



Thunderbird Spell . . . is the daily magic of driving a car with quicksilver grace, with the silent enormous stride of Thunderbird power. It is the lasting enchantment that makes the green-gold of trees seem brighter, the sun more ardent. Thunderbird's unique pleasures, like the steering wheel that moves over to let the driver enter, and the visible craftsmanship, verified in every hidden part, create a special world. Why not discover the lighthearted spell of Thunderbird Country, this very week? *unique in all the world* 



THUNDERBIRD HARDTOP

A PRODUCT OF  MOTOR COMPANY

Thunderbird Hush

Some things don't have to speak above a whisper. This forest. *This car.* A look at its unique lines tells you it's made to command attention. To stand proudly. To roam free. In endless ways, you sense Thunderbird's very personal luxury. A Swing-Away steering wheel waves you in. Contour seats cradle you. Other standard equipment—power steering, power brakes, automatic transmission—makes this car respond as part of you. You hardly know miles are gone. The powerful engine steals them from under you, silently. Yet Thunderbird costs less than you may think. Arrange a few quiet moments with a nearby Ford Dealer.

unique in all the world





Thunderbird Landau is excitement in evening dress . . . the sparkle of Thunderbird performance now sheathed in formal elegance. Most sophisticated of 1962's four Thunderbirds, the Landau whispers softly down the night roads of Thunderbird Country under the sheen of a leather-grained vinyl top. The moon burnishes the symbolic landau S-bar as it waits for you . . . proud, poised . . . ready to cruise discreetly to the merest murmur of its Thunderbird 390 Special V-8 . . . or obliterate distance in one great stride. Here is all of Thunderbird's very personal luxury, its flawless ease of motion and precision performance, expressed with patrician restraint. This could be the essence of everything that you have always wanted in a car . . . and your Ford Dealer will help you discover that. *unique in all the world*





More Thunder for Thunderbird

Good thing these molded foam seats cup so snugly around your back—for now Thunderbird has a new power option. There's 40 more horsepower on tap, and a new catapult take-off you feel right between the shoulder blades. This is the Sports V-8, first developed for the Sports Roadster but now available at extra cost on any Thunderbird you choose. It has the major Thunderbird virtues—massive thrust wrapped in velvet smoothness, raw torque whetted to almost soundless perfection—but with a new emphasis. There's even a special transmission to match, with higher shift points, quicker up-shifts. Thus Thunderbird's polished harmony of power and silence, already unique in all the world, takes on an added brilliance and breath-taking response. If you thought Thunderbird performance was the ultimate, try this! It's Thunderbird—plus!

A PRODUCT OF  MOTOR COMPANY



Thunderbird
Sports Roadster



A PRODUCT OF
Ford
MOTOR COMPANY

4000 pounds of fireworks

Every day is the Fourth of July with Thunderbird's Sports Roadster—for what other car packs such zip and sparkle, such Roman candle response into a sleek torpedo shape? What other car looks like action even when it's parked (or conceals its four-seater practicality under the slip-stream headrests of a lift-off tonneau cover)? Best of all, this fire and flair is matched by a marvelous elegance of craftsmanship, a road-leveling solidity that makes cruising seem like coasting. What does 4000 pounds of fireworks feel like? Let your Ford Dealer show you a car as gay as the glitter of its wire-spoked wheels.



Thunderbird

Sports Roadster

REPORT TO FORD DEALERS:



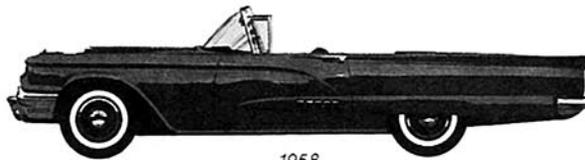
1955



1956



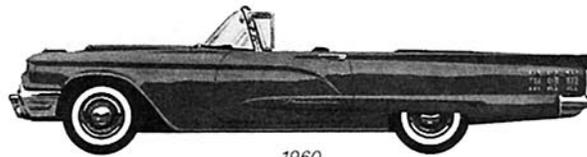
1957



1958



1959



1960



1961



1962

THUNDERBIRD...AN AMAZING RECORD OF BROKEN RECORDS!

It's getting to be the expected thing! Thunderbird establishes a new sales record—then comes right back to smash it the following year.

And now two sizzling new 'Birds—the fiery Sports Roadster and the elegant

market than ever! Combined with the Hardtop and Convertible—recognized trend-setters of the American road—these four models strengthen your increasingly significant position in the prestige car field.

The '62 Thunderbirds have a proven

your sales sheet—to exciting new life. Best-sellers themselves, they help to sell your whole line.

PRODUCTS OF  MOTOR COMPANY