

Thunderbird
by Ford

1963

Thurmond

by Ford

Unique in all the world



Thunderbird Landau

Unmatched. Unmistakable. This is Thunderbird for 1963, a bold thrust into tomorrow . . . a blend of all that makes an automobile a proud possession. In each of its four distinct personalities —Landau, Hardtop, Convertible, Sports Roadster—Thunderbird is yours, *personally*, as no other car can be. Uniquely too, it holds your investment as firmly as it holds your pride.



Thunderbird Landau

Thunderbird Poise



Thunderbird is equally at home running with the wind or standing before a stately mansion. And, wherever seen, the car's engineering excellence is admired as much as its styling. Two examples: Thunderbirds now have a 100,000-mile (or 3-year) major chassis lubrication interval*; and there is a battery-saving alternator. Much more, of course, marks Thunderbird as unique ... and true appreciation comes in the driving experience.

*Also only twice-a-year maintenance or each 6,000 miles including oil change and minor lube

Thunderbird Perfection



Put yourself here in the Landau. The Swing-Away Wheel (Thunderbird's convenience innovation without peer) eases your entry. The Landau's walnut-like paneling in front of you and on either side adds rich warmth. AM radio, "floating" windshield mirror plus remote-controlled outside mirror are *standard* Thunderbird luxuries. Settle yourself in the deep foam-cushioned seat—turn the key—and savor the action that matches this elegance.



Thunderbird Landau Interior

Thunderbird Concept

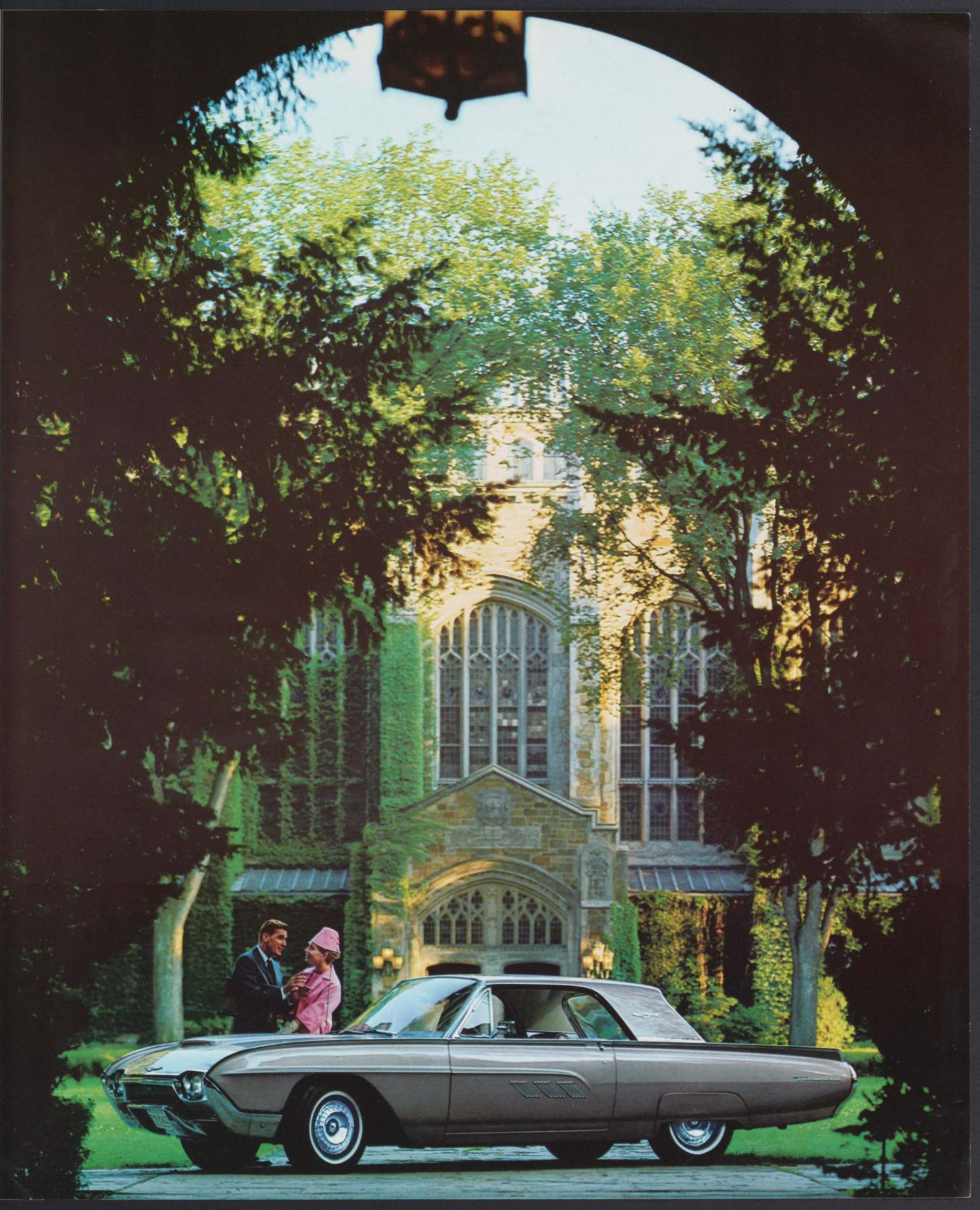
What is the allure of Thunderbird? Some luxury cars cost more ... *much* more. Yet more people who can afford *any* car delight in their purchase of Thunderbird. The answer most often is in the personal car concept of Thunderbird; the blending of individual comfort and luxury with fine-car ride and exciting performance. Add to these unique styling and engineering ... the kind that produced the Swing-Away Wheel, "floating" windshield mirror and much-copied Thunderbird console. All this is the allure of Thunderbird—and why it so often proves irresistible!

