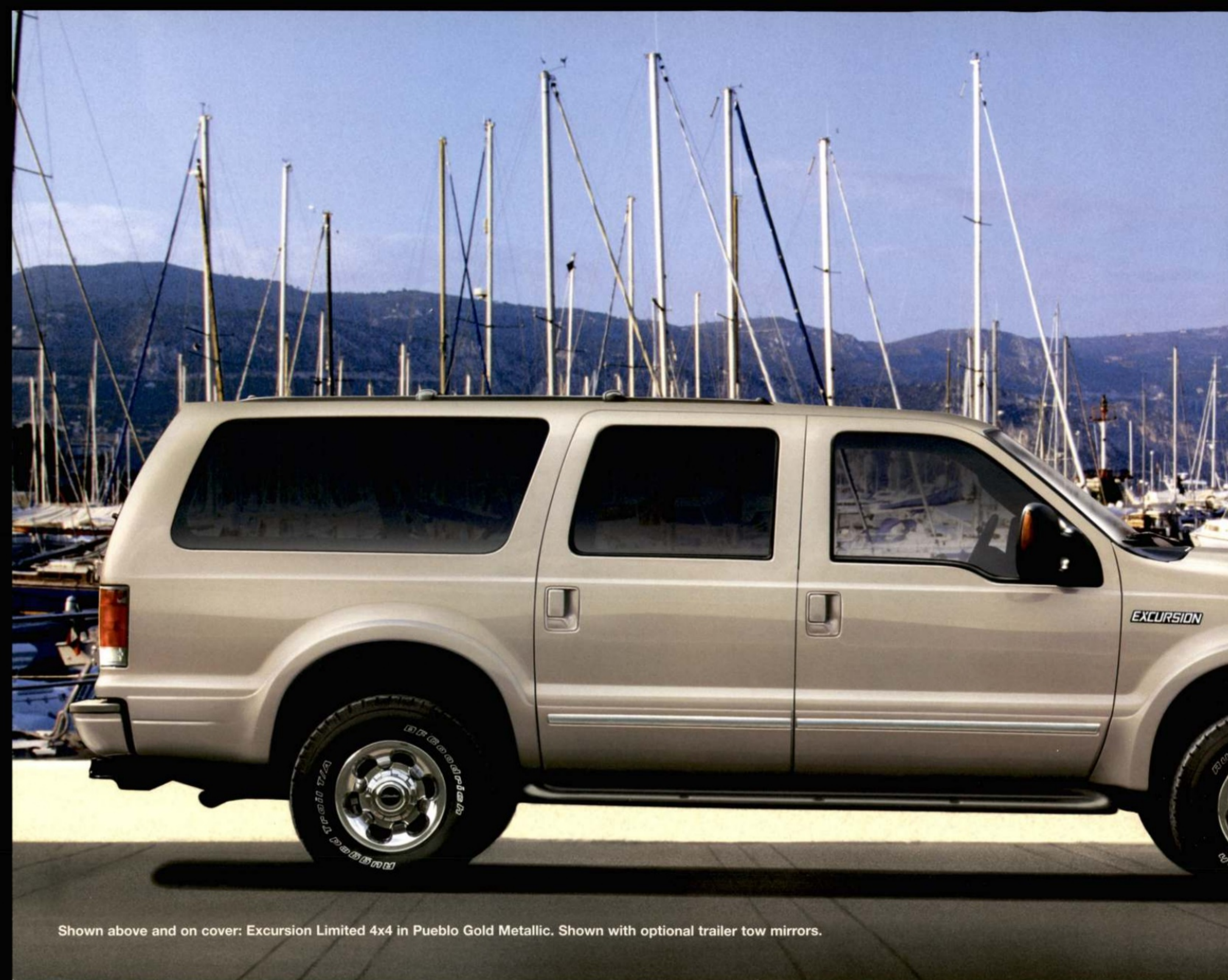




EXCURSION

04





Shown above and on cover: Excursion Limited 4x4 in Pueblo Gold Metallic. Shown with optional trailer tow mirrors.

THE MOST HIGHLY EVOLVED SUVs ON EARTH :- Or anywhere else.

FROM NIMBLE RUNABOUT TO FULL-SIZE PEOPLE HAULER, YOU'LL FIND THE ANSWER TO YOUR SPORT UTILITY VEHICLE NEEDS IN ONE OF THE BROADEST LINES OF SUVs ANYWHERE. THE 2004 FORD LINEUP - ESCAPE, EXPLORER SPORT TRAC, EXPLORER, EXPEDITION AND EXCURSION - DESCENDS FROM SOME OF THE BEST OF THE ROAD'S RUGGED WARRIORS. LIKE THE ORIGINAL EXPLORER THAT BROUGHT THE SUV TO THE FOREFRONT. OR THE 9-PASSENGER EXCURSION THAT CONTINUES TO TAKE ADVENTURERS ALMOST ANYWHERE THEY WANT TO GO. WHATEVER YOUR NEEDS, YOU NEED LOOK NO FURTHER. YOUR ANSWER'S HERE.

