



2 0 0 4 F O R D

FOCUS | TAURUS | CROWN VICTORIA | FREESTAR



CAR

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Focus



Taurus



Crown Victoria



The car you drive should make a statement about who you are while adding ease and flexibility to your lifestyle. Since you've got lots of places to go and plenty of things to do every day, Ford offers a dynamic array of vehicles so you can find an exact match. Looking for fun, comfortable style, roomy luxury or versatility? You'll find it in Focus, Taurus, Crown Victoria and the all-new Freestar minivan. This strong lineup meets your needs with exciting and innovative features that make your driving experience enjoyable and rewarding. No matter which vehicle you choose, you'll discover exceptional safety, comfort, style and performance. Each offers different individual features, but the same fundamentals: Ford power, convenience, award-winning style, safety and more. If you haven't looked at Ford lately... look again. You'll love what you see.

ALL-NEW FREESTAR



Freestar SES in Silver Birch Metallic
(shown with late-availability optional wheels).

fordvehicles.com

focus



ZX5 SVT in Pitch Black, shown with optional High-Intensity Discharge (HID) headlamps and moonroof.

fordvehicles.com

Drives the critics wild.

Any way you look at it, Focus is an all-around winner. It has been voted one of *Car and Driver* magazine's 10Best, 4 years in a row (2000-2003), as well as being an *Automobile Magazine* All-Star 4-time winner. It's easy to see why. Focus is a leader in driving performance, delivering responsive steering, smooth handling and a gripping independent suspension. With plenty of options so you can get exactly what you want, Focus is packaged with a daring European flavor. Besides ravishing good looks, it has what counts on the inside so you can gather up your friends for a night on the town. An edgy instrument panel that's designed for maximum driver usability. There's also an available single-CD/MP3 player or an optional 6-disc CD changer so you can listen to your favorite tunes in either format. And that's just the beginning. Each of the 5 available models offers a unique body design and features to suit your tastes.

ZX3 has 2 doors and a hatch and will hold you and 4 friends. Sporty bucket seats comfortably hold you and your front passenger as you listen to the standard AM/FM stereo/single-CD player.

The distinctive look of **ZX5** is characterized by 4 doors and a hatch. Standard air conditioning lets you chill as you crank out the tunes on the available Audiophile sound system.

Focus **Sedan** delivers even more driving fun with its optional 2.3L engine. Add the available Sport Group and you'll get a leather-wrapped tilt/telescoping steering wheel, tachometer, 16" alloy wheels, rear spoiler and fog lamps.

With 131.0 cu. ft. of interior volume, Focus **Wagon** boasts more interior volume and cargo space than most of its competitors. It gives you maximum space for your maximum plans. Focus ZTW includes a standard 2.3L engine, 4-speed automatic transmission, tilt and telescoping steering wheel, and available heated front seats and sideview mirrors.

Focus **SVT** is all about performance. Equipped with a 2.0L I4 Zetec engine with 170 hp, a Getrag 6-speed manual transmission, and sport-tuned front and rear suspensions, you're ready to hit the road. So why not have some fun and look good while you're at it? SVT comes standard with black leather-trimmed seats with cloth inserts, a leather-wrapped parking brake handle, sport stainless steel pedals and a unique body-color rear spoiler. And those are just some of the Focus highlights!



10BEST, 4 YEARS IN A ROW
2000-2003
— *Car and Driver* magazine



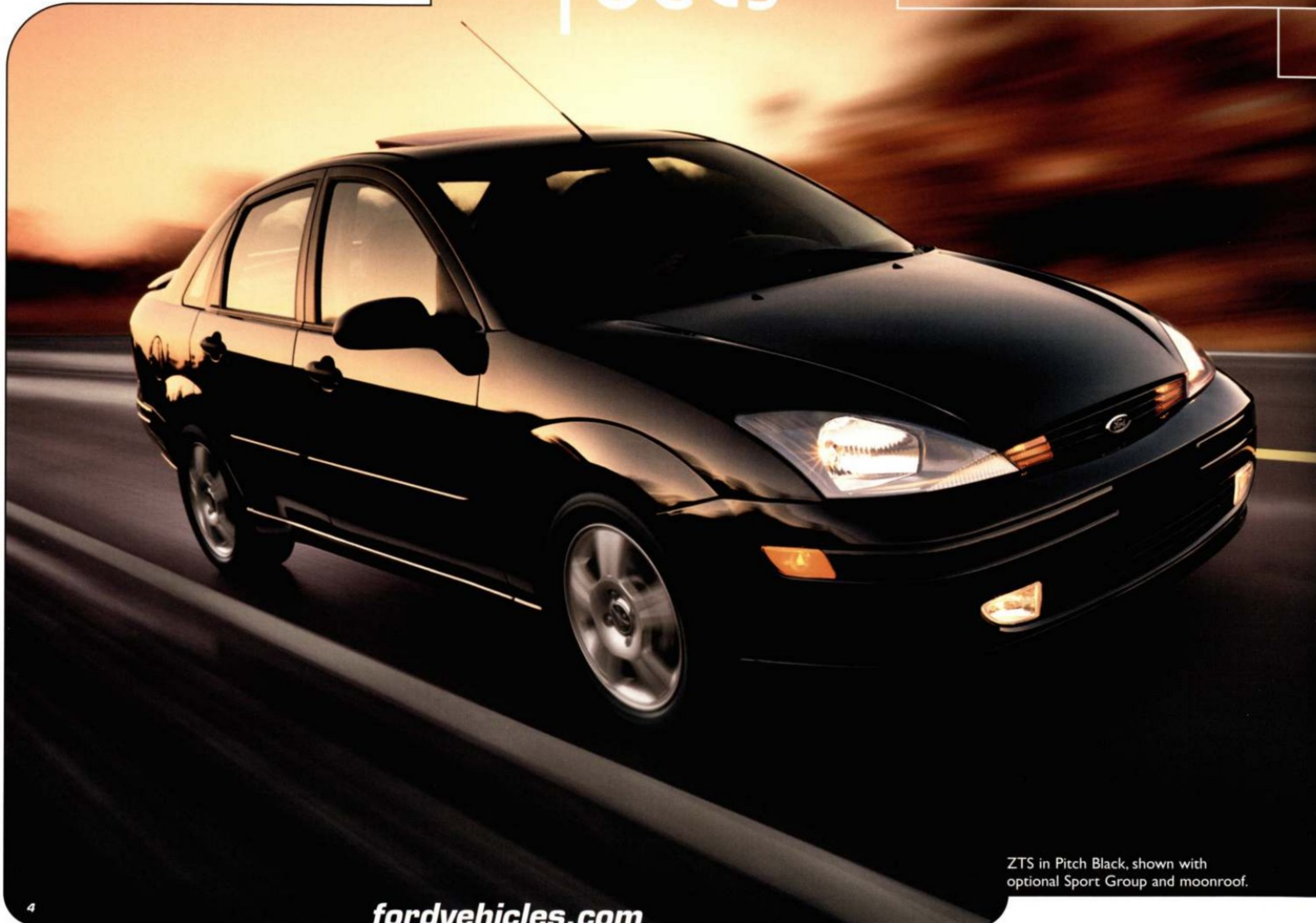
2001 BEST SMALL CAR
2002 BEST SMALL CAR
2002 BEST COUPE (SVT)
2003 BEST SMALL CAR



