

THE 60 FORD

Thunderbird

WORLD'S MOST WANTED CAR



THE 60 FORD

Thunderbird

THE ONLY CAR

OF ITS *Charm* IN THE WORLD

Just say "Thunderbird"!

The very name evokes an image of glamour and spirit and distinction. This beautiful car comes by its beauty *naturally*. You won't find another car with lines so clean. So unaffected. So smart. Nor can any other car approach the Thunderbird for performance. Because no other car combines Thunderbird's compact size and handling agility with Thunderbird's mighty power. No wonder the 4-passenger Thunderbird is such an historic success!





Thunderbird— one of the all-time great automotive classics!

In every generation, there is one car that stands out, above all others, as the ultimate in glamour and excitement and prestige. In 1960, that car is beyond question the new Ford Thunderbird. The classic beauty of this unique car . . . and its incomparable performance . . . make

it the world's most wanted, most admired, most successful car.

You will find no counterpart for the Thunderbird on any road anywhere. No other car combines Thunderbird's compact size, elegant comfort, and spectacular performance. No other car has Thunderbird's purity of line. And no other car, certainly, has Thunderbird's love-of-life personality.

And yet, you'll find the 1960 Thunderbird costs less—far less—than other luxury cars!



Thunderbird owners are perfectionists. They have, in their T-birds, the world's most admired car and a spectacular performer—the car *everyone* would love to own!

THE BRILLIANT NEW
Thunderbird
HARDTOP

...every line is a line of distinction! Thunderbird's smartness and individuality make it the choice of people who have unlimited choice. It has influenced many of the people who formerly drove big, luxury cars to forget their past loyalties. They are now proud owners of Thunderbirds. For Thunderbird—alone among the world's luxury cars—gives you sports car roadability *and* luxury car comfort. And this is why the Thunderbird looks as exciting as a racer, and at the same time, seats four people so elegantly that each one enjoys the spacious, deep-down comfort found in a limousine.

YOU CAN'T KNOW WHAT

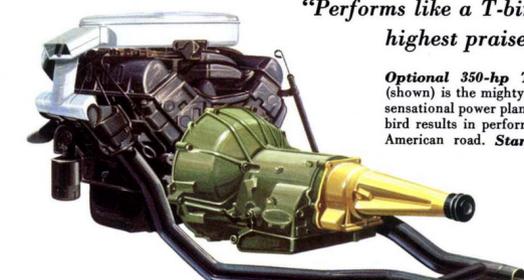
Performance IS UNTIL YOU DRIVE A *Thunderbird*

Two great engines make the name "Thunderbird" and "magnificent performance" mean one and the same thing: the highly responsive standard 300-hp Thunderbird 352 Special V-8 and the even more impressive optional 350-hp Thunderbird 430 Special V-8. Both give you the split-second surge of power and the intuitive eagerness that even the sportiest sports car might well envy. And, it goes without

saying, Thunderbird's ease of handling, cornering, climbing, parking—*every* aspect of T-bird performance—is simply spectacular.

Significant, too, is the fact that the Thunderbird delivers power *where it counts*—for extra-safe passing in normal speed ranges. And Thunderbird's automatic ride control smoothes out even rough country roads in a way you must experience to believe.

"Performs like a T-bird" is the highest praise you can give any car!

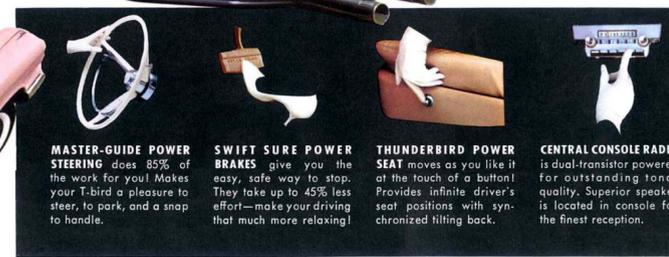


Optional 350-hp Thunderbird 430 Special V-8 (shown) is the mighty heart of the 1960 Thunderbird. This sensational power plant in a car as compact as the Thunderbird results in performance and agility unmatched on the American road. **Standard 300-hp Thunderbird 352 Special V-8** is the triumphant achievement of Ford—the world's most experienced builders of V-8's.



Thunderbird
OPTIONS AND ACCESSORIES

To add an extra measure of comfort and pleasure, we present options and accessories noteworthy for the fact that they are beautifully *functional*. They are practical. Each one contributes measurably to the satisfactions of driving a Thunderbird. Each one adds a brilliant personal touch and greater luxury to the car *everyone* would love to own.



