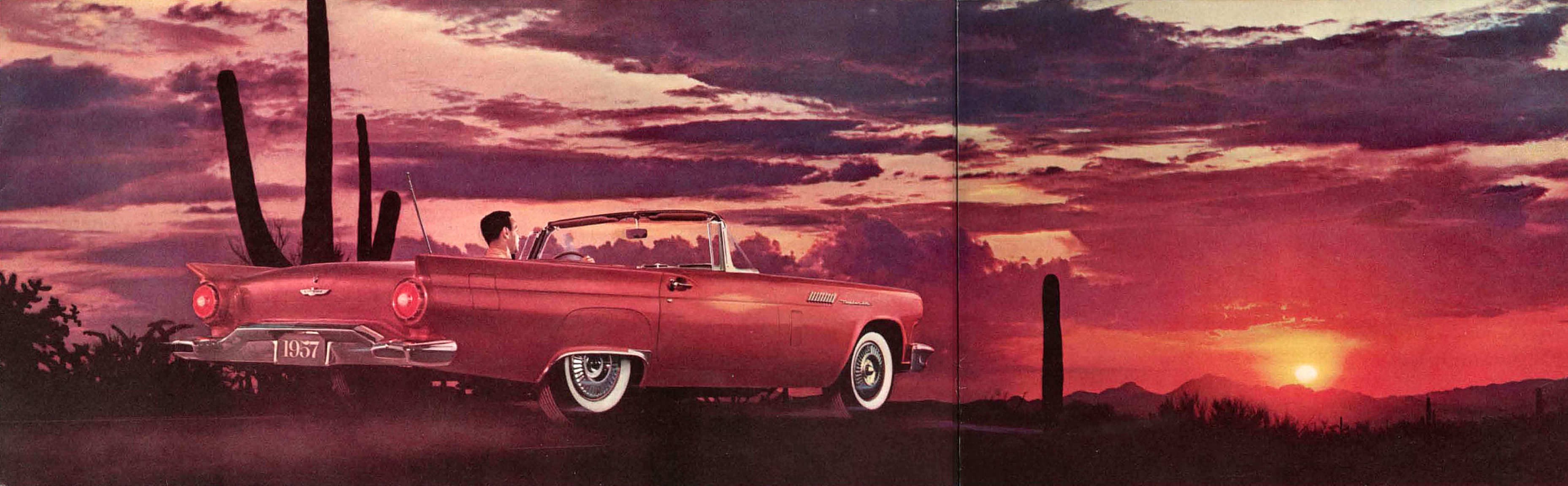


The '57 Ford *Thunderbird*





Destination— Horizon

Say goodbye to your cares. Here's the newest version of an American classic ready and waiting to open the world of fun you thought existed in your fancies alone. It's the '57 Thunderbird . . . a refinement of the world's most refined car.

