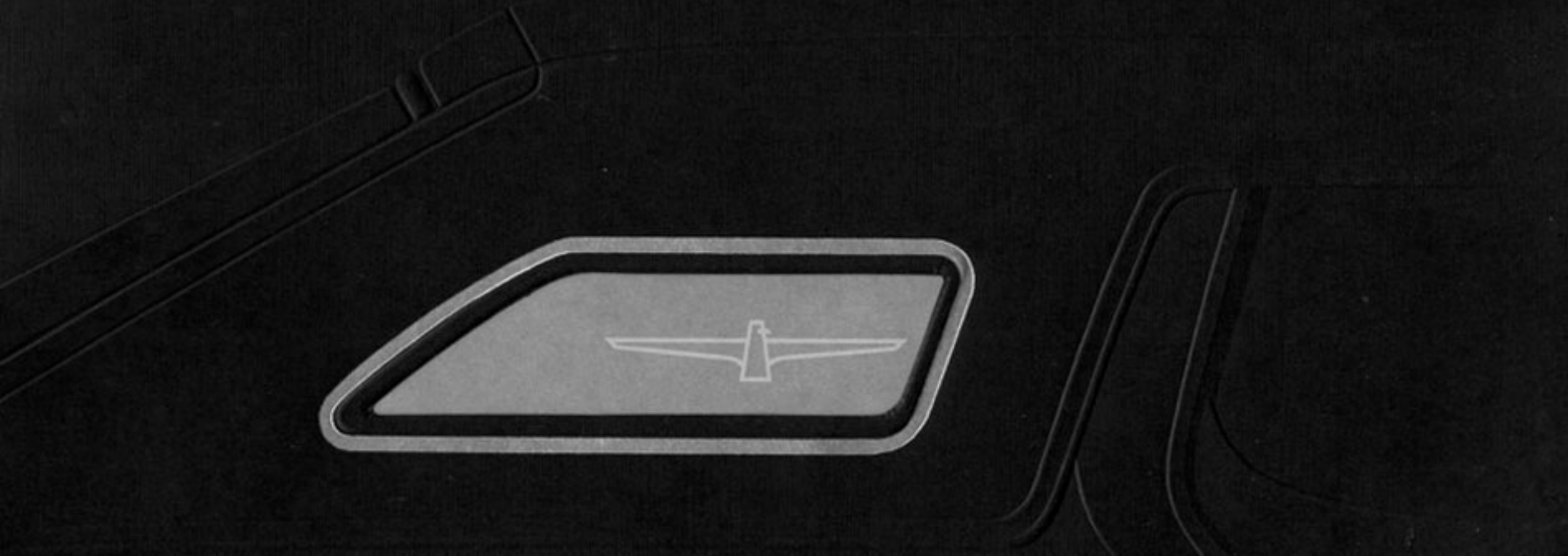


Thunderbird 1973





Thunderbird. Take curtain calls wherever you go.

That special occasion you've looked forward to. Luxurious Thunderbird to herald your arrival. Put them together and bravo! Accolades that make the event more memorable.

Dramatic styling does it. Long, low Thunderbird proportions. A bright, new grille. Tasteful ornamentation at the headlights and new parking lamps. Elsewhere, too, as you can see.

The strong Energy-Absorbing Bumper System is new. So is the boldly identified hood, crowned on top with a new fold-down ornament incorporating the Thunderbird symbol.

There are elegant new amenities like the Exterior Decor Group shown: a deeply textured grain vinyl roof and wide protective bodyside moldings covered in matching vinyl.

And at the roof quarters, note the new Opera Windows with

Thunderbird insignia—an impressive town car touch.

Thunderbird luxury goes beyond looks, of course. With notable basics like steel-belted white sidewall radial ply tires, a 429-cu. in. 4V V-8, SelectShift Cruise-O-Matic automatic transmission, power steering, power front disc brakes, AM radio, inside hood release and spare tire lock to deter theft, and more. The complete list can be found on page 16.

Obviously, you and Thunderbird should make friends. Do that soon at your Ford Dealer's.

Options shown: Exterior Decor Group, Glamour Paint Option Group, front cornering lamps, Deluxe Bumper Group (front bumper guards are standard), deluxe wheel covers, Opera Windows, power antenna.



