

04 | Thunderbird



HERE'S THE INFORMATION YOU REQUESTED.

Thank you for your interest in Ford Thunderbird.

If you want to make an impression, do it in a Thunderbird. Its emphasis on style already makes it a standout, but you can also customize it by choosing from five exterior colors (two exclusives for '04), six removable top colors and six different interior packages. And no matter what combination you come up with, you'd probably have to drive a long time before passing another one like it. Because you not only get all the style of a Thunderbird, you get surprising performance, as well.

Can't wait to drive one? The experience is closer than you think. You have been pre-approved for credit, up to the amount listed below. We've included the location of your local Ford Dealer, as well as information about offers on a new Ford Thunderbird. To take advantage of your pre-approval and the other offers available, simply bring in your brochure to this dealer or any Ford Dealer you wish. Take a test-drive and notice the direction heads are turning.

You have been pre-approved by Ford Credit and your local Ford Dealer for \$30,000.* Offer expires 1/15/04.

The Thunderbird experience.

Thunderbird is about style. And the design cues that make it stand out. Like the crease you'll find in its decklid. A subtle touch and yet, it wouldn't be a Thunderbird without it. Or the porthole window in the removable top. There isn't another car with a window like it. And then, there are the lights. There's no mistaking the front and rear lights of a Thunderbird as it passes by. But the experience isn't just about style, it's also about showing that style off. So, get on the road quickly with a V8 engine that transfers its power directly to the pavement through rear-wheel drive. And have fun while you're there with the available SelectShift Automatic® transmission that provides the control of a manual without the trouble of a clutch. Because no matter where you go or how long you stay, you'll get noticed in a Thunderbird.

