



Thunderbird 62

25

Thunderbird '62

unique in all the world

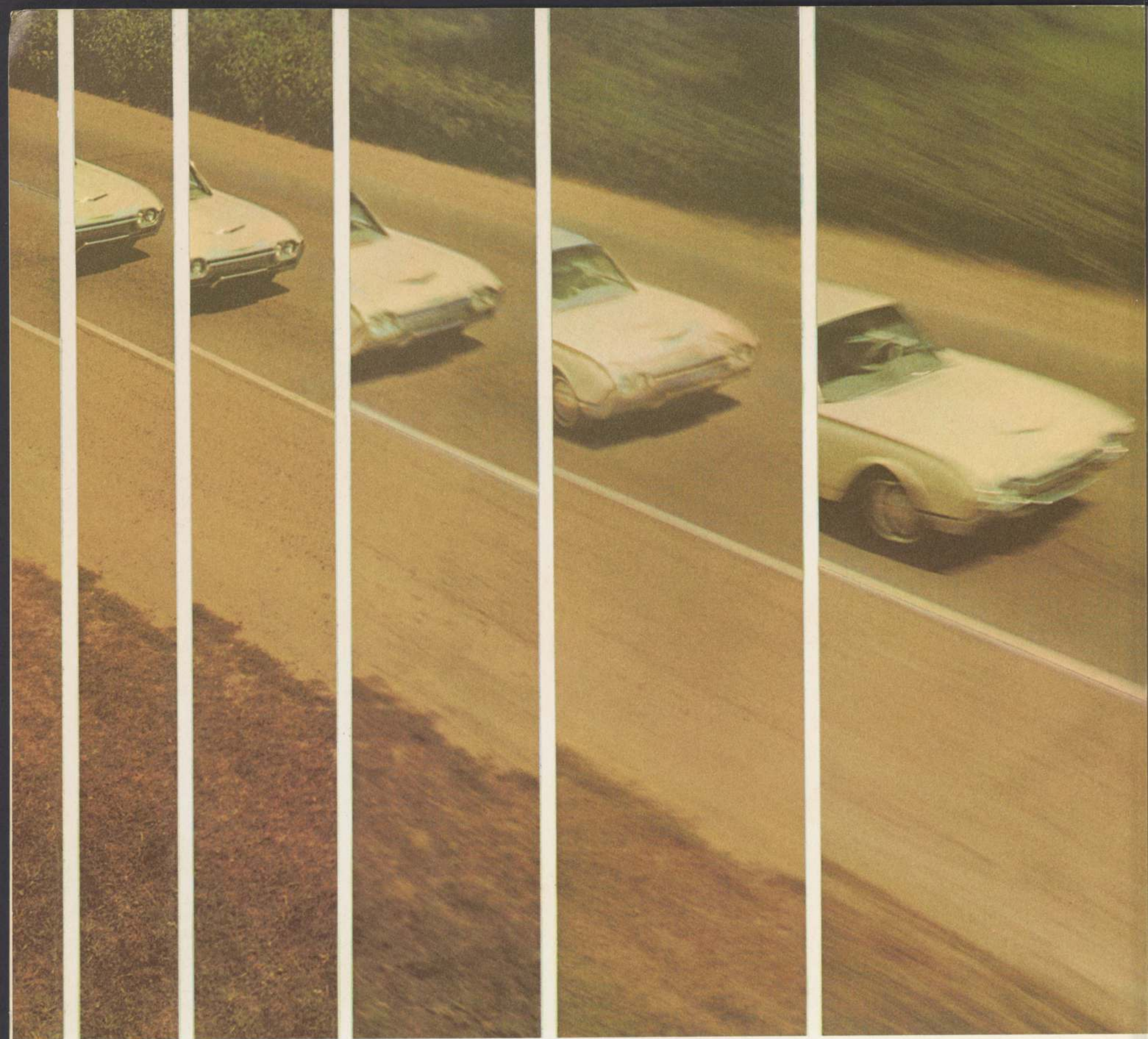


*Now there are four gleaming editions
of America's great original.*

The flair and fire of the unique Thunderbird idea finds exciting expression in four new models. The swift-lined sleekness of the Hardtop. The let's-go-adventuring look of the Convertible. The sophisticated formality of the Landau coupé. And the sheer brilliance of the most exclusive Thunderbird of all, the limited-edition Sports Roadster. Here's four for the road . . . a quartet that sings a deep song of power, a lilting melody of motion, a hushed hint of *individual* luxury and velvet ease. One of these was designed especially for you, to put at your command more new conveniences, more polished obedience, more proud distinction in line and look than the world has ever known. Your *personal* Thunderbird is here . . . waiting for you to discover it.

BEATTIE MOTOR SALES
5806 DIXIE HWY. OR 3-1291
WATERFORD, MICH.





