

AGGRESSIVE!
FLEXIBLE!
COMPREHENSIVE!



OFFERING
MORE FOR
2004



2004

PROGRAM PERIOD: AUGUST 1, 2003 - JULY 31, 2004



THE 2004 FORD TRUCK COMMERCIAL CONNECTION – STANDING TALL WITH AMERICA’S BUSINESS!

- **AGGRESSIVE!**
- **FLEXIBLE!**
- **COMPREHENSIVE!**

Aggressive! Incentives on trucks and vans for practically every vocation, including hardworking Freestar Vans and Ranger Pickups.

Flexible! Offering more incentive choices:

- Cash Back
- Upfit Assistance¹
- No Charge Interior Systems for E-Series Vans
- Choice of Milwaukee Heavy-Duty Tool Kits for eligible Pickups, Vans and Wagons

Comprehensive! Offering new features in the Masterack® Work Bin Rack System, new Milwaukee Heavy-Duty Tool Kits, plus vocational upgrade options for E-Series Interior Systems.

YOU’LL AGREE: FORD TRUCK COMMERCIAL CONNECTION OFFERS MORE IN 2004!

¹Minimum \$1,200. Excludes factory installed options.

“THE RIGHT TRUCK AT THE RIGHT TIME”

That’s what Ford dealers have been offering for more than 85 years! The 2004 Ford Truck Commercial Connection continues with this tradition:

- Offering improved incentive programs on **Built Ford Tough** Pickup Trucks, Vans, Wagons, Chassis Cabs, Stripped Chassis, Cutaways and E-Series Interior Systems.
- Focusing on the durability, reliability and functionality of every Ford Truck Commercial Connection vehicle.
- Meeting the essential transportation needs of American business, industry and commerce.

That’s why we can say...

“WHAT BUSINESS ARE YOU IN? SO ARE WE!”

BUILT FORD TOUGH TRUCKS FOR VIRTUALLY EVERY VOCATION ACROSS AMERICA

Whether it’s in retailing and wholesaling, construction industry, shuttle service, service trades, municipal government, landscaping or towing and retrieving, Ford commercial vehicles are on the job in desirability and reputation. Ford appreciates that trucks are a key tool for American businesses. **Built Ford Tough** commercial trucks, tailored service and financial offerings are on the daily agenda through the Ford Truck Commercial Connection, Business Preferred Network, Uptime Critical Parts Program, and Ford Credit Commercial Lending Services with a focus on the following critical areas.

- Durability and Reliability
- Ease of Service
- Low Operating Costs
- Good Value for the Money
- Available Parts
- Ability to Support Products with Parts and Service
- Quality Service Experience
- High Resale Value



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A NOTE TO FORD FLEET CUSTOMERS

The Ford Truck Commercial Connection incentives described in this brochure are available for businesses that have, or are eligible for, a Fleet Identification Number (FIN). Some program elements vary, so visit a Ford dealer for complete program details.

EVERYWHERE YOU LOOK, FORD TRUCKS ARE PASSING THE TEST.



FORD E-SERIES CARGO VANS

E-Series Cargo Vans offer durability, reliability and performance; qualities that have helped make E-Series America's sales leader every year since 1979. Day after day across the nation, Ford E-Series Cargo Vans continue to prove themselves as an asset preferred by business and industry.

E-Series improvements are designed to add to the functionality, performance and value that America expects from its best selling full-size van.

- Rear disc brakes and 16" wheels are now standard on E-150 Commercial and Recreational Vans.
- Tachometer, now standard as part of a new instrument cluster.
- The powerful 4.6L SEFI Triton™ V-8, now standard on E-150 and E-250 Commercial and Recreational Vans.
- New optional Power Stroke® 6.0L V-8 Diesel Engine¹ Powertrain on E-350 Super Duty Commercial Vans.
- New colors: Dark Shadow Grey Clearcoat Metallic (CX), Dark Toreador Red Clearcoat Metallic (JL), Gold Ash Metallic (C2) and Silver Clearcoat Metallic (YN).

In addition to these valuable enhancements, E-Series Cargo Vans continue to provide four-wheel ABS, driver and passenger side airbags² and side intrusion door beams for continued protection: *even more value in America's favorite full-size cargo van!*

¹Available January 2004.
²Always wear your safety belt and secure children in the rear seat.

FORD E-SERIES CARGO VAN AVAILABILITY

Versatile 2004 E-Series Cargo Vans are available in a variety of configurations for specific business needs.

- E-150
- E-250
- E-250 Extended
- E-350 Super Duty
- E-350 Super Duty Extended

E-SERIES ENGINES MAKE TOUGH JOBS EASIER

E-Series Triton™ engines offer more than enough power and torque to make the grade, while the new Power Stroke® 6.0L V-8 Diesel Engine¹ offers 235 horsepower and a whopping 440 lbs. ft. of torque, ready for the big jobs on the highway or at the site. Every Ford gasoline engine can go up to 100,000 miles without a first scheduled tune-up² and each has a fail-safe cooling system to help protect it from damage due to the loss of coolant.

