

# 1978 THUNDERBIRD



## Diamond Jubilee Edition. The most exclusive Thunderbird you can buy.

Enter Thunderbird '78. Classic in line, as always. And a magnificent blend of luxury with agility.

This distinguished trend-setter in personal car luxury has just recorded its most successful sales year.

Now Thunderbird offers greater distinction. The Diamond Jubilee Edition you see here. With prestigious styling to help commemorate our 75th Anniversary as America's longest established automobile company.

It features fine customized touches never offered by Thunderbird. (B) A distinctively different, thickly padded vinyl roof. Opera windows (C) with Diamond Jubilee Edition script.

The exterior body color is uniquely matched with the roof, accent stripes, bodyside moldings, color-keyed grille texture, a jewel-like hood ornament, bumper rub strips and cast aluminum wheels. An exclusive Diamond Blue Metallic finish (Code 3E), (Ember Metallic is the other tasteful choice) and owner door initials (D) add a fitting touch.

Other features, also standard: white sidewall radials, power antenna, AM/FM stereo search radio, dual sport mirrors, and more. The full standard manifest is on the back cover.

Custom features continue inside (A). Sumptuous split

bench seats with their own biscuit sew style. And Thunderbird designs in seatbacks. Blue luxury cloth (Code TB), shown here, is matched with cloth headlining. (You get Chamois interior trim with Ember Metallic exterior.) Plush center armrests and the manual passenger recliner are included. So are driver and passenger illuminated visor vanity mirrors. Front seatback and door panel assist straps. Padded door armrests. 36-oz. cut-pile carpeting. Even the trunk, with deck lid liner, has special trim.

The hand-stitched, leather-covered instrument panel pad tops tachometer, speedometer, trip odometer, oil, temperature and alternator gauges. Ebony woodtrone appliques add elegance. So does the 22K gold finish owner nameplate (E). And a pleasant chime discreetly reminds you to buckle up.

Ride and handling may well be what you've always wanted. Flight-like, actually. With the 5.0 litre (302 CID) 2V V-8\* and SelectShift automatic transmission. Plus a cushioned suspension and power steering for stability and road sense.

Diamond Jubilee Edition. Our newest refinement of a classic. Drive it soon. At your Ford Dealer's.

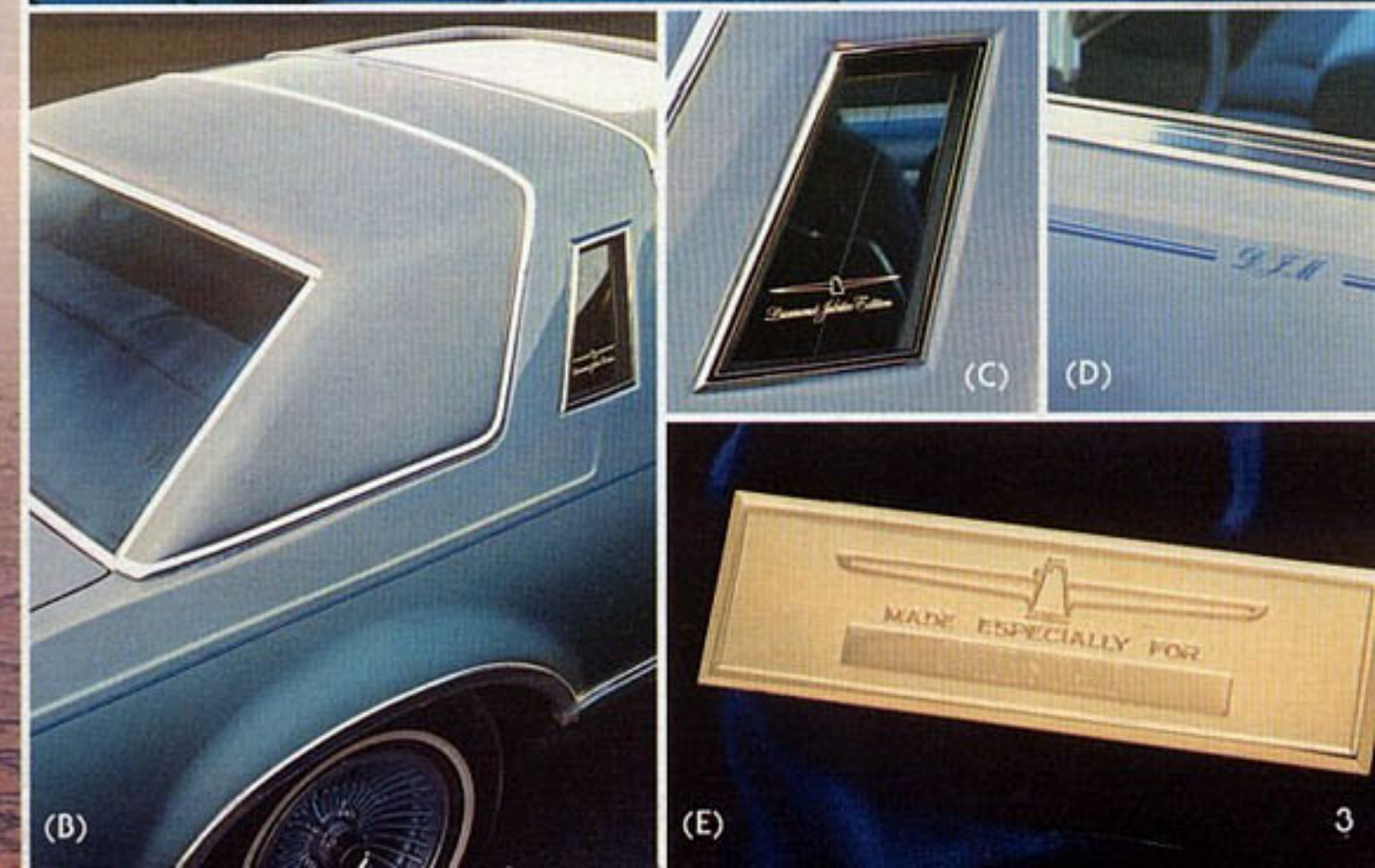
Note: See Notable Standard Features, Color Code Reference and Measurements on the back cover.  
\*Not available with California emission equipment.