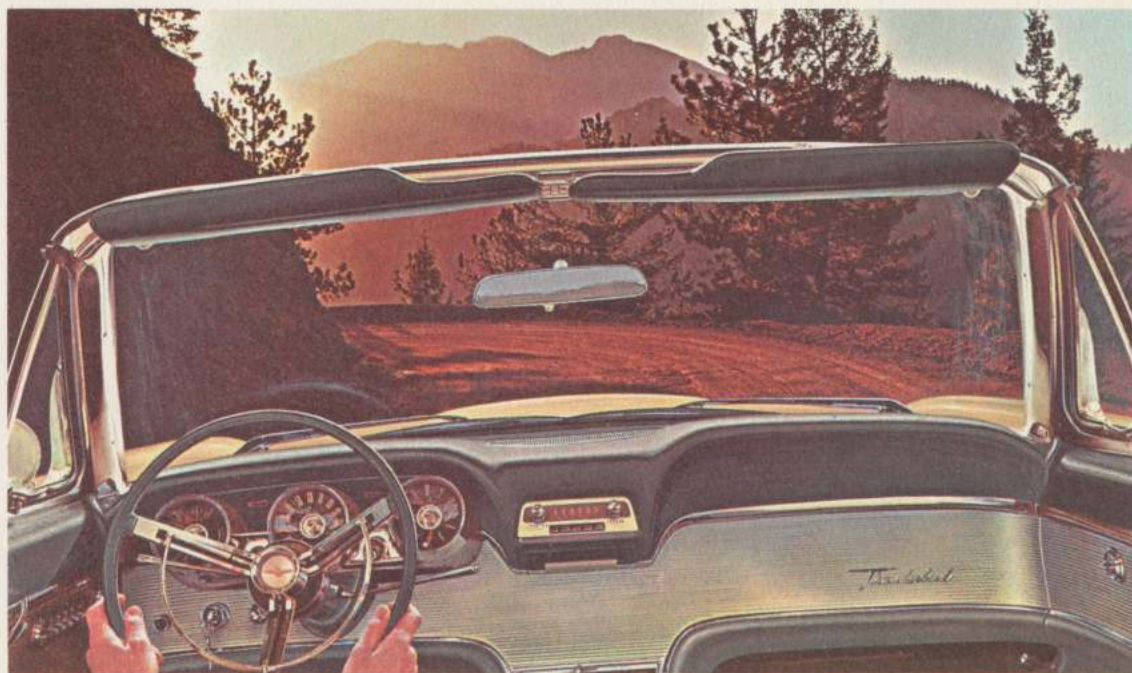
Thunderbird Tempstar



... is the arrowing thrust of a magnificent powerplant, the Thunderbird 390 Special V-8 ... the vivid *instant* answer of 300 thoroughbred horsepower ... the exactly matched multiplication of force through the full range of Thunderbird's Cruise-O-Matic Drive, the subtle precision of *vacuum-controlled* automatic shifting. Thunderbird tempo is fire and silk ... a rugged competence that can afford to be gossamer-gentle. It is motion made flawless, a four-wheeled feeling of flight that has no duplicate, anywhere.

