EXPEDITION







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 EXPEDITION THAT CONTINUES TO TAKE ADVENTURERS ALMOST ANYWHERE THEY WANT TO GO. WHATEVER YOUR NEEDS, YOU NEED LOOK NO FURTHER. YOUR ANSWER'S HERE.

EXTEND YOUR RANGE, AND YOUR THINKING, WITH THE FULL-SIZE FORD EXPEDITION. AN INCREDIBLY SMOOTH RIDE AND PRECISE CONTROL RESULT FROM ITS DOUBLE-WISHBONE, FULLY INDEPENDENT REAR SUSPENSION. INTERIOR VERSATILITY IS UNMATCHED IN ITS CLASS THANKS TO A HOST OF INNOVATIVE FEATURES. AND SAFETY IS FULLY COVERED WITH ONE OF THE MOST COMPREHENSIVE SAFETY AND SECURITY PACKAGES AVAILABLE ON ANY FULL-SIZE SUV. IN EXPEDITION, YOUR POSSIBILITIES ARE LIMITLESS.



AT THE HEAD OF ITS CLASS. AND YOU CAN QUOTE US ON THAT.

"Best-in-class 2003 full-size SUV." - Truck Trend

"Ride and handling are surprisingly good for such a big vehicle." - AutoWeek

"Just about the only SUV we'd choose over Expedition is the '71,000 Range Rover..." - Forbes.com (December 16, 2002)*

"... the best all-around package among mainstream full-size SUVs." - USA TODAY

"... inner space is where the Expedition excels." – Car and Driver (March 2002)

"... the new Expedition is hard to beat." - Truck Trend

"... having driven the far more expensive Toyota Land Cruiser and Lexus LX 470, we still like the Expedition better." - Forbes.com (December 16, 2002)*

*Refers to the 2003 Expedition.



pages_4-5 LEADERSHIP

DOUBLE-WISHBONE, FULLY INDEPENDENT REAR SUSPENSION

TOWING CAPACITY UP TO 8950 LBS.
TECHNOLOGICALLY ADVANCED
EDDIE BAUER SELECT FEATURES

pages_6-7 DEPTH

5 MODELS TO CHOOSE FROM

NEW XLT SPORT

XLT SPORT SELECT FEATURES

pages_8-9 CAPABILITY

CONTROL TRAC® 4-WHEEL-DRIVE SYSTEM

OFF-ROAD RUGGEDNESS

NBX SELECT FEATURES

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INDEPENDENT FRONT AND REAR SUSPENSION

ADVANCETRAC® ELECTRONIC STABILITY ENHANCEMENT SYSTEM

RACK-AND-PINION STEERING SYSTEM

AIR SUSPENSION

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POWERFOLD™ 3RD-ROW SEAT

CENTERSLIDE™ 2ND-ROW SEAT

BEST-IN-CLASS CARGO VOLUME

HEATED AND COOLED FRONT SEATS

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REAR-SEAT DVD ENTERTAINMENT SYSTEM

POWER ADJUSTABLE PEDALS

DUAL-ZONE ELECTRONIC AUTOMATIC TEMPERATURE CONTROLS

AVAILABLE IN-DASH NAVIGATION RADIO SYSTEM

pages_22-23 SAFETY

OUTSTANDING CRASH TEST PERFORMANCE

PERSONAL SAFETY SYSTEM™

AVAILABLE SAFETY CANOPY™ SYSTEM

ON THIS EXPEDITION, YOU START AT THE TOP.

WELL RECOGNIZED FOR ITS LEADERSHIP AMONG FULL-SIZE SUVS, EXPEDITION IS QUITE COMFORTABLE BEING WAY OUT IN FRONT. THANKS TO A PAIR OF PROVEN TRITON™ ENGINES, POWER SUPPLY IS FIRST RATE FOR TOWING UP TO 8950 LBS. (4X2 MODELS, PROPERLY EQUIPPED). WITH ITS EXCLUSIVE, DOUBLE-WISHBONE, FULLY INDEPENDENT REAR SUSPENSION, RIDE QUALITY IS IMPECCABLE. DUE TO A CLASS-EXCLUSIVE AVAILABLE POWERFOLD™ 3RD-ROW SEAT AND CENTERSLIDE™ 2ND-ROW SEAT, INTERIOR VERSATILITY ABOUNDS. AND OF COURSE, SAFETY TECHNOLOGY IS OUTSTANDING - 4-WHEEL DISC ANTI-LOCK BRAKES WITH PANIC BRAKE ASSIST, THE PERSONAL SAFETY SYSTEM,™ CRASH-ENERGY MANAGEMENT FEATURES, AND THE AVAILABLE SAFETY CANOPY™ SYSTEM. TECHNOLOGICALLY ADVANCED, HIGHLY REFINED AND DESIGNED FOR DEPENDABILITY, EXPEDITION EPITOMIZES THE FULL-SIZE SUV EXPERIENCE. FORBES.COM PUT IT MORE SUCCINCTLY: "JUST ABOUT THE ONLY SUV WE'D CHOOSE OVER EXPEDITION IS THE \$71,000 RANGE ROVER ... " (DECEMBER 16, 2002)," WHICH MEANS YOU CAN ADD "GREAT VALUE" TO EXPEDITION'S VIRTUES, AS WELL.

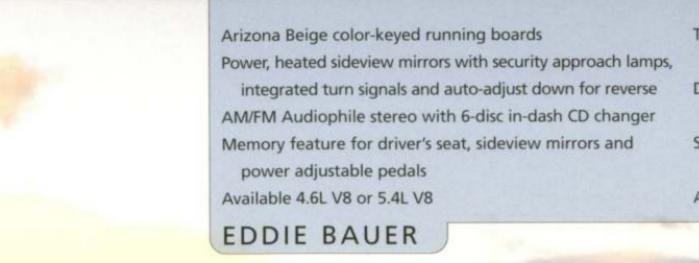
*Refers to the 2003 Expedition.





- 1 Thoughtful design and attention to detail are evident in Expedition's many features. Take the 2-speed intermittent rear wiper system. Unique among full-size SUVs, the wiper is mounted on the flip-up glass, while the drive motor is mounted in the liftgate for an unimpeded rear view, no "thud" when the wiper is turned on or off, and a liftglass that's actually easy to lift. Aluminum was chosen for the liftgate to make it lightweight and easy to use.
- 2 Even with gloves on, exterior door handles are easy to open because they pull straight out.
- 3 Expedition's power sideview mirrors offer wide-reaching visibility and are heated for all-weather views. At night, you'll appreciate security approach lamps in each mirror that illuminate the ground whenever the remote key fob is activated. Sideview mirrors on Eddie Bauer also include integrated turn signals and auto-adjust down for reverse.





