

Thunderbird

for 1961

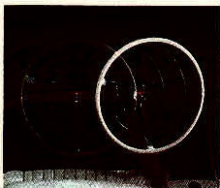


Unmistakably new...

unmistakably Thunderbird

Here is the finest expression of the Thunderbird spirit, unquestionably Thunderbird in its classic lines and sparkling performance—not a hair wider nor a tenth of an inch longer—yet the 1961 Thunderbird is so uniquely new that it stands alone in the fine car field!

In six brilliant years the Thunderbird has established itself as the trend car of our time. With its quicksilver elegance and flashing sports car grace, it is the direction pointer, the styling original that more and more luxury cars have sought to follow.



Now, for 1961, Thunderbird presents a bold, new adventure in the Thunderbird spirit. Its dramatically beautiful design, its engineering excellence, will furnish inspiration to car designers through the years to come.

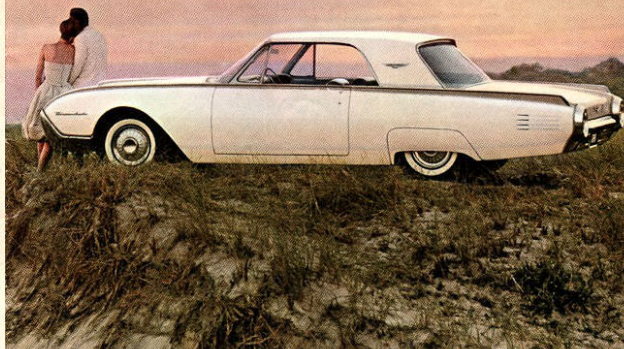
Yet it preserves all of the features that mean Thunderbird: the 4-passenger luxury, the agile sports car handling and dazzling performance, the celebrated Thunderbird console, the distinctive styling.

This is a beautifully new automotive invention. You will discover in it features that you have never seen before, like the optional Swing-Away steering wheel. There are new reserves of effortless Thunderbird power. Under its familiar trim dimensions, the new Thunderbird has an even wider tread and new suspension—with the result that this car handles and rides like an agile cloud.

You will find innovations, improvements, refinements everywhere. Seats are bigger and more comfortable, with twelve pounds more foam rubber padding front and rear. The luggage compartment opening is wider and lower. The body has received a special three-phase rust prevention treatment—finest in the industry.

Advanced engineering of this quality has made Thunderbird virtually timeless. Combined with the Thunderbird's unique beauty, it explains why this car has the finest resale record of any luxury car. It is also the reason your Ford Dealer is extending his warranty to 12,000 miles or one full year, whichever comes first.

See your Ford Dealer and let him show you a copy of his warranty. And then treat yourself to a test flight in the unmistakably new, unmistakably wonderful '61 Thunderbird!





*the
superb new*
Thunderbird
hardtop



Above you see the command panel of one of the world's most distinguished road cars. From its dramatically beautiful exterior to the jewel-like precision of the smallest engineering detail, the 1961 Thunderbird was built to take its place proudly in the select company of truly fine cars.

As a result, many of the features which you would normally expect to be extra-cost options are standard in this unique, new luxury car. First, of course, is the new high-performance Thunderbird 390 Special V-8 with 4-barrel carburetion—finest engine in Thunderbird history. Also standard and ideally mated to the engine is improved Cruise-O-Matic Drive, which introduces you to the refinement of new vacuum-controlled automatic shifting. You move briskly from a solid-feeling start, right up to superhighway cruising speeds with the smoothness of silk sliding over silk.