Thunderbird Diamond Jubilee Edition in Diamond Blue Metallic (3E) with Diamond Blue vinyl roof.



(A)



(B)

(E)

(C)

(D)

## Thunderbird Town Landau. Distinctive luxury.

When it comes to styling, few cars are as inordinately distinctive as Thunderbird Town Landau. Lines are crisp with contemporary proportions. And it is smartly featured here in Light Chamois (Code 83), one of 14 paint selections.

The brushed aluminum roof tiara gives Town Landau instant identity. Opera windows (C) carry the script. A color-keyed, jewel-like hood ornament (D) adds a finishing touch.

Among many standard amenities are accent-painted cast aluminum wheels, white sidewall radials, wide bodyside moldings with color-keyed vinyl inserts. There also are front cornering lamps, dual sport mirrors, accent stripes, and more.

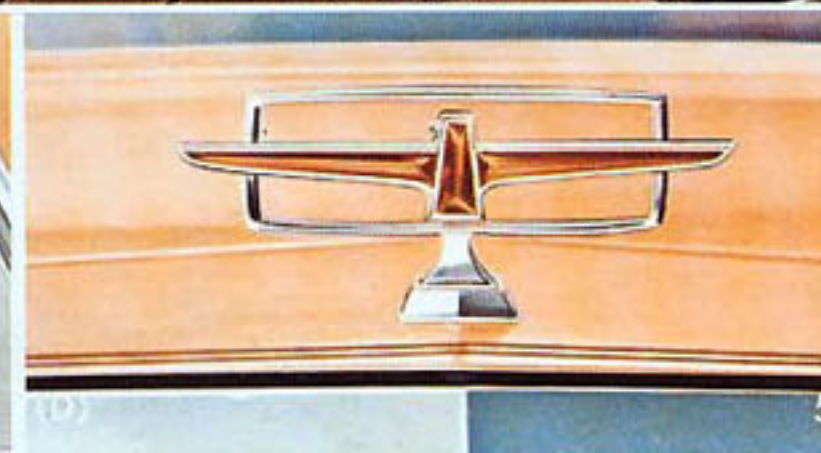
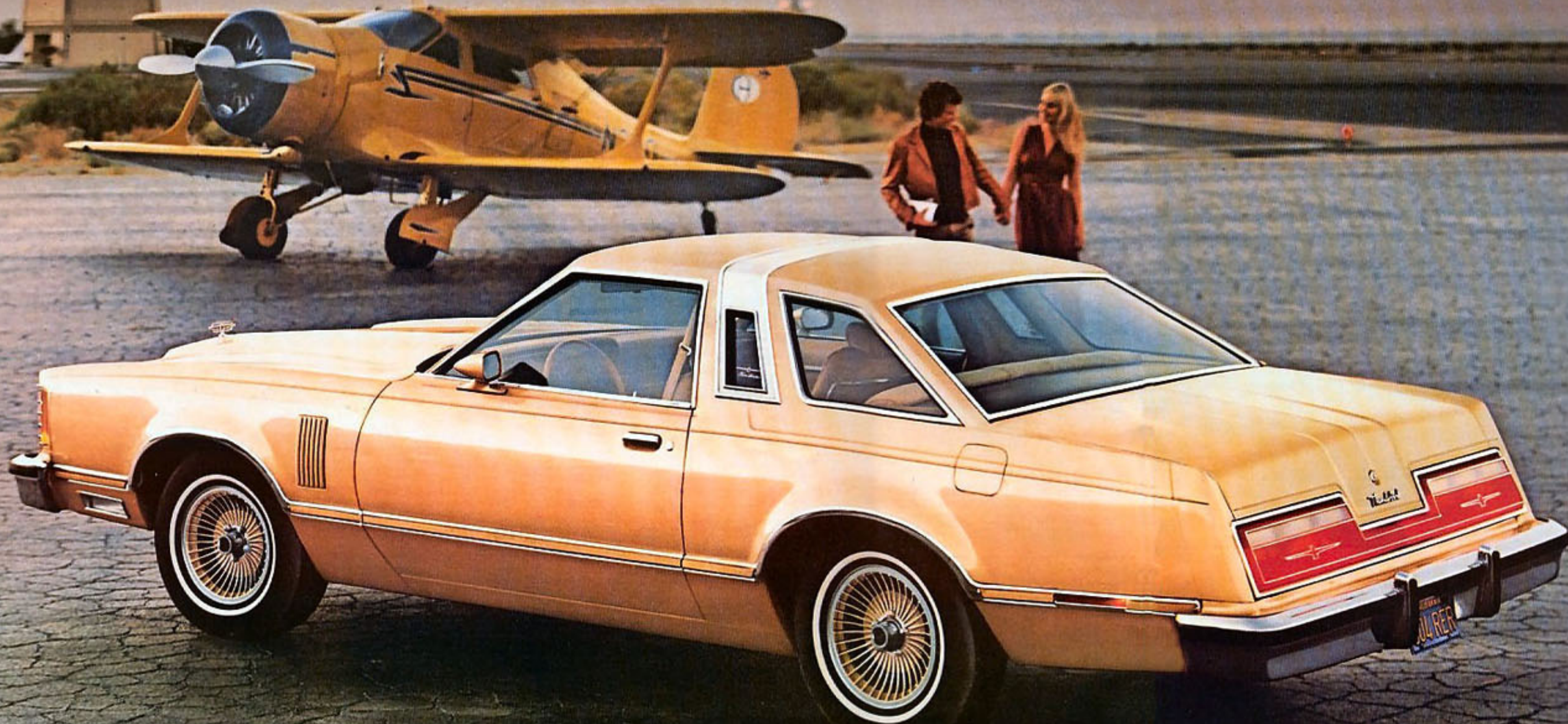
When it comes to your comfort and convenience, few cars are so thoroughly equipped as Town Landau. Crushed velour split bench seats (A), with fold-down center armrests and manual passenger recliner. Chamois trim shown (Code RT) is one of six attractive velour colors available. Or you can opt

for Ultra-soft leather seating surfaces in any of seven color choices.