Two-tone, leather-trimmed front captain's chairs with 6-way power driver's seat Steering wheel with duplicate audio and climate controls



THEY'RE ALL MODEL PERFORMERS, INCLUDING THE NEW XLT SPORT.

CHOOSING EXPEDITION IS EASY. CHOOSING THE ONE THAT'S PERFECT FOR YOU IS WHERE IT GETS INTERESTING. WITH 5 DIFFERENT MODELS, YOUR NEEDS ARE COVERED. JOINING EXPEDITION XLS, XLT, NBX AND EDDIE BAUER THIS YEAR IS THE SLEEK NEW XLT SPORT. POSSESSING ALL OF EXPEDITION'S INHERENT STRENGTH, XLT SPORT DRESSES IT UP WITH DISTINCTIVE DARK SHADOW GREY PAINTED CLADDING, BUMPERS AND WHEEL-LIP MOLDINGS, PLUS A SPARKLE SILVER UPPER GRILLE, 17" BRIGHT ALLOY WHEELS WITH SPARKLE SILVER ORNAMENTATION, OUTLINE WHITE-LETTER TIRES AND DARK SHADOW GREY TUBULAR SIDE STEP BARS. LIKE EVERY EXPEDITION, IT SHARES THE SAME LEADERSHIP DNA – GIVING YOU THE VERSATILITY AND AMENITIES YOU'LL NEED TO ALWAYS MAKE THE RIGHT IMPRESSION. SO TAKE YOUR TIME AND MAKE YOUR CHOICE. YOU'RE SURE TO FIND A PERFECT FIT.





GET 8 PEOPLE OUT THERE - IN HERE.

WHAT'S THE QUICKEST WAY TO GET UP TO 8 PEOPLE TO LEAVE CIVILIZATION BEHIND? SIT THEM IN AN EXPEDITION NBX AND GO. WHETHER MUD, DEEP SNOW OR DIRT AND ROCK STAND IN YOUR WAY, NBX'S STANDARD CONTROL TRAC" 4-WHEEL-DRIVE SYSTEM EXCELS AT IT ALL. THE SYSTEM FEATURES "A4WD," A DRIVER-SELECTABLE AUTOMATIC MODE THAT CONSTANTLY MONITORS TRACTION DATA AND, WHEN IT SENSES A SLIPPERY OR LOOSE SURFACE, INSTANTLY TRANSFERS POWER TO THE APPROPRIATE WHEELS TO OPTIMIZE TRACTION. UNDERNEATH, SKID PLATES PROTECT THE ENGINE, OIL PAN, TRANSFER CASE AND FUEL TANK, WHILE UNIQUE SACHS SHOCKS ARE TUNED TO PROVIDE MORE PROGRESSIVE DAMPING FOR HEAVY OFF-ROADING. WHEN YOU REACH THAT REMOTE LOCATION, OPEN NBX'S AVAILABLE POWER MOONROOF AND ENJOY THE VIEW. YOU'VE EARNED IT.

- 1 With 260 hp and 350 lb.-ft. of torque, Expedition NBX's standard 5.4L SOHC Triton™ V8 engine will delight you with all the muscle and low-end grunt you'll need for off-roading and towing. It includes a coil-on-plug ignition system for high-mileage durability, platinum-tipped spark plugs that contribute to a 100,000mile tune-up interval, and a fail-safe cooling system that automatically switches to an alternating 4-cylinder operation if the engine should overheat. That helps protect it from damage and gives you precious time to travel a short distance."
- 2 If you know you're heading into the rough stuff, make sure you line NBX's interior with the standard cargo liner. Since it's removable, it handles the grime and then rinses right off.
- 3 In NBX, everything is heavy duty, including the floor mats. They're made of rubber with deep channels to keep mud and water at bay - not on the carpet.

*Depending on outside temperature, vehicle load and









Front captain's chairs with 6-way power driver's seat Tubular side step bars 17" chrome-clad steel wheels AdvanceTrac® electronic stability enhancement system
Cargo area soft liner available with 5.4L V8 AM/FM premium stereo/Dual-Media CD/cassette player Skid plates and front tow hooks

NEX

Power adjustable pedals Available moonroof Available PowerFold™ 3rd-row seat



Expedition NBX in Red Fire Metallic.

FINALLY, AN "IRS" THAT WILL DELIGHT YOU.

FROM THE START, FORD ENGINEERS WERE DETERMINED NOT TO LET EXPEDITION'S FULL-SIZE STATURE PRODUCE A FULL-SIZE-TRUCK RIDE. ENTER THE IRS (OR INDEPENDENT REAR SUSPENSION). THAT'S DOUBLE-WISHBONE, FULLY INDEPENDENT REAR SUSPENSION, TO BE EXACT. ALLOWING EACH REAR WHEEL TO MOVE INDEPENDENTLY OF THE OTHER, EXPEDITION'S REAR-SUSPENSION DESIGN DELIVERS SMOOTH HANDLING WITH MAXIMUM VEHICLE CONTROL AND MINIMAL BODY MOVEMENT, COMBINED WITH RESPONSIVE RACK-AND-PINION STEERING AND THE LARGEST BRAKES IN ITS CLASS, HIGHWAY RIDE IS SMOOTH AND STABLE, STEERING RESPONSE IS CRISP AND PREDICTABLE, AND BRAKING IS QUICK AND SUREFOOTED. BUT WE'RE NOT THE ONLY ONES WHO THINK SO. AUTOMOTIVE JOURNALISTS WERE IMMEDIATELY STRUCK BY THE WAY EXPEDITION PERFORMS. "RIDE AND HANDLING ARE SURPRISINGLY GOOD FOR SUCH A BIG VEHICLE," AutoWeek MAGAZINE SAID. "(EXPEDITION) HAS CLEVER FEATURES: ... FOR BETTER RIDE, HANDLING AND STEERING ...," SAID USA TODAY. SO WHILE YOU'RE SURE TO APPRECIATE ALL THAT CARGO SPACE AND YOUR PASSENGERS ALL ITS INTERIOR ROOM, DRIVING EXPEDITION WILL THRILL YOU EVEN MORE. JUST THANK THE IRS.





Unlike many full-size SUVs, Expedition's frame

rails are hydroformed and fully boxed from front

forming process is more precise than stamping,

offers improved craftsmanship, better off-road

driving dynamics and creates a more uniform

wall thickness for better resistance to twisting.

Expedition's available air suspension with 4-corner

load leveling takes ride comfort to a new level.

