

1967

THUNDERBIRD

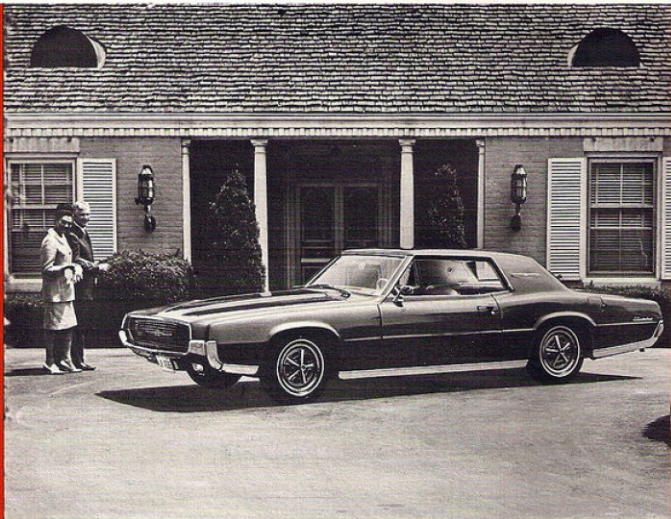
KEY SELLING FEATURES



Product Features You Can Use To Convince Prospects That the All-New Thunderbird Has Spread Its Wings . . . To Satisfy Wider Preferences in Luxury Motoring.

Property of _____

THUNDERBIRD '67



ALL NEW . . . FROM COVER TO COVER

The Thunderbird for 1967 is a study in luxury. This latest edition of a classic is no warmed-over version. Thunderbird is *all-new*, through and through, from cover to cover! In this booklet you will read of Thunderbird's new glamor, new appeal, new markets, new convenience, new comfort, new safety, and new ride.

Your customers have never seen, driven or ridden in a car that matches the cockpit, flight-deck command and authority of the new '67 Thunderbird. Thunderbird owners provide your best market for this matchless '67 Thunderbird.

BRAND-NEW MARKET

THE FOUR-DOOR MARKET

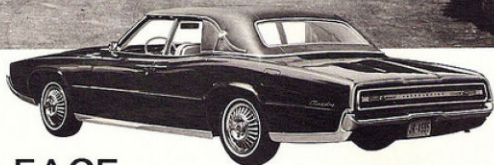
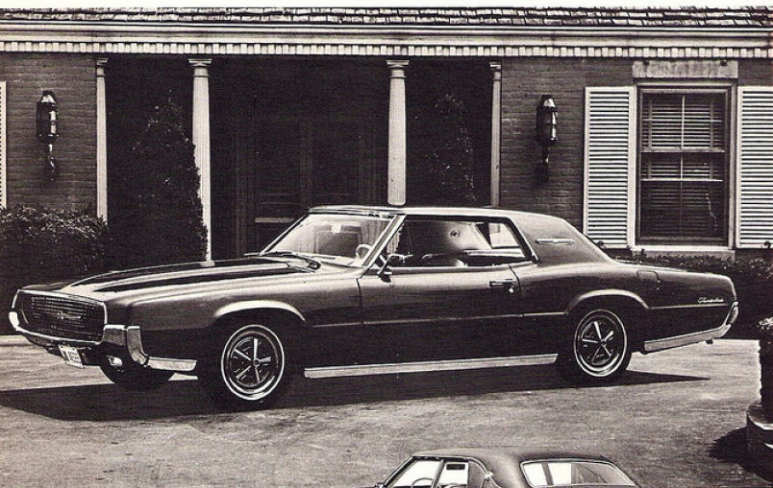
This year Thunderbird brings you a completely fresh marketing concept and gives you, for the first time, a four-door Landau. Thunderbird is truly unique in all the world with personalized luxury built into every inch of it.

Heretofore, a buyer of Ford Motor Company cars had no place to go between the Mercury Park Lane and the Lincoln Continental, for four-door motoring luxury. Now he has Thunderbird.

