

'72 Thunderbird





The 1972 Thunderbird Hardtop.  
Exterior: Maroon.

Equipment Choices Shown: Vinyl Roof, Cornering Lights,  
Deluxe Wheel Covers, White Sidewall Tires.

A black and white advertisement for the 1972 Ford Thunderbird. The image is split vertically. On the left, a woman with dark hair, wearing a light-colored jacket and a thick chain necklace, sits in the rear passenger seat. She is holding a small bag. The car's interior is upholstered in a dark, tufted fabric. On the right, the front seats are shown, also with tufted upholstery. The steering wheel and dashboard are visible in the background. The overall lighting is dramatic, highlighting the textures of the fabric and the woman's features.

More Thunderbird  
than ever.

How would you change Thunderbird? The only way. Make it more Thunderbird. And we did for 1972.

Welcome to a whole new world of Thunderbird. It is a new world of driving and riding ease. A world of new spaciousness and comfort. Of new luxury and pride of ownership. More regal. More personally individual. More Thunderbird than ever.

Enter the most spacious Thunderbird ever. In the rear, a wide 3-passenger seat with more room for shoulders, legs and knees. In front, the deep-cushioned, Split Bench Seat provides comfort uniquely its own. Driver and passenger can individually adjust either half of the seat, and each has his own folding armrest. And instrument panel light and a warning buzzer, features of the new Seat Belt Reminder System, give you the cue to buckle up for safety. Options shown include Deluxe Seat Belts, Power Side Windows and Power Seat Control Console. And there's plush, cut pile carpeting, wall to wall. This interior is tailored with luxurious Lamont Cloth—in Tobacco, one of five rich new fabric colours you can choose with the Split Bench Seat.

More Thunderbird  
in every  
thoughtful detail.

We changed Thunderbird completely—but made sure each change would produce a new car more Thunderbird than any before it. We styled a new Thunderbird look—gave the car more interior size while retaining its classic proportions.

We lengthened the wheelbase, we designed a new rear suspension with an

integral stabilizer bar. The results are handling ease that is pure Thunderbird and a ride that is one step closer to flight.

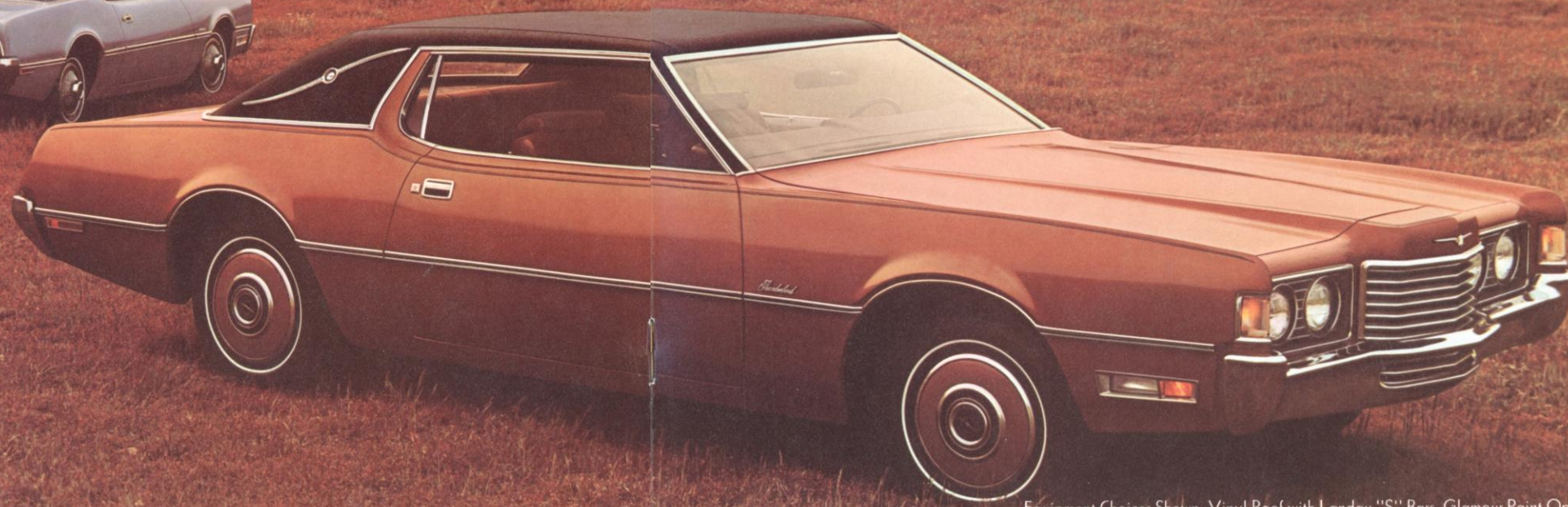
Even in equipment we've given you more Thunderbird. Michelin steel-belted radial ply black sidewall tires. A 429-cu. in. 4V V-8 that uses regular fuel. Select-Shift Cruise-O-Matic with automatic park-

ing brake release. Power steering and power front disc brakes. At your option, there is Sure-Track, the computer-controlled braking system that helps provide straighter stops under most conditions.

