



John B. Naughton

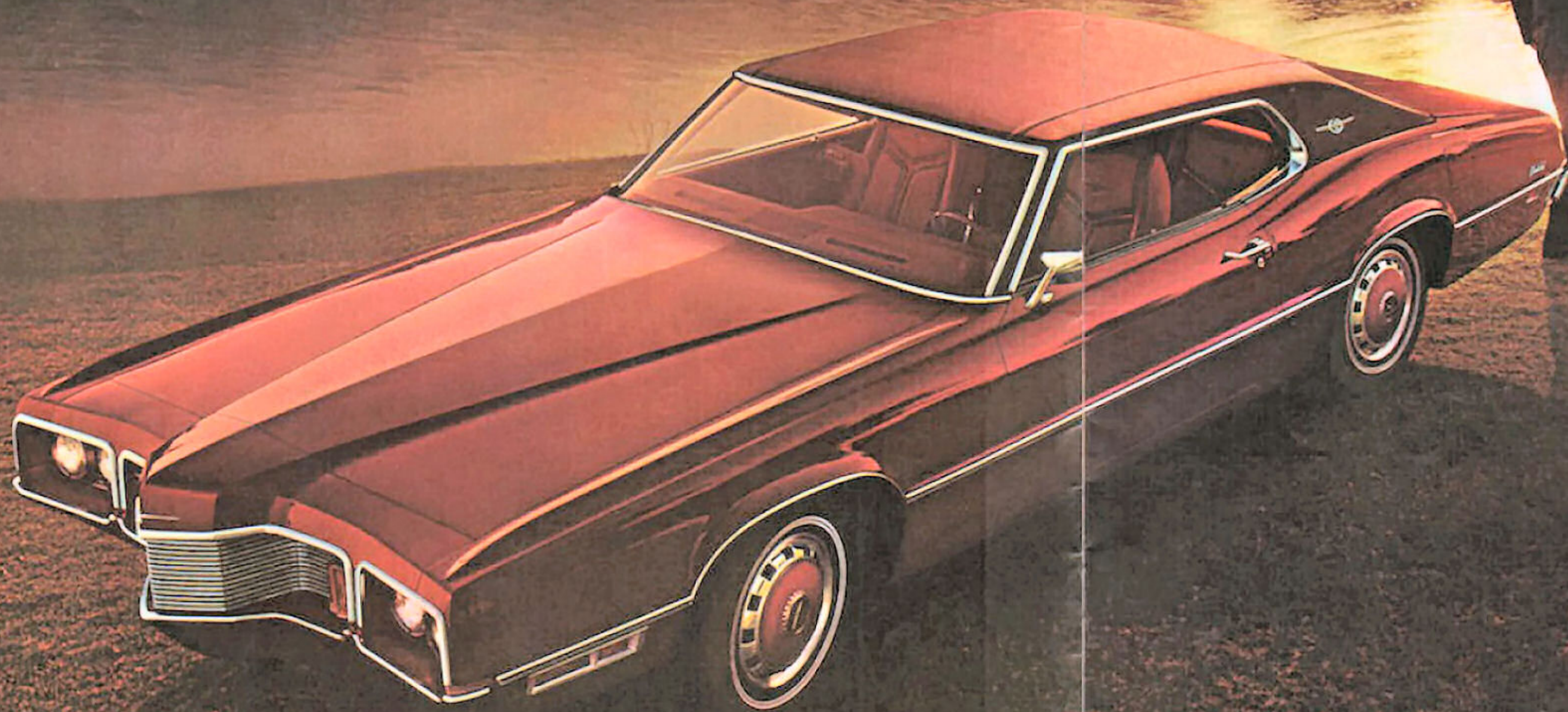
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*Here's a pictorial preview
of the 1970 Thunderbird.
I invite you to present
this card to your Ford
Dealer for a personal
introduction to the
Thunderbird of Thunderbirds.
John B. Naughton*

Thunderbird '70





Thunderbird Two-Door Landau with Special Brougham Option

The Thunderbird of Thunderbirds

Thunderbird, for '70, has it all. The ultimate in personalized luxury. It is the most beautiful Thunderbird ever built.