You have a strong sales wedge with the four-door Landau, an entry capable of breaking the Cadillac, Buick Electra and Olds 98 domination of a select buying segment. Thunderbird has been grabbing about 45% of the upper medium-price hardtop market against Riviera and Toronado. Market research indicates that 27% of the Grand Prix, Riviera and Starfire owners would prefer a four-door. That's a lot of people, a most inviting conquest market.



THUNDERBIRD '67



A NEW FACE ... A NEW CONTOUR

A new face and elegant good looks have been blended together by Ford stylists for the new Thunderbird effect. Note the "snoutiness" of the smart, new front overhang. The new front-end theme includes headlamps which appear and disappear, in a much better-looking treatment than the headlamps which fold up into the fenders.

The exterior elegance and sporty appearance are amplified by the leanness of the full wheel openings. The smart, vinyl greenhouse on both the two-door and four-door Landaus makes a big contribution, and so does the quarter window on the two-doors that retracts into the roof side panel.

Thunderbird has a shorter deck this year, plus that unmistakable Thunderbird trademark ... full-width taillamps and sequential turn signals.

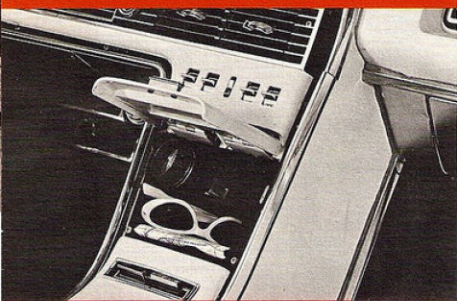
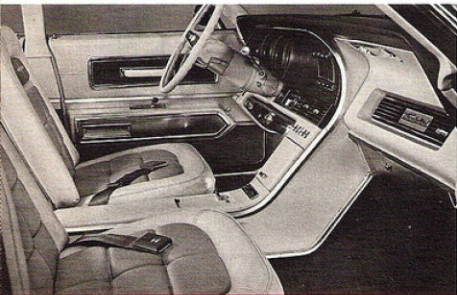


NEW LUXURY

Another word for luxury is comfort, and another word for comfort is *room* . . . and there is more room in the '67 Thunderbird for legs, shoulders and knees.

The luxury is spectacular, especially with the optional super-luxury cloth or leather seat trim, woodgrain appointments and cut pile carpeting. The comfortable rear seats are another touch of personalized luxury, with seat belts as standard equipment.

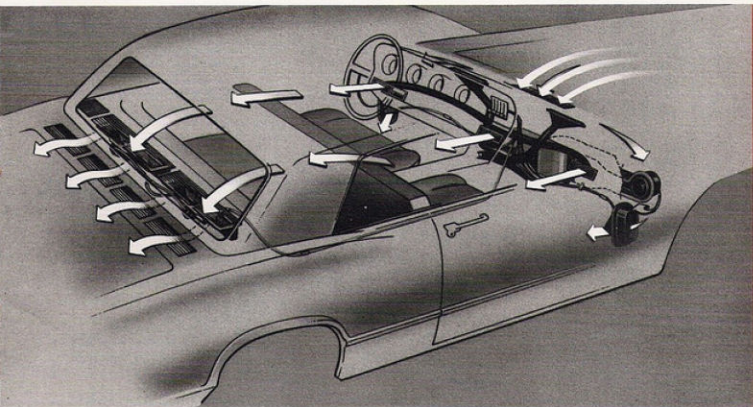
The four-door has a shorter console to accommodate rear-passenger cross-over—and comes with a full-width conventional rear seat.



NEW CONVENIENCE

The instrument panel has been completely restyled to reflect new Thunderbird elegance and prestige. The right side of the panel has a "swept-back" design that gives a spacious feeling to the front-seat area and makes room for a new glove compartment. The glove box and additional storage space in the newly designed console add to your customer's convenience.

On the roof header, on all three models, is the Convenience Control Panel, with its seat-belt reminder light, door-ajar warning light, low-fuel warning light and emergency flasher light.

