

*1966
Thunderbird*





America's Personal Luxury Car

Once again, Thunderbird leads the way in *personal* luxury... the concept Thunderbird originated a decade ago. As you would expect of the great innovator, the 1966 ideas are bold and brilliant.

Unique ideas in styling that create two captivating new models: Town Hardtop and Town Landau. New interpretations of unique Thunderbird ideas: Sequential Turn Signals now set in sweeping, full-width taillights!

A magnificent idea: the AM Radio/Stereo-sonic [®]Tape System* that gives you the richness of the living performance with the convenience of self-contained tape cartridges.

Highway Pilot Controls* let you control cruising speed with your fingertips... Overhead Safety Panel[†] warns you if a door is ajar, fuel is low or to fasten seat belts... a more powerful 315-hp standard Thunderbird Special V-8 plus an all-new 345-hp Thunderbird 428 V-8.*

There is ample new evidence throughout Thunderbird '66 that Thunderbird remains... unique in all the world.

*Optional [†]Town models



Thunderbird Hardtop

Thunderbird Hardtops

*The Personal Touch: Stereo-sonic Tape System**

Here, in *two* separate models, is hardtop styling by Thunderbird to please every taste. The new Town Hardtop captures all the verve and elegance of the conventional Thunderbird Hardtop and adds a dash of ultra-sophistication all its own.

Slide behind the space-making Swing-Away Wheel (still *exclusively* Thunderbird) and you'll find there's much more new in all Thunderbirds than meets the eye.



Handy Stereo tape cartridges play up to 80 minutes of rich "living" stereo.
*Optional on all models.

There's a new sound—Stereo-sonic sound. Your own personal world of music at your fingertips with the AM Radio/Stereo-sonic Tape System.* Four speakers literally wrap you in sound. Slip in a self-contained tape cartridge and you have nearly an hour and a half of your favorite music in the full depth and dimension of "living" stereo.

Thunderbird Town Hardtop



Thunderbird Convertible

*The Personal Touch: Highway Pilot Controls**

The fascination of flight comes closest to reality in the Thunderbird Convertible. A smooth flow of rear deck completely conceals the stowed top. (The top is 5-ply vinyl for durability, available in your choice of black, white or blue.)

There is flightlike freedom under way with new Highway Pilot Controls*. For the turnpike (or any speed above 25 mph), push "set speed" control at left in the steering wheel bar. Take your foot off the accelerator and cruise. At right in the bar is a dual "retard/resume control" which disengages Highway Pilot, provides mild braking action, then lets you return to pre-selected speed.

For 1966, there are a pair of V-8's—the 315-hp Thunderbird Special V-8 and the new 345-hp Thunderbird 428 V-8. Cruise-O-Matic (the 3-speed automatic pace-setter for the industry) turns this power into silk-smooth action. The superlative suspension system provides road-taming quiet and control in a way best compared to flight itself.

You'll find you've made a rewarding choice in Thunderbird '66... equally rewarding for its driving pleasure and as a *solid* investment.

