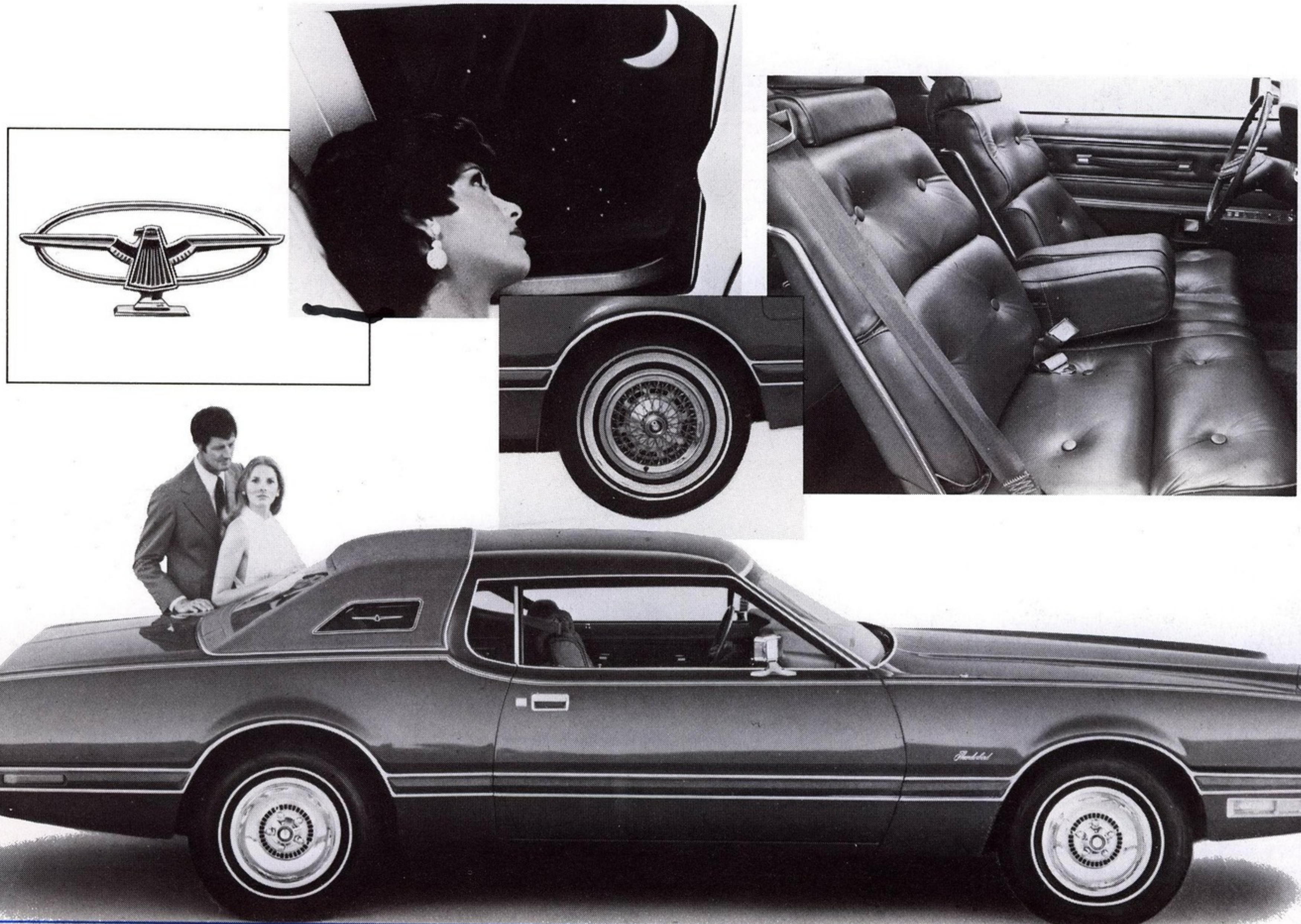


The 1975 Thunderbird

COULD IT BE THE BEST LUXURY CAR BUY IN AMERICA?

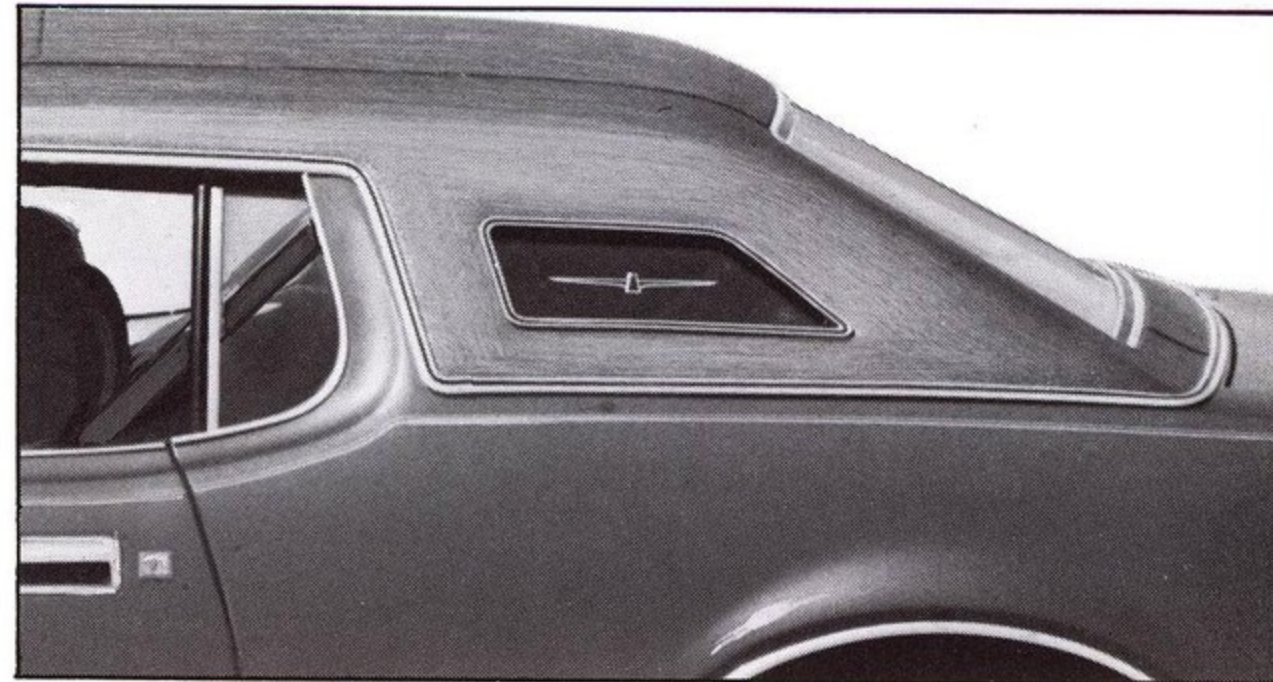


What distinguishes the personal luxury car customer from the remainder of the automobile market? First, he wants a luxurious, sporty and of course, prestigious car. In addition, the personal luxury car prospect wants his car to look better, be more comfortable and quiet, operate more dependably and reflect more luxury than any other car. The purpose of this brochure is to provide you with information that will help you show personal luxury car prospects that the 1975 Thunderbird has the **QUALITY, DURABILITY, DEPENDABILITY, STANDARD LUXURY AND DISTINCTION** that they are looking for!

