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The style-setting Ford Thunderbird sets new standards of elegance, performance and quality in 1963. All four new Thunderbird models -- hardtop (top photo), hardtop Landau (bottom), convertible and sports roadster -- combine distinctive styling with hundreds of engineering refinements that make them the highest quality cars ever produced by Ford Division. Maintenance requirements on the 1963 Thunderbird are drastically reduced, with a chassis that requires no major lubrication for 100,000 miles and an oil change interval of 6,000 miles. With a new vertical-bar grille and sporty new touches of interior luxury, including a walnut-grained effect on door and instrument panels, personal console and steering wheel on the hardtop Landau, the 1963 Thunderbird remains in a class by itself.

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