

1964 THUNDERBIRD



**SPECIFICATION AND FEATURE
MANUAL**

PATENT PLATE INFORMATION FOR MODELS AND EQUIPMENT

EXPLANATION OF CODES

- 63A Body Type (2-Door Hardtop)
- J Exterior Paint Color (Red)
- 85 Type and Color of Interior Trim (8—Leather, 5—Red)
- 27H Assembly Date (27th Day of August)
- 11 101 Dealer Special Order
- 1 Rear Axle Ratio (3.00 to 1)
- 4 Transmission Type (Cruise-O-Matic)



The Thunderbird patent plate is located on the left door lock face panel.

VEHICLE WARRANTY NUMBER 4 Y 83 Z 100001

4 — Last Digit of Model Year (1964). Y — Assembly Plant (Wixom). 83 — Patent Plate Code for 2-Door Hardtop Model. Z — Engine Model (390 V-8, 4-V). 100001 — Each assembly plant numbers cars in consecutive order, beginning with 100001 each model year.

COLOR CODE

Refer to Interior-Exterior Trim Combination Chart for available colors and their code numbers. If a special paint is used, the color space on the patent plate will not be stamped.

TRIM CODE

Refer to Interior-Exterior Trim Combination Chart for available trim types and colors and their code numbers. Deviation trim sets use existing trim codes plus a suffix. A numerical suffix denotes trim that is not serviced, and an alphabetical suffix denotes trim that is serviced.

DATE CODE

- | | | | |
|------------|---------|-------------|------------|
| A January | D April | G July | K October |
| B February | E May | H August | L November |
| C March | F June | J September | M December |

DSO CODE

Domestic special orders, foreign special orders, and preapproved special orders have the number of the District which ordered the part and the complete order number stamped on the plate. If the unit is regular production, the DSO space on the plate will not be stamped.

AXLE CODE

The Thunderbird rear axle ratio is denoted by numerical code.

1 — 3.00 to 1 Axle Ratio

TRANSMISSION CODE

The numeral "4" is the code for Cruise-O-Matic — Thunderbird's standard transmission.

ENGINE CODE

Engines for domestic service are denoted by the use of code letters. Numerals are used for export engines only

Z — 390-Cubic-Inch, V-8, 4V	9 — 390-Cubic-Inch, V-8, 4-V
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ASSEMBLY PLANT CODE

The letter "Y" is the designation for the Thunderbird Assembly Plant in Wixom, Michigan.

THUNDERBIRD HARDTOP, LANDAU AND CONVERTIBLE

MAJOR SPECIFICATIONS

Wheelbase	113.2"
Tread—Front	61.0"
—Rear	60.0"
Length—Overall	205.4"
Width—Overall	77.1"
Height—Overall—Hardtop and Landau	52.5"
—Convertible	53.3"
Usable Luggage Capacity—	
Hardtop and Landau	11.5 cu ft
Convertible (top up)	6.1 cu ft

Front Compartment Dimensions—	
Effective Head Room—Hardtop and Landau	37.4"
—Convertible	39.1"
Maximum Effective Leg Room	39.7"
Hip Room	59.7"
Shoulder Room	57.0"
Curb Weight—63A	4605 lbs
—63B	4615 lbs
—76A	4760 lbs



63A — HARDTOP



63B — LANDAU



76A — CONVERTIBLE

EXTERIOR STYLING

Completely restyled for 1964, Thunderbird now has a longer hood and a shorter roof line; and there is no sacrifice of interior roominess. The all-new body side panels are highly sculptured; and the entire car is designed to make available more new conveniences and more comfort to keep Thunderbird one of a kind in the luxury car class.

The front end of the 1964 Thunderbird is all new with a more forceful power dome and headlamps that are wider-spaced; and the bumper and grille are designed to provide a faster, more aerodynamic appearance.

The rear of the '64 Thunderbird features new rectangular taillights set within the massive rear bumper. A die-cast bright-metal grille for the new Silent-Flo ventilation system is used below the rear window of both the Hardtop and Landau.

HARDTOP—The 1964 Thunderbird Hardtop continues with the image of swift-lined sleekness that is Thunderbird tradition. Styling refinements with intended functional purposes, in addition to their smart

appearance, make Thunderbird *the* luxury car of the year. Side ornamentation of the Hardtop includes "Thunderbird" script identification on the fender, and the Thunderbird emblem on the roof rear pillar. The widely imitated Thunderbird roof line has been restyled with corner creases for a more crisp appearance.

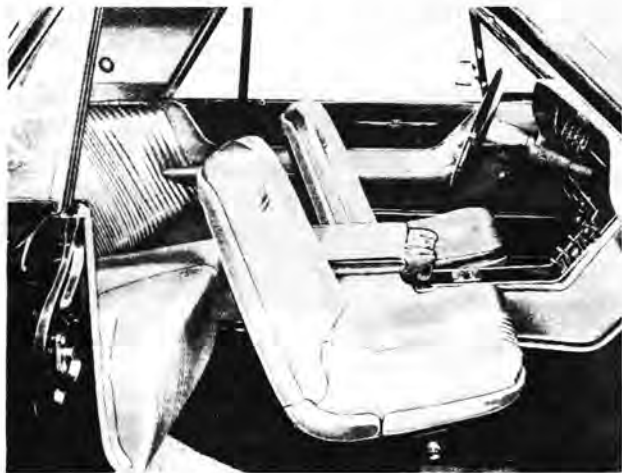
LANDAU—The Thunderbird Landau features a durable fade-resistant padded vinyl top covering over the formal Hardtop roof. The vinyl-covered top is available in black, white, blue, and brown. The traditional Landau "S" bar in bright metal carries the Thunderbird emblem in a newly styled oval at the center of the bar. "Thunderbird" in script lettering appears on the fender.

CONVERTIBLE—The Convertible model of Thunderbird for '64 offers the basic features of the Hardtop and Landau, but with the added attraction of an all-vinyl, wrinkle-resistant soft top. The electro-hydraulic-operated top lowers and retracts under the power-operated rear deck at the driver's desire. The lowered top always presents a sleek appearance because of the absence of a boot over a "stacked" top in a well, as found on conventional convertibles.

THUNDERBIRD HARDTOP, LANDAU AND CONVERTIBLE

INTERIOR STYLING

The interior of the 1964 Thunderbird reflects the space age of today; and its styling has embraced the materials and the look of the future. The four-passenger compartment of the Thunderbird provides unique accommodations in both the front and rear. The high-style, thin-shell, contoured individual front seats are each mounted on twin pedestals. The outer periphery of each front seat is completely framed by a bright metal band. The seats are sculptured to the body anatomy to provide increased body contact with the molded form of the cushion. This results in better pressure distribution which creates an entirely new and restful feel. Both front and rear seats are luxuriously foam-padded beneath the new-type expanded vinyl upholstery.



The door trim panels are fully contoured; and the line of the arm rests starts at the upper front of the door, then sweeps downward and aft into the rear compartment area. The "pistol-grip" door handle and the vent window crank are mounted on each door. The Landau and Convertible models feature a courtesy-warning light in the lower portion of each door. The upper area of the door and quarter trim features vertical roll-over pleats on the Hardtop and Convertible. The Landau features simulated wood graining and a bright-metal Thunderbird emblem in this area.



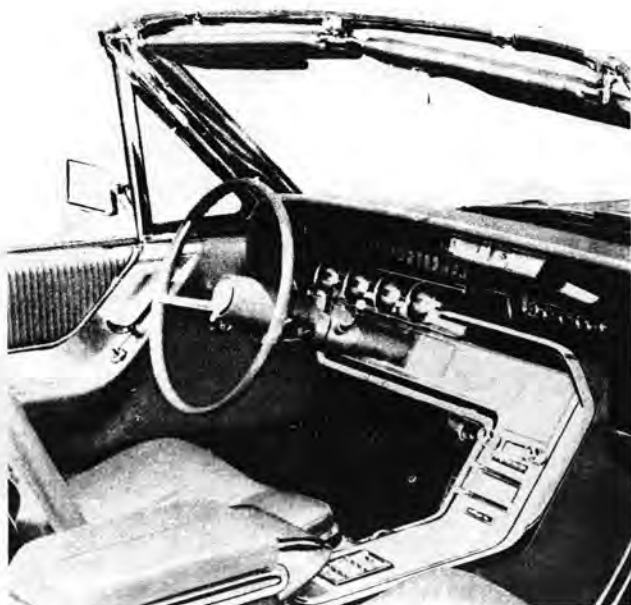
The full-width safety-padded dash sweeps across the front of the driving compartment, down each side, and then terminates in a forward-thrusting line. Below the padded dash, the panel sweeps forward and away from the driver and passenger to provide a feeling of spaciousness. Centrally mounted, and suspended below the padded dash, is the control center which houses the clock, left- and right-side air controls, windshield washer and wiper control, and the courtesy-map lights. Directly below this housing, in the recessed area, is provision for a convenience panel to contain switches and lights of various accessories.



