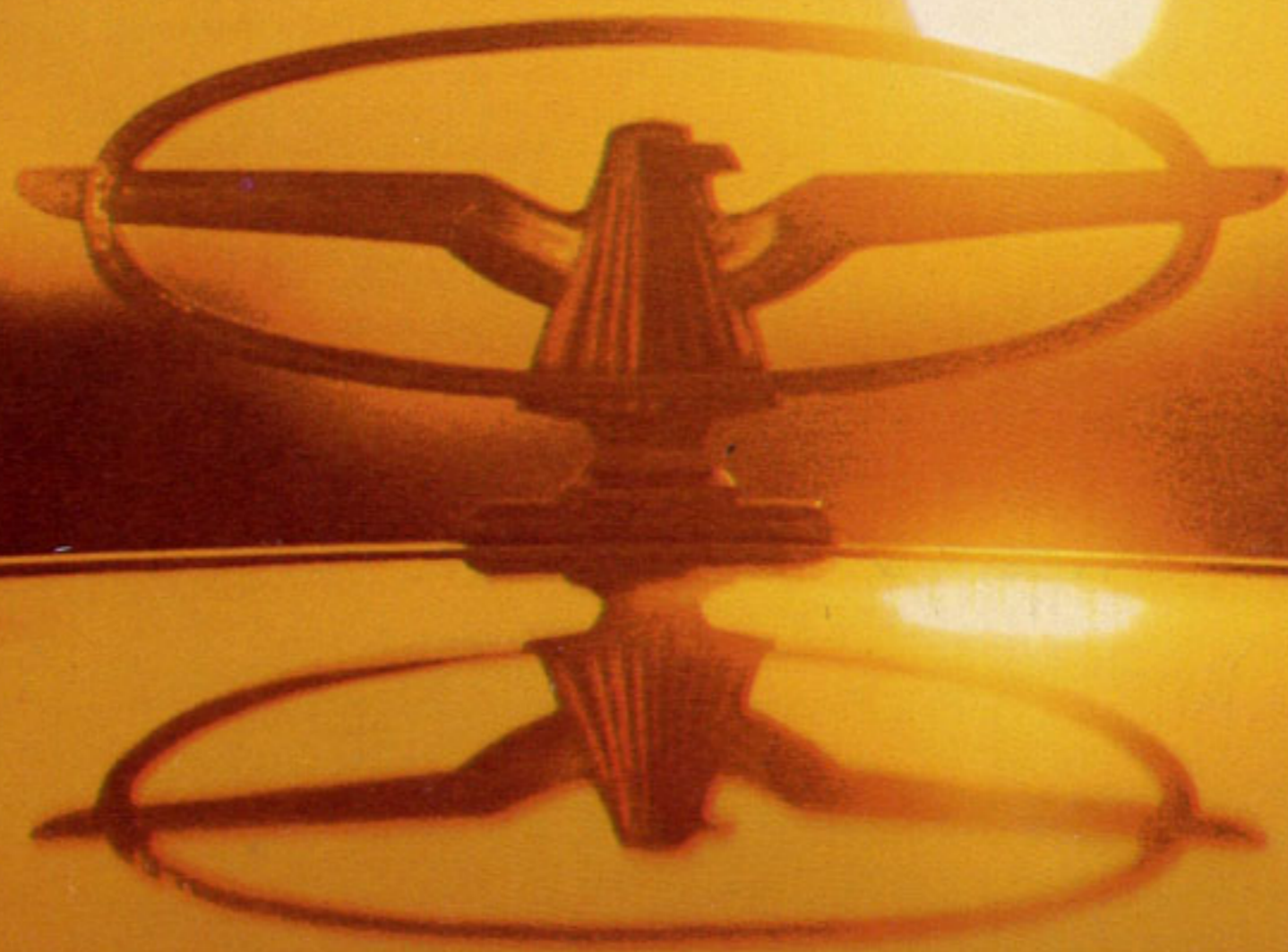


Thunderbird'74



Make a little Thunder of your own.

In the distinguished Thunderbird for 1974.
Meticulously designed as only a classic can be.
With innovative engineering and a level
of road performance unique in all the world.

You'll find Thunderbird more elegant. More
luxurious. And more personally yours. With
an imposing array of comforts, conveniences
and styling refinements.

Drive the magnificent Thunderbird soon.
Discover the new Thunder it puts in your life.

