



1967 Thunderbird



*When Thunderbird changes,
the automobile world watches,
for this will be the look of other cars
tomorrow. Here are the new
Thunderbirds for 1967, completely
changed: two elegant new two-door models,
an historic first four-door.
This newest and most elegant Thunderbird
flies with a three-hundred-ninety
cubic-inch V-8, new dual brake system
with power front disc brakes,
with a new kind of steering wheel...
Tilt-Away, the unique wheel that moves
over to ease you in; adjusts to nine
driving positions. There are many
special luxuries, comforts and safety
features that make flight in a
Thunderbird first-class adventure.*

The Thunderbird Four-Door Landau



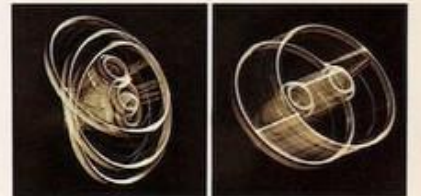
NOW...A LONG, SMOOTH, RICH, FAST FOUR-DOOR. An historic, new Four-Door Landau... with full-width seating comfort for five... may be the most luxurious of all flying machines. Doors that swing wide, away from the center pillar, providing comfortable access to front and rear compartments. Stunning, exclusive Landau styling marked by its padded vinyl roof and gleaming "S" bars. New

interiors styled for grace, dignity and unparalleled comfort. Relax in living-room refinement on specially sewn, tufted upholstery, available in luxuriant cloth, vinyl or distinctive leather, harmonizing with warm tones of simulated wood-grain appliques on instrument panel and doors, and deep, loop-pile carpeting. Sumptuous appointments are found throughout the cockpit for matchless

elegance that is synonymous with Thunderbird. Here's a bird that flies with impressive quiet whether powered by its mighty 390-cu. in. V-8 or a spectacular optional 428. Shift through the gears or go fully automatic, as the mood calls, with new SelectShift Cruise-O-Matic. Enjoy glorious wrap-around sound from a Stereo-Sonic Tape System or Thunderbird's new Multiplex Stereo Radio.



*Thunderbird '57...
the Luxury Car of Now That
Flies Like the Future*



**THUNDERBIRD INTRODUCES UNIQUE
TILT-AWAY STEERING WHEEL CONVENIENCE**

Meet Thunderbird's mannerly Tilt-Away Steering Wheel. It's out of your way when you enter. It moves over to meet you and adjusts up or down to your favorite of nine different driving positions. Then, as you leave, it moves up and away automatically when you open the door to ease your exit.

NEW COMFORT-STREAM VENTILATION SYSTEM

You relax in quiet, closed-window comfort surrounded by a constant, gentle flow of fresh outside air, which enters through four controllable instrument panel registers (illustrated), circulates, then exits soundlessly beneath the rear window (illustrated page 19). Around the corner or cross-country, you ride refreshed.

The Thunderbird Two-Door Hardtop



RAXISH, IMPRESSIVELY CUT . . . NEW STYLE IN STEEL . . . uniquely blending the distinctive lines that traditionally say Thunderbird. A new profile, noteworthy in its undivided expanse of side glass, long hood and short deck, to give a saucy, sporty distinction that flies high in the most discriminating company. Velvet-smooth action for easier handling. An even more quiet ride.

Yes, Thunderbird glides effortlessly across city street or freeway with unbelievable comfort and greater stability on a new, soft all-coil suspension system, longer wheelbase, wider tread and new computer-tuned separate body-frame construction. A new dual braking system is one of Thunderbird's many new standard Ford Lifeguard-Design Safety Features for 1967. In addition, new power

front disc brakes and huge drum brakes on rear wheels are standard! New, too, are optional "rolling" door locks which lock doors automatically when car speed reaches 8 mph. From latticework grille, which reveals the headlights at a touch of the light switch, to smartly styled, full-width taillights, this '67 Thunderbird is a bright, new vision on the American landscape.

