

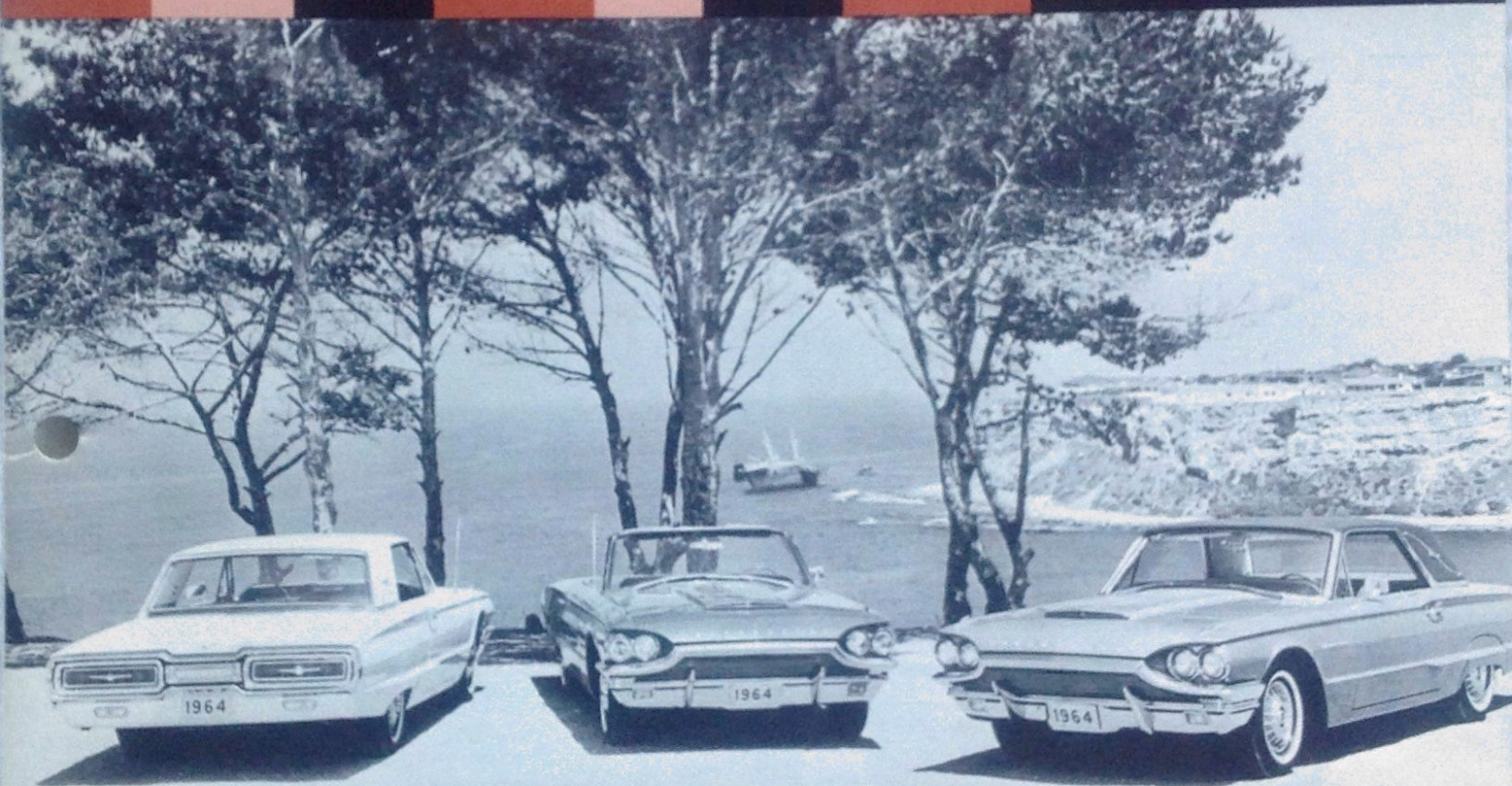
FORD SALESMAN

review



OF THE
1964 SOUND SLIDEFILM

"The Beautifully Different
1964 Thunderbird"



