

A new kind of thunder.

THUNDERBIRD FOR 1977



Unmistakably Thunderbird.

A totally new expression of Thunderbird elegance, designed to satisfy the most discriminating buyer, is clearly apparent this year. Thunderbird for '77 has a new look, a new size and a new price that's thousands less than last year. But it's still unmistakably Thunderbird.

Thunderbird still has the things that make Thunderbird famous—the special luxury, the features, the appointments. They're all there. Its new suspension system and wide tread add new agility and sureness to the legendary quiet and comfort of the Thunderbird ride.

Note the distinctive effect achieved by the unique new Thunderbird wrapover roof when you combine Polar White (Code 9D) with the two-piece Red vinyl roof. Dual sport mirrors, dual accent paint stripes and wire wheel covers add tasteful dressup touches. And that's only a start.

There's a whole new world of better idea amenities to help you tailor Thunderbird to your own requirements.

New Size. Thunderbird is leaner. About 10 inches shorter than it was a year ago. Even so, there's room to seat six passengers in incomparable Thunderbird comfort and luxury.

The trimness is a major factor in performance advantages. Combined with a shorter wheelbase, wide tread, steel-belted radials and rear stabilizer bar, you get a reassuring solid feel of the road. Thunderbird's agile in traffic, and easy to park.

New Power. A responsive 302 CID 2V† V-8 is standard. Or, you can add more spirit with optional 351 and 400 cubic-inch V-8's. Other standard features include power steering, power front disc brakes, and the smooth SelectShift automatic transmission. And there's a wide array of power options like: power windows • power door locks • power seats • and power moonroof, your window to the sky.

New Look. Under the new wrapover roof, we've added new visibility. With large coach windows. Smart new opera windows. Wide-sweeping front passenger windows. The unique roofline rides above a racy stretch of tautly sculptured metal, which runs from the traditional Thunderbird full-width taillights to a new chrome-plated grille. And it's topped with a hood ornament incorporating a contemporary Thunderbird insignia.

New Interiors. Thunderbird's tradition of luxurious interiors is enhanced by this year's new interior styling. Burlled walnut woodtone appliques grace the instrument panel. There are inset instruments which feature European graphics. AM radio is standard. Deep-cushioned seats are available three ways: Bench (standard), split bench and bucket. (See pages 7, 8 and 9.)

It all adds up to a new Thunderbird classic. "When America needs a better idea, Ford puts it on wheels."

Note: Some items shown, like Exterior Decor Group (vinyl roof, dual sport mirrors, dual accent paint stripes, styled road wheels), wide bodyside moldings with color-keyed vinyl inserts, Deluxe Bumper Group, wire wheel covers and WSW tires, are optional. See Notable Standard Features list on page 11. See back cover for color code reference and measurements.

† 302 CID V-8 not available with California or high altitude emission equipment.



Elegance begins here.

Thunderbird starts with uncommon elegance. Even the basic Thunderbird—without adding another thing—is impressively styled from every angle. With crisp, handsome lines. And all the luxuries inside you've come to expect from Thunderbird. Magnificent appointments. Thick-cushioned bench seats superbly tailored with textured cloth that looks rich, feels rich. We present the new standard Thunderbird below in Dark Jade Metallic (Code 46),

plus a few optional touches like Deluxe Bumper Group, dual accent paint stripes and WSW tires. The full wheel covers, of course, are standard.

Best of all, Thunderbird is available at a price that starts so surprisingly low, you can acquire this distinction more easily than ever before.



**Imaginative, colorful things
happen with Tu-Tone.**

Vibrant new Tu-Tone paint ideas provide another great way to personalize your Thunderbird at modest extra cost. One fashion-fresh example is illustrated below: the new Champagne Metallic finish (Code 8Y), with harmonizing lower bodyside accent of Dark Brown Metallic (Code 5Q). For a touch of class, we've topped it by selecting a distinctive Dark Brown vinyl roof.

Note: See Notable Standard Features on page 11, measurements and color code reference on back cover. Some items shown are optional, such as Exterior Decor Group, dual accent paint stripes, wide bodyside moldings with color-keyed vinyl inserts, Deluxe Bumper Group, turbine spoke cast aluminum wheels and WSW tires.



