


# Thunderbird nineteen 69





New opening for Bird lovers. New 3-Door, 5-Door Birds for '69.

Now, the Bird gives you the sky. Through a new push-button Electric Sunroof. Your window to the sun, moon and stars. Open, the heavens are yours. Fresh air, too. All without wind noise. Closed, the Sunroof door fits flush with the roof, sealing out rain and cold. The Sunroof option is another better idea from Thunderbird . . . one more reason why the Bird outdistances the field. Even before, the competition was two doors behind.



## Why be earthbound? Thunderbird Four-Door Landau.

Soar away on the wings of luxury. In the distinguished new Thunderbird Four-Door Landau, one of three great new Birds for '69. Wide center-opening doors ease your way into the stunning interior, roomiest of any Bird. And the distinctive roofline, marked by a stylish vinyl roof and shimmering "S" bars, adds a traditional note of grace and elegance.

Fine things have happened to all the Birds this year. Like a hot 429-cu. in. 4V Thunder Jet V-8 that flies the Bird with impressive authority. And concealed headlights set in a sparkling new grille with all the fine-honed delicacy of filigree jewelry.

Inside, the Bird of Paradise. Seats come full-width bench or optional buckets for the front. Take your pick. Available in soft, smooth vinyl, or deluxe Brougham Interior in cloth or leather and vinyl trims. You decide.

Then there are the standard convenience features that make flying the Bird so memorable. SelectShift lets you shift manually or fully automatically. Power steering. Power front disc brakes. AM radio. And much more. Make this your year to fly the Bird. The view for '69 is high, wide . . . and heavenly.





Nothing beats the simple things in life. Like falling in love. And flying the Bird.



Step into the world of Thunderbird. Made for lovers of luxury. Opulent and spacious. With generous seating room for six adults in the magnificent Four-Door Landau interior shown here with optional Brougham Cloth Trim (also available in 2-door models). Sumptuous materials, exquisite taste, expert handcrafting are all combined to create an environment of classic beauty and refinement. But the eye is only one sense to be pleased. Run your hand over the rich fabrics. Luxurious tufted 100% nylon, treated with a new Scotchgard® process for lasting protection against soiling. Drawing

room refinements in all Birds include full 100% nylon cut-pile carpeting, teak-toned appliques on doors, instrument panel, and panel knobs, pull-down arm rests both front and rear, and courtesy lights on roof quarter panels. Extra touches ease your flight. Tilt-Away Steering Wheel moves aside for easier entry and exit, adjusts to nine different driving positions. Highway Pilot Control lets you set your cruising speed with fingertip-ease. These are just a few of the features that make piloting the Bird a first class experience in luxury flying. Pick yourself a Bird . . . and take off for adventure. © TM GM Co.