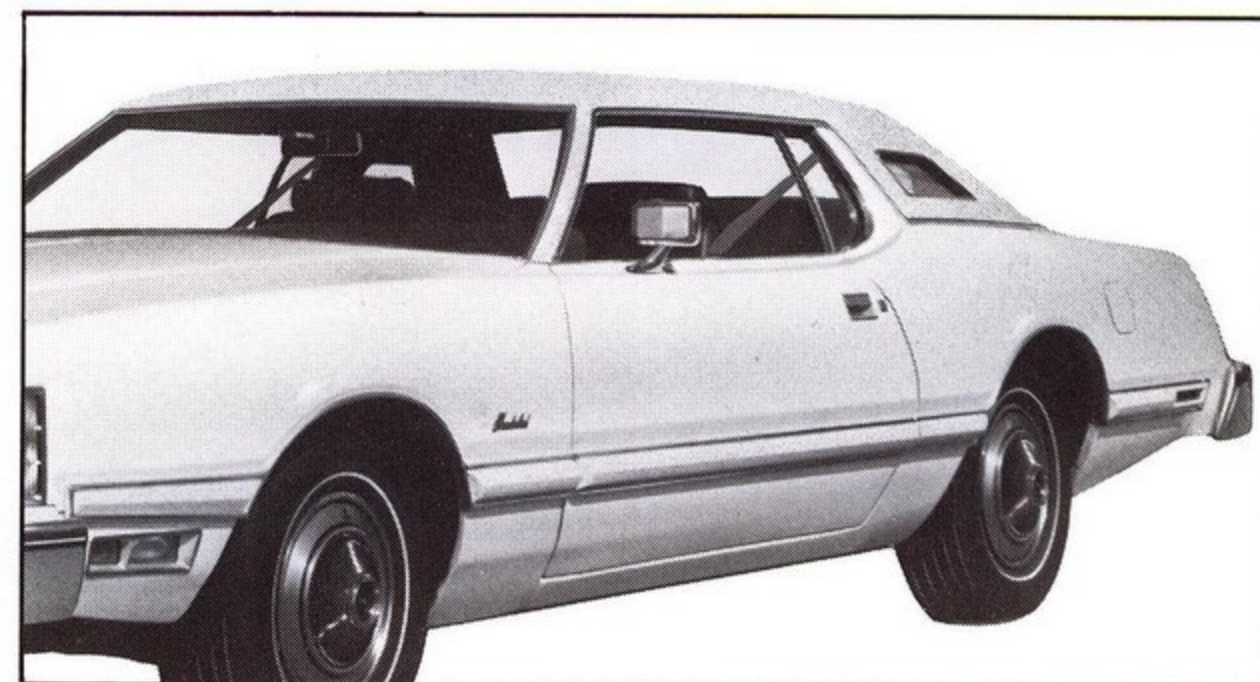
Thunderbird's Standard Level of Luxury and Distinction

The buyer of a personal luxury automobile expects luxury as standard — not optional — equipment.

Thunderbird's Exterior Luxury



Thunderbird features an Odense grain vinyl roof and distinctive opera windows in a unique trapezoid design.



Thunderbird's bodyside protection moldings with vinyl inserts serve to enhance the classic lines of the car and also to protect it from minor dings and dents.

The Deluxe Bumper Group is standard for '75! The group features a full-width rub strip for the front bumper and rubber inserts on the rear bumper guards. Luxury white inserts are included for the bumper and bumper guard rub strips.

Thunderbird Interior Luxury



The 1975 Thunderbird offers front cornering lamps as standard equipment. The lamps are designed to light up the side when turning and they add a distinctive appearance to the front section of the car.



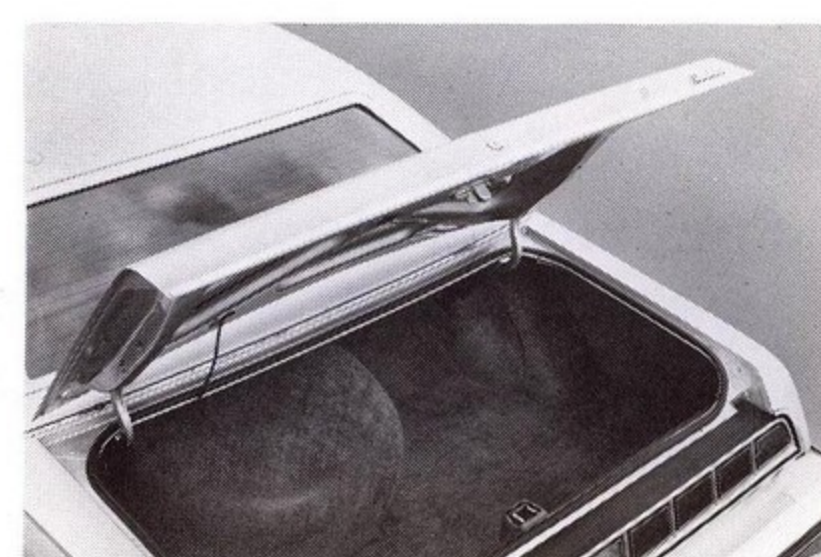
Thunderbird door trim panels feature color-keyed cloth and vinyl, a pull strap and a courtesy light.



AM/FM Stereo radio with dual front and rear speakers is standard on every 1975 Thunderbird (shown here with optional Tape Player).

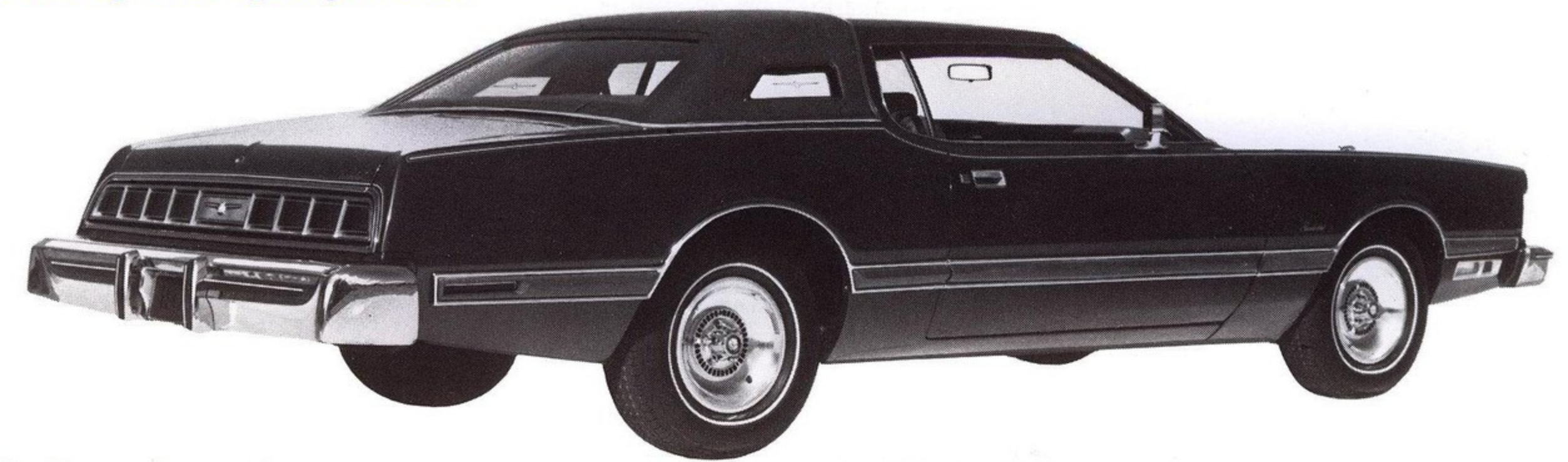
Luxurious comfort is provided by standard SelectAire air conditioning with four blower speeds, an integral heater and complete tinted glass.

A fully trimmed luggage compartment is part of Thunderbird's standard luxury line-up!



Thunderbird Celebrates Its 20th Anniversary with Two Very Special Luxury Group Options!

1975 represents Thunderbird's 20th year as one of America's finest personal luxury automobiles.



