



MUSTANG

04

Effective 12.1.03



THE MUSTANG LEGEND
ROLLS ON

FOR 40 YEARS, ONE CAR HAS RULED THE STREETS AND ANSWERED THE PRAYERS OF SERIOUS DRIVING BUFFS EVERYWHERE — FORD MUSTANG. IT CHEWS UP AND SPITS OUT ROAD LIKE A REPAVING CREW ON STEROIDS. A KNOTTY SERIES OF SWITCHBACKS WILL HAVE YOU SCREAMING FOR MORE. YOU'LL GET ANTSY AT LONG LIGHTS. THIS IS THE WAY DRIVING WAS MEANT TO BE. LIFE IS DIFFERENT IN A MUSTANG. GET READY TO START LIVIN'!

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TURNIN' CORNERS AND HEADS FOR 40 YEARS.



Mustang GT Premium Coupe in Crimson Red with 40th Anniversary Package. Shown on cover: GT Premium Convertible in Black.

4.6L 260-HP V8 ENGINE · MANUAL TRANSMISSION · POWER
RACK-AND-PINION STEERING · SPEED CONTROL · REAR SPOILER
· 6-WAY POWER DRIVER'S SEAT

MUSTANG GT

FEW VEHICLES APPEASE YOUR APPETITE FOR RAW EXCITEMENT LIKE MUSTANG GT. FOR STARTERS, A 260-HP 4.6L SOHC V8 — FLOOR IT AND LISTEN TO IT ROAR. ITS POWER RACK-AND-PINION STEERING, REAR-WHEEL DRIVE, FRONT MODIFIED MACPHERSON STRUTS, QUADRA-SHOCK REAR SUSPENSION SYSTEM AND FRONT AND REAR STABILIZER BARS MAKE IT SO EXHILARATING TO DRIVE. IT'S NICE TO HAVE CHOICES, SO GT COMES IN COUPE AND CONVERTIBLE MODELS. ONCE YOU'VE DRIVEN A GT, EVERYTHING ELSE IS JUST A CAR.



Check out Mustang GT's dual bright polished stainless steel exhaust tips. These babies don't just look cool; they're the source of the throaty growl you hear when you punch the pedal.

Here's another way to dress up your GT. Choose the optional 5-spoke wheel forged from bright aluminum alloy for an extra-sharp look. It's one of 4 distinctive wheels offered.

AND YOU THOUGHT ONLY LIONS ROARED.



Mustang GT Premium Coupe in Torch Red.

4.6L 305-HP V8 ENGINE · MANUAL/AUTOMATIC TRANSMISSION · FRONT AND REAR STABILIZER BARS · QUADRA-SHOCK GAS-PRESSURIZED REAR SHOCKS · "SHAKER" HOOD SCOOP · REAR SPOILER

FORTUNATELY, SMOKIN'

HASN'T BEEN BANNED EVERYWHERE.

MUSTANG mach 1

GO AHEAD, LIGHT ONE UP. THIS MACHINE WILL GET YOU FROM POINT A TO POINT B FASTER THAN YOU CAN SAY "SONIC BOOM," WHILE PINNING YOU FIRMLY AGAINST YOUR SEAT. 305 KICKING HORSES UNDERNEATH, "SHAKER" HOOD SCOOP UP TOP, AND RACING TOUCHES ALL AROUND. A MACH 1 SUSPENSION AND PERFORMANCE TIRES INVITE YOU TO ATTACK CURVES WITH CONFIDENCE AND EAT UP STRETCHES OF ROAD LIKE A HUNGRY TIGER.



The facts: 4.6L DOHC, 305 rippin' horsepower, 32-valve V8. Multi-port fuel injection, 320 lb.-ft. of torque @ 4200 rpm, 3.55 rear end.

There's something about a V8. Especially when it's packed into a Mustang. In the Mach 1, it's teamed with a unique "shaker" hood scoop for that sweet, low rumble you can hear coming from a mile away.



Mustang Mach 1 Coupe in Azure Blue. Professional driver on a closed course.