Thunderbird... still unique in all the world.

Exterior: Silver Blue Fire (3L), one of eight vibrant metallic colors available in the Glamour Paint Option Group.

Note: For your convenience, Thunderbird colors are indicated by code— example: (Color 3L). Your Ford Dealer will be glad to show you a color chip and actual swatches of vinyl roof and interior trim materials.

Total comfort.
Superbly styled.

Enter the rare and private world of Thunderbird. Opulent. Spacious. Supremely comfortable. With bright ornamentation and woodtone touches. And room for six. Only Thunderbird does it so precisely, so thoroughly luxurious as this.

A low profile split bench front seat, standard, has fold-down center armrests, and is individually adjustable. Foam cushioning, extra-thick where it matters, cradles you in elegant softness.

Sumptuous leather seating surfaces, with supple vinyl trim, are shown in White. This luxury also comes beautifully in Dark Green, Tobacco or Black—and is well worth the modest added cost.

Cut-pile carpeting, very plush, trims lower seat backs and lower portions of both doors. The restful, reclining passenger seat can be ordered separately, if you wish. Other interior features are detailed on pages 12, 13, and 15.

What more could anyone ask—you in a totally comfortable, superbly styled Thunderbird? Sample this elegance soon, at your Ford Dealer's.

Options shown: split bench seat with leather and vinyl trim, reclining passenger seat, Opera Window, power side windows, remote control right hand mirror, fingertip speed control, deluxe seat belts, Electric Rear Window Defroster. Telephone available from outside sources.

Sumptuous Thunderbird interior, designed for total comfort, highlights luxurious leather upholstery. (Color K9). There is also a Reclining Passenger Seat available for added comfort.



Thunderbird. For people going places
who know how to go places.

It takes only minutes on the road to acquaint you with the four-wheeled feeling of flight traditionally Thunderbird. A rare combination of motoring comfort and performance.

Thunderbird has always been an exceptional motorcar, with a long-standing reputation for outstanding ride. The 1973 edition carries the tradition forward with road-holding attributes like a low center of gravity. Long wheelbase. Posi-Ride rear suspension, cushioned in rubber. Front and rear stabilizer bars. You drive, maneuver and park with remarkable ease and precision.

Innovative soundproofing does its part to give you comforting quiet. Thick layers of insulating materials under the roof and hood—all around the body, in fact—keep road noise outside. And you ride on road-gripping steel-belted white sidewall radial ply tires, which are standard.

It is a unique kind of travel. Exhilarating and so nearly effortless. A smooth 429-cu. in. 4V V-8, SelectShift Cruise-O-Matic transmission, power steering and brakes—all standard—put you in complete command.

A more powerful 460-cu. in. 4V V-8 is optional.

You'll also like the feeling of assurance that Ford Motor Company Lifeguard Design Safety Features give you. Sturdy, side-door Guard Rails. Uni-Lock Shoulder/Lap Belts with Reminder System. The full safety list is on page 17. And you get added protection from the new Energy-Absorbing Bumper System.

You can add a host of accoutrements for more enjoyable going. Turnpike Convenience Group—with fingertip speed control, reclining passenger seat and trip odometer. The complete, new entertainment/sound system: AM/FM Stereo Radio with Tape Player. SelectAir Conditioner, with Automatic Temperature Control, if you wish. And that's a mere sampling. More amenities are described on pages 13 through 16.

Moral: to go places pleasurably, go Thunderbird.

Options shown: Opera Window, remote control right hand mirror, white leather upholstery, Glamour Paint Option Group, front cornering lamps, deluxe wheel covers, Deluxe Bumper Group, power antenna, vinyl roof.



Exterior: Mahogany Fire (5P) with Brown Cayman grain vinyl roof.
Note: See Color Code reference on page 7.

Long and low, Thunderbird Hardtop hugs the road for a superlative ride.

The Thunderbird approach to interior luxury.

Inside Thunderbird, luxury as it comes will more than satisfy the majority of pleasure-bent owners. It is clearly evident in the elegance of interior appointments . . . and the handsome split bench seat illustrated below, which are standard.

