

Effective 12.1.03

04

ALL-NEW FREESTAR



The all-new 2004 Ford Freestar. Designed to meet the needs of your world.

Discover the alluring world of the all-new Ford Freestar. Its refined 7-passenger interior includes remarkably flexible 2nd- and 3rd-row seating, and more than a few surprises:

- The new 3rd-row Tailgate Bench Seat™ seats 3 traditionally, but can also flip around to become a comfortable rear-facing tailgate seat for events like parades and fireworks. And, thanks to its mechanical assist, it easily folds flat into the loadfloor when extra storage space is needed. That's 3 unique positions from one incredibly functional seat
- Available 2nd-row captain's chairs fold and tumble forward easily with one hand to quickly access the 3rd row
- Delightful numbers of storage compartments, cupholders and cargo bins are always at the ready
- A new suspension system, combined with an available 4.2L V6 engine with best-in-class torque, power Freestar to a smooth, quiet ride

Our safest minivan ever, the all-new 2004 Ford Freestar is engineered to continue the tradition of receiving 5-star government crash test ratings. Freestar features safety improvements like a newly engineered passenger compartment and a front-passenger-seat occupant sensor added to the already impressive Ford Personal Safety System™. But that's just the beginning: An available Safety Canopy™ System with a segment-exclusive rollover sensor, side-curtain airbags and 1st-row side-impact airbags offers protection for all 3 rows of seating.

Ford Freestar, the brightest star on the horizon, is "arguably the best minivan offered for 2004" according to the *Washington Post*. Your world will never be the same.

FREESTAR

Shown on cover: Freestar SES in Silver Birch Metallic (shown with optional 17" Wheel/Tire/Suspension Package).



p2-5 **Flexible Seating**

The 3rd-row Tailgate Bench Seat™ stows flat beneath the floor when not needed and also turns around into a tailgate seat for special occasions. The 2nd-row seats adjust easily for families on the move.

p6-7 **Beautifully Designed Instrument Panel**

The instrument panel puts everything in sight and at your fingertips.

p8-9 **Versatile Interior Storage**

An array of cleverly placed storage compartments helps your family feel at home.

p10-11 **Our Safest Minivan Ever**

Engineered to continue the tradition of receiving 5-star government crash test ratings on Ford minivans. Available features like its Safety Canopy™ System take it one step beyond.

p12-13 **Security Enhancements**

Offers more available safety and security features than any of its competitors.

p14-15 **Powerful Engines**

Choose between 2 powerful engines that let you pass, merge and accelerate with confidence.

p16-17 **Smooth Ride**

Keeping the inside in and the outside out. An oasis of calm in a hectic world.

p18-19 **Confident Ride and Handling**

Handles easily, predictably and smoothly, making the ride as enjoyable as the destination.

p19 **Accessories**

Personalize your Freestar with Genuine Ford Accessories.

p20 **Series Details**

p24 **Dimensions/Standard and Optional Features**

Versatile 7-passenger seating is designed for living.

FLAT-OUT WONDERFUL.

With integrated head restraints that don't need to be removed when stowing the seat, Freestar's 3rd-row Tailgate Bench Seat™ is a well-balanced marvel that's a breeze to put up or fold down. And when neatly stowed out of sight, it creates 2 things you'll appreciate: a completely flat loadfloor and more than 134 cu. ft. of cargo volume (3rd row folded flat and 2nd-row seats removed).

2ND-ROW SEATS MOVE AS QUICKLY AS FAMILIES ON THE GO.

With the pull of a lever, the 2nd-row bench seat (with Enhanced Seating Group) slides effortlessly along rails. Optional dual 2nd-row captain's chairs (standard on SEL and Limited) with a class-exclusive* gas-assist lift mechanism, fold and tumble easily with one hand, providing convenient access to Freestar's 3rd row. By lifting another lever, these seats can be completely removed.

TAILGATE PARTY? WE'VE GOT THE PERFECT SEAT.

The 3rd-row Tailgate Bench Seat™ is engineered to reconfigure with ease. Simply pull a lever and it becomes a rear-facing seat perfect for tailgating, camping or stargazing.**

*Class based on '03 calendar year top-selling minivans and Freestar.

**Rear-facing 3rd-row seat is not intended for passenger seating while vehicle is in motion.



3rd-row Tailgate Bench Seat™ folded flat.



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3rd-row Tailgate Bench Seat™ folded flat.

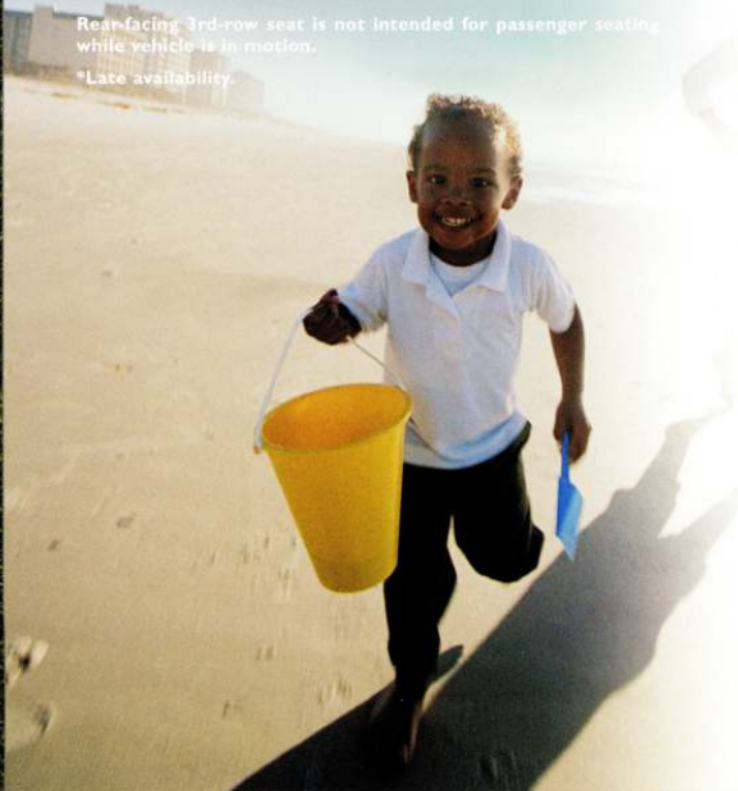


According to *AutoWeek* magazine, Freestar's 3rd-row Tailgate Bench Seat™ is "the segment's best." So versatile – and so well balanced – it can be used one of 3 ways: 1) in the standard position, it can comfortably seat 3 people; 2) stowed under the loadfloor, it creates a flat cargo area for more storage; 3) as a tailgate seat, it can be used as special seating at the next family reunion in the park. And with Freestar's available power liftgate,* access is easy. Simply press a button and watch as the liftgate raises and closes on its own.