Power side windows are standard. Also the 6-way power driver's seat, power door locks, automatic seatback release, an illuminated visor vanity mirror and a luxury sound insulation package. High-gloss, burl walnut woodtrone appliques (B) add an elegant touch to the instrument panel. SelectAire Conditioner, AM/FM stereo search radio, a day/date clock quartz-controlled to the nearest second, and trip odometer are more of many luxuries, standard. See the full standard list on the back cover.

Best way to assess Town Landau is at the wheel, of course. The responsive 5.0 litre (302 CID) 2V V-8<sup>®</sup> SelectShift automatic transmission, power steering and power front disc brakes give you complete command. Your Ford Dealer will gladly arrange a test flight.

Note: See Notable Standard Features, Color Code Reference and Measurements on the back cover.  
\*Not available with California emission equipment.



## New Sports Decor Group. For the sporty set.

Express yourself boldly this year. With one of nine exciting color combinations—yours when you order the optional Sports Decor Group. Moderate or dramatic color contrasts—whichever strikes your mood. The wide array of choices is listed on page 14.

Sports Decor on the Thunderbird below features new Russet Metallic (Code 81), beautifully paired with a Chamois vinyl roof. In this Decor Group, you also get deck lid straps, dual accent paint stripes, fender louver and hood stripes color-coordinated with the vinyl roof, and styled road wheels with

Chamois accents. Bodyside moldings have color-keyed vinyl inserts. Remote control dual sport mirrors and blacked-out vertical grille bars are also included.

With Sports Decor Group, you can furbish the interior as luxuriously as you wish. From a standard front bench seat to buckets with sporty striped cloth. Elegant Ultra-soft leather seating to crushed velour split bench seats. Our generous selection of interiors appears on pages 10 and 11.

Note: Some items shown, like white sidewall tires and Deluxe Bumper Group, are optional. See Notable Standard Features, Color Code Reference and Measurements on the back cover.



Thunderbird with Sports Decor Group.  
Russet Metallic (81) with Chamois vinyl roof.

## Personalize with Tu-Tone Paint Treatment.

Imaginative Tu-Tone paint treatment offers another tasteful way to personalize Thunderbird at modest extra cost. Eight body colors you can pair beautifully with various lower bodyside paints give you 18 different Tu-Tone combinations ranging from subtle to bold degrees of compatibility. (See page 14 for the list of Tu-Tone pairings offered.)

One magnificent example illustrated below: Light Jade Glow (Code 7L), with harmonizing lower bodyside accent of Dark Jade Metallic (Code 46). For added distinction, we've topped this stately blend with a Dark Jade vinyl roof.

You can personalize further with the wide selection of Thunderbird interiors available. Bench seats trimmed with

cloth and vinyl, or optional all-vinyl. Optional bucket seats with cloth and vinyl, or all-vinyl fabrics. Or you can opt for the Interior Decor Group and get split bench seats with cloth and vinyl, all-vinyl, or leather and vinyl trim. Or you can choose the Interior Luxury Group and have split bench seats tailored with crushed velour cloth, or with Ultra-soft leather seating surfaces. See pages 10 and 11 for interior illustrations, pages 12 through 15 for more personalization ideas.

Note: Some items shown are optional, such as vinyl roof, dual accent paint stripes, Convenience Group, wide bodyside moldings with color-keyed vinyl inserts, front cornering lamps, wire wheel covers, white sidewall tires and the Deluxe Bumper Group. See the Notable Standard Features list, Color Code Reference and Measurements on the back cover.



Thunderbird with Tu-Tone: Light Jade Glow/Dark Jade Metallic (Codes 7L, 46), Dark Jade vinyl roof.



Thunderbird with Exterior Decor Group. Dark Midnight Blue (3A). Dove Grey vinyl roof.

## Thunderbird. A great car to begin with.

One compelling reason for owning Thunderbird is the car itself. With the luxury, quality and fine engineering one traditionally associates with Thunderbird. The fact that its down-to-earth price makes Thunderbird so easy to own is almost unbelievable.

Consider what you get in styling—readily apparent on both cars shown here. Clean, lean, classic lines. Concealed headlamps. Opera windows. And distinctive wrapover roof with bright moldings.

Thunderbird trimness, a refined suspension and wide stance provide remarkable agility. You'll welcome that on the road, or while parking. And these are just a few of many reasons for Thunderbird's resounding success.

A smooth-working 5.0 litre (302 CID) 2V V-8\* and SelectShift transmission are standard. More spirit can be yours with an optional 5.8 litre (351 CID) 2V V-8. With California emission equipment or heavy-duty trailer towing package, a 6.6 litre (400 CID) 2V V-8 is available.

Power steering and power front disc brakes naturally are standard. So is the AM radio, and much more. See the full standard feature list on the back cover.

Inside, Thunderbird can be tailored as individually as you choose. The Thunderbird, shown in Ember Metallic (Code 5Y)



Thunderbird in Ember Metallic (5Y).

with dual accent paint stripes, includes a deep-cushioned bench seat trimmed in cloth and vinyl upholstery. Optional all-vinyl trim is also available. There are optional buckets with all-vinyl, cloth and vinyl, or leather seating surfaces...and split bench seats with luxury level velour cloth and vinyl, or Ultra-soft leather seating.

