

Individuality.



*Thunderbird people have
one thing in common.
They're uncommon.*

Thunderbird '71. For you, the individualist. A dramatic refinement of the world's most refined personal luxury car. And a rewarding way to escape the hemmed-in feeling of conformity.

You can express your individuality three impressive new ways: Two-Door Landau (presented here in green fire, with Special Brougham Option), Four-Door Landau or the Two-Door Hardtop. Each surrounds you with cushioned, carpeted luxury. Each offers contemporary styling and a velvety quiet ride that will be a constant source of pride.

A bold new grille and bright valance panel provide a striking new front configuration. The Two-Door Landau features a brand-new town-car type roofline... giving you a greater feeling of privacy, with a noticeable increase in headroom.

Some of the Special Brougham Option niceties are high-back bucket seats, color-keyed wheel covers, wheel lip moldings, protective bodyside moldings with color-keyed vinyl inserts, dual-band white sidewalls. Optional single-band white side-walls shown are Michelin radial ply tires. They're available alone, or as part of an all-new Turnpike Convenience Group which also gives you Fingertip Speed Control and manual reclining passenger seat.

Thunderbird quality, precision-checked electronically, is outstanding as usual. Each Bird is checked thoroughly again with audio sensors to detect noise the unaided human ear might not hear.

Standard Thunderbird items would be a luxury list for lesser cars: 429 CID 4V V-8, SelectShift Cruise-O-Matic transmission, power steering, power front disc brakes, AM radio, vinyl roof (Landaus), and more. A long list of options (pages 10-11) lets you be even more individual.

With Thunderbird, you see, you can fly alone. It's only right, of course. For Thunderbird people are uncommon to begin with.



Thunderbird Two-Door Landau
with Special Brougham Option and Michelin Tires

*More original.
More personal.
More individual.*

You get a breathtaking introduction to luxury when you enter the private world of Thunderbird. New fabrics, leathers, colors and finishes...meticulously tailored...give you the most sumptuous interiors in Ford history.

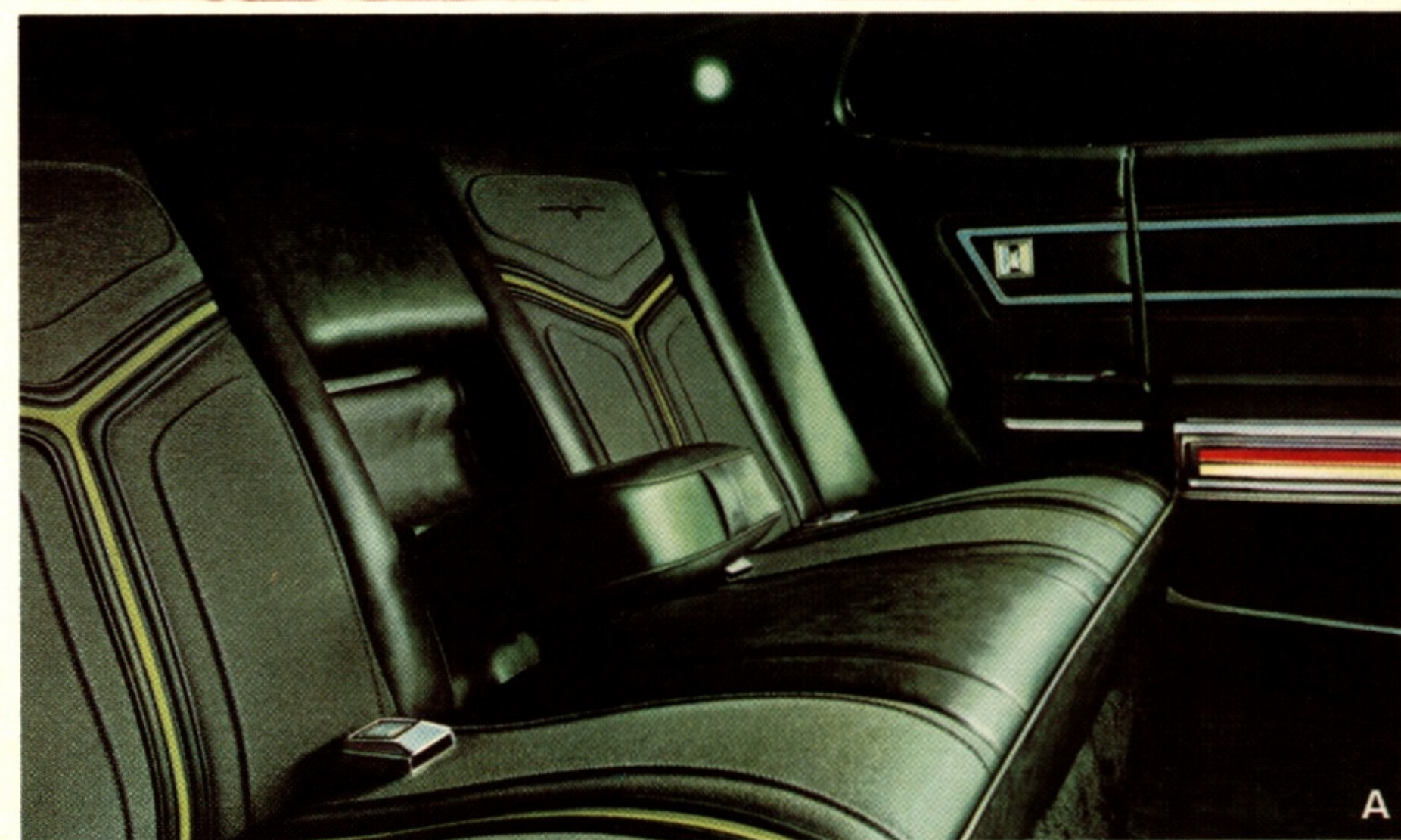
The opulent Special Brougham Option featured here is a distinguished interior and exterior offering available on Two-Door models only. It gives you cushioned high-back bucket seats impeccably fitted with luxurious hopsack cloth and vinyl. Color choices are dark green, dark red, dark blue, black, and ginger with yellow fabric ornamentation. Gracefully coved rear seats have a pull-down center armrest which provides wide, thickly padded lounge chair comfort.