The rich-looking cloth and vinyl fabric is beautifully available in Dark Blue, Gold, Black, Dark Green, Ginger or Tobacco. Seats are wide. Deep-cushioned. And contoured for comfort.

Split bench sides, of course, are individually adjustable. Dual armrests give each passenger personal, lounge-chair riding ease. Plush, cut-pile carpeting graces the floor, trims lower door panels and lower seat backs. Sheer, unadulterated luxury.

Now, if you'd rather, you can choose the luxurious leather trim shown on pages 8 and 9. Or, you can upholster the

split bench in all-vinyl trim shown in Gold on the facing page. Black, White, Dark Blue, Dark Green, Ginger and Tobacco are other vinyl choices. A manual reclining passenger seat can be ordered with split bench or bucket seats.

You can add the automatic seat back release. It unlatches the seat as the door opens. Very handy when you enter with a bulky package.

And there are optional High Back bucket seats with a console. Sporty buckets are tailored in Lambeth cloth and vinyl—in Dark Green, Dark Blue, Black or Ginger. The console gives you very convenient storage.

More ways to enhance Thunderbird luxury are at the right and on the next two pages.

Options shown below: Opera Window, power side windows, deluxe seat belts, 6-way power seats.

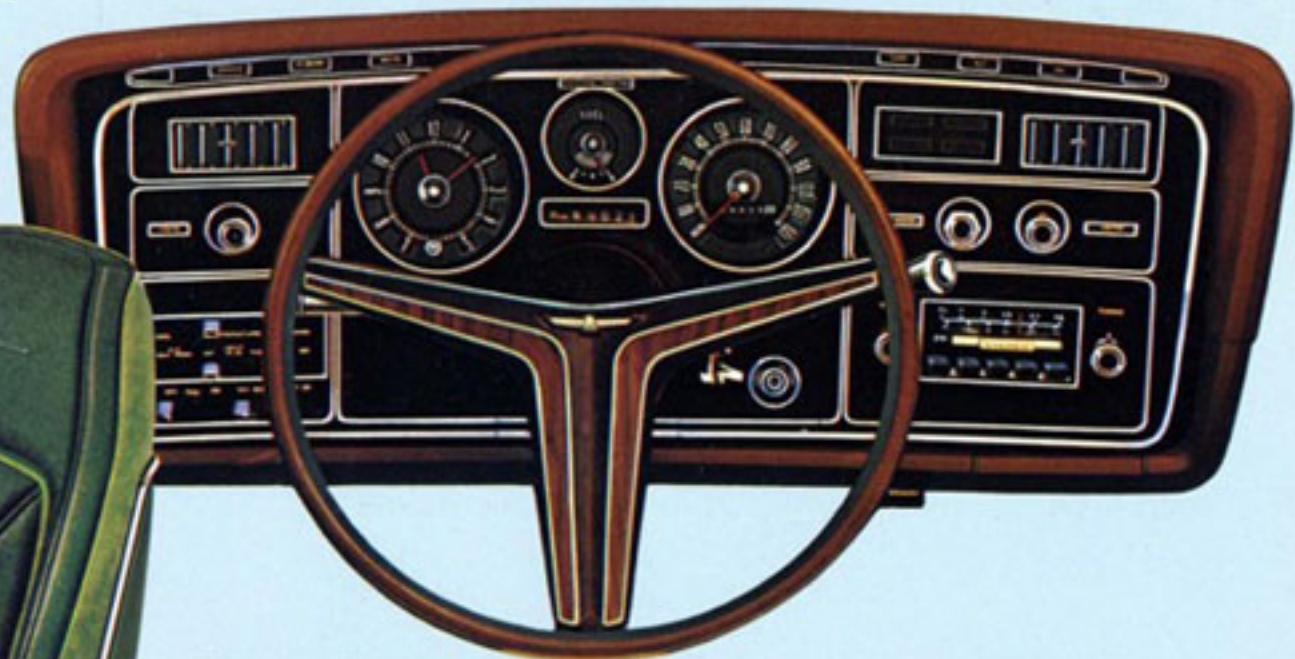
Split Bench Seat, standard, superbly fitted with cloth and vinyl trim, features comfort.

Thunderbird interior: Dark Blue (Color HB) one of six great standard shades.