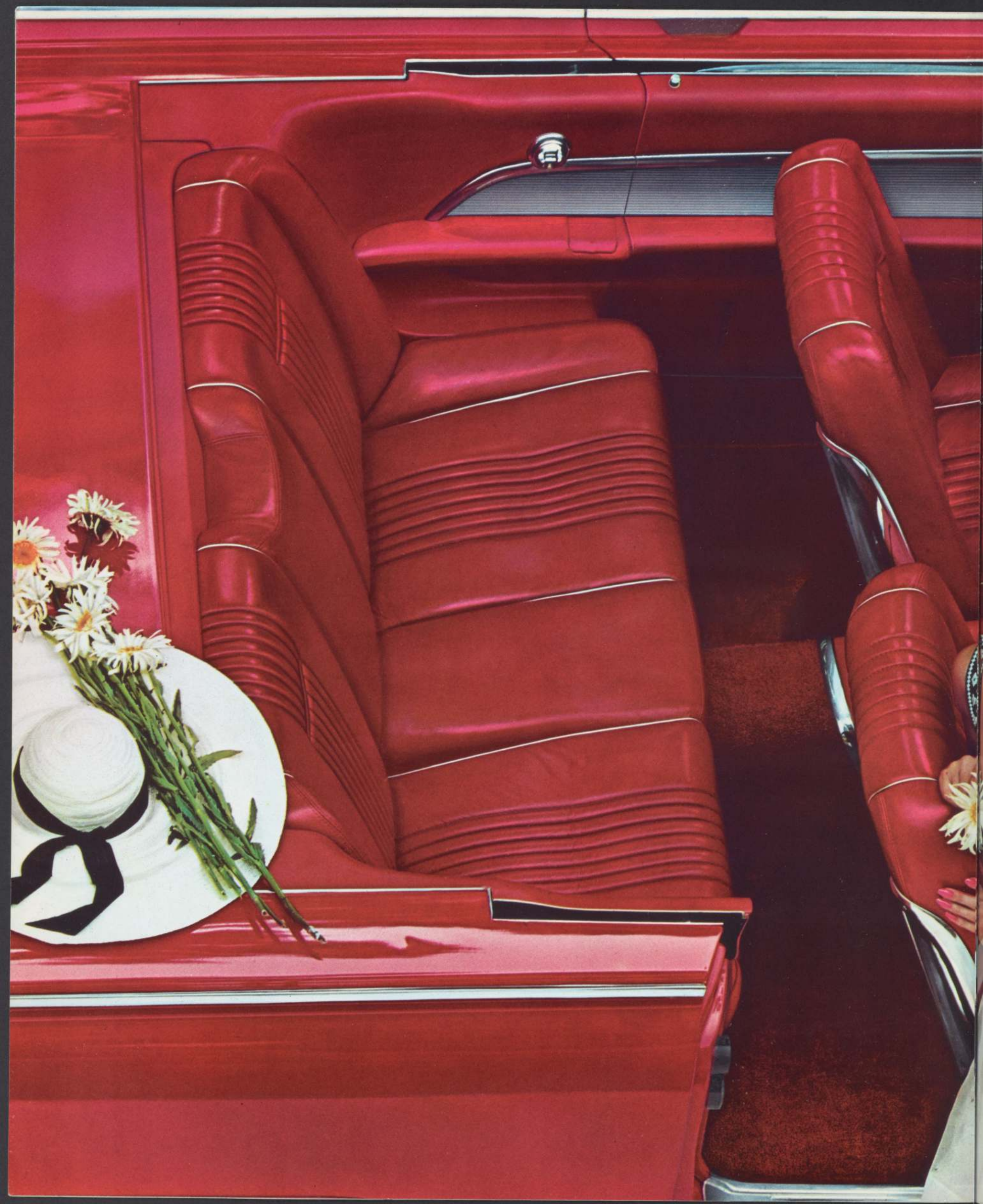


Thunderbird's "Floating Mirror." Bonded directly to the glass, Thunderbird's mirror is *part* of the windshield. The styling is clean, the view uncluttered.



Thunderbird's Swing-Away Wheel provides generous extra room to help you in or out. Wheel moves only when Cruise-O-Matic selector is in Park. Returned to normal driving position, wheel is locked securely in place when selector is moved to Neutral, Drive, Low or Reverse.