The driver's compartment of the Thunderbird has a "cockpit" styling motif for '64. Instrumentation is all new — the gauges are spherical, floating type, and are mounted in four individual pods directly in front of the driver. The new drum-type speedometer has individually illuminated, three-dimensional numerals; and a special lens gives the red speed indicator a progressive effect as speed is increased. All other major instruments and controls, including the ignition switch, are illuminated by a soft green light for night operation. The deep-dish, two-spoke steering wheel is color-keyed on the Hardtop and Convertible, and simulated wood grained on the Landau. The wheel features horn sounding bars "floating" within the spokes. The hub is safety-padded and has a recessed, bright-trimmed clear ornament around the Thunderbird emblem. The luxury and convenience of the Swing-Away steering wheel and column are provided as standard equipment on all Thunderbirds. The wheel and column may be moved almost eight inches to the right of the driver to make entry and exit easier and more graceful. Ford's safety design will not allow the Swing-Away wheel and column to be moved from the straight-on position unless the car is stopped and the transmission selector lever is in "Park."



THUNDERBIRD HARDTOP, LANDAU AND CONVERTIBLE



The console of the Thunderbird starts at the instrument panel and travels downward and rearward between the front seats. A raised, "arm rest height" stowage compartment with a padded top is at the rear of the console. The central area of the console features a brushed satin aluminum insert on the Hardtop and Convertible; on the Landau it is simulated wood-grained. The radio, heater control, optional air conditioner register, accessory controls, and the optional power window controls are mounted in the central portion of the console. On Hardtop models, the central portion of the console also houses the Silent-Flo vent control, which, on the Convertible, is replaced by the "top" control. The console carries through into the rear compartment where it houses a large ash tray for the convenience of rear seat passengers.

The lines of the front seat arm rests join the rear seat arm rest lines which sweep into the uniquely coved rear seat—both front and rear arm rests are softer and more comfortable for '64. A bright-metal molding is carried rearward from the front doors into the rear compartment and around the coved seat. The molding dips downward at the seat center to frame the grille of the optional rear seat radio speaker. The rear compartment is comparable to the front in luxury, beauty, and comfort. The cove at each rear corner of the seat back provides form-fitting comfort, and the fold-down center arm rest adds appreciably to the living room atmosphere of Thunderbird. Courtesy—reading lights are provided on each roof pillar on the Hardtop and Landau.



The trim low silhouette of the '64 Thunderbird belies the spacious luggage compartment beneath the rear deck. Relocation of the fuel tank—the fuel filler is now on the left side—has provided a deep, wide well in the compartment. Buyers will be pleasantly surprised by this innovation, as the usable luggage space has been appreciably increased. In addition, the location of the well at the rear of the compartment increases loading and unloading convenience, and provides easier accessibility to stowed articles. On the convertible, the well is utilized to stow the spare tire. For night use, the compartment is illuminated whenever the deck lid is raised.

THUNDERBIRD FEATURES

THUNDERBIRD ORIGINALITY

The history of Thunderbird shows that its originality in major design and minor details has made it the trend-setter of the entire automotive industry. However, the continuation of Thunderbird quality, craftsmanship, and precision production methods for 1964 are can't-be-copied features that make Thunderbird unique in all the world.

Engineering improvements with a purpose make the '64 Thunderbird an investment in tomorrow that will be realized throughout many thousands of original-owner miles.

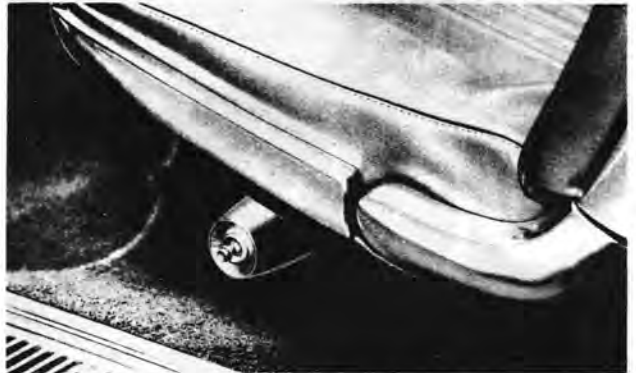


FRONT TURN SIGNALS—Dual-unit front turn signals are standard equipment on Thunderbird for '64. A flashing-type signal light is recessed in each side of the front bumper. The lights flash an amber light when operated. The flash is repeated in the fender-top indicator, where it is visible to the driver and front seat passenger.



REAR LIGHTS—The broad rectangular taillights and integral rear turn signals are framed by the massive rear bumper, and a Thunderbird emblem is centered in the glass area. Back-up lights are standard equipment on Thunderbird. The lights are recessed in the body lower panel for protection and maximum rearward illumination.

FRONT SEAT ADJUSTMENT—In addition to the improved eye appeal and comfort of the new thin-shell front seats, an easier adjustment is provided through the use of new-design seat rollers and slides. Either seat and its track may be relocated one-half inch farther rearward to suit taller individuals.



A four-way — fore-and-aft and up-and-down — power-operated front seat is available for the driver and passenger seat.



RECLINING FRONT SEAT — The Thunderbird passenger-side reclining front seat is a new option for 1964 to provide increased comfort, luxury, and convenience. The seat back is adjustable through a wide-angle range by releasing the control on the seat side shield and leaning back to the desired position. Counterbalancing springs return the seat back to normal upright position when the release lever is lifted. The regular manual fore-and-aft adjustment is provided; however, an optional four-way power adjustment for up-and-down and fore-and-aft movement is also available. In addition, an integrally-designed adjustable headrest is available, wherein the movable six-inch upper section of the seat back may be raised as much as five inches.

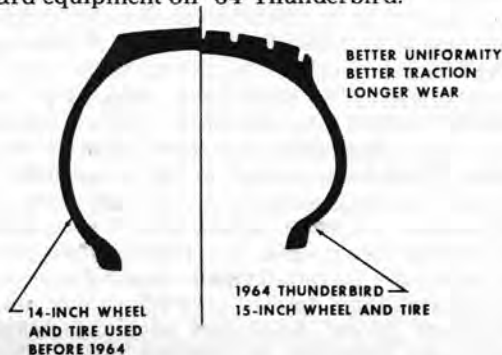
The reclining seat and adjustable headrest are available for the passenger side only — the driver of Thunderbird is provided maximum comfort consistent with safe driving and alert control in the new-design, thin-shell, contoured seat.

THUNDERBIRD FEATURES

CRANK-OPERATED VENT WINDOW—Improved weather sealing, easy operation, and greater resistance to closing from wind pressure are the main advantages of the crank-operated vent windows. Also, the bright crank handles are an attractive feature of the door panel trim.



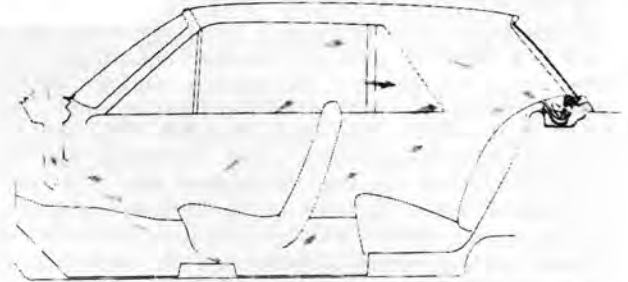
REMOTE CONTROL SIDE VIEW MIRROR—Fully adjustable from an easy-to-operate control inside Thunderbird, this desirable feature is also standard equipment on '64 Thunderbird.



15-INCH WHEELS AND TIRES—Thunderbird's wheel mounting arrangement permits extremely accurate positioning of the wheels with relation to the brake drums, to reduce the possibility of off-center installation. The wheel and tire are precision-centered by a pilot to maintain the efficiency of the true-running 15-inch tires.

New extended-life, low-profile 8.15 x 15 tires are unique to Thunderbird among Ford Division products for 1964. The special tread and composition of the tires were developed especially for the Thunderbird, and their superior running trueness is a contributing factor in the luxury smooth ride and more positive control at any speed.

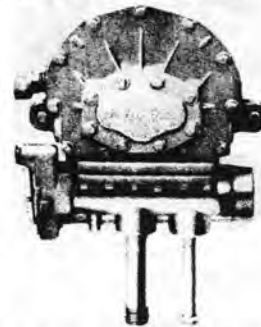
Although there is but slight difference in the outside diameter of the new low-profile tires, the 15-inch wheel diameter provides better brake ventilation for increased efficiency.



