



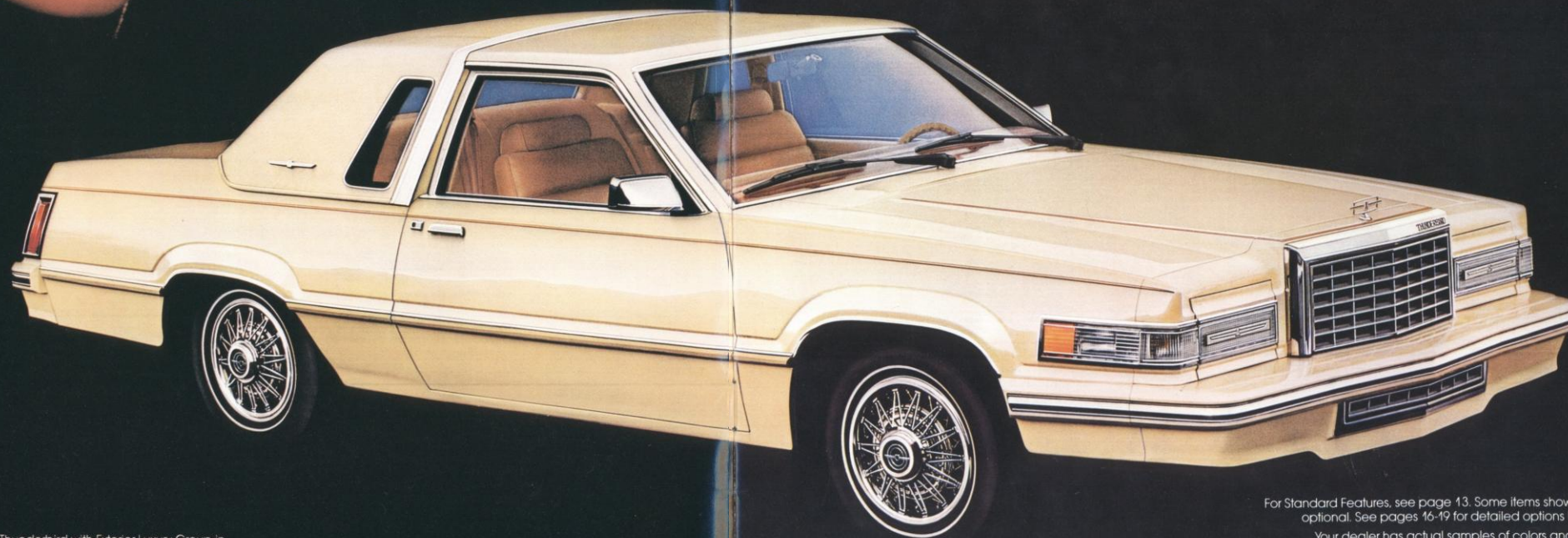
1980 THUNDERBIRD



Spread your wings.

There have been many exciting, innovative Thunderbirds over the past 25 years and the 1980 model is destined to be another. If this is your year to become a new Thunderbird owner, you have chosen the greatest year yet to "spread your wings."

Exterior Luxury Group, seen here, features: opera windows, padded rear half vinyl roof, center pillar wrapover applique, vinyl insert bodyside moldings, bodyside paint stripes, dual remote control mirrors, and luxury wheel covers (wire wheel covers shown). Interior Luxury Group also shown.



Thunderbird with Exterior Luxury Group in Pastel Sand (6D) with matching vinyl roof.

For Standard Features, see page 13. Some items shown are optional. See pages 16-19 for detailed options listing.

Your dealer has actual samples of colors and trims coded by letter in the text.

Who said man was not meant to fly?

In this new Thunderbird of 1980, there is all the exhilaration of flight without leaving the ground. In its grace of movement...in its "space age" instrumentation, its comfort and conveniences...Thunderbird lets you take wing as in no ordinary automobile.

Exterior Decor Group, seen here, features:
full quarter windows, rear half vinyl roof, vinyl insert
body-side moldings, body-side paint stripes, dual remote control
mirrors, and luxury wheel covers (wire wheel covers shown).
Wide door belt moldings are optional.