In all-new styling . . . in detailing . . . in brilliant innovation, it soars far ahead of all other personal luxury cars. Never before has any car — even Thunderbird — offered so much distinction. It's longer. Lower. Wider. Jet-streak new from the arrowing thrust of its aerodynamically inspired grille to full-width taillights, as distinguished here in the vinyl-topped Two-Door Landau. Also available: a Two-Door Hardtop and Four-Door Landau.

Inside either Two-Door Bird, you relax on full-width Flight Bench Seats, or optional high-back buckets in front. Attractive fabrics are the most luxurious in Thunderbird history. Smooth, sumptuous vinyl is standard. Optional Brougham Interior Trim in satiny quilted cloth and vinyl, or richly quilted vinyl with leather seating surfaces. A new Special Brougham Option offers even more luxuries. Dramatic new high-back buckets, center console, plush cut-pile carpeting, and many other lavish touches.

On the road, you enjoy more silken response and remarkable economy from the powerful, reliable 429-cu. in. 4V V-8. Engine and carburetor refinements give you outstanding acceleration and smooth, decisive performance in all speed ranges.

Other important luxuries are yours automatically. Power steering is standard. So are power front disc brakes. And Thunderbird's superb SelectShift Cruise-O-Matic, which you can direct manually or fully automatically as you wish.

Better ideas stemming from space-age technology . . . hidden radio antenna (bonded into windshield glass), electric windshield wipers that hide beneath the cowl when not in use, printed circuits, electronic assembly testing, and a computer-designed, super-silent ride . . . help make the Bird more carefree than ever before.

Whichever Bird you choose to fly, you'll discover an exhilarating new advancement in personalized motoring. An experience unexcelled by any car anywhere. Thunderbird of Thunderbirds: more than ever . . . unique in all the world.

The rare
and private
Thunderbird world

Thunderbird designers have achieved the epitome of luxury and good taste in a new *Special Brougham Option* for the Two-Door Hardtop and Two-Door Landau. Among many niceties of plush distinction are the impeccably tailored high-back bucket seats you see here. They are individually adjustable. Headrests are built in. Deep-foam-padded, contour design gives you superb lateral and back support.

Opulent hopsack and vinyl is available in ginger, black, red, blue and ivy. A handy center console, deluxe three-spoke Rim-Blow Steering Wheel, cut-pile carpeting, rear center armrest, door pull handles, and door courtesy lights are other interior refinements.

Special Brougham Option exterior accoutrements include: auxiliary grille lamps • a color-keyed front stone shield and deflector • white sidewall radial ply tires • color-keyed wheel covers • bodyside molding with protective, color-keyed vinyl inserts, and wheel lip moldings.

For all models, the *Brougham Interior Trim* option offers exquisitely quilted cloth and vinyl on bench seat (Two-Door) or split-bench seats (Four-Door). *Brougham Interior Cloth and Vinyl Trim* option is offered in richly quilted bench seats with Two-Door models in six colors (black, blue, red, ginger, ivy, nugget). It is offered on split-bench seats in Four-Door models (in black, blue, red, ivy, nugget, tobacco). *Brougham Interior Vinyl Trim* with exquisitely soft leather seating surfaces is offered on bucket seats with Two-Door models (in blue, red and ginger) or on split-bench seats with Four-Door models (in black, red and tobacco). Door courtesy lights, woodtone appointments, deluxe 3-spoke Rim-Blow Steering Wheel, cut-pile carpeting and a rear center fold-down armrest are included with the *Brougham Interior Trim*.

Standard trim on all models with bench or bucket seats is an attractive, sumptuous, glove-soft vinyl. Beautiful and functional, in four colors — ivy, black, white, blue. All fabrics, handsomely tailored, add that special touch of rare distinction you've come to expect from innovative Thunderbird. A total of 31 decorator color combinations offers ample opportunity to make your Bird more individually yours.