WITH ITS POWERFUL PRESENCE AND UNMATCHED INTERIOR SPACE, EXCURSION LEADS THE WAY. TO HANDLE IT ALL, CARRY IT ALL, TOW IT ALL AND BRING ALL YOUR FAMILY AND FRIENDS ALONG FOR THE RIDE, STEP UP TO EXCURSION. YOU'LL WONDER WHY YOU WAITED SO LONG.

SUPERIORITY: CLASS-LEADING TORQUE AND DIESEL HORSEPOWER	PAGES 2-3
LATITUDE: CLASS-LEADING INTERIOR CARGO VOLUME.	PAGES 4-5
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ESCAPE :- EXPLORER SPORT TRAC :- EXPLORER :- EXPEDITION :- EXCURSION



WHEN IT COMES TO TORQUE, EXCURSION HAS NO EQUAL.

WITH A MASSIVE 560 LB.-FT. OF TORQUE – THE MOST OF ANY ENGINE IN ITS CLASS* – THE OUTPUT OF EXCURSION'S AVAILABLE 6.0L POWER STROKE® V8 TURBO DIESEL IS UNMATCHED. ALONG WITH 325 HP AND A TOWING CAPACITY OF UP TO 11,000 LBS. WHEN PROPERLY EQUIPPED, IT TRULY IS THE "HAUL" OF POWER. HARNESSING ALL THAT MUSCLE IS A BEAUTY OF ITS OWN – EXCURSION'S SMOOTH-SHIFTING, 5-SPEED TORQSHIFT™ AUTOMATIC TRANSMISSION. WITH ITS SELECTABLE "TOW/HAUL" MODE FOR MORE DEMANDING CONDITIONS, THE TRANSMISSION AUTOMATICALLY DOWNSHIFTS WHEN MORE ENGINE BRAKING IS REQUIRED (WHEN TOWING A HEAVY LOAD DOWNHILL, FOR INSTANCE). IF THAT'S TOO MUCH BRUTE FOR YOUR BUSINESS, EXCURSION'S ENGINE LINEUP ALSO INCLUDES AN AVAILABLE 310-HP 6.8L TRITON™ V10 OR 255-HP 5.4L TRITON V8. BOTH ARE MATED TO 4-SPEED AUTOMATIC TRANSMISSIONS.

*Heavy-duty wagons class.



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. Its Electronic Variable Response Turbocharger (EVRT™) provides significantly increased airflow during steep grade climbing and high-altitude performance and towing, while responding quickly to low-speed launch demands.



6.0L Power Stroke V8 Turbo Diesel



- 4-wheel disc anti-lock braking system (ABS)
- Available 6.8L Triton™ V10 and 6.0L Power Stroke® V8 Turbo Diesel
- 6-way power front captain's chairs
- Rear-seat audio controls
- Remote keyless entry keypad
- 16" aluminum wheels
- Black running boards
- Available transfer case skid plate and chrome tubular running boards (4x4)

XLT

Excursion XLT 4x4 in Toreador Red Metallic. Shown with optional trailer tow mirrors.

YOU WON'T FIND MORE HEAD, SHOULDER, HIP AND LEG ROOM ANYWHERE.

WITH THE MOST INTERIOR ROOM OF ANY VEHICLE IN ITS CLASS,* YOU'LL BE QUITE COMFORTABLE WHEREVER YOU SIT IN EXCURSION. UP FRONT, DUAL CAPTAIN'S CHAIRS (XLT, EDDIE BAUER AND LIMITED) PROVIDE YOU WITH A COMMANDING VIEW OF THE ROAD. CAPTAIN'S CHAIRS IN THE 2ND ROW ARE AVAILABLE ON EDDIE BAUER AND LIMITED, WHILE OTHER MODELS FEATURE A STANDARD 60/40 SPLIT-BENCH SEAT WITH DUAL RECLINERS. IN BACK, THE VERSATILE 3RD-ROW BENCH SEAT CAN CARRY THREE IN COMFORT OR BE FOLDED DOWN OR REMOVED IF ADDITIONAL CARGO SPACE IS NEEDED. WHATEVER SEATING CONFIGURATION YOU CHOOSE, THE FLEXIBILITY AND COMFORT YOU DESIRE WILL BE PART OF THE PACKAGE.

*Heavy-duty wagons class.
Cargo and load capacity limited by weight and weight distribution.



