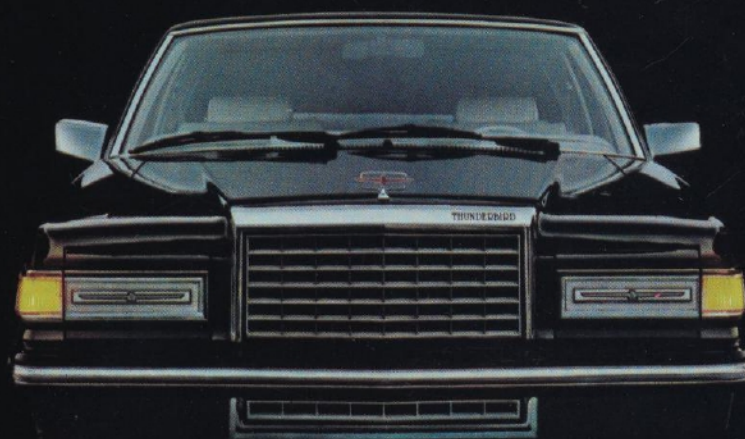
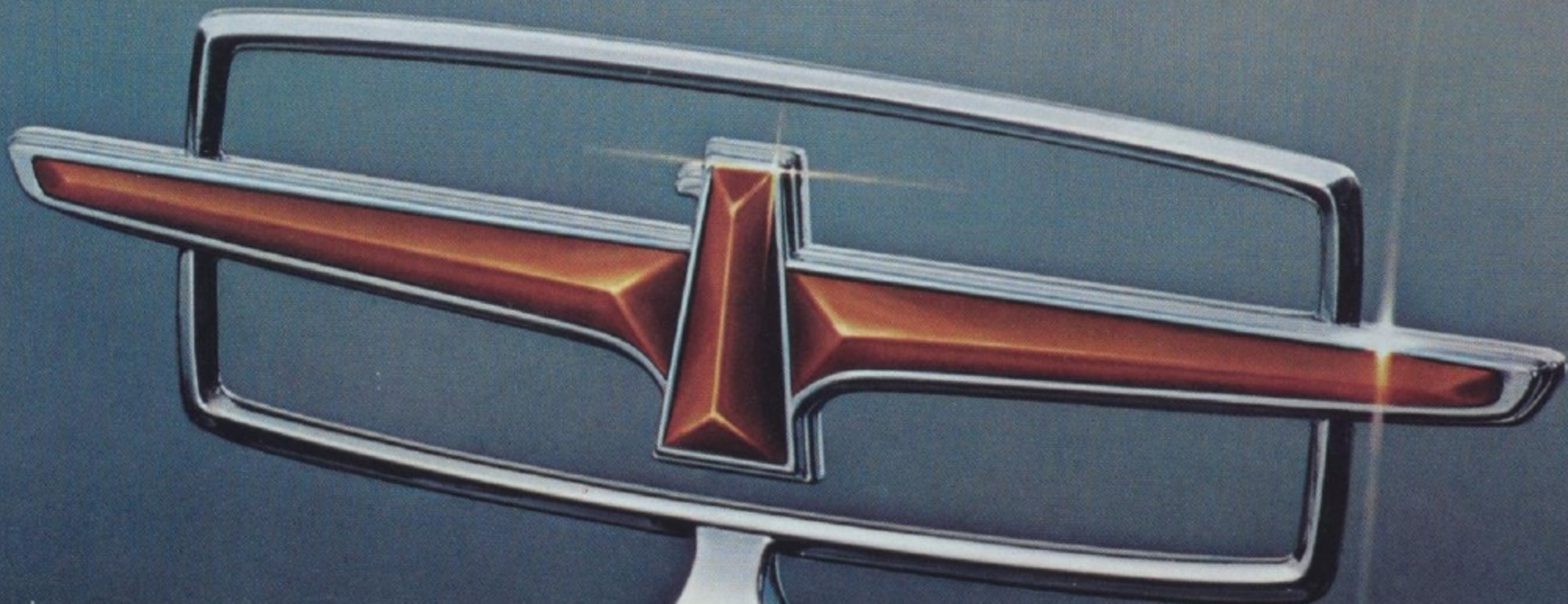


1980 THUNDERBIRD



SPREAD YOUR WINGS





# 1980... A new Thunderbird era begins.

There have been many exciting, innovative Thunderbirds over the past 25 years, but none like the one we offer you for 1980. This all-new Thunderbird is striking in its looks and luxury appointments. And so responsive to the times with its efficient design, size, and engineering features.