193-HP V6 ENGINE · MULTI-PORT FUEL INJECTION · POWER RACK
AND-PINION STEERING · 16" POLISHED ALUMINUM WHEELS · BODY
COLOR FRONT AND REAR FASCIA'S · 4-WHEEL POWER DISC BRAKES

MUSTANG V6

WITH PONY APPEARANCE PACKAGE

THIS STALLION HATES BEING PENNED UP. IT WAS BORN TO RUN FREE. AND NOTHING BEATS RUNNING FREE WITH YOUR TOP DOWN. THE WARM BREEZE BLOWING THROUGH YOUR HAIR. A SKY FULL OF STARS ABOVE. MILES OF COUNTRYSIDE, TWO-LANE HIGHWAYS AND SWITCHBACKS TO EXPLORE. HERE'S AN OPEN INVITATION TO FREE YOUR SOUL. WHAT ARE YOU WAITING FOR? YOUR MUSTANG CONVERTIBLE IS WAITING FOR YOU.



The Pony Appearance Package puts a different spin on Mustang. It includes special 16" wheels that grab attention as well as they grab the road.

A sculpted hood features an oversized-scoop design for an even more dramatic look. And the word "Mustang" appears across the back in bold black letters as a brief reminder to all what kind of wild animal they're chasin.'



DROP YOUR TOP AND GO WILD.



Mustang Premium Convertible in Silver Metallic with Pony Appearance Package and optional equipment.

GT SPORT BUCKET FRONT SEATS · DUAL VISOR MIRRORS · POWER
LOCKS AND WINDOWS · LEATHER-WRAPPED STEERING WHEEL
· 150-MPH SPEEDOMETER

MUSTANG GT INTERIOR

MUSTANG'S INTERIOR ALREADY COMES REMARKABLY WELL EQUIPPED. TAKE IT UP A NOTCH WITH THE INTERIOR UPGRADE PACKAGE AND YOU'LL REAP IN THE BOUNTY WITH STUFF LIKE STAINLESS STEEL PEDALS, ALUMINUM TOUCHES AND 4-WAY HEAD RESTRAINTS. ADD THE LIMITED-EDITION 40TH ANNIVERSARY PACKAGE AND GET A MEDIUM PARCHMENT INTERIOR, SPECIAL FLOOR MATS WITH THE 40TH ANNIVERSARY LOGO AND AN ARMLOAD OF SPECIAL FEATURES INSIDE AND OUT. LIFE IS GOOD.



It's not easy to improve Mustang's interior. But when you order your Mustang or Mustang GT with a manual transmission and the Interior Upgrade Package, you'll get a leather-wrapped shift knob and an aluminum shift boot trim ring.

These stainless steel pedals simply scream "Let's go!" They're part of the Interior Upgrade Package and 40th Anniversary Package and are ready to take some serious abuse.

SIT BACK AND ENJOY THE SPOILS.



Mustang GT Premium Coupe in Medium Parchment leather trim, shown with optional Interior Upgrade Package.

SPORT BUCKET FRONT SEATS WITH "COMFORT-WEAVE" LEATHER-TRIMMED SEATS · MACH 460 SOUND SYSTEM* WITH 6-DISC IN-DASH CD CHANGER · LEATHER-WRAPPED STEERING WHEEL

MACH 1 INTERIOR

SIMPLY PUT, THIS IS NO PLACE FOR WIMPS. A QUICK GLANCE TELLS YOU THAT THE MACH 1 INTERIOR IS DESIGNED WITH THE SERIOUS PERFORMANCE ENTHUSIAST IN MIND. HARD-CORE DRIVERS WHO LIVE LIFE ON THE EDGE. JUST LOOK AT THE INSTRUMENTATION WITH ITS RETRO-STYLED DIALS. NOTHING GETS THE BLOOD FLOWING LIKE WATCHING THAT TACH AS THE NEEDLE DANCES NEAR THE RED. A RUGGEDLY HANDSOME SETTING. BRIGHT METAL ACCENTS. FRONT BUCKET SEATS. "COMFORT-WEAVE" LEATHER TRIM. EVERYTHING BECKONS YOU TO HIT THE ROAD — NOW.

THE STUFF LEGENDS ARE MADE OF

There it is. Staring you in the face. The legendary "shaker" hood scoop. Idling, it looks pretty innocent, but hit the gas and watch as the scoop throbs with anticipation. The scoop delivers fresh air to the intake for increased power and torque. Right — like this engine needs more power.

