



*A new look...a new size...
a new price...
but unmistakably Thunderbird.*

Base sticker price: \$5,063*

Power Front Disc Brakes	No charge
Power Steering	No charge
Automatic Transmission	No charge
302 Cubic Inch V-8	No charge
Full Wheel Covers	No charge
AM Radio	No charge
Electric Clock	No charge
Steel-Belted Radials	No charge
White Sidewalls	45
Vinyl Roof	132
Color-keyed bodyside moldings	51
Dual Accent Paint Stripes	39
Deluxe Bumper Group	72
Remote Control LH Mirror	14
Color-Keyed Deluxe Belts	18
TOTAL	\$5,434

*Excluding title, taxes and destination charges.



**For 1977, Thunderbird is completely new.
And at \$5,434*, it's hard to believe.**

For 1977, Thunderbird has been beautifully restyled. But for many people, the best news this year will be Thunderbird's new base sticker price: \$5,063.* And the sticker price of the white Thunderbird illustrated on the facing page, just as it stands with those options most people prefer, is an unbelievable \$5,434.*

Now Thunderbird—the car so long and universally admired—is well within reach of people who drive 2-door mid-size specialty cars like Monte Carlo, Grand Prix and Cordoba.

There are other pleasant surprises for the buyer interested in Thunderbird this year. Thunderbird for '77 is leaner—and about ten inches shorter than it was a year ago...yet you will still find interior room for six passengers. The trimness is a major factor in performance advantages. Combined with a shorter wheelbase, wide tread, standard steel-belted radials and rear stabilizer bar, you get a reassuring, solid feel of the road.

A responsive 302 CID 2V V-8** generates ample spirit. You can add more liveliness—up to 400 cubic inches. For further driving ease, power steering, power front disc brakes and the silky-smooth SelectShift automatic transmission (which you can shift manually) are standard.

Under the unique wrap-over roof we've added great visibility. There are large coach windows, smart new opera windows and wide-sweeping front passenger windows. And there is much more beauty and elegance in the '77 Thunderbird, as you'll see when you read this brochure.

*Excluding title, taxes and destination charges.

**302 V-8 is not available with California or high altitude emission equipment.

A new interpretation of an American legend.

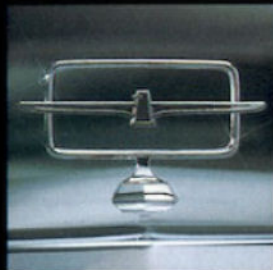
You don't have to be a person with a special interest in cars to be aware of the Thunderbird legend. The first Thunderbird went on sale October 22, 1954 and created the personal luxury car segment of the automotive market, where Thunderbird was to

enjoy almost uninterrupted leadership over the next 21 years. Through these years, through the many changes, Thunderbird's uniqueness, individuality and engineering innovations have been retained.

The goal for 1977 was a slimmer and sleeker Thunderbird that offered good looks, good handling, a quiet, smooth ride, and high levels of standard equipment. We think you'll agree that Thunderbird designers and engineers have done their work well.

At the left you will see some of the distinctive styling touches that will help carry forward the Thunderbird heritage and legend into 1977. The crystal-faceted parking lamps...the wrap-over roof...the styling of the front end...the Thunderbird full-width taillights...the functional fender louvers...the opera windows...the sculptured hood...the contemporary Thunderbird emblems...all combine to continue the classic Thunderbird theme.

But the look of Thunderbird is only part of the Thunderbird legend. Luxury, comfort, a wide range of choice in equipment and interior selections are another part. These are presented in the pages that follow.



A new kind of Thunderbird elegance.

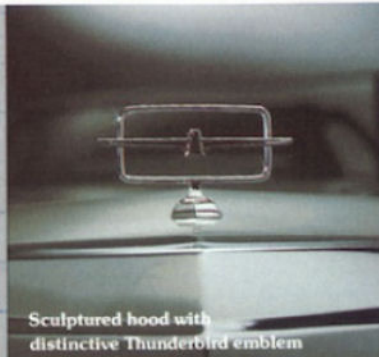


Even with its new low starting price, the 1977 Thunderbird reflects the elegance and styling refinement that are traditional with Thunderbird. Thunderbird designers help achieve even higher levels of elegance with better ideas like the optional Exterior Decor Group and Interior Luxury Group, both shown here.

