



1968 THUNDERBIRD

No. 1 in the Personal-Luxury Car Field

vs.

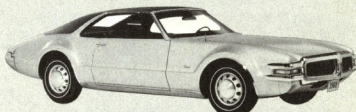
MAJOR

2-door and 4-door

COMPETITION



BUICK RIVIERA



OLDS TORONADO



BUICK ELECTRA CUSTOM 225



OLDS 98

No. 1 in Personal-Luxury Car Sales

Thunderbird has consistently outsold its two major competitors in the personal-luxury car field—the Buick Riviera and Oldsmobile Toronado two-door hardtops.

□ Thunderbird rang up 69,200 sales during the 1966 model year, far surpassing Riviera and Toronado

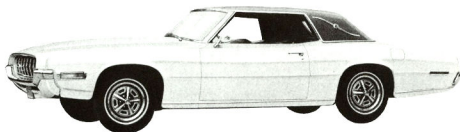
□ Toronado sales reached 41,000 during its first year on the market, but a better measure of acceptance is what happened the following year.

□ During the 1967 model year, when industry sales were down, Thunderbird sales went *up* almost 13 percent! But Riviera sales *declined* almost 6 percent.

□ Toronado sales fell by 47 percent. This sharp drop indicates that Toronado's front-wheel drive has not received the public acceptance that Oldsmobile had counted on to make

Toronado a serious threat in the Thunderbird-inspired personal-luxury market.

□ Actually, Thunderbird outsold Riviera and Toronado *combined* by 13,400 units. Much of this strength in a reduced overall market was due to the introduction of four-door Landau models, which will also be a major advantage during 1968.



1966 MODEL YEAR SALES

THUNDERBIRD	69,200
RIVIERA	45,300
TORONADO	41,000

1967 MODEL YEAR SALES

THUNDERBIRD	78,000
RIVIERA	42,800
TORONADO	21,800

No. 1 in Personal-Luxury Car Models

THUNDERBIRD



2-Door Hardtop

2-Door Landau



4-Door Landau

RIVIERA



2-Door Hardtop

TORONADO



2-Door Hardtop

□ Thunderbird is the *only* personal-luxury car offering *both* two-door and four-door models. Three distinctive models are offered—two-door hardtop, two- and four-door Landaus.

□ Buick's Riviera and Oldsmobile's Toronado are available only as two-door hardtops.

□ Model availability places you in an enviable position against major competition.

New Flight-Bench Seats Add a New Sales Dimension for 1968

- The availability of new-for-1968 Flight-Bench seats substantially improves your 1968 Thunderbird sales potential.
- Now you can offer Thunderbird personal-luxury to buyers who prefer bench seating.

The importance of this innovation is indicated by competitive bench and bucket seat sales.



RIVIERA/TORONADO—BENCH Vs. BUCKET SEATS

- Last year, 57 percent of Rivieras were built with bench seats; 43 percent with buckets. Price had no influence, since bench or buckets cost the same.

1967 MODEL YEAR PRODUCTION	RIVIERA	
	BENCH	57%
	BUCKET	43%
Installation Rate	TORONADO	
	BENCH	87%
	BUCKET	13%

- Toronado built 87 percent with bench seats, 13 percent with buckets. While the bench seat is standard, most buyers paid more for a deluxe interior, offering a choice of bench or bucket seats at the same price. And they chose *bench* seats about 8 to 1!

You outsold Toronado and Riviera in 1967 when all you could offer was bucket seats. Think what you can do in 1968!

Bench Seats Offer New 1968 4-Door Conquest Sales Opportunities



Buick Electra Custom 225 Sedan



Oldsmobile 98 Luxury Sedan

- Now you can offer true personal-luxury car appeal to prospects desiring six-passenger accommodations, prospects who previously could consider only top-of-the-line conventional competitive cars, such as the Buick Electra Custom 225 and the Oldsmobile 98 Luxury four-door models.

- Last year these buyers had to settle for less than Thunderbird. This year you can offer them all of Thunderbird's exclusive features, *plus* six-passenger accommodations with your new Flight-Bench seats.

Make the most of these advantages and cash in on new conquest sales opportunities!

No.1 in Unique Styling Appeal

UNIQUE INTERIORS



□ A major Thunderbird sales feature has been "Cockpit Styling" — unique appearance, feel, comfort and personal luxury.



□ One example is the center armrest built into standard "Flight-Bench" seats. They're *extra-cost options* on Riviera and Toronado!



□ Contrast Thunderbird's unique appearance and luxury with the conventional appearance of Riviera and Toronado.



Riviera Opt. Bucket Seats

□ Rather than having qualities all their own, as a personal-luxury car should, and as Thunderbird *has*—Riviera and Toronado interior treatments are close to the regular sedans in their own lines.



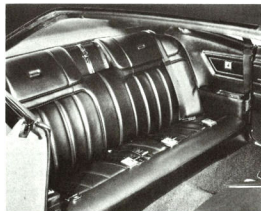
Toronado Std. Bench Seat

UNIQUE REAR SEAT LUXURY



Thunderbird Covered Rear Seats.

□ Thunderbird's unique personal-luxury concept is continued in the rear compartment. Covered rear seats mold themselves to passenger bodies.



Riviera



Toronado

□ There's really no comparison between Thunderbird's rear seats and the run-of-the-mill, conventional rear seats in Riviera and Toronado.

UNIQUE EXTERIORS



□ Thunderbird's unique styling is shared with no other Ford product. It is distinctly different. You can tell a Thunderbird a mile away—from any angle it's obviously Thunderbird.

