

Thunderbird

for 1961

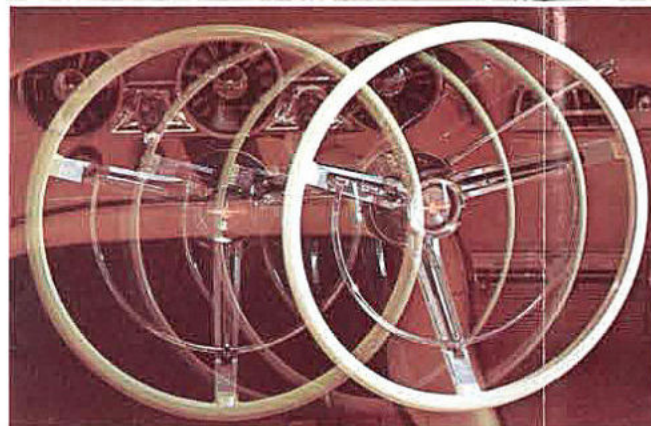


Unmistakably new...

*The finest expression of the Thunderbird spirit!
Not a hair wider nor a tenth of an inch longer,
yet the 1961 Thunderbird is so uniquely new,
it stands alone in the fine car field!*

Unmistakably Thunderbird

*With all its trend-setting newness, this
unique new car is still all Thunderbird
in its distinctive size, its classic lines, its
sparkling sports car performance.*



The Swing-Away Wheel moves over to welcome you in, making it so easy to get in or out of the new Thunderbird. This optional movable steering column can be moved to the side or returned when the Cruise-O-Matic selector lever is in "P" (Park). With the wheel in normal driving position, moving the selector from Park is the only control you need touch to lock the wheel securely, safely.

The same kind of concern for your comfort and convenience is reflected throughout this finest

Thunderbird ever built. The new windshield pillars, which now slant *away* from you, combine with Thunderbird's wider doors (a full 51 inches), to provide spacious openings for the easiest, most graceful entrances and exits.

The famous Thunderbird individually-contoured seats have even more luxurious comfort . . . with 12 more pounds of foam rubber added to the formed padding in cushions *and* backs of all seats. Design improvements, including the use of curved side windows, mean that within the same external

dimensions, you get more hip, elbow and shoulder room inside.

The new high-performance Thunderbird 390 Special V-8 with 4-barrel carburetion was designed, powered and built to establish a new standard of exceptional Thunderbird performance.

Cruise-O-Matic Drive, integral-type Power Steering and self-adjusting Power Brakes are all standard equipment . . . all refined to give you automatic driving at its finest . . . the smoothest, most flexible performance ever built into a car.



Thunderbird Options and Accessories

- **SWING-AWAY WHEEL**—a unique engineering feature
- **SELECTAIRE CONDITIONER**—for year-round climate comfort
- **POWER SEAT**—both front seats individually adjustable
- **POWER WINDOWS**—controlled individually or by master control with "lockout" so driver alone can operate all windows
- **PUSHBUTTON RADIO**—fully transistorized with richer tone
- **MAGICAIRE**—25% greater ventilation, quicker-than-ever defrosting

Thunderbird Colors and Fabrics

Choose from a splendid variety of colors for your 1961 Thunderbird exterior: 19 Single Colors and 30 Two Tone combinations (for Hardtop). There's a shade and style for every taste. Based on one of the finest anti-rust and anti-corrosion treatments, each color is in Diamond Lustre Finish—bright, durable, and it never needs waxing.

Basic colors are: Raven Black, Corinthian White, Montecarlo Red, Nautilus Gray, Silver Gray, Chesapeake Blue, Cambridge Blue, Starlight Blue, Diamond Blue, Laurel Green, Mint Green, Garden Turquoise, Aquamarine, Honey Beige, Desert Gold, Fieldstone Tan, Palm Springs Rose, Mahogany and Heritage Burgundy.