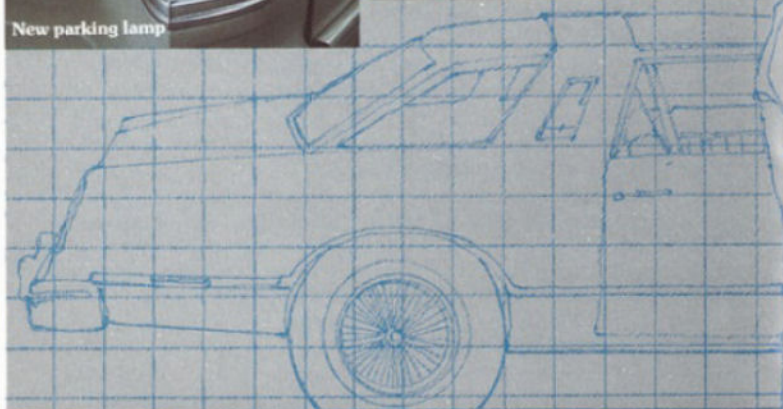




New parking lamp



Sculptured hood with distinctive Thunderbird emblem



Full-width taillights



Classic front end styling



New wrap-over roof design



Functional fender louvers



Opera window

Maintaining the tradition:

Imaginative, Colorful Things Happen with Tu-Tone.

Fashion-fresh Tu-Tone paint treatments are a Thunderbird idea that lets you add a personalizing touch at moderate extra cost.

Illustrated below is the new Champagne Metallic finish (Code 8Y), with harmonizing lower bodyside accent of Dark Brown Metallic (Code 5Q). The Dark Brown vinyl roof is a distinctive styling touch. Another touch is the Turbine Spoke Cast Aluminum Wheels. As always, Thunderbird options like these, in a seemingly limitless selection, let you personalize your particular car to your individual taste.



trend-setting style...luxurious interiors.



Control center combines elegance and function. You'll appreciate Thunderbird best with a test flight. Smooth, quiet comfort for six. Reachable controls. And readable gauges. With metric speedometer graphics—in visible Arc Yellow.

A wide selection of elegant interiors.

Interior elegance and sumptuous comfort have always been part of the Thunderbird concept. Seats are deeply foam-cushioned, immaculately tailored, shaped and positioned for solid, day-long driving comfort. Wood-toned accents enrich the instrument panel, steering wheel and door panels. And here, once again, you have a range of optional choices to make Thunderbird personally yours.

You might prefer the Sports Instrumentation Group (1) with its engine-turned panel and steering wheel accents plus additional performance gauges.

Select the Interior Decor Group (2) with its individually adjustable split bench seats luxuriously tailored with Ardmore and Kasman Knit cloth, or, if you prefer, either all vinyl or, leather seating surfaces (3).

Thunderbird's standard interior (4) is trimmed with lustrous Willshire cloth and vinyl. Bucket seats, with padded center console and stowage compartment are another choice. You can have either Newbury cloth and vinyl (5) or Lamar vinyl trim (6).

The Interior Luxury Group (7) offers Thunderbird buyers split bench seats with a manual passenger recliner in a choice of Media velour or ultra-soft leather (seating surfaces) and high gloss woodtone appliques on the instrument panel and door panels. Available in Dove Grey, Red, Blue, Jade, Saddle and Chamois.



Optional equipment...choices that make the new Thunderbird personally yours.



Here is a selected sampling of the dozens of new Thunderbird options.

(a) **AM/FM Stereo Search Radio.** Touching signal-seeking tuner automatically moves selector to next highest station on band.

(b) **SelectAir Conditioner with Automatic Temperature Control.** Set the control for the most comfortable, year-round temperature and SelectAir does the rest, cooling or warming as needed.

(c) **Front Cornering Lamps.** Help light your way when turning onto dark streets, into unlighted driveways.

(d) **Illuminated Entry System.** Light shines around door lock cylinder, interior lights are turned on for convenience, security. Lights go off in about 20 seconds, or when you insert ignition key to start car.

(e) **Illuminated Visor Vanity Mirror.** Side lamps light as cover is lifted. Selector switch varies light intensity.

(f) **Power Moonroof.** A window to the sky. Open for sun or fresh air, closed tight in bad weather. Tinted in five shades to match vinyl roof selections.

(g) **6-Way Power Seat.** Lets you select your most comfortable seating position behind the wheel.

(h) **Fingertip Speed Control.** Drive at preset speeds without the accelerator. Relaxing, steady pace conserves fuel. Instantly cancelled at touch of the brake.

(i) **Tilt Steering Wheel.** Adjusts to five separate positions for easier entry, most comfortable driving angle.

(j) **Power Side Windows.** Raise or lower windows as easily as pointing your finger.

(k) **Manual Passenger Recliner** (Included with split bench seats in Interior Decor and Luxury Groups). Tilts passenger seat back for relaxing on long trips.