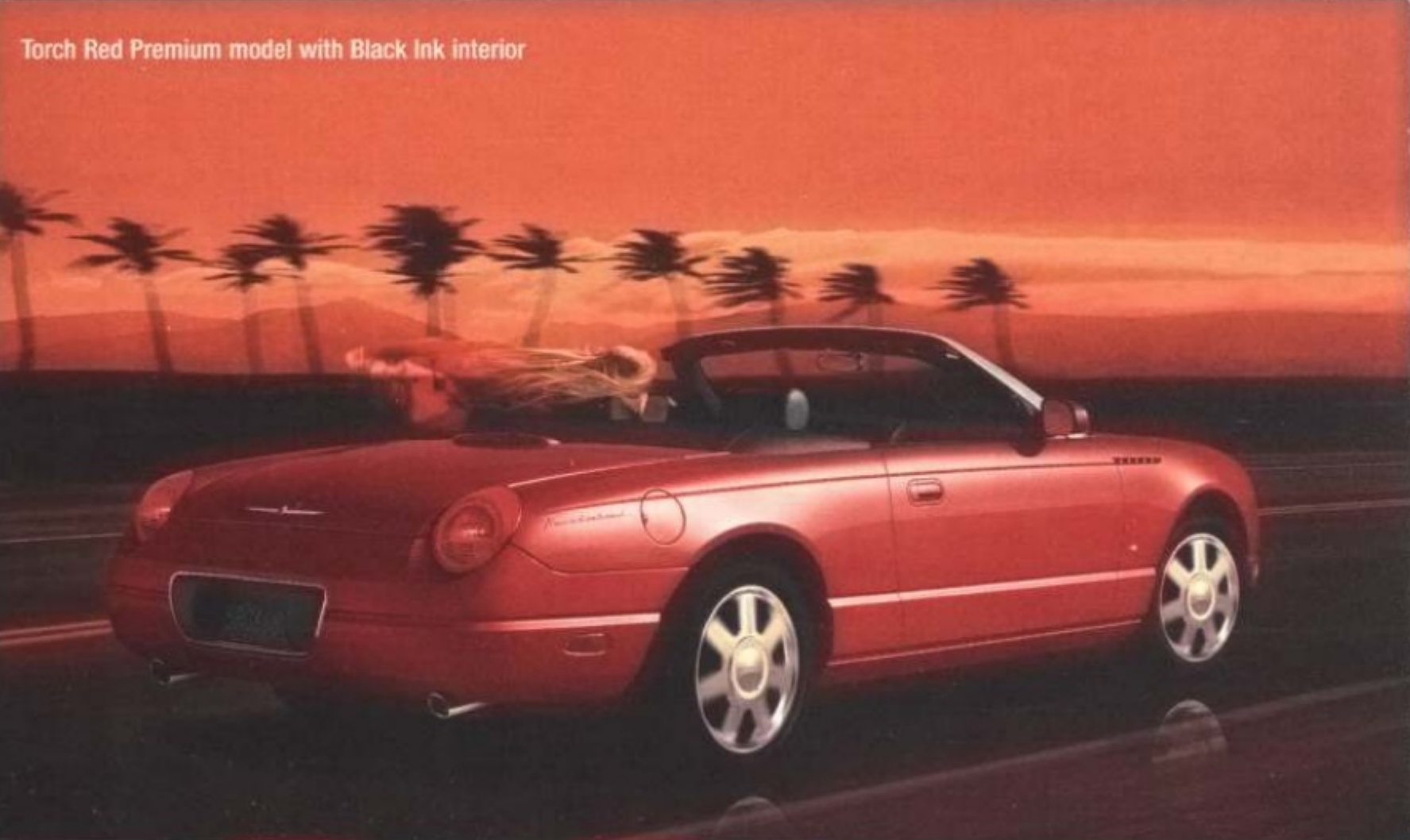
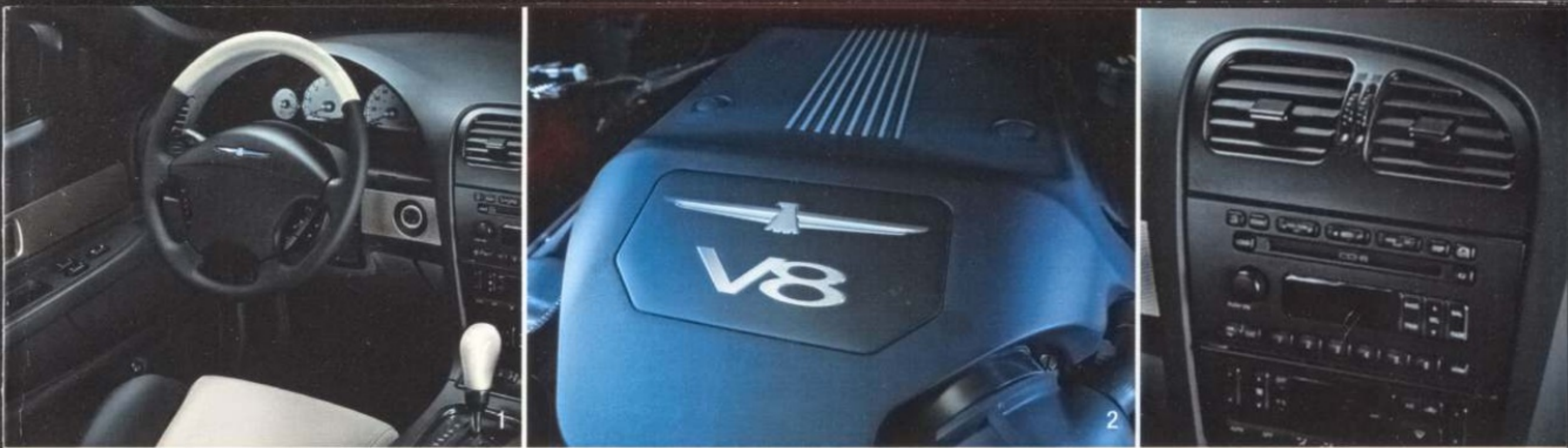


2004 Exclusive – Merlot Premium model with optional Light Sand Appearance Package and optional Light Sand soft boot

*Pre-approved credit is subject to the following conditions: All of your Ford Credit accounts, if any, must be in good standing, and your income must be sufficient to cover normal living expenses and your vehicle payment at the time of transaction. For new vehicles, the pre-approved amount applies to the manufacturer's suggested retail price (MSRP). If you have any questions regarding your pre-approval credit offer, just call Program Headquarters at 1-800-235-5346. Please note that information contained in your credit record was used to generate your name for this offer. The offer of credit was extended because you met the credit criteria established by Ford Motor Credit Company. The credit offer may be withdrawn if it is found that you no longer meet the established credit criteria. You have the right to notify any credit bureau that you do not wish to have information from your credit report used in future offerings involving pre-approved credit. Experian Target Marketing Services, P.O. Box 919, Allen, TX 75013, 1-888-567-8688; TransUnion - Name Removal Opt-Out Request, P.O. Box 7245, Fullerton, CA 92367, 1-888-567-8688; Equifax Option, P.O. Box 740123, Atlanta, GA 30374-0123, 1-888-567-8688.



