



04 | Explorer



HERE'S THE INFORMATION YOU REQUESTED.

**Thank you for your interest in Ford Explorer.**

One reason Explorer is the SUV more people know and trust is its list of features. Like the standard Personal Safety System™ that uses advanced sensors to optimize Explorer's safety performance. Or the Independent Rear Suspension that, along with the standard 4.0L SOHC V6 engine, gives Explorer its dynamic on- and off-road capabilities. And the easiest to fold available third-row seat, flexible 40/20/40 second row and new available quad bucket seating add to Explorer's versatile interior.

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 Explorer. 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 see why Explorer has been the best-selling SUV 12 years running.

**You have been pre-approved by Ford Credit and your local Ford Dealer for \$35,000.\* Offer expires 1/15/04.**



Explorer Eddie Bauer in Estate Green Metallic with optional roof rail crossbars

\*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 The credit offer may be withdrawn if it is found that you no longer meet the established credit criteria.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.

Explorer XLT Sport in Red Fire Metallic with optional roof rail crossbars



**The most trusted SUV in America.\***

Ford Explorer has been America's best-selling SUV 12 years running and has inspired more people to come back to an Explorer than any other SUV in its class.\*\* Why? Because Explorer has continued to innovate, giving people what they need in an SUV. Like a fully Independent Rear Suspension and the enhanced control of the available AdvanceTrac® Enhanced Stability Control System. Together, they give Explorer its smooth ride and driving control. Another is the available third row that folds faster and easier than any other in its class.\*\* And then there's the standard Personal Safety System™ that uses advanced sensors to determine occupant position and crash severity. And with other features like the available Quad Bucket Seating Group and Rear Seat DVD Entertainment System, you'll find that Explorer does more than offer security, capability and convenience – it's an SUV you can count on for years to come.

\*Based on repurchase numbers among '93-'03 new vehicle buyers.

\*\*Class is mid-size SUVs.



Explorer Eddie Bauer in two-tone leather trim

**1** Explorer's Independent Rear Suspension allows each wheel to move independently of the other, resulting in a smooth ride. **2** The available Rear Seat DVD Entertainment System includes a fold-down 7" LCD screen, two sets of wireless headphones and a remote control. **3** The easiest and fastest folding available third-row seat disappears into the

load floor for more cargo space. **4** To help you maintain control during slippery or uneven road conditions, opt for the available AdvanceTrac® Enhanced Stability Control System. **5** Seat up to five, six or seven in Explorer's versatile interior. Shown here is Explorer Eddie Bauer in two-tone Medium Parchment leather trim.



## Captain's comfort, now in the second row.

Explorer's optional Quad Bucket Seating Group includes two leather-trimmed captain's chairs in the first and second rows, allowing both driver and passengers to adjust their seats to their own comfort. The second row also has its own center console featuring a padded surface large enough to hold a laptop, a storage bin and two cupholders. A 60/40 second-row configuration comes with every Explorer. But when you opt for third-row seating, a flexible 40/20/40 second row becomes standard. The outboard sections of the 40/20/40 second row can be lowered from either side and folded forward for easy third-row access.

## Special offer for Julie Turkel

MODEL  
Explorer

RED CARPET CASH BACK  
**\$2,000**

OFFERS VALID FROM  
October 01, 2002 to January 06, 2003

Take new retail delivery from dealer stock by 1/6/2003. See dealer for residency requirements and complete details. Go to your dealer or [www.fordvehicles.com](http://www.fordvehicles.com) for complete details.

## Your Local Dealer

For the name and address of a Ford Dealer near you, please visit [www.fordvehicles.com](http://www.fordvehicles.com).

## Vehicle Pricing

MSRP\* \$27,080 - \$34,770

\*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](http://www.fordcredit.com).

## Ford Explorer vs. Chevrolet TrailBlazer

Explorer has led the way for 12 years. Now see for yourself how Ford Explorer compares to the Chevrolet TrailBlazer. And for even more comparisons, be sure to visit [www.fordvehicles.com](http://www.fordvehicles.com).