SILENT-FLO VENTILATION SYSTEM—The new rear vent on the '64 Thunderbird Hardtop and Landau is opened and closed by a vacuum control switch on the command console. Simple operation of the switch to open the vent improves the air circulation within the passenger compartment while traveling at highway speeds. The rear vent also assists in smoke removal, allows quiet, window-up driving in all weather conditions, and helps in rear window defogging.



BEAR-HUG DOOR LATCHES—The '64 Thunderbird has door-closing security, provided by Bear-Hug door latches—an exclusive for Ford-built cars. The "bear-hug" principle combines several door latch functions: easy to open and close . . . quieter operation . . . rattle resistant . . . designed to reduce the chance of opening upon impact.



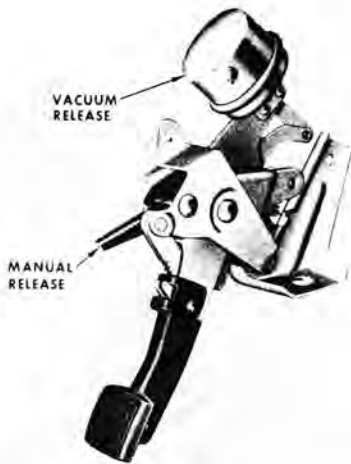
HYDRAULIC POWER WINDSHIELD WIPER MOTOR—Utilizing the high hydraulic pressure of the standard equipment power steering system, this feature allows variable speed control and increased pressure of the 18-inch wiper blades against the windshield for clearer wiping action. Windshield washers with an electrically operated pump are also standard equipment on the '64 Thunderbird.

FULLY TRANSISTORIZED RADIO—Standard equipment on '64 Thunderbird. The push-button station selection feature makes feather-light fine-tuning possible. An optional rear seat speaker is available for all models, and a deluxe accessory—the StudioSonic rear speaker—produces a concert-like echo effect due to a built-in delayed signal.

THUNDERBIRD FEATURES

RETRACTABLE SEAT BELTS — All 1964 Thunderbirds have retractable front seat belts and a seat belt warning light as standard equipment. The belts are color-keyed to the interior, and the buckle for the metal-to-metal attachment has a vinyl-clad front surface for added ornamentation. The retractable feature is contained in a reel-like device near the seat belt anchor on each outboard belt half. This provides a neater appearance, as the belts are almost totally hidden when not in use. The inboard halves of the seat belts stow next to the seats at the console side. The seat belt warning light is illuminated whenever the ignition switch is turned on—this is a perpetual reminder that seat belts are provided, and may be worn for increased driving safety. The seat belt warning light must be turned off manually each time, but it will light again after the engine has been stopped and restarted.

AUTOMATIC PARKING BRAKE RELEASE — With the parking brake applied, a vacuum cylinder actuates the brake release linkage whenever the transmission selector lever is moved from "Park" or "Neutral." This new feature prevents starting the car in motion with the parking brakes engaged, which can result in excessive rear brake wear or failure. In the event of vacuum loss, a secondary manual release under the instrument panel is provided.



The parking brakes can be applied with the foot pedal while driving, as with conventional service brakes, to provide a safer and more controllable emergency brake system.

ALTERNATOR — This electrical charging system is an improvement over the generator method of keeping the battery charged. The alternator provides more positive charging capacity at low engine speeds, thus increasing the efficiency and reliability of Thunderbird's electrical system. The use of a simplified, more reliable regulator is also made possible by the use of the alternator.

ELECTRICAL WIRING CIRCUITRY — All of '64 Thunderbird's electrical wiring circuits terminate in a quick-disconnect-type panel on the right-hand cowl. Fuses and circuit breakers are easily accessible, and every lamp and accessory circuit is fully protected by an overload device to prevent damage to wiring and individual units.



Electrical wiring in Thunderbird's engine compartment is protected by the finest high-temperature-resistant insulation ever produced. Known as "Hypalon," the insulation will withstand temperatures up to 400 degrees; and it is highly resistant to oil, grease, and chemicals.

An integral circuit breaker in each motor of the optional power windows provides additional protection by immediately sensing excessive heat, thus reducing the length of time the motor can operate unnecessarily at the limit of up or down travel. Stainless steel drive shafts help to eliminate the possibility of binding from corrosion.

THUNDERBIRD'S LASTING BEAUTY — The sparkling, baked-on Diamond Lustre Enamel of Thunderbird and other fine Ford cars is the most durable finish ever applied to an automobile. First, the entire body undergoes a six-step rustproofing process; then a smooth, double coat of special epoxy-resin primer is sprayed on. Finally, two complete coats of Ford's Diamond Lustre Enamel are carefully and painstakingly applied and then baked on for a hard "show room" finish that retains its beauty far longer than ordinary automobile paint. Diamond Lustre Enamel resists chipping and scratching, and never needs waxing—cleansing with water and an occasional polishing to remove insoluble residues are the only maintenance requirements.

In addition, the enduring qualities of Thunderbird's beauty are, to a great degree, a result of the extensive use of Zinclad steel and zinc-rich primers which help protect areas that are vulnerable to the ravages of salt and other corrosive substances used on roads. Thunderbird's body is also liberally undercoated in selected areas to complete the treatment for superior durability and lasting beauty.

To further complement the brilliant exterior of the 1964 Thunderbird, front and rear bumpers are more massive and are made of more rugged steel than ever before. An improved plating process for the bumpers offers increased protection, while keeping the bumpers looking brighter for a longer period.

THUNDERBIRD FEATURES

THUNDERBIRD OWNER BENEFITS FOR 1964

TWICE-A-YEAR MAINTENANCE— Routine maintenance for Ford-built cars is required only twice a year, or at 6000-mile intervals under normal driving conditions. This twice-a-year program is effective upon delivery, because a 1000-mile inspection is not required for 1964 Ford-built cars. After the car is inspected according to the pre-delivery schedule, the front wheel bearings and the various body hinges, locks, and latches require lubrication or service only as needed. This is due to improved designs, and the use of more durable material in many areas. Also, operating and climatic conditions vary throughout the country wherein more or less frequent service intervals are indicated.

100,000-MILE MAJOR CHASSIS LUBRICATION— Due to the superior quality of the lubricant seals used on Thunderbird's chassis components, and the development of improved lubricants, suspension units will operate freely with minimum wear for 100,000 miles, or three years, under normal driving conditions.

6000-MILE OIL AND FILTER CHANGE— The efficient removal of harmful abrasive particles and contaminants which cause engine wear is accomplished by the full-flow oil filter. The specified engine oil and filter will withstand 6000 miles of driving or six months of use under normal operating conditions. Engine oil and filter are renewed at the same time.

36,000-MILE COOLANT— The initial installation of all-weather engine coolant is made at the factory. Protection is provided to 30 degrees below zero, and the coolant will last for 36,000 miles, or two years under normal driving conditions.

36,000-MILE FUEL FILTER— The filter is integral with the fuel pump, and features a replaceable-type element. The availability of extra-clean fuel reduces the need for carburetor service and helps to keep harmful abrasives out of the engine.

36,000-MILE AIR CLEANER FILTER— High filtering efficiency results from a dense cellulose filtering unit. The filter is cleaned at the twice-a-year service operation, and replaced at 36,000 miles.

SELF-ADJUSTING POWER BRAKES— If brake lining adjustment is required, the brake self-adjusters will make a precise adjustment each time the brake is applied when the car is moving in reverse. Brakes cannot become over-adjusted; and the correct adjustment and brake pedal height will be maintained for the service life of the brake lining.

Power brakes are standard equipment on Thunderbird. The vacuum-power assist reduces pedal effort up to 40 percent over conventional hydraulic braking systems. This helps reduce driving fatigue and contributes to Thunderbird's Total Performance image.

EXTENDED-LIFE BRAKE LINING— When used for regular passenger service under normal driving conditions, inspection of Thunderbird's brake lining is recommended at 30,000 miles. At this time, it will be possible to determine the condition of the lining and to make minor corrections, if necessary, to help prevent major repairs later on. During this inspection, it will also be convenient to inspect the front wheel bearings, and lubricate as required. Rear wheel bearings are permanently lubricated.

LIFE-OF-CAR TRANSMISSION AND REAR AXLE LUBRICANT— Normally, the lubricant, or fluid, never needs to be changed—only added to, if necessary.

18-MM, SELF-CLEANING SPARK PLUGS— The nickel-chrome alloy electrode and firing tip of each spark plug extends deep into the combustion chamber. Each time a cylinder fires, the extreme heat of the exploding gases burns away the carbon deposits that otherwise could cause fouled plugs.

EXTENDED-LIFE HEADLAMPS AND LAMP BULBS— Headlamps are now included in Thunderbird's extended-life electrical components.

