



This page and overleaf: Various views of the pre-production prototype seen in much of the contemporary publicity material, including shots of the engine and chassis, the hardtop and convertible roof, the interior with an automatic transmission (it says Swift Sure on the brake pedal, by the way – Ford’s trade name for servo-assistance), and the roomy trunk. And, yes, the chassis frame in the background is unusual for a Ford – it belongs to a Glasspar body.



Tail of the 1960 model year Thunderbird, with its new rear light arrangement clearly visible. High resale values at the time were a good gauge of the car's popularity.

## All you might expect of a personal luxury car.

You expect a lot from Thunderbird. Graceful, classic styling that is a constant source of pride. Outstanding quality. A quiet ride that substantiates the craftsmanship. Unique features no other car offers. And Thunderbird, again, more than measures up.

We took special pains with quality. Each Thunderbird receives a thorough final inspection to make sure quality is built into every detail.

Our unique Odense vinyl roof, in nine tasteful colors, is standard. So are the distinctive Opera Windows. All of the vinyl roof, exterior and interior color selections are listed on the folder inside back cover.

You'll like the new grille refinements. And the new, full-width taillamp design. With a bright, die-cast Thunderbird emblem on the large new backup lamp in the center. The new one-piece rear bumper is a deeper design than before and features more wraparound for greater protection.

Among many innovative accoutrements you can opt for is a new Quick Detroit Windshield/Rear Window similar to that used on jet aircraft. There's a 77-amp, maintenance-free battery that never needs water, and more. The full manifest is in the Options Portfolio.

Thunderbird, quite frankly, is unique among luxury cars. Verify it with your own firsthand inspection.

**Special Equipment:** Quick Detroit Electric Windshield/Rear Window; Interior Decor, Deluxe Bumper and Convenience Kit; Deluxe Wheel Covers; Power Antenna. See Standard Equipment list on folder inside back cover.



**Exterior:** Midnight Ivy Yellow (Code 6N) beautifully paired with a Gold Odense vinyl roof.

**Note:** See Color Code reference on folder inside back cover.

**Interior:** Push Gold Picardy Velour Cloth Trim (Code FT) with Tan vinyl bolsters and periphery.

## Interior Styling Portfolio

### Luxury is a Thunderbird Tradition



Luxurious new Picardy Velour Cloth Trim—irresistibly tailored, invitingly soft. Optional, In Tan (Code FU), as shown, Medium Blue or Gold. The individually adjustable split bench seat has plush fold-down center armrest, a distinguished Thunderbird feature. See this new high standard of salon elegance at your earliest convenience.

**Note:** See Color Code reference on folder inside back cover.

## Thunderbird ride. A magnificent road experience.

Outstanding ride is smoothness and comfort under way. Quiet that assures you the quality's there. An engine that responds to your slightest command. Plus handling ease and control.

Thunderbird ride, in other words. Personal, luxurious driving. With advance-design roadabilities like a low center of gravity, long wheelbase, pure-ride rear suspension. Front and rear stabilizer bars.

Quality construction is a prerequisite. Precision-fitting doors, for instance, which takes care of wind noise. A body and frame structure of exceptional strength. And the frame has five crossmembers. Your Thunderbird emerges with a silent, solid road feel.

Soundproofing puts thick insulation under the roof and hood, and in areas of the body . . . to keep noise outside. You also ride

on white sidewall steel-belted radial ply tires . . . which have been tested to give the average driver 40,000 miles of tread life under normal driving conditions.

A smooth-running 460-cu. in. 4V V-8. SelectShift transmission, power steering and power brakes put you in complete command. The 460 V-8's solid state ignition provides a strong spark for cold weather starting, good hydrocarbon emission control and reduced maintenance.

There's peace-of-mind thoughtfulness, too. Steel Guard Rails in side doors. Front outboard retractable lap/shoulder belts with starter interlock. Impact Resistant Front and Rear Bumper Systems. See all Lifeguard Design Safety Features listed on folder inside back cover.

You can order amenities for even more magnificent going. As an example . . . Turnpike Group — with fingertip speed control, reclining passenger seat, trip odometer. More delights are listed in the Options Portfolio, pages 10 to 12.

Your first step is your best step, we think. An exhilarating Thunderbird test drive. Launch one soon at your Ford Dealer's.

**Note:** See all the luxury features that come standard listed on folder inside back cover. Other special equipment items shown are optional.