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| SPECIFICATIONS            | 2004 Explorer Limited 4x4 4.0L | 2004 Chevrolet TrailBlazer LT 4WD |
|---------------------------|--------------------------------|-----------------------------------|
| Standard Seating          | 5                              | 5                                 |
| Automatic Climate Control | Standard                       | Optional                          |
| AM/FM Radio               | Standard                       | Standard                          |
| Cassette Player           | Optional                       | Optional                          |
| CD Player                 | Standard                       | Standard                          |
| Power Windows             | Standard                       | Standard                          |
| Power Door Locks          | Standard                       | Standard                          |
| Automatic Transmission    | Standard                       | Standard                          |
| 4-Wheel ABS Brakes        | Standard                       | Standard                          |
| Rear Suspension           | Standard                       | Standard                          |
| Horsepower@RPM            | 210@5100                       | 275@6000                          |
| Torque@RPM                | 254@3700                       | 275@3600                          |
| Brakes (rear)             | Disc                           | Disc                              |
| Fuel Economy City (mpg)   | 15                             | 15                                |
| Wheelbase (in.)           | 113.8                          | 113                               |
| Front Head Room (in.)     | 39.9                           | 40.2                              |
| Front Leg Room (in.)      | 42.4                           | 42.9                              |
| Warranty, Basic (months)  | 36                             | 36                                |
| Warranty, Basic (miles)   | 36,000                         | 36,000                            |

## Dealer Accessories

Add the new SIRIUS® Satellite radio service to the optional Audiophile™ Sound System to get 100 music and entertainment channels coast-to-coast. Information about the artist, the song title and album name are also shown on the display panel. See your Ford Dealer about activation details.

Audiophile is a trademark of Audiophile, Inc.

\*SIRIUS capable. SIRIUS is a dealer-installed option.

Holding one or two bikes, the Quarter ROC™ Bike Carrier fits into Explorer's standard hitch mount. And now when you need to get into your cargo area, simply swing the carrier down rather than removing the entire carrier.

The cargo organizer features an adjustable/removable divider system and a tie-down net to keep items in their place.



## Your "best pick" for safety.

Explorer has earned a "best pick" from the Insurance Institute for Highway Safety. That's because every Explorer is built with safety systems and equipment designed to help protect you. At the core is the standard Personal Safety™ System with sensors that detect whether an occupant is in the front seat and crash severity conditions. The system then uses this information to determine at which level to deploy an airbag\* or to remove slack from safety belts.

The available Safety Canopy™ System deploys side curtain airbags (in certain side impact or rollover events) to enhance head and shoulder protection. We also equipped Explorer with steel beams inside its doors and crumple zones in front to prevent intrusion. And with other features like child safety seat tether anchors, you'll feel confident and secure every time you get behind the wheel.

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



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

## FEATURED SPECIFICATIONS

| Performance   | XLS |       | XLT |       | Eddie Bauer Limited |       |         |
|---|-----|-------|-----|-------|---------------------|-------|---------|
|   | XLS | Sport | XLT | Sport | NBX                 | Bauer | Limited |
| 4.0L SOHC V6 Engine   | S   | S     | S   | S     | S                   | S     | S       |
| 4.6L SOHC V8 Engine   | -   | -     | 0   | 0     | 0                   | 0     | 0       |
| 4-Wheel Disc Anti-Lock Braking System (ABS)   | S   | S     | S   | S     | S                   | S     | S       |
| 5-Speed Electronic Automatic Transmission with Overdrive/Lockout Control Trac® 4WD System (4x4) | S   | S     | S   | S     | S                   | S     | S       |
| Full-Time All-Wheel-Drive System (AWD)  | 0   | 0     | 0   | 0     | -                   | 0     | 0       |
| AdvanceTrac® Enhanced Stability Control System*   | -   | -     | 0   | 0     | 0                   | 0     | 0       |