When the ignition is turned off and the vehicle

is placed in Park, the suspension automatically

lowers 1" for ease of entry and exit. And whenever

4WD is engaged, it automatically lifts 1" for

increased ground clearance. In addition, ride-

the rear air springs to keep the vehicle level,

front to rear, under varying load conditions.

Under the extra load of the tongue weight

when towing, the air suspension levels the

and to help prevent "bottoming out."

vehicle to provide maximum suspension travel

height sensors automatically adjust pressure in

to rear axle for excellent rigidity. The hydro-

Hydroformed Frame

Air Suspension

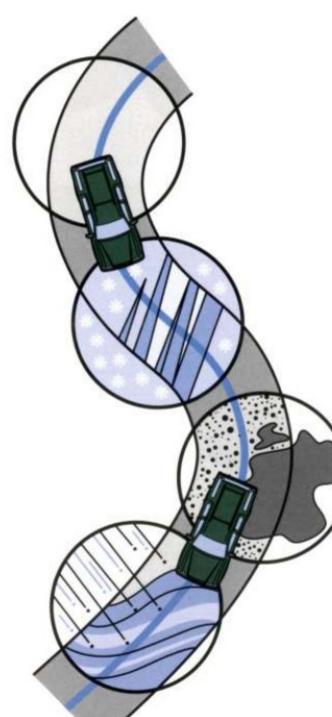
Double-Wishbone, Fully Independent Rear Suspension

Expedition's first-in-class double-wishbone, fully independent rear suspension contributes greatly to its exceptionally smooth ride quality. Allowing each wheel to respond to dips and road bumps independently, this innovative design works to deliver precise handling and a smooth ride (even in the 3rd row). And in an abrupt lane-change maneuver – where handling is critical – the independent rear suspension minimizes body roll and allows the tires to stay in contact with the pavement to help ensure driver control.

USA TODAY agrees: "(The) independent rear suspension... does what it's supposed to. The tail doesn't skate if you hit a bump mid-corner. The rear doesn't jiggle so much it starts steering the truck. The ride smoothes; handling becomes more responsive. You wind up with an agile SUV."

The benefits don't end there. This design also provides room for the 3rd-row seat to fold completely flat, lowers the vehicle's step-in height and increases ground clearance.

"portholes" in its innovative fully boxed frame, providing 9.4" of vertical wheel travel. This helps the suspension soak up bumps and lumps on uneven ground. The frame's through-welded crossmembers increase torsional stiffness to improve handling while decreasing noise and vibration.



Independent Front Suspension

Expedition's double-wishbone, coil-over-shock, independent-front-suspension design absorbs road shocks for a smooth ride.

Rack-and-Pinion Steering

For responsive control, Expedition features a variable-assist, power rack-and-pinion steering system that varies the amount of power steering assist in relation to engine speed.

AdvanceTrac*

The available AdvanceTrac electronic stability enhancement system is "smart enough to help prevent a vehicle from dangerous over- and understeer situations," says *Truck Trend* magazine. How? If the system senses oversteer or understeer, it automatically adjusts braking and throttle to match the vehicle's direction to the driver's intention. Translation: It helps you maintain control, especially in slippery conditions or uneven road surfaces." And, for certain off-road applications where you want to be in total control, the system can be switched off.

*Remember that even advanced technology cannot overcome the laws of physics. It's always possible to lose control of a vehicle due to inappropriate driver inputs for the conditions. When AdvanceTrac engages, it is an indication that at least some of the tires have exceeded their ability to grip the road, which may cause loss of control.

7









- 1 No other full-size SUV offers an available PowerFold™ 3rd-row seat that disappears into the loadfloor at the touch of a button. "With the first, electronically controlled 3rd-row seat, the Expedition offers a huge benefit for people looking for more flexibility and convenience, without the typical sacrifice of cargo area (read Chevrolet Tahoe and Toyota Sequoia)," Truck Trend magazine says. The standard 60/40 splitbench seat is plenty roomy for 3, with 3-point safety belts for all seat occupants.
- 2 "... inner space is where the Expedition excels," Car and Driver (March 2002) says. As in the 2nd row, where the class-exclusive CenterSlide™ seat moves forward nearly 11" to reach infants or children.
- 3 For easy access to the 3rd-row seat, the 2nd-row outboard seats fold and flip forward. And any section of the roomy 40/20/40 2nd-row split-bench seat can be folded down for pass-through of cargo (even skis or surfboards).
- 4 With the 2nd- and 3rd-row seats folded down, Expedition has more than 110 cu. ft. of cargo space the largest in its class – as measured without removing seats." And, with the most rear cargo width at the wheelhouse, it swallows 4'-wide materials. While it's cavernous inside, Expedition still fits into a typically sized garage.

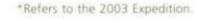
THE ONLY THING MORE IMPRESSIVE THAN ITS INTERIOR IS HOW EASILY IT DISAPPEARS.







"THE GREAT THING ABOUT THE EXPEDITION IS THAT IT IS NOT TOO BIG, NOR TOO SMALL. IT IS, TO PARAPHRASE ... GOLDILOCKS, JUST RIGHT," SAID FORBES. COM (DECEMBER 16, 2002).* AND THANKS TO ITS AVAILABLE HEATED AND COOLED FRONT SEATS, YOU CAN MAKE SURE YOU'RE NOT TOO HOT AND NOT TOO COLD AS WELL. CONSOLE-MOUNTED SWITCHES AND FAN CONTROLS DIAL UP 5 HEATED AND 5 COOLED COMFORT LEVELS. THAT'S JUST FOR STARTERS. WITH 3 FRONT SEATS AVAILABLE, THERE'S SEATING FOR UP TO 9. THE CUPHOLDER COUNT CAN REACH 11 (VARIES BY MODEL). 2ND- AND 3RD-ROW SEATS FOLD FLAT INTO THE LOADFLOOR. WHEN THOSE ARE FOLDED DOWN, EXPEDITION HAS MORE THAN 110 CU. FT. OF CARGO SPACE. THANKS TO THIS FLEXIBILITY AND EASE OF USE, IT'S AN INTERIOR SETUP THAT NO ONE IN THE CLASS CAN MATCH.