Ask your Ford Dealer for the Thunderbird catalog and a test drive

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; 4-barrel carburetor; automatic choke; dual exhausts; aluminized mufflers. Features Precision Fuel Induction for superior performance and economy, Super-Filter air cleaner, Full-Flow oil filtration, positive-type Anti-Fume crankcase ventilation system, free-turning overhead aluminized valves with hydraulic lifters for automatic valve adjustment, Cross-Flow cooling system and 180° thermostat. 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 in corrosion-resistant primer, followed with a complete undercoating application. Longer-lived bright-metal trim.

SUSPENSION: Angle-Poised Ball-Joint front with pivoted, top-mounted coil springs. Strut-stabilized lower arms. Built-in anti-dive control. Sports car stabilizer to control roll on turns. Longer asymmetrical rear leaf springs provide gentle-action, variable rate with rubber-encased front shackles, rubber insulation at axle and tension-type rear shackles for soft, leveled ride and anti-squat on take-off. Double-acting shock absorbers, front and rear.

BRAKES: Self-adjusting power brakes standard. 233-sq. in. lining area. Double-sealed composite drums with cooling grooves for fade resistance. Suspended, low-position pedal. Power reservoir tank. Foot-operated-and-release parking brake with warning light.

TRANSMISSION: Cruise-O-Matic Drive, a high-performance automatic with vacuum control standard. Two selective drive ranges—smooth 3-speed operation starting in low, or 2-speed operation for starts in 2nd on slippery surfaces.

OTHER ACCESSORIES—Thunderbird Outside Mirror • Fender Shields • Compatible Front Antenna • I-Rest Tinted Glass • Electric Windshield Wipers, 2-Speed* • Electric Windshield Washer • Lifeguard Seat Belts • Visored Spotlight • Leather Seat Inserts and Bolsters • Two Tone Exterior Paint • Heavy-Duty Battery • 4-Ply Rayon Whitewall Tires • 4-Ply Nylon or 6-Ply Rayon Black or Whitewall Tires • Contour Floor Mats • Equa-Lock Differential • Locking Gas Cap • Ventilated Seat Cushions.

*Electric wipers are original factory installation in all 1961 Thunderbirds

1961 Thunderbird interiors have a harmonious blend of color throughout. Make your choice from 16 beautiful upholstery combinations—in 6 colors: blue, green, turquoise, black, red or beige; six all-vinyl, five nylon cord and vinyl (except red). Seat inserts and bolsters are also available in five shades of genuine leather (except green).

The Convertible automatic top is made of soil-resistant, satin-grained vinyl with bonded seams, and comes in black, white or blue, each with black lining. Whether your selection is the Convertible or Hardtop, you'll find just the right blend of exterior finish and interior trim to make the new Thunderbird your personal car.

DRIVE: Deep-offset hypoid rear axle with straddle-mounted pinion gear. Hotchkiss drive. Axle ratio: 3.00 to 1.

STEERING: Integral-type power steering standard. Flexible coupling in steering shaft. Recirculating-ball type steering gear; 20.3 to 1 over-all ratio. Turning diameter 40 feet.

TIRES: 4-ply, soft-tread, black tubeless of Tyrex super cord, 8.00 x 14, on 5½" safety rims. Whitewall tires optional.

DIMENSIONS: 113" wb.; 61" front, 60" rear treads; 205" over-all length; 75.9" over-all width; 52.5" (hardtop) 53.3" (conv.) design-load height.

STANDARD EQUIPMENT: Cruise-O-Matic, power steering, power brakes. Lifeguard cushioned instrument panel and sun visors, double-grip door locks, safety-swivel day-night type inside rearview mirror and deep-center steering wheel with horn ring. Manually adjustable individual front seats, electric clock, automatic dome light (hardtop) and courtesy-map light, glove box-ash tray light, cigarette lighter, coat hooks, trunk light, dual horns, turn signals, backup lights, full wheel covers.

WARRANTY: Ford Motor Company warrants to its dealers, and its dealers, in turn, warrant to their customers as follows: That for 12 months or for 12,000 miles, whichever comes first, free replacement, including related labor, will be made by dealers, of any part with a defect in workmanship or materials. Tires are not covered by the warranty; appropriate adjustments will continue to be made by the tire companies. Owners will remain responsible for normal maintenance service and routine replacement of maintenance items such as filters, spark plugs, condensers, ignition points and wiper blades.

