

## 1980 THUNDERBIRD

New Thunderbird elegance in a new size...  
and a new Silver Anniversary edition.

## Spread your wings.

There have been many exciting, innovative Thunderbirds over the past 25 years, and those of 1980 are destined for fame all their own. One is the beautiful Silver Anniversary Thunderbird, below, which commemorates the first quarter century of a great Ford Better Idea. All the excitement, prestige and pace-setting ideas that Thunderbird has always represented are here in extra measure for 1980. If this is your year to become a new Thunderbird owner, you have chosen the greatest year yet to "spread your wings."

The Silver Anniversary: unique in its styling treatment and ornamentation. Its equipment is also unique, even among Thunderbirds. One example is the new engineering breakthrough, Automatic Overdrive. Teamed with the 5.0 liter (302 CID) V-8, it has remarkable highway gas mileage estimates.\* Automatic Overdrive is standard on Silver Anniversary and an option on all other Thunderbirds.

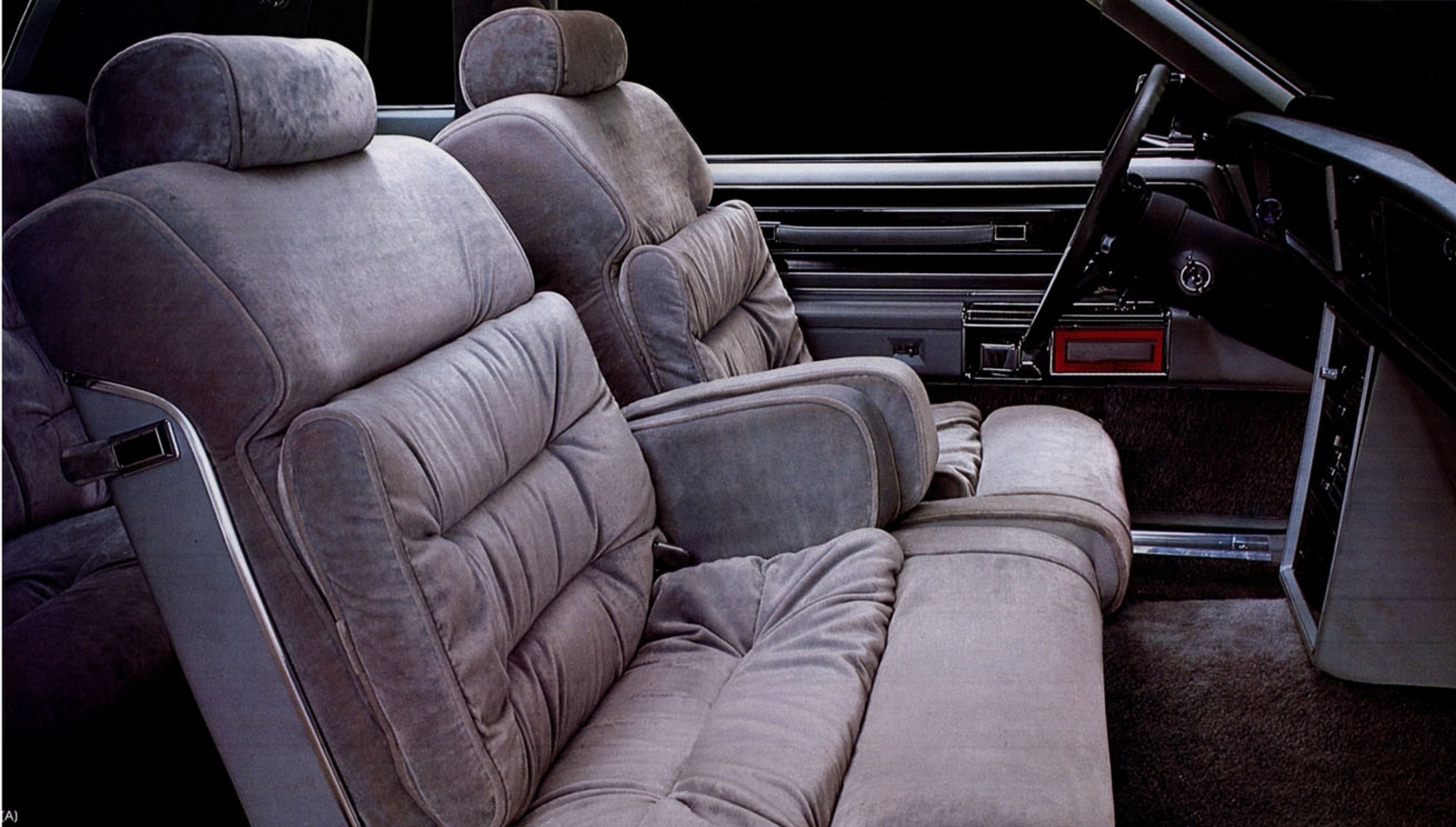
Notable Standard Features appear on page 13; Measurements on page 13. Options list appears on pages 16-19.

See your dealer for actual samples of colors and trims coded by letter in the text.

\*EPA Gas Mileage Estimates listed on back cover.

Thunderbird Silver Anniversary in Anniversary Silver Glow (14), a color offered only on this model, with matching vinyl roof, unique wrapover roof molding and "frenched" backlight. For Silver Anniversary interior features, see pages 4-5.





## Thunderbird Silver Anniversary features. Shouldn't you fly first class?

We think, that when you fly in this new Thunderbird, you'll be flying in a class by yourself. Case in point: The very elegant Silver Anniversary interior shown in (A). In front are individually adjustable split bench seats with seat back assist straps and 6-way power on the driver's side. Beautiful velvety Silver Anniversary knitted velour cloth in Dove Grey (LS) is standard. Or, should you prefer, seating surfaces of ultra-soft leather in the same color (MS) are available as an option. The list of amenities includes all the features you'd expect in a car of this stature: luxury door and rear quarter trim panels unique to Silver Anniversary. Interval windshield wipers. Luxury steering wheel, with Fingertip Speed Control, leather-wrapped rim and tilt adjustment. Electronic AM/ FM Stereo Search Radio. Electronic instrument cluster and diagnostic warning lights (page 8). Deep 36-oz. cut-pile carpeting. Color-keyed deluxe belts with a pleasant chime that reminds you to buckle up. And there are lights all around: dual beam map light, courtesy lights under the instrument panel and in rear quarter trim panels, lights in the engine and luggage compartments. Plus an electronic digital clock, power windows and power lock group, automatic parking brake release, tinted glass, our ultimate in luggage compartment trim (even the deck lid is lined), and much more (see standard equipment list, page 13).

**(B) Rear Seat Comfort and Luxury.** Dove Grey Silver Anniversary knitted velour is handsomely tailored in the seat and covered quarter trim panels, with separate courtesy lamps as an added convenience. The rear compartment has nearly three inches more knee room and almost four inches more leg room than in 1979.

