



2 0 0 4 F O R D

ESCAPE | EXPLORER SPORT TRAC | EXPLORER | EXPEDITION | EXCURSION



NEW



# FORD SUVs

THE MOST HIGHLY EVOLVED SUVs ON EARTH: OR ANYWHERE ELSE.

ESCAPE :-



EXPLORER SPORT TRAC :-



EXPLORER :-



EXPEDITION :-



EXCURSION :-



FROM NIMBLE RUNABOUT TO FULL-SIZE PEOPLE HAULER, YOU'LL FIND THE ANSWER TO YOUR SPORT UTILITY VEHICLE NEEDS IN ONE OF THE BROADEST LINES OF SUVs ANYWHERE. THE 2004 FORD LINEUP – ESCAPE, EXPLORER SPORT TRAC, EXPLORER, EXPEDITION AND EXCURSION – DESCENDS FROM SOME OF THE BEST OF THE ROAD'S RUGGED WARRIORS. LIKE THE ORIGINAL EXPLORER THAT BROUGHT THE SUV TO THE FOREFRONT. OR THE 9-PASSENGER EXPEDITION THAT CONTINUES TO TAKE ADVENTURERS ALMOST ANYWHERE THEY WANT TO GO. WHATEVER YOUR NEEDS, YOU NEED LOOK NO FURTHER. YOUR ANSWER'S HERE.

*pages\_2-5* **Escape**

POWERFUL 201-HP DURATEC V6 ENGINE  
69.2-CU.-FT. MAXIMUM CARGO CAPACITY  
OUTSTANDING CRASH TEST PERFORMANCE

*pages\_6-9* **Explorer Sport Trac**

AWARD-WINNING DESIGN AND LAYOUT  
TRUCK VERSATILITY WITH SUV COMFORTS  
NEW MONOCHROMATIC XLT PREMIUM

*pages\_10-13* **Explorer**

CONFIDENT ON-ROAD AND OFF-ROAD CONTROL  
NEW QUAD BUCKET SEATING GROUP  
QUICKEST- AND EASIEST-FOLDING AVAILABLE  
3RD-RROW SEAT

*pages\_14-17* **Expedition**

BEST-IN-CLASS CARGO VOLUME  
EXCLUSIVE POWERFOLD™ 3RD-RROW SEAT  
INNOVATIVE SAFETY SYSTEMS

*pages\_18-21* **Excursion**

6.0L POWER STROKE® V8 TURBO DIESEL ENGINE  
MOST INTERIOR ROOM IN ITS CLASS  
CONVENIENT REAR TRI-PANEL DOOR™ SYSTEM



# Escape

GENETICALLY ENGINEERED FOR FUN.

ESCAPE'S SPORTY GOOD LOOKS, 4-WHEEL INDEPENDENT SUSPENSION, ENDLESS VERSATILITY AND AVAILABLE 201-HP DURATEC V6 ENGINE ARE ALL PRODUCTS OF ITS STRONG FORD LINEAGE. FROM THE RUGGED XLT NO BOUNDARIES™ PACKAGE TO THE LEATHER-TRIMMED AND WELL-EQUIPPED LIMITED, ESCAPE OFFERS AN ARRAY OF MODELS THAT CAN TAME THE ROAD AND TRAIL. DESPITE ITS SMALL FOOTPRINT, THERE'S AMPLE ROOM FOR UP TO 5 PEOPLE. FRONT LEG ROOM ABOUNDS, AND MAXIMUM CARGO CAPACITY OF 69.2 CU. FT. IS VERY IMPRESSIVE. EQUALLY SO ARE ESCAPE'S MANY SAFETY AND SECURITY FEATURES. TO PROVIDE MUCH-DESERVED PEACE OF MIND DURING ANY ADVENTURE, ESCAPE'S STURDY UNIBODY CONSTRUCTION, SIDE-INTRUSION DOOR BEAMS AND 2ND GENERATION FRONT AIRBAGS ARE PERFECTLY COMPLEMENTED BY AVAILABLE SIDE-IMPACT AIRBAGS AND 4-WHEEL ANTI-LOCK BRAKES. WITH SO MANY CHOICES, CHOOSING WHICH ESCAPE FITS YOUR LIFE BECOMES A PROCESS OF NATURAL SELECTION.