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 folder 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.

Thunderbird...*unique in all the world*

In six brilliant years the Thunderbird has established itself as the trend car of our times. With its quicksilver elegance and flashing sports car grace, it is the direction-pointer, the styling original that more and more luxury cars have sought to follow.

Now, for 1961, Thunderbird presents a bold new adventure in the Thunderbird spirit. Its dramatically beautiful design and engineering excellence will furnish inspiration to car designers for years to come.

It preserves all of the features that mean Thunderbird—the 4-passenger luxury, the incomparable sports car handling and dazzling performance, the famous Thunderbird console.

At the same time, this is a beautifully new automotive invention. You will discover in it features like the optional Swing-Away Wheel that you have never seen before. There are new reserves of effortless Thunderbird power. And under its familiar trim dimensions the new Thunderbird has an even wider tread and new suspension—

with the result that this car rides and handles like an agile cloud.

Not a hair wider, nor a tenth of an inch longer, yet you'll marvel at the many truly remarkable improvements and refinements throughout the new Thunderbird. Seats are bigger, more comfortable. Door openings are wider. Luggage compartment opening is wider, lower, with over 20 cu. ft. of loading space. The body has a special three-phase rust prevention treatment—the finest in the industry.

Advanced engineering of this quality has made Thunderbird virtually timeless. Combined with the Thunderbird's unique beauty, it explains why this car has the finest resale record of any luxury car. It is the reason, too, why your Ford Dealer extended his warranty* on the '61 Thunderbird to 12,000 miles or one full year.

See this remarkable warranty and the car that makes it possible at your Ford Dealer's. Then, by all means, treat yourself to a test flight in the *unmistakably* new Thunderbird!

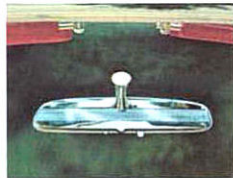
**See WARRANTY on Specifications page*



The famous Thunderbird console has been lowered and narrowed so that you can cross over it more easily. The console glove compartment is lighted for convenience.



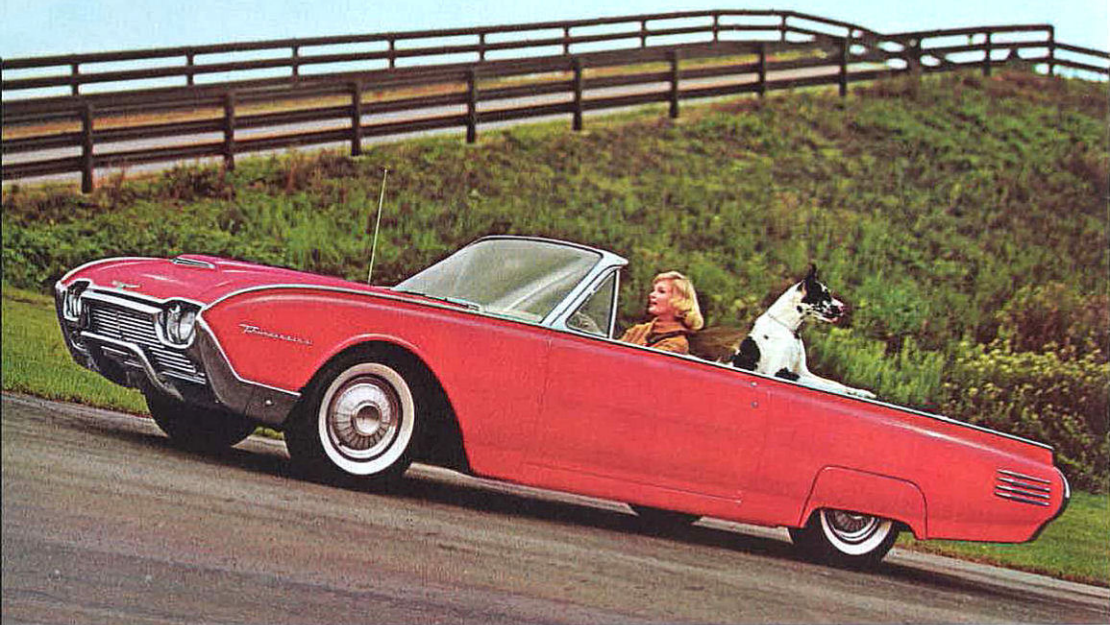
New Flow-Line door handles blend into the body side molding. Hand-hold recess areas are sculptured into the doors behind the handles.