The Dark Midnight Blue (Code 3A) Thunderbird, left, features added distinctive touches. With such Exterior Decor Group amenities as a two-section Dove Grey vinyl roof, dual accent paint stripes, dual sport mirrors, wide bodyside moldings with vinyl inserts keyed to the paint, and styled road wheels.

You can also add power door locks, power seats, power side windows. A powered moonroof. Audio systems up to an AM/FM stereo search radio or quadrasonic tape player. Even a 40-channel CB. There's an illuminated entry system, and more. Check all options on pages 12 through 15.

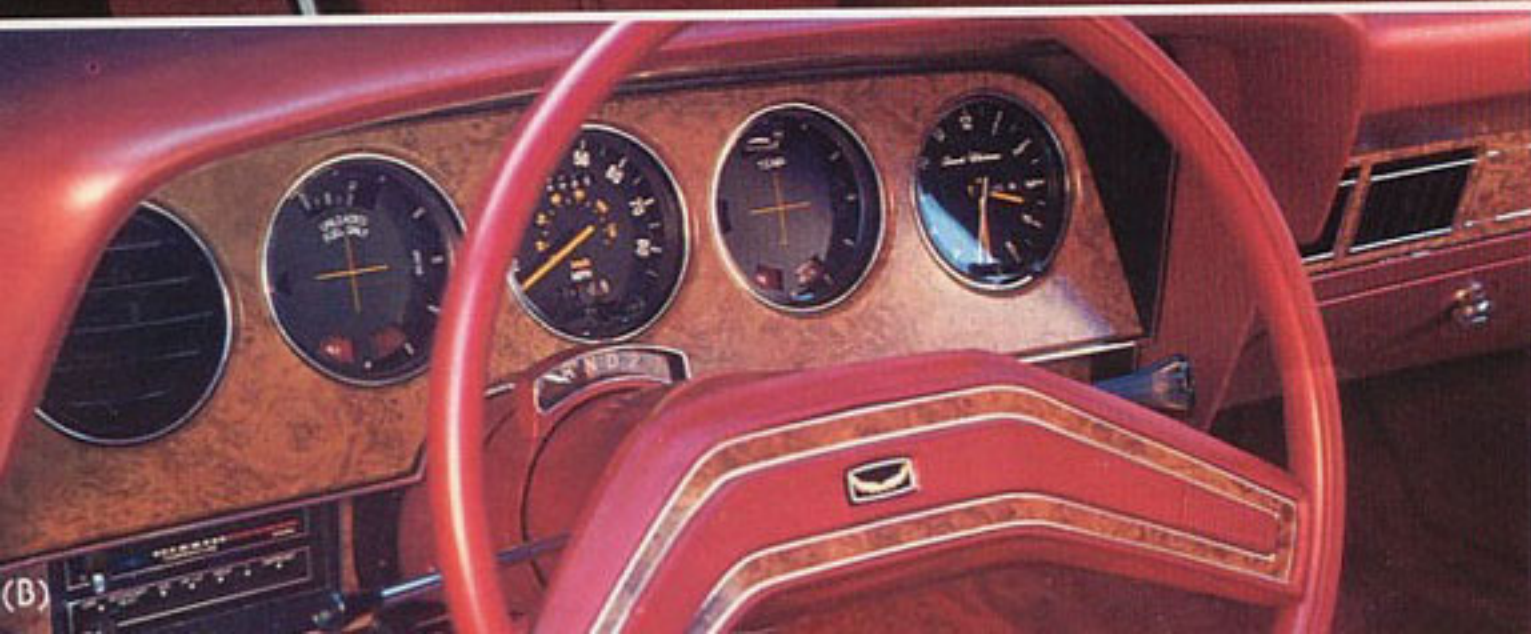
Best news, though, is Thunderbird attainability. With a down-to-earth price that's hard to believe. Look into it soon at your Ford Dealer's.

Note: Some items shown are optional, such as color-keyed deluxe belts. Exterior Decor Group, Deluxe Bumper Group and WSW tires. See the Notable Standard Features list, Color Code Reference and Measurements on the back cover.

\*Not available with California emission equipment.



(A)



(B)



(C)



## A giant step in luxury design.

**(A) Split Bench Seats** with Ultra-soft leather seating surfaces in Russet (Code SE). These individually adjustable seats, with manual passenger recliner, are available with the optional Interior Luxury Group. Dove Grey, White, Blue, Jade, Chamois and Saddle are other Thunderbird trim colors available. Crushed velour trim, an alternate choice, is shown in (A) on page 5.

**(B) Standard Instrument Panel** maximizes convenience and visibility. Woodtone appliques grace the panel and steering wheel. The optional Sports Instrumentation Group, shown on page 13, includes tachometer, trip odometer and oil, temperature, alternator gauges.

**(C) Manual Passenger Recliner**, with adjustable rearward angle, helps make long trips seem shorter. Included with all split bench seats, standard on Town Landau and Diamond Jubilee Edition.

**(D) Split Bench Seats**, included with optional Interior Decor Group, and luxuriously tailored in Jade knit cloth and vinyl (Code DR). All-vinyl, or leather seating surfaces also available. See (A) for color choices.

**(E) Bucket Seats**, handsomely trimmed with sporty multicolor striped cloth and vinyl in Blue (Code HB), are optional, and are included at no charge with optional Interior Decor Group. All-vinyl trim also offered. See (A) for color selections available. Handy center console, included, has floor shift, a padded cover to serve as armrest, contains an interior light and removable litter bin.

**(F) Bucket Seats**, smartly fitted option with easy-care all-vinyl trim in White with Chamois components (Code G2). See (A) for seven color selections available. Buckets are available at no charge with optional Interior Decor Group (shown). Center console and floor shift come with bucket seats.