Freestar's Tailgate Bench Seat™ is so easy to reconfigure, thinking of new uses might be the hardest thing you have to do.

Rear-facing 3rd-row seat is not intended for passenger seating while vehicle is in motion.

*Late availability.



Welcome to mission control.

Behind the wheel of Freestar, you are in total control of this beautiful environment. Warm, inviting and intelligently designed, the instrument panel puts everything in clear view and at your fingertips.

Four easy-to-read round gauges prominently display vehicle speed, engine speed, coolant temperature and fuel level. A convenient in-dash storage compartment keeps small items (coins, toll tickets, etc.) centrally located. On Limited, chrome trim enhances the gauges, a round analog clock is mounted above the audio controls, and a beautiful woodgrain appliqué divides the upper and lower portions of the instrument panel.

Audio and climate control buttons – mounted semi-flush with clean, highly legible graphics – are conveniently placed in the center of the instrument panel. Secondary audio controls are at the driver's fingertips on the steering wheel (standard on SEL and Limited).

Relax; you're in control. Mission accomplished.



1 The Conversation Mirror in SEL and Limited's standard overhead console allows you to observe your rear-seat passengers without having to turn around. The console also contains controls for the power sliding doors, a display for the outside temperature, and storage compartments.

2 The standard audio system on Limited features 4 speakers, 2 in the front doors and 2 in back, plus an AM/FM stereo/single-CD/cassette player with automatic speed-sensitive volume control and rear-seat audio controls. A 6-disc in-dash CD changer is also available.



Freestar Limited instrument panel with leather-trimmed seats in Pebble.

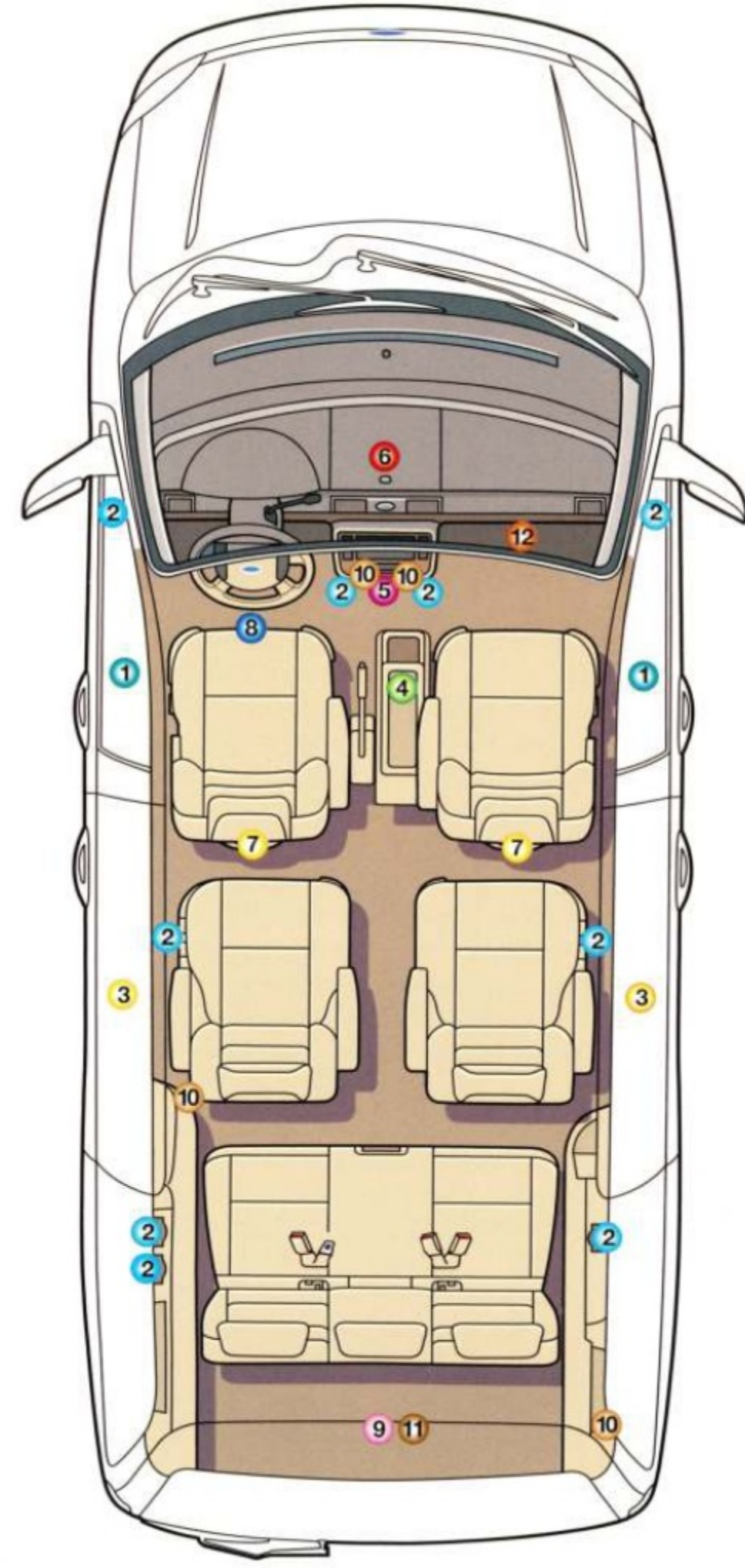
3 Tri-zone climate controls allow the driver, front passenger and rear occupants to have their own comfort levels. The controls are conveniently located in the center of the instrument panel. An additional set of controls for the rear zone is located in the ceiling above the 2nd row. Standard on SES, SEL and Limited.

