1980 THUNDERBIRD

New Thunderbird elegance in a new size... and a new Silver Anniversary edition.
There have been many exciting, innovative Thunderbirds over the past 25 years, and those of 1980 are destined for fame all their own. One is the beautiful Silver Anniversary Thunderbird, below which commemorates the first quarter century of a great Ford Better Idea. All the excitement, prestige and pace-setting ideas that Thunderbird has always represented are here in extra measure for 1980. If this is your year to become a new Thunderbird owner, you have chosen the greatest year yet to “spread your wings.”

The Silver Anniversary is unique in its styling treatment and ornamentation. Its equipment is also unique, even among Thunderbirds. One example is the new engineering trick through Automatic Overdrive, teamed with the 5.0 liter (302 CID) V-8. It has remodeled highway gas mileage estimates. Automatic Overdrive is standard on Silver Anniversary and an option on all other Thunderbirds.


"EPA Gas Mileage Estimates" (MPG) on back cover.
Thunderbird Silver Anniversary features. Shouldn't you fly first class?

We think that when you fly in this new Thunderbird, you'll be flying in a class by yourself. Case in point: the very elegant Silver Anniversary interior shown in [A] in front are individually adjustable split bench seats with seat back assist strips and 5-way power on the driver's side. Beautiful velour Silver Anniversary interior velour cloth in Dove Grey [B] is standard. Or, should you prefer, leather upholstery in Ultra-grain leather in the same color [C] is available as an option. The list of amenities includes all the features you expect to see in a car of this class—luxury door and rear quarter trim panels unique to Silver Anniversary, interior windshield wipers, luxurious steering wheel, fingertips Powr-Commanditee-wrapped shift and tilt adjustment, electronic AM-FM Stereo Sound Radio, electronic instrument cluster, electronic speedometer, warning lights (page 8). Standard, too, is cloth-upholstered leather upholstery with optional bench seat in a seat that won't buckle up. And there are lights all around: dual beam map light, courtesy light under the rearview mirrors and in the rear quarter trim panels, lights in the engine and luggage compartments, plus an electronic digital clock, power windows and power lock group, automatic power brakessystem, tachometer, our ultimate in luggage compartment trim (even the deck lid is lined), and much more. See Standard Equipment List, pages 13.

[B] Rear Seat Comfort and Luxury: Dove Grey Silver Anniversary velour. (

[C] Silver Anniversary “light” panel, tufted rosewood appliques surround the Silver Anniversary steering hub medallion, richly enhance the instrument panel. Steering wheel is luxuriously leather-wrapped. Includes the added convenience of fingertip Speed Control. Centered in the lower face of the panel are Select-Air Climate Control for year-around heating and cooling comfort and Electronic AM-FM Stereo Sound Radio for luxury entertainment.

[G] Garage Door Opener: Another new feature in the Silver Anniversary. It's a dandy to a receiver you attach to your opener, and nearly designed into the silver's sun visor. Dual illuminated visor vanity mirrors are included.

These exterior features will add to your pleasure in owning a Silver Anniversary. Thunderbird, padded vinyl roof with unique power roof molding and coach lamps, bodyside, hood, and decklid strip, front air intake, dual remote control mirrors, and more (see pages 2-3). And, if you'd prefer an exterior color other than Silver Grey, Dove Grey, then additional colors are available: Black [13], Light Grey [12], Red Glow [15], Midnight Blue Metallic [13], and Moonbeam Silver [15].


See your dealer for actual samples of colors and items cocked by letter in this text.
Beautiful colors and shapes outlined against the sky. The new Thunderbird Town Landau poised for take-off.

Few cars in America this year will reward their owners with as much luxury and distinction as the new Thunderbird Town Landau. We think you’ll find Town Landau very impressive in its ride and handling (as a demonstration drive will prove). We’re sure you’ll be equally pleased with its significantly increased fuel economy ratings* and numerous outstanding features (see page 13).

Town Landau, seen here, includes these standard exterior features: opera windows, padded rear half vinyl roof, brushed aluminum wheel cover rear window molding with chrome lens, wide rear belt moldings, vinyl insert bodyside moldings, hood, bodyside and decked accent stripes, cast aluminum wheels.