*Optional on all models

The Personal Touch in Thunderbird Luxury

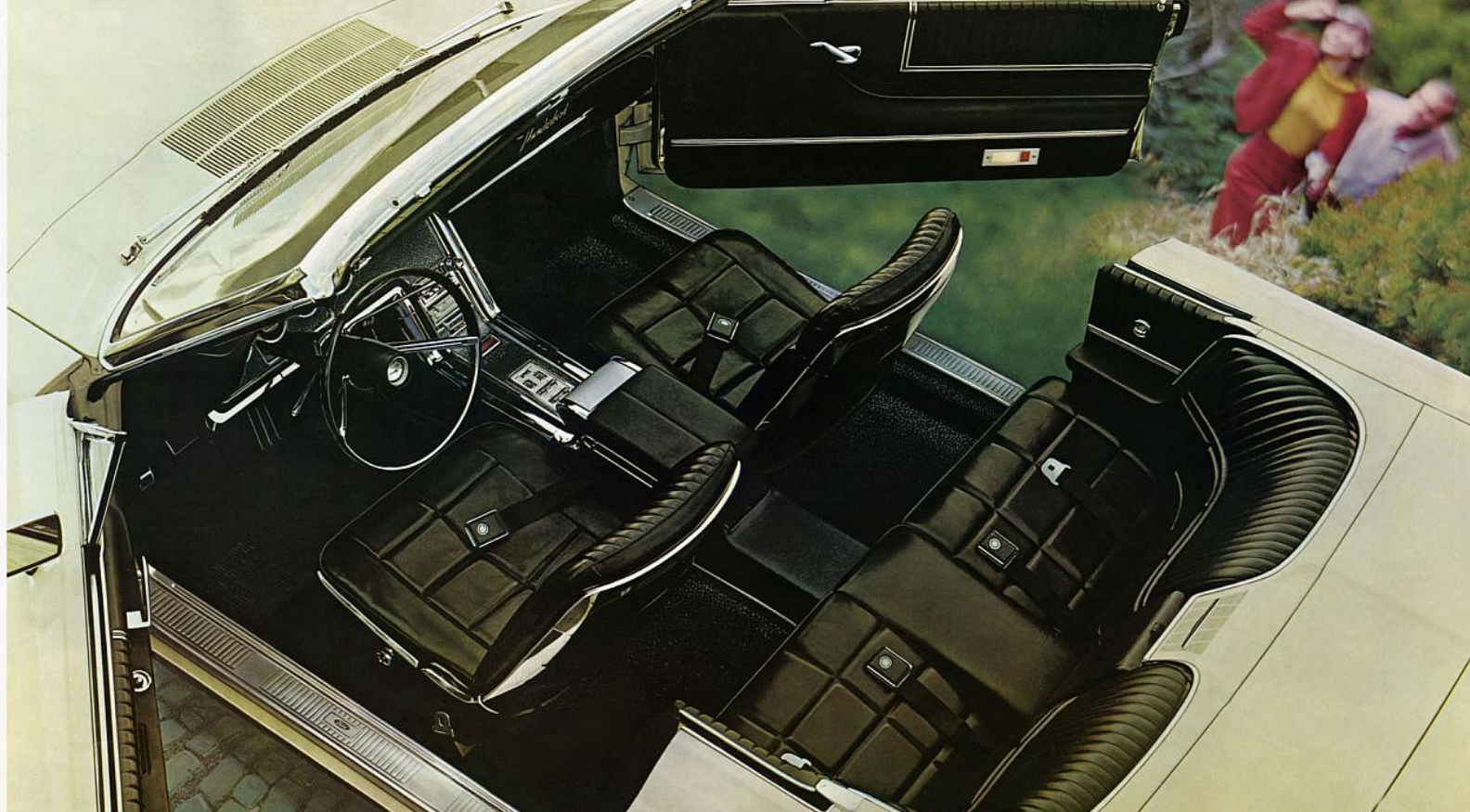
Within the deep and enduring beauty of Thunderbird styling . . . the mold and measure of the classic . . . are convenience, comfort and luxury so typically Thunderbird.

New interior trims (10 all-vinyl and three cloth-vinyl choices, four leather-vinyl options*) speak of personalized luxury . . . as do the richly padded instrument panel, sun visors and console arm rest . . . the deep-foam shell-contour bucket seats that seem individually designed for you . . . the coved rear seat with its folding center arm rest . . . the elegantly pleated vinyl trim . . . the color-keyed seat belts (with reminder light).

Courtesy lighting luxuriously serves you at the wheel and those in the passenger compartment behind you (even the trunk is automatically lighted). And there are countless "little luxuries"—the unique reversible key (works either side up), "keyless" door locking, an automatic parking brake release, the "floating" windshield mirror . . . so many more.

From the moment you first slip into the Thunderbird cockpit, you'll know that here is luxury with a personal touch—something unique even among fine automobiles.

*With reclining passenger seat option





Thunderbird Town Landau

The Personal Touch: Overhead Safety Panel

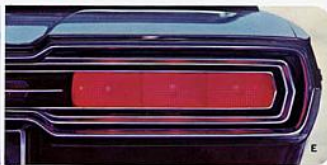
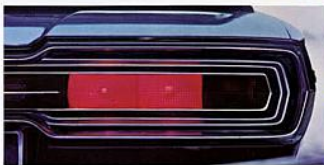
Unmatched, unexcelled, unrivaled . . . the epitome of the personal automobile is the Thunderbird Town Landau. Padded vinyl roof and gleaming "S" bars are its hallmarks. Select from black, white, parchment or sage gold roof vinyls in combination with 20 new exteriors of gemlike Super Diamond Lustre Enamel.

The Overhead Safety Panel, standard in Town models,* is your flight control center. It contains warning lights for "door ajar," "low fuel," seat belt reminder light, plus emergency flasher switch and indicator. A glance tells when you're ready for takeoff.

Fine appointments distinguish the Town Landau. Warm tones of simulated walnut in doors, instrument panel and console . . . wood-grained steering wheel with recessed padded hub. Add the personal touch with your choice of 13 standard and optional interiors.

Add in Thunderbird's many other wonderful conveniences: courtesy lighting all about you . . . day/night inside mirror . . . padded instrument panel and sun visors . . . Thunderbird console with padded center arm rest and a concealed storage compartment . . . deep-well trunk that loads easier, carries your luggage upright. Thunderbird serves you with a personal touch *everywhere*.