There is a new suspension with components and steering geometry that produce a

quality of ride and handling that can only be described as "Thunderbird." A new 4.2 liter standard V-8, lighter in weight than its predecessor but with plenty of power. A new Automatic Overdrive option. And there are new "space-age" options, like an electronic instrument cluster.

See what awaits you as a new Thunderbird era begins.



## Luxury is standard equipment.

### THUNDERBIRD TOWN LANDAU

Town Landau Interior—and the finest Thunderbird has to offer. Split bench seats\* in optional, Caramel leather. (A separate interior in crushed velour is also available in six color choices.) Everything else you see is standard.

Six-way power driver's seat. Tilt steering wheel. Luxury door trim panels. Color-keyed deluxe belts with warning chime.\* Power windows and door locks. Luxury 18-oz. color-keyed carpeting.\*

Unseen in this view but also standard in Town Landau: Illuminated visor vanity mirror.\* Interval windshield wipers. Dual beam map light, instrument panel courtesy lights, luggage and engine compartment lights. Luxury luggage compartment trim.

And the further you go the more impressive Town Landau's standard equipment list becomes. Included is an electronic AM/FM stereo search radio with automatic seek and scan features. Standard, too, is the Select-Aire Conditioner with manual controls. See the back cover for a complete list.

\*Included in Interior Decor Group, which also features decor door trim and woodtone instrument panel appliques.





Thunderbird Town Landau in Pastel Sand (6D) with Sand half vinyl roof.