The world of flight.
These new Thunderbird features make it a world of electronic marvels.

Now Thunderbird takes you into the future. On these pages are some of the boldest ideas of this or any other automotive year. Better ideas for the 80's dedicated to your comfort and ease behind the wheel—the latest advancements in the concept of the personal car, which originated with Thunderbird a quarter century ago.

This is the Thunderbird of a new era. A luxury car for today and tomorrow. It has the best gas mileage estimates ever for Thunderbird. It has a new contemporary design that is trimmer on the outside. Yet, surprisingly, the 1980 Thunderbird has more rear seat passenger leg room and knee room and a bigger trunk (with new standard mini spare tire) than its predecessor.

(A) Instrument Panel. Its clean-lined beauty contains many wonders. Among them: Diagnostic Warning Lights (detailed in B), Electronic Instrument Cluster option; with its digital speedometer, MPH/KmPH conversion at the touch of a switch, electronic "bar graph" fuel gauge, and electronic digital clock (detailed below). At night, with headlamps lighted, the "Thunderbird" lettering on the far right of the panel is softly illuminated.

(B) Diagnostic Warning Lights. Located at the top edge of the two-tiered panel, this option signals the following conditions: "door ajar," "low washer fluid," "headlamp on" (accompanied by an audible warning), "low beam out," "brake lamp out," "tail lamp out," "low fuel." Also shown are the standard warning lights "temp" (above normal) and "oil" (pressure low) at either end.

(C) Electronic Fuel Gauge (included in Electronic Instrument Cluster option). Bar graph segments, lighted with contrasted intensity, register more precisely to the eye than any needle-type gauge the level of the fuel in the tank.

(D) Digital Speedometer. The instrument "window" is filled with a large, numerical readout of the car's speed every moment you're under way. It requires but a quick glance.

(E) Automatic Overdrive.** An engineering breakthrough and Better Idea option for the 80's. At about 40 mph in D (Drive), it automatically shifts into a fourth overdrive gear. This causes the engine to turn more slowly, substantially improving highway fuel economy.* (With 5.0 liter 302 2V V-8 option only.)

(F) Keyless Entry System** With this option, five small calculator-type pushbuttons in the upper driver's door act as your key. When depressed in the proper coded sequence, doors or decklid can be locked or unlocked automatically. Operating code can be changed at any time by the owner.

(G) Electronic AM/FM Stereo Search Radio.† Automatically tunes itself to the next listenable station up the dial or scans the dial and gives you 8-second program samples until you make a choice.

(H) Electronic Digital Clock.† At the touch of a button, digital readout tells you: (1) the date, (2) the elapsed time of your trip, or (3) the time.

There are many more ideas for 1980 than these, of course. Engineering ideas, for example, like a new fuel efficient 4.2 liter (255 CID) 2V V-8, standard. It has the best mileage estimates ever for Thunderbird.† Also there is a new suspension system based on a famous European design.

And styling ideas, too, which blend some touches of Thunderbird tradition with the new: the rich chrome-plated grille theme that is repeated below in the soft color-keyed urethane-enclosed bumper; the concealed headlamps (with Thunderbird emblems) and wraparound parking lamps; the distinctive color-coordinated hood ornament; the unmistakable tail lamp design that says Thunderbird going away.

Other cars will have some of these ideas tomorrow. In Thunderbird you can have them all today.

Notable Standard Features appear on page 13; Measurements on page 13. Some items shown are optional; options list appears on pages 16-19.

*EPA Gas Mileage Estimates listed on back cover
†Standard on Silver Anniversary and Town Landau
**Standard on Silver Anniversary.
Who said man was not meant to fly?

In this new Thunderbird of 1980, there is all the exhilaration of flight without leaving the ground. In its grace of movement... in its "space age" instrumentation (standard in Silver Anniversary and Town Landau), plus its best mileage estimates ever... Thunderbird lets you take wing as in no ordinary automobile.

