



## How to catch a Thunderbird

**Find one that's standing still.** In full flight this is a most elusive species—with a rare talent for disappearing from the view of lesser cars. It is powered by a Thunderbird 390 V-8 and equipped with a number of features that make it remarkably easy to handle, exceptionally pleasant to ride in.

Although it may remind you of a sports car, particularly in the Sports Roadster version shown here, it still ranks among the world's foremost luxury

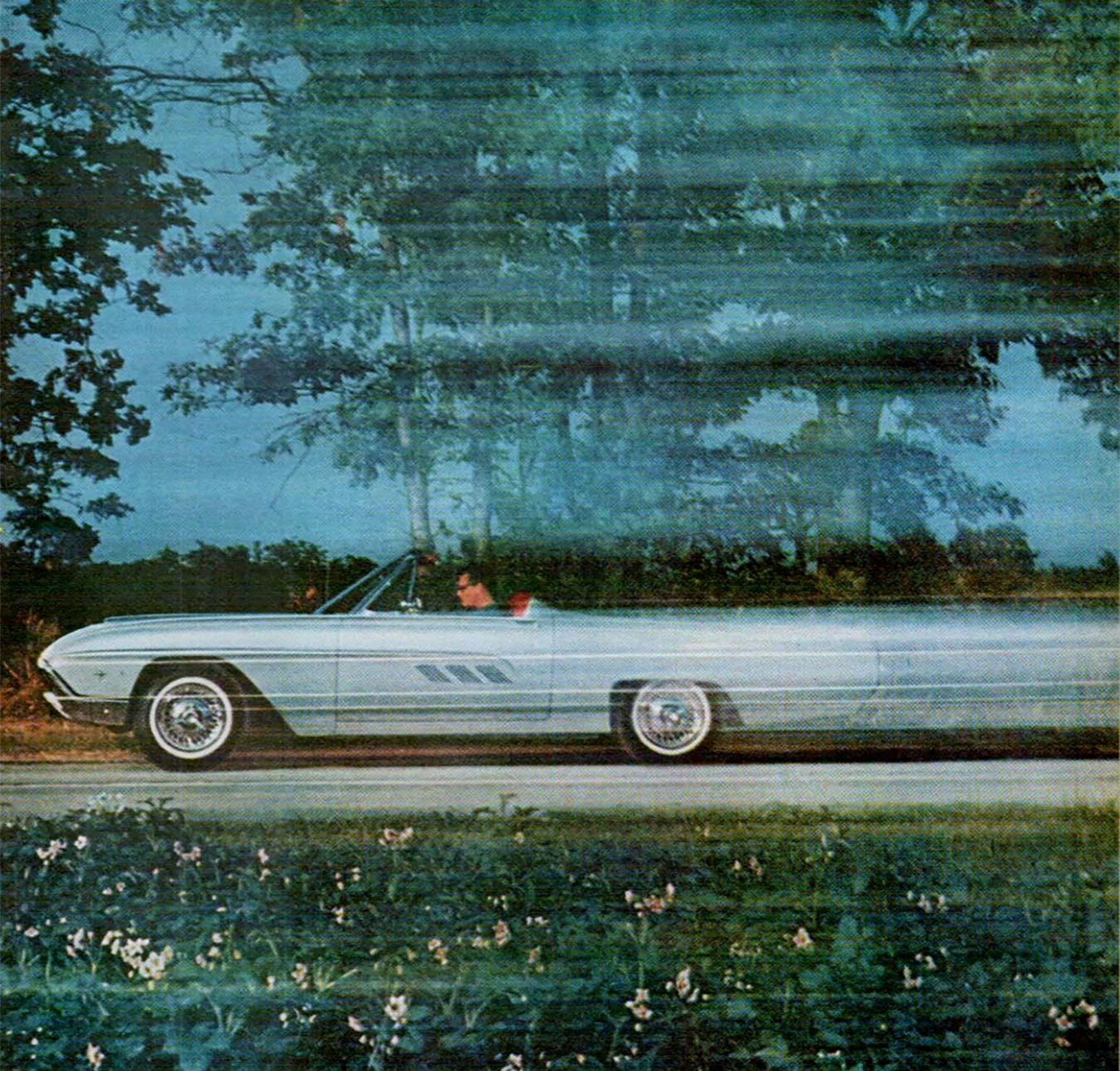
cars. Interiors have contoured bucket seats, a personal console, deep-foam cushioning, glove-soft upholsteries and special Thunderbird conveniences like the Swing-Away Steering Wheel.

A tradition of superb engineering has

resulted in a constant program of refinement (a list of the changes between '62 and '63 alone would make a small book.) As you might expect, Thunderbird—with its exceptionally high resale value—continues to be one of the finest investments in automotive history. May we suggest that you see your Ford Dealer? He may have one in his showroom that's standing still.

