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F-150 HERITAGE | F-150 | F-SERIES SUPER DUTY | E-SERIES



COMMERCIAL



# COMMERCIAL TRUCKS

**BUILT FOR THE MOST IMPORTANT BUSINESS IN THE WORLD.**

Yours. When it gets right down to it, that's the business that matters most. Whether your enterprise is going into its second century or this is your first acquisition, you probably already know that Ford Trucks are essential assets. They come in virtually every size and shape and do more than their share of the work. We wouldn't have it any other way. Perhaps that is why so many businesses are driven exclusively by Ford Trucks. So let's get to work.



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**TOUGH**



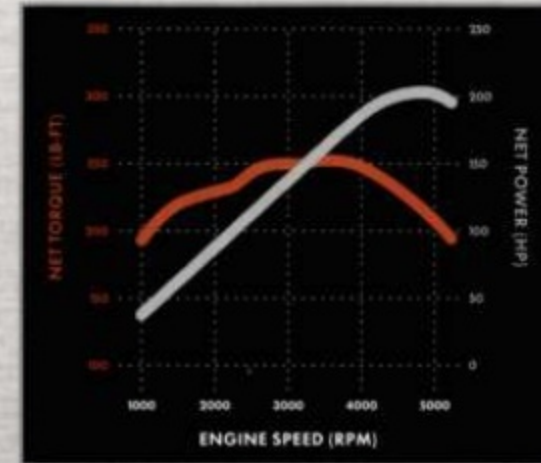
# POWER PLAY

## INSIDE EVERY GREAT TRUCK IS A GREAT ENGINE.

You rely on your truck to succeed in business, and your truck depends on engine power to get the work done. That's why we devote so much effort to powertrain development.

From the renowned Triton™ V8s and V10 engines, to the 32-valve 6.0L Power Stroke® V8 Turbo Diesel, to a range of Cummins® and Caterpillar® engine power on F-650/F-750,

we provide you with truck engines that crank out loads of torque when and where you need it. On the bottom line.

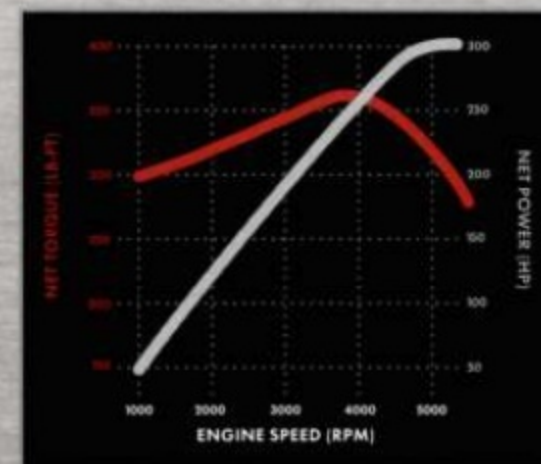
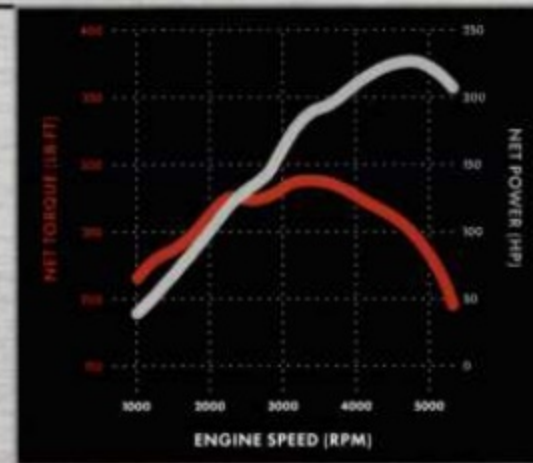


### 4.2L V6

The 4.2L SEFI V6 engine sets the standard on F-150 Heritage pickups with impressive numbers – 202 hp @ 4800 rpm and 252 lb.-ft. of torque @ 3400 rpm.

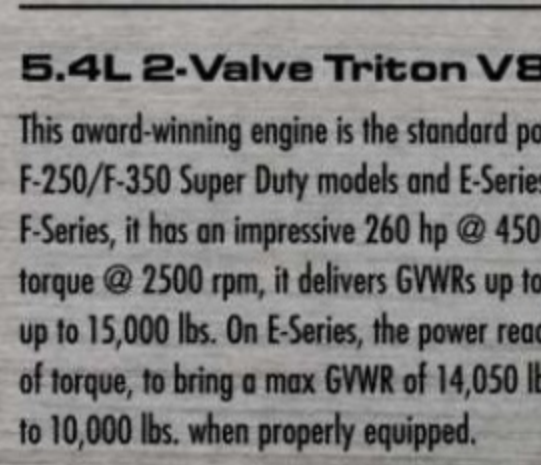
### 4.6L Triton V8

Whether you are pulling, passing, hauling or revving, the 4.6L Triton V8 makes a powerful statement. On the new 2004 F-150, it's the standard engine and it delivers 231 hp @ 4750 rpm and 293 lb.-ft. of torque @ 3500 rpm. The same ratings apply when you opt for it in the F-150 Heritage. And this year, it's now the standard engine on E-150 vans and wagons, where it paces the team with 225 hp @ 4800 and torque of 286 lb.-ft. @ 3500 rpm.



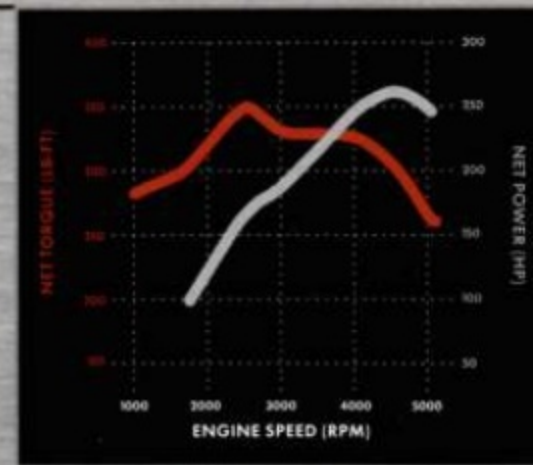
### NEW 5.4L 3-Valve Triton V8

Available on the new F-150, the new, more powerful 300-hp 5.4L 3-valve Triton V8 puts out more of what you want. 15% more horsepower than before. And it delivers instant gratification, delivering 80% of its peak torque at 1000 rpm, topping out at 365 lb.-ft. of torque @ 3750 rpm.