*Unmistakably.
Uniquely
Thunderbird*

**FOUR DOORS SWING WIDE
TO WELCOME YOU**

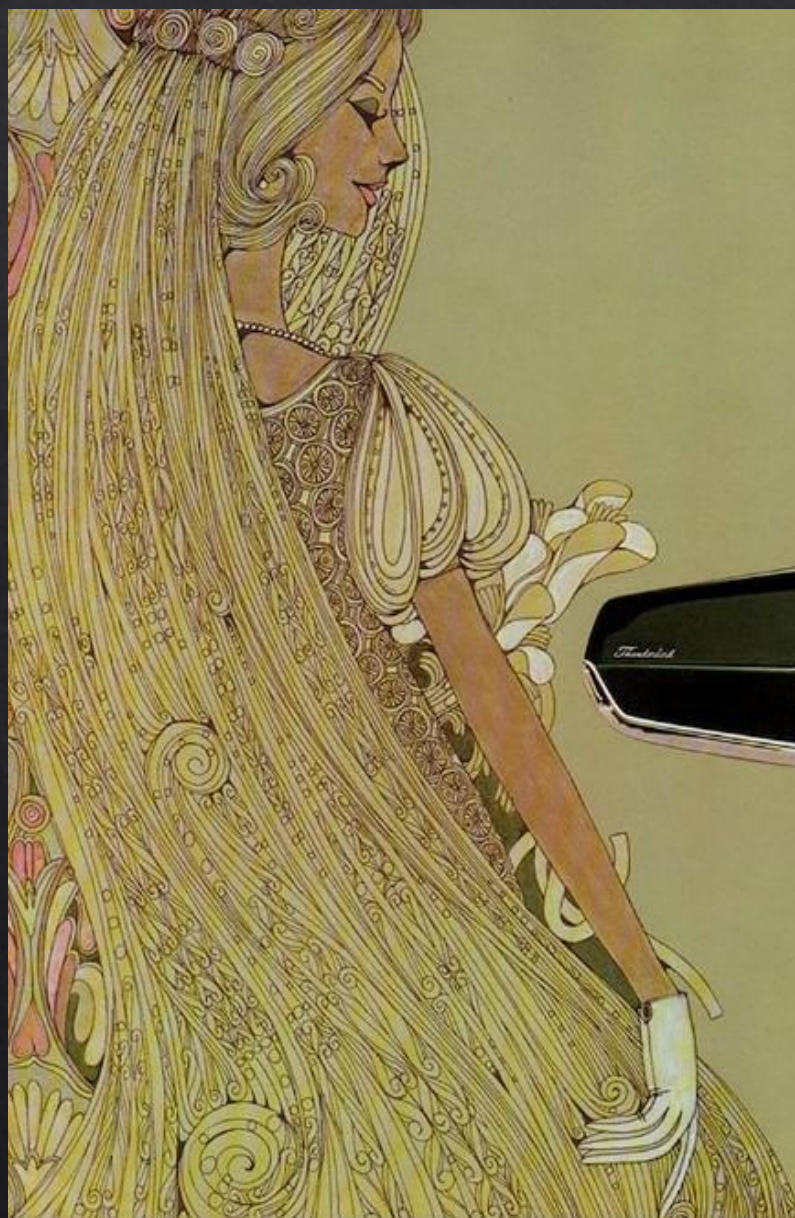
Even a casual glance at Thunderbird's new SL interior, available on all models in cloth-and-vinyl or in leather with vinyl trim, tells you that here is the quintessence of personal car luxury. A rear compartment of salon elegance—handsomely tailored, invitingly soft. Simulated wood grain appliques on instrument panel and doors, distinctive tufted seats and embroidery on upper seat backs enrich this tasteful interior. The newly designed Thunderbird console sweeps forward, between wider, deep-foam bucket seats, and blends into the fully padded instrument panel. Lovely-to-look-at comfort is the hallmark of this luxurious interior.

THE LUXURY OF STEREO—

Thunderbird's optional AM-FM Stereo Multiplex Radio brings the concert hall to you—with remarkable realism in sound reproduction. Four perfectly balanced speakers surround you with clarity of sound once exclusive to home stereo sets. That was before Thunderbird Multiplex . . . or Thunderbird's Stereo Tape System with AM Radio shown on page 17.



The Thunderbird Two-Door Landau



COMPLETELY CHANGED . . . STILL COMPLETELY THUNDERBIRD—Crowned with leather-like vinyl . . . crested with gleaming, rakish "S" bars . . . all that is Thunderbird—new and distinctive . . . blended with all the elegance that has become traditional in Thunderbird. Deep-foam bucket seats (impeccably tailored, individually adjustable) . . . the full-length command console (with lighted ash tray, personal

storage compartment) . . . the coved rear seat (with folding center arm rest). Everything about Thunderbird turns ordinary travel into effortless adventure. And its greatest luxuries come standard. Like Tilt-Away Steering Wheel and Power Steering. Power Front Disc Brakes. New SelectShift Cruise-O-Matic. Comfort-Stream Ventilation. MagicAire Heater. AM Radio. The list goes on and on (page 21). You have

many unique conveniences, too, such as reversible keys that are always right side up. Suspended accelerator pedal which adjusts itself to your foot. Thunderbird's own sequential turn signals that point out your turn in a rippling flow of light. Choose from 20 gem-like colors and roof vinyls of blue, brown, white or black on Landau models. Make this unique new luxury car yours . . . this Thunderbird '67!



