

2005

EXPEDITION



OFF



2005 EXPEDITION Highlights



PERFORMANCE AND HANDLING

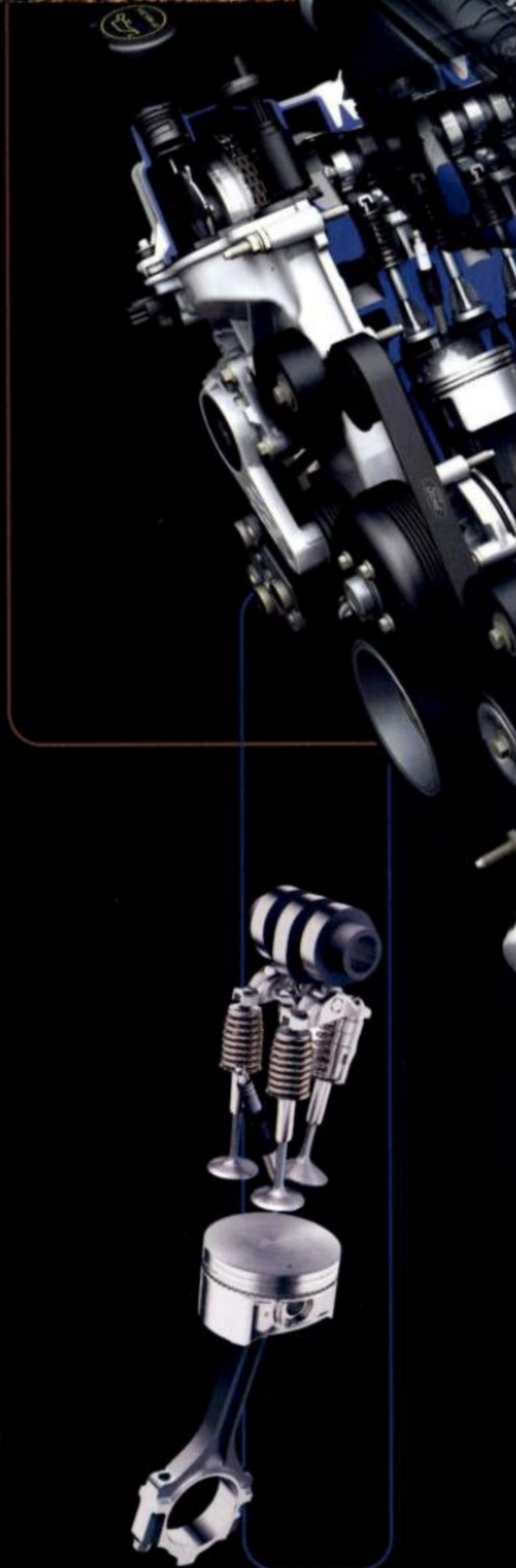
- 300-horsepower 3-valve 5.4L V-8 engine standard on all models

SAFETY AND SECURITY

- New AdvanceTrac® with Roll Stability Control™ system available at reduced price

DESIGN AND STYLING

- New bolder roof rack design
- New Limited series provides monochromatic exterior appearance
- New King Ranch series goes into production November 2004



More *STYLE* & **COMFORT**

LIMITED SERIES

- Exterior features monochromatic appearance, and chrome roof rails, chrome tipped exhaust and 17" Chromtec™ wheels
- Interior features premium low-back bucket seats with heated/cooled functionality, woodgrain accents on steering wheel and instrument panel grab handle

KING RANCH FEATURE VEHICLE

- The interior features genuine Castaño leather on all three rows of seating, the center console cover and door inserts. Wood accents are added to the doors, steering wheel and instrument panel grab handle
- The exterior features a distinctive Pueblo Gold two-tone appearance, Pueblo Gold step bars, unique 17" wheels with painted inserts and King Ranch logo on center cap, King Ranch badging

Pricing and ordering details to be announced in October

MORE THOUGHTFUL TOUCHES

- New instrument panel cluster display (speedometer, tachometer, warning lights)
- New instrument panel air vents (F-150 design)
- New raised roof rail design on all series
- Off-Road package created as option on XLT 4x4 models, replacing NBX at 2005.5

Pricing and ordering details to be announced in October



More CONFIDENCE

ADVANCETRAC® WITH ROLL STABILITY CONTROL™ (RSC)

4 ESSENTIAL SYSTEMS IN 1

AdvanceTrac® with RSC – AdvanceTrac is an electronic stability enhancement system that improves control on slippery surfaces like ice, gravel or rain-soaked roads. RSC, a class-exclusive feature, detects potential rollover-type situations and quickly engages AdvanceTrac to help keep your tires firmly planted on the ground. There are 4 major components of this integrated system: an anti-lock brake system, traction control, yaw control and a vehicle-roll motion sensor. It automatically utilizes these elements in varying combinations to help give you optimum control at all times.