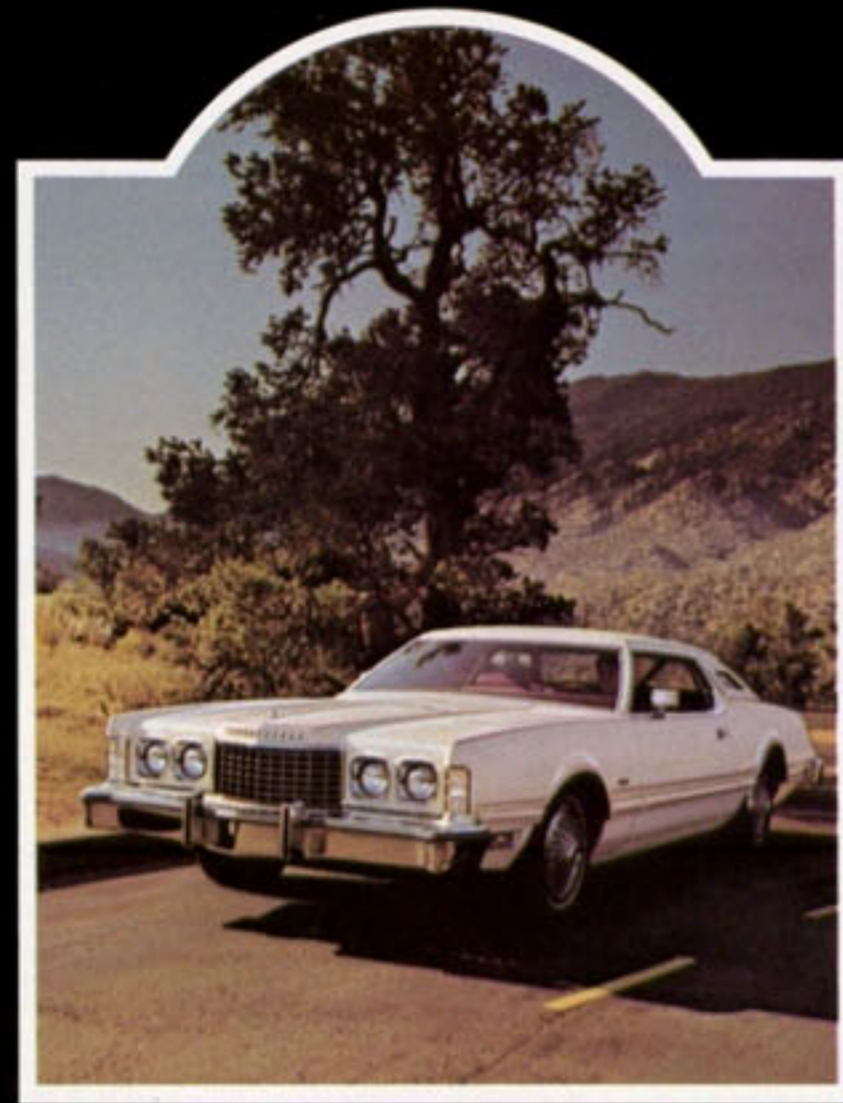
Exterior Styling • Performance Portfolio

Thunderbird. Perpetual source of pride.



Superb styling and luxury . . . in Cinnamon Starfire (Code 51), Tan Odense vinyl roof, Tan Picardy Velour interior (Code FU). Standard Equipment on back cover. Other items shown are optional.





Thunderbird ride. A magnificent road experience.

Outstanding ride is smoothness and comfort under way. Quiet that assures you the quality's there. An engine that responds to your slightest command. Plus handling ease and control.

Thunderbird ride, in other words. Personal, luxurious driving. With advance-design roadabilities like a low center of gravity. Long wheelbase. Posi-ride rear suspension. Front and rear stabilizer bars.

Quality construction is a prerequisite. Precision-fitting doors, for instance. Which takes care of wind noise. A body and frame structure of exceptional strength. And the frame has five crossmembers. Your Thunderbird emerges with a silent, solid road feel.

Soundproofing puts thick insulation under the roof and hood, and in areas of the body . . . to keep noise outside. You also ride

on white sidewall steel-belted radial ply tires . . . which have been tested to give the average driver 40,000 miles of tread life under normal driving conditions.

A smooth-running 460-cu. in. 4V V-8, SelectShift transmission, power steering and power brakes put you in complete command. The 460 V-8's solid state ignition provides a strong spark for cold weather starting, good hydrocarbon emission control and reduced maintenance.

There's peace-of-mind thoughtfulness, too. Steel Guard Rails in side doors. A new Seat Belt Interlock System that encourages you to buckle up before starting the engine. Impact Resistant Front and Rear Bumper Systems. See *all* Lifeguard Design Safety Features listed on the folder inside back cover.

You can order amenities for even more magnificent going. As an example . . . Turnpike Group — with fingertip speed control, reclining passenger seat, trip odometer. More delights are listed in the Options Portfolio, pages 10 to 12.