8-Passenger Seating



THOUGH YOU'RE TRAVELING IN A VEHICLE WITH TREMENDOUS INTERIOR ROOM,
EVERYTHING FEELS REMARKABLY CLOSE AT HAND. INTERIOR DETAILS WERE CAREFULLY CRAFTED, PUTTING EVERYTHING WITHIN EASY REACH OF THE DRIVER AND ALL
PASSENGERS. 20-OUNCE CUPHOLDERS IN EACH DOOR KEEP DRINKS WELL WITHIN
REACH AND ALSO HELP PREVENT SPILLS. SATIN-STEEL TRIM RINGS OPEN THE AIR
VENTS WITH A TURN TO THE LEFT AND CLOSE THEM WITH A TURN TO THE RIGHT.
IN EDDIE BAUER, STANDARD DUPLICATE AUDIO/CLIMATE CONTROLS LOCATED ON

TEMPERATURE – OR THE VOLUME OF THE 260-WATT, 6-DISC

AUDIOPHILE IN-DASH CD CHANGER OR AVAILABLE IN-DASH

NAVIGATION RADIO SYSTEM – WITHOUT REMOVING A HAND

FROM THE WHEEL. PREMIUM LEATHER-TRIMMED SEATS ARE

INCREDIBLY SOFT AND MAKE FOR EASY CLEANUPS. AND

WITH THE AVAILABLE HEATED AND COOLED SEATING,

BOTH FRONT SEATS ARE CLIMATE CONTROLLED.

w. to fine fine fine fine fine

THE STEERING WHEEL ALLOW THE DRIVER TO ADJUST THE INTERIOR





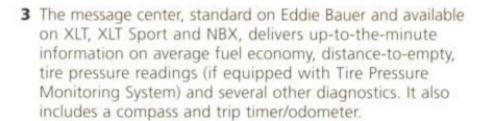
WIRED FOR YOUR LIFE.

in. No other full-size SUV offers this.
 Standard power adjustable accelerator and brake pedals make driving more comfortable for everyone. On Eddie Bauer, this system includes memory recall for 2 different drivers

for the pedals, power sideview mirrors and driver's seat.

1 With a driver's door-mounted keyless entry keypad, locking your keys in Expedition is no longer cause for alarm. Simply

enter your Personal Identification Number (PIN) and you're



- 4 Park your PDA or wallet in the front center console's handy outside pocket.
- With Expedition Eddie Bauer's available in-dash Navigation Radio System, you may never get lost again – unless you want to. Using global positioning satellites to track your location and guide you to your destination, the system allows you to view a complete map, choose turn-by-turn audible instructions and even locate the nearest eatery. This unique navigation aid includes an Audiophile 6-disc console-mounted CD changer.
- 6 The Reverse Sensing System works as another set of eyes, alerting you to closing distance when backing toward an object. Standard on Eddie Bauer and optional on XLT and XLT Sport.
- 7 The Audiophile sound system, standard on Eddie Bauer, includes a 6-disc in-dash CD changer and 260 watts of peak audio power. Sound pulses through 7 speakers, including an 8" subwoofer. Add the dealer-installed Sirius Satellite Radio service to the 6-disc system, and you can get 100 channels of music and entertainment coast to coast. No matter where you are, your favorite music travels with you, including information on the artist and song title on the display panel. See your Ford Dealer for activation details.
- 8 The Dual-zone Electronic Automatic Temperature Control (DEATC) system, standard on Eddie Bauer, maintains 2 separate comfort zones and includes an outside air temperature readout.

EVEN ON A TRIP TO THE GROCERY STORE, THERE'S A LOT GOING ON IN EXPEDITION. THE AVAILABLE MESSAGE CENTER COMMUNICATES VITAL VEHICLE STATS. THE AVAILABLE IN-DASH NAVIGATION RADIO SYSTEM CAN TELL YOU THE BEST WAY THERE. THE AVAILABLE DUAL-ZONE ELECTRONIC AUTOMATIC TEMPERATURE CONTROL SYSTEM MAINTAINS THE SEPARATE TEMPERATURES YOU AND YOUR FRONT-SEAT PASSENGER HAVE SELECTED. AND IF YOU'RE FORTUNATE ENOUGH TO BE IN THE REAR SEAT WITH EXPEDITION'S AVAILABLE FACTORY-INSTALLED REAR-SEAT DVD ENTERTAINMENT CENTER, THERE'S NO TELLING WHAT ADVENTURES AWAIT. THE 7" CEILING-MOUNTED FLIP-DOWN LCD SCREEN PROVIDES A CRISP, CLEAR PICTURE WHILE WIRELESS HEADPHONES AND REMOTE PUT YOU IN COMPLETE CONTROL. THERE'S ALSO A VIDEO JACK FOR GAMES, AND THE WIRELESS HEADPHONES WORK WITH THE STEREO OR CD PLAYER, TOO. ALL IN ALL, THE SETTING IS PERFECT - EVEN FOR THE TECHNO-SAVVY AMONG US.