Thunderbird Convertible Interior

Thunderbird Esteem

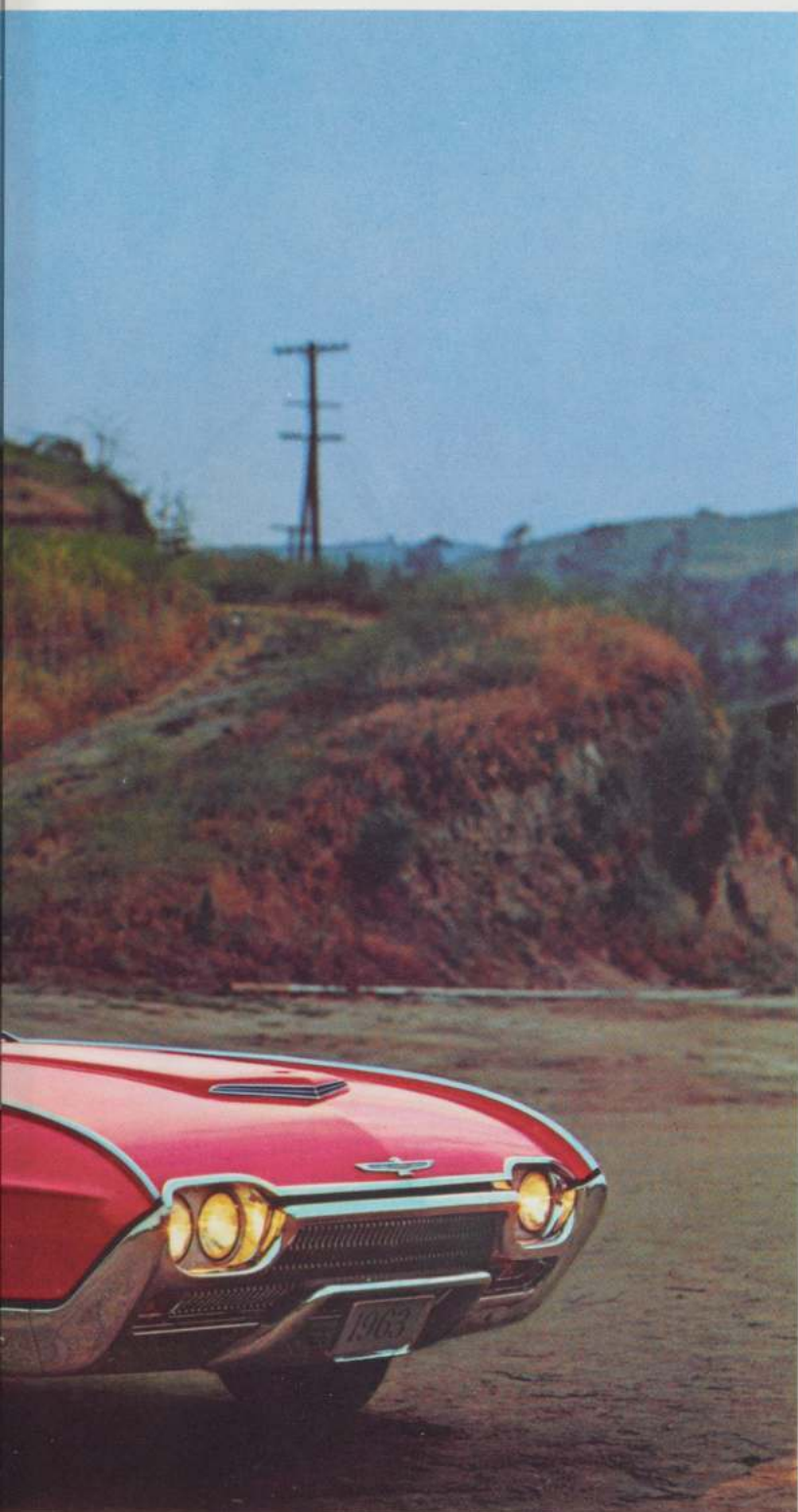
Here modern American car luxury began—and here the trends are set. Extra-wide, 51-inch doors invite you in to personalized comfort for four. Seats are individually contoured and pleated with deep-foam cushioning for supreme ease. (Right front seat back folds flat for those entering or leaving rear compartment.) Full-length console puts power window controls* and a thoughtful storage compartment finger-tip close. Even though others may try, who can copy an original and ever hope to be better than "second best"?

*Optional



Thunderbird Convertible

Thunderbird Adventure



Thunderbird Convertible top magic! Start with a sleek, smooth rear deck. Then flip a switch—the deck opens automatically...the top unfolds and rises gently into place. Secure the top clamps and you're under way. To stow the top, simply reverse this effortless process.

Thunderbird thoughtfulness. Open either door and a dual-lens light shines a courtesy beam into the car, a red warning beam behind. So typically Thunderbird, too, are the console compartment light, parking brake warning light, trunk light and backup lights.



Roads are never quite the same once Thunderbird has passed their way. Curves become straighter . . . hills flatter . . . and, whatever the surface, Thunderbird soothes it into tranquil smoothness. Beneath the car, front and rear suspensions are marvelously coordinated . . . ingeniously cushioned in rubber. Of course, you needn't know the secret to fully appreciate the ride. You, a Thunderbird and an hour for adventure are enough.