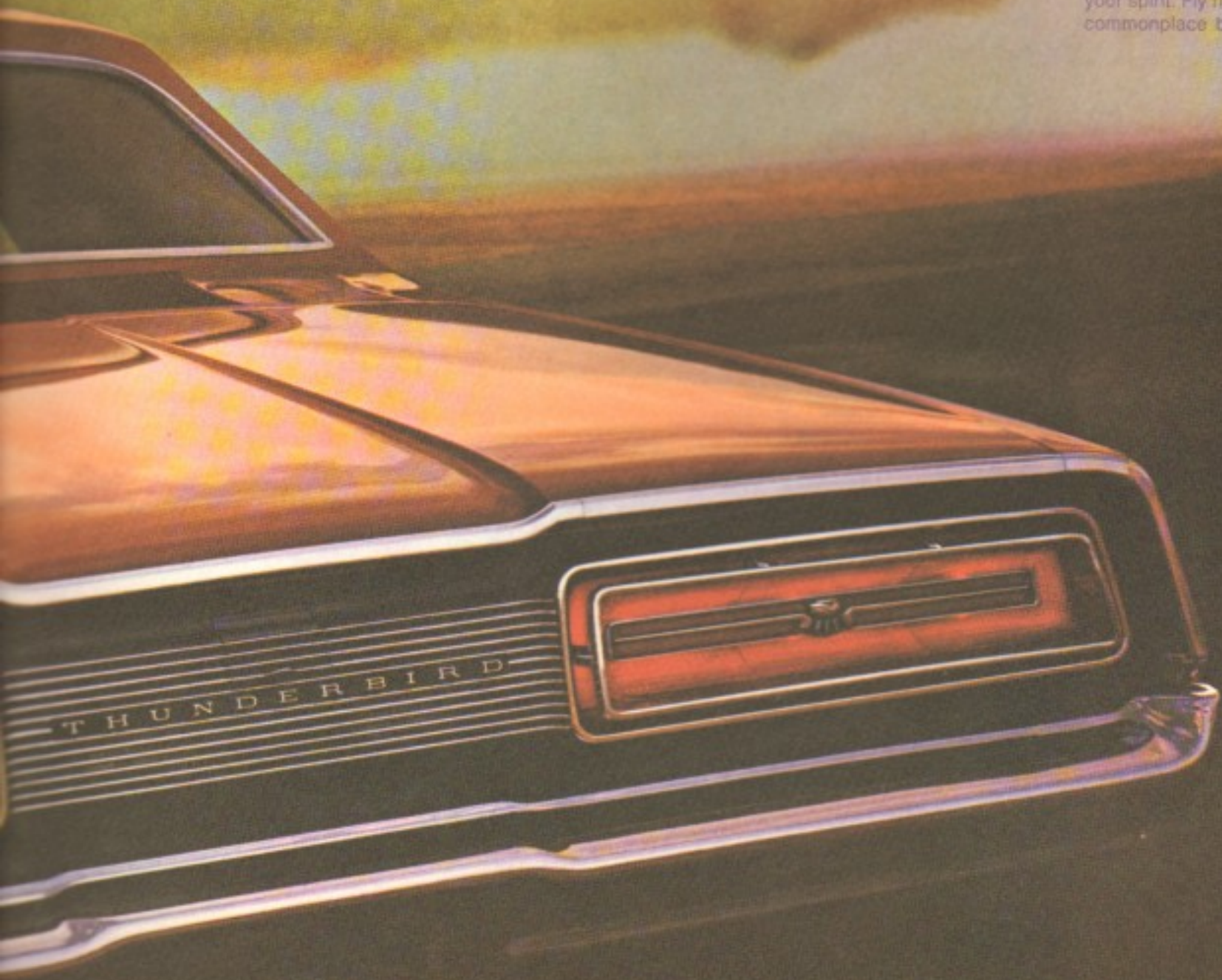


You're old enough to drive. Now learn how to fly. Thunderbird Two-Door Hardtop.



Made to spice up your life. The dashing new Two-Door Hardtop. Sweet Bird of youth. Calling you to adventure. Lower and sleeker for '69, emphasizing more than ever Thunderbird's sweeping jet-like profile. With a new lowered suspension that increases stability, improves handling. New separate tail lamps with sequential turn signals finish off the rear in handsome style.

Inside, a host of better ideas makes flying the Bird a study in comfort and luxury. Tasteful ideas like full-width front seat, plush covered rear seats, pleated vinyl trim, luxurious appointments. Comforting ideas like Power Ventilation. It changes the air inside the car several times a minute . . . with the windows closed. You can add options like SelectAir Conditioner to keep you cool in summer, warm in winter. And Automatic Climate Control. You set the temperature just once . . . and forget it. An AM/FM Stereo Radio that brightens the atmosphere with realistic concert hall sound. This is the Bird to warm your spirit. Fly now . . . and leave the commonplace behind.



Wonderbird, '69.

Better idea options in comfort and convenience.