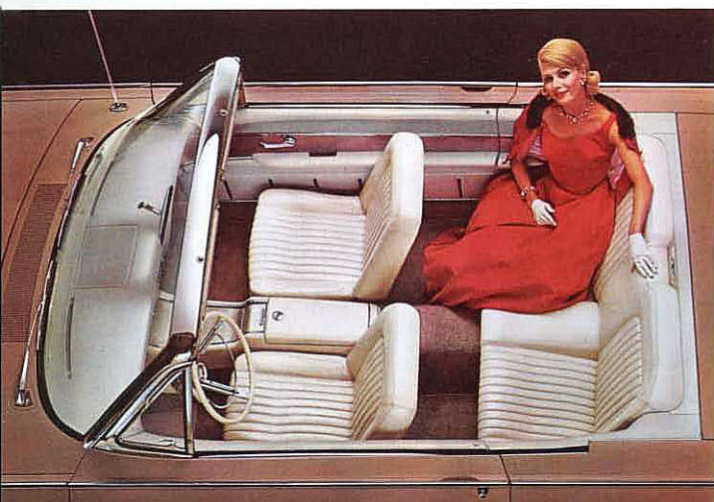
New rearview mirror mount is bonded directly to the windshield. Vibration minimized, you get a better view rearward.

*the
superb new*
Thunderbird
hardtop





a Thunderbird is luxury



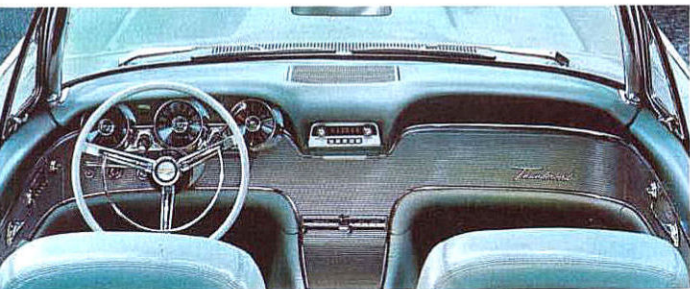
For 1961, interiors are uniquely elegant, more spacious, more comfortable than ever before. Distinctive individually-contoured seats . . . heavy deep-loop carpeting . . . a choice of 16 upholstery combinations—in a wide variety of nylon and vinyl fabrics, or optional genuine leather if you prefer . . . bright-metal appointments with the lustre of fine jewelry . . . features like these distinguish the 1961 Thunderbird. Even the smallest details have been designed with your convenience in mind. There is a conveniently lighted ash tray in the console. Rear arm rests also are equipped with ash trays.

the brilliant *new Thunderbird convertible*



The most beautiful convertible ever built! Lean, lovely, with the look of lightning in every line, it features a fully automatic top. Without leaving the driver's seat you snap open the top clamps, push the top control switch and at once the rear deck starts to rise. Then, magically, the Thunderbird's vinyl top retracts and folds itself into the spacious luggage compartment. Finally, with the top neatly stowed

away, the rear deck lid closes itself. There's not even a hint that this car ever had a roof. Its long, fluid contours are smooth, sleek, uninterrupted by even the slightest bulge. Thunderbird Convertible tops come in a choice of black, white or blue vinyl. Top fabrics resist sun-fade and soil. Seams are firmly bonded. And, as the final *chic* touch, every Thunderbird top is luxuriantly lined in black.



