

T-Bird Retains Styling, Adds Two New Models

The Ford Thunderbird for 1962 retains its traditional styling, incorporates over 100 engineering improvements, and offers two new special models.

Combined with the regular hardtop and convertible, a two-seat sports roadster and a vinyl-covered hardtop Landau model increase the luxury car line to four models—the widest selection of Thunderbirds since the car's introduction in 1955.

All four Thunderbird models are being introduced in Ford dealer showrooms today.

The new sports roadster features a molded fiberglass tonneau cover with padded head rests which transform the four-seat convertible into a two-seat car.

SPECIAL FEATURES of the new roadster include wire wheels with chrome plated spokes and rims and simulated knock-off hub caps, and an assist provided for the comfort of the passenger during cornering.

The Landau model has a vinyl-covered roof available in black or white colors.

Styling of the Thunderbird is enhanced by a new square-block design grille that gives the car an appearance of power and motion.

New exterior features include rear quarter ornamentation consisting of three rectangular, ribbed ornaments mounted horizontally, and new taillights which combine the stoplights, taillights and parking lights as one unit.

INTERIOR FEATURES include individual bucket seats in front, divided by a console, and simulated bucket type rear seats. For greater convenience of the driver and passengers, the temperature and optional air conditioning controls have been moved to the console.

The rayon carpeting this year has been improved for better wear by the addition of nylon, and the front compartment heel pads now are made of sturdy vinyl rather than rubber.

The unique swing-away steering wheel, which has been ordered by nearly 77 per cent of Thunderbird buyers since it was made available on the 1961 model, is standard equipment for 1962.

ENGINEERING improvements

Ford Offers 13 Wagon Models in '62

Ford Motor Co. will have the largest selection of station wagons in its history in 1962—a total of 13 models.

These include five standard wagons and eight Falcon wagon models.

The standard Ford wagons include the four-door, six passenger Ranch Wagon; the four-door, six- and nine-passenger Country Sedans; and the four-door, six- and nine-passenger Country Squires.

The five standard Ford wagon models have an easy-to-operate roll-down rear window in the tailgate. A power operated rear window is standard in the nine passenger Country Sedan and both Country Squire models. It is optional in the other two station wagon models.

FORD TAILGATE openings, more than 50 inches wide, offer easy accessibility, and spacious interiors will accommodate full-size 4-foot by 8-foot plywood boards, even with the tailgate closed.

Ford's nine-passenger wagons have the only forward facing third seat in the low priced automotive field, and the new, easy-to-fold second and third seats can be converted into a flat, level cargo floor.

Ford's selection of 13 different station wagons for 1962, when contrasted to the one model offered in 1929 when Ford pioneered mass production of station wagons, illustrates the increased demand for station wagons.

IN THE LAST nine years alone, station wagon sales have risen from 3.4 per cent to 15 per cent of total industry new car sales. The Falcon station wagon, introduced less than 18 months ago, has already climbed into the No. 2 position in station wagon sales.

give it better riding characteristics than any previous Thunderbird.

The unitized body is double-protected against rust and corrosion. The underbody and superstructure are fabricated from zinc-clad stock, and the body is dipped in a zinc bath after assembly.

The Thunderbird's aluminized muffler also has been improved. All critical parts, including resonators, now are made of stainless steel for longer life.

A new, 30,000 mile disposable fuel filter keeps water and foreign particles from entering the engine and its four-barrel carburetor incorporates some 15 improvements over 1961.

With the engine's full-flow filter and the elimination of the crossover valve, oil change intervals now can be extended from 4,900 to 6,000 miles.

NEW FACTORY-INSTALLED long-life coolant eliminates the need for regular fall and spring cooling system changes. Anti-freeze now needs changing only once every two years or 30,000 miles, and the engine is protected to 35 degrees below zero.

Another feature is the car's improved sound insulation. Some 45 pounds of sound-deadening materials have been added under the new Thunderbird's hood, to wheelhouses, dash, instrument panel, passenger and trunk floors, roof panels and rails, package tray and quarter panel.



This is the high-performance 1962 Polara "500" which Dodge is introducing in the luxury sports car market. The new, medium-

price prestige car is powered by a 305-horsepower V-8 engine. It is available in two models: a two-door hardtop and a convertible.

Dodge Enters Luxury Field

price field with its 1960 Dart and the compact-car field with its 1961 Lancer, has introduced a high-performance, high-style Polara "500" in the luxury sports car market.

"The introduction of the 1962 Polara '500' is another of Dodge's aggressive moves to meet the changing demands of the automobile market," Dodge general manager Byron J. Nichols said.

"We do not believe the car buyer should be forced to choose between luxurious appointments on the one hand and top-notch performance on the other," Nichols explained. "The Polara provides

both, and we believe that more and more discerning buyers will insist on this combination."

The new, prestige car is available in two models—a two-door hardtop and a convertible.

THE POLARA'S styling, with long hoodline and short rear deck, has a "continental flavor." Stylists refer to its forward-thrusting design as "poised motion." Its interior features individual bucket seats in the front with a between-seats console.

The Polara is powered by a special, high-performance engine

with a high-lift camshaft, a four-barrel carburetor and dual exhausts as standard equipment. The engine has 305 horsepower and a displacement of 361 cubic inches.



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