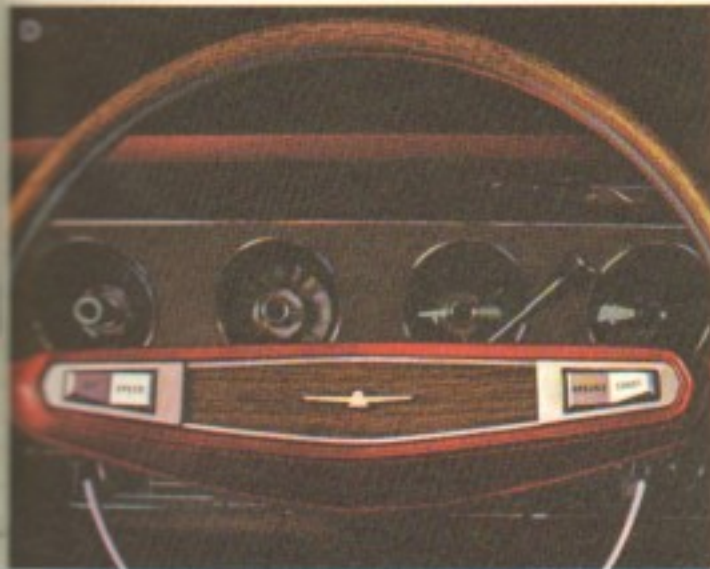
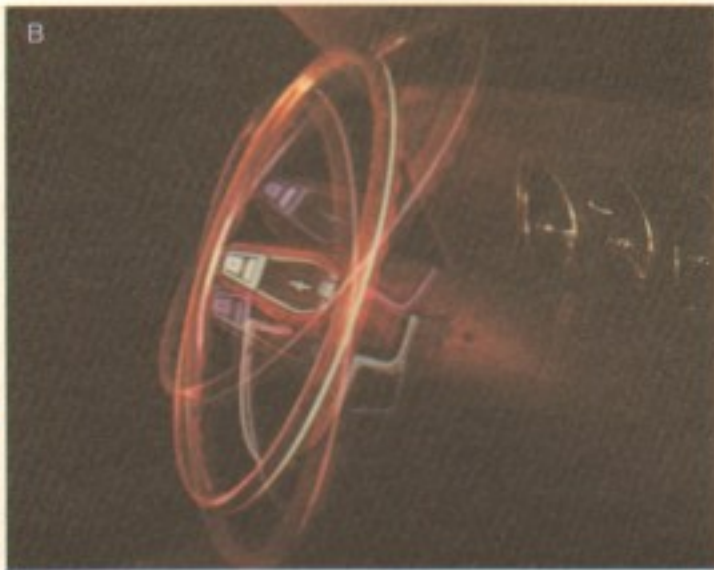
Take command. Order your Bird to fly with a flight captain's authority. Enthroned in your luxurious Flight Bucket Seat. Seats are individually adjustable and deep-foam padded for comfort. The Brougham Leather Trim (shown) combines top-grain leather and vinyl in a handsome interior that glows with warmth and richness. With Flight Bucket Seats, you get the Flight Command Console. Use it as a center arm rest . . . or as a handy storage compartment. Up front, another compartment is just the thing for storing tape cartridges for your Stereo-Sonic Tape System. Cartridges play up to 70 minutes of your favorite music in full-bodied stereo.



Other Thunderbird options to make flying more exhilarating include: **A.** Electric Sunroof for Landau models. Opens wide to let in sun, stars, and air. Closes flush with roof to seal out weather. **B.** Tilt-Away Steering Wheel adjusts up and down to your favorite position for comfortable driving, moves aside when door is opened for easy exit or entry. **C.** Reclining Passenger Seat (full-width or bucket) with adjustable head restraint lets you stretch out and relax—even nap—while traveling. **D.** Highway Pilot Control lets you set your cruising speed with push-button ease. Coast or resume speed when you wish. **E.** Convenience Check Group has indicator

lights to remind you to fasten seat belts, and warn you if a door is ajar or fuel is low. A light and buzzer let you know when headlights are on after ignition is turned off. Also included in the group are Power Door Locks. **F.** AM/FM Stereo Radio surrounds you with high fidelity sound. Five push buttons can be preset for instant selection of five AM and five FM stations. **G.** Cornering Side Lights mounted on front fenders light up your way around dark corners. **H.** Automatic Climate Control with SelectAir Conditioner. Select the temperature you prefer. Temperature remains constant the year around . . . automatically. **I.** Rear Lamp Monitor, shown in rearview

mirror, tells you if all tail lamps are functioning. If a bulb is burned out, the monitor pinpoints its exact location. Other better idea options to consider that will add to your flying pleasure: *For your comfort . . .* 6-way power front seat (driver's or full width) □ Dual rear seat radio speakers *For your convenience . . .* Power radio antenna □ Power trunk-deck lid release □ Power windows □ Electric Defrost rear window □ Rear window defogger □ Tinted glass *For better appearance or performance . . .* Deluxe wheel covers □ Limited-slip differential □ Heavy-duty suspension □ Red band sidewall tires □ Fiberglass belted tires □ Deluxe seat belts and shoulder belts



Better ideas are a part of Thunderbird's heritage. Here are some of the luxury features found on every Bird . . . features that make Thunderbird unmatched in style, comfort, and performance.