*Available, instrument panel-mounted, on other models



The Personal Thunderbird Touch



The personal touch is the Thunderbird touch — elegant styling . . . exquisite interiors . . . fingertip conveniences . . . details as

fine as the unique reversible key. Here are innovations which set Thunderbird apart. (A) *Silent-Flo Ventilation*.^{*} Controlled fresh air, flowing in at the cowl, carries smoke, stale air out through the rear louvered vent. Keep the windows up; you'll enjoy the freshest air in any weather, an even quieter ride. (B) *Cruise-O-Matic Drive*. The "automatic" that set

*Hardtop, Town Sedan

the pattern for the industry. Smooth, responsive, versatile, obedient to your slightest wish. (C) *Front Disc Brakes*. Power-operated for ease, Thunderbird disc brakes are faster cooling, have greater resistance to fade. (D) *Swing-Away Wheel* moves aside to let you enter or exit with greater ease. A Thunderbird exclusive which has yet to be equaled!

(E) *Sequential Turn Signals*, now smartly styled into full-width taillights, signal the direction of your turn in a distinctive flow of light. (F) *Overhead Safety Panel*.[†] Convenient lights to tell you: "door ajar," "low fuel," "seat belts" and a signal and switch for emergency flasher. (Automatic door lock switch on console.) (G) *Reclining Seat*.[‡]

†Town models. Available, instrument panel-mounted, on other models.

Lets your front seat passenger lie back, even nap on long trips. Seatside control for simple adjustment. (H) *Highway Pilot Controls*.[‡] Fingertip toggle switches in steering wheel bar let you set your speed (above 25 mph), retard (providing mild braking action) or resume your pre-selected speed . . . all with your foot off the accelerator for totally new driving

‡Optional

ease. (I) *AM Radio/Stereo-sonic Tape System*.[‡] Playing through the standard AM radio, this newest Thunderbird innovation lets you select your favorite music on tape cartridges with up to 80 minutes of uninterrupted playing time. Four speakers—two placed in either door—surround you with the "living" sound of true stereo.

Standard Equipment

Thunderbird's personalized luxury is seen everywhere in this distinguished list of standard equipment which makes every Thunderbird an outstanding investment.

Among the most notable items: 315-hp Thunderbird Special V-8 ■ Cruise-O-Matic Drive ■ Double-Sided Door-Ignition and Trunk Keys ■ "Keyless" Door Locking ■ Individually Adjustable Shell-Contour Front Seats ■ Retractable Front Seat Belts with Automatic Reminder Light ■ Front Center Arm Rest (atop console) ■ Color-Keyed Rear Seat Belts ■ Rear Center Folding Arm Rest ■ Padded Instrument Panel and Sun Visors ■ Crank-Adjusted Vent Windows ■ "Floating" Day/Night (inside) and Remote-Control (outside) Mirrors ■ Automatic Parking Brake Release ■ Swing-Away Steering Wheel ■ Integral-Type Power Steering ■ Overhead Safety Panel (Town models) ■ Silent-Flo Ventilation System (Hardtop and Town models) ■ Power Brakes: Front Disc Brakes, Drum-Type Rear Brakes ■ All-Transistor AM Radio ■ MagicAir Heater-Defroster ■ Electric Clock ■ Courtesy Lights ■ Safety-Courtesy Door Lights ■ Glove Box Light ■ Lighted Ignition Switch ■ Roof Bow Light (Convertible) ■ Trunk Light ■ Backup Lights ■ Emergency Flasher System ■ Sequential Turn Signals ■ Dual Exhaust with Aluminized/Stainless Steel Mufflers ■ Shielded Alternator ■ Variable-Speed Hydraulic Wipers (18-in. blades) and Electric Washers ■ Complete Underbody Soundcoating ■ Full Wheel Covers.

Options

Thunderbird's list of options is most carefully limited to those few items which enhance the *personal touch* . . . add even more to Thunderbird luxury and performance. New THUNDERBIRD 428 V-8: 345 horsepower, 462 lbs-ft of torque for greater responsiveness and all-round performance. SAFETY/CONVENIENCE CONTROL PANEL (overhead type standard in Town models): toggle switches actuate emergency flasher and automatic door locks. Between them are lights to tell you flasher is operative, "low fuel" or "door ajar." Represented by the controls pictured at right—POWER ANTENNA: regulates antenna height from inside the car at the flick of your finger. SELECTABLE CONDITIONER (air outlets above stereo and radio; controls below): complete weather control wherever you drive. Cooling in summer, heating in winter and minute variations in between. AM RADIO/STEREO-SONIC TAPE SYSTEM: insert a cartridge and hear up to 80 uninterrupted minutes of your favorite music in rich, full-dimension sound. Combined with AM radio which is standard in all Thunderbirds. AM-FM RADIO: five push buttons to tune in



Thunderbird Command Post

your favorite AM stations, or static-free FM stations, or any combination of the two. Console controls for POWER SIDE WINDOWS* and POWER VENT WINDOWS* are equally convenient to driver or front seat passenger. Power Rear Quarter Windows (Convertible and Hardtop) have individual rear seat controls which can be "locked out" by the driver. Additional options for your consideration: Highway Pilot Controls (see page 7); 6-Way Power Seats; Reclining Passenger Seat (page 13); Deluxe Wheel Covers with Simulated Knock-Off Hubs; Rear Seat Radio Speaker; Single White or Red/White Sidewall Tires; Tinted Glass, among others.

