

**1983 THUNDERBIRD**





**THE 1983  
THUNDERBIRD:  
A BEAUTIFULLY  
AERODYNAMIC  
DESIGN.**

The 1983 Thunderbird is a beautifully aerodynamic, luxurious American car that graces its legendary name with bold, daring new lines and solid engineering advancements.

You'll be reading about three distinctive models in the pages that

follow: Thunderbird, the elegant Thunderbird Heritage, and the exciting new Thunderbird Turbo Coupe. Each offers its own special blend of Thunderbird sportiness and luxury. And each is built with Ford's firm commitment to quality.





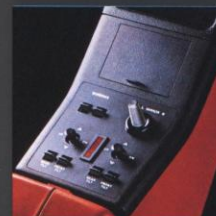
**INSIDE HERITAGE:  
THE ULTIMATE IN  
THUNDERBIRD  
STYLE AND COMFORT.**



Left and above: Thunderbird Heritage individually reclining seats in Medium Red velour.



Attractive Heritage instrument panel features the innovative Electronic Instrument Cluster. See page 15 for details of this advanced system.



The richly styled, illuminated console has a handy, removable storage bin, flocked interior and padded lid.



An electronic AM/FM stereo search radio with six speakers and the Premium Sound System are standard equipment in Heritage.

# THUNDERBIRD HERITAGE

**BOLD, PROUD NEW STATEMENT  
OF PERSONAL LUXURY.**



Thunderbird Heritage in Silver Clearcoat Metallic.



Heritage offers impressive comfort and convenience features. Example: Standard electric remote-control mirrors.

Special touches like electro-luminescent coach lamps add distinction to Heritage.



Stylish lines incorporate concealed drip moldings for a beautiful blend of form and function.



The mark of Thunderbird. It says a lot about the car and you.



P195/75R 14 white sidewall tires and deluxe wheel covers are standard.

Thunderbird with Exterior Accent Group in Tu-Tone Silver Clearcoat Metallic over Dark Charcoal Clearcoat Metallic.



Standard reclining seats in optional SuperSoft vinyl.

Soft, urethane-covered front bumper underlines Thunderbird's sculpted new grille.



The Thunderbird instrument panel: an attractive blend of style and function.



**THUNDERBIRD**  
**SHAPED BY THE WIND**  
**TO SOAR IN STYLE.**

## THE TURBO COUPE: THUNDER WITH LIGHTNING.

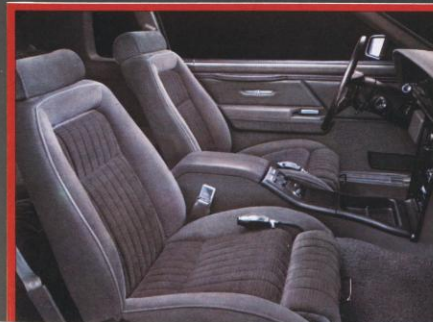


Thunderbird Turbo Coupe in Bright Red.

Special brushed black appliques, tachometer and leather-wrapped wheel highlight the Turbo Coupe's control center.



The Turbo Coupe's articulated seats in Charcoal trim.



Impressive rolling gear: Turbo Coupe's standard Goodyear Eagle HR tires and 14" aluminum wheels.



## THE 1983 THUNDERBIRD: CONCEIVED FOR TODAY WITH AN EYE ON TOMORROW.

Thunderbird for 1983 brings you sleek new styling, innovation and driving excitement. Two distinctive series offer the traditional hallmarks: Thunderbird elegance and Heritage luxury. A third, the exhilarating new Turbo Coupe, adds a separate dimension of sports appeal. Thunderbird's futuristic lines, engineering advancements and electronic magic seem out of tomorrow. But they're here today!