4 Freestar offers you the finest form of in-vehicle entertainment with an available DVD player with a flip-down screen mounted in the ceiling. Its 7" color LCD screen is large enough for even 3rd-row guests to enjoy the show. Passengers can control the DVD player with a convenient infrared remote. For a quiet cabin, 2 sets of wireless headphones allow rear passengers to listen in private (included with available DVD player).



Equipment shown above available with Freestar Limited.

Designed for a multi-tasking world.



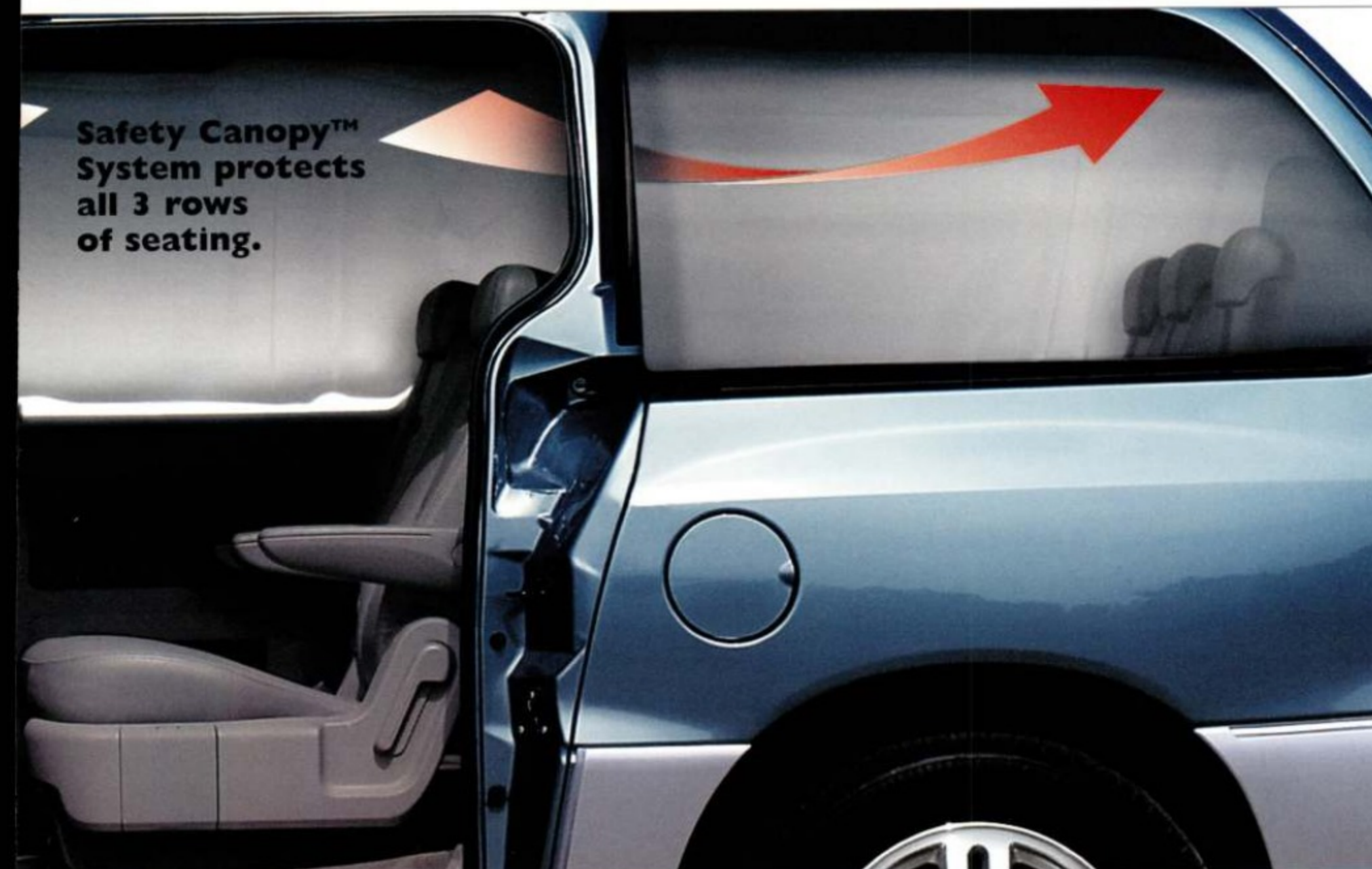
- 1** A best-in-class front-door storage system features **2 dual-bin storage** pockets in each front door with plenty of room for toys, magazines and maps.
- 2** **9 cupholders** (7 with 2nd-row bench-seat configuration) are located throughout Freestar for holding everything from travel mugs to juice boxes. **Beverage holders** large enough for 20-ounce bottles are also integrated into the front doors.
- 3** Kids will love the new, easy-to-reach **sliding door storage**. You will, too.
- 4** An optional 1st-row **floor-mounted center console** keeps things close at hand for the driver and front passenger. Keep often-used necessities (coins, gum, etc.) in the open tray. Keep personal items (wallet, MP3 player) in the covered compartment.
- 5** **CD storage** couldn't be more handy, located due south of the CD player.
- 6** The new ultra-convenient **in-dash storage compartment** opens with the touch of a button and can keep small items in one spot.
- 7** **Seatback storage** keeps personal belongings within easy reach of 2nd-row passengers (included in the Enhanced Seating Group).
- 8** An available **kangaroo pocket**, located on the front of the driver's seat cushion, is as handy as it is expandable.
- 9** The **3rd-row cargo well** is extra deep and can handle a hockey bag full of gear, or drinks for the whole team.
- 10** To keep your personal electronics (phone, PDA, laptop, etc.) juiced up, **power points** (12V) are located in the 1st and 2nd rows and rear cargo area.
- 11** The available **Cargo Management System** makes Freestar's cargo well even more convenient with a collapsible cargo divider that can be removed when not in use.
- 12** The **glove compartment** is spacious and accommodating. (Not shown.)



