



only Thunderbird for '67 brings you the convenience,
the ease of entry, of a four-door personal luxury car



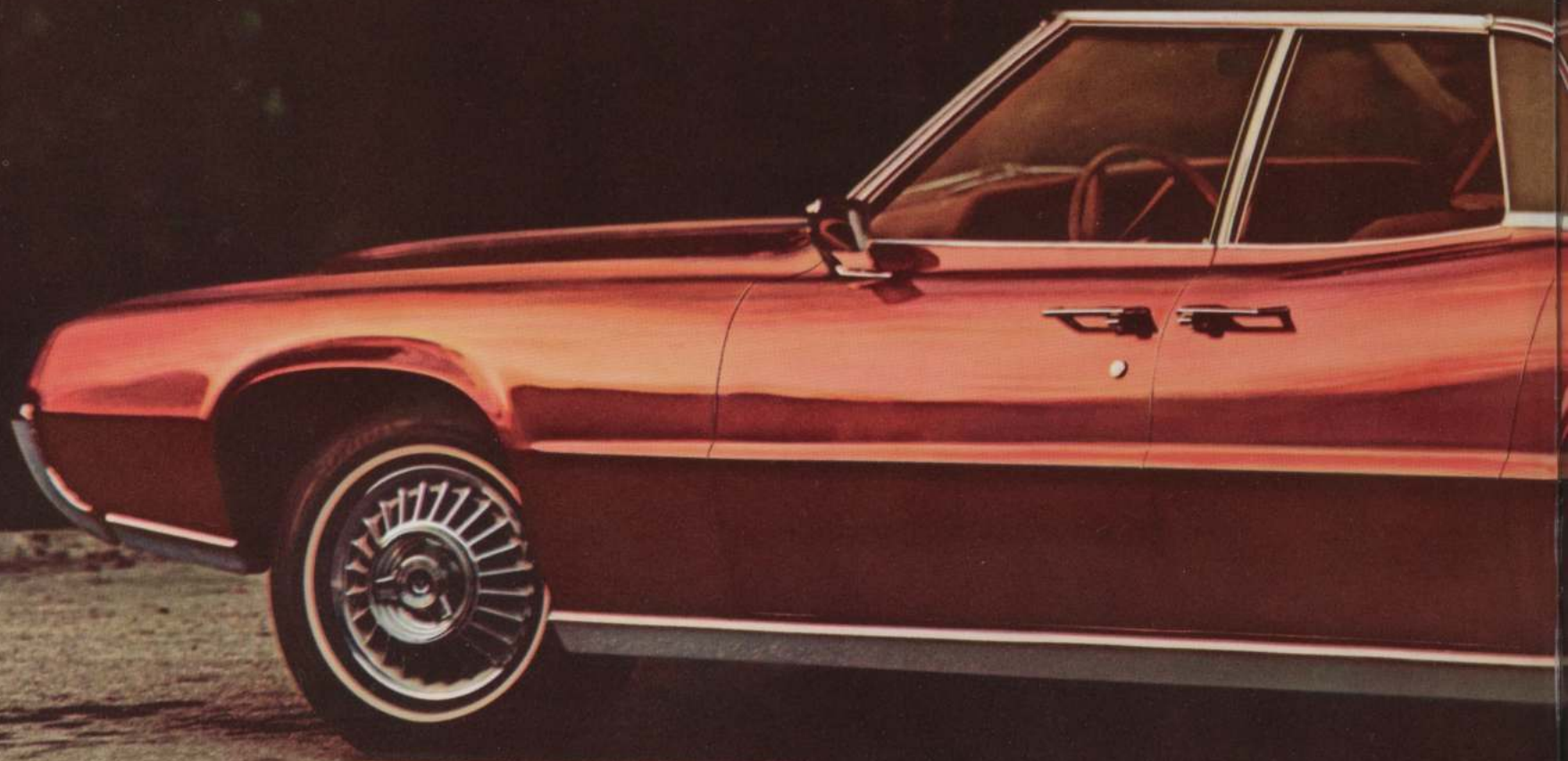
Welcome to the third generation of Thunderbird magic