**A.** Dual headlamps are concealed behind new retractable doors that open automatically in event of vacuum system failure.

**B.** New tail lamps feature Thunderbird's distinctive sequential turn signals. A rippling pattern of light points out the turning direction.

**C.** Power Ventilation draws in fresh air, eliminates stale air . . . with the windows up.

**D.** Standard interiors feature full-width bench seats covered in pleated vinyl. Handsome teak-toned appliques accent the elegant interior appointments.

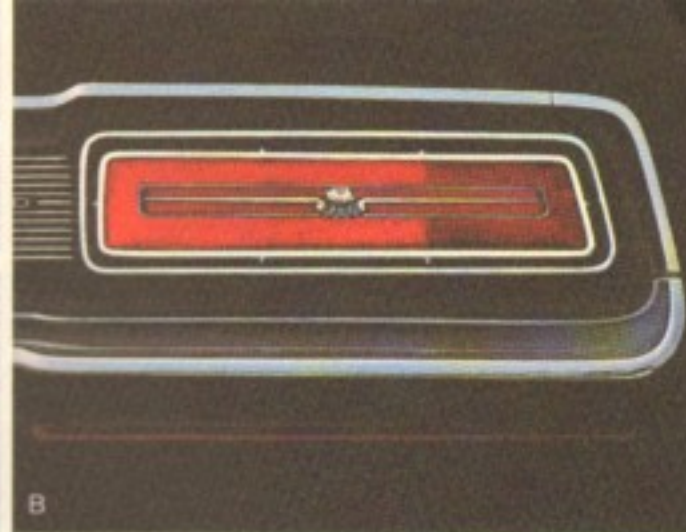
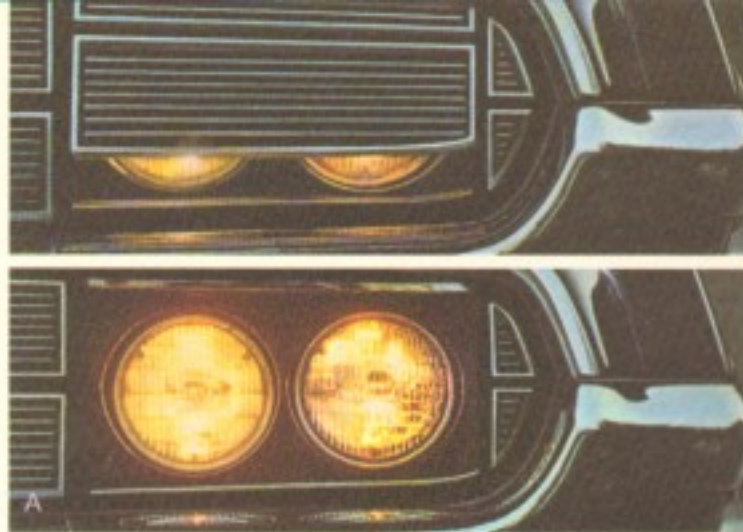
**E.** Each of the three Thunderbird models is distinguished by its own unique roofline. Two-Door Hardtop (top). Two-Door Landau (center). Four-Door Landau (bottom).

**F.** SelectShift transmission works two ways. Lets you shift through the gears manually, or go fully automatic.

**G.** Thunder Jet 429-cu. in. 4V V-8 (360 hp) flies the Bird with smooth assurance, commanding performance.

**Plus These Other Standard Equipment Features:**

- ▣ Unipane Side Glass
- ▣ Reversible Keys, "Keyless" Locking
- ▣ Lighted Ignition Switch
- ▣ Power Steering
- ▣ AM Radio
- ▣ Electric Clock
- ▣ MagicAire Heater-Defroster
- ▣ Suspended Accelerator Pedal
- ▣ Lockable Lighted Glove Box
- ▣ Map Light
- ▣ Instrument Panel Courtesy Light
- ▣ Alligator-Grain Vinyl Roof (Landau models)
- ▣ Sliding Quarter Windows (Two-Door Hardtop)
- ▣ Interior Rear Courtesy Lights
- ▣ Power Front Disc Brakes, Drum-Type Rear Brakes
- ▣ Lined and Lighted Trunk
- ▣ Underbody Soundcoating in Key Areas
- ▣ Full Wheel Covers



Better ideas like these spoil Bird lovers for anything less.