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

For Standard Features, see page 13.
Some items shown are optional. See
pages 16-19 for detailed options listing.
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and trim coded by letter in the text.

The world of flight. These new Thunderbird features make it a world of electronic marvels.

Now Thunderbird takes you into the future. On these pages are some of the boldest ideas of this or any other automotive year. Better Ideas for the 80's dedicated to your comfort and ease behind the wheel—the latest advancements in the concept of the personal car, which originated with Thunderbird a quarter century ago.

This is the Thunderbird of a new era. A luxury car for today and tomorrow. A new contemporary design that is trimmer on the outside with traditional Thunderbird comfort inside. As a matter of fact, the 1980 Thunderbird has much more rear seat leg room and knee room and a bigger trunk (with new standard mini spare tire) than its predecessor.

(A) Automatic Overdrive. A Ford innovation and a Better Idea option for the 80's. At about 40 mph in "D" (Drive), it automatically shifts into a fourth overdrive gear. This causes the engine to turn more slowly for improved highway fuel economy.* (Available with 5.0 liter (302) 2V V-8 option only.)

(B) Instrument Panel. Its clean-lined beauty contains many wonders. Principal among them is the Electronic Instrument Cluster option with its digital speedometer, MPH/KmPH conversion at the touch of a switch, electronic "bar graph" fuel gauge (shown in D), and electronic digital clock. At night, with headlamps lighted, the "Thunderbird" lettering on the far right of the panel is softly illuminated.

(C) Diagnostic Warning Lights. Located at the top edge of the two-tiered panel, this option signals the following conditions: "door ajar," "low washer fluid," "headlamps on" (accompanied by an audible warning), "low beam out," "brake lamp out," "tail-lamp out," "low fuel," plus standard warning lights: "temp" (above normal) and "oil" (pressure low) at either end.

(D) Electronic Fuel Gauge (included in Electronic Instrument Cluster option). Bar graph segments, lighted with clearly contrasted intensity, register more precisely to the eye than any needle-type gauge the level of the fuel in the tank. **Digital Speedometer.** The instrument "window" is filled with a large, numerical readout of the car's speed every moment you're under way. It requires but a quick glance.

(E) Keyless Entry System. With this option, five small calculator-type pushbuttons in the upper drivers door act as your key. When depressed in the proper coded sequence, doors or decklid can be unlocked. System also can lock the doors automatically.

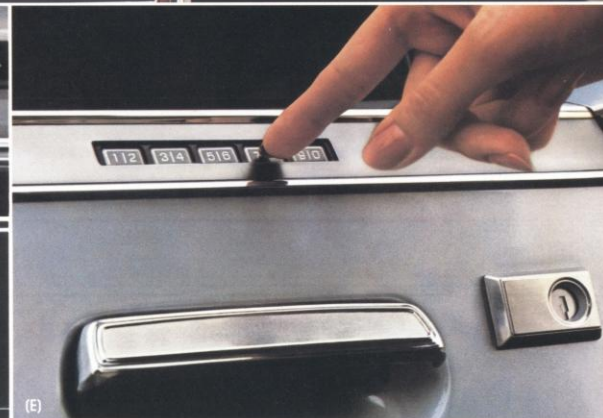
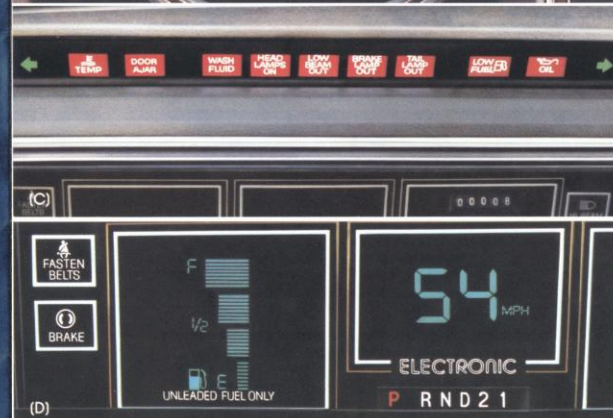
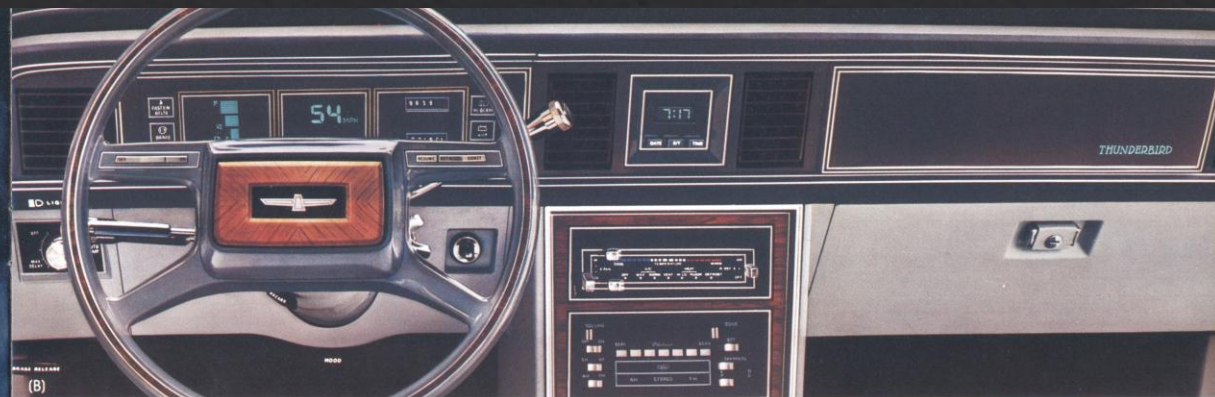
There are many more ideas for 1980 than these, of course. Engineering ideas, for example, like a new efficient 4.2 liter (255 CID) 2V V-8, standard. Also new in Thunderbird is a MacPherson strut-type front suspension which contributes importantly to Thunderbird's ride quality, handling and control.

