





*Individuality*





*Thunderbird people have  
one thing in common.  
They're uncommon.*

**Thunderbird '71.** For you, the individualist. A car certain to strengthen its heritage of uniqueness and individuality. And a rewarding way to escape the hemmed-in feeling of conformity.

Each sumptuous new Thunderbird surrounds you with cushioned, carpeted luxury. Each offers contemporary styling and a velvety quiet ride that will be a constant source of pride. A bold new grille and bright valance panel provide a striking new front configuration.

Standard Thunderbird items would be a luxury list for lesser cars: 429 CID 4V V-8, Select-Shift Cruise-O-Matic, power steering, power front disc brakes, wheel covers, cornering lights, AM radio, vinyl roof (Landaus), front seat center armrest, Uni-Lock Harness, full-width taillights with sequential turn signals, and more. See the full lineup of standard features on page 12.

Thunderbird quality, precision-checked electronically, is outstanding. Each Bird is checked thoroughly again with a stethoscope to detect wind noise the unaided human ear might not hear.

**Two-Door Landau**, the distinguished new model presented here in optional Green Fire, with Special Brougham and Michelin tire options, one of

three exceptional ways to express your individuality. It features a brand-new town-car type roofline . . . giving a greater feeling of privacy and noticeable increase in headroom. Four-Door Landau and Two-Door Hardtop are two other impressive versions.

**Special Brougham Option** exterior features you see here include: color-keyed wheel covers, bodyside moldings with protective color-keyed vinyl inserts, color-keyed stone shields and grille panels (not visible in the view illustrated) and H78 x 15 belted dual-band white sidewall tires. The *single-band* white sidewall tires illustrated are optional Michelin steel-belted radials. They're available alone, or as part of an all-new Turnpike Convenience Group which also gives you Fingertip Speed Control and manual reclining passenger seat.

Quality options, like SelectAire Conditioner with automatic Temperature Control—set and forget, for year-round comfort—let you be even more individual. See the long list detailed on page 12.

And with the wide array of colors and textures of paint and trim available, each Thunderbird can be as rare, as individual as you choose. Just great, we say. For Thunderbird people are uncommon to begin with.



*1971 Thunderbird Two-Door Landau*



*More original.  
More personal.  
More individual.*

You get a breathtaking introduction to luxury when you enter the private world of Thunderbird. New fabrics, leathers, colors and finishes . . . meticulously tailored . . . give you the most sumptuous interiors in Thunderbird history.

Soft, attractively pleated, all-vinyl trim is standard on all models (see illustration on page 12). So are comfortable Flight Bench seats, with front center armrest. Rich-looking colors include dark green, dark blue, white and black. Plush, nylon loop pile carpeting blankets the floor.

*Special Brougham Option*, available on Two-Door models, features both distinguished interior appointments and comfort (front seat shown on the facing page, rear seat illustrated in (A) at right) and unique exterior decor (shown below and on page 2). It gives you sculptured, space-age High Back bucket seats impeccably fitted with an exclusive design in luxurious hopsack cloth and vinyl trim, and featuring matching door trim panels. Gracefully coved rear seat with a pull-down center armrest provides thickly padded lounge-chair comfort.

Other *Special Brougham* interior distinctions: center console • Rim-Blow deluxe three-spoke steering wheel (pressure anywhere on inside wheel rim actuates horn) • plush cut-pile carpeting • door pull handles and courtesy lights.

Exterior *Special Brougham Option* accoutrements included are: auxiliary grille lamps with color-keyed stone shield and grille finish panels • full-length bodyside moldings with protective, color-keyed vinyl inserts • wheel lip moldings • bias-belted, dual-band white sidewall tires and color-keyed wheel covers.

*Power-operated Sunroof* option (B), a delightful, functional form of individuality, is your push-button window to the sun, moon and stars. Available on Two- and Four-Door Landaus and on the Two-Door Hardtop when equipped with vinyl roof option.

A *Brougham Interior*, another and separate tasteful option available on all Bird models, is illustrated and described on pages 10 and 11.

In color, texture and trim, 22 interior combinations on Two-Door models, plus 13 combinations on the Four-Door Landau, give you 35 more ways to make Thunderbird more original . . . more personal . . . and much more individually yours.