Other thoughtful interior distinctions: convenient Center Console • Deluxe three-spoke Rim-blow Steering Wheel (pressure on the inside wheel rim anywhere actuates the horn) • Plush Cut-pile Carpeting • Door Pull Handles and Courtesy Lights.

Exterior accoutrements included are: Bodyside Molding with Protective Color-keyed Vinyl Insert • Wheel Lip Moldings • Belted Bias-Ply white sidewalls with Color-keyed Wheel Covers.

Also shown is the optional Push-Button, Power-Operated Sunroof...Your window to the sun, moon and stars. It requires the Vinyl roof—standard on Landau models and available on the Two-Door hardtop.

Brougham interior trim, another tasteful luxury offering that is available on all Bird models, is illustrated and described on pages 10 and 11. All new Thunderbird fabrics including the standard pleated nylon cloth and vinyl bench seats, are beautifully tailored and detailed with meticulous care. The 22 interior choices on Two-Doors, plus the 13 Four-Door combinations, give you 35 ways to make Thunderbird more original...more personal...more individually yours.



- A. SPECIAL BROUGHAM OPTION COVED REAR SEATS WITH CENTER ARMREST.
- B. SPECIAL BROUGHAM OPTION EXTERIOR NICETIES: COLOR-KEYED WHEEL COVERS, WHEEL LIP MOLDINGS, DUAL-BAND WHITE SIDEWALLS, BODYSIDE MOLDING WITH COLOR-KEYED VINYL INSERT. (SAME ITEMS, EXCEPT TIRES, OFFERED AS EXTERIOR APPEARANCE GROUP OPTION.) POWER-OPERATED SUNROOF, IS SEPARATE OPTION.
- C. SPECIAL BROUGHAM OPTION HIGH-BACK BUCKET SEATS WITH LUXURIOUS HOPSACK CLOTH AND VINYL TRIM, MATCHING INTERIOR PANELS. CENTER CONSOLE, PLUSH CUT-PILE CARPETING.



Thunderbird. Sets the trend in personal luxury.

The new Two-Door Hardtop gives you the easiest path to the pride of Thunderbird ownership. You enjoy full Bird distinction and beauty, as well as the personal car concept of Thunderbird: the unique blend of individual comfort and luxury with fine-car ride and exciting performance.

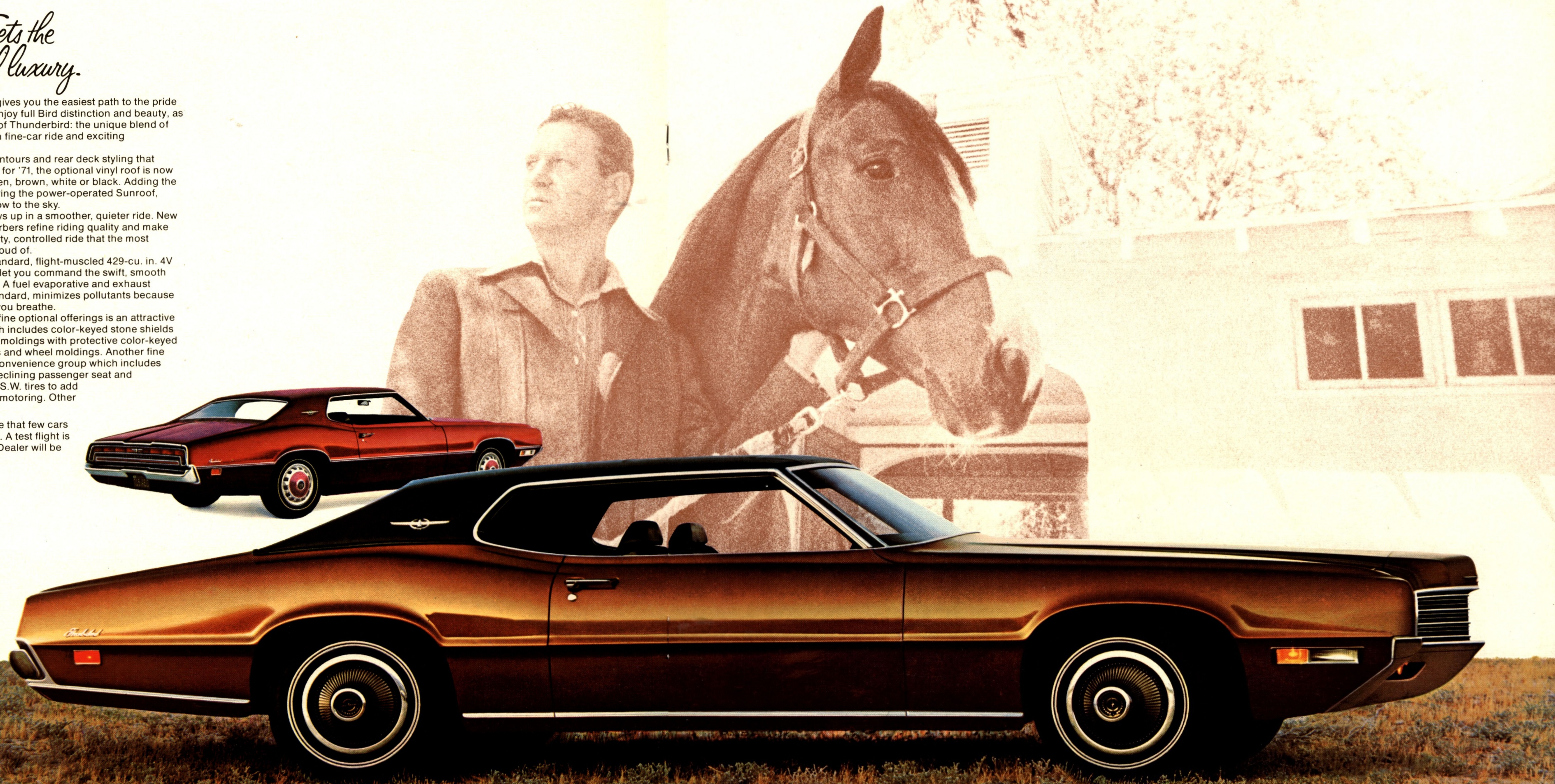
You'll note the same sleek contours and rear deck styling that distinguish all Thunderbirds. And for '71, the optional vinyl roof is now available in five colors—blue, green, brown, white or black. Adding the Vinyl roof paves the way for ordering the power-operated Sunroof, Thunderbird's push-button window to the sky.

