1979 Thunderbird
Come fly with me.
Town Landau. High-flying luxury.

Ford’s era of the personal automobile began in 1954 with the debut of an exciting, new kind of car - Thunderbird. Its name created images of glamorous automobiles and its high-flying style gave wing to soaring pride of ownership. And to this day Thunderbird remains steadfastly true to the tradition of spirited, luxury, and comfort. One luminously treasured example of this is the Thunderbird Town Landau for 1979.

One look at Town Landau and you know you are in the presence of one of the world’s distinguished personal luxury cars. It appears here in Midnight Blue Metallic (C3). The distinctive frameless roof, with its brushed aluminum wrapover applique, makes Town Landau easy to identify. Stylish sunroof on the opera windows (C4) and handcrafted, color-coordinated hood ornament (C5) are other subtle symbols. Other noticeable features from Town Landau include:

- Illuminated passenger visor vanity mirror (B1)
- Luxury carpeting, rear seat courtesy lamps, luggage compartment trim (B2)
- SelectAir automatic transmission (B3)
- SelectShift automatic transmission (B4)
- Power windows and power lock doors

Upon entering Town Landau, you will be greeted by the wealth of comfort and convenience included in the interior. The spacious, luxury-appointed interior includes:

- Comfortable seats (B5)
- Detroit-chemically treated leather (B6)
- Heated seats (B7)
- Power seats (B8)
- Ample legroom for rear passengers (B9)

Town Landau just may be the personal luxury car you’ve been looking for. And when you can prove it to yourself by taking one for a spin, why not? See your Ford Dealer and take a test drive today.

Notes:
- See Footnotes, Standard Equipment, Malfunctions, and Care and Maintenance for additional information.
- Some specifications are optional. Select them from your Ford Dealer.
- This selection may be different from your Ford Dealer.
- Your authorized Ford Dealer is your best source for additional information.
One magnificent flying machine. Thunderbird with T-Roof.

The sky-high exhilaration of an open-air coupe is yours to enjoy in any Thunderbird, with optional T-Roof Convertible. Featured here in Pastel Chamois (5P), with lower bodyside accent of Light Chamois (83) and Chamois vinyl roof. T-Roof is styled to turn the most ordinary drive into a high-flying adventure. (See page 14 for a list of the most popular Tu-Tone combinations.)

T-Roof’s two oven-tempered tinted safety glass panels easily and quickly lift out to let in the sun and stars and fresh air. And, when a change in the weather forces an alteration in your flight plans, they slip securely back in, to provide the weatherproof advantages of a hardtop. (Dual vinyl pouches are provided for protective trunk storage when panels are not in use.)

And in addition to all the standard Thunderbird features (see back cover), there are countless ways in which you can tailor your T-Roof to help you look and feel even better. One way is with the interior that best suits your particular tastes and needs: flight bench seat, smartly trimmed in cloth and vinyl, or optional all-vinyl. Optional bucket seats, with sporty striped cloth and vinyl, or solid color all-vinyl. There is also the optional Interior Decor Group which, among other amenities, brings you your choice of split bench seats fitted with waffle-weave knit cloth and vinyl, or all-vinyl. And bucket seats, dressed in cloth and vinyl, or all-vinyl upholstery. Or, you may opt for the elegance of the Interior Luxury Group, shown and described on pages 2 and 3. Among its many luxuries are split bench seats, meticulously tailored with your choice of plush velour cloth (page 10), or optional Ultra-Soft genuine leather seating surfaces (page 3). Looking at pages 10 and 11 will assist you in making the right decision on interiors. And on pages 12 through 15 you’ll find the variety of options available to help make your T-Roof Thunderbird uniquely yours.

File your flight plan with your Ford Dealer. Ask him to arrange a T-Roof test flight today. Or tomorrow, for sure.
Let your spirit soar. Thunderbird with Sports Decor Group.

Here is the very essence of traditional Thunderbird spirit. An automobile with sporty looks and personality, roominess and comfort. Dashing in appearance, this optional Sports Decor Group gives the contemporary Thunderbird a bold, individual look that compliments you.

The distinctive Sports Decor Group brings you such tasteful Chamois accents as: vinyl roof, deck lid straps and paint stripes on the hood, grille opening panel and fender louvers. Bodyside moldings and styled road wheels. Color-keyed remote control dual sport mirrors and blacked-out vertical grille bars provide subtle finishing touches.