## *Thunderbird. Sets the trend in personal luxury.*

Two-Door Hardtop, new SportsRoof-styled version, offers a lively look that will deepen your pride of Thunderbird ownership. You enjoy full distinction, luxury and beauty, as well as the personal sport-car concept that originated with Thunderbird. It provides a unique blend of individual comfort, luxury and fine-car ride with exciting performance.

The Cayman grain vinyl roof is a distinctive new option for the Hardtop in '71, and is available in colors to complement the body colors—blue, green, brown, white, and black.

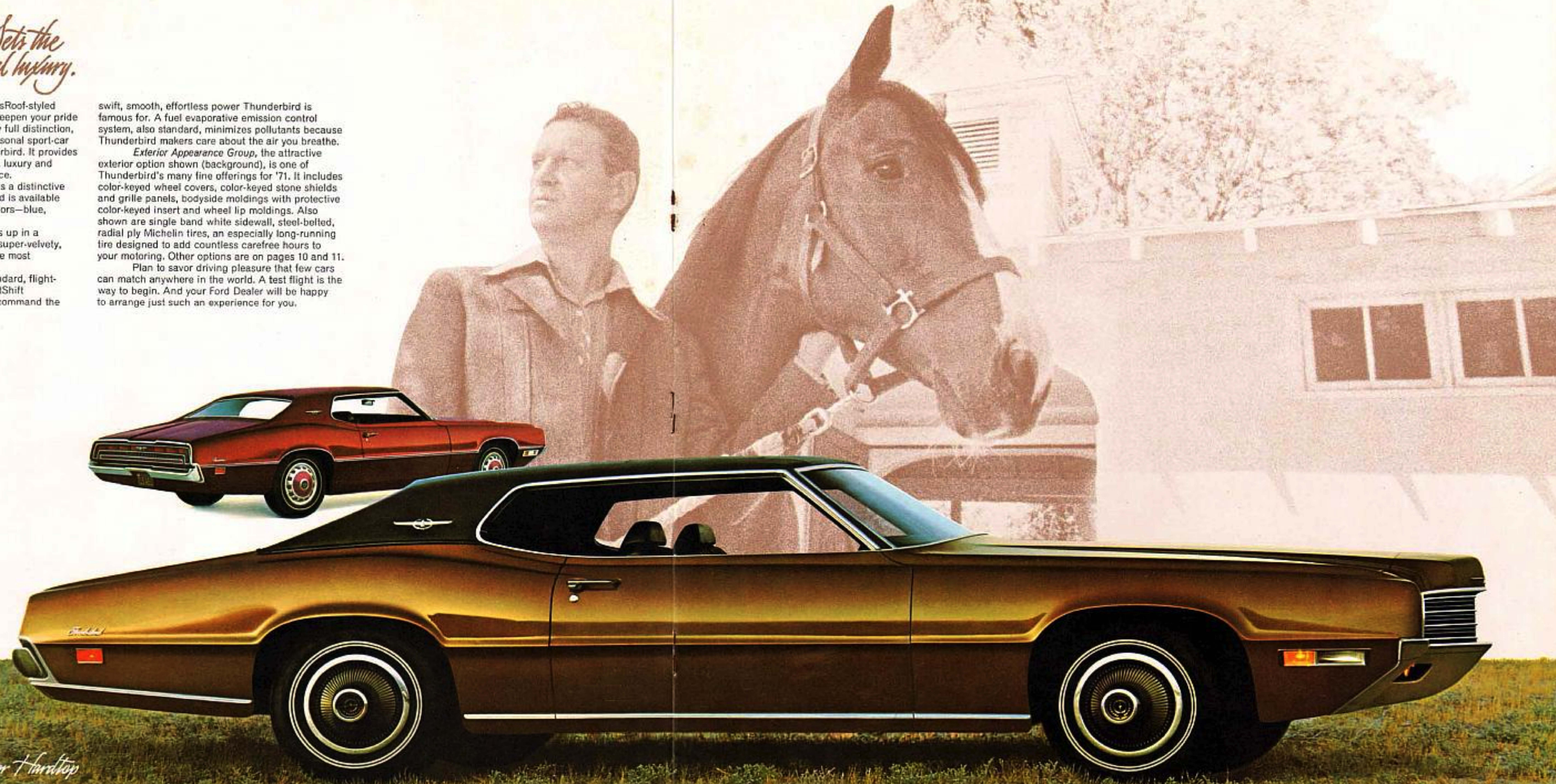
Engineering excellence shows up in a remarkably smooth, quiet ride. It's a super-velvety, controlled ride which rivals that of the most expensive luxury cars.