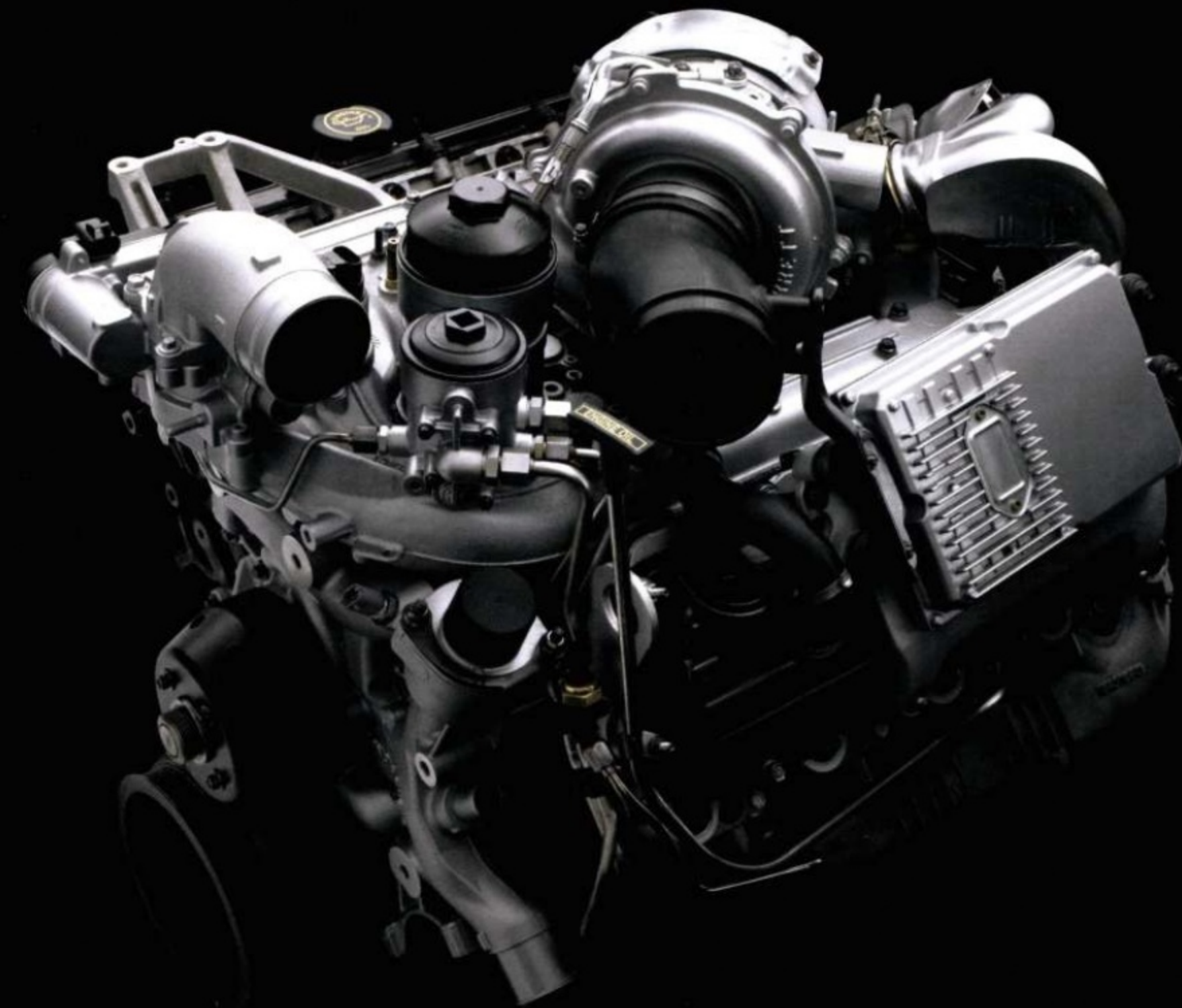
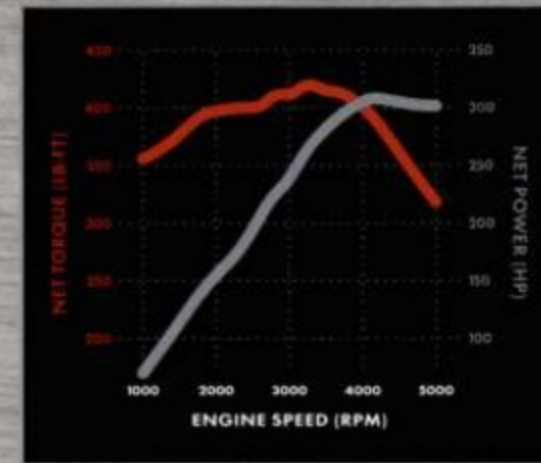
### 5.4L 2-Valve Triton V8

This award-winning engine is the standard powerplant for most F-250/F-350 Super Duty models and E-Series Super Duty Vans. On F-Series, it has an impressive 260 hp @ 4500 rpm and 350 lb.-ft. of torque @ 2500 rpm, it delivers GVWRs up to 11,200 lbs. and GCWRs up to 15,000 lbs. On E-Series, the power reaches 255 hp, and 350 lb.-ft. of torque, to bring a max GVWR of 14,050 lbs. and towing capacity up to 10,000 lbs. when properly equipped.



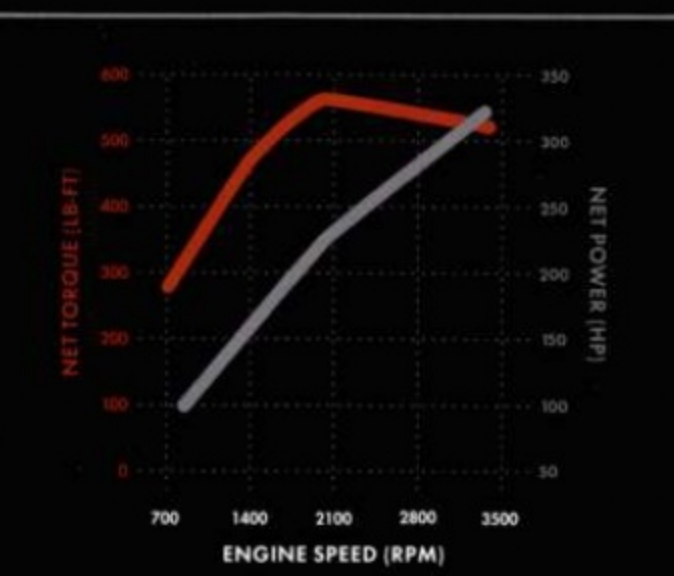
### 6.8L Triton V10

For outstanding load carrying and trailer towing, the powerful 6.8L Triton V10 SOHC gas engine delivers maximum available GVWRs. Available on F-Series Super Duty, it puts out 310 hp @ 4250 rpm and 425 lb.-ft. of torque @ 3250 rpm. On E-Series Super Duty models, the power outputs reach 305 hp @ 4250 rpm and 420 lb.-ft. of torque @ 3250 rpm.

