

1975 Thunderbird

20th Anniversary



Thunderbird '75. Could it be the best luxury car buy in America?

Each year—for 20 years—we have designed and built Thunderbird to be one of the finest personal luxury cars we've ever made. In styling, value, comfort—everything.

Our new 1975 Thunderbird continues the 20-year tradition impressively. With clean, classic styling. And a luxuriously appointed interior that helps usher in a new generation of motoring pleasure.

You'll like Thunderbird concern for comfort. A new softness inside. A new ease. With ample room for six. And sumptuous split bench seating on rich, lavish fabrics. Elegant touches like assist straps. Plush 24-oz. cut-pile carpeting—front and rear. Woodtone applique, and more.

Once you turn the key, you'll find this '75 responds smoothly to your slightest command. You ride in quiet that comes from quality construction. And precise attention to detail, from design to final inspection.

Many luxuries are standard. The spirited, 460-cu. in. 4V V-8. SelectShift transmission. Power steering. Power brakes. Steel-belted radial ply tires. The full list is on page 6.

And you can individualize from a wide assortment of amenities. Four-wheel disc brakes. Wide-band white sidewalls. Ford Motor Company's exclusive Electric Windshield/Rear Window Defrost, which uses heated gold film laminated in glass, and many other outstanding options listed on page 7.



New Copper Luxury Group.

The Thunderbird here features the Copper Luxury Group option, one of two special Anniversary edition offerings. Exterior distinctions include: a Copper vinyl half-roof (full vinyl roof included when Glass Moonroof is ordered) □ Copper-color roof moldings □ Copper vinyl-clad rear window moldings □ color-keyed bodyside moldings □ Gold Thunderbird insignia in Opera Windows □ Copper Starfire glamour finish (or Polar White) □ bodyside, hood and deck lid tape stripes □ deep dish aluminum wheels.

Interior distinctions are incredibly rich and elegant. Even for Thunderbird. (See right above.) Sumptuous velour fabric, or leather seating surface upholstery—you can select either trim—is immaculately tailored. Velvety Copper Media velour (Code MC) is illustrated. Both driver and passenger can adjust seats to individual comfort. Pull-down center armrests add even more luxury. Copper appointments throughout have a hand-finished quality. And there's a deluxe luggage compartment trim. (Special equipment shown: Convenience Group, power antenna.)

Whether you choose the Copper Thunderbird or any of 19 other magnificent exterior colors, it's a dramatic way to make a little Thunder of your own.



A new generation of personal luxury.

Total luxury, a Thunderbird hallmark for 20 years, is clearly apparent in the sculptured elegance illustrated here. When you add deep-cushioned comfort and the quiet performance, you can appreciate why we believe Thunderbird is one of the world's most distinguished personal luxury cars.

Traditional emphasis on engineering excellence accounts for the Thunderbird ride. Smooth, luxurious driving—with a low center of gravity. Handling ease, thanks to a Posi-ride rear suspension, front and rear stabilizer bars.

The inventory of standard luxuries is impressive. See page 6. So is the proud way you feel as you see many heads turn when you pass by.

You can order conveniences for even easier going. Turnpike Group, for example, offers fingertip speed control, a reclining passenger seat and trip odometer. Other delights are detailed on page 7.

New Silver Luxury Group.

Thunderbird '75, with the Silver Luxury Group option illustrated here, presents another distinctive Anniversary arrangement available to discriminating owners. Exterior accoutrements include: a padded Silver Odense grain half-vinyl roof (a full roof when combined with the optional power-operated Glass Moonroof shown) □ color-keyed roof moldings, vinyl-clad rear window moldings and wide bodyside moldings □ Silver Starfire finish □ dual bodyside and hood striping □ deluxe wheel covers.

Interior distinctions feature high-fashion flair as well as basic richness. (See far right.) With fabrics that delight the eye, the sense of touch—and for all their elegance, are surprisingly durable. Like the soft Silver leather seating shown (Code KP), plus handsome Silver appointments. If you wish, you can have Dark Red leather seating or Dark Red Picton velour with the Silver Luxury option. Burled walnut woodtone accents grace the new luxury steering wheel. And there's deluxe luggage compartment trim. Special items illustrated are a reclining passenger seat, Convenience Group, fingertip speed control, power antenna and simulated wire wheel covers. The mobile telephone is available from outside sources.