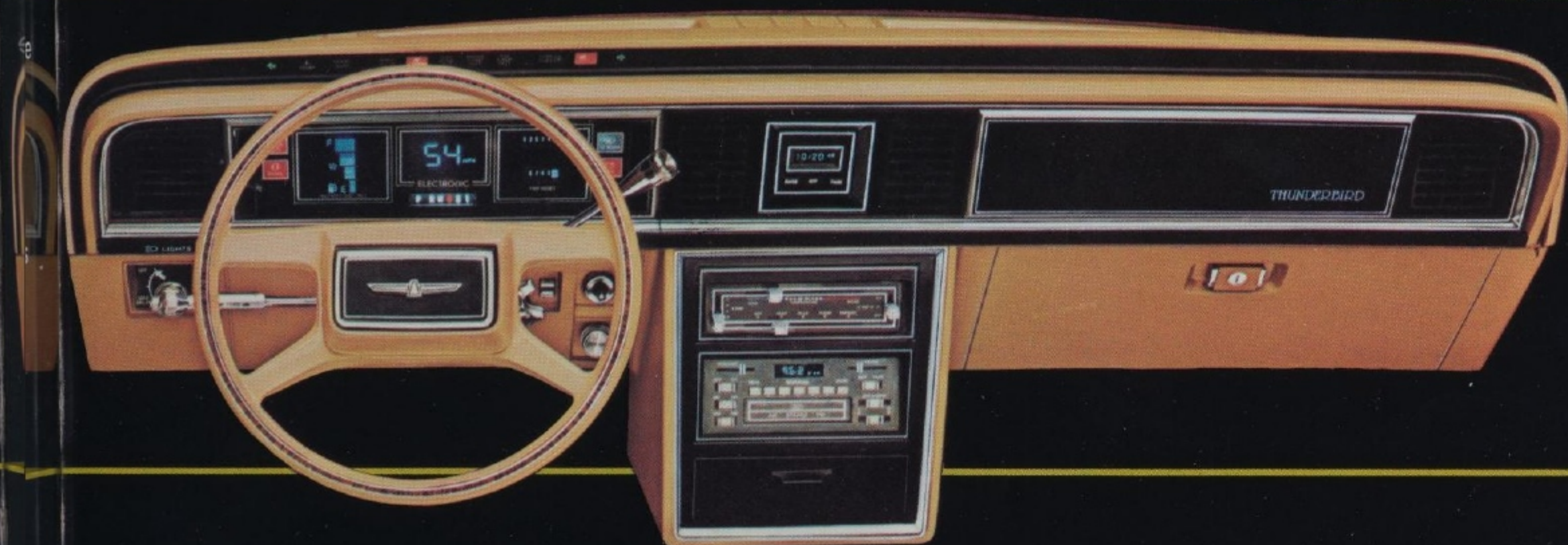
MADE ESPECIALLY FOR  
OWNER'S NAME

A special Thunderbird Town Landau owner's nameplate identifies you as the proud possessor of a unique Thunderbird and one of the best equipped cars of 1980.

The interior (far right) is elegantly tailored. Many conveniences are at your fingertips. Outside, new Thunderbird styling is complemented by a padded rear half vinyl roof (eight color choices) with wrapover band and unique coach lamps. There

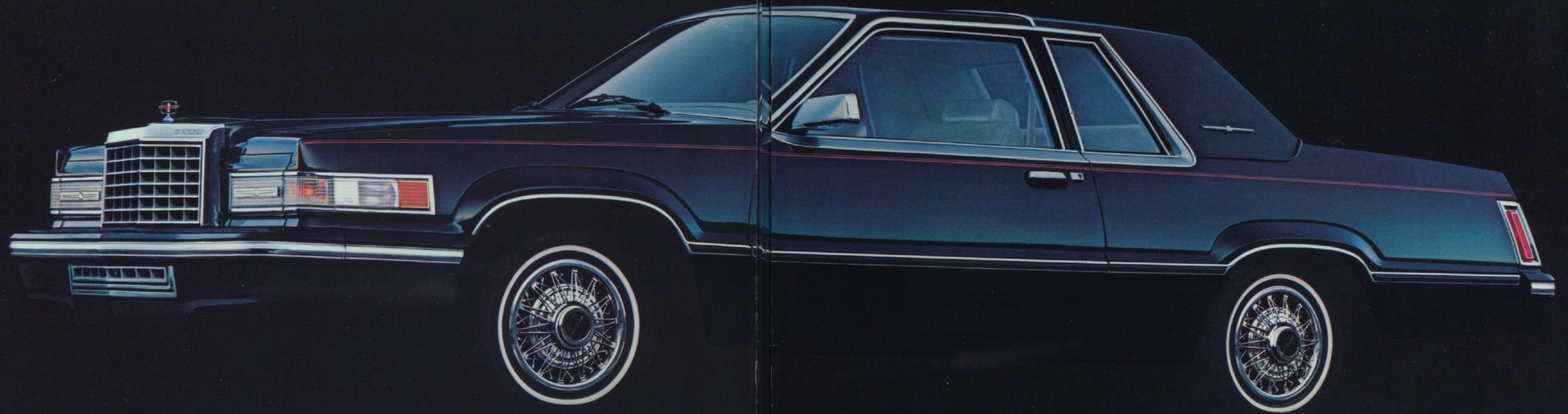
are front cornering lamps, dual remote control mirrors and TR-type white sidewall tires on cast aluminum wheels—even a color-coordinated Thunderbird hood ornament.

Few cars in 1980 can reward you with so much luxury and distinction as the new Thunderbird Town Landau.



Innovations on the Town Landau include an electronic instrument cluster (detailed on pages 6-7). Also standard on Town Landau, and included in the cluster, is an electronic digital clock which, at the touch of a button, gives you the time, date, or elapsed time of your trip.





Thunderbird with Exterior Decor Group in Black (1C) with Black half vinyl roof.

