

Thunderbird 1968



New Thunder from the Bird.



New Thunder from the Bird.



Three new Birds...all with new Thunder. Make 1968 your year to fly.

Thunderbird is on the scene. 1968 is here with all the better ideas you've come to expect. Three beautiful new models, each with luxurious full-width seats that put passengers totally at ease. You prefer buckets? You may have them. And four doors or two doors. Choose the Hardtop (above), or any new Bird, and you'll have as standard these better ideas: SelectShift Cruise-O-Matic...sequential turn signals...power front disc brakes...power steering...AM radio, plus all the rest. Have yourself a hot Bird with the new Thunder Jet 429 V8 option—more power than ever for the Bird. Add hot options like Highway Pilot Control...Tilt-Away Steering Wheel...upholstery of genuine leather with vinyl trim. Or new Automatic Climate Control...AM/FM Stereo Radio...Brougham Interior Trim—these and other new options make it easy. Everything about Thunderbird '68 is a cordial invitation to move from the ranks of Bird admirers to those of Bird owners. Fly now!

New Thunder for the Bird: optional Thunder Jet 429 V8

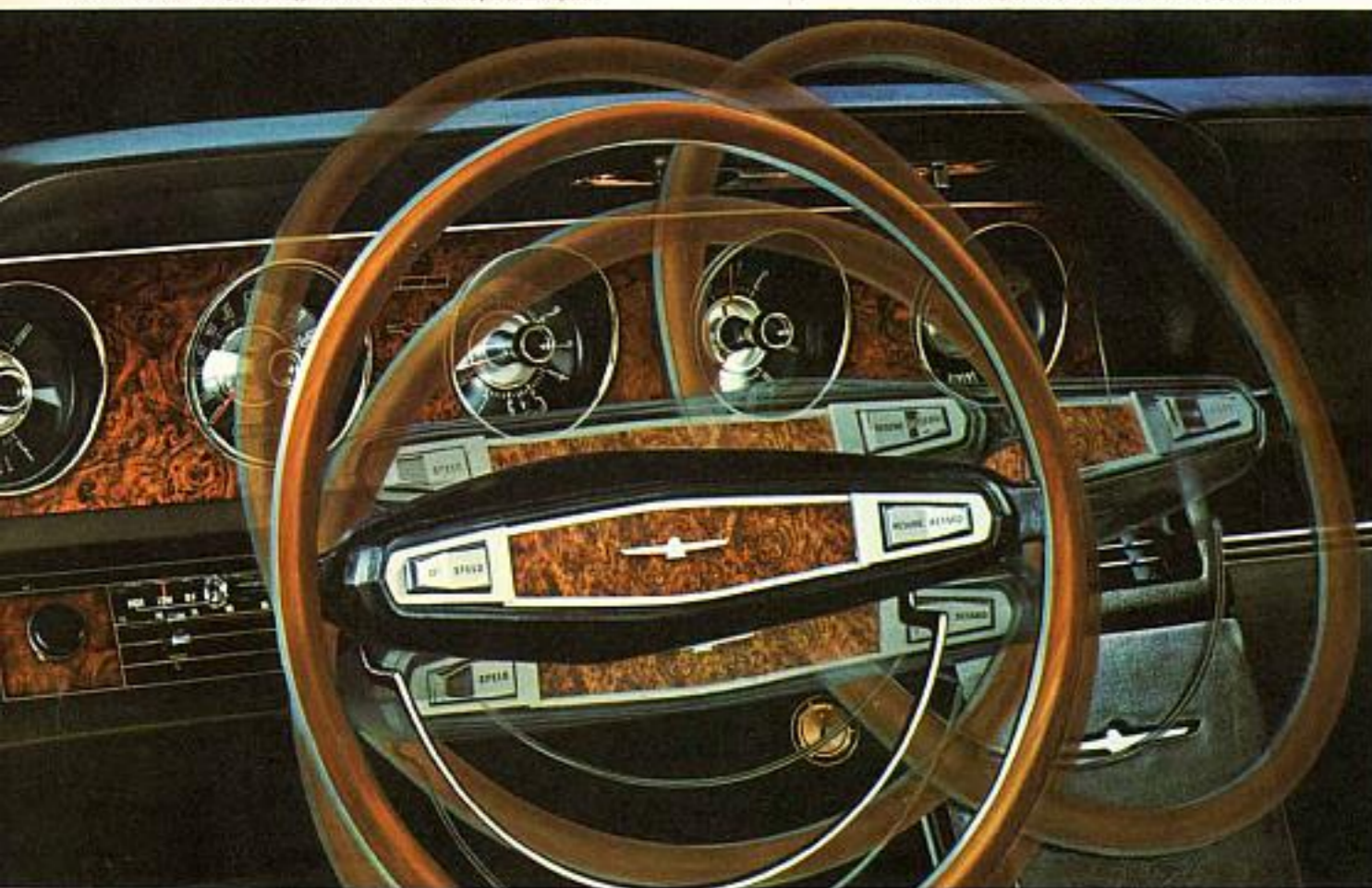


The classic 1968 Thunderbird Two Door Hardtop

Thunderbird...where better ideas happen first.