Safety is the product of careful design.

Safety Canopy™ System

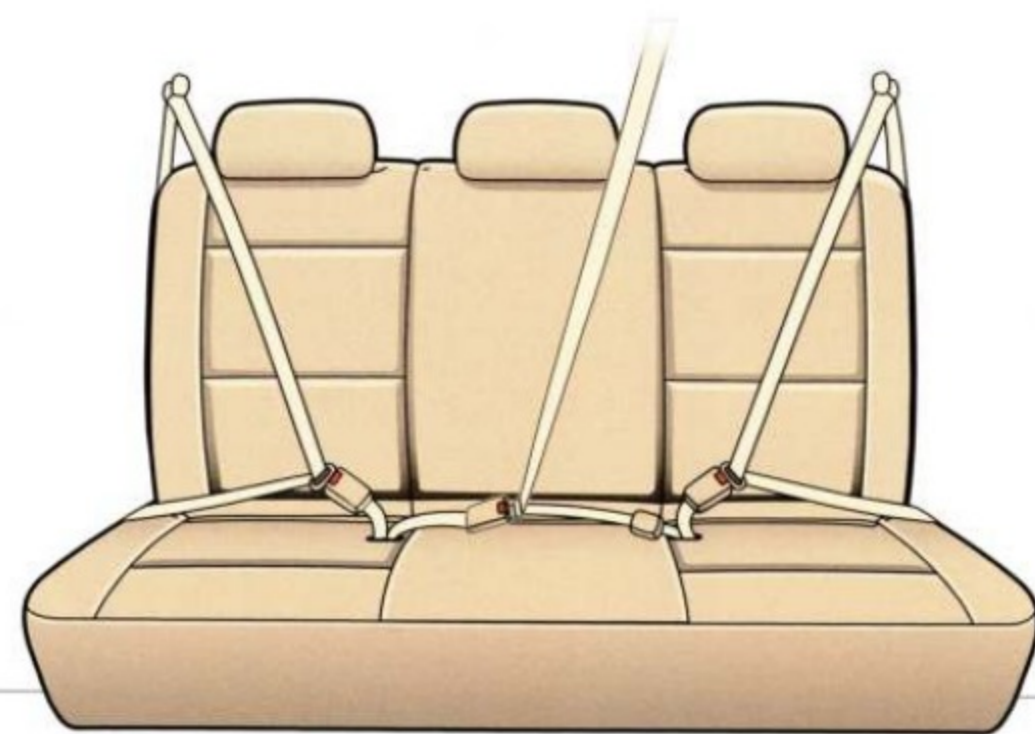
Freestar is designed to meet your needs, but it's also safety-engineered for the real world. Our available patented Safety Canopy System features a segment-exclusive rollover sensor, side-curtain airbags and 1st-row side-impact airbags. The rollover sensor directs deployment in the event of a rollover or side-impact accident. Side-curtain airbags deploy from the headliner on both sides of the vehicle to cover most of the glass area along all 3 rows of seating. They remain inflated longer than the front airbags, helping to further protect occupants.



Personal Safety System™ activates in a split second if needed.

The Ford Personal Safety System is standard on every Freestar model. The system includes dual-stage airbags and safety belts with belt pretensioners that tighten the belts to help ensure that the driver and front passenger are held securely in their seated positions.

The system also monitors safety belt usage and uses a front crash severity sensor as well as a driver's-seat position sensor to determine the appropriate force of front airbag deployment. It uses occupant-sensing technology to automatically deactivate the front-passenger airbag when the front-passenger seat is empty. Every seat is equipped with a 3-point safety belt, including height-adjustable shoulder harnesses for your comfort on the 1st- and 2nd-row outboard seats.

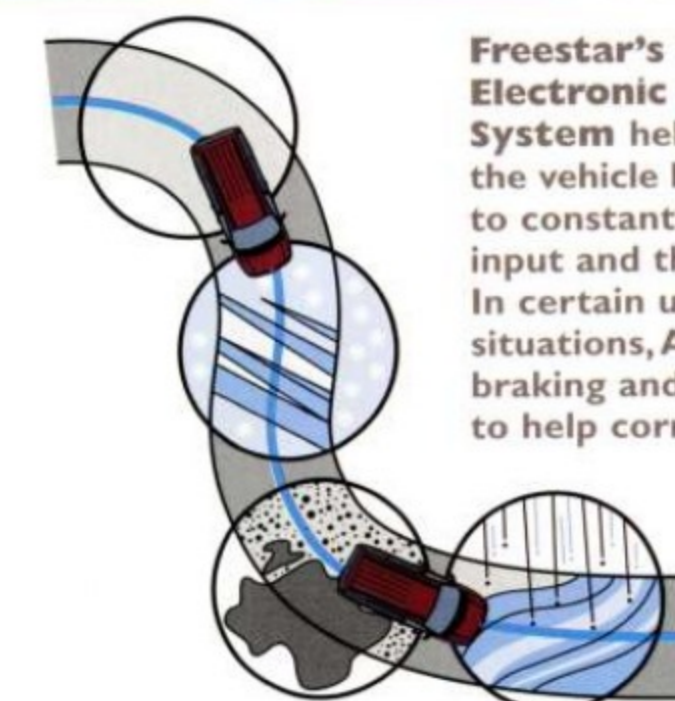


Every seating position features 3-point safety belts, the best line of defense for your family because safety belts secure occupants in their seats during the forces of an impact. The safety belt for the center position in the 3rd row retracts into the roof panel so it's out of the way when not in use.