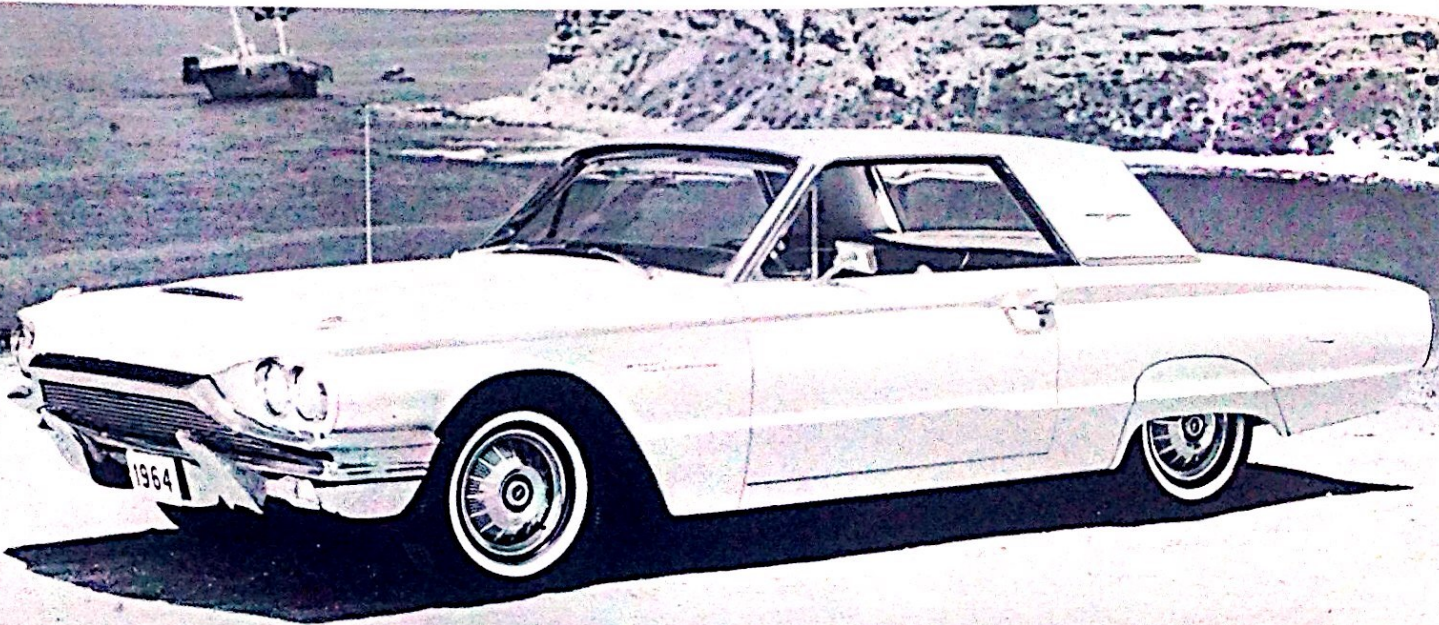
ANOTHER GREAT CLASSIC
STEPS AHEAD WITH EXCITING NEW IDEAS

— *The beautifully different*

1964 THUNDERBIRD

Beautifully different...

...from any other automobile, Thunderbird steps out again this year, setting the pace with exciting new ideas. Thunderbird is truly an American original, starting in 1964 a new cycle of Thunderbird styling.



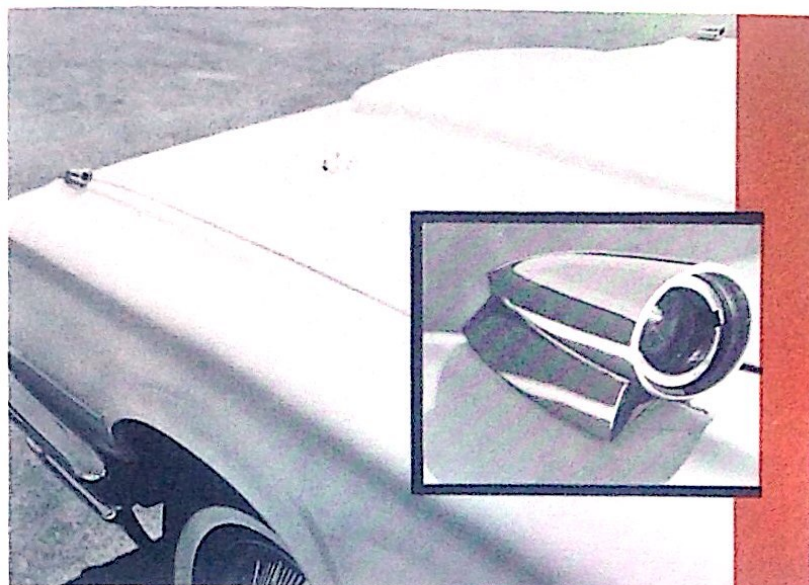
Longer hood, more sharply defined roof, smoother surfaces give Thunderbird a bullet-like shape that reduces wind resistance. This minimizes wind noise and cuts air drag which affects performance.