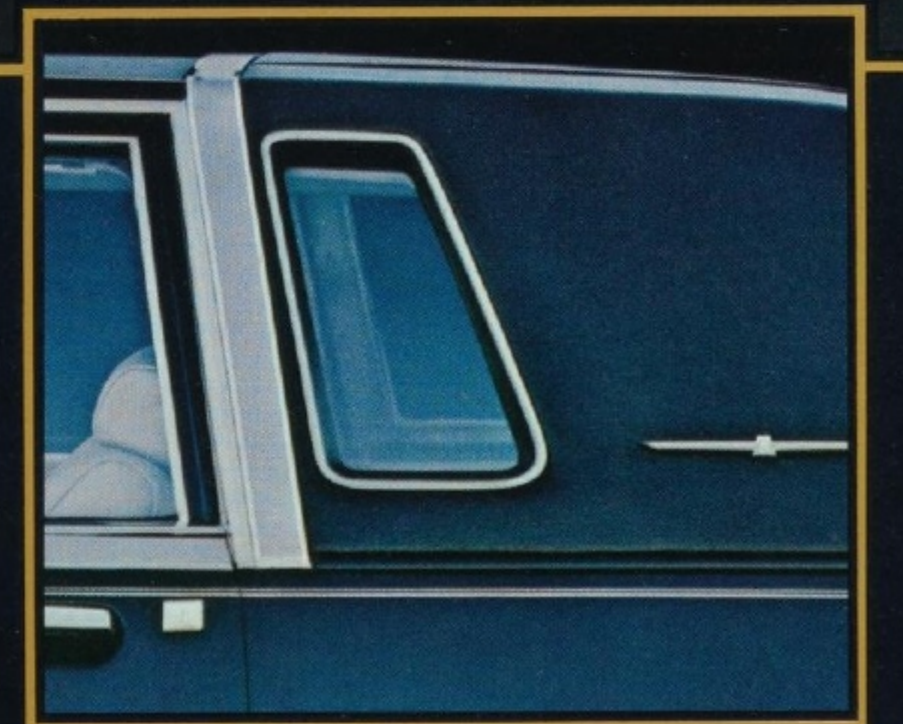
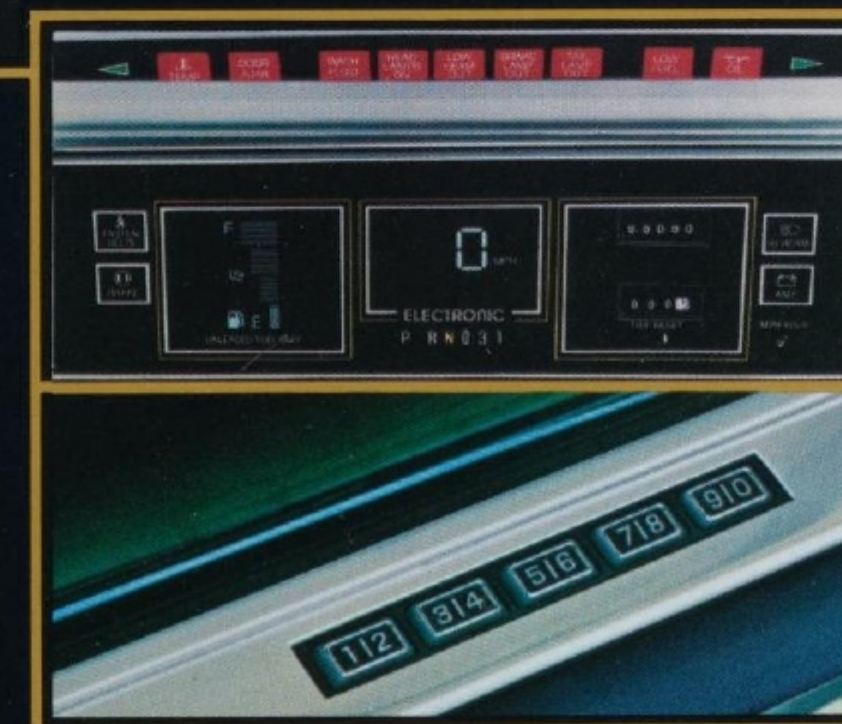
Another reason to fly now.  
THUNDERBIRD  
DECOR/LUXURY

The new Thunderbird with Exterior Decor Group or Exterior Luxury Group offers you a distinctive styling choice. The Exterior Decor Group option is available with the large rear window and includes a smart rear half vinyl roof (eight color choices), vinyl insert bodyside moldings, dual remote control mirrors, bodyside paint stripes, and luxury wheel covers. The Exterior Luxury Group has a padded vinyl roof with wrapover band, opera windows

(far right), plus the other Decor features.