1964 THUNDERBIRD STANDARD EQUIPMENT

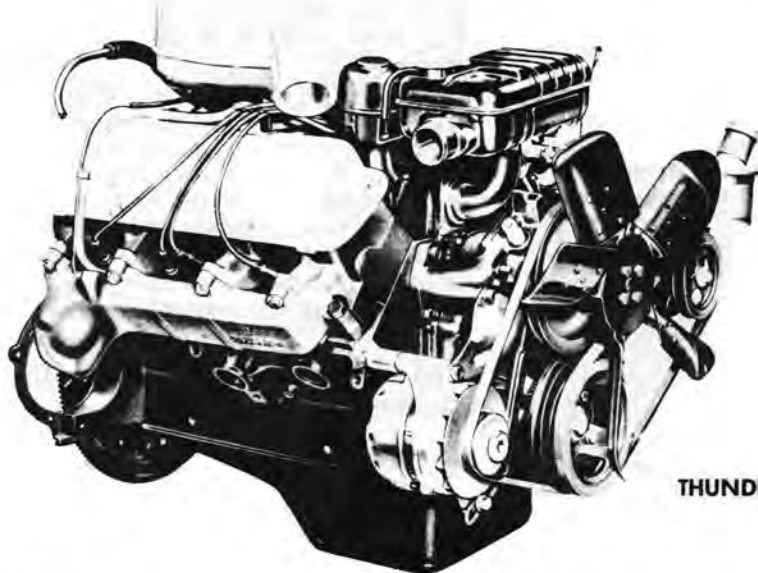
- 300 H.P. 390-Cubic-Inch, 4-v, V-8 Engine
- Cruise-O-Matic Transmission
- Alternator Electrical Charging System
- Power Brakes
- Power Steering
- Swing-Away Steering Wheel and Column
- Padded Instrument Panel, Steering Wheel Hub and Visors
- Electric Clock
- Radio—AM Push-Button and Antenna
- MagicAire Heater
- Windshield Washer and Hydraulic Wipers
- Full Wheel Covers
- Underbody Soundcoating
- Back-Up Lights
- Courtesy-Map Light
- Glove Box and Ash Tray Lights
- Courtesy-Reading Lights- Hardtop and Landau
- Luggage Compartment Light
- Mirror—Remote Control
- Mirror—Inside Non-Glare, Rear View
- Seat Belts, Front, Retractable—with Warning Light
- Turn Signals—Dual Unit
- Automatic Parking Brake Release

1964 THUNDERBIRD FACTORY-INSTALLED OPTIONAL EQUIPMENT AND ACCESSORIES

- Air Conditioner, SelectAire
- Battery, Heavy-Duty
- Fender Shields, Rear
- Glass, Tinted with Banded Windshield
- Leather Seat Bolsters and Inserts
- Paint, Two-Tone—Hardtop only
- Power Seats, 4-Way—Driver
— Driver and Passenger
- Power Windows
- Reclining Passenger Seat and Headrest
- Radio, AM/FM, Push-Button and Antenna
- Safety-Convenience Control Panel:
 - Vacuum Door Locks
 - Door Warning Lights
 - Low Fuel Warning Light
 - Simultaneous Flashing Parking and Taillights
- Speaker, Rear Seat
- Speed Control System
- Tires, White Sidewall, 8.15 x 15-4 P.R. Rayon
- Tonneau Cover (8 colors)—Convertible only
- Wire Wheels, Chrome—14" Includes 8.00 x 14 WSW Rayon Tires
- Wheel Covers, Deluxe (simulated knock-off hubs)
- Transistorized Ignition System

... And many other Dealer-installed accessories.

THE THUNDERBIRD POWER TEAM



THUNDERBIRD "390" SPECIAL V-8

THE ENGINE

Thunderbird—the unique car with the sports flair—features as standard equipment the powerful, yet super quiet, Thunderbird "390" Special V-8.

Ford's superior manufacturing techniques and advance-engineering design are fully utilized in the "390" V-8—short-stroke for low friction and long life . . . deep-block, thin-wall construction for light-weight ruggedness . . . hydraulic valve lifters for quieter, more service-free operation . . . free-turning intake valves—aluminized for protection against burning and pitting . . . free-turning exhaust valves—made of cast austenitic steel for maximum heat-resistant qualities . . . high-lift, cast-alloy-iron camshaft—greater valve overlap for the best engine torque characteristics . . . low-restriction intake manifold for precision fuel induction.

In addition, there are many other features that contribute to quiet dependability and minimum maintenance, affording maximum engine efficiency for mile after mile of motoring pleasure.

- 36,000-MILE SUPER FILTER AIR CLEANER—Extra-clean air for increased efficiency.
- 36,000-MILE FUEL FILTER—Replaceable element integral with fuel pump.
- HOT- IDLE COMPENSATOR—Provides smooth idling in warm temperatures.
- MAGNETIC CHOKE PLATE—Correct choking action in hot and cold weather.
- CARBURETOR INLET SCREEN—Additional protection for the precision carburetor.
- WATER- WARMED CARBURETOR MOUNTING FLANGE—Reduces carburetor icing to eliminate stalls.
- 6000-MILE FULL-FLOW OIL FILTER—A major factor in Thunderbird's Twice-A-Year Maintenance Program.
- 6000-MILE, OR SIX-MONTH, OIL CHANGE—Oil level checks are the only requirement during this period.
- 190-DEGREE ENGINE COOLANT THERMOSTAT—Improves engine and heater efficiency.

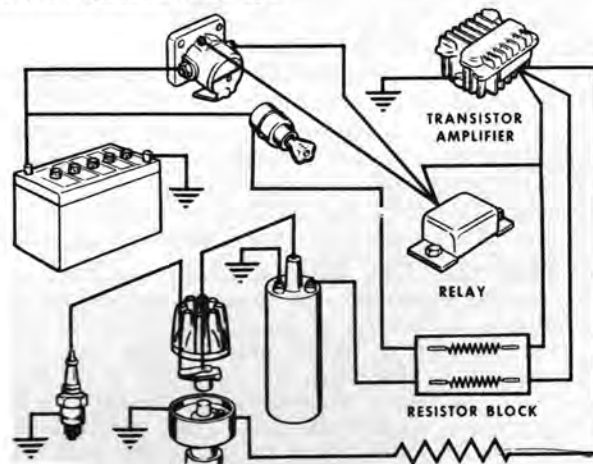
- POSITIVE CRANKCASE EMISSION SYSTEM—Burns harmful crankcase vapors.

BASIC SPECIFICATIONS

Bore and Stroke (inches)	4.05 x 3.78
Displacement	390 cu. in.
Compression Ratio	10.1 to 1
Brake Horsepower at 4600 rpm	300
Maximum Torque at 2800 rpm (lbs.-ft.)	427
Valve Lifters	Hydraulic
Carburetor	Automatic Choke—4-Venturi
Fuel	Premium
Exhaust	Dual

TRANSISTORIZED IGNITION SYSTEM

An optional high-performance transistorized ignition system is available for the "390" V-8. This system provides a hotter spark to the plugs for more positive firing at all engine speeds, and significantly extends spark plug life. In addition, the transistorized ignition system decreases current flow through the distributor breaker points, increasing point life and the interval between ignition tune-ups.



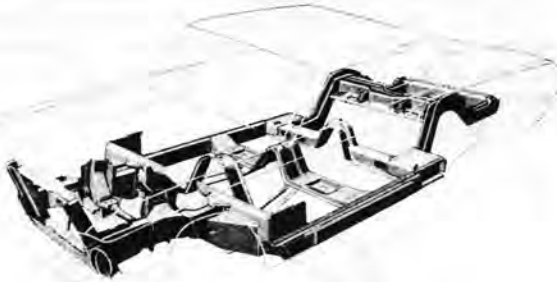
TRANSISTORIZED IGNITION SYSTEM

THUNDERBIRD CHASSIS

UNDERBODY

The underbody is a typical example of the advanced-engineered principles and rugged durability built into every Thunderbird car. The unexcelled strength and rigidity of the underbody make Thunderbird more resistant to squeaks and rattles; and special underbody features provide an extremely low level of road noise transfer, providing a quieter interior. The underbody structure is a prime factor in providing owners with many thousands of miles of comfortable, more noise-free motoring pleasure.

The basic underbody structure consists of box section side, front, and rear frame rails, plus four connecting torque boxes. Seven full-width and two partial-width crossmembers are used, and are of either box-section, hat-section, tubular or channel construction. The underbody frame rails, torque boxes and the majority of crossmembers are fabricated from Zinclad steel for maximum protection against rust and corrosion. All other underbody framing is made of extra-heavy steel.