Thunderbird with Sports Decor Group, also sporting optional power moonroof, is exhibited below in new Burnt Orange Glow (5N). The interior of your choice (see pages 10 and 11) is available in Chamois, as shown, or White. Other distinctive exterior/interior color combinations from which you may choose to create a sporty look that is expressly yours are: Black (1C) with Chamois interior; Polar White (9D) with Chamois or White; Midnight Blue Metallic (3L) with Chamois; Dark Cordovan Metallic (8N) with Chamois or Cordovan; and Dark Jade Metallic (46) with Chamois or Jade.

Think of it. An automobile with all these sporty accents, on top of the traditional Thunderbird standards: 5.0 litre (302 CID) 2V V-8* engine, SelectShift automatic transmission, power steering, power front/rear drum brakes (the full list is on the back cover). What value!

Thunderbird with Sports Decor Group is on the runway at your Ford Dealer's. Test it out and see for yourself how its sporty personality lets your spirit soar.

Note: See Notable Standard Features. Measurements and color code reference on the back cover. Some items shown are optional. See options list on pages 12-15.

*Not available with California or High Altitude Emission Systems.
Thunderbird. Ready for takeoff.

In its purest form Thunderbird—as shown or for right in Black (11C)— has about it an unmistakable aura of elegance. Crag- clean, classic lines distinctly highlighted by the wrapover roof. With the restyled appearance of a new grille, body color and fields new taillamps as tasteful finishing touches.

And Thunderbird's interior always continues inside, with deep-cushioned light beige plush, new relaxation seat, slash, wide-wheel-base, new 4350/15 8660 15 sport wheels. Optional wide bright body-side moldings have been added for a gleaming style accent.

There are, naturally, many other options with which you can make your Thunderbird uniquely yours. When the wide variety of interior trim, shown on pages 10 and 11, and colors, pages 9 through 13. Everything from a new AM/FM stereo radio with cassette tape player, to power windows, to optional sport package.

The Thunderbird has it all. But, from the basic choices, plus the down-the-road price you've been looking for.

**Pros:** See Thunderbird Standards, Specifications and color options available on the back cover. Check the special features and options available on the back cover. All Thunderbird models equipped with standard 4350/15 8660 15 sport wheels.

Thunderbird. It's the only way to fly.

From the original two-place personal automobile in 1955 to the current 6-passenger option, Thunderbird has prevailed as a legendary standard of style and luxury in its class. To be sure, other have favored Thunderbird sport design, luxury or comfort. But it is the masterful blending of these precise ingredients that makes Thunderbird the magnificent flying machine it is.

We invite you to compare Thunderbird. Enjoy its legendary free-flying spirit and striking room luxuries. We're sure you'll agree it's the only way to fly.
Heritage. For the discerning collector.

Heritage is the most exclusive new Thunderbird you can own. And one which may become a collector’s item in the future. Providing the classic Thunderbird styling which have made the name “Thunderbird” a legend, it also is built with distinctive custom touches.

Exclusive tailored seats. Thorplon ebony woodtone upholstery. Rod-stitched, leather-covered instrument panel padding. And a 20" gold finish headphone to name just a few.

Heritage is available in exclusive Maroon or Light Medium Blue and comes equipped with virtually every comfort and convenience feature you could ask for.

- Idle Speed/Roll Conditioner
- AM FM stereo search radio
- Fingertip speed, control and hill steering wheel.

Heritage invites close personal inspection of your Ford Dealer’s. And your dealer will be pleased to provide you with a personal copy of the special Heritage brochure. It provides full details on the car designed especially for you.

Note: See Model Standard Features, Measurements and color code reference on the back cover.

Funding source on page 11.
Interior luxury, Thunderbird style.

Whichever masterfully crafted interior you choose, it is comforting to know that you can furnish the "private world" of your Thunderbird with luxuries that cater to your personal tastes and needs.

And whichever interior suits you best, you may choose it in: Dave Grey, Dark Red, Blue, Jade, Chamois or Cordovan. White is also offered on all-vinyl-trimmed split bench or bucket seats and on leather-trimmed split bench seats.

(A) Interior Luxury Group—split bench seats, with manual center armrests and a manual passenger recliner.

(D) Bucket seats, a sporty option, with stylish multicolor striped cloth and vinyl in Cordovan (HF). Also offered in solid color basket-weave pattern all-vinyl. As shown in "E," bucket seats have two decorative buttons and come with floor shift and center console that has a padded cover, interior light and removable litter bin. (Shift is column-mounted when tilt steering wheel is ordered.)

(E) Interior Decor Group—bucket seats, smartly trimmed option

passenger recliner, are fitted with plush velour-cloth shown in Dark Red (RD). Or, you may opt for Ultra-Soft leather seating surfaces (see page 3), if you prefer. Read about the other elements of this optional group on pages 2 and 3.