New "space-age" options can add excitement to this or any other 1980 Thunderbird. The electronic instrument cluster (right) features a digital speedometer, "bar chart" fuel gauge, and warning lights (separate option) that monitor seven areas: "low fuel," "low washer fluid," "low beam out," "taillamp out," "brake lamp out," "door ajar," and "headlamps on" with audible warning. Another innovation

is the remarkable keyless entry system. Five small calculator-type push buttons in the upper driver's door, when depressed in the proper coded sequence, unlock the car or release the deck lid latch. For an idea of the generous array of options available to you, see page 9.







Thunderbird in Silver Metallic (1G) with Silver half vinyl roof.

## Time for 'Bird watchers to become 'Bird owners.

### THUNDERBIRD

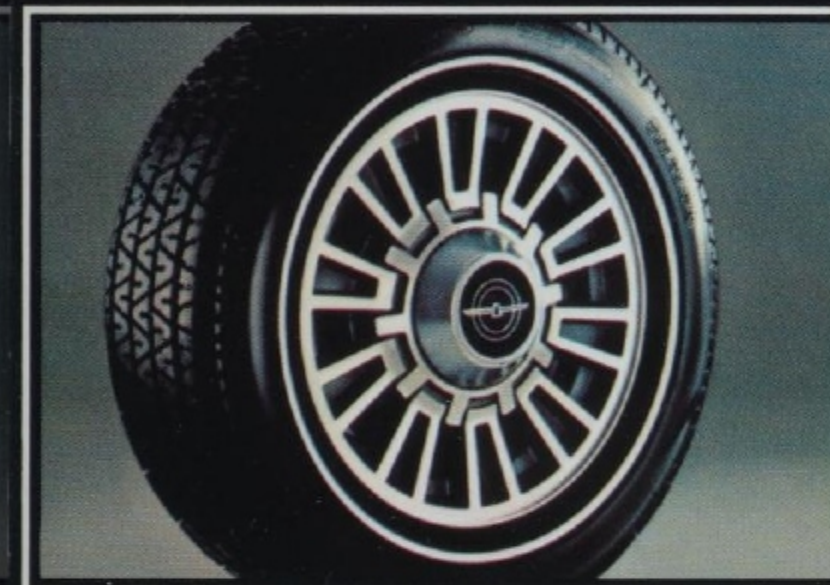
1980 is the year for those who have always wanted a Thunderbird to "spread their wings." Because, for almost everyone interested in a personal luxury car, Thunderbird will be very affordable.

And what a Thunderbird! Distinctive new styling...with all the unmistakable touches that say Thunderbird. Plus standard features that make this a very practical car in tune with today's driving needs and tomorrow's. Examples: A new 4.2 liter V-8, smaller by comparison with last year's standard 5.0 liter V-8 (now an option), but just wait till you drive it. A roomier rear seat compartment with almost four inches more leg room and nearly three inches

more knee room than in '79. A big 17.7 cu. ft. trunk that, with a standard mini spare, is larger than last year. It also features a deep well (see page 9) to help keep luggage upright, and low liftover height for easier loading and unloading. Plus a new maintenance-free battery and electronic voltage regulator and much, much more (see back cover).