### THUNDERBIRD

Thunderbird's aerodynamic styling captivates the eye. But its pleasing shape is just one of many solid virtues. The '83 Thunderbird attains a new level of personal luxury for four passengers with an interior that touches you back. The long list of Notable Standard Features (page 16) challenges comparison with any other car in Thunderbird's price range.

Thunderbird engineering is equally impressive. Powertrain: 3.8 liter V-6 engine and SelectShift automatic transmission with locking torque converter for power with economy.\* Modified MacPherson front suspension and new gas-filled shocks and struts to further smooth the ride. Variable ratio power rack and pinion steering for precise response. (Engineering features are covered in greater detail on pages 14-15.) There are special touches like windshield wipers that stay out of sight until

you need them. Concealed drip moldings around the doors give the exterior a clean-lined look. It all adds up to a very special Thunderbird for 1983.

### THUNDERBIRD HERITAGE

Heritage is, as always, the ultimate in Thunderbird personal luxury. Great comfort, convenience and distinction. Outside, Heritage features unique quarter windows and electro-luminescent coach lamps. Dual electric remote-control mirrors. Wide bodyside moldings, bumper rub strip extensions and wire wheel covers. Special grille ornament. Hood, bodyside and decklid stripes add smart accent touches.

Inside, you're surrounded by the richness of the Interior Luxury Group. Seats are trimmed in velour cloth (ultra-soft leather trim optional) with a Thunderbird embroidered in each seat back. Front seats include carpeted cushion side facings, a map pocket with Velcro® closure for the driver and seat back map pockets. The center area between rear seating positions is richly carpeted. There are soft cloth inserts (vinyl with ultra-soft leather trim) in the door panels and the coved area of the quarter trim panels. Courtesy lights are in the door and quarter trim

panels, too, with on/off switch for the latter located in the console. Luxury floor carpeting, of course.

The instrument panel has unique Prima Vera woodtone appliques and the luxury steering wheel has a matching woodtone center insert. There's even luxury trim in the luggage compartment. And convenience items all around: Dual illuminated visor vanity mirrors, electronic digital clock, Light Group (see contents on page 18), diagnostic warning lights, power side windows, interval windshield wipers, automatic parking brake release and tinted glass.

Heritage luxury doesn't stop there. It includes as well the convenience of a power lock group. A tilt steering wheel that adjusts to five positions. The Autolamp On/Off/Delay and Illuminated Entry systems provide sophisticated services even when you're not inside the car. And the Electronic Instrument Cluster is also standard (see pages immediately following). An electronic AM/FM stereo search radio is combined with the Premium Sound System.

And to reflect your pride of ownership, an anodized aluminum plaque bearing your signature will be sent to you shortly after delivery.

Heritage: The top-of-the-line Thunderbird and fully deserving of the name.

### THUNDERBIRD TURBO COUPE

An all-new combination of sports appeal and driving enjoyment. That's the new Thunderbird Turbo Coupe. It's designed for those who believe driving ought to be more than just getting from point A to point B. Thunderbird excitement with a bold new beat!

At the heart of the Turbo Coupe is an overhead-cam 2.3 liter turbo-charged 4-cylinder engine with Electronic Fuel Injection (EFI) (see page 14) and 5-speed manual over-drive transmission. It's a real action combination whenever you decide to put your foot down. There's a

special handling package, too, for more precise and quicker steering and even flatter cornering than the standard model. And the Turbo's power rack and pinion steering features a lower ratio with increased effort. Standard tachometer features boost and overboost lights that let you monitor the performance of the turbocharger. Also included is a new rear suspension feature, Quadra-Shock, and unique aluminum wheels with Goodyear Eagle HR performance tires.

The Turbo Coupe's exterior styling reflects its special sports appeal. Unique charcoal and black accent treatments provide subtle distinction. Up front, there's a unique fascia with integral air dam and Marchal fog lamps. Wide bodyside moldings and bumper rub

strip extensions, too. And electric remote-control mirrors on both sides of the car.