□ But competitors share common body shells in both two- and four-door models. This limits their ability to give a personal-luxury car prospect the added distinction he's looking for.

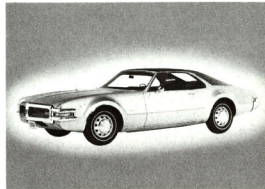
□ Thunderbird Landau models have distinctive alligator-grain vinyl roofs with S bars as standard equipment. But conventional vinyl roofs are extra-cost options on all Buick and Oldsmobile models.

COMMON BODY SHELL

Buick Riviera



Olds Toronado



COMMON BODY SHELL

Buick Electra 225



Olds 98



No. 1 with Exclusive Standard Features



SEQUENTIAL TURN SIGNALS

- Thunderbird's sequential turn signals—not available at any price on competitors' models—are only one of many exclusive standard features which provide strong sales advantages.
- Thunderbird is the most completely equipped car in the personal-luxury field. Standard features, either not available or extra-cost options on competitors, include:

STANDARD ON THUNDERBIRD	BUICK	OLDS
Sequential Turn Signals	N.A.	N.A.
Automatic Parking Brake Release	N.A.	N.A.
Select-Shift Cruise-O-Matic Transmission	N.A.	N.A.
Reversible Keys	N.A.	N.A.
Hydraulic Power Wipers	N.A.	N.A.
Pushbutton Radio	E.C.	E.C.
Power Front Disc Brakes	E.C.	E.C.
Remote-Control Outside Rear View Mirror	E.C.	E.C.
Selective Underbody Sound-Coating	E.C.	E.C.
Bench-Seat Center Armrest	E.C.*	E.C.†
Vinyl Roof (Landau)	E.C.	E.C.

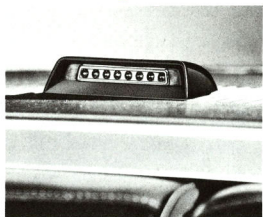
*Not Available on Electra Custom 225 Sedan
†Extra Cost on Toronado; Std. on 98 Luxury Sedan

No. 1 with Exclusive Optional Features

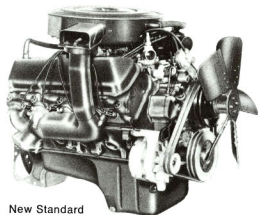
REAR LAMP MONITOR

□ Thunderbird's exclusive rear lamp monitor typifies exclusive options that add to your sales story. Not available on competitors, this option provides safety with convenience. Other options not available on competitors include:

- Integrated tape player for full stereo sound. ("Hang-on" units for competitors.)
- Tilt-Away steering wheel for greater convenience. (Competitors offer only tilt-telescoping type.)
- Highway Pilot Fingertip Speed Control, integrated with steering wheel for convenience. (Competitors have dashboard-mounted control.)
- Convenience Group to warn when something's wrong. (Not available on competitors.)



NEW THUNDER FOR 1968!



New Standard
Thunderjet 429 CID V-8

This new standard 360-horsepower V-8 places you in a better sales position in terms of the performance personal-luxury car buyers expect. Now you can offer exciting new acceleration fully matching competition's.

Plus Improved Price Position!

You'd think Thunderbird would cost much more than competitors, with all its advantages. But it does *not!*

Suggested Retail Delivered Prices

	Thunderbird	Riviera	Toronado
2-Door Hardtop with Std. V-8 Engine	\$4,693	\$4,589	\$4,727
Pushbutton AM Radio	Std.	85	87
Front Power Disc Brakes	Std.	79	79
Remote-Control Outside Rear View Mirror	Std.	9	9
Bench Seat With Center Armrest	Std.	168*	174†
TOTAL:	\$4,693	\$4,930 \$237 MORE!	\$5,076 \$383 MORE!

*Armrest available only with optional "Strato-Bench" front seat.
†Armrest available only with optional bench seat.

When Riviera and Toronado two-door hardtops are equipped with *standard* Thunderbird features, Riviera costs \$237 *more* than Thunderbird; Toronado \$383 *more!*

Suggested Retail Delivered Prices

	Thunderbird Landau	Buick Electra Custom 225 Sedan	Oldsmobile 98 Sedan
4-Door Models With Std. V-8	\$4,901	\$4,389	\$4,471
Pushbutton AM Radio	Std.	85	87
Front Power Disc Brakes	Std.	79	79
Vinyl Roof	Std.	121	121
Remote-Control Rear View Mirror	Std.	9	9
Bench Seat With Center Armrest	Std.	N.A.	Std.
TOTAL:	\$4,901	\$4,683 \$218 LESS	\$4,767 \$134 LESS

When equipped with standard Thunderbird features, Buick's Electra Custom 225 four-door sedan costs only \$218 less than Thunderbird, Oldsmobile's 98 four-door Luxury Sedan only \$134 less. But there's really no comparison—these are conventional sedans, not true personal-luxury cars like Thunderbird!

Thunderbird . . . No. 1!

- IN SALES APPEAL!
- IN MODEL AVAILABILITY!
- IN EXCLUSIVE STANDARD FEATURES!
- IN EXCLUSIVE OPTIONAL FEATURES!

CASH IN!

- Get Every Prospect Into Thunderbird, To Enjoy for Himself Thunderbird's Unique, Personal-Luxury Atmosphere.
- Make Certain He Enjoys the Thrill of Thunderbird's Luxurious *Ride*, Superlative *Handling*.



The product information and specifications in this booklet have been obtained from authoritative sources available at the time of printing. However, their continuing accuracy cannot be guaranteed.