THUNDERBIRD UNDERBODY STRUCTURE

In addition to being rigid and strong, Thunderbird's underbody has limited flexibility to help prevent transfer of noise to the passenger compartment. This is accomplished through the torque boxes connecting the underbody framing. The front torque boxes connect the side and front frame rails, and as the front wheels encounter a bump, the force is absorbed primarily by the front suspension coil springs. The reaction to this force tends to lift the front frame rails. Since the rails are attached to the torque boxes, the tendency is for the torque box, or boxes, to twist slightly and transmit the remaining force back through the frame side rails, outboard of the passenger compartment.

Rear torque boxes connect the side and rear frame rails and perform the same function as the front torque boxes. While the primary forces from rear wheel movement are absorbed within the suspension itself, the main reaction forces are applied to the torque boxes through the rear spring front mountings.

POWER STEERING

Thunderbird Power Steering—exclusive standard equipment for Thunderbird in the Ford line—features a torsion-bar-type power unit integral with the recirculating ball-and-nut Magic-Circle steering gear. The unit transmits the driver's commands for power-assisted steering and also provides positive wheel return to the straight-ahead position. Thunderbird's

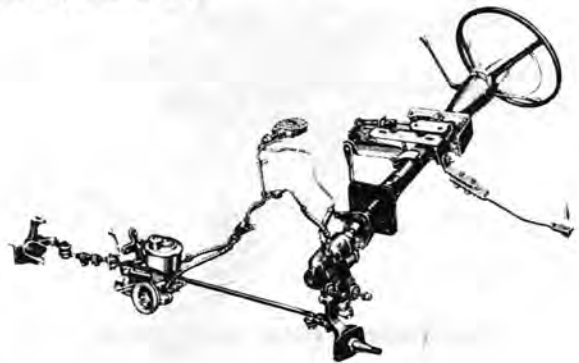
lower overall steering ratio of 20.3 to 1 makes turning faster for precision-like maneuverability. Also, the total steering wheel revolutions from stop to stop are only 3.6 turns, and the curb turning diameter is a tight 40.2 feet. A flexible coupling in the steering shaft dampens road harshness and vibration before they can reach the steering wheel.

The Thunderbird power steering pump is belt-driven from the front of the engine and features an integral fluid reservoir for convenient fluid level checking. The pump operates at a greater capacity than system requirements for reserve power, and the excess fluid is recirculated through the pump by an internal by-pass valve. Thunderbird's powerful hydraulic windshield wiper motor is driven by fluid from the power steering system.



THUNDERBIRD POWER STEERING

The friction points of Thunderbird's parallelogram-type steering linkage are serviced with special lubricant at the factory and, in combination with new lubricant seals, Thunderbird steering linkage is permanently lubricated.



THUNDERBIRD STEERING LINKAGE

Thunderbird's standard equipment Swing-Away steering wheel provides luxurious ease of entry and exit. As a safety feature, Thunderbird's Cruise-O-Matic selector lever must be in Park position before the wheel can be moved. When the wheel is returned to normal driving position and the Cruise-O-Matic selector is moved out of Park position, the wheel is locked securely in place.

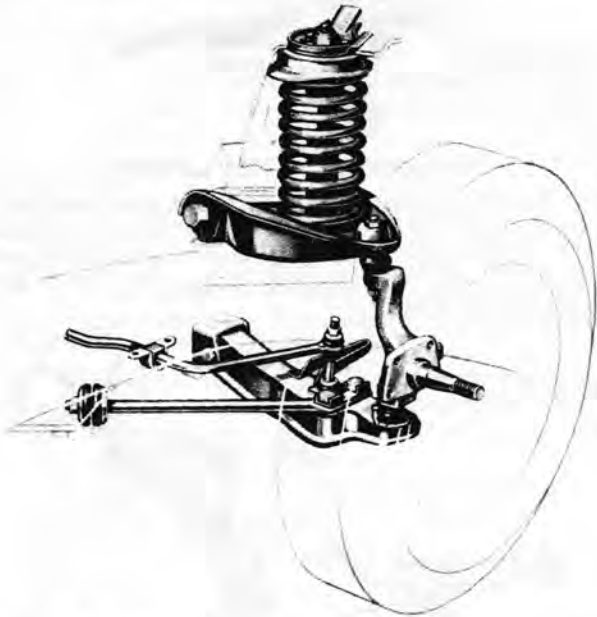
THUNDERBIRD CHASSIS

SUSPENSION

Thunderbird's front suspension is an independently sprung, coil-spring type with direct-acting shock absorbers concentrically mounted within the spring coils. Shock absorbers, new for '64, feature constant-viscosity fluid for more positive snubbing action in both hot and cold weather. In addition, the "shocks" have special rebound cutoff control to soften wheel rebound action with a cushion of oil for extra ride smoothness. The large, deep coil springs are mounted on top of the upper control arms for smoother spring action. Coil spring ends are mounted in rubber to assure quietness. The upper control arms are inclined 12 degrees to reduce "brake dive."

A rubber-mounted, strut-type stabilizer at each lower control arm holds the suspension system in alignment and permits the wheels to move slightly rearward for horizontal resiliency when bumps are encountered.

A rubber-mounted transverse link-type stabilizer bar connects the front suspension units for front-end sway control.



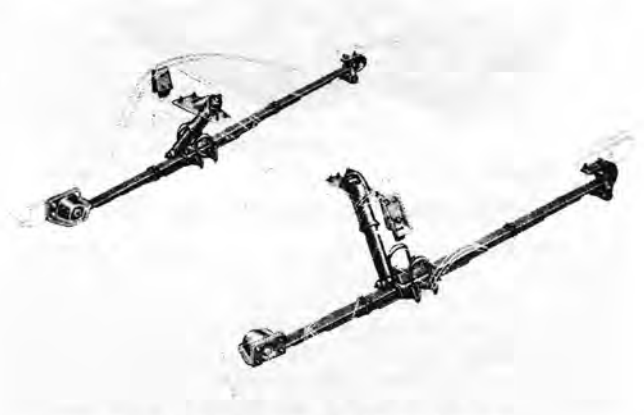
THUNDERBIRD FRONT SUSPENSION

The rear suspension system of Thunderbird is of the Hotchkiss Drive-type. Driving forces are smoothed out to provide a comfortable, cushioned ride as forces from braking or acceleration at the rear wheels are transmitted from the rear axle to the underbody through the 60-inch-long leaf-type suspension springs. The springs cushion the forward push of acceleration and also absorb the twisting motion of the rear axle housing as it tries to move rearward in reaction to acceleration power. The long leaf springs afford a soft cushioning effect and are dampened by double-acting telescopic shock absorbers.

Large resilient rubber bushings at the spring front mounting eyes reduce road shock and noise and permit the wheels to move slightly rearward to assist the springs and tires in absorbing road irregularities, especially at higher speeds. The rear of the springs are mounted in tension-type shackles which compensate automatically for changes in car load or road conditions for a consistently smooth, even ride.

In addition, to the rubber bushings at both ends of the springs, further isolation of road noise and shock in the passenger compartment is provided by the ISO-CLAMP mount between the springs and axle housing. Thick butyl rubber pads above and below each spring are enclosed in a two-piece metal box structure retained by the spring U-bolts. The rubber pads prevent metal-to-metal contact between the spring and axle housing, further eliminating noise transfer from the road to Thunderbird's interior.

The angle-mounted telescopic shock absorbers feature constant-viscosity fluid, providing uniform snubbing action regardless of climatic conditions. Angle-mounting adds stability to Thunderbird's luxury ride, reducing side sway for easier, safer driver control.