Inside, the articulated seats include adjustments to accommodate you in comfort made to order (pictured on page 19). Sports-accented black instrument panel with diagnostic warning lights (pages 5, 15), electronic digital clock. Leather-wrapped steering wheel. Courtesy and convenience lighting just about anywhere.

The Turbo Coupe adds an exciting new dimension to Thunderbird — excitement that really comes alive on the road.

\*See page 17 for mileage information.

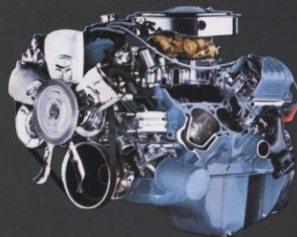


# THUNDERBIRD ENGINEERING AND TECHNOLOGY . . . FROM LEGENDARY LEADERSHIP.

Innovation and technology always have been prime ingredients of the Thunderbird legend. That 1983 is no exception can be readily seen in the engineering advancements and electronic wizardry highlighted on these pages. Ford's firm commitment to quality, too, is strikingly apparent. Thunderbird fit and finish, created first on the drawing board, come to life on the assembly line.

## 3.8 LITER V-6 ENGINE

Thunderbird's standard engine is one of the industry's newest designs. It achieves impressive fuel efficiency\* by virtue of its advanced combustion chamber design and valve porting, among other outstanding features.



## SELECTSHIFT AUTOMATIC TRANSMISSION WITH LOCKING TORQUE CONVERTER

Unlike conventional automatics, Thunderbird's standard SelectShift transmission incorporates a locking

\*See page 17 for mileage information.

torque converter. This provides a near-mechanical linkup between engine and transmission in all three forward gears. The result is less torque converter slippage than non-locking automatics for more efficient use of the engine's power.

## AUTOMATIC OVERDRIVE TRANSMISSION OPTION

This technically innovative concept, introduced with the 1980 Thunderbird, set an example of efficiency for others in the industry to follow. It automatically shifts into a fourth overdrive gear at about 40 mph, allowing the engine to turn one-third more slowly and substantially improving highway fuel economy. Available with the standard 3.8 liter V-6 engine or with the optional 5.0 liter V-8.

## A BEAUTIFULLY AERODYNAMIC DESIGN

Thunderbird's fluid lines are more than pleasing to the eye. They actually contribute substantially to Thunderbird fuel efficiency through the science of aerodynamics. Extensive wind tunnel testing helped determine the shape of the new Thunderbird — to create a car that would pass through the air with ease as well as with grace. Thunderbird's coefficient of drag is an impressive .35.

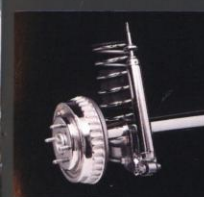
Note: Some features shown are chromed or painted for display purposes.

## NEW TURBOCHARGED ENGINE WITH ELECTRONIC FUEL INJECTION

This turbocharged 2.3 liter 4-cylinder engine features Electronic Fuel Injection (EFI) which provides a precisely metered flow of fuel and air to the combustion chambers for optimized fuel control. The turbocharger offers near-instantaneous power on demand for passing situa-



tions. In addition, a new generation Electronic Engine Control (EEC) system provides sophisticated engine function monitoring for best performance and economy. Fuel metering and spark timing and advance are among the elements under EEC system's control.



Available only in the Thunderbird Turbo Coupe, this multifaceted power package offers a new and exciting kind of Thunderbird performance.

## GAS-FILLED SHOCK ABSORBERS

These shocks use gas pressure to ensure continuous hydraulic control even on rough road surfaces, enhancing the smoothness of Thunderbird's ride.



## MODIFIED MACPHERSON FRONT SUSPENSION WITH GAS-FILLED STRUTS

The MacPherson design is widely recognized for the quality of its ride characteristics and its contribution to vehicle handling. It is teamed with Ford's own 4-bar link rear suspension in Thunderbird. This suspension system, including gas-filled shocks and struts, and

unique new suspension geometry, provides improved stability on the highway and over rough roads. It also contributes to flat cornering, and helps provide responsive handling and steering.