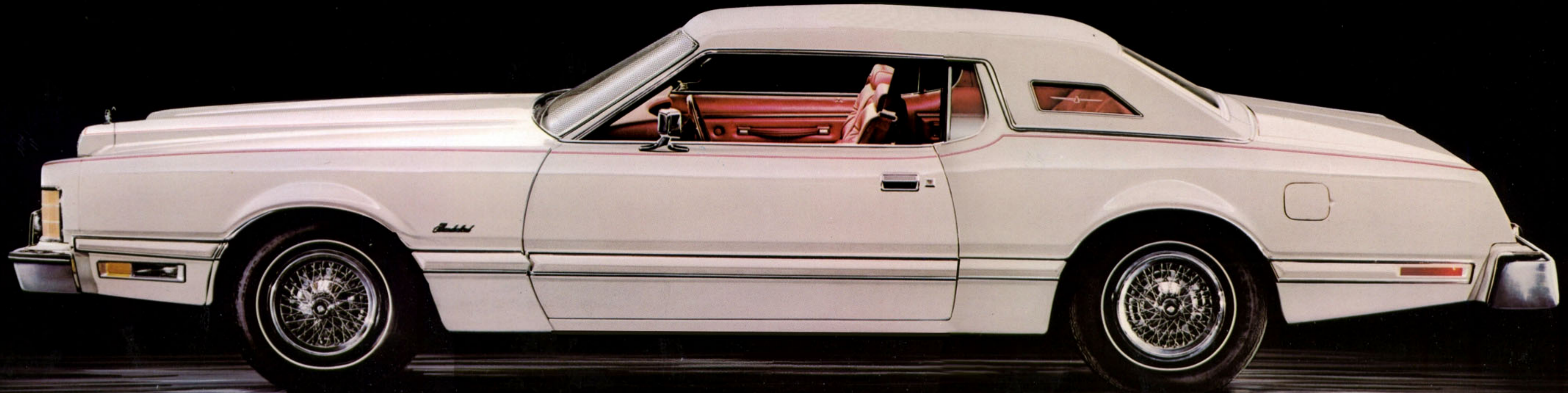
Your first step is your best step, we think. An exhilarating Thunderbird test flight. Launch one soon at your Ford Dealer's.

Note: See all the luxury features that come standard listed on folder inside back cover. Other special equipment items shown are optional.

Special Equipment: Exterior Decor, Convenience and Deluxe Bumper Groups; Red dual bodyside and hood paint stripes; simulated wire wheel covers, and Dark Red leather seating surfaces with vinyl trim interior (Code KD).

Exterior: Polar White (Code 9D) with White Odense vinyl roof.

Note: See Color Code reference on folder inside back cover.





All you might expect of a personal luxury car.

You expect a lot from Thunderbird. Graceful, classic styling that is a constant source of pride. Outstanding quality. A quiet ride that substantiates the craftsmanship. Unique features no other car offers. And Thunderbird, again, more than measures up.

We took special pains with quality. Each Thunderbird receives a thorough final inspection to make sure quality is built into every detail.

Our unique Odense vinyl roof, in nine tasteful colors, is standard. So are the distinctive Opera Windows. All of the vinyl roof, exterior and interior color selections are listed on the folder inside back cover.

You'll like the new grille refinements. And the new, full-width taillamp design. With a bright, die-cast Thunderbird emblem on the large new backup lamp in the center. The new one-piece rear bumper is a deeper design than before and features more wraparound for greater protection.

Among many innovative accoutrements you can opt for is a new Quick Defrost Windshield/Rear Window similar to that used on jet aircraft. There's a new window to the sky, the Power-Operated Glass Moonroof. Our new Light Group includes a convenient Autolamp On/Off Delay System, and more. The full manifest is in the Options Portfolio.

Thunderbird, quite frankly, is unique among luxury cars. Verify it with your own firsthand inspection.

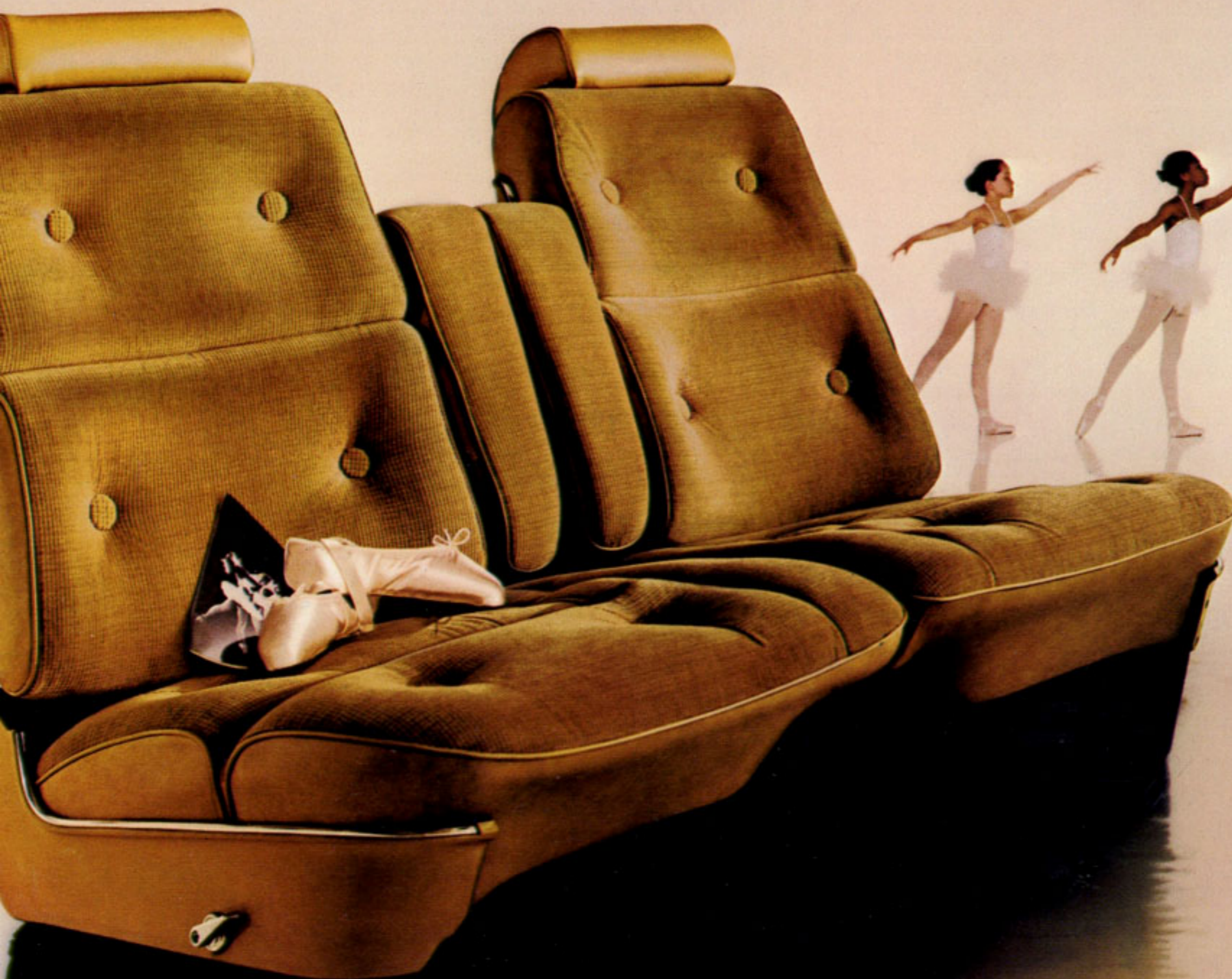
Special Equipment: Quick Defrost Electric Windshield/Rear Window; Exterior Decor, Deluxe Bumper and Convenience Groups; Dual Bodyside and Hood Paint Stripes; Deluxe Wheel Covers; Power Antenna. See Standard Equipment list on folder inside back cover.