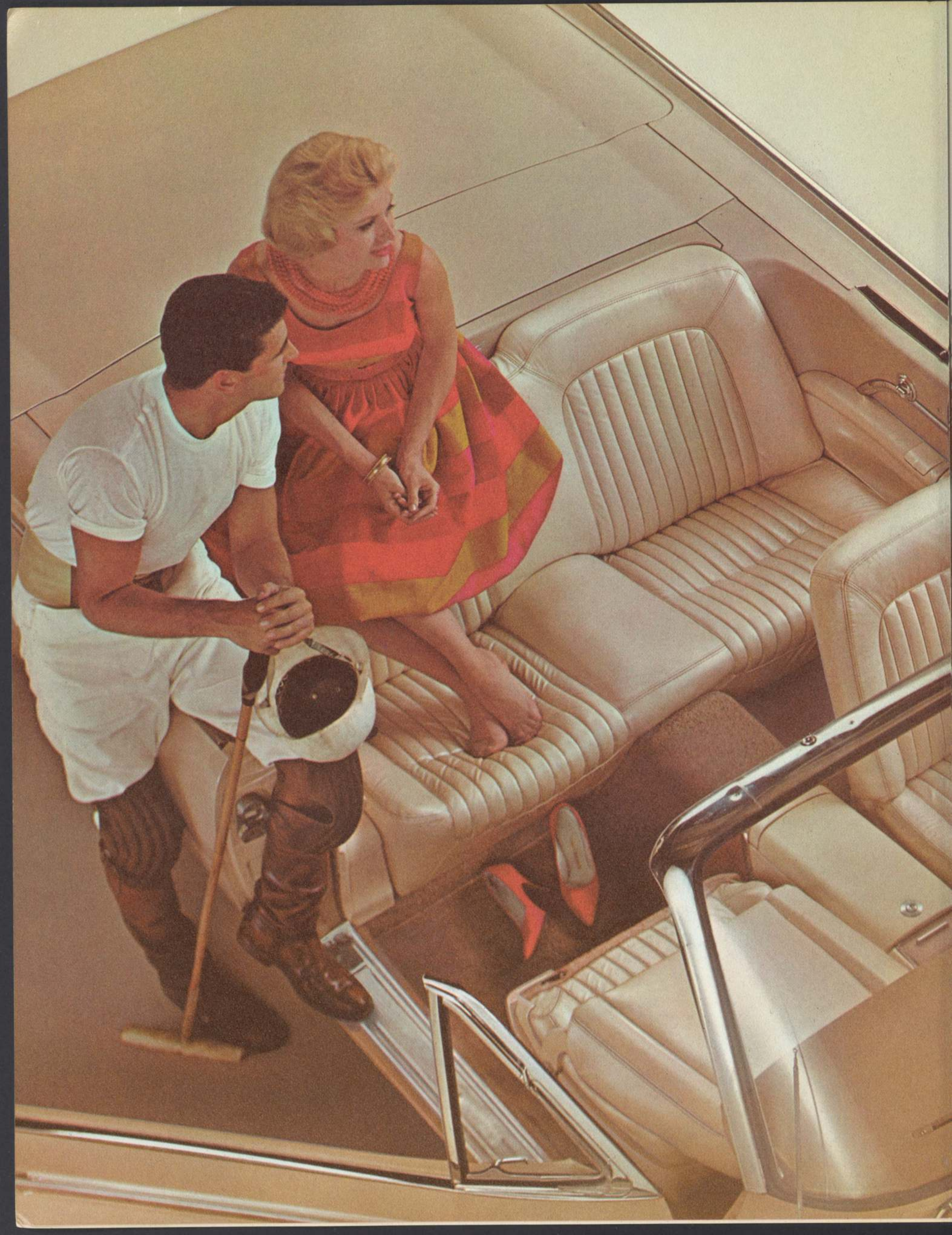
Thunderbird Command

Thunderbird exists to obey you . . . beautifully. The solid reassurance of its weight answers a finger-tip hint to integral power steering that is geared to a "fast" ratio. Power brakes respond with absolute authority. The *Dual-Range* Cruise-O-Matic transmission gives the choice of brisk low-range sprinting power for all normal driving or gentle intermediate-range starts for smoother take-off and acceleration on slippery surfaces. Thunderbird's broad-based tread, the ingenious rubber cushioning of front and rear suspension systems, the marvelously *level* ride, command a new kind of sure-footedness on any road. Thunderbird handles like this . . . because Thunderbird is designed to answer wishes, not muscles.



The command panel of a Thunderbird is like no other. A jewel case of instruments, designed for clear legibility. A bank of gleaming controls, engineered for finger-tip ease of operation. A safety-padded "cowl" sheathed in the rich lustre of fitted vinyl. Below, a lustrous sweep of full-width bright metal, and the final thoughtful touch of fully cushioned sun visors.