1 Adventures begin here. Redundant steering-wheel controls for the temperature, fan and audio system (standard on Limited, available on Eddie Bauer) allow your focus to stay where it belongs – on the road. A 6-disc CD changer (standard on Limited, available on XLS, XLT and Eddie Bauer) lets you load music right into the in-dash system and includes 6 premium speakers. Excursion Limited shown.

2 Excursion Eddie Bauer leather-trimmed seats in two-tone Medium/Dark Parchment. Shown with optional 2nd-row captain's chairs.

3 Excursion XLT with optional leather-trimmed seats shown in Medium Flint. Also available in Medium Parchment. Cloth seating is standard.



Excursion Limited leather-trimmed seats in Medium Parchment. Shown with optional 2nd-row captain's chairs.



THE GREATEST SHOW ON-ROAD (AND OFF).

AS MUCH FUN AS IT IS TO COMMAND EXCURSION FROM BEHIND THE WHEEL, SITTING IN THE 3RD ROW CAN ALSO BE QUITE MOVING. ESPECIALLY WHEN IT'S SHOWTIME. THE REAR-SEAT DVD ENTERTAINMENT SYSTEM (AVAILABLE ON XLT, EDDIE BAUER AND LIMITED) FEATURES A DVD PLAYER, FLIP-DOWN 7" LCD COLOR SCREEN, REMOTE CONTROL AND WIRELESS HEADPHONES. OTHER EXCURSION AMENITIES INCLUDE AN AVAILABLE AM/FM CD/CASSETTE AUDIO SYSTEM AND AN ELECTRONIC AUTOMATIC TEMPERATURE CONTROL SYSTEM (STANDARD ON EDDIE BAUER AND LIMITED) THAT LETS YOU "SET AND FORGET" THE TEMPERATURE. AND WITH UP TO 8 CUPHOLDERS, THERE'S A PLACE FOR REFRESHMENTS. SO, LEAVE THE DRIVING TO SOMEONE ELSE, TURN ON THE REAR-SEAT AIR CONDITIONING, AND ENJOY THE SHOW.



- 1** Standard on XLT, Eddie Bauer and Limited, power front seats are 6-way adjustable. Limited includes 2-position driver's side memory settings and heated front seats (available on Eddie Bauer).
- 2** Excursion's overhead console features storage compartments, auxiliary climate controls and front map lights. On XLT models, select the XLT Travel Package to add a trip computer and power rear-quarter-window controls. This equipment is standard on Eddie Bauer and Limited, while Limited models add a HomeLink® universal transmitter to the driver's visor (also available on Eddie Bauer).
- 3** Power adjustable accelerator and brake pedals are standard on Eddie Bauer and Limited and available on XLS and XLT models. On Limited, they also include memory settings for two positions (also available on Eddie Bauer).

AM/FM stereo with 6-disc in-dash CD changer
Power, heated driver and front-passenger seats with driver's memory settings
Power adjustable accelerator and brake pedals with memory settings
Premium leather-trimmed seats

Monochromatic exterior appearance
HomeLink® universal transmitter
Deluxe steering wheel with audio and climate controls
Available 6.8L Triton™ V10 and 6.0L Power Stroke™ V8 Turbo Diesel

LIMITED



Excursion Limited 4x4 in Mineral Grey Metallic. Shown with optional trailer tow mirrors.

16" aluminum wheels
Arizona Beige bodyside cladding and wheel-lip moldings
Dual power, heated sideview mirrors with integrated turn signals
Reverse Sensing System
Illuminated running boards in Arizona Beige

Electronic Automatic Temperature Control
Electrochromic rearview mirror
Power adjustable accelerator and brake pedals
Premium, two-tone leather-trimmed seats
Available 6.8L Triton™ V10 and
6.0L Power Stroke® V8 Turbo Diesel

EDDIE BAUER



Excursion Eddie Bauer 4x4 in Oxford White.

IT'S THE LITTLE THINGS THAT COUNT.



WITH EXCURSION, ITS CONSIDERABLE CAPABILITIES DO NOT COME AT THE EXPENSE OF COMFORT AND CONVENIENCE. SOMETIMES, AS THE SAYING GOES, IT'S THE LITTLE THINGS THAT MAKE THE BIGGEST DIFFERENCE. LIKE ILLUMINATED RUNNING BOARDS ON EDDIE BAUER AND LIMITED THAT FACILITATE YOUR ENTRANCE AND EXIT – ESPECIALLY AFTER DARK. OR A REMOTE KEYLESS ENTRY SYSTEM WITH A DRIVER'S-DOOR KEYPAD THAT GETS YOU IN, EVEN WITHOUT YOUR KEYS. FOR ADDED SECURITY, THE SECURILOCK® PASSIVE ANTI-THEFT SYSTEM USES A CODED IGNITION KEY TO HELP PROTECT AGAINST THEFT. AND SINCE EXCURSION CAN TOW UP TO 11,000 LBS. WHEN PROPERLY EQUIPPED, EVERY MODEL INCLUDES A HEAVY-DUTY TRAILER TOW PACKAGE WITH A STANDARD CLASS IV HITCH RECEIVER. WHO SAYS YOU CAN'T HAVE MUSCLES AND MANNERS?