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

E-SERIES CARGO VAN VALUE MULTIPLIES WITH FORD TRUCK COMMERCIAL CONNECTION INCENTIVES

Eligible commercial customers may select one of the following incentives* with each purchase or lease of a new 2003 or 2004 MY Ford E-Series Cargo Van:

\$300 CASH

or

\$1,200 UPFIT ASSISTANCE

For upfits costing \$1,200 or more, excluding available factory installed options

or

\$500 AVERAGE RETAIL VALUE  HEAVY-DUTY TOOL KIT PACKAGE (select one of four packages)

or

\$1,900 RETAIL VALUE

No Charge Masterack® Work Bin Rack System** (Option Code 31G)

or

\$1,900 RETAIL VALUE

No Charge EconoCargo® Interior System** (Option Code 31B)

Additional Optional Vocational Upgrades are available for \$480 to enhance the interior packages.

*The Ford Truck Commercial Connection incentives described in this brochure are available for businesses that have, or are eligible for, a Fleet Identification Number (FIN). Some program elements vary, so visit a Ford dealer for complete program details.

**Cargo Vans equipped with a No Charge Masterack® Work Bin Rack System or a No Charge EconoCargo® Interior System are ineligible for any other Ford Truck Commercial Connection incentive.



FORD E-SERIES CARGO VAN ENGINE AVAILABILITY

	Engines	Transmissions
E-150	4.6L SEFI V-8 (Standard)	4-Spd. Auto. O/D (4R70W) 99W/44U
	5.4L SEFI V-8	4-Spd. Auto. O/D (4R75W) 99L/44U
E-250	4.6L SEFI V-8 (Standard)	4-Spd. Auto. O/D (4R70W) 99W/44U
	5.4L SEFI V-8	4-Spd. Auto. O/D (4R75W) 99L/44U
	5.4L Natural Gas	Electronic 4-Spd. Auto. O/D (4R100) 99M/44E
E-350	5.4L SEFI V-8 (Standard)	4-Spd. Auto. O/D (4R100) 99L/44E
	5.4L Natural Gas	4-Spd. Auto. O/D (4R100) 99M/44E
	6.8L SEFI V-10	4-Spd. Auto. O/D (4R100) 99S/44E
	Power Stroke® 6.0L V-8 Diesel¹	5-Spd. Auto. O/D TorqShift™ 99P/44B

¹Available January 2004.

FORD E-SERIES PROVIDES THE PERFORMANCE YOU NEED, PLUS THE VALUE YOU WANT.



Ford E-Series Interior System

\$1,900

Retail Value

No Charge!

Masterack® Work Bin Rack System

(Option Code 31G)

No Charge Interior System

MASTERACK® WORK BIN RACK SYSTEM ENHANCES E-SERIES CARGO VAN UTILITY

Newly re-contented for 2004, a No Charge Masterack® Work Bin Rack System can be included in your Ford E-Series Cargo Van just by asking (Option Code 31G).*

Plenty of Space – E-Series Masterack® Work Bin Rack System provides a full 39 square feet of shelf space and 63 cubic feet* of storage volume, yet it still retains 38.5 inches of clear aisle space for easy access on the job. **It is clearly superior to its nearest competitor!**

A wealth of flexibility on the curbside, including:

- Thirty-six-inch unit with a top shelf
- One divided shelf
- Wheelwell storage area with lockable toolbox door
- Two lockable drawer cabinets with scoop trays for small items
- Two triple hook bars

The driver side unit continues to provide full-length shelving and cabinets. The unit includes two 37-inch shelf modules providing more than six feet of storage bins, plus a lockable storage cabinet with adjustable shelves that keeps valuables out of sight and secure.

A Full-Width Safety Partition with locking door provides the driver unobstructed visibility and helps protect the driver and passenger from shifting cargo. The exclusive non-glare Dura-Tough Teflon enhanced finish harmonizes with the interior trim.

Strength and durability are assured by the use of high strength steel, with formed-in stiffeners and fully hemmed shelves, plus a "hard-as-nails" finish to stand up to the toughest jobs.

You can also rely upon the **quality installation** you will find from a Ford Qualified Vehicle Modifier (QVM) certified upfitter, carefully screened and evaluated by Ford Motor Company engineers: so good that every Masterack® Work Bin Rack System is *unconditionally* guaranteed for three years or 36,000 miles!

Superb quality, design excellence and consistent workmanship, plus America's favorite full-size cargo van! Year after year, that's a combination that makes E-Series Masterack® Work Bin Rack System* an obvious choice for American business.

WITH A RETAIL VALUE OF \$1,900, THE E-SERIES MASTERACK® WORK BIN RACK SYSTEM MEANS REAL VALUE!

*Cargo Vans equipped with a Masterack® Work Bin Rack System are ineligible for any other Ford Truck Commercial Connection incentive. The vocational upgrades shown on page eight are available as an additional incentive for only \$480 MSRP.

E-SERIES MASTERACK® SUPERIOR TO THE COMPETITION

	Masterack® Work Bin Rack System	Competitive Racks & Bins
Package	Option Code 31G	GM Commercial Bin Package
Net Retail Value	\$1,900	\$1,675
Storage Space Street Side	41 Cubic Feet	36 Cubic Feet
Lockable Storage Cabinet with Shelves	Standard – Eight Cubic Feet	Not Available on Base Package
Curbside	14 Cubic Feet	18 Cubic Feet
Total Storage Space Available	63 Cubic Feet	54 Cubic Feet
Clear Aisle Space	38.5 Inches	33.5 Inches
Drawer Cabinets	Two Standard	One Standard
Triple Utility Hooks	Two Standard	Not Available on Base Package
Lockable Floor Storage	Standard – Three Cubic Feet	Not Available on Base Package

Masterack® is a registered trademark of Leggett & Platt Inc.