Classic Thunderbird Cockpit

Standard interior appointments reflect deep, enduring beauty... classic Thunderbird luxury. All-vinyl color-keyed interior, retractable front seat belts, sweeping console and rich decor are characteristic of Thunderbird elegance.

*The Thunderbird Touch...
Luxurious Convenience
at Your Fingertips*



Convenience Control Panel

Another Thunderbird original. An optional overhead panel with lights to remind you to fasten seat belts, that a door is ajar, or fuel is low. A fourth light shows when the emergency flasher system is operating.



Stereo-Sonic Tape System

Optional Stereo-Sonic Tape System with AM Radio surrounds you with sound from four separate speakers. Simply snap in a tape cartridge and listen to over an hour of your favorite music.



Highway Pilot Control

Fingertip switches, set in the Tilt-Away Steering Wheel spokes, let you set your highway speed (above 25 mph). Cruise with your foot off the accelerator. A touch of the brake re-establishes manual control. Optional, all Thunderbirds.

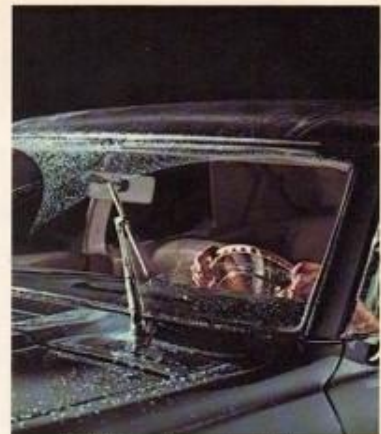


*Thunderbird 1967...
New
Achievements
in Luxury*



Comfort-Stream Ventilation

Ride refreshed—with windows up. New standard ventilation system brings in a constant flow of fresh air through four controllable instrument panel registers (pages 8-9), and expels stale air through vents below the rear seat window.



Full Sweep Windshield Wipers

The features of this standard all-new wiper system provide triple advantages with a wide-sweep pattern for greater visibility, hydraulic power for smoothness of action, variable speed control.



Sliding Quarter Windows

Curved rear quarter windows, standard on both the Thunderbird Two-Door models—Hardtop and Two-Door Landau, slide back out of sight into the roof pillar. Simple control permits smooth, easy adjustment.





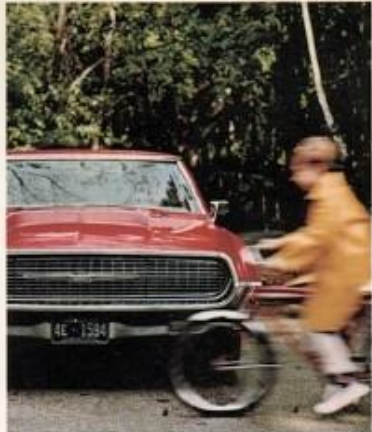
Select Shift Cruise-O-Matic

Thunderbird's optional air conditioner gives you year-round weather control, utilizing the instrument panel ventilation registers (pages 8-9). Set simple controls for cooling and dehumidifying in summer, heating in winter.



Select Shift Cruise-O-Matic

Smooth, responsive, versatile, and standard in all Thunderbirds, SelectShift Cruise-O-Matic lets you choose to go automatically—or shift manually through the gears if you wish.



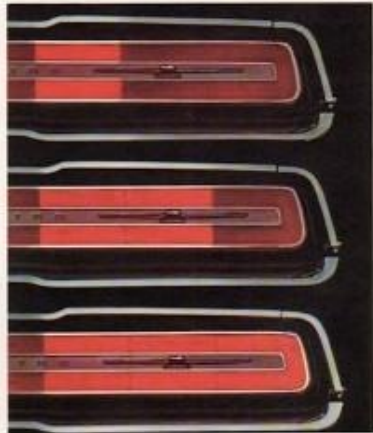
Dual Brake System

New, standard on all Birds. Includes dual master cylinder, separate lines to front and rear brakes. In the event one line is damaged, the other remains to provide partial braking, while red light warns driver brake service is needed.



Reclining Seat and Headrest

New front seat passenger comfort with reclining seat and adjustable headrest, all deep-foam padded, fingertip controlled. This optional convenience lets your front seat passenger relax, even nap comfortably on long trips.