No limit to luxury.

How do you make a distinguished personal luxury car look even more luxurious? Thunderbird designers achieve it with better ideas like the optional Exterior Decor Group, a combination of tasteful accoutrements that provide the ultimate in styling elegance. Consider the distinctive Thunderbird below...in Dove Grey (Code 1N), with a matching two-piece Dove Grey Valino grain vinyl roof. Then consult the full manifest of options on pages 10 and 11 to further personalize your Thunderbird.

Our Interior Luxury Group, illustrated at the right, represents a new level in fine

car luxury and beauty. This new option provides sumptuous comforts like Media Velour cloth trim shown in Dove Grey (Code RS), a manual passenger recliner (A), 18-oz. plush cut-pile carpeting, velour-trimmed seatback inserts, high-gloss instrument panel appliques, courtesy lights and velour inserts in coved quarter trim areas, and a host of other amenities. Ultra-soft leather seating is available as a separate option.

Note: See Notable Standard Features on page 11, measurements and color code reference on back cover. Some items shown are optional, such as Exterior Decor/Interior Luxury/Deluxe Bumper Groups, wide bodyside moldings with color-keyed vinyl inserts, WSW radials, AM/FM stereo radio and power side windows.







Control center combines elegance and function.

You'll appreciate Thunderbird best with a test flight. Smooth, quiet comfort for six. Reachable controls. And readable gauges. With metric speedometer graphics—in visible Arc Yellow. You can even order the Sports Instrumentation Group with tachometer, trip odometer, oil-temperature-alternator gauges, engine-turned appliques, and more.

Above all, you'll like the many tasteful trims. Fine fabrics illustrated come beautifully in Dove Grey, Dark Red, Blue, Jade, Chamois and Saddle. (White is available with all-vinyl bucket seats, or with all-vinyl or leather split bench seats in the Interior Decor Group.)

(A) Interior Decor Group features individually adjustable split bench seats luxuriously tailored with Ardmore and Kasman Knit cloth shown in Jade (Code DR). Dual front fold-down center armrests, manual reclining passenger seat, decor door trim panels and 14-oz. cut-pile carpeting are included with this optional choice.