Standard also are new, 65% easier-action Power Steering and new Power Brakes that automatically adjust themselves . . . a vast array of lights, including backup, courtesy-map and parking brake warning lights . . . Lifeguard instrument panel padding and cushioned sun visors . . . 35% greater windshield wiper area with 16-inch blades . . . a foot-operated-and-released parking brake . . . three-phase rust protection . . . double-wrapped aluminized mufflers that normally will last three times longer than ordinary mufflers . . . bright-metal, full wheel covers . . . and many other typically Thunderbird luxuries.



the brilliant new
Thunderbird
convertible

Take the driver's seat in the most beautiful convertible in Thunderbird history. Watch the top automatically glide back and vanish without trace, leaving a long, clean, uninterrupted sweep of Thunderbird beauty. Lean back in luxury; you're in Thunderbird country before you've swept down the driveway. Touch the accelerator, and feel the high-performance Thunderbird 390 Special V-8 surge at your bidding. Gently, surely, you are carried forward in a symphony of power that makes each journey a fresh, enchanting adventure. Here you have all of the unique style and engineering advances of the 1961 Thunderbird with the special excitement of a convertible . . . the finest way of getting there under the sun!

BRING IN THE SKY

Release the top clamps. Touch the switch. Your Thunderbird does the rest. The rear deck rises automatically. Like magic, the top folds back smoothly and quietly. Finally, the top neatly stowed out of sight, the rear deck closes again, leaving no hint that you ever had a roof. All you see is a dazzling expanse of beautifully sculptured deck. You're driving the only convertible of its kind in the world!



The '61 Thunderbird is a car so *unmistakably new...even the steering wheel moves over to welcome you in*



The optional new Swing-Away Wheel is an almost unbelievable innovation in engineering ingenuity and thoughtfulness. It is a natural motion for you to put your hand on the steering wheel as you start to get into the driver's seat. So, in the 1961 Thunderbird, the steering wheel and column are so designed that they actually swing aside, a good ten inches to the right, at a touch of your hand. You take the driver's seat as effortlessly as you would slip into your favorite easy chair. Incidentally, you can drive only when the Swing-Away Wheel is locked safely, securely in normal driving position.

This is in the classic Thunderbird tradition of advances which continue to assure the Thunderbird's position as the pace-setter in fine car engineering and craftsmanship. Quality craftsmanship which makes it possible for your Ford Dealer to extend the warranty on the 1961 Thunderbird to one full year or 12,000 miles.



Note that the Swing-Away Wheel has been eased nearly a foot to the right, leaving generous rear entrance room for the driver to slip easily in and out of the seat.



The wheel may be moved back to its normal driving position with the Cruise-O-Matic selector lever in "P" (Park). There are no other knobs or levers to operate.



With the wheel in normal position, the selector lever can now be moved to "N" (Neutral)—the only control you need to touch to lock the wheel securely, safely.



Ready to drive: Swing-Away Wheel safely locked in position, start the engine, place Cruise-O-Matic selector lever in "DRIVE" and off you go.

A TRIUMPH OF THOUGHTFUL ENGINEERING

bigger doors

How wide is the average door of your home? About 36 inches? 1961 Thunderbird doors are a full 51 inches wide . . . wider than ever before, allowing comfortable coming and going for both front and

rear seat passengers, even when carrying babies or bundles. Door openings are higher, too. Thunderbird's new higher, wider doors always let you slip into spacious comfort easily, gracefully.

forward-slanting pillars

The projections where the windshield corners slant back on some cars have been eliminated in the 1961 Thunderbird. Instead, the windshield pillars sweep gracefully forward. Access to the seats is easier, more graceful, with no projections to nudge your

knees or knock packages from your hands. Moreover, this new Thunderbird windshield design provides as much as 64% greater vertical visibility—a closer view of the road over the hood . . . a better view of traffic signals overhead.

go quietly

Beauty is more than skin-deep . . . especially with the Thunderbird. After building a strong, beautiful body and housing the engine to a contented purr, insulation and sound-deadener are painstakingly applied for all-weather protection, to add still greater luxury for your driving comfort. Aluminum foil, thick glass fibre, mastic felt and special compounds are used. Comfort was never quieter. Because of

this insulation, your Thunderbird is cleaner, too. A new continuous rubber seal around upper-half of door increases resistance to water and dust. Another typical measure to improve durability is the triple-stage anti-rust treatment, galvanizing of over a dozen underbody members, dip-bathing in corrosion-resistant primer paint, and, of course complete undercoating.



