



1 9 9 7

THUNDERBIRD

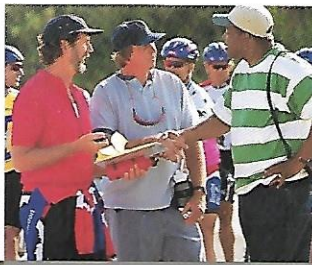




The legendary personal sports coupe



HOW MANY CARS ON THE ROAD TODAY CAN YOU IDENTIFY AT A GLANCE, WHOSE BADGES ELICIT INSTANT RECOGNITION AND ADMIRATION? THERE CERTAINLY AREN'T MANY, BUT *ONE* SHOULD CERTAINLY COME TO MIND. IT'S THE FAMILIAR WIDE WINGSPAN THAT SYMBOLIZES FORD THUNDERBIRD. IT'S A CAR WITH A PROUD 42-YEAR HISTORY OF REMARKABLE PERFORMANCE, STYLE AND COMFORT.

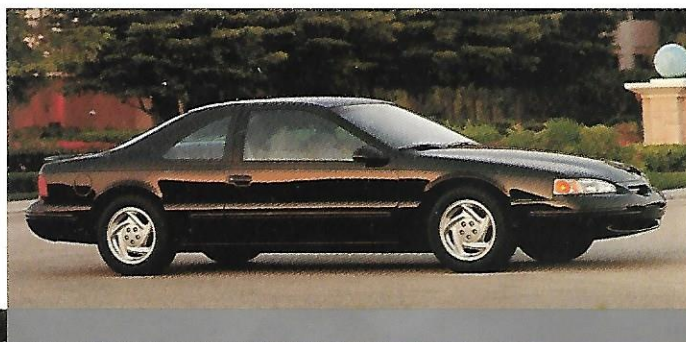


ABOVE AND RIGHT:
THUNDERBIRD LX
in Pacific Green
Clearcoat Metallic.





Thunderbird Sport. V8 power and agile

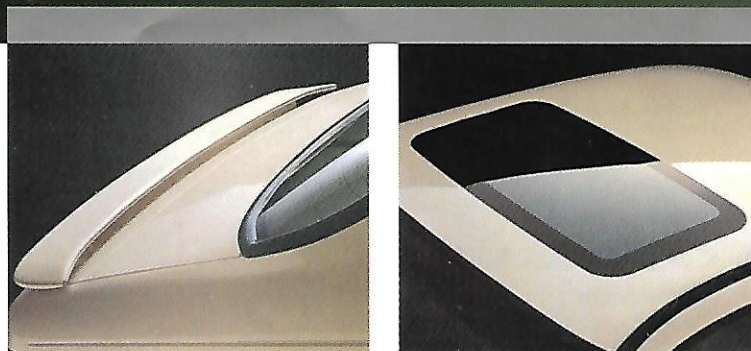


THUNDERBIRD LX
in Black Clearcoat with
the Sport Option.



AT RIGHT:
DECKLID SPOILER
is included in the
Sport Option.

Some equipment
shown on these
pages is optional.



ABOVE: THUNDERBIRD LX
in White Opalescent Clearcoat
with Sport Option.

**AT LEFT: OPTIONAL POWER
MOONROOF** can be tilted up or slid
back into the roof panel by pressing
an overhead switch.

dling



CHOOSE THUNDERBIRD LX PREFERRED EQUIPMENT PACKAGE 157A AND GET, AMONG MANY THINGS, A 4.6-LITER, FUEL-INJECTED SOHC V8. THEN CHOOSE THE SPORT OPTION PACKAGE WITH A REAR DECKLID SPOILER, TUNED SUSPENSION COMPONENTS AND LOW-PROFILE 16" TOURING TIRES ON DISTINCTIVE ALUMINUM WHEELS. GET READY FOR THUNDERBIRD PERFORMANCE AT ITS BEST.