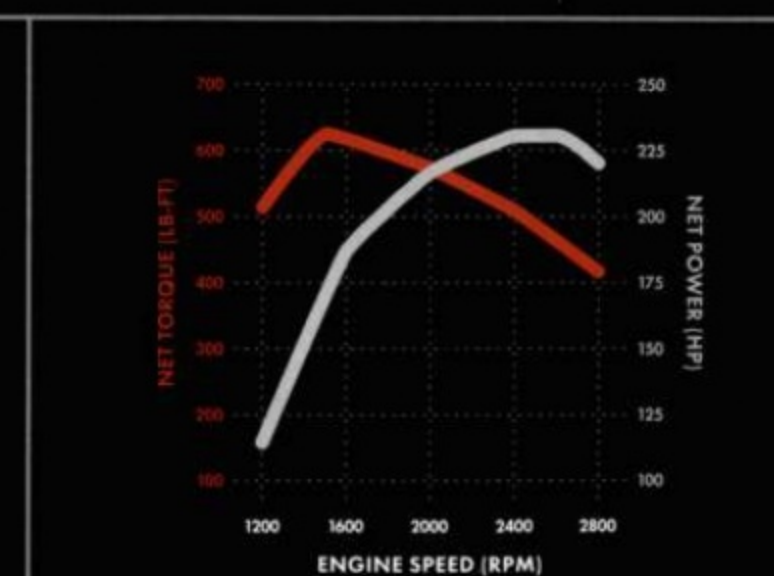


## POWER STROKE V8 TURBO DIESEL

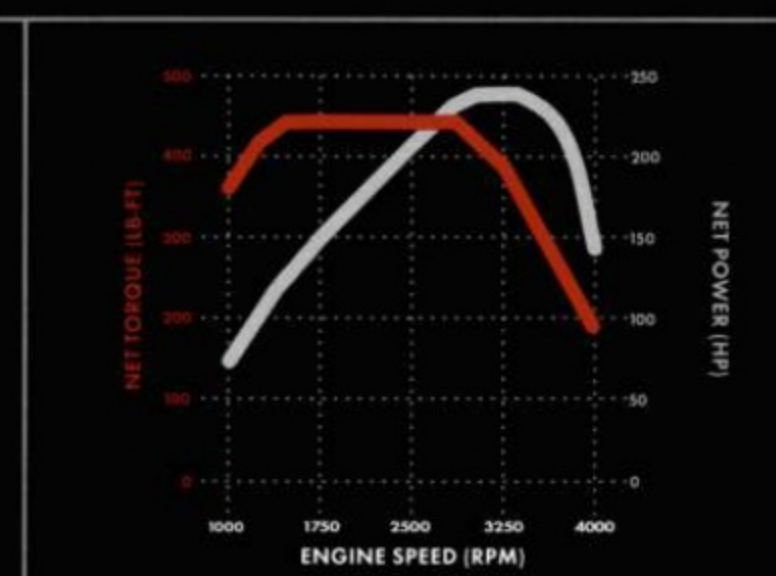
Named one of *Ward's AutoWorld's* "10 Best Engines" of 2003, the 6.0L Power Stroke® V8 Turbo Diesel is truly state-of-the-art. "What impressed Best Engines judges was the startling ease with which the Power Stroke accelerates a 3-ton truck. In many driving situations, its awesome torque makes Ford's F-350 feel like a Mustang." In fact, it offers the most torque of any engine in Class 2 through Class 5 trucks. It powers Ford trucks, from the big F-650/F-750 Super Duty Chassis Cabs, to F-250 – F-550 Super Duty Pickups and Chassis Cabs. This year, it adds E-Series to its stable with 235 hp and 440 lb.-ft. of torque. Transmissions? That's where the TorqShift™ 5-speed automatic or, on F-Series models, the 6-speed manual transmission comes in. They've been specially designed to handle the power of the Power Stroke V8 Turbo Diesel. The good news: no matter where you apply it, the power is there to work for you.



**F-250/F-350/F-450/F-550 6.0L**  
Horsepower: 325 @ 3300 rpm  
Torque: 560 lb.-ft. @ 2000 rpm



**F-650/F-750 6.0L**  
Horsepower: 230 @ 2600 rpm  
Torque: 620 lb.-ft. @ 1500 rpm



**E-350/E-450 6.0L**  
Horsepower: 235 @ 3300 rpm  
Torque: 440 lb.-ft. @ 2000 rpm

The optional TorqShift transmission was developed to handle the high-power torque outputs of the 6.0L Power Stroke V8.



# F-150 HERITAGE

## BUILT UPON YOUR CORE BUSINESS VALUES.

The F-150 Heritage is a full-size pickup legend. It provides roll-up-your-sleeves, hard-working value with a standard 4.2L V6. The work-site standards are there: XL and XLT, Regular Cab and SuperCab, 6.5' or 8' box. For those serious, get-down-and-dirty assignments, there is the XL Work Truck Group, which replaces carpet with vinyl and chrome with Grey molded plastic for no-fuss clean up.



### XL REGULAR CAB INTERIOR

Every office needs good furniture, especially if you drive in it. The F-150 Heritage XL Regular Cab comes standard with a durable cloth bench seat (optional with the Work Truck Group).

### MAJOR STANDARD EQUIPMENT

- 4.2L V6 engine
- 5-speed manual transmission
- Power steering
- Driver and right-front passenger airbags with passenger-side deactivation switch
- Air conditioning
- 4 doors (on SuperCab)
- Tilt steering wheel with speed control (XLT)
- Cloth front bench seat (XL)
- Rear flip-up bench seat (SuperCab)

- AM/FM stereo/cassette and 4 speakers (XL)
- Grab handles
- Auxiliary power point
- Removable tailgate
- Cargo box tie-down hooks (4)
- 4-pin trailer wiring connection
- SecurILock<sup>®</sup> passive anti-theft system
- Spare tire with lock
- Cupholders and ashcup
- Power windows, door locks and sideview mirrors (XLT)
- 4-wheel power disc anti-lock braking system (ABS)

### MAJOR OPTIONAL EQUIPMENT

- 4.6L Triton<sup>™</sup> V8 engine
- 4-speed automatic transmission
- Work Truck Group
- Power windows, locks and mirrors with remote keyless entry (XL and XL Work Truck Group) (Fleet only)
- 40/60 cloth front split-bench seat (XL and XL Work Truck Group) (Fleet only)
- Power adjustable pedals

- Limited-slip rear axle
- Class III Trailer Tow Package
- Skid plates (4x4 only)
- Electric Shift-On-the-Fly 4-wheel-drive system (4x4 XLT only)
- Cloth captain's chairs with center console and driver and front-passenger lumbar supports (XLT)
- Daytime running lamps (Fleet only)
- All-terrain tires (4x4 only)
- Sliding rear window

### ENGINES

**4.2L SEFI V6 Engine**  
Horsepower: 202 @ 4800 rpm  
Torque: 252 lb.-ft. @ 3400 rpm

**4.6L Triton V8 Engine**  
Horsepower: 231 @ 4750 rpm  
Torque: 293 lb.-ft. @ 3500 rpm



F-150 Heritage: XL Regular Cab 4x2 with optional Work Truck Group in Oxford White and XL SuperCab 4x4 in Silver Metallic.