- 1 Available power trailer tow mirrors feature integrated turn signals and clearance lights. They fold away and have telescoping capabilities for excellent flexibility. They're also heated to help maintain clean sight lines, even during inclement weather.
- 2 To help stay in control, the Reverse Sensing System audibly alerts the driver to closing distance when backing toward an object. Standard on Eddie Bauer and Limited, available on XLT.
- 3 With Excursion's convenient rear Tri-Panel Door™ System, you can load or unload with ease. The rear liftgate and split swing-out tailgate create one huge opening without a pillar to block your view. And the handy, removable 3rd-row bench seat means additional cargo space is well within reach.



Excursion Limited 4x4 in Black, shown with optional chrome tubular running boards and trailer tow mirrors.

EXCURSION STANDOUTS

POWERFUL

- EXCURSION OFFERS THE MOST ENGINE CHOICES OF ANY VEHICLE IN ITS CLASS.* A 5.4L TRITON™ V8, AVAILABLE 6.8L TRITON V10 AND AVAILABLE 6.0L POWER STROKE® V8 TURBO DIESEL
- THE 6.0L POWER STROKE V8 TURBO DIESEL OFFERS A WHOPPING 560 LB.-FT. OF TORQUE – THE MOST TORQUE AVAILABLE IN AN SUV
- EXCURSION OFFERS A TOWING CAPACITY OF 11,000 LBS.

CAPABLE

- SUV-LEADING CARGO VOLUME OF 146.4 CU. FT. – MORE ROOM THAN 2 FULL-SIZE PICKUP TRUCK BEDS
- CLASS-LEADING CARGO VOLUME OF 48 CU. FT. BEHIND THE 3RD-ROW SEAT

VERSATILE

- CONVENIENT TRI-PANEL DOOR™ SYSTEM IN THE REAR
- AVAILABLE REAR-SEAT DVD ENTERTAINMENT SYSTEM – FIRST IN ITS CLASS

*Heavy-duty wagons class.

DEALER ACCESSORIES

See your dealer for these and other great Ford Dealer-installed accessories.

- 1 The GPS Navigation System provides turn-by-turn voice directions to guide you to your destination. Just enter your starting point and your destination and let global positioning satellites direct your route.



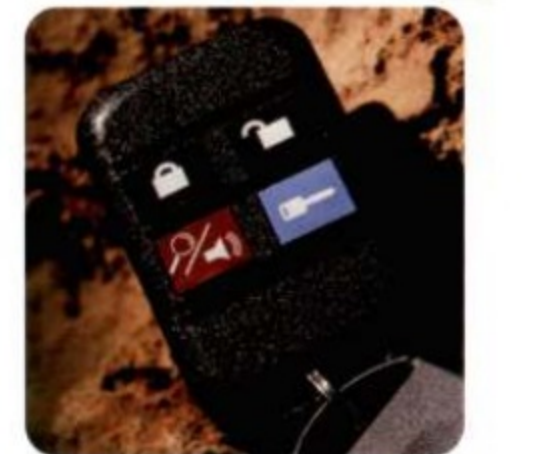
- 2 With this innovative swivel mount drawbar, you only need to get close to make a trailer connection. Then, extend and rotate the hitch as needed. Once connected, the unit automatically locks into towing position.



- 3 Rear door storage bins and nets keep cargo conveniently in place and safely out of the way.



- 4 With remote start, you can get your Excursion started from up to 500 ft. away to warm it up or cool it down.



- 5 To help keep your carpet clean, heavy-duty rubber slush mats have deep channels to collect dirt and mud. To keep your slush mats clean, just rinse them off.



- 6 If you've filled up Excursion's incredibly spacious interior, then pack up more gear, safari-style, with the Yakima® MegaWarrior rack system. It can handle almost anything from luggage to a kayak.





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



As a corporate partner of the **American Quarter Horse Association**, Ford Motor Company is proud to be associated with this prestigious organization. We are honored to advance the interest in and the support of events that showcase the intelligence, strength and versatility of America's horse[®] and its rider.



Ford is working closely with the National Park Foundation to help develop innovative transportation and environmental solutions that enable visitors to enjoy America's National Parks without compromising their beauty.



Ford is a proud Partner in Education and Founding Member of **Tread Lightly!** Through Education, Restoration and Research, Tread Lightly! empowers generations to enjoy the outdoors responsibly.

All you want to know. As far as you want to go.
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