Thunderbird...unique in all the world



Great care has been taken to introduce major advancements—as you have seen—without altering the character or spirit for which the Thunderbird is famous. Thunderbird people are accustomed to power and performance, and to the refinements that make theirs the world's most wanted car. But reputation is not won by performance and handling alone. Thunderbird engineers and stylists strive for perfection in every detail . . . in every simple and dramatic touch that has retained for it the respect of the discriminating group of people who own a Thunderbird.

SO MANY LIGHTS Concern for your every comfort and convenience is reflected in this newest Thunderbird. In addition to the backup lights, as standard equipment, you get a directed dual-lens dome light (Hardtop only), courtesy-map light, glove compartment and ash tray light in the console, trunk light, and a flashing red parking brake safety light. You have at your command a battery of lamps that will lighten your journey and add immeasurably to the comfortable pleasure of possessing the car that everyone would love to own.



CONSOLE Another distinctive Thunderbird symbol, the console, is lower and narrower this year—25% smaller. Running fore and aft between the seats, it is a combination of good design, convenience and contribution to comfort. Glove compartment and ash tray, which comes equipped with cigarette lighter, have subdued illumination.



NEW "FLOATING" MIRROR The mirror base is permanently bonded in proper position on windshield by controlled heat—another Thunderbird "first"—giving clearer visibility with minimum vibration.



GENTLY CURVED GLASS The 1961 Thunderbird roof, more refined than ever, is delicately complimented by curved side windows of tempered plate safety glass, adding hip, elbow and shoulder room inside the car within the same external dimensions that make this car unique.



FLOW-LINE DOOR HANDLES The smart, flush-fit Flow-Line door handles are another example of graceful, functional styling. All bright metal is specially processed for extended life, stays beautifully bright longer.





L *a*
Thunderbird is
Luxury

Through the Thunderbird's wider-than-ever doors you enter an apartment of infinite luxury and careful design. You slip easily into *individual seats*, individually contoured. Each is wider and deeper, more comfortable than ever, with twelve more pounds of foam rubber added to the formed padding of cushions *and* backs of all seats. Colors blend harmoniously throughout. You have a choice of 16 beautiful upholstery combinations. They come in six colors: blue, green, turquoise, black, red or beige. Upholstery can be all vinyl, or nylon Bedford cord inserts with vinyl bolsters (at right). Or, if you prefer, inserts and bolsters are available in genuine leather (above), which this year is offered in a choice of five shades.



The luggage compartment in the 1961 Hardtop is longer, wider, with more usable space than ever. The opening is three inches wider at the bottom (now 65 inches), and the sill is lower, for easier handling of heavy bags. New torsion bar hinges help lift the deck lid, and their recessed design frees more hinge space for your luggage. Spare tire stows up forward, giving you a fully usable loadspace of over 20 cubic feet.



The right front seat-back folds *all the way down* and through the higher, wider door, it's easier than ever to get in and out. Inside there's room to relax with more leg and foot room . . . more room for shoulders, elbows and hips. All this without increasing the over-all size of the car, or losing the traditional touch of well-proportioned design. The comfort you sense in just looking at a Thunderbird interior is confirmed when you sink into those luxurious, individually contoured seats.

a Thunderbird is

Flight



See From the day the first 2-passenger Thunderbird flashed across America's highways, the word Thunderbird has meant superior performance—a kind of brilliant, fluid, infinitely graceful motion unique among cars. For 1961 this is truer than ever . . . more exhilarating than ever.

The standard new high-performance Thunderbird 390 Special V-8 with 4-barrel carburetion is a beautiful job of engineering. Perfectly mated with the improved Cruise-O-Matic Drive, also standard, and designed specifically for the weight and compact size of this car (and this car alone), it offers you more impressive torque from greater displacement than its standard predecessors. The result is a notable improvement in agile, silken-smooth performance that was already outstanding.

And the 1961 Thunderbird's distinguished sports car qualities are the product of much more than power alone. Increasing the width of the tread, while retaining the same external dimensions, has resulted in flatter cornering and a tenacious grip on even the most tortuous roads. New soft-tread Tyrex tires give a quieter, softer ride.