### TWO-TIER LOADING

Payload flexibility. Expand your possibilities using F-150 Heritage's two-tier loading capability. With just a couple of 2x4s and a sheet of plywood, you can have sturdy, two-level loading.



### 4-WHEEL DRIVEN

Since many job sites are mired in mud until the work is done, turn to the XL Regular Cab's 4x4 with manual shift-on-the-fly system to get you out of tough situations.



### VISOR STRAP

This simple strap keeps your small items, like maps, receipts and pens from getting misplaced or damaged.



# THE NEW F-150

**"THE BEST PICKUP EVER."**

— DETROIT FREE PRESS

The Next F-150 has arrived. There's nothing like it on earth.

It is the boldest, strongest and most capable Ford F-150 to

roam a crowded street or climb a remote trail. Outside, its

stance is firm. Inside, it ushers in a new era of truck design

and comfort. Underneath, it is built on the strongest, most

advanced F-150 chassis and suspension ever. And above

all, it is Built Ford Tough.



## ALL-NEW FRAME

The all-new F-150 frame is fully boxed, with through-rail welded crossmembers and hydroformed front rails. The result is a frame that's twice as strong and the strongest frame in its class.\*



## TAILGATE ASSIST

The new segment-exclusive Tailgate Assist™ employs a built-in torsion bar to bear much of the tailgate's weight. The result is a tailgate that is much easier to open and close. The pickup box is now over 2" deeper, adding up to 20% more cargo volume. Box lengths are still 5.5', 6.5' or 8'.

## MAJOR STANDARD EQUIPMENT

- 4.6L EFI Triton™ V8 engine
- 4-speed automatic transmission
- Mechanical shift-on-the-fly 4-wheel-drive system (4x4 only, Regular Cab and SuperCab)
- 4-wheel disc anti-lock braking system (ABS)
- Dual-stage driver and right-front passenger airbags
- Passenger-side airbag deactivation switch (Regular Cab)
- Air conditioning
- Regular Cab models are equipped with 4 doors for easy access to rear storage
- Lockable tailgate with class-exclusive Tailgate Assist

- Tilt steering wheel
- Tow hooks (4x4 only)
- 40/20/40 cloth split front seat with manual driver lumbar support (Regular Cab and SuperCab)
- 60/40 rear flip-up split-bench seat (SuperCab and SuperCrew)
- Grab handles
- Power point
- Cargo box tie-down hooks (4)
- SecuriLock® passive anti-theft system
- Rear step bumper
- 17" wheels and tires
- AM/FM stereo with clock (Regular Cab and SuperCab)

## MAJOR OPTIONAL EQUIPMENT

- 5.4L 3-valve Triton V8 engine
- Limited-slip rear axle
- Trailer Tow Package
- Skid plates (4x4 only)
- Electric Shift-On-the-Fly 4-wheel-drive system (4x4 only, standard with SuperCrew)
- Speed control
- Cargo cage bed extender (5.5' box only)

- Power moonroof (SuperCab and SuperCrew)
- Power adjustable pedals
- Manual sliding rear window
- Power sliding rear window (SuperCab and SuperCrew)
- Running boards
- AM/FM stereo/CD/cassette with clock
- AM/FM stereo with 6-disc in-dash CD changer and clock
- Daytime running lamps (Fleet only)
- 5.5' box (SuperCab)

\*Class is Full-size Pickups below 8500 GVWR and priced below \$45,000.



F-150 XL Regular Cab 4x4 Styleside in Aspen Green Metallic with 8' box and optional Heavy-Duty Payload and Trailer Tow packages.



## XLT INSTRUMENT PANEL

All in all, it's the new high-water mark in truck interior design and operation. Inside the new F-150, you're surrounded by purposeful design.



## XL SUPERCAB INTERIOR

SuperCab introduces rear-seat passengers to more room inside. In fact, every cab is also the most spacious of its kind in the class.



## REGULAR CAB 4-DOOR ACCESS

Our exclusive 4-door Regular Cab has a 6"-longer cab and includes a standard 40/20/40 reclining front seat with manual driver lumbar support.



# F-250/F-350 SUPER DUTY

## A STRONG DECISION.

F-Series Super Duty pickups are serious trucks for serious jobs.