In 1955, the First Generation of Thunderbird personal-car luxury began with the introduction of a unique and exciting two-seater model. It was accepted as a classic almost overnight. Three years later, in 1958, the Second-Generation Thunderbird was born—the first four-seat, two-door model. It started a whole new trend in American luxury-car design. And now, with three great new Thunderbirds for '67, Generation Three has arrived, featuring a historic new four-door Landau that brings new convenience, new ease of entry to the unique world of Thunderbird . . .

presenting the world's first four-door personal

This historic four-door Thunderbird is the answer for those people who have admired Thunderbird all these years but wouldn't touch *any* luxury car that didn't have four doors. For '67, the Thunderbird has doors galore and there's no excuse anymore. If you have been accustomed to buying luxury in four-door cars, the

four-door Thunderbird Landau with Lincoln Continental-inspired center-opening doors is an easy escape from the ordinary. Drive the new easy-to-enter, easy-to-exit four-door Thunderbird and decide for yourself whether it is as unique as we claim.



luxury car



the two-door Landau: pinnacle of a classic

Now for '67 there's a completely new two-door Landau—the ultimate expression of Thunderbird two-door, four-seat elegance! Here, as in the new four-door Landau, the cockpit is graced with individually adjustable bucket seats, full-length command console with lighted ash tray and personal storage compartment; Tilt-Away steering wheel that swings aside to ease

your entry and adjusts to nine different driving positions. You know this is a Landau by the leather-like vinyl roof with rakish "S" bars. And you know it's a '67 Thunderbird by the effortless performance, finger-light handling, and a ride that makes driving seem more like a ride in a jetliner.



tradition



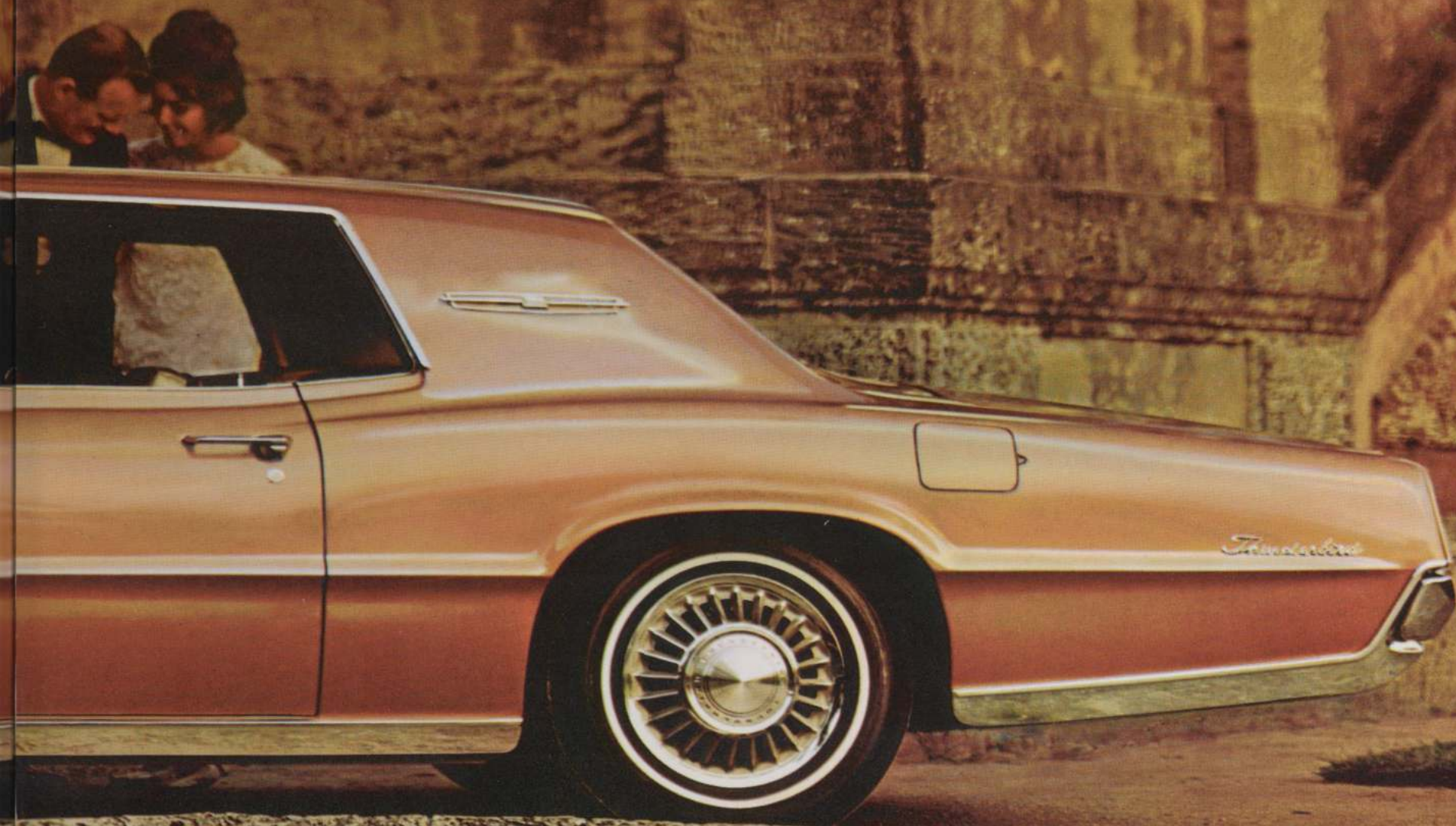
the two-door hardtop: uniquely '67...uniquely