For front-seat passengers, dual-stage front airbags are standard on all models. These airbags are supplemental systems designed to work with the safety belts to help enhance occupant safety.

Among the best types of protection available in a minivan, Freestar's available Safety Canopy™ System features a segment-exclusive rollover sensor, side-curtain airbags and 1st-row side-impact airbags. Side-curtain airbags stay inflated longer to provide additional occupant protection for all 3 rows of seating.

The "safety cell" unitized body construction features front structural rails specially designed to help transfer and dissipate the energy of an impact.



Freestar's available AdvanceTrac® Electronic Stability Enhancement System helps maintain control of the vehicle by using advanced sensors to constantly monitor the driver's input and the vehicle's responses. In certain understeer or oversteer situations, AdvanceTrac makes braking and throttle adjustments* to help correct vehicle direction.



*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 input for the conditions.

Freestar is the result of our obsession with safety and security.

Can you be too protective of your family? We don't think so. That's why the all-new 2004 Ford Freestar is our safest minivan ever.* In fact, Freestar offers more available safety and security features than any of its competitors.



Anti-Lock Braking System

Standard 4-wheel disc anti-lock brakes contribute to improved control and driver confidence by reducing wheel lockup during hard braking on almost any surface. The Brake Assist feature on vehicles equipped with AdvanceTrac® detects the intensity of rapid stops and automatically applies the full force of the brakes, helping to provide you with greater control.

Power Adjustable Pedals

With available adjustable pedals, you can position your seat farther away from the steering wheel while still maintaining a comfortable driving position. Standard on Freestar Limited.

Mirrors with integrated turn signals

Your intention to turn or change lanes will be clearer than ever, thanks to available mirrors with integrated turn signals. The turn signal indicator is projected into the sideview mirrors, alerting traffic around you. In addition, these signals flash whenever a sliding door is open – warning oncoming traffic that someone may soon be exiting the van. The signals remain flashing until the sliding door is closed. If a sliding door is open, Freestar's battery saver system takes over and stops the flashing after 30 minutes.

*Based on the number of safety features offered.



Keyless Entry Keypad

The available keyless entry keypad makes entry more secure and convenient. Mounted outside the driver's door, simply enter your code and you're in. And if you ever lock your keys inside, this feature's a lifesaver. Of course, you can also use your key fob to lock and unlock the doors and liftgate.

SecuriLock

The SecuriLock® passive anti-theft system gives you peace of mind by preventing unauthorized starting of your vehicle. Standard on every Freestar, it uses a sophisticated electronically coded ignition key to start the vehicle. If the key does not have the correct code, the vehicle will not start. There are 72 quadrillion possible codes.

Perimeter Anti-Theft

Once Freestar is locked, its available perimeter anti-theft system monitors the doors, hood and liftgate against unauthorized entry.

The Reverse Sensing System is designed to take the guesswork out of backing up. This available system uses ultrasonic sensors to detect objects behind the vehicle and helps assist you in negotiating distances. This innovative feature audibly alerts you to objects behind the vehicle when backing up. The closer you are to an object, the quicker the tone beeps.



Horsepower + Best-In-Class Torque = Confidence.

Freestar offers a choice of 2 powerful engines, each designed to let you pass with confidence and climb hills with certainty. Both engines are connected to the frame using new liquid-filled hydromounts that help to isolate the passenger compartment from engine vibration and road impacts.

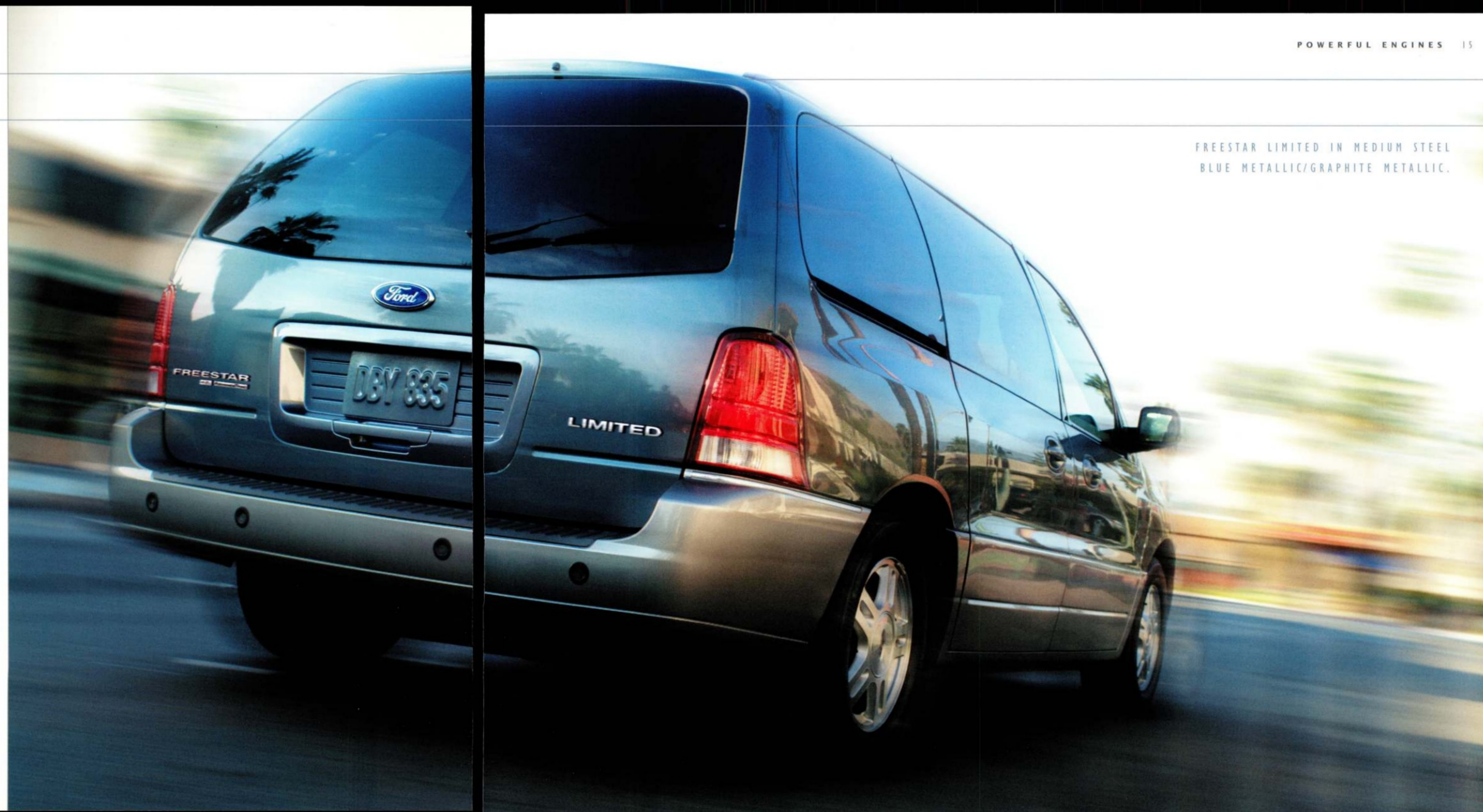
Freestar's 3.9L V6 carries on the tradition of reliable Ford engines and is standard on the S, SE and SES models.