From the standard 5.4L Triton™ V8 to the optional 6.8L Triton

V10 or the 6.0L Power Stroke® V8 Turbo Diesel, everything

about it says strength and power. Properly equipped, max

payloads range up to 5500 lbs. or it can conventionally tow

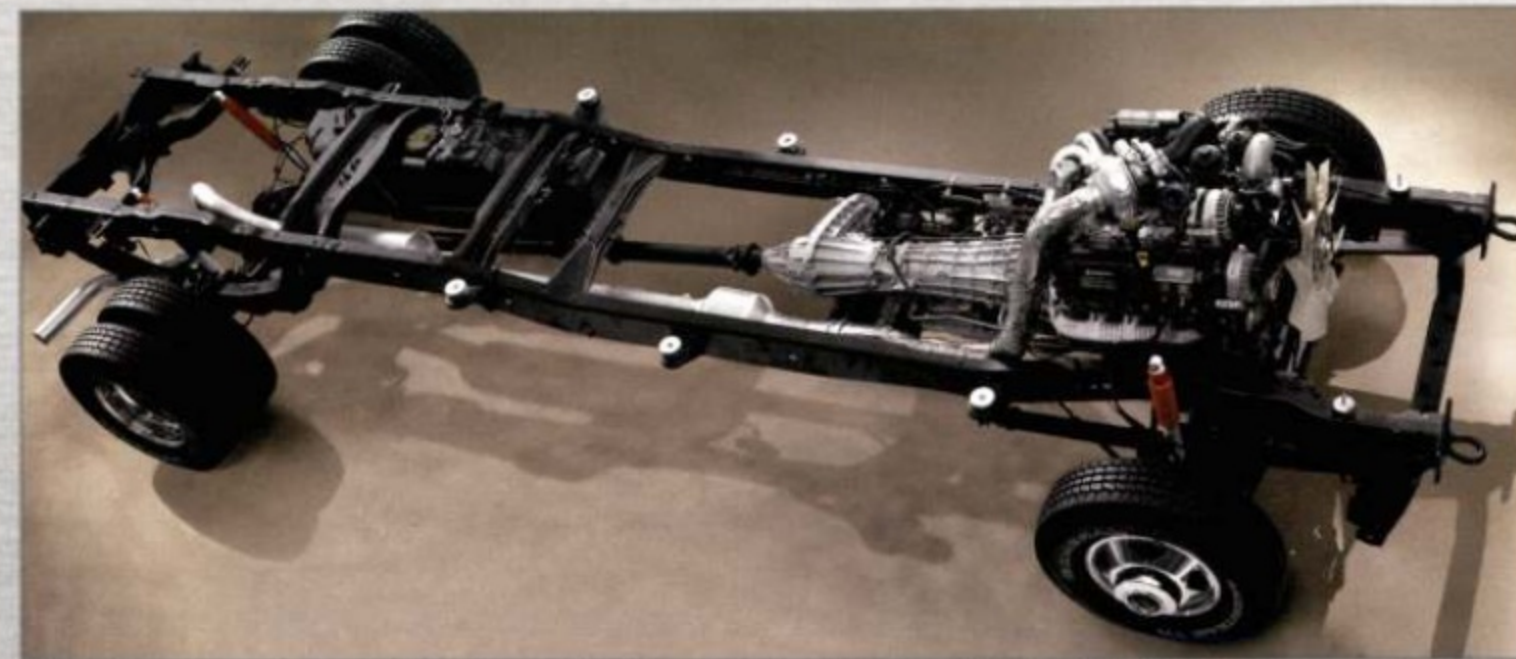
up to 13,900 lbs. There are big improvements inside, too.

The standard bench seat now reclines, Crew Cab rear-door

access was improved, and there is a new FlexFold™ 60/40

split-bench rear seat in XLT and Lariat Crew Cabs that

folds to accommodate crew and/or cargo.



### STRONG FOUNDATION

F-350 DRW 4x4 Crew Cab chassis shown with optional 6.0L Power Stroke V8 and FX4 Off-Road Package.

### MAJOR STANDARD EQUIPMENT

- 5.4L Triton V8 engine with 6-speed manual overdrive transmission
- 6.8L Triton V10 engine with 6-speed manual overdrive transmission (F-350 DRW Crew Cab)
- 4-wheel power disc anti-lock braking system (ABS)
- Driver and right-front passenger airbags
- Auxiliary power point

- Removable tailgate with lock
- Spare tire with lock
- Two front tow hooks
- Dual instrument panel-mounted cupholders
- Driver and front-passenger side grab handles
- Trailer Tow Package

### MAJOR OPTIONAL EQUIPMENT

- 5.4L Triton V8 engine with electronic 4-speed automatic overdrive transmission
- 6.8L Triton V10 engine with 6-speed manual overdrive transmission (standard on F-350 DRW Crew Cab)
- 6.8L Triton V10 engine with electronic 4-speed automatic overdrive transmission
- 6.0L Power Stroke V8 Turbo Diesel engine with 6-speed manual overdrive transmission
- 6.0L Power Stroke V8 Turbo Diesel engine with TorqShift™ 5-speed automatic overdrive transmission
- Skid Plate Package (4x4 only)

- Adjustable accelerator and brake pedals (XLT and Lariat only)
- Air conditioning (standard on XLT and Lariat)
- Roof clearance lights (standard on F-350 DRW)
- Electric Shift-On-the-Fly 4-wheel-drive system (4x4 only)
- Manual or power telescoping trailer tow mirrors
- Transmission Power TakeOff (PTO) provision
- Manual sliding rear window (standard on Lariat)
- Power sliding rear window (Lariat only)
- Daytime running lamps (Fleet only)
- Engine block heater (LPO)
- Pickup Box Delete (LPO XL, XLT)
- Reverse Sensing System (XLT and Lariat)

### ENGINES

**5.4L Triton V8 Engine**  
Horsepower: 260 @ 4500 rpm  
Torque: 350 lb.-ft. @ 2500 rpm

**6.8L Triton V10 Engine**  
Horsepower: 310 @ 4250 rpm  
Torque: 425 lb.-ft. @ 3250 rpm

**6.0L Power Stroke V8 Turbo Diesel Engine**  
Horsepower: 325 @ 3300 rpm  
Torque: 560 lb.-ft. @ 2000 rpm



F-250 SRW 4x4 XLT Crew Cab in Dark Green Satin Metallic, shown with optional equipment.



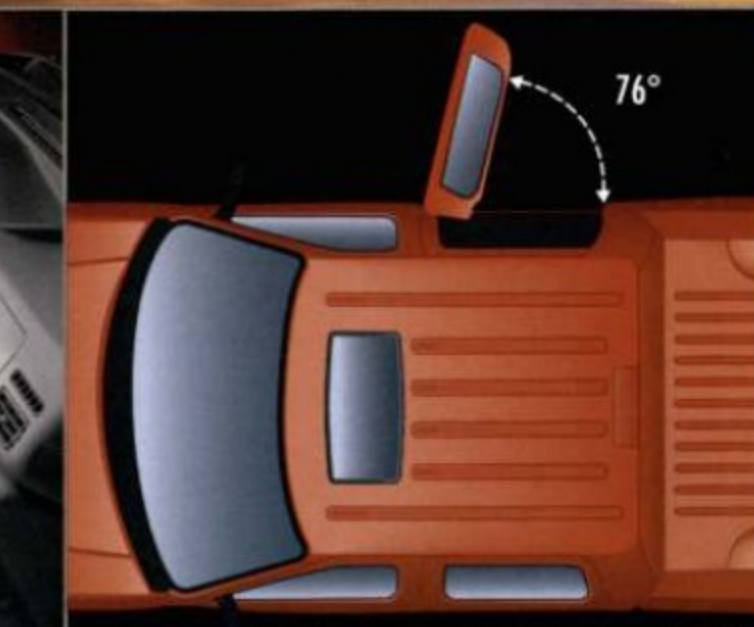
### FLEXFOLD SEATING

New FlexFold™ 60/40 split-bench rear seat permits either side to fold up or down for simultaneous seating and cargo. Available on XLT Crew Cab and Lariat.



### FLEXFOLD CARGO FLOOR

When the FlexFold seat cushions are up, the solid steel platform can be folded out to create a flat loadfloor for cargo of any kind you like.



### OPEN WIDE

Crew Cab's revised rear door hinges allow doors to open wider for improved access to the cab.



# F-350/F-450/F-550 SUPER DUTY CHASSIS CABS

## THE WAY TO GET THE JOB DONE RIGHT.

It all comes down to creating the complete package – the ideal vehicle to efficiently adapt to your specific needs.