Engineering excellence shows up in a smoother, quieter ride. New double-acting-piston shock absorbers refine riding quality and make handling easier. It's a super-velvety, controlled ride that the most expensive luxury car would be proud of.

Under that long hood, the standard, flight-muscled 429-cu. in. 4V V-8 and SelectShift transmission let you command the swift, smooth power Thunderbird is famous for. A fuel evaporative and exhaust emission control system, also standard, minimizes pollutants because Thunderbird cares about the air you breathe.

Among Thunderbird's many fine optional offerings is an attractive Exterior Appearance Group which includes color-keyed stone shields and grille finish panels, bodyside moldings with protective color-keyed inserts, color-keyed wheel covers and wheel moldings. Another fine optional offering is the turnpike convenience group which includes fingertip speed control, manual reclining passenger seat and steel belted radial ply Michelin W.S.W. tires to add countless carefree hours to your motoring. Other options are on pages 10 and 11.

Plan to savor driving pleasure that few cars can match anywhere in the world. A test flight is the way to begin. And your Ford Dealer will be happy to arrange it.



Thunderbird 2-door Hardtop (foreground) and Hardtop with Exterior Appearance Group and Turnpike Convenience Group Options (background)

Thunderbird Flight. Have it all your own way.

Until you experience Thunderbird Flight, you can only imagine the superb driving that the 4-Door Landau offers. Its impressive styling is readily apparent. So are the luxuries of 4-Door convenience, big-car spaciousness, and the plush distinction of finely tailored fabrics and leathers of rare richness and beauty.

Thunderbird's incomparable flight is the result of many innovations. Long 117-inch wheelbase. Wide 62.3-inch stance. New double-action piston shock absorbers. And a smooth-operating engine so quiet, you hardly know it's running—even at highway speeds.

Landau extras that come standard are very much in your favour and bring you an immediate return on your investment. The responsive 429 4V V-8. The ultra-smooth SelectShift Cruise-O-Matic transmission. Power steering. Power front disc brakes. Vinyl roof. AM Radio, and much more.