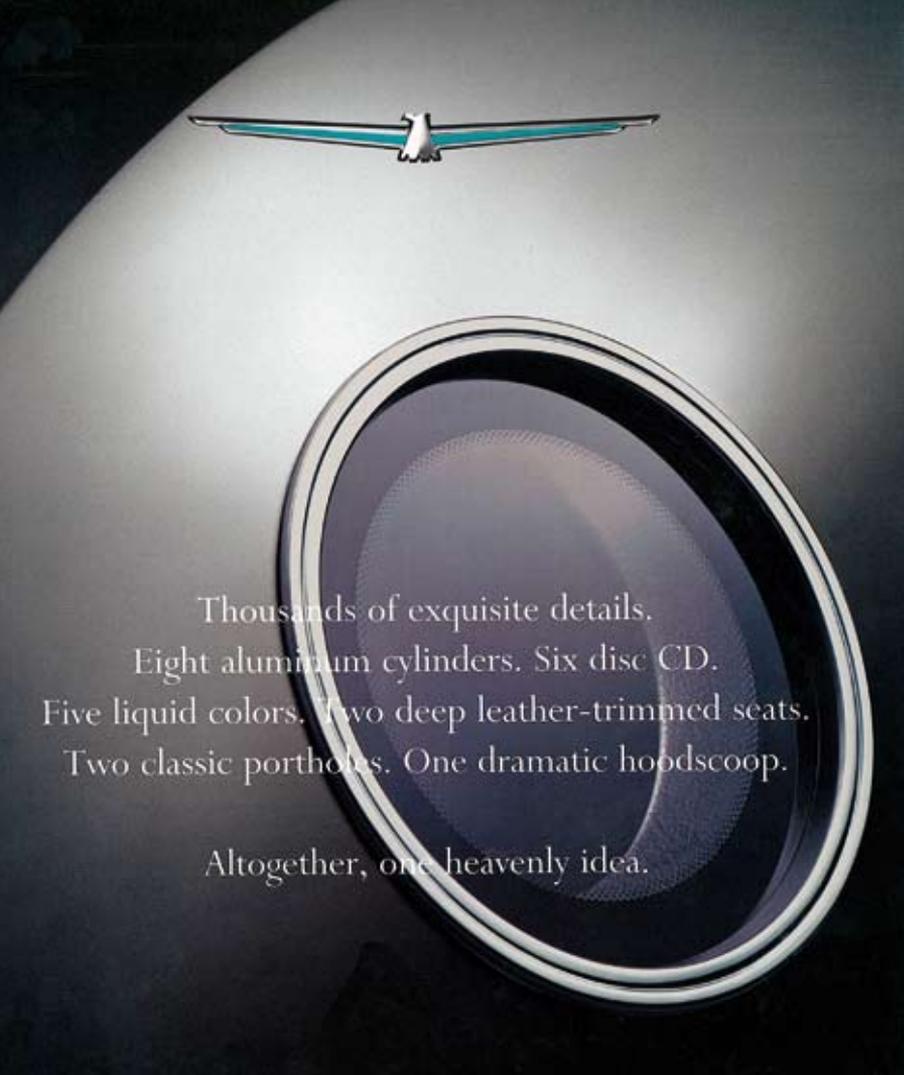
**Special Equipment:** Exterior Decor, Convenience and Deluxe Bumper Kit; Rear Rear Insulation/hood panel trim; simulated wire wheel covers; and Dark Red leather seating surfaces with vinyl armrests (Code AD).

**Exterior:** Pearl White (Code 9C) with White Odense vinyl roof.

**Note:** See Color Code reference on folder inside back cover.



Specifications, features and colors are subject to change without notice. Some vehicles shown with optional equipment.