**(C) Silver Anniversary "flight" panel.** Burled rosewood appliques surround the Silver Anniversary steering hub medallion, richly enhance the instrument panel. Steering wheel is luxuriously leather-wrapped, includes the added convenience of Fingertip Speed Control. Centered in the lower tier of the panel are SelectAir Conditioner for year-around heating and cooling comfort and Electronic AM/FM Stereo Search Radio for luxury entertainment.

**(D) Garage Door Opener** is another convenience feature in the Silver Anniversary. It's coded to a receiver you attach to your opener unit, and neatly designed into the driver's sun visor. Dual illuminated visor vanity mirrors are included.



These exterior features will add to your pleasure in owning a Silver Anniversary Thunderbird: padded vinyl roof with unique wrapover roof molding and coach lamps, bodyside, hood, and decklid stripes, front cornering lamps, dual remote control mirrors, and more (see pages 2-3). And, if you'd prefer an exterior color other than Anniversary Silver Glow, these additional choices are available: Black (1C), Light Grey (12), Red Glow (2H), Midnight Blue Metallic (3L), and Tu-Tone Black (1C) over Silver (1G).

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Beautiful colors and shapes  
outlined against the sky.  
The new Thunderbird Town Landau  
poised for take-off.

Few cars in America this year will reward their owners with as much luxury and distinction as the new Thunderbird Town Landau. We think you'll find Town Landau very impressive in its ride and handling (as a demonstration drive will prove). We're sure you'll be equally pleased with its significantly increased fuel economy ratings\* and numerous outstanding features (see page 13).

Town Landau, seen here, includes these standard exterior features: opera windows, padded rear half vinyl roof, brushed aluminum wrapover roof molding with coach lamps, wide door belt moldings, vinyl insert bodyside moldings, hood, bodyside and decklid accent stripes, cast aluminum wheels.



Thunderbird Town Landau with Tu-Tone Paint/Tape Treatment, Polar White (9D) over Bittersweet Glow (8D) with White vinyl roof.

Notable Standard Features appear on page 13; Measurements on page 13. Options list appears on pages 16-19. See your dealer for actual samples of colors and trims coded by letter in the text.

\*EPA Gas Mileage Estimates listed on back cover.

# The world of flight. These new Thunderbird features make it a world of electronic marvels.

Now Thunderbird takes you into the future. On these pages are some of the boldest ideas of this or any other automotive year. Better Ideas for the 80's dedicated to your comfort and ease behind the wheel—the latest advancements in the concept of the *personal car*, which originated with Thunderbird a quarter century ago.

This is the Thunderbird of a new era. A luxury car for today and tomorrow. It has the best gas mileage estimates ever for Thunderbird.\* It has a new contemporary design that is trimmer on the outside. Yet, surprisingly, the 1980 Thunderbird has more rear seat passenger leg room and knee room and a bigger trunk (with new standard mini spare tire) than its predecessor.

**(A) Instrument Panel.** Its clean-lined beauty contains many wonders. Among them: Diagnostic Warning Lights (detailed in B), Electronic Instrument Cluster option† with its digital speedometer, MPH/KmPH conversion at the touch of a switch, electronic "bar graph" fuel gauge, and electronic digital clock (detailed below). At night, with headlamps lighted, the "Thunderbird" lettering on the far right of the panel is softly illuminated.

**(B) Diagnostic Warning Lights.**† Located at the top edge of the two-tiered panel, this option signals the following conditions: "door ajar," "low washer fluid," "headlamps on" (accompanied by an audible warning), "low beam out," "brake lamp out," "taillamp out," "low fuel." Also shown are the standard warning lights "temp" (above normal) and "oil" (pressure low) at either end.

**(C) Electronic Fuel Gauge** (included in Electronic Instrument Cluster option)† Bar graph segments, lighted with contrasted intensity, register more precisely to the eye than any needle-type gauge the level of the fuel in the tank.

**(D) Digital Speedometer.** The instrument "window" is filled with a large, numerical readout of the car's speed every moment you're under way. It requires but a quick glance.

**(E) Automatic Overdrive.\*\*** An engineering breakthrough and Better Idea option for the 80's. At about 40 mph in D (Drive), it automatically shifts into a fourth overdrive gear. This causes the engine to turn more slowly, substantially improving highway fuel economy.\* (With 5.0 liter (302) 2V V-8 option only.)

**(F) Keyless Entry System.\*\*** With this option, five small calculator-type pushbuttons in the upper driver's door act as your key. When depressed in the proper coded sequence, doors or decklid can be locked or unlocked automatically. Operating code can be changed at any time by the owner.

**(G) Electronic AM/FM Stereo Search Radio.†** Automatically tunes itself to the next listenable station up the dial or scans the dial and gives you 8-second program samples until you make a choice.

**(H) Electronic Digital Clock.†** At the touch of a button, digital readout tells you: (1) the date, (2) the elapsed time of your trip, or (3) the time.