Front styling is all new, yet subtly reminiscent of past Thunderbirds. Bumper and grille have a heavier, more expensive appearance. Headlamps are higher and more widely spaced.



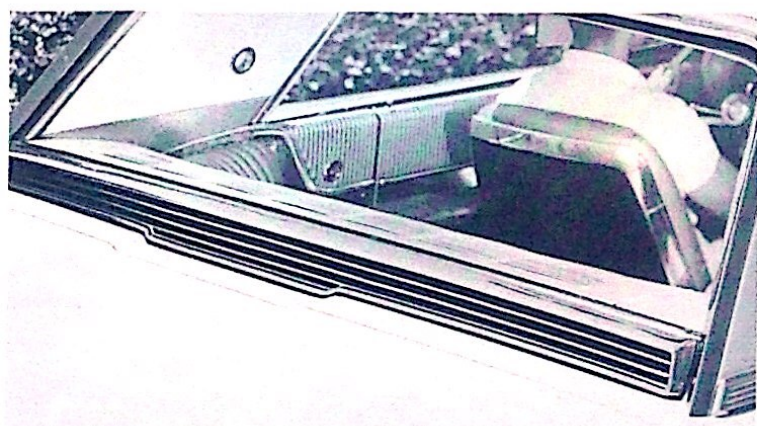
In back, Thunderbird is all new, too, featuring new wider bumpers, large rectangular taillights that are distinctively Thunderbird's. They give a bright warning visible from a greater distance.



New fender-top turn signals are easier to see in traffic. Since the driver can clearly see the flasher, the instrument panel turn indicator is unnecessary and has been eliminated except in states where it is required by law.



For 1964, Thunderbird provides a larger, deep-well trunk that substantially increases trunk space.

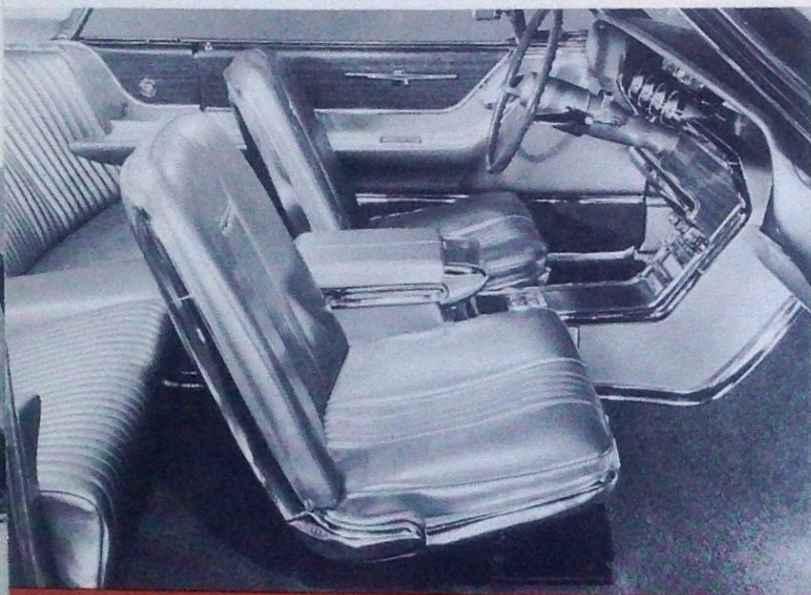


The grille below the back window is an exhaust vent for Thunderbird's ingenious new Silent-Flo Ventilation System. The adjoining illustration shows how it works.

The driver opens the rear vent with a control on the console panel. Air drawn through the cowl vent flows through the compartment, then through the rear grille outlet. The new system contributes to a quieter ride since you can drive with windows closed. It also helps remove smoke, defogs windows and provides improved rear seat ventilation and heating.