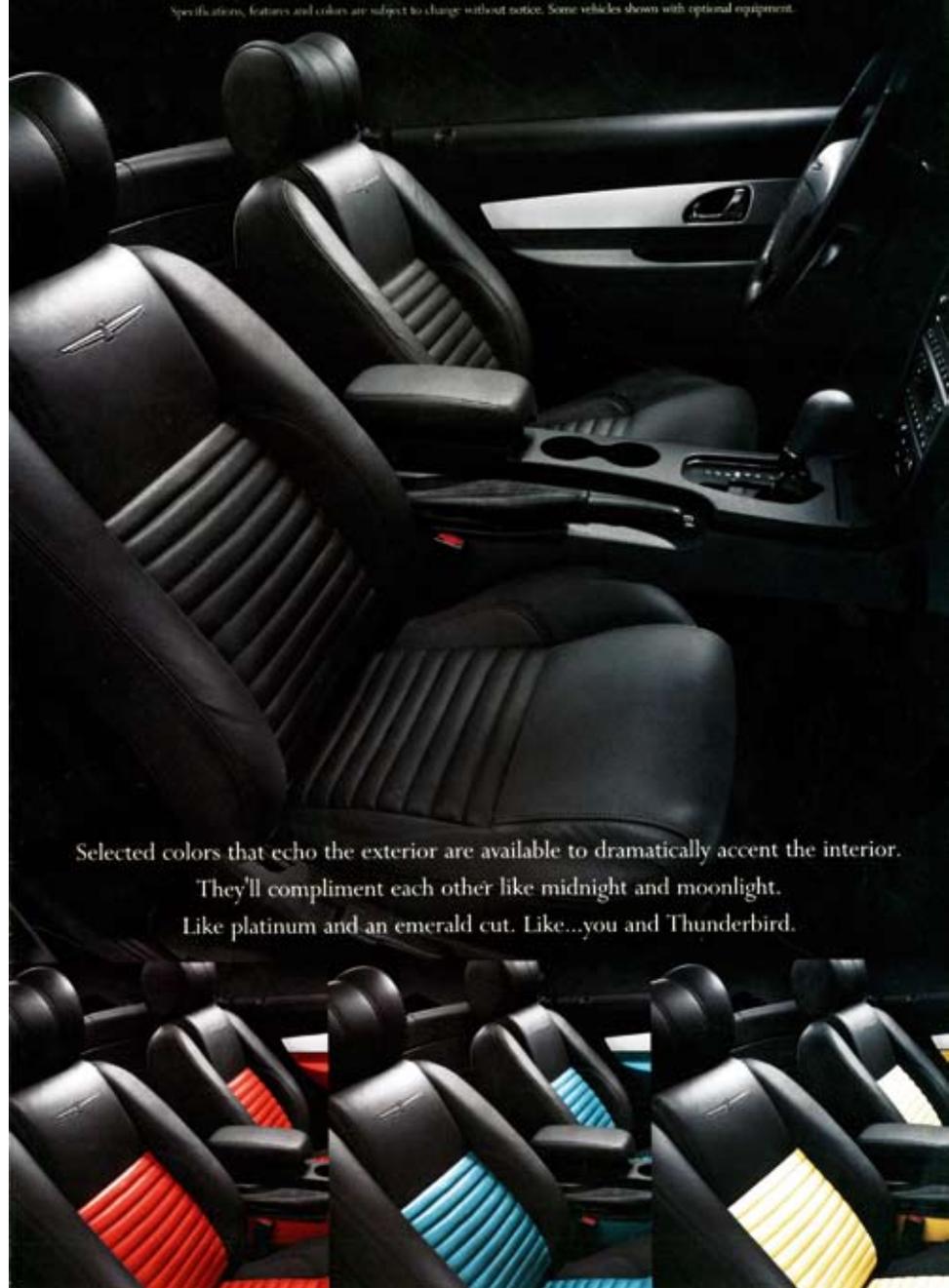


Thousands of exquisite details.  
Eight aluminum cylinders. Six disc CD.  
Five liquid colors. Two deep leather-trimmed seats.  
Two classic portholes. One dramatic hood scoop.

Altogether, one heavenly idea.



**This page and opposite: Early promotional catalog for the new Thunderbird.**



Selected colors that echo the exterior are available to dramatically accent the interior.  
They'll compliment each other like midnight and moonlight.  
Like platinum and an emerald cut. Like...you and Thunderbird.

A few early roadsters were sent out on a lengthy 'American Dream Car Tour' in the summer of 2000 to promote and inspire, the trip being done in conjunction with a dedicated website to attract younger generations into the T-Bird world, and then the new car made its official debut at the Pebble Beach Concours d'Elegance meeting on 18 August with the announcement of the Neiman Marcus Edition.

The Neiman Marcus machine would kick sales off via a limited edition model featured in the 2000 Neiman Marcus Christmas book. This had Evening Black coachwork with a unique Satin Silver Metallic hardtop (reflecting Neiman Marcus' corporate colors), the standard Black soft-top, and a special Black and silver interior (also