*Thunderbird Special Brougham Option upholstery
in unique ginger-tone hopsack cloth and vinyl*

The new way to fly

Fly first class. Fly Thunderbird '70. Take off in a completely new jet-shape Two-Door Hardtop like you see here — poised on the runway. It's proportioned and designed with incomparable flair. Distinctive steel roof. Long classic hood. Compact deck. New full-width taillamps with sequential turn signals.

Soaring performance springs from a reliable, flight-muscled 429-cu. in. 4V V-8. 360 thoroughbred horses let you spread your wings. And they are smoothly teamed with the standard SelectShift Cruise-O-Matic you can shift manually or fully automatically, as you choose.

In precision handling, cornering, climbing . . . the Bird performs like an agile cloud. Its rugged frame-body construction was computer-tuned for precise placement of 14 body mounts to achieve the finest blend of strength and riding comfort. A cushioned-in-rubber suspension, tuned to standard radial ply tires, also softens ride and contributes to responsive handling. Your ride is incredibly quiet.

Better ideas inside make your flight even more exhilarating. Styling ideas like teak-toned appliques on instrument panel and doors, electric windshield wipers that disappear when parked, a hidden radio antenna (bonded into the windshield). Comforting ideas like Power Ventilation, constant fresh air even with all windows up. Convenient ideas like the Control Console armrest—handy controls for optional power windows, 6-way power seats, along with standard left-hand remote-control outside mirror. Thoughtful ideas like Locking Steering Column, steering-shift-ignition lock to deter theft . . . and Uni-Lock Safety Harness, one buckle attaches seat and shoulder straps, unclutters seats. (See page 13 for full standard feature list.)

If you wish, you can add Ford's better idea SelectAire Conditioner with Automatic Climate Control for preferred climate during all four seasons. You set desired temperature once. Everything's automatic after that. Stereo-Sonic Tape/AM Radio System lets you play your favorite music in concert-hall, four-speaker stereo. And the option list goes on (see page 10).

Thunderbird '70: Isn't this the way you ought to fly?

Thunderbird Two-Door Hardtop

Four doors to ultimate luxury

Luxury car devotees, who prefer four-door convenience, will welcome the new Thunderbird Four-Door Landau concept. Wide doors, Continental style, open from the center for easier, more graceful entry to the roomiest Bird of all. Spring assists help open and hold doors open.

Landau's unique blend of classical beauty with contemporary jet-styling will strike a responsive chord. So will its total concern with personal comfort and the velvety ease with which it maneuvers.

Other virtues will make Thunderbird the most widely noticed, most talked about car of the year. Among the many brilliant exterior colors available are lustrous new choices for the widest selection in Thunderbird history. Bright, new design cornering lights, a safety refinement, are standard. Gleaming elegance of Four-Door Landau "S" bars have teak-toned inserts. And there are a host of other luxuries that often cost extra in many other cars.