Electronic Digital Clock



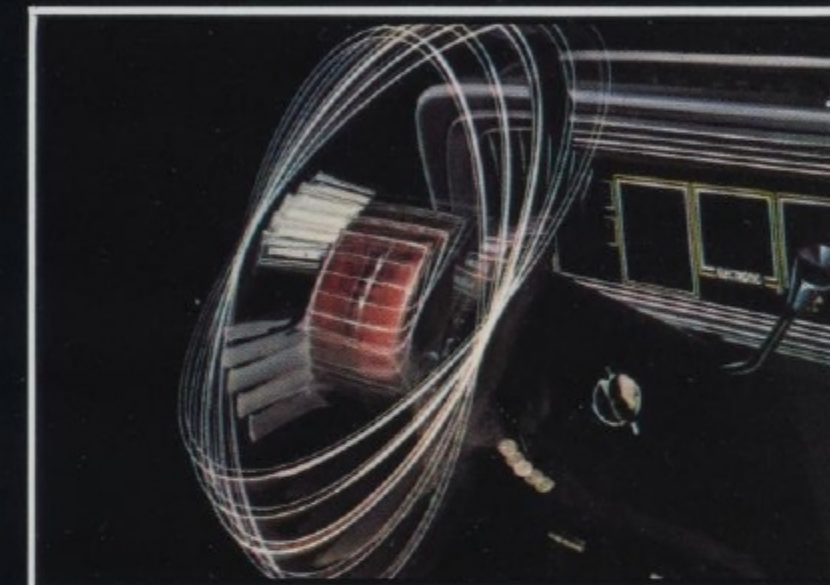
TR-type WSW tires and Cast Aluminum Wheels



Luxury Luggage Compartment Trim



Flip-Up Open Air Roof



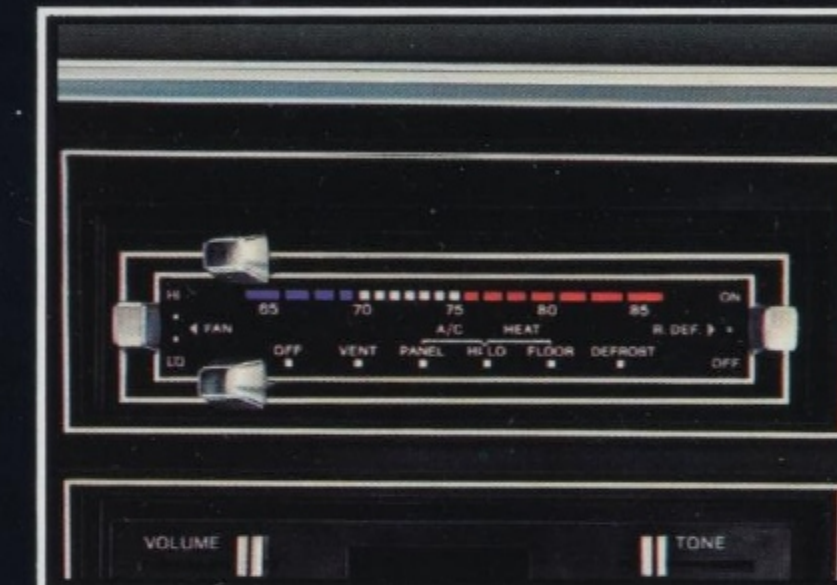
Tilt Steering Wheel



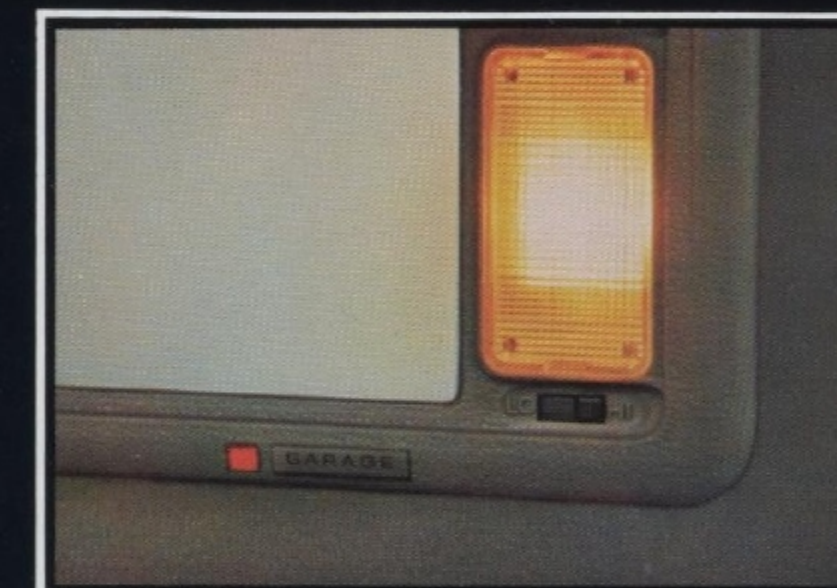
Autolamp On/Off Delay System



Electronic AM/FM Stereo Search with Cassette Tape



SelectAire with Automatic Temperature Control



Garage Door Opener

## THUNDERBIRD OPTIONS

An array of options to help you individualize your new Thunderbird.