MACH TAKES IT TO THE MAX.



Mustang Mach 1 Coupe in Dark Charcoal "Comfort-Weave" leather trim, shown with optional Interior Upgrade Package.

MUSTANG AUDIO

THESE GO UP TO "11." WHEN YOU CRANK 'EM UP, YOU'LL SWEAR YOU'VE NEVER HEARD A CAR STEREO SOUND LIKE THIS BEFORE. BOOMING BASS, CRISP HIGHS AND FULL, BALANCED MIDRANGE. DOESN'T MATTER IF YOU'RE INTO JAZZ, BLUES, HIP-HOP OR CLASSICAL, IT ALL TAKES ON A NEW DIMENSION INSIDE YOUR 'STANG. CHOICE IS A GOOD THING, AND YOU'VE GOT PLENTY OF 'EM HERE. CHOOSE WISELY.

1 | MACH® 1000 AUDIO SYSTEM*

Features a 6-disc in-dash CD changer, a 60-watt amp which powers 4 tweeters and midrange speakers. Six 85-watt subwoofer amps drive 4 internal subwoofers, and 2 specially designed 10" trunk-mounted subwoofers add to the punch.

2 | AM/FM STEREO/CD/MP3 PLAYER

Another way to go – the MP3 player can store up to 255 songs and play up to 10 hours of non-stop music from a single CD.

3 | MACH 460 SOUND SYSTEM*

Features an electronic AM/FM stereo with a 6-disc in-dash CD changer, 230 watts (RMS) of power and 8 strategically placed speakers.

4 | SIRIUS SATELLITE RADIO

Delivers 100 streams of music and entertainment coast to coast. No matter where you are, there's your favorite music traveling with you.

*Sirius capable.
Sirius is a dealer-installed option.

DEALER ACCESSORIES

1 | MINI TONNEAU COVER

Here's an excellent way to protect the back seats and top from dust, dirt and those pesky ultraviolet rays. This cover is made of water-resistant, heavy-duty black vinyl and features that highly touted, embossed Pony logo.

4 | WINDSTOP

When you're tooling around with your top down, you'll appreciate this mesh windstop. It cuts down on the breezes, and can be stored in the trunk when not in use.

2 | ALUMINUM GAUGE SURROUND

A satin brushed aluminum center gauge surround adds an extra touch of class to your car's interior.

5 | FLAT SPLASH GUARDS

These not only look cool, they also protect your Mustang from mud and road debris. They're made from durable thermoplastic so they'll hold up for a long time.

3 | 17" 5-SPOKE PAINTED WHEELS

You're already going to grab attention just by driving a Mustang. Add these distinctive premium painted aluminum wheels and everyone'll notice you.

6 | RF KEYPAD

The wireless entry keypad is available with the remote keyless entry system, which allows you to unlock your Mustang without a key or key fob. It can be programmed with your own code.

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



WHEELS



16" Painted Aluminum Wheel (Coupe only) Standard on V6 Coupe and Deluxe Coupe



16" Bright Machined-Aluminum Wheel Standard on V6 Deluxe, Premium Convertible and Premium Coupe



16" Polished Aluminum Wheel Pony Appearance Package



17" Painted Aluminum Wheel Standard on GT Deluxe



17" Premium Painted Aluminum Wheel with Bright Flange Standard on GT Premium



17" Bright Aluminum Wheel Optional on GT Premium



17" Heritage Aluminum Wheel Standard on Mach 1



17" Premium Painted Aluminum Wheel with Bright Flange 40th Anniversary GT Premium



16" Bright Aluminum Wheel 40th Anniversary V6 Premium

ENGINES



OHV V6 Engine



4.6L SOHC 16-Valve V8 Engine



4.6L DOHC 32-Valve V8 Engine

	OHV V6	4.6L SOHC 16-Valve V8	4.6L DOHC 32-Valve V8
Horsepower (hp @ rpm)	193 @ 5500	260 @ 5250	305 @ 5800
Torque (lb.-ft. @ rpm)	225 @ 2800	302 @ 4000	320 @ 4200

INTERIOR/EXTERIOR COLORS



Medium Parchment Cloth



Medium Parchment Leather



Medium Graphite Cloth



Medium Graphite Leather



Dark Charcoal Cloth



Dark Charcoal Leather



Oxford White Leather



Dark Charcoal "Comfort-Weave" Leather (Mach 1 only)