Under the long hood, the standard, flight-muscled 429-cu. in. 4V V-8 and SelectShift Cruise-O-Matic transmission let you command the

swift, smooth, effortless power Thunderbird is famous for. A fuel evaporative emission control system, also standard, minimizes pollutants because Thunderbird makers care about the air you breathe.

*Exterior Appearance Group*, the attractive exterior option shown (background), is one of Thunderbird's many fine offerings for '71. It includes color-keyed wheel covers, color-keyed stone shields and grille panels, bodyside moldings with protective color-keyed insert and wheel lip moldings. Also shown are single band white sidewall, steel-belted, radial ply Michelin tires, an especially long-running tire designed to add countless carefree hours to your motoring. Other options are on pages 10 and 11.

Plan to savor driving pleasure that few cars can match anywhere in the world. A test flight is the way to begin. And your Ford Dealer will be happy to arrange just such an experience for you.



*Thunderbird Two-Door Hardtop*



## Thunderbird Flight. Have it all your own way.

Four-Door Landau, the roomiest Bird (facing page), features wide, center-opening doors. Stylish "S" bars grace its vinyl roof. Interior luxury, front and rear, is breathtaking. Illustrated also are new Turnpike Convenience Group and Exterior Group options.

Until you experience Thunderbird Flight, you can only imagine the superb driving the Four-Door Landau offers. It stems from a combination of better ideas. Smooth, coil spring suspension. New, long-wearing bias-belted tires. And a smooth-operating engine so quiet you hardly know it's running—even at turnpike speeds.

Four-Door Landau Brougham Interior Option offers finely tailored fabrics or leathers of rare richness and beauty (C) in the new High Back split

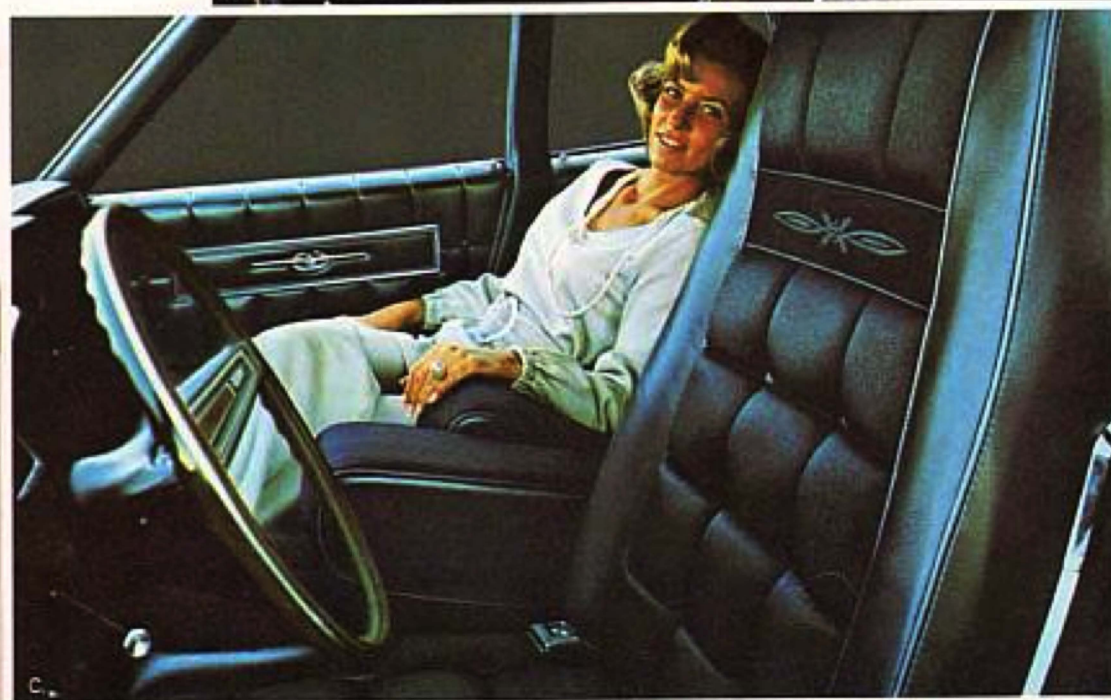
bench seat with individual center armrests. High seat backs eliminate need for separate headrests. Deeply padded, molded foam backs are contoured for firm, comfortable support. Driver and front passenger seats are individually adjustable. 6-Way Power adjustment and Manual Reclining Passenger Seat options also are available. Reclining Seat, especially welcome by co-pilots on long trips, tilts back to any desired position to a maximum 35° adjustment.