## Ford Motor Company Lifeguard Design Safety Features

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 Ford Motor Company Lifeguard Design Safety Features listed below.

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.

Every 1969 Thunderbird includes: Dual Hydraulic Brake System with Warning Light  
 □ Glare Reduced Instrument Panel Padding  
 Windshield Wiper Arms, Steering Wheel Hub, Horn Ring, Rearview Mirror/Mirror Mounting and Windshield Pillars □ Energy-Absorbing Steering Column and Steering Wheel □ Energy-Absorbing Armrests and Safety-Designed Door Handles □ Front and Rear Lap Belts with Front Outboard Retractors □ Turn Indicators with Lane-Changing Signal Feature □ Inside Day/Night, Yield Away Rearview Mirror □ Energy-Absorbing Instrument Panel with Padding □ Padded Sun Visors □ Two Speed or Variable Speed Windshield Wipers □ Windshield Washers □ Double-Thick Laminate Safety Glass Windshield □ Double-Yoke Safety Door Latches and Safety Hinges □ 4-way Emergency Flasher □ Back-Up Lights □ Side Marker Lights or Reflectors □ Energy-Absorbing Front Seat Back Tops with Padding □ Self-Locking Folding Front Seat Backs □ Shoulder Belts for Outboard Front Seat Passengers □ Safety-Designed Coat Hooks □ Safety-Designed Window Regulator Knobs □ Safety-Designed Radio Control Knobs and Push Buttons □ Outside Rearview Mirror, Driver's Side □ Safety Rim Wheels and Load-Rated Tires □ Corrosion-Resistant Brake Lines □ Uniform Transmission Shift Quadrant □ Safety-designed front end structure

### Thunderbird Specifications

**Colors and Upholsteries**—Brilliant, rich Super Diamond Lustre Enamel in 20 exterior colors (all models). Color-keyed upholstery selections.

Full-Width Front Seat standard; Bucket Front Seats and Console optional. Standard trim all-vinyl. Optional Brougham Interior Trim in nylon cloth and vinyl or leather and vinyl. Trims available in up to 6 color choices.

**Engine**—429-cu. in. Thunder Jet V-8 with 360 hp; 4.36" bore x 3.59" stroke; 10.5 to 1 comp. ratio; 4-barrel carburetor; automatic choke; premium fuel; dual exhaust system.

**SelectShift Drive**—Lets you drive fully automatic or shift manually through the gears. Three forward gears, one reverse, with quadrant sequence P-R-N-D-2-1.

**Rear Axle**—Semi-floating type with deep-offset hypoid gears. Straddle-mounted drive pinion.

**Frame**—Perimeter design consisting of front end assembly, rear end assembly, and four torque box assemblies connected by formed center siderails. 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. Rubber-bushed stabilizer.

**Rear Suspension**—Wide 62" tread. Three-link, coil spring system with long and short mounting-link arrangement. Lateral track bar centers axle. All links and track bar rubber-bushed.