Model	Color
Coupe	Medium Parchment
	Medium Graphite
	Dark Charcoal
	Oxford White
	Oxford White
	Screaming Yellow*
	Competition Orange*
	40th Anniversary Crimson Red*
	Torch Red
	Redfire Metallic
Sonic Blue Metallic	
Silver Metallic	
Dark Shadow Grey Metallic	
Black	
Convertible	Oxford White
	Screaming Yellow*
	Competition Orange*
	40th Anniversary Crimson Red*
	Torch Red
	Redfire Metallic
	Sonic Blue Metallic
	Silver Metallic
	Dark Shadow Grey Metallic
	Black
GT	Oxford White
	Screaming Yellow*
	Competition Orange*
	40th Anniversary Crimson Red*
	Torch Red
	Redfire Metallic
	Sonic Blue Metallic
	Silver Metallic
	Dark Shadow Grey Metallic
	Black
Mach 1	Oxford White
	Screaming Yellow*
	Competition Orange*
	Torch Red
	Azure Blue
	Dark Shadow Grey Metallic
	Black

*New for 2004.

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



Oxford White



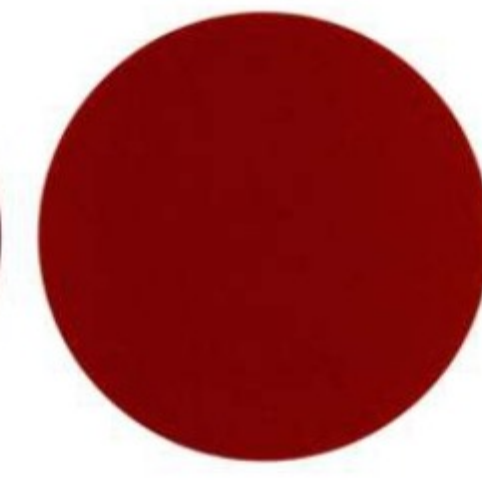
Screaming Yellow



Competition Orange



40th Anniversary Crimson Red



Torch Red



Redfire Metallic



Azure Blue



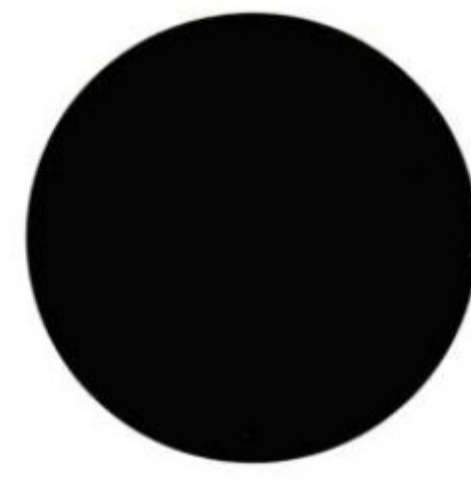
Sonic Blue Metallic



Silver Metallic



Dark Shadow Grey Metallic



Black

Ford Credit Get the ride you want. Whether you plan to lease or finance, you'll find the choices that are right for you at Ford Credit. Ask your Ford Dealer for details or check us out at fordcredit.com.

Ford EXTENDED SERVICE PLAN

For a purchase or lease, the Ford Extended Service Plan gives you "Peace-of-Mind" protection designed to cover key vehicle components and protect you from the cost of unexpected repairs. Ask your dealer for an ESP backed by Ford Motor Company and honored at all Ford dealerships.

Ford Ford Motor Company Insurance Services

Choose the insurance program that's designed for your vehicle -- Ford Motor Company Insurance Services. Our program helps you receive the rates and service you deserve. Call 1-877-367-3847 or visit us at fordvip.com for a no-obligation quote. Insurance offered by American Road Services Company (in CA, American Road Insurance Agency), a licensed agency and subsidiary of Ford Motor Company.



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

If you're as passionate about Mustangs as we are, you need to visit www.fordheritage.com/mustang and surf away. It's a complete source for the latest news, specs, classifieds, events and more photos than you can shake a stick shift at. There's also a list of Mustang clubs in your area, so you can hook up with folks who live and breathe Mustang just like you. Check it out.

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