Ford E-Series Interior System

\$1,900

Retail Value

No Charge!

EconoCargo® Interior System

(Option Code 31B)

No Charge Interior System

A 2004 E-SERIES ECONOCARGO® INTERIOR SYSTEM MAKES BIG & BULKY BUSINESS BETTER

Delivering large, heavy or bulky items can be risky business, for the products and for your cargo van. Minimize the risk by equipping your E-Series Cargo Van with an EconoCargo® Interior System. It helps protect your cargo and your vehicle with durable panels of **High Density Polyethylene (HDPE)**, molded to perfectly fit the interior contours of E-Series Vans.*

- **HDPE panels** cover the interior sidewalls from floor to ceiling, internal wheel well and fuel-filler housings and all door panels in the cargo area.

- **Molded-in ribbing** provides rigidity and the convenience of a raised rub rail, while an "E-Track" on each side panel provides a quick and secure way to tie down large items. Each EconoCargo® System comes with two cargo straps, one for each side.

- **Incredible Astro-White 1**, a new aluminum and polyethylene film composite insulating material, helps EconoCargo®-equipped E-Series Cargo Vans warm up faster in winter and cool off more quickly in summer. Your E-Series EconoCargo®-equipped van always feels better with *Astro-White 1!*

- EconoCargo® Interior System **roofing material** is made of water-resistant laminated fiberboard with two plies of polyethylene, for enhanced water resistance, and an aluminum foil facer for increased reflective R-Value. The floor lining features an exclusive "cargo gripping" surface to help prevent cargo from shifting.

EconoCargo® Interior System includes a full-width **Safety Partition** for a confident margin of safety against shifting cargo.

*Cargo Vans equipped with an EconoCargo® Interior System are ineligible for any other Ford Truck Commercial Connection incentive. The vocational upgrades shown on page eight are available as an additional incentive for only \$480 MSRP.

JUST \$480* ADDS A VOCATIONAL UPGRADE TO YOUR NO CHARGE MASTERACK® RACK AND BIN SYSTEM!

These are exceptional values. The electrical contractor, appliance repair and HVAC upgrades are priced hundreds of dollars less than the closest competition and the EconoCargo® Interior System parcel delivery upgrade is an E-Series exclusive!



Contractor's Upgrade

- Crossbow and Lockable Ladder Rack



Plumbing, Heating, Ventilating & Air-Conditioning (HVAC) Service Upgrade

- 12 Drawer Cabinet
- Tilt Shelf
- Refrigerant Tank Rack (holds three 30 lb. tanks)

ADD AN ECONOCARGO® INTERIOR SYSTEM UPGRADE OPTION FOR JUST \$480!*



Electrical Contractor/Appliance Repair Upgrade

- 12 Drawer Cabinet
- Tilt Shelf
- Additional Tool Box Door
- Wire Spool Rack
- Additional Triple Hook
- Additional Shelf Divider Set



General Package Delivery Shelf

- Designed for a perfect EconoCargo® Interior System fit
- Adds even more hardworking value to your E-Series Cargo Van
- Two shelf modules 48" wide by 16" deep
- Easily adjustable shelving

*MSRP does not include sales tax. Cargo Vans equipped with a No Charge Masterack® Work Bin Rack System or a No Charge EconoCargo® Interior System are ineligible for any other Ford Truck Commercial Connection incentive except for the vocational upgrades shown on this page.

HEAVY-DUTY TOOL KITS ADD VALUE TO FORD TRUCK COMMERCIAL CONNECTION INCENTIVES

This new-for-2004 incentive offers a choice between four Milwaukee Heavy-Duty Tool Kits, with an average retail value of \$500*, when you purchase or lease the following:

- E-Series Cargo Van
- E-Series Wagon
- F-150 Pickup
- F-250 and F-350 Super Duty Pickups
- Ranger Pickup
- Freestar Van

MILWAUKEE Heavy-Duty Tool Kit '1''

- 18 Volt T-handle Lok-Tor™ Driver Drill
- 2-2.4 Amp/Hour Batteries
- Job Site Radio
- Vehicle Charger
- Universal Charger in an Impact Resistant Carrying Case



MILWAUKEE Heavy-Duty Tool Kit '2''

- 18 Volt Sawzall™-The Hatchet®
- 18 Volt T-handle Hammer-Drill
- Including 2-2.4 Amp/Hour Batteries
- Universal Charger in a Contractor Bag



MILWAUKEE Heavy-Duty Tool Kit '3''

- 1/2" Magnum® Drill
- 10 Amp Sawzall® Recip Saw
- 4 Piece Contractor Bit Kit
- 2 Pack Sawzall® Blades
- Contractor Bag



MILWAUKEE Heavy-Duty Tool Kit '4''

- 1/2" Magnum® Drill
- 7 1/2" Tilt Lok™ Circular Saw
- 13 Piece Thunderbolt® Bit Set
- 3 Pack Endurance® Blades
- Contractor Bag



*\$500 is the average estimated retail value.
**Milwaukee Electric Tool Corporate Office will handle the shipping and fulfillment of these tool kits. Please allow 2-3 weeks for delivery.