The Copper Luxury Group

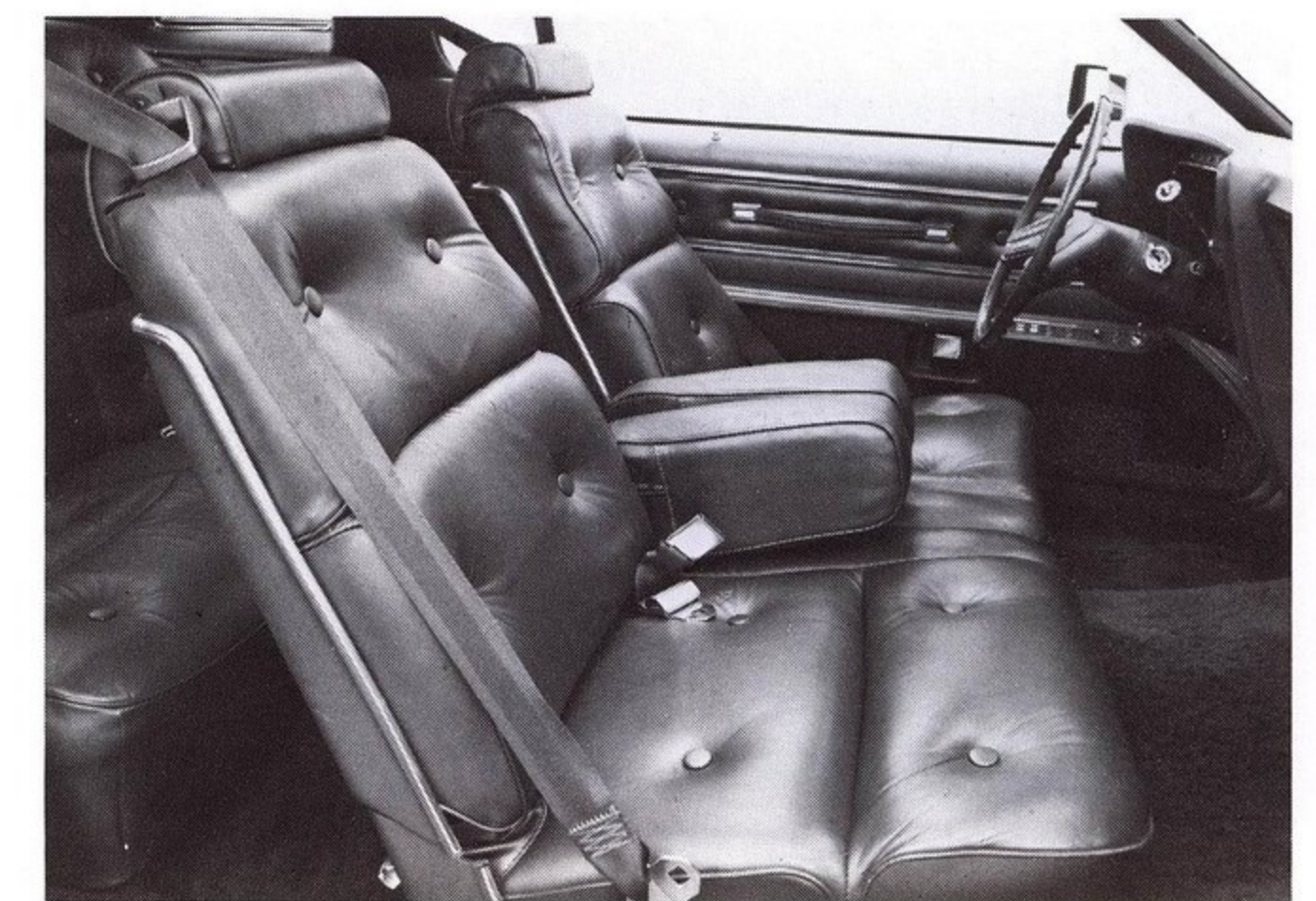
The exterior of this exciting luxury group features:

- Deep-luster Copper Starfire or White paint
- Deep-Dish Aluminum wheels
- Copper or white Odense grain fully padded half vinyl roof

- Wide, color-keyed bodyside moldings
- Bodyside hood and deck lid tape stripes

Gold Thunderbird emblem in each opera window
The copper motif is carried through to the interior with such features as:

- Copper Media velour or Copper leather seating surfaces
- Copper-colored interior components
- Deluxe luggage compartment trim, including 10-1/2-oz. cut-pile carpeting on the floor, side lining boards and spare tire cover



The Silver Luxury Group

The exterior features of this glamorous luxury group are:

- Lustrous Silver Starfire paint finish
- Deluxe wheel covers
- Dual bodyside and hood paint stripes
- Fully padded half vinyl roof in Silver
- Color-keyed wide bodyside moldings

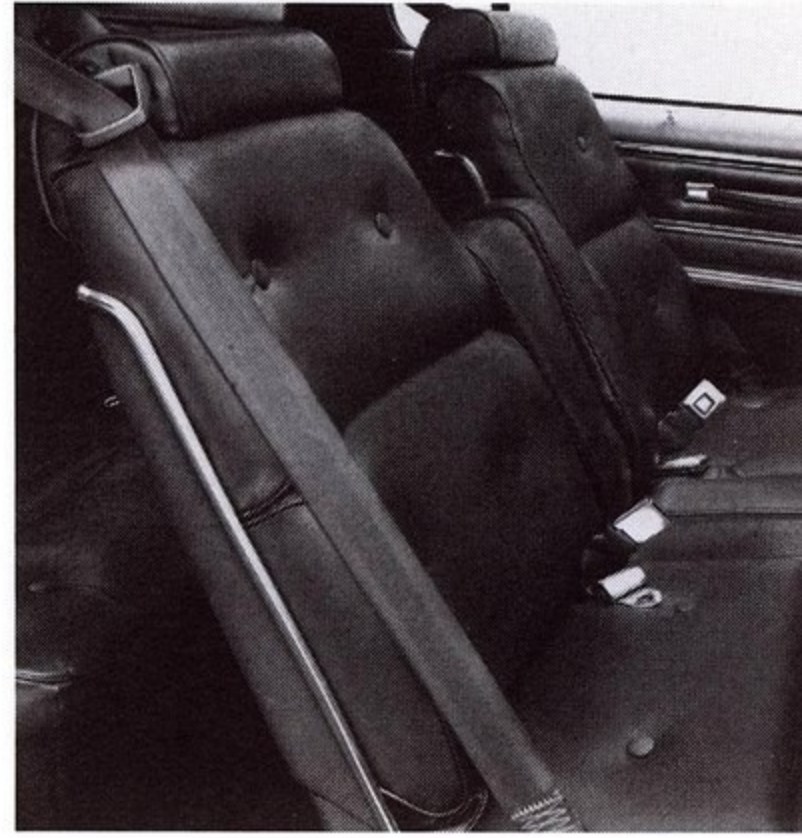
Interior features include:

- A choice of red Picton velour, silver leather or red leather seating surfaces
- Silver interior components
- Deluxe luggage compartment trim which features 10-1/2-oz. carpeting on the floor, side lining boards and spare tire cover

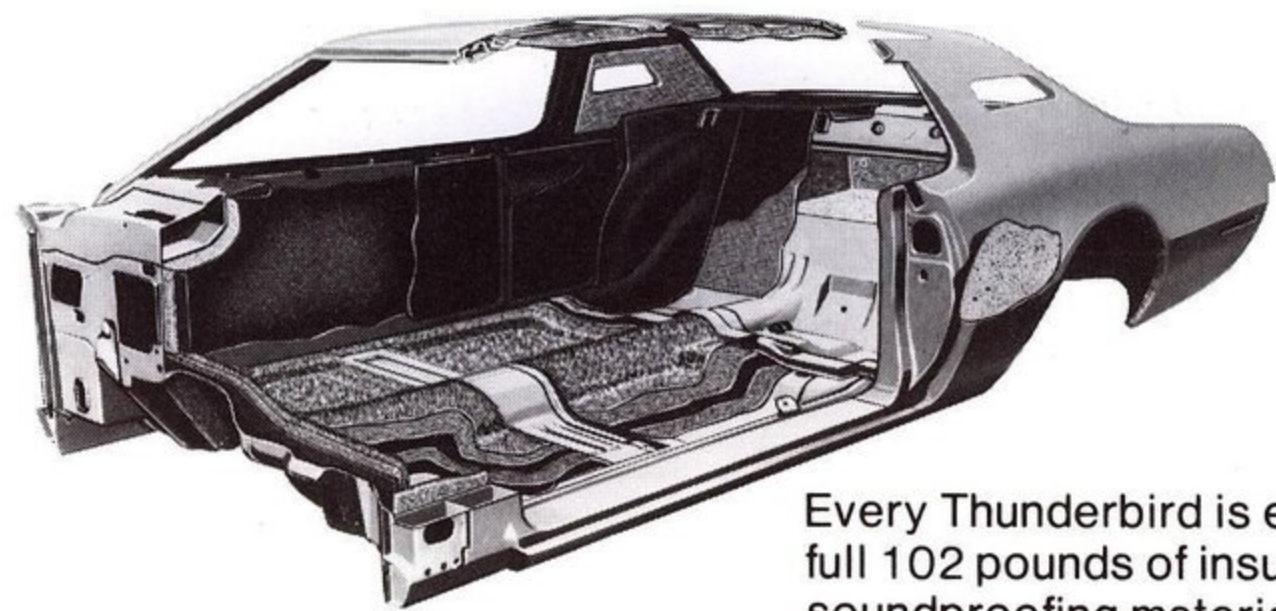


Thunderbird Quality

Thunderbird's quality is reflected throughout the car — from its under-the-skin features, to the workmanship evident in its interior and exterior components to the comfort and quiet of its ride.