This is the command panel of one of the world's most distinguished cars. The instruments are clustered in three circular "pods," shrouded from glare and reflections, and illuminated with back lighting. You have at your command a battery of lamps to lighten your journey: dual-lens dome light (Hardtop only), courtesy-map light, glove box and ash tray light, parking brake warning light and trunk light. Backup lights are standard, too.

a Thunderbird is flight

The 1961 Thunderbird is dramatically improved in riding and handling qualities over its brilliant predecessors. The superb, new high-performance Thunderbird 390 Special V-8 . . . easier Power Steering and Power Brakes (all standard equipment) . . . an extraordinary new suspension system . . . the new wider tread . . . make miles and mountains disappear effortlessly beneath you, corners scarcely interrupt the even flow of your travel.



Thunderbird...unique in all the world

In six brilliant years the Thunderbird has established itself as the trend car of our times. With its quicksilver elegance and flashing sports car grace, it is the direction-pointer, the styling original that more and more luxury cars have sought to follow.

Now, for 1961, Thunderbird presents a bold new adventure in the Thunderbird spirit. Its dramatically beautiful design and engineering excellence will furnish inspiration to car designers for years to come.

It preserves all of the features that mean Thunderbird—the 4-passenger luxury, the incomparable sports car handling and dazzling performance, the famous Thunderbird console.

At the same time, this is a beautifully new automotive invention. You will discover in it features like the optional Swing-Away Wheel that you have never seen before. There are new reserves of effortless Thunderbird power. And under its familiar trim dimensions the new Thunderbird has an even wider tread and new suspension—

with the result that this car rides and handles like an agile cloud.

Not a hair wider, nor a tenth of an inch longer, yet you'll marvel at the many truly remarkable improvements and refinements throughout the new Thunderbird. Seats are bigger, more comfortable. Door openings are wider. Luggage compartment opening is wider, lower, with over 20 cu. ft. of loading space. The body has a special three-phase rust prevention treatment—the finest in the industry.

Advanced engineering of this quality has made Thunderbird virtually timeless. Combined with the Thunderbird's unique beauty, it explains why this car has the finest resale record of any luxury car. It is the reason, too, why your Ford Dealer extended his warranty* on the '61 Thunderbird to 12,000 miles or one full year.

See this remarkable warranty and the car that makes it possible at your Ford Dealer's. Then, by all means, treat yourself to a test flight in the unmistakably new Thunderbird!