Exterior: Medium Ivy Yellow (Code 6N) beautifully paired with a Gold Odense vinyl roof.

Note: See Color Code reference on folder inside back cover.

Interior: Posh Gold Picardy Velour Cloth Trim (Code FY) with Gold vinyl bolsters and periphery.



Luxurious new Picardy Velour Cloth Trim—impeccably tailored, invitingly soft. Optional. In Tan (Code FU), as shown, Medium Blue or Gold. The individually adjustable split bench seat has plush fold-down center armrests, a distinguished Thunderbird feature. See this new high standard of salon elegance at your earliest convenience.

Note: See Color Code reference on folder inside back cover.



Thunderbird comfort. What a way to go.

Just moments inside Thunderbird can easily spoil you for anything else. It is that luxurious.

There's room for six, with space to relax. True living-room comfort. But home was never like this.

We consider this split bench front seat one of the most sumptuous in motordom. Foam cushioning cradles you in luxurious softness. Driver and passenger can adjust their respective seats to requirements. Each has his own fold-down center armrest. And an automatic seat back release is a Thunderbird basic feature.

The restful reclining passenger seat, a blessing on long trips, is optional. So is the superbly tailored Dark Red upholstery—soft leather seating surfaces with supple vinyl trim. Black, Gold, Medium Blue, Medium Green, Saddle, Tan or White are other leather-trim colors available. Lustrous Aurora Cloth and vinyl trim, in six decorator colors, is standard. See all trim choices listed on folder inside back cover.

Other refinements. Door assist straps and padded full-length door armrests. Opulent appointments. And plush, cut-pile carpeting. A wealth of thoughtful interior considerations is also detailed on pages 9, 10, 11, 12, 13 and 14.

This is total Thunderbird concern for your personal comfort.

Special Equipment Shown: (Left) Luxurious Dark Red leather seating surfaces with vinyl trim (Code KD), reclining passenger seat, Convenience Group, fingertip speed control. Telephone available from outside sources.

Below: Split bench seat with optional super-soft vinyl seat trim in Light Tan (Code JU), one of seven attractive shades available.



Driving excitement begins here

Thunderbird really comes alive once you turn the ignition key. Then . . . flightlike freedom on the road. And you savor the action best behind the wheel.

A new instrument panel, attractively color-keyed, also maximizes convenience. With big, functional gauges. Fingertip-handly controls. And helpful lights where you want them. Glove compartment. Luggage compartment. As doors open. Even in the ash tray.

Responsive power from a 460-cu. in. 4V V-8 mates smoothly with SelectShift transmission. Other impressive basic features include power steering, power brakes, power side windows, AM radio, manual SelectAire Conditioner, and more.

You can add Automatic Temperature Control to maintain preferred climate the year-round. And either of two superb sound systems: AM/FM stereo radio or the AM/FM stereo radio with tape player. See the complete option list in the Options Portfolio, pages 10-12.

In this Thunderbird command center, flight from the commonplace is almost effortless. Try it soon and see.

Special Equipment Shown: AM/FM stereo radio; rim-blow deluxe 3-spoke steering wheel. Standard Equipment is listed on folder inside back cover.

Interior: Handsomely tailored Medium Green Aurora cloth and vinyl trim (Code HR), one of six fashion-right colors available.

Note: See Color Code reference on folder inside back cover.



Options Portfolio

In designing your Thunderbird,
the sky is no limit.



Now Thunderbird gives you a new window to the moon. The Power-Operated Glass Moonroof. Of one-way glass tinted Silver or Gold. Open, the heavens and you see each other. Closed, only you have the view. An opaque shade gives you privacy. A distinctive new option for discriminating owners.