Sequential Turn Signal

Thunderbird's unique sequential turn signals clearly indicate turning direction in rippling light. Distinctive, full-width styling incorporates turn signals, taillights, stoplights and backup lights in one unified bank of lights... all standard.



Ford Motor Company 1967 Lifeguard-Design Safety Features... Standard

Ever since there have been Fords on the American Road, the safety of the people who drive and ride in them has been a primary concern of thousands of people at Ford Motor Company, driving millions of miles on the test track, working millions of man-hours in the laboratory. Some of the latest results of their work are seen in the '67 Lifeguard-Design Safety Features... Standard.

Lifeguard-Design Safety Features help reduce the likelihood of injury in case of an accident, but you can accomplish the most important job of all—preventing an accident. By obeying traffic laws at all times and developing alert, defensive driving habits, you can best protect yourself and your family against unsafe conditions on the road.

Ford's Lifeguard-Design Safety Features, standard on all Thunderbirds, include: Dual Hydraulic Brake System with Warning Light; Thick-Laminate Safety Plate Glass Windshield; Padded Windshield Pillars; Padded Sun Visors; Padded Instrument Panel; Impact-Absorbing Steering Wheel with Deep-Padded Hub; Turn Indicators with Lane-Changing Signal; 4-Way Emergency Flasher; DeLuxe Front and Rear Seat Belts with Reminder Light and Front Retractors; Non-Glare, Day/Night Inside Mirror with Flexible Backing; Break-Away or Double-Pivot Inside Mirror Arms; Remote-Control Outside Rearview Mirror; Safety-Yoke Door Latches; Positive Door Lock Buttons that must be raised before door handles will operate and doors can be opened; 2-Speed or Variable Speed Windshield Wipers; Windshield Washers; Backup Lights; Self-Adjusting Brakes.

Other Standard Equipment

Thunderbird's distinguished standard equipment roster also includes: Thunderbird Power Team: 390-cubic-inch Thunderbird Special V-8 (315 hp) and SelectShift Cruise-O-Matic Drive; Umpire Side Glass; Reversible Keys; Keyless Locking; Lighted Ignition Switch; Individually Adjustable Front Bucket Seats; Center Console with Lighted Ash Tray and Storage Compartment; Tilt-Away Steering Wheel; Power Steering; AM Radio; Electric Clock; MagicAire Heater-Defroster; Comfort-Stream Ventilation System; Suspended Accelerator Pedal; Lighted Glove Box; Map Light; Instrument Panel Courtesy Light; Courtesy Door Lights; Vinyl Roof (Landau models); Sliding Quarter Windows (two-door models); Interior Rear Quarter Courtesy Lights; Power Brakes; Front Disc Brakes; Drum-Type Rear Brakes; Rear-Center Folding Arm Rest; Sequential Turn Signals; Lined and Lighted Trunk; Complete Underbody Soundcoating; Full Wheel Covers.

Thunderbird Options

SL Interior Trim—pgs. 12, 13; Overhead Convenience Control Panel—pg. 17; 8-Way Power Seats; Power Windows; Thunderbird 428 V-8 (345 hp); Stereo-Sonic

100-020

Tape System with AM Radio—pg. 17; AM/FM Radio; AM/FM Multiplex Stereo Radio; Rear Seat Radio Speakers; Power Radio Antenna; Leather Upholstery with Vinyl Trim; White Sidewall Tires; Red Band White Sidewall Tires; Two-Tone Paint; Highway Pilot Control—pg. 12; Tinted Glass; Limited-Slip Differential; Heavy-Duty Battery; SelectAire Conditioner—pg. 20; Styled Steel Wheel Covers; Reclining Passenger Seat and Headrest—pg. 20; Shoulder Harness; Plus others which your Ford Dealer will detail for you.

12-Mile Quality Test Drive

As a standard quality testing procedure, every new Thunderbird off the assembly line goes for a 12-mile drive before it receives final "OK." Behind the wheel is a skilled inspector who notes any deviation from rigid Thunderbird quality. He notes the quietness of the ride, the smoothness of the car's handling, he checks brakes, lights, doors, trim details—items covering over 30 sheets of engineering instructions. He even makes sure the cigarette lighter "pops out" properly in the hour or more that he spends with a new Thunderbird, the road test inspector does his utmost to assure that the new Thunderbird you buy will be, in quality too, unique in all the world.

Thunderbird Specifications

COLORS & UPHOLSTERIES—Brilliant, rich Super Diamond Lustre Enamel in 20 single tones (all models), 35 two-tone combinations (Hardtop). Color-keyed trim selections: 7 cloth-vinyl, 7 all-vinyl, 1 genuine leather and vinyl. Your Ford Dealer can show you exact samples of Thunderbird colors and trims.