CHOOSE A MILWAUKEE HEAVY-DUTY TOOL KIT FOR YOUR VOCATION AND ADD MORE VALUE TO YOUR FORD TRUCK COMMERCIAL CONNECTION VEHICLE



FORD E-SERIES SUPER DUTY CUTAWAYS, CHASSIS CABS & STRIPPED CHASSIS

E-SERIES SUPER DUTY CUTAWAYS, CHASSIS CABS AND STRIPPED CHASSIS UPFITS ADD CONFIDENCE TO CUSTOM APPLICATIONS

E-Series Super Duty Cutaways, Chassis Cabs and Stripped Chassis are ideal platforms for people movers, medical transport, parcel delivery vans and many more hardworking applications. Upfitting with confidence begins with Ford E-Series and an upfitter that's a Ford Qualified Vehicle Modifier (QVM) certified upfitter. Each is carefully screened and evaluated by Ford Motor Company engineers, helping assure upfit quality and performance.

E-Series Super Duty Cutaways, Chassis Cabs and Stripped Chassis are available in E-350 and E-450 Super Duty models with wheelbase lengths ranging from 138 to 176 inches.

\$1,000 FORD TRUCK COMMERCIAL CONNECTION UPFIT ASSISTANCE FOR E-SERIES SUPER DUTY CUTAWAY, CHASSIS CABS AND STRIPPED CHASSIS



Upfit Reimbursement

for upfits costing \$1,200 or more.
Excludes factory installed options.

Eligible vehicles include 2003 and 2004 Model Year E-Series Super Duty Cutaways, Chassis Cabs and Stripped Chassis. **Motorhomes** F53 and E35/E45 w/Option 47M are excluded from this incentive.



2004 E-SERIES SUPER DUTY CUTAWAY, CHASSIS CAB & STRIPPED CHASSIS ENGINE AVAILABILITY

Engines

E-350 Super Duty Cutaway (SRW)

5.4L SEFI V-8 (Standard)
6.8L SEFI V-10
Power Stroke® 6.0L V-8 Diesel*

E-350 Super Duty Cutaway and Chassis Cab (DRW)

5.4L SEFI V-8 (Standard)
6.8L SEFI V-10
Power Stroke® 6.0L V-8 Diesel*

E-450 Super Duty Cutaway and Chassis Cab (DRW)

5.4L Natural Gas*
6.8L SEFI V-10 (Standard)
Power Stroke® 6.0L V-8 Diesel*

E-350 Super Duty Stripped Chassis (SRW)

5.4L SEFI V-8

E-350 Super Duty Stripped Chassis (DRW)

5.4L SEFI V-8 (Standard)
6.8L SEFI V-10

E-450 Super Duty Stripped Chassis (DRW)

5.4L SEFI V-8 (Standard)
6.8L SEFI V-8

Transmissions

Electronic 4-Spd. Auto. O/D (4R100) 99L/44E
Electronic 4-Spd. Auto. O/D (4R100) 99S/44E
Electronic 5-Spd. Auto. O/D TorqShift™ 99F/44B

Electronic 4-Spd. Auto. O/D (4R100) 99L/44E
Electronic 4-Spd. Auto. O/D (4R100) 99S/44E
Electronic 5-Spd. Auto. O/D TorqShift™ 99F/44B

Electronic 4-Spd. Auto. O/D (4R100) 99M/44E
Electronic 4-Spd. Auto. O/D (4R100) 99S/44E
Electronic 5-Spd. Auto. O/D TorqShift™ 99F/44B

Electronic 4-Spd. Auto. O/D (4R100) 99L/44E

Electronic 4-Spd. Auto. O/D (4R100) 99L/44E
Electronic 4-Spd. Auto. O/D (4R100) 99S/44E

Electronic 4-Spd. Auto. O/D (4R100) 99L/44E
Electronic 4-Spd. Auto. O/D (4R100) 99S/44E

*Available January 2004.



LOOK TO THE FORD TRUCK COMMERCIAL CONNECTION FOR EXCEPTIONAL UPFIT INCENTIVE OPTIONS



2004 E-SERIES WAGONS PROVIDE EASY PEOPLE MOVING SOLUTIONS

E-Series Wagons are an ideal solution for businesses that need to transport people but don't want to face major upfitting issues. Seating for up to 15, comfortable interiors and passenger protection features make these wagons a practical choice for business shuttles and commercial transportation needs.¹ Four-wheel ABS, 3-point safety belts, driver and passenger side airbags² and side intrusion door beams offer protection for everyone on board. (See Owners Guide for driving and handling guidelines.)

E-Series Wagon interior and functional enhancement options include interior and exterior upgrade packages, center aisle prep packages, a dedicated natural gas vehicle configuration, extended range fuel tanks, an available Class II/III/IV trailer towing package (Class I towing package is included with step bumper only), plus a number of available powertrains, including the new-for-2004 Power Stroke[®] 6.0L V-8 Diesel Engine³ on E-350 Super Duty Wagons.