Exterior: Polar White (9D), White vinyl roof. Special equipment: Power-Operated Glass Moonroof, Deluxe Bumper Group.

Note: See Color Code reference on folder inside back cover.



Thunderbird comes so well endowed with fine car features, it readily satisfies basic needs of discriminating owners. But lifestyles and personal standards vary. Many will seek an extra measure of style and flair . . . comfort and convenience. The optional suggestions here, and on page 12, give you a unique opportunity to design your own degree of special Thunder.

You can make your Thunder extra special.



Turnpike Group. Makes driving more pleasurable. Manual reclining passenger seat—adjusts to a reclining angle up to a maximum 35°. Includes fingertip speed control—lets you drive (foot off accelerator) at any cruising preset speed above 30 mph. Simple rocker switch controls on steering wheel let you turn system off or on and even accelerate or coast. Touching brake also disengages system. Steady speeds save fuel. Trip odometer rounds out Group.



Power-Operated Sunroof. Touch a switch for a window to the heavens. Touch again—it closes snugly. **Power-Operated Glass Moonroof.** New one-way glass version, comes with Silver- or Gold-tinted glass panel.



Quick Defrost Windshield / Rear Window. New Gold film, laminated in glass, quickly helps melt snow and ice. **Electric Rear Window De-Icer** uses fine heating elements to help clear rear window.



Power Mini-vent Windows. Push-button operated, front window vents open as far as you wish for virtually quiet, draft-free air circulation.



Light Group. Many assists. Dual overhead map lights focus high-intensity beam to ease map reading for navigation. Illuminated Visor Vanity Mirror—luxury for the lady. Warning lights for headlamps on, low fuel and door "ajar," plus a warning buzzer for alert when headlamp switch is left on. Engine compartment light. New Autolamp System, also included, is detailed in 3-sequence picture below.



Power Lock Group. Features electric power door locks with master control, and electric trunk lid release actuated by switch inside glove compartment. A real convenience on rainy days.

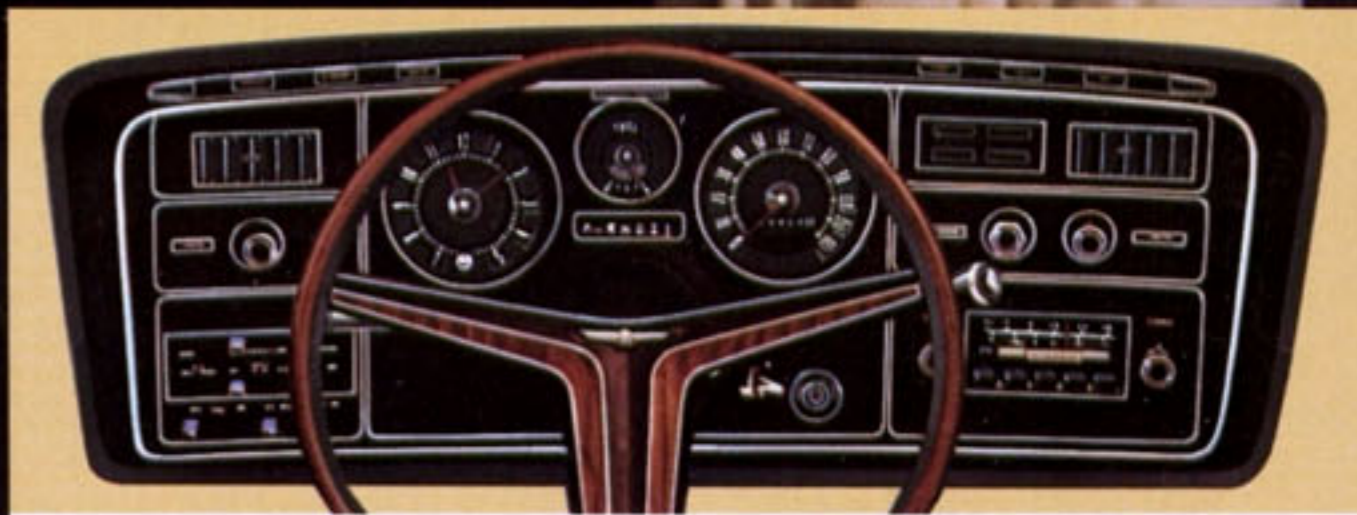


Convenience Group. Two handy items. Remote control right-hand mirror, adjustable from driver's seat. And interval windshield wipers which let you regulate pause between sweeps from 2 to 10 seconds to handle road splatter, light rainfall, for best visibility.



New Autolamp On/Off Delay System. Included with the Light Group detailed above, automatically turns driving lights on or off in response to light conditions. The Autolamp System also lets you leave headlamps on for up to 90 seconds so they will help light

your path away from the car. Delay period can be adjusted for 30, 60 or 90 seconds. Headlamps turn off automatically.



Thunderbird sound systems, each with four speakers, to surround you with rich, concert-quality sound. AM/FM stereo, or AM/FM stereo radio with tape player—which lets you play your own favorite selections for uninterrupted listening pleasure. **Power Antenna.** Handy switch lets you raise and lower from inside car. **Automatic Temperature Control.** Available for standard SelectAir Conditioner. Lets you set climate you prefer for year-round control.