Available Power Moonroof



Available 201-hp 3.0L Duratec V6



Easy-Access Liftgate with Flip-Up Glass

- All Escape models have an easy-access liftgate with flip-up glass
- Available XLT Appearance and XLT No Boundaries™ Packages tailor Escape to your lifestyle
- Escape Limited's available Luxury Comfort Package adds heated front seats; power, heated sideview mirrors; a Reverse Sensing System; and a MACH® audio system with a 6-disc in-dash CD changer and automatic volume control
- An available Control Trac® II 4-wheel-drive system provides 2 driver-selectable modes for diverse driving conditions
- With available side-impact airbags, Escape earned the highest rating for side-impact crashworthiness from the Insurance Institute for Highway Safety (IIHS)

## DID YOU KNOW?



Escape XLT with XLT Appearance Package, in Satin Silver Metallic.







# Explorer Sport Trac

**WARNING: MAKES FREQUENT STOPS FOR ADVENTURE.**

WITH A PASSION FOR ADVENTURE AND THE ATTITUDE TO MAKE IT HAPPEN, EXPLORER SPORT TRAC IS BUILT FOR RUGGED ACTION. A STANDARD 4.0L SOHC V6 ENGINE KICKS OUT 210 HP\* AND 249 LB.-FT. OF TORQUE. AND WITH THE 5-SPEED AUTOMATIC TRANSMISSION, SPORT TRAC PROVIDES A TOWING CAPACITY OF MORE THAN 5000 LBS. WHEN PROPERLY EQUIPPED. COMBINING THE COMFORT AND VERSATILITY OF AN SUV WITH THE HARD-WORKING ATTITUDE OF A TRUCK, SPORT TRAC HAS 4 DOORS AND AN OPEN CARGO BED. SO STORE EVERYONE'S GEAR OUT BACK WHILE UP TO 5 PEOPLE RELAX QUITE COMFORTABLY INSIDE.\*\* AN AVAILABLE FOLDING HARD TONNEAU COVER LETS YOU OPEN UP AS MUCH OF YOUR "ST's" CARGO BED AS YOU WANT, WHILE 10 TIE-DOWN HOOKS PROVIDE STRONG ANCHOR POINTS FOR ANYTHING YOU NEED TO MOVE. TO INSTANTLY EXTEND THE BED TO 6 FEET, A CARGO CAGE BED EXTENDER IS AVAILABLE. HOWEVER YOU DEFINE ADVENTURE, SPORT TRAC IS UP FOR THE CHALLENGE.



Available Folding Hard Tonneau Cover



Available Cargo Cage Bed Extender



Cargo Bed Tie-Down Hooks

\*210 hp and 249 lb.-ft. of torque with E85 fuel; 205 hp and 242 lb.-ft. of torque with gasoline.  
\*\*Cargo and load capacity limited by weight and weight distribution.



- The new Sport Trac Adrenalin boasts a 9-speaker Pioneer® Premium Audio sound system with 510 watts of peak power, 16" chromed wheels, chrome side step bars and a monochromatic paint scheme
- Explorer Sport Trac is full of innovative features like a power rear window, the most rear-seat head and leg room, a cargo area power outlet, and the available Safety Canopy™ System
- An industry-first composite bed that's corrosion proof and dent resistant is standard on all Explorer Sport Trac models