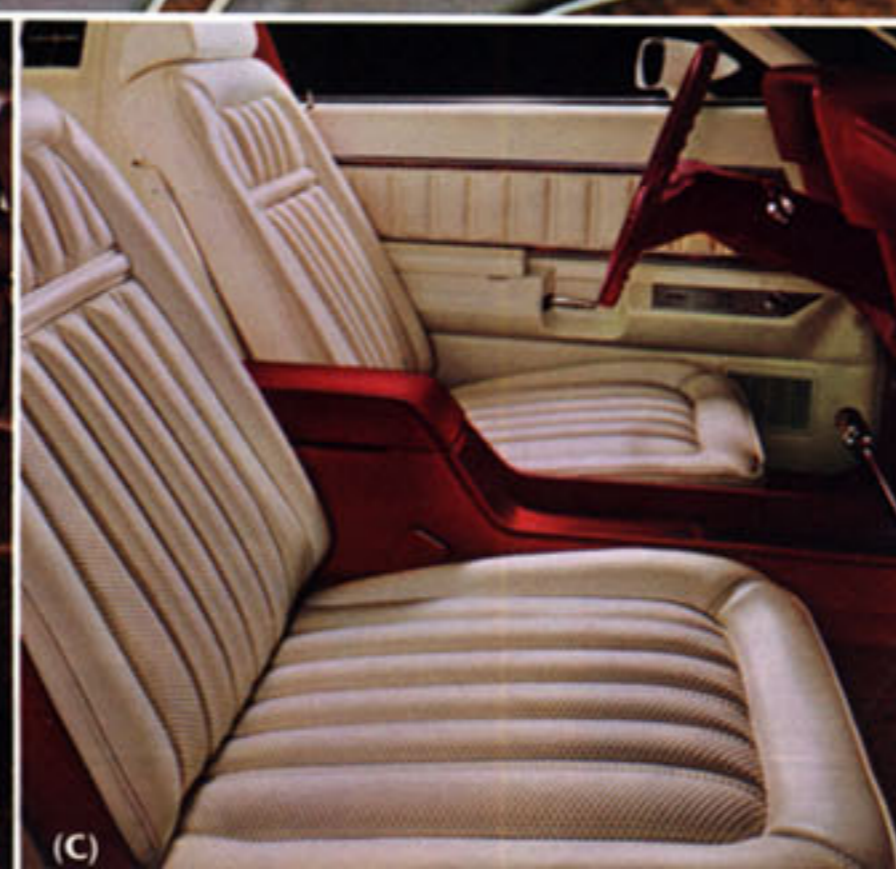
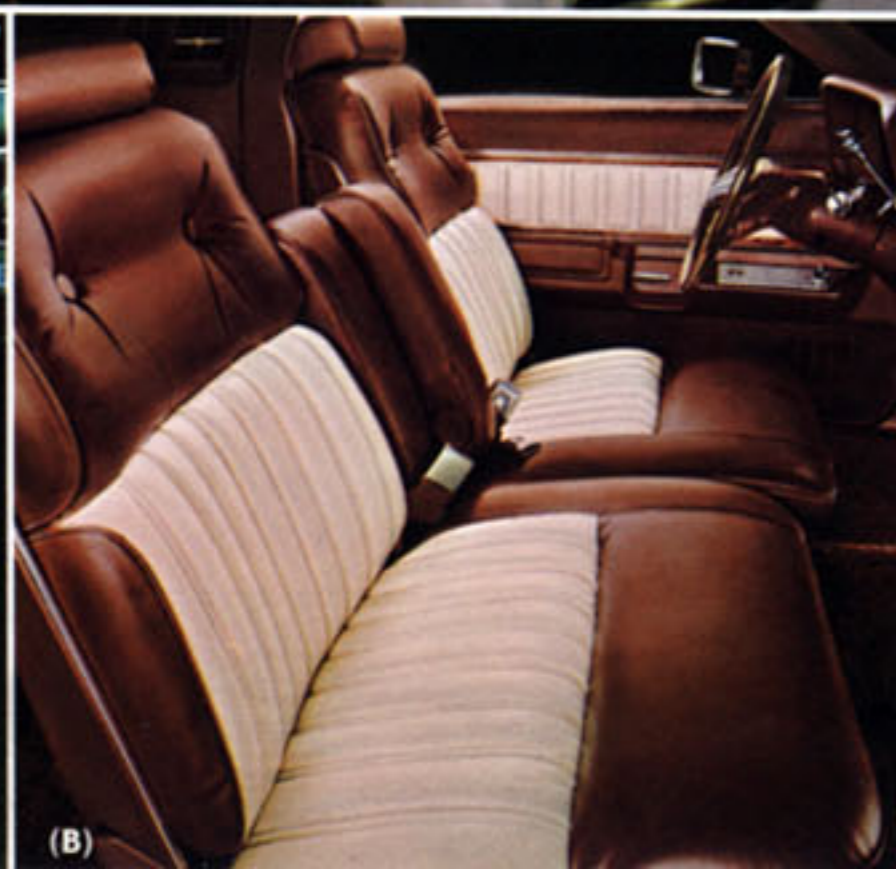
(B) Split Bench seats, included with the Interior Decor Group, are richly trimmed with luxurious leather seating surfaces shown in Saddle/White (Code F3).

(C) Bucket seats handsomely covered with easy-care Lamar vinyl in White with Red components (Code GN). The center console, with padded stowage compartment cover, serves as an armrest.

(D) Bucket seats, impeccably tailored with Newbury cloth and vinyl trim shown in Saddle (Code JZ), present another practical and luxurious choice. The transmission shift lever is floor-mounted when bucket seats are ordered.

(E) Standard Bench seat, trimmed with lustrous Willshire cloth and vinyl shown in Red (Code AD). Color-keyed cut-pile carpeting adds a tasteful note.

Note: See Notable Standard Features list on page 11. See back cover for color code reference and measurements. Other items like SelectAir conditioner, dual sport mirrors, power windows, power seats, deluxe color-keyed belts, bucket seats and day/date clock are optional.



