EFI	S	S	S	NA
2.5 liter OHV Turbocharged engine with EFI	NA	NA	NA	S
SelectShift automatic transmission with locking torque converter	S	S	NA	O
Automatic Overdrive transmission	O	O	S	NA
5-speed manual overdrive transmission	NA	NA	NA	S
Variable ratio power rack and pinion steering	S	S	S	(S1)
Power front disc/rear drum brakes	S	S	S	S
DuraSpark Electronic ignition	S	S	S	S
Electronic voltage regulator	S	S	S	S
Maintenance-free battery	S	S	S	(S12)
Modified MacPherson strut front suspension with gas-filled struts	S	S	S	S
Four-bar link rear suspension with gas-filled shocks (Turbo Coupe includes unique suspension with four rear shock absorbers)	S	S	S	S
Special Handling Package	(O2)	(O2)	S	S
Dual fluidic windshield washer system	S	S	S	S
Tachometer with boost and overboost lights	NA	NA	NA	S
Traction-Lok axle	O	O	O	S
P195/75R14 all-season WSW tires	S	S	NA	NA
P205/70HR14 BSW performance tires	(O2)	(O2)	S	S
Automatic parking brake release	O	S	S	NA
EXTERIOR				
Concealed drip moldings	S	S	S	S
Quad rectangular halogen headlamps	S	S	S	S
Left-hand remote-control mirror	S	NA	NA	NA
Dual electric remote-control mirrors	(O3)	S	S	S
Soft urethane-covered front and rear bumpers	S	S	S	S
Charcoal bumper rub strips with extensions	S	S	S	S
Charcoal vinyl insert body-side moldings (narrow)	S	NA	NA	NA
Wide body-side moldings	(O3)	S	S	S
Front cornering lamps	O	S	S	O
Hood stripes	O	S	NA	O
Body-side and decklid accent stripes	(O3)	S	NA	S
Unique front fascia with air dam and fog lamps	NA	NA	NA	S
Deluxe wheel covers	S	NA	NA	NA
Styled road wheels	O	S	NA	NA
14" aluminum wheels	(NA4)	(NA4)	S	S
INTERIOR				
Individually reclining seats	S	S	NA	NA
Articulated seats	O	O	S	S
Interior Luxury Group	(O5)	(S5)	NA	NA
Padded console with illuminated interior and removable litter bin	S	S	S	S
10-oz. color-keyed out-pile carpeting	S	NA	NA	NA
Luxury Carpet Group	(O6)	S	S	S
All-vinyl door trim panels with assist straps and storage bins	S	NA	NA	S
Quarter panel courtesy lights (with Interior Luxury Group only)	O	S	S	NA
Luxury steering wheel with center horn blow	O	S	NA	NA
Leather-wrapped steering wheel	O	S	S	O
Leather-wrapped sports steering wheel	NA	NA	NA	(S7)
Trip odometer	S	S	S	S
Quartz electric (sweep-hand) clock	S	NA	NA	NA
Electronic digital clock	O	S	S	S
Glove box and ashtray lights	S	S	S	S
Color-keyed cloth headlining and sun visors	S	S	S	S
Utility strap on driver's visor, passenger visor vanity mirror	S	NA	NA	S
Inertia seat back releases	S	S	S	S
Color-keyed deluxe belts with comfort regulator feature and reminder chime	S	S	S	S
AM radio (may be deleted for credit)	S	NA	NA	NA
Electronic AM/FM stereo search radio	O	S	NA	O
AM/FM stereo radio	O	NA	NA	S
Electronic AM/FM stereo search radio with cassette player, Dolby® noise reduction system	O	O	S	O
Premium sound system and power lock group	O	S	S	O
Interval windshield wipers and power windows	O	S	S	O
6-Way power driver's seat	O	O	S	O
Tinted glass, complete	O	S	S	O
Fingertip speed control	O	S	S	O
Tilt steering wheel	O	S	S	O
Autolamp On/Off/Dim System	O	S	S	O
Illuminated Entry System	O	S	S	O
Electronic Instrument Cluster	(O2)	(O2)	S	S
Diagnostic warning lights and light group	O	S	S	S
Deep-well trunk	O	S	S	S