A comfortable place for you and



ABOVE: THE WELL-APPOINTED THUNDERBIRD INTERIOR shown with optional leather seating surfaces in Light Prairie Tan.

THUNDERBIRD IS SUCH A FINE PERFORMANCE VEHICLE, IT'S EASY TO OVERLOOK THE CARE THAT HAS BEEN DEVOTED TO ITS PASSENGERS.

THUNDERBIRD IS ROOMY — WITH AMPLE AMENITIES FOR A COMFORTABLE, LUXURIOUS ENVIRONMENT THAT MAKES TRAVELING A PLEASURE.



our others



STANDARD RECLINING BUCKET SEATS (shown above in Light Prairie Tan) feature a new console with dual cup holders (shown at left).

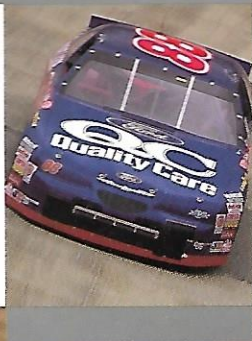


POWER WINDOWS with illuminated switches are among Thunderbird's many standard conveniences.



THE NEW PERFORMANCE INSTRUMENT CLUSTER is highly ergonomic and includes a tachometer as well as low fuel level, low washer fluid, low coolant level and door ajar indicators.

Some equipment shown on these pages is optional.

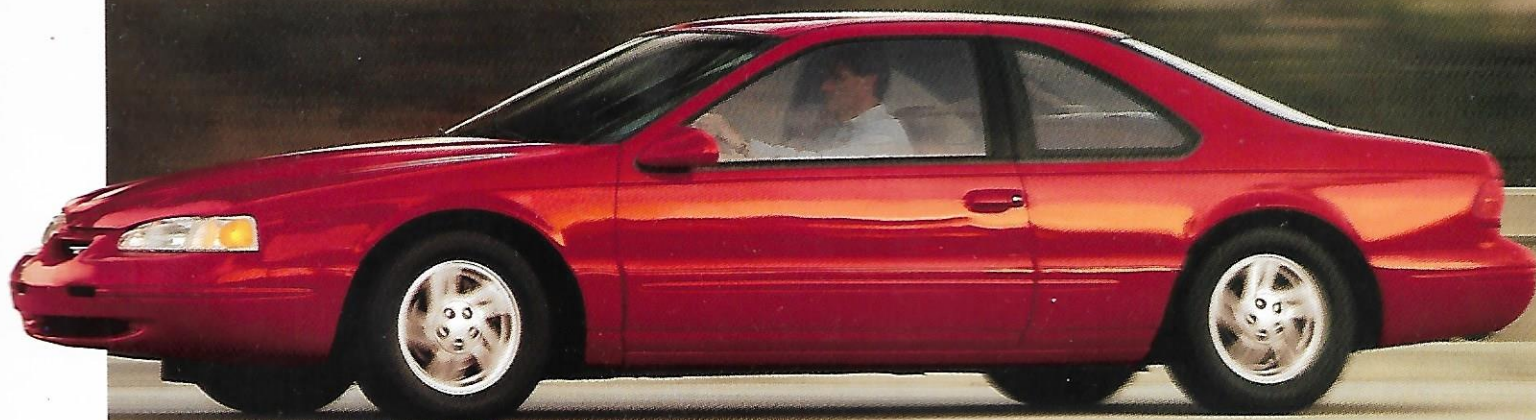


Thunderbird safety and

DRIVING A FORD THUNDERBIRD INSPIRES CONFIDENCE. IT DELIV

THUNDERBIRD ALSO OFFERS SOLID STRUCTURAL INTEGRITY AN

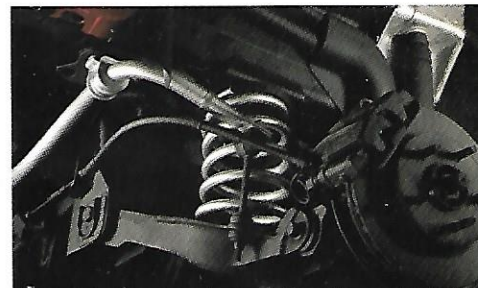
ERBIRD LX
r Red Tinted
at Metallic.



