

A Thunderbird is a promise...

of sweet, spirited performance...of uncommon elegance
and comfort ...of exclusive details...of sound basic
value for the years to come

Start with the distinctive Thunderbird silhouette—the shape that looks like stopped motion. The smart, unaffected design that promises sports-car roadability and handling ease with luxury-car comfort . . . the great basic design that makes Thunderbird an automotive classic.

Open the door. Here is space. The entrance is four feet wide. You enter and leave effortlessly.

Step in—to serene beauty. The elegant Thunderbird atmosphere is deliberately composed—it is a blend of appointments, fabrics and colors matched to your taste. Thunderbird seats are individually contoured in formed foam rubber . . . uncommon comfort—even on the longest trips.

Drive the Thunderbird.

Now you'll learn why it has become most everyone's "someday" car. Nothing you have experienced can compare with commanding the power of the world's most wanted car. There are two Thunderbird engines: the Thunderbird 352 Special V-8 or the optional Thunderbird 430 Special V-8.

Touch the accelerator. Your Thunderbird

moves boldly into action—with the swift responsiveness of a polo pony.

The road, the humdrum traffic, quickly fade behind you . . . now you're in Thunderbird country—and there's no other country like it in the world.

For 1960 the Thunderbird thrill is available in three versions: 1. The convertible, with the fully automatic top that disappears completely leaving only the long, lean line of Thunderbird beauty; 2. the hardtop with optional sliding Sun Roof—the all-metal panel that weatherproofs tightly at a touch; and 3. the classic hardtop.

Whichever Thunderbird you choose, you'll have the added satisfaction of having made a blue-chip investment, for the Thunderbird appeal is timeless. As collector's items, their resale price remains high—year after year. Your 1960 model is no exception.

Yet with all of its classic distinction, your Thunderbird is the one luxury car that is not really a luxury. It costs less than you might expect. Make an appointment with your Ford dealer. Your "someday" car—the Thunderbird—could be yours tomorrow.

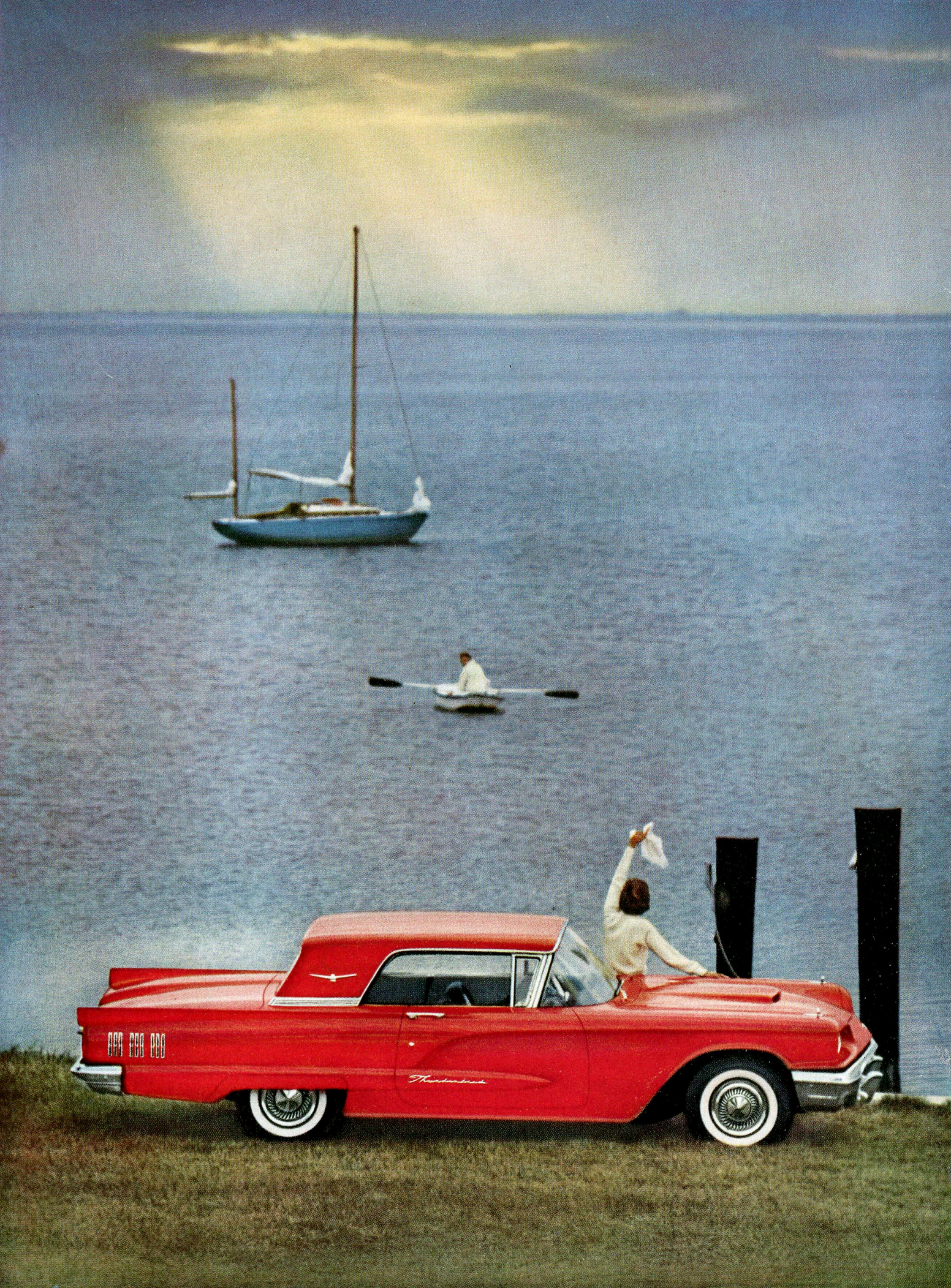
FORD DIVISION, Ford Motor Company,



'60 THUNDERBIRD

THE WORLD'S MOST WANTED CAR





A Thunderbird is a promise...

of sweet, spirited performance...of uncommon elegance and comfort
...of exclusive details...of sound basic value for the years to come

These and more are fulfilled in the 1960 Thunderbird, the only car of its kind in the world.