But, before you turn the page, we have more to show you. Some touches of Thunderbird styling tradition blended with the new (as seen in the full front and rear views); the rich, chrome-plated grille theme that is repeated below in the soft, color-keyed urethane-enclosed bumper; the concealed headlamps (with Thunderbird emblems) and wraparound parking lamps; the distinctive hood ornament; the unmistakable taillamp design that says Thunderbird going away.

Other cars will have some of these ideas tomorrow. In Thunderbird you can have them all today.

*See mileage statement on back cover.

For Standard Features, see page 13. Some items shown are optional. See pages 16-19 for detailed options listing.



Subtle colors and shapes
outlined against the sky.
The new Thunderbird Town Landau
poised for take-off.

Few cars in America this year will reward their owners
with as much luxury and distinction as the new
Thunderbird Town Landau. It is, we believe, the finest
Town Landau we have ever built, with a very impressive
list of standard equipment (see page 13).

Town Landau, seen here, includes these
standard features: opera window, padded rear
half vinyl roof, center pillar wrapover applique with
coach lamps, wide door belt moldings, vinyl
insert bodyside moldings, hood, bodyside and
decklid accent stripes, cast aluminum wheels.

Thunderbird Town Landau with Tu-Tone
Paint, Tape Treatment, Chamols Glow (BW)
over Dark Chamols Metallic (8A) with
Caramel vinyl roof.

For Standard Features, see page 13. Some items
shown are optional. See pages 16-19
for detailed options listing.
Your dealer has actual samples of colors and trims
coded by letter in the text.



(A)



(B)



(C)



(D)



(E)

Thunderbird Town Landau features. Shouldn't you fly first class?

We think, that when you fly in the new Thunderbird, you'll be flying in a class that makes first class second choice. Case in point: the very elegant interior shown in (A). This is the Interior Luxury Group, optional in other Thunderbirds, standard in the Town Landau.

In front are individually adjustable and reclinable split bench seats. The richness of optional ultra-soft leather seating surfaces is seen here; beautiful velour cloth trim is standard (see E, page 15). The color is Dove Grey (KS). The long list of Interior Luxury Group features includes as well: luxury door trim panels. Illuminated visor vanity mirror on the passenger side. Luxury steering wheel (ilt wheel in Town Landau). Interval windshield wipers. Diagnostic warning lights (plus electronic instrument cluster, page 6, in Town Landau). Luxurious 18-oz. carpeting. Color-keyed deluxe belts with a pleasant chime that reminds you to buckle up. And lights all around: dual beam map light, courtesy lights under the instrument panel and in rear quarter trim panels, lights in the engine and luggage compartments.