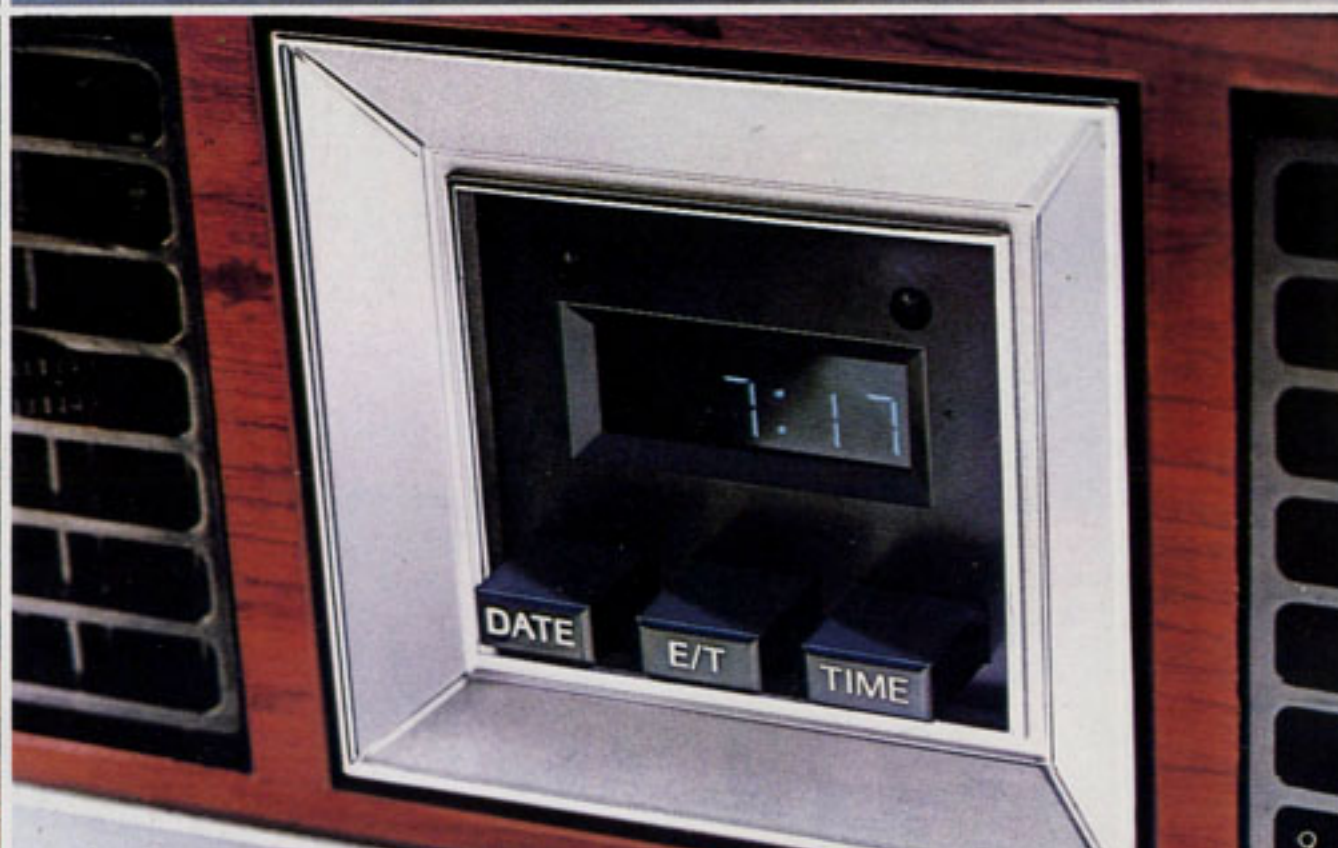
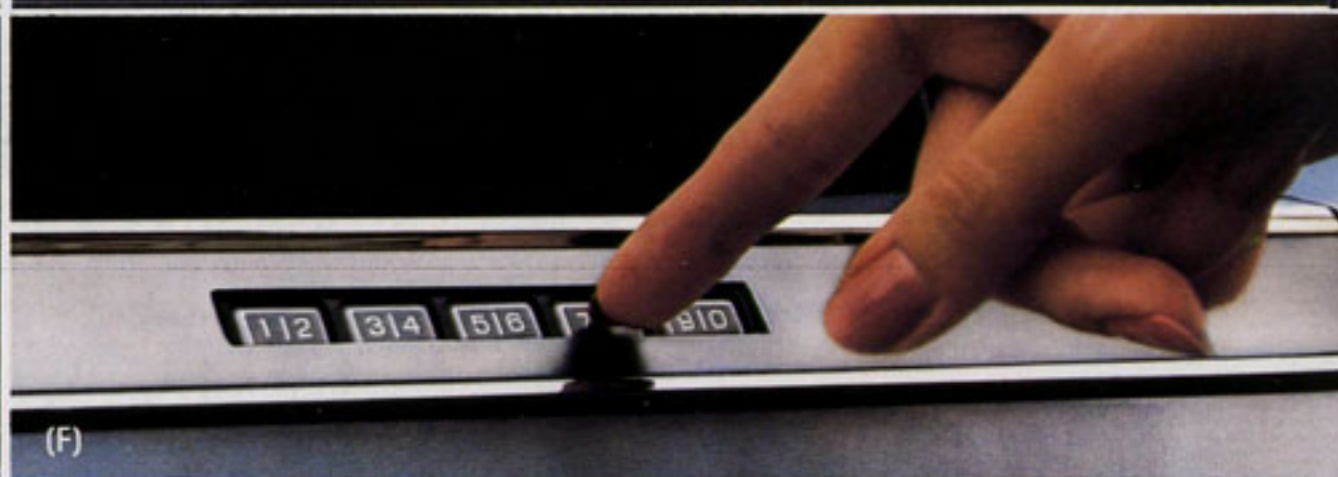
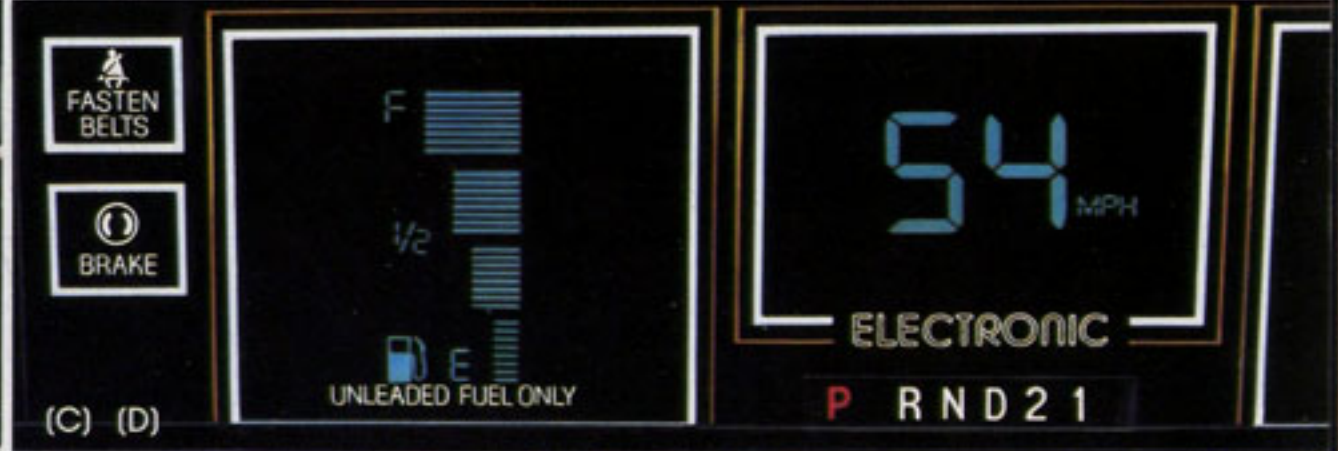
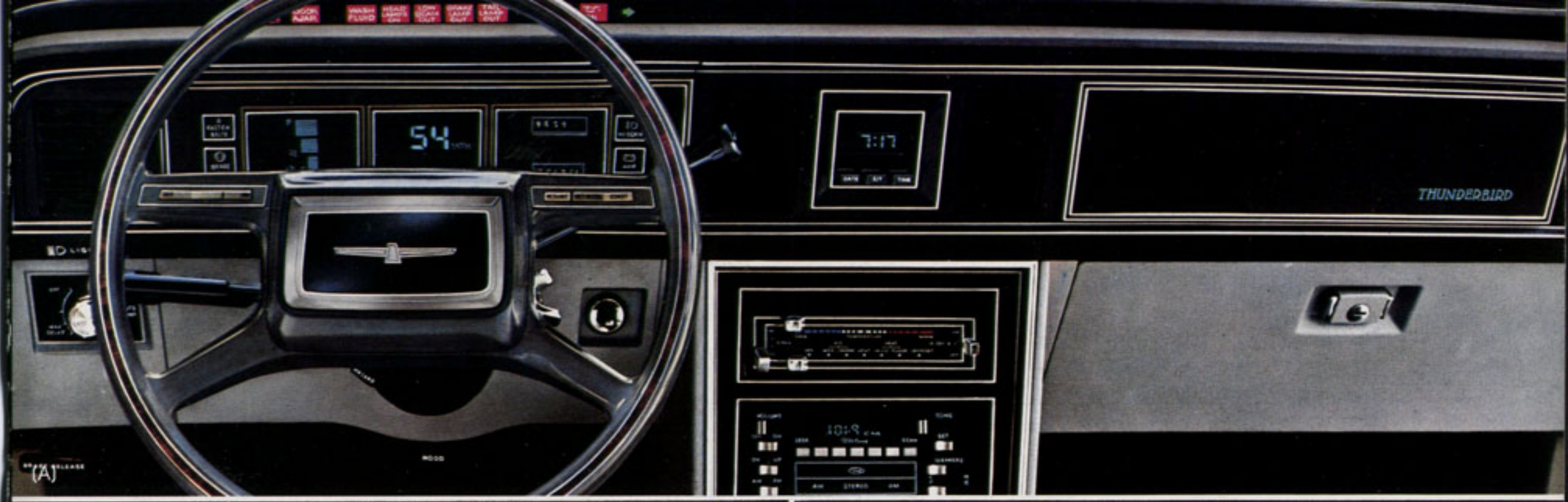
There are many more ideas for 1980 than these, of course. Engineering ideas, for example, like a new fuel efficient 4.2 liter (255 CID) 2V V-8, standard. It has the best mileage estimates ever for Thunderbird.\* Also there is a new suspension system based on a famous European design.