THUNDERBIRD OPTIONS

	Thunder- bird	4dr	FILA**	Turbo Coupe
ENTERTAINMENT SYSTEMS				
AM/FM Stereo Radio*	O	NA	NA	S
AM/FM Stereo Radio with Cassette Tape Player*	O	NA	NA	O
Electronic AM/FM Stereo Search Radio	O	S	NA	O
Electronic AM/FM Stereo Search Radio with Cassette Tape Player and Dolby® Noise Reduction System	O	O	S	O
Premium Sound System (stereo radios only)	O	S	S	O
APPEARANCE				
Wide Body-side Moldings*	O	S	S	S
Exterior Accent Group†(6)	O	NA	NA	NA
Luxury Carpet Group	O	S	S	S
Dual Body-side and Decklid Accent Stripes*	O	S	NA	S
Hood Stripes*	O	S	NA	O
Tu-Tone Paint/Tape Treatment*	O	O	NA	NA
Charcoal Lower Accent Treatment*	NA	NA	S	O
Clearcoat Metallic Paint	O	O	NA	O
Clearcoat	O	O	NA	NA
ASSISTS/ELECTRONIC DRIVING AIDS				
Adaptive™/On/Off/Defog System (page 9)	O	S	S	O
Diagnostic Warning Lights (page 9)	O	S	S	S
Electronic Instrument Cluster (page 9)	O	S	S	O
Trim minder™ Computer* (page 9)	O	O	O	NA
Electronic Voice Alert*	O	O	O	NA
Traveler's Assistance Kit	O	O	O	O
COMFORT AND CONVENIENCE				
Front Cornering Lamps	O	S	S	O
Electric Rear Window Defroster*	O	O	O	O
Remote-Control Locking Fast Door	O	O	O	O
Dual Electric Remote-Control Mirrors	O	S	S	S
Pivoting Front Vent Windows*	O	O	O	O
Keyless Entry System* (includes illuminated Entry System) (page 9)	O	O	O	O
Illuminated Entry System	O	S	S	O
Interval Windshield Wipers	O	S	S	O
Flip-Up/Open-Air Roof	O	O	O	O
SelectAir Conditioner with Automatic Control	O	O	O	NA
SelectAir Conditioner with Manual Control	O	O	O	O
Automatic Parking Brake Release	O	S	S	NA
Electronic Digital Clock* (page 9)	O	S	S	S
Tinted Glass, Complete*	O	S	S	S
Light Group (5)	O	S	S	S
Fingertip Speed Control*	O	O	S	O
Electronic Dimming Day/Night Rearview Mirror	O	O	O	O
Leather-Wrapped Luxury Steering Wheel*	O	O	S	O
Tilt Steering Wheel	O	S	S	O
INTERIORS				
Interior Luxury Group* (10)	O	S	NA	NA
Articulated Seats* (page 9)	O	O	S	S
Ultrasoft Leather Trim*	O	O	S	O
PROTECTION				
Anti-Theft System*	O	O	O	O
Wide Body-side Protection	O	O	O	O
Bright Rocker Panel Moldings	O	O	S	O
Front Floor Mats	O	O	O	NA
Front License Plate Bracket*	O	O	O	O
License Plate Frames*	O	O	O	O
POWER ASSISTS				
Power Lock Group (11)	O	S	S	O
Power Radio Antenna*	O	O	S	O
6-Way Power Driver's Seat	O	O	S	O
Dual 6-Way Power Seats*	O	O	S	NA
Power Side Windows*	O	S	S	O
WHEELS/WHEEL COVERS (12)				
Luxury Wheel Covers*	O	NA	NA	NA
Locking Wire-Style Wheel Covers*	O	O	NA	NA
StyLED Road Wheels	O	S	NA	NA
TRX Aluminum Wheels* (include Michelin TRX tires)	O	O	NA	O
PERFORMANCE				
5.0 Liter V-6 Engine with EFI*	O	O	O	NA
SelectShift Automatic Transmission with Locking Torque Converter*	O	S	NA	O
Automatic Overdrive Transmission* (page 4)	O	O	S	NA
Traction-Lok Axle	O	O	O	S
Medium-Duty Trailer Towing Package*	O	O	O	NA
Autolamp On/Off/Dim System	O	S	S	(S13)
Heavy-Duty Battery	O	O	NA	S
Special Handling Package*	(O2)	(O2)	S	S
Diagnostic Warning Lights and Light Group	O	S	S	O
California Emissions System*	O	O	O	O



Explanatory Notes for Features and Options
 *Offered either in combination with other options or subject to additional ordering requirements or limitations.
 **See page 15 for special FILA equipment.
 S = Standard O = Optional NA = Not Available (1) Turbo Coupe features 15:1 non-variable ratio. (2) Special Handling Package included and only available with BSW performance tires. (3) Included with Exterior Accent Group. (4) TRX aluminum wheels (15.3") in a different style are available. (5) See pages 8-9 for contents. (6) Also included in Interior Luxury Group. (7) Leather-wrapped luxury steering wheel with Fingertip Speed Control. (8) Includes wide body-side moldings, dual electric remote-control mirrors, dual accent body-side and decklid stripes, and luxury wheel covers. (9) Includes dual beam map light, instrument panel courtesy lights and glove compartment light. (10) See pages 8-9 for contents. (11) Includes power door locks and remote-control electric decklid release to glove box. (12) See your dealer for information on available tires. (13) Turbo Coupe includes 54-amp. heavy-duty battery; optional heavy-duty battery for other models is 45-amp.