Exterior Luxury Group, seen here, features opera windows, padded rear half vinyl roof, center pillar window delete, rear window defogger, rear side window defogger, bodyside paint stripes, dual remote control mirrors, and luxury wheel covers (black wheel covers shown). Interior Luxury Group also shown.

Yet another beautiful way to fly... Thunderbird with Exterior Decor Group.

Every 1980 Thunderbird has been cleared for take-off with this long list of notable standard features.

**Functional Features**
- 4-bolt 289 (302) CID 7.0 L V-8 engine with distributor vacuum controlled electronic ignition
- Electronic voltage regulator
- Maintenance-free battery
- Selective automatic transmission
- Modified MacPherson strut/oriented suspension: 4 bolts in rear suspension, front and rear molded pan
- Power front disc brakes with dual brake warning indication
- Rear disc brake with parking brake
- Optional polished parking brake (special order)
- Model 1104 1,460 lb steel fender cover kit (deluxe)
- Mini spare tire (spare)
- Optional padded panel for maximum fuel space
- Dual color power steering (locus and pinched gear design)
- Rostyle rear tires encased in soft, color-keyed trimmable
- Contoured single exhaust mufflers with stainless-steel end caps
- Radiant垄radial steelies with polished hub centers
- Thunderbird sound insulation package

**Steering column mounted cruise control
- 1" chromed water vapor resistant bell with chrome ringed glove box
- Ignition lock
- Engine shift lever
- Four-speed manual transmission with 4-overdrive (optional)
- All-internal door panel with integrated door lock
- Power headrests and armrests with optional seat belt pretensioner

**Appearance and Comfort Features**
- High performance front seat with tilt-down center armrest
- Clock with real wood and real pod
- Real wood cozy sport steering wheel
- Instrument panel with real wood and real pod
- Intelli-Lite (optional)
- Anodized aluminum trim on interior panels
- Stain resistant door panel with chrome trim
- Electronic instrument cluster displayed on orange screens (optional"

**Measurments**

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[*Note: All features not available on all models. Please check with dealer for options.*]
There's a perfect view of the future from Thunderbird's 1980 flight deck.

From its outset in the 1955 model, the Thunderbird personal car concept has emphasized total style, inside as well as out.

What you see here shows that while the concept never changes, the execution of it can change totally. The 1980 Thunderbird interiors are new in almost every sense, right down to the construction of the seats. Conventional seat springs have been replaced by steel "flexolators." Flexolators provide a larger surface area to better support the inner foam pad. One benefit of this new seat design is greater cushion comfort. And, because the design permits a thinner seat back, rear seat passengers benefit from more leg and knee room.

And the new fabrics, trim designs and appointments contribute equally to your appreciation of the new "inner" Thunderbird. Your color selections include Dove Grey, Dark Red, Medium Wedgewood Blue, and Caramel, with Bittersweet an additional choice in the Decor and Luxury Group options. White is also available in all-vinyl with bucket seats in standard trim and Decor, in supersoft vinyl with split bench seats in Decor, and in ultra-soft leather with the Luxury Group.

(A) Interior Decor Group—Cloth/ Vinyl Split Bench Seats. Shown in Caramel (ET). Handsome door trim panels include assist straps and carpeted lower portion (except with White vinyl). Coca Cola woodtone instrument panel appliques, 18-oz. carpeting, color-keyed deluxe belts, dual fold-down armrests, dual seat recliners, and passenger vanity mirror are additional features.

(B) Interior Decor Group—Cloth Recaro Bucket Seats* in Dark Red ribbed luxury cloth (ND). These new optional seats are designed by Recaro, the famous manufacturer of aircraft and racing car seats. They are contoured to nestle close to the body and provide special support. Each has an adjustable thigh support and reclining seat back control. Additional color choices: Dove Grey/Black, Caramel, and Bittersweet. Also available with Interior Luxury Group.

(C) Standard Interior—All-Vinyl Bucket Seats. Shown in White (GQ). Console is included with this bucket seat option. Bucket seats are also offered with Interior Decor Group.