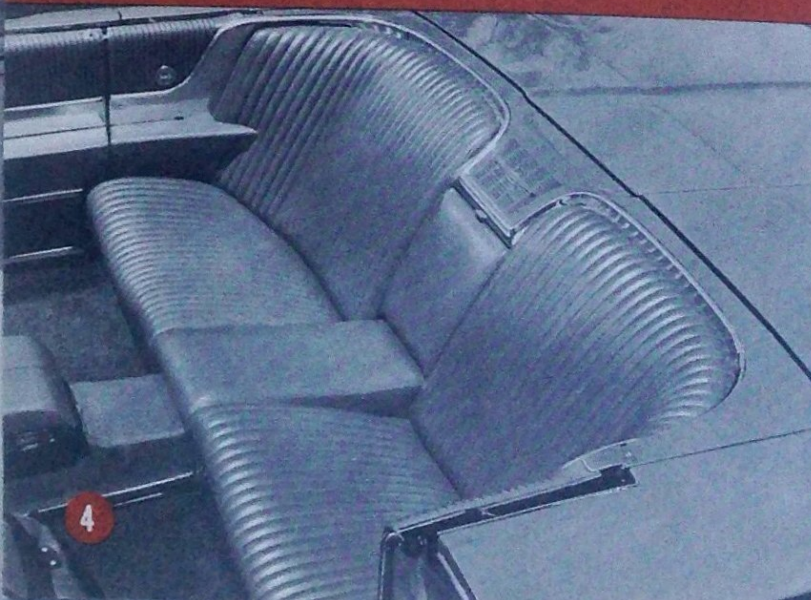
EXCITING NEW THUNDERBIRD IDEAS CREATE A NEW



The new pedestal-type front seats, standard in all Thunderbirds, are luxuriously comfortable. They're individually adjustable. A reclining seat-back with a headrest on the passenger's seat is available as an option.



With the new pedestal seats, rear-seat passengers have more foot space to stretch out in. There also is more knee room, thanks to the new seat design.

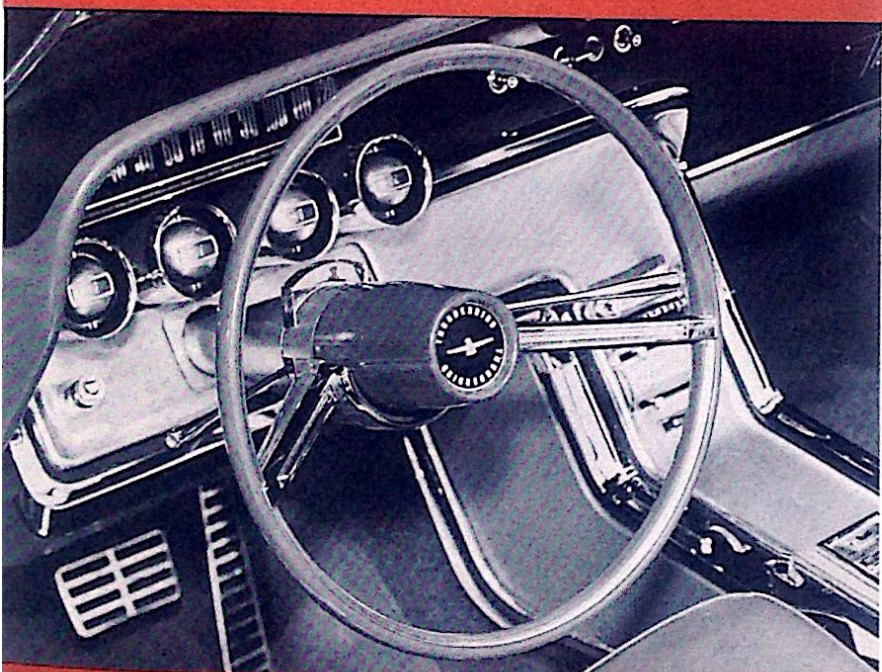


Another great styling advancement—Thunderbird's new coved rear seats. They're gracefully styled, provide comfortable back support whether you're facing forward or sideways.