And styling ideas, too, which blend some touches of Thunderbird tradition with the new: the rich chrome-plated grille theme that is repeated below in the soft color-keyed urethane-enclosed bumper; the concealed headlamps (with Thunderbird emblems) and wraparound parking lamps; the distinctive color-coordinated hood ornament; the unmistakable taillamp design that says Thunderbird going away.

Other cars will have some of these ideas tomorrow. In Thunderbird you can have them all today.

Notable Standard Features appear on page 13; Measurements on page 13. Some items shown are optional; options list appears on pages 16-19.

\*EPA Gas Mileage Estimates listed on back cover.  
†Standard on Silver Anniversary and Town Landau.  
\*\*Standard on Silver Anniversary.

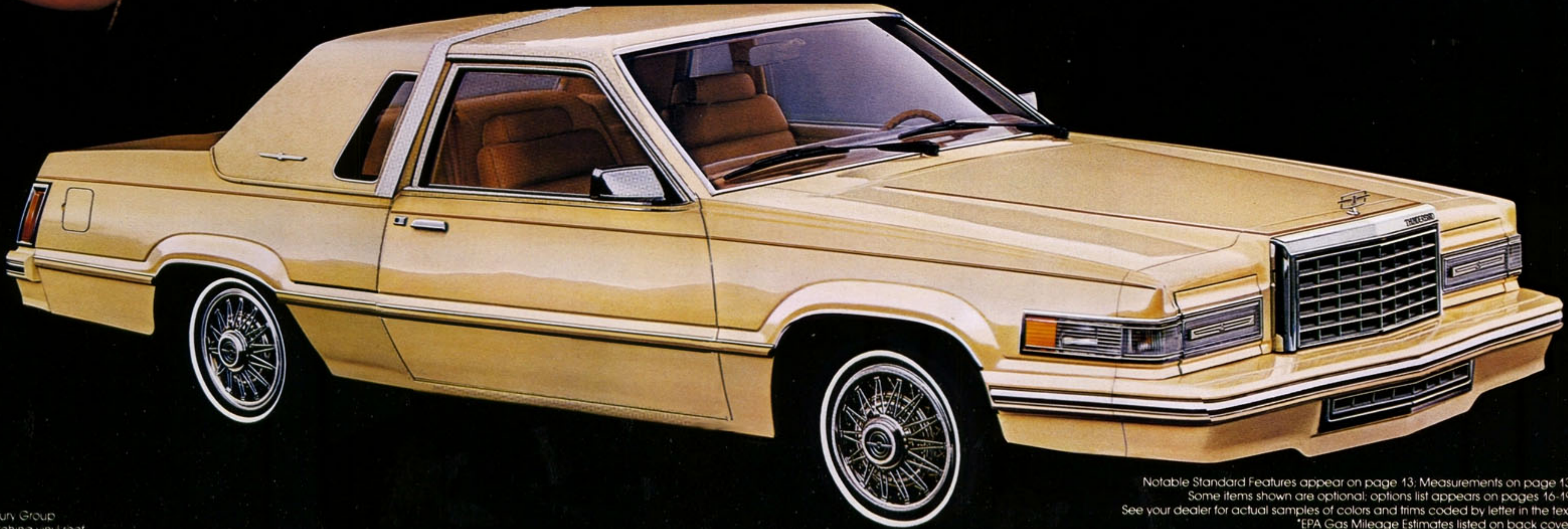




## Who said man was not meant to fly?

In this new Thunderbird of 1980, there is all the exhilaration of flight without leaving the ground. In its grace of movement...in its "space age" instrumentation (standard in Silver Anniversary and Town Landau), plus its best mileage estimates ever\*...Thunderbird lets you take wing as in no ordinary automobile.

Exterior Luxury Group, seen here, features opera windows, padded rear half vinyl roof, center pillar wrapover applique, vinyl insert bodyside moldings, bodyside paint stripes, dual remote control mirrors, and luxury wheel covers (wire wheel covers shown). Interior Luxury Group also shown.



Thunderbird with Exterior Luxury Group in Pastel Sand (6D) with matching vinyl roof

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Yet another beautiful way to fly... Thunderbird with Exterior Decor Group.

Every 1980 Thunderbird has been cleared for take-off with this long list of notable standard features.



Thunderbird with Exterior Decor Group in Black (1C) with matching full vinyl roof (rear half vinyl roof also available). Other Decor Group features include: full quarter windows, vinyl insert bodyside moldings, bodyside paint stripes, dual remote control mirrors, and luxury wheel covers (wire wheel covers shown).

**Functional Features**

- 4.2 liter (255 CID) 2V V-8 engine with DuraSpark electronic ignition
- Electronic voltage regulator
- Maintenance-free battery\*
- SelectShift automatic transmission
- Modified MacPherson strut-type front suspension; 4-bar link rear suspension; front and rear stabilizer bars
- Power front disc brakes with audible lining wear indicators/ power rear drum brakes
- Foot-operated parking brake with warning light
- P-metric 14" BSW steel-belted radial ply tires (4)
- Mini spare tire (stowed vertically in quarter panel for maximum trunk space)
- Variable ratio power steering (rack and pinion gear design)
- Front and rear bumpers enclosed in soft, color-keyed urethane
- Concealed single rectangular headlamps with wraparound parking lamps
- Fluidic windshield washer system with 2-speed wipers
- Thunderbird Sound Insulation Package