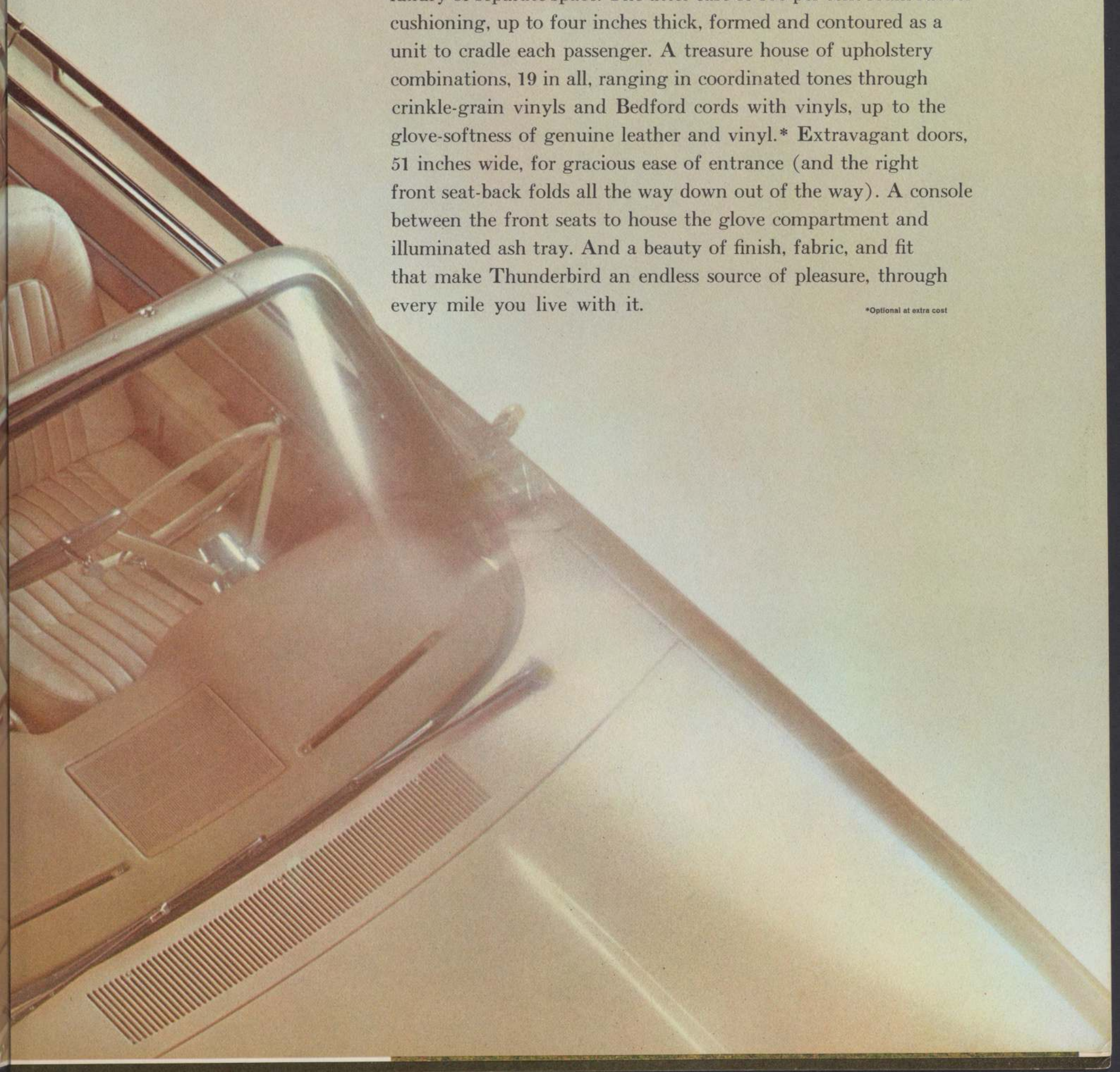




Thunderbird Luxury

Here is the "living room" of the world's most-wanted car . . . and everything in it speaks of Thunderbird's total concern with *personal* comfort. Individual front seats, of course, with the luxury of separate space. The utter ease of 100 per cent foam rubber cushioning, up to four inches thick, formed and contoured as a unit to cradle each passenger. A treasure house of upholstery combinations, 19 in all, ranging in coordinated tones through crinkle-grain vinyls and Bedford cords with vinyls, up to the glove-softness of genuine leather and vinyl.* Extravagant doors, 51 inches wide, for gracious ease of entrance (and the right front seat-back folds all the way down out of the way). A console between the front seats to house the glove compartment and illuminated ash tray. And a beauty of finish, fabric, and fit that make Thunderbird an endless source of pleasure, through every mile you live with it.

*Optional at extra cost





Here is Thunderbird's newest concept, the limited-edition Sports Roadster for two or four passengers. Bold as a racing hydroplane, arrogantly individual in its gleaming sweep of deck, it is a car shaped to the streaming wind and the long, long reach of road. From the shimmering brilliance of its chrome wire wheels to the twin headrests in its removable tonneau cover, it is the absolute essence of the Thunderbird spirit.



With the fiberglass tonneau cover in place, there's extra room for luggage in the rear seat, under cover and out of sight.



The tonneau lifts off easily . . . and the Sports Roadster is transformed into a four-passenger convertible, with no hint of its dual nature.



Even with the tonneau in place, the top can be raised for weather protection. There's nothing to be taken off or stored.

Thunderbird Originality

A fresh, creative look at the world of the automobile . . . that has been the mark of the Thunderbird from the beginning. First the original two-passenger personal car, then the superlative comfort of the four-passenger luxury automobile, ending the reign of the conventional bulky fine car. The crisp, clean, contemporary theme of Thunderbird styling has often been echoed but never equaled. For in major design and minor detail, Thunderbird is the trend-setter . . . the one car everyone would like most to own.

The Thunderbird rearview mirror "floats" in space . . . because its base is permanently bonded to the windshield by controlled heat. There's minimum vibration and no conventional support bracket to clutter your view.



The Swing-Away Steering Wheel moves over nearly 10 inches to the right to give the driver luxurious ease of entry . . . but only in Park position on the Cruise-O-Matic selector lever. The moment you return the wheel to normal position and select any other position . . . Neutral, Drive, Low or Reverse . . . the wheel is locked securely into place.

The sleekly sculptured Convertible deck is another mark of Thunderbird originality. At a touch on the switch the whole rear deck rises automatically, the top folds completely inside, the deck closes again . . . and there's no bulge or cloth cover to break the shining sweep of metal.



