

Thunderbird - "Unique In All The World"



The 1967 Thunderbird Apollo



The 1967 Thunderbird Apollo



- In 1966, the story goes, Abercrombie and Fitch approached Ford Motor Company about making some “concept” cars to bolster showroom traffic to their five flagship retail stores (recall that at the time A&F was still a high-end outfitter). At the same time, Ford was looking to take their new-for-1967 fifth-generation Thunderbird further up-market in order to increase the amount of daylight between it and the rest of Ford’s full-size lineup, which was starting to encroach on the T-Bird’s territory with the introduction of the LTD in 1965. Collaborating with Abercrombie and Fitch would add a nice up-market sheen to their new ‘Bird.

- For the Apollo conversion, Ford took five fully-equipped '67 Thunderbirds, all painted in an exclusive Apollo Blue color, and sent them to long-time Ford customizer Dearborn Steel Tubing Company for customization and finishing, supposedly at a cost of \$15,000 per unit (about \$137,000 in 2022).
- Interior modifications were a custom-built full-length center console which included a radio-telephone, Philco color TV, and dual reading lamps. The front passenger seat had power adjustable headrests and footrests, and both front seats were fitted with folding tray tables for the rear passengers. All seats were covered with a special dark blue leather.

Abercrombie and Fitch had always intended to resell the Apollos after they had completed their show-car duties (probably to recoup some of their investment), so they were built more as custom cars than true concepts, complete with VIN and titles. The fact that there were no powertrain modifications would make it easier to transfer the factory warranty to the next buyer.

Of the five Apollos produced, the one destined for San Francisco was destroyed en route before reaching its destination. At least three of the remaining four are known to survive.

































ICELEERT