Thunderbird Sorcery

Thunderbird performance is magic. Like a saber flashed in the sun, the movement is swift, smooth, dazzling. Signal the brilliant Thunderbird 390 V-8—your answer is the eager thrust of 300 horsepower*, turned into a silken flow of motion by Dual-Range Cruise-O-Matic Drive. Power brakes and power steering put absolute obedience at your toe and finger tips. Nothing approaches the exhilaration of this magic as performed by Thunderbird—unless it is the feeling of flight itself.

*340-hp High-Performance V-8 available



Thunderbird Sports Roadster—gallant personal car of many moods. Sleek tonneau in place, it provides sumptuous comfort with twin headrests for driver and passenger. (At rear, hidden under the tonneau, is extra room for luggage.) To accommodate four, the tonneau lifts off in seconds. Either way, should the weather change abruptly, the automatic convertible top can be raised before the first drop of rain.





Thunderbird Touch

Nothing distinguishes Thunderbird more as America's personal luxury car than its regal selection of colors and upholsteries. You have a veritable rainbow of exterior hues from which to choose—20 Single Colors†, 24 Two Tones for Hardtops—all in gem-bright Diamond Lustre Enamel.

†Eight for Sports Roadster



The Landau offers its elegantly padded vinyl roof covering in black, white, blue or brown, set off by glistening "S" bars. Convertibles and Sports Roadsters are available with black or white tops for all exterior colors, or blue with most blue finishes. (Each is richly lined with black fabric.)

Fashion-keyed to these exteriors are 17 upholstery selections. Unstinting in luxury, every pleat, every stitch adds to the look of custom tailoring. Choose from pinstripe cloth fabrics, crinkle-grained vinyls or genuine leather* and vinyl combinations. Each assures you Thunderbird elegance.

*Optional

Thunderbird's standard equipment roster numbers many impressive items for your driving pleasure. Among the most notable: 300-hp Thunderbird 390 V-8 □ Cruise-O-Matic Drive □ Power Steering □ Power Brakes □ Swing-Away Steering Wheel □ "Floating" Day-Night (inside) and Remote-Control (outside) Mirrors □ Individually Adjustable Front Bucket Seats □ Padded Instrument Panel and Visors □ All-Transistor AM Radio □ MagicAire Heater-Defroster □ Electric Clock □ Courtesy Lights □ Dual-Lens Door Lights □ Parking Brake Warning Light □ Glove Box Light □ Trunk Light □ Backup Lights □ Lighted Ignition Switch □ Variable-Speed Hydraulic Wipers with 18-inch Blades □ Complete Undercoating

...and one step beyond

In addition, a wide variety of options and accessories are offered to help you tailor the Thunderbird of your choice exactly to your individual needs. And these will enhance your investment as they increase your enjoyment of Thunderbird.

SelectAire Conditioner. "Adjusts" summer heat or winter cold to *your* personal preference. Cooling, heating, defrosting and ventilation all in *one* unit. Set controls for the condition you desire and SelectAire maintains it automatically. Adjustable outlets, 3-speed blower let you "fine tune" air distribution for everyone's comfort.



Also for your consideration: the sparkling 340-hp Thunderbird 390 High-Performance V-8 □ Sports Tachometer (8,000 rpm) □ flashing Wire Wheels* or Full Wheel Covers with simulated knock-off hubs □ twin-banded Concentric Whitewall Tires □ Rear Radio Speakers (regular or reverberator) □ Automatic Speed Control □ Vacuum-Operated Door Locks □ Tinted Glass □ Rear Fender Shields (except Sports Roadster) □ Seat Belts □ Spotlight □ Leather Seat Inserts and Bolsters □ plus others.

