

# THE 1963 THUNDERBIRD PRINCIPALITY OF MONACO





During the year of 1962 Ford learned that Princess Grace of the Monaco Principality (Grace Kelly) was planning to act again and saw this as a brilliant promotional opportunity. On Sept 19, 1962, Ford met with the Royal Court of Monaco and consulted with Princess Grace regarding the colors for the car. On January 2nd, 1963, Benson Ford presented the car # 1 to Prince Rainier and Princess Grace at a grand ceremony held at the Grimaldi Family Palace. This Limited-Edition Classic was referred to as the Princess Grace model by Ford salesman when it officially hit the floors on February 22nd. 1963.

Just 2,000 were built, each with Corinthian White paint, Dark Rose Beige vinyl roof, padded dash and carpet, white leather bucket seats, Gold Piping on the Seats, simulated Rosewood interior trim, deluxe wheel covers, rear fender shields, white steering wheel. Plus, each car featured the "S" Landau Bar on the side of the Hardtop, a Special Badge with the Crest of Monaco on the center console with number built (1 to 2,000). The Prince Rainier car was featured in special advertisements pictured at the entrance to the Monte Carlo Opera House. Back then, when this car was introduced, dealers couldn't fill the orders fast enough.

# ADVERTISING

The February 15, 1963 issue of Vogue magazine included a designer fashion layout advertisement with the Thunderbird Hardtop, Convertible, and Limited Edition Landau receiving considerable exposure.

Two days later, on the evening of February 17th, CBS television would preempt The Ed Sullivan Show with a one hour special, Tour Of Monaco, which was hosted by Princess Grace. Ford was one of the sponsors, and it was during this special that the Thunderbird Limited Edition Landau television advertisement was first aired.

The official date of introduction for the Limited Edition Landau was February 22, and advertisements were placed in the March issues of suitable upscale magazines, including National Geographic, which would be hitting subscribers mail boxes and the news stands about this time.

Limited Edition Landau numbers 2 through 19 were sent out to auto shows around the country, and were later sold to the public. The ROT sheet for these cars indicates "SPECIAL LANDAU SHOW CAR CONDITION" which makes it easy to verify authenticity.

## Narration of Television Advertisement

"Waiting...waiting for the unexpected in lovely Monaco.

Expectations fulfilled—you're seeing for the very first time the newest of Thunderbirds—the sophisticated Thunderbird Limited Edition Landau.

Rose Beige and Corinthian White, this new Thunderbird carries its special mark for all the world to see.

The lovely look of simulated Rosewood graces the interior.

There is an engraved plaque with your personal number. It identifies you as one of only 2,000 fortunate owners of the Thunderbird Limited Edition Landau.

***Unique in all the world.***

Reserve yours at your Ford Dealers."

The 1963 Thunderbird Limited Edition Landau.

Limited production of just 2,000 cars.

Prince Rainier of Monaco received number one.

Could number 2 to 2,000 be yours?

















Info@schmill.com 314-291-7000

LIMITED EDITION THUNDERBIRD LANDAU

Serial No. 823



WORLD PREMIERE

*Principality of Monaco*



Monte Carlo Opera House

A PRODUCT OF  MOTOR COMPANY

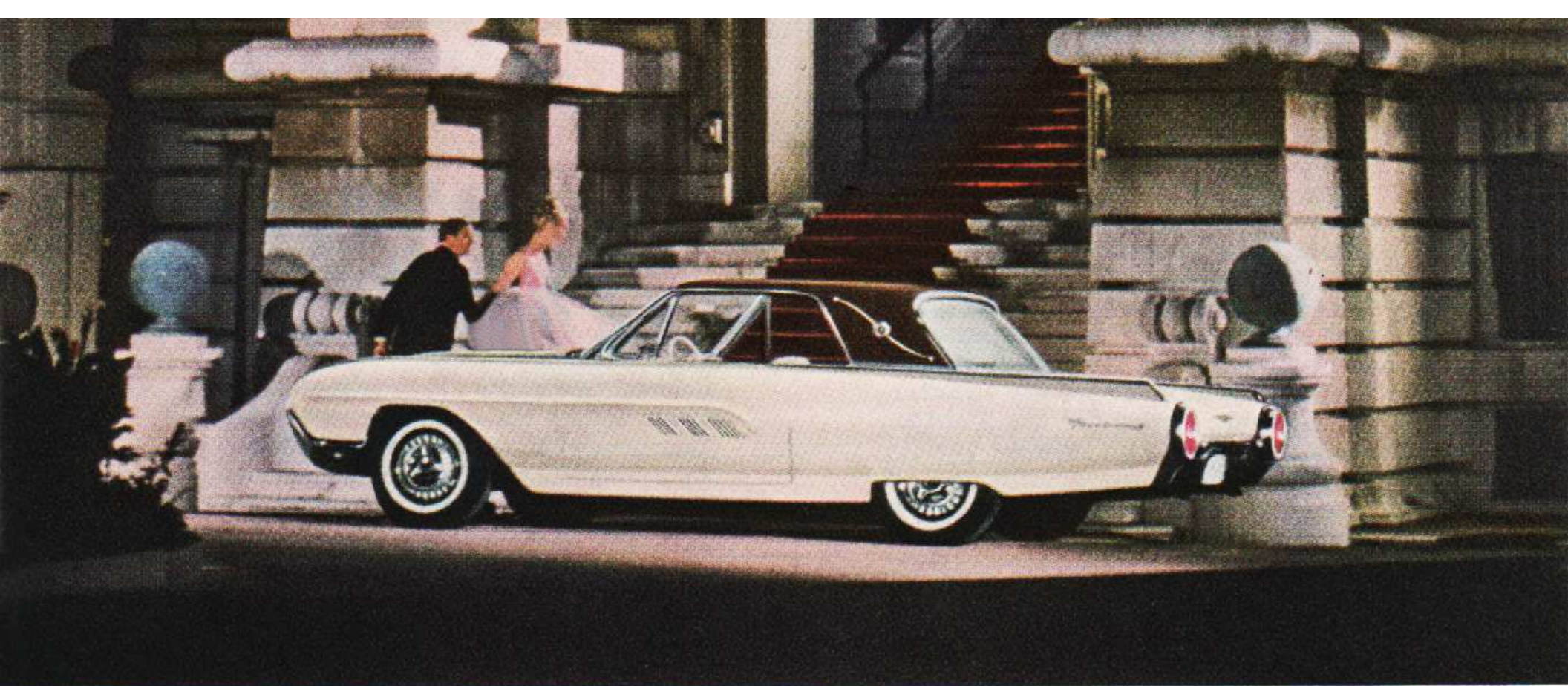
This is Number 1 of a limited international edition  
(Number 2 to 2,000 could be yours. See your Ford Dealer)

*Thunderbird*

LIMITED EDITION LANDAU

Prémière à Principauté de Monaco, Janvier 1963





Monte Carlo Opera House

A PRODUCT OF  MOTOR COMPANY

This is Number 1 of a limited international edition  
(Number 2 to 2,000 could be yours. See your Ford Dealer)

*Thunderbird*

LIMITED EDITION LANDAU

Première à Principauté de Monaco. Janvier 1963



*Grace Kelly*  
*or*  
*Princess*  
*Grace*