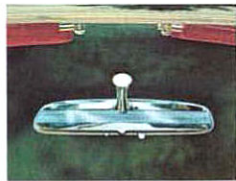
*See WARRANTY on Specifications page



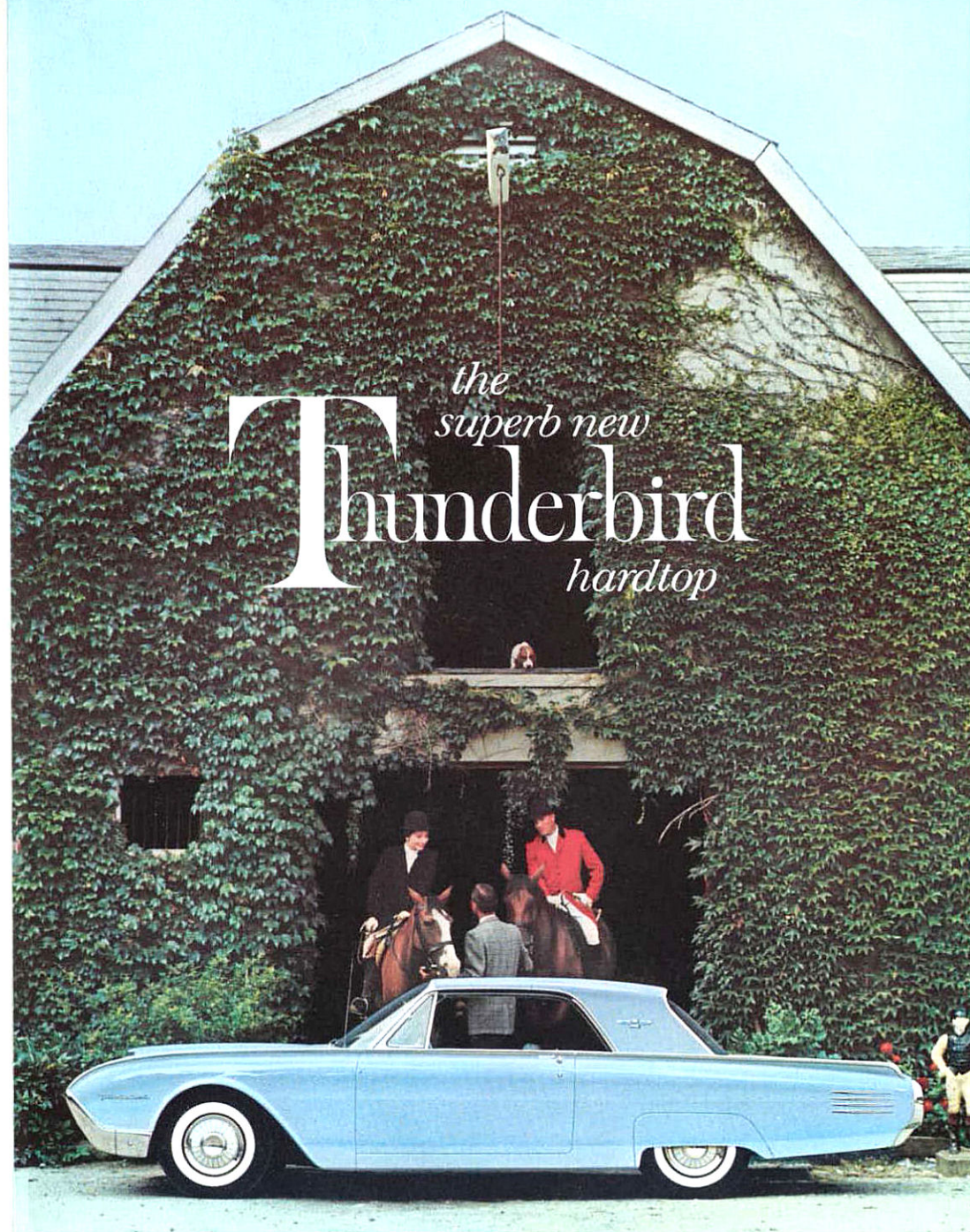
The famous Thunderbird console has been lowered and narrowed so that you can cross over it more easily. The console glove compartment is lighted for convenience.



New Flow-Line door handles blend into the body side molding. Hand-hold recess areas are sculptured into the doors behind the handles.



New rearview mirror mount is bonded directly to the windshield. Vibration minimized, you get a better view rearward.