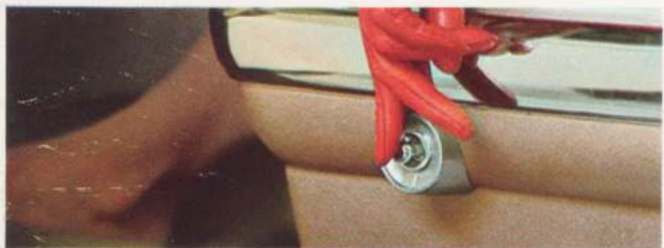
*Standard on Sports Roadster



Power Windows. Electric power raises and lowers side windows smoothly, silently and as easily as pointing your finger. Individual controls for rear seat passengers; controls for all windows in console between driver and front seat passenger.



AM-FM Radio. "Concert hall" clarity and tone in the finest all-transistor automobile radio yet! Five push buttons (two AM, three FM). FM band has automatic frequency control which selects desired stations precisely, eliminates "drifting."



Power Seats. Now either or both front seats in your Thunderbird can be power-adjusted individually. You simply point the four-way toggle switch up, down, forward or back and a powerful electric motor does your bidding (and all of the work).

THE THUNDERBIRD TECHNICAL

Engine: *Standard*—300-hp Thunderbird 4-V/390 V-8—390 cu. in. displ.; 4.05" bore x 3.78" stroke; 10.5 to 1 comp. ratio; 4-barrel/automatic choke carburetor; premium fuel; single exhaust system. *Optional*—340-hp Thunderbird 6-V/390 High-Performance V-8—Same as above except: three dual carburetors; dual exhaust system. Both engines are electronically mass-balanced; feature aluminized/stainless steel muffler(s); 36,000-mile fuel filter; 30,000-mile dry-type air cleaner; 6,000-mile Full-Flow oil filter; aluminized valves; hydraulic lifters; 190° thermostat; 36,000-mile/2-year coolant-antifreeze (available—installed in production); 12-volt electrical system; 30-amp. alternator; 65 amp-hr battery.

Front Suspension—Angle-Poised ball joints; wide-base coil springs; anti-dive control. Rubber-insulated struts permit wheel "recession" for a cushioned ride. Torsion-bar stabilizer. Double-action shock absorbers, built-in rebound cut-off. Lube interval: suspension 100,000 miles or 3 years, front wheel bearings 24,000 miles.

Rear Suspension—Extra-long, variable-rate leaf springs with rear axle located forward from center of springs for anti-squat control. Springs rubber-cushioned at front, at tension-type shackles and at axle for maximum quietness. Diagonal double-acting shock absorbers.

Brakes—Self-adjusting power brakes. Flared, heat-treated drums with deep cooling ribs for fade resistance. Thicker, longer-lived premium linings with 234 sq. in. total area. Foot-operated, finger-tip-release parking brake with warning light.

Transmission—Cruise-O-Matic Drive. Two selective ranges: "Drive" position (green dot) starting in low for normal driving—or alternate "Drive" position (white dot) starting in intermediate for more sure-footed acceleration on slippery surfaces. Selector sequence P-R-N-DRIVE-L.

Drive—Hotchkiss. Semi-floating hypoid rear axle; straddle-mounted drive pinion. Double-sealed, permanently lubricated ball-type wheel bearings. Axle ratio 3.00 to 1.

Steering—Integral-type power steering. Swing-Away wheel. Steering linkage lubed for 100,000 miles or 3 years. Over-all ratio 20.7 to 1 for faster response. Turning diameter 40.2 ft.

Tires and Wheels—True-center wheels on precision-machined hubs. Tyrex cord precision-built tires, 8.00 x 14 on 5½" safety rims. Tubeless type with deluxe wheel covers on Hardtop, Landau and Convertible—tube type with 14" chrome-plated wire wheels having 3-prong simulated knock-offs on Sports Roadster. *Optional*: whitewall tires.

Dimensions—113" wheelbase, 61" front, 60" rear treads; 205" over-all length; 76.5" over-all width; 52.5" (Hardtop and Landau), 53.3" (Convertible and Sports Roadster) design-load height.

Prices—Some items illustrated or referred to as options, optional or available are at extra cost. For the price of the Thunderbird with the equipment you desire, see your Ford Dealer.

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