MASTER-GUIDE POWER STEERING does 85% of the work for you! Makes your T-bird a pleasure to steer, to park, and a snap to handle.

SWIFT SURE POWER BRAKES give you the easy, safe way to stop. They take up to 45% less effort—make your driving that much more relaxing!

THUNDERBIRD POWER SEAT moves as you like it at the touch of a button! Provides infinite driver's seat positions with synchronized tilting back.

CENTRAL CONSOLE RADIO is dual-transistor powered for outstanding tonal quality. Superior speaker is located in console for the finest reception.

THE DAZZLING NEW
Thunderbird
CONVERTIBLE

...unique in all the world for drama and excitement! Fully automatic, the top disappears completely! Without getting out of the car . . . without leaving the driver's seat . . . you just touch the magic control—and behold! The power-operated rear deck lid rises, the fully retractable soft top folds and vanishes in seconds into the spacious trunk, and the rear deck lid closes—all *automatically*. To all appearances, this brilliant convertible has no top—not even a *hint* of a top—nothing to interrupt the long, clean sweep of Thunderbird beauty. There's just you and the sun and fun . . . in the only convertible of its kind in the world!



Sliding sun roof leaves you wide open to the sky—when you want it . . . weatherproof when you need it! This sliding all-steel panel makes even hot-weather driving a pleasure, for the open air roof allows free circulation of air. In winter, opening the roof part way improves your heater's effectiveness and gives you the added comfort of fresh, constantly changing air. The sun roof gives you all the advantages of a closed car *plus* the "open air" feel of a convertible.

Other options available

- Power-Lift Windows * MagicAire Heater * SelectAire Conditioner
- Aquamatic Windshield Washer-Wiper * Adjust-O-Ring Full-View Mirror
- Visored Full-View Mirror * Full-View Mirror * Visored Spotlight with Mirror
- Backup Lights * Fender Shields * Sun Ray Wheel Covers
- Sport Spare Wheel Carrier * Locking Gas Cap * Ford Seat Belts
- Front Fender Antenna * Deluxe Rear Deck Antenna * 65 and 70 Amp-Hr Batteries
- Glove Box and Luggage Lights * I-Rest Tinted Safety Glass

Dashing AS A SPORTS CAR... *Comfortable* AS A LIMOUSINE!

THE 60 FORD

Thunderbird

THE ONLY CAR OF ITS *Style* IN THE WORLD

Inside and out, the 1960 Thunderbird has a pulse-quickenng sports car personality. With its beautifully compact body, it looks as swift and fiery as any Sebring sprinter. The imposing instrument panel of ribbed die casting in gleaming satin chrome enhances the T-bird's sports car character. At the same time, your Thunderbird brings you limousine comfort and luxury. And not even the biggest, costliest limousine can boast the panel console that extends from the T-bird's instrument panel and serves the convenience of driver and all passengers!

Through Thunderbird's wide doors (fully 4 feet wide) you slip easily into *individual* seats, individually contoured, with formed foam rubber in the cushions *and* backs. Each is as wide and deep and soft as any seat in your home. Moreover, the back of the front passenger seat folds *all the way down*. This makes entrance even easier. Trunk space? The T-bird trunk is actually 5 feet, 5 inches wide. That gives you more than 20 cubic feet of space! And this year, you have a choice of no less than *fifteen* interior color combinations featuring rich morocco grain vinyl . . .

nylon cord . . . or genuine leather (shown at right). *And you get all this as standard equipment on the 1960 Thunderbird:* Thick-padded Lifeguard safety instrument panel, fully-cushioned Lifeguard sun visors and deep-center Lifeguard steering wheel. Self-regulating electric clock. Day-night type rear-view safety mirror. Handsome Thunderbird front fender ornaments. Individually adjustable driver's seat and front passenger seat. In every way this magnificent 1960 Thunderbird is a unique automotive achievement.



Thunderbird Colors

Nineteen rich Single Colors for the 1960 Thunderbird exterior . . . 15 harmonizing interior trims . . . 3 distinctive convertible top colors . . . and no less than 56 Two Tone hardtop combinations! This is the beautiful, luxurious choice of color that the new Thunderbird offers you. And each color is in new Diamond Lustre Finish . . . the brightest gloss, hardest finish ever developed. It's so durable you won't have to wax it—ever!

The basic colors are: Corinthian White, Raven Black, Platinum, Gunpowder Gray, Montecarlo Red, Moroccan Ivory, Royal Burgundy, Springdale Rose, Palm Springs Rose, Beachwood Brown, Sultana Turquoise, Aquamarine, Kingston Blue, Acapulco Blue, Skymist Blue, Diamond Blue, Briarcliffe Green, Meadowvale Green and Adriatic Green.