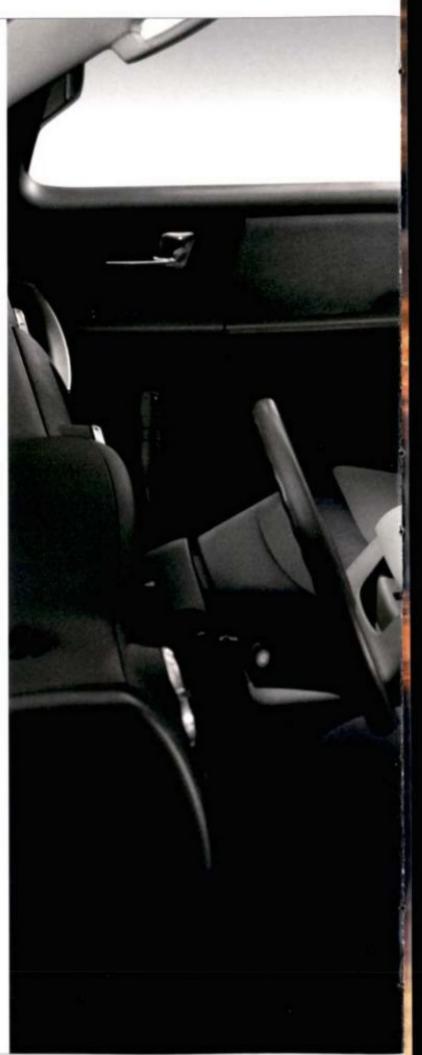


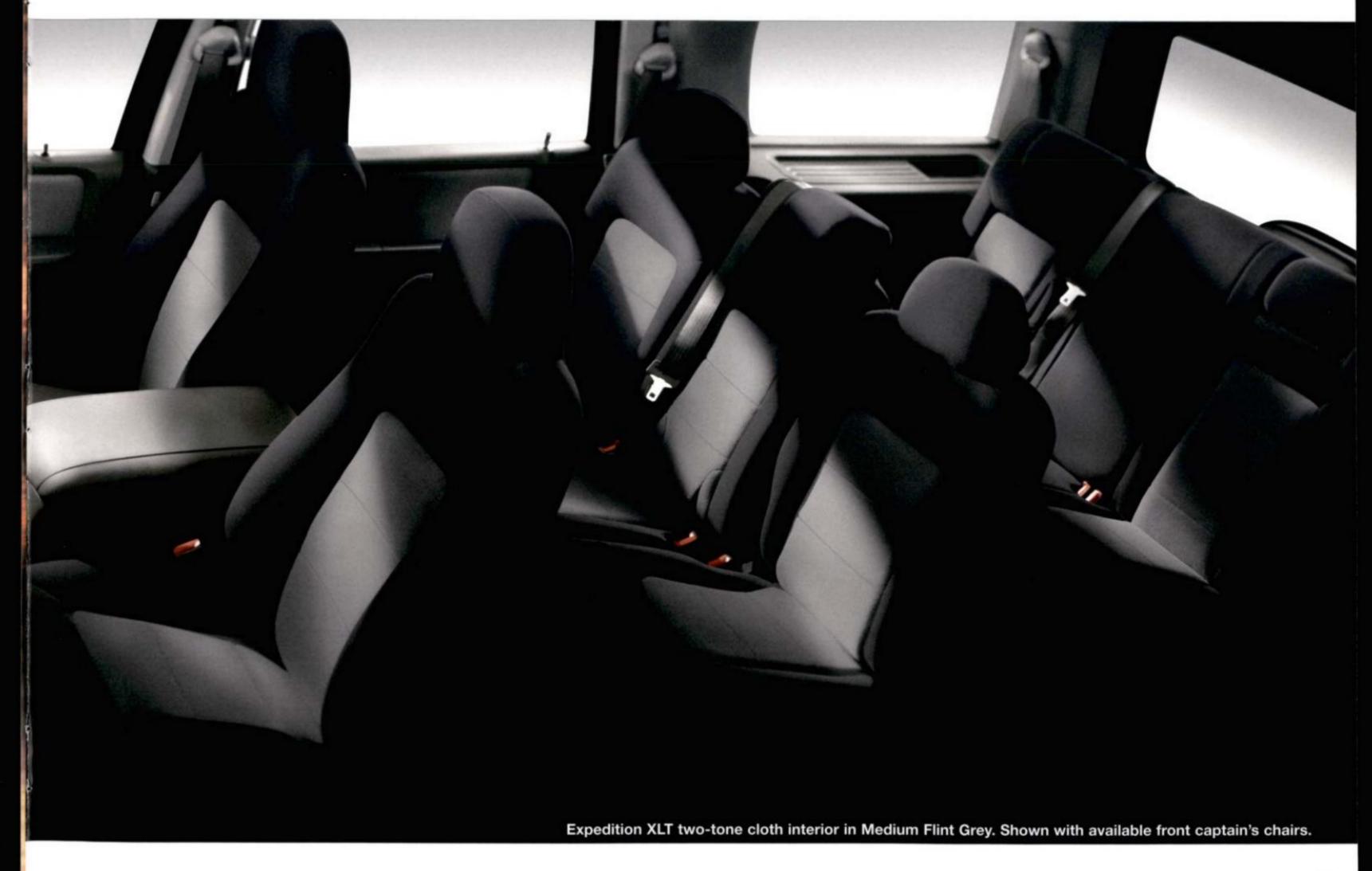
FULL OF PEOPLE, CARGO, CLASS EXCLUSIVES AND CLASS FIRSTS.

FOR TAILORED COMFORT IN ALL 3 ROWS, THERE'S NO BETTER CHOICE
THAN EXPEDITION. ROW 1 CAN BE HAD WITH EITHER A 60/40 SPLIT
SEAT OR CAPTAIN'S CHAIRS. ROW 2 IS THE 40/20/40 SPLIT-BENCH
SEAT WITH EXCLUSIVE CENTERSLIDE™ SEAT THAT MOVES FORWARD
NEARLY 11" FOR EASY ACCESS TO INFANTS OR CHILDREN. ON EITHER
SIDE OF THAT, THE SEAT FOLDS FORWARD FOR QUICK ACCESS
TO EXPEDITION'S 3RD ROW − A 60/40 SPLIT-BENCH SEAT. IF MORE
CARGO SPACE IS REQUIRED, EXPEDITION'S 2ND- AND 3RD-ROW
SEATS FOLD COMPLETELY FLAT INTO THE LOADFLOOR. NO REMOVAL
NECESSARY. NO LIFTING REQUIRED. NO ONE DOES IT BETTER.

- 1 To let some sun in, a power moonroof is optional on most Expedition models. Moonroof switches are on the compact overhead console, along with map lights and power rearquarter window switches (when equipped).
- 2 2nd-row audio/climate controls, standard on Eddie Bauer and NBX and available on XLT and XLT Sport, allow rear occupants to control their airflow and choose their own music and listen through headphone jacks.
- 3 The full-size overhead console, standard on Eddie Bauer, NBX, XLT Sport and XLT, includes map lights, dual sunglass storage pockets, a conversation mirror and auxiliary climate controls up front.
- 4 With enough room to keep a notebook computer or plenty of fishing gear, don't lose yourself in Expedition's front center console – the largest in its class. It also provides a penholder, power points, tissue holder, CD/DVD/cassette storage and 4 cupholders (2 front, 2 rear).







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INNOVATIVE SAFETY SYSTEMS FROM THE FULL-SIZE SUV SAFETY-FEATURES LEADER.

FORD EXPEDITION IS THE ONLY FULL-SIZE SUV TO RECEIVE

THE HIGHEST GOVERNMENT FRONTAL CRASH SAFETY

RATING 3 YEARS IN A ROW (2001-2003 MODEL YEARS).

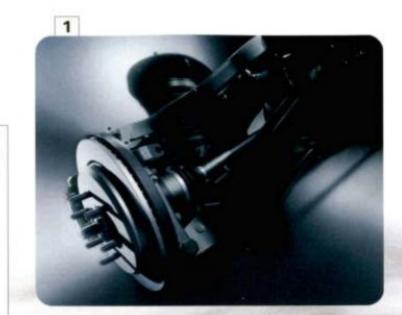
THE 2004 EXPEDITION BUILDS ON THIS HERITAGE OF SAFETY.

AT THE CORE: THE FORD PERSONAL SAFETY SYSTEM™ WITH DUALSTAGE FRONTAL AIRBAGS, CRASH SEVERITY SENSORS, SAFETY BELT
PRETENSIONERS, DRIVER'S-SEAT POSITION SENSOR, SAFETY BELT
USAGE SENSOR AND ENERGY MANAGEMENT RETRACTORS. IT
QUICKLY ESTIMATES ACCIDENT SEVERITY AND CERTAIN OCCUPANT
CONDITIONS, AND THEN MANAGES THE FRONT BELTS' TENSION AND
FRONT AIRBAGS' DEPLOYMENT ENERGY LEVELS TO PROVIDE
ENHANCED PROTECTION FOR FRONT OCCUPANTS.