Options make it easy to suit special needs.

High Back Bucket Seats and Console. Sporty bucket seats shown in Dark Green (Color GR) cloth and vinyl trim, one of four beautiful color schemes.



Thunderbird Flight Panel has easy-to-read gauges and controls are handy. Note new control at right for Remote Control Right Hand Mirror. And the SelectAire Conditioner with Automatic Temperature Control. Set ideal temperature. It's maintained the year around. SelectAire Conditioner alone, also available. AM/FM Stereo Radio provides AM, FM listening pleasure. AM/FM Stereo Radio with Tape Player and Dual Rear Seat Speakers for standard AM Radio are other entertainment options. Also shown: Rim-Blow Deluxe 3-Spoke Steering Wheel. Squeeze wheel inner surface anywhere to sound horn.

Split Bench Front Seat with optional all-vinyl trim in Gold (Color JY), one of seven shades available.



Driver's Control Console in armrest, gives fingertip convenience to Remote Control Left Hand Mirror, along with controls for these equipment choices: Power Windows, Power Seats, Power Door Locks.



Remote Control Right Hand Mirror. Driver adjustable. Power Lock Group includes Electric Power Door Locks and electric trunk lid release.

Adjustable Tilt Steering Wheel. Fingertip Speed Control maintains speed you select. It is also part of Turnpike Convenience Group with Passenger Reclining Seat, Trip Odometer.

More ways to add your own exclusive finishing touch.

We've lined up additional better idea options here to help you tailor Thunderbird your own special way.

The power-operated Sunroof, illustrated at the right and below, lets you commune with nature. Opera Windows add town car distinction. So does the unique Odense grain vinyl roof available in the Exterior Decor Group.

An Electric Rear Window Defroster helps melt snow and ice so nicely, you'll wonder how you ever got along without it. The remote control right hand mirror is another welcome convenience.

Notice how the Glamour Paint Option Group enhances Thunderbird exterior styling. With each iridescent metallic color—hand-polished to a smooth, lustrous sheen—you get dual bodyside/hood paint stripes and color-keyed wheel covers. Practical beauty also comes with the Appearance Protection Group: rocker panel molding, door edge guards, license plate frames, spare tire cover and color-keyed floor mats with carpet inserts.

A Deluxe Bumper Group includes rear bumper guards and a full-width rub strip at the front bumper. Rear bumper guards alone also are available. Front bumper guards are standard. All work beautifully with the new Energy-Absorbing Bumper System which meets required 1973 Federal Standards.

Front cornering lamps shown light your way to and through turns. Other luxury ideas are illustrated on the facing page.



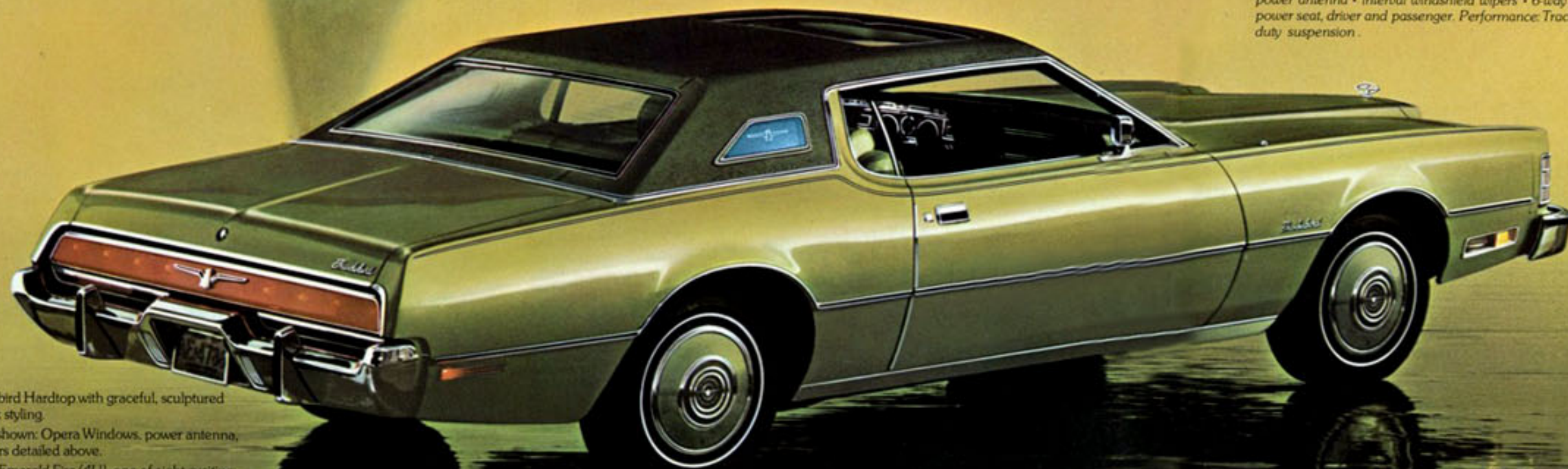
Power-operated Sunroof. Just touch a switch. Let the sunshine in. Or the moon and the stars. Touch again—all is snug and weathertight. Control is located right above rearview mirror. The vinyl roof is required.