This exquisite two-door hardtop is the essence of Thunderbird for 1967. The styling is all new, yet it still says Thunderbird, from the long, graceful hood past an undivided expanse of sculptured side glass, to the short rear deck. The handling is crisp and sporty,

and the ride is even quieter and smoother than the standards set by previous Thunderbirds. That's what the unique world of Thunderbird is all about . . . it's the ultimate combination of comfort and personal luxury, of uncompromising style and performance.



Thunderbird

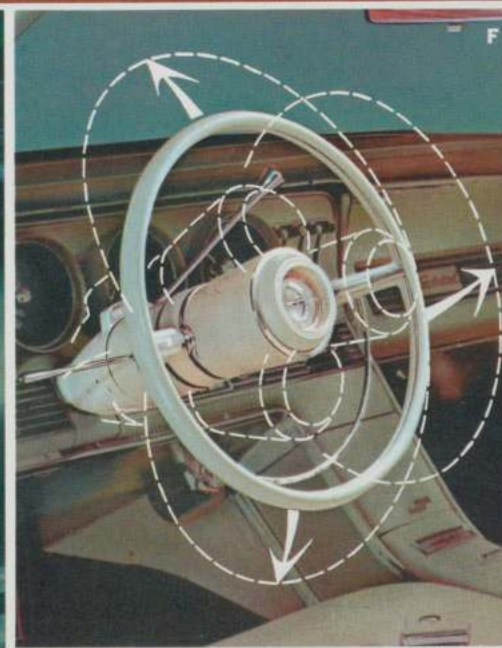
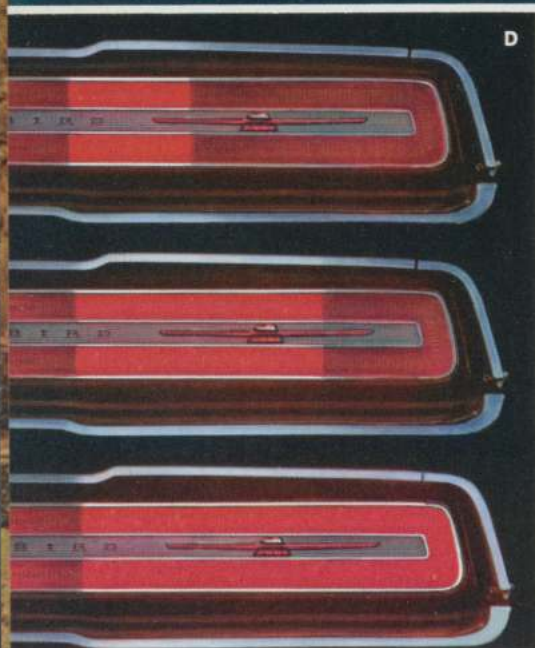


the Thunderbird of personal

standard equipment:

One of the most impressive aspects of Thunderbird elegance has been the long list of luxuries that come with every model . . . at no extra cost. For '67 this concept has been carried to the ultimate, with features like the Tilt-Away steering wheel, SelectShift Cruise-O-Matic Drive, big 390-cubic-inch V-8, power steering, front power disc brakes, individually adjustable front bucket seats and a center console with lighted ash tray and storage compartment. And that's only the beginning! Thunderbird standard equipment for '67 also includes an AM radio, electric clock, MagicAire heater-defroster, rear center folding armrest, padded vinyl roof on Landau models, lined and lighted trunk, Comfort-Stream Ventilation, reversible keys, complete underbody soundcoating . . . and all of the Ford Motor Company Lifeguard-Design safety features for 1967. There are some luxury cars that don't offer all of these features even as optional equipment!

A. Rear extractor vents for Comfort-Stream Ventilation.
B. SelectShift Cruise-O-Matic that shifts automatically or manually as you choose. **C.** By day headlamps are concealed behind doors in the latticework grille.
D. Sequential turn signals distinctly indicate your turning direction. **E.** Unique rear quarter windows on two-door models slide smoothly back out of sight.
F. Tilt-Away Steering Wheel moves aside to easy entry, adjusts to nine driving positions.

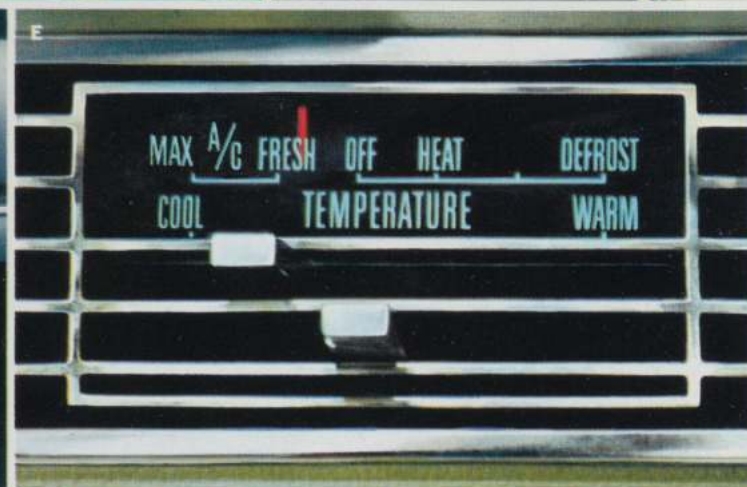


ouch: a new era convenience

optional equipment:

You can, of course, tailor any '67 Thunderbird with special luxuries to meet your own personal requirements. Choose from features like the overhead Convenience Control Panel with reminder lights for low fuel, door ajar, seat belts and emergency flasher; six-way front power seats that tilt and adjust up and down as well as forward and back; power windows; a 428-cubic-inch V-8; Stereo-Sonic Tape System with built-in AM radio; rear seat speakers; power radio antenna; luxurious genuine leather upholstery with vinyl trim; distinctive two-tone paint combination; Highway Pilot Control that lets you cruise the turnpikes with your foot off the accelerator; tinted glass; limited-slip differential for extra traction in heavy going; and a SelectAire Conditioner that cools you in summer and keeps you warm in winter. For even greater luxury you can choose the sporty styled steel wheel covers, white sidewall or red-band white sidewall tires. Make it *your* Thunderbird.

A. Fingertip switch for Highway Pilot Control is mounted on the steering wheel. **B.** Convenience Control Panel reminder lights are recessed into the roof. **C.** Stereo-Sonic Tape System provides 70 minutes of uninterrupted music. **D.** Styled steel wheel covers add the perfect touch of distinction. **E.** SelectAire Conditioner cools and dehumidifies in summer, heats in winter. **F.** Power windows operate electrically. **G.** Six-way power seat is fingertip-controlled.



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more than ever: unique in all the world