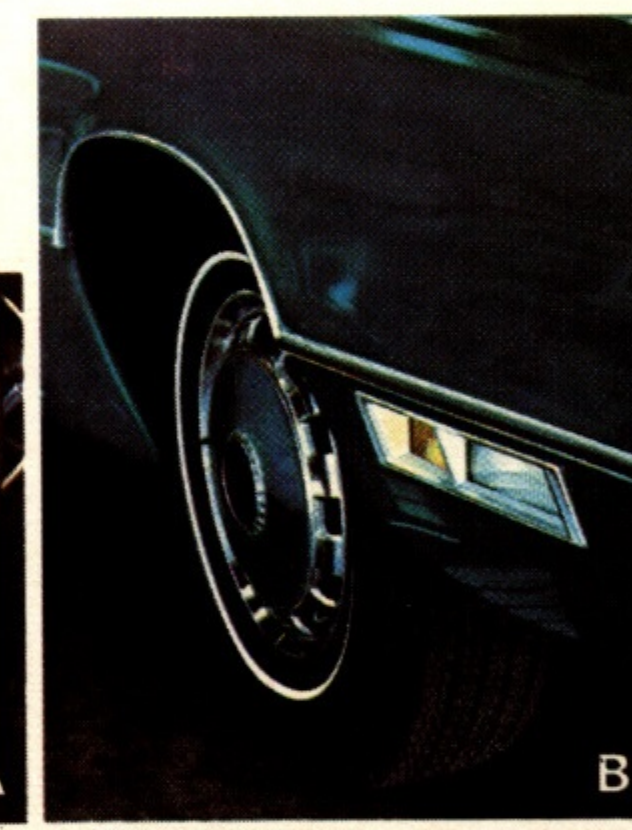
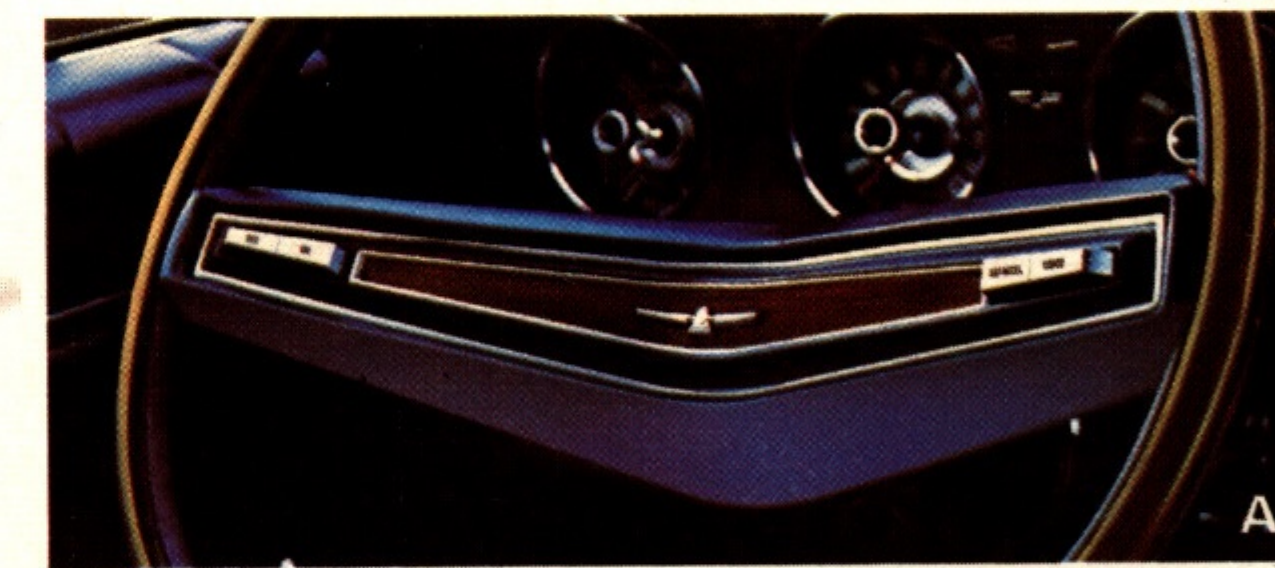
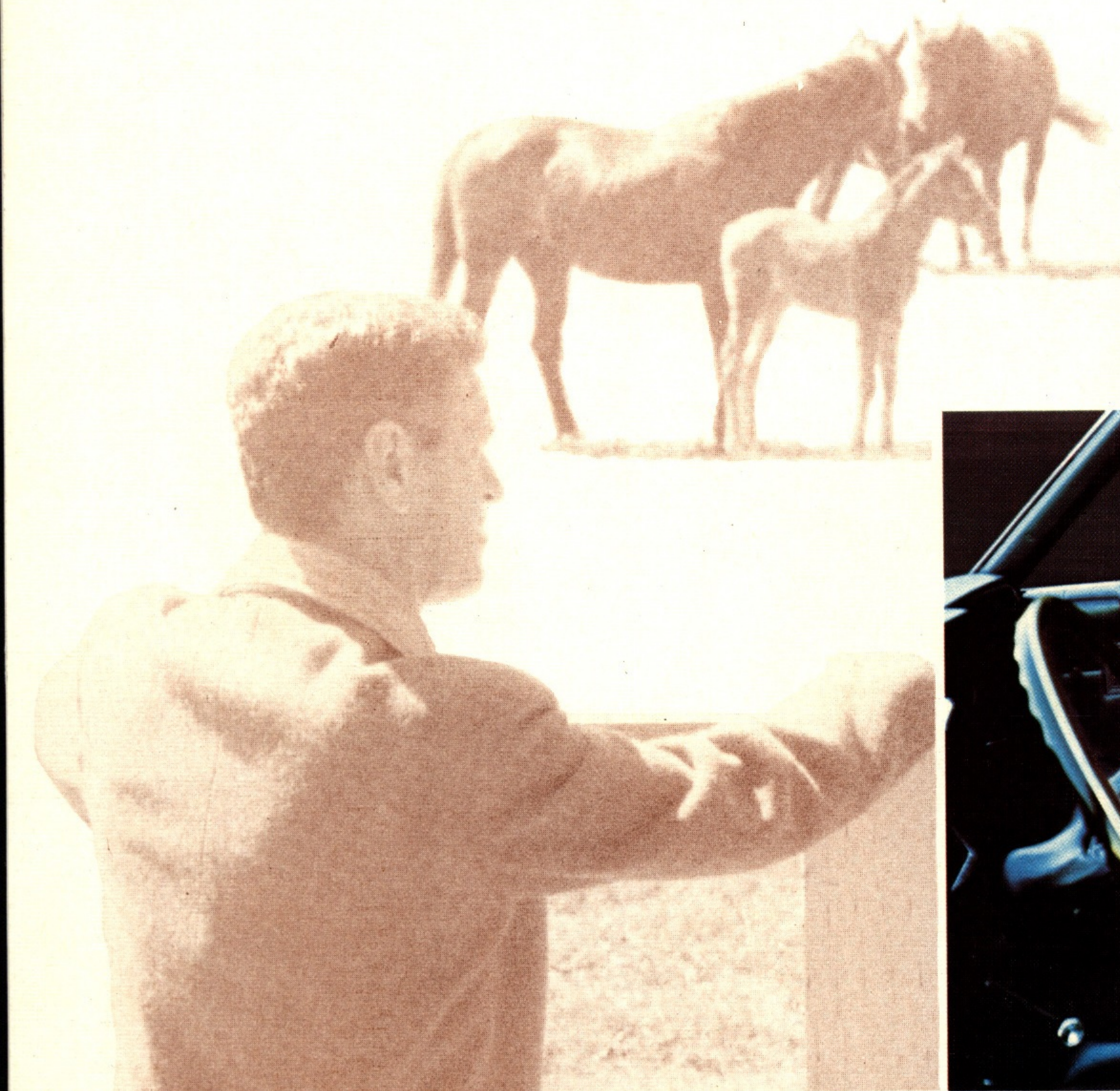
Options new this year have your greater comfort in mind. Example: Turnpike Convenience Group includes automatic Fingertip Speed Control, manual reclining

passenger seat and steel-belted Michelin white side-wall radial ply tires.

Another attractive option, Exterior Appearance Group, features color-keyed stone shields and grille finish panels, bodyside moldings with protective color-keyed vinyl insert, color-keyed wheel covers and wheel lip moldings. On 4-Door Landaus with Brougham Interior option, you can order new high-back split-bench seats. More new option offerings appear on pages 10-11.

Discover the serene new world of unprecedented driving comfort. Test-flight the 4-Door Landau at your Ford Dealer...soon.

- A. OPTIONAL AUTOMATIC FINGERTIP SPEED CONTROL.
- B. OPTIONAL MICHELIN STEEL BELTED WHITE SIDEWALL RADIAL-PLY TIRES.
- C. OPTIONAL MANUAL RECLINING PASSENGER SEAT. SHOWN HERE IS THE NEW OPTIONAL HIGH-BACK SPLIT-BENCH SEAT AVAILABLE ON 4-DOOR LANDAU WITH BROUGHAM INTERIOR TRIM OPTION.
- D. 4-DOOR LANDAU WITH EXTERIOR APPEARANCE GROUP AND TURNPIKE CONVENIENCE GROUP OPTIONS.





Options...to make Thunderbird even more individually yours.

Better idea options let you personalize your Bird to almost any degree you wish. Besides the options shown and listed here, consult your Ford Dealer for other luxuries available to make driving more enjoyable, more individually yours.