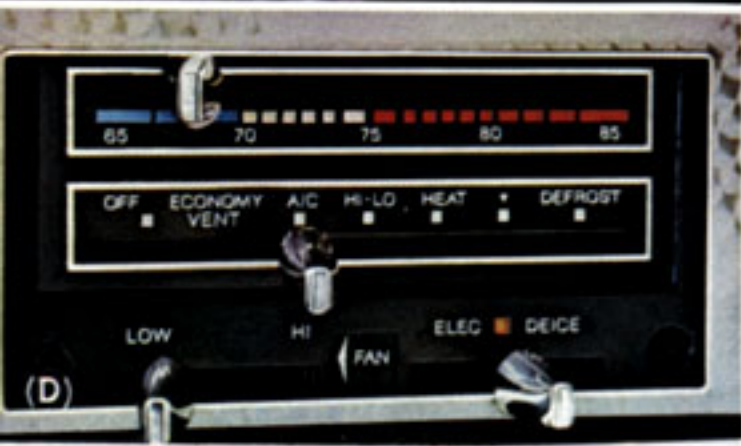
(A)

(B)

(C)

(D)

(E)



Special equipment choices to personalize your Thunderbird.

Audio

Aeronutronic Ford Radios, built under exacting Ford quality control standards, are designed, tested and engineered precisely for Ford cars. Each radio has a 100% solid state chassis for carefree operation, long life and high fidelity sound. Each comes with a fixed length stainless steel whip antenna for maximum reception and resistance to damage. For more details, ask your Ford Dealer for a copy of "Dimensions in Automotive Sound." Ford quality radio choices include:

- AM/FM Monaural. Low-cost sound system. Single speaker in instrument panel.
- AM/FM Stereo. Includes two front-door mounted speakers and dual rear seat speakers.
- (A)** AM/FM Stereo Search. Touching signal-seeking tuner automatically moves selector to next highest station on band. Includes two front-door mounted speakers and dual rear seat speakers.
- AM/FM Stereo with Quadrasonic Tape Player. Includes 8-track automatic or manual tape channel indexing, plus 10 settings (5 AM, 5 FM), two front-door mounted speakers and dual rear seat speakers.
- AM/FM Stereo with Tape Player. Includes two front-door-mounted speakers and dual rear seat speakers.
- Thunderbird's standard AM radio may be deleted with a price credit.
- Dual Rear Seat Speakers. Standard with all radios except AM or AM/FM Monaural. Includes fader control.

Appearance and protection

- Color-Keyed Deluxe Belts. See pages 7, 8, 9.
- Deluxe Bumper Group. Extra protection with flair. Includes front/rear bumper guards, full-width horizontal rub strips. Pages 2, 3, 4, 5, 6.
- Exterior Decor Group. Distinctiveness at modest extra cost. Includes vinyl roof, dual sport mirrors, dual accent paint stripes and styled road wheels. (Wire wheel covers, turbine spoke cast aluminum wheels also available.) See page 5.
- Interior Decor Group. Finely appointed items like: split bench seats with front fold-down armrests, choice of luxury knit cloth or all-vinyl upholstery, reclining passenger seat, 14-oz. deluxe carpeting, passenger side visor vanity mirror, quarter trim panel armrest pads, decor door trim panels, color-keyed deluxe belts. Page 8.
- Interior Luxury Group. High-level salon elegance. Includes split bench seats with manual passenger recliner, Media Velour cloth trim (leather seating available at extra cost), Velour seatback inserts with twin ash trays, high-gloss instrument panel and door panel appliques, decor door trim panels with Velour inserts and wide pleats, Velour inserts in quarter trim panel coved areas, courtesy lamps in quarter trim panels, right-hand illuminated visor vanity mirror, 18-oz. luxury carpeting, luxury steering wheel, day/date clock, automatic seatback release, color-keyed deluxe belts, Convenience Group, Light Group, luggage compart-