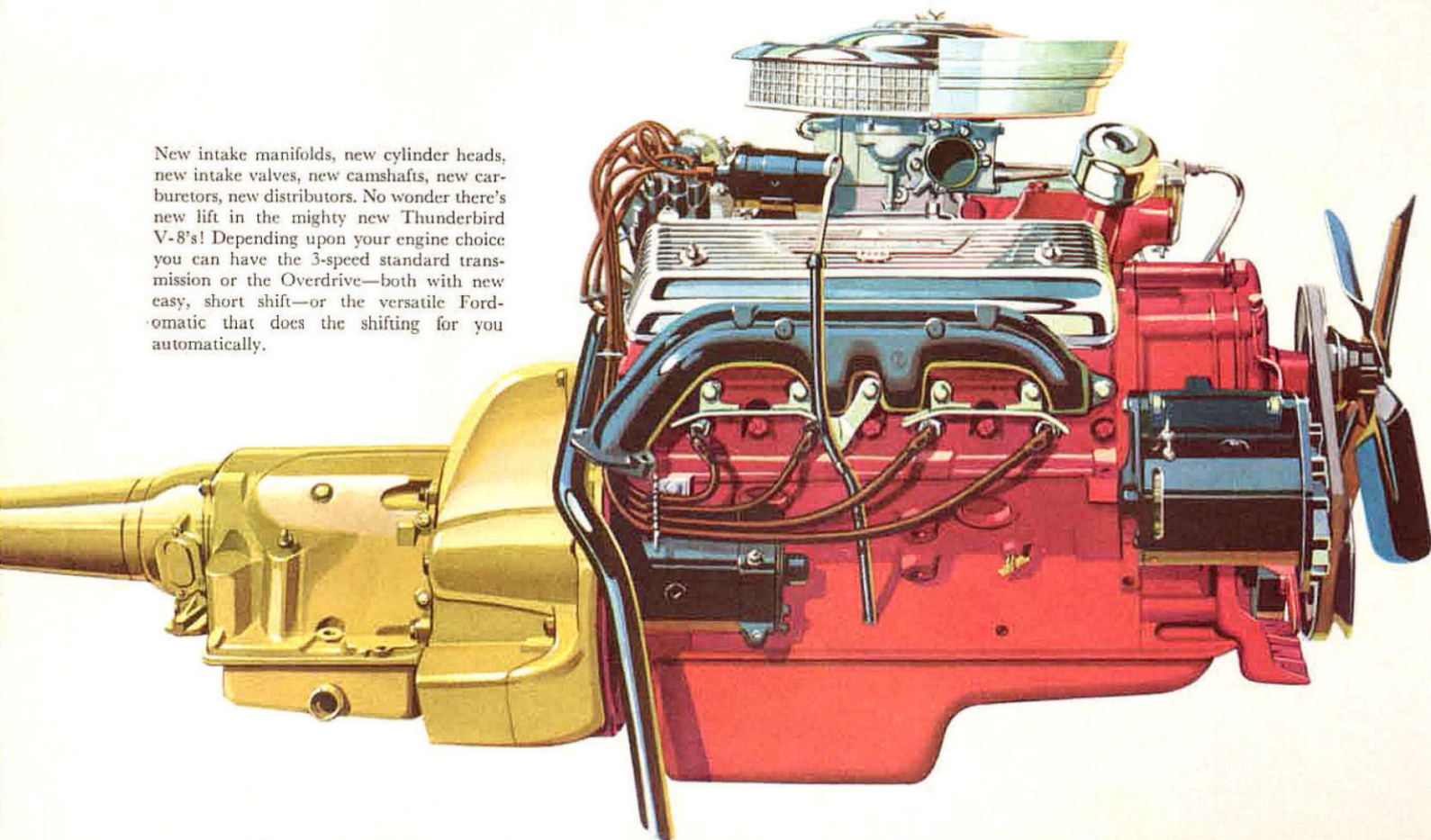
From stem to stern, fresh new lines sing "Thunderbird" sweeter than ever. Inside and out there's a bright parade of surprises from a radio that turns up its own volume when you turn up the rpm's to a new paint with a "built-in wax job"!

Thunderbird GO, the famous standard for fine-car power, has soared to still more brilliant heights. These new power plants guarantee that when your mood says "scat" this 'Bird will skedaddle! With new balance, lower center of gravity, bigger brakes, recalibrated shock absorbers and new level-ride rear suspension you'll get a sense of handling and road holding never equalled before.

Town car luxury and convenience write the last line of the exciting new Thunderbird story—a story that goes straight to your heart the minute you lay a hand on the wheel of this magic-filled car. Go ahead. You have nothing to lose but your cares.

Horsepower...ready to stampede your cares

New intake manifolds, new cylinder heads, new intake valves, new camshafts, new carburetors, new distributors. No wonder there's new lift in the mighty new Thunderbird V-8's! Depending upon your engine choice you can have the 3-speed standard transmission or the Overdrive—both with new easy, short shift—or the versatile Fordomatic that does the shifting for you automatically.