Redesigned suspensions front and rear contribute greatly to the new Thunderbird's general "airborne" feel. Rear suspension utilizes a longer, 60-inch spring. And the addition of a new rubber-encased tension shackle in the rear spring front mount . . . along with the new rubber-cushioned stabilizer "strut" at each front spring . . . enables all the wheels on the car to step lightly over the bumps.

New Power Steering (standard) makes turning the steering wheel as much as 65% easier than the previous power

steering option (80% compared to manual). At the same time the steering ratio has been reduced to 20.3 to 1. This means that steering is "faster"—you don't have to turn the wheel as much in rounding a corner. New steering shaft coupling insulates against vibration, adds to driving ease.

Thunderbird Power Brakes (standard), an important element in the over-all performance picture, are all new, adjust themselves . . . automatically. They are larger, more stable. Braking "feel" is better, the lining life is longer. Low pedal position shortens foot travel from accelerator.

These are just a few of the engineering facts behind the remarkable Thunderbird performance story. For a full understanding of the Thunderbird's way with a road, you should take a test flight. Your Ford Dealer will be delighted to have you do so.

TO MAKE YOUR
THUNDERBIRD
UNIQUELY YOURS

Thunderbird *options and accessories*



SELECTAIRE CONDITIONER

Complete year-round climate control as you drive—cooling, heating, ventilation and defrosting. SelectAire dehumidifies as it cools, and automatically maintains the conditions you have selected. Of all-new design with 3-speed blower, it has greater capacity for faster cool-down

and increased air distribution for better rear seat cooling. (Capacity is sufficient to cool an average five-room house.)



THUNDERBIRD POWER SEAT

The comfortable, bucket-type front seats (the passenger's seat and the driver's seat) can now be electrically adjusted by individual four-way toggle switches to an almost infinite number of seating positions. Up, down, back, or forward, each seat moves smoothly to the exact

position you and your front seat passenger select for personalized convenience and riding comfort.



POWER-LIFT WINDOWS

Electrically powered windows are moved effortlessly, smoothly by individual controls within easy reach of each passenger, or from the master control switch on the left door, in handy location for the driver. In the 1961 Thunderbird, there is a fifth button in the master

control panel that enables the driver to "lockout" every window except his own. Operation of all windows is his alone to provide an added safety precaution.



PUSHBUTTON RADIO

This year, you can have an all-new fully transistorized radio . . . finest in the industry . . . with outstanding tone quality and expanded station selection. Eight-watt output and four-coil tuner offer greater fidelity, richer tone. An automatic volume control maintains volume at pre-

selected levels. The speaker is located at top center of the instrument panel, fully protected from dust and dirt, to maintain excellent sound reproduction.



MAGICAIRE HEATER

The '61 Thunderbird's MagicAire heating-ventilating-defrosting system is as new as the car itself—carefully tailored to your comfort requirements in any season. In pleasant weather, fresh, clean air entering at the cowl-top is distributed in 25% greater volume throughout the

passenger compartment. When the weather turns cold, a simple control setting provides a flow of heated fresh air (boosted by a new 3-speed blower), surrounding front and rear passengers with snug warmth quickly and continuously. Even on the coldest morning, MagicAire warms up fast, with quick, clear-window defrosting, beginning at eye level.



SWING-AWAY WHEEL

Unique in Thunderbird. Entire steering wheel and column swing to right, easing driver's entry and exit.

THUNDERBIRD MIRROR

This smart outside mirror is styled to the Thunderbird, a chrome touch of distinctive simplicity.

FENDER SHIELDS

Their smart style makes your Thunderbird seem longer, lower; and they help to keep mud from spattering the body.

COMPATIBLE FRONT ANTENNA

Paired with the new transistor radio, the telescopic antenna is preadjusted to improve your listening pleasure.

I-REST TINTED GLASS

For all windows (except Convertible rear window), it filters out glare, adds a cool bluish tint to your view.

