



04 | E-Series



HERE'S THE INFORMATION YOU REQUESTED.

Thank you for your interest in Ford E-Series.

Discover the versatility and capability that have made E-Series the best-selling full-size van in America 24 years running. Up to four rows of passenger seating provide the room to comfortably bring along friends, family and their gear. And the available 6.8L Triton® V10 or new 6.0L Power Stroke® Turbo Diesel (late availability winter 2004) gives E-350 Super Duty the strength to tow up to 10,000 pounds when properly equipped. Find out what Ford E-Series can do for you today.

Can't wait to drive one? The experience is closer than you think. You have been pre-approved for credit, up to the amount listed below. We've included the location of your local Ford Dealer, as well as current offers you can use toward a new Ford E-Series. To take advantage of your pre-approval and the other offers listed, simply bring in your brochure to this dealer or any Ford Dealer you wish. One test-drive and you'll discover the versatility of Built Ford Tough.

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



E-150 Chateau in Estate Green Metallic/Dark Shadow Grey Metallic two-tone

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 The credit offer may be withdrawn if it is found that you no longer meet the established credit criteria.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



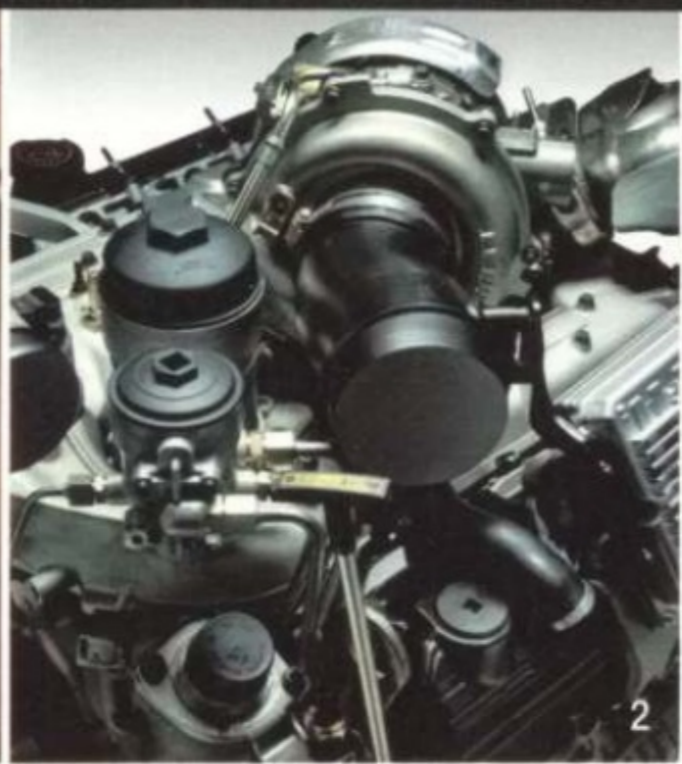
Versatility throughout.

E-Series can seat 7 with quad captain's chairs, or more than 12 when properly equipped with bench seating.* Triton® V8 power comes standard this year on every E-Series model (4.6L on E-150, 5.4L on E-350). You can also choose the proven 305-horsepower 6.8L Triton® V10. And it's the only full-size van to offer diesel power in the form of the new 6.0L Power Stroke® Turbo Diesel that delivers 440 lbs.-ft. of class-leading torque (late availability winter 2004). And now every E-Series comes standard with 16" wheels and 4-wheel anti-lock disc brakes for an improved ride and added handling ability.

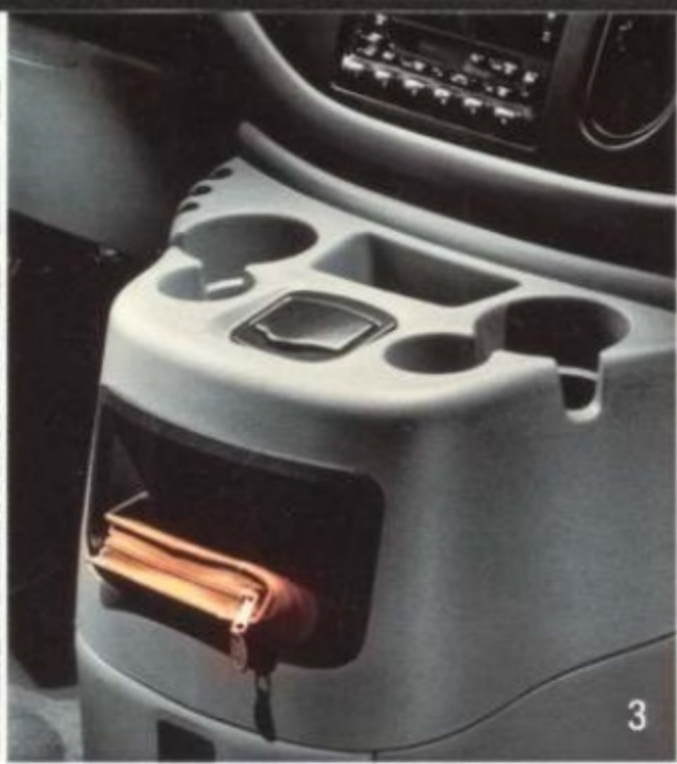
*Passenger and cargo capacity limited by weight and weight distribution.