**(G) Standard Bench Seat**, attractively tailored in knit cloth and vinyl, shown in Dove Grey (Code AS). Optional all-vinyl trim is also offered. See (A) for color range. All but White vinyl are available.

Note: Some items shown are optional, such as SelectAire Conditioner, Power Lock Group, Convenience Group, AM/FM stereo radio, dual sport mirrors, power windows, 6-way power driver's seat and color-keyed deluxe belts. See Notable Standard Features list, Color Code Reference and Measurements on the back cover.



## Interior options—for added pleasure.

### Audio

There are many sound reasons why factory-installed Ford radios are great performers: a 100% solid state chassis for long life and carefree operation, precision engineering, stringent Ford quality control standards. A fixed length stainless steel whip antenna for maximum reception. And the fact that all stereo systems include two front-door mounted speakers and dual rear seat speakers. For more reasons, ask your Ford Dealer for a copy of "Dimensions in Automotive Sound." Ford quality audio choices include:

- AM/FM Monaural. Single speaker in instrument panel.
- AM/FM Stereo. Includes 5 x 10 tuning, stereo indicator light.
- AM/FM Stereo with Tape Player.
- AM/FM Stereo Search. Search activated by pushing SEEK or SCAN button. Depressing SEEK, radio will select first listenable station up the frequency range from previously selected station. Depressing SCAN, radio will search entire AM or FM band for an 8-second sample of each listenable station. Standard on Diamond Jubilee Edition, Town Landau.
- AM/FM Stereo with Quadrasonic Tape Player. Includes 8-track channel indexing, plus 10 settings (5 AM, 5 FM).
- (A) Citizen's Band. Latest 40-channel remote control transceiver development. Has chassis mounted in trunk, controls located in power microphone which disconnects for security. Comes with power antenna or fixed (AM/FM/CB) tri-band antenna. Automatic scan feature allows searching for active channel. System can override radio through front speakers while sending or receiving. Available with all factory-installed sound systems. Requires FCC license.
- Dual Rear Seat Speakers. Includes fader control. Standard with all radios except AM or AM/FM Monaural.
- Power Antenna. Mounted on left rear fender. Flip switch to raise to desired height. Flip again, antenna retracts. Standard on Diamond Jubilee Edition.

### Convenience

- (B) 6-Way Power Driver's Seat. Automatically adjustable for comfort. Available only on split bench and bucket seats. Standard on Diamond Jubilee Edition, Town Landau. 6-Way Power Bench Seat also available.
- Automatic Seatback Release. Handy when entering with bulky packages, briefcase. Standard on Diamond Jubilee Edition, Town Landau, and with Interior Luxury Group.
- (C) Day/Date Clock. Quartz crystal controlled accuracy. Tells day, date of month, time (A.M. or P.M.). Std. on Town Landau.
- (D) Power Side Windows. Standard on Diamond Jubilee Edition, Town Landau.
- (E) Convenience Group. Left- and right-hand remote control mirrors, interval windshield wipers (pause between wiper cycles adjustable for best visibility), automatic parking brake release, trip odometer.
- (F) Illuminated Visor Vanity Mirror. Welcome assist. Light intensity is adjustable. Std. on Town Landau. Driver and passenger versions standard on Diamond Jubilee Edition.
- (G) Fingertip Speed Control. Drive at preset speeds without

accelerator. Includes luxury steering wheel. Steady pace can help conserve fuel.

- Light Group. Includes dual beam map light; lights under instrument panel, in glove box, ashtray, trunk, engine compartment; "door ajar" light, "headlights on" warning buzzer. Std. on Diamond Jubilee Edition, Town Landau and with Interior Luxury Group.
- (H) Sports Instrumentation Group. Includes tachometer, trip odometer, oil/temperature/alternator gauges, woodtone appliques on instrument panel, luxury steering wheel. Std. on Diamond Jubilee Edition with Ebony woodtone appliques (shown).
- (I) Tilt Steering Wheel. Five-position adjustment for easy entry, exit and maximum driving comfort.
- Electric Rear Window Defroster. Heating elements melt snow and ice, clear fog.
- Left-Hand Remote Control Mirror (Chrome). See page 7.
- Dual Sport Mirrors. Color-keyed remote control mirrors. Std. on Town Landau, Diamond Jubilee Edition, and with Exterior and Sports Decor Groups. See pages 2, 4, 5, 10, 15.
- Power Lock Group. Adds security, convenience. Includes electric power door locks, remote control deck lid release in glove box. Std. on Town Landau, Diamond Jubilee Edition.