- Steering column-mounted 2-lever system
  1. Windshield washer/wiper
  2. Turn signal/horn/headlamp dimmer
- Power Ventilation System
- Inside hood release
- Day/night inside mirror
- AM radio (may be deleted for credit or upgraded at extra cost)
- Self-regulating illuminated electric clock
- Trip odometer
- Continuous loop belts with pleasant reminder chime
- Lighted locking glove box, lighted ashtray
- Cigarette lighter
- Anti-theft door lock buttons (mounted horizontally in armrests)
- Inertia seat back releases
- Deep-well trunk with full-width burloom mat
- Ford's Limited Corrosion Perforation Warranty (see back cover)

**Appearance and Comfort Features**

- Flight bench front seat with fold-down center armrest
- Cloth/vinyl upholstery
- 10-oz. color-keyed cut-pile carpeting

- All-vinyl door trim panels with woodtone accents
- Two-tier instrument panel with high-gloss black appliques
- Deluxe 4-spoke soft rim steering wheel
- Color-keyed cloth-covered headlining and sun visors
- Full quarter windows
- Bright moldings: hood rear windshield, drip rail and back-light, wheelip and rocker panel moldings
- Chrome-plated grille
- Thunderbird hood ornament with color-coordinated insert
- Full-width wraparound tail-lamps with integral side marker lights
- Full wheel covers (4)

**Thunderbird Town Landau**

Includes most of the above standard features with these more luxurious additions or variations:

- Split bench front seats, individually adjustable, with dual recliners, separate armrests; 6-way power driver's seat
- Velour cloth fabric in luxury trim scheme
- Color-keyed deluxe belts with reminder chime and comfort regulators
- 18-oz. luxury carpeting
- Luxury door trim panels with cloth inserts† and carpeted lower portions (except when white leather trim is ordered)
- Cloth inserts† in coved rear seat quarter trim panels
- Rear seat courtesy lamps in quarter trim panels
- Engraved rhodium owner's name plaque on instrument panel\*\*
- Tilt steering wheel/dual note horn
- Electronic instrument cluster (shown and detailed on pages 8-9, 16-17)
- Diagnostic warning lights
- Electronic AM/FM stereo search radio
- SelectAire Conditioner (manual control) and tinted glass (complete)

- Interval windshield wipers
- Illuminated visor vanity mirror (passenger side)
- Light Group: dual beam map light, instrument panel courtesy lights, engine and luggage compartment lights
- Power side windows
- Power lock group
- Automatic parking brake release
- Luxury luggage compartment trim
- Front cornering lamps
- Autolamp on/off/delay system
- Dual remote control mirrors
- Padded rear half vinyl roof with wrapover applique, opera windows and coach lamps
- Wide door belt moldings
- Color-keyed backlight moldings
- Color-keyed vinyl insert bodyside moldings, partial wheelip moldings
- Hood, bodyside and decklid stripes
- Cast aluminum wheels
- TR-type (wide oval, low-profile) white sidewall radial tires

**Thunderbird Silver Anniversary**

Includes most of the Town Landau equipment items previously listed plus these features:

- 5.0 liter (302 CID) 2V V-8 engine with DuraSpark electronic ignition
- Automatic Overdrive transmission
- Fingertip Speed Control and leather-wrapped steering wheel

- Power radio antenna
- Keyless Entry System (including Illuminated Entry System)
- Garage door opener with dual illuminated visor vanity mirrors
- Anniversary Silver Glow exterior color
- Anniversary Silver padded rear half vinyl roof with "frenched" backlight
- Unique wrapover roof molding, opera window coach lamps with "Silver Anniversary" lettering, high-gloss black inserts in bodyside moldings and bumper rub strips, black-accented dual remote control mirrors, upper door frames and wide door belt moldings, black hood, bodyside and decklid stripes.
- Unique Silver Anniversary knitted velour cloth
- Unique door and quarter trim panels
- Woodtone instrument panel appliques in burled rosewood pattern
- 36-oz. luxury floor carpeting
- Our ultimate in luxury luggage compartment trim (includes 18-oz. carpeting, molded decklid liner)

\*Conventional battery in early production.  
†Vinyl inserts when leather trim is ordered.  
\*\*Plaque will be sent to you shortly after your dealer advises how you wish it to read.

Options list appears on pages 16-19.

**Measurements**

Wheelbase		Length	Height	Width
108.4"		200.4"	53.0"	74.1"
Tread	Trunk Space	Fuel Capacity	Curb Weight (approx.)	Passengers
Front 58.1" Rear 57.2"	17.7 cu. ft.*	18 gal.**	3,262 lb.	4

\*With mini spare tire; 16.3 cu. ft. in Town Landau and Silver Anniversary. With conventional spare, 14.4 cu. ft.  
\*\*17.5 gal. tank in early production.



## There's a perfect view of the future from Thunderbird's 1980 flight deck.

From its outset in the 1955 model, the Thunderbird personal car concept has emphasized total style, inside as well as out.

What you see here shows that while the concept never changes, the execution of it can change totally. The 1980 Thunderbird interiors are new in almost every sense, right down to the construction of the seats. Conventional seat springs have been replaced by steel "flexolators." Flexolators provide a larger surface area to better support the inner foam pad. One benefit of this new seat design is greater cushion comfort. And, because the design permits a thinner seat back, rear seat passengers benefit from more leg and knee room.

And the new fabrics, trim designs and appointments contribute equally to your appreciation of the new "inner" Thunderbird. Your color selections include Dove Grey, Dark Red, Medium Wedgewood Blue, and Caramel, with Bittersweet an additional choice in the Decor and Luxury Group options. White is also available in all-vinyl with bucket seats in standard trim and Decor, in supersoft vinyl with split bench seats in Decor, and in ultra-soft leather with the Luxury Group.

**(A) Interior Decor Group—Cloth/Vinyl Split Bench Seats.** Shown in Caramel (ET). Handsome door trim panels include assist straps and carpeted lower portion (except with White vinyl). Coca Cola woodtone instrument panel appliques, 18-oz. carpeting, color-keyed deluxe belts, dual fold-down armrests, dual seat recliners, and passenger visor vanity mirror are additional features.

**(B) Interior Decor Group—Cloth Recaro Bucket Seats\*** in Dark Red ribbed luxury cloth (ND). These new optional seats are designed by Recaro, the famous manufacturer of aircraft and racing car seats. They are contoured to nestle close to the body and provide special support. Each has an adjustable thigh support and reclining seat back control. Additional color choices: Dove Grey/Black, Caramel, and Bittersweet. Also available with Interior Luxury Group.

**(C) Standard Interior—All-Vinyl Bucket Seats.** Shown in White (GQ). Console is included with this bucket seat option. Bucket seats are also offered with Interior Decor Group.

**(D) Standard Thunderbird Interior—Cloth/Vinyl Flight Bench Seat.** Shown in Blue tweed cloth (AB). Fold-down center armrest, column-mounted controls for windshield wiper/washer and horn/headlamp dimmer/turn signals, soft rim deluxe steering wheel, AM radio (may be deleted for credit), two-tier instrument panel, inertia seat back releases—these and more are all standard features (see page 13).