Go touring in the grand American manner with Thunderbird options. Put Flight Bucket Seats in your Bird's cockpit. Deep-foam padded, individually adjustable, they're as supremely comfortable as they look. Add a traditional touch: Brougham Leather Interior Trim. Available in saddle or black, genuine top-grain leather and leather-like vinyl are combined in this tailored trim. The Command Console, included with Flight Bucket Seats, is a center arm rest or—presto!—a handy travel compartment. Up forward is another compartment, ideal for storing cartridges of the Stereo-Sonic Tape System. Another better idea, Stereo Tape gives you over 70 minutes of your favorite music in rich, dual-speaker stereo. Tilt-Away Steering Wheel is typically Thunderbird. Open the door, it moves aside to give you more room. Then it adjusts to your favorite of nine different driving positions. Highway Pilot Control places

Thunderbird Tilt-Away Steering Wheel—a convenient, practical option.

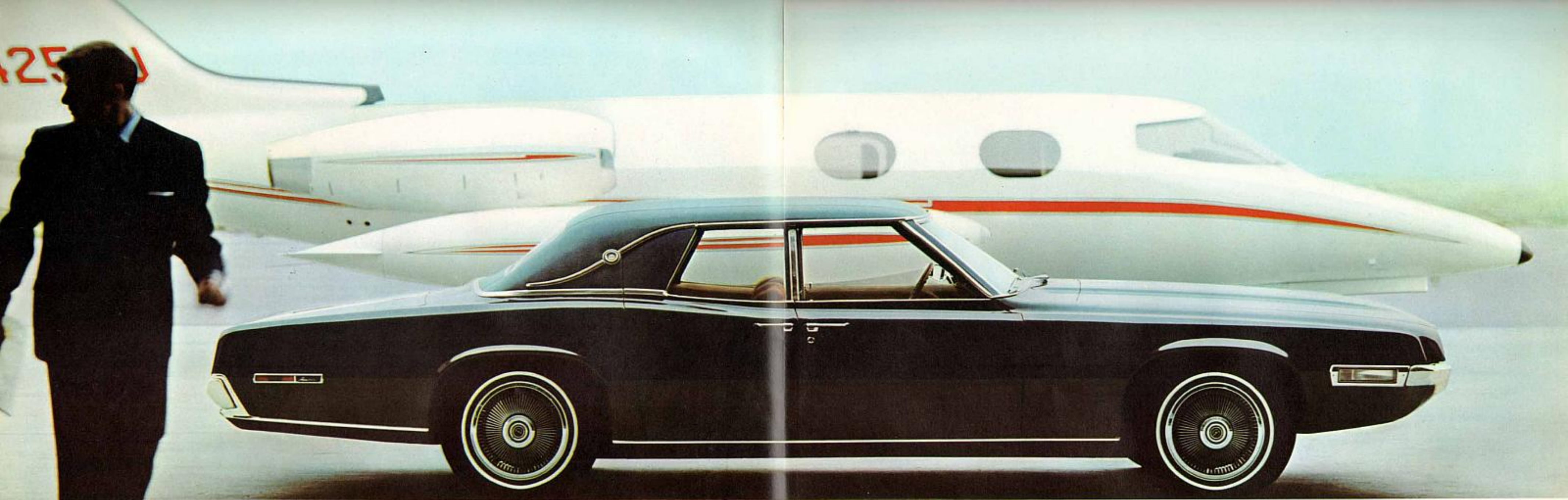


Right: A concert hall at your fingertips: optional Stereo-Sonic Tape System.

Far right: Genuine top-grain leather with vinyl trim in Thunderbird's optional Brougham Interior Trim.

speed controls at your fingertips on the steering wheel spokes. You can set speed for cruising (25 to 80 mph), retard or resume speed, as you wish. Select-Aire Conditioner gives you a "weather equalizer," turns hot weather cool and cold weather warm inside the Bird. With new Automatic Climate Control you just set it and forget it...your comfort is made to order. Better ideas? We have them by the score!