### Interiors

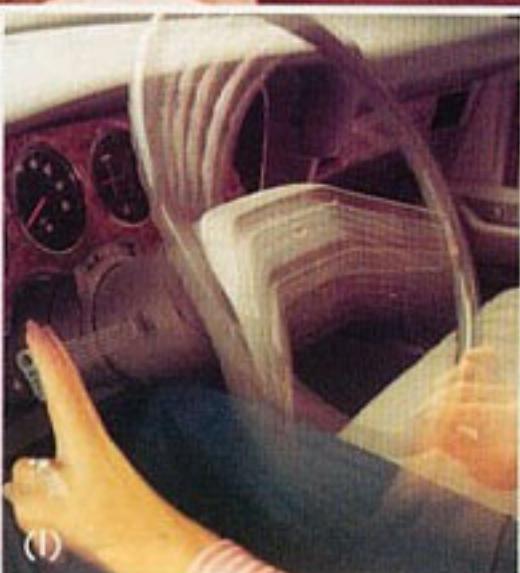
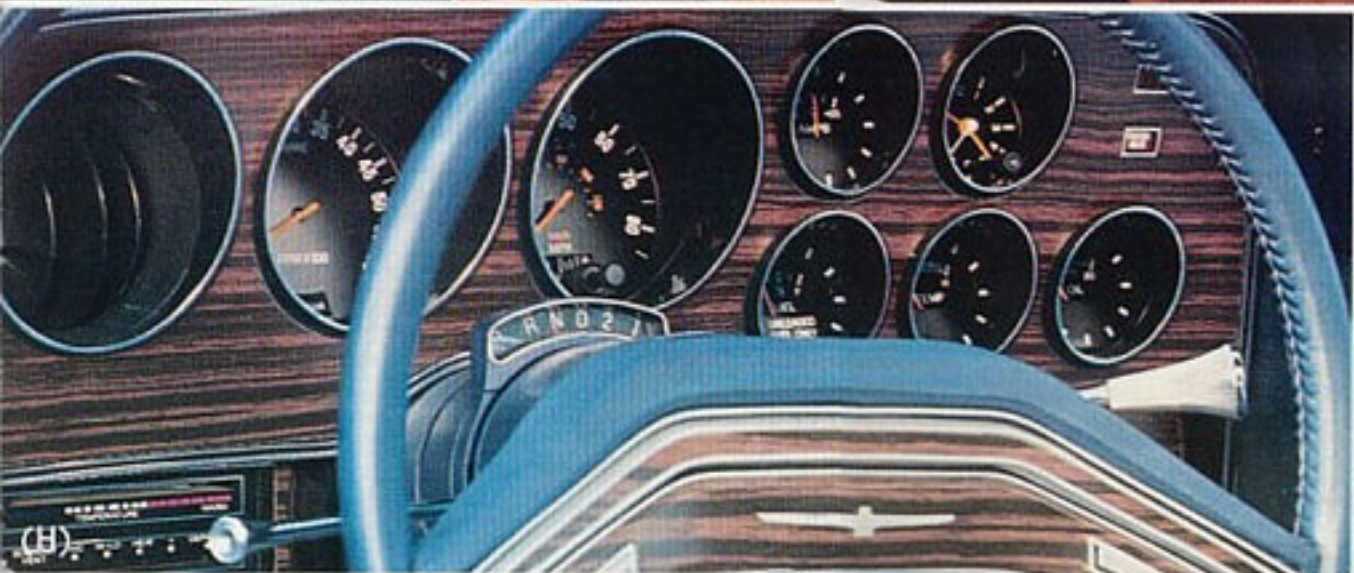
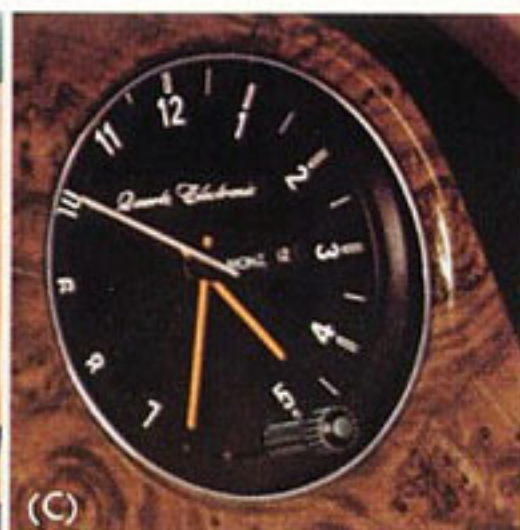
- Seats and trims illustrated, described on pages 3, 5, 10, 11.

### Comfort

- Color-Keyed Deluxe Belts. Included in Interior Decor and Luxury Groups. Standard on Town Landau, Diamond Jubilee Edition. See pages 2, 3, 5, 10, 11.
- Interior Decor Group. Split bench seats with manual passenger recliner (or bucket seats with console and floor shift), 18-oz. carpeting, passenger visor vanity mirror, quarter trim armrest pads, decor door trim, color-keyed deluxe belts. See page 11.
- Interior Luxury Group. Elegance with split bench seats, manual passenger recliner, crushed Velour bodycloth, Velour seatback inserts, high-gloss instrument and door trim panel appliques, luxury door trim with Velour† inserts, Velour† inserts in quarter trim areas plus courtesy lights, passenger illuminated visor vanity mirror, 18-oz. carpeting, luxury steering wheel, day/date clock, automatic seatback release, color-keyed deluxe belts, Convenience and Light Groups, luggage compartment trim. Standard on Town Landau. See page 10.
- Leather-Wrapped Sport Steering Wheel (Black). Attractive, sure grip.
- Luxury Sound Insulation Package. Generous soundproofing. Standard on Town Landau, Diamond Jubilee Edition.
- (J) SelectAire Conditioner, with Automatic Temperature Control. One setting for climate you want year-around. Manual temperature control SelectAire Conditioner also available.
- Tinted Glass. Cuts glare, heat build-up, recommended with SelectAire. Std. on Town Landau, Diamond Jubilee Edition.

Note: Standard Thunderbird AM radio may be deleted for price credit.

†Vinyl when optional Ultra-soft leather seating is ordered.



## Exterior Option Selections—for more individuality.

### Protection

- Deluxe Bumper Group. Extra protection, includes front/rear bumper guards, full-width horizontal rub strips. Standard on Town Landau, Diamond Jubilee Edition. See all car illustrations.
- (A) Front Cornering Lamps. Light you might need around turns, activated by turn signal. Standard on Town Landau, Diamond Jubilee Edition. Pages 2, 4, 7.
- (B) Illuminated Entry System. Lights up door lock cylinder, turns on interior lights. Lights turn off in about 20 seconds, or when ignition key is inserted. Standard on Diamond Jubilee Edition.
- Lower Bodyside Protection (in addition to Ford Corrosion Protection measures noted on the back cover). Spray-on vinyl coating under paint helps provide extra protection against stone-pecking. Especially important when traveling on gravel roads and in parts of the country where use of road salt is heavy.
- Wide Bodyside Moldings, with color-keyed inserts. Includes partial wheel lip moldings. Standard on Town Landau, Diamond Jubilee Edition. Pages 2, 4, 5, 6, 8, 15.
- Wide, bright bodyside moldings. Includes partial wheel lip moldings.