2004 FORD E-SERIES WAGON ENGINE AVAILABILITY

Engines	Transmissions
E-150 Wagon	
4.6L SEFI V-8 (Standard)	4-Spd. Auto. O/D (4R70W) 99W/44U
5.4L SEFI V-8	4-Spd. Auto. O/D (4R75W) 99L/44U
E-350 Wagon	
5.4L SEFI V-8 (Standard)	Electronic 4-Spd. Auto. O/D (4R70W) 99L/44E
5.4L Natural Gas	Electronic 4-Spd. Auto. O/D (4R100) 99M/44E
6.8L SEFI V-10	Electronic 4-Spd. Auto. O/D (4R100) 99S/44E
Power Stroke [®] 6.0L V-8 Diesel ³	Electronic 5-Spd. Auto. O/D TorqShift [™] 99F/44B

¹Passenger and load capacity limited by weight and weight distribution.
²Always wear your safety belt and secure children in the rear seat.
³Available January 2004.

Ford E-Series Wagon Incentive Offers:

\$300

Cash Incentive or



Heavy-Duty Tool Kit Choice or

\$1,000

Upfit Reimbursement

Available on upfits costing \$1,200 or more.
 Excludes factory installed options.



BENEFIT YOUR BUSINESS' BOTTOM LINE WITH FREESTAR CARGO VANS AND FORD TRUCK COMMERCIAL CONNECTION INCENTIVES

ALL-NEW 2004 FREESTAR PUTS **BUILT FORD TOUGH** IN A SMART NEW SMALLER-SIZE CARGO VAN!

It's new and ready to flex its muscles. The 2004 Freestar Cargo Van has rugged cargo-carrying capabilities, ample towing capacity and the up-to-the-minute styling and amenities to make any kind of work more enjoyable. Freestar Cargo Van major standard features include:

- Standard 3.9L SPI V-6 Engine
- Four-speed automatic transmission with full electronic controls and overdrive lockout
- Power-Assisted four wheel disc brakes
- Anti-Lock Braking System (ABS)
- Power Rack & Pinion Steering
- 16" Steel Wheels
- Power Exterior Mirrors
- Manual Air Conditioning
- Air Bags for Driver & Front Passenger*
- Passive Anti-Theft System SecuriLock[™]
- Remote Keyless Entry
- Light/Visibility Group
- Rear Window Defroster
- Power Locks with Accessory Delay and Autolock
- Power Front and Rear Quarter Windows
- Continued Safety Leadership

*Always wear your safety belt and secure children in the rear seat.

Freestar Cargo Vans feature a hefty 3.9L SPI V-6 engine that delivers 193 horsepower and 240 lbs. ft. of torque, with an automatic overdrive transmission that's more precise than manual shifting and a lot more convenient for stop and go deliveries and fighting traffic.



Ford Truck Commercial Connection incentives extend to customers who need **Built Ford Tough** trucks on a slightly smaller scale. Rugged and versatile Freestar Vans also come with attractive incentive choices. For commercial customers, these Ford Truck Commercial Connection incentive choices include:

Ford Freestar Van Incentive Offers:

\$300

Cash Incentive or

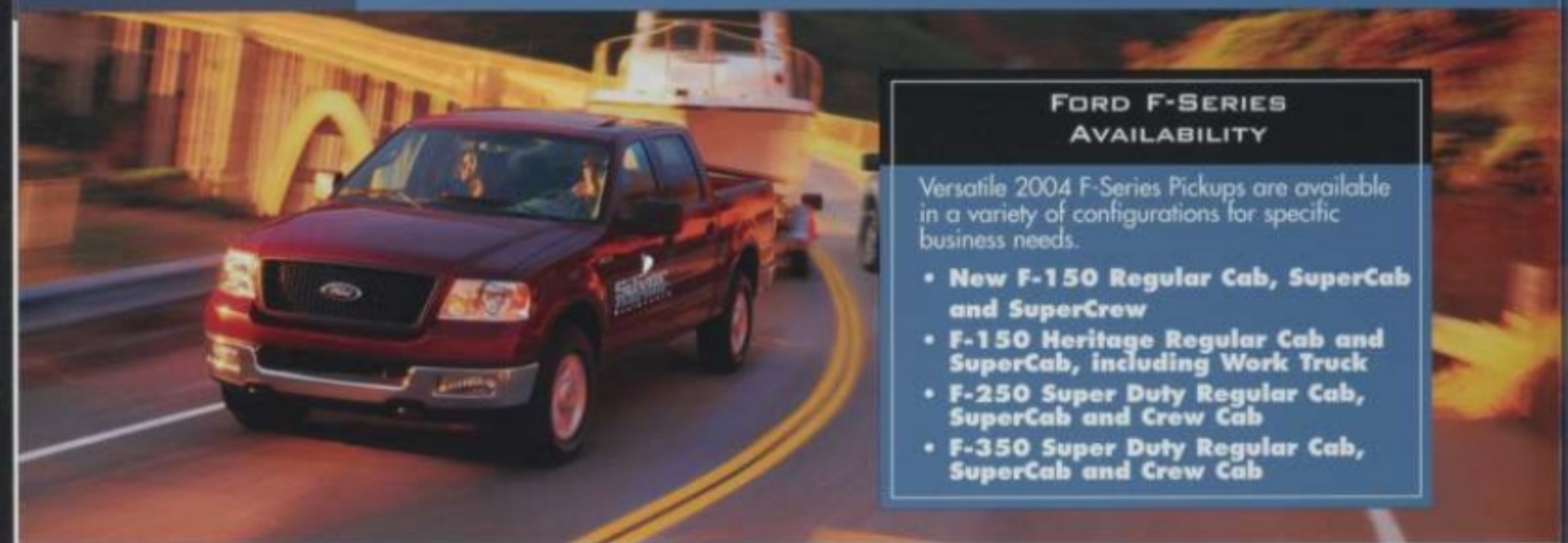


Heavy-Duty Tool Kit Choice or

\$1,000

Upfit Reimbursement

Available on upfits costing \$1,200 or more.
 Excludes factory installed options.