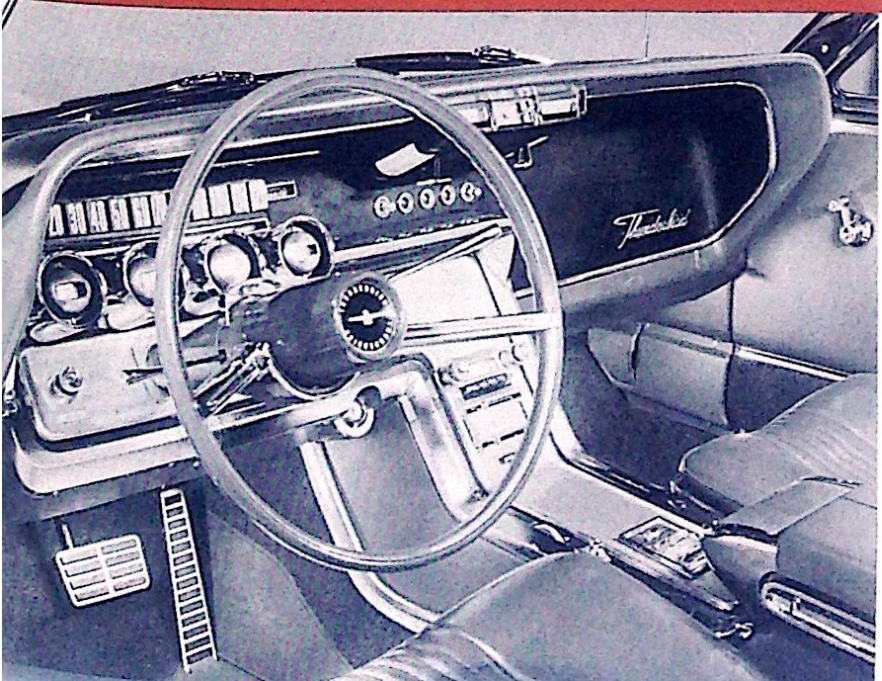
SION IN COMFORT, CONVENIENCE, LUXURY



Thunderbird's luxurious door panel contains a courtesy light beamed toward the seat and a red warning light beamed toward the rear so traffic can see it from afar at night. This combined courtesy and safety feature is standard on the Landau and the convertible.



For '64, Thunderbird has a graceful, new two-spoke steering wheel with thickly padded hub for extra safety and beauty. Its swing-away feature provides easy entry into the driver's seat.

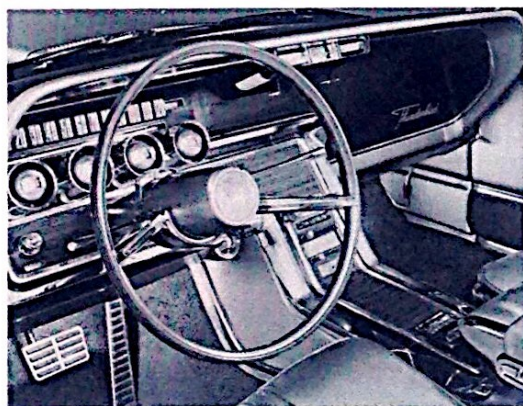


Like being in a cockpit. All controls and gauges are driver centered. A new instrument cluster features an easily readable row of floating gauges and a unique new drum speedometer with individually lighted numerals and a special lens which gives a thermometer-type indication of miles per hour.

The most Luxurious Thunderbird — **THE LANDAU**



The distinctive Landau is the finest among luxury cars. As last year, it is available in four vinyl roofs, black, white, dark blue and brown.



Landau's superb craftsmanship will please the most discriminating buyer. Beautiful appliques with a walnut grain effect give Landau a quiet dignity and a luxurious decor that is truly unique in the modern automotive world.

OTHER NEW FEATURES ON THE '64 THUNDERBIRD

- New 15-inch wheels and tires. They improve handling, road stability and increase brake ventilation to cut down brake fade. Fifteen-inch tires last longer, too.
- New convenient crank-type vent windows . . . provide more precise ventilation control.
- Redesigned console now serves as a comfortable armrest.