EVERY FOCUS COMES WITH A FULLY TRANSFERABLE 100,000-MILE/5-YEAR POWERTRAIN COVERAGE* THAT INCLUDES TOWING AND ROADSIDE ASSISTANCE.

*A DEDUCTIBLE APPLIES. 100,000-MILE/5-YEAR POWERTRAIN LIMITED WARRANTY IN FLORIDA. SEE YOUR FORD DEALER FOR DETAILS.

focus



ZTS in Pitch Black, shown with optional Sport Group and moonroof.

fordvehicles.com

“...celebrates a driver’s enthusiasm ...” – *Automobile Magazine*

STANDARD FEATURES

MECHANICAL 100,000-mile tune-up interval;² compact spare tire; front-wheel drive; maintenance-free battery; front power disc brakes, rear drum brakes; power rack-and-pinion steering; front stabilizer bar; stainless steel exhaust system; front independent MacPherson strut suspension, rear multi-link independent Control Blade suspension

SAFETY/SECURITY Personal Safety System™ for driver and right-front passenger – with dual-stage/dual-threshold airbags, safety belt pretensioners, energy management retractors, safety belt usage sensors, driver’s-seat position sensor, crash severity sensor and restraint control module; battery saver system; Belt-Minder® safety belt reminder; 5-mph energy-absorbing bumpers; child safety locks on rear doors (not applicable on 3-door models); manual emergency trunk release (Sedan); headlamps-on reminder; LATCH – lower anchors and tether anchors for child safety seats (rear outboard positions); low fuel warning light; 3-point safety belts for all seating positions; “safety cell” unitized body construction; SecuriLock® passive anti-theft system; shoulder belt height adjusters on front outboard positions; side-intrusion door beams

SEATING Manual height-adjustable driver’s seat; 60/40 split-fold rear seatback with flip-up rear cushion (split flip-up rear cushion on ZX5 Premium)

INTERIOR Front and rear assist handles; full-length center floor console; cupholders – 2 front, 1 rear; dome light with theater-dimming feature; interior decklid/liftgate release; front door map pockets; front power point; rear-seat heat ducts; trip odometer; driver and front-passenger visor vanity mirrors

EXTERIOR Body-color bumpers; bodyside protection moldings; aerodynamic halogen headlamps; rear defroster; solar-tinted glass; front intermittent windshield wipers; rear wiper/washer (Hatchbacks and Wagon)

²Under normal driving conditions with regular fluid and filter changes.

DID YOU KNOW...

NEW FOR 2004, THE AVAILABLE 2.3L DOHC 16-VALVE I4 ENGINE PROVIDES 144 HP AND 149 LB.-FT. OF TORQUE, MEETS STANDARDS FOR A SUPER ULTRA LOW TAILPIPE EMISSIONS VEHICLE (SULEV) AND HELPS ELIMINATE FUEL EVAPORATION.

A FULLY INDEPENDENT REAR SUSPENSION DELIVERS HIGHLY RESPONSIVE HANDLING TO GIVE YOU GREATER CONTROL (SHOWN BELOW).

THE POWER-RETRACTABLE MOONROOF IS STANDARD ON ZX5 PREMIUM AND AVAILABLE ON SEVERAL OTHER MODELS.

AN AVAILABLE AUDIOPHILE SOUND SYSTEM WITH A HUGE SUBWOOFER AND HIGH-FIDELITY AMP HELP YOU ROCK THE ROADWAY.



THE FORD PERSONAL SAFETY SYSTEM,™ STANDARD ON EVERY FOCUS MODEL, COMBINES 6 TECHNOLOGIES TO HELP PROTECT YOU AND YOUR PASSENGERS.

SIDE-IMPACT AIRBAGS ARE AVAILABLE ON ALL FOCUS MODELS TO HELP PROTECT THE DRIVER AND FRONT PASSENGER IN CERTAIN SIDE-IMPACT COLLISIONS (SHOWN AT RIGHT).

AVAILABLE ABS BRAKES INCLUDE ELECTRONIC BRAKE FORCE DISTRIBUTION, WHICH MAINTAINS OPTIMAL BRAKING FORCE TO THE REAR WHEELS IN HARD STOPS AND HELPS ENHANCE CONTROL.

THE LATCH SYSTEM’S LOWER ANCHORS AND UPPER TETHER ANCHORS IN THE OUTBOARD REAR-SEAT POSITIONS MAKE IT EASY TO SECURE A CHILD SAFETY SEAT.



SPECIFICATIONS

ZX3 ZX3 Comfort ZX3 Premium

Mechanical	
● ●	2.0L DOHC Zetec 4-cylinder engine
— ○ ●	2.3L DOHC 4-cylinder engine*
● ● ●	5-speed manual transaxle
— ○ ○	4-speed electronic automatic transaxle with overdrive lockout
— ●	15" steel wheels with 9-spoke appearance cover
— ●	15" 5-spoke aluminum wheels
— ○ ●	16" 5-spoke aluminum wheels
● ● ●	Stabilizer bar – Rear
Safety/Security	
○ ○ ○	Anti-lock braking system (ABS)
— — ○	Perimeter alarm system
— — ●	Remote keyless entry system with 2 key fobs
○ ○ ○	Side-impact airbags
— ○ —	Traction Control**
Seating	
● ● ●	Cloth sport front bucket seats with adjustable head restraints
— — ○	Leather-trimmed seats
Interior	
○ ● ●	Air conditioning
● — —	AM/FM stereo with single-CD player, clock and 4 speakers
— ● ●	AM/FM stereo with single-CD and MP3 player, clock and 4 speakers
— ○ ○	AM/FM stereo with 6-disc in-dash CD changer, clock and 4 speakers
— ○ ○	Audiophile sound system with 6-disc in-dash CD changer, 2-way speakers, amplifier and subwoofer
— ● ●	Front center armrest with storage
— ● ●	Leather-wrapped steering wheel
— — ●	Power door locks
— — ●	Power windows – With one-touch-down driver's-side feature
— ● ●	Speed control
— ● ●	Tilt/telescoping steering wheel
Exterior	
— ● ●	Fog lamps
● ● —	Mirrors – Manual remote, dual black sideview
— — ●	Mirrors – Power remote, dual black sideview
— — ○	Power moonroof