Whatever color you opt for, unique Thunderbird driving will be yours. Which should be exhilarating enough for anyone.



Many Thunderbird luxuries come standard.

Thunderbird owners, every year, enjoy a myriad of luxury items standard. For '75, these standards make Thunderbird an even more outstanding car to own: 460-cu. in. 4V V-8 with Solid State Ignition □ SelectShift Cruise-O-Matic Transmission □ Power Steering □ Power Front Disc Brakes □ Gas-Saving WSW Steel-Belted Radial Ply Tires □ Full Wheel Covers □ Deluxe Bumper Group □ Front Cornering Lamps □ Automatic Parking Brake Release □ AM/FM Stereo Radio □ 61-amp. Alternator □ Manual Select-Aire Conditioner □ Tinted Glass □ Full Vinyl Roof (except with Luxury Groups) □ Opera Windows □ Burlled Woodtone Accents □ Inside Hood Release □ Remote Control Left-Hand Mirror □ Hood Ornament □ Bright Moldings at Hood Rear, Door Belts, Drip Rails □ Vinyl Insert Bodyside and Partial Wheel Lip Moldings, and more listed at right and below.



Standard Thunderbird Interior (left) maximizes comfort and convenience with: Power Windows □ Power Ventilation □ Automatic Seat Back Release □ Courtesy Lighting (door courtesy lights, underpanel, glove box, and front ash tray lights) □ Individually Adjustable Split Bench Front Seats with Fold-Down Center Armrests □ Aurora Nylon Cloth and Vinyl Upholstery with the manners of silk (Saddle, Medium Blue, Medium Green, Black available) □ Electric Clock □ 24-oz. Cut-Pile Carpeting □ Deluxe Seat Belts □ Fully Lined Luggage Compartment with Spare Tire Lock □ Thunderbird Sound Package.

Odense Full Vinyl Roof (Black, White, Blue, Silver Blue, Gold, Green, Brown, Tan, Red, Copper or Silver), Opera Windows. Half-Vinyl Roof with Copper or Silver Luxury Groups.

Thunderbird identification including Opera Windows, Hood Ornament, Bright Moldings at rear hood edge, door belts, drip rails, vinyl insert bodyside and partial wheel lip moldings.

Power Steering

SelectShift Cruise-O-Matic Transmission

460 CID 4V V-8 Engine with Solid State Ignition

Power Front Disc Brakes

Full Coil Suspension with Front and Rear Stabilizer Bars, Strong Body/Frame Construction Extensive Soundproofing.

Gas-Saving White Sidewall Steel-Belted Radial Ply Tires, Full Wheel Covers.

Deluxe Bumper Group (Guards and Rub Strip with White Inserts)

Fully lined, lighted Luggage Compartment with Spare Tire Lock to deter theft.

Distinctive new Thunderbird in optional Emerald Starfire (Code 41) beautifully paired with a White Odense grain vinyl roof. Interior: Rich-looking Aurora cloth and vinyl trim in Green (Code HG).

Note: See Color Code reference on back cover.



You can have it all your own way.

Thunderbird comes more than adequately equipped for most owners. But few people have identical needs and tastes. The inviting array of options we offer lets you tailor your Thunderbird to your kind of traveling, and enjoy any additional degree of driving pleasure you prefer.



AM/FM Stereo Radio with Tape Player. Has four speakers for concert-quality music. You can also play your own favorite selections for uninterrupted listening pleasure. **Power Antenna.** Automatically raises or lowers from control inside the car.



Power-Operated Glass Moonroof. One-way glass version, comes with Silver-, Gold- or Brown-tinted glass panel. When ordered with Copper or Silver Luxury Group, full vinyl roof is included. **Power-Operated Sunroof.** Touch a switch for window to the heavens. Touch again, it closes snugly.



