

PRESENTING THE 1961

Thunderbird

UNMISTAKABLY NEW... UNMISTAKABLY THUNDERBIRD

Here is the finest expression of the Thunderbird spirit, unquestionably Thunderbird in its classic lines and sparkling performance—not a hair wider nor a tenth of an inch longer—yet a Thunderbird so uniquely new that it stands alone in the fine-car field.

With its quicksilver elegance and flashing sports car grace, the Thunderbird has established itself as the trend car of our times.

The dramatically beautiful new Thunderbird for 1961 preserves all of the features that mean Thunderbird—the classic Thunderbird size and distinctive styling, the 4-passenger luxury, the sports car handling, the dazzling performance, the famous console.

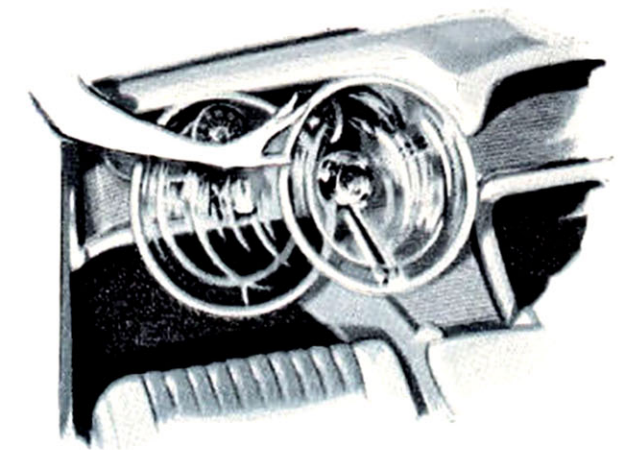
At the same time it features such remarkable advances as the optional new Swing-Away Steering Wheel. Door openings are higher . . . and wider. The windshield projection has been removed. You move in and out with a wonderful new freedom.

A new high-performance Thunderbird 390 Special V-8 brings you even more of that famous Thunderbird spirit—as standard equipment. New Cruise-O-Matic Drive, new Power Steering and new Power Brakes (also all standard equipment) function as a precision team for a new high in automatic driving.

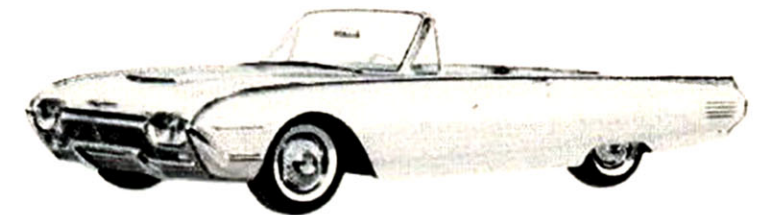
Advanced engineering is a major reason Thunderbird has the finest resale record of any luxury car. It is the reason your Ford Dealer is extending his warranty to 12,000 miles or one full year, whichever comes first.

See your Ford Dealer. Let him show you a copy of his warranty—and discover the unmistakably wonderful Thunderbird for 1961.

FORD DIVISION, Ford Motor Company,



The Steering Wheel moves over to welcome you in. A touch of your hand as you enter the car and the optional new Swing-Away Steering Wheel moves aside ten inches. You take the driver's seat easily. Incidentally, you can drive only when the wheel is safely locked in normal driving position.



The dazzling new
Thunderbird Convertible

Unique in all the world



Thunderbird Weather

*comes with the car. Thunderbird owners
live in a special country
where skies are brighter, horizons are closer
and every road is an invitation*

It happens this way only in Thunderbird Country. The enchantment starts when you touch the new optional Swing-Away Steering Wheel — and it moves over to



welcome you in. Distance disappears as though by magic, for every Thunderbird comes equipped with the wonder-working new Thunderbird 390 Special V-8. Corners are straighter and roads are flatter than they ever were before.

This is Thunderbird — the luxury car that's never forgotten its sports-car heritage.

§ Automatic transmission, power steering and power brakes are standard — of course. Interiors are Thunderbird comfort and luxury in their purest form. Engineering throughout is carefully calculated to maintain Thunderbird's reputation for timelessness. § As you would expect, year after year the trend-setting Thunderbird has led all other luxury cars in resale value. Visit your Ford Dealer to discuss this and the other pleasant financial facts of Thunderbird Country. You will discover that America's most delightful pleasure car is — outstandingly — its soundest automotive investment.

1960 version Ford Motor Company

unique in all the world... Thunderbird
1961