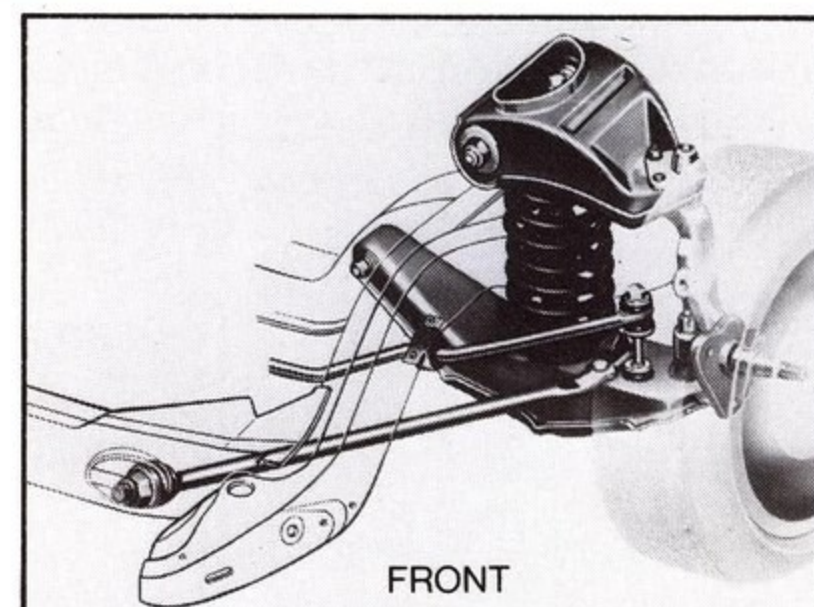
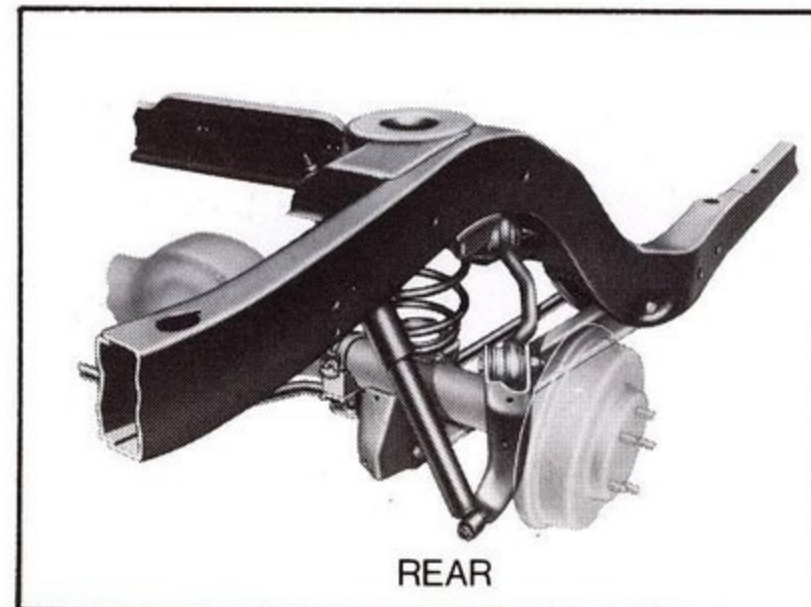
While inside the car, demonstrate the way in which the power windows move up and down smoothly. Call attention to the tight fit of the padded headliner and the snug fit of the cut-pile carpeting. Show the prospect how the new, quarter-mounted shoulder belt retractor permits easy entry and exit to and from the rear seat. Demonstrate the convenience of Thunderbird's standard automatic seat back release. And finally, point out Thunderbird's fine upholstery work with its uniform fit and careful stitching.



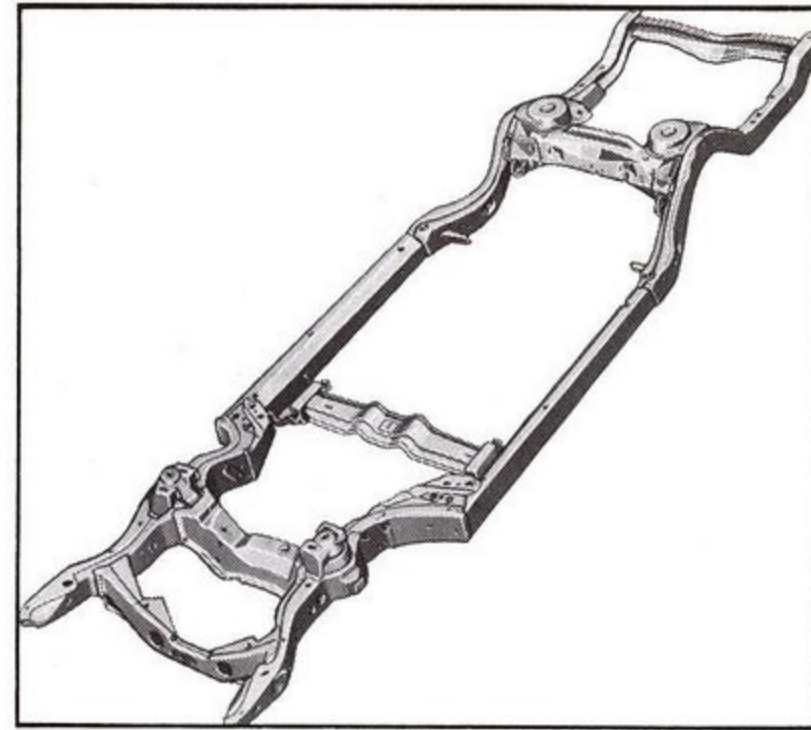
Every Thunderbird is equipped with a full 102 pounds of insulation and soundproofing material to help reduce engine, transmission and power train noise for a quiet ride.

Thunderbird's Suspension Systems Provide a Comfortable Ride!

Thunderbird's "Posi-Ride" rear suspension features a four-link design which provides stability in all recommended conditions of loading. The front suspension features short and long control arms, plus springs and shock absorbers calibrated to match the weight/ride requirements. The result is a comfortable and controlled ride.

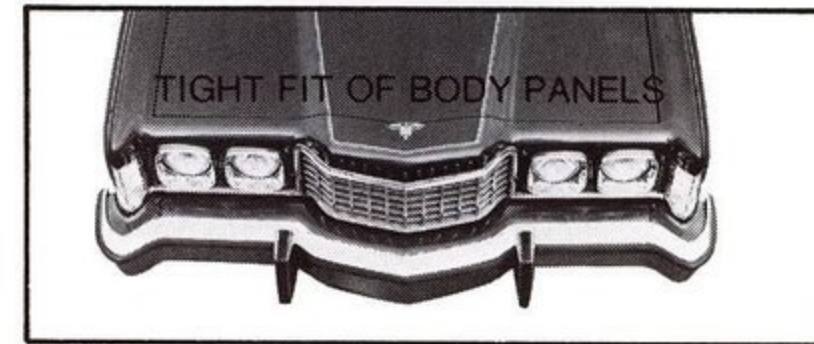


Thunderbird's Strength and Insulation Contribute to Its Quiet Ride!



Thunderbird quality begins with a tough torque box frame constructed with four steel crossmembers for strength and rigidity.