Add as you wish. Thunderbird variations are endless.

Thunderbird options, continued here, offer more ways to make your Thunderbird unique among the unique. Your Ford Dealer will be pleased to help with your selection.

Other options available. Appearance: Protection Group—includes color-keyed floor mats with carpet inserts front and rear, license plate frames, door edge guards, rocker panel moldings and spare tire cover
 Burgundy Luxury Group (see page 13)
 White and Gold Luxury Group (see page 14)
 Luggage compartment trim—Black cut-pile carpeted area plus carpeted spare tire cover
 Deluxe wheel covers
 Simulated

wire wheel covers
 Super-soft vinyl seat trim
 Leather seating surfaces with vinyl trim
 Picardy Velour Cloth Trim. **Comfort:** Manual reclining passenger seat
 Tilt steering wheel. **Convenience:** Front cornering lamps
 6-way power seat, driver only
 6-way power seats, driver and passenger. **Performance:** Sure-Track brake control system
 Heavy-Duty suspension
 Dual exhaust system.

Glamour Paints. Exterior colors with a high metallic content for greater reflectivity and iridescence, hand-polished to a brilliant, lustrous sheen. Glamour selections, with color codes, are:

Blue Starfire (3P)
 Green Starfire (4Y)
 Cinnamon Starfire (51)
 Mahogany Starfire (52)

Burgundy Fire (2G)
 Silver Blue Fire (3L)
 Gold Fire (6G)

Power Antenna. Adjusts from inside car.

Anti-theft Group. Electronic theft-deterrent system sounds horn when Thunderbird security is violated. Includes lockable hood latch and decals.



Exterior: Blue Starfire (Code 3P) with Blue Odense grain vinyl roof. **Interior:** White leather seating surface with vinyl trim (Code KQ).

Note: See Color Code reference on folder inside back cover.

Deluxe Bumper Group. Includes front and rear bumper rub strips with white styling pin stripe, and rear bumper guards. Front bumper guards standard.

Dual Bodyside and Hood Paint Stripes. Dual stripes follow upper bodyside contour and hood accent sculpture line. Shown here in White.

Color-Keyed Wheel Covers. A nice styling touch with Glamour Paints.

Exterior Decor Group. Protective wide bodyside molding with padded Odense grain vinyl inserts color-keyed to standard vinyl roof. Front cornering lamps and partial wheel lip moldings are included.



Space Saver Spare Tire. Makes more luggage compartment room available. Includes collapsible spare tire, wheel, and pressurized inflating cannister.



Trailer Towing Package, Class III. Quiet, even-keel Thunderbird ride makes it a natural for trailering. Package includes heavy-duty suspension, optional axle ratio, heavy-duty cooling with constant-full radiator, heavy-duty alternator, wiring harness and towing decal. Lets you tow trailers up to 6000-lb. GTW with a tongue load up to 700-lb.

Exterior: Mahogany Starfire (Code 52), Brown vinyl roof, Exterior Decor Group.

Note: Your Ford Dealer has full details on trailer towing. Ask for copies of the 1974 Ford Wagon Yearbook, and the 1974 Recreation Vehicles Catalog.

Special Edition Thunderbirds

Now there's totally new
Thunderbird elegance
to choose from.



1974 Thunderbird. Burgundy Luxury Group.

One of two new dimensions in sheer, unadulterated luxury. Burgundy Luxury Group features Dark Red Victoria Velour Cloth Trim—velvety soft, impeccably tailored. Or choose rich Dark Red leather seating surfaces with vinyl trim. And there's plush 25-oz. color-keyed cut-pile

carpeting. Exterior styling offers Burgundy Fire finish with discreet Gold bodyside and hood striping. Dark Red Odense grain vinyl roof. Bodyside moldings. Gold Thunderbird insignia in Opera Windows. Wire wheel covers. Deluxe trunk trim. Gold-tinted one-way glass panel

offered with optional Power-Operated Glass Moonroof. A very individual, limited edition to help you make a little Thunder of your own.

Note: Standard features are listed on folder inside back cover. Some items shown not included in Burgundy Luxury Group. (See White and Gold edition detailed on other side.)



1974 Thunderbird. White and Gold Luxury Group.

Quintessence of Thunderbird elegance. White and Gold Luxury Group features soft White leather seating surfaces with Gold Flare vinyl trim. A Gold Flare instrument panel. Luxurious 25-oz. color-keyed cut-pile carpeting. Exterior touches: a unique blend of Polar White with

Gold Metallic glamour paint below moldings, and dual Gold accent stripes on hood, bodysides and deck lid. A Gold Levant grain vinyl roof with matching wide bodyside moldings. Gold Thunderbird insignia in Opera Windows. Color-keyed deluxe wheel covers. And deluxe luggage com-

partment trim. You can add the optional Power-Operated Glass Moonroof with one-way glass tinted Gold.

Note: Standard features are listed on folder inside back cover. Some items shown not included in White and Gold Luxury Group.

Thunderbird. An engineering achievement.

On Thunderbird, many luxuries are standard.