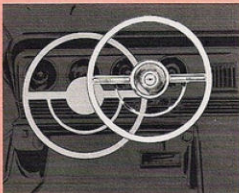


NEW COMFORT

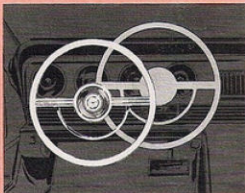
Adding to the sumptuous comfort is the most effective ventilation system available on any car today . . . a new, forced fresh air, Comfort Stream ventilation system. Air comes out chest-high from four individually operated registers. The system blends with the air heater and an extractor for climate control. It's all standard equipment.



For the ultimate in driving comfort, a steering wheel with nine-position, vertical-tilt adjustment. It soothes and smooths the wrinkles out of driving tension.



The swing-away steering column has been replaced by this new Tilt-Away design that automatically pops the steering wheel up at an angle, when the driver opens the door and the transmission is in "Park."



Then when the driver re-enters the car, closes the door and pulls the wheel back toward him, the wheel's "memory device" locks itself into the last tilt position used by the driver.



NEW SAFETY

You hear a lot about safety today . . . and Thunderbird for '67 gives you plenty to talk about on this vital subject. You can start with the two separate braking systems, one each for the front and rear wheels. If one system fails, a warning light flashes on the dash when the brakes are applied and indicates the need for immediate repair.

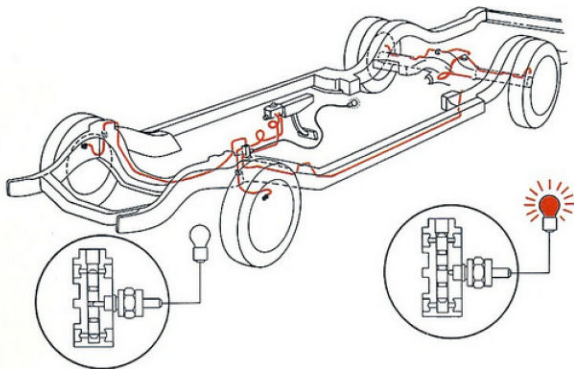
The instrument panel is fully padded, and energy-absorbing protection has been added to the newly padded A-pillars and a newly padded right-hand instrument panel cove area.

Brand-new, wide-sweep, multiple-speed, articulated windshield wipers virtually eliminate the unwiped wedge at the windshield pillars . . . deliver a much better view in inclement weather.

NEW

safety features

- Speed-actuated power door locks
- Inside Day-Nite non-glare rear-view mirror, safety-engineered and vinyl-backed
- Lane-changing directional signals
- Four-way flasher control on steering column
- Energy-absorbing armrests



and back for an encore

TRADITIONAL THUNDERBIRD SAFETY

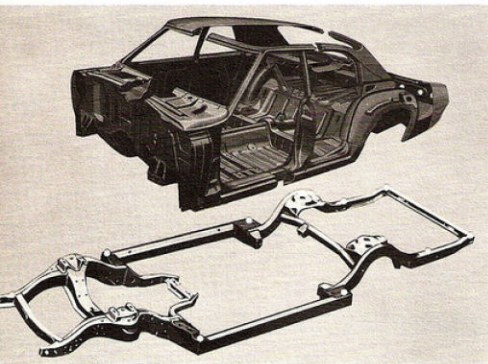
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| <ul style="list-style-type: none"> • Non-glare windshield wiper arms • Padded visors and dash • Emergency Flasher System • Back-up lights • Safety-type double-yoke door latches | <ul style="list-style-type: none"> • Remote-control outside rearview mirror • Thick laminate windshield glass • Front and rear seat belts • Windshield washers • Self-adjusting brakes • Deluxe front seat belt retractors |
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THUNDERBIRD '67

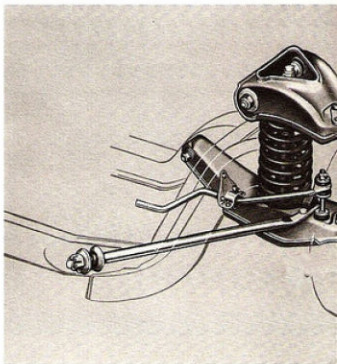


NEW QUIET...