COLORS AND TRIMS

	Charcoal Canyon Red	Academy Blue	Wheat	Medium Red	Light Desert Tan	Interior Trim Colors	Exterior Paint Colors
Black	•	•	•	•	•	Black	Black
Bright Canyon Red	•	•	•	•	•	Bright Canyon Red	Bright Canyon Red
Monique Canyon Red	•	•	•	•	•	Midnight Canyon Red	Midnight Canyon Red
Light Wheat	•	•	•	•	•	Light Wheat	Light Wheat
Wheat	•	•	•	•	•	Wheat	Wheat
Oxford White	•	•	•	•	•	Oxford White	Oxford White
Silver Metallic*	•	•	•	•	•	Silver Metallic*	Silver Metallic*
Dark Charcoal Metallic*	•	•	•	•	•	Dark Charcoal Metallic*	Dark Charcoal Metallic*
Medium Red Metallic*	•	•	•	•	•	Medium Red Metallic*	Medium Red Metallic*
Pastel Academy Blue Metallic*	•	•	•	•	•	Pastel Academy Blue Metallic*	Pastel Academy Blue Metallic*
Light Desert Tan Metallic*	•	•	•	•	•	Light Desert Tan Metallic*	Light Desert Tan Metallic*
Walnut Metallic*	•	•	•	•	•	Walnut Metallic*	Walnut Metallic*

*Optional Clearcoat Metallic paint colors

Turbo Coupe

	Charcoal Canyon Red	Wheat	Interior Trim Colors	Exterior Paint Colors
Black	•	•	Black	Black
Bright Canyon Red	•	•	Bright Canyon Red	Bright Canyon Red
Silver Metallic*	•	•	Silver Metallic*	Silver Metallic*
Dark Charcoal Metallic*	•	•	Dark Charcoal Metallic*	Dark Charcoal Metallic*
Medium Red Metallic*	•	•	Medium Red Metallic*	Medium Red Metallic*
Pastel Academy Blue Metallic*	•	•	Pastel Academy Blue Metallic*	Pastel Academy Blue Metallic*
Light Desert Tan Metallic*	•	•	Light Desert Tan Metallic*	Light Desert Tan Metallic*
Walnut Metallic*	•	•	Walnut Metallic*	Walnut Metallic*

*Optional Clearcoat Metallic paint colors

Charcoal Lower Accent Treatment

A special Turbo Coupe paint scheme features Dark Charcoal accent paint below the body-side moldings and bumper rub strips. It's available with Bright Canyon Red, Silver Metallic, Medium Red Metallic and Light Desert Tan Metallic exterior paint.

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 samples of the paint colors and trim materials presented above as well as Tu-Tone Paint/Tape combinations. See him for available Tu-Tone paint schemes.

Illustrated Options:

A. Fingertip Speed Control **B.** Electronic AM/FM Stereo Search Radio with Cassette Tape and Dolby® Noise Reduction System **C.** Electric Rear Window Defroster **D.** Keyless Entry System **E.** Pivoting Front Vent Windows **F.** Electronic Instrument Cluster **G.** Remote-Control Electric Decklid Release (Power Lock Group) **H.** "Tot Guard" (available at your Ford Dealer) **I.** TRX Aluminum Wheels **J.** Locking Wire-Style Wheel Covers **K.** StyLED Road Wheels **L.** Luxury Wheel Covers

A Commitment to Safety

Cars built with a concern for safety are designed and engineered by people who are committed to safety. Safety, like quality, begins as an attitude, a way of thinking that's instrumental in the shaping of a vehicle's structure and components from the drawing board to assembly. **Occupant safety**

To help protect passengers in the event of an accident, Ford cars are



equipped with numerous safety-design features, including those listed under the category "Occupant protection."

Ford commits enormous resources every year to the development and testing of all car lines and their occupant protection features.