Thunderbird Deluxe in Platinum Silver with Black Ink interior and optional Black Ink soft boot



2004 Exclusive – Optional Light Sand Appearance Package and optional Light Sand soft boot

1 There are six interior color choices when it comes to Thunderbird – all in premium leather trim. The Partial Color Accent Package in Performance White is shown here. **2** Need to get somewhere fast? The standard 32-valve 3.9L V8 engine delivers the power of 280 horses and 286 lbs.-ft. of torque. **3** This AM/FM Audiophile™ Sound System has a 6-disc in-dash CD player Audiophile is a trademark of Audiophile, Inc.

and is SIRIUS Satellite Radio capable.* **4** The newest look in Thunderbird interiors is the Light Sand Appearance Package. The instrument cluster gauges are cream-colored, Bronze Metallic-tinted appliqués can be found throughout and the leather-trimmed seats feature contrasting black stitching. The package comes with matching Light Sand convertible top. *SIRIUS capable. SIRIUS is a dealer-installed option.

Take flight in a Thunderbird.

How could you leave a Torch Red Thunderbird sitting in a driveway? Of course, every T-Bird has been designed to take to the open road, but there's just something about that red one. And when paired with the Torch Red full interior color package, the white gauges in the analog instrument cluster really come to life. Fortunately, Thunderbird comes with the power of a V8. This 32-valve 3.9L eight-cylinder engine delivers 280 horses and 286 lbs.-ft. of torque. And that means you can really put the corner-gripping 4-wheel independent suspension to work. Enjoy.

Special offer for Thomas Maier

Would you like to make your dream car a reality? Then let your local Ford Dealer show you how easy it is to get into a new Thunderbird. There are great lease deals going on right now that make driving off in one more attainable than you might expect. Stop by today and find out all the details.

Ford Thunderbird vs. Mercedes-Benz Roadster

Thunderbird is on a level all its own, but if comparisons must be drawn, see how the Mercedes-Benz Roadster looks after being measured against it. Then experience Thunderbird for yourself by taking a test-drive. And for even more comparisons, visit www.fordvehicles.com.



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SPECIFICATIONS	2004 Ford Thunderbird Premium	2004 Mercedes-Benz SLK-Class SLK32 AMG Roadster
Standard Seating	2	2
Automatic Climate Control	Standard	Not Available
AM/FM Radio	Standard	Standard
Cassette Player	Not Available	Standard
CD Player	Standard	Optional
Power Windows	Standard	Standard
Power Door Locks	Standard	Standard
Manual Transmission	Not Available	Optional
Automatic Transmission	Standard	Standard
2-Wheel ABS Brakes	Not Available	Not Available
4-Wheel ABS Brakes	Standard	Standard
Rear Suspension	Standard	Standard
Horsepower@RPM	280@6000	349@6100
Torque@RPM	286@4000	332@4400
Brakes (rear)	Disc	Disc
Fuel Economy City (mpg)	17	17
Wheelbase (in.)	107.2	94.5
Front Head Room (in.)	37.1	37.4
Front Leg Room (in.)	43.7	42.7
Warranty, Basic (months)	36	48
Warranty, Basic (miles)	36,000	50,000

Your Local Dealer

Heintzelman's Truck Center Inc
2424 John Young Parkway
Rutland, VT 05701
(555) 987-6543

Vehicle Pricing

MSRP* \$37,650 - \$38,695

*Prices exclude taxes, title, and license fees.



At Ford Credit, auto financing is our specialty. Whether you purchase or opt for a Red Carpet Contract, we offer a range of terms and features that make your experience hassle-free. Contact your local Ford Dealer or visit us on the Web at www.fordcredit.com.

Match the top to your T-Bird.

First, pick which of the five Thunderbird exterior colors you like best. Then pair it with an optional removable top to complete the look. You'll find every possible coordinating exterior color and removable top here.



3. Vintage Green



5. Platinum Silver



1. Merlot



2. Evening Black



4. Torch Red



6. Performance White

1 Coordinates with Merlot. **2** Coordinates with Evening Black, Torch Red, Vintage Mint Green, Platinum Silver or Merlot. **3** Coordinates with Vintage Mint Green. **4** Coordinates with Torch Red. **5** Coordinates with Evening Black, Torch Red, Vintage Mint Green or Platinum Silver. **6** Coordinates with Evening Black, Torch Red and Vintage Mint Green.



Exclusive 2004 Color - Vintage Mint Green Premium with Black Ink interior and optional soft boot

Driven to distract.