In the Interior Luxury Group, too, are woodtone instrument panel appliques, an electronic digital clock, power windows, automatic parking brake release, tinted glass, and luxury luggage compartment trim. All this and more comes standard in the Town Landau.

(B) Rear Compartment. As comfortably inviting as the front compartment. The combination of Dove Grey leather seating surfaces and vinyl is handsomely tailored in the seat and coved quarter trim panels with their additional courtesy lamps. The rear compartment looks roomier, and it is, with nearly three inches more knee room and almost four inches more leg room than in 1979.

(C) New Electronic AM/FM Stereo Search Radio is another important standard feature in the Town Landau. It can be set to automatically tune in the next listenable station up the dial at the touch of a button or to scan the dial, pausing to give you 8-second program samples until you choose one you like.

(D) Power Side Windows and Power Lock Group* provide controls at each front seat position and a master control panel for the driver. A 6-way power driver's seat is another Town Landau standard feature.

(E) Engraved Owner's Nameplate, the crowning touch. Shortly after you take delivery of your Town Landau, this attractive plaque will be sent to you with your name engraved exactly as you advise your dealer it is to appear.

Not to be overlooked, certainly, are these Town Landau features: Select-Aire Conditioner (with manual controls) for all-season heating and cooling comfort. Padded vinyl roof with wrapover applique and coach lamps, color-keyed backlight moldings and decklid stripes, cornering lamps, dual remote control mirrors, and wide oval, low-profile white sidewall tires on cast aluminum wheels (see pages 8-9). And there still is much more, as you'll see on pages 12-13. So if flying first class isn't quite good enough for you, we're certain that "Town Landau class" will be.

*Not included in Interior Luxury Group.

For Standard Features, see page 13. Some items shown are optional. See pages 16-19 for detailed options listing.

Your dealer has actual samples of colors and trims coded by letter in the text.

Every 1980 Thunderbird has been cleared for take-off with this long list of notable standard features.

Functional Features

- 4.2 liter (255 CID) 2V V-8 engine with DuraSpark electronic ignition
- Electronic voltage regulator
- SelectShift automatic transmission
- Modified MacPherson strut-type front suspension; 4-bar link rear suspension; front and rear stabilizer bars
- Power front disc brakes with audible lining wear indicators; power rear drum brakes
- Foot-operated parking brake with warning light
- "P-metric" 14" 83W steel belted radial ply tires (4)
- Mini spare tire (stowed vertically in quarter panel for unobstructed trunk space)
- Variable ratio power steering (rack and pinion gear design)
- Front and rear bumpers enclosed in soft, color-keyed urethane
- Concealed single rectangular headlamps with wraparound parking lamps
- Fluidic windshield washer system with 2-speed wipers
- Thunderbird Sound Insulation Package
- Steering column-mounted 2-lever system:
 1. Windshield washer/wiper
 2. Turn signal, horn, headlamp dimmer
- Power ventilation
- Inside hood release
- Day/night inside mirror
- AM radio (may be deleted

- for credit or upgraded at extra cost)
- Self-regulating illuminated electric clock
- Trip odometer
- Continuous loop belts
- Lighted locking glove box, lighted ashtray
- Cigarette lighter
- Anti-theft door lock buttons (mounted in armrests)
- Inertia seat back releases
- Deep-well trunk with full-width mat
- Ford's anti-corrosion warranty (ask your Ford Dealer for details)

Appearance and Comfort Features

- Flight bench front seat with fold-down center armrest
- Cloth vinyl upholstery
- 10-oz. color-keyed cut-pile carpeting
- All-vinyl door trim panels with woodtone accents
- Two-tier instrument panel with high-gloss black appliques
- Deluxe 5-spoke soft rim steering wheel
- Color-keyed cloth-covered headlining and sun visors
- Full quarter windows
- Bright moldings: hood rear, windshield, drip rail and back-light; wheelip and rocker panel moldings
- Chrome-plated grille
- Thunderbird hood ornament with color-coordinated insert
- Full-width wraparound tail-lamps with integral side marker lights
- Full wheel covers (4)