● Standard ○ Optional — Not Available
*Standard on all series in states of CA, MA, ME, NY and VT. **Requires ABS; not available with 2.3L engine.
†Also included with Traction Control option.

ZX5 ZX5 Comfort ZX5 Premium

Mechanical	
● ●	2.0L DOHC Zetec 4-cylinder engine
— ○ ●	2.3L DOHC 4-cylinder engine*
● ● ●	5-speed manual transaxle
○ ○ ○	4-speed electronic automatic transaxle with overdrive lockout
● — —	15" steel wheels with 9-spoke appearance cover
— ● —	15" multi-spoke aluminum wheels
— ○ ●	16" 5-spoke aluminum wheels
● ● ●	Stabilizer bar – Rear
Safety/Security	
○ ○ ○	Anti-lock braking system (ABS)
— ○ ○	Perimeter alarm system
— ● ●	Remote keyless entry system with 2 key fobs
○ ○ ○	Side-impact airbags
○ ○ —	Traction Control**
Seating	
● ● ●	Cloth sport front bucket seats with adjustable head restraints
— — ○	Leather-trimmed seats
Interior	
● ● ●	Air conditioning
● — —	AM/FM stereo with single-CD player, clock and 4 speakers
— ● ●	AM/FM stereo with single-CD and MP3 player, clock and 4 speakers
— ○ ○	AM/FM stereo with 6-disc in-dash CD changer, clock and 4 speakers
— ○ ○	Audiophile sound system with 6-disc in-dash CD changer, 2-way speakers, amplifier and subwoofer
— ● ●	Front center armrest with storage†
— ● ●	Leather-wrapped steering wheel
— ● ●	Power door locks
— ● ●	Power windows – With one-touch-down driver's-side feature
— ● ●	Speed control
— ● ●	Tilt/telescoping steering wheel
— — ○	Weather Package – Heated front seats; heated power sideview mirrors
Exterior	
— ● ●	Fog lamps
● — —	Mirrors – Manual remote, dual black sideview
— ● ●	Mirrors – Power remote, dual black sideview
— ○ ●	Power moonroof

Sedan LX Sedan SE Sedan ZTS

Mechanical	
● — —	2.0L SOHC Zetec 4-cylinder engine with split-port induction
— ● —	2.0L DOHC Zetec 4-cylinder engine
— — ●	2.3L DOHC 4-cylinder engine*
○ ○ ○	5-speed manual transaxle
● ○ ○	4-speed electronic automatic transaxle with overdrive lockout
● — —	14" steel wheels with bolt-on-appearance wheelcovers
— ● —	15" steel wheels with 9-spoke appearance cover
— ○ ●	15" 5-spoke aluminum wheels
— — ●	Stabilizer bar – Rear
Safety/Security	
○ ○ ○	Anti-lock braking system (ABS)
— ○ ○	Perimeter alarm system
— ● ●	Remote keyless entry system with 2 key fobs
○ ○ ○	Side-impact airbags
— ○ —	Traction Control**
Seating	
● ● ●	Cloth front low-back bucket seats with adjustable head restraints
— — ○	Leather-trimmed seats
Interior	
○ ● ●	Air conditioning
● — —	AM/FM stereo with cassette player, clock and 4 speakers
○ ● —	AM/FM stereo with single-CD player, clock and 4 speakers
— ○ ●	AM/FM stereo with single-CD and MP3 player, clock and 4 speakers
— — ○	AM/FM stereo with 6-disc in-dash CD changer, clock and 4 speakers
— — ○	Audiophile sound system with 6-disc in-dash CD changer, 2-way speakers, amplifier and subwoofer
— — ●	Front center armrest with storage
— ○ ●	Convenience Group – Includes speed control and tilt/telescoping steering wheel
— ● ●	Power door locks
— ● ●	Power windows – With one-touch-down driver's-side feature
— — ○	Weather Package – Heated front seats; heated power sideview mirrors
Exterior	
● — —	Mirrors – Manual remote, dual black sideview
— ● ●	Mirrors – Power remote, dual black sideview
— — ○	Power moonroof
— — ○	Sport Group – Includes 16" 5-spoke aluminum wheels, tachometer, driver's-side lumbar support, fog lamps, leather-wrapped steering wheel and rear spoiler

Wagon SE Wagon ZTW

Mechanical	
● —	2.0L DOHC Zetec 4-cylinder engine
— ●	2.3L DOHC 4-cylinder engine*
○ ○	5-speed manual transaxle
● ●	4-speed electronic automatic transaxle with overdrive lockout
— ●	15" steel wheels with 9-spoke appearance cover
— ●	15" multi-spoke aluminum wheels
● ●	Stabilizer bar – Rear
Safety/Security	
○ ○	Anti-lock braking system (ABS)
○ ○	Perimeter alarm system
● ●	Remote keyless entry system with 2 key fobs
○ ○	Side-impact airbags
○ —	Traction Control**
Seating	
● ●	Cloth front low-back bucket seats with adjustable head restraints
— ○	Leather-trimmed seats
Interior	
● ●	Air conditioning
● —	AM/FM stereo with single-CD player, clock and 4 speakers
○ ●	AM/FM stereo with single-CD and MP3 player, clock and 4 speakers
— ○	AM/FM stereo with 6-disc in-dash CD changer, clock and 4 speakers
● ●	Front center armrest with storage
● ●	Power door locks
● ●	Power windows – With one-touch-down driver's-side feature
● ●	Speed control
— ●	Tilt/telescoping steering wheel
— ○	Weather Package – Heated front seats; heated power sideview mirrors
Exterior	
● ●	Mirrors – Power remote, dual black sideview
— ○	Power moonroof
● ●	Roof rack
— ○	Sport Group – Includes 16" 5-spoke aluminum wheels, tachometer, driver's-side lumbar support, fog lamps, leather-wrapped steering wheel and rear cargo area cover

