



04 | F-150 Heritage



Don't let your truck be a victim.

HERE'S THE INFORMATION YOU REQUESTED.

Thank you for your interest in Ford F-150 Heritage.

What does it take to be the world's best-selling full-size pickup truck 26 years running? It starts with capability in the form of a three-engine lineup that provides a towing capacity up to 8,300 lbs. and an available electronic shift-on-the-fly four-wheel-drive system. And it continues with your choice of Regular Cab or SuperCab configurations with seating from two to six. With capability like this, the F-150 Heritage hasn't just earned its place in history, it's still making history.

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 F-150 Heritage. 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 what it means to be Built Ford Tough.

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



F-150 Heritage XL Regular Cab with Work Truck Group and SuperCab

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 The credit offer may be withdrawn if it is found that you no longer meet the established credit criteria.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



Built to last.

When you get into an F-150 Heritage, you're choosing a truck with over 55 years of tradition and ingenuity behind it. That means the power to tow up to 8,300 pounds. The strength to haul up to a 2,690-lb. payload. And the ability to plow through the roughest conditions with your choice of legendary Triton® power or the 4.2L V6 and available shift-on-the-fly four-wheel drive. It all adds up to a truck with a proven heritage of Built Ford Tough.



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F-150 Heritage SuperCab XL with optional cloth captain's chairs in Medium Graphite

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1 Add some style to your F-150 Heritage XLT with a set of optional 16" cast aluminum wheels. **2** Available power adjustable accelerator and brake pedals adjust to fit your height for maximum driving comfort. (Requires automatic transmission.) **3** The optional 4.6L Triton® V8 boasts 231 horsepower and 293 lbs.-ft. of torque. You can also get the 5.4L V8 in bi-fuel

or dedicated natural-gas versions. The 4.2L V6 comes standard. **4** A 6-disc in-dash CD changer with integrated amplifier and equalizer is available on XLT models. **5** Choose from seating for six or captain's chairs with center console and power adjustable driver's seat. Whatever you decide, F-150 Heritage offers generous interior space and versatile storage options.


A tough truck for the toughest jobs.

Because we know you need a truck that works just as hard as you do, we're proud to bring you the F-150 Heritage XL Regular Cab with the optional Work Truck Group. The capable combination of the 4.2L V6 engine and 5-speed manual transmission comes standard. And inside, you'll find vinyl bench seating for three and durable flooring that cleans up easily. For the really big jobs, opt for the F-150 Heritage XL SuperCab with Work Truck Group and the 4.6L Triton® V8 with automatic transmission. In addition, Payload Group #3 is available to increase GVWR to 6,600 lbs.

Ford F-150 Heritage vs. Dodge Ram

The world's best-selling full-size pickup 26 years running. A reputation this strong doesn't happen by chance. Take a look to see how Ford F-150 Heritage stacks up against the Dodge Ram 1500 Regular Cab. And be sure to visit www.fordvehicles.com for even more comparisons.

"America's Best Truck"
- *AutoWeek* July 7, 2003

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SPECIFICATIONS	2004 Ford F-150 Heritage Regular Cab 4x2 120-in. WB XL Styleside	2004 Dodge Ram 1500 Regular Cab 4x2 ST SWB
Standard Seating	3	3
AM/FM Radio	Standard	Standard
Cassette Player	Standard	Standard
CD Player	Optional	Optional
Manual Transmission	Standard	Standard
Automatic Transmission	Optional	Optional
4-Wheel ABS Brakes	Standard	Optional
Rear Suspension	Standard	Standard
Horsepower@RPM	202@4800	180@5000
Torque@RPM	252@3400	300@3200
Brakes (rear)	Disc	Drum
Wheelbase (in.)	119.9	119.3
Front Head Room (in.)	40.8	39.6
Front Leg Room (in.)	40.9	40.6
Warranty, Basic (months)	36	36
Warranty, Basic (miles)	36,000	36,000



Dealer Accessories

Warm it up. Cool it down. The remote start key fob allows you to start your F-150 Heritage from a distance with the push of a button.



The Satellite Navigation System with removable front panel helps you find your way and also functions as a radio and CD player.



This remote Keyless Entry System lets you unlock the doors with a programmed code. And because it operates by radio frequency, there's no hardware required for mounting.



Capability inside and out.

F-150 Heritage SuperCab gives you the flexibility to fit you, your passengers and all of your gear. Inside, you'll find room for up to six passengers and an interior with the strength to handle everyday wear and tear. There's even a 40/60 split bench rear seat that flips up for added storage. And out back, two-tier loading capability provides sturdy, two-level carrying of the most demanding payloads.



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

Your Local Dealer

Brandon Ford
9090 Adamo Dr
Tampa, FL 12345-1234
(813) 246-3673

Vehicle Pricing

MSRP* \$20,020 - \$25,535
*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.

