



A Thunderbird is a promise...

of sweet, spirited performance...of uncommon elegance and comfort
...of exclusive details...of sound basic value for the years to come

These and more are fulfilled in the 1960 Thunderbird, the only car of its kind in the world.

Start with the distinctive Thunderbird silhouette—the shape that looks like stopped motion. The smart, unaffected design that promises sports-car roadability and handling ease with luxury-car comfort... the great basic design that makes Thunderbird an automotive classic.

Open the door. Here is space. The door is four feet wide. You enter and leave effortlessly.

Step in—to serene beauty. The elegant Thunderbird atmosphere is deliberately composed—it is a high-style blend of appointments, fabrics and colors matched to your taste. Thunderbird seats are individually contoured in formed foam rubber... providing uncommon comfort—even on the longest trips.

Drive the Thunderbird.

Now you'll learn why it has become most everyone's "someday" car. Nothing you have experienced can compare with commanding the power of the world's most wanted car. There are two Thunderbird engines: the Thunderbird 352 Special V-8 or the optional Thunderbird 430 Special V-8. Both are models of maximum combustion efficiency with four-barrel carburetion, precision fuel induction, and modern short-stroke power.

Touch the accelerator. Your Thunderbird moves

boldly into action—with the swift responsiveness of a polo pony.

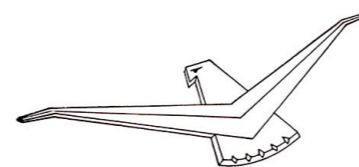
The road, the humdrum traffic, quickly fade behind you... now you're in Thunderbird country—and there's no other country like it in the world.

For 1960 the Thunderbird thrill is available in three versions: 1. The convertible, with the fully automatic top that disappears completely leaving only the long, lean line of Thunderbird beauty; 2. the hardtop with optional sliding Sun Roof—the all-metal panel that opens easily when you want it; weatherproofs tightly when you need it; and 3. the classic hardtop.

Whichever Thunderbird you choose, you'll have the added satisfaction of having made a blue-chip investment, for the Thunderbird appeal is timeless. Naturally, they have become collector's items. And as collector's items, their resale price remains high—year after year. Your 1960 model is no exception.

Yet with all of its classic distinction, your Thunderbird is the one luxury car that is not really a luxury. It costs less than you might expect. Your Ford dealer takes special pride in demonstrating this fact. Make an appointment with him. Your "someday" car—the Thunderbird—could be yours tomorrow.

FORD DIVISION, *Ford Motor Company*



'60 THUNDERBIRD

THE WORLD'S MOST WANTED CAR