



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