The distinguished 1968 Thunderbird Four-Door Landau

Four doors open to classic Thunderbird elegance.



Comfort Stream Ventilation—fresh air with windows up! Standard on all Birds.

Long-lined, clean-cut, immaculately detailed, the new Four-Door Landau—like other '68 Thunderbirds—is a testimonial to taste. The roof covering of alligator-grain vinyl... glittering "S" bars...the convenient center-opening doors... each says elegance in its own quiet way. Inside, the spacious interior with new full-width front seat and fine appointments speaks of rich comfort. And throughout Thunderbird '68, quality speaks most eloquently. Comfort-Stream Ventilation, one of many better ideas, tells you much of the Bird's fine engineering as it silently draws in fresh air, exhausts stale air...and does its work with windows up so you may ride in complete quiet. Even the Bird's

newest thunder—the all-new Thunder Jet 429 V-8 option—is whisper-quiet. Yet its eager response to the accelerator will tell you all you'll want to know about its performance. Over the road, Thunderbird will tell you as convincingly by its smooth handling and flight-like ride. Speaking for safety are many new Ford Motor Company Lifeguard Design safety features. Among them: energy absorbing steering column and steering wheel, vehicle side markers, safety-designed door handles and window regulator knobs. (See the complete list on the Standard Equipment page). Drive Thunderbird '68. In just minutes behind the wheel, you'll find it has much to say for itself...much it can say for you.



The roomiest Bird yet—luxurious comfort for six.

Now Thunderbird luxury is available in family size. Wide, new full-width seat, with broad-shouldered room for three, is standard in all Thunderbirds. In the front compartment, the transmission tunnel has been greatly reduced to provide generous new legroom for the new center-seat passenger. In the rear, there is also increased legroom, particularly in the Four-Door Landau, seen here. With the center-opening doors swung wide, you see in this Landau interior the tailored new Brougham Cloth Trim option. Available in your choice of six colors, Brougham Trim fabrics are richly tufted and embroidered in the manner of finest furniture. And their beauty is protected against soiling by Scotchgard[®] or Zepel[®]. Other luxurious touches include: 100% nylon cut-pile carpeting, inlays of simulated hued walnut in doors, grained accents through the instrument panel and steering wheel, Center arm rests pull down front and rear; and each door contains a dual-lens courtesy light to both warn approaching cars and light your way into the Bird. Additional new safety equipment on every '68 Thunderbird includes: energy absorbing front seat backs with padding, self-locking folding seats (two-door models), seat belts for all passengers, shoulder belts for outboard front seat passenger and driver, safety-designed radio control push buttons and coat hooks, plus many others. (The complete list of Ford Motor Company Lifeguard Design Safety Features, standard on Thunderbirds, appears on the Standard Equipment page.) In so many ways... for so many reasons... this is the Bird you said would be yours some day. Some day is now. Pick your favorite Bird and fly!



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A Bird for more than just watching.