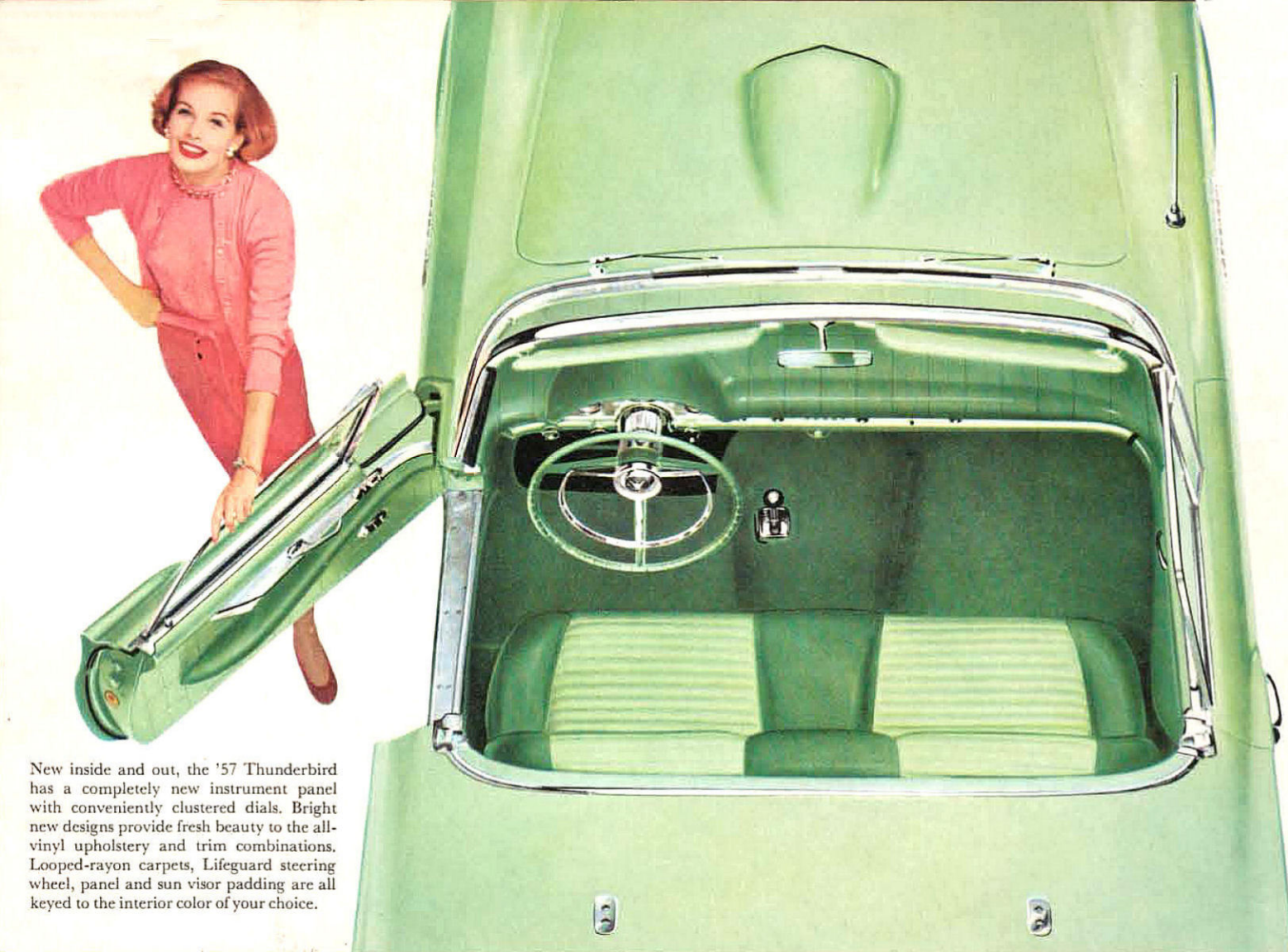
New Thunderbird V-8's—based on the famous Ford Y-block design—deliver four exciting flavors of GO.* Whichever one of these willing engines you choose, count on it for quick starting in any weather, lightning acceleration, maximum performance at minimum throttle, plus beautiful behavior whenever your lady takes the wheel.

Better yet, this new stampede of power won't stampede the gas gauge. That's because the new Thunderbird power plants "breathe easier" at all speeds . . . distill the last spark of power from every particle of fuel-air mixture. And like all '57 Ford V-8's, the Thunderbird engines are *electronically* "mass-balanced" to run velvet-smooth . . . far longer. (An important engineering advancement, exclusive with Ford).

Just listen to the sweet harmony of a Thunderbird's dual exhaust pipes. It's a song of the road that goes straight to the heart of every sportsman.