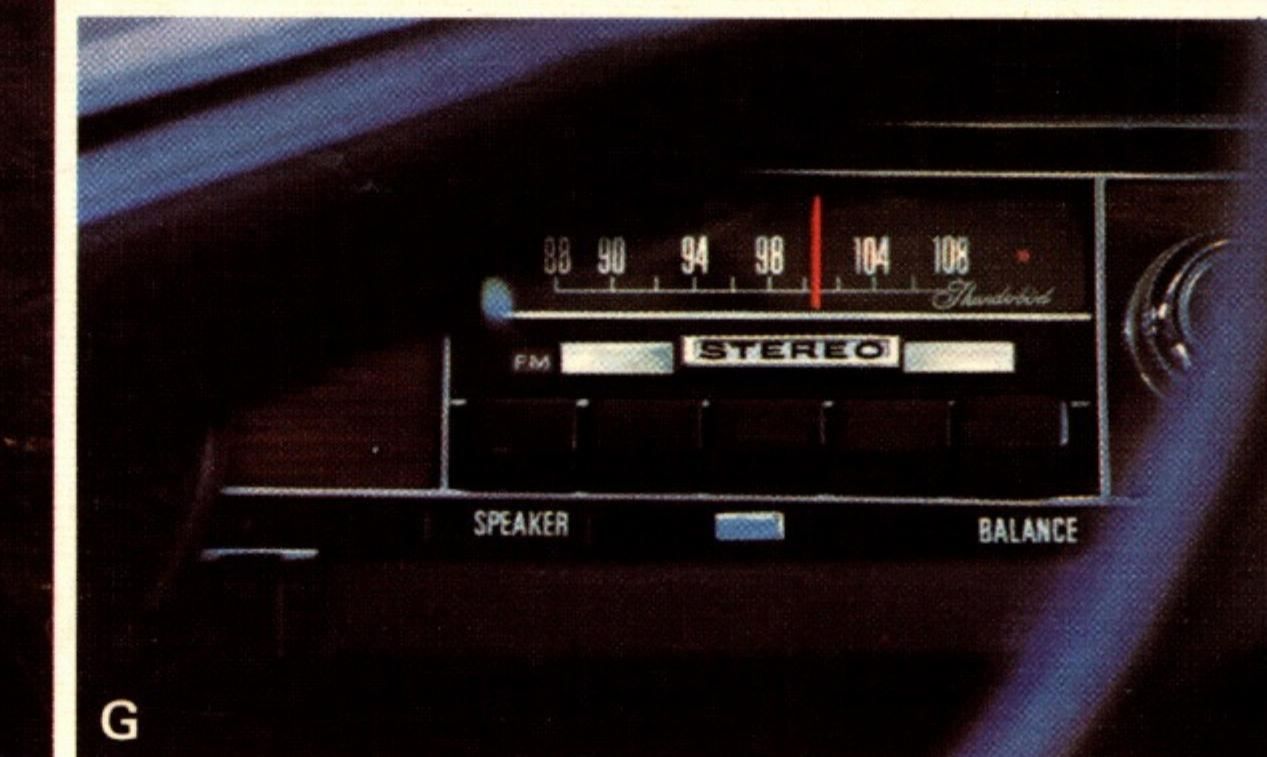
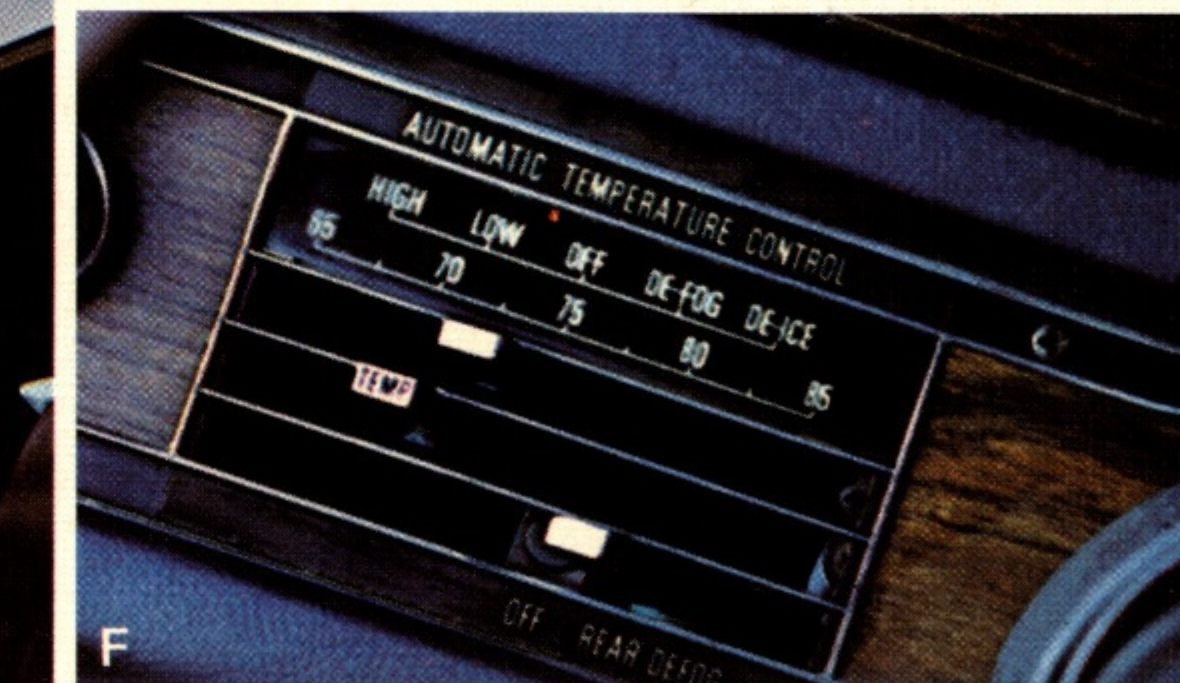
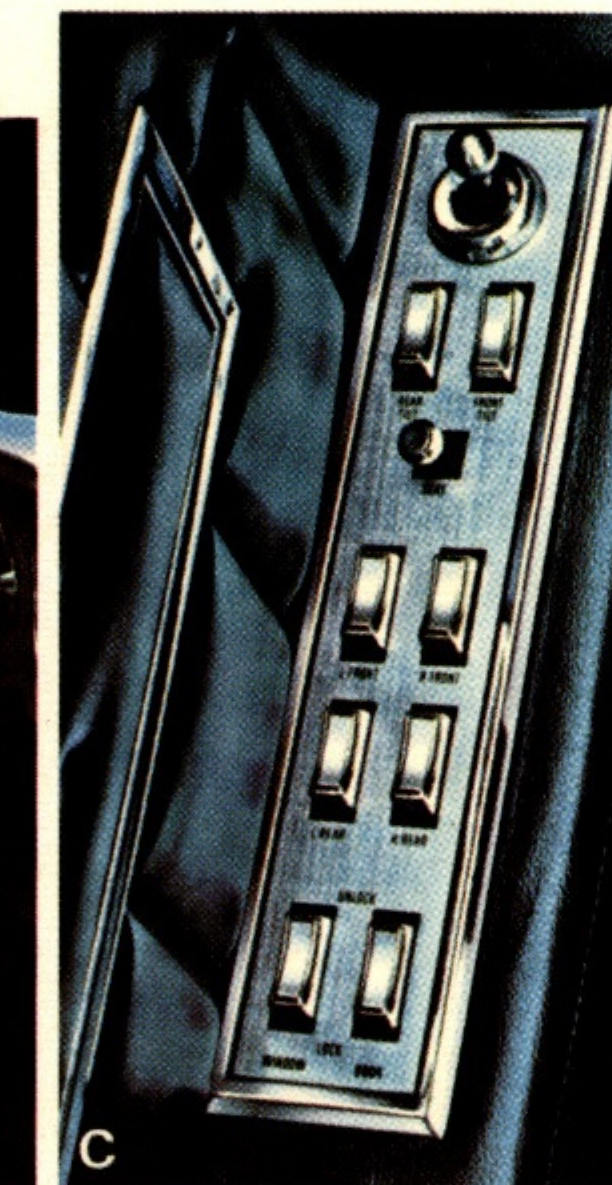
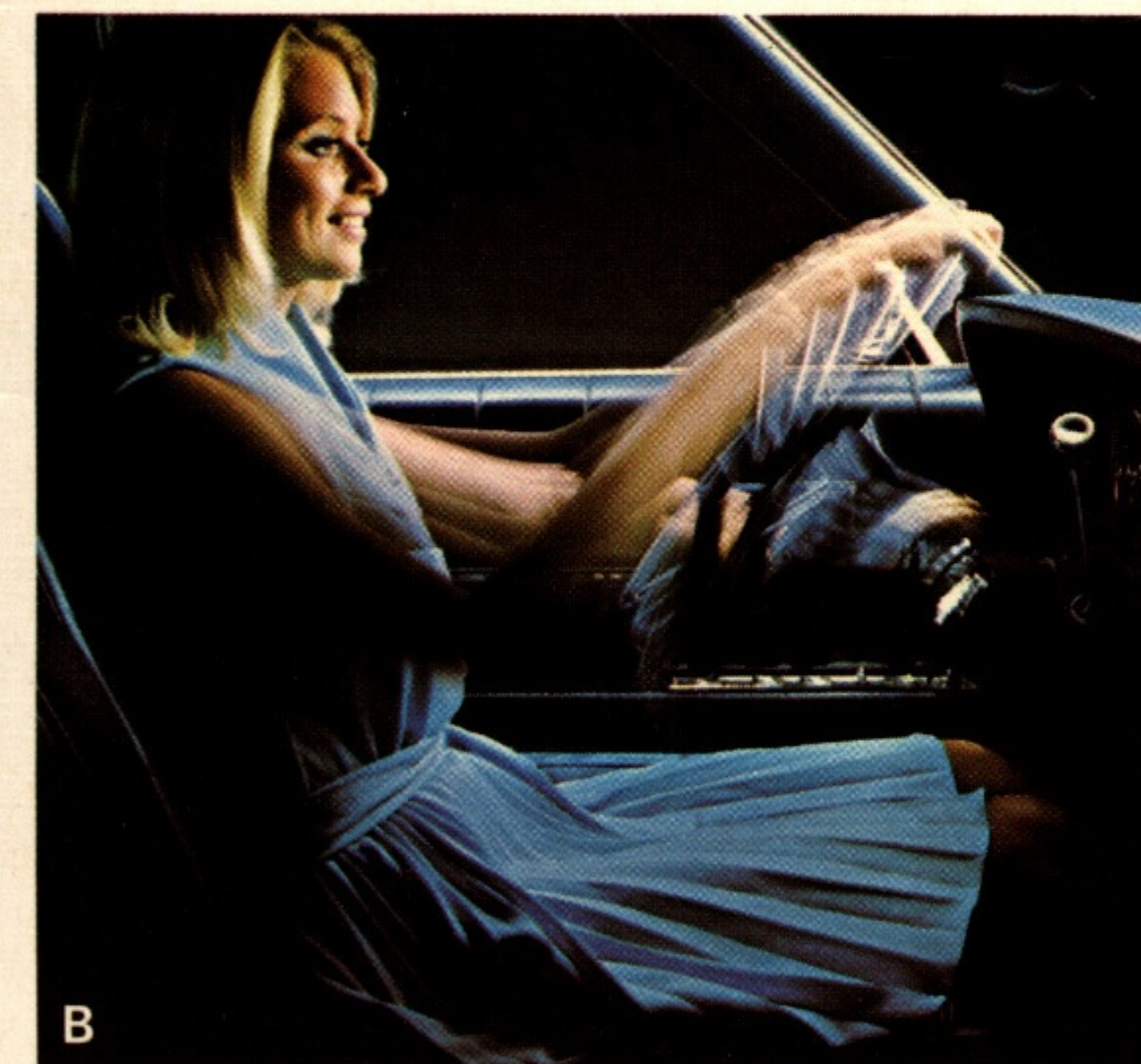
- A. **BROUGHAM INTERIOR TRIM** (facing page) gives you richly quilted cloth and vinyl seat and door trim (except with fingertip speed control option), woodtone accents, deluxe three-spoke Rim-Blow Steering Wheel, courtesy lights, rear seat center armrest, plush cut-pile carpeting. Two-Door version low back bench seat shown comes in 6 color choices: black, blue, red, ivy, ginger, light gray, gold. Also on Two-Door models, vinyl and soft leather seating surface version available in 3 colors: black, red, ginger, along with high-back bucket seats. When ordered on Four-Door, Brougham Interior Trim comes with high-back bucket seats, cloth and vinyl covered in 6 color choices: black, blue, red, ivy, tobacco, light gray, gold. Four-Door vinyl and soft leather seating surface version available in 3 colors: black, red, tobacco—with high-back Split Bench seats. See pages 4-5 for SPECIAL BROUGHAM OPTION offering for Two-Door models.
- B. **TILT STEERING WHEEL**, adjusts vertically to most comfortable position.
- C. **DRIVER'S CONTROL CONSOLE**, groups switches for power seats, power windows, outside remote-control mirror, conveniently in armrest.
- D. **SURE-TRACK BRAKE CONTROL SYSTEM**—sensors, valves, actuator and tiny computer work together to keep rear end tracking the front by automatically controlling rear-wheel brake locking, as an anti-skid device.