| Interior  | XLS |       | XLT |       | Eddie Bauer Limited |       |         |
|---|-----|-------|-----|-------|---------------------|-------|---------|
|   | XLS | Sport | XLT | Sport | NBX                 | Bauer | Limited |
| Cloth Trim with 1st-Row Low-Back Bucket Seats   | S   | S     | -   | -     | -                   | -     | -       |
| Cloth Trim with 1st-Row Low-Back Sport Bucket Seats, Power Driver's Seat and Driver/Front Passenger Manual Lumbar Supports  | -   | -     | S   | S     | S                   | -     | -       |
| Luxury Leather-Trimmed Seats, 1st-Row Power, Heated Bucket Seats with Driver/Passenger Manual Lumbar Supports and 2-Position Driver's Memory Seat (Two-Tone on Eddie Bauer) | -   | -     | -   | -     | -                   | S     | S       |
| 2nd-Row 60/40 Split-Folding Bench Seat  | S   | S     | S   | S     | S                   | S     | S       |
| 3rd-Row Cloth Bench Seat with 2nd-Row 40/20/40 Split-Folding Cloth Bench (Vinyl 3rd-Row When Ordered with Leather-Trimmed Seats)  | -   | -     | 0   | 0     | 0                   | 0     | 0       |
| AM/FM Stereo with CD Player   | S   | S     | S   | S     | S                   | -     | -       |
| AM/FM Stereo with CD/Cassette Player (80 Watts)   | -   | -     | 0   | 0     | 0                   | 0     | 0       |
| AM/FM Stereo Audiophile™ Sound System with 6-Disc In-Dash CD Changer (290 Watts)  | -   | -     | 0   | 0     | 0                   | S     | S       |
| Remote Keyless Entry with Illuminated Entry   | S   | S     | S   | S     | S                   | S     | S       |
| Power Adjustable Accelerator and Brake Pedals (Includes Memory Feature on Eddie Bauer and Limited)  | -   | -     | 0   | 0     | 0                   | S     | S       |
| Leather-Wrapped Steering Wheel  | -   | -     | S   | S     | -                   | -     | -       |
| Leather-Wrapped Steering Wheel (Color Keyed on Eddie Bauer and Limited)   | -   | -     | -   | -     | S                   | S     | S       |
| Power Moonroof  | -   | -     | 0   | 0     | 0                   | 0     | 0       |
| Rear Seat DVD Entertainment System Includes: DVD Player, Fold-Down 7" Color LCD Screen, Remote Control, Video Jacks for Games and 2 Wireless Headphone Sets**               | -   | -     | 0   | 0     | -                   | 0     | 0       |
| Overhead Console Includes: 2 Map/Dome Lights, Ticket Clip, Sunglasses Holder and Garage Door Opener Holder (Not Available with Auxiliary Rear Climate Controls or Moonroof) | -   | -     | S   | S     | S                   | S     | S       |

| Exterior  | XLS |       | XLT |       | Eddie Bauer Limited |       |         |
|---|-----|-------|-----|-------|---------------------|-------|---------|
|   | XLS | Sport | XLT | Sport | NBX                 | Bauer | Limited |
| Privacy Glass (Rear Door, Rear Quarter Windows and Liftgate Window) | S   | S     | S   | S     | S                   | S     | S       |
| Liftgate with Flip-Up Glass and Exterior Release                    | S   | S     | S   | S     | S                   | S     | S       |
| Trailer Tow - Class II Receiver with 4-Pin Connector                | S   | S     | S   | S     | S                   | S     | S       |
| Trailer Towing Prep Package (Class III/IV)                          | -   | -     | 0   | 0     | 0                   | 0     | 0       |
| Reverse Sensing System  | -   | -     | 0   | 0     | -                   | 0     | 0       |

| Safety/Security   | XLS |       | XLT |       | Eddie Bauer Limited |       |         |
|---|-----|-------|-----|-------|---------------------|-------|---------|
|   | XLS | Sport | XLT | Sport | NBX                 | Bauer | Limited |
| Personal Safety System™ for Driver and Front Passenger, with Dual-Stage Airbags,† Safety Belt Pretensioners, Safety Belt Energy Management Retractors, Safety Belt Usage Sensors, Driver's Seat Position Sensor, Front Passenger Seat Weight Sensor, Crash Severity Sensing, and Restraint Control Module | S   | S     | S   | S     | S                   | S     | S       |
| Safety Canopy™ System   | 0   | 0     | 0   | 0     | 0                   | 0     | 0       |
| LATCH - Lower Anchor (2nd-Row Outboard) and Tether Anchor for Child Safety Seats  | S   | S     | S   | S     | S                   | S     | S       |
| SecuriLock™ Passive Anti-Theft System   | S   | S     | S   | S     | S                   | S     | S       |
| Side Door Intrusion Beams   | S   | S     | S   | S     | S                   | S     | S       |
| Security Approach Lamps - Keyless Entry-Activated, Mounted in Sideview Mirrors  | -   | -     | S   | S     | S                   | S     | S       |

S = Standard 0 = Optional - = Not Available

\*Requires power adjustable pedals. Includes 3.73 nonlimited slip rear axle. Includes message center on XLT, XLT Sport and NBX.

\*\*Requires moonroof and Safety Canopy™ System in combination or auxiliary rear climate controls.

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

Audiophile is a trademark of Audiophile, Inc.



16" Full-Face Steel Wheel



16" Painted Cast Aluminum Wheel



17" Machined Aluminum Wheel



17" Satin-Nickel Aluminum Wheel



17" Chromed-Clad Aluminum Wheel



Oxford White



Ceramic White Tri-Coat Metallic



Pueblo Gold Metallic



Red Fire Metallic



Estate Green Metallic



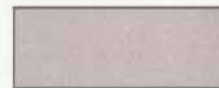
Aspen Green Metallic



Medium Wedgewood Blue Metallic



Dark Blue Pearl Metallic



Silver Birch Metallic



Mineral Grey Metallic



Black

Ford Motor Company  
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PAID  
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