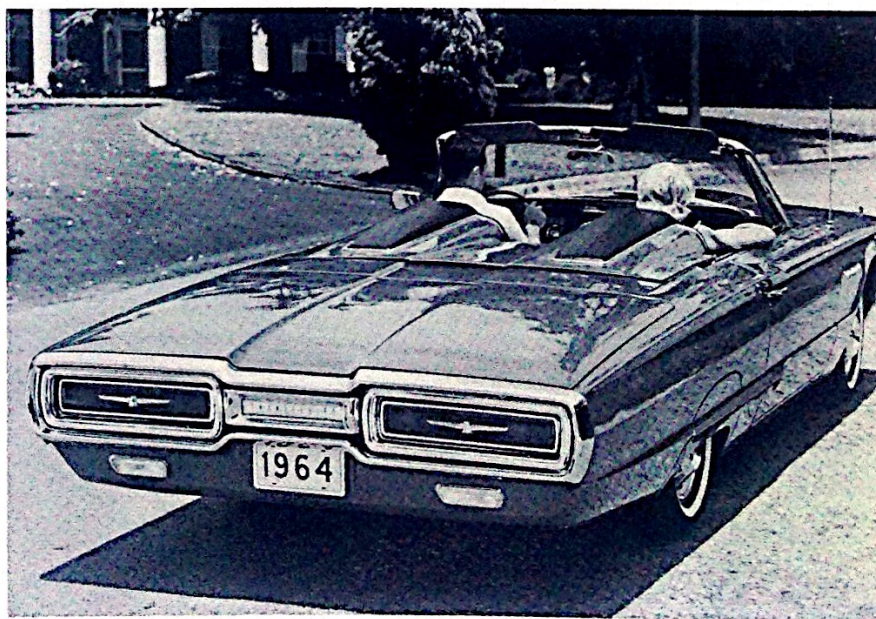
THUNDERBIRD CONVERTIBLE

More beautiful than ever for '64!

The more beautiful than ever, lively Thunderbird convertible provides incomparable motoring pleasure. Particularly with such unique interior features and eye-catching styling as Thunderbird's pedestal-type front seats and coved rear-seat design . . . the convertible is equally beautiful with top up or down.



While the sports roadster is not offered as a model in 1964, the tonneau cover is available as a regular production option with the convertible for buyers who want this unique Thunderbird sports-car feature.



- New fold-down rear-seat center armrest provides easy-chair comfort.
- New optional safety convenience package contains vacuum door locks, door-ajar warning indicator, low fuel warning light, an emergency flasher control and indicator light (available as a package, only).
- New optional retractable front seat belts . . .

- with "Fasten Seat Belt" warning light on the console (available as a package only).
- New automatic parking brake release (releases when you shift into Drive or Reverse).
- New transistorized ignition system, optional on all models, provides many advantages: Increases point life, provides instant starts in sub-zero weather, steps up acceleration, increases gas mileage.

THRILLING PERFORMANCE, MAGNIFICENT RIDE, SUPERB QUALITY

Performance

Thunderbird's 390-cubic inch 300-horsepower V-8, with a four-barrel carburetor, delivers smooth, responsive power. Refinements in the choke mechanism improve cold weather starts, increase performance by 10%.

Ride, Handling, Roadability

Thunderbird's 113-inch wheelbase and superb suspension deliver easy handling and excellent maneuverability plus a feel of the road that just can't be beat. Refinements in front and rear suspension increase Thunderbird stability and make steering recovery on turns faster and more precise.

Durability

Rust-resisting galvanized metal goes into critical areas of Thunderbird's underbody. Thunderbird also receives factory-undercoating for longer body life.

Then there is the durability of Thunderbird components such as the long-life battery . . . the battery-saving alternator (which generates current even while the engine is idling) and long-life exhaust system with aluminized and stainless steel parts that resist corrosion.

Minimum Maintenance

Maintenance is at an absolute minimum with Thunderbird. Maintenance is twice-a-year or every 6,000 miles. Oil change—6,000 miles. Replace air cleaner element, 30,000 miles. Replace fuel filter, 36,000 miles. No major chassis lubrication until one-hundred-thousand miles or three years.

THUNDERBIRD! *a complete car with a long list of standard convenience features including...*

Cruise-O-Matic Transmission, Power Brakes, Power Steering, AM Radio, 100% foam-padded seats, Swing-Away Steering Wheel, Factory-Undercoating, Turn Signals, Remote-Control Outside Mirror, and new on the list for '64—Windshield Washers, and many others.

THUNDERBIRD - *Unique in all the World!*

BEAUTIFULLY BETTER FOR '64