1



2



3



E-Series Chateau with optional leather-trimmed seats in Medium Pebble

1 The AutoVision™ Rear Seat Entertainment System with removable VHS player and twin ceiling-mounted LCD color screens is available on Chateau models. **2** The Triton® 5.4L V8 comes standard on E-350 Super Duty and is available on all E-Series models. You can also choose a 305-horsepower 6.8L Triton® V10 or the new 6.0L Power Stroke® Turbo Diesel with 440 lbs.-ft.

of class-leading torque (late availability winter 2004). **3** Enjoy up to 309 cu. ft. of interior room with compartments to help keep your cargo organized. **4** An AM/FM stereo with 6-disc in-dash CD changer and six speakers is available. **5** E-Series provides the space for all of your passengers and gear with a variety of seating configurations, including quad captain's chairs.



Loaded with convenience.

The E-Series Chateau is fully equipped to suit your lifestyle. Your choice of power comes in the form of four proven engines – from E-150's standard 4.6L Triton® V8 all the way up to E-350's 6.0L Power Stroke® Turbo Diesel with 440 lbs.-ft. of class-leading torque (late availability winter 2004). Seven-passenger seating with quad captain's chairs and adjustable lumbar support provides comfort for the long haul. And behind the standard Privacy Glass, you'll find luxurious accommodations such as front and rear high-capacity air conditioning, an AM/FM stereo with CD, power door locks with remote keyless entry, power front windows, tilt steering and speed control. It's all the convenience you'll need in one complete package.

Special offer for Jorge Perez

Your local Ford Dealer can help you find the vehicle that is right for you. And thanks to incentives in your area, buying or leasing that vehicle could be easier than ever. Stop by your local Ford Dealer or visit www.fordvehicles.com for the most up-to-date incentive information.

Your Local Dealer

Long-Lewis Ford Lincoln-Mercury of
BrooklynXXXXXXXXXX
1201 Highway 72 West
Corinth, MS 38835
(555) 555-5555

Vehicle Pricing

MSRP* \$25,255 - \$31,270

*Prices exclude taxes, title, and license fees.



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

Ford E-Series vs. Chevrolet Express

With room to comfortably seat up to four rows of passengers and your choice of four powerful engines, including the Power Stroke® Turbo Diesel, it's no wonder E-Series has been the best-selling full-size van in America 24 years running. Take a look and see how Ford E-Series stacks up against the Chevrolet Express. And for even more comparisons, visit www.fordvehicles.com.

"The best-selling full-size van in America 24 years running."

"The only full-size van to offer the choice of gas or diesel power."



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SPECIFICATIONS	2004 E-Series Van E-350 Super Duty	2004 Chevrolet Truck Express Cargo Van 3500 Reg. Wheelbase
Automatic Climate Control	Not Available	Not Available
AM/FM Radio	Standard	Standard
Cassette Player	Optional	Not Available
CD Player	Optional	Optional
Power Windows	Optional	Optional
Power Door Locks	Optional	Optional
Automatic Transmission	Standard	Standard
2-Wheel ABS Brakes	Not Available	Not Available
4-Wheel ABS Brakes	Standard	Standard
Rear Suspension	Standard	Standard
Horsepower@RPM	255@4500	300@4400
Torque@RPM	350@2500	360@4000
Brakes (rear)	Disc	Disc
Wheelbase (in.)	138	135
Front Head Room (in.)	42.5	40.2
Front Leg Room (in.)	40	41.3
Warranty, Basic (months)	36	36
Warranty, Basic (miles)	36,000	36,000

Dealer Accessories

Help keep your E-Series looking as good as new with the wraparound front-end cover that provides added protection from damage caused by gravel, road debris and insects.



The swivel hitch adjusts to align your van and trailer for an easier towing connection. And it locks straight into place when hooked up.



The optional hitch-mounted bicycle rack securely carries two full-size bicycles off the back of your E-Series.



Personalized for your lifestyle.

Whether you're looking for luxury, convenience or versatility, E-Series can provide the platform for your made-to-order solution. With so many Ford-authorized conversion van companies to choose from, interior comfort and amenities are generally limited only by your imagination. When you need a vehicle that is custom-built for your needs, make sure your next conversion begins with a Built Ford Tough E-Series van.