The new 4.2L V6 is the largest engine available in a minivan. Its best-in-class torque (263 lb.-ft. @ 3650 rpm) means you not only have the power and acceleration to merge with authority, you can also tow up to 3500 lbs. with the available Trailer Tow Package.* It's standard on SEL and Limited and, coupled with Freestar's 26-gallon fuel tank, provides a driving range of more than 500 highway miles.**

Both engines have a fail-safe engine cooling system that allows the vehicle to continue running for a short period following the loss of coolant.† Just one more way we help make sure your vehicle is safe and reliable.

*Late availability. **2004 EPA-estimated mpg: 16 city/23 hwy. †Depending on speed, load and outside temperature.

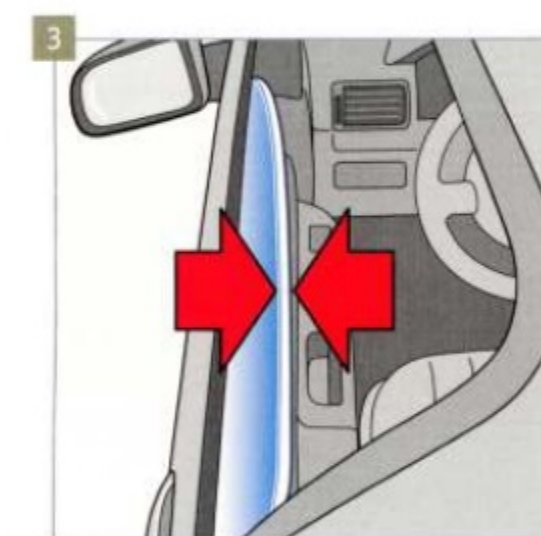
FREESTAR
4.2L ADVANCETRAC



FREESTAR LIMITED IN MEDIUM STEEL
BLUE METALLIC/GRAPHITE METALLIC.



The perfect antidote to a hectic schedule.



In a world that moves at warp speed, Ford Freestar can be your family's oasis of calm. **The fit, finish and seals around the doors reduce wind noise** and improve heating, air conditioning and defrosting performance.

New manufacturing processes and sound insulation technology contribute to a quiet cabin with the following features:

1. New fluid-filled engine hydromounts isolate the passenger compartment from engine vibration, while a new powertrain roll restrictor improves shift smoothness and dampens engine harshness.
2. A new rear-facing front lower control arm, coupled with a fluid-filled front-suspension bushing, improves ride quality.
3. The thickness of the front side-window glass helps keep the outside world at bay.

To make Freestar the quietest Ford minivan ever, Ford engineers included additional body sealing and sound insulation to help keep Freestar's interior quiet. The roof rack and sideview mirrors reduce wind noise and the dash panel absorbs noise. A sound-blocking technology called Conformable Constrained Layer Damping was even employed. After one comfortable drive, you'll hear that the mission has been accomplished.



Responsive handling makes the ride as enjoyable as the destination.

The ride of the all-new Freestar is designed to make driving a pleasure, whether you're spending time with friends, on your way to your daughter's concert, or on a long driving vacation. Responsive and nimble, **Freestar handles easily, predictably and smoothly, giving you confidence behind the wheel.**

The latest-generation Ford automatic transaxle with full electronic controls is designed with "fast-acting" hydraulics to provide refined, faster shifts.

This smooth ride and responsive handling enhance your feeling of confidence behind the wheel. Add the pampered feeling you get while perched in an available high-back driver's seat, and you've got the singularly wonderful experience of driving the 2004 Ford Freestar.



Smoother-Shifting Transaxle

By simplifying and refining the way gear changes are executed, Freestar's **electronic automatic transaxle** provides fast, smooth shifts. A new 5-pinion final-drive gear contributes to improved durability as well.

Shock-Absorber Valving

Confidence behind the wheel comes from features beneath the vehicle. Shock-absorber valving has been tuned to provide an exceptionally smooth ride and make vehicle handling a breeze.

Power Rack-and-Pinion Steering

The power-assisted rack-and-pinion steering system gives you the driving control you need. This system provides a solid "centered" feeling on the road, and provides greater cornering precision while turning.

Dealer Accessories

MacPherson Strut Front Suspension

A new MacPherson strut front suspension system with "reverse L" lower control arms, liquid-filled lower control arm bushing and shear-style subframe mounts help provide a smooth, comfortable ride.

Twist-Beam Axle

Located at the rear of Freestar, a **twist-beam axle** provides controlled response so you can take rough road surfaces with ease.