## DID YOU KNOW?







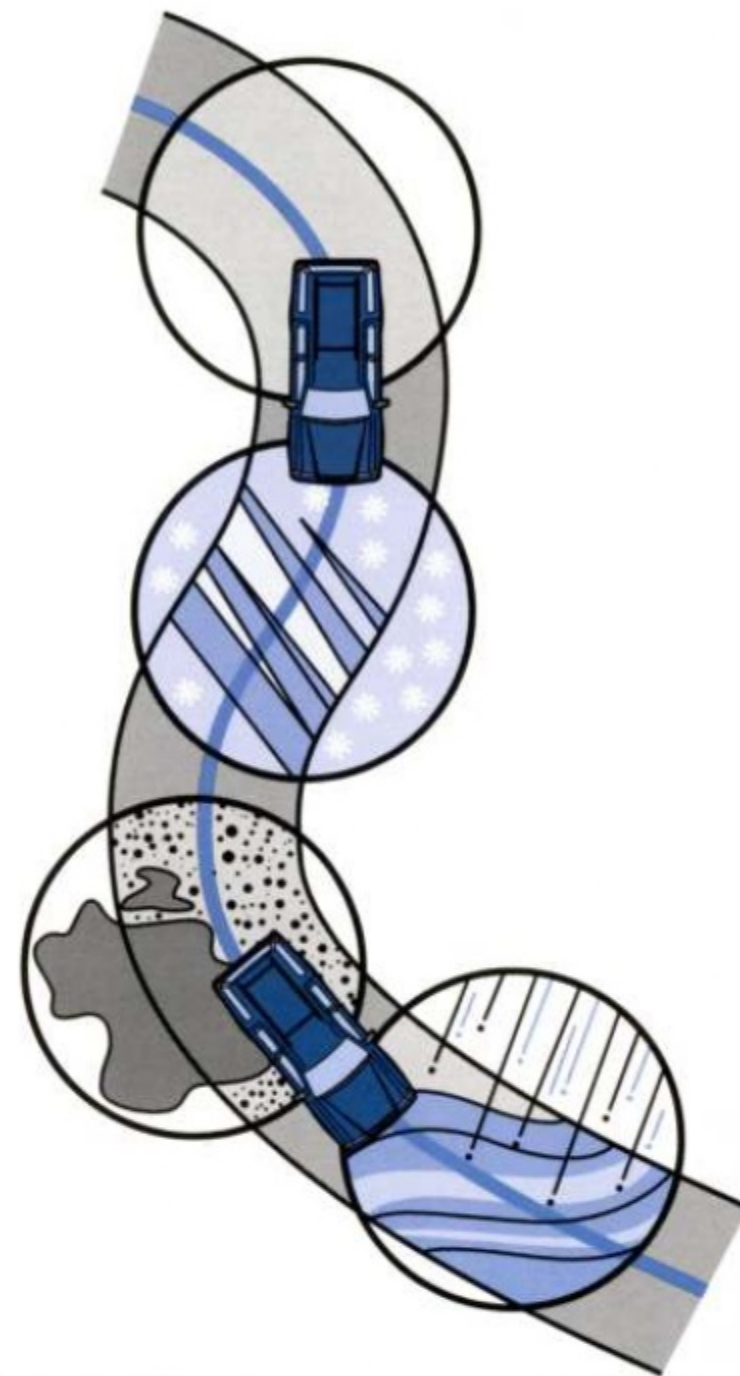
# Explorer

AMERICA'S MOST TRUSTED SUV 12 YEARS RUNNING.