OF CRASH-ENERGY-MANAGEMENT FEATURES. THE FRAME'S FRONT
AND REAR CRUMPLE ZONES ARE DESIGNED TO DISSIPATE IMPACT
ENERGY AHEAD OF THE PASSENGER COMPARTMENT. IN SIDE
IMPACTS, STEEL BEAMS HIDDEN WITHIN THE DOORS PROVIDE
ADDITIONAL PROTECTION AGAINST INTRUSION.



- 1 Expedition's vented 4-wheel disc brakes with anti-lock braking are the largest in the class and feature 2 additional systems to aid in braking performance. First, every Expedition features Panic Brake Assist that recognizes an emergency braking situation and automatically applies the full force of the brakes faster than the driver could do it. This system can reduce stopping distances by as much as 20% in certain situations. Second, an Electronic Brake Force Distribution system automatically balances brake force proportioning for various vehicle load conditions.
- 2 Compatible with the height of passenger car bumpers, Expedition's bumper is friendlier to other vehicles in the event of a collision.
- 3 Expedition's available Safety Canopy™ System uses advanced sensors to deploy side-curtain airbags in certain side-impact collisions or rollover events. The airbags cover approximately two-thirds of the 1st- and 2nd-row side glass. They stay inflated for a longer duration to provide enhanced head and shoulder protection and, along with the use of safety belts, help to keep occupants inside the vehicle.









CLASS EXCLUSIVE

- 1 2ND-ROW CENTERSLIDE™ SEAT
- 2 POWERFOLD™ 3RD-ROW SEAT
- 3 HEATED/COOLED DRIVER AND FRONT-PASSENGER SEATS
- 4 DRIVER'S DOOR-MOUNTED KEYLESS ENTRY KEYPAD
- 5 FORD PERSONAL SAFETY SYSTEM™
- 6 WINDOW-MOUNTED REAR WIPER

BEST-IN-CLASS

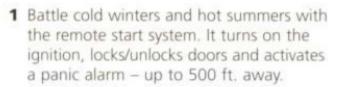
- 1 LARGEST CARGO VOLUME AS MEASURED WITHOUT REMOVING SEATS (MORE THAN 110 CU. FT.)
- 2 MOST 1ST-, 2ND- AND 3RD-ROW HIP ROOM (ALSO MORE HIP ROOM IN ALL ROWS THAN CHEVROLET SUBURBAN)
- 3 MOST 3RD-ROW LEG ROOM (ALSO MORE 3RD-ROW LEG ROOM THAN CHEVROLET SUBURBAN)
- 4 MOST REAR CARGO WIDTH AT WHEELHOUSES
- 5 LARGEST FRONT CENTER CONSOLE
- 6 LARGEST REAR AXLE
- 7 LARGEST BRAKES
- 8 LARGEST SIDEVIEW MIRRORS
- 9 FULL-SIZE SUV SAFETY-FEATURES LEADER

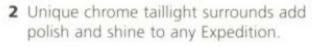
FIRST-IN-CLASS

- 1 FOLD-FLAT-TO-LOADFLOOR 2ND- AND 3RD-ROW SEATS
- 2 REVERSE SENSING SYSTEM
- 3 NAVIGATION RADIO SYSTEM
- 4 TIRE PRESSURE MONITORING SYSTEM
- 5 DOUBLE-WISHBONE, COIL-OVER-SHOCK FULLY INDEPENDENT REAR SUSPENSION
- 6 SAFETY CANOPY™ SYSTEM FOR 1ST AND 2ND ROWS (WITH ROLLOVER SENSOR)
- 7 ADVANCETRAC* ELECTRONIC STABILITY ENHANCEMENT SYSTEM (WITH LOCKING TRANSFER CASE)



See your dealer for these and other great dealer-installed Genuine Ford Accessories or visit us at www.fordaccessoriesstore.com.





- 3 With the rooftop cargo box you can add up to 16.9 cu. ft. of storage. It connects directly to the standard roof rack. Not available on XLS.
- 4 This special swivel tow hitch makes towing hookups easy. The ball swivels to the left or to the right, then locks, centered in place, for towing.
- 5 Pack up more gear, safari-style, with the Yakima[®] MegaWarrior. This system attaches to the roof rails and can handle everything from luggage to a canoe.
- 6 Stainless steel scuff plates look good and help protect the sill from minor scrapes and scratches. The Expedition name is etched into the surface, which is then covered with a clear urethane protective coating. Self-stick adhesive makes installation a snap.





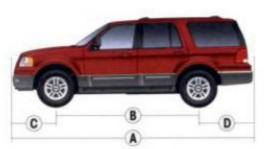


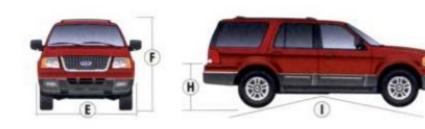






Expedition Eddie Bauer 4x4 in Estate Green Metallic







Shoulder room

Behind 2nd row

Behind 3rd row

Cargo Volume (cu. ft.)

Maximum cargo volume

Hip room

Leg room



110.5

60.9

20.6

		Belt-Minder® safety belt reminder
Exterior A Overall length	4x2/4x4 205.8"	Lower anchors for child safety seats – 2nd row (3); tether anchors for child safety seats – 2nd row (3), 3rd row (1)
A. Overall length B. Wheelbase	119.0"	Safety belts - 3-point for all outboard positions and 2nd- and
	38.6"	3rd-row center positions
C. Overhang – front D. Overhang – rear	48.2"	SecuriLock® passive anti-theft system
E. Overall width (body)	78.7"	
F. Height (includes roof rack)	77.6"/77.4"	Side-intrusion door beams
G. Ground clearance (min.) Ground clearance (rear axle) H. Loadfloor height	8.9" 10.5" 34.4"/34.3"	Seating 1st-row 40/60 high-back split seat or captain's chairs — model specific (see chart)
Ramp breakover angle	17.1"	2nd-row 40/20/40 split-bench seat with CenterSlide™ seat (slide
J. Angle of departure	19.1°/19.2°	forward feature for center section) - Reclines and folds flat to floor
K. Angle of approach	22.3°/22.2°	E-Z entry on both sides to 3rd row
Interior		3rd-row 60/40 split-bench seat – Folds flat to floor
Interior 1st row Head room	39.7"	Interior Accessory delay for power features
Shoulder room	63.4"	Air conditioning
Hip room	63.0"	Assist handles – 1st row (2), 2nd row (2)
Leg room	41.2"	Automatic headlamps
2nd row		Coat hooks – 2nd row (2), 3rd row (2)
Head room	39.8"	Cupholders – 9, 10 or 11 (depending on configuration)
Shoulder room	64.3*	Door trim panels with map pockets and cupholders
Hip room	62.4"	(up to 20-ounce)
Leg room	38.7"	(ap to 20 outloo)
3rd row Head room	38.2"	*Always wear your safety belt and secure children in the rear seat.
en to the second	00.11	