Sport-Tuned Suspension

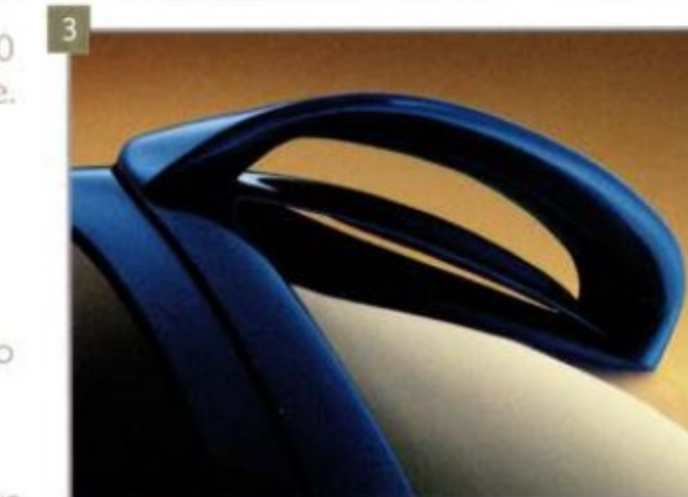
To complement the performance and handling of Freestar, the available **sport-tuned suspension** combines 17" wheels with a unique front stabilizer bar and rear axle.



1 With remote start, you can start your Freestar from up to 500 feet away to warm it up or cool it down before you get inside.



2 Whenever glare is detected, the automatic-dimming rearview mirror adjusts to ease the discomfort. A built-in compass displays directional readings. Mirror available with or without outside temperature readings.



3 For a sporty look, choose the rear air deflector that mounts to Freestar's liftgate. It's available in select exterior colors that match or complement your vehicle's exterior.

4 Since you have lots of interests and gear to take along, we have racks galore that mix and match. This bike rack and sport box combination can handle the goods.



5 This highway safety kit includes reflective triangle, flashlight, fire extinguisher, bungee cords, thermal blanket, cotton gloves, hose tape, multi-function knife, Phillips and slotted-head screwdrivers and a 12-hour lightstick.

6 Protect your carpeting with these all-weather, heavy-duty vinyl floor mats. Their deep grooves and raised ridges catch and hold snow, slush and mud. Nibbed backing and driver's-side positive retention help keep mats in place.



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

The Freestar family.

S/SE

Freestar S and SE welcome you to the new Ford Freestar lineup. 16" steel wheels feature full wheelcovers, Black exterior molding and the front grille has a cohesive, monochromatic, body-color appearance. (S model shown.)



Interior Seat Configurations:
A Standard
B, C, D Optional on SE

Seat Trim:
Cloth Standard

Power Driver's Seat
 Optional on SE

SES

With its 16" painted-finish aluminum 5-spoke sport wheels, body-color door handles, high-gloss Black power sideview mirrors, grille, and a Black lower bumper fascia with driving lamps, SES brings a touch of sportiness to the Freestar lineup.



Interior Seat Configurations:
A Standard
B, C, D Optional

Seat Trim:
Cloth Standard

Power Driver's Seat
 Standard

SEL

Freestar SEL adds a chrome grille and bright trim strips to the monochromatic bumper fascias with body-color moldings. 16" painted-finish aluminum alloy wheels contribute to its athletic stance.

Interior Seat Configurations:
E Standard
F Optional

Seat Trim:
Cloth Standard
Leather Optional

Power Driver's Seat
 Standard



LIMITED

Its color-coordinated two-tone paint scheme and 16" machined-finish aluminum wheels immediately distinguish Freestar Limited. A chrome grille and bright trim strips on the bumper fascias and cladding also let you know that this is Freestar at its best.

Interior Seat Configurations:
E Standard
F Optional

Seat Trim:
Leather Standard

Power Driver's Seat
 Standard

Power Passenger's Seat
 Optional



A
 High-Back Buckets
 2-Passenger Bench
 3-Passenger Tailgate
 Bench Seat™



D
 High-Back Buckets
 with Console
 Low-Back Buckets
 3-Passenger Tailgate
 Bench Seat™



B
 High-Back Buckets
 Low-Back Buckets
 3-Passenger Tailgate
 Bench Seat™



E
 Low-Back Buckets
 Low-Back Buckets
 3-Passenger Tailgate
 Bench Seat™



C
 High-Back Buckets
 with Console
 2-Passenger Bench
 3-Passenger Tailgate
 Bench Seat™



F
 Low-Back Buckets
 with Console
 Low-Back Buckets
 3-Passenger Tailgate
 Bench Seat™



LIMITED

Elegance defines the interior of Freestar Limited. Chrome trim rings enhance the 4 instrument panel gauges and a round analog clock graces the center of the instrument panel. A beautiful woodgrain appliqué divides the upper and lower portions of the instrument panel and also covers the instrument panel's center stack. Finally, standard leather-trimmed seats complete the Limited experience.



S, SE, SES, SEL

A two-tone color design differentiates the upper and lower parts of the instrument panel in Freestar S, SE, SES and SEL models. The interior's exceptional fit and finish, ergonomic controls and appealing colors and textures make this a great place to spend time. Cloth seating is standard. Leather-trimmed seating is available on Freestar SEL. A woodgrain appliqué divides the upper and lower portions of the instrument panel on SEL.

Designed for your world.

The all-new 2004 Ford Freestar, our safest minivan ever, is designed to enhance your world. We encourage you to get behind the wheel, to try out the easy-to-use, flexible 7-passenger seating... the thoughtful and convenient storage places... and enjoy the peace of mind that comes from knowing there are so many safety features.

Freestar is designed with comfort, versatility and luxury so everyone in your family will love traveling – whether it's running errands around town, heading to an early-morning family sporting event or taking a vacation. Your local Ford Dealer invites you to get inside and discover the new Freestar today to fully experience all that it offers.



FREESTAR LIMITED WITH STANDARD LEATHER-TRIMMED INTERIOR IN PEBBLE.