- E. **POWER-OPERATED SUNROOF**, push-button window to the sky.
- F. **SELECTAIRE CONDITIONER WITH AUTOMATIC TEMPERATURE CONTROL** lets you pick climate preferred, set and forget for year-round comfort. Selectaire Conditioner also available.
- G. **AM/FM STEREO RADIO**, surrounds you with sound via dual rear, dual front speakers. Stereosonic Tape System with AM radio, plus dual rear, dual front speakers also available.
- H. **ELECTRIC REAR WINDOW DEFROSTER**, heated element inside rear glass keeps it clear on frigid days. Rear window Defogger (fan-type) is another available device.
- I. **MANUAL RECLINING PASSENGER SEAT**, part of the Turnpike Convenience Group.

Other Comfort Ideas—High-back Bucket Seats and Console, 2-Door models only, standard with Special Brougham Option • High-back Split-Bench Seats (4-Door with Brougham Interior Trim only). Manual Reclining Passenger Seat, bench and split-bench on 4-Door, high-back Bucket seats on 2-Door models only • Tinted Glass • **Convenience Ideas**—Deluxe Seat Belts with Reminder light • Power Seats, 6-Way • Power Seats, 6-Way with Manual Reclining Passenger Seat • Power Side Windows • Power Trunk lid Release • **Convenience Check Group** (reminder lights for seat belts, fuel, door-ajar, front-light-on, and automatic seat back release for 2-Door models)

Turnpike Convenience Group (Fingertip Speed Control, Manual Reclining Passenger Seat, Michelin steel-belted white sidewall radial-ply tires).

Appearance Ideas—Bodyside Molding with protective color-keyed vinyl insert (comes with Special Brougham Option) • Vinyl Roof, 2-Door Hardtop only • Simulated Magnesium Wheel Covers (not available with Special Brougham Option) • **Exterior Appearance Group** (color-keyed stone shields and grille finish panels, bodyside moldings with protective color-keyed vinyl insert, color-keyed wheel covers and wheel lip moldings) • Front Bumper Guards • Glamour Paint (ivy bronze, medium red metallic, medium blue metallic, ginger bronze metallic) • **Protection Group** (Colored-keyed floor mats, license plate frames and door edge guards.) • **Improved Action Ideas**—Axle Ratio (3.00) • Fingertip Speed Control (includes 2-spoke deluxe Rim-Blow Steering Wheel) • Heavy-duty Suspension (HD front and rear springs, HD front and rear shock absorbers) • Traction-Lok Differential Axle (2.80 std. ratio, 3.00 ratio optional) • White Sidewall Tires, H78-15, all models, standard on 2-Door models with Special Brougham Option (H78-15 BSW tires std. all models) • White Sidewall, Steel-Belted, Radial-Ply Tires 2.25 x 15 sizes



Standard features you will welcome.

For your well-being and comfort, every Thunderbird comes beautifully equipped with a luxurious array of features—standard, at no extra cost. Some of the more notable standards you will welcome are: Thunderbird's smooth, authoritative power team—a 360 hp, 429-cu. in. 4V V-8 and SelectShift Cruise-O-Matic transmission • AM Radio • Power Steering • Electric Clock • Cornering Lights • Power Front Disc Brakes • Power Ventilation • 100% Nylon Carpeting • Instrument Gauge Cluster (Oil pressure, Alternator, Fuel, Engine Temperature) • Fuel Evaporative and Exhaust Emission Control System • Locking Steering Column • Outside Left-Hand Remote-Control Mirror • Uni-Lock Safety Harness • Cayman Grain Vinyl Roof (Landau models) • Full-Width Taillights with Sequential Turn Signals • Hydraulic Windshield Wipers w/ Electric Windshield Washers • Belted BSW Tires • MagicAire Heater/Defroster • Courtesy Lights (Glove Box, Map, Luggage Compartment) • Flight Bench Seats, with Bright Side Shields • Front and Rear Seat Center Armrest, and more.



Luxurious interior trim features vinyl so soft and supple you'll find it hard to distinguish from real leather. Flight-Bench seats are thickly padded to body contours. Fold-down center armrest gives you bucket-chair comfort; in up position, sofa-wide room for three.



12.8 cu. ft. trunk has room to spare! Luggage can even be carried upright in the spacious, fully lined, automatically lighted trunk—as you'd expect in a personal luxury car!

You drive in complete confidence.

The safety and peace of mind of people who drive and ride in Fords always comes first with Ford Motor Company. Ford has been a pioneer and leader throughout its history in developing stronger, safer, more dependable automotive products. And for 1971 Ford engineers continue to include in Ford cars the latest proven protections it is possible to provide.