Thunderbird comes abundantly endowed with impressive luxuries—all standard. Many are luxury items offered only at extra cost on most other cars. Here are the welcome standards that make the 1974 Thunderbird such a proud possession.

Comfort/Convenience: Manual SelectAire Conditioner • Tinted Glass • Power Windows • Power Steering • Power Ventilation • Automatic Seat Back Release • Courtesy Lighting (dome light, door courtesy lights, underpanel, glove box and front ash tray lights) • Individually Adjustable Split Bench Front Seats with Fold-Down Center Armrests • Lustrous Aurora Cloth and Vinyl Trim • Electric Clock • AM Radio • Cut-Pile Carpeting • 13.4-cu. ft. Luggage Compartment, fully lined and lighted.

Smooth, Quiet Ride: Full Coil Suspension with Front and Rear Stabilizer Bars—smooth, road-gripping stability plus extra-large shock absorbers. • Strong Body/Frame Construction—closed box-section members give Thunderbird one of the strongest frames in luxury car class • Extensive Soundproofing—thick insulating layers of fiberglass and other materials shield against road noise.

Safe Driving/Peace-of-mind: Seat Belt Interlock System—encourages you to buckle up before starting the engine • Remote Control Left-Hand Mirror—adjusts inside the car • Front Bumper Guards with rubber inserts • Inside Hood Release • Spare Tire Lock—deters theft • Plus all Ford Motor Company Lifeguard Design Safety Features at right.

Performance/Handling: 460-cu. in. 4V V-8, which does not require premium gas • Solid State Ignition—good starting, reduced service maintenance and improved emission control • Power Front Disc Brakes—use same concept jet planes use for straight, fade-resistant stops • SelectShift Cruise-O-Matic Transmission—smooth power flow, can be shifted automatically or manually • White Sidewall Steel-Belted Radial Ply Tires.

Appearance: Opera Windows • Odense Vinyl Roof in nine colors • Woodtone Accents • Deluxe Seat Belts • Full Wheel Covers • Unique Thunderbird Identification including Hood Ornament • Bright Moldings at rear hood edge, door belts, drip rails and vinyl insert bodyside and wheel lip moldings.

Economy/Durability: 61-amp. Alternator—maintains battery charge even at low engine speeds. Automatic Parking Brake Release—prevents premature lining wear • Service-Saving Features like: 36,000 miles (or 3 years, whichever comes first) between major chassis lubrications, 6,000 miles, or 4 months, between oil changes; oil filter change initially at 6,000 miles, or 4 months, and at 12,000-mile or 8-month intervals thereafter. Other economy features include: self-adjusting brakes, 2-year engine coolant-antifreeze, long-life Motorcraft Sta-Ful battery, corrosion-resistant aluminized muffler, zinc-coated underbody parts, use of regular gas*.

Special Edition Thunderbirds

Except for interior trim, basic equipment described above is standard on limited edition Thunderbirds with the Burgundy Luxury Group or the White and Gold Luxury Group. Burgundy Thunderbirds also come with Dual Bodyside and Hood Stripes, Bodyside Molding and Simulated Wire Wheel Covers—standard. White and Gold Thunderbirds feature Wide Bodyside Moldings, Color-Keyed Wheel Covers, Bodyside, Hood and Deck Lid Accent Stripes—standard. Both special Thunderbirds also offer Glamour Color and Luggage Compartment Trim, standard.

The 1974 Thunderbird has been designed to be the finest Thunderbird ever made. A magnificent expression of personal car luxury, which has long been a hallmark of Thunderbird.

The achievement is a product of many things . . . many people. Dedicated designers and engineers . . . on the drawing boards, in the laboratories, at the test tracks. And skilled experts on assembly lines. They continually explore materials, methods and designs to bring you a higher standard of quality. More value for your purchase.

You see this persistent effort in the special care and attention each Thunderbird receives—from initial planning to final inspection. And you appreciate the ultimate result when you examine and test-drive a new Thunderbird.

First thing you'll notice is how well the parts fit. Doors, deck lid and hood. Moldings begin and end where they should.

Doors swing out smoothly, close snugly. Every time. And they close with a quality, confident sound. Exterior paints are bright and smooth. The ride is exceptionally smooth and quiet. And that's only a partial list.

Wherever you look, you'll discover that engineering and manufacturing have been expertly executed. With painstaking attention to detail.

Exterior Colors. 20 exterior color selections are offered—13 standard, 7 optional. Standard choices and codes are:

Silver Cloud Metallic (1E)
Pastel Lime (4A)
Dark Brown Metallic (5Q)
Medium Beige (5S)
Buff (5V)
Dark Olive Gold Metallic (6M)
Medium Ivy Yellow (6N)
Black (1C)
Pastel Blue (3A)
Medium Blue Metallic (3D)
Dark Blue Metallic (3G)
Medium Gold Metallic (6L)
Polar White (9D)

Glamour Color choices and codes are:

Blue Starfire (3P)
Green Starfire (4Y)
Cinnamon Starfire (51)
Mahogany Starfire (52)
Burgundy Fire (2G)
Silver Blue Fire (3L)
Gold Fire (6G)

Vinyl Roof Colors Nine* available.

Brown • Copper • Medium Green • Tan
• Black • Medium Silver Blue • Gold
• White • Dark Blue.