- ment trim.
- Vinyl Insert Bodyside Moldings. Guard against careless parkers, add styling touch. Page 5.
- Wide Bright Bodyside Moldings. Includes partial wheel lip moldings. Pages 2 and 6.
- Color-keyed Vinyl Insert. Wide Bodyside Moldings.
- Metallic Glow Paint. Glamorous, opalescent exterior finishes in Bright Blue, Chamois, Light Jade and Rosé Glow colors.
- Tu-Tone Paint Treatment. Beautiful harmonizing effects. Page 4.
- Dual Accent Paint Stripes. Elegant styling touch, standard with Exterior Decor Group. Pages 2, 4 and 6.
- Protection Group. Includes front and rear color-keyed floor mats with carpet inserts, bright door edge guards, license plate frames, spare tire lock.
- Two-Piece Vinyl Roof. Distinctive Valino grain. Standard with Exterior Decor Group. Page 6.
- Black Leather-Wrapped Sport Steering Wheel. Attractive, provide sure grip. Page 5.
- (B)** Wire Wheel Covers. Distinctive dress-up. Pages 2 and 3.
- (C)** Turbine Spoke Cast Aluminum Wheels. Sporty, well-groomed addition. Page 4.
- Tires. A wide selection of sizes and styles are now available in either BSW, WSW, Wide-Oval WSW, wideband WSW steel-belted radial ply tires. Ask your Ford Dealer for complete details.

Comfort and Convenience

- SelectAire Conditioner. Cools, dehumidifies, warms for climate you want. Tinted glass recommended.
- (D)** SelectAire Conditioner, with Automatic Temperature Control illustrated, offers one setting for climate you want year-round.
- (E)** Day/Date Clock. Quartz-crystal controlled accuracy, tells day of week, date of month. Page 9.
- (F)** Convenience Group. Easier, more pleasurable driving. Includes left- and right-hand bright remote control mirrors, automatic parking brake release, interval windshield wipers and trip odometer. Pages 8, 9.
- (G)** Front Cornering Lamps. Help light your way around turns. Page 6.
- Electric Rear Window Defroster. Includes 70-amp. alternator. Heating elements laminated in the glass, melt snow and ice. Pages 2, 4.
- Tinted Glass—Complete. Cuts glare, recommended with SelectAire.
- (H)** Illuminated Entry System. Illuminates door lock cylinder, turns on interior lights for convenience and security. Lights go off in about 20 seconds, or when you insert ignition key.
- (I)** Sports Instrumentation Group. Gauges keep you posted on engine performance. Includes tachometer, trip odometer, oil/temperature/alternator gauges, appliques on instrument panel and on Black luxury steering wheel.
- Light Group. Includes dual beam dome map light, courtesy lights under instrument panel, lights in ashtray/glove box/engine compartment/trunk area, "head-

lights on" warning buzzer, "door ajar" warning light.

- (J)** Power Lock Group. Added security and convenience. Includes electric power door locks and trunk lid release.
- Bright Remote Control Mirror. Standard with Convenience Group.
- Left-Hand Remote Control Mirror. (Chrome) Standard with Convenience Group.
- Dual Sport Mirrors. Standard with Exterior Decor Group. Color-keyed remote mirrors adjust inside for rear visibility. See pages 2, 4, 5, 6.
- (K)** Illuminated Visor Vanity Mirror. Welcome idea for milady. Lifting cover turns side lamps on. Selector switch gives high- or low-intensity lighting.
- (L)** Power Moonroof. Your window to the sky. Yours in Gold, Silver, Brown, Rosé or Jade tints to coordinate with vinyl roof.
- (M)** 6-Way Power Seat. Automatically adjustable to driving comfort.
- Automatic Seatback Release. Standard with Interior Luxury Group. Handy when entering with bulky packages, briefcase.
- Bucket Seats and Console. See page 9 for trim description.
- (N)** Fingertip Speed Control. Drive at preset speeds without accelerator. Arrive fresh, steady pace conserves fuel. Includes luxury steering wheel.
- (O)** Tilt Steering Wheel, 5-position adjustability for easier entry, exit and most comfortable driving angle.
- (P)** Spare Tire, Space-Saver. Includes collapsible spare which replaces regular spare. Increases usable luggage space.
- Leather Trim Seating Surfaces. Requires Interior Decor Group or Interior Luxury Group. Pages 7, 8.
- All-Vinyl Seat Trim. Standard with bucket seats. Easy-care, long-wear covering. Page 8.
- (Q)** Power Side Windows. Added ease, security.