We think you'll agree, we've thought of just about everything.



Exterior: Medium Blue Metallic.



Exterior: Copper Fire.

Equipment Choices Shown: Vinyl Roof with Landau "S" Bars, Glamour Paint Option Group (details on page 6), Cornering Lights, White Sidewall Tires.

More Thunderbird in  
equipment choices  
that personalize.

Thunderbird comes fully endowed with comfort, convenience and driving items rarely found standard on most cars. Even so, many options are available to help you make Thunderbird more personally yours.

Consider ordering the Power-Operated Sunroof shown below. (Press a switch to let sunshine in, press it

again and all is snug and weathertight). Add luxury touches of the Glamour Paint Option Group, special hand-rubbed metallic paint, body and hood striping, color-keyed wheel covers, silver Landau "S" bar inserts (when vinyl roof is ordered). Tinted Glass, Protection Group (license plate frames, door edge guards, floor mats), 460 cu. in 4V

V8, Intermittent Windshield Wipers, Bumper Guards, Spare Tire Cover, Deluxe Wheel Covers, Rocker Panel Moulding, offer further personalizing opportunities.

Moving inside, to the Split Bench Seat (below), you can add seating surfaces of supple leather with vinyl trim. Or, change the interior completely, with

High Back Bucket Seats and Console (next page).

For a completely automatic Thunderbird. . . Power Side Windows, Fingertip Speed Control, Power Seat, Power Lock Group (includes power trunk lid release, power door locks), Power Radio Antenna, Automatic Seat Back Release.

For entertainment . . . AM Radio, AM/FM Stereo Radio or Stereosonic Tape System with AM Radio. For special driving need, Trailer Towing Package, Traction Lok differential, Heavy-Duty Suspension.

Quite a long list, you'll agree, and yet there's more. To see how much, turn the page.



Exterior: White.

Equipment Choices Shown: Sunroof, Cornering Lights, White Sidewall Tires.



Interior: Seating surfaces of luxurious leather are matched with smart vinyl trim. This is Ginger, one of seven color choices.

ADDITIONAL EQUIPMENT CHOICES. With (A) High Back Bucket Seats (shown below in red Hopsack cloth and vinyl), you might select a Reclining Passenger Seat. (Available also with Split Bench Seat.) Consider top: (B) Sure-Track, the computerized brake control system that acts quicker than thought. It "reads" the road for skid conditions, automatically helps bring the car to a controlled, straighter stop. (C) Cornering Lights. (D) Tilt Steering Wheel. Fits itself to your driving comfort. (E) Electric Rear Window Defroster. (F) New Thunderbird Flight Panel illustrates SelectAire Conditioner with Automatic Temperature Control. Set the temperature, SelectAire does the rest. AM/FM Stereo Radio. Multi-band, multi-speaker system that turns your Thunderbird into a concert hall. Also shown: Deluxe 3-Spoke Steering Wheel with Rim-Blow Horn feature. (G) Driver's Control Console. At your fingertips, controls for remote control outside mirror and these separate equipment choices: Power Windows, Power Seat. And many more.



#### Facts That Make The Car Even More Fascinating

**STANDARD EQUIPMENT.** Power Team: 429-cu. in. 4V V-8 and 3-speed SelectShift Cruise-O-Matic Transmission. Power Steering. Power Front Disc Brakes. Automatic Parking Brake Release. Michelin Black Sidewall Steel-Belted Radial Ply Tires. AM Radio Electric Clock. Split Bench Front Seat (driver, passenger sides individually adjustable). Front Seat Center Armrests. Seat Belt Reminder System. Cut Pile Carpeting, Wall to Wall. Power Ventilation. MagicAire Heater/Defroster. Remote-Control Outside Mirror (driver's side). Protective Side Moldings with Vinyl Inserts. Courtesy Lighting (door-operated dome light, door lights and under panel light, glove compartment light, front ash tray lights). Fully Insulated Body. Fully Lined and Lighted Trunk—13.9-cu. ft. total luggage volume.

**COLORS AND UPHOLSTERIES.** 23 exterior colors with 17 color-keyed interiors, including both standard and optional choices.