Thunderbird Town Landou

- Includes most of the above standard features with these more luxurious additions or variations:
 - Split bench front seats, individually adjustable, with dual recliners, separate armrest; 6-way power driver's seat
 - Velour cloth fabric in luxury trim scheme
 - Color-keyed deluxe belts with reminder chime and comfort regulators
 - 18-oz. luxury carpeting

- Luxury door trim panels with cloth inserts* and carpeted lower portions (except when white leather trim is ordered)
- Cloth inserts** in covered rear seat quarter trim panels
- Rear seat courtesy lamps in quarter trim panels
- Woodtone instrument panel appliques
- Engraved owner's name plaque on instrument panel†
- Tilt steering wheel; dual note horn
- Electronic instrument cluster (shown and detailed on pages 6-7, 16-17)
- Diagnostic warning lights
- Electronic AM/FM stereo search radio
- Select-Aire Conditioner (manual control); tinted glass
- Interval windshield wipers
- Illuminated visor vanity mirror (passenger side)
- Light Group: dual beam map lights, instrument panel courtesy lights, engine and luggage compartment lights
- Power lock group
- Automatic parking brake release
- Luxury luggage compartment trim
- Front cornering lamps
- Autolamp on/off delay system
- Dual remote control mirrors
- Padded rear half vinyl roof with wrapover applique, opera windows and coach lamps
- Wider door bell moldings
- Color-keyed backlight moldings
- Color-keyed vinyl insert body-side moldings, partial wheelip moldings
- Hood, body-side and decklid stripes
- Cast aluminum wheels
- TR-type (wide oval, low-profile) white sidewall radial tires

*Vinyl inserts when leather trim is ordered.
 †Plaque will be sent to you shortly after your dealer advises how you wish it to read.

Options list is shown on pages 16-19.

Thunderbird in Silver Metallic (1G) with rear half vinyl roof in Silver. The vinyl roof, vinyl insert body-side moldings, dual remote control mirrors, wire wheel covers, white sidewall tires, and dual accent paint stripes are optional.

There's a perfect view of the future from Thunderbird's 1980 flight deck.

From its outset in the 1955 model, the Thunderbird personal car concept has emphasized total style, inside as well as out.

What you see here is ample evidence that, while the concept never changes, the execution of it can change totally. The 1980 Thunderbird interiors are new in almost every sense, right down to the construction of the seats.

To provide additional seat support and improved comfort, conventional seat springs have been replaced by steel "flexolators." Flexolators provide a larger surface area to better support the inner foam pad. One benefit is greater cushion comfort. And, because this kind of construction permits a thinner seat back, rear seat passengers benefit from more leg and knee room.

And the new fabrics, trim designs and appointments contribute equally to your appreciation of the new "inner" Thunderbird. Your color choices include Dove Grey, Dark Red, Medium Wedgewood Blue, and Caramel with Bittersweet additionally in the Decor and Luxury Group options. White is also available in crushed-grain vinyl with bucket seats in standard trim and Decor, with split bench seats in Decor, and in leather with the Luxury Group.

(A) Interior Decor Group—Cloth/Vinyl Split Bench Seats. Dark Red knit cloth (ED) shown. Handsome door trim panels include assist straps and carpeted lower portion (except with White vinyl). Coca Cola woodtone instrument panel appliques, 18-oz. carpeting, color-keyed deluxe belts, dual seat recliners, and passenger visor vanity mirror are additional features.

(B) Interior Decor Group—Cloth Recaro Bucket Seats* in Dark Red ribbed luxury cloth (ND). These new optional seats are designed and contoured to nestle close to the body and provide special support. Each has an adjustable thigh support and reclining seat back control. Additional color choices: Black/Dove Grey, Caramel, and Bittersweet. Also available with Interior Luxury Group.

(C) Interior Decor Group—All-Vinyl Bucket Seats. Shown in White (GQ). Console included with bucket seats along with all Decor Group features described above (except seat recliners and armrests).