Thunderbird's body features center and corner pillars which are a box section constructed of heavy-gauge sheet metal. Roof construction features rigid box section rails at the front, side and rear windows with reinforcement bows under the roof panel. Body construction is further strengthened by a U-channel section which acts as a secondary bridge support to the body. Finally, the body is mounted to the frame with rubber body mounts which are "computer-located" to specific mounting locations to help isolate the passenger compartment from the frame to help reduce road shock, noise and vibration.



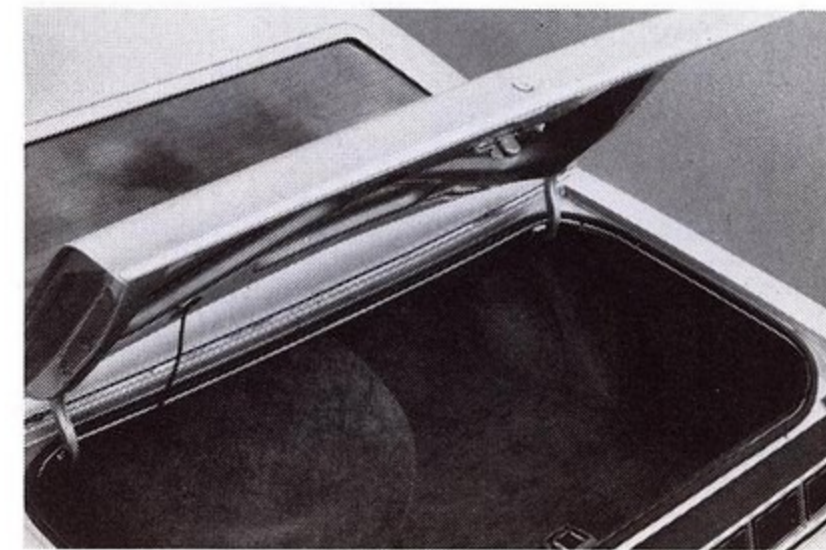
Show prospects the tight fit between Thunderbird's body panels and the manner in which the moldings and standard vinyl roof are attached securely to the body.

Reflow Paint Process

Further evidence of Thunderbird's quality workmanship is reflected in its 2-stage, reflow paint-curing process. Every Thunderbird is partially baked, removed from the oven, inspected for defects or flaws and then repainted if necessary before being returned to the curing oven. The result is a tough and beautiful finish!

Roominess Is Part of the Thunderbird Quality Story!

While your Thunderbird customer is seated comfortably in the car, point out that there are 42.0 inches of legroom to the accelerator . . . 37.5 inches of effective headroom . . . and a full 60.4 inches of shoulder room in the front seat! He may not remember the numbers, but he will most certainly remember the comfort! Also, point out that Thunderbird's Aurora bodycloth and vinyl seats provide comfortable seating for up to six people.



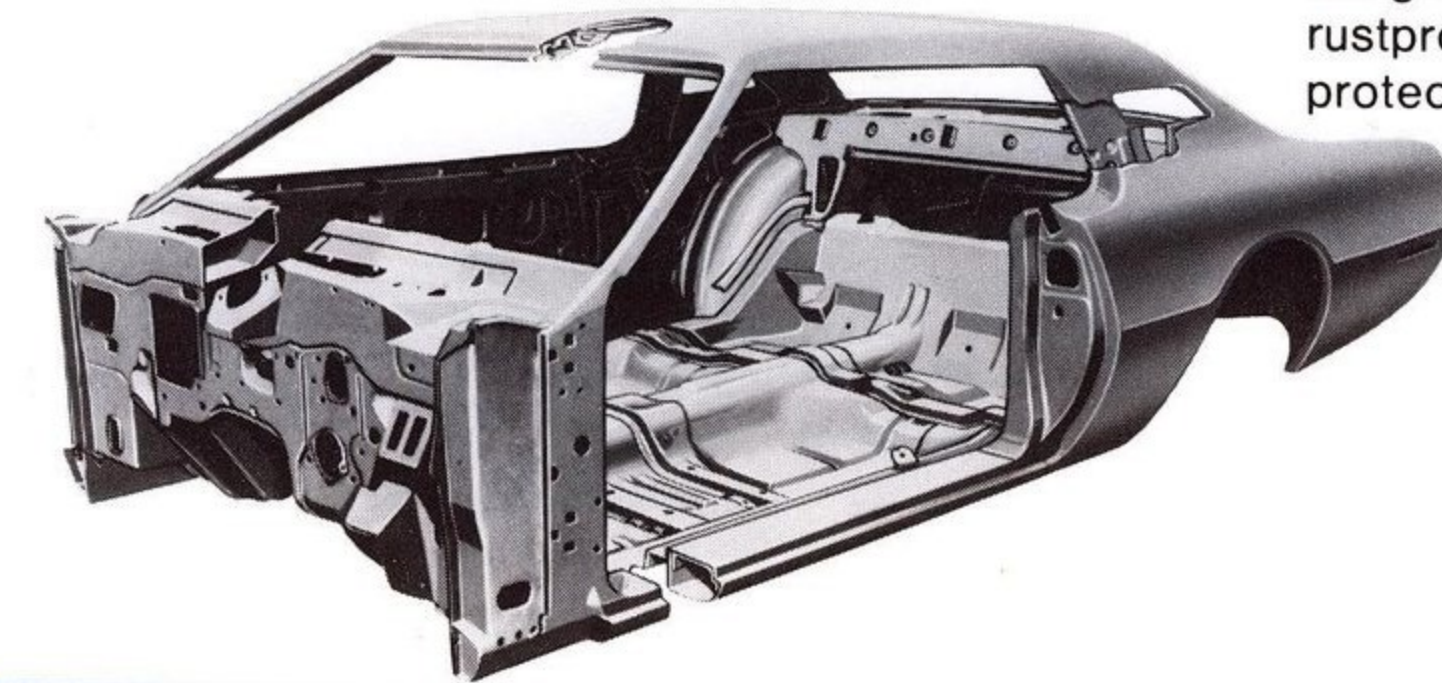
Thunderbird's luggage compartment provides a full 13.5 cubic feet of usable luggage capacity.

Thunderbird Durability

To help resist corrosion from water, dust and road salt, every Thunderbird body features:

- One-piece, molded-plastic, front fender aprons over the wheels to help eliminate apron corrosion.
- Galvanized steel rocker panel and side sills.

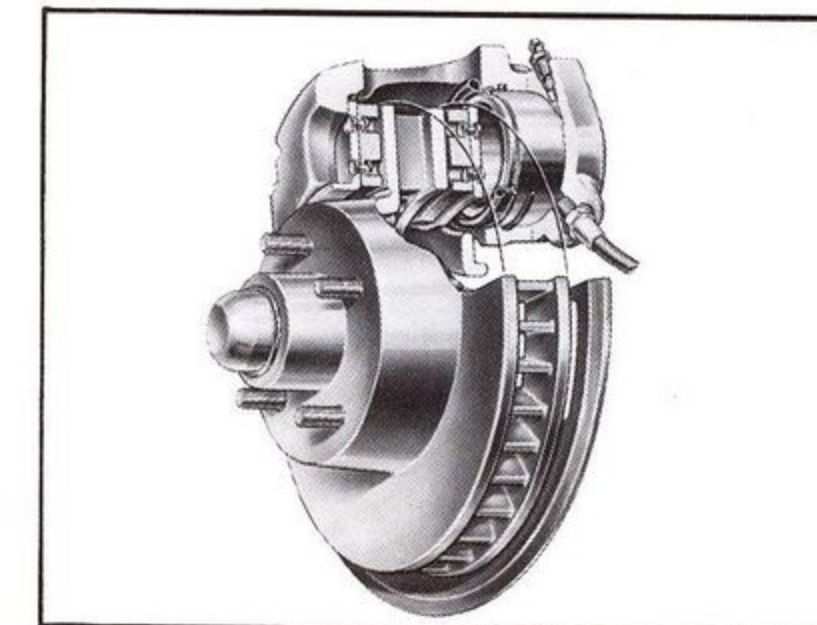
- Weld studs and adhesives instead of drilled holes in the body panels.
- One-way drain valves as sealing devices to provide adequate drainage and prevent dust and dirt from entering between the body paneling.