**(E) Interior Luxury Group—Cloth Split Bench Seats.** The upholstery fabric is rich velour in Dark Red (JD). Standard in Town Landau. Ultra-soft leather seating surfaces are optional. (Luxury Group detailed on page 16.)

Whatever your interior choice, your future is certain to be brighter when viewed from the '80 Thunderbird's flight deck.

\*Available in all Thunderbirds except Silver Anniversary.

Notable Standard Features appear on page 13; Measurements on page 13. Some items shown are optional. Options list appears on pages 16-19.

Your dealer has actual samples of colors and trims coded by letter in the text.



(A)



(B)



(C)



(D)



# New interior options. Thunderbird flight made even simpler and more enjoyable.

You were, every minute, a part of our plans as we designed and engineered the new Thunderbird. And nowhere did we think more about you than in the selection of options that would be yours to add to the model of your choice. To enhance its beauty ... to augment its usefulness to you in dozens of ways. To make your new Thunderbird of 1980 in every way your personal car.

## Audio

Ford offers a superb selection of radios and audio equipment. All are precision engineered and built to exacting Ford quality standards. Of special interest, 1980 Ford radios are designed to receive traveler's advisory broadcasts when tuned to either end of the AM band. For more details, get the booklet "1980 Sound Systems and Electronic Options" at your Ford Dealer.

- AM/FM Monaural Radio.
- AM/FM Stereo Radio.\*
- AM/FM Stereo Radio with Cassette Tape Player.\*
- AM/FM Stereo Radio with 8-Track Tape Player.\*
- Electronic AM/FM Stereo Search Radio.\*† Shown and described on pages 4-5.
  - (A) Electronic AM/FM Stereo Search Radio with Cassette Tape Player.\* Precision search tuning plus Dolby\* noise reduction system.
  - Electronic AM/FM Stereo Search Radio with 8-Track Tape Player.\*
- 40-Channel Citizens' Band Radio. Remote control transceiver features: trunk-mounted chassis, power microphone with integral controls (disconnects for hidden storage), automatic scan to find active channels. Can store and summon five favorite channels. Channel 9 pushbutton for emergencies. System overrides radio through front speakers while sending or receiving. AM/FM/CB triband antenna included. Available with all factory-installed radios. FCC license application included.
- Dual Rear Seat Speakers with fader control for monaural radios.
- Premium Sound System. Six upgraded speakers plus power amplifier. Available with all stereo radios.

\*Dual speakers front and rear with fader control included.

## Assists/New Electronic Driving Aids

- (B) Autolamp On/Off/Delay System.† On the road, turns on headlamps at dusk, turns them off at sunrise. At home, provides an adjustable interval of light to see you safely into the house.
- (C) Electronic Digital Clock.† Tells time, date and elapsed time of your trip on command. Date shows briefly when ignition is switched on and is then replaced by time readout. The time remains in view until date or elapsed time are selected by control button. Included in Electronic Instrument Cluster.
- (D) Diagnostic Warning Lights.† See B, pages 8-9.
- Electronic Instrument Cluster.† (Shown and described on pages 8-9.) Includes Electronic Digital Clock, C, as well as the following features:
  - (E) Electronic Fuel Gauge.† Bar graph segments register fuel level in the tank. See also pages 8-9.
  - (F) Digital Speedometer.† Large numerals in the instrument "window" tell you your speed every moment you're under way. See also pages 8-9.

## Comfort and Convenience

- Color-Keyed Deluxe Belts† with comfort regulator feature. Included in the Interior Decor and Luxury Groups.
- (G) Garage Door Opener.\*\* Coded to a receiver you attach to your opener unit. Neatly designed into the driver's sun visor. Includes dual illuminated visor vanity mirrors.
- (H) SelectAire Conditioner with Automatic Temperature Control. Maintains preset temperature levels the year round. Unit with manual control† also available.
- Tinted Glass† (complete) to reduce heat and glare of the sun. Recommended with SelectAire Conditioner.
- Dual Remote Control Mirrors.† Included in Exterior Luxury and Exterior Decor Groups. See pages 10, 11 and 12.
- Illuminated Visor Vanity Mirror (passenger side). Has variable light intensity for grooming.
- LH Remote Control Mirror. Shown on pages 10, 11 and 12.
- Light Group.† Includes dual beam map light, instrument panel courtesy lights, engine and trunk compartment lights.
- Interior Decor Group. Detailed and shown in A and B on page 14.
- (I) Fingertip Speed Control.\*\* You set any safe speed at or above 30 mph, and Fingertip Speed Control maintains it. Great convenience, and holding steady speeds helps save gas. Pressing the brake pedal deactivates the system. Touch of the "resume" button automatically reestablishes the speed set prior to braking.
- Leather-Wrapped Luxury Steering Wheel.\*\* Shown in I. Available with Fingertip Speed Control.
- Tilt Steering Wheel.† Adjusts to five separate positions. Tilts up out of way for easier entry and exit.

## Interiors

Seats and trims are illustrated and described on pages 14-15. Silver Anniversary interior shown on pages 4-5.

- Interior Luxury Group. Includes: split bench seats with dual recliners, luxury door trim panels, luxury quarter trim panels with courtesy lights, 18-oz. floor carpeting, woodtone instrument panel appliques, luxury steering wheel, RH illuminated visor vanity mirror, electronic digital clock, light group, diagnostic warning lights, power side windows, automatic parking brake release, color-keyed deluxe belts, interval windshield wipers, luxury luggage compartment trim, dual note horn. Tinted glass required. Standard in Town Landau. Shown on page 15.

## Power Assists

- Power Radio Antenna.\*\*
- (J) Power Lock Group.† Includes power door locks and remote control decklid release (in glove box).
- 4-Way Power Flight Bench Seat. Adjusts forward and back, up and down.
- 6-Way Power Driver's Seat.† Infinitely adjustable. Available with split bench seats or Recaro bucket seats.
- Power Side Windows.† Included in Interior Luxury Group.

†Standard on Town Landau and Silver Anniversary.

\*\*Standard on Silver Anniversary.