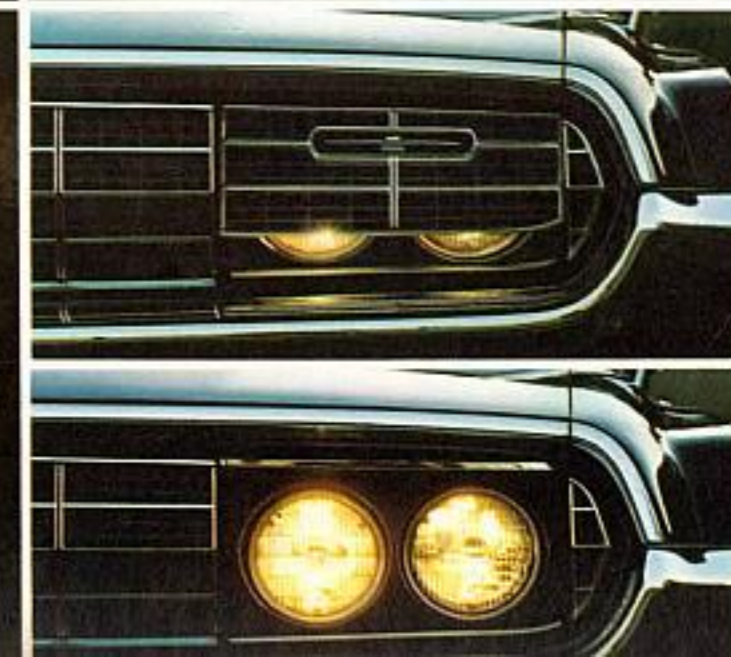
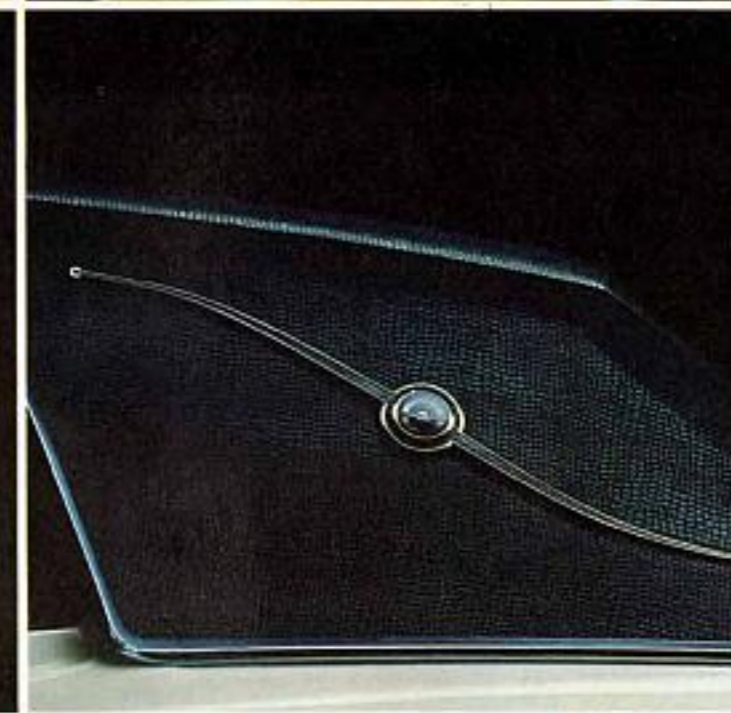
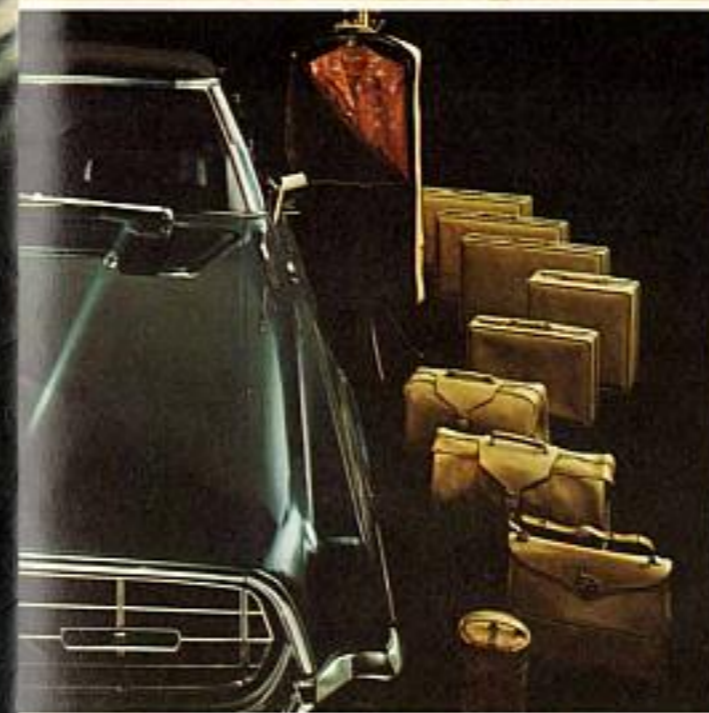
An elegant Bird—the Two-Door Landau—with a swift spirit and a traditional flavor. Its luxury is everywhere to see. Tailored alligator-grain vinyl roof set off by glittering "S" bars...interior decor enhanced by simulated burled-walnut appliques. You have a new kind of luxury entertainment with the optional AM/FM Stereo Radio (shown, right). Twin speakers surround you with rich sound. Selector bar switches AM to FM and push buttons instantly locate five station choices on either band. All this the eye and ear