We start with your applications and your upfitters in mind.

That's why we offer configurations ranging from F-250

and F-350 Pickup Box Delete with wide frames to F-350/

F-450/F-550 Chassis Cabs with narrow frames. And they're

all loaded with the features you need to get the job done.



### MAJOR STANDARD EQUIPMENT

- 5.4L Triton™ V8 engine with 6-speed manual overdrive transmission (F-350 SRW)
- 6.8L Triton V10 engine with 6-speed manual overdrive transmission (F-350 DRW and F-450)
- 6.8L Triton V10 engine with electronic 4-speed automatic overdrive transmission (F-550)
- 4-wheel anti-lock braking system (ABS)
- Driver and right-front passenger airbags (passenger airbag may be deleted)

### MAJOR OPTIONAL EQUIPMENT

- 5.4L Triton V8 engine with 6-speed manual overdrive transmission (F-350 DRW Regular Cab)
- 5.4L Triton V8 engine with electronic 4-speed automatic transmission (F-350 SRW/DRW Regular Cab)
- 6.8L Triton V10 engine with 6-speed manual overdrive transmission (F-350 SRW and F-550)
- 6.8L Triton V10 engine with electronic 4-speed automatic transmission (F-350 SRW/DRW and F-450)
- 6.0L Power Stroke® V8 Turbo Diesel engine with 6-speed manual overdrive transmission
- 6.0L Power Stroke V8 Turbo Diesel engine with TorqShift™ 5-speed automatic transmission
- 6-way power driver's seat (includes passenger seat on Crew Cab)

### ENGINES

**5.4L Triton V8 Engine**  
Horsepower: 260 @ 4500 rpm  
Torque: 350 lb.-ft. @ 2500 rpm

**6.8L Triton V10 Engine**  
Horsepower: 310 @ 4250 rpm  
Torque: 425 lb.-ft. @ 3250 rpm

- 40-gallon fuel tank (aft-of-axle)
- Auxiliary power point
- Dual instrument panel-mounted cupholders
- Driver and front-passenger side grab handles
- Trailer wiring (7-wire harness – blunt cut)
- Trailer tow mirrors – manual telescoping; and on XLT/Lariat power/heated glass with integrated turn signals and clearance lights
- Roof clearance lights
- Flip-open rear-quarter windows (SuperCab only)

- Dual diesel fuel tanks – 59-gallon combined capacity
- Adjustable accelerator and brake pedals (XLT and Lariat only)
- Automatic transmission Power TakeOff (PTO) provision
- Spare wheel, tire and jack
- Tilt steering wheel with speed control (XL)
- Electric Shift-On-the-Fly 4-wheel-drive system (F-350 4x4 only)
- Daytime running lamps (Fleet only)
- Clean Fuel Fleet Diesel option
- Dual alternators (requires Power Stroke engine)
- Transfer case skid plate (SuperCab and Crew Cab 4x4 only)
- Sliding rear window (XL and XLT)
- Snow Plow Prep Package
- 30,000-lb. GCWR (F-550 4x2)

**6.0L Power Stroke V8 Turbo Diesel Engine**  
Horsepower: 325 @ 3300 rpm  
Torque: 560 lb.-ft. @ 2000 rpm



F-450 Super Duty 4x2 XLT SuperCab shown in Oxford White and F-550 Super Duty 4x4 XL Regular Cab shown in Red. Both include optional equipment and aftermarket upfits.

**BUILT TOUGH**  
Two-piece frame rails allow for replaceable front section module for easy service.

**IMPROVED CREW CAB ACCESS**  
The rear door hinges in Crew Cab models have been revised to allow the door to open wider for improved ingress/egress.

**IMPROVED**  
Choice of payload ratings. Heavy-duty axles, springs, shocks and standard front and rear stabilizer bars allow you to do the really big jobs confidently.



**SKID PLATE**  
4x4 SuperCabs and Crew Cabs can be equipped with the enhanced protection of a transfer case skid plate.

**EASIER UPFITS**  
Wiring on isolated circuits is color coded to facilitate vocational upfits. Through-the-frame-rail fuel-filler neck makes upfitting easier.

F-550 XLT Crew Cab Chassis Cab shown in Black with optional equipment.

You need a space that keeps up with your demanding schedule. That's why F-Series Super Duty offers 3 different cab styles. Plus, numerous seating options – from a new reclining front bench seat feature on XL to luxurious leather-trimmed dual captain's chairs on Lariat. New this year on XLT and Lariat Crew Cabs is a super-convenient FlexFold™ 60/40 rear bench seat with outboard head restraints, providing the ultimate in personal and cargo transporting possibilities. Add to that a long list of standard convenience and comfort features, and you've got a work area that gets the job done.



XL SuperCab with new reclining front bench seat.



# F-650/F-750 SUPER DUTY

## BUILT FORD TOUGH. BUILT TO ORDER.

If you need a Class 6 or Class 7 truck, your needs are special.

