A personal car of distinction... FORD THUNDERBIRD
A new high-spirited personal car that's at home on boulevard...or open road

Ford brings to America an exciting new kind of automobile—the Thunderbird...a personal car of distinction. No matter what your taste or what you expect in a car, you'll find a whole new world of enjoyment in the Thunderbird. And the pride of owning such a distinguished automobile is only a small part of the pleasure.

Once you see the Thunderbird's lines, low, lean-like lines, chances are you'll never forget them. Yet, appearance is merely a hint of the fresh, new Thunderbird approach. You will discover a wealth of new ideas in the Thunderbird—ideas you will find in no other car today.

You'll find, too, that the Thunderbird adds new excitement...a new sense of well-being...to every phase of your driving. The way in which it responds instantly to your touch of the controls...the way in which it parks and threads through traffic...the effortless manner in which it glides along highway or byway...and the road-hugging way in which it corners...all these make the Ford Thunderbird an all around improvement of your being as well.

Above all, you will enjoy driving the Thunderbird just for the driving's sake. There is nothing like it on the road today!

Door top to tread is only 34.2 inches...yet there is a full 5.9 inch road clearance.

Beautiful, low-silhouette, all-steel body...102-inch wheelbase.
Designed for road-hugging stability

New, low-slung X-type frame for top strength...minimum weight.

Ball-Joint Front Suspension allows the Thunderbird to hug the road on corners allows more vertical front wheel travel for a smooth ride on all road surfaces.

Duo-serio hydraulic type brakes are double-actuated for smooth, positive, all-weather action.

THE THUNDERBIRD CHASSIS

The Thunderbird chassis is designed for rugged roadability plus comfort and practicality. The frame is X-type with an extra-wide center of gravity. Ball-Joint Front Suspension allows the Thunderbird to hug the road like a coat of paint.

THE THUNDERBIRD POWER

The brilliant new Thunderbird Special is an advanced form of Ford's famous Y-Block Y-8 engine. Whatever your demands, the Thunderbird gives you the trigger-type action for smooth, responsive Governor at all speeds...and all the high-performance characteristics you could wish for. With this, it combines fast warm-up, smooth, quiet operation and simple servicing. The Thunderbird is custom-equipped for superb Trigger-Response performance with other national class 5-speed transmissions...two-speeds...or...
Designed for the ultimate in comfort and practicality

In the Thunderbird, you’ll find comfort and convenience features not available in the ordinary sports car. Body is all-steel with dependable time-tested construction. Safety-glass windows are integral, convenient roll-up type. Rich, color-harmonizing, vinyl upholstery sets new standards in beauty. The firm-rubber cushioned one-piece seat is extra-wide and goes forward-and-back or up-and-down at the touch of a button. The luggage space is ample and the deck lid pops open on counterbalancing hinges when you turn the key. The steering wheel倾斜s a full three inches, adjusting to just-right position for you. There is also a special Thunderbird Auto-Dial Control Panel with controls grouped for your convenience and signal lights for all seat occupants. Included, too, is an engine heater and a desk with a sweep sound horn. The controls and instruments are illuminated with variable-intensity lighting.

Here's another unique feature of the Thunderbird. Two tops are available. There's a glass-fibre hard top which can be put on easily and locked securely to give you winter-long comfort. Then, there's a soft convertible fabric top which can be folded down completely out of sight behind the seat. Also available are Ford's advanced power safeties—power steering, power brakes, and power windors.

...And the one-piece front seat is extra-wide.
The steering wheel telescopes a full 3 inches! And there's a 4-Way power-operated seat, too!

There has never been a more beautiful...a more practical control panel!

Luxurious vinyl upholstery harmonizes with the color scheme of the car.

Recessed, push-button door handles are a great convenience.
And if you want other custom conveniences like power-steering, power brakes, power windows, Fordomatic or Overdrive...they're all available for your Thunderbird.