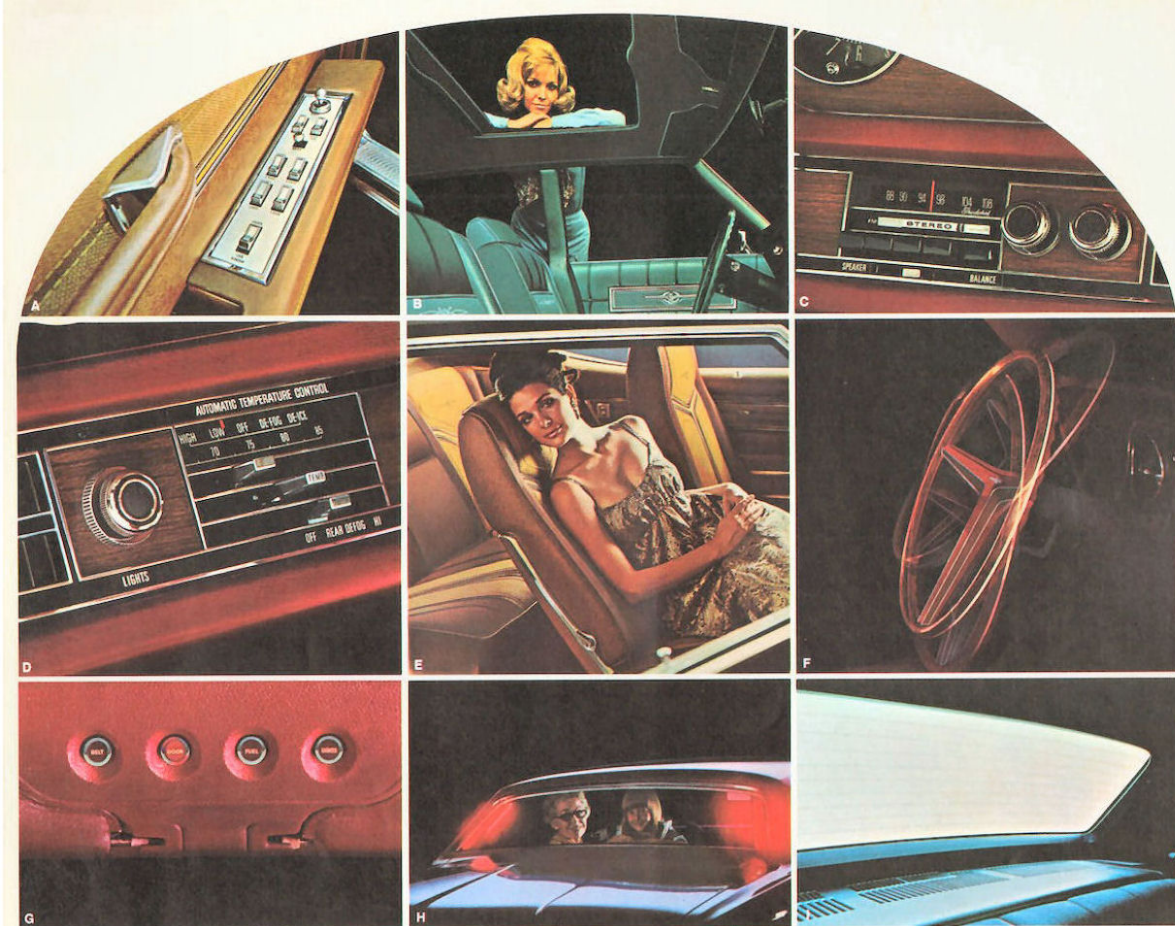
Thunderbird gives you a smooth, authoritative 429-cu. in. 4V V-8 and Select-Shift Cruise-O-Matic transmission standard. Ford Motor Company's exclusive "fluidic control" power steering forces a maximum amount of fluid through the system at low speeds. This provides maximum assist for parking and cornering. At highway speeds, it reduces fluid flow, literally "coasts" to provide driver's "feel of the road" and conserves engine power. Power front disc brakes, Power Ventilation, radial ply tires also come standard with the Bird.

There are these additional standard attractions: an automatic parking brake release □ courtesy lights where you want them — including a separate map light with time delay □ new Locking Steering Column, an ignition-steering-transmission lock device that discourages would-be Bird borrowers.

When you consider these attributes along with the exhilarating performance of the Bird . . . the fluid, infinitely graceful feeling of flight, neighborly birdwatching is understandable. What your neighbors really want, of course, is an invitation to enjoy a test flight with you. Why not convert them to the good life?



