

The '57 Ford *Thunderbird*





Strictly personal

Thunderbird ownership offers many rewards.

Some people frankly admit they're just plain proud to be seen in this American classic. And certainly those graceful, sweeping lines—admired the world over—are a compliment to your taste and judgment.

Some people put great stock in craftsmanship. For them, the Thunderbird with its beautiful finish and appointments has the appeal of an exquisitely engraved, hand-built shotgun.

For men and women who treat driving as an art, the Thunderbird is a fine instrument that gives full range to their capabilities. Precise steering, tenacious roadholding, lightning acceleration, long-range cruising speed at normal engine rpm's, brawny brakes that are light underfoot . . . what *more* could you want in a high-performance car except, perhaps, comfort and convenience? Of course the Thunderbird stands *alone* on both of these counts.

Finally, there's that happy band of extroverts who just get a whale of a lot of fun out of a Thunderbird. To them, it's a daily holiday, a pick-me-up that never lets you down. It's a full expression of their love of life and the chance to live the life they love.

Why not have a personal interview with a new '57 Thunderbird and see how this amazing car fits into *your* life?

New Thunderbird dash...new limousine luxury...

as only the Thunderbird can blend them

This graceful new '57 version of the classic Thunderbird is full of exciting new surprises . . . even for veteran T-bird fans! It's a refinement of one of the world's truly elegant cars.

Thunderbird performance, the famous standard for fine-car power, has soared to still more brilliant heights. In fact, the sizzling "GO" it delivers at a touch of your toe is something extra special.

Better yet, this new stampede of power won't stampede the gas gauge. That's because the new Thunderbird power plants "breathe easier" at all speeds . . . distill the last spark of power from every particle of fuel-air mixture. And by a spectacular engineering advance exclusive with Ford, all V-8 engines are now electronically balanced—while operating under their own power—to run smoother, quieter and last longer.

Surer road holding, finer control more than match the Thunderbird's new brand of ginger. Advanced rear suspension gives level-ride control in quick starts and

stops. All shock absorbers are recalibrated for a smooth, even ride. Weight distribution has been advanced. Brake lining area is increased to take the heat off multiple stops.

From stem to stern, fresh new lines sing "Thunderbird" sweeter than ever. Inside and out there's a bright parade of surprises from a radio that turns up its own volume when you turn up the rpm's to new paints with a "built-in wax job"!

Practical? With its solid steel body, the Thunderbird rides silent and secure . . . come rough roads or smooth. To the rear, there's luggage space for a 2-day weekend or a 3-week vacation. Inside, there's nothing to cramp your style thanks to generous shoulder and leg room all around. And from the snug comfort of your Thunderbird cockpit you can laugh at the worst of weather in any season of the year.

Gentlemen agree that the Thunderbird is America's distinguished *personal* car. The only question in Thunderbird-owning families is whether it's "his" or "hers."