STANDARD FEATURES

4.6L or 5.4L V8 engine (see chart)

4-speed automatic transmission with overdrive and automatic

4-wheel double-wishbone, coil-over-shock, independent suspension 4-wheel power disc brakes with ABS, Electronic Brake Force Distribution and Panic Brake Assist

Battery saver

Mechanical

Body-on-frame construction

Control Trac® 4-wheel-drive system (4x4 models only)

Fuel tank - 28-gallon capacity

Spare tire - Full size, underbody crank-down

Stabilizer bars - Front and rear

Variable-assist, power rack-and-pinion steering

Safety/Security

Personal Safety System™ for driver and right-front passenger - With dual-stage airbags," safety belt pretensioners, energy management retractors, safety belt usage sensors, driver's-seat position sensor and crash severity sensor

Airbags - Driver and right-front passenger, dual-stage

Balt Minder® safety helt reminder

Interior (continued)

Glove compartment with lock

Head restraints - All outboard positions

Height-adjustable shoulder belts - 1st/2nd row outboard positions Instrumentation - Analog with voltmeter, speedometer/odometer, tachometer and oil pressure, water temperature and fuel gauges Lights - Glove compartment, front door approach, front dome/map,

rear cargo, illuminated entry, theater-dimming feature Power adjustable accelerator and brake pedals

Power door locks with rear-door child safety locks

Power driver's seat - 6-way

Power points – Instrument panel (1) plus rear cargo area (1)

Power windows - With one-touch-down driver's-side feature

Rear cargo area storage bins

Rear floor air ducts

Remote keyless entry system - 2 key fobs

Speed control

Sun visors Tilt steering column

Exterior

Antenna - Concealed in rear-quarter glass

Door and liftgate handles - Color-keyed on XLT, XLT Sport and Eddie Bauer: Black on XLS and NBX

Headlamps - Quad-beam reflector system with integral park/turn

lamps (blackout surround on NBX)

Keyless entry keypad

Liftgate with flip-up glass

Low-profile roof rack (without crossbars on XLS)

Lower bodyside cladding - Medium Dark Platinum on XLS, XLT and NBX; Dark Shadow Grey on XLT Sport; Arizona Beige on Eddie Bauer Power, heated sideview mirrors with security approach lamps and fold-away design (includes integrated turn signals on Eddie Bauer) Privacy glass (rear glass, quarter windows and backlight)

Solar-tinted glass (front side glass and windshield)

Taillights - Complex reflectors with built-in back-up lighting Tow hooks - Front (4x4 only)

Trailer tow - Class III receiver with 4-pin connector

Windshield wipers - Front: speed-sensitive, 2-speed variableintermittent with fluidic washers; rear: 2-speed intermittent with washer

MODEL-SPECIFIC FEATURES/OPTIONS

XIS 4x2 or 4x4 4 61 V8

					XLT 4x2 or 4x4, 4.6L or 5.4L V8 XLT Sport 4x2 or 4x4, 4.6L or 5.4L V8
					NBX 4x4, 5.4L V8
					Eddie Bauer 4x2 or 4x4, 4.6L or 5.4L V8
					Mechanical
ı	_	_	_	_	17" painted steel wheels
1			_	_	17" bright alloy wheels
				_	17" chrome-clad steel wheels
1	_	_	_		17" machined alloy wheels with chrome center cap accents
l		_	_		P265/70R17 all-season BSW tires (4x2 XLT models)
1	•				P265/70R17 all-terrain OWL tires (4x4)
1	0		_		P265/70R17 all-season OWL tires (4x2)
	0	0	0	0	AdvanceTrac® electronic stability enhancement system with
ı					non-limited-slip rear axle, locking transfer case and message center*
	0	0	_	0	Air suspension with 4-corner load leveling (requires 5.4L engine,
					not available with AdvanceTrac)
	0	0	0	0	Limited-slip rear axle (not available with AdvanceTrac)
	_	_		_	Skid plates
			_		Tire Pressure Monitoring System (available only with alloy wheels)
	0	0	0	0	Safety/Security Safety Canopy™ System – 1st and 2nd rows with rollover sensors
		-	0	-	
					Seating
	•	•	-	-	1st-row 40/60 split seat with power driver's seat, driver's-side
					manual lumbar and recline – Cloth trim
	0	0	•	-	1st-row captain's chairs with floor console, 6-way power driver's
					seat and driver/passenger manual lumbar – Cloth trim
	0	0	0	•	1st-row captain's chairs with floor console, 6-way power driver's
					seat, driver/passenger manual lumbar, leather-wrapped steering
					wheel and back-of-seat map pockets - Leather trim (vinyl 3rd row),
					two-tone on Eddie Bauer
	0	0	0	0	2nd-row captain's chairs
	•		•	_	Cloth-trimmed seats
	0	0	0	•	Leather-trimmed seats – Two-tone on Eddie Bauer (vinyl 3rd row)
	-	-	-	0	Heated and cooled front seats with power passenger's seat and
					power rear-quarter flip windows**
	0	0	0	0	PowerFold™ 3rd-row seat [†]
					Interior
	•			_	Air conditioning – Manual
	_	_	_		Air conditioning - Dual-zone Electronic Automatic Temperature Controls
					Auxiliary rear air conditioning and heat
				0	AM/FM premium stereo with Dual-Media CD and cassette player
					(120 watts)
	0	0	0		AM/FM Audiophile stereo with 6-disc in-dash CD changer (260 watts)
					Automatic-dimming rearview mirror
	_	_		_	Cargo area soft liner with storage bag
					Compass – Digital
ĺ					Day/night rearview mirror – Manual

XLS 4x2 or 4x4, 4.6L V8 XLT 4x2 or 4x4, 4.6L or 5.4L V8 XLT Sport 4x2 or 4x4, 4.6L or 5.4L V8 NBX 4x4, 5.4L V8 Eddie Bauer 4x2 or 4x4, 4.6L or 5.4L V8 Interior (continued)