ELECTRIC WINDSHIELD WIPERS

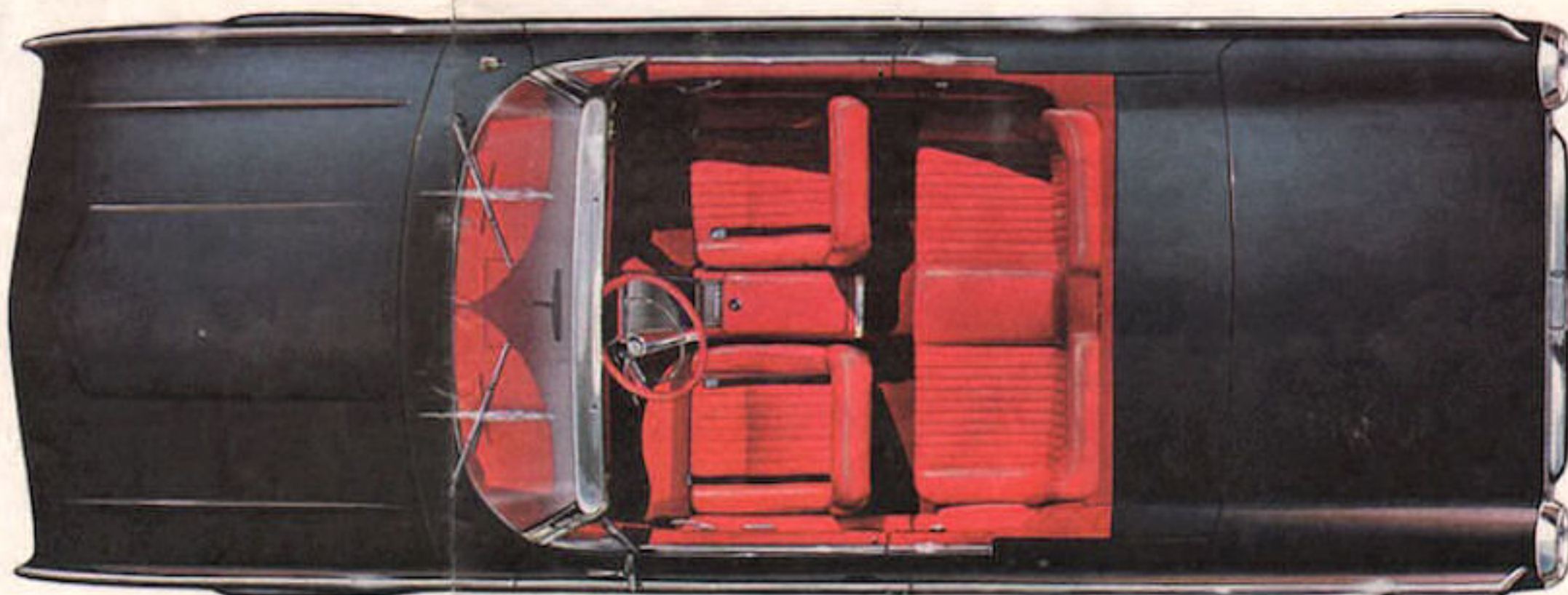
Two-speed electric wiper system with 16" blades and 35% greater wiping area is original factory installation in all models.

ELECTRIC WINDSHIELD WASHER

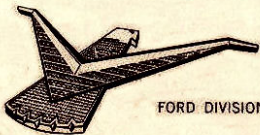
The electrically driven washer-pump gives you easy operation and instant action, for a clearer view ahead.

LIFEGUARD SEAT BELTS

Extra-strong seat belts of woven nylon-nylon with easily adjustable buckles are available for front and back seats.



OTHER EQUIPMENT AVAILABLE Visored Spotlight • Leather Seat Inserts and Bolsters • Two Tone Exterior Paint • Heavy-Duty Battery • 4-Ply Rayon Whitewall Tires • 4-Ply Nylon or 6-Ply Rayon Black or Whitewall Tires • Contour Floor Mats • Locking Gas Cap • Ventilated Seat Cushions • Equa-Lock Differential



FORD DIVISION *Ford Motor Company*