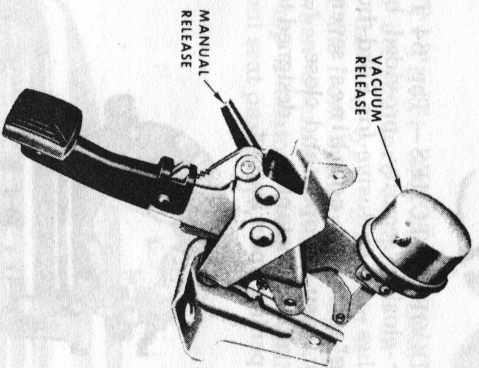


THUNDERBIRD FEATURES

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.

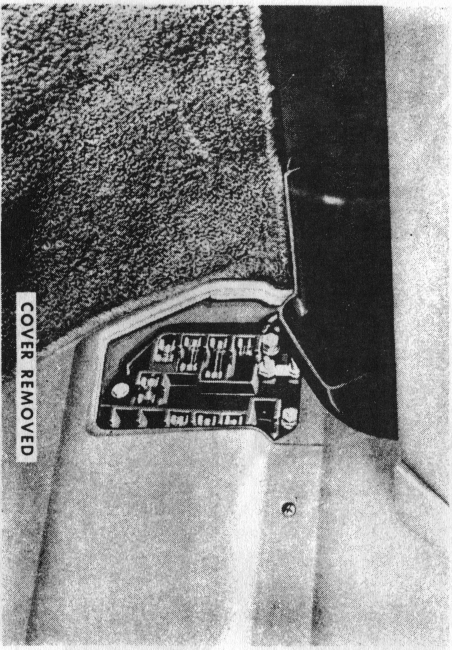
AUTOMATIC PARKING BRAKE RELEASE — With the parking brake applied, a vacuum cylinder actuates the brake release linkage whenever the transmission selector lever is moved from "Park" or "Neutral." This new feature prevents starting the car in motion with the parking brakes engaged, which can result in 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 sparking, 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 Zincclad 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.