*With Conventional Drive there's the 212-hp Thunderbird 292 V-8. With Fordomatic or Overdrive transmission you get the 245-hp Thunderbird 312 Special V-8. And available at extra cost with any transmission, there's a special 270-hp Thunderbird 312 Super V-8. Also, an extra-high-performance Thunderbird 312 Super V-8 delivering up to 285 hp.





New inside and out, the '57 Thunderbird has a completely new instrument panel with conveniently clustered dials. Bright new designs provide fresh beauty to the all-vinyl upholstery and trim combinations. Looped-rayon carpets, Lifeguard steering wheel, panel and sun visor padding are all keyed to the interior color of your choice.

Thoroughbred beauty...town car comfort and convenience



The famous Thunderbird grille symbolizes modern styling at its best. It's the distinctive hallmark of a world renowned automotive classic.



The shape of things to come . . . here today on the Thunderbird. Rakish tailfins add new dash to its swank . . . new grace to its exciting lines.

It used to be a generally accepted fact among enthusiasts that when you packed a car full of performance you had to leave out something . . . comfort, convenience, *or both*. Ford engineers disagreed. And that's why Thunderbird owners exclusively can enjoy their high performance in limousine luxury.

With its trim body, crafted from steel, the Thunderbird rides solid, silent and secure. The interiors are color matched to the widest spectrum of exterior color combinations ever offered—including exclusive Thunderbird colors that feature new paint with a "built-in wax job!" To the rear, there's a regular luggage cavern with more room than ever—even with spare tire inside. Inside the cockpit there's plenty of space, too. The foam rubber seat is actually broad enough to cradle three adults.

Weather protection? From the snug cockpit of your Thunderbird you can laugh at the worst the seasons can offer. Summer, winter, spring or fall . . . with a Thunderbird you'll enjoy them all!

Gentlemen agree that the Thunderbird is America's distinguished *personal* car. The only question in Thunderbird-owning families is whether it's "his" or "hers!"



A new luggage compartment. It's bigger and roomier than ever before, even with the spare tire inside! It's nearly 5½ feet long . . . nearly 5 feet wide . . . and deeper, too. The deck lid pops open when you turn your key.

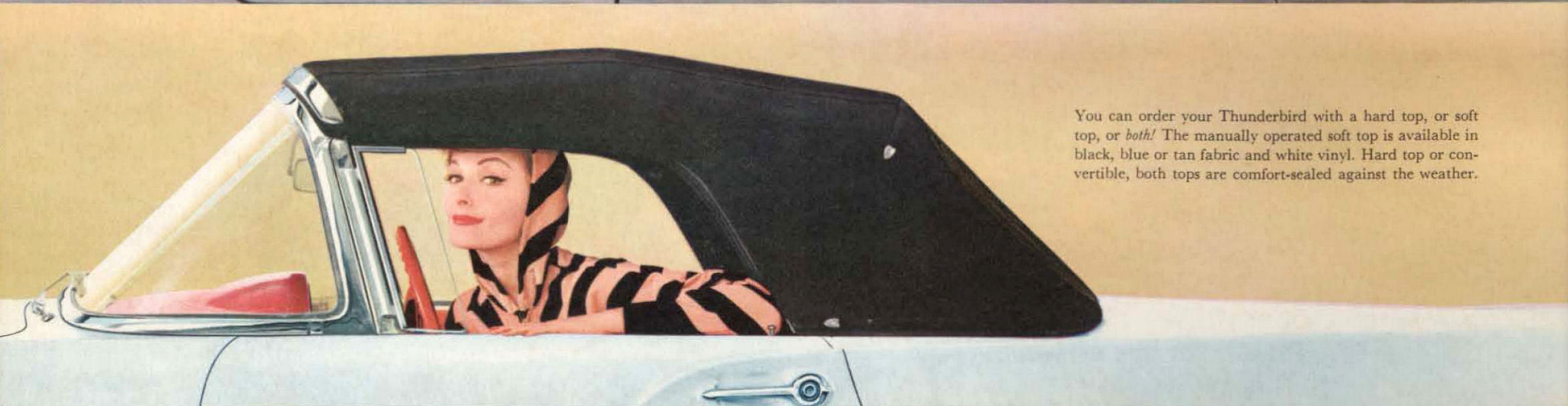


Let it rain, who cares? Storms roll off a Thunderbird like water off a duck's back. Safety-glass windows roll up solid. The cowl side vents team with the glass wind deflectors for controlled cockpit ventilation, greater driving comfort.