FEATURED SPECIFICATIONS

Performance	XL	XLT
Suspension – Front: Independent Short/Long Arm (SLA); Rear: 2-Stage Rear with Auxiliary Springs	S	S
Brakes – 4-Wheel ABS	S	S
4.2L SEFI 12-Valve V6 Engine*	S	S
4.6L SEFI 16-Valve Triton™ V8 Engine**	0	0
5.4L V8 Natural Gas/Electronic 4-Speed Automatic O/D (Regular Cab Requires 7700-lb. Payload Group A)	0	–
16" Styled Steel Wheels	S	–
16" Polished Aluminum Wheels	–	S
16" Cast Aluminum Wheels	–	0
16" 7-Lug Argent Grey Styled Steel Wheels†	–	0
Trailer Tow Wiring, 4-Pin Connector	S	S
Electronic Shift-on-the-Fly 4-Wheel-Drive System (Requires V8 and Automatic Transmission)	–	0
Skid Plates (4x4 Models Only)	0	0
Battery Saver System	S	S
7,700-lb. Payload Group A – Upgrades GVWR to 7,700 lbs. Available with Alternative Fuel Packages on 4x2/4x4 Regular Cab and SuperCab Styleside with 139" Wheelbase Only. (Requires 5.4L V8 NGV and Automatic Transmission.) Includes Upgraded Radiator, Frame, Shock Absorbers, Springs and 14-Plate Oil Cooler. Also Includes 72-AH Battery, Higher Capacity 16" Styled Steel 7-Lug Wheels, LT245/75R16 All-Season BSW Tires (4x2) or LT245/75R16 All-Terrain OWL Tires (4x4) and 3.73 Axle with Optional 3.73 Limited-Slip Rear Axle	0	0
Payload Group #3 – Upgrades GVWR to a Maximum of 6,600 lbs. Available with 4x2 Regular Cab Styleside 139" Wheelbase with V8 and Automatic Transmission. Includes P255/70R16 All-Season BSW Tires, 3.55 Axle with an Optional 3.55 Limited-Slip Rear Axle and Heavy-Duty Springs	0	0
Class III Trailer Tow Package – Includes Class III Hitch Receiver, 7-Pin Wiring Harness, Heavy-Duty Shocks (4x4), 72-AH Battery and 14-Plate Transmission Cooler with Automatic Transmission	0	0

Safety/Security	XL	XLT
SecuriLock™ Passive Anti-Theft System	S	S
Brake/Shift Interlock (with Automatic Transmission)	S	S
Belt-Minder™ Safety Reminder (Driver)	S	S
Fuel Pump Inertia Shutoff Switch	S	S
Side-Intrusion Door Beams	S	S
Alert Chimes – Headlamps-On, Key-in-Ignition, Safety Belt, Door Ajar	S	S
LATCH – Lower Anchors and Tethers for Child Safety Seats	S	S
Remote Keyless Entry System	–	S
Airbags†† – Passenger Side Deactivation Switch (for Child Seat)	S	S
Safety Belt Energy Management Retractors – Front Outboard	S	S

Interior	XL	XLT
Air Conditioning (Optional on XL with Work Truck Group)	S	S
Overhead Console Includes: Compass, Outside Air Temperature Indicator, Storage for Sunglasses, Garage Door Opener Storage (N/A on SuperCab with Front Bench Seat, Available as Part of the XL Convenience Package)	–	S
Tachometer	–	S
AM/FM Stereo/Cassette and Digital Clock	S	–
AM/FM Stereo with Single CD and Digital Clock†	0	S
AM/FM Stereo with Single CD/Cassette and Digital Clock†	0	0
AM/FM Stereo with 6-Disc In-Dash CD Changer and Digital Clock	–	0
Power Locks/Windows with One-Touch-Down on Driver's Side	–	S
Steering Wheel – Leather-Wrapped, Color Coordinated	–	S
Speed Control/Tilt Steering Wheel (Optional on XL with Bench Seat Only)	0	S
Power Driver's Seat/Autolamp (Requires Automatic Transmission with Captain's Chairs)	–	0
Power Adjustable Accelerator and Brake Pedals (Requires Automatic Transmission)	0	0
Cloth Bench (Optional on XL Work Truck Group)	S	–
Vinyl Bench (Packaged with Work Truck Group)	0	–
40/60 Cloth Front Split Bench with Driver and Passenger Lumbar (Optional on XL with Work Truck Group – Fleet Only)	0	S
Cloth Captain's Chair with Adjustable Driver and Front-Passenger Lumbar Support	–	0
Rear 40/60 Split Bench Flip-Up (SuperCab)	S	S

Exterior	XL	XLT
Cargo Box Light – Integrated into Center High-Mount Stop Lamp	S	S
Wipers – Interval	S	S
Wipers – Speed-Dependent Interval	–	S
Grille Surrounds – Body Color (XLT 4x4)	–	S
Grille Surrounds – Chrome (XL and XLT 4x2 Models)†	S	S
Tow Hooks, Front (4x4 Only – Requires Fog Lamps)	0	S

Exterior (Continued)	XL	XLT
Fog Lamps (Standard on XLT 4x4)	0	0
Step Bars – Black Platform (Styleside 4x2 Only)	0	0

S = Standard 0 = Optional – = Unavailable

*Not available with SuperCab 4x2 LWB or SuperCab 4x4.

**Required on SuperCab 4x2 LWB and Standard SuperCab 4x4.

†Included in Payload Group #3.

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

‡Not available with Work Truck Group.



16" Styled Steel Wheel



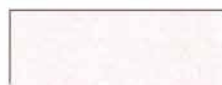
16" Polished Aluminum Wheel



16" Cast Aluminum Wheel



16" 7-Lug Grey Styled Steel Wheel



Oxford White



Arizona Beige Metallic



Bright Red



Medium Toreador Red Metallic



Dark Highland Green Metallic



True Blue Metallic



Silver Metallic



Dark Shadow Grey Metallic



Black

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