**FORD F-SERIES
AVAILABILITY**

Versatile 2004 F-Series Pickups are available in a variety of configurations for specific business needs.

- **New F-150 Regular Cab, SuperCab and SuperCrew**
- **F-150 Heritage Regular Cab and SuperCab, including Work Truck**
- **F-250 Super Duty Regular Cab, SuperCab and Crew Cab**
- **F-350 Super Duty Regular Cab, SuperCab and Crew Cab**

TOUGH JOBS CALL FOR BUILT FORD TOUGH F-SERIES TRUCKS

THE 2004 F-150 INTRODUCES A WHOLE NEW ERA IN BUILT FORD TOUGH AND IS READY TO WORK FOR YOU

F-150, offering a choice of Regular Cab, SuperCab or SuperCrew, has led the F-Series line to sales leadership – F-Series is the best selling truck in the nation for 26 years and the best selling vehicle in the U.S. for 21 years. That leadership is destined to continue with the all-new 2004 F-150.

The new 2004 F-150 dramatically improves on Ford's proven truck tradition by providing enhanced capability and functionality while delivering driving dynamics and interior comfort never before experienced in the full-size pickup market.

The 2004 F-150 has the **strongest frame** of any pickup in its class, which helps give it the **highest payload**. In addition, it boasts the highest trailer towing capacity and with the new 5.4L 3-valve Triton™ V-8, the most low-end torque. And the all-new F-150 is now available in five distinct series: XL, STX, XLT, FX4 and Lariat, which offer clear interior and exterior differentiation to most appeal to the needs of individual consumers.

F-150 HERITAGE WORK TRUCK IS STILL AS TOUGH AS YOU WANT!

The 2004 F-150 Heritage continues to offer, in the existing F-150 body style, the functionality and capability that comes from the over 55 year legacy of F-Series trucks.

Customers in search of **Built Ford Tough** performance are sure to find it in the F-150 Heritage with its wide range of hardworking functional features like the 4.2L V-6 engine, manual transmission and Work Truck Group.

The 2004 F-150 Work Truck Group (Option Code 772 available in all XL units) provides strong value in a **Built Ford Tough** Truck.

Standard Equipment

- Vinyl bench seat
- Grey painted front and rear bumpers
- Grey grille surround
- Grey wheel hub ornament

Options

- Air Conditioning (572)
- 40/60 cloth split bench seat (Fleet only)
- Power windows, locks and black exterior mirrors (85A) – (Fleet only)

Restrictions (Not available with the following):

- Flareside models
- Aluminum wheels (641, 646)
- Carpet/carpeted floor mats (168)
- AM/FM Stereo/Clock Single CD (585)
- Two-tone paint (954)
- Fog lamps (595)

AVAILABLE 2004 F-150 HERITAGE ENGINES (4x2 & 4x4)	
Engines	Transmission
4.2L SEFI V-6	5-Speed Manual O/D 4-Speed Auto O/D
4.6L SEFI V-8	4-Speed Auto O/D
5.4L Natural Gas V-8*	4-Speed Auto O/D
5.4L SEFI V-8 Bi-fuel	4-Speed Auto O/D

*Not available in 4x4.

FORD TRUCK COMMERCIAL CONNECTION UPFIT AND CASH INCENTIVES ADD TO F-SERIES VALUE

F-150 Incentive Offers:

\$300

Cash Incentive or



Heavy-Duty Tool Kit Choice or

\$500

Upfit Reimbursement

Available on upfits costing \$1,200 or more. Excludes factory installed options.



2004 BUILT FORD TOUGH SUPER DUTY PICKUPS WORK HARD AND ARE IN THE OVER 8,500 POUNDS CLASS

Ford F-250 and F-350 Super Duty Pickup Trucks are available in a variety of 4x2 and 4x4 wheelbase lengths, Regular Cab, SuperCab and Crew Cabs in XL, XLT and Lariat trim levels.

The F-350 Super Duty, with 9,700 to 11,500 lb. GVWRs, offers 24 total configurations. A single rear wheel (SRW) option enables F-350 Super Duty to offer 6 unique configurations.

F-250 and F-350 Super Duty Pickups are available with six-speed manual overdrive, electronic four-speed automatic overdrive or TorqShift™ 5-speed automatic transmission*, with a choice of three powerful engines:

- 5.4L SEFI V-8
- 6.8L SEFI V-10
- Power Stroke® 6.0L V-8 Diesel

The 2004 model year adds many new features with a **Harley-Davidson™ Package**, available on SuperCab and Crew Cab SRW Lariat, which includes:

- Unique exterior and interior appearance
- Power sliding rear window
- 18" wheels and tires
- Plus much more!