1 Confident Stopping Power

Anti-lock brake system (ABS) – This feature regulates brake pressure to help prevent wheel-lockup and skidding when stopping the vehicle.

2 Amazing Grip

Traction control – When the system detects a loss of traction, it quickly responds by reducing engine power when necessary and selectively applying brake force to the slipping wheel while transferring power to the opposite wheel. It helps give you a more seamless and controlled driving experience.

3 Responsive handling

Yaw control – This component helps you avoid skidding and fishtailing. When understeer (which leads to skidding) or oversteer (which leads to fishtailing) is detected, the system selectively applies individual brakes and modifies engine power to maximize control.

4 Added stability

Vehicle-roll motion sensor – Class-exclusive RSC utilizes a gyroscopic sensor to help monitor vehicle-roll motion approximately 150 times per second. If it detects the possibility of a rollover, the system automatically engages AdvanceTrac to help keep all 4 wheels safely on the ground. This feature is especially beneficial when your vehicle is fully loaded.

• Reduced Price

– The added functionality of RSC is priced at \$595 MSRP, which is reduced \$200 MSRP vs. 2004 AdvanceTrac system.

More MUSCLE & Efficiency

3-VALVE 5.4L TRITON V-8 HIGHLIGHTS

Electronic Throttle Control (ETC) System replaces mechanical throttle control, allowing the system to respond more accurately to the driver's acceleration demands. ETC actually improves performance and fuel economy, while providing more intuitive speed control. The new engine is mated to a new 4-speed automatic transmission, designed to handle Expedition's increase in horsepower and torque.

3-VALVE 5.4L TRITON V-8 vs. 2-VALVE 5.4L V-8

- Significantly increases hp from 260 to 300, and increases torque from 350 to 365 lb-ft — both figures are among segment leaders and rated higher than Chevy Tahoe.
- Fuel economy is actually 1 mpg better for city, highway and combined ratings (EPA certified)
- Acceleration and ease of towing improved

3-VALVE 5.4L TRITON V-8 vs. 2-VALVE 4.6L V-8

- Significantly increases horsepower by 29% and torque by 25%
- Fuel economy nearly matches 4.6L 4x4 ratings and matches 4.6L 4x2 highway rating
- Base vehicle pricing with 3-Valve 5.4L is only slightly higher than base vehicle pricing for outgoing 4.6L models
 - Base vehicle price walk ranges from \$70 MSRP on entry level (XLS) to \$310 MSRP on premium series (Eddie Bauer)

Expedition Engine Performance Comparison

		Old 4.6L 2-valve	Old 5.4L 2-valve	New 5.4L 3-valve
Horsepower		232 @ 4750	260 @ 4500	300 @ 5000
Torque		291 @ 3450	350 @ 2500	365 @ 3750
EPA Fuel Economy (mpg)	4x2	City: 15 Highway: 19 Combined: 17	City: 13 Highway: 17 Combined: 15	City: 14 Highway: 19 Combined: 16
	4x4	City: 15 Highway: 18 Combined: 15	City: 13 Highway: 15 Combined: 15	City: 14 Highway: 18 Combined: 16

More **Quality** & *Refinement*

INITIAL QUALITY ON THE RISE

- J.D. Power IQS data indicates Expedition quality has improved 17% (2004 vs. 2003 model year), and quality should continue to improve for the 2005 model year.

LISTENING TO OUR CUSTOMERS

Top customer satisfaction levers addressed in 2005 model year from J.D. Power APEAL study and internal customer survey

- Power and fuel economy – New 3-valve 5.4L replaces 2-valve 4.6L and 5.4L engines
- Brake Dust – New pads introduced in 12/03 as a running change to reduce dust
- Interior Noise Level – Interior noise has been addressed by the addition of a new headliner design and new carpet insulation material. Both actions absorb road and wind noise more effectively than prior model years.
- Fresh styling – The addition of the Limited series brings a monochromatic exterior and interior appearance to Expedition, and the addition of the King Ranch brings distinctive, rugged luxury to the Expedition line-up.