## VARIABLE RATIO POWER RACK AND PINION STEERING

In Thunderbird, the convenience of power is teamed with the precision of rack

and pinion steering, contributing to ease of handling. The steering gears are selected to ensure low steering effort for a luxury feel. "Variable ratio" means fewer steering wheel turns during low-speed turning and parking maneuvers than with non-variable systems, and a stable steering center feel at highway speeds. (Non-variable ratio steering on Turbo Coupe or with optional B&W performance tires.)



## TRIPMINDER® COMPUTER OPTION

An on-board information center, the TripMinder puts all kinds of travel data at your fingertips. (1) Trip average speed. (2) Instantaneous distance per gallon. (3) Trip average distance per gallon. (4) Total fuel used. English/metric conversion included, plus readouts for date, time, elapsed trip time and distance.

## CLEARCOAT METALLIC PAINT OPTION

Clearcoat, a luxurious car finish, is achieved by applying two coats of highly pigmented, low-gloss polyester enamel over the primer. Then final "clear" coats of acrylic enamel are applied. It's a deep, glossy finish that adds further to Thunderbird beauty.

## ELECTRONIC INSTRUMENT CLUSTER OPTION

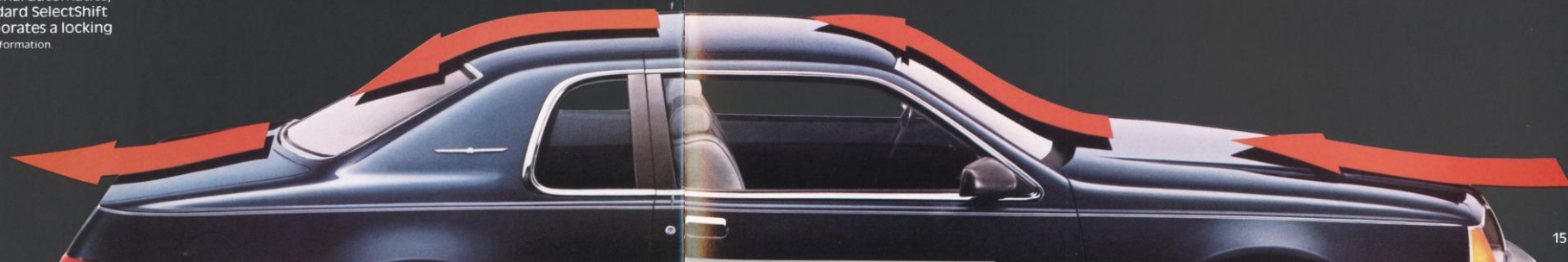
Here's the kind of innovation you associate with Thunderbird. The digital speedometer features a large numerical readout with MPH/KmPH conversion. The fuel gauge registers the level in the tank with a fast-reading graphic display. With the touch of a button,



the electronic digital clock tells you (1) the date, (2) time, or (3) the elapsed time of your trip. The Electronic Instrument Cluster is standard on Heritage. In addition, you can specify the diagnostic warning lights option which signals seven conditions. (Examples: "Headlamps on," "low fuel," "low washer fluid.")

## ELECTRONIC VOICE ALERT OPTION

The synthesized voice sounds remarkably real. Advises you that: "The key is in the ignition," "The door is ajar," "The headlights are on."





# THUNDERBIRD OPTIONS SELECTOR

Thunderbird's list of options is extensive and varied. With the options you choose, you can add your own personality and flair to you, new Thunderbird and add to its overall value at the same time. (Note: Some options are standard equipment with Heritage or with Turbo Coupe. See Notable Standard Features, page 16, for listings.)

