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People who Thunderbird have a talent for setting trends

And for discovering them. For a decade their car has been a symbol of all that is modern. Now, a new trend begins with Thunderbird for 1964. You'll know it the instant the exclusive Swing-Away steering wheel moves over to ease your entrance into the Thunderbird cockpit. New contoured front seats cradle you luxuriously. On the flight deck, a warning light reminds you to fasten the retractable seat belts; optional panel lights tell you when gas is low, a door is ajar. But, most impressive of all, is the smooth, silent way Thunderbird moves and corners and rides this year. Try it. Find out why the trendsetters say, "other cars you drive . . . this one you Thunderbird."

Thunderbird 
unique in all the world