Convenience Light Group includes many assists. High-intensity map lights (Integral with dome lamp) simplify navigation. Warning lights for headlamps on, low fuel and door "ajar." There is also a headlamps "on" warning buzzer and an engine compartment light.

ADDITIONAL OPTIONS (NOT ELSEWHERE LISTED)

Appearance: color-keyed deluxe seat belts. Comfort: tinted glass. Convenience: power antenna • interval windshield wipers • 6-way power seat, driver only • 6-way power seat, driver and passenger. Performance: Traction-Lok differential axle • heavy-duty suspension.



Thunderbird Hardtop with graceful, sculptured rear deck styling

Options shown: Opera Windows, power antenna, and others detailed above.

Exterior: Emerald Fire (4U), one of eight exciting metallic colors available in the Glamour Paint Option Group, with color-keyed wheel covers

Note: See Color Code reference on page 7.



Electric Trunk Lid Release opens trunk when you press switch inside the glove compartment. A real convenience on rainy days. It is part of the Power Lock Group detailed on page 13.



Sure-Track Brake Control System helps provide straight stops in minimum distances on slippery surfaces. Exterior: Emerald Fire (4U).



Trailer Towing Package. Thunderbird's quiet, even-keel ride, so relaxing on long trips, stems from its advanced suspension design. The Trailer Package lets you tow up to 6000 lb. gross weight, 700 lb. tongue load. It includes a heavy-duty suspension, extra-cooling package with coolant recovery system, 70-amp. alternator, wiring harness, towing decal, high ratio axle.

Exterior: Mahogany Fire (5P), Brown vinyl roof, Exterior Decor Group.

Note: For full details on trailer towing, see your Ford Dealer. Ask him for copies of the 1973 Ford Wagon Catalog and the 1973 Ford Recreation Vehicles Catalog.

STANDARD FEATURES: THUNDERBIRD

For your driving pleasure, Thunderbird comes equipped with many outstanding standard features. **Better Ideas for Comfort and Convenience:** power steering, for nearly effortless handling • power ventilation, fresh air even with windows closed • MagicAire heater/defroster • courtesy lighting (dome light, door courtesy lights, underpanel, glove box and front ash tray lights) • individually adjustable, deep-cushioned split bench front seats with fold-down armrests • electric clock • AM radio, solid-state



fast warm-up and superb tone • cut-pile carpeting, floor, lower seat backs and lower door panels • 13.9-cu. ft. luggage compartment fully lined and lighted. **Better Ideas for Smooth, Quiet Ride:** full coil suspension

with front and rear stabilizer bars... road-gripping stability with smooth, soft ride • strong body/solid frame construction — closed box-section members make it one of the strongest frames in the luxury car class • extensive sound-proofing — thick layers of fiberglass and other materials insulate you from road noise. **Better Ideas for Safe Driving:** Uni-Lock Shoulder/Lap Belts with Reminder