FORD EXPLORER HAS BUILT A SOLID FOUNDATION OF TRUST – ON-ROAD, OFF-ROAD AND EVERYWHERE IN BETWEEN. IN FACT, ITS INTERIOR VERSATILITY, SAFETY TECHNOLOGY, SMOOTH RIDE DYNAMICS AND OFF-ROAD CAPABILITY INSPIRE MORE PEOPLE TO REPURCHASE AN EXPLORER THAN ANY OTHER SUV IN ITS CLASS.\* WHEREVER YOU CHOOSE TO ROAM, EXPLORER IS YOUR COMPLETE PACKAGE. ITS STANDARD INDEPENDENT REAR SUSPENSION AND AVAILABLE CONTROL TRAC® 4-WHEEL DRIVE (4WD) OR AVAILABLE ALL-WHEEL DRIVE (AWD) PROVIDE RESPONSIVE HANDLING AND EXCEPTIONAL CONTROL IN ROUGH DRIVING SITUATIONS. INSIDE, EXPLORER'S VERSATILE INTERIOR GETS EVEN BETTER IN 2004 WITH AVAILABLE QUAD BUCKET SEATING ON EDDIE BAUER AND LIMITED. TWO LEATHER-TRIMMED CAPTAIN'S CHAIRS IN EACH OF THE FIRST 2 ROWS ALLOW DRIVER AND PASSENGERS TO ADJUST THE SEATS TO THEIR OWN COMFORT LEVEL. EACH CHAIR GETS AN ARMREST AND EACH ROW GETS A CENTER CONSOLE. IT'S JUST ANOTHER WAY EXPLORER BUILDS ON ITS TRUSTED REPUTATION. YOUR JOURNEY HAS NEVER BEEN MORE COMFORTABLE, OR MORE COMPLETE. FORD EXPLORER FOR 2004.



\*Based on repurchase numbers among '93-'02 new vehicle buyers. \*\*Class is 7-passenger midsize SUV.



Available AdvanceTrac® Electronic Stability Enhancement System



Independent Rear Suspension

- Explorer earned a "Best Pick" rating from the Insurance Institute for Highway Safety (IIHS)
- Edmunds.com named the Explorer an "Editors' Most Wanted" vehicle for 2004
- The Ford Personal Safety System™ is standard on all Explorer models
- Side-curtain airbags are available as part of Explorer's Safety Canopy™ System
- Explorer offers the quickest- and easiest-folding 3rd-row seat in its class\*\*
- An available Rear-Seat DVD Entertainment System includes 2 wireless headphones and an infrared remote control

## DID YOU KNOW?



Explorer Limited in Ceramic White Tri-Coat Metallic.







# Expedition

FULL OF PEOPLE, CARGO, CLASS EXCLUSIVES AND CLASS FIRSTS.

WELL RECOGNIZED FOR ITS LEADERSHIP AMONG FULL-SIZE SUVs, EXPEDITION IS QUITE COMFORTABLE BEING WAY OUT FRONT. THANKS TO A PAIR OF PROVEN TRITON™ ENGINES, ITS POWER SUPPLY IS FIRST RATE. WITH ITS DOUBLE-WISHBONE, FULLY INDEPENDENT REAR SUSPENSION, RIDE QUALITY IS IMPECCABLE. DUE TO A CLASS-EXCLUSIVE AVAILABLE POWERFOLD™ 3RD-ROW SEAT AND CENTERSLIDE™ 2ND-ROW SEAT, INTERIOR VERSATILITY ABOUNDS. AND SAFETY TECHNOLOGY IS, OF COURSE, OUTSTANDING. 4-WHEEL DISC ANTI-LOCK BRAKES WITH BRAKE ASSIST AND ELECTRONIC BRAKE FORCE DISTRIBUTION, THE PERSONAL SAFETY SYSTEM™, CRASH-ENERGY MANAGEMENT FEATURES, AND AN AVAILABLE SAFETY CANOPY™ SYSTEM ONLY BEGIN TO DESCRIBE THE INNOVATIVE SAFETY FEATURES THIS CONFIDENT SUV PROVIDES. TECHNOLOGICALLY ADVANCED, HIGHLY CAPABLE AND DESIGNED FOR DEPENDABILITY, EXPEDITION EPITOMIZES THE FULL-SIZE SUV EXPERIENCE. ON THIS EXPEDITION, YOU START AT THE TOP.