The elegant 1968 Thunderbird Two-Door Landau

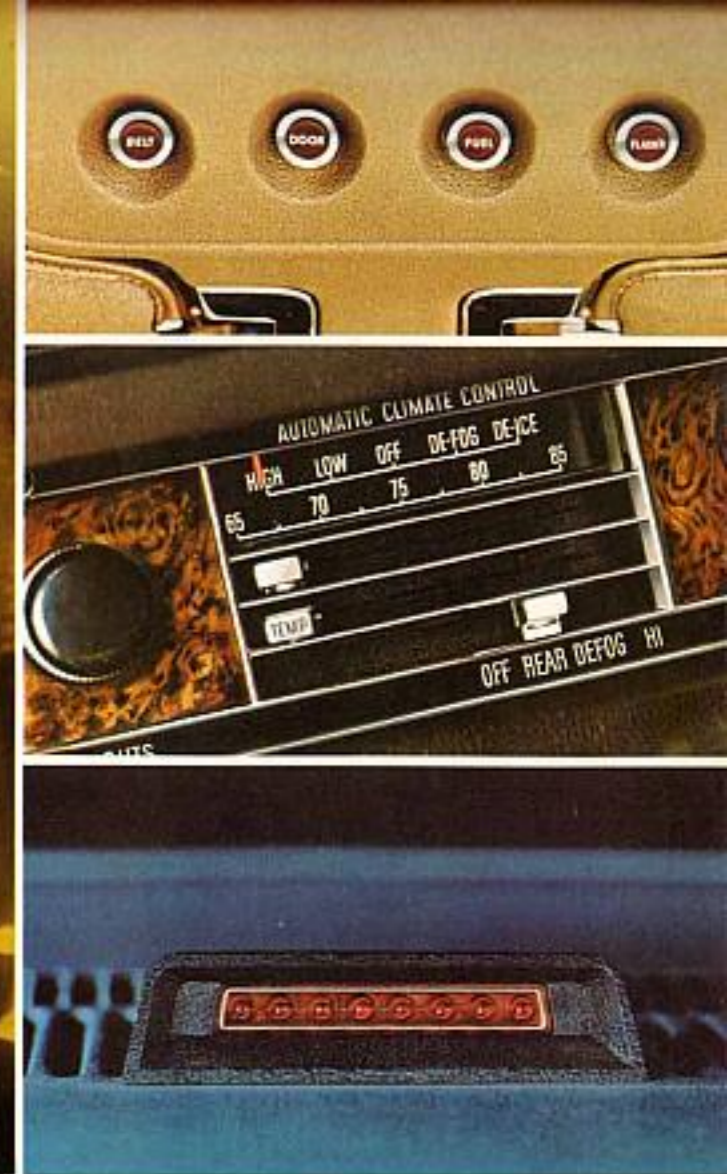
behold. But it's behind the wheel that Bird-watchers become Bird-lovers. Sample the authority of the big 390 V-8 (or even bigger 429 V-8 option). Feel the effortless response. The ride: smooth...solid...silent. You have the unique flexibility of SelectShift Cruise-O-Matic (fully automatic or manual, as you choose)...the ease of power steering...the sureness of power front disc brakes. Point this Bird down the turnpike, give it a half-hour of your time and you'll discover that only winged birds know more about flight.





Every Bird includes these better ideas.

Thunderbird's long list of standard equipment is a source of pride for Bird owners...a source of inspiration for Bird followers. Because so often here you'll find the trend-setting better ideas of the future. For example, where else but on Thunderbird would you expect an innovation like the new Sequential Turn Signal Indicator? As unique as Thunderbird's own turn signals, this new instrument panel-mounted indicator points out a turn in the same "flowing light" pattern of the rear lights themselves. Sometimes a better idea can be a seemingly small thing: new Tandem-Action Windshield Wipers to clear a wider area in the center of the windshield with Four-Jet Windshield Washers to double water spray for faster cleaning. More typical are Thunderbird ideas like SelectShift Cruise-O-Matic: the automatic with manual selection any time you want it. A beautiful new Thunderbird innovation for the Landaus is rich Alligator-Grain Vinyl Hoof Covering. Thunderbird ideas emphasize the practical. Example: the Thunderbird Trunk. Large, lined, and lighted at night, the trunk is easy to load and will easily accommodate luggage of the six passengers riding up forward. (There's even special luggage designed for your Thunderbird. Ask your dealer about it.) Better ideas emphasize greater driving ease and convenience, too. New "Floating Calliper" Power Front Disc Brakes, for instance. Simpler in design, the new brakes are fast cooling, provide high resistance to fade. Thunderbird power steering, also standard, is another example. Automatic Parking Brake Release yet another. Better ideas in styling and convenience combine in Thunderbird's Retractable Headlight Doors. During daylight hours the headlights are completely covered and the lattice design of the grille is unbroken. For night running, the headlight switch retracts the doors and turns on the lights. And, of course, Thunderbird has always emphasized better ideas in comfort and elegance, and one of these is the new full-width seat (opposite page). Deep-pleated and cushioned in formed foam, here is luxurious comfort for three. Center arm rest folds down when two ride in front. Your choice of five colors in tailored all-vinyl upholstery.