Freestar Key Features

Flexible 7-passenger seating

Ergonomically designed instrument panel

Versatile storage

Powerful engines

Quiet ride

Safety

Smooth ride and handling

Security

WHEELS



16" Steel Wheels with Full Wheelcovers Standard on S and SE



16" Painted Aluminum 5-Spoke Sport Wheels Standard on SES



16" Painted Aluminum 5-Spoke Wheels Standard on SEL



16" Bright Machined-Aluminum 5-Spoke Wheels Standard on Limited



17" Aluminum Alloy Wheels Optional on SES, SEL and Limited

ENGINES



3.9L V6

	3.9L V6	4.2L V6
Horsepower (hp @ rpm)	193 @ 4500	201 @ 4250
Torque (lb.-ft. @ rpm)	240 @ 3750	263 @ 3650

INTERIOR/EXTERIOR COLORS



Pebble Cloth Standard on S and SE



Flint Cloth Standard on S and SE



Pebble Cloth Standard on SES



Flint Cloth Standard on SES



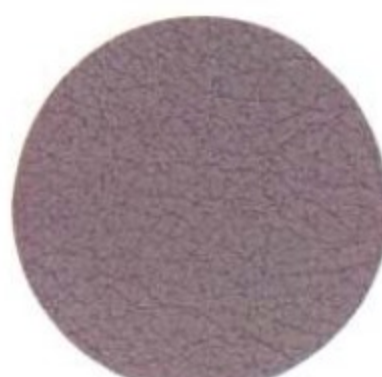
Pebble Cloth Standard on SEL



Flint Cloth Standard on SEL



Pebble Leather Standard on Limited Optional on SEL



Flint Leather Standard on Limited Optional on SEL

Pebble

Flint

S

- Vibrant White
- Medium Steel Blue Metallic
- Silver Birch Metallic
- Dark Shadow Grey Metallic*

SE

- ● Vibrant White
- ● Arizona Beige Metallic
- ● Matador Red Metallic
- ● Spruce Green Metallic
- ● Medium Steel Blue Metallic
- ● Silver Birch Metallic
- ● Dark Shadow Grey Metallic*

SES

- ● Vibrant White
- ● Arizona Beige Metallic
- ● Matador Red Metallic
- ● Medium Steel Blue Metallic
- ● Silver Birch Metallic
- ● Dark Shadow Grey Metallic*

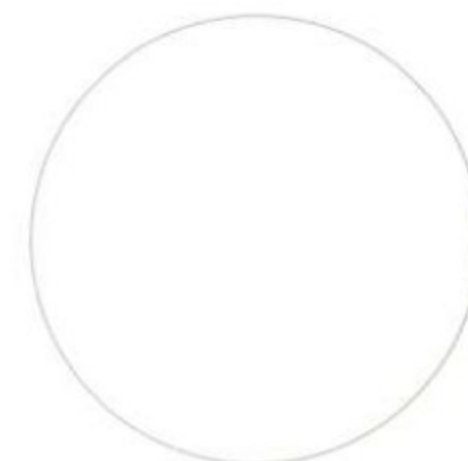
SEL

- ● Vibrant White
- ● Arizona Beige Metallic
- ● Matador Red Metallic
- ● Spruce Green Metallic
- ● Medium Steel Blue Metallic
- ● Silver Birch Metallic

Limited Two-Tone

- Vibrant White/Harvest Gold Metallic
- Vibrant White/Graphite Metallic
- Arizona Beige Metallic/Graphite Metallic
- Matador Red Metallic/Harvest Gold Metallic
- Spruce Green Metallic/Harvest Gold Metallic
- Medium Steel Blue Metallic/Graphite Metallic
- Silver Birch Metallic/Harvest Gold Metallic
- Black/Harvest Gold Metallic
- Black/Graphite Metallic

*Late availability.



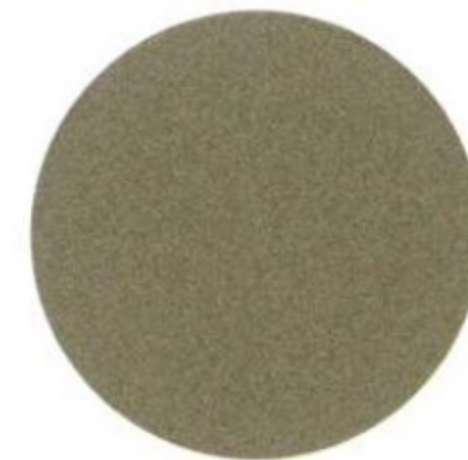
Vibrant White



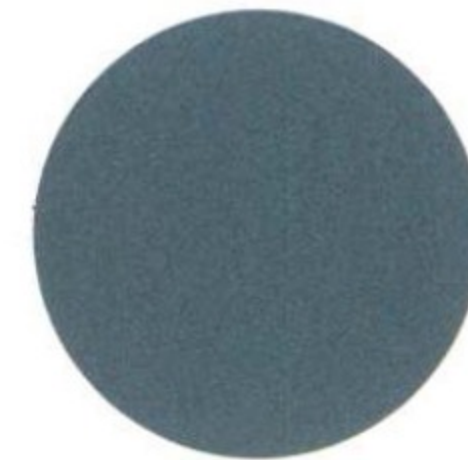
Arizona Beige Metallic



Matador Red Metallic



Spruce Green Metallic



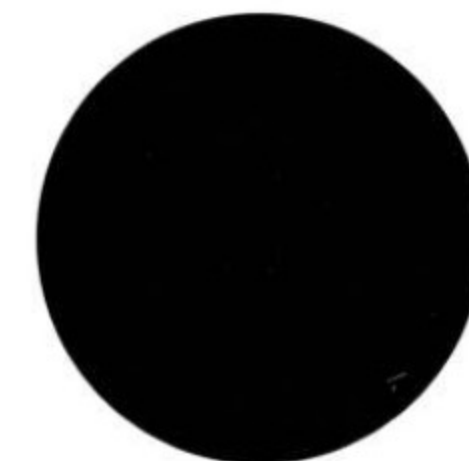
Medium Steel Blue Metallic



Silver Birch Metallic



Dark Shadow Grey Metallic



Black

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



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