Two new tops!

A lined hard top with exclusive "port" windows is the standard top for all '57 Thunderbirds. With six wide-handled clamps (2 top-to-windshield, 4 top-to-body), it whisks off easy as pie for fair-weather fun. If you prefer a hard top without "port" windows, it's yours at no extra cost.



You can order your Thunderbird with a hard top, or soft top, or *both*! The manually operated soft top is available in black, blue or tan fabric and white vinyl. Hard top or convertible, both tops are comfort-sealed against the weather.

34 "CUSTOM" COMBINATIONS IN SPARKLING NEW COLORS

The chart on the right shows how the new Thunderbird mixes the gayest colors of the year for a smart two-tone effect to match your mood and taste. The top in matching body color is also available if you desire. There are six matching interior combinations, too, that harmonize with the body colors. Pleated seat bolsters, seat backs and cushion inserts blend in the following combinations—Raven Black with Colonial White, Dresden Blue with Starmist Blue, Cumberland Green with Willow Green, all Thunderbird Bronze, all Colonial White or all Flame Red.

BODY	TOP
1. Raven Black	Coral Sand
2. Inca Gold	Raven Black
3. Coral Sand	Colonial White
4. Colonial White	Raven Black
5. Raven Black	Flame Red
6. Colonial White	Inca Gold
7. Flame Red	Colonial White
8. Starmist Blue	Raven Black
9. Colonial White	Dusk Rose
10. Willow Green	Raven Black
11. Colonial White	Thunderbird Bronze
12. Gunmetal Gray	Colonial White
13. Dusk Rose	Colonial White
14. Colonial White	Flame Red
15. Gunmetal Gray	Inca Gold
16. Coral Sand	Raven Black
17. Raven Black	Colonial White
18. Flame Red	Raven Black
19. Dusk Rose	Raven Black
20. Thunderbird Bronze	Colonial White
21. Starmist Blue	Colonial White
22. Colonial White	Coral Sand
23. Raven Black	Inca Gold
24. Colonial White	Willow Green
25. Gunmetal Gray	Raven Black
26. Inca Gold	Colonial White
27. Colonial White	Starmist Blue
28. Raven Black	Willow Green
29. Colonial White	Gunmetal Gray
30. Inca Gold	Gunmetal Gray
31. Raven Black	Starmist Blue
32. Coral Sand	Gunmetal Gray
33. Willow Green	Colonial White
34. Raven Black	Dusk Rose





New Fordomatic combines the advantages of the torque converter with those of the automatic gear system for extreme flexibility, smoothest performance of all automatic transmissions.



Swift Sure Power Brakes need so little pressure that you could put a light bulb between your foot and the brake pedal and still bring your flying Thunderbird to a full halt without breaking the bulb!

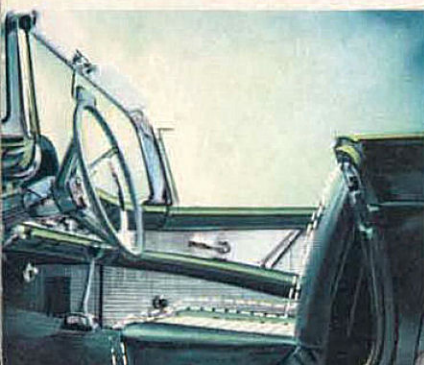


Power-Lift Windows gives you finger-tip control of the weather. You can get just the right degree of ventilation or button your 'Bird up fast against the rain while in full flight . . . easily and safely.



Master-Guide Power Steering takes over 75% of the steering effort, but leaves you the full feel of the road. It makes you master of emergencies . . . lets you "back and fill" with a flick of the wrist.

Pick your favorite armchair position on this two-way Dial-O-Matic power seat control—there's a choice of 7 horizontal and 5 vertical positions.



Willing Power Assists await your pleasure

Modern Americans choose to let machines do "the dirty work" . . . while they save their energies for more vital matters. That's why power assists in automobiles have come to be looked upon as luxuries that are well worth their modest extra cost. Some drivers even feel they pay for themselves in the increased pleasure and relaxation they bring. Fine car that it is, the Ford Thunderbird naturally offers the most advanced power assists available today.