Every year, Thunderbird offers two unique colors that define the model year. In 2004, it's the Vintage Mint Green shown here and the Merlot shown on the first page. Both come with standard Black Ink interiors. However, for a more noticeable look, the Green can be paired with the Performance White Partial Color Accent Package. And the Light Sand Appearance Package offsets the Merlot perfectly. Their exclusive run makes them a collector's item that's sure to turn heads for years to come.



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

FEATURED SPECIFICATIONS

Mechanical	Deluxe	Premium
3.9L 32-Valve Aluminum DOHC V8 Engine with 280 Horsepower @ 6000 rpm and 286 lbs.-ft. of Torque @ 4000 rpm	S	S
4-Wheel Anti-Lock Braking System (ABS)	S	S
5-Speed Automatic Transmission with Overdrive	S	S
All-Speed Traction Control	S	S
Power 4-Wheel Ventilated Disc Brakes	S	S
SelectShift Automatic [®] Transmission	0	0
Safety/Security	Deluxe	Premium
Front and Side Airbags* for Driver and Passenger (Passenger Side Deactivation Switch)	S	S
LATCH – Lower and Top Tether Anchors for Child Safety Seat (Passenger Side)	S	S
SecuriLock [®] Passive Anti-Theft System	S	S
Side Intrusion Door Beams	S	S
Interior	Deluxe	Premium
Air Conditioning with Dual-Zone Electronic Automatic Temperature Controls	S	S
AM/FM Audiophile [™] Sound System with 6-Disc In-Dash CD Changer, Clock, SIRIUS Satellite Radio Capable**	S	S
Analog Instrument Cluster with Tachometer	S	S
Auto Headlamps with On/Off Delay	S	S
Center Console with Storage and Leather-Topped Armrest	S	S
Homelink [®] Universal Transmitter	S	S
Dual Visor Vanity Mirrors	S	S
Illuminated Entry with Theater-Dimming Feature and Header Map Lights	S	S
Leather-Wrapped Steering Wheel with Audio and Speed Controls	S	S
Power 6-Way Driver's Seat and 2-Way Passenger's Seat	S	S
Power Tilt/Telescoping Steering Column	S	S
Power Windows and Door Locks	S	S
Premium Black Leather-Trimmed Seats with Recliners	S	S
Rear Window Defroster	S	S
Remote Keyless Entry System	S	S
Heated Seats	-	S
Black Accent Package Includes: High-Gloss Black Accent Applied to Top of Steering Wheel and Gear Shift Knob	0	0
Full Interior Color Accent Package Includes: Torch Red Applied to Seat Inserts, Lower Instrument Panel, Lower Center Console, Door Trim Inserts, Top of Steering Wheel and Gear Shift Knob	-	0
Partial Interior Color Accent Package Includes: Torch Red or Performance White Applied to Seat Inserts, Top of Steering Wheel and Gear Shift Knob	-	0
Light Sand Appearance Package Includes: Light Sand Applied to Convertible Top, Available Soft Boot, Leather-Trimmed Seats with Black Stitching, Steering Wheel, Gear Shift Knob and Floor Mat Edging, Bronze Metallic-Tinted Appliqués on Instrument Panel, Center Stack, Shifter Bezel, Door Panels and Door Sill Scuff Plates, and Cream-Colored Instrument Cluster Gauges	-	0
Exterior	Deluxe	Premium
17" 16-Spoke Painted Aluminum Wheels	S	-
17" 7-Spoke Chrome Aluminum Wheels	-	S
17" 16-Spoke Micro-Machined Aluminum Wheels	-	0
Removable Top with Rear Window Defroster	-	0
Convertible Top Soft Boot	0	0
Dual Exhaust with Bright Tips	S	S
Dual Power Sideview Mirrors	S	S
Perimeter Alarm	S	S
Power-Retractable Black Convertible Top	S	S
Windshield Wipers – 2-Speed, Variable Intermittent	S	S

S = Standard 0 = Optional - = Not Available

*Always wear your safety belt and deactivate the passenger side airbag when securing a rear-facing child safety seat.

**SIRIUS is a dealer-installed option.

Audiophile is a trademark of Audiophile, Inc.



17" 16-Spoke Painted Aluminum Wheel
Standard on Deluxe



17" 7-Spoke Chrome Aluminum Wheel
Standard on Premium



17" 16-Spoke Micro-Machined Aluminum Wheel
Optional on Premium



Evening Black



Torch Red



Vintage Mint Green



Platinum Silver



Merlot

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