Thunderbird Touch

... the unique sum of individual craftsmanship

Thunderbird's  "floating" rearview mirror, bonded directly to the windshield

glass, seems poised in space, is nearly vibration-free. The  → Swing-Away Wheel moves over at a touch to give the driver luxurious ease of entrance no other car can offer. Thunderbird's

Diamond  Lustre Enamel is gem-hard to give gem-bright protection. Even in the things

you can't see Thunderbird specifies costly long-life materials: imported Irish linen  for spark plug cables and pure silver  in ignition and light switches for better electrical

conductivity, greater durability. Of course, there is the unduplicated brilliance of Thunderbird's styling, envied and echoed by every other automobile on the road, and the thoughtfully

personal luxury  that make it so deeply rewarding to live with. Thunderbird's

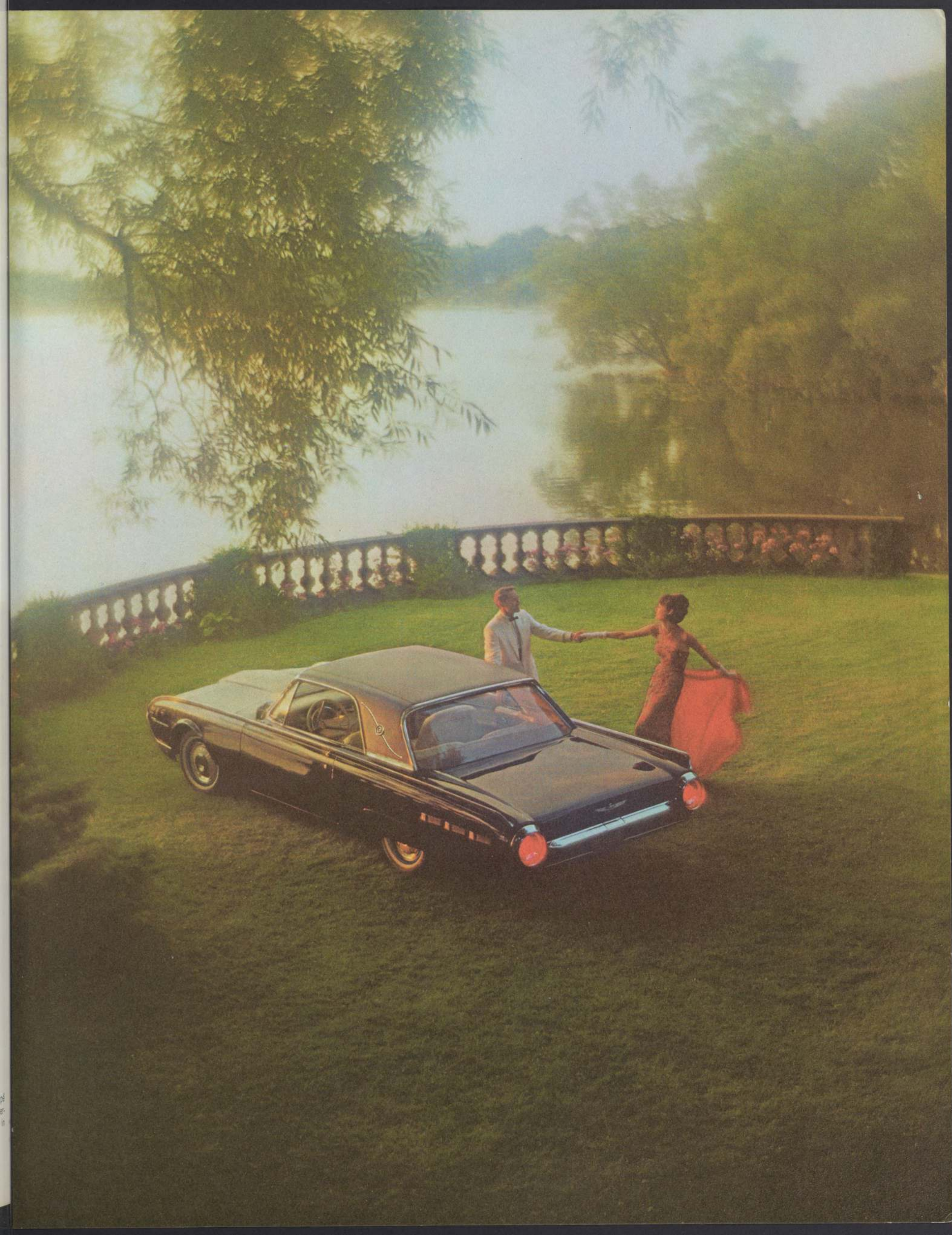
dedication to pure comfort is beautifully evident in the individual front seats,  shaped and cradled in deep, thick foam rubber.  Galvanized protection against rust of

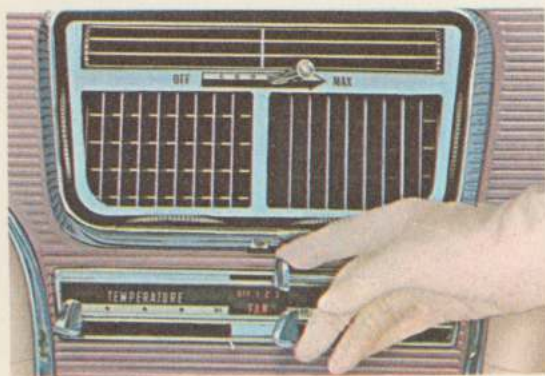
all vital underbody parts and routine maintenance reduced to a minimum—each 6,000 miles or twice a year for the average driver—are typical of the enduring standard of quality that is man-

datory throughout. And, most meaningful, a Thunderbird . . . far outstripping the others in the pleasures of ownership as you drive . . . promises you greater return  on your pur-

chase investment at trade-in.