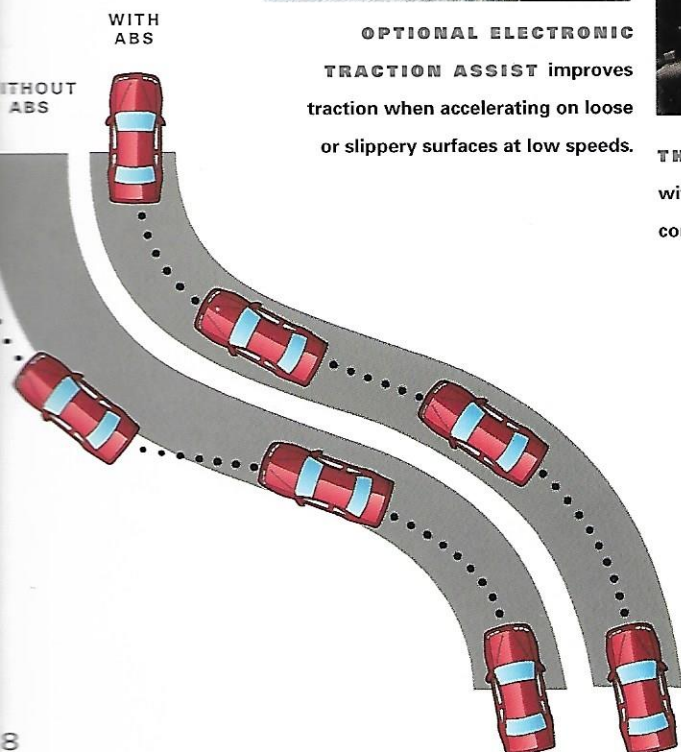
OPTIONAL ELECTRONIC TRACTION ASSIST improves traction when accelerating on loose or slippery surfaces at low speeds.



THUNDERBIRD CAN GO 100,000 MILES without a scheduled tune-up (under normal driving conditions with routine fluid and filter changes).



4-WHEEL INDEPENDENT SUSPENSION system has variable-rate springs, gas-pressurized shocks, and stabilizer bars.



THUNDERBIRD OFFERS two important options: computer-controlled anti-lock brakes and an electronic traction assist system.

DUAL AIR BAGS supplement the safety belts are standard.

THE UNITIZED BODY (far right) has "crumple zones" specifically designed to absorb the forces of impact and help minimize damage.

curity

ITY OF POWER (STANDARD V6 OR OPTIONAL V8) AND GREAT HANDLING.

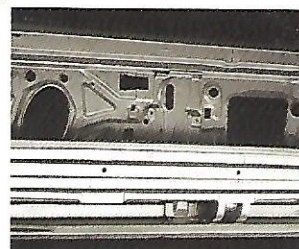
SIVE SAFETY FEATURES.



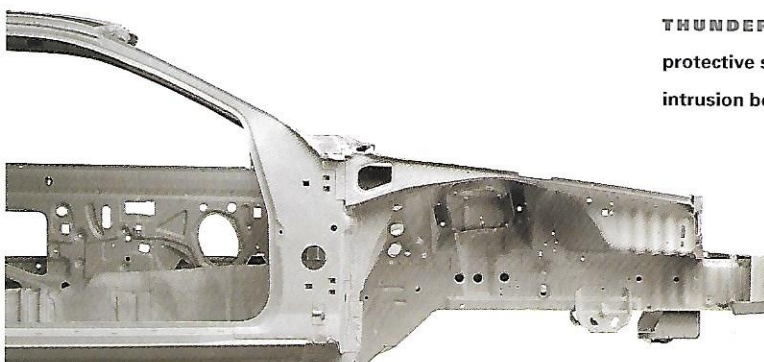
**FULL-WIDTH ILLUMINATED
TAILLAMPS** help make your
Thunderbird more visible to other
motorists for safer driving conditions.