ZX3 SVT Focus ZX5 SVT Focus

Mechanical	
● ●	2.0L DOHC 16-valve Zetec 4-cylinder engine with variable valve timing and dual-stage intake manifold
● ●	6-speed manual Getrag transaxle
● ●	300-mm (11.8") front disc brakes
● ●	280-mm (11.0") rear disc brakes
● ●	16" spare tire with aluminum rim
● ●	Modified-rate front and rear springs
● ●	Shock absorbers – Performance valving gas-charged
● ●	Stabilizer bars – 21-mm front and rear
Interior	
● ●	Black leather-trimmed seats with cloth inserts
● ●	Electro-luminescent-faced instrument cluster with 160-mph speedometer, tachometer, oil pressure, oil temperature, coolant temperature and fuel gauges
● ●	Leather-wrapped parking brake with metallic button
● ●	Metallic sill plates
● ●	Short-throw shifter with aluminum shift knob and leather boot
● ●	Sport stainless steel pedals
Exterior	
● ●	17" x 7" 6-spoke cast aluminum wheels
● ●	Color-keyed rocker and bodyside moldings
● ●	Round, clear lens fog lamps
● ●	SVT decklid badge
● ●	Unique body-color rear spoiler
● ●	Unique front and rear fascia
Options	
○ ○	Audiophile Package – Includes a 6-disc in-dash CD changer, 6 speakers and a subwoofer
○ ○	Cold Weather Package – Includes an engine block heater, heated seats and Traction Control
○ ○	European Appearance Package – Includes the Audiophile Package, Cold Weather Package, HID headlamps, power sunroof, RECARO® seats with Black leather and unique Argent wheels
○ ○	HID headlamps
○ ○	Power moonroof

The SVT Focus is a ZX3/ZX5 Premium trim level plus the above standard or optional features. SVT Focus available at SVT authorized dealers only.

ENGINES

	2.0L SOHC I4	2.0L DOHC Zetec I4	2.3L DOHC I4	SVT 2.0L DOHC Zetec I4
Horsepower (hp @ rpm)	110 @ 5000	130 @ 5300	144 @ 5750	170 @ 7000
Torque (lb.-ft. @ rpm)	125 @ 3750	135 @ 4500	149 @ 4200	145 @ 5550

EXTERIOR COLORS



ZX3



ZX5



SEDAN



WAGON



SVT

TAURUS



Taurus SES in Medium True Blue Metallic.

fordvehicles.com

Experience the everyday luxury of Taurus.

Blending luxury with the everyday practicality you want in a family sedan, the newly redesigned Taurus includes a new steering wheel design, message center, grille, front fascia and taillamps which combine for a smart look. The optional Woodgrain Appearance Package includes a handsome wood- and leather-wrapped steering wheel with wood accents on the shifter to surround you in elegant beauty as you enjoy an evening out, commute to work or simply run errands. Other available features, like a power moonroof, MACH® Audio System and Electronic Automatic Temperature Control add to the comfort and convenience you and your family deserve. At the same time, Taurus provides 4-wheel independent suspension, available 200 hp, a roomy interior and impeccable safety features. In fact, Taurus has received the highest government frontal crash rating 5 years in a row (1999-2003). It also received the highest rating in the Insurance Institute for Highway Safety's frontal offset crash test. These are the types of credentials that will set your mind at ease when choosing the right family sedan.

With such luxury, comfort and safety backing up Taurus, what decision could be easier?

DID YOU KNOW...

THE STANDARD PERSONAL SAFETY SYSTEM™ MANAGES SAFETY BELT TENSION AND AIRBAG DEPLOYMENT TO ENHANCE PROTECTION FOR THE DRIVER AND RIGHT-FRONT PASSENGER. IT ALSO USES CRASH SEVERITY SENSORS, FRONT-SEAT SENSORS, SAFETY BELT PRETENSIONERS AND ENERGY MANAGEMENT RETRACTORS.

TAURUS LETS YOU ENHANCE THE INTERIOR LOOK WITH AN OPTIONAL WOODGRAIN APPEARANCE PACKAGE (SHOWN AT RIGHT AND BELOW).

THE 2004 TAURUS INCLUDES A REDESIGNED STEERING WHEEL THAT ENHANCES ITS SLEEK INTERIOR ENVIRONMENT (SHOWN RIGHT).

THE STANDARD MESSAGE CENTER PROVIDES UP-TO-THE-MINUTE INFORMATION ON AVERAGE FUEL ECONOMY, DISTANCE-TO-EMPTY AND SEVERAL OTHER DIAGNOSTICS. IT ALSO INCLUDES A TRIP ELAPSED TIME SETTING/ ODOMETER (SHOWN AT RIGHT).

THE HOMELINK® UNIVERSAL TRANSMITTER CAN ACTIVATE YOUR GARAGE DOOR OPENER AND 2 ADDITIONAL HOME-BASED UNITS (PHOTO SHOWN NEXT PAGE).



STANDARD FEATURES

MECHANICAL 3.0L V6 engine; 4-speed electronic automatic transaxle with overdrive lockout; 4-wheel power disc brakes (Wagon), 4-wheel power front disc/rear drum brakes (Sedan); 100,000-mile tune-up interval;* battery saver system; front-wheel drive; 18-gallon capacity fuel tank; hood assist struts; P215/60R16 all-season tires; power, variable-assist rack-and-pinion steering (available with 3.0L Duratec engine); compact spare; front and rear stabilizer bar; stainless steel exhaust system; front independent MacPherson strut suspension (Sedan and Wagon), rear independent Quadralink (Sedan) or Short- and Long-Arm suspension (Wagon)

SAFETY/SECURITY Personal Safety System™ for driver and right-front passenger with dual-stage/dual-threshold airbags, safety belt pretensioners, energy management retractors, the weight of front-passenger sensor, safety belt usage sensors, driver's-seat position sensor, crash severity sensor and restraint control module; autolock – doors lock automatically when driving; Belt-Minder® safety belt reminder; brake/shift interlock; 5-mph energy-absorbing bumpers; emergency glow-in-the-dark trunk release; fuel pump inertia shutoff switch; headlamps-on alert chime; key-in-ignition alert chime; LATCH – lower anchors and tether anchors for child safety seats in rear outboard seating positions; power window lockout feature; rear-door child safety locks; "safety cell" unitized body construction; Securilock® passive anti-theft system; side-intrusion door beams