(A)



(B)



(C)

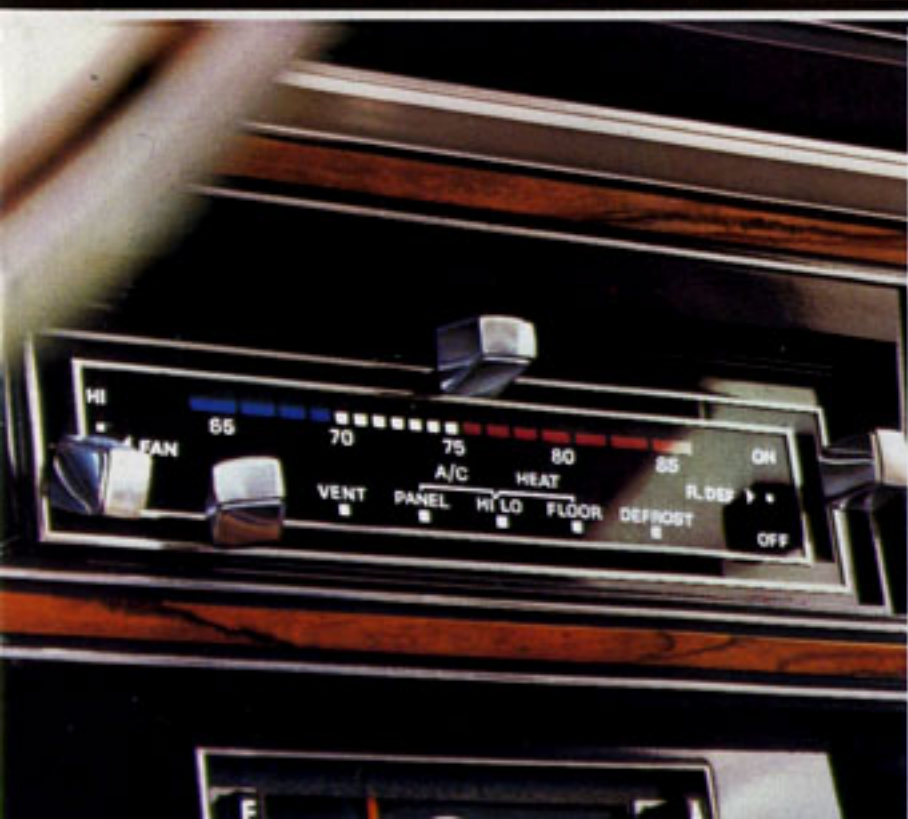


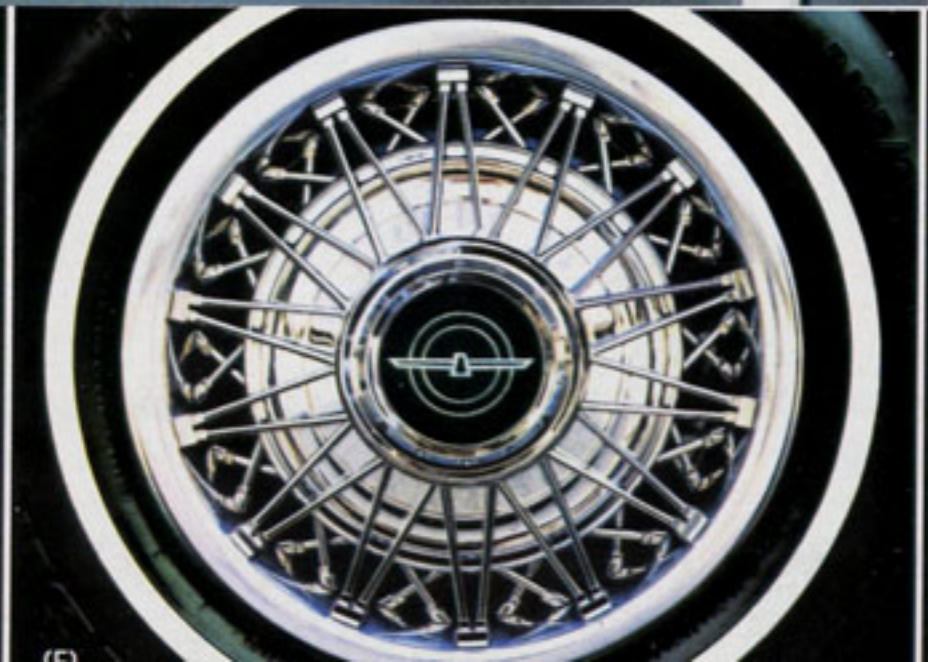
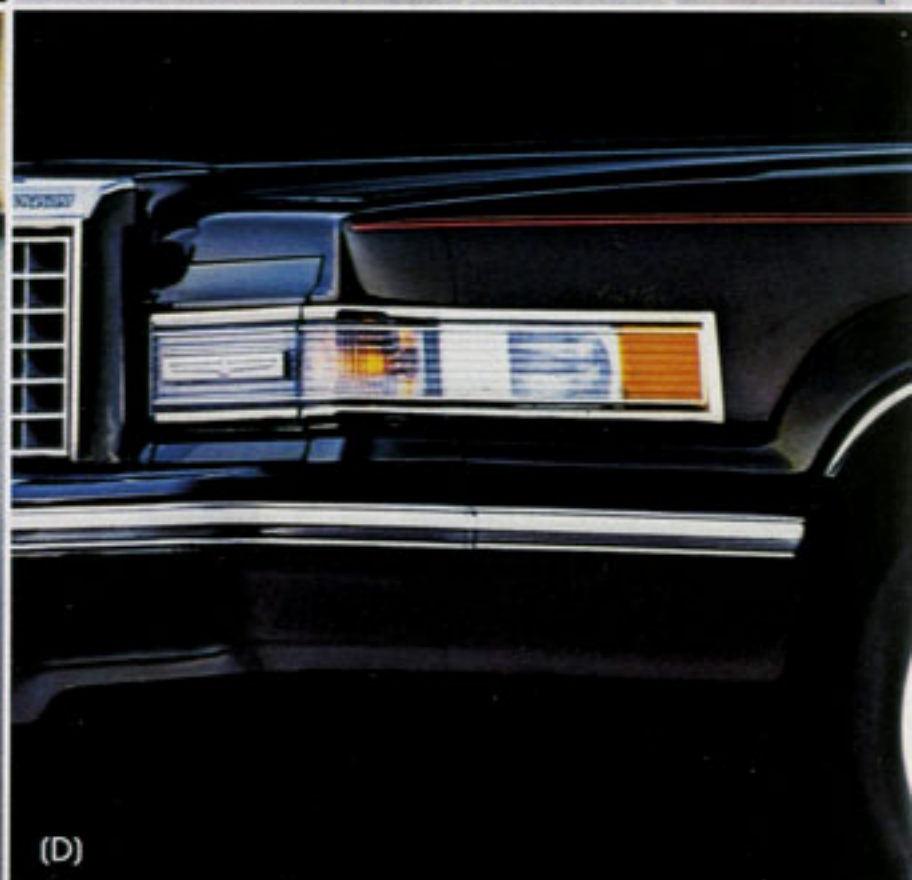
(D)

(E) (F)



(G)