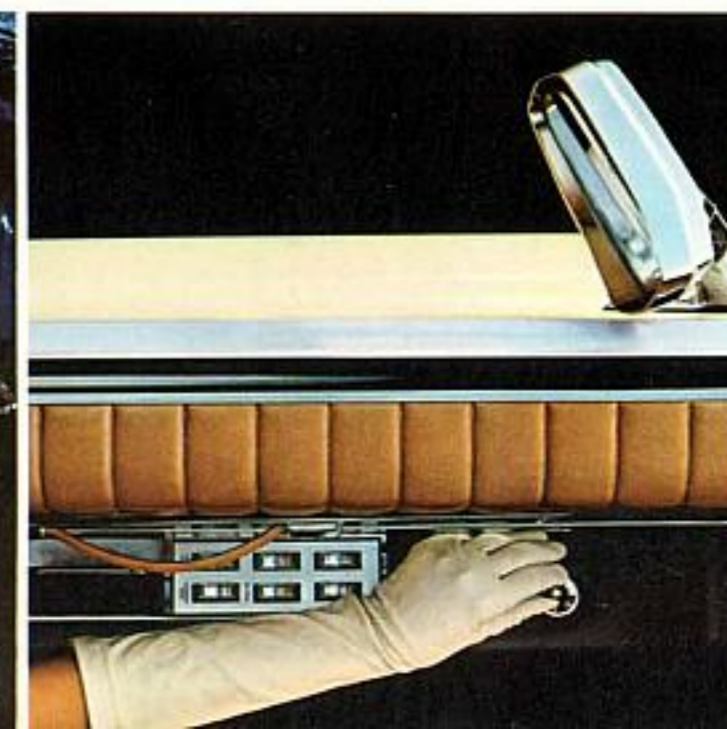
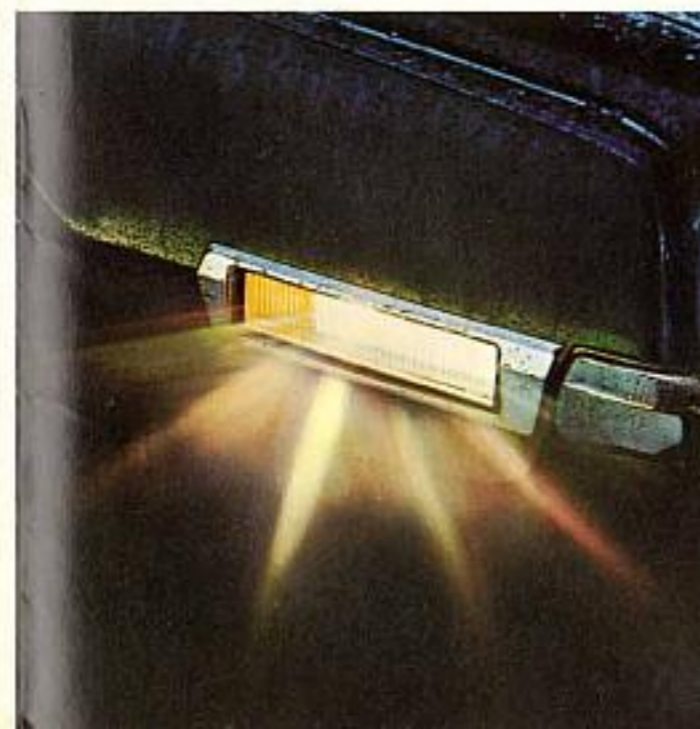


Pick your Bird and stir up some Thunder of your own.

