

NEW TRIM FOR '65 MODEL

Thunderbird in 2nd Decade

The 1965 Ford Thunderbird begins its second decade with a new exterior trim and ornamentation and an interior that offers new standards of comfort.

Options include an AM-FM radio on which all five buttons may be used for AM or FM operation, an electric antenna, power-vent windows, a vacuum deck-lid release and a limited-slip differential. A 300-cubic-inch engine, power steering, power brakes and swing-away steering wheel. Also available are many options, including air conditioning, reclining passenger seat with headrest and a safety-convenience control panel.

A striking innovation is the sequential turn signal for the rear. The long, rectangular six-frame taillight area lights up two frames at a time, moving rapidly to right or left to signal an impending turn. It has the effect of an animated arrow pointing in the direction of the proposed turn.

FROM THE front, the fully integrated bumper and grille of the 1965 Thunderbird features a new design with six vertical bars and eight horizontal bars. In addition, a new Thunderbird emblem replaces the block Thunderbird letters on the leading edge of the hood.

From the side, all models have a new simulated wastegate ornament on the front fender behind the wheel opening. The wastegate has horizontal simulated louvers with upper and lower bars that taper rearward.

The traditional Thunderbird side script has been relocated and redesigned for 1965. It is positioned on the rear quarter panel and features a black border surrounding the bright metal script lettering. New deluxe wheel covers with a plastic hub insert are standard with all three Thunderbird models.

The hardtop and landau models have a new rear-pillar molding extending from the rear-quarter window around to the flow-through grille. The hardtop model has a new Thunderbird emblem on the rear pillar with a rectangular ring encircling the center section and frosted finish wings. The landau model features a new, shorter S-Bar with a circular frosted area in the center.

The convertible model Thunderbird for 1965 offers the same basic features as the hardtops, but with the added attraction of an all-vinyl, wrinkle-resistant soft top. The top lowers and disappears under the power-operated rear deck lid at the touch of a switch.

THE DRUM-TYPE speedometer has individually illuminated numerals and a special lens that gives a red line indicator a progressive effect as speed is increased. All major controls are illuminated by a soft green light for night-time operation.

The dash and sun visors are safety-padded and covered with a color-keyed, fitted vinyl. The full-length console has a foam-padded top to serve as an arm rest. Beneath the console top is a convenient compartment illuminated for night-time use.

The popular and practical swing-away steering wheel and column are continued as standard equipment in the '65 Thunderbird. The steering wheel is of a two-spoke design with a padded hub for additional safety.

The front bucket seats provide maximum comfort and, due to the twin-pedestal mount, provide comfortable foot room in the rear compartment. The rear compartment seats are foam-padded and coved for lounging comfort. A fold-down arm rest is located at the seat center. Courtesy lights with flood-type lens are located above the rear seat.

The Thunderbird's list of

standard-equipment features includes a 300-cubic-inch V-8 engine, Cruise-O-Matic transmission, electric clock, hydraulic windshield wipers and washer, remote-control mirror, power steering, AM push-button radio, retractable front seat belt with warning light, swing-away steering wheel and 8.15 x 15 low profile tires.

In addition, front disc-type power brakes, sequential turn signals, a keyless door locking system and reversible keys, have been added as standard features on the 1965 Thunderbird.

In the convertible model, a unique dome-courtesy light has been added in the top, over the rear compartment. The new light is attached to the roof rear bow over the center of the rear window.

Available as options on the 1965 models are an AM/FM push-button radio on which all five buttons may be used for AM or FM operation; reclining passenger seat and headrest; power seats either for driver only or for both driver and passenger; power windows; rear-seat radio speaker; air conditioner; speed control system; wire wheels



THUNDERBIRD DEBUTS FRIDAY

Optional features include AM/FM push-button radio,

and transistorized ignition system. Inside the console glove box, and a highly desirable option when wet or slippery road conditions are encountered.



Oldsmobile Jetstar

This is the new Oldsmobile Jetstar 88 Holiday Sedan with its roomier styled body, redesigned chassis, rocket engine and optional Jetaway transmission. One of four Jetstar 88 body styles, the Holiday Sedan displays a sweeping new roof line.



PRESENTING *Cadillac* FOR 1965



Alcoa, the Coupe de Ville, below, the longer wheelbase Fleetwood Brougham.

Vehicle Licensing Sets Highest Mark

Michigan now has more licensed motor vehicles than ever before and the record could climb to a staggering 44-million registered motor vehicles before the close of the licensing year, Oct. 31.

In announcing the new all-time mark, which eclipses the record established only last year, Sec. of State James M. Hare predicted that Michigan would likely hit the 5-million mark in three or four years.

AS OF AUG. 31, Hare said that 4,049,489 vehicles of all types had been licensed, nearly 25,000 over 1963's record.

According to Hare's report, passenger licensing led the assault on the record, accounting for 169,000 more than in the similar nine-month period of 1963. However, he reported that all categories of license sales had shown substantial increases.

SINCE THE licensing year started on November 1, 1963, 3,996,827 full-year licenses were issued, a hike of 217,000. This reflected itself in additional revenue, an increase of nearly \$3-million. Hare said that licenses totaled \$72,215,851 through July 31, describing it as "big business."

SO NEW! SO RIGHT! SO OBVIOUSLY CADILLAC!

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