- Every Thunderbird body undergoes a thorough sheet metal cleansing process. This includes a complete spraying with zinc phosphate to help prevent corrosion.
- Finally, vital areas of the underbody are given heavy coats of rustproofing to complete the protection treatment.

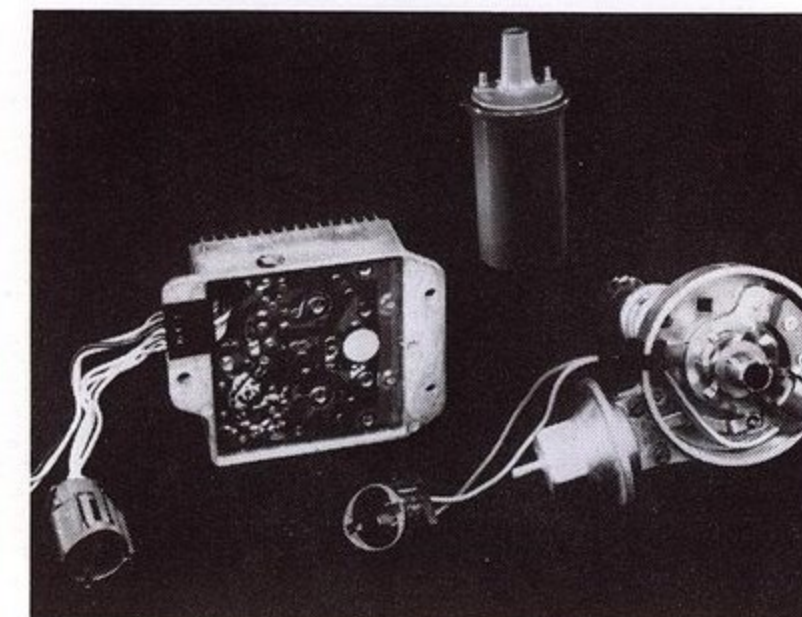
Thunderbird Dependability

The Thunderbird prospect depends upon his car to get him where he is going safely and reliably.



Sure-Track Brake Control System

Thunderbird's Sure-Track Brake Control System, with four-wheel disc brakes, improves braking stability during maximum braking effort by helping to prevent sustained rear wheel lockup — even on ice or snow!

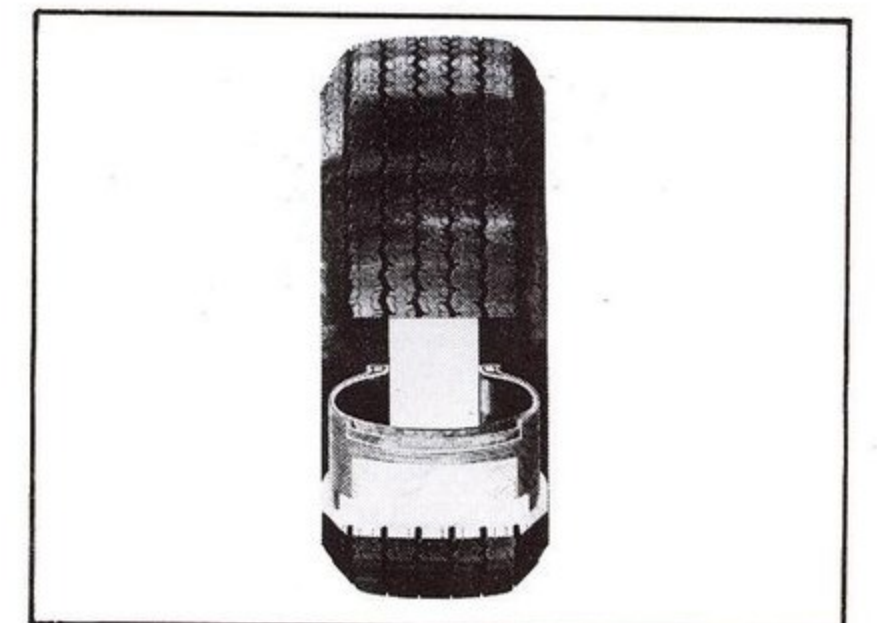


Power front disc brakes are standard on every 1975 Thunderbird — but this year, the Thunderbird buyer may choose from two optional braking systems for added security.

New Power 4-Wheel Disc Brakes

Thunderbird will be one of the very few American-built automobiles in 1975 to provide the availability of Power 4-Wheel Disc Brakes. This new braking system results in more consistent stopping when brakes are hot or wet, shorter stopping distance and improved fade resistance, when compared to conventional front disc/rear drum systems.

The Power Four-Wheel Disc Brakes utilize Hydro-Boost, providing hydraulic assistance to the brake system as opposed to the manifold vacuum-assist used in conventional power brake systems. Hydro-Boost is also utilized in Thunderbird's standard power front disc brakes.



Thunderbird is equipped with standard steel-belted radial ply tires. These tires offer advantages over conventional bias-ply tires. Radials provide a smoother ride at high speeds. They can result in 40,000 miles of tread life under normal driving conditions, and because they offer less "rolling resistance," radials can provide improved gas economy.

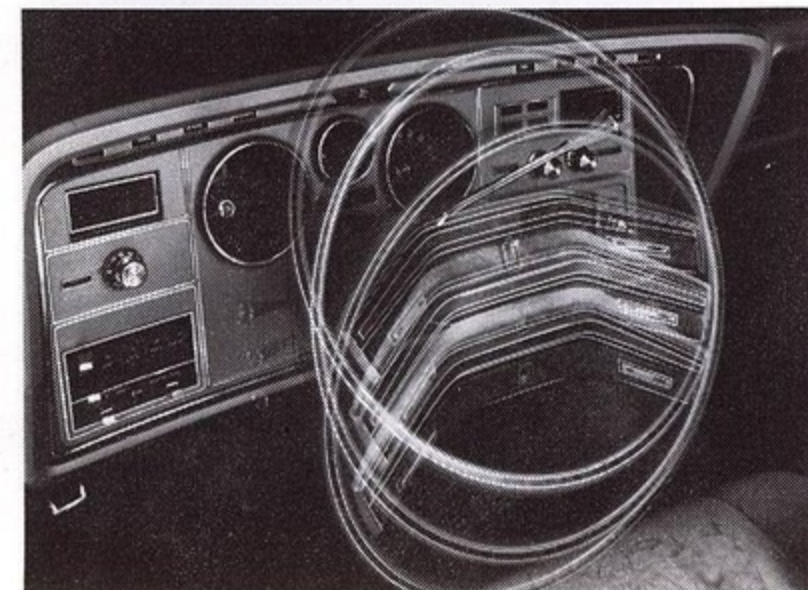
Thunderbird Options Provide Distinction, Comfort and Convenience!

Many Thunderbird options contribute to driver and passenger convenience and comfort.

Other options are designed to add to Thunderbird Security and Economy!

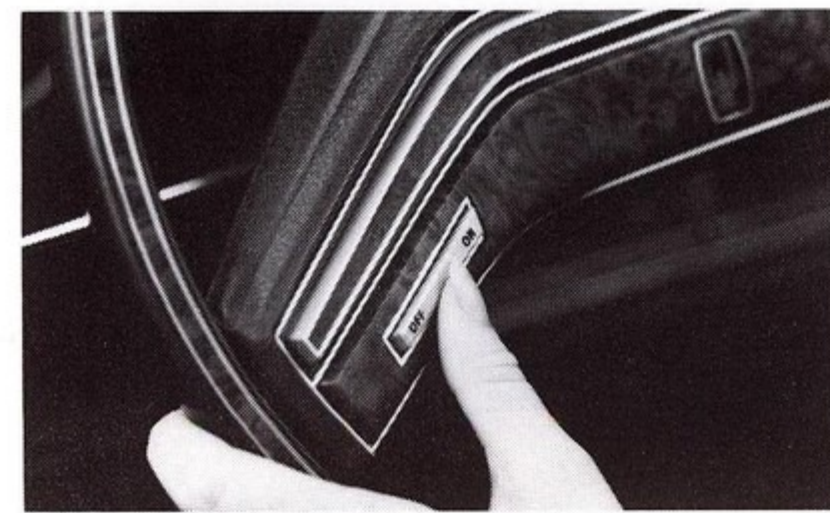
Light Group

This option group provides for both driver and passenger convenience and safety. Included are the Autolamp On/Off Delay System, front "lights on" warning light and buzzer, low fuel and door-ajar warning lights, dual overhead map lights (integral with dome lamp), engine compartment light and a lighted visor vanity mirror.