We offer so many spec choices, that each F-650/F-750

Super Duty is virtually unique. The F-650/F-750 Super Duty

chassis alone in its class boasts 3 distinct cabs – Regular

Cab, 4-door SuperCab and Crew Cab. Choices also include

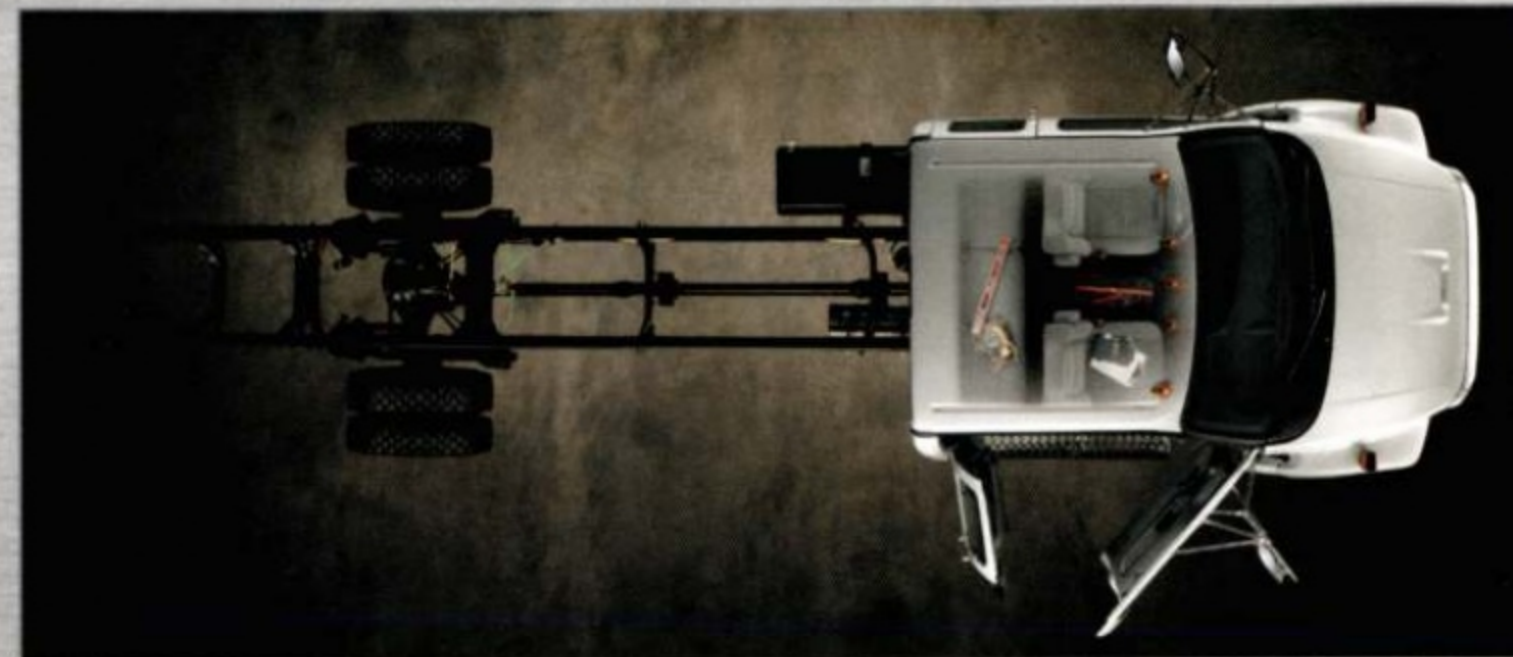
38 wheelbase combinations, 10 different suspension ratings

and 15 different transmission models. Add to that a

multitude of seats and 3 powerful diesel engine families with

14 different horsepower ratings. If you prefer to simplify,

our Work-Ready F-650 models may suit you perfectly.



### AVAILABLE CLEAN CAB-TO-AXLE AREA

The battery box, air tanks, fuel tanks and ABS modules are packaged and positioned on the frame and, in some cases, between the rails, making it possibly the cleanest-working frame cab-to-axle (CA) area available on the road today.

### XL MAJOR STANDARD EQUIPMENT

- Low-profile cab – For low center of gravity, more efficient over-cab upfits and easy access
- 6.0L Power Stroke® V8 Turbo Diesel engine
- Allison® 2000 Series 5-speed automatic transmission
- 12V, 130-amp, 1950-watt alternator
- Two Motorcraft® 12V, 625-CCA batteries
- 45-gallon U.S. fuel tank (right side)
- 4-channel anti-lock braking system (ABS)
- Body-builder wiring connectors at back of cab
- Exhaust – Single horizontal muffler and short tailpipe, aluminized steel, frame-mounted, right side
- Full-width steel front bumper, painted Dark Shadow Grey
- Front-end tilting fiberglass hood and fenders
- 5 roof marker/clearance lights
- Dual West Coast-style stainless steel mirrors
- Exterior and interior grab handles
- Instrument panel-mounted speed control (steering wheel-mounted – late availability)
- Tilt steering column
- Choice of 8 regular production paint colors

### XLT FEATURES

- Air conditioning, manual – Includes integral heater and defroster
- AM/FM stereo/cassette with clock and 4 speakers
- Power Equipment Group – 2 power windows with power door locks (4 with Crew Cab)
- Front bumper – Full-width, chrome-plated steel
- Grille – Chromed (includes chromed headlamp bezels)
- Back panel cover
- Soft armrest – Upper vinyl insert and map pocket with carpet
- Utility tray – Floor-mounted behind seat (Regular or Crew Cab only)
- Utility tray – On back panel (Regular Cab only)



### AIR-RIDE DRIVER'S SEAT

With its adjustable lumbar support, the Air-Ride seat option is the epitome of seat comfort (late availability).



F-650 Super Duty XLT Regular Cab in Oxford White.

### POWER STROKE V8 TURBO DIESEL



### 6.0L POWER STROKE® V8 TURBO DIESEL

With three power ratings to choose from, it can pump out up to 230 hp accompanied by 620 lb.-ft. of torque @ 1500 rpm.



### 7.2L CATERPILLAR® C7 DIESEL

The 7.2L Caterpillar C7 Diesel offers a wide range of torque from 520 lb.-ft. to a hard-working 860 lb.-ft. @ 1440 rpm.



### 5.9L CUMMINS® ISB DIESEL

The 5.9L Cummins ISB Diesel reaches max horsepower of 275 @ 2300 rpm and torque of 660 lb.-ft. @ 1600 rpm.



# E-SERIES COMMERCIAL

## THE FULL-SIZE VAN LEADER IS READY TO TAKE YOUR LEAD.

Ford E-Series has been the sales leader in the full-size van market for over 24 years. Today, the lineup ranges from the trusted E-150 to the mighty E-450 Super Duty DRW Chassis Cab, from GVWRs of 6700 lbs. to 14,050 lbs. with standard V8 engines across the line, to the new 6.0L Power Stroke® V8 Turbo Diesel with 5-speed TorqShift™ automatic overdrive transmission.\* There are also choices of seating, storage and transportation configurations to meet all your needs. It's no wonder the E-Series remains the full-size van champ.



### CENTER AISLE SEATING

With wagons, 6 different seating configurations are offered, including the all-new 11- and 14-passenger TDM® EZ™ Entry Center Aisle Seating System. (TDM upfit available for an additional charge.)



### CHOICES THAT WORK

With choices of 16 configurations and numerous wheelbase and trim alternatives, there's a combo that's right for you. E-Series is available with 3 wheelbase choices and payload capacities of up to 9480 lbs., depending on the model.

### ENGINES

**4.6L Triton V8 Engine**  
Horsepower: 225 @ 4800 rpm  
Torque: 286 lb.-ft. @ 3500 rpm

**5.4L Triton V8 Engine**  
Horsepower: 255 @ 4500 rpm  
Torque: 350 lb.-ft. @ 2500 rpm

**6.8L Triton V10 Engine**  
Horsepower: 305 @ 4250 rpm  
Torque: 420 lb.-ft. @ 3250 rpm

**6.0L Power Stroke V8 Turbo Diesel Engine**  
Horsepower: 235 @ 3300 rpm  
Torque: 440 lb.-ft. @ 2000 rpm

\*Late availability.



E-150 XL Commercial Van shown with aftermarket equipment, in Oxford White.



### NO-CHARGE MASTERACK® RACK SYSTEM

The available, no-charge Masterack Racks and Bins System can be enhanced to meet your specific needs.