## AUDIO

- AM/FM Stereo Radio\* ■ AM/FM Stereo Radio with cassette tape player\* ■ AM/FM Stereo with 8-track tape player\* ■ Electronic AM/FM Stereo Search Radio.

(A) **Electronic AM/FM Stereo Search Radio** with cassette tape player and Dolby® noise reduction system. ■ **Premium Sound System:** For stereo radios. Includes power amplifier and six premium speakers.

(Note: Dual front and rear speakers are included with all stereo radios.)

## APPEARANCE

- **Wide Bodyside Moldings:** ■ **Bumper Rub Strip Extensions:** ■ **Exterior Accent Group:**\*\* Includes wide bodyside moldings, bumper rub strip extensions, dual electric remote-control mirrors, dual accent bodyside and decklid stripes, and luxury wheel covers. ■ **Luxury Carpet Group** ■ **Dual Bodyside and Decklid Accent Stripes:** ■ **Hood Stripes:** ■ **Tu-Tone Paint/Tape Treatment:** Eight combinations.\* ■ **Clearcoat Metallic Paint.** See page 15.

## ASSISTS/ELECTRONIC DRIVING AIDS

- **Autolamp On/Off/Delay System.** Electronic sensor turns headlamps on at night, off in daylight. Can be set to keep headlamps on for up to four minutes after parking the car. ■ **Diagnostic Warning Lights.** See page 15 (shown on page 5). ■ **Electronic Instrument Cluster.** Standard with Heritage. Detailed on page 15. ■ **Trip-minder™ Computer:**\*\* See page 15. ■ **Electronic Voice Alert:**\*\* See page 15.

## COMFORT AND CONVENIENCE (Exterior)

- **Front Cornering Lamps.** ■ **Electric Rear Window Defroster:** ■ **Remote-control Locking Fuel Door.** A handy switch in the console lets you unlock the fuel filler door from the driver's seat.

(B) **Dual Electric Remote-Control Mirrors.** ■ **Pivoting Front Vent Windows:**

- **Keyless Entry System:** Five small calculator-type buttons in the upper driver's door act as your key with this convenient option. When depressed in the proper coded sequence, doors can be locked or unlocked and decklid unlocked automatically. Code can be changed at any time by the owner. Includes Illuminated Entry System and automatic door locking feature.
- (C) **Illuminated Entry System.** ■ **Interval Windshield Wipers.**
- (D) **Flip-Up/Open-Air Roof.**

## COMFORT AND CONVENIENCE (Interior)

- **SelectAir® Conditioner** with Automatic\* or Manual Temperature Control. ■ **Automatic Parking Brake Release:**\*\* ■ **Electronic Digital Clock:** ■ **Tinted Glass, Complete:** ■ **Light Group.** Includes dual beam map light, instrument panel courtesy lights and engine compartment light.

(E) **Fingertip Speed Control:** Includes "resume" feature.

(F) **Electronic Dimming Day/Night Rear-view Mirror.** Headlamps of following cars actuate mirror to night setting to reduce glare. Mirror automatically returns to day setting when lights disappear.

- **Leather-Wrapped Luxury Steering Wheel:** Replaces standard wheel on Turbo Coupe when Fingertip Speed Control is ordered. ■ **Tilt Steering Wheel.**

## INTERIORS

- **Interior Luxury Group:**\*\* See page 12 for a description of this very complete comfort and convenience package.
- **Ultrasoft Leather Trim.** Available with Interior Luxury Group or articulated seats.
- (G) **Articulated Seats:** Four separate seat adjustments promote maximum comfort for driver and front passenger. Seat back angle, inflatable lumbar support, thigh support and side bolsters.

## PROTECTION

- **Anti-Theft System:** This sophisticated electronic theft deterrent system will flash headlamp low beams and tail-lamps, sound the horn intermittently and cause interruption of the start circuit when activated by unauthorized

entry to passenger or luggage compartment. ■ **Lower Bodyside Protection.** ■ **Front License Plate Bracket:** ■ **Bright Rocker Panel Moldings:** ■ **Color-Keyed Front Carpet Floor Mats.** ■ **License Plate Frames** (rear only unless front bracket is ordered).