*Available only in combination on Town models, individually on others

Thunderbird Specifications

Colors & Upholsteries—Brilliant, rich Super Diamond Lustre Enamel in 20 single tones (all models), 34 (two-tone combinations (Hardtop and Town Hardtop). Color-keyed trim selections: 3 cloth-vinyl, 10 all-vinyl, 4 genuine leather and vinyl (optional with reclining passenger seat). Your Ford Dealer can show you exact samples of Thunderbird colors and trims.

Maintenance—In addition to 100,000-mile (or 3-year, whichever comes first) major chassis lubrication interval, Thunderbird offers the convenience of twice-a-year (or every 6000-mile) oil changes and minor lubrications.

Engines—Standard is the 315-hp Thunderbird Special V-8, displ. 390 cu. in.; 4.05" bore x 3.78" stroke; 10.5 to 1 comp. ratio; 4-barrel/automatic choke carburetor; premium fuel; dual exhaust system. Optional is a new 345-hp Thunderbird 428 V-8, displ. 428 cu. in.; 4.13" bore x 3.98" stroke; 10.5 to 1 comp. ratio; 4-barrel/automatic choke carburetor; premium fuel; dual exhaust system. Thunderbird V-8 engine features include: aluminized/stainless steel mufflers; 36,000-mile (or 3-year) dry-type air cleaner; 6000-mile (or 6-month) Full-Flow oil filter; aluminized valves; hydraulic lifters; 190° thermostat; 36,000-mile/2-year coolant-antifreeze; 12-volt electrical system; 42-amp. alternator; 55 amp-hr "Sta-Ful" battery.

Front Suspension—Angle-Poised ball joints; wide-base coil springs. Rubber-insulated struts permit wheel "recession." Torsion-bar stabilizer. Lubrication interval: ball joints 100,000 miles or 3 years.

Rear Suspension—Extra-long, variable-rate leaf springs with rear axle located forward of center. Springs rubber-cushioned at front, at tension-type shackles and at axle.

Brakes—Self-adjusting power brakes. Front: caliper-type disc brakes with high fade-resistant characteristics. Rear: drum-shoe type brakes, drums cross-ribbed and flared for fade resistance. Total swept area 408 sq. in.

Transmission—Cruise-O-Matic Drive. Two selective ranges: "Drive" position (green dot) starting in low for normal driving—or alternate "Drive" position (white dot) starting in intermediate for more surefooted acceleration on slippery surfaces.

Drive—Hotchkiss. Semi-floating hypoid rear axle; straddle-mounted drive pinion. Permanently lubricated wheel bearings. Axle ratio 3.00 to 1.

Steering—Integral-design power steering. Swing-Away Wheel. Steering linkage lubricated for 100,000 miles or 3 years. Overall ratio 20.4 to 1. Turning diameter 40.2 ft.

Wheels and Tires—True-center wheels on precision-machined hubs. Low-profile tires built to rigid Thunderbird specifications; 8.15 x 15 on 5½" safety rims.

Dimensions and Capacities—113" wheelbase, 61" front, 60" rear treads; 205.4" length; 77.3" width; 52.5" (Hdtp.), 52.6" (Landau), 53.3" (Convert.) design-load height; fuel 22 gal.; oil 5 qt. with filter change; cooling system (with heater) 20.5 qt.

Prices—Some items illustrated or referred to as options, optional or available are at extra cost. For the price of the Thunderbird with the equipment you desire, see your Ford Dealer.

The illustrations and product information contained herein were current at the time this publication was approved for printing. However, in order to continue to offer the finest automotive products available, Ford Motor Company reserves the right to change specifications, designs, models or prices without notice and without liability for such change.

Every 1966 Ford-built car was designed step by step to be a safer, more convenient, economical and enjoyable automobile. Such protective items as front and rear seat belts, padded instrument panel and sun visors, deep-dish steering wheel, Safety-Yoke door latches, turn signals, backup lights, emergency flasher, recessed controls, and many others are standard equipment in every Ford-built car . . . designed into the car for greater safety.

Safety authorities agree: Safe driving means proper use of the automobile and its safety equipment, strict obedience to traffic laws at all times and—most importantly—development of the alert, defensive driving habits that are the motorists' best protection against unsafe conditions on the road.

Unique in all the world

