

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.