(D) Standard Thunderbird Interior—Cloth/Vinyl Flight Bench Seat. Shown in Blue tweed cloth (AB). Fold-down center armrest, column-mounted controls for windshield wiper washer and horn, headlamp dimmer, turn signals, soft rim deluxe steering wheel, AM radio, two-tier instrument panel with high-gloss black appliques, inertia seat back releases—these and more are all standard features (see page 13).

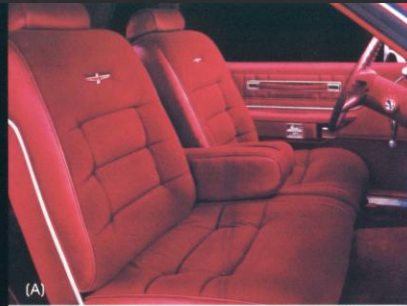
(E) Interior Luxury Group—Cloth Split Bench Seats. The upholstery fabric is rich velour in Dark Red (JD). Standard in Town Landau. Ultra-soft leather seating surfaces are an alternate choice (see A, page 11).

Whatever your interior choice, your future is certain to be brighter when viewed from the '80 Thunderbird's flight deck.

*Delayed availability. Consult your Ford Dealer for updated information.

For Standard Features, see page 13. Some items shown are optional. See pages 16-19 for detailed options listing.

Your dealer has actual samples of colors and trims coded by letter in the text.



New interior options. Thunderbird flight made even simpler and more enjoyable.

You were, every minute, a part of our plans as we designed and engineered the new Thunderbird. And nowhere did we think more about you than in the selection of options that would be yours to add to the model of your choice. To enhance its beauty ... to augment its usefulness to you in dozens of ways. To make your new Thunderbird of 1980 in every way your personal car.

Audio

Ford offers a superb selection of radios and audio equipment. All are precision engineered and built to exacting Ford quality standards. Of special interest, all Ford radios are designed to receive traveler's advisory broadcasts when tuned to either end of the AM band. For more details, get the booklet "1980 Sound Systems and Electronic Options" at your Ford Dealer.

- 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.* Shown and described on pages 10-11.

- (A) Electronic AM/FM Stereo Search Radio with Cassette Tape Player.* Precision search tuning plus Dolby® noise reduction system.
- Electronic AM/FM Stereo Search Radio with 8-Track Tape Player.*
- 40-Channel Citizens' Band Radio. Remote control transceiver features: trunk-mounted chassis, power microphone with integral controls (disconnects for hidden storage), automatic scan to find active channels. Can store and summon five channels. Channel 9 pushbutton for emergencies. System overrides radio through front speakers while sending or receiving. AM/FM/CB triband antenna included. Available with all factory-installed radios. FCC license application included.
- Dual Rear Seat Speakers with fader control for monaural radios.
- Premium Sound System. Six upgraded speakers plus power amplifier. Available with all stereo radios.

*Dual speakers front and rear with fader control included.

Assists/New Electronic Driving Aids

- (B) Autolamp On/Off/Delay System.* On the road, turns on headlamps at dusk, turns them off at sunrise. At home, provides an adjustable interval of light to see you safely into the house.
- (C) Electronic Digital Clock.* Tells time, date and elapsed time of your trip on command. Included in Electronic Instrument Cluster.
- (D) Diagnostic Warning Lights.* See C, pages 6-7.
- Electronic Instrument Cluster.* (Shown and described on pages 6-7.) Includes Electronic Digital Clock, C, as well as the following features:
 - (E) Electronic Fuel Gauge.* Bar graph segments register fuel level in the tank. See also page 6.
 - (F) Digital Speedometer.* Large numerals in the instrument

"window" tell you your speed every moment you're under way. See also page 6.