INTERIOR Accessory delay for power features; air conditioning; AM/FM stereo with digital clock and 4 speakers; rear assist handles; cupholders; decklid release (Sedan); front and rear carpeted floor mats; Light Group – dual-beam dome/map lights, low fuel warning light, power door locks, power windows with one-touch-down driver's-side feature; 2 power points; rear floor air ducts; front-outboard-position shoulder belt height adjusters; tilt steering column; underfloor storage (Wagon); visor vanity mirrors

EXTERIOR Bodyside moldings; multi-reflector halogen headlamps; luggage rack (Wagon); power sideview mirrors; rear defroster; rear wiper and washer (Wagon); solar-tinted glass; front variable-intermittent windshield wipers

*Under normal driving conditions with regular fluid and filter changes.



HomeLink® universal transmitter available on Taurus SEL Sedan and Wagon.



Standard on Taurus SEL Sedan and Wagon, an Electronic Automatic Temperature Control System operates the heater and air conditioner to keep the temp to your liking.

SPECIFICATIONS

	LX Sedan	SE Sedan	SES Sedan	SEL Sedan
Safety/Security				
All-Speed Traction Control	—	○	○	○
Perimeter anti-theft system	—	—	●	●
Security approach lamps	—	—	●	●
Side-impact airbags	—	○	○	○
Mechanical				
3.0L OHV 12-valve V6 engine	●	●	●	—
3.0L DOHC 24-valve Duratec V6 engine	—	—	○	○
3.0L Flexible Fuel Vehicle (FFV) engine	○	○	○	—
4-wheel anti-lock braking system (ABS)	○	○	●	●
16" steel wheels with full locking wheelcovers	●	—	—	—
16" 5-spoke painted aluminum wheels	—	●	●	—
16" 7-spoke machined-aluminum wheels	—	—	—	●
Seating				
5-passenger cloth seating with front bucket seats and floor-mounted shifter and console	—	○	○	○
6-passenger cloth seating with flip-down center seating console and column-mounted shifter	●	●	○	○
Leather-trimmed seats	—	—	○	○
Power driver's seat with lumbar support – 6-way	—	○	●	●
Power passenger's seat – 6-way	—	—	○	○
Interior				
Air conditioning – Manual	—	—	—	—
Air conditioning – Electronic Automatic Temperature Control	●	—	—	—
AM/FM stereo with digital clock	○	○	○	○
AM/FM stereo with cassette and digital clock	○	●	●	●
AM/FM stereo with single-CD player and digital clock	—	○	○	○
MACH® Audio System with cassette	—	○	○	○
6-disc CD changer (available with cassette stereo only)	—	○	○	○
HomeLink universal transmitter (late availability)	—	—	○	○
Luxury and Convenience Package – Includes heated sideview mirrors, automatic-dimming rearview mirror and compass (puddle lamps included on SES)	—	○	○	○
LX Speed Control and Cassette Package – Includes speed control and cassette player	—	○	—	—
SE Value Package – Includes power driver's seat with manual lumbar and 6-disc CD changer	—	○	—	—
SES Wood Package – Includes real wood- and leather-wrapped steering wheel with faux wood shift knob, and wood accents on front door trim, console and instrument panel	—	○	—	—
Speed control	○	○	○	○
Wood Steering Wheel and Shift Knob Package – Includes real wood- and leather-wrapped steering wheel and faux wood shift knob	—	○	—	—
Exterior				
Keyless entry keypad	—	—	○	○
Power moonroof	—	○	○	○
Rear spoiler	—	○	○	○



SEDAN

	SE Wagon	SEL Wagon
Safety/Security		
All-Speed Traction Control	○	○
Perimeter anti-theft system	—	●
Security approach lamps	—	●
Side-impact airbags	○	○
Mechanical		
3.0L OHV 12-valve V6 engine	●	●
3.0L DOHC 24-valve Duratec V6 engine	○	○
3.0L (Flexible Fuel Vehicle) FFV engine	○	—
4-wheel anti-lock braking system (ABS)	○	○
16" 5-spoke painted aluminum wheels	●	—
16" 7-spoke machined-aluminum wheels	—	●
Seating		
6-passenger cloth seating with flip-down center console and column-mounted shifter	●	●
Leather-trimmed seats	—	○
Power driver's seat with manual lumbar support – 6-way	○	○
Wagon Group – 3rd-row seat and cargo area cover	○	○
Interior		
Air conditioning – Manual	●	—
Air conditioning – Electronic Automatic Temperature Control	—	●
AM/FM stereo with cassette and digital clock	●	●
AM/FM stereo with single-CD player and digital clock	○	—
6-disc CD changer (available with cassette stereo only)	—	●
Duratec Package – Includes Duratec V6 engine, 6-disc CD changer, MACH® Audio System, 5-passenger seating with floor console and shifter (also available with 6-passenger seating and column shifter)	—	○
HomeLink® universal transmitter (late availability)	—	○
Luxury and Convenience Package – Includes heated sideview mirrors, automatic-dimming rearview mirror	—	○
Speed control	●	●
Wagon Comfort Package – Includes power driver's seat and power adjustable accelerator and brake pedals	○	○
Wood Steering Wheel and Shift Knob Package – Includes real wood- and leather-wrapped steering wheel and faux wood shift knob	—	○
Exterior		
Heated sideview mirrors with puddle lamps	○	○
Keyless entry keypad	—	●

● Standard ○ Select Availability ○ Optional — Not Available



WAGON



Sink into the luxury of two-tone premium leather-trimmed seats, available only in Taurus SEL Sedan.



Enjoy the feel of the available wood- and leather-wrapped steering wheel.

EXTERIOR COLORS



CROWN VICTORIA



Crown Victoria LX Sport in Black with standard 17" 5-spoke aluminum wheels.

fordvehicles.com

You deserve the comfort.

Crown Victoria enjoys a proud reputation of comfort, safety, dependability and class. For 2004, these standards improved with available laminated side-window glass for improved security, increased UV protection and noise reduction.