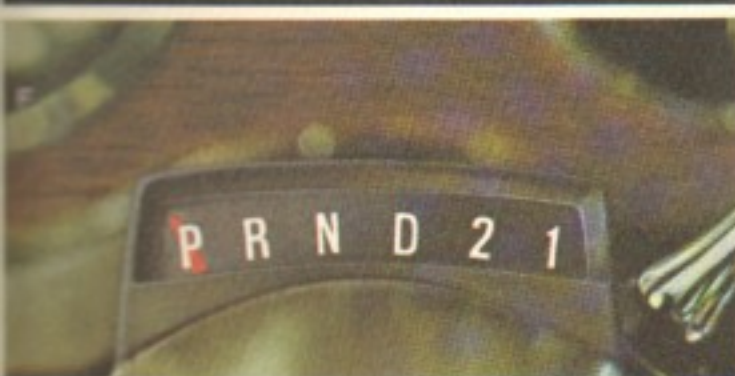
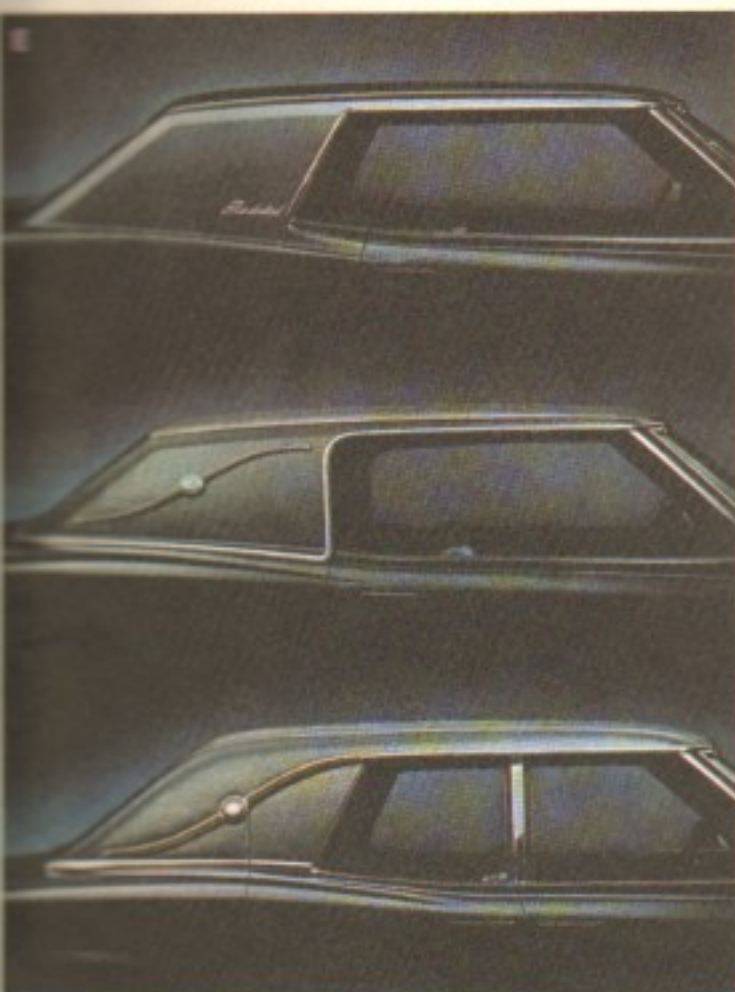
**Steering**—Integral-design power steering. Tilt-Away Wheel optional. Overall ratio 21.8 to 1. Turning diameter 42 ft.

**Brakes**—Self-adjusting power brakes. Front: floating-caliper disc brakes.

Rear: drum-shoe type brakes, drums cross-ribbed and flared.

Total swept area 373 sq. in.

**Wheels and Tires**—True-Center wheels on precision-machined hubs. Tires built to rigid Thunderbird specifications: 8.55 x 15 or 8.45 x 15, depending on availability.



**Dimensions and Capacities**—Length 206.9" (two-door), 209.4" (four-door); width 77.3"; height 52.3" (two-door), 53.4" (four-door); wheelbase 115" (two-door), 117" (four-door); tread (front/rear) 62"; trunk luggage volume (cu. ft.) 12.3; fuel 24.1 gal.; oil 5 qt. with filter change; cooling system (with heater) 18.9 qt.

### Twice-a-Year Maintenance

New Thunderbirds are designed to go 6,000 miles (or 6 months) between oil changes and minor lubrications; 36,000 miles (or 3 years, whichever comes first) between major chassis lubes. Other '69 Thunderbird service-savers include: 24-month engine coolant-antifreeze, self-adjusting brakes, long-life Sta-Ful battery, shielded alternator, rust- and corrosion-resistant aluminized mufflers and galvanized underbody parts. The '69 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.

**Note:** Your new 1969 Thunderbird comes equipped with factory engineered and approved parts such as the dependable Autolite Sta-Ful battery, Autolite Power-Tip spark plugs, Autolite shock absorbers, and an Autolite 6000-mile oil filter. For continued top performance, be sure to specify genuine Autolite parts whenever replacement is necessary.

While the information shown herein was correct when approved for printing, Ford Division reserves the right to discontinue, or change at any time, specifications or designs without incurring any obligations. Some features shown or described are optional at extra cost.

THUNDERBIRD



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