"Tot-Guard." For children 20 to 50 pounds (shown). Infant Carrier for babies up to 20 pounds. Both carriers available at your Ford Dealer.

## POWER ASSISTS

- **Power Lock Group.** Includes power door locks and remote-control electric decklid release in glove box. ■ **Power Radio Antenna:** ■ **6-Way Power Driver Seat:** ■ **Dual 6-Way Power Seats:**\*\* ■ **Power Side Windows:**\*\*

## TIRES

- **Conventional Spare Tire:**\*\* Replaces standard mini-spare tire. Conventional spare reduces luggage capacity and precludes use of "deep well" feature. (NOTE: BSW tires include special Turbo Coupe suspension and steering ratio when ordered with standard Thunderbird or Heritage. See your Ford Dealer for available tire sizes and styles.)

## WHEELS/WHEEL COVERS

- (H) **Luxury Wheel Covers:**\*\*
- (I) **Wire Wheel Covers:**\*\*
- **Locking Wire Wheel Covers:**\*\*
- (J) **Styld Road Wheels:**\*\*
- (K) **Cast Aluminum Wheels:** Include Michelin TRX tires and anti-theft locking lug nuts.

## PERFORMANCE

- **5.0 Liter V-8 Engine** with Electronic Fuel Injection (EFI):\*\* See your dealer for availability. ■ **Automatic Overdrive Transmission:**\*\* See page 14. ■ **Traction-Lok Axle.** Under adverse operating conditions where one driving wheel could spin on ice, snow, sand or mud, the Traction-Lok automatically shifts some of the driving force to the other

wheel to take advantage of its better traction. ■ **Medium-Duty Trailer Towing Package:**\*\* ■ **Heavy-Duty Battery.**

- **Traveler's Assistance Kit.** Includes tire pressure gauge, first aid kit, fuses, jumper cables, tools, and more.
- **Heavy-Duty Suspension:**\*\* Includes heavy-duty front and rear springs, larger diameter front stabilizer bar, heavy-duty front strut and rear shock absorber valving, rear stabilizer bar.
- **Engine Block Immersion Heater.**
- **California Emissions System:** ■ **High Altitude Emissions System:**\*\*

## ALSO WELL WORTH CONSIDERING . . .



Ford Motor Company's optional Extended Service Plan covers major 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. Your Ford Dealer will be happy to detail the plan for you. Available on all cars and most light trucks. It is honored by more than 6,500 Ford and Lincoln-Mercury dealers nationwide and in Canada.

## OPTIONS AVAILABILITY

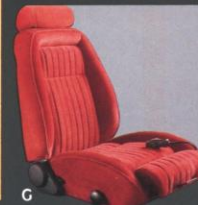
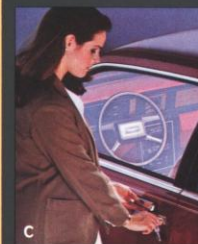
1983 Thunderbird options are not confined to these pages but are shown throughout the catalog. Options, whether or not they are identified, are offered at extra cost. Options designated by an asterisk (\*) are offered either in combination with other options, or are subject to additional ordering requirements or limitations. Availability of some features described here and elsewhere may be subject to delay.

## "ASK YOUR FORD DEALER"

Following publication of this catalog, certain changes in standard equipment, options, prices and the like, may have occurred which would not be included in these pages. Your Ford Dealer is your best source for up-to-date information.

## PRODUCT CHANGES

Ford Division reserves the right to change product specifications at any time without incurring obligations.



Buy or lease...  
**THUNDERBIRD**  
Go for a test drive today.



Get it together — Buckle up.

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THUNDERBIRD

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