### Appearance

- Dual Accent Paint Stripes. Added styling touch. Standard with Exterior and Sports Decor Groups. Pages 6, 7, 9, 15.
- Exterior Decor Group. Added distinction at modest cost. Includes vinyl roof, dual sport mirrors, dual accent paint stripes and four styled road wheels. Pages 8, 9.
- (C) Power Moonroof. Your window to the sky. Comes in Gold, Silver, Brown, Rosé or Jade tints to coordinate with vinyl roof.
- Rocker Panel Moldings. Help protect finish against stone chipping. Standard except with wide bodyside moldings.
- Two-Piece Vinyl Roof. Adds a nice finishing touch. Standard with Exterior and Sports Decor Groups. Diamond Jubilee Edition comes with padded vinyl roof. Pages 2, 6, 7, 8, 9, 15.
- Sports Decor Group. Exciting styling. Includes vinyl roof with color-keyed backlite molding, dual accent paint stripes, hood/grille-opening-panel and fender louver paint stripes, deck lid straps, color-keyed bodyside moldings, styled road wheels (4) with Chamois accent paint, dual sport mirrors and blackout vertical grille bars. (See page 6.) Color combinations available are:

Body Color	Contrasting Accents*	Interior Trim
Black (1C)	Chamois	Chamois
Russet Metallic (81)	Chamois	Chamois or Russet
Dark Midnight Blue (3A)	Chamois	Chamois
Dark Brown Metallic (5Q)	Chamois	Chamois or Saddle
Ember Metallic (5Y)	Chamois	Chamois
Light Chamois (8J)	Black	Chamois
Chamois Glow (8W)	Black	Chamois

\*Vinyl roof, paint stripes, straps, bodyside moldings.

- Luggage Compartment Trim, Carpeting, and side lining boards. Town Landau, Interior Luxury Group feature 12-oz. cut-pile, Diamond Jubilee Edition has 18-oz. cut-pile carpeting, plus molded deck lid liner.
- Metallic Glow Paint. Glamorous exterior finishes in Bright Blue (3V), Light Jade (7L), Chamois (8W).
- Tu-Tone Paint Treatment. Attractive, coordinated effects. The following combinations, all beauties, are available:

White with either Dove Grey, Russet Metallic, Lipstick Red, Bright Blue Glow, Dark Jade Metallic, Chamois Glow, Ember Metallic or Dark Brown Metallic. Silver Metallic with either Medium Grey Metallic or Russet Metallic. Light Blue with Bright Blue Glow. Pastel Beige with either Russet Metallic, Chamois Glow or Dark Brown Metallic. Dark Brown Metallic with Black. Champagne Metallic with Dark Brown Metallic. Light Jade Glow with Dark Jade Metallic. Chamois Glow with Dark Brown Metallic.

### Tires

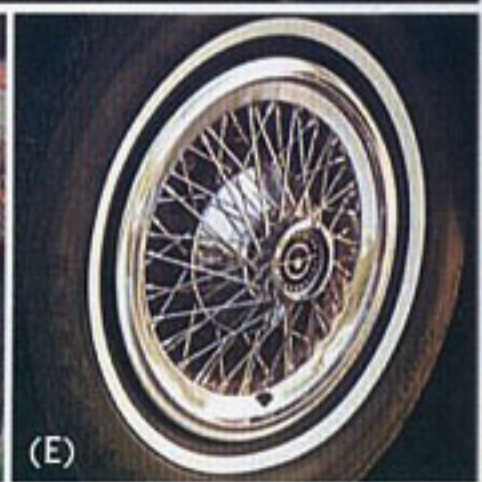
- (D) Inflatable Spare Tire. Collapsible spare replaces regular spare. Increases usable luggage space.
- Tires. A wide selection of styles is available in either BSW, WSW, wide-oval WSW, wide-band WSW steel-belted radial ply tires. Ask your Ford Dealer for complete details.

### Wheel Covers/Wheels

- (E) Wire Wheel Covers (4). Distinctive dress-up.
- (F) Cast Aluminum Wheels (4). A sporty, well-groomed touch. Standard on Town Landau.
- (G) Styled Road Wheels (4). Handsome, sport-flavored addition. Standard with Exterior and Sports Decor Groups.

### Performance

- Traction-Lok Differential Axle. Added traction on slippery surfaces, especially with one wheel on poor traction surface. Under normal conditions, works like conventional differential.
- Heavy-Duty Battery, 77-amp. Extra capacity for greater power needs: cold weather starting, accessory operation.
- California Emission Equipment. For California-registered cars.
- Optional Engines. 5.8 litre (351 CID) 2V V-8, 6.6 litre (400 CID) 2V V-8 available only with trailer towing package, or California emission equipment.
- Heavy-Duty Suspension. Includes heavy-duty rear springs and heavy-duty front/rear shock absorbers; recommended for heavy loads.
- (H) Heavy-Duty Trailer Towing Package. Towing capacity up to 6,000 lbs. Includes these heavy-duty items: battery, radiator, rear springs, shock absorbers, rear lower suspension arms, frame; trailer towing axle; wiring harness; external transmission and power steering oil coolers; heavy-duty alternator when SelectAire Conditioner or rear window electric defroster is ordered.
- Engine Block Immersion Heater. Connects to electrical outlet overnight to help assure starting in extreme cold weather areas.



## Notable Standard Features

One of many reasons Thunderbird is a standout value is the array of luxury features offered standard.