**FOR ADDED
SECURITY,**
there's a remote
keyless entry/
illuminated entry
system available.



THUNDERBIRD provides the
protective strength of side door
intrusion beams.





Thunderbird

THUNDERBIRD LX



PREFERRED EQUIPMENT PACKAGE 155A

- Group 1: cast aluminum wheels/ P215/70R15 BSW all-season tires
- Electric rear window defroster

PREFERRED EQUIPMENT PACKAGE 157A

- All the features included in Package 155A
- Group 2: 6-way power driver's seat, illuminated entry system, and leather-wrapped steering wheel and shift knob
- 4.6-liter SEFI V8 engine with speed-sensitive steering

EXTERIOR FEATURES

Aerodynamic halogen headlamps/parking lamps with clear lenses	S
Solar tinted windshield, door and quarter window moldings	S
Dual electric remote-control color-keyed mirrors	S
Full-width illuminated taillamps	S
Lower bodyside cladding with integral bodyside moldings	S
Styled road wheel covers	S
15" chrome wheels (require cast aluminum wheels)	O

COMFORT AND CONVENIENCE

Full-length console with floor-mounted shifter and easy access dual cup holders	S
Courtesy lights: map/dome, glove box, front ashtray, driver and passenger footwell	S
CFC-free air conditioning	S
Interval windshield wipers	S
Luxury-level door trim with reflectors, stowage bins and door map pockets	S
Power windows and door locks with lighted switches	S
Remote decklid release	S
Luxury cut-pile carpeting	S
Analog performance instrumentation: tachometer, fuel gauge, temperature gauge and trip odometer; indicator lights for low fuel, low washer fluid, low coolant and door ajar	S
Electronic speed control with tap up/tap down	S
Tilt steering wheel	S
Leather-wrapped steering wheel (included in 157A)	O
Rear seat center armrest and heat ducts	S
Luxury group: electronic semi-automatic temperature control air conditioning, autolamp on/off delay system, power antenna, dual illuminated visor mirrors	O
Power moonroof (with one-touch-open operation)	O
Front floor mats	O

SOUND SYSTEMS

Electronic AM/FM stereo/cassette player	S
High-level audio system with premium sound electronic AM stereo/FM stereo/cassette player	O
High-level audio system with premium sound electronic AM stereo/FM stereo/compact disc player	O

SEATING

Luxury cloth reclining front bucket seats	S
6-way power driver's seat (included in Package 157A)	O
Leather seating surfaces with leather-wrapped steering wheel and shift knob	O

SAFETY AND SECURITY

Dual front air bag supplemental restraint systems, manual lap/shoulder safety belts	S
Lap/shoulder safety belt restraints for rear outboard passengers; lap safety belt for center rear passenger	S
Remote keyless entry/illuminated entry system	O
Anti-theft system (requires remote keyless entry/illuminated entry system)	O
Dynamic side impact protection	S

PERFORMANCE

3.8L SEFI V6 (145 net hp)	S
4.6L SEFI V8 (205 net hp)—included in Package 157A	O
Electronic 4-speed automatic overdrive transmission with overdrive lockout feature	O
On-board diagnostic (OBD) system	S
Power 4-wheel disc brakes	S
4-wheel independent suspension with stabilizer bars, gas-pressurized shock absorbers and variable-rate springs	S
Power-assist steering (speed-sensitive system with 4.6L V8)	S
Anti-lock brake system	O
Electronic traction assist (requires anti-lock brakes)	O
Traction-Lok axle	O
Sport Option (requires Package 157A): P225/60R16 BSW Touring Tires on 16" aluminum wheels, larger rear stabilizer bar, revised spring rates and front lower arm bushings, revised shock absorber valving, larger front disc brake rotors, and rear decklid spoiler with integral high-mount stop lamp	O
Rear decklid spoiler	O
P205/70R15 all-season tires	S
P215/70R15 all-season tires (with aluminum or chrome wheels)	O
18-gallon fuel tank	S

S = Standard O = Optional



FROM LEFT TO RIGHT: standard wheel cover; 15" cast aluminum wheel; 16" cast aluminum wheel; 15" chrome wheel.