*Thunderbird*  
unique in all the world 

FAMILY OF  FINE PRODUCTS



## ***TAKE A GIANT STEP***

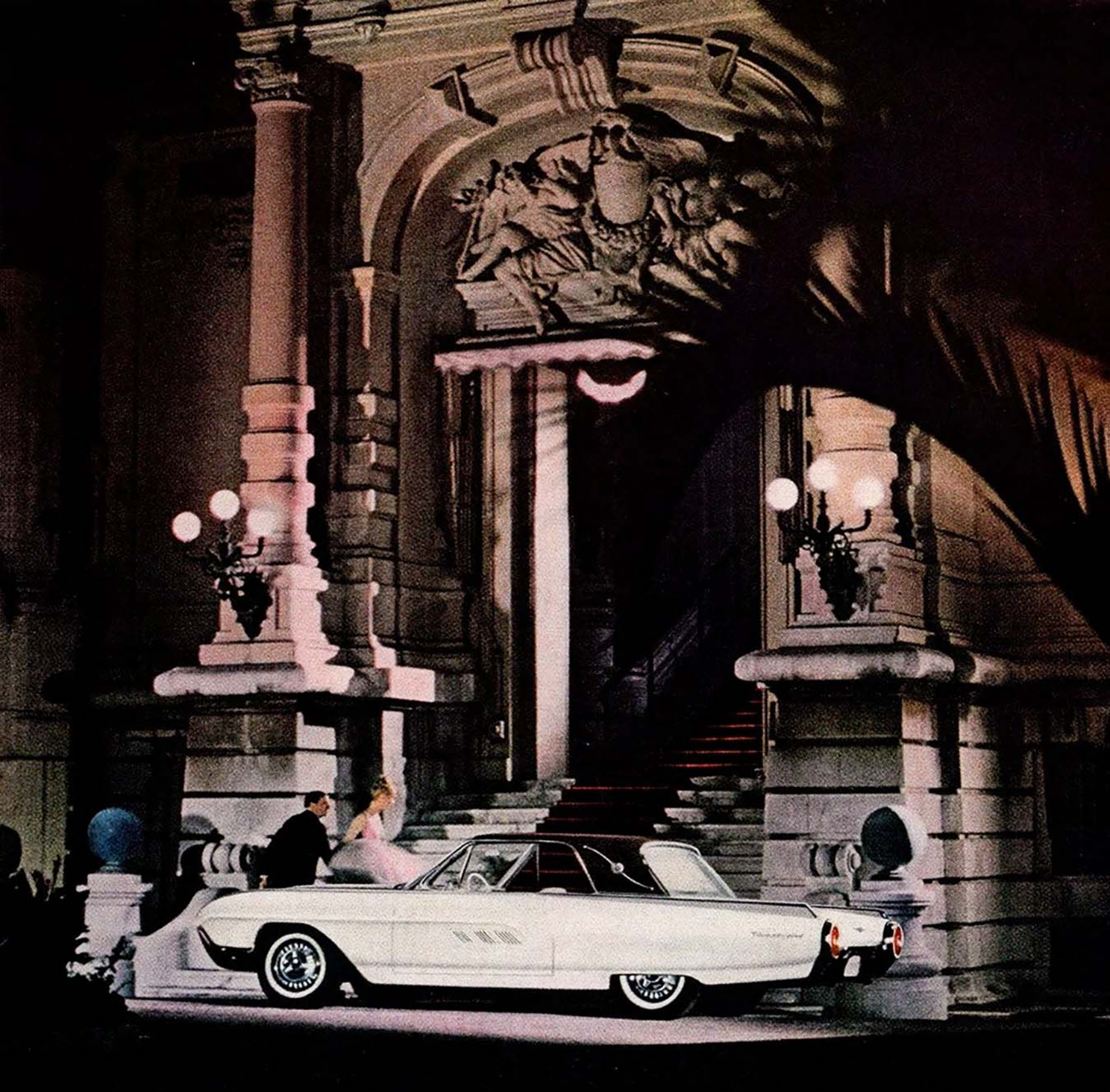
The first time you tap the throttle of a Thunderbird you'll discover something new: acceleration as instantaneous as a wish—and almost as silent. Just give this V-8 the merest hint and distance vanishes in one giant, effortless stride. Everything about a Thunderbird is designed to help you wish away the miles: a ride that paves every road with plush, deep-foam individual seats, the velvet hush that can only come from years of refinement, a unique blend of road-hugging solidity and trigger-quick response. This is performance in its most beautifully civilized form, the roadability that is the history and heritage of Ford. If you are a driver, you owe yourself the experience of Thunderbird. There is no equivalent, on any highway.

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MOTOR COMPANY

America's liveliest, most care-free cars

# FORD

FALCON • FAIRLANE • GALAXIE • THUNDERBIRD



Monte Carlo Opera House

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This is Number 1 of a limited international edition  
(Number 2 to 2,000 could be yours. See your Ford Dealer)

*Thunderbird*

LIMITED EDITION LANDAU

Première à Principauté de Monaco. Janvier 1963





## How to get away from them all

In a word—Thunderbird. This is the car in a world by itself; there is nothing else quite like it anywhere. When you slip behind that sleek, shimmering hood, you discover instantly new worlds of pleasure and comfort.

The Thunderbird's Swing-Away Steering Wheel moves over to welcome you in. Contour seats cradle you. Deep foam pampers you. The most elegant interiors in any production car surround you with luxury. With a Thunderbird

390 V-8 to make the milestones flicker by, driving is as effortless as wishing.

Suddenly you're in Thunderbird Country, where velvet silence and silken smoothness reflect years of engineering refinement. Any wonder that, year after year, its high resale value makes Thunderbird one of the finest investments in automotive history? For all of the facts, see America's favorite travel agent—your Ford Dealer.

*Thunderbird*  
*unique in all the world* 

FOR 60 YEARS THE SYMBOL OF DEPENDABLE PRODUCTS  MOTOR COMPANY



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## What to tell your wife before the Thunderbird comes

You won't have to tell her how beautiful a Thunderbird is. She can see that no other car has Thunderbird's spirit and excitement. And you won't have to remind her that no other car *performs* like Thunderbird. Let her discover how it swings aside the steering wheel as she enters. And only Thunderbird seats her in such comfort—and steers and stops for her as easily as breathing. But a word of caution. This car looks like one million dollars, after taxes.

So remember to tell your wife that *no other luxury car costs so little*. And few of them hold their worth as well. Tell your wife this for now. She'll fall in love with Thunderbird all by herself, once it comes.

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