The convertible offers you a choice of the best in weatherproof soft tops—two in soil-resistant, satin-grained white or blue vinyl and one in fade-resistant black rayon.

Interiors are beautifully upholstered with 6 rich morocco grain vinyl bolsters and 5 nylon cord fabric inserts or 6 morocco grain vinyl inserts in elegant button-tufted design; also available are 4 *genuine leather* bolsters and deep-pleated inserts—all in colors to harmonize with exteriors. Hardtop headlining is white perforated vinyl. Carpets, both in the front and in the rear, are of deep-loop rayon.

When you see them, you will agree, we believe, that colors, fabrics and trim of such subtle beauty and taste could only belong to that jewel of a car—the 1960 Thunderbird!

Specifications

ENGINES: 300-hp Thunderbird 352 Special V-8 (standard)—352-cu. in. displ.; 4.00" bore x 3.50" stroke; 9.6 to 1 comp. ratio; premium fuel; 4-barrel carburetor, dual exhausts, aluminized mufflers. Features Precision Fuel Induction for superior performance and economy, Super-Filter air cleaner, Full-Flow oil filtration, automatic choke, free-turning overhead aluminized valves with hydraulic lifters, Cross-Flow cooling system and 180° thermostat. Engine electronically balanced under own power for optimum smoothness.

350-hp Thunderbird 430 Special V-8 (optional)—430-cu. in. displ.; 4.30" bore x 3.70" stroke; 10.0 to 1 comp. ratio, premium fuel; 4-barrel carburetor, dual exhausts, aluminized mufflers. Features preheated carburetor air induction system with Super-Filter air cleaner, water-jacketed direct-line intake manifold and in-block combustion chambers with step-top pistons for exceptional performance and economy. Three-stage pressurized cooling system, Full-Flow oil filtration, automatic choke, free-turning overhead aluminized valves with hydraulic lifters. Engine electronically balanced under own power for optimum smoothness.

CONSTRUCTION: Welded, integral body and frame, for greater durability and quietness with high strength-weight ratio.

SUSPENSION: Swept-Back, Angle-Poised Ball-Joint front with coil springs and sports-car stabilizer to control roll on turns. Even-Keel asymmetrical rear leaf springs provide soft-action, variable rate with rubber-bushed supports, rubber insulation at axle and tension-type shackles for anti-dive and anti-squat control on braking and acceleration. Double-acting shock absorbers, front and rear.

BRAKES: Double-sealed 11" duo-servo hydraulic. 208-sq. in. lining area. Composite drums with cooling grooves for fade resistance. Suspended pedal. Dash-mounted master cylinder.

TRANSMISSIONS: 3-speed Conventional Drive or optional Overdrive with automatic 4th gear (with 352 Special V-8); or Cruise-O-Matic Drive with two selective drive ranges (with 352 Special V-8 or 430 Special V-8).

DRIVE: Deep-offset hypoid rear axle with straddle-mounted pinion gear. Hotchkiss drive. Axle ratios (to 1): 3.70 with 3-Speed or Overdrive; 3.10 with Cruise-O-Matic Drive for 352 Special V-8, 2.91 with Cruise-O-Matic Drive only for 430 Special V-8.

STEERING: Smooth, free-rolling recirculating-ball type gear; 25 to 1 over-all ratio. Turning diameter 40 feet.

TIRES: 4-ply black tubeless of Tyrex super cord, 8.00 x 14, on 5½" safety rims. Whitewall tires optional.

DIMENSIONS: 113" wb.; 60" front, 57" rear treads; 205.4" over-all length; 52.5" (hardtop), 53.1" (conv.) design-load height.

STANDARD EQUIPMENT: Lifeguard padded instrument panel, cushioned sun visors, double-grip door locks, safety-swivel day-night type inside rearview mirror and deep-center steering wheel with horn ring. Manually adjustable individual front seats, electric clock, automatic dome light in hardtop and courtesy light in convertible, cigarette lighter, coat hooks, front fender ornaments, dual horns, turn signals, vacuum-booster pump for more constant windshield-wiper action.

PRICES: Some items illustrated or referred to are at extra cost. For the price of the Thunderbird with the equipment you desire, see your Ford Dealer.

The specifications were in effect at the time this folder was approved for printing. The Ford Division of Ford Motor Company reserves the right to discontinue models at any time, or change specifications or design, without notice and without incurring obligation.

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