☐ AM/FM Monaural Radio ☐ AM/FM Stereo Radio ☐ AM/FM Stereo Radio with Cassette Tape Player ☐ AM/FM Stereo Radio with 8-Track Tape Player ☐ Electronic AM/FM Stereo Search Radio ☐ Electronic AM/FM Stereo Search Radio with 8-Track Tape Player ☐ 40-Channel Citizens Band

☐ Radio ☐ Dual Rear Seat Speakers for monaural radios ☐ Premium Sound System with Six Speakers ☐ Color-Keyed Deluxe Belts ☐ Tinted Glass ☐ Diagnostic Warning Lights ☐ Electronic Instrument Cluster ☐ Seat Belt Warning Chime ☐ Dual Remote Control Mirrors ☐ LH Remote Control Mirror ☐ Illuminated Visor Vanity Mirror ☐ Light Group ☐ Interior Decor Group ☐ Interior Luxury Group ☐ Leather-Wrapped Luxury Steering Wheel ☐ Fingertip Speed Control ☐ Power Radio Antenna ☐ Power Lock Group ☐ 4-Way Power Flight Bench Seat ☐ 6-Way Power Driver's Seat ☐ Exterior Decor Group ☐ Exterior Luxury Group ☐ Dual Accent Paint Stripes ☐ Hood and Bodyside Stripes ☐ Tu-Tone Paint/

☐ Tape Treatment ☐ Rear Half Vinyl Roof ☐ Heavy-Duty Battery ☐ Heavy-Duty/Handling Suspension ☐ Altitude Emission System ☐ California Emission System ☐ 5.0 liter (302 CID) 2V V-8 Engine ☐ Engine Block Immersion Heater ☐ Automatic Overdrive Transmission ☐ Mud and Stone Deflectors ☐ Front Cornering Lamps ☐ Illuminated Entry System ☐ Keyless Entry System ☐ Lower Bodyside Protection ☐ Luxury Luggage Compartment Trim ☐ Rocker Panel Moldings ☐ Wide Door Belt Moldings ☐ Vinyl Insert Bodyside Moldings ☐ Protection Group ☐ Interval Windshield Wipers ☐ Conventional Spare Tire ☐ Luxury Wheel Covers ☐ Wire Wheel Covers.



## 1980 Thunderbird equipment and specification highlights.

### Thunderbird Standard Equipment

☐ 4.2 liter (255 CID) 2V V-8 engine ☐ DuraSpark Electronic Ignition ☐ Electronic voltage regulator ☐ SelectShift automatic transmission ☐ Variable ratio, rack and pinion power steering ☐ Power front disc/rear drum brakes ☐ MacPherson strut-type front suspension; 4-bar link rear suspension ☐ Front and rear stabilizer bars ☐ Concealed rectangular headlamps with wraparound parking lamps ☐ Front and rear bumpers enclosed in soft, color-keyed urethane ☐ Flight bench front seat with fold-down center armrest ☐ Inertia seat back releases ☐ Cloth/vinyl trim ☐ Color-keyed, cut-pile carpeting ☐ Push-button AM radio ☐ Column-mounted controls for wiper/washer, headlamp high/low beam, horn, turn signals ☐ Deluxe 4-spoke steering wheel ☐ Convenience items: trip odometer, self-regulating, illuminated electric clock, cigar lighter, locking glove box, day/night rearview mirror, continuous loop belts, armrest-mounted door lock plungers ☐ Courtesy-lighted dome lamp, glove box and ashtray lights ☐ Maintenance-free battery ☐ Deep-well trunk with full-width burloom mat ☐ Mini spare tire ☐ Full wheel covers ☐ P185/75R14 BSW tires ☐ Wheel lip and rocker panel moldings ☐ Chrome-plated grille ☐ Thunderbird hood ornament with color-coordinated insert