Colors

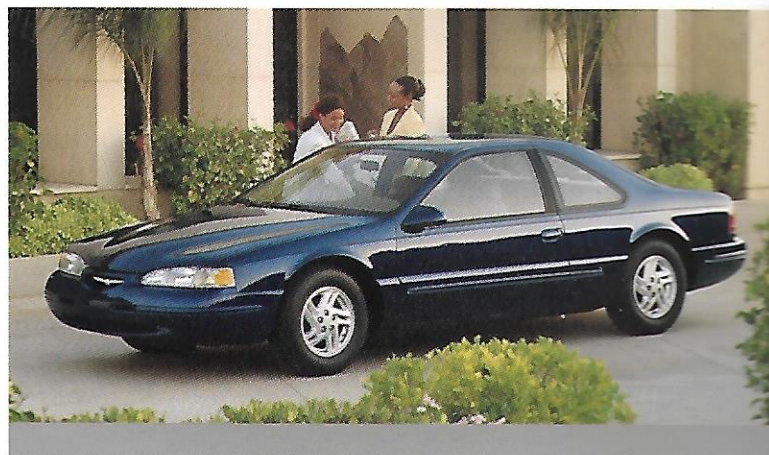


INTERIOR TRIM COLORS

EXTERIOR PAINT COLORS	Portofino Blue	Medium Graphite	Willow Green	Light Prairie Tan
Light Prairie Tan Clearcoat Met.				
Arctic Green Clearcoat Met.				
Laser Red Tinted Clearcoat Met.				
Light Denim Blue Clearcoat Met.				
Moonlight Blue Clearcoat Met.				
Pacific Green Clearcoat Met.				
Alpine Green Clearcoat Met.				
Silver Frost Clearcoat Met.				
Black Clearcoat				
White Opalescent Clearcoat*				
Vibrant White Clearcoat				

*Extra cost tri-color paint.

Ownership experience



ROADSIDE ASSISTANCE PROGRAM. Every new Ford includes the assurance of a 24-hour emergency Roadside Assistance Program provided during the 3-year/36,000-mile bumper-to-bumper warranty. Ask your dealer for complete details on this program which includes such services as fuel delivery, tire change, jump start, or even help when you're locked out of your car.



FORD CREDIT offers a wide variety of financing and leasing programs to qualified buyers which can be arranged right at the dealership. Ask your Ford Dealer for the facts on these programs.



OPTIONAL FORD EXTENDED SERVICE PLANS go beyond the basic 3-year/36,000-mile warranty. Ask your dealer for complete details on the optional plans and for a copy of the limited warranty.



USING YOUR FORD CITIBANK VISA® OR MASTERCARD® could earn you hundreds, even thousands of dollars from Ford toward the purchase or lease of a new Ford, Lincoln or Mercury product.

To apply or get more information, call 1-800-374-7777. Or visit a Ford or Lincoln-Mercury Dealer, or a branch of Citibank.

DEALER-INSTALLED ACCESSORIES. Your Ford Dealer offers a variety of quality Ford-brand accessories that meet or exceed our strict specifications.

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

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

Options shown or described are available at extra cost and may be offered only in combination with other options or subject to additional ordering requirements or limitations.

For more information, visit our Web site at <http://www.ford.com>



BUILDING A COMPLETE LINE-UP OF QUALITY CARS AND TRUCKS



Aspire



Explorer



Escort



Windstar



Probe



Aerostar



Mustang



Club Wagon



Contour



Econoline



Thunderbird



Taurus



F-Series



Crown Victoria



Expedition



Ranger