Turnpike Group. Adds comfort, convenience. Manual reclining passenger seat adjusts to angle up to 35°. Fingertip speed control lets you cruise (foot off accelerator) at any preset speed above 30 mph. Switch controls on steering wheel turn system on or off, or let you accelerate or coast. Touching brake also disengages system. Trip odometer included. Optional trim shown, White leather seating surfaces with vinyl trim (Code KW). Additional leather seatings available in 8 other colors. Optional super-soft vinyl is available in 7 colors (see below).

Electric Windshield/Rear Window Defrost (shown below). Sophisticated de-icing system first used on jet aircraft, which features a Gold-plated polyester interlayer laminated between sheets of Ford glass. Heated Gold film helps melt snow and ice. It is a Ford Motor Company exclusive.



Electric Rear Window Defroster. (Not shown.) Uses fine conductive strips to warm and help clear rear window.

More options to help you express your individuality

Appearance: Copper Luxury Group (pages 2-3) □ Silver Luxury Group (pages 4-5) □ Dual Bodyside and Hood Paint Stripes □ Luggage Compartment Dress-Up—floor, sides, tire cover carpeting □ Protection Group—front/rear color-keyed floor mats with carpet inserts, license plate frames, door edge guards, rocker panel moldings, spare tire cover □ Wide vinyl insert bodyside moldings □ Deluxe wheel covers (standard with Silver Luxury Group) □ Simulated wire wheel covers □ Deep dish aluminum wheels (standard with Copper Luxury Group) □ Wide-band WSW tires □ Leather seating with vinyl trim (Black, White, Medium Green, Medium Blue, Saddle/Tan, Saddle, Dark Red, Copper, Silver). Standard with Silver and Copper Luxury Groups. See Luxury Group details, pages 2-3, 4-5 □ Picton Velour Cloth Trim (Medium Green, Medium Blue, Saddle, Dark Red.) Standard with Silver Luxury Group □ Super-soft vinyl (Black, White, Medium Green, Medium Blue, Saddle/Tan, Saddle, Dark Red.)

Security: Anti-theft Alarm System—electronic theft-deterrent sounds horn when security is tampered with. Includes decals and locking inside hood release. Security Lock Group—lockable hood release, locking gas cap.

Comfort: Manual reclining passenger seat □ Tilt steering wheel. **Convenience:** Convenience Group—right-hand outside remote control mirror, adjustable interval windshield wipers □ Fingertip Speed Control □ Light Group—Autolamp on/off delay system, illuminated visor vanity mirror, dual overhead map lights, low fuel and door ajar warning lights, headlamps on warning buzzer,

Glamour Paints. High-metallic content colors for greater reflectivity, hand-polished to a lustrous sheen. Choice of: Blue Starfire (3P), Gold Starfire (6G), Cinnamon Starfire (51), Medium Red Metallic (2G), Silver Starfire (1J), Silver Blue Starfire (3R), Emerald Starfire (41), Bronze Starfire (54), Copper Starfire (52).

engine compartment light □ Power Lock Group—electric door locks, electric trunk lid release □ 6-way power seat, driver only □ 6-way power seats, driver and passenger □ Power Mini-Vent Windows □ Space-Saver Spare Tire—collapsible spare on wheel, pressurized canister and includes regular spare tire. **Performance:** Optional Axle Ratio □ Traction-Lok Differential Axle □ Four-Wheel Disc Brakes □ Sure-Track Brake Control System (includes 4-wheel disc brakes) □ Dual Exhaust □ Heavy-Duty Suspension (high-rate front/rear springs, HD front/rear shock absorbers) □ Fuel Monitor Warning Light—alerts you when engine vacuum is below peak efficiency so you can adjust driving habits to improve fuel economy. **Trailer Towing Package, Class III.** Package offers heavy-duty suspension, alternator and radiator with coolant recovery system; auxiliary transmission oil cooler; 3.00 axle ratio; wiring harness and towing plaque. Tows trailers up to 6000-lb. GTW with tongue load up to 700 lb.

The closer you look, the better we look.

Thunderbird quality is a product of many things, of many people. The pride and dedication of designers and engineers. On drawing boards. In laboratories. In the field. And the pride of Ford craftsmen on the assembly line.

All are on constant alert for new materials, methods and designs to bring you new high standards of quality. To give you the greatest possible value for your purchase.