Thunderbird Four-Door Landau



Personalize your Bird with better idea options

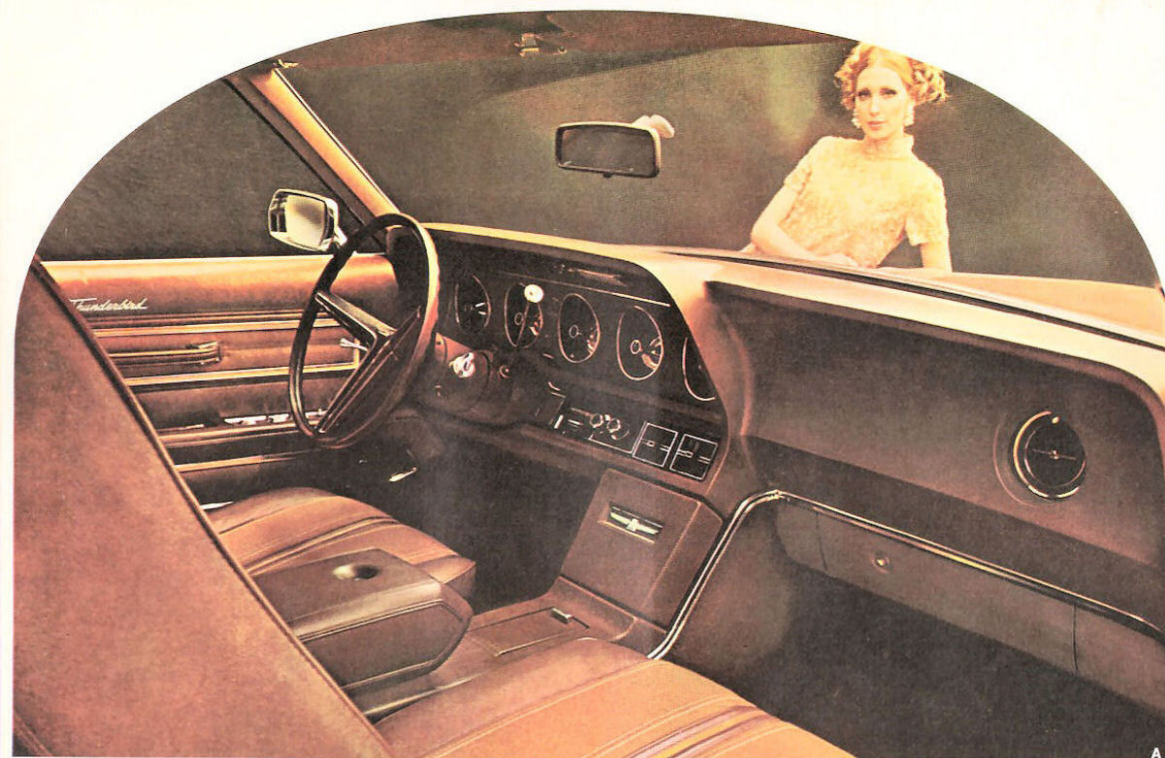
Ford offers a wide choice of better idea options so you can tailor your Bird to suit your own requirements.

A Driver's Control Console Armrest conveniently groups controls for optional power seats, power windows, outside remote-control mirror. **B** Power-Operated Sunroof, for Landaus. **C** AM/FM Stereo Radio, superb 4-speaker listening. **D** Select-Aire Conditioner with Automatic Climate Control, pick climate you prefer, set and forget. **E** Reclining Passenger Seat, for relaxing on long trips. **F** Tilt Steering Wheel adjusts vertically to most comfortable position. **G** Convenience Check Group, door ajar, fuel low, fasten seat belt, lights on reminders (includes buzzer), vacuum door locks and automatic seat back release on 2-door models. **H** High-Level Taillamps, eye-level warning to following drivers. **I** Electric Defrost, heated element inside rear glass, rear window defogger also available. **J** Brougham Interior

Trim (facing page), a choice of rich cloth and vinyl (Flight Bench Two-Door, split-bench Four-Door) or vinyl with leather seating surfaces (high-back buckets Two-Door, split-bench Four-Door). Includes special door trim, woodtone appointments, cut-pile carpeting, courtesy lights, deluxe 3-spoke Rim-Blow Steering Wheel, rear seat fold-down armrest. Other comfort ideas — Tinted glass • Stereo-Sonic Tape/AM Radio System (with four speakers). Convenience ideas — Power trunk lid release • Fingertip Speed Control. Appearance ideas — Deluxe wheel covers, simulated "mag" wheel covers • White sidewall radial ply tires. Performance ideas — High axle ratio • Traction-Lok differential • Heavy-duty suspension • Sure-Track brake control system, and more.



