

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
Cruise-O-Matic Transmission
Power Brakes
Power Steering
Swing-Away Steering Column
Padded Instrument Panel, Steering Wheel Hub and Visors
Hydraulic Windshield Wipers
Electric Clock
Radio-AM Push-Button and Antenna
MagicAire Heater
Automatic Parking Brake Release
Turn Signals

Seat Belts, Front - Retractors and Warning Light
Full Wheel Covers
Underbody Soundcoating
Back-up Lights
Glove Box and Ash Tray Lights
Courtesy Light
Luggage Compartment Light
Mirror - Remote Control
Mirror - Inside Non-Glare, Rear View
Windshield Washers
Map Light
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	92.10
Driver	184.10
Driver and Passenger	106.20
Power Windows	83.70
Radio, AM-FM Push Button and Antenna	38.60
Reclining Passenger Seat and Headrest	45.10
Safety-Convenience Control Panel	
• 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