Body structures—front and rear end assemblies, roof and doors—are carefully designed from the start with passenger safety as a primary concern. After they are validated for the structural soundness, structures are assembled into prototype vehicles and subjected to exhaustive testing in the Crash Barrier Building at Ford's Dearborn, Michigan, Proving Ground.

Thorough evaluations of instrument panel and steering column designs, seats, head restraints and seat belts are also involved in all phases of safety testing.

The Crash Barrier Building has highly sophisticated equipment designed to analyze the impact of crash testing on the prototypes, and to measure the effects of the force on mannequins representing the driver and passengers. As many as 350 crash tests involving cars and trucks are conducted annually.

Operating safety

This term applies to a vehicle's ability, with the aid of the driver, to avoid an accident.

Most important to operating safety are the major chassis systems—the front and rear suspensions, steering and brakes. The performance of these systems is vital to accident avoidance should the driver have to take evasive maneuvers in an emergency.

Ford cars are engineered to do their part—provide suspension and steering systems designed for handling responsiveness and control, as well as a brake system that delivers fast stopping action along with fade resistance.

Of course, it's up to the driver to make the best use of the vehicle's accident-avoidance equipment. This involves driving defensively and reacting in time, and such seemingly small things as regulating the interior heating/cooling system for proper ventilation (to help the driver stay alert) and maintaining the steel-belted radial tires at recommended inflation pressures (to keep them at safe temperatures).

Get it together—Buckle up.

Ford Motor Company strongly encourages all passengers to use their safety belts.

In all Ford cars, front seat lap and shoulder belts are equipped with automatic retractors and tension relievers, so they're very convenient to put on and comfortable to wear. Rear seat positions also have lap belts with retractors.

Ford also urges the use of child and infant restraints, even in states where they are not required by law. Ford's Tot-Guard (for children 20 to 50 pounds) and Infant Carrier (for children up to 20 pounds), are available at all Ford Dealers. These restraint systems are easy to install and meet all state and federal standards. If a child restraint requires a top-tether, Ford cars provide a special anchorage at each rear outboard seating position.

Thunderbird Lifeguard Design Safety Features

Vehicle operation

- Safety rim wheels and load-rated tires
- Split service hydraulic brake system with warning light
- Corrosion-resistant brake lines
- Turn indicator lever with lane-changing signal feature
- Hazard warning flasher
- Back-up 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, windshield wiper arms and windshield pillars
- Uniform transmission shift quadrant with safety starting switch (on all cars equipped with automatic transmission)
- Continuously variable control illumination intensity (instrument panel lighting)
- Safety hood latch system
- Function rated windshield defroster system
- Impact resistant front and rear bumper systems

Occupant protection

- Safety-designed front end structure
- Safety-designed roof structure
- Steel guard rails in side doors
- Double yoke safety door latches and safety hinges
- Integral lap and shoulder belts with automatic retractors for occupants of front seats
- Positive seat belt fastening reminder warning light and chime for the driver
- Lap belts with retractors for rear seat occupants
- Energy-absorbing steering column and steering wheel
- Energy-absorbing armrests and safety-designed door handles
- Energy-absorbing instrument panel with padding for front passenger
- Energy-absorbing sun visors
- Energy-absorbing front seat back tops
- Self-locking front seat back latches
- Head restraints or high back seats for occupants of the front seats
- Safety glove box latch
- Inside yield-away rearview mirror
- Impact-absorbing laminated safety glass windshield
- Flame-resistant interior materials
- Safety-designed coat hooks
- Safety-designed radio control knobs and push buttons
- Child restraint tether anchorages

Anti-theft

- Locking steering column with key warning buzzer (or chime) reminder (with "Park" interlock or push button for key release)
- Visible vehicle identification number

Ford-Paid Repair Programs After the Warranty Period

Sometimes Ford offers adjustment programs to pay all or part of the cost of certain repairs. These programs are intended to assist owners and are in addition to the warranty or to required recalls. Ask Ford or your dealer about such programs relating to your Ford or Lincoln-Mercury vehicle. To get copies of any adjustment program for your vehicle or the vehicle of interest to you: Call Ford toll free at 1-800-241-3673. Alaska/Hawaii call 1-800-241-3711 and in Georgia call 1-800-282-0959.

Or write Ford at:
Ford Customer
Information System
Post Office Box 95427
Atlanta, Georgia 30347

We'll need your name and address; year, make, and model vehicle, as well as engine size; and whether you have a manual or automatic transmission.