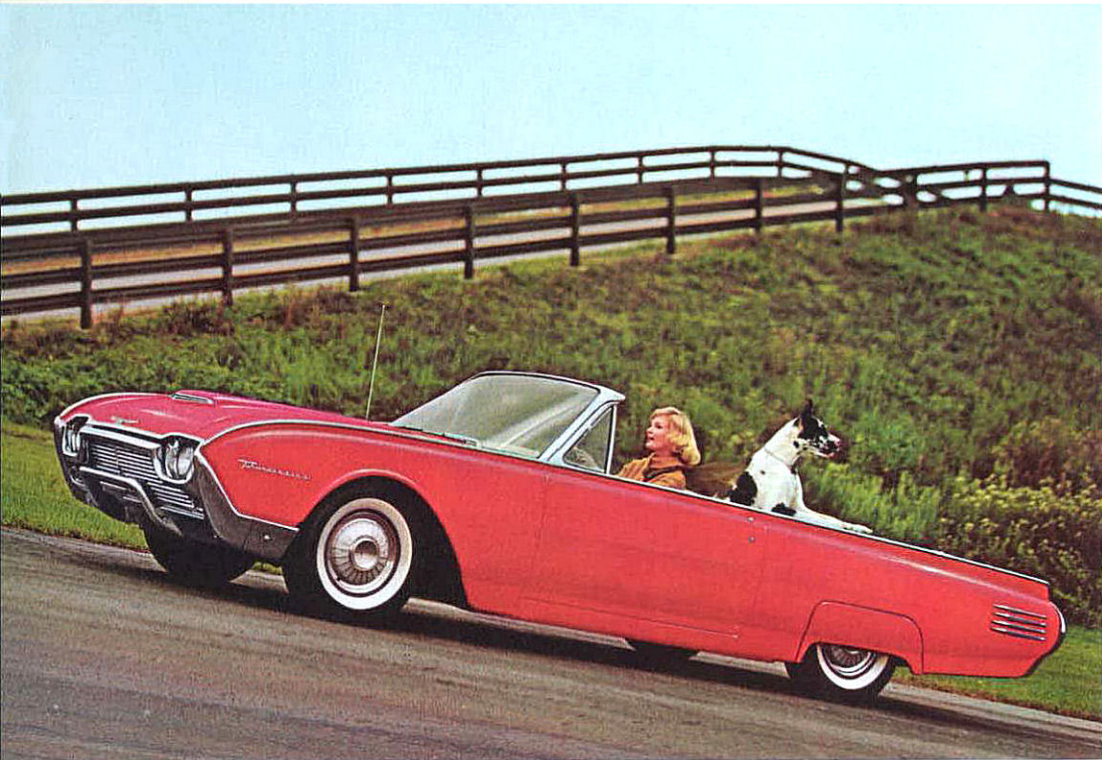


the brilliant new Thunderbird convertible



The most beautiful convertible ever built! Lean, lovely, with the look of lightning in every line, it features a fully automatic top. Without leaving the driver's seat you snap open the top clamps, push the top control switch and at once the rear deck starts to rise. Then, magically, the Thunderbird's vinyl top retracts and folds itself into the spacious luggage compartment. Finally, with the top neatly stowed

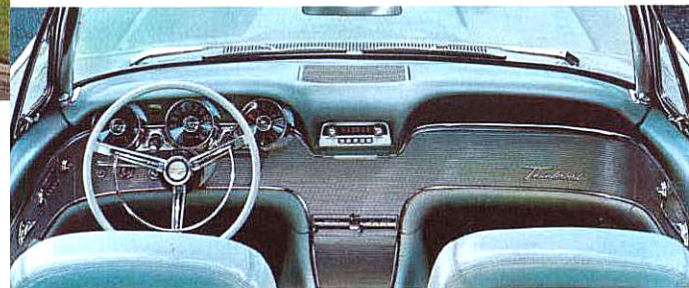
away, the rear deck lid closes itself. There's not even a hint that this car ever had a roof. Its long, fluid contours are smooth, sleek, uninterrupted by even the slightest bulge. Thunderbird Convertible tops come in a choice of black, white or blue vinyl. Top fabrics resist sun-fade and soil. Seams are firmly bonded. And, as the final *chic* touch, every Thunderbird top is luxuriantly lined in black.



a Thunderbird is luxury



For 1961, interiors are uniquely elegant, more spacious, more comfortable than ever before. Distinctive individually-contoured seats . . . heavy deep-loop carpeting . . . a choice of 16 upholstery combinations—in a wide variety of nylon and vinyl fabrics, or optional genuine leather if you prefer . . . bright-metal appointments with the lustre of fine jewelry . . . features like these distinguish the 1961 Thunderbird. Even the smallest details have been designed with your convenience in mind. There is a conveniently lighted ash tray in the console. Rear arm rests also are equipped with ash trays.



This is the command panel of one of the world's most distinguished cars. The instruments are clustered in three circular "pods," shrouded from glare and reflections, and illuminated with back lighting. You have at your command a battery of lamps to lighten your journey: dual-lens dome light (Hardtop only), courtesy-map light, glove box and ash tray light, parking brake warning light and trunk light. Backup lights are standard, too.

a Thunderbird is flight

The 1961 Thunderbird is dramatically improved in riding and handling qualities over its brilliant predecessors. The superb, new high-performance Thunderbird 390 Special V-8 . . . easier Power Steering and Power Brakes (all standard equipment) . . . an extraordinary new suspension system . . . the new wider tread . . . make miles and mountains disappear effortlessly beneath you, corners scarcely interrupt the even flow of your travel.