*TorqShift™ 5-speed automatic transmission available with Power Stroke® 6.0L V-8 Diesel Engine only.

F-250/F-350 Super Duty Pickup Incentive Offers:

\$300

Cash Incentive or



Heavy-Duty Tool Kit Choice or

\$1,000

Upfit Reimbursement

Available on upfits costing \$1,200 or more. Excludes factory installed options.

**F-SERIES PICKUPS:
FOUND WHERE THE TOUGH JOBS ARE!**



FORD F-SERIES SUPER DUTY CHASSIS CABS MEET THE CHALLENGE

The rugged F-550 Super Duty Chassis Cab has a standard GVWR rating of 17,500-lbs., which helps it provide loads of work capability. Even more load-carrying capability, a 19,000-lb. rating, is available with a properly equipped F-550 Regular Cab 4x2.

The 2004-model Ford F-Series Super Duty Chassis Cabs offer a number of new features and amenities

- All new Crew Cab rear bench seat on XLT and Lariat trim: features a new FlexFold® 60/40 seat design that provides a very functional flat steel load floor and new outboard head restraints.
- A recline feature has been added to the XL trim front full bench seat, for greater comfort.
- New wider rear Crew Cab door openings for improved ingress/egress.
- AM/FM stereo with single CD player standard on XLT and Lariat.
- Improved diesel emissions, with engine hardware revisions.
- A keypad has been added as a feature to the Advanced Security Group, which is optional on XLT and standard on Lariat trim. This keypad is located forward of the driver side door handle and allows customers to program a personalized numeric code for vehicle entry convenience.

Colors Added

- Dark Green Satin Clearcoat (FW)
- Medium Wedgewood Blue Clearcoat Metallic (LD)
- Dark Toreador Red Clearcoat (JM)

\$1,000 CHASSIS CAB UPFIT ASSISTANCE – AVAILABLE FOR FORD TRUCK COMMERCIAL CONNECTION CUSTOMERS
F-Series Super Duty Chassis Cabs Upfit Incentive Offer:

\$1,000

Upfit Reimbursement

On upfits costing \$1,200 or more (excluding factory installed options) for the purchase or lease of any 2003 and 2004 F-350/F-450/F-550 Super Duty Chassis Cab, or F-250/F-350 Super Duty Pickup with Box Delete Option.

2004 F-350, F-450 & F-550 SUPER DUTY CHASSIS CAB ENGINE AND TRANSMISSION COMBINATIONS

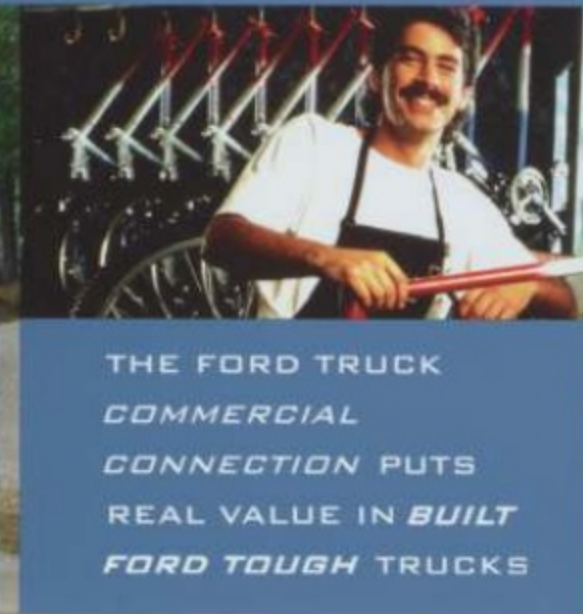
Transmission	Engines		
	5.4L SEFI V-8	6.8L SEFI V-10	Power Stroke® 6.0L V-8 Diesel
X = Available in F-450 & F-550 Y = Available in F-350			
Electronic Four-Speed Automatic	Y	X,Y	
Six-Speed Manual OD-HD	Y	X,Y	X,Y
Electronic Five-Speed Automatic			X,Y

See your Ford Truck dealer for specific powertrain applications.

TYPICAL 2004 F-350, F-450 & F-550 SUPER DUTY CHASSIS CAB DIMENSIONS

Wheelbase	Cab To Axle Distance		
	Regular Cab	SuperCab	Crew Cab
141"	60"	—	—
162"	—	60"	—
165"	84"	—	—
176"	—	—	60"
189**	108"	—	—
200**	—	—	84"
201**	120"	—	—

*F-450 and F-550 only.



THE FORD TRUCK COMMERCIAL CONNECTION PUTS REAL VALUE IN BUILT FORD TOUGH TRUCKS

BIG AND TOUGH JOBS DON'T DAUNT FORD RANGER PICKUPS

The 2004 Ranger roars in with a standard 2.3L I-4 engine. There's also a 3.0L V-6 engine producing 148 horsepower at 5,000 rpm and 185 lbs. ft. of torque at 3,750 rpm plus a 4.0L V-6 engine with 207 horsepower at 5,250 rpm and 238 lbs. ft. of torque at 3,000 rpm.