Available adjustable power lumbar support makes sure both driver and front passenger are comfortable during the ride. The LX Premier Group pampers you with an electrochromic auto-dimming rearview mirror that minimizes glare during nighttime driving, Electronic Automatic Temperature Control that gives the driver and front passenger the power to adjust the cabin temperatures to different settings. A digital instrument cluster is available with this group to easily display vitals. Side-impact airbags for driver and front passenger are available for enhanced safety.

LX Sport enhances power to 239 hp, adds a standard dual exhaust, unique 17" 5-spoke aluminum wheels and all-season tires, front bucket sport seats, leather trim and an exclusive Handling Package. Passing and off-the-line acceleration are no problem with this stylish, high-performance rear-wheel-drive V8 vehicle. You, your friends and family will enjoy the leather-trimmed seats and woodgrain and chrome accents. LX Sport is perfect for long trips to your favorite vacation destination, commuting to the office and for everyday living.

Check out Crown Victoria today. You've earned it.

DID YOU KNOW...

CROWN VICTORIA OFFERS DIGITAL GAUGES TO MAKE IT QUICK AND EASY TO CHECK THE VITALS (SHOWN AT RIGHT).

CROWN VICTORIA'S TRUNK CAPACITY CAN EASILY HOLD 4 GOLF BAGS PLUS GEAR SO YOU CAN TAKE ALL YOUR FRIENDS TO THE COURSE (SHOWN AT RIGHT).

CROWN VICTORIA HAS RECEIVED THE HIGHEST GOVERNMENT FRONTAL CRASH SAFETY RATING 8 YEARS IN A ROW (1996-2003).

STANDARD ANTI-LOCK BRAKES PROVIDE STRAIGHTER STOPS AND GREATER STEERING CONTROL UNDER MOST DRIVING CONDITIONS.

AVAILABLE ALL-SPEED TRACTION CONTROL IMPROVES TRACTION ON SLIPPERY OR LOOSE SURFACES BY USING A COMBINATION OF BRAKE AND/OR ENGINE CONTROL TO REDUCE WHEEL SPIN.



LX Sport interior shown in Dark Charcoal.

SPECIFICATIONS

Crown Victoria

LX

LX Sport

Safety/Security

— ○ ○ Side-impact airbags – Driver and right-front passenger

Mechanical

● ● — 4.6L SOHC V8 engine – 224 hp and 275 lb.-ft. of torque with single exhaust

— ● ● 4.6L SOHC V8 engine – 239 hp and 287 lb.-ft. of torque with dual exhaust

— ○ ● Handling Package – Revised springs, monotube shock absorbers, stabilizer bars, rear load-leveling air springs, dual exhaust, 3.27:1 axle ratio

○ ○ ○ All-Speed Traction Control with Panic Brake Assist

● — — 16" steel wheels with wheelcovers and P225/60R16 all-season BSW tires

— ● — 16" split-spoke aluminum wheels and P225/60R16 all-season BSW tires

— — ● 17" 5-spoke aluminum wheels and P235/55R17 all-season BSW tires

Seating

● ● — 6-passenger seating

— — ● 5-passenger seating

— ● ● 8-way power seats – Driver and right-front passenger

— ○ ○ Leather-trimmed seats

— ● ● Power lumbar support – Driver and right-front passenger

Interior

● — — AM/FM stereo with cassette

— ● — AM/FM stereo with single-CD player

○ ○ ● AM/FM stereo with single-CD/cassette player

— ○ ○ 6-disc CD changer

— ● ● Air conditioning – Electronic Automatic Temperature Control

● ● ● Center console – Storage bin with padded armrest, concealed power point, dual cupholders and mini-storage bin

— ● ● Electrochromic auto-dimming rearview mirror

— ● ● Electronic instrumentation (requires LX Premier Group) – Includes Tripminder™ computer and electronic digital instrumentation

— ● ● Leather-wrapped steering wheel with redundant audio and climate controls

○ ○ — LX Premier Group – Includes Electronic Automatic Temperature Control, leather-wrapped steering wheel with redundant audio and climate controls, power passenger seat, power lumbar supports, electrochromic auto-dimming rearview mirror and AM/FM stereo with single-CD/cassette player

— ○ ○ Power adjustable accelerator and brake pedals

Exterior

— ○ ○ Laminated side-window glass

● Standard ● Select Availability ○ Optional — Not Available

STANDARD FEATURES

MECHANICAL 4.6L SOHC V8 engine with 224 hp and 275 lb.-ft. of torque; power 4-wheel disc brakes with ABS; battery saver system with 30-minute shut-off delay; electronic 4-speed automatic transmission with overdrive; fail-safe engine cooling system; 19-gallon capacity fuel tank; rear-wheel drive; speed-sensitive, variable-assist, power rack-and-pinion steering; stainless steel exhaust; Short- and Long-Arm front suspension system with stabilizer bar; Watt's linkage rear suspension; monotube shock absorbers

SAFETY/SECURITY Personal Safety System™ for driver and right-front passenger – with dual-stage/dual-threshold airbags, safety belt pretensioners, energy management retractors, safety belt usage sensors, driver's-seat position sensor, crash severity sensor and restraint control module; 4-wheel anti-lock braking system (ABS); 5-mph energy-absorbing bumpers; rear-door child safety locks; emergency in-trunk release handle; LATCH – lower anchors and tether anchors for child safety seats; SecuriLock® passive anti-theft system; valet key

INTERIOR Manual air conditioning; AM/FM stereo with cassette; dome, map, entry and trunk convenience lights; front cupholders; electric remote decklid release; carpeted front and rear floor mats; instrument panel with analog gauges, side window demisters and woodgrain appearance trim; map pockets in front doors and seatbacks; power door locks with rear-door child safety locks; power driver's seat – 8-way; power windows with one-touch-down feature on driver's side; speed control; tilt steering wheel

EXTERIOR Body-color bumpers (bright inserts on LX); color-keyed bodyside moldings; chrome grille (body-color on LX Sport); automatic, wiper-activated headlamps; lower bodyside urethane protection; power fold-away sideview mirrors; rear-window defroster; solar-tinted glass; interval windshield wipers



The electrochromic auto-dimming rearview mirror makes nighttime driving easier on the eyes.



The AM/FM stereo/single-CD player is available with a cassette player so you can listen in a variety of formats.



The Electronic Automatic Temperature Control system lets you set the temperature and forget it.



Crown Victoria LX shown in Arizona Beige Metallic.



Available power adjustable pedals contribute to comfort. They help find the optimal driving position for almost any driver.



The LX Premier Group in available Medium Parchment leather trim welcomes you and 5 guests.