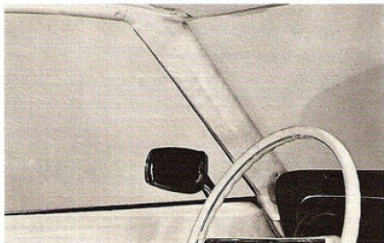
new improvements in RIDE



One of Thunderbird's traditional ace cards has been its magnificent ride. This year, the ride will be even better with new body-frame construction. It's the quietest ride ever. Don't overlook the opportunity to tell your prospect about Thunderbird's 12 rubber body-mounts and four-torque-box frame.



Tell your customers also about Thunderbird's new front suspension, which gives the benefit of even more sure-footed roadability and coil-spring rear suspension.



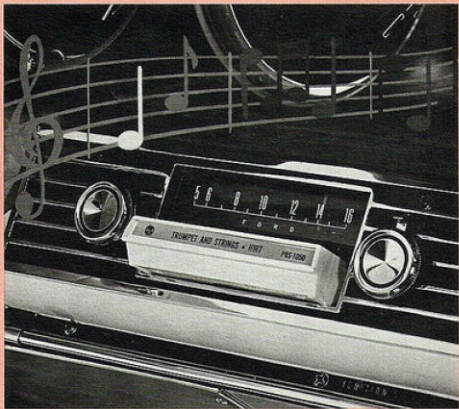
The word "Quiet" gets a new Thunderbird definition with the rigid glass seal in the ventless door glass, which drastically reduces wind-noise problems.

...and the whole orchestra
rides along...



STEREO-SONIC SOUND

The quiet ride of Thunderbird is a perfect setting for the Stereo-Sonic tape/AM radio combination, with four door-mounted front and rear speakers that give passengers the impression that a whole orchestra is along for the ride. The long-playing tape gives the kind of music a Thunderbird owner wants—when he wants it.



THUNDERBIRD '67



NEW SIGNALS for CRUISE-O-MATIC



Cruise-O-Matic—smooth, effortless, precise—is standard equipment on all '67 Thunderbirds. This year, the driver can call signals to his Cruise-O-Matic with the Select-Shift quadrant.

Cruise-O-Matic harnesses the silky power of the 390 cubic-inch standard engine or the 428 cubic-inch optional engine. Bear in mind that this year's car is 165 pounds lighter, which means these engines will produce significant improvements in performance and fuel economy.





... and **QUALITY** IS STANDARD EQUIPMENT

Thunderbird probably is the most completely standard-equipped car on the market today. From the keyless door locking system to the sequential turn signals to the Select-Shift Cruise-O-Matic, your customer gets a long list of 35 features that would be expensive options on many other higher priced automobiles.

And don't forget this fact: You have a lucrative owner field of well over a half-million satisfied Thunderbird owners who are accustomed to this quality.

STANDARD EQUIPMENT

Select-Shift Cruise-O-Matic Transmission	Cigarette Lighter
Power Steering	Console with stowage compartment
Power Front Disc Brakes	Full Carpeting
390 Cu. In. V8 (4V)—315 Hp Engine	Suspended Accelerator Pedal
Automatic Parking Brake Release	Front and Rear Ash Trays
Dual, Retractable Headlights	Armrests—Front and Rear, plus rear pull-down center armrest
Torque-Box-Type Frame	Forced Fresh Air Ventilation System—Integrated with heater
All-Gauge Instrumentation	All-Vinyl, Color-Keyed Headlining
Foam-Padded Front Bucket Seats	Luggage Compartment Light
Cove-Type Rear Seats (2-door HT)	AM Pushbutton Radio
Sequential Turn Signals	Sliding Quarter Window (2-door HT)
Tilt-Away Steering Column	Rust-Resistant, Fully Insulated, Bridge-Mounted Body
15-Inch Low-Profile Tires	Vinyl Roof on Landau Models
Wheel Covers	Curved Side Glass
Reversible Keys	Alternator
Keyless Door Locking	Super Diamond Luster Enamel Paint
Courtesy Lights	
Lighted, Lockable Glove Box	
Electric Clock	

T H U N D E R B I R D ' 6 7



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WRAP UP YOUR STORY WITH A DEMONSTRATION

You have a large nucleus of satisfied Thunderbird owners who are thoroughly convinced prospects for a '67 Thunderbird.