Promise yourself the unique driving experience of Thunderbird '68. A test drive will tell you much of the luxury, performance and quality of this fine car. And, as you sample Thunderbird ownership, consider the wide array of better-idea options which can personalize the Bird of your choice and greatly enhance its enjoyment and value for you. In addition to options shown elsewhere in this catalog, consider these (some of them are shown on facing page): New Cornering Lights. Mounted in each front fender, lights brightly illuminate your way around dark corners. Activated by the turn signal switch, they provide a steady beam which cancels automatically when turn is completed. Power Windows. Fingertip controls give you effortless adjustment. Local controls

for each side window; master control in driver's arm rest. Lockout switch cancels all but driver's controls for those times when children ride with you. Remote-Control Outside Mirror—fingertip toggle sets it at your best viewing angle. Reclining Passenger Seat (with full-width or bucket seats). Seatside control lets you tilt the seat back and—as on a jetliner—relax, even nap, under way. Headrests, for driver and passenger, provide extra support. Colorkeyed and designed to blend beautifully with seat styling. Convenience Group (mounted above windshield) includes lights that remind you to fasten seat belts, or tell you a door is ajar, fuel is low or emergency flasher is operating. Switch for power door locks (also part of this option) is mounted in driver's arm rest. Automatic Climate

Control literally lets you make your own weather inside the Bird. Set the thermostat and, winter or summer, you ride in the same comfortable temperature you select, automatically. Rear Window Defogger (a separate option) helps give you a clear view out the rear, regardless of weather conditions or number of passengers. Rear Lamp Monitor utilizes space-age magic (no electricity) to tell you that all taillight bulbs are illuminated, or, if one is out, exactly which one! Other '68 options range from Power Radio Antenna to Power Deck Lid Release... to Red-Band White Sidewall Tires. Your Ford Dealer will be happy to explain them all in detail and show you how they can multiply the pleasures of Thunderbird ownership many times over.



Standard Ford Motor Company Lifeguard Design Safety Features

Ever since there have been Fords on the American Road, the safety of the people who drive and ride in them has been a primary concern of thousands of people at Ford Motor Company—driving millions of miles on the test track, working millions of man-hours in the laboratory. Some of the latest results of their work are seen in the Ford Motor Company Lifeguard Safety Features listed here.

Lifeguard Design Safety Features help reduce the likelihood of injury in case of an accident, but you can accomplish the most important job of all—preventing an accident. By obeying traffic laws at all times and developing alert, defensive driving habits, you can best protect yourself and your family against unsafe conditions on the road.

Every 1968 Thunderbird includes: Dual Hydraulic Brake System with Warning Light □ Glare-Reduced Instrument Panel Padding, Windshield Wiper Arms, Steering Wheel Hub, Horn Ring, Rearview Mirror and Windshield Pillars □ Energy Absorbing Steering Column and Steering Wheel □ Energy Absorbing Arm Rests and Safety-Designed Door Handles □ Front and Rear Seat Belts with Front Outboard Retractors □ Turn Indicators with Lane-Changing Signal Feature □ Inside Day/Night, Yield-Away, Windshield-Mounted Rearview Mirror □ Energy Absorbing Instrument Panel with Padding □ Padded Safety Sun Visors □ Padded Windshield Pillars □ Two-Speed or Variable-Speed Windshield Wipers □ Windshield Washers □ Double-Thick Laminated Safety Glass Windshield □ Double-Yoke Safety Door Latches and Safety Hinges □ Positive Door Lock Buttons □ 4-Way Emergency Flasher □ Backup Lights □ Side Marker Lights or Reflectors □ Energy Absorbing Front Seat Backs with Padding □ Self-Locking Folding Seats □ Shoulder Belts for Outboard Front Seat Passengers □ Vehicle Structure Designed to Limit Steering Column Displacement □ Safety-Designed Coat Hooks □ Safety-Designed Window Regulator Knobs □ Safety-Designed Radio Control

Push Buttons □ Outside Rearview Mirror, Driver's Side □ Safety Rim Wheels and Load-Rated Tires □ Corrosion-Resistant Brake Lines □ Uniform Transmission Shift Quadrant.

Other Standard Equipment

Thunderbird's distinguished standard equipment roster also includes: Thunderbird Power Team: 390-cubic-inch Thunderbird Special V-8 (315 hp) and SelectShift Cruise-O-Matic Drive □ Unipane Side Glass □ Reversible Keys, "Keyless" Locking □ Lighted Ignition Switch □ Full-Width Three-Passenger Front Seat □ Power Steering □ AM Radio □ Electric Clock □ MagicAire Heater-Defroster □ Comfort-Stream Ventilation System □ Suspended Accelerator Pedal □ Lighted Glove Box □ Map Light □ Instrument Panel Courtesy Light □ Alligator-Grain Vinyl Roof (Landau models) □ Sliding Quarter Windows (two-door models) □ Interior Rear Courtesy Lights □ Power Brakes: Front Disc Brakes, Drum-Type Rear Brakes □ Sequential Turn Signals □ Lined and Lighted Trunk □ Underbody Soundcoating □ Full Wheel Covers.