Start with the distinctive Thunderbird silhouette—the shape that looks like stopped motion. The smart, unaffected design that promises sports-car roadability and handling ease with luxury-car comfort... the great basic design that makes Thunderbird an automotive classic.

Open the door. Here is space. The door is four feet wide. You enter and leave effortlessly.

Step in—to serene beauty. The elegant Thunderbird atmosphere is deliberately composed—it is a high-style blend of appointments, fabrics and colors matched to your taste. Thunderbird seats are individually contoured in formed foam rubber... providing uncommon comfort—even on the longest trips.

Drive the Thunderbird.

Now you'll learn why it has become most everyone's "someday" car. Nothing you have experienced can compare with commanding the power of the world's most wanted car. There are two Thunderbird engines: the Thunderbird 352 Special V-8 or the optional Thunderbird 430 Special V-8. Both are models of maximum combustion efficiency with four-barrel carburetion, precision fuel induction, and modern short-stroke power.

Touch the accelerator. Your Thunderbird moves

boldly into action—with the swift responsiveness of a polo pony.

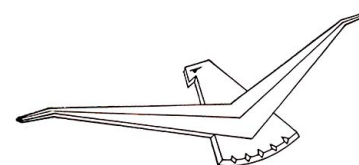
The road, the humdrum traffic, quickly fade behind you... now you're in Thunderbird country—and there's no other country like it in the world.

For 1960 the Thunderbird thrill is available in three versions: 1. The convertible, with the fully automatic top that disappears completely leaving only the long, lean line of Thunderbird beauty; 2. the hardtop with optional sliding Sun Roof—the all-metal panel that opens easily when you want it; weatherproofs tightly when you need it; and 3. the classic hardtop.

Whichever Thunderbird you choose, you'll have the added satisfaction of having made a blue-chip investment, for the Thunderbird appeal is timeless. Naturally, they have become collector's items. And as collector's items, their resale price remains high—year after year. Your 1960 model is no exception.

Yet with all of its classic distinction, your Thunderbird is the one luxury car that is not really a luxury. It costs less than you might expect. Your Ford dealer takes special pride in demonstrating this fact. Make an appointment with him. Your "someday" car—the Thunderbird—could be yours tomorrow.

FORD DIVISION, *Ford Motor Company*



'60 THUNDERBIRD
THE WORLD'S MOST WANTED CAR



A Thunderbird is enchantment...

Like a wordless moment—like the first time
you fell in love—like no other car ever made...

The one and only car. The car more people have promised themselves to own . . . someday. The car that has become the measure of what a luxury automobile should be . . .

Thunderbird enchantment begins with styling: the idea of speed designed into the famous silhouette. Inside those beautifully formal lines is the Thunderbird living space: a look of elegance and comfort and the silver sheen of chrome.

Now you experience the Thunderbird movement . . . Ride the Thunderbird and you'll want to drive; drive the Thunderbird and you'll forget all other cars.

Try it just once. Move easily through the four-foot-wide doors; settle into the individually adjustable seat. And all seats are contoured in the firm comfort of formed foam rubber in the cushions and backs.

The console panel that runs through the center of the car is a pleasant Thunderbird exclusive. This is still the only car in which each passenger can control every side window.

Touch your toe to Thunderbird power.

That razor-sharp responsiveness is uniquely Thunderbird, easy-going performance that seems to loaf at any

speed. Below your foot is the Thunderbird 352 Special V-8 or the optional 430 Special V-8. Both are honed for maximum combustion efficiency, with four-barrel carburetion and Precision Fuel Induction.

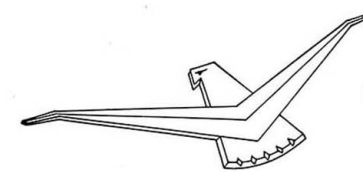
And beneath the sweet, surging feel of action there is the rock-solid feel of absolute control. You are cradled in Thunderbird's special single-unit construction; the road is smoothed by Thunderbird's own special suspension; curves are gentled by the five-foot-wide tread that keeps Thunderbird balanced like a steel ballerina.

The Thunderbird enchantment is available in three models: 1. the Thunderbird convertible with the fully automatic top that disappears completely, leaving only the long, lean line of Thunderbird beauty; 2. the hardtop with optional sliding sun roof—the all-metal panel that opens easily when you want it, weatherproofs tightly when you need it, and 3. the classic hardtop.

The great basic values of the Thunderbird have made it a blue-chip investment . . . yet, it costs less than any other luxury car, and has the top trade-in value of any U.S.-made car.

Don't wait till "someday" for your "someday" car. Take one drive, and you'll own the most beautiful kind of travel you can buy—the 1960 Thunderbird.

FORD DIVISION, *Ford Motor Company*,



'60 THUNDERBIRD

THE WORLD'S MOST WANTED CAR