ENGINES—Standard is the 390 cu. in. Thunderbird Special V-8 rating 315 hp; 4.05" bore x 3.78" stroke; 10.6 to 1 comp. ratio; 4-barrel/automatic choke carburetor; premium fuel, dual exhaust system. Optional is a 428-cu. in. Thunderbird V-8 providing 345 hp; 4.13" bore x 3.98" stroke; 10.6 to 1 comp. ratio; 4-barrel/automatic choke carburetor; premium fuel; dual exhaust system.

SELECTSHIFT CRUISE-O-MATIC DRIVE—Lets you drive fully automatic or shift manually through the gears. Three forward gears, one reverse, with new quadrant sequence: P-R-N-D-2-1. Effective engine braking in low gear (1) for better control on grades and hilly driving.

REAR AXLE—Semi-floating type with deep-offset hypoid gears. Straddle-mounted drive pinion with 3 roller bearings.

FRAME—Perimeter design consisting of front end assembly, rear end assembly, and four torque box assemblies connected by formed center sills. The frame is ladder-type construction with five reinforced crossmembers. Node-point body mounting at 14 computer-designated positions results in superior noise and vibration suppression characteristics.

FRONT SUSPENSION—Wide 62" tread; drag-strut, ball-joint type suspension components with mounting feature that allows slight rearward movement of wheels to reduce the effects of bumps and road faults. Rubber-bushed stabilizer helps to control roll on turns.

REAR SUSPENSION—Wide 62" tread. Three-link, coil spring system with long and short mounting-link arrangement to control drive and squat tendencies in braking and acceleration. Lateral track bar centers axle, resists body sway and roll in turns. All links and track bar rubber-bushed for smooth, quiet operation.

STEERING—Integral design, power steering. Tilt-Away Wheel. Overall ratio 20.4 to 1. Turning diameter 40.2 ft.

BRAKES—Self-adjusting power brakes. Front: caliper-type disc brakes with high fade-resistant characteristics. Rear: drum-shoe type brakes, drums cross-ribbed and flared for fade resistance. Total swept area 408 sq. in.

WHEELS AND TIRES—True-Center wheels on precision-machined hubs. Tires built to rigid Thunderbird specifications: 8.15 x 15 on 5 1/2" safety rims.

DIMENSIONS AND CAPACITIES—Length 208.9" (two-doors), 209.4" (four-door); width 77.2" (two-doors), 77.1" (four-door); height 62.8" (two-doors), 63.7" (four-door); wheelbase 115" (two-doors), 117" (four-door); tread (front/rear) 62"; trunk luggage volume (cu. ft.) 11.7; fuel 25 gal.; oil 5 qt. with filter change; cooling system (with heater) 20.5 qt.

TWICE-A-YEAR MAINTENANCE—New Thunderbirds are designed to go 6,000 miles (or 6 months) between oil changes and minor lubrications; 100,000 miles (or 3 years, whichever comes first) between major chassis lubes. Other '67 Thunderbird service-savers include: 36,000-mile (or 2-year) engine coolant-antifreeze, self-adjusting brakes, long-life Sta-Ful battery, shielded alternator, rust- and corrosion-resistant aluminum mufflers and galvanized underbody parts. The '67 Thunderbird needs so little service it's just good sense to see that it gets the best—at your Ford Dealer's. His factory-trained mechanics and special tools add up to the greatest service combination available for your Thunderbird.

24,000-MILE OR 24-MONTH U. S. WARRANTY—Thunderbird's total-car quality makes this warranty possible. Ford Motor Company warrants to owners as follows: That for 24,000 miles or for 24 months, whichever comes first, free replacement, including related labor, will be made by Ford Dealers of any part with a defect in workmanship or material. Tires are not covered by the warranty; appropriate adjustments will be made by tire companies. Owners will remain responsible for normal maintenance services, routine replacement of parts such as filters, spark plugs, ignition points, wiper blades, brake and clutch linings, and normal deterioration of soft trim and appearance items. The warranty referred to herein is applicable to products normally operated in the U.S.A. and Canada.

PRICES—Some items illustrated or referred to as options are available at extra cost. For the price of the Thunderbird with the equipment you desire, see your Ford Dealer.

The illustrations and product information contained herein were current at the time this publication was approved for printing. However, in order to continue to offer the finest automotive products available, Ford Motor Company reserves the right to change specifications, designs, models or prices without notice and without liability for such changes.

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Thunderbird 1967... Unique in All the World