(D) Standard Thunderbird Interior—Cloth/ Vinyl Flight Bench Seat. Shown in Blue tweed cloth (AB). Fold-down center armrest, column-mounted controls for windshield wiper/washer and horn/headlamp dimmer/timer signals, soft rim deluxe steering wheel, AM radio (may be deleted for credit), two-tier instrument panel, inertia seat back releases—these and more are all standard features (see page 13).

(E) Interior Luxury Group—Cloth Split Bench Seats. The upholstery fabric is rich velour in Dark Red (JD). Standard in Town Landau. Ultra-soft leather seating surfaces are optional. (Luxury Group detailed on page 16.)

Whatever your interior choice, your future is certain to be brighter when viewed from the '80 Thunderbird's flight deck.

*Available in all Thunderbirds except Silver Anniversary

Notable Standard Features appear on page 13; Measurements on page 13. Some items shown are optional. Options list appears on pages 16-19.

Your dealer has actual samples of colors and trims coded by letter in the text.
New interior options. Thunderbird flight made even simpler and more enjoyable.

You were, every minute, a part of our plans as we designed and engineered the new Thunderbird. And nowhere did we think more about you than in the selection of options that would be yours to add to the model of your choice. To enhance its beauty ... to augment its usefulness to you in dozens of ways. To make your new Thunderbird of 1980 in every way your personal car.

Audio
Ford offers a superb selection of radios and audio equipment. All are precision engineered and built to exacting Ford quality standards. Of special interest, 1980 Ford radios are designed to receive traveler's advisory broadcasts when tuned to either end of the AM band. For more details, get the booklet "1980 Sound Systems and Electronic Options" at your Ford Dealer.
- AM/FM Monaural Radio.
- AM/FM Stereo Radio.
- AM/FM Stereo Radio with Cassette Tape Player.
- AM/FM Stereo Radio with 8-Track Tape Player.
(A) Electronic AM/FM Stereo Search Radio with Cassette Tape Player. Precision search tuning plus Dolby* noise reduction system.
- Electronic AM/FM Stereo Search Radio with 8-Track Tape Player.
- 40-Channel Citizens' Band Radio. Remote control transceiver features: trunk-mounted chassis, power microphone with integral controls (disconnects for hidden storage), automatic scan to find active channels. Can store and summon five favorite channels. Channel 9 pushbutton for emergencies. System overrides radio through front speakers while sending or receiving.
- AM/FM/CB tri-band antenna included. Available with all factory-equipped radios. FCC license application included.
- Dual Rear Seat Speakers with fader control for monaural radios.
- Premium Sound System. Six upgraded speakers plus power amplifier. Available with all stereo radios.

Assists/New Electronic Driving Aids
(B) Autolamp On/Off/Delay System. On the road, turns on headlamps at dusk, turns them off at sunrise. At home, provides an adjustable interval of light to see you safely into the house.
(C) Electronic Digital Clock. Tells time, date and elapsed time of your trip on command. Date shows briefly whenignition is switched on and is then replaced by time readout. The time remains in view until date or elapsed time are selected by control button. Included in Electronic Instrument Cluster.
(D) Diagnostic Warning Lights. See B, pages 8-9.
- Electronic Instrument Cluster* (Shown and described on pages 8-9) Includes Electronic Digital Clock, C, as well as the following features:
  (E) Electronic Fuel Gauge. Bar graph segments register fuel level in the tank. See also pages 8-9.
  (F) Digital Speedometer. Large numerals in the instrument "window" tell you your speed every moment you're under way. See also pages 8-9.