Turnpike Convenience Group, new optional feature (below) that has your comfort in mind. It includes: Automatic Fingertip Speed Control (A), which lets you cruise (with your foot off the accelerator) at any preset speed above 30 mph. It

pays off in reduced fatigue especially on long trips. Simple rocker switch controls on the steering wheel let you turn the system on or off, set speeds and even accelerate or coast without touching the floor accelerator; Michelin single-band, white sidewall, steel-belted radial ply tires (B); and Manual Reclining Passenger Seat (C).

Exterior Appearance Group, another new option (shown on Four-Door Landau opposite), features color-keyed wheel covers, stone shields and grille panels, bodyside moldings with protective color-keyed vinyl insert and wheel lip moldings.

Discover the serene new Thunderbird world of unprecedented driving comfort. Test-flight the Four-Door Landau at your Ford Dealer's soon.



Thunderbird Four-Door Landau





## Options make Thunderbird even more individually yours.

**Brougham Interior** gives you quilted Brougham cloth and vinyl trim, woodtone accents, Rim-Blow Deluxe 3-spoke Steering Wheel, courtesy lights, rear seat center armrest, cut-pile carpeting. Two-Door version, low-back bench (facing page) comes in black, dark red, dark blue, light gray gold, medium ginger, dark green. Vinyl with soft leather seating surfaces, plus High Back Bucket Seats, is available in black, dark red and medium ginger.

On the Four-Door Landau, Brougham interior cloth and vinyl comes in black, dark red, dark blue, dark green, light gray gold and dark tobacco. Vinyl and leather trim comes in black, dark red and tobacco. On each version High Back Split Bench Seat option (page 8) is required.

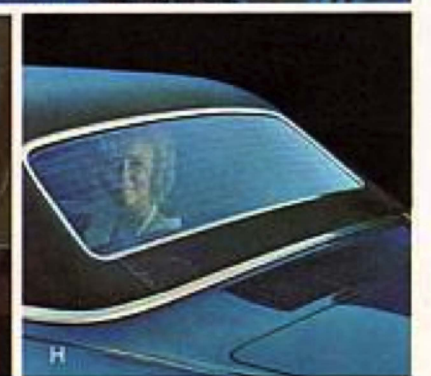
**Tilt Steering Wheel (A)** vertically adjusts to comfort desired. **Driver's Control Console (B)** has switches in armrest for power seat, windows, door locks and outside remote-control mirror. **Power-operated Sunroof (C)**, push-button window to the sky. **Manual Reclining Front Passenger Seat (D)** is available, adjustable to any desired tilt position—

to maximum 35°. **SelectAir Conditioner with Automatic Temperature Control (E)** lets you set preferred climate for year-round comfort. **SelectAir** alone also available. **Sure-Track Brake Control System (F)**—a computerized system that "reads" road and skid conditions, automatically helps the car stop in a straight line. **Stereo-Sonic Tape System**, with AM Radio, provides over one hour of uninterrupted music. **AM/FM Stereo Radio (G)** with dual front and dual rear speakers, also available. **Rear Window Electric Defrost (H)**, heater element inside glass helps keep rearward view clear. Rear Window Defogger (fan-type) available, also. • **Conveniences**—Deluxe Seat Belts with Reminder Light • Convenience Check Group (light reminders for seat belts, fuel, door-ajar, front-lights-on and buzzer, vacuum door locks and automatic seat back release (Two-Doors) • **Power Seats, 6-Way** • **Power Seats, 6-Way with Manual Recliner** • **Power Side Windows** • **Tinted Glass** • **Power Trunk Lid Release** • **Power Antenna** • **Turn-pike Convenience Group** (page 8). Includes Fingertip Speed Control, Manual Reclining Passenger Seat, Michelin steel-belted white sidewall radial ply tires. **Appearance Ideas**—Bodyside Molding with protective color-keyed vinyl insert (page 2) standard with Special Brougham Option or Exterior Appearance Group • Exterior Appearance Group (pages 6 and 8),