### Thunderbird

#### FUNCTIONAL

- 5.0 litre (302 CID) 2V V-8 with DuraSpark Ignition (N.A. with California emission equipment)
- SelectShift automatic transmission
- Power steering
- Power front disc/rear drum brakes
- Chrome-plated swingaway grille
- Fender louvers
- Wiper-mounted washer jets
- Coolant recovery system
- BSW steel-belted radial ply tires
- Front/rear stabilizer bars
- Deluxe soundproofing
- MagicAire heater/defroster
- Electric clock
- Ignition key warning buzzer
- Inside hood release
- Dual note horn
- Ford Motor Company Lifeguard Design Safety Features

#### APPEARANCE AND COMFORT

- Opera windows
- Hood ornament
- Concealed headlamps
- Full-width taillamps
- Bright moldings at windows, hood rear edge, door belts, drip rails, roof wrapover, rocker panels and wheel lips
- Full wheel covers (4)
- Deep-cushioned bench seats with knit cloth/vinyl trim
- Color-keyed 10-oz. cut-pile carpeting
- Full-length door armrests
- All-vinyl door trim with burl walnut woodtone appliques
- Instrument panel with burl walnut woodtone appliques
- AM radio (may be deleted for price credit)
- DirectAire ventilation

### Town Landau

Most of the features above with these differences or additions:

- Brushed aluminum roof wrapover applique
- Color-keyed roof crossover moldings (when ordered with optional vinyl roof)
- Color-coordinated translucent hood ornament insert
- Cast aluminum wheels with accent paint (4)
- Opera windows with Town Landau insignia
- Accent stripes on bodysides, hood and grille opening panel,

### Measurements

Wheel-base	Length	Height	Width	Tread		Trunk Space	Fuel Capacity	Curb Weight	Passenger Capacity
				Front	Rear				
114.0"	215.5"	53.0"	78.0"	63.2"	63.1"	15.6 cu. ft.*	21.0 gal.	4,082 lb.	6†

\*16.8 cu. ft. with Inflatable Spare tire. †15 with optional bucket seats.

### Notes:

**CORROSION PROTECTION.** Ford takes steps to see that your new car is engineered and built to high quality standards. And in order to help keep your car looking new, we incorporate the use of phosphate-coated steel, special primers, galvanizing and other pre-coated metals, vinyl sealers, aluminized wax in critical areas and enamel as a finishing coat.

**REDUCED SCHEDULED MAINTENANCE.** As part of a continuing program to lower cost of ownership, scheduled maintenance on Thunderbird has been reduced steadily since 1973. For example, with the 1978 Thunderbird, the recommended interval is 12 months or 7,500 miles between scheduled oil changes and 30,000 miles between lube. These are just two small parts of the comprehensive scheduled maintenance reduction program which, in total, have reduced the cost of scheduled maintenance an estimated 70%

- deck lid, headlamp doors, fender louvers
- WSW steel-belted radial ply tires
- Wide color-keyed vinyl insert bodyside moldings with partial wheel lip moldings
- Front cornering lamps
- Deluxe Bumper Group (front/rear bumper guards, horizontal rub strips)
- Luxury sound insulation package
- Town Landau insignia on instrument panel applique
- 22K Gold finish plaque engraved with owner's name
- 6-way power driver's seat
- Power side windows
- Power Lock Group (door locks, electric deck lid release)
- SelectAire Conditioner—manual control
- Interior Luxury Group, see page 12 for full list. Includes Convenience Group (left- and right-hand remote control mirrors, interval windshield wipers, automatic parking brake release, trip odometer), Light Group (dual beam map light; lights under instrument panel, in glove box, ashtray, trunk and engine compartments; "door ajar" light in instrument cluster, "headlights on" warning buzzer)
- Tinted glass
- AM/FM stereo search radio (with two front-door mounted speakers and dual rear seat speakers)
- Tilt steering wheel

### Diamond Jubilee Edition

Most of the features above with these differences or additions:

- Padded vinyl roof with unique quarter panel appearance
- Diamond Jubilee Edition opera window insignia
- Owner initials on doors
- Color-keyed grille, cast aluminum wheels (4), bumper rub strips
- Power antenna
- Left-hand illuminated visor vanity mirror
- Instrumentation cluster (with Ebony woodtone applique)
- Unique split bench seats with biscuit-design all-cloth trim, Thunderbird ornamentation in upper bolsters
- Door and front seatback assist straps
- Hand-stitched leather-covered pad on instrument panel
- Ebony woodtone appliques on instrument panel, knobs, door/quarter trim panels and steering wheel
- Leather-wrapped luxury steering wheel
- Molded door/quarter armrests with extra padding
- 36-oz. cut-pile floor carpeting
- Bright pedal trim accents
- Unique car keys with woodtone inserts
- Color-keyed 18-oz. trunk carpeting and molded deck lid liner
- Seat belt warning chime

or \$420 on the 1978 Thunderbird, equipped with a 5.8 litre (351 CID) engine in 1978 (460 CID engine in 1973), and automatic transmission. Computations are based on Ford's Labor Time Standards, a \$14.50 hourly labor rate, and manufacturer's suggested retail parts prices effective May 19, 1977.

**COLOR AND TRIM CODES.** Car colors and trims are coded, example: Russet Metallic (Code 81). Your Ford Dealer will be pleased to show you color samples of paint and trim materials.

**OPTIONAL AVAILABILITY.** Some features presented are optional at extra cost. Some options are required in combination with other options. Availability of some models and features described may be subject to some delay. Ask your Ford Dealer for the latest information on options, prices and availability.

**PRODUCT CHANGES.** Ford Division reserves the right to change specifications at any time without incurring obligations.

**FORD** When America needs  
a better idea,  
Ford puts it on wheels.

**THUNDERBIRD**

FORD DIVISION