Comfort and Convenience

- Color-Keyed Deluxe Belts* with comfort regulator feature. Included in the Interior Decor and Luxury Groups.
- Seat Belt Reminder Chime.* A gentle suggestion to buckle up. Included in Interior Luxury Group.
- (G) Garage Door Opener. Coded to a receiver you attach to your opener unit. Neatly designed into the driver's sun visor. Includes dual illuminated visor vanity mirrors.
- (H) SelectAire Conditioner with Automatic Temperature Control. Maintains preset temperature levels the year round. Unit with manual control* also available.
- Tinted Glass* all around to reduce heat and glare of the sun. Recommended with SelectAire Conditioner.
- Dual Remote Control Mirrors.* Included in Exterior Luxury and Exterior Decor Groups. See pages 2, 5, 8.
- Illuminated Visor Vanity Mirror (passenger side).* Has variable light intensity for grooming.
- LH Remote Control Mirror. Shown on pages 5, 8, 12.
- (I) Light Group.* Includes dual beam map light (shown), instrument panel courtesy lights, engine and trunk compartment lights.
- Interior Decor Group. Detailed and shown in A, B, C on page 14.
- Interior Luxury Group.* Shown on pages 10 and 15, detailed on page 11.
- (J) Fingertip Speed Control. You set any safe speed at or above 30 mph, and Fingertip Speed Control maintains it. Great convenience, and holding steady speeds helps save gas. Pressing the brake pedal deactivates the system. Touch of the "resume" button automatically reestablishes the speed set prior to braking.
- Leather-Wrapped Luxury Steering Wheel. Shown in J. Available with Fingertip Speed Control.
- Tilt Steering Wheel.* Adjusts to five separate positions. Tilts up out of way for easier entries, exits.
- Dual Note Horn.* Included in Interior Luxury Group.

Interiors

Seats and trims are illustrated and described on pages 10-11, 14-15.

Power Assists

- Power Radio Antenna.
- Power Lock Group.* Shown and described in D, page 10.
- 4-Way Power Flight Bench Seat. Adjusts forward and back, up and down.
- 6-Way Power Driver's Seat.* Infinitely adjustable. Available with split bench seats and Recaro bucket seats.
- Power Side Windows.* Included in Interior Luxury Group.

*Standard on Town Landau.





New exterior options. "Tower to Thunderbird: you're looking good, and you're cleared for immediate take-off."

Appearance

- Exterior Decor Group. Rear half vinyl roof in eight color choices: Black, Bittersweet, Medium Red Metallic, Silver Metallic, Midnight Blue Metallic, Caramel, White, and Pastel Sand. Vinyl insert body-side moldings, dual remote control mirrors, body-side paint stripes, luxury wheel covers also included. See pages 4-5.
- Exterior Luxury Group.[†] Padded rear half vinyl roof with wrapover applique and opera windows plus remaining Decor Group features listed above. See pages 2-3.
- Wide Door Belt Moldings.[†] See pages 4-5, 8-9, 12-13.
- Dual Accent Paint Stripes. See pages 2-3, 4-5, 8-9, 12-13.
- Hood and Body-side Stripes.[†] See pages 8-9.

(A) Luxury Luggage Compartment Trim.[†] This option gives you luxurious carpeting wall to wall in Thunderbird's new deep-well trunk with its large 17.7 cubic feet of usable space. Even the mini spare tire is covered.

- Tu-Tone Paint/Tape Treatment. Offered in the following nine combinations: Polar White (upper color) with Bittersweet Glow or Midnight Blue Metallic; Silver Metallic with Black, Midnight Blue Metallic or Dark Cordovan Metallic; Black with Silver Metallic; Midnight Blue Metallic with Medium Blue Glow; Chamois Glow with Dark Chamois Metallic; Bittersweet Glow with Dark Cordovan Metallic. See pages 8-9.

(B) Rear Half Vinyl Roof in eight color choices (see listing above in Exterior Decor Group). Included in Exterior Decor Group. See pages 4-5, 12-13. Padded rear half vinyl roof included in Exterior Luxury Group (see pages 2-3), standard on Town Landau (pages 8-9).

Convenience

- (B) Flip-Up Open Air Roof. Flip it up part way for ventilation. Remove it completely for the open air feeling of a convertible.
- Electric Rear Window Defroster.
- (C) Illuminated Entry System. Door lock and interior are lighted when handle is raised; stay lighted about 25 seconds or until ignition is turned on.
- (D) Front Cornering Lamps.[†] light your way around dark corners.
- Keyless Entry System. See E, page 7.
- Interval Windshield Wipers.[†] Variable pause between sweeps lets you match wiper action more closely to weather conditions.