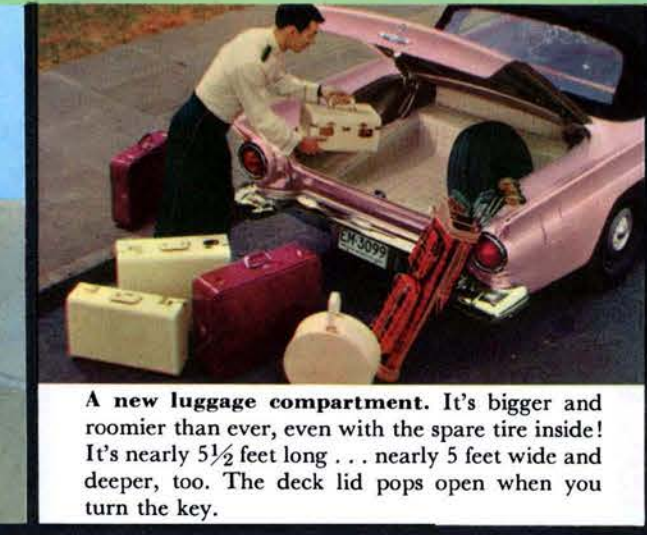
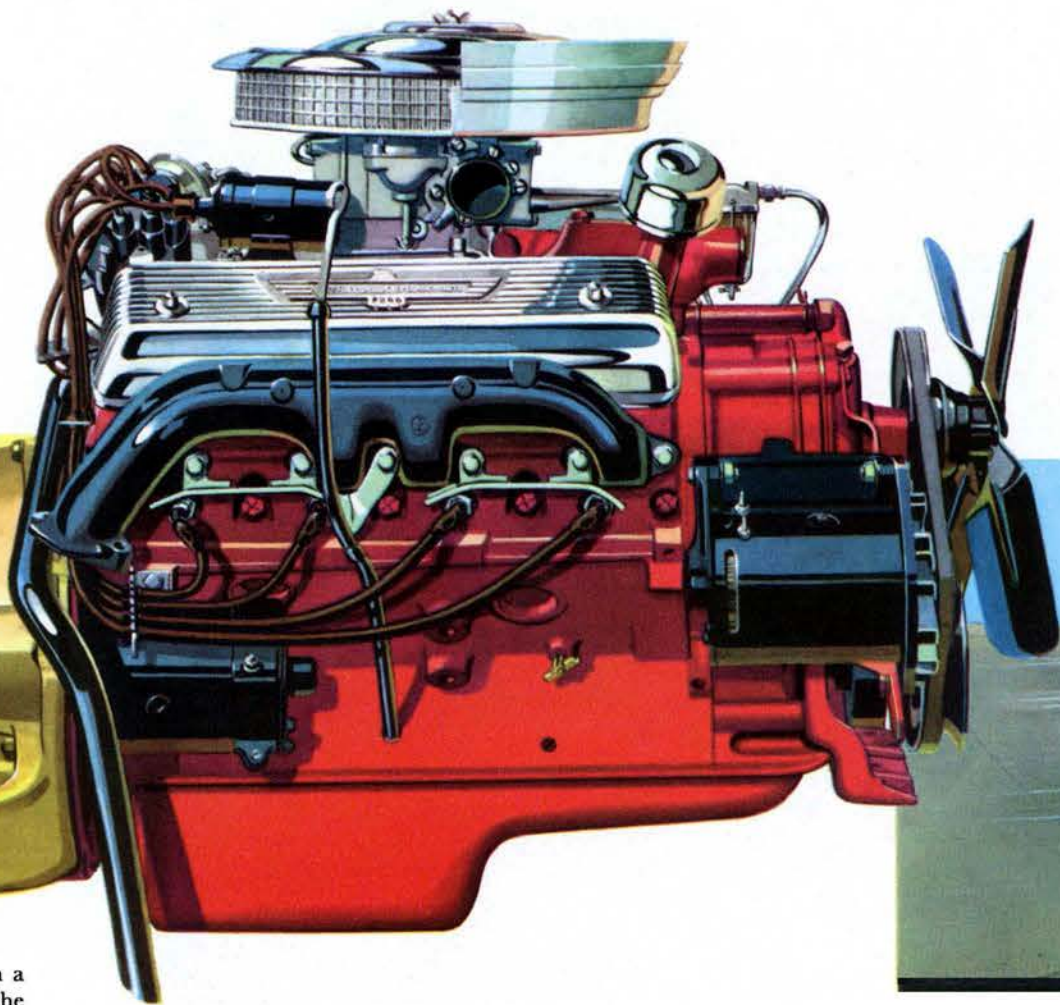


New inside and out, the '57 Ford Thunderbird has a completely new instrument panel with conveniently clustered dials. Bright new designs provide fresh beauty to the all-vinyl upholstery and trim combinations. Looped rayon carpets, the Lifeguard steering wheel and the standard equipment Lifeguard instrument panel and sun visors are all keyed to the interior color scheme of your choice. These interiors are color matched to the widest spectrum of exterior color combinations ever offered—including exclusive Thunderbird colors that feature new paint with a "built-in wax job"!