(l) **Heavy Duty Trailer Towing Package.** Heavy-duty components in suspension, electrical and cooling systems make Thunderbird ideal for trailering up to 6,000 pounds.

As always, Thunderbird is rich in standard equipment.

The choice of a Thunderbird is rewarding, too, for its many standard features. Thoughtful design features like the hinged grille section (inset), which "gives" under moderate impact to avoid damage.

But most of all, Thunderbird is distinguished by all the major equipment items and features that are included in its base price. For 1977, these include:

Comfort/Convenience: Power steering

☐ electric clock ☐ power ventilation, to freshen air with windows closed ☐ MagicAire heater/defroster ☐ deep-cushioned bench seats contoured for comfort, tailored with soft-to-the-touch knit cloth/vinyl trim ☐ color-keyed cut-pile carpeting ☐ full-length door armrests.

Durability/Economy: 40-amp. alternator, maintains battery charge even at low engine speeds ☐ DuraSpark Ignition—good starting, low maintenance ☐ service-saving ideas like 30,000 miles (or 3 years, whichever comes first) between scheduled major chassis lubrications; oil and filter changes called for at 7,500 miles, or 6 months initially. 7,500-mile oil and 15,000-mile filter changes thereafter. Other features like: self-adjusting brakes, 3-year engine coolant-antifreeze, long-life Motorcraft battery.

Handling/Performance: Spirited, 302 CID 2V V-8 (N.A. with Calif. or high altitude emission equipment.) ☐ power front disc brakes—confident, straight-line stops ☐ front/rear stabilizer bars ☐ SelectShift automatic transmission—smooth power flow, can be shifted manually ☐ coolant recovery system, reduces loss from pressure buildup ☐ dual note horn ☐ BSW steel-belted radial ply tires.

Peace-of-Mind/Safety: Seat and shoulder belts ☐ inside hood release ☐ locking steering column ☐ ignition key warning buzzer ☐ plus all other Ford Motor Company Lifeguard Design Safety Features.

Quiet, Smooth Ride: Full-coil suspension—road-clinging stability plus tuned shock absorbers ☐ body/frame construction—with closed box-section members ☐ extensive soundproofing—thick layers of fiberglass and other materials to shield against road and noise vibration.

Styling/Appearance: Opera windows ☐ concealed headlamps ☐ hood ornament ☐ fender louvers ☐ full-width taillamps ☐ full wheel covers ☐ bright moldings at windows, hood rear edge, door belts, drip rails, roof wrapover, rocker panels and wheel lips ☐ door trim with woodtone appliques ☐ instrument panel burlled walnut woodtone appliques ☐ Thunderbird ornamentation.



The 1977 Thunderbird heads up a wide selection of 2-door hardtop choices from Ford.

Of course, all that we've said and shown you of the new Thunderbird means very little until you see and drive the car for yourself. Then, it can mean a great deal indeed. If you're thinking of buying *any* car in the mid-size personal group, you owe it to yourself to experience at first-hand what Thunderbird has to offer you. Your Ford dealer will be happy to arrange a test-drive at your convenience.

And, while you're at your Ford dealer's be sure to inspect the other 2-door hardtop choices available. It's a wide selection, offering an unusually broad range of choice.

The 1977 Ford LTD...traditional full-size...famous quiet ride, roomy comfort and luxury. The all-new trim-size LTD II...LTD quality and workmanship in a trimmer, sportier line at a trimmer price. The 1977 Granada...designed to give you efficient use of space and money.

You'll find that each of these new Fords is a fine car—in style, in quality, in comfort, in features and in overall value.



(a) **LTD Landau 2-Door Pillared Hardtop.** Optional equipment includes: wide-band white sidewall tires, deep dish aluminum wheels, Deluxe Bumper Group, Convenience Group, front cornering lamps, metallic glow paint.

(b) **Granada 2-Door Sports Coupe.** White sidewall tires optional.

(c) **LTD II Brougham 2-Door**
Shown with these options: wide-band white sidewall tires, wire wheel covers, Deluxe Bumper Group, Convenience Group, cornering lamps, half-vinyl roof.



The Evolution of an American Classic.



1955



1958



1961



1962



1977 Thunderbird: a new direction



1964



1966



1967



1970



1972



1975

Specifications, descriptions and illustrative material contained herein were accurate at the time this brochure was approved for printing. Ford Division reserves the right to discontinue models or options at any time or change specifications, equipment or design without notice and without incurring obligation. All options and accessories illustrated or referred to as optional are extra cost. Availability of engines and transmissions is contingent upon Federal Emission Certificate and production schedules.



When America Needs
a better idea
Ford puts it on wheels.