 ● Floor console^{††} – Storage bin, coin holder, rear audio controls, 2 headphone jacks, 4 cupholders, 2 power points, auxiliary climate controls, PDA holder and heated/cooled seat switches (for optional heated/cooled front seats on Eddie Bauer)

— | • | • | Floor mats - Carpeted Floor mats – Rubber

> HomeLink® universal transmitter Memory feature – Driver's seat, sideview mirrors, and power adjustable accelerator and brake pedals

— ○ ○ ○ Message center⁶ – Includes outside air temperature readout (XLT, XLT Sport, NBX), compass, average fuel economy, trip odometers, distance-to-empty and elapsed time

Navigation Radio System – In-dash (not available in Alaska or Hawaii) Overhead console – With map lights, dual sunglasses holder, front auxiliary climate controls and conversation mirror (plus power rear-quarter window switches, if equipped)

Power moonroof 55 (with compact overhead console) Rear-Seat DVD Entertainment System^a

 Steering wheel with duplicate audio and climate controls Sun visors – Dual blade with illuminated vanity mirrors

 Bumpers – Body-color painted upper, Medium Dark Platinum molded-in color lower

Bumpers - Body-color painted upper, Dark Shadow Grey painted lower Bumpers – Body-color painted upper, Arizona Beige painted lower ● ● ● Fog lamps

Grille – Medium Platinum

Grille - Sparkle Silver upper, Dark Shadow Grey lower Grille – Satin-nickel upper, Arizona Beige lower

 Power, heated sideview mirrors with security approach lamps, fold-away design, integrated turn signals and auto-adjust down

for reverse Reverse Sensing System (includes message center) Running boards (Arizona Beige on Eddie Bauer, Black on XLT)

Side step bars (tubular) – Dark Shadow Grey on XLT Sport, Black

Trailer Tow Package - Includes Class IV receiver, 4-pin and 7-pin connectors, heavy-duty auxiliary transmission oil cooler and electronic brake wiring kit (requires 5.4L engine)

 Wheel-lip moldings (Dark Shadow Grey on XLT Sport, Arizona Beige on Eddie Bauer)

* Requires 5.4L engine and 1st-row captain's chairs; not available with air suspension. ** Requires leather-trimmed seats and 1st-row captain's chairs.

Requires 1st-row captain's chairs.

Available only with 1st-row captain's chairs. 4 Available only with AdvanceTrac or Reverse Sensing System.

55 Requires Safety Canopy** System and 1st-row captain's chairs.

⁴ Requires premium stereo with 6-disc in-dash CD changer and 1st-row captain's chairs.

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.



17" Steel Wheel Standard with painted finish on XLS Standard with chrome-clad finish on NBX (shown)



17" Bright Alloy Wheel Standard on XLT and XLT Sport



17" Machined Alloy Wheel with Chrome Center Cap Accents Standard on Eddie Bauer



4.6L V8 Engine 5.4L V8 Engine

	4.6L V8	5.4L V8
Horsepower (hp @ rpm)	232 @ 4750	260 @ 4500
Torque (lbft. @ rpm)	291@ 3450	350 @ 2500
Axle ratio	3.73:1	3.73:1
Towing capacity	5000 (4x2)	8950 (4x2)
(lbs.)	5000 (4x4)	8650 (4x4)

Maximum weights shown are for property equipped vehicles with required equipment and a 150-lb driver. Weight of additional options, equipment, passengers and cargo must be deducted from this weight. For additional information, see your Ford Dealer.

4x2		
XLS	•	
XLT	•	•
XLT Sport	•	•
Eddie Bauer	•	•
4x4		
XLS	•	
XLT	•	•
XLT Sport	•	•
NBX		•
Eddie Bauer		•

Available





Medium Parchment Two-Tone Leather Standard on Eddie Bauer

		Medium Parchment
		XLS
•		Oxford White
Ī		Red Fire Metallic*
		Medium Wedgewood Blue Metallic
		Silver Birch Metallic
		Black
		XLT
,		Oxford White
		Pueblo Gold Metallic*
		Red Fire Metallic*
	•	Estate Green Metallic
	•	Aspen Green Metallic
	•	Medium Wedgewood Blue Metallic
	•	True Blue Metallic
	•	Silver Birch Metallic
	•	Dark Shadow Grey Metallic
_	•	Black
		XLT Sport
	•	Oxford White
		Red Fire Metallic*
	•	Medium Wedgewood Blue Metallic
	•	True Blue Metallic
	•	Silver Birch Metallic
	•	Black
		NBX
		Oxford White
		Red Fire Metallic*
		Aspen Green Metallic
		Medium Wedgewood Blue Metallic
		True Blue Metallic
		Silver Birch Metallic
		Dark Shadow Grey Metallic
		Black
		Eddie Bauer
	•	Oxford White
		Red Fire Metallic*
	•	Estate Green Metallic
	•	Aspen Green Metallic
		Medium Wedgewood Blue Metallic
1		Black

Ford uses clearcoat paint for beauty and protection. Colors shown are representative only. See your dealer for actual paint/frim options





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For a purchase or lease, the Ford Extended Service Fluir gives you and formula for the cost of unexpected repairs. Ask your dealer for an ESP backed by Ford Motor Company and honored at all Ford dealerships.

For a purchase or lease, the Ford Extended Service Fluir gives you and protect of-Mind* protection designed to cover key vehicle components and protect of-Mind* protection designed to cover key vehicle components and protect of-Mind* protection designed to cover key vehicle components and protect of-Mind* protection designed to cover key vehicle components and protect of-Mind* protection designed to cover key vehicle components and protect of-Mind* protection designed to cover key vehicle components and protect of-Mind* protection designed to cover key vehicle components and protect of-Mind* protection designed to cover key vehicle components and protect of-Mind* protection designed to cover key vehicle components and protect of-Mind* protection designed to cover key vehicle components and protect of-Mind* protection designed to cover key vehicle components and protect of-Mind* protection designed to cover key vehicle components and protect of-Mind* protection designed to cover key vehicle components and protect of-Mind* protection designed to cover key vehicle components and protect of-Mind* protection designed to cover key vehicle components and protect of-Mind* protection designed to cover key vehicle components and protect of-Mind* protection designed to cover key vehicle components and protect of-Mind* protection designed to cover key vehicle components and protect of-Mind* protection designed to cover key vehicle components and protect of-Mind* protection designed to cover key vehicle components and protect of-Mind* protection designed to cover key vehicle components and protect of-Mind* protection designed to cover key vehicle components and protect of-Mind* protection designed to cover key vehicle components and protect of-Mind* protection designed to cover key vehicle components and protect of-Min Choose the insurance program that's designed for your vehicle - Ford Motor Company Insurance Services.









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 HorseTM 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.