There's new power to provide a new kind of driving performance never known before. For '57, Thunderbird GO comes in three higher-compression flavors.* Your choice of three transmissions, too. New short-shift 3-speed has finer pitch gears that barely whisper while they work. Overdrive with short shift drops engine rpm's when speed goes up. Fordomatic Drive passes on the power more smoothly and with less waste motion than any automatic transmission ever developed.

*With Conventional Drive there's the 212-hp Thunderbird 292 V-8. With Fordomatic or Overdrive transmission you get the 245-hp Thunderbird 312 Special V-8. And available at extra cost with any transmission, there's the Thunderbird 312 Supercharged V-8 delivering 300 hp. . . . the most power of any car in Thunderbird's class!

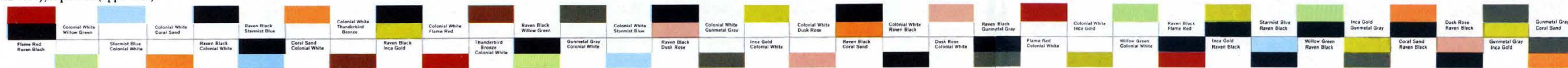


A new luggage compartment. It's bigger and roomier than ever, even with the spare tire inside! It's nearly 5½ feet long . . . nearly 5 feet wide and deeper, too. The deck lid pops open when you turn the key.



Widest spectrum of colors ever offered in a Thunderbird are yours for '57. Select from the 34 sparkling combinations shown here—or choose a single color. Chips show body color (lower half); top color (upper half).

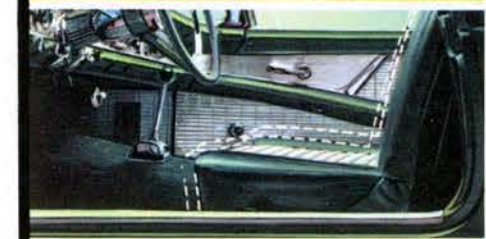
34 sparkling two-tone color combinations



Power Assists



New Dial-O-Matic 4-Way Power Seat. Pick your favorite armchair position . . . and then the magic begins. When you switch off the ignition, the seat automatically "steps back" to give you full exit room. It stays back, too, until you switch the ignition on again. Then it quietly returns to the position of your choice!



Power-Lift Windows give you finger-tip control of the weather. You can get just the right degree of ventilation or button your 'Bird up fast against the rain while in full flight—easily and safely!



Swift Sure Power Brakes cut speed at a touch of your toe. You can put a light bulb between your foot and the brake pedal and bring your Thunderbird to a full halt without cracking the glass!



Master-Guide Power Steering provides up to 75% of your parking "muscle" and assists you in all your driving, too. Yet you retain the "feel of the wheel" when steering on street or highway.

Accessories



New Volumatic Signal-Seek Radio tops the Thunderbird's list of exciting accessories. This luxurious transistor-powered radio automatically "raises and lowers its voice" as car speed increases and decreases.

Tops

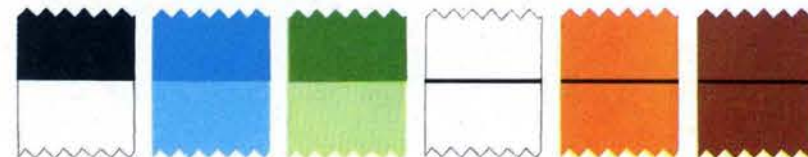
A glass-fibre, easily removable hard top with stylish "port" windows is the standard top for all '57 Thunderbirds. Or, for those who prefer, the hard top is available without "port" windows. Either top comes in a matching color or in contrasting colors for a smart two-tone effect.