The birth of the four-door Landau gives you a fresh field of fine conquest prospects . . . the Cadillac, Olds 98 and Buick Electra owners.

The all-new Thunderbird for '67 is everything a prospect could ask for on four wheels. It's designed all over with new sales features to put money in your wallet.

And the '67 Thunderbird is its own best salesman—its own best spokesman. Just take your prospect for a demonstration ride—and this car will do its own selling.

Thunderbird is still the always unique, personal luxury car. And now it's *all-new*. Thunderbird for '67 has been conceived to be the bell-ringer of your entire Ford line-up. It is ready to lead the way.

20 QUESTIONS — 20 ANSWERS

TO HELP YOU SELL **THUNDERBIRD**

Check your knowledge of the '67 Thunderbird by reviewing these questions and answers.

- 1 What new market has Thunderbird entered in '67?
- 2 How many Grand Prix, Riviera and Starfire owners would prefer a four-door?
- 3 What's new about headlamps?
- 4 Is the rear deck shorter or longer on this year's Thunderbird?
- 5 Is there any difference in two- and four-door back seats?
- 6 What lights are on the Convenience Control Panel?
- 7 What's unusual about the quarter window?
- 8 What new kind of ventilation does Thunderbird have?
- 9 What's new in steering?
- 10 What kind of braking reserve does Thunderbird have?
- 11 Have any improvements been made in the ride?
- 12 Does Stereo-Sonic come in combination with AM or FM radio?
- 13 Is Select-Shift Cruise-O-Matic standard or optional equipment?
- 14 Are windshield wipers different or better?
- 15 What is the major benefit of the new ventless door glass?
- 16 What's different and safer about the windshield pillars?
- 17 How many items of luxury are standard equipment on the Thunderbird?
- 18 What is your best market for Thunderbird?
- 19 What is probably your second-best market?
- 20 Why should you insist on demonstrating this car?
- 1 Thunderbird has entered the four-door luxury market with a new four-door Landau.
- 2 Market research indicates 27% of Grand Prix, Riviera and Starfire owners would prefer a four-door.
- 3 The headlamps appear and disappear, in a much better looking treatment than headlamps which fold up into the fenders.
- 4 Thunderbird has a shorter deck this year, plus the Thunderbird trademark of the sequential turn signals and full-width taillamp.
- 5 The four-door has a shorter console to accommodate rear-passenger cross-over. It comes with a full width, conventional seat.
- 6 The Convenience Control Panel has a seat-belt reminder light, door-ajar warning light, low-fuel warning light and emergency flasher light.
- 7 The quarter window on the two-doors retracts into the roof side panel.
- 8 Thunderbird has Comfort Stream ventilation. Air comes out chest-high from four individual registers. It's standard.
- 9 Steering has a new Tilt-Away design that automatically pops up the steering wheel at an angle, when the driver opens the door, and the transmission is in "Park."
- 10 There are two separate braking systems for front and rear wheels. If one system fails, a warning light flashes on the dash when the brakes are applied, and indicates the need for immediate repair.
- 11 Ride is better with new body-frame construction and 12 rubber body-mounts and four-torque-box frame.
- 12 Stereo-Sonic comes in combination with AM Radio.
- 13 Select-Shift Cruise-O-Matic is standard equipment.
- 14 New wide-sweep, multiple-speed, articulated windshield wipers give much better visibility.
- 15 The rigid glass seal in the ventless door glass drastically reduces wind-noise problems.
- 16 The windshield pillars are newly padded with energy-absorbing protection.
- 17 There are 35 standard equipment items of luxury on this year's Thunderbird.
- 18 Your best market is found in the half million and more Thunderbird owners.
- 19 Your next best market might well be the Grand Prix, Riviera and Starfire owners, 27% of whom would prefer a luxury four-door car.
- 20 You should demonstrate because Thunderbird '67 is certain to be its own best salesman.



Product information and specifications in this booklet have been obtained from authoritative sources available at the time of publication; however, their continuing accuracy cannot be guaranteed.