With Dial-O-Matic when you switch off the ignition, the seat automatically "steps back" to give you full exit room. It stays back until you switch the ignition on again. Then it silently returns to the pre-set position.

Backup Lights are mounted in the center of the regular taillights.



Deluxe Radio Antenna is smartly positioned in the center of the rear deck.

Rear Fender Shields add a rakish touch to the trim Thunderbird.

Functional accessories...*the crowning touch of luxury*

A Thunderbird in standard trim is more fully "outfitted" than any car in its class. Tachometer, turn signal indicators, electric clock . . . they're all part of the standard equipment. But for the many drivers who want to personalize their Thunderbird to their special taste, Ford also offers a complete list of accessories. Here are some—Aquamatic windshield washer-wiper, Ford seat belts, Auto-Home electric shaver, locking gas cap, heavy duty Super Filter air cleaner, I-Rest tinted safety glass, whitewall tires. Other accessories shown on this and opposite page.

Deluxe, visored rearview mirror is body mounted.

Engine dress-up kit gives extra glamour to your Thunderbird V-8 with aluminum rocker covers, chrome-plated air cleaner cover and chrome-plated oil filler cap.

Tonneau Cover made of resilient vinyl is available in colors to match the seat bolsters. It gives the cockpit of your open Thunderbird complete protection against dust or rain . . . zips down middle so you can drive with the passenger side covered, continental style.

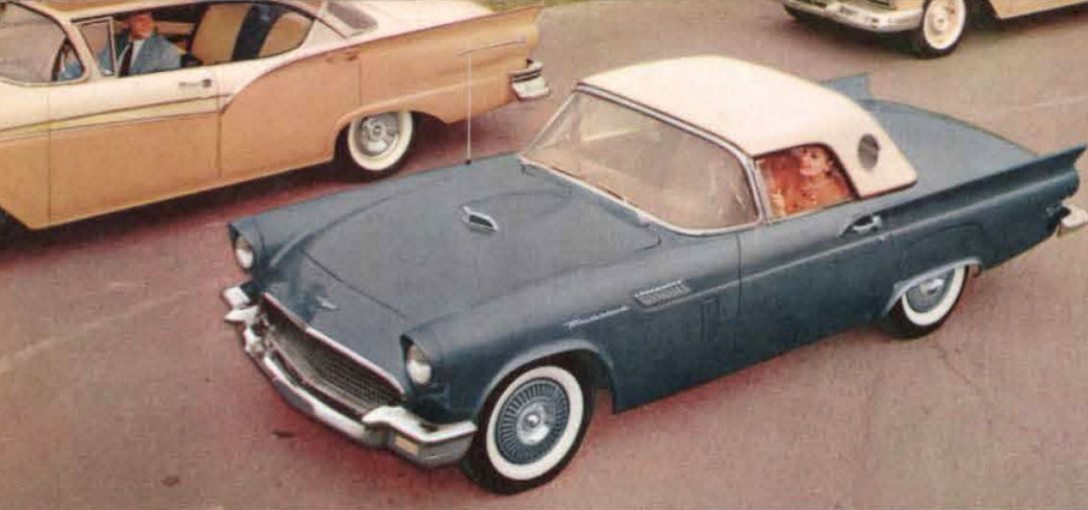
New Turbine Wheel Covers add an extra touch of glamour to the Thunderbird. Exclusive Wire Wheel Covers also available.



New Transistor-Powered Volumatic radio automatically tunes in stations in either direction on the dial. Also, it automatically "raises and lowers its voice" as car speed increases and decreases.



MagicAir Heater is actually a 3-way system that heats, ventilates and defrosts. One panel gives you complete control of this marvelously effective system.



As light in traffic as a feather to your touch . . .
a Thunderbird actually makes city driving fun!

Town car comfort and complete convenience guarantee
that there's never any season on Thunderbirding.

High roads, low roads, back roads—the rugged
Thunderbird cheerfully follows your fancies.

Perfect running mates—the family Ford
and its dashing cousin, the Thunderbird.



Thunderbird Specifications

270-hp Thunderbird 312 Super V-8* (optional): 312-cu. in. displacement; 3.80" bore x 3.44" stroke; 9.7 to 1 compression ratio. Low-silhouette, interconnected, twin 4-venturi carburetors with automatic choke. Available with any transmission.