Thunderbird Brougham Option interior



Thunderbird Features

A Interior Thunderbird innovation thinks of everything. You get better ideas like cockpit-accessibility of controls, full jet-age instrumentation — ammeter, oil pressure, temperature gauges. A unique new Locking Steering Column deters theft: locks steering-transmission-ignition when key is removed. There's a left-hand remote-control outside mirror. AM radio, too. Teak-toned appliques grace panel and doors. Flight Bench Seats have contour-molded foam cushions and backs, richly covered. Center armrest down, bucket-type comfort. Center armrest up, generous room and comfort for three. King-size door armrests are plush. Even the air you breathe is different. Power Ventilation freshens it continuously with all windows up. In a Command Post like this, flight from the commonplace is easy. **B** Electric windshield wipers hide when parked, improving visibility. **C** Uni-Lock Safety Harness fastens shoulder and lap belts with one buckle, unclutters front seat. **D** New full-width taillights have sequential turn signals to alert traffic. **E** New cornering lights illuminate turns, warn others. **F** Distinctive rooflines identify Two-Door Landau (vinyl), Four-Door Landau ("S" bar and vinyl), Two-Door Hardtop (steel).

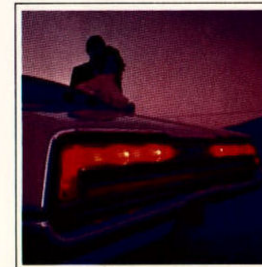
Other standard Thunderbird features include: Ventless Side Glass □ Reversible Keys, "Keyless" Locking □ Power Steering □ Electric Clock □ MagicAire Heater-Defroster □ Lockable Lighted Glove Box □ Map Light with automatic time delay □ Cayman Grain Vinyl Roof (Landau models) □ Power Front Disc Brakes □ Lined and Lighted Luggage Compartment □ Full Wheel Covers □ 429-cu. in. V-8 with SelectShift Cruise-O-Matic Transmission □ Articulated Accelerator Pedal □ Accelerator and Brake Pedal Appliques □ Hidden Radio Antenna □ Front and Rear Ash Trays □ Backup Lights □ Cigarette Lighter □ Coat Hooks □ Courtesy Lights □ Carpeting □ All-Vinyl Headlining □ Day/Night Rearview Mirror □ Bright Thunderbird Ornamentation on "C" Pillar (Two-Door Landau, Hardtop) □ Bright "S" Bar w/Teak-Toned Insert (Four-Door Landau) □ Bright Window Frames □ Bright Seat Side Shields □ Radial Ply Tires.

Travel in Confidence

Ever since Fords have been built, safety of those who drive and ride in them has been a primary concern of the Ford Motor Company. Ford engineers have driven millions of test-track miles, worked millions of laboratory man-hours to make each Ford car as strong and reliable as possible. Results of their dedication are reflected in the long list of Ford Motor Company Life-guard Design Safety Features below. By taking full advantage of all safety features offered, and by obeying traffic laws at all times, you can do much to reduce the likelihood of injury due to unsafe conditions on the road.

Every 1970 Thunderbird includes: □ Dual hydraulic brake system with warning light □ Glare reduced instrument panel padding, windshield wiper arms, steering wheel hub, horn ring, rearview mirror/mirror

mounting and windshield pillars □ Energy-absorbing steering column and steering wheel □ Energy-absorbing armrests and safety-designed door handles □ Front and rear lap belts for all seating positions □ Shoulder belts for front outboard occupants □ Turn indicators with lane-changing signal feature □ Inside view away rearview mirror □ Energy-absorbing instrument panel with padding □ Padded sun visors □ Two-speed windshield wipers □ Windshield washers □ High strength laminate safety glass windshield □ Double-yoke safety door latches and safety hinges □ Emergency flasher □ Backup lights □ Side marker lights □ Energy-absorbing front seat back tops with padding □ Self-locking front seat backs on two-door vehicles □ Safety-designed coat hooks □ Safety-designed radio control knobs and push buttons □ Outside rearview mirror,



driver's side □ Safety rim wheels and load-rated tires □ Corrosion-resistant brake lines □ Uniform transmission shift quadrant □ Parking lamps coupled with headlamps □ Non-reversing odometer □ Safety design front end structure □ Head restraints or high-back seats for front outboard occupants □ Safety glove box latch.