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

FEATURED SPECIFICATIONS

E-Series New for 2004

6.0L Power Stroke® V8 Turbo Diesel Engine
(350 Models Only; Late Availability Winter 2004)
4.6L SOHC Triton® V8 Engine (Now Standard)
16" Wheels and Tires Standard on 150/250
All-Wheel Disc Brakes
New Colors: Gold Ash Metallic, Dark Toreador Red
Metallic, Silver Metallic and Dark Shadow Grey Metallic

Standard on E-Series

4-Speed Automatic Transmission with Overdrive
Lockout (Gas Engines)
5-Speed Automatic Transmission with Overdrive
Lockout (Diesel; Late Availability 2004)
100,000-Mile Tune-Up Interval (Under Normal Driving
Conditions with Regular Fluid and Filter Changes)
8-Passenger Seating (Wagon Only)
7-Passenger Seating (Chateau Wagon Only)

E-150 XL Wagon – Standard

8-Passenger Seating
4.6L SEI V8 Engine
4-Wheel Disc Brakes with 4-Wheel Anti-Lock (ABS)
Air Conditioning
16" Wheels and P235/70R16XL BSW All-Season Tires
Electronic AM/FM Stereo with Digital Clock (4 Speakers)

E-150 XLT Wagon – Standard

In addition to or in place of the standard features on every E-150 XL, the following features are available on the E-150 XLT.
Dual Front Cloth Captain's Chairs with 8-Passenger Seating
High-Capacity Air Conditioning (Front and Rear)
Power Locks, Windows and Mirrors
Speed Control
Electronic AM/FM Stereo with Digital Clock
and Cassette (6 Speakers)

E-150 Chateau Wagon – Standard

In addition to or in place of the standard features on every E-150 XLT, the following features are available on the Chateau.
Quad Cloth Captain's Chairs
16" Bright Aluminum Wheels
Electronic AM/FM Stereo with Single CD Player
and Digital Clock (6 Speakers)
Overhead Console with Temperature, Compass
and Storage
Remote Keyless Entry
Privacy Glass
Two-Tone Paint
Running Boards

E-350 Super Duty XL Wagon – Standard

5.4L SOHC Triton® V8 Engine
12-Passenger Seating
Air Conditioning
Electronic AM/FM Stereo with Digital Clock
Full-Length Vinyl Floor Covering

E-350 Super Duty XLT Wagon – Standard

In addition to or in place of the standard features on every E-350 Super Duty XL, the following features are available on the E-350 Super Duty XLT.
12-Passenger Seating with Dual Front Cloth
Captain's Chairs
Power Mirrors, Door Locks and Front Windows
High-Capacity Air Conditioning (Front and Rear)
Full-Length Carpeting
Speed Control
Electronic AM/FM Stereo with Digital Clock,
Cassette Player (6 Speakers)

E-350 Super Duty Chateau Wagon – Standard

In addition to or in place of the standard features on every E-350 Super Duty XLT, the following features are available on the E-350 Super Duty Chateau.
Quad Cloth Captain's Chairs with 7-Passenger Seating
Running Boards and Privacy Glass
Electronic AM/FM Stereo with Single CD Player
and Digital Clock (6 Speakers)
Overhead Console with Temperature, Compass
and Storage
Remote Keyless Entry

E-350 Super Duty Extended Length XL – Standard

15-Passenger Seating with Dual Front Vinyl
Bucket Seats
Electronic 4-Speed Automatic Overdrive Transmission
High-Capacity Air Conditioning (Front and Rear)
Electronic AM/FM Stereo with Digital Clock (4 Speakers)

E-350 Super Duty Extended Length XLT – Standard

In addition to or in place of the standard features on every E-350 Super Duty XL, the following features are available on the E-350 Super Duty Extended Length XLT.
15-Passenger Seating with Dual Front Cloth
Captain's Chairs
Speed Control
Power Mirrors, Door Locks and Windows
16" Steel Wheels with Full Sport Covers
Electronic AM/FM Stereo with Cassette and
Digital Clock (6 Speakers)
Full-Length Carpet Floor Covering and Front
Carpeted Floor Mats



16" Argent Styled Steel Wheel



16" Aluminum Wheel



16" Full Wheel Cover



16" Full Sport Wheel Cover



Oxford White



Gold Ash Metallic



Yellow



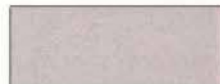
Dark Toreador Red Metallic



Estate Green Metallic



True Blue Metallic



Silver Metallic



Dark Shadow Grey Metallic



Black

Ford Motor Company
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Rochester, NY 14607-1683

FIRST-CLASS MAIL
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