245-hp Thunderbird 312 Special V-8: Same as above except 4-venturi carburetor. For Fordomatic Drive or short shift Overdrive.

212-hp Thunderbird 292 V-8 Engine: 292-cu. in. displacement; 3.75" bore x 3.30" stroke; 9.1 to 1 compression ratio; low-silhouette 2-venturi carburetor with automatic choke. For short shift Conventional Drive.

Engine Features: Short-stroke, low-friction design, deep-block construction; free-turning, overhead intake and exhaust valves; new higher-lift camshaft; new "deep-breathing" induction system; Super-Filter air cleaner with re-usable paper element; high-turbulence combustion chambers for top premium fuel performance; dual exhausts; 12-volt electrical system. Engines precision "mass-balanced" while operating under power for maximum smoothness.

Ball-Joint Front Suspension: Tailored-to-weight coil springs; ride stabilizer; double-acting shock absorbers.

Rear Suspension: Semi-floating, hypoid-type rear axle, composite housing. New 5-leaf rear springs with rubber-bushed front hangers and tension-type rear shackles. New "wind-up" bumper on cross member over axle "nose" for level ride control. Double-acting shock absorbers. Axle ratios—3.10 to 1 with Fordomatic; 3.56 to 1 with Conventional Drive; 3.70 to 1 with Overdrive.

Frame: Low-slung, X-type frame; box-section side rails.

Clutch and Transmission: Heavy-duty 11" diameter, semi-centrifugal clutch; suspended pedal. **Conventional Drive:** Easy, short shift 3-speed transmission with new shot-peened, finer-pitch helical gears for greater strength and quietness; forged bronze synchronizers. **Overdrive:** Easy, short shift 3-speed plus automatic 4th gear that cuts "in" about 28 mph, cuts "out" at about 22 mph.

Fordomatic Drive: Water-cooled. Torque converter plus automatic 3-speed gear mechanism. Automatic "low-gear" starts and "intermediate-gear" passing with selector in drive (Dk) position. Floor-mounted selector, illuminated dial.

Steering: Symmetrical-linkage; 23 to 1 over-all ratio; 17" diameter, deep-center Lifeguard steering wheel with 2" adjustment; 36" turning diameter.

Brakes: Easier acting, double-sealed, 11" duo-servo brakes; 176-sq. in. lining area; greater fade resistance.

Wheels and Tires: Smaller 14" safety-contoured wheels. 7.50 x 14 tubeless tires on 5" rims.

Exterior Dimensions: 102" wheelbase; 56" treads; 181.4" over-all length. Height (design load) to ground, 33.6" (top of door), 51.6" (hard top), 51.8" (soft top).

Interior Dimensions: 44.9" leg room; 58.8" hip room; 53.3" shoulder room; 33.1" head room (hard top), 33.6" (soft top). Trunk dimensions: 63.4" length, 58.4" width. 20 gallon gas tank with antispill cap.

Color and Upholstery: Raven Black, Starmist Blue, Colonial White, Flame Red, Inca Gold, Thunderbird Bronze, Gunmetal Gray, Willow Green, Coral Sand, or Dusk Rose body colors with glass-fibre standard hard top with "port" windows or optional hard top without "port" windows in contrasting or matching colors; convertible top in Blue, Black or Tan Rayon or White Vinyl. Pleated Colonial White and Raven Black, Starmist Blue and Dresden Blue, Willow Green and Cumberland Green or solid Flame Red, Bronze or Colonial White all-vinyl interiors including harmonizing grained vinyl-covered standard Lifeguard cushioned sun visors and standard Lifeguard instrument panel padding. Harmonizing looped-rayon carpeting.

Available Equipment and Accessories: Swift Sure Power Brakes, Master-Guide Power Steering, Dial-O-Matic 4-Way Power Seat, Power-Lift Windows; convertible fabric top, tonneau cover; seat belts. I-Rest tinted safety glass; Aquamatic windshield washer-wiper, special fuel-and-vacuum pump unit; Full-Flow oil filter, heavy duty Super-Filter air cleaner, engine dress-up kit; Fordomatic, Overdrive, Magic-Aire heater, Volumatic radio, deluxe antenna, rear fender shields, backup lights, locking gas cap, hooded mirror, Auto-Home electric shaver, Turbine Wheel covers, Wire-Wheel covers, whitewall tires.