Regular Cab and SuperCab models are available in 4x2 and 4x4 combinations, with features like four-wheel ABS, standard electronic shift-on-the-fly system on all 4x4. Available options to consider are the Class III trailer hitch receiver, limited slip rear axle and Payload Package #2. The 2004 Ranger Pickup may be compact, but this hardworking pickup is **Built Ford Tough!**

FORD TRUCK COMMERCIAL CONNECTION INCENTIVES PUT RANGER VALUE TO WORK FOR YOU!

Ranger Pickup Incentive Offers:

\$300

Cash Incentive or



Heavy-Duty Tool Kit Choice or

\$1,000

Upfit Reimbursement

Available on upfits costing \$1,200 or more. Excludes factory installed options.

FORD TRUCK COMMERCIAL CONNECTION INCENTIVES AT A GLANCE

2003 & 2004 MY Vehicle Purchased or Leased	PROPOSED 2004 MY FORD TRUCK COMMERCIAL CONNECTION PROGRAM					
	\$300 Cash Alternative OR \$500 MILWAUKEE Heavy-Duty Tool Kit Packages (New For 2004)	OR \$1,200 For Upfit Assistance ¹	OR \$500 For Upfit Assistance ¹	OR \$1000 For Upfit Assistance ¹	OR No Charge Interior System ¹	OR No Charge Power Option Group ¹
E-Series Cargo Vans	X	X			X	X
E-Series Cutaways, Stripped Chassis & Chassis Cabs ²				X		
E-Series Wagons	X			X		
Freestar/Windstar Vans	X			X		
F-150 Pickups	X		X			
F-250/F-350 Pickups	X			X		
F-350/F-450/F-550 S.D. Chassis Cabs				X		
Ranger Pickups	X			X		

¹Upfit assistance for upfits costing \$1,200 or more. Assistance excludes factory installed options. F-150 will be \$500 for first half of the year and \$1,000 for the second half of the year.

²Masterack® Work Bin Rack System or EconoCargo® Interior System.

³No Charge Power Option Group is only available to FIN customers eligible for 56M discounts.

⁴Excludes Motorhomes F53 and E35/E45/E55 w/Option 47M.



CommercialLeasePlus[®]
THE FULL-SERVICE LEASE PLAN - FOR YOUR BUSINESS

SUPPORT IS ALWAYS ONGOING FOR FORD TRUCK COMMERCIAL CONNECTION CUSTOMERS

These pages contain more ways we support our business customers.

FORD CREDIT COMMERCIALEASEPLUS[®] CAN HELP SAVE DOLLARS AND SO MUCH MORE!

Saving time as well as money. That's the big idea behind CommercialLeasePlus[®] from Ford Credit Commercial Lending Services. Its added benefits - the *Plus* - come from a precise level of available maintenance management and service programs covering all Ford vehicle models and applications. Additional standard benefits include:

Peace of mind with:

- Toll-free 24-hour emergency roadside repair program anywhere in the U.S.
- Maintenance programs covering virtually all scheduled and unscheduled repair and maintenance occurrences.*
- Replacement vehicle and warranty recovery assistance.
- Ford Quality Fleet Care, for reduced maintenance costs and reduced vehicle and downtime.

Free up time to manage your business:

- Preventive maintenance scheduling with reminders based on vehicle usage and mileage.
- Consolidated billing for vehicle and maintenance/repairs.
- Customized monthly maintenance reporting via the Internet.
- Downloadable monthly billing detail via the internet.
- Quarterly fleet evaluation reports.

Ford Credit CommercialLeasePlus[®] is an exceptional full service lease plan for any business. Ask your Ford Credit Commercial Lending Services representative how CommercialLeasePlus[®] can help reduce costs and simplify the fleet management experience for you.

*Guaranteed Maintenance/Prepaid Program does not cover repairs due to driver abuse/misuse or collision.

BUSINESS PREFERRED NETWORK (BPN)

Business Preferred Network dealers are committed to providing commercial customers with the finest in customer-driven sales, service and financing. They recognize that business vehicles are often critical tools for assuring both individual livelihoods and corporate success. Every BPN dealer member is committed to providing the best in customer satisfaction and owner loyalty:

- Priority service for BPN customers.
- A Commercial Account Manager dedicated to BPN small-to-medium sized business customers.
- Expert experience and product knowledge.
- Extended service plans, centralized billing systems and maintenance programs.

These and many other Business Preferred Network dealer commitments assure you of unparalleled attention and satisfaction for your business transportation needs.

UPTIME CRITICAL PARTS PROGRAM KEEPS FORD TRUCKS ON THE ROAD

Ford Division recognizes that dependability and ease of maintenance are a high priority among the needs of commercial customers, and we understand the importance of "uptime" for those who can't work without their trucks. That's why we've established the Uptime Critical Parts Program (UCPP). It provides next day delivery of 9,600 mission-critical parts with orders taken 365 days a year, 24 hours a day, seven days a week anywhere in the United States. That's just one more way that Ford shows its commitment to providing the highest level of customer service.

NEED MORE INFORMATION?

Visit our commercial website at www.fordvehicles.com and follow the commercial truck link for more information about Ford Commercial Trucks and Business Preferred Network.

Your Ford dealer's commercial account consultant will also be pleased to demonstrate why we say,

"WHAT BUSINESS ARE YOU IN? SO ARE WE!"





Ford Motor Company.
100 YEARS