System—panel light and buzzer urge you to buckle up for safety • outside remote control left hand mirror—adjusts inside the car • front bumper guards with rubber inserts • Steel Guard Rails in side doors — added protection against side impact • Energy-Absorbing Bumper System — designed to offer improved protection for the front and rear—the



bumpers meet required 1973 Federal Standards • inside hood release • spare tire lock —deters theft • Plus all Ford Motor Company Lifeguard Design Safety Features listed on page 17. **Better Ideas for Performance and Handling:** 429-

cu. in. 4V V-8, which runs on regular gas • power front disc brakes—use same concept as brakes on big jet planes to help make straight, fade-resistant stops • SelectShift Cruise-O-Matic transmission—second gear capability gives better traction on slippery roads • steel-belted white sidewall radial ply tires. **Better Ideas for Appearance:** bodyside moldings with protective vinyl inserts • woodtone accents dress up interiors • full wheel covers • unique Thunderbird identification and ornamentation, including hood ornament • bright moldings at rear hood edge, door belts, drip rails, wheel lips. **Better Ideas for Economy and Durability:** 61-amp. alternator, maintains battery charge even at low engine speeds • automatic parking brake release—prevents prema-



Vacation-size Thunderbird trunk, fully lined and lighted, includes compartment mat and spare tire lock, standard. 13.9 cu. ft. total luggage capacity. Lets you pack what you need.



Power Front Disc Brakes, standard, use same braking concept used by modern jet aircraft, to help make straight, fade-resistant stops even in wet weather.

EXTERIOR COLORS:

Offered are 23 exterior color selections—15 standard and eight optional glamour colors (latter included in Glamour Paint Option Group). Standard exterior colors are:



Pastel Blue (3A)
Dark Blue Metallic (3G)
Light Green (4S)
Medium Gold Metallic (6L)
Light Gray Metallic (1A)
Black (1C)
Maroon (2J)
Medium Blue Metallic (3D)

Glamour Paint Option Group colors contain a higher amount of metallic particles for greater reflectivity and iridescence. Each exterior finish also is hand-polished to a brilliant, lustrous sheen. Glamour Color selections available include:

Silver Blue Fire (3L)
Emerald Fire (4U)
Almond Fire (5K)
Mahogany Fire (5P)
Burgundy Fire (2G)
Green Fire (4D)
Cinnamon Fire (5D)
Gold Fire (6G)

Color codes in parentheses that follow paint names are listed in the 1973 Ford Color and Trim Selections Book. Your Ford Dealer will be pleased to show you color chips and actual swatches of vinyl roof and interior trim materials.

VINYL ROOF COLOR CHOICES

Cayman Grain
Black
White
Dark Blue
Dark Green

Odense Grain (available with Exterior Decor Group only)
Copper
White

UPHOLSTERY, COLOR AND TRIM SELECTIONS

	Standard Split Bench with Cloth & Vinyl	Optional Leather with Vinyl Trim**	Optional Bucket Cloth & Vinyl	Optional All-Vinyl Trim**
Black	X	X	X	X
White		X		X
Dark Green	X	X	X	X
Gold	X			X
Ginger	X		X	X
Tobacco	X	X		X
Dark Blue	X		X	X

**Available with Split Bench Seat only.

THUNDERBIRD SPECIFICATIONS

Overall Length	218.9"
Overall Height	53.1"
Overall Width	79.7"
Wheelbase	120.4"
Tread — Front	63.0"
— Rear	63.1"
Headroom (front)	37.7"
Legroom (front)	42.0"
Shoulder Room (front)	60.4"
Hiproom (front)	60.6"
Headroom (rear)	37.0"
Legroom (rear)	36.4"
Shoulder Room (rear)	59.6"
Hiproom (rear)	54.3"
Luggage Capacity (cu. ft.)	13.9
Fuel Tank Capacity (gal.)	22.5 (Reg.)
Approx. Curb Weight (lb.)	4742
(with standard equipment)	
Steering Ratio (overall)	21.7 to 1
Turning Diameter	43.0 ft.

Engines: Standard 429-cu. in. 4V V-8; 4.36" bore x 3.59" stroke; 4-barrel carburetor; regular fuel. Optional 460-cu. in. 4V V-8; 4.36" bore x 3.85" stroke; 4-barrel carburetor; regular fuel.

Body and Frame Construction: S-shape front frame rails provide energy absorption on impact. Body mounts at computer-designated points for noise and vibration suppression characteristics.