The available trunk organizer helps you put all that space to maximum use. Your closets should look this good.



The driver and front-passenger seats offer added back support with available individually adjustable power lumbar supports.

EXTERIOR COLORS



LX



LX SPORT

FREESTAR



Standard configuration with deep cargo well and room for 7 people.



3rd-row seat folds flat into the floor to create a large cargo area.



3rd-row Tailgate Bench Seat™ – ready for fun.

Designed for your lifestyle.

The all-new Freestar has a vast assortment of useful surprises. Freestar is all about versatility, convenience and safety. The 7-passenger seating includes a standard fold-flat 3rd-row Tailgate Bench Seat™ that folds quickly and easily into the floor so you can store larger loads, carry all your sports equipment, or anything else you can imagine. You can position the seats almost any way you want to gain the maximum space for your needs. Freestar is designed with your everyday usage in mind. It has storage compartments everywhere you'd want them to be: in-dash storage; two-tier front, side-door pocket storage complete with 20 oz. beverage holder (rated best-in-class); up to 9 cupholders; in-dash CD storage; available kangaroo pouch on the front of the driver's-seat cushion; 3rd-row extra-deep cargo bin; sliding door storage and an optional floor-mounted center console. The kids will love all the hidden compartments to store their secret treasures and you will appreciate all the storage at your fingertips. Freestar is full of thoughtful touches.

Get inside and discover all the accommodations it has just for you.

3rd-row Tailgate Bench Seat should be changed and used only when vehicle is stopped and in Park. Rear-facing 3rd-row seat is not intended for passenger seating while vehicle is in motion.

DID YOU KNOW...

AN INTELLIGENTLY DESIGNED INSTRUMENT PANEL PUTS EVERYTHING IN CLEAR VIEW AND AT YOUR FINGERTIPS FOR ULTIMATE CONVENIENCE.

THE NEW ULTRA-CONVENIENT IN-DASH STORAGE COMPARTMENT OPENS WITH THE TOUCH OF A BUTTON AND KEEPS FREQUENTLY USED ITEMS RIGHT UP FRONT WHERE THEY BELONG.

THE AVAILABLE 1ST-ROW FLOOR-MOUNTED CENTER CONSOLE KEEPS THINGS CLOSE AT HAND FOR THE DRIVER AND FRONT PASSENGER.

FREESTAR PROVIDES A RECESSED CARGO WELL BEHIND THE 3RD-ROW SEAT SO YOUR GROCERIES STAY CONFINED ON THE RIDE HOME.

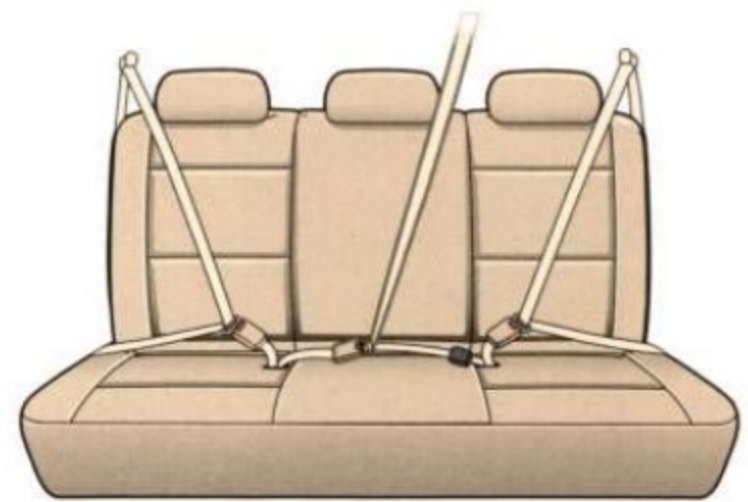
SOME OF FREESTAR'S CUPHOLDERS CAN FOLD UP AND OUT OF THE WAY WHEN NOT IN USE.

A BEST-IN-CLASS FRONT-DOOR STORAGE SYSTEM FEATURES 2 DUAL-BIN STORAGE POCKETS IN EACH FRONT DOOR WITH PLENTY OF ROOM FOR TOYS, MAGAZINES, MAPS AND MORE.



Freestar is the result of our obsession with safety

and security.



Designed not only to be conveniently versatile, Freestar is also designed with your family's safety in mind. It proudly offers more available safety and security features than any of its competitors:

Safety Canopy™ side-curtain airbags deploy from the headliner to protect all 3 rows of seating.

The Reverse Sensing System uses ultrasonic sensors to detect objects behind the vehicle and helps assist you in negotiating distances (shown top page 18).

Every seating position, including the 3rd-row seats, feature 3-point safety belts to keep everyone secure (shown mid-page 18).

The keyless entry keypad makes entry more secure and convenient. Mounted outside the driver's door, simply enter your code and you're in.

The SecuriLock® passive anti-theft system utilizes an electronically coded ignition key to prevent unauthorized starting of your vehicle.

Once locked, the perimeter anti-theft system monitors the doors, hood and liftgate against unauthorized entry (shown bottom page 18).

Family safety is a high priority. That's why Freestar has so many options to protect you on the road.

The all-new 2004 Ford Freestar – our safest minivan ever.*

*Based on the number of safety features offered.

SPECIFICATIONS

STANDARD FEATURES

MECHANICAL 3.9L OHV V6 engine with split-port induction (S, SE, SES); 4.2L OHV V6 engine with split-port induction (SEL, Limited); 4-speed electronic automatic transaxle with overdrive lockout; power 4-wheel disc brakes with ABS and Electronic Brake Force Distribution (EBD); 100,000-mile tune-up interval;* battery saver system

SAFETY/SECURITY Personal Safety System™ for driver and front passenger – with dual-stage airbags, safety belt pretensioners, energy management retractors, safety belt usage sensors, driver's-seat position sensor, front-passenger-seat occupant sensor, crash severity sensor and restraint control module; autolock – doors lock automatically when driving; Belt-Minder® safety belt reminder; brake/shift interlock; 5-mph energy-absorbing bumpers; fuel pump inertia shutoff switch; LATCH – lower anchors and tether anchors for child safety seats; low tire pressure warning system; remote keyless entry system; "safety cell" unitized body construction; Securilock® passive anti-theft system; side-intrusion door beams; warning lights – low fuel level, fuel cap off, low oil pressure, low washer fluid, brake system, ABS, charging system, high-beam indicator and tire pressure loss warning

SEATING 7-passenger seating with fold-in-floor 3rd-row Tailgate Bench Seat™

INTERIOR Accessory delay for power features; air conditioning; front and rear carpeted floor mats; up to 9 cupholders (depending on series); front and rear dome lights; door-trim panels with storage compartments; power door locks with child safety locks on rear sliding doors; power front windows with one-touch-down driver's-side feature; power points in 1st and 2nd rows and rear cargo area; shoulder belt height adjusters on 1st- and 2nd-row outboard seats; tilt steering column

EXTERIOR Antenna concealed in right-side rear glass; bodyside moldings; dual, manual sliding rear side doors; power 3rd-row flip-open windows; power sideview mirrors; rear-window defroster

*Under normal driving conditions with regular fluid and filter changes.