**Colors:** Light Blue. Pastel Lime. Black. Light Gray Metallic. White. Dark Green Metallic. Medium Green Metallic. Dark Blue Metallic. Maroon. Dark Brown Metallic. Yellow. Light Yellow Gold. Gray Gold Metallic. Medium Blue Metallic. Bright Green Gold Metallic. Glamour Paint Option Group choices: Blue Fire, Green Fire, Walnut Fire, Copper Fire, Gold Fire, Lime Fire, Cinnamon Fire, Burgundy Fire.

**Upholsteries:** Standard Flight Bench Seat in Black, White, Dark Green or Ginger vinyl. (Optional split bench seat only) Lamont Cloth & Vinyl in Black, Dark Red, Dark Blue, Dark Green, Tobacco; opt. Leather & Vinyl in Black, White, Dark Red, Ginger, Dark Blue, Dark Green, Tobacco; (optional bucket seats only) Hopsack Cloth & Vinyl in Black, Dark Red, Dark Blue, Dark Green, Ginger.

**DIMENSIONS AND SPECIFICATIONS:** Overall length 216"; wheelbase 120.4"; tread (front/rear) 63.0"/62.8"; overall width 79.3"; overall height 51.3". Capacities—trunk luggage volume 13.9 cu. ft.; fuel tank 18.7 gal. Curb weight 4615 lb.

**ENGINES:** Standard 429-cu. in. 4V V-8: 4.36" bore x 3.59" stroke; 4-barrel carburetor; regular fuel. Optional 460-cu. in. 4V V-8: 4.36" bore x 3.85" stroke; 4-barrel carburetor; regular fuel. (All 1972 engines are designed to operate on regular gasoline with octane rating of at least 91 when the engine is adjusted to factory recommended specifications.)

**BODY AND FRAME CONSTRUCTION:** S-shape front frame rails provide energy absorption on impact. Body mounting at computer-designed points for noise and vibration suppression characteristics.

**SUSPENSION:** Full coil spring. Front-independent drag-strut, ball-joint type. Rear—four-link rubber-cushioned system with integral stabilizer bar.

**STEERING RATIO:** (overall) 21.7 to 1. Turning diameter 43 ft.

**POWER BRAKES:** Front: floating-caliper disc type; swept area 232.0 sq. in. Rear: drum shoe type; swept area 155.9 sq. in.

**WHEELS AND TIRES:** True-Centre wheels on precision mounted hubs. Michelin Steel Belted Radial Tires. These Michelin tires have superb resistance to road hazards, blowouts, fabric breaks, cuts encountered under normal driving conditions, and are standard on every 1972 Thunderbird.

**FORD MOTOR COMPANY LIFEGUARD DESIGN FEATURES** standard in every 1972 Thunderbird, include: Steel Guard Rails in side doors. Dual hydraulic brake system with warning light. Glare-reduced instrument panel padding, windshield wiper arms, steering wheel hub, rearview mirror/mirror mounting and windshield pillars. Energy-absorbing steering column and steering wheel. Energy-absorbing armrests and safety-designed door handles. Outside rearview mirror/driver's side. Inside yield away rearview mirror. Energy-absorbing instrument panel with padding. Padded sun visors. Two-speed or variable speed windshield wipers. Windshield washers. High strength laminate safety glass windshield. Double-yoke safety door latches and safety hinges. Hazard warning flasher. Backup lights. Side marker lights. Energy-absorbing front seat back tops with padding. Self-locking front seat backs. Safety-designed radio control knobs and push buttons (on vehicles equipped with radios). Safety-designed coat hooks. Safety rim wheels and load-rated tires. Corrosion-resistant brake lines. Uniform transmission shift quadrant. Parking lamps coupled with headlamps. Non-reversing odometer. Safety design front end structure. Head restraints or high back seats for front outboard occupants. Safety glove box latch. Front and rear lap belts for all seating positions with retractors for front outboard occupants. Shoulder belts for front outboard occupants. You buckle up for safety easier than ever with Ford's exclusive Uni-Lock Harness, a better idea offered standard with the new Seat Belt Reminder System. One slotted lap-belt buckle quickly lets you attach the shoulder belt. Locking Steering Wheel and warning buzzer.

**TWICE-A-YEAR MAINTENANCE**—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. Other service-savers include: 24-month engine coolant-antifreeze, self-adjusting brakes, long-life Sta-Ful battery, rust-and-corrosion-resistant aluminum mufflers and galvanized underbody parts.

Your 1972 Thunderbird comes with factory-engineered Autolite/Motorcraft battery, oil filter, shock absorbers; Autolite spark plugs and other Ford approved precision parts. For continued top performance, be sure to specify Autolite spark plugs and Autolite/Motorcraft parts whenever replacement is necessary.

Availability of engines and transmissions is contingent upon certification and production schedules.

**NOTE:** 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.

THUNDERBIRD