Suspension: Full coil spring. Front — independent drag-strut, ball-joint type, with stabilizer bar. Rear — Posi-Ride, four-link rubber-cushioned system with stabilizer bar.

Power Brakes: Front: floating caliper disc type, swept area 232.0 sq. in. Rear: drum shoe type, swept area 173.2 sq. in.

Wheels and Tires: True-center wheels on precision-mounted hubs. 230 x 15 white sidewall steel-belted radial ply tires.



THUNDERBIRD CARES ABOUT YOUR SAFETY

Your safety comes first with us at Ford. In fact, Ford has been a pioneer in safety design in the automotive industry. Our Safety Research Center has developed stronger, safer, more dependable automotive products for you.

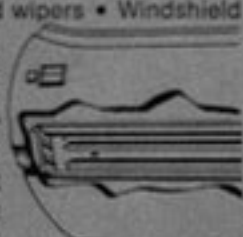
You'll find this reflected in each new 1973 Thunderbird which includes these FORD MOTOR COMPANY LIFEGUARD DESIGN SAFETY FEATURES, standard: Improved front and rear bumpers • Improved impact-absorbing laminated safety glass windshield • Dual hydraulic brake system with warning light • Glare-reduced instrument panel padding, windshield wiper arms, steering wheel hub, 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 mini buckles for all seating positions and retractors for front and rear outboard occupants • Shoulder belts for front outboard occupants • Positive reminder warning light and buzzer for front outboard seat belts • Turn indicators with lane-changing signal feature • Inside yield-away rearview mirror • Energy-absorbing instrument panel with padding for center and outboard passengers • Padded sun visors • Locking steering column with warning buzzer • Two-speed windshield wipers • Windshield washers • Double-yoke safety door latches and safety hinges • Steel guard rails in side doors • Hazard warning flasher • Backup lights • Side marker lights • Energy-absorbing front seat back tops with padding • Self-locking front seat backs on two-door vehicles • Safety-designed coat hooks • Safety-designed radio control knobs and push buttons (on all cars equipped with radios) • Outside rearview mirror, driver's side • Safety rim wheels and load-rated tires • Corrosion-resistant brake lines • Uniform transmission shift quadrant • Parking lamps coupled with headlamps • Non-reversing odometer • Safety design front end structure • Head restraints or high back seats for front outboard occupants • Safety glove-box latch.

Built-in safety is something you have going for you in every Thunderbird. Take full advantage of this protection as you drive. Obey all traffic laws, think ahead and follow sound, safe driving practices.

Economy of Operation. The 1973 Thunderbird calls for 36,000 miles, or 3 years (whichever comes first) between major chassis lubrications; 4,000 miles, or 4 months, between oil changes; oil filter change initially at 4,000 miles, or 4 months, and at 8,000-mile or 8-month intervals thereafter. Other economy features include: self-adjusting brakes, 2-year engine coolant-antifreeze, long-life Motorcraft Sta-Ful battery, corrosion-resistant aluminized muffler, zinc-coated underbody parts, use of regular gas.



NOTES

Color Codes. For your convenience, Thunderbird colors are indicated by code—example: (Color 45). Your Ford Dealer will be glad to show you a color chip and actual swatches of vinyl roof and interior trim materials.

All 1973 Thunderbird engines are designed to operate on regular gasoline with octane rating of at least 91 (Research Method) when the engine is adjusted to factory recommended specifications.

Replacement Parts. Your 1973 Thunderbird comes with factory-engineered Motorcraft battery, oil filter, shock absorbers; Autolite PowerTip Spark Plugs and other Ford approved precision parts. For continued top performance, be sure to specify Motorcraft Parts and Autolite PowerTip Spark Plugs whenever replacement is necessary.

Illustrations and information presented were correct when approved for printing. Ford Division reserves the right to discontinue or change at any time, specifications or design without incurring obligations.

Some features shown or described are optional at extra cost. Most options are offered on all models. Some options are required in combination with other options. Availability of some models and features described may be subject to a slight delay. Always consult your Ford Dealer for the latest, most complete information on models, features, prices and availability.

All 1973 cars must meet Federal Emission Standards before sale. See your Ford Dealer for details.

*Listening better.
Building better.
That's Ford.*

THUNDERBIRD