THUNDERBIRD REAR SUSPENSION

SUSPENSION SPECIFICATIONS

FRONT

Type	Independent with Ball Joints
Springs	4.18" ID Helical Coil - Rubber-Mounted
Shock Absorbers	Hydraulic, Telescopic, Vertical Mounting
Stabilizer	Link-Type Mounting, Rubber-Bushed
Steering Knuckle	Integral Spindle and Steering Arm
Wheel Bearings	Opposed Taper Roller

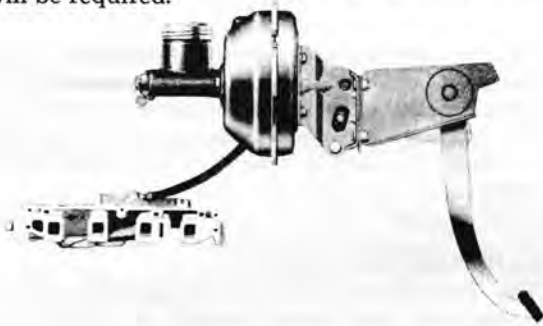
REAR

Type	Longitudinal Semielliptic Leaf Springs with Rubber-Bushed Attachments
Number of Leaves	Five
Leaf Length and Width	60.00" x 2.5"
Spring Shackles	Tension-Type
Shock Absorbers	Hydraulic, Telescopic, Angle Mounting

THUNDERBIRD CHASSIS

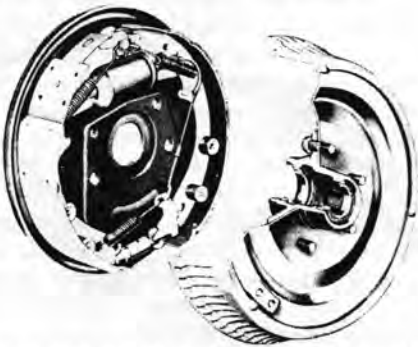
POWER BRAKES

Another extra-value feature of Thunderbird is the standard equipment vacuum-powered, self-adjusting brakes. The vacuum power reduces pedal effort—up to 40 percent over conventional brakes—and provides smoother, quicker braking with minimum effort. The amount of assist supplied by Thunderbird's vacuum-power braking system is a direct multiple of the amount of pressure being applied to the brake pedal; thus, gradual application of the brakes is possible for super-smooth stopping. The system retains enough vacuum for several power-assisted brake applications after the engine has stopped. In the event of complete loss of vacuum, Thunderbird's hydraulic brakes will remain effective, although greater pedal effort will be required.



THUNDERBIRD POWER HYDRAULIC SYSTEM

The mechanical portion of Thunderbird's braking system is of the Duo-Servo design, self-energizing, single-anchor, internal-expanding type with self-adjusters. The self-adjusters help to maintain proper pedal height for easy brake application and are effective for the service life of the linings.



THUNDERBIRD SELF-ADJUSTING BRAKES

Brake self-adjustment is accomplished as the brakes are applied when the car is moving in reverse. A remarkably simple cable, adjusting screw, and "star" wheel are actuated by movement of the secondary shoe to keep the brakes in constant adjustment.

All Thunderbird brake drums are the composite steel and iron type and are annealed for quiet operation, then machined to a microfinish for superior stopping

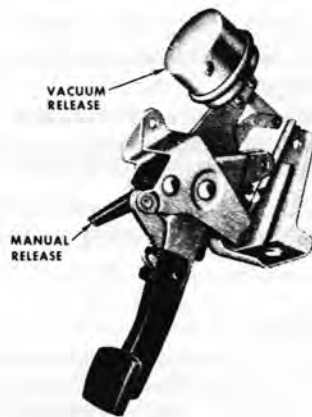
smoothness and rapid seating-in of the linings. Thunderbird's brake drums are externally flared with cast-in cross ribs to provide additional cooling surface for more efficient braking. Ford-engineered brake lining material is "tailored" specially for the Thunderbird to provide the most desirable frictional and heat conduction characteristics to prevent brake "grab" or "fade" and to extend the service life of the lining.

The hydraulic portion of the Thunderbird braking system features the master brake cylinder mounted on the vacuum booster and large-bore hydraulic wheel cylinders "tailored" for maximum front-rear braking balance.

Thunderbird for 1964 features a new unique automatic releasing mechanism for its rear wheel parking brakes, providing more positive protection against driving with the brakes in a locked or partially applied position.

Like other cars, Thunderbird's parking brakes will remain locked in the applied position with the car stopped and parked. Unlike other cars, however, the brakes do not have to be manually released before moving. When the engine is started and the gear shift selector is moved from "Park" or "Neutral", a vacuum cylinder on the foot pedal linkage is energized, automatically releasing the pedal to disengage the brakes. A lever under the instrument panel can also be used to release the foot pedal, if desired.

The automatic releasing system also has an important secondary advantage. When driving, the parking brakes can be applied without the foot pedal remaining locked in position, thus providing a safer, more controllable emergency brake system.

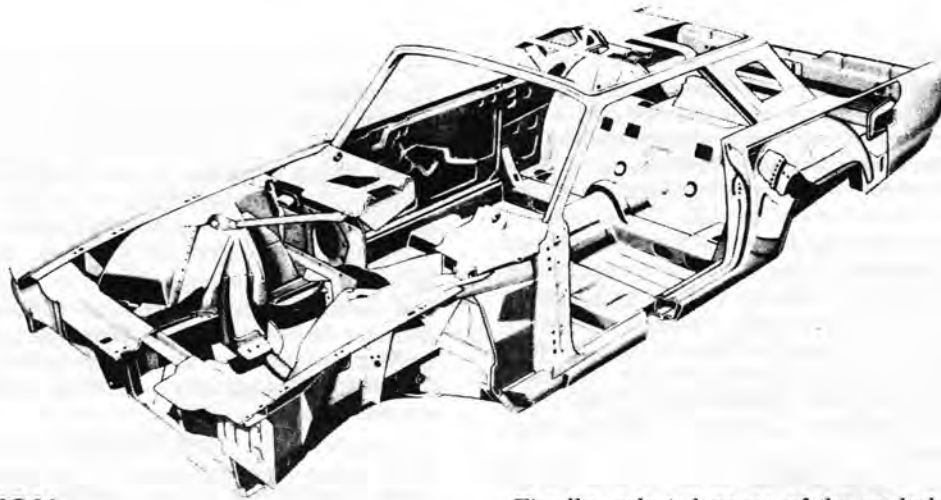


AUTOMATIC RELEASE PARKING BRAKE

BRAKE SPECIFICATIONS

Brake Drum Diameter	11.09"
Lining Material	Molded Asbestos
Lining Attachment	Riveted
Lining Width—Front	3.0"
—Rear	2.5"
Total Lining Area—Gross	238.0 sq. in.
—Effective	208.0 sq. in.

THUNDERBIRD BODIES



CONSTRUCTION

Thunderbird's superior unitized body is constructed of heavy-gage steel throughout. Deep-section reinforcements, double panels, strengthening braces, and many other body structural features found only in luxury-grade automobiles have been pioneered by Thunderbird.

Strength and rigidity best describe Thunderbird's body design—

- Extra welds and extra-heavy-gage panels minimize disturbing vibrations.
- Heavy-gage box-section roof framing all around.
- Two sturdy hat-section roof cross braces.
- Extra-strong roof quarter panels, box-section rocker panels with diagonal strengthening webs.
- Extra-rigid cowl construction.
- Deep-ribbed floor pan and seat mounting areas.
- Extra-rigid box-section underbody members.
- Extra-rugged seat belt anchor plates to withstand pulling loads up to 5000 pounds.
- To compensate for the absence of roof panels, the Convertible body has extra reinforcements to provide rigidity and strength comparable to Hardtop models.

All body components are welded together by the most modern methods to make Thunderbird's body strong, solid, and silent.

RUST PREVENTION

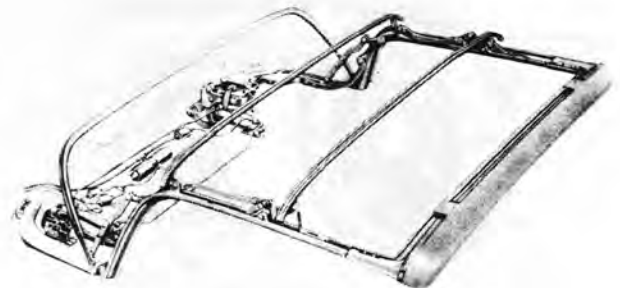
The latest materials and most modern methods are used to provide a complete rust-inhibiting treatment to Thunderbird bodies. The underbody front side rails, center side rails, rear side rails, torque boxes, rocker panels and the majority of the underbody crossmembers are all manufactured from Zinclud steel. The heavy galvanized coating of this steel affords maximum protection to these parts, retarding rust and corrosion for long-life protection. Zinc-rich primer is applied to the lower interior surfaces of the various body panels, pillars, doors, fenders, and to the splash areas of the wheelhousings. The zinc-rich primer is over 90 percent zinc, providing superior antirust protection in these critical areas. Two coats of special epoxy-resin primer are then carefully sprayed on, providing a smooth, tough undercoat for the exterior finish.

Finally, selected areas of the underbody are given a generous coating of high-quality undercoating to complete the extensive Thunderbird antirust protection treatment. All body seams, joints, and openings are then thoroughly sealed to help keep out dirt and water.

CONVERTIBLE TOP

The Thunderbird Convertible top is automatic, fully retractable, and, when lowered, completely concealed under the rear deck. The top is lowered by releasing two clamps at the windshield header, then operating the control switch on the floor console.