A manually operated soft top that folds right down out of sight behind the seat is optional at extra cost. It comes in black, blue or tan rayon or white vinyl. Hard or soft, both tops are comfort-sealed against the weather.

With a new 1957 Thunderbird you can have a convertible or a hardtop—or both!

6 matching interiors

Interiors are color-keyed to exterior finish! Lower half shows seat back and cushion inserts; upper half shows bolsters.



Specifications

212-hp Thunderbird 292 V-8 engine: 292-cu. in. displ.; 3.75" bore x 3.30" stroke; 9.1 to 1 comp. ratio; low-silhouette 2-venturi carburetor with automatic choke. For Conventional Drive.

245-hp Thunderbird 312 Special V-8: 312-cu. in. displ.; 3.80" bore x 3.44" stroke; 9.7 to 1 comp. ratio; low-silhouette 4-venturi carburetor with automatic choke. For Overdrive or Fordomatic Drive.

300-hp Thunderbird 312 Supercharged V-8 (opt.): 312-cu. in. displ.; 3.80" bore x 3.44" stroke; 8.5 to 1 comp. ratio. Centrifugal-type supercharger with automatic ball-driven variable speed blower control, engine-lubricated, dual V-belt drive. Single, sealed 4-venturi carburetor with automatic choke. Available with any transmission.

Engine Features: Short-stroke, low-friction design, deep-block construction; free-turning, overhead, intake and exhaust valves; new higher-lift camshaft; new "deep-breathing" induction system; Super-Filter air cleaner with reusable paper element; high-turbulence combustion chambers for top premium fuel performance; dual exhausts; 12-volt electrical system, Time-O-Matic distributor; Full-Flow disposable-type oil filter. Engines electronically "mass-balanced" while operating under power for maximum smoothness.

Clutch and Transmission: Heavy-duty, 11" diameter, semi-centrifugal clutch; suspended pedal. **Conventional Drive:** Easy, short-shift 3-speed transmission with new shot-peened, finer-pitch helical gears for greater strength and quietness; forged bronze synchronizers. **Overdrive:** Easy, short-shift 3-speed plus automatic 4th gear that "cuts in" about 28 mph, "cuts out" at about 22 mph.

Fordomatic Drive: Water-cooled. Torque converter plus automatic 3-speed gear mechanism. Automatic

"low-gear" starts and "intermediate-gear" passing with selector in drive (DR) position. Floor-mounted selector, illuminated dial.

Chassis: Low-slung, X-type frame. Ball-Joint front suspension with coil springs and ride stabilizer; 5-leaf rear springs with new "wind-up" bumper on cross member over axle "nose." Double-acting shock absorbers. Easier-acting, double-sealed, 11" duo-servo brakes, 176-sq. in. lining area, greater fade resistance. Steering ratio 23 to 1; 36" turning diameter. Hypoid rear axle; ratios (to 1)—3.10 with Fordomatic, 3.56 with Conventional, 3.70 with Overdrive. Smaller 14" safety-contoured wheels, 7.50 x 14 tubeless tires on 5" rims. 20-gal. gas tank with antispill cap.

Dimensions: 102" wheelbase; 56" treads; 181.4" over-all length; over-all height, hard top 51.6". Trunk 63.4" long x 58.4" wide.