Passenger-Car Bumper Compatibility



PowerFold™ 3rd-Row Seat



Double-Wishbone, Fully Independent Rear Suspension

## Ford Expedition:

- is the only full-size SUV to receive the highest government frontal crash safety rating 3 years in a row (2001-2003 model years)
- is the only full-size SUV that offers a PowerFold™ 3rd-row seat
- provides best-in-class cargo volume as measured without removing seats (more than 110 cu. ft.)
- boasts the most 3rd-row leg room in its class (also more 3rd-row leg room than Chevrolet Suburban)
- is the first SUV in its class to offer the AdvanceTrac® Electronic Stability Enhancement System (with locked transfer case)
- adds a new XLT Sport model that features a bold, two-tone exterior appearance with distinctive painted Dark Shadow Grey lower bodyside cladding, bumpers, wheel-lip moldings and tubular side step bars, plus a Sparkle Silver front upper grille

## DID YOU KNOW?



Expedition Eddie Bauer 4x4 in Estate Green Metallic.







# Excursion

THE GREATEST SHOW ON- AND OFF-ROAD.

TO HANDLE IT ALL, CARRY IT ALL, TOW IT ALL, AND BRING ALL OF YOUR FAMILY AND FRIENDS ALONG FOR THE RIDE, STEP UP TO FORD EXCURSION. WITH A MASSIVE 560 LB.-FT. OF TORQUE, THE MOST OF ANY ENGINE IN ITS CLASS,\* THE OUTPUT OF EXCURSION'S AVAILABLE 6.0L POWER STROKE® V8 TURBO DIESEL IS UNMATCHED. WITH 325 HP AND A TOWING CAPACITY OF UP TO 11,000 LBS. WHEN PROPERLY EQUIPPED, IT IS TRULY A "HAUL" OF POWER. EXCURSION DOES NOT LACK IN SPACE, EITHER. WITH THE MOST INTERIOR ROOM OF ANY VEHICLE IN ITS CLASS,\*\* YOU'LL BE COMFORTABLE NO MATTER WHERE YOU SIT. AND LOADING ALL OF YOUR PROVISIONS IS EASY, THANKS TO THE REAR TRI-PANEL DOOR™ SYSTEM.\*\* THE REAR LIFTGLASS AND SPLIT SWING-OUT TAILGATE CREATE ONE HUGE OPENING WITHOUT A PILLAR TO BLOCK YOUR VIEW. AND THE HANDY, REMOVABLE 3RD-ROW BENCH SEAT MEANS ADDITIONAL CARGO SPACE IS WELL WITHIN REACH. STEP UP TO EXCURSION, YOU'LL WONDER WHY YOU WAITED SO LONG.



\*Heavy-duty wagons class. \*\*Cargo and load capacity limited by weight and weight distribution.



6.0L Power Stroke Turbo Diesel



Power Trailer Tow Mirrors



Rear Tri-Panel Door™ System

- No one offers more engine choices than Ford Excursion: a 5.4L Triton™ V8, available 6.8L Triton V10 and available 6.0L Power Stroke® V8 Turbo Diesel
- With a cargo volume of 146.4 cu. ft., more room than 2 full-size pickup truck beds, Excursion leads all SUVs
- A Rear-Seat DVD Entertainment System with wireless headphones, the first in its class, is available on Excursion
- Excursion's available power, heated trailer tow mirrors feature integrated turn signals and clearance lights

## DID YOU KNOW?



Excursion Limited 4x4 in Pueblo Gold Metallic. Shown with optional 4x4 Trailer Tow Group.









IF YOU HAVEN'T LOOKED AT FORD LATELY...  
**LOOK AGAIN.**



Get the ride you want. Whether you plan to lease or finance, you'll find the choices that are right for you at Ford Credit. Ask your Ford Dealer for details or check us out at [fordcredit.com](http://fordcredit.com).



For a purchase or lease, the Ford Extended Service Plan gives you "Peace-of-Mind" protection designed to cover key vehicle components and protect you from the cost of unexpected repairs. Ask your dealer for an ESP backed by Ford Motor Company and honored at all Ford dealerships.



Choose the insurance program that's designed for your vehicle - Ford Motor Company Insurance Services. Our program helps you receive the rates and service you deserve. Call 1-877-367-3847 or visit us at [fordvip.com](http://fordvip.com) for a no-obligation quote. Insurance offered by American Road Services Company (in CA, American Road Insurance Agency), a licensed agency and subsidiary of Ford Motor Company.