Performance and Economy

- Heavy-duty Alternator. 90-amp.
- Optional Ratio Axle.
- Traction-Lok Differential Axle. For added road grip on slippery or rough surfaces.
- Heavy-Duty Battery. 77-amp. Extra capacity for greater power needs: operate accessories, cranking in colder weather.
- California Emission Equipment.
- High Altitude Emission Equipment.
- Optional Engines. (302 CID 2V V-8 not available with Calif. or high altitude emission equipment.) 351 CID 2V V-8, 400 CID 2V V-8, recommended for trailering, heavy loads. All equipped with DuraSpark Ignition for lean, clean burning, reduced maintenance (no points or condenser to replace).
- Heavy-Duty/Handling Suspension. Includes heavy-duty rear springs, shock absorbers; HR70x15 steel-belted radial ply WSW tires and 6½" wheels. For flat cornering, road-clinging stability.
- (R)** Trailer Towing Package, Heavy-Duty. Includes these heavy-duty items: alternator, springs, shock absorbers, frame; towing axle ratio; wiring harness; extra cooling package and external transmission oil cooler.

Thunderbird...rich in standard features.

Better ideas in driving enjoyment, standard on Thunderbird, make it an outstanding car to own.

Comfort/Convenience: Power steering electric clock power ventilation, to freshen air with windows closed MagicAire heater/defroster deep-cushioned bench seats contoured for comfort, tailored with soft-to-the-touch cloth/vinyl trim color-keyed cut-pile carpeting full-length door armrests.

Durability/Economy: 40-amp. alternator, maintains battery charge even at low engine speeds DuraSpark Ignition—good starting, less maintenance service-saving ideas like 30,000 miles (or 3 years, whichever comes first) between major chassis lubrications; oil and filter changes called for at 7,500 miles, or 6 months initially, 7,500-mile oil and 15,000-mile filter changes thereafter. Other features like: self-adjusting brakes, 3-year engine coolant-antifreeze, long-life Motorcraft battery.

Handling/Performance: Spirited, 302 CID 2V V-8 (N.A. with Calif. or high altitude emission equipment.) power front disc brakes—confident, straight-line stops front/rear stabilizer bars SelectShift automatic transmission—smooth power flow, can be shifted manually coolant recovery system, reduces loss from pressure buildup dual note horn BSW steel-belted radial ply tires.

Peace-of-Mind/Safety: Seat and shoulder belts inside hood release locking steering column ignition key warning buzzer plus all Ford Motor Company Lifeguard Design Safety Features.

Quiet, Smooth Ride: Full-coil suspension—road-clinging stability plus tuned shock absorbers body/frame construction—with closed box-section members extensive soundproofing—thick layers of fiberglass and other materials to shield against road and noise vibration.

Styling/Appearance: Opera windows concealed headlamps hood ornament fender louvers full-width taillamps full wheel covers bright moldings at windows, hood rear edge, door belts, drip rails, roof wrapover, rocker panels and wheel lips door trim with woodtone appliques instrument panel burl walnut woodtone appliques Thunderbird ornamentation.

Measurements

Wheel-base	Length	Height	Width	Tread Front/Rear	Trunk Space	Fuel Capacity	Curb Weight	Passenger Capacity
114.0"	215.5"	53.0"	78.5"	63.2" 63.1"	14.2 cu. ft.*	26.0 gal.#	4280 lb.	6

*15.4 cu. ft. with Space-Saver spare substituted for regular spare.

#22.0 gal. on standard 351 Calif. model.

Notes:

CORROSION PROTECTION. Ford takes extra steps to see that your new Thunderbird is engineered and built to high quality standards. And in order to help your car remain new-looking longer, we have increased the use of galvanized steel, rust-resistant primer coats, precoated steel in critical areas, aluminized wax, and acrylic enamel as a finishing coat.

COLOR AND TRIM CODES. Car colors and trims are coded, example: Dove Grey (Code 1N). Your Ford Dealer will be pleased to show you color samples of paint and trim materials.

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.

REPLACEMENT PARTS. Be sure to specify genuine Ford-approved Motorcraft Parts and Autolite Spark Plugs.



When America needs
a better idea,
Ford puts it on wheels.

THUNDERBIRD

FORD DIVISION