THUNDERBIRD IN EVENING DRESS—The suave, new Landau coupé recalls the Age of Elegance with the soft sheen of a padded, leather-grained vinyl top, the graceful note of a traditional landau S-bar in shining chrome on the roof quarter panel.





SELECTAIRE CONDITIONER

Complete year-round climate control as you drive—cooling, heating, ventilation and defrosting. Selectaire dehumidifies and cleans the air as it cools, and automatically maintains the conditions you have selected. Capacity sufficient to pleasantly cool an average five-room house. Three-speed blower. Outlet registers quickly adjustable to direct cool air where you want it.



POWER-LIFT WINDOWS

Electrically powered windows are moved effortlessly, smoothly by individual controls within easy reach of each passenger, or from the master control switch on left door, in handy location for the driver. A fifth button in the master control panel also enables driver to "lock out" every window, so operation of all windows is his alone as an added safety precaution.



POWER SEAT

The comfortable, bucket-type front seats (the passenger's seat and the driver's seat) can be electrically adjusted by individual four-way toggle switches to an almost infinite number of seating positions. Up, down, back, or forward, each seat moves smoothly to the exact position you and your front seat passenger select for personalized convenience and comfort.



PUSH BUTTON RADIO

Central console, fully transistorized radio . . . finest in the industry . . . offers outstanding tonal quality and station selectivity. Eight-watt output and four-coil tuner provide high fidelity, rich tone. Volume is maintained automatically at preselected levels. Dust-protected speaker, at top center of "cowl," maintains excellent sound reproduction. Compatible telescopic antenna is preadjusted to improve your listening pleasure.

Thunderbird

America's most individual car can become even more individually yours with Thunderbird's array of optional equipment and accessories. They range from the all-season Selectaire Conditioner to the fully transistorized radio illustrated. Others are listed below. Each one is engineered and crafted to Thunderbird's exacting standards of quality.

MagicAir Heater • Electric Windshield Washer • I-Rest Tinted Glass • Visored Spotlight • Outside Rearview Mirror • Lifeguard Seat Belts • Leather Seat Inserts and Bolsters • Two Tone Exterior Paint (Hardtop) • Rear Fender Shields • Heavy-Duty Battery • Rayon Whitewall Tires • Nylon or Extra-Ply Rayon Black or Whitewall Tires • Contour Floor Mats • Locking Gas Cap • Ventilated Seat Cushions • Equa-Lock Differential

Specifications

ENGINE: 300-hp Thunderbird 390 Special V-8 (standard) —390-cu. in. displ.; 4.05" bore x 3.78" stroke; 9.6 to 1 comp. ratio; premium fuel; low-silhouette 4-barrel carburetor; automatic choke; dual exhaust system with crossover tube and aluminized resonators, and rear-mounted mufflers of aluminized and stainless steel with aluminized integral tailpipes. Features Short Stroke low-friction design, Deep-Block construction, Precision Fuel Induction for superior performance and economy; Super-Filter air cleaner with reusable element; high-capacity in-line 30,000-mile fuel filtering system; Rotunda Full-Flow disposable-type oil filter permits 6,000 miles between oil changes; free-turning overhead aluminized valves with hydraulic lifters for automatic valve adjustment and alternate intake-exhaust valve placement for longest life; Cross-Flow cooling system with separate top reserve tank and 180° thermostat; new 30,000-mile or 2-yr. permanent antifreeze; 12-volt electrical system; weather-proof ignition with constant resistance wiring and air-cooled distributor points; 18-mm. Turbo-Action spark plugs; 78-plate, 65 amp-hr battery; full-wrap-rubber rear engine mount. Engine electronically mass-balanced under its own power for optimum smoothness.

CONSTRUCTION: Welded, integral body and frame, for quietness and high strength-weight ratio. Completely sealed and insulated. Three-phase rust protection with main underbody members (including rocker panels) made of galvanized steel, body dipped (almost to belt line) in corrosion-resistant primer, followed with a complete undercoating application. Long-lived bright-metal trim. Cowl-top ventilation system. Clear-vision, laminated safety plate glass in windshield and tempered, solid plate glass in all other windows (except clear vinyl in Convertible and Sports Roadster back window). Curved side windows for more spacious interior. Traditional Thunderbird console for easy "crossover." Rear-hinged hood with dual locking system and safety catch, inside T-handle release. Theft-protection ignition switch. Rear-mounted 20-gal. gas tank with Center-Fill fueling.