Performance

- Heavy-Duty Battery. Extra cranking power for cold weather starting, accessory operation.
- Heavy-Duty/Handling Suspension. Includes heavy-duty shock absorbers, heavy-duty rear springs, increased diameter stabilizer bars.
- High Altitude Emission System.

- California Emission System.
- 5.0 Liter (302 CID) 2V V-8 Engine.
- Engine Block Immersion Heater plugs into electrical outlet to keep engine oil warm for easier cold-weather starting.
- Automatic Overdrive Transmission. The smoothness and ease of an automatic transmission plus overdrive fourth gear to increase highway fuel economy.* Explained on page 6.
- Automatic Parking Brake Release.

*See mileage statement on back cover.

Protection

- Mud and Stone Deflectors help protect paint on lower bodysides.
- Lower Bodyside Protection offers an application of vinyl along the lower sides of the body to help provide extra protection against stone pecking. Especially important on gravel roads or where use of road salt is heavy. Includes rocker panel moldings.
- Rocker Panel Moldings. Included with Lower Bodyside Protection.
- Vinyl Insert Bodyside Moldings.[†] Shown on all display models. Include partial wheel lip moldings.
- Protection Group. Front carpet floor mats, door edge guards and license plate frame(s).

Tires

- P-metric 14-in. steel-belted radial tires in both black and white sidewall are available. Consult your Ford Dealer on the tires best suited to your kind of driving.
- TR-Type (Wide Oval, Low-Profile) White Sidewall Radial Tires.[†] Available only with cast aluminum wheels.
- Conventional Spare Tire. Replaces standard mini spare. Stows in deep well of the trunk and precludes use of this area.

Wheel Covers/Wheels

- (E) Luxury Wheel Covers add a distinctive touch. Included in Exterior Decor and Exterior Luxury Groups.
- (F) Wire Wheel Covers. A handsome alternative. See also pages 2-3, 4-5, 12-13.
- (G) Cast Aluminum Wheels.[†] Available only with TR-type radial tires. See also pages 8-9.

[†]Standard on Town Landau.

Measurements

Wheelbase 108.4"		Length 200.4"	Height 53.0"	Width 74.1"
Tread Front 58.4"	Rear 57.2"	Fuel Capacity 175 gal.	Curb Weight (approx.) 3,270 lb.	Passengers 4

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



Ford Motor Company's optional Extended Service Plan covers certain selected components on new Ford cars and light trucks for longer than the vehicle's basic warranty. The cost is so moderate for the protection you get that it could pay for itself the first time you need it. Ask your Ford Dealer for more information about the Plan.

New Corrosion Warranty. Ford Motor Company provides a 3-year, unlimited mileage corrosion warranty on all new 1980 model cars. The warranty states that any part which, in normal use, rusts through from corrosion within three years of retail delivery or first use will be repaired or replaced free of charge by the selling dealer after inspection by a Ford representative. Of course, exhaust system components or parts which develop corrosion perforation caused by accidents or other damage are not covered.

Low Scheduled Maintenance. As part of a continuing program to lower the cost of ownership, scheduled maintenance requirements on most new Fords have been lowered dramatically in recent years. For example, with the 1980 Thunderbird, the recommended maintenance schedule is 7,500 miles or 12 months between scheduled oil changes and 30,000 miles between lubes. These are just two small parts of the comprehensive program which, in total, can significantly lower the cost of scheduled maintenance for Thunderbird over 50,000 miles of driving.

Option Availability. Some features presented are optional at extra cost. Some options are required in combination with other options. Availability of some models and features described may be subject to a slight delay. Ask your Ford Dealer for the latest information on options, prices and availability.

Product Changes. Ford Division reserves the right to change specifications any time without incurring obligations.

Mileage statement. At the time this catalog was published, 1980 EPA estimates were not available. Thunderbird should, however, post good miles-per-gallon ratings as it did in 1979. For the latest information, consult your Ford Dealer or the 1980 EPA Gas Mileage Guide.

Buy or lease a new Thunderbird from your
Ford Dealer—a great choice either way!

Better Ideas for
the 80s. FORD.



THUNDERBIRD

FORD DIVISION 