color-keyed stone shields and grille panels, bodyside moldings with protective color-keyed vinyl insert, color-keyed wheel covers and wheel lip moldings • **Front Bumper Guards** • **Glamour Paint** (Blue Fire, Green Fire, Walnut Fire, Burgundy Fire) • **Protection Group** (color-keyed floor mats, license plate frames and door edge guards) • **Special Brougham Option**, smart interior and exterior appointments (detailed on page 4) • **Vinyl Roof, Two-Door Hardtop** (page 6) • **Deluxe Wheel Covers** (page 6) except with Special Brougham Option or Exterior Appearance Group). **Improved Action Ideas**—**Axle Ratio** (3.00) • **Fingertip Speed Control with Rim-Blow Deluxe 2-spoke Steering Wheel** (page 8) • **Heavy-Duty Suspension** (front and rear springs and shock absorbers) • **Traction-Lok Differential Axle** (2.80 ratio, standard; 3.00 ratio optional) • **White Sidewall Tires, H78-15**, all models (standard with Special Brougham Option) • **215-15 Michelin White Sidewall, Steel-Belted, Radial Ply Tires**.

Besides these options, ask your Ford Dealer about other available Thunderbird '71 luxuries that will make driving more enjoyable, more individually yours.

NOTE: Many options are available on most models. Some are required in combination with other options. Always consult your Ford Dealer for complete details.





## Standard features you will welcome.

For your well-being and comfort, every Thunderbird comes beautifully equipped with a luxurious array of features—standard, at no extra cost. Some of the more notable standards you will welcome are: Thunderbird's smooth, authoritative power team—a 360-hp, 429-cu. in. 4V V-8 and SelectShift Cruise-O-Matic Transmission • AM Radio • Power Steering • Electric Clock • Front Cornering Lights • Power Front Disc Brakes • Power Ventilation • 100% Nylon Carpeting • Automatic Parking Brake Release • Five-Pod Instrument Cluster with gauges for Oil Pressure, Alternator, Fuel, Engine Temperature • Fuel Evaporative Emission Control System • Locking Steering Column with Ignition Key Reminder Buzzer • Outside Left-Hand Remote-Control Mirror • Uni-Lock Harness • Cayman Grain Vinyl Roof (Landau models) • Full-Width Taillights with Sequential Turn Signals • Hydraulic Windshield Wipers w/Electric Windshield Washers • Belted, Bias-Ply BSW Tires • MagicAire Heater/Defroster • Courtesy Lights (Glove Box, Map, Luggage Compartment) • Flight Bench Seats, with Bright Seat Shields • Front Seat Center Armrests, and more.



THUNDERBIRD STANDARD INTERIOR. Sumptuous all-vinyl fabric, attractively pleated and detailed with meticulous care to please the discriminating tastes of Thunderbird buyers. On Two-Door models, your choice of low-back bench or optional High Back Bucket Seats. Four-Door features standard trim on low-back bench seats, in black, white, dark blue and dark green.

## Thunderbird Specifications

**Dimensions and Capacities**—Length 212.5" Two-Door, 215.0" Four-Door; width 78.0" Two-Door, 77.4" Four-Door; height 51.9" Two-Door, 53.7" Four-Door; wheelbase 114.7" Two-Door, 117.2" Four-Door; tread (front/rear) 62"; trunk luggage volume (cu. ft.) 12.8; fuel 23.0 gal.; oil 5 qt. with filter change; cooling system (with heater) 19.4 qt. **Engine**—429-cu. in. V-8 with 360 hp; 4.36" bore x 3.59" stroke; 10.5 to 1 comp. ratio; 4-barrel carburetor; automatic choke; premium fuel; dual exhaust system.

**SelectShift Cruise-O-Matic**—Lets you drive fully automatic or shift manually through the gears. Three forward gears, one reverse, with quadrant sequence P-R-N-D-2-1.

**Frame**—Strong frame-and-body design with front end assembly,

rear end assembly, and four torque box assemblies connected by formed center siderails. Rugged ladder-type construction with five reinforced crossmembers. Body mounting at 14 computer-designated positions for superior noise and vibration suppression characteristics. **Front Suspension**—Wide 62" tread. Drag-strut, ball-joint type. Rubber-bushed stabilizer.