Tilt Steering Wheel

Thunderbird's Tilt Steering Wheel Option allows the driver to select any one of five steering wheel positions for increased comfort.

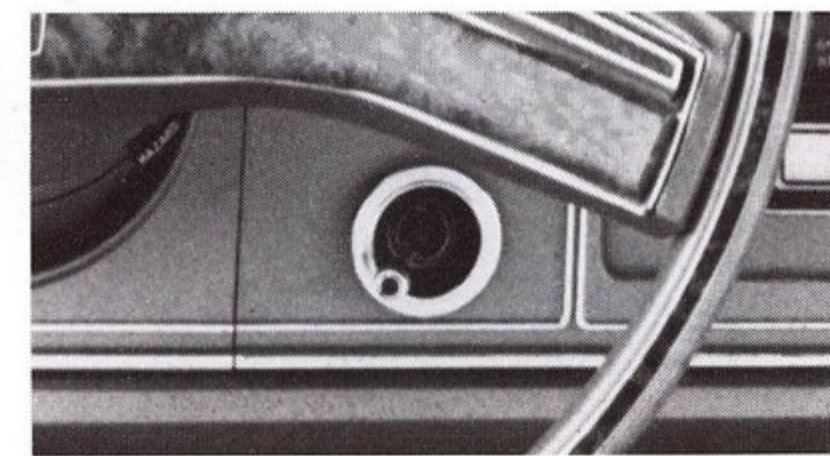


Fingertip Speed Control

Fingertip Speed Control regulates vehicle speed automatically and maintains a set speed at a desired level until reset or turned off. The controls are conveniently located in the spokes of the steering wheel.

Convenience Group

The Convenience Group includes a right-hand outside remote-control mirror to offer increased visibility and interval windshield wipers which can be adjusted to pause from 2 to 10 seconds between each wiping action.



Turnpike Convenience Group

This option is ideal for Thunderbird buyers who frequently travel long distances. Included are Fingertip Speed Control, manual reclining passenger seat, and trip odometer.



Power Lock Group

This option combines an electric trunk lid release that is activated by a switch inside the glove compartment and electric power door locks.

Power Mini-Vent Windows are offered. The small, triangular-shaped mini-vent is at the front of the door glass and moves vertically, providing a practical venting arrangement without the air noise associated with a conventional pivoting vent window.



Fuel Monitor Warning Light

The Fuel Monitor Low Vacuum Warning Light has been designed to help the driver achieve improved gasoline economy by visually signaling when excessive fuel is being used.

Some Thunderbird options are designed to protect the owner's investment.

Security Lock Group

This new option group includes an inside lockable hood release to prevent tampering with components in the engine compartment. Also included is a lockable gas cap that helps protect against illegal tampering with the gas tank or siphoning of fuel.

Anti-Theft Alarm System

Thunderbird's Anti-Theft Alarm System is a deterrent to theft of the vehicle or its contents. The system utilizes a Solid-State electronic device which, when armed, senses any door or trunk lid opening. The system is armed by locking either door with the door key.

Protection Group

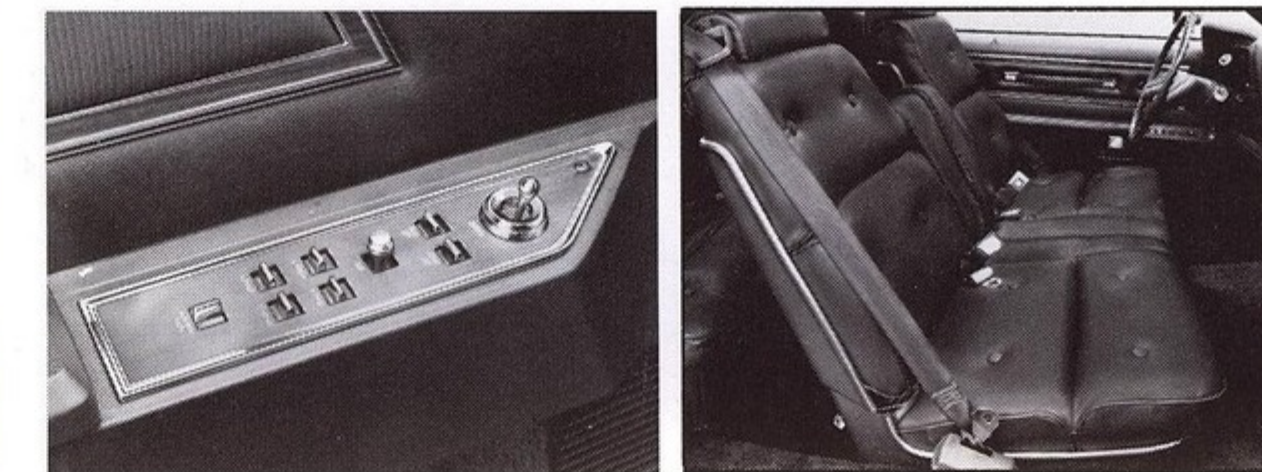
Thunderbird's Protection Group includes front and rear color-keyed floor mats with carpet inserts, license plate frames, door edge guards, spare tire cover and rocker panel moldings.

Thunderbird offers a select group of options intended to enhance Thunderbird's luxury and prestige. They include:



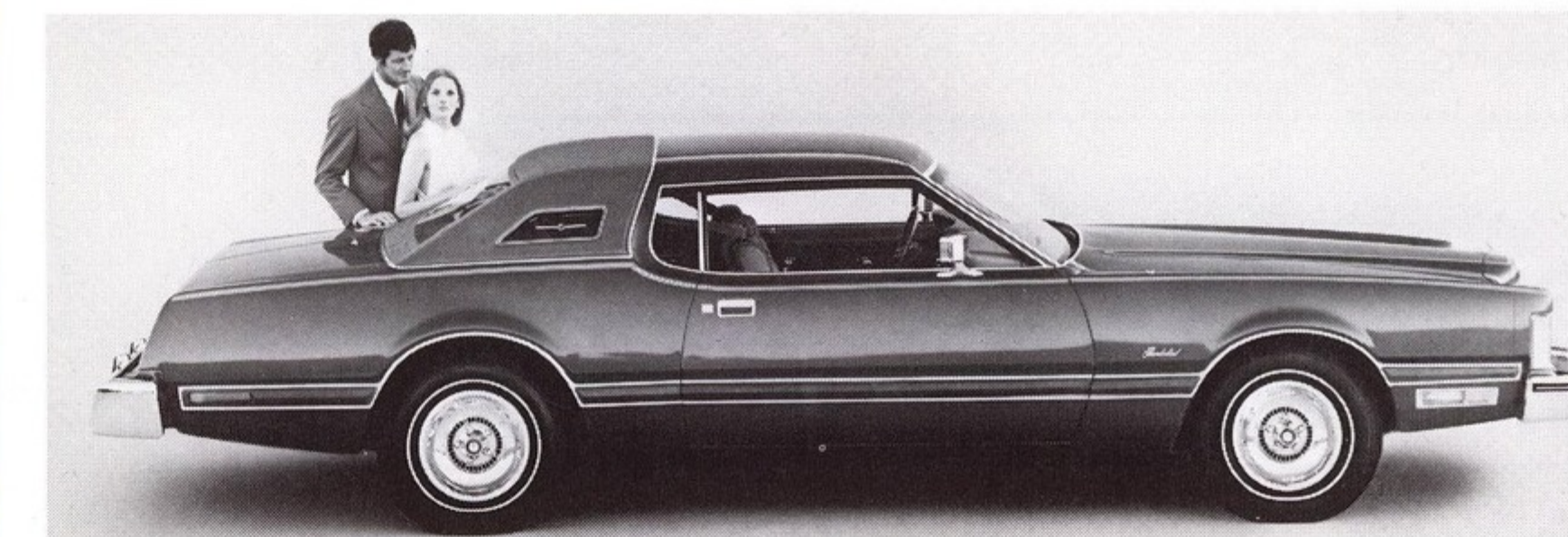
Power-Operated Moonroof

The Thunderbird Moonroof is a power-operated sliding glass panel that has the open-air advantages of a convertible, the styling features of a hardtop and the privacy of a luxury sedan. When opened, the Moonroof slides down, back and out of sight on a hidden track between the headliner and the roof. When closed, the Moonroof matches the roofline and seals tightly in position.