(B) Thunderbird instrument panel is exquisitely accented with burled walnut woodtone appliques. Excellent visibility of—and access to—all instruments and controls make Thunderbird a real driver’s car.

(C) Split bench seats, included with optional Interior Decor Group. Superbly tailored waffle-weave knit cloth and vinyl in Jade (DR). Also offered in light-grain all-vinyl. Seats feature dual fold-down

with basket-weave pattern all-vinyl in White with Chamois components (G2). These bucket seats, also offered in cloth and vinyl (see D), are an alternate—at nominal extra cost—to the split bench seats with manual passenger recliner (see C). Other elements of this optional group include: passenger side visor vanity mirror, padded rear seat armrests, decor door trim panels with carpeting (except with White trim), color-keyed deluxe belts and 18-oz. cut-pile carpeting.

(F) Thunderbird flight bench seat comes standard trimmed with rich-looking, block-design knit cloth and vinyl shown in Chamois (KT). Also available in light-grain all-vinyl.

Note: Some items shown are optional. See options list on pages 12-13. Color code reference is on back cover.
Optional Equipment—Interior

As well appointed as the 1979 Thunderbird is to begin with, we realize there may be special features you will want to add to more precisely tailor your Thunderbird to your individual tastes and needs. The selection of optional equipment that follows is intended specifically for this purpose.

**Audio**

Ford offers a superb selection of radios and audio equipment for the Thunderbird of your choice. All are precision engineered and built to exacting Ford quality standards. For details, get the booklet “New Dimensions in Sound” at your Ford Dealer's.

- AM/FM Stereo Radio. Has stereo “on” light and 10 pushbutton choices (5 AM, 5 FM).
  - AM/FM Stereo Search Radio seeks the first listenable station, or scans all, pausing for 8-second samples.
  - AM/FM Stereo Radio with 8-Track Tape Player.
  - AM/FM Stereo Radio with Cassette Tape Player.
  - AM/FM Stereo Radio with Quad 8-Track Tape Player.
- 40-Channel Citizens' Band Radio. Remote control transceiver features: trunk-mounted chassis, power microphone with integral controls (which disconnects for hidden storage), automatic scan that finds active channels. System overrides radio through front speakers while sending or receiving. AM/FM/AM/FM tri-band antenna included. Available with all factory-installed radios. FCC license application included.
- Dual Rear Seat Speakers, with fader control, for all AM and AM/FM monaural radios.

*Dual speakers front and rear included.

**Comfort**

- Color-Keyed Deluxe Belts included in the Interior Decor and Luxury Groups.
- SelectAire Conditioner with Automatic Temperature Control maintains temperature once you set it. SelectAire Conditioner with manual control is also available.
- Tinted Glass all-around reduces glare and heat from sun. Recommended with SelectAire Conditioner.
- Luxury Sound Insulation Package blankets the passenger compartment with noise-nullifying material.

**Convenience**

- Day/Date Clock tells day of week, date of month, a.m. or p.m. Standard on Town Landau.
- Convenience Group includes: dual remote control mirrors (chrome), interval windshield wipers, trip odometer and automatic parking brake release. Included in Interior Luxury Group.
- Electric Rear Window Defroster includes 60 amp. alternator (70 amp. with SelectAire Conditioner).
- Extended Range Fuel Tank provides an additional capacity of approximately 6.5 gallons (21.0 gallons, standard).
- Light Group includes: dual beam map light; lights under hood, trunk, instrument panel, in ashtray and glove box; “door ajar” warning lights and “headlights on” warning buzzer. Included in Interior Luxury Group.
- Interior Decor Group, described on page 11.
- Interior Luxury Group, described on pages 2 and 3.
- Dual Sport Mirrors (remote control and color-keyed) are included in Exterior and Sports Decor Groups. See pages 2, 4, 5, 6, 8 and 9.
- Illuminated Visor Vanity Mirror (passenger side) has variable intensity lamp. Included in Interior Luxury Group. Standard on Town Landau. Dual mirrors standard on Heritage.
- Automatic Seat Back Release simplifies rear seat entry/exit.
- Seat Belt Warning Chime signals a pleasant reminder to buckle up. Included in Interior Luxury Group.
- Fingertip Speed Control automatically maintains the speed you set. Includes luxury steering wheel. Standard on Heritage.
- Tilt Steering Wheel adjusts up/down to make entry/exit easy and long trips less tiring.

**Interiors**

Seats and trims, illustrated and described on pages 10 and 11.