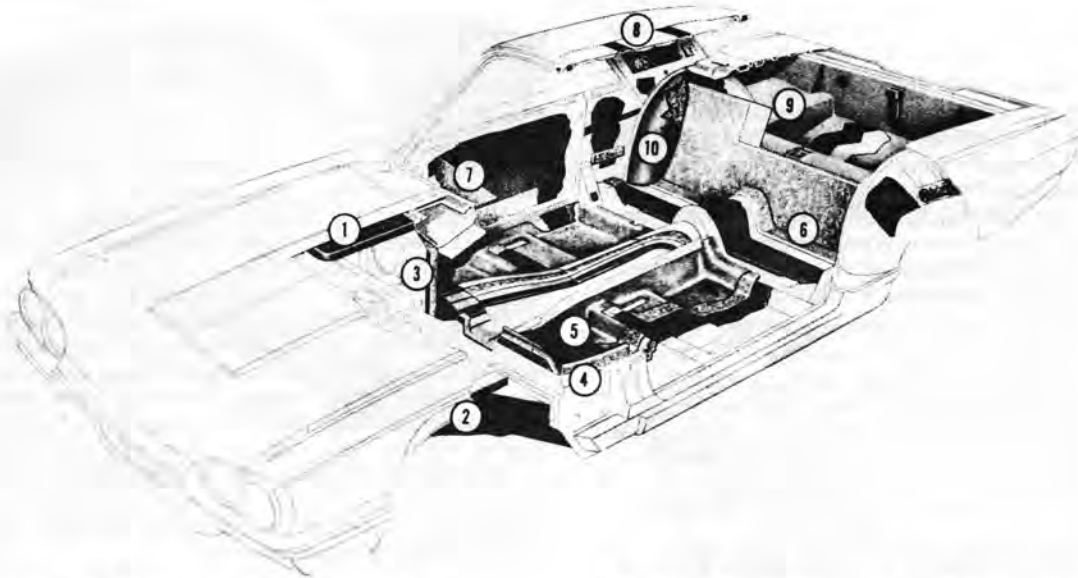
An electro-hydraulic power unit is used to raise and lower the top and deck lid, while an electric motor drive folds and unfolds the package tray extension panel. The deck lid is released or locked by a third drive motor. Deck lid and panel rise automatically to permit the top to fold neatly into the luggage compartment. When the top is folded, deck lid and panel close automatically to form a smooth, completely flush rear body section.



THUNDERBIRD CONVERTIBLE TOP CONSTRUCTION

Durable attractive top covering material of the highest quality available is used on Thunderbird tops. Heavy, satin-grained vinyl, two layers of cotton fabric, and butyl rubber adhesive film are permanently bonded together to form a single thickness of tough, waterproof top material. Main seams are solidly bonded to reduce the possibility of separation, and top material is firmly anchored to all roof bows to prevent "ballooning." All Thunderbird tops have a black undersurface for a neat interior appearance.

THUNDERBIRD BODIES



INSULATION AND SOUNDPROOFING

The Thunderbird's super insulation and soundproofing have been further improved for 1964, reducing engine, transmission, power train, and road noises to a new minimum, and providing maximum protection against heat and cold.

- **HOOD (1)** – Mastic adhesive is spotted between the inner and outer panels, and asphalt-felt deadener is applied to the underside of the power dome section. One-and-one-quarter-inch thick molded high-density glass fiber pads are cemented to the underside of the hood to effectively absorb and deaden engine noises.
- **FRONT FENDERS AND UNDERBODY (2)** – Fender inner housing, including the fender apron and entire underbody, is sprayed with sound deadener coating.
- **DASH PANEL (3)** – A new pre-formed dash insulator is used to attain a snug fit over the entire area of the dash panel. The formed insulator has a one-inch-thick amberlite padding core plus two-ply asphalt-impregnated felt mat and thick facing board on each side. The insulator acts as both a sound deadener and absorber.
- **COWL AND INSTRUMENT PANEL (4)** – One-half inch amberlite pads are cemented to the cowl sides and top. Air conditioned Thunderbirds have a blanket of foil-faced high-density glass fiber one-half-inch thick applied to the underside of the cowl top panel, serving as both a heat shield and a sound insulator.
- **FLOOR PAN (5)** – The front floor pan is covered with a new semi-septum-type material consisting of crepe kraft-coated heavy mastic combined with one-quarter-inch fiber batting. In addition, the floor toe riser and tunnel sides are covered with three-ply asphalt-impregnated felt mat for extra protection against engine and transmission noise. The rear passenger floor area, floor side risers, and floor rear riser are covered with a layer of thick three-ply felt, heavily saturated with asphalt mastic. Both the front and rear floor carpeting are padded with a thick jute pad to complete Thunderbird's living room comfort.
- **REAR SEAT AREA (6)** – A one-half-inch foil backed glass fiber pad is attached to the floor pan under the rear seat and to the riser behind the seat.

- **DOOR AND QUARTER PANELS (7)** – Spray-on sound deadener coating is applied to the inner surfaces of the door and quarter panels. Special one-quarter-inch-thick glass fiber of high density adds extra sound deadening to the door panel trim padding.
- **ROOF PANEL (8)** – Sound deadener felt strips between cross braces and the underside of the panel. One-half-inch-thick high-density glass fiber pads cover the roof sections between the cross braces and one-inch-thick glass fiber cover the inside of the roof rear pillars.
- **DECK LID AND LUGGAGE COMPARTMENT (9)** – The deck lid has inner and outer panel construction with mastic adhesive spotted between the panels. The floor pan in the luggage compartment is covered with a layer of thick three-ply felt, heavily saturated with asphalt mastic.
- **REAR WHEELHOUSINGS (10)** – The rear wheelhousings and trim panels are covered with the new semi-septum insulation, and additional cellulose wadding fills the lower body structure adjacent to the rear seat.

BODY SEALING MATERIALS

Thunderbird bodies are carefully sealed at various points for protection against entry of dust and water.

- **JOINT SEALERS** – Exposed spot-welded body panel seams and joints are protected by special plastic sealing material applied during the body assembly and welding operation. Vinyl-plastic sealing compound is used at roof drip rails and rear deck trough. This material also forms an antisqueak insulator between cowl and instrument panel. Heat-curing sealer material is applied full length to all other panel seams and joints to effectively seal out dust and moisture.
- **SPECIAL ANTISQUEAK AND SEALING DEVICES** – Special pads, grommets, seals and plugs guard against friction, water, dust and drafts. Thunderbird's windshields and the rear windows of the Hardtop models are sealed with special non-drying plastic compound that retains its elasticity and keeps a tight seal without becoming brittle or cracking. Exposed nuts and bolts have integral sealing gaskets. Plastic shields cover door and quarter panel inside surfaces between the metal and trim to prevent water damage to trim panels.

THUNDERBIRD BODIES

DOORS

Thunderbird doors are double-panel, welded-steel structures with offset-type hinges and bronze bushings to assist in opening the doors. Two-position door checks in the lower hinges hold doors in the full-open or intermediate position when desired. When closed, the doors are tightly sealed against moisture and dirt with compression-type neoprene weatherstripping. The weatherstripping is specially designed to provide minimum resistance to door closing.

The crank-operated vent windows, new for '64, feature easy operation and more positive sealing. The bright-metal trimmed windows pivot smoothly on low friction bushings and will remain firmly in any opened position. The tempered safety glass side windows feature easy-open action and are sealed at the bottom with rubber weatherstripping to help prevent the entry of dirt and water inside the door panel.

Bear-Hug door latches—also new for Thunderbird in 1964 and exclusive with Ford-built cars—combine several highly desirable door latch functions: easy to open and close . . . quiet operation . . . rattle-resistant . . . designed to reduce the chance of opening on impact.

Bear-Hug door latches consist of a latch assembly on the door with double yoke jaws enclosed in a steel housing, and a sturdy striker pin attached to the body pillar. The striker pin has a rubber shock bushing surrounding it, and an outer slotted metal sleeve to protect the bushing.



BEAR-HUG DOOR LATCH

When the door swings shut, the striker pin meshes with the yoke jaws, which latch in a vertical position and compress the rubber bushing and slotted steel sleeve to grip the pin firmly and hold the door in alignment. A rubber block in the latch housing behind the jaws acts as a bumper to cushion the striker pin when it contacts the latch on closing. This bumper presses tightly against the pin when the door is fully closed and latched to help prevent rattles.

The wide opening presented by the unlatched yoke jaws permits easy door latching even if there is a slight misalignment between latch and striker pin. The jaws literally grasp the pin at top and bottom to align the door and hold it closed securely.

The large-diameter flange on the end of the striker pin is designed to limit end movement and keep the pin securely between the closed yoke jaws.