### NO-CHARGE ECONOCARGO® SYSTEM

The no-charge insulated EconoCargo System, which maximizes space to manage and secure cargo is available with an optional ladder rack.

### GENERAL DELIVERY UPGRADE PACKAGE

This and many other upgrades are available to better prepare your van for business opportunities.



## 2004 Ford Truck COMMERCIAL CONNECTION PROGRAM

The 2004-model Ford Truck Commercial Connection extends our commitment to uncompromising value. It's aggressive, easy-to-understand incentive options proudly stand, ready to meet the essential transportation needs of American business, industry and commerce. See your dealer for details on these and other applicable incentive programs.

Eligible commercial customers\* may select one of the following incentives with each purchase or lease of an eligible new 2004-model vehicle:

### F-150 Pickup Trucks

- \$300 Cash **OR**
- One of four Milwaukee Tool Kits **OR**
- \$500 Upfit Assistance for upfits costing \$1200 or more, excluding available factory-installed options (excludes F-150 Lightning).

### F-250/F-350 Pickup Trucks

- \$300 Cash **OR**
- One of four Milwaukee Tool Kits **OR**
- \$1000 Upfit Assistance for upfits costing \$1200 or more, excluding available factory-installed options.

### F-350/F-450/F-550 Super Duty Chassis Cab

- \$1000 Upfit Assistance for upfits costing \$1200 or more, excluding available factory-installed options. Motorhome Chassis are ineligible.

### E-Series Cargo Van

- \$300 Cash **OR**
- One of four Milwaukee Tool Kits **OR**
- \$1200 upfit assistance for upfits costing \$1200 or more, excluding available factory-installed options **OR**
- No-Charge Masterack® Work Bin Rack System (Option Code 31G), a \$1900 retail value **OR**
- No-charge EconoCargo® System (Option Code 31B), a \$1900 retail value. Recreational Vans are excluded.

### E-Series Cutaway/Stripped Chassis/Chassis Cabs

- \$1000 upfit assistance for upfits costing \$1200 or more, excluding available factory-installed options. E-Series Cutaways with optional Motorhome Prep Package are ineligible.

### E-Series Wagon

- \$300 Cash **OR**
- One of four Milwaukee Tool Kits **OR**
- \$1000 Upfit Assistance for upfits costing \$1200 or more, excluding available factory-installed options.

\*Units receiving any form of Competitive Price Allowance, Government Price Concessions, Long-Term Rental or other Fleet concessions are ineligible. Some program elements vary, so see a Ford Dealer for complete program details. Other Commercial Incentives may be available. Offers subject to change. Incentives reflect terms available at time of printing. Check with your Ford Dealer for details.



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## BUSINESS SERVICES

### Business Preferred Network

**Committed to your business.** There is no business like your business. Your vehicles play a vital part in your business, so they need to be on the job every day, just like you. We know that, and are constantly seeking ways to help strengthen your business.

To meet your needs, Ford has established the Business Preferred Network (BPN) of select Ford dealerships. Each has made a strong commitment to provide priority service, commercial-oriented products, as well as special financing and billing arrangements to businesses that rely on Ford products.

**Priority Service** As a Business Preferred Network customer, your business vehicles are a priority at a BPN dealership, with assurance of getting your vehicle back on the road. Your BPN dealer can also suggest Ford Extended Service Plans (ESP), Quality Care Maintenance Protection Plans (QCMPP) and other Ford Quality Care plans tailored for your business vehicle use, and centralized billing plans to help manage business and business vehicle expenses.

**Products** From Built Ford Tough F-Series Trucks and E-Series Cargo Vans to the practical Ranger or convenient Freestar, your Ford Business Preferred Network dealer has a vehicle that's just right for the business you do. Your BPN dealer will bring a vehicle to you for a test drive and assist you with the paperwork.



Business Preferred Network  
SALES SERVICE FINANCE

#### GENERAL INFORMATION NOTICE

Airbags are a supplemental system. Always wear your safety belt and deactivate the passenger airbag when securing a rear-facing child safety seat with Regular Cab models. Always wear your safety belt and secure children in the rear seat with SuperCab and SuperCrew models.

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.

**Fleet Customers** For companies purchasing/leasing five (5) or more vehicles per year or having fifteen (15) or more vehicles in operation, you may also be eligible for incentives as a Ford Fleet customer.

For more information on BPN Advantages or to find a BPN dealer near you, visit our website at: [www.bpn.ford.com](http://www.bpn.ford.com)

**Quality Care** The people who know your vehicle best. The parts designed for it. A service department that understands your needs and respects your time. That's what Quality Care is all about.

**Roadside Assistance** New Ford vehicles include the assurance of a 24-hour emergency Roadside Assistance Program provided during the duration of the vehicle's limited warranty period. Ask your Ford Dealer for complete details on this program which includes such services as fuel delivery, tire change, jump start, or even help when you're locked out of your vehicle. (Tire change service is not included on F-650/F-750.)

**New Vehicle Limited Warranty** Under this warranty, you receive bumper-to-bumper coverage on your Class 1-5 Ford Trucks for 3 years/36,000 miles with no deductible. You also receive corrosion perforation coverage for 5 years with unlimited mileage and no deductible. On F-650/F-750, you receive coverage for 2 years/unlimited miles with no deductible and corrosion perforation coverage for 3 years. Separate powertrain warranties may apply. Ask your Ford Dealer for a copy of the warranty.

## FINANCIAL SERVICES

Hardworking, versatile and customized to your needs: whether you buy or lease, Ford Credit can provide financial "vehicles" that work just as hard for you as the Ford Trucks you select. Our commercial purchase plans offer attractive rates, negotiable terms and business-friendly options like the seasonal purchase plan that lets you schedule payments to match your cash flow.

On the leasing side, CommercialLease<sup>SM</sup> and CommercialLeasePlus<sup>SM</sup> offer a variety of package options to meet your need for flexible vehicle financing. They also provide competitive rates and simplified billing.

You'll find that Ford Credit's staff of highly trained commercial lending professionals really speak your language, and they'll help you make the most of the choices we offer. Contact us at the closest location shown below, or at 1-877-234-FMCC (3622). You may also visit our website, [www.fordcredit.com/comlend](http://www.fordcredit.com/comlend). Or simply consult your local Ford Dealer for Ford Credit Commercial Lending Services information.

Commercial Lending Services locations: Atlanta (1-800-777-3392); Charlotte (1-800-529-1617); Chicago (1-800-777-3407); Dallas (1-800-777-3429); Detroit (1-800-777-3971); Orange, CA (1-800-272-3451); Philadelphia (1-800-777-3023); San Francisco (1-800-777-3493).

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**LOOK AGAIN.**



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



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



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

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