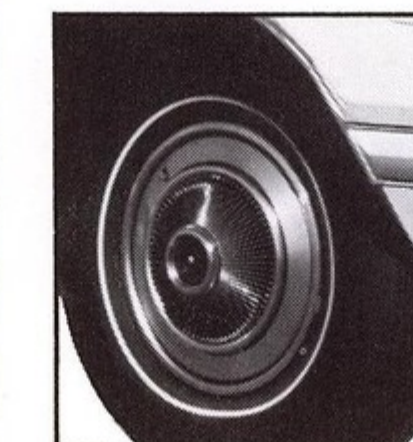


Thunderbird Starfire Paint

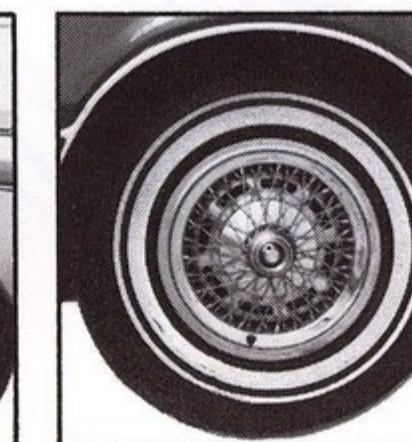
This special paint creates the illusion of extra depth due to the control and size of aluminum particles in the paint formula. The clarity and transparent characteristics of the highly durable surface is achieved by a final hand-polishing process. The Starfire paint option is available in 9 shades for 1975: Blue Starfire, Gold Starfire, Cinnamon Starfire, Burgundy Starfire, Silver Starfire, Silver Blue Starfire, Emerald Starfire, Bronze Starfire, and Copper Starfire.



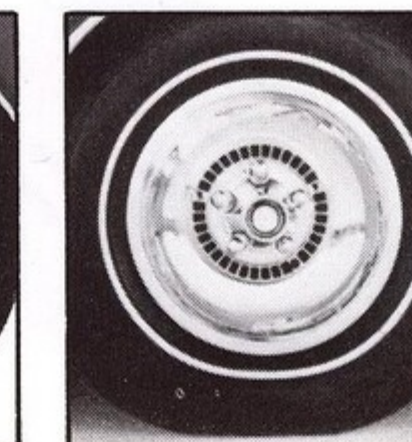
For 1975, Thunderbird offers a wide selection of wheel and wheel cover options plus a new Wide White Sidewall Tire option to add even more sporty appeal to the car.



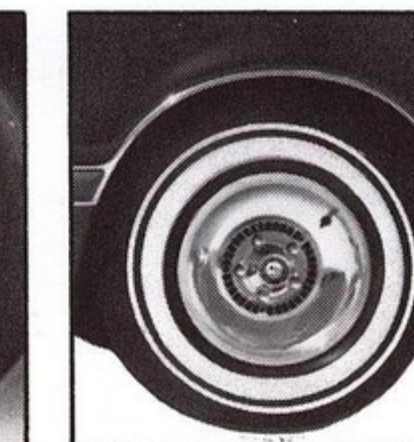
Deluxe Wheel Covers



Simulated Wire Wheel Covers



Deep-Dish Aluminum Wheels Standard with Copper Luxury Group



Wide White Sidewall Tires



Power-Operated Sunroof

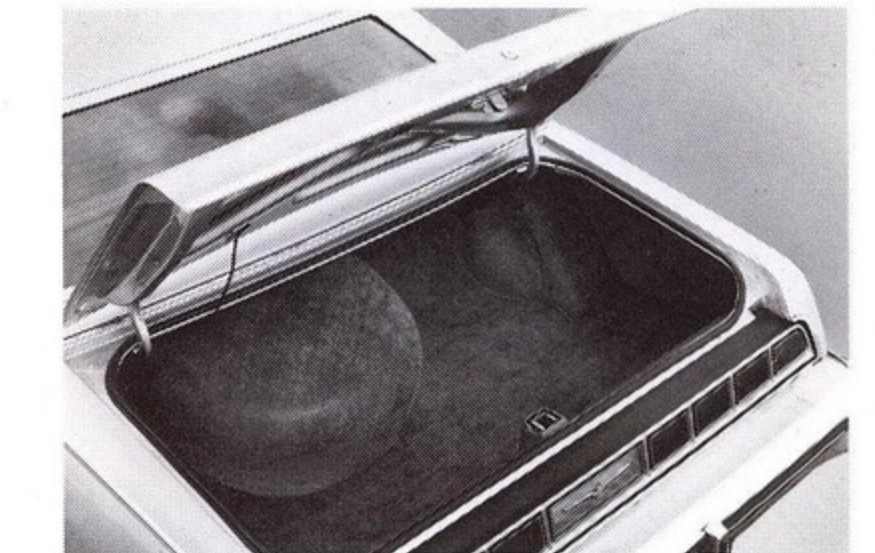
The Power-Operated Sunroof allows the Thunderbird owner to achieve the open-air advantages of the convertible and the styling features of a hardtop. The sunroof is powered by an electric motor actuated by a fingertip control above the window.

Six-Way Power Seats

This option permits easy selection of the most comfortable driving position. The controls are located in the "control console" on the driver's armrest. This convenient control location allows changing position easily while driving. The six-way seat moves up and down, forward and back, and fore and aft. This option may be ordered for the driver's seat only or for the driver's and passenger's seats.

Quick Defrost Windshield/Backlite

The Quick Defrost Windshield/Backlite System employs a unique electrically heated glass surface that clears the entire front and rear glass area of frost and ice. The heating unit is a specially processed gold film laminate between the two layers of glass. There are no heating circuits wires required, resulting in a transparent laminate with a light gold cast.



Luggage Compartment Dress-Up

This option group includes carpeting of floor and side lining boards and spare tire cover.

Finally, some Thunderbird options are designed to meet specific performance requirements:

- Traction-Lok Differential Axle
- Optional Ratio Axle (3.00)
- California Emission Equipment
- Dual Exhaust
- Heavy-Duty Suspension
- Class III Trailer Towing Package

THUNDERBIRD SPECIFICATIONS

Body Dimensions

All dimensions in inches unless otherwise noted.

General	
Wheelbase	120.4
Tread — Front	62.9
Tread — Rear	62.8
Height — Overall	53.0
Length — Overall	225.0
Width — Overall	79.7
Front Seat Room	
Headroom (effective)	37.5
Maximum legroom to accelerator	42.0
Hip room	60.6
Shoulder room	60.4
Rear Seat Room	
Headroom (effective)	36.9
Minimum legroom (effective)	36.4
Hip room	54.3
Shoulder room	59.6
Luggage Compartment	
Usable luggage capacity (cubic feet).	13.5
Curb Weight (pounds) *	
	5101

Power Team

The 1975 Thunderbird is equipped with a 460 CID 4V V-8 engine and a Cruise-O-Matic transmission* *

* Weight of vehicle with oil, water and a full tank of gas.

** In order to achieve the emissions standards established for 1975 model vehicles, catalytic converters will be installed on all 1975 Thunderbirds.

**Sell the 1975 Thunderbird . . .
The Quality, Durability,
Dependability,
Standard Luxury and
Distinction that make
Thunderbird perhaps the
best luxury car buy
in America!**

The 1975
Thunderbird