**Rear Suspension**—Wide 62" tread. Three-link, coil spring system with long and short mounting-link arrangement. Lateral track bar centers axle. All links and track bar rubber-bushed.

**Steering**—Integral-design power steering. Overall ratio 21.9 to 1. Turning diameter 42.7 ft. Two-Door; 43.4 ft. Four-Door.

**Brakes**—Self-adjusting power brakes. Front: floating-caliper disc brakes. Rear: drum shoe type brakes, drums cross-ribbed and flared. Front swept area 217.3 sq. in., rear area 155.9 sq. in.

**Wheels and Tires**—True-Center wheels on precision-machined hubs. Belted, bias ply tires built to rigid specifications: H78-15.

**Thunderbird Exterior Colors** (Available with Special Brougham Option only): Green Fire\* • Walnut Fire\* • Blue Fire\* • Burgundy Fire\* • Dark Green • White • Pastel Blue • Light Yellow Gold • Medium Green Metallic • Medium Blue Metallic • Gray Gold Metallic • Red • Yellow • Tan • Medium Brown Metallic. (Available with all other models): Black • Maroon Metallic • Bright Aqua Metallic • Light Green • Dark Gray Metallic • Dark Brown Metallic • Light Pewter Metallic • Dark Blue Metallic • Deep Blue Metallic

\*Optional at extra cost.

## You drive in confidence.

Ford engineer perfectionists have driven millions of test-track miles, and worked millions of laboratory man-hours to make each Ford car as strong and durable as possible. Results of their dedicated work are reflected in every 1971 Thunderbird. Each model has all these standard

FORD LIFEGUARD DESIGN SAFETY FEATURES: Dual hydraulic brake system with warning light • Glare reduced instrument panel padding, windshield wiper arms, steering wheel hub, rearview mirror/mirror mounting and windshield pillars

• Energy-absorbing steering column and steering wheel • Locking steering column with warning buzzer • Energy-absorbing armrests and safety-designed door handles. • Turn indicators with lane-changing signal feature • Inside yield away rearview mirror • Energy-absorbing instrument panel with padding • Padded sun visors • Variable speed hydraulic windshield wipers • Windshield washers • High strength laminate safety glass windshield • Double-yoke safety door latches and safety hinges • Emergency flasher • Backup lights • Side marker lights • Energy-absorbing front seat back tops with padding • Self-locking front seat backs on two-door models • Safety-designed coat hooks • Safety-designed radio control knobs and push buttons • Outside rearview mirror, driver's side • Safety rim wheels and load-rated tires • Corrosion-resistant brake lines • Uniform transmission shift quadrant • Parking lamps coupled with headlamps • Non-reversing odometer • Safety design front end structure • Head restraints or highback seats for front outboard occupants • Safety glove box latch • Front and rear lap belts for all seating positions • Shoulder belts for front outboard occupants • Uni-Lock Harness, an easy-to-use restraint system that lets you conveniently fasten lap and shoulder belts with a single buckle. It's a better idea for safety.



12.8-CU. FT. TRUNK HAS ROOM TO SPARE! Carry luggage upright in Thunderbird's spacious, fully lined, automatically lighted deep-well trunk, roomiest in the personal luxury car class!

## Twice-a-Year Maintenance

New Thunderbirds are designed to go 6,000 miles (or 6 months) between oil changes and minor lubrications; 36,000 miles (or 3 years, whichever comes first) between major chassis lube. Other '71 Thunderbird service-savers include: 24-month engine coolant-antifreeze, self-adjusting brakes, long-life Sta-Ful battery, shielded alternator, rust- and corrosion-resistant aluminized mufflers and galvanized underbody parts. The '71 Thunderbird needs so little service it's just good sense to see that it gets the best—at your Ford Dealer's. His factory-trained mechanics and special tools add up to the greatest service combination available for your Thunderbird.

NOTE: Your new 1971 Thunderbird comes equipped with factory engineered and approved parts, such as the dependable Autolite Sta-Ful battery, Autolite Power-Tip spark plugs, Autolite shock absorbers, and an Autolite 6000-mile oil filter. For continued top performance, be sure to specify genuine Autolite parts whenever replacement is necessary.

Information shown was correct when approved for printing. Ford Division reserves the right to discontinue or change at any time, specifications or designs without incurring any obligations. Some features shown or described are optional at extra cost.

THUNDERBIRD 



5202-B/70  
Litho in U.S.A.