Comfot and Convenience
- Color-Keyed Deluxe Belts* with comfort regulator feature. Included in the Interior Decor and Luxury Groups.
- Garage Door Opener.** Coded to a receiver you attach to your opener unit. Neatly designed into the driver's sun visor. Includes dual illuminated visor vanity mirrors.
- SelectAir Conditioner with Automatic Temperature Control. Maintains preset temperature levels the year round. Unit with manual control also available.
- Tinted Glass* (complete) to reduce heat and glare of the sun. Recommended with SelectAir Conditioner.
- Dual Remote Control Mirrors.** Included in Exterior Luxury and Exterior Decor Groups. See pages 10, 11 and 12.
- Illuminated Visor Vanity Mirror (passenger side). Has variable light intensity for grooming.
- LH Remote Control Mirror. Shown on pages 10, 11 and 12.
- Light Group* includes dual beam map light, instrument panel courtesy lights, engine and trunk compartment lights.
- Interior Decor Group. Detailed and shown in A and B on page 14.
- Fingertip Speed Control** You set any safe speed at or above 30 mph, and Fingertip Speed Control maintains it. Great convenience, and holding steady speeds helps save gas. Pressing the brake pedal deactivates the system. Touch of the "resume" button automatically reestablishes the speed set prior to braking.
- Leather-Wrapped Luxury Steering Wheel.** Shown in A. Available with Fingertip Speed Control.
- Tilt Steering Wheel. Adjusts to five separate positions. Tilts up out of way for easier entry and exit.

Interiors
Seats and trims are illustrated and described on pages 14-15. Silver Anniversary interior shown on pages 4-5.

Power Assists
- Power Radio Antenna**
- Power Lock Group** Includes power door locks and remote control decklid release (in glove box).
- 4-Way Power Flight Bench Seat. Adjusts forward and back, up and down.
- 6-Way Power Driver's Seat** Infinitely adjustable. Available with split bench seats or Recaro bucket seats.
- Power Side Windows** Included in Interior Luxury Group.

*Standard on Town Landau and Silver Anniversary.
**Standard on Silver Anniversary.
New exterior options. "Tower to Thunderbird: you're looking good, and you're cleared for immediate take-off."

Appearance
- Exterior Decor Group. Rear half vinyl roof or full vinyl roof in one of these eight colors: Black, Bittersweet, Medium Red, Silver, Midnight Blue, Caramel, White, and Pastel Sand. Vinyl insert bodyside moldings, dual remote control mirrors, bodyside paint stripes, luxury wheel covers also included. See page 12.
- Exterior Luxury Group.* Padded rear half vinyl roof with wrapover applique and opera windows plus remaining Decor Group features listed above. See pages 10-11.
- Wide Door Belt Moldings.* See pages 2-3, 6-7.
- Dual Accent Paint Stripes.
- Hood and Bodyside Stripes.* See pages 2-3, 6-7, 10-11.
- (A) Luxury Luggage Compartment Trim.* This option gives you luxurious carpeting wall to wall in Thunderbird's new deep-well trunk with its large 17.7 cubic feet of usable space. Even the mini spare tire is covered.
- Tu-Tone Paint Tape Treatment. Offered in the following nine combinations. Polar White (upper color) over Bittersweet Glow or Midnight Blue Metallic; Silver Metallic over Black, Midnight Blue Metallic or Dark Cordovan Metallic; Black over Silver Metallic; Midnight Blue Metallic over Medium Blue Glow; Chamois Glow over Dark Chamois Metallic; Bittersweet Glow over Dark Cordovan Metallic. See pages 6-7.
- Rear Half Vinyl Roof or Full Vinyl Roof in eight color choices (see listing above in Exterior Decor Group). Rear half vinyl or full vinyl roof included in Exterior Decor Group. See pages 12-13.
- Padded rear half vinyl roof included in Exterior Luxury Group (see pages 10-11), standard on Town Landau (pages 6-7).
- Unique padded rear half vinyl roof with "frenched" backlight standard on Silver Anniversary. Rear half vinyl roof or full vinyl roof available as a separate option on all models except Town Landau and Silver Anniversary.

Convenience
- (B) Flip-Up Open Air Roof. Flip it up part way for ventilation. Remove it completely for the open air feeling of a convertible.
- Electric Rear Window Defroster.
- (C) Illuminated Entry System.* Door lock and interior are lighted when handle is raised: stay lighted about 25 seconds or until ignition is turned on.
- (D) Front Cornering Lamps* light your way around dark corners.
- Keyless Entry System.* Includes Illuminated Entry System (described above).* See also F, pages 8-9.
- Interval Windshield Wipers.* Variable pause between sweeps lets you match wiper action more closely to weather conditions.