FRONT SUSPENSION: Angle-Poised Ball-Joint type with wide-base coil springs pivot-mounted on top of upper arms. Rubber-insulated strut stabilizer connects each lower arm to front end structure, permitting "wheel recession" for a cushioned ride. Threaded, permanently lubricated bushings in upper arms and rubber bushings in lower arms. Built-in anti-dive control. Sports car-type stabilizer to control roll on turns. Internally mounted hydraulic double-acting shock absorbers with rebound cutoff. Suspension lubrication interval each 6,000 miles. Front wheel bearings lubricated for 30,000 miles.

REAR SUSPENSION: Asymmetrical, variable-rate design with rear axle located well forward from center of springs for anti-squat control. Extra-long, gentle-rate, leaf-type springs with wide spring base; rubber-bushed front eyes, rubber insulation at axle and rubber-bushed tension-type rear shackles giving variable-rate characteristics—all contribute to a soft, stable, levelized ride which is completely comfort-controlled. Diagonally mounted hydraulic double-acting shock absorbers for damping and lateral stability.

BRAKES: Self-adjusting power brakes standard. Brakes adjust automatically, as needed, when applied while car is moving backwards. Double-sealed composite drums with cooling grooves for fade resistance. Thick molded linings for long life. Total lining area is 234 square inches. Dash-mounted master cylinder and vacuum-booster mechanism. Suspended, low-position

wide pedal for convenience in moving foot from accelerator to brake. Foot-operated-and-released parking brake with warning light on instrument panel standard.

TRANSMISSION: Cruise-O-Matic Drive standard. A high-performance automatic torque-mated to engine. Features lightweight construction with cast-aluminum converter housing, self-contained full-flow oil filtration and minimum servicing. Two selective drive ranges: "Drive" (green dot) starting in low for all normal driving, or alternate drive position (white dot) starting in intermediate for more sure-footed acceleration on slippery surfaces. Three forward gear ratios, one reverse (to 1): low 2.40, intermediate 1.47, direct 1.00, reverse 2.00; converter (stall) 2.1. Vacuum control provides smoother, more precisely and permanently coordinated-with-engine shifting (eliminates linkage adjustment). Selector sequence P-R-N-DRIVE-L.

DRIVE: Semi-floating type rear axle with deep-offset hypoid gears. Straddle-mounted drive pinion. Universal joints lubricated for 30,000 miles. Double-sealed, permanently lubricated ball-type wheel bearings. Hotchkiss drive. Axle ratio: 3.00 to 1. Optional: Equa-Lock differential, ratio (to 1): same as standard above.

STEERING: Integral-type power steering standard. This Ford-design integrated power system reduces steering effort appreciably, provides improved "road feel," gives good straight-line steering characteristics and better wheel return after cornering. Flexible coupling in steering shaft insulates steering wheel for smoother control. Low-friction recirculating-ball type steering gear with anti-friction bearings throughout. Steering linkage lubrication interval each 6,000 miles. Over-all steering ratio is 20.7 to 1 for faster response, less steering wheel travel. Car turning diameter 40.2 feet.

TIRES AND WHEELS: Soft-Tread, blackwall of Tyrex Rayon cord, 8.00 x 14, on 5½" safety rims—tubeless type with 14" disc wheels on Hardtop, Landau and Convertible; tube type with 14" chrome-plated wire wheels having 3-prong simulated knock-offs on Sports Roadster. Whitewall tires optional.

DIMENSIONS: 113" wb.; 61" front, 60" rear treads; 205" over-all length; 76.0" over-all width; 52.5" (Hardtop and Landau), 53.3" (Convertible and Sports Roadster) design-load height. Curb weight, 4292 lb. (Hardtop), 4304 lb. (Landau), 4530 lb. (Convertible), 4631 lb. (Sports Roadster).

STANDARD EQUIPMENT: Swing-Away Wheel and steering column, power steering, power brakes, Cruise-O-Matic Drive, 2-speed electric windshield wipers, Lifeguard padded instrument panel, cushioned sun visors, seat belt anchors, Double-Grip door locks, safety-swivel day-night type inside rearview mirror and deep-center steering wheel with horn ring. Assist bar for front passenger (Sports Roadster). Manually adjustable individual front seats, electric clock, automatic dome lights (Hardtop and Landau) and courtesy-map light, glove box and ash tray light, cigarette lighter, coat hooks, trunk light, dual horns, turn signals, backup lights, full wheel covers on Hardtop, Landau and Convertible.

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

The specifications were in effect at the time this catalog was approved for printing. The Ford Division of Ford Motor Company reserves the right to discontinue models at any time, or change specifications or design, without notice and without incurring obligation.