# New exterior options. "Tower to Thunderbird: you're looking good, and you're cleared for immediate take-off."

## Appearance

- Exterior Decor Group. Rear half vinyl roof or full vinyl roof in one of these eight colors: Black, Bittersweet, Medium Red, Silver, Midnight Blue, Caramel, White, and Pastel Sand. Vinyl insert body-side moldings, dual remote control mirrors, bodyside paint stripes, luxury wheel covers also included. See page 12.
- Exterior Luxury Group.† Padded rear half vinyl roof with wrapover applique and opera windows plus remaining Decor Group features listed above. See pages 10-11.
- Wide Door Belt Moldings.† See pages 2-3, 6-7.
- Dual Accent Paint Stripes.
- Hood and Bodyside Stripes.† See pages 2-3, 6-7, 10-11.
- (A) Luxury Luggage Compartment Trim.† This option gives you luxurious carpeting wall to wall in Thunderbird's new deep-well trunk with its large 17.7 cubic feet of usable space. Even the mini spare tire is covered.
- Tu-Tone Paint/Tape Treatment. Offered in the following nine combinations. **Polar White** (upper color) over Bittersweet Glow or Midnight Blue Metallic; **Silver Metallic** over Black, Midnight Blue Metallic or Dark Cordovan Metallic; **Black** over Silver Metallic; **Midnight Blue Metallic** over Medium Blue Glow; **Chamois Glow** over Dark Chamois Metallic; **Bittersweet Glow** over Dark Cordovan Metallic. See pages 6-7.
- Rear Half Vinyl Roof or Full Vinyl Roof in eight color choices (see listing above in Exterior Decor Group). Rear half vinyl or full vinyl roof included in Exterior Decor Group. See pages 12-13. Padded rear half vinyl roof included in Exterior Luxury Group (see pages 10-11), standard on Town Landau (pages 6-7). Unique padded rear half vinyl roof with "frenched" backlight standard on Silver Anniversary. Rear half vinyl roof or full vinyl roof available as a separate option on all models except Town Landau and Silver Anniversary.

## Convenience

- (B) Flip-Up Open Air Roof. Flip it up part way for ventilation. Remove it completely for the open air feeling of a convertible.
- Electric Rear Window Defroster.
- (C) Illuminated Entry System.\*\* Door lock and interior are lighted when handle is raised; stay lighted about 25 seconds or until ignition is turned on.
- (D) Front Cornering Lamps† light your way around dark corners.
- Keyless Entry System.\*\* Includes Illuminated Entry System (described above).\*\* See also F, pages 8-9.
- Interval Windshield Wipers.† Variable pause between sweeps lets you match wiper action more closely to weather conditions.

## Performance

- Heavy-Duty Battery. Extra cranking power for cold weather starting, accessory operation.
- Heavy-Duty/Handling Suspension. Includes heavy-duty shock absorbers, heavy-duty rear springs, increased diameter stabilizer bars.
- High Altitude Emission System.
- California Emission System.
- 5.0 liter (302 CID) 2V V-8 Engine.\*\*
- Engine Block Immersion Heater plugs into electrical outlet to keep engine oil warm for easier cold-weather starting.
- Automatic Overdrive Transmission.\*\* The smoothness and ease of an automatic transmission plus overdrive fourth gear to increase highway fuel economy. See explanation on page 8 and EPA Gas Mileage Estimates on back cover.
- Automatic Parking Brake Release.†

## Protection

- Dual Note Horn.† Included in Interior Luxury Group.
- Mud and Stone Deflectors help protect paint on lower bodysides.
- Lower Bodyside Protection offers an application of vinyl along the lower sides of the body to help provide extra protection against stone pecking. Especially important on gravel roads or where use of road salt is heavy. Includes rocker panel moldings when not a standard equipment item.
- Rocker Panel Moldings.\*\* Included with Lower Bodyside Protection.
- Vinyl Insert Bodyside Moldings.† Shown on all display models. Include partial wheel lip moldings.
- Protection Group. Front carpet floor mats, door edge guards and license plate frame(s).

## Tires

P-metric 14-in. steel-belted radial tires in both black and white sidewall are available. Consult your Ford Dealer on the tires best suited to your kind of driving.

- TR-Type (Wide Oval, Low-Profile) White Sidewall Radial Tires.† Available only with cast aluminum wheels.
- Conventional Spare Tire. Replaces standard mini spare. Stows in deep well of the trunk and precludes use of this area.

## Wheel Covers/Wheels

- (E) Luxury Wheel Covers add a distinctive touch. Included in Exterior Decor and Exterior Luxury Groups.
- (F) Wire Wheel Covers. A handsome alternative. See also pages 10-11, 12-13.
- (G) Cast Aluminum Wheels.† Available only with TR-type radial tires. See also pages 2-3, 6-7.

†Standard on Town Landau and Silver Anniversary.

\*\*Standard on Silver Anniversary.

# Thunderbird.

## For 25 years, one of America's most distinctive automobiles.

**New Limited Corrosion Perforation Warranty.** Ford Motor Company provides a 3-year, unlimited mileage corrosion warranty on all new 1980 model cars. The warranty states that any part which, in normal use, rusts through from corrosion within three years of retail delivery or first use will be repaired or replaced free of charge by the selling dealer after inspection by a Ford representative. Of course, exhaust system components or parts which develop corrosion perforation caused by accidents or other damage are not covered.



Ford Motor Company's optional Extended Service Plan covers certain selected 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. Ask your Ford Dealer for more information about the Plan.

**Low Scheduled Maintenance.** The 1980 Ford Thunderbird has a recommended maintenance schedule of 7,500 miles or 12 months between oil changes and 30,000 miles between lubes. These are just two small parts of a comprehensive program which, *in total*, can lower scheduled maintenance to an estimated \$170 on the 1980 Thunderbird—76% or \$545 less than the 1973 Thunderbird. This example uses base engines and automatic transmissions in both cars. Ford Labor Time Standards, a \$21.35 hourly labor rate, and manufacturer's suggested retail parts prices effective July 1, 1979, were used in the above computations. An accumulation of 10,000 miles annually is assumed on the 1980 Thunderbird.

**Option Availability.** Some features presented are optional at extra cost. Some options are required in combination with other options. Availability of some models and features described may be subject to a slight delay. Ask your Ford Dealer for the latest information on options, prices and availability.

**Product Changes.** Ford Division reserves the right to change specifications any time without incurring obligations.

### EPA GAS MILEAGE ESTIMATES

	4.2 Liter V-8 & SelectShift*	5.0 Liter V-8 & SelectShift*	5.0 Liter V-8 & Automatic Overdrive*
<b>49 States</b>			
EPA Est. MPG	18	17	17
Est. Range	324	306	306
Est. Hwy. MPG	26	26	29
Est. Hwy. Range	468	468	522
<b>California</b>			
EPA Est. MPG	17	17	Figures were not available at time of printing. Consult your dealer for latest information.
Est. Range	306	306	
Est. Hwy. MPG	24	24	
Est. Hwy. Range	432	432	

\*Standard power team on all Thunderbirds except Silver Anniversary is 4.2 liter (255 CID) V-8 and SelectShift automatic transmission. 5.0 liter (302 CID) V-8 is standard with Automatic Overdrive on Silver Anniversary, optional with SelectShift. Required option with Automatic Overdrive on other models.

For comparison with other cars. Actual mpgs and range may differ depending on speed, distance and weather. Actual mileage and range will probably be lower than estimates. Range based on EPA mileage and Thunderbird's 18-gallon fuel tank. (17.5 gal. tank in early production).

Buy or lease a new Thunderbird from your Ford Dealer—a great choice either way!

Better Ideas for  
the 80's. FORD.



148-Rev. 1/80

# THUNDERBIRD

FORD DIVISION



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