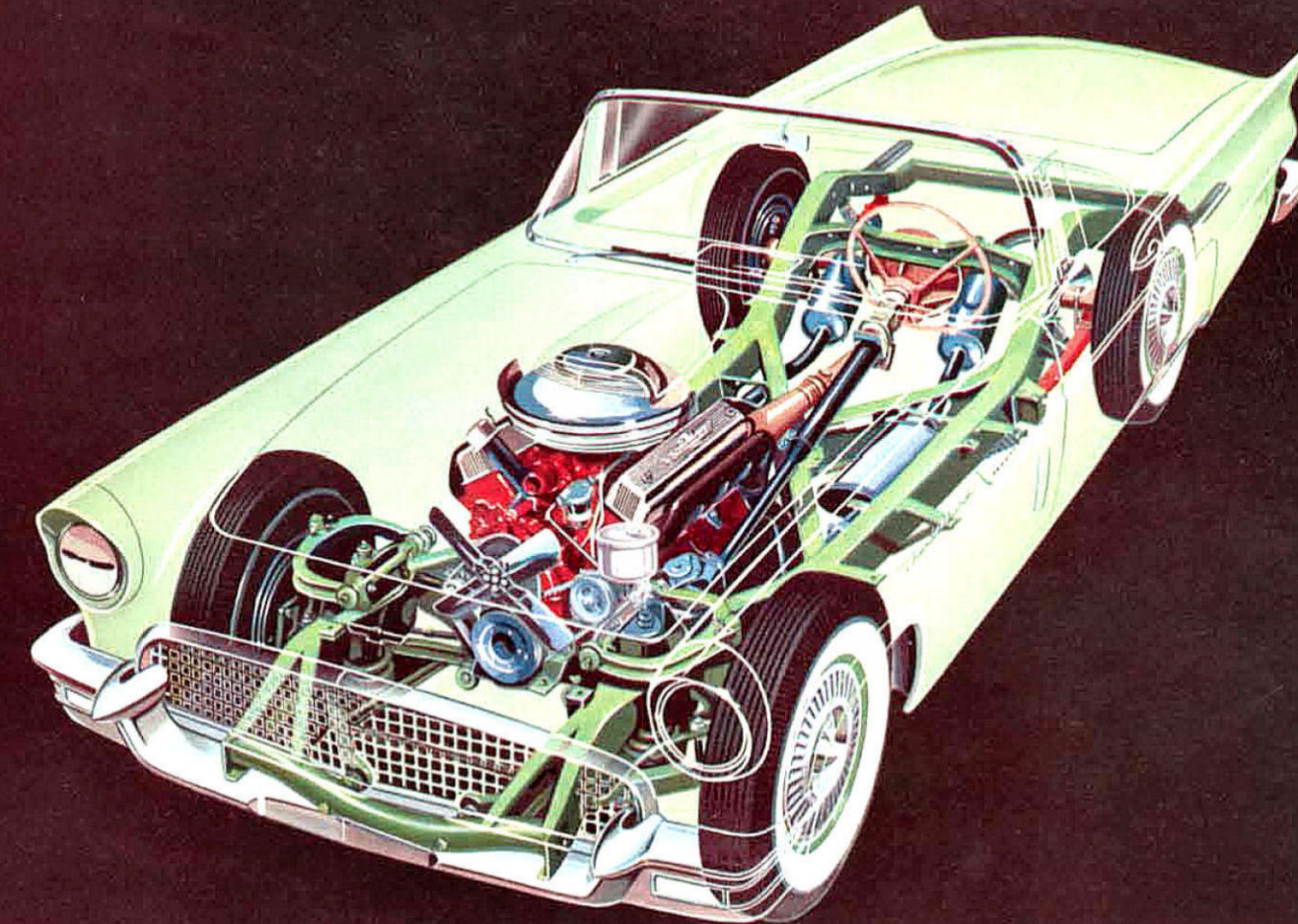
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*Also, an extra-high-performance Thunderbird 312 Super V-8 delivering up to 285 hp.

FORD Division of FORD MOTOR COMPANY

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The '57 Ford *Thunderbird*