### Thunderbird Town Landau Standard Equipment

Most of the above, plus these items:

☐ 6-way power driver's seat ☐ Power side windows ☐ Power lock group ☐ SelectAire Conditioner (manual control) ☐ Tinted glass ☐ TR-type low profile, wide oval WSW radial tires ☐ Cast aluminum wheels ☐ Interval windshield wipers ☐ Autolamp on/off/delay system ☐ Front cornering lamps ☐ Electronic instrument cluster

☐ Electronic AM/FM stereo search radio ☐ Light Group: dual beam map light, instrument panel courtesy lights, engine and luggage compartment lights ☐ Tilt steering wheel ☐ Dual note horn ☐ Padded rear half vinyl roof with wrapover band and coach lamps ☐ Wide door belt moldings ☐ Color-keyed backlight moldings ☐ Hood, bodyside and decklid stripes ☐ Dual remote control mirrors ☐ Color-keyed vinyl insert bodyside moldings, partial wheel lip moldings ☐ Split bench front seats, individually adjustable, with dual recliners, separate armrests ☐ Crushed velour cloth trim in luxury trim scheme ☐ Luxury door trim panels with cloth inserts and carpeted lower portions ☐ Cloth inserts in coved quarter trim panels ☐ Quarter panel courtesy lamps ☐ Illuminated visor vanity mirror (passenger side) ☐ 18-oz. luxury carpeting ☐ Engraved owner's name plaque on instrument panel ☐ Color-keyed deluxe belts with warning chime ☐ Luxury luggage compartment trim

### Key Specifications

☐ Wheelbase 108.4"  
☐ Overall length 200.4"  
☐ Overall height 53.0"  
☐ Overall width 74.4"  
☐ Tread (ft./rr.) 58.4"/57.0"

|  | Front<br>Compartment | Rear<br>Compartment |
|--|----------------------|---------------------|
| <input type="checkbox"/> Head room     | 37.1"                | 36.3"               |
| <input type="checkbox"/> Leg room      | 41.6"                | 36.5"               |
| <input type="checkbox"/> Shoulder room | 56.0"                | 55.6"               |
| <input type="checkbox"/> Hip room      | 55.9"                | 52.0"               |

Luggage capacity: 17.7 cu. ft.

Fuel tank: 17.5 gal.

Curb weight (approx.): 3,350 lb.

### Exterior Color Selections

Fourteen attractive color choices are available on the 1980 Thunderbird. These are shown below. In addition, nine Tu-Tone paint/tape treatments are offered in the following combinations. Polar White over Bittersweet Glow. Polar White over

Midnight Blue Metallic. Silver Metallic over Black and the reverse. Silver Metallic over Dark Cordovan Metallic. Midnight Blue Metallic over Medium Blue Glow. Chamois Glow over Dark Chamois Metallic. Bittersweet Glow over Dark Cordovan Metallic.

1. Bittersweet Glow (8D). 2. Polar White (9D). 3. Silver Metallic (1G). 4. Light Grey (12). 5. Pastel Sand (6D). 6. Medium Blue Glow (3H). 7. Chamois Glow (8W). 8. Red Glow (2H). 9. Black (1C). 10. Dark Cordovan Metallic (8N). 11. Dark Chamois Metallic (8A). 12. Dark Pine Metallic (7M). 13. Midnight Blue Metallic (3L). 14. Candyapple Red (2K).

Specifications and descriptions used were in effect when this publication was approved for printing. Ford Division reserves the right to discontinue models or options at any time, or change specifications, equipment or designs without notice and without incurring obligation. Standard and optional equipment listed is subject to change. Some features described are optional at extra cost. Some options are required in combination with other options. Availability of some models and features may be subject to a slight delay. At the time of printing, 1980 EPA fuel economy ratings were not available. Availability of all models is subject to 1980 EPA vehicle certification.



For 25 years, one of America's most distinctive automobiles.

# THUNDERBIRD

FORD DIVISION