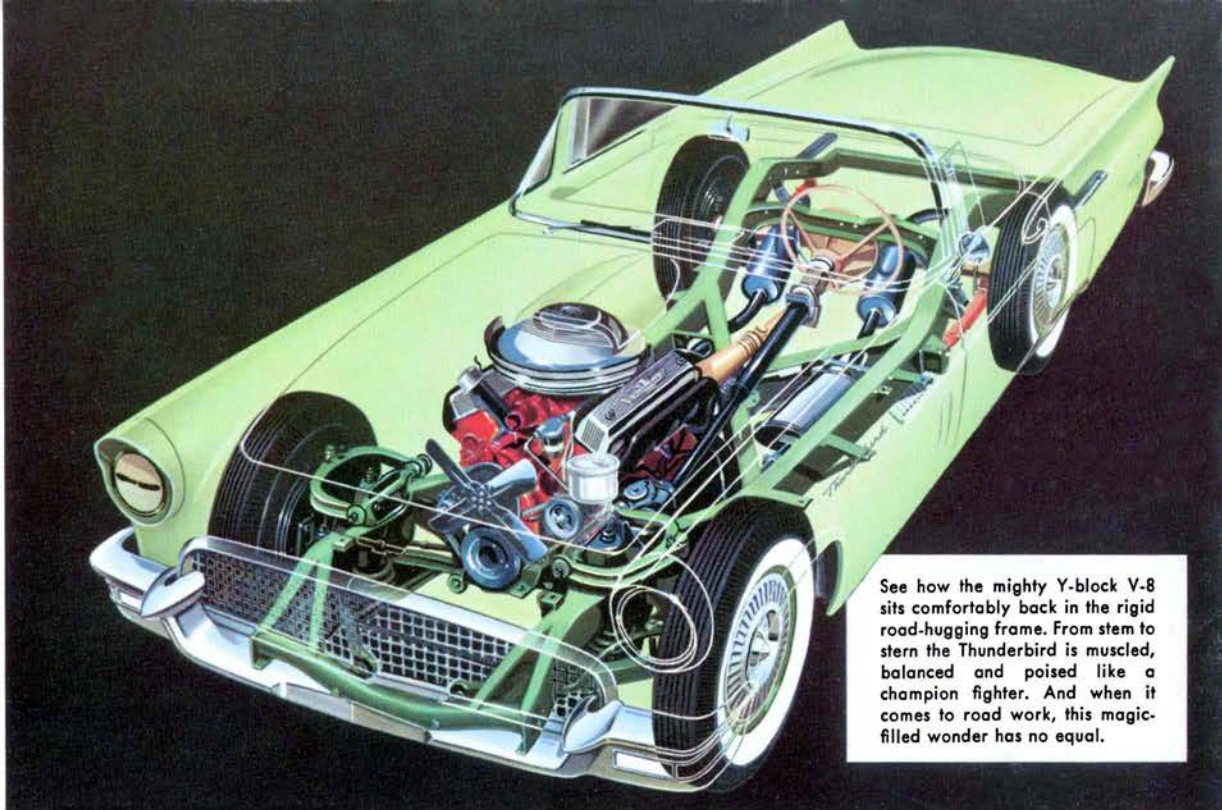
Available Equipment and Accessories: Swift Sure Power Brakes, Master-Grade Power Steering, Dial-O-Matic 4-Way Power Seat, Power-Lift Windows; convertible fabric top, tonneau cover; seat belts, I-Rest tinted safety glass; Aquamatic windshield washer-wiper; special fuel-and-vacuum pump unit for positive-action windshield wipers; engine dress-up kit; Fordomatic, Overdrive, MagicAire heater, Volumatic radio, deluxe antenna, rear fender shields, backup lights, locking gas cap, hooded mirror, Auto-Home electric shaver, Turbine Wheel covers, Wire-Wheel covers, whitewall tires.

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FORD Division of FORD MOTOR COMPANY

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Form FD-7705



See how the mighty Y-block V-8 sits comfortably back in the rigid road-hugging frame. From stem to stern the Thunderbird is muscled, balanced and poised like a champion fighter. And when it comes to road work, this magic-filled wonder has no equal.



As light in traffic as a feather to your touch . . . a Thunderbird actually makes city driving fun!



High roads, low roads, back roads—the rugged Thunderbird cheerfully follows your fancies.



Town-car comfort and complete convenience guarantee that every season is the season for Thunderbird fun.



Out on the open highway a Thunderbird is smooth . . . effortless. Nothing can touch it in the whole ride world!