	S	SE	SES	SEL	Limited
Safety/Security					
Active Safety Package I – Includes Panic Brake Assist, Traction Control and AdvanceTrac®	—	—	—	—	—
Active Safety Package II – Includes Panic Brake Assist, Traction Control, AdvanceTrac and Reverse Sensing System	—	—	—	—	—
Light/Visibility Group	—	—	—	—	—
Safety Canopy™ System – 3rd-row side-curtain airbags with rollover sensors and 1st-row seat-mounted side airbags	—	—	—	—	—
Mechanical					
16" steel wheels with full wheelcovers	—	—	—	—	—
16" painted aluminum 5-spoke sport wheels	—	—	—	—	—
16" painted aluminum 5-spoke wheels	—	—	—	—	—
16" bright machined-aluminum 5-spoke wheels	—	—	—	—	—
17" aluminum alloy wheels (late availability)	—	—	—	—	—
Seating					
1st-row high-back captain's chairs with integrated head restraints and recline	—	—	—	—	—
1st-row low-back captain's chairs with adjustable head restraints and recline	—	—	—	—	—
2nd-row 2-passenger bench seat with EZ Entry feature	—	—	—	—	—
2nd-row fold-and-tumble cloth captain's chairs	—	—	—	—	—
2nd-row fold-and-tumble leather captain's chairs with fore/aft adjustment	—	—	—	—	—
Cloth seating	—	—	—	—	—
Heated front seats (requires leather-trimmed seats and 6-way power passenger's seat)	—	—	—	—	—
Leather-trimmed seats (3rd-row vinyl)	—	—	—	—	—
Power driver's seat – 6-way	—	—	—	—	—
Power passenger's seat – 6-way (requires leather-trimmed seats)	—	—	—	—	—
Interior					
Air conditioning – Tri-zone Electronic Automatic Temperature Control	—	—	—	—	—
Air conditioning – Tri-zone manual high-capacity auxiliary climate control system with adjustable temperature and fan controls for driver/front passenger/rear-seat passengers	—	—	—	—	—
AM/FM stereo	—	—	—	—	—
AM/FM stereo with single-CD player and digital clock	—	—	—	—	—
AM/FM stereo with single-CD/cassette player and digital clock	—	—	—	—	—
AM/FM stereo with 6-disc in-dash CD changer and digital clock	—	—	—	—	—
AM/FM stereo with 6-disc in-dash CD changer	—	—	—	—	—
Console – 1st-row floor-mounted	—	—	—	—	—
Console – Full overhead, includes conversation mirror, temperature and compass display and provisions for power sliding door switches	—	—	—	—	—

● Standard ● Select Availability ○ Optional — Not Available



Available side mirrors with integrated turn signals help alert traffic around you.



Available tri-zone climate controls allow occupants to adjust the air temperature to their own comfort levels.



Conversation mirror for SEL and Limited's standard overhead console.



S/SE



SES

GENERAL INFORMATION NOTICE

Airbags are a supplemental system. Always wear your safety belt and secure children in the rear seat.

Comparisons based on 2003 competitive models, publicly available information and Ford certification data at time of printing. Some features discussed may be optional. Vehicles shown may contain optional equipment. Features shown may be offered only in combination with other options or subject to additional ordering requirements or limitations. Following publication of the catalog, certain changes in standard equipment, options and the like, or product delays, may have occurred which would not be included in these pages. Your Ford Dealer is the best source for up-to-date information. Ford Division reserves the right to change product specifications at any time without incurring obligations.

	S	SE	SES	SEL	Limited
Interior (continued)					
Leather-wrapped color-keyed steering wheel with audio controls	—	—	—	—	—
Message center – With fuel economy/range and service status	—	—	—	—	—
Power adjustable pedals	—	—	—	—	—
Rear-seat audio and climate controls	—	—	—	—	—
Speed control	—	—	—	—	—
Exterior					
Cladding – Two-tone lower bodyside	—	—	—	—	—
Cornering lamps	—	—	—	—	—
Driving lamps	—	—	—	—	—
Grille – Black	—	—	—	—	—
Grille – Body-color	—	—	—	—	—
Grille – Chrome	—	—	—	—	—
Keyless entry keypad – Driver's door	—	—	—	—	—
Moldings – Molded-in Grey	—	—	—	—	—
Moldings – Body-color	—	—	—	—	—
Moldings – Black lower bodyside	—	—	—	—	—
Privacy glass	—	—	—	—	—
Roof rails	—	—	—	—	—
Sliding rear side doors – Power	—	—	—	—	—
Packages					
Electronics Group – Includes automatic-dimming rearview mirror, automatic headlamps, overhead console with outside temperature and compass displays (requires tri-zone AC)	—	—	—	—	—
Enhanced Seating Group – Includes map pockets and grab handles for 1st row, and 2nd-row fore/aft adjustable seats with cupholders	—	—	—	—	—
Memory Package – Includes memory for sideview mirrors, power adjustable pedals and driver's-seat position settings (requires Safety Canopy,™ Active Safety Package II and leather-trimmed seats)	—	—	—	—	—
Value Group I – Includes perimeter anti-theft system and power adjustable pedals	—	—	—	—	—
Value Group II – Includes perimeter anti-theft system, power adjustable pedals, power, heated sideview mirrors with turn signal lamps and puddle lamps, and message center	—	—	—	—	—
Value Group III – Includes perimeter anti-theft system and HomeLink® universal transmitter	—	—	—	—	—



Freestar's versatile 3rd-row Tailgate Bench Seat™ folds to create a comfortable tailgate seat.



EXTERIOR COLORS



SEL



LIMITED



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.



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 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.

fordvehicles.com