Technical Service Bulletins

All vehicles need repairs during their lifetime. Sometimes Ford issues Technical Service Bulletins (TSBs) and easy-to-read explanations describing unusual engine or transmission conditions which may lead to costly repairs, the recommended repairs, and new repair procedures. Often a repair now can prevent a more serious repair later. Ask Ford or your dealer for any such TSBs and explanations relating to your Ford or Lincoln-Mercury vehicle.

To get copies of these Technical Service Bulletins and explanations for your vehicle or the vehicle of interest to you: Call Ford toll free at 1-800-241-3673. Alaska/Hawaii call 1-800-241-3711 and in Georgia call 1-800-282-0959.

Or write Ford at:

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Post Office Box 95427
Atlanta, Georgia 30347

We'll need your name and address; year, make and model vehicle, as well as engine size; and whether you have a manual or automatic transmission.

Also well worth considering...



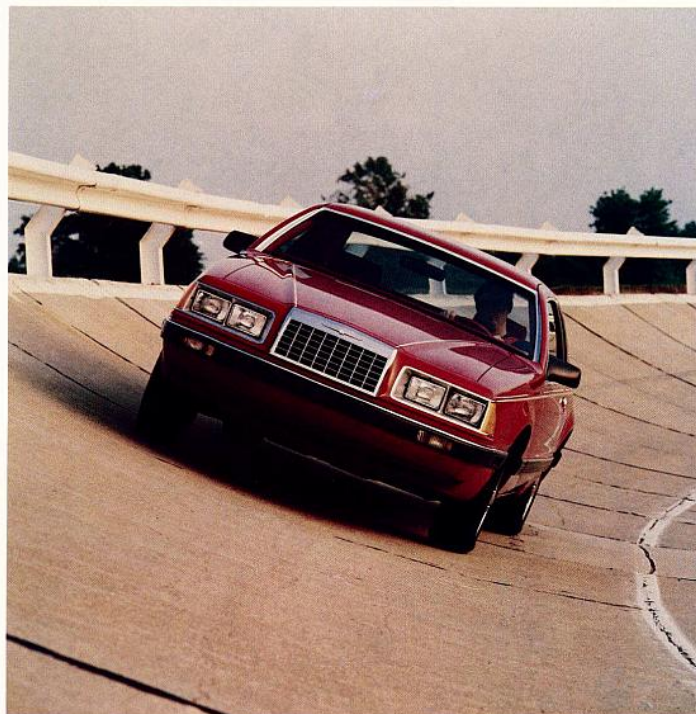
Ford Motor Company's optional Extended Service Plan covers major components on new Ford cars and light trucks for longer than the vehicle's basic warranty. The cost is so moderate for the protection you get that it could pay for itself the first time you need it. Your Ford Dealer will be happy to detail the plan for you. Available on all cars and most light trucks, it is honored by more than 6,300 Ford and Lincoln-Mercury dealers nationwide and in Canada.

MEASUREMENTS

Wheelbase	104.0"
Length	187.6"
Height	53.2"
Width	71.1"
Front Tread	58.1"
Rear Tread	56.5"
Trunk Space	14.6 cu. ft.
Fuel Capacity	20.6 gal.*
Gurb Weight	3,037 lbs. (approx.)**
Passengers	4

*18.0 gallons with Turbo Coupe.

**Standard vehicle.



SCHEDULED MAINTENANCE

Ford wants to reduce the frequency and cost of scheduled maintenance on its cars to an absolute minimum. Here are some examples of scheduled maintenance intervals for the 1984 Thunderbird. For complete maintenance recommendations, refer to the Thunderbird Owner Guide.

Engine Oil Change	each 7,500 miles*
Spark Plug Change	each 30,000 miles**
Air Filter Replacement	each 30,000 miles
Engine Coolant Replacement	each 30,000 miles or 3 years
	(52,500 miles or 3 years with 2.3L Turbo and 5.0L V-8)

*5,000 miles with Turbo Coupe.

**15,000 miles with Turbo Coupe.

Gas Mileage

1984 EPA mileage estimates were not available at the time this catalog was approved for printing. However, Thunderbird is expected to post good mileage ratings as it did last year. As soon as EPA figures are released, your Ford Dealer will be among the first to receive this information and will be happy to pass it along to you.

Ask Your Ford Dealer

Following publication of this catalog, certain changes in standard equipment, options, prices and the like, may have occurred which would not be included in these pages. Your Ford Dealer is your best source for up-to-date information.

Product Changes

Ford Division reserves the right to change product specifications at any time without incurring obligations.

Have you driven a Ford...lately?



Get it together—Buckle up.

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THUNDERBIRD

FORD DIVISION