Results of Ford's concern for your well-being are reflected further in the FORD LIFE GUARD DESIGN SAFETY FEATURES listed here, that are standard in every 1971 Ford: Dual hydraulic brake system with warning light • Glare reduced instrument panel padding, windshield wiper arms, steering wheel hub, horn ring, rearview mirror/mirror mounting and windshield pillars • Energy-absorbing steering column and steering wheel is designed to absorb energy by yielding in the event of severe impact, reducing injury possibility • Energy-absorbing armrests and safety-designed door handles are mounted so not to protrude • Turn indicators with lane-changing signal feature • Driver's outside rearview mirror • Inside yield away rearview mirror with glare-reducing day/night adjustment • Energy-absorbing instrument panel with padding (padded full-width for all front passengers) • Padded sun visors • Two-speed windshield wipers (slow, for a misty spray; rapid, when rain comes down in bucketfuls) • Windshield washers to clear the view when windshield gets dirty • High strength laminate safety glass windshield • Double-yoke safety door latches and safety hinges (help keep doors closed and occupants inside in event of impact) • Emergency flasher • Back-up lights • Side marker lights are amber at front fender corners, red on rear fenders. They light when headlamps or parking lights are turned on as a safety alert to other drivers • Energy-absorbing front seat back tops with padding • Self-locking front seat backs on 2-door models • Safety-designed radio control knobs, push buttons and coat hooks (except convertible) • Safety rim wheels and load rated tires • Corrosion-resistant brake lines (made of steel alloy, shielded with additional armored covering at critical areas for extra protection) • Uniform transmission shift quadrant • Parking lamps coupled with headlamps • Non-reversing odometer • Safety-design front end structure • Padded head restraints or high back seats for front outboard occupants • Safety glove box latch • Front and rear lap belts for all seating positions • Retractable front Lap Belt withdraws into seat-side receptacle, automatically, when not in use; helps keep seats uncluttered, belts untangled and reduces wear • Shoulder belts for front outboard occupants (except convertibles) • Uni-Lock Harness lets you conveniently fasten lap and shoulder belts with a single buckle. It's a better idea for safety: so, buckle up. • Locking Steering Wheel (locks wheel so it cannot be turned) and Ignition Key Reminder Buzzer (warns against leaving key in ignition). Built-in safety is something you have going for you in every Ford. Take full advantage of this fact and the protection your Ford can provide. Obey traffic laws, think ahead as you drive and follow rules of safe, sound driving judgment at all times.

Thunderbird Specifications.

Dimensions and Capacities—Length 212.5" Two-Door, 215.0" Four-Door; width 78.0" Two-Door, 77.4" Four-Door; height 51.4" Two-Door, 53.6" Four-Door; wheelbase 117" Two-Door, 115" Four-Door; tread (front/rear) 62.3"; trunk luggage volume (cu. ft.) 12.8; fuel 18.8 gal.; oil 4.1 qt. with filter change; cooling system (with heater) 15.5 qt.

ENGINE—429-cu. in. V-8 with 360 hp; 4.35" bore x 3.59" stroke; 10.5 to 1 comp. ratio; 4-barrel carburetor; automatic choke; premium fuel; dual exhaust system. SelectShift Cruise-O-Matic—Lets you drive fully automatic or shift manually through the gears. Three forward gears, one reverse, with quadrant sequence P-R-N-D-2-1.

Frame—Strong frame-and-body design with front end assembly, rear end assembly, and four torque box assemblies connected by formed center siderails. Rugged ladder-type construction with five reinforced crossmembers. Body mounting at 14 computer-designated positions for superior noise and vibration suppression characteristics.

Front Suspension—Wide 62.3" tread. Drag-strut, ball-joint type. Rubber-bushed stabilizer.

Rear Suspension—Wide 62.3" tread. Three-link, coil spring system with long and short mounting-link arrangement. Lateral track bar centers axle. All links and track bar rubber-bushed.

Steering—Integral-design power steering. Overall ratio 21.9 to 1. Turning diameter 42.7 ft. Two-Door; 43.4 ft. Four-Door.

Brakes—Self-adjusting power brakes. Front: floating-caliper disc brakes. Rear: drum brakes, drums cross-ribbed and flared. Front swept area 217.3 sq. in., rear area 155.9 sq. in.

Wheel and Tires—True-Center wheels on precision-machined hubs. Belted tires built to rigid Thunderbird specifications: H78-15.

Colors and Trim—Brilliant, rich Super Diamond Lustre Enamel in up to 23 exterior colors (all models). Color-keyed trim selections. Flight Bench Front Seat is standard. High-Back Bucket Front Seats and Console (Two-Door) or split-bench (Four-Door) is optional. Standard trim all-vinyl. Brougham Interior Trim in nylon cloth and vinyl or leather and vinyl is optional as is Special Brougham Trim of hopsack and vinyl. Trims available in up to 6 color choices.

Twice-A-Year Maintenance

New Thunderbirds are designed to go 6,000 miles (or 6 months) between oil changes and minor lubrications; 36,000 miles (or 3 years, whichever comes first) between major chassis lube. (More frequent service intervals will be required if the vehicle is operated in extremely dusty or low temperature areas for extended periods of idling, trailer towing or short runs which prevent the engine from reaching normal operating temperature.) Other '71 Thunderbird service-savers include: 24-month engine coolant-antifreeze, self-adjusting brakes, long-life Sta-Ful battery, shielded alternator, rust and corrosion-resistant aluminized mufflers and galvanized under-body parts. The '71 Thunderbird needs so little service it's just good sense to see that it gets the best—at your Ford Dealer. His factory-trained mechanics and special tools add up to the greatest service combination available for your Thunderbird.

NOTE: Your new 1971 Thunderbird comes equipped with factory engineered and approved parts such as the dependable Autolite Sta-Ful battery, Auto-lite Power-Tip spark plugs, Autolite shock absorbers, and an Autolite 6000-mile oil filter. For continued top performance, be sure to specify genuine Autolite parts whenever replacement is necessary.

While the information shown herein was correct when approved for printing, Ford Motor Company of Canada, Limited reserves the right to discontinue or change at any time, specifications or designs without incurring any obligations. Some features shown or described are optional at extra cost.

Ford gives you Better Ideas...It's a fact.



THUNDERBIRD



1971

Litho in Canada 1