You see this dedication to excellence in special care and attention to each Thunderbird detail—from initial planning and design to final test and inspection. And you appreciate the ultimate result when you walk around the new Thunderbird. Sit in it. And try it on the road.

You'll be impressed by the care taken in fitting parts together. Like the doors, deck lid and hood. Even moldings.

Doors open smoothly, close snugly. And with a quality sound. Exterior paints are lustrous and smooth.

Fine, luxurious interior fabrics are carefully tailored.

The Thunderbird ride is smooth. It has a solid, substantial feel. And is exceptionally quiet. So your close look will tell you the 1975 Thunderbird is more than just another personal luxury car. It is the culmination of a quality legacy.

Thunderbird economy/durability features. Thunderbird is scheduled for 5,000 miles between oil changes, 30,000 miles between major chassis lube. Other service-saving features include: self-adjusting brakes, 3-year engine coolant antifreeze*, long-life Motorcraft Sta-Ful battery, corrosion-resistant aluminized muffler, zinc-coated underbody parts. The body/frame construction, with closed box-section members and five crossmembers, gives Thunderbird a strong, durable frame.

*35 or 40 months as indicated on decal posted on inside glove box door.

Exterior color choice. 20 color selections are available—9 optional, detailed on page 7, and these 11 standard choices: Black (1C) □ Polar White (9D) □ Dark Blue Metallic (3G) □ Pastel Blue (3Q) □ Dark Yellow Green Metallic (4V) □ Light Green Gold Metallic (4Z) □ Light Green (47) □ Dark Brown Metallic (5Q) □ Medium Ivy Yellow (6N) □ Dark Red (2M) □ Dark Gold Metallic (6Q).

Note: For your convenience, Thunderbird colors include codes—example: Dark Red (Code 2M). Your Ford Dealer will be glad to show you actual color chips and sample swatches of vinyl roof and interior trim materials.

Vinyl roof colors. 11 available in Odense Grain: Black □ White □ Blue □ Silver Blue □ Green □ Brown □ Tan □ Gold □ Red □ Copper □ Silver. (Half-vinyl roof is standard with Copper and Silver Luxury Groups. Full vinyl roof is included with Glass Moonroof option.)

Measurements.

Wheelbase 120.4" □ Length 225.6" □ Height 53" □ Width 79.7" □ Luggage Volume 13.5 cu. ft. □ Fuel Capacity 26.5 gals., unleaded type □ Approximate Curb Weight (lb.) 5101 □ Seating Capacity—6 passengers.

Upholstery Color and Trim Choices

Interior Color	Standard Aurora Cloth & Vinyl	Picton Velour Cloth & Vinyl	Super-soft Vinyl Trim	Leather Seating & Vinyl Trim
Black	X		X	X
White			X	X
Medium Green	X	X	X	X
Medium Blue	X	X	X	X
Saddle/Tan*			X	X
Saddle	X	X	X	X
Dark Red		X	X	X
Copper**		X		X
Silver				X

*Tan seating and door panel inserts with Saddle components.

**Velour is Media cloth.

You drive in confidence.

Ford cares about you and those you care about. You'll find this reflected in each new 1975 Thunderbird which includes all of the FORD MOTOR COMPANY LIFEGUARD DESIGN SAFETY FEATURES, standard. Extra securities like steel side door beams, protective front and rear bumpers, and many others.

NOTES:

Replacement Parts. Your 1975 Thunderbird comes with factory-engineered Motorcraft battery, oil filter, shock absorbers, Autolite Power Tip Spark Plugs and other Ford approved precision parts. For continued top performance, be sure to specify Motorcraft Parts and Autolite Powertip Spark Plugs whenever replacement is necessary.

Illustrations and information presented were correct when approved for printing. Ford Division reserves the right to discontinue or change at any time, specifications or design without incurring obligation. Some features shown or described are optional at extra cost. Most options are offered on all models. Some options are required in combination with other options.

Availability of some models and features described may be subject to a slight delay. Always consult your Ford Dealer for the latest, most complete information on models, features, prices and availability.

The engine in your car is designed to operate on UNLEADED FUEL ONLY (cars sold in the U.S.A.). Leaded fuel can damage the catalytic converter and affect other emission control components.

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THUNDERBIRD

FORD DIVISION