HOOD

Thunderbird's hood is of double-panel construction with the inner panel formed into channel-type reinforcing sections. This type of construction provides excellent rigidity, and resistance to twisting for the wide hood assembly. The inner and outer panels are welded around the outside edge, and the reinforcing channels are bonded to the outer panel with a special heat-curing adhesive. The power dome section in the upper panel forms a deep channel that also increases hood strength. Fiberglass padding attached to the upper panel underside minimizes engine sounds. Molded rubber pads and a full-width cowl seal help eliminate hood squeaks and rattles. The two front pads are adjustable for aligning the hood with the fenders. Heavy double-link hinges with coil-type counterbalance springs make hood operation easy. The springs hold the hood in full-open position for a servicing and inspection convenience, and also help retard "slamming" when closing.



THUNDERBIRD HOOD CONSTRUCTION

LUGGAGE COMPARTMENT

The Thunderbird has a completely redesigned luggage compartment for 1964, with a usable luggage capacity of 11.5 cubic feet in the Hardtop models. Most important, however, is the shape of the compartment: A deep well permits stowage of bulky or odd-shaped articles that heretofore would not fit within Thunderbird's trim, low lines. In addition, the location of the well at the rear of the compartment increases loading and unloading convenience, and provides easier accessibility to stowed articles.

The Hardtop luggage compartment deck lid is key-operated from the rear of the car. The rotor-type latch may be released with the key; then the lid will open easily, assisted by torsion bars on the deck lid hinges. The torsion bars also hold the deck lid in the full-open position for loading convenience.

The floor area, side walls, and wheelhousings of the luggage compartment, as well as the spare tire, are covered with a vinyl-coated material for a neat appearance and cargo protection. The hardboard side panels form a concealed car jack and wheel wrench compartment at the right-hand side. The compartment is illuminated whenever the deck lid is raised.

THUNDERBIRD BODIES



LUGGAGE COMPARTMENT THUNDERBIRD HARDTOP

The convertible luggage compartment deck lid has concealed rear-mounted hinges to permit opening in the opposite direction to the hardtop models. All deck lid and extension panel movements are fully automatic, operated from a fingertip switch on the sports console. No outside lid lock is required for these models—operation of the top-control switch will release the lid and retract the extension panel for easy access to the compartment. As in the Hardtop models, the luggage compartment is fully lined and features a concealed car jack and wheel wrench compartment. The stowage of the spare tire in the deep well provides greater usable luggage capacity in the '64 models.

WINDOWS

The all-around safety glass in Thunderbird meets or exceeds the safety requirements of the American Standards Association and the motor vehicle safety regulations of the individual states.

Windshields are manufactured from safety-type laminated plate glass. The windshield curves gently and uniformly from the center to the swept-forward windshield pillars, affording wide-angle, more distortion-free vision.

Back windows on Hardtop models are solid tempered plate glass. (Convertible rear windows are clear plastic vinyl.) Side windows are of solid tempered premium sheet glass. Tempering the glass increases its impact resistance and structural strength, providing greater protection against accidental breakage. An additional safety advantage of tempered glass is that if ever broken, it tends to break into small chunks or granules, rather than slivers with razor-sharp edges.

SEATS

Thin-shell design, twin-pedestal-mounted, front bucket seats, and a cove-design rear seat are new Thunderbird features for 1964. The front seats have a slimmer, more eye-pleasing appearance with the added advantage of increased comfort. In addition, the thin-shell design has the benefit of increasing the rear seat passenger knee, leg, and foot room.

These new seats have a slight wrap-around effect for a more secure feeling; and the balanced spring design plus generous amounts of molded foam afford superb comfort and uniform support. The seat cushion has

molded foam varying from one-and-three-quarter to four inches thick; and the seat back has molded foam one-and-one-quarter inches thick.

The seats are sculptured to the body anatomy to provide increased body contact with the molded form of the cushion. This results in better pressure distribution which creates an entirely new and restful feel.



THUNDERBIRD BUCKET SEAT CONSTRUCTION

The thin-shell seats are attached to a new-design seat track, with low-friction plastic slides and large rollers. The new design tracks, plus built-in assist springs, make the front seats easier operating, quieter, and more durable than ever before. Either seat and track may be moved one-half inch rearward, for additional front seat leg room.

An optional power-operated front seat is available for the driver, or for driver and passenger. The optional power operated seat provides adjustment up-and-down as well as fore-and-aft.

A new Thunderbird luxury and convenience feature for 1964 is the passenger side optional reclining front seat. The seat back is adjustable through a wide-angle range by releasing the control on the seat side shield and leaning back to the desired position. Counterbalancing springs return the seat back to normal upright position when the release lever is lifted. The optional four-way power seat adjustment is also available with the reclining seat.

The optional reclining front seat is also available with an integrally mounted headrest. The six-inch upper portion of the seat back may be raised as much as five inches. When lowered, the headrest fits flush against the seat, blending with the seat contour.

Thunderbird's coved rear seat design, plus generous amounts of foam padding, add new form-fitting comfort for rear seat passengers. A new fold-down center arm rest, wide enough for use by both passengers, adds even further comfort and convenience.

THUNDERBIRD BODIES

THUNDERBIRD BODY SPECIFICATIONS		
ALL DIMENSIONS IN INCHES UNLESS OTHERWISE NOTED.	HARDTOP AND LANDAU	CONVERTIBLE
GENERAL		
Wheelbase	113.2	113.2
Tread — Front	61.0	61.0
— Rear	60.0	60.0
Height — Overall (with design load)	52.5	53.3
Length — Overall	205.4	205.4
Width — Overall	77.1	77.1
— At center pillar	76.0	76.0
ENTRANCE ROOM		
Door opening width	49.5	49.5
Door opening height (scuff plate to windcord)	36.8	36.5
Foot clearance — Front	16.0	16.0
— Rear	11.8	11.8
Entrance height (seat to windcord)	30.2	29.9
FRONT SEAT ROOM		
Head room (effective)	37.4	39.1
Maximum leg room to accelerator	39.7	39.7
Cushion height (from floor to crest at front)	11.3	11.3
Cushion depth	18.5	18.5
Steering wheel to cushion clearance	6.3	6.3
REAR SEAT ROOM		
Head room (effective)	37.6	38.1
Minimum leg room (effective)	33.2	33.2
Cushion height (from floor to crest at front)	12.6	12.6
Cushion depth	17.8	17.8
LUGGAGE COMPARTMENT		
Usable luggage capacity	11.5	* 6.1
GLASS AREA		
Side glass exposed surface area	1248	1243
Windshield glass exposed surface area	1258	1258
Backlight glass exposed surface area	843	746
Total glass exposed surface area	3349	3247

* Top up

1964 THUNDERBIRD PRICES

September 27, 1963

**Suggested
Retail
Delivered**

THUNDERBIRD MODELS

Hardtop	\$4,486.00
Hardtop - Landau	4,589.00
Convertible	4,953.00

STANDARD EQUIPMENT

300 HP 390" 4V 8 Cylinder Engine	Seat Belts, Front - Retractors and Warning Light
Cruise-O-Matic Transmission	Full Wheel Covers
Power Brakes	Underbody Soundcoating
Power Steering	Back-up Lights
Swing-Away Steering Column	Glove Box and Ash Tray Lights
Padded Instrument Panel, Steering Wheel Hub and Visors	Courtesy Light
Hydraulic Windshield Wipers	Luggage Compartment Light
Electric Clock	Mirror - Remote Control
Radio-AM Push-Button and Antenna	Mirror - Inside Non-Glare, Rear View
MagicAire Heater	Windshield Washers
Automatic Parking Brake Release	Map Light
Turn Signals	Alternator

FACTORY INSTALLED OPTIONAL EQUIPMENT AND ACCESSORIES

Air Conditioner, SelectAire	415.10
Battery, Heavy Duty	7.60
Fender Shields, Rear (Not available with wire wheels)	26.60
Glass, Tinted with Banded Windshield	43.00
Leather Seat Trim	106.20
Paint, Two-Tone	25.80
Power Seats, 4-Way	
Driver	92.10
Driver and Passenger	184.10
Power Windows	106.20
Radio, AM-FM Push Button and Antenna	83.70
Reclining Passenger Seat and Headrest	38.60
Safety-Convenience Control Panel	45.10
• Vacuum Door Locks	
• Door Warning Light	
• Low Fuel Warning Light	
• Simultaneous Flashing Parking and Taillights	
Speaker - Rear Seat	15.50
Speed Control System	63.40
Tires, White Sidewall	
(5) 8.15 x 15 4-p.r. Rayon	42.10
Tonneau Cover - Convertible	269.00
Transistorized Ignition System	51.50
Wire Wheels, Chrome and 8.00 x 14 4-p.r.	
WSW Rayon Tires	415.20
Wheel Covers, Deluxe (knock-off hubs)	15.60

MP 17



AUTOMOTIVE RELATED DECALS/SHOP & OWNERS MANUALS

101 RIDGECREST DR. LAWRENCEVILLE, GA. 30245

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