**Power Assist**

- Power Antenna. Standard on Heritage.
- Power Lock Group provides electric door locks (controls in both door armrests), and remote control deck lid release (switch in glove box).
- Power Moonroof treats you to the “open air” feeling. Features: one-finger operation, privacy screen and one-way tinted glass (available in Gold, Silver, Brown, Rose or Jade to coordinate with your color combination). Also see pages 5, 8 and 9.
- 6-Way Power Driver's Seats infinitely adjustable.
- Power Side Windows Controls shown in “H” at right.

†Standard on Town Landau and Heritage.
Notable Standard Features
In keeping with Thunderbird's reputation for luxurious value, the 1979 version provides many prestige extras that don't cost extra. For example:

Thunderbird

**FUNCTIONAL**
- 5.0 litre (302 CID) 2V V-8 engine with DuraSpark Ignition
- SelectShift automatic transmission
- Power steering
- Power front disc/rear drum brakes
- Front/rear stabilizer bars
- 15.1-in. steel-belted radial ply tires (BSW)
- Wiper-mounted washer jets
- Fender louvers
- Chrome-plated swingaway grille
- Front and rear bumper guards
- Inside hood release
- MagicAire heater/defroster
- Illuminated electric clock (self-adjusting)
- Ignition key warning buzzer
- Deluxe soundproofing
- Dual note horn
- Coolant recovery system
- Ford Motor Company Lifeguard Design Safety Features

*Not available with California or High Altitude Emission Systems.*

**APPEARANCE AND COMFORT**
- Comfort-contoured front flight bench seat with cloth and vinyl upholstery
- Color-keyed 10 oz. cut pile carpeting
- All-vinyl door trim with burled walnut woodtone appliques
- Full-length door armrests
- Burled walnut woodtone appliques on instrument panel
- AM radio (may be deleted for price credit or upgraded or extra cost)
- DirectAire Ventilation
- Opera windows
- Bright moldings at roof wrapover, drip rails, windows, door belts, hood rear edge, rocker panels and wheel lips
- Hood ornament
- Concealed headlamps
- Divided taillamps with Thunderbird insignia
- Full wheel covers (4)

**Town Landau**
Most standard Thunderbird features, with these additions or variations:
- Town Landau insignia on instrument panel applique
- 22K Gold finish instrument panel plaque engraved with your name**
- AM/FM stereo search radio (with two door-mounted speakers and dual rear seat speakers)
- Tilt steering wheel
- SelectAire Conditioner (manual control)

**Measurements**

<table>
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<tr>
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<th>Wheelbase</th>
<th>Length</th>
<th>Height</th>
<th>Width</th>
<th>Tread Front</th>
<th>Tread Rear</th>
<th>Trunk Space</th>
<th>Fuel Capacity</th>
<th>Curb Weight</th>
<th>Passenger Capacity</th>
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<td></td>
<td>114.0&quot;</td>
<td>217.7&quot;</td>
<td>52.8&quot;</td>
<td>76.5&quot;</td>
<td>60.2&quot;</td>
<td>63.1&quot;</td>
<td>15.6 cu.ft.</td>
<td>21.0 gal.**</td>
<td>4,028 lb†</td>
<td>6††</td>
</tr>
</tbody>
</table>

*16.6 cu.ft. with Inflatable Spare Tire option
**27.5 with extended range fuel tank
†With 5.0 litre (302 CID) 2V V-8
††5 with optional bucket seats

**Notes**
CORROSION PROTECTION: Ford takes steps to see that your new Thunderbird is engineered and built to high quality standards. And in order to keep your Thunderbird looking new, we incorporate the use of precoated steels, such as galvanized steel and chromium/zinc-rich primer coated steel, vinyl sealers, aluminized wax in critical areas, and enamel as a finishing coat.

REDUCED SCHEDULED MAINTENANCE. As a part of a continuing program to lower the cost of ownership, scheduled maintenance requirements on most new Fords have been reduced dramatically in recent years. For example, with the new 1979 Thunderbird, the recommended maintenance schedule is 7,500 miles, or 12 months, between scheduled oil changes and 30,000 miles between tubes. These are just two small parts of the comprehensive program, which, in total, can significantly lower the cost of scheduled maintenance for Thunderbird over 30,000 miles of driving.

COLOR AND TRIM CODES. Car colors and trims are coded. Examples: Dark Cordovan Metallic (8N). Your Ford Dealer will be pleased to show you color samples of paint and trim materials.

OPTION AVAILABILITY: Some features 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.

REPLACEMENT PARTS. Be sure to specify genuine Ford-approved parts. Motorcraft parts and Autolite Spark Plugs from your Ford Dealer.

THUNDERBIRD

FORD DIVISION

7/76

Litho in U.S.A.