Options

Individuality also is the theme of Thunderbird exterior colors; the choice runs through a rich variety of 18 Single Colors and a glowing spectrum of 20 Two Tone hardtop combinations . . . all sheathed in the durable protection of jewel-like Diamond Lustre Enamel.

Convertible automatic top of satin-grained vinyl offers a selection of black (1), white (2),

or blue (3) with black lining, color-keyed to upholstery for the Single Colors. The Landau top of padded, leather-grained vinyl is in choice of black or white with any Single Color. The limited-edition Sports Roadster with matching fiberglass tonneau cover comes in Raven Black, Corinthian White, Silver Mink, Diamond Blue, Chestnut, Rangoon Red, and Sandshell Beige.



A. Raven Black



M. Corinthian White



G. Silver Mink



N. Diamond Blue



F. Skymist Blue



E. Acapulco Blue



H. Caspian Blue



S. Cascade Green



R. Tucson Yellow



X. Heritage Burgundy



V. Chestnut



J. Rangoon Red



Z. Fieldstone Tan



T. Sandshell Beige



L. Sahara Rose



K. Chalfonte Blue



D. Patrician Green



U. Deep Sea Blue

COLOR AND UPHOLSTERY GUIDE

Diamond Lustre colors appear above in the hardtop cars, and in Two Tone chart at right, each identified by name with a code letter keyed to upholstery swatches below. In most cases, the body color determines interior trim choices for Two Tones. In this way all exterior and interior colors are harmoniously color-keyed. By simple cross reference, you can quickly determine the exterior colors and trim choices available for your Thunderbird (including convertible soft-top colors). For example, the Sports Roadster with Rangoon Red (J) exterior comes with selection of three black, three silver blue or two red interiors with black (1) or white (2) soft top.

HARDTOP TWO TONES

BODY	TOP	BODY	TOP
A. Raven Black	M. Corinthian White	*J. Rangoon Red	*M. Corinthian White
F. Skymist Blue	M. Corinthian White	T. Sandshell Beige	M. Corinthian White
E. Acapulco Blue	M. Corinthian White	*Z. Fieldstone Tan	*M. Corinthian White
H. Caspian Blue	M. Corinthian White	*Z. Fieldstone Tan	*T. Sandshell Beige
S. Cascade Green	M. Corinthian White	L. Sahara Rose	M. Corinthian White
R. Tucson Yellow	M. Corinthian White	K. Chalfonte Blue	M. Corinthian White
X. Heritage Burgundy	M. Corinthian White	D. Patrician Green	M. Corinthian White
*V. Chestnut	*M. Corinthian White	U. Deep Sea Blue	M. Corinthian White

*Also in reverse color combination

Full-range color coordination between exteriors and the 19 Luxury Lounge interiors gives an unusual degree of personal choice. The crinkle-grain all-vinyl trim comes in seven colors: black, red, silver blue, blue, beige, chestnut, and turquoise. The nylon Bedford cord and vinyl trim are in five colors: gray cloth/black vinyl, silver blue cloth/vinyl, blue

cloth/vinyl, beige cloth/pearl vinyl, and turquoise cloth/vinyl. Seat inserts and bolsters are also available in seven shades of optional genuine leather, same as the all-vinyl. Top portion of swatches shows seat back-and-cushion bolsters—lower portion seat back-and-cushion inserts which are in elegant pleated design.

All-Vinyl
Seat Bolsters
and Pleated
Cushion Inserts

A • M • G
N • S • R
X • J • L
(1) or (2)



A • M • G
N • J
(1) or (2)



A • M • G
N • J
(1) or (2)



M • N • F
E • H
(1), (2)
or (3)



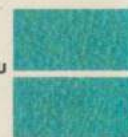
A • M • T
(1) or (2)
S • Z (2)
X†



M • V
(1) or (2)



M • K • D • U
(1) or (2)



Vinyl Seat
Bolsters and
Pleated Bedford
Cord Inserts

A • M • G
N • S • R
X • J • L
(1) or (2)



A • M • G
N • J
(1) or (2)



M • N • F
E • H
(1), (2)
or (3)



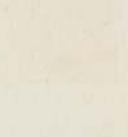
A • M • T
(1) or (2)
S • Z (2)
X†



M • V
(1) or (2)



M • K • D • U
(1) or (2)



Optional Leather
Seat Bolsters and
Pleated Cushion
Inserts

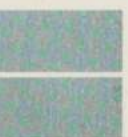
A • M • G
N • S • R
X • J • L
(1) or (2)



A • M • G
N • J
(1) or (2)



A • M • G
N • J
(1) or (2)



M • N • F
E • H
(1), (2)
or (3)



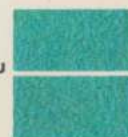
A • M • T
(1) or (2)
S • Z (2)
X†



M • V
(1) or (2)



M • K • D • U
(1) or (2)



†Heritage Burgundy with beige interiors not available on Convertible