Performance
- Heavy-Duty Battery. Extra cranking power for cold weather starting, accessory operation.
- Heavy-Duty Handling Suspension. Includes heavy-duty shock absorbers, heavy-duty rear springs, increased diameter stabilizer bars.
- High Altitude Emission System.
- California Emission System.
- 5.0 liter (302 CID) 2V V-8 Engine.*
- Engine Block Immersion Heater plugs into electrical outlet to keep engine oil warm for easier cold-weather starting.
- Automatic Overdrive Transmission.* The smoothness and ease of an automatic transmission plus overdrive fourth gear to increase highway fuel economy. See explanation on page 8 and EPA Gas Mileage Estimates on back cover.
- Automatic Parking Brake Release.*

Protection
- Dual Note Horn.* Included in Interior Luxury Group.
- Mud and Stone Deflectors help protect paint on lower bodysides.
- Lower Bodyside Protection offers an application of vinyl along the lower sides of the body to help provide extra protection against stone pecking. Especially important on gravel roads or where use of road salt is heavy. Includes rocker panel moldings when not a standard equipment item.
- Rocker Panel Moldings.* Included with Lower Bodyside Protection.
- Vinyl Insert Bodyside Moldings.* Shown on all display models. Include partial wheel lip moldings.
- Protection Group. Front carpet floor mats, door edge guards and license plate frame(s).

Tires
- P-metric 14-in. steel-belted radial tires in both black and white sidewall are available. Consult your Ford Dealer on the tires best suited to your kind of driving.
- TR-Type (Wide Oval, Low-Profile) White Sidewall Radial Tires.* Available only with cast aluminum wheels.
- Conventional Spare Tire. Replaces standard mini spare. Stows in deep well of the trunk and precludes use of this area.

Wheel Covers/Wheels
- (E) Luxury Wheel Covers add a distinctive touch. Included in Exterior Decor and Exterior Luxury Groups.
- (F) Wire Wheel Covers. A handsome alternative. See also pages 10-11, 12-13.
- (G) Cast Aluminum Wheels.* Available only with TR-type radial tires. See also pages 2-3, 6-7. 

*Standard on Town Landau and Silver Anniversary.
**Standard on Silver Anniversary.
Thunderbird. For 25 years, one of America's most distinctive automobiles.

New Limited Corrosion Perforation Warranty. Ford Motor Company provides a 3-year, unlimited mileage corrosion warranty on all new 1980 model cars. The warranty states that any part which, in normal use, rusts through from corrosion within three years of retail delivery or first use will be repaired or replaced free of charge by the selling dealer after inspection by a Ford representative. Of course, exhaust system components or parts which develop corrosion perforation caused by accidents or other damage are not covered.

Ford Motor Company's optional Extended Service Plan covers certain selected components on new Ford cars and light trucks for longer than the vehicle’s basic warranty. The cost is so moderate for the protection you get that it could pay for itself the first time you need it. Ask your Ford Dealer for more information about the Plan.

Low Scheduled Maintenance. The 1980 Ford Thunderbird has a recommended maintenance schedule of 7,500 miles or 12 months between oil changes and 30,000 miles between lube changes. These are just two small parts of a comprehensive program which, in total, can lower scheduled maintenance to an estimated $170 on the 1980 Thunderbird—76% or $545 less than the 1973 Thunderbird. This example uses base engines and automatic transmissions in both cars. Ford Labor Time Standards, a $21.35 hourly labor rate, and manufacturer's suggested retail parts prices effective July 1, 1979, were used in the above computations. An accumulation of 10,000 miles annually is assumed on the 1980 Thunderbird.

Option Availability. Some features presented 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 a slight delay. Ask your Ford Dealer for the latest information on options, prices and availability.

Product Changes. Ford Division reserves the right to change specifications any time without incurring obligations.

EPA GAS MILEAGE ESTIMATES

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*Figure were not available at time of printing. Consult your dealer for latest information.

Buy or lease a new Thunderbird from your Ford Dealer—a great choice either way!