Thunderbird Options

Brougham Interior Trim—pages 5, 8, 9 □ AM/FM Stereo Radio—page 10 □ Stereo-Sonic Tape System—page 4 □ Rear Lamp Monitor—page 15 □ Tilt-Away Steering Wheel—page 4 □ Power Radio Antenna □ Power Deck Lid Release □ Leather with Vinyl Trim—page 5 □ Bucket Front Seats and Console—page 5 □ Power Windows—page 15 □ 6-Way Power Front Seat □ Reclining Passenger Seat—page 15 □ Headrests—page 15 □ Thunder Jet 429 V-8 Engine—page 3 □ Highway Pilot Control—page 4 □ Convenience Group—page 15 □ Cornering Light—page 15 □ SelectAire Conditioner. Also available with Automatic Climate Control—page 15 □ Rear Window Defogger—page 15 □ Deluxe Wheel Covers □ Plus: Body Accent Stripe (red, white or black), Tinted Glass, Dual Rear Seat Radio Speakers, Limited-Slip Differential, Heavy-Duty Battery (std. with 429 V-8), Heavy-Duty Suspension, Red Band Sidewall Tires, Rear Seat Shoulder Belts, Deluxe Seat Belts, and others which your Ford Dealer will gladly detail for you.

Thunderbird Specifications

Colors and Upholsteries—Brilliant, rich Super Diamond Lustre Enamel in 20 single tones (all models). Color-keyed upholstery selections: Full-Width Front Seat standard in 5 all-vinyl trims; Bucket Front Seats and Console optional in 5 all-vinyl trims (8 on 2-doors). Brougham Interior Trim optional in 6 cloth-vinyl or 2 leather-vinyl choices; full-width seat with cloth-vinyl on 4-door, bucket seats and console (priced separately) on 2-doors. Engines—Standard is the 390-cu. in. Thunderbird Special V-8 with 315 hp; 4.05" bore x 3.78" stroke; 10.5 to 1 comp. ratio; dual exhaust system. Optional is the new 429-cu. in. Thunder Jet 429 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 Drive—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. Effective engine braking in low gear (1) for better control on grades and hilly driving. Rear Axle: Semi-floating type with deep-offset hypoid gears. Straddle-mounted drive pinion with 3 roller bearings. Frame: Perimeter design consisting of front end assembly, rear end assembly, and four torque box assemblies connected by formed center siderails. The frame is ladder-type construction with five reinforced crossmembers. Node-point body mounting at 14 computer-designated positions results in superior noise and vibration suppression characteristics. Front Suspension: Wide 62" tread. Drag-strut, ball-joint type suspension components with mounting feature that allows slight rearward movement of wheels to reduce the effects of bumps and road faults. Rubber-bushed stabilizer helps to control roll on turns. Rear Suspension: Wide 62" tread. Three-link, coil spring system with long and short mounting-link arrangement to control dive and squat tendencies in braking and acceleration. Lateral track bar centers axle, resists body sway and roll in turns. All links and track bar rubber-bushed for smooth, quiet operation.

Steering—Integral-design power steering. Tilt-Away Wheel optional. Overall ratio 21.9 to 1. Turning diameter 42 ft.

Brakes—Self-adjusting power brakes. Front: floating-caliper disc brakes with high fade resistant characteristics. Rear: drum-shoe type brakes, drums cross-ribbed and flared for fade resistance. Total swept area 373 sq. in.

Wheels and Tires—True-Center wheels on precision-machined hubs. Tires built to rigid Thunderbird specifications: 8.15 x 15 on 5½" safety rims.

Dimensions and Capacities—Length 208.9" (two-door), 209.4" (four-door); width 77.3"; height 52.6" (two-door), 53.4" (four-door); wheel-base 115" (two-door), 117" (four-door); tread (front/rear) 62"; trunk luggage volume (cu. ft.) 12.3; fuel 25 gal.; oil 5 qt. with filter change; cooling system (with heater) 20.5 qt.

Twice-a-Year Maintenance

New Thunderbirds are designed to go 6,000 miles (or 5 months) between oil changes and minor lubrications; 36,000 miles (or 3 years, whichever comes first) between major chassis lube. Other '68 Thunderbird service-savers include: 24,000-mile (or 2-year) engine coolant-antifreeze, self-adjusting brakes, long-life Sta-Ful battery, shielded alternator, rust- and corrosion-resistant aluminized mufflers and galvanized underbody parts. The '68 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.

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