*Note: Dark Red Odense grain offered with Burgundy Luxury Group only. Gold Levant grain available with White and Gold Luxury Group only.

Note: For your convenience, Thunderbird colors include codes—example: Gold Fire (Code 6G). Your Ford Dealer will be glad to show you color chips and actual swatches of vinyl roof and interior trim materials.

Upholstery Color and Trim Choices**

	Standard Aurora Cloth & Vinyl	Leather with Vinyl	Super- soft Vinyl Trim	Picardy Velour Cloth Trim
Black	X	X	X	
White		X	X	
Dark Red	X	X	X	
Medium Blue	X	X	X	X
Medium Green	X	X	X	
Gold		X		X
Tan	X	X	X	X
Saddle	X	X	X	

**All on standard Split Bench Seats

Special Note: Burgundy Victoria Velour Cloth Trim offered with Burgundy Luxury Group only. White Leather and Gold Flare Vinyl Trim available with White and Gold Luxury Group only.

Measurements.

Wheelbase 120.4" • Length 224.8" • Height 53"
• Width 79.7" • Luggage Volume 13.4 cu. ft.
• Fuel Capacity 26.5 regular • Approximate Curb Weight (lb.) 5033 • Seating Capacity—6 passengers.

Solid State Ignition

Easy starting's made even easier. And quick, thanks to new Solid State Ignition—standard with the 460-cu. in. 4V V-8.

It replaces conventional ignition parts like points, cam and condenser with highly reliable, low-maintenance electric components. Results? A stronger spark for quick starting. And reduced service maintenance.

You'll enjoy more dependable cold weather starting. It also helps eliminate many major causes of engine misfiring so emissions will be reduced.

Seat Belt Interlock System

The new 3-point restraint system for front outboard passengers features integral lap belts and shoulder harnesses joined at a tongue. To secure the belts, you insert the tongue into a buckle.

Lap belts extend from retractors that automatically lock when the lap belt is being worn, so belts won't be pulled out farther. Yet they allow belts to retract to keep a snug fit for optimum safety.

The harness webbing has one end also fixed in a retractor. This webbing passes through a guide above the shoulder so it will attach properly when hooked into the lap belt connector. You can bend. Stretch. Reach into the glove box except during deceleration. That automatically locks for restraint by a mechanically actuated inertia sensor.

Lap belt and shoulder harness must be worn at all times. An ignition interlock prevents the engine from starting if belts for occupied front seats are not buckled in proper sequence.

A warning light and buzzer will remind outboard passengers to buckle up. And a logic circuit prevents the engine from starting if any outboard passenger attempts to beat the system by extending harness before sitting, or buckling belts together behind him.

Thunderbird cares about your safety

Thunderbird cares about you and those you care about. You'll find this reflected in each new 1974 Thunderbird model which includes these FORD MOTOR COMPANY LIFEGUARD DESIGN SAFETY FEATURES, standard: Safety-designed front end structure • Safety-designed roof structure • Steel guard rails in side doors • Double-yoke safety door latches and safety hinges • Impact resistant front and rear bumper systems • Safety rim wheels and load-rated tires • Dual hydraulic brake system with warning light • Corrosion-resistant brake lines • Integral lap and shoulder belts with individual lap and shoulder belt retractors and starter interlock for front outboard occupants • Positive reminder warning light and buzzer for all front seat occupants • Lap belts with mini buckles for center front and all rear seating positions with retractors for rear outboard occupants • Energy-absorbing steering column and steering wheel • Energy-absorbing armrests and safety designed door handles • Energy-absorbing instrument panel with padding for right and center front passenger • Padded sun visors • Energy-absorbing front seat back tops with padding • Self-locking front seat backs • Safety-designed coat hooks • Safety-designed radio control knobs and push buttons • Head restraints or high back seats for front outboard occupants • Safety glove box latch • Inside yield-away rearview mirror • Impact-absorbing laminated safety glass windshield • Turn indicators with lane-changing signal feature • Hazard warning flasher • Backup lights • Side marker lights • Parking lights coupled with headlamps • Two-speed windshield wipers • Windshield washers • Outside rearview mirror, driver's side • Glare reduced instrument panel padding, windshield wiper arms, steering wheel hub and windshield pillars • Uniform transmission shift quadrant • Locking steering column with warning buzzer • Non-reversing odometer.

Notes:

Replacement Parts. Your 1974 Thunderbird comes with factory-engineered Motorcraft battery, oil filter, shock absorbers, Autolite Power-Tip Spark Plugs and other Ford approved precision parts. For continued top performance, be sure to specify Motorcraft Parts and Autolite Power-Tip Spark Plugs whenever replacement is necessary.

Illustrations and information presented were correct when approved for printing. Ford Division reserves the right to discontinue or change at any time, specifications or design without incurring obligation.

Some features shown or described are optional at extra cost. Most options are offered on all models. Some options are required in combination with other options. Availability of some models and features described may be subject to a slight delay. Always consult your Ford Dealer for the latest, most complete information on models, features, prices and availability.

*1974 Thunderbird engines do not require premium gas when adjusted to factory recommended specifications.

The closer you look, the better we look.

THUNDERBIRD

FORD DIVISION