Thunderbird Specifications

Colors and Trim — Brilliant, rich Super Diamond Lustre Enamel in up to 31 exterior colors (all models). Color-keyed trim selections. Flight Bench Front Seat standard; High-back bucket Front Seats and Console (Two-Door) or split bench (Four-Door) optional. Standard trim all-vinyl. Optional Brougham Interior Trim in nylon cloth and vinyl or leather and vinyl. Optional Special Brougham Trim of hopsack and vinyl. Trims available in up to 7 color choices.

Engines — 429-cu. in. V-8 with 360 hp; 4.36" bore x 3.59" stroke; 10.5 to 1 comp. ratio; 4-barrel carburetor; automatic choke; premium fuel; dual exhaust system. **SelectShift Cruise-O-Matic** — Lets you drive fully automatic or shift manually through the gears. Three forward gears, one reverse, with quadrant sequence P-R-N-D-2-1.

Rear Axle — Semi-floating type with deep-offset hypoid gears. Straddle-mounted drive pinion.

Frame — Strong frame-and-body design consisting of front end assembly, rear end assembly, and four torque box assemblies connected by formed center sidersails. The frame is rugged ladder-type construction with five reinforced crossmembers. Node-point body mounting at 14 computer-designated positions results in superior noise and vibration suppression characteristics.

Front Suspension — Wide 62" tread. Drag-strut, ball-joint type. Rubber-bushed stabilizer.

Rear Suspension — Wide 62" tread. Three-link, coil spring system with long and short mounting-link arrangement. Lateral track bar centers axle. All links and track bar rubber-bushed.

Steering — Integral-design power steering. Tilt Steering Wheel optional. Overall ratio 21.9 to 1. Turning diameter 42.7 ft. Two-Door; 43.4 ft. Four-Door.

Brakes — Self-adjusting power brakes. Front: floating-caliper disc brakes. Rear: drum-shoe type brakes, drums cross-ribbed and flared. Front swept area 217.3 sq. in., rear area 155.9 sq. in.

Wheels and Tires — True-Center wheels on precision-machined hubs. Radial ply tires built to rigid Thunderbird specifications: 215-R15.

Dimensions and Capacities — Length 212.5" Two-Door, 215.0" Four-Door; width 78.0" Two-Door, 77.4" Four-Door; height 51.4" Two-Door, 53.6" Four-Door; wheelbase 115" Two-Door, 117" Four-Door; tread (front/rear) 62"; trunk luggage volume (cu. ft.) 12.8; fuel 24.0 gal.; oil 5 qt. with filter change; cooling system (with heater) 18.9 qt.

Twice-a-Year Maintenance

New Thunderbirds are designed to go 6,000 miles (or 6 months) between oil changes and minor lubrications; 36,000 miles (or 3 years, whichever comes first) between major chassis lubes. Other '70 Thunderbird service-savers include: 24-month engine coolant-antifreeze, self-adjusting brakes, long-life Sta-Ful battery, shielded alternator, rust- and corrosion-resistant aluminized mufflers and galvanized underbody parts. The '70 Thunderbird needs so little service it's just good sense to see that it gets the best — at your Ford Dealer's. His factory-trained mechanics and special tools add up to the greatest service combination available for your Thunderbird.

NOTE: Your new 1970 Thunderbird comes equipped with factory engineered and approved parts such as the dependable Autolite Sta-Ful battery, Autolite Power-Tip spark plugs, Autolite shock absorbers, and an Autolite 6000-mile oil filter. For continued top performance, be sure to specify genuine Autolite parts whenever replacement is necessary.

While the information shown herein was correct when approved for printing, Ford Division reserves the right to discontinue or change at any time, specifications or designs without incurring any obligations. Some features shown or described are optional at extra cost.

THUNDERBIRD 