



*Thunderbird*

04



*A Thunderbird Tale*

ONCE UPON A TIME LIVED A *Classic Beauty*  
REMINISCENT OF THE PAST WITH A MODERN FLAIR.

ITS COLORS VARIED FROM THE *Finest of Wines*  
TO THE SUNLIT GREEN OF THE SEA.

ITS *Rare* APPEARANCE COMMANDED A SECOND GLANCE  
BECAUSE IT WAS LIKE A *Dream*.



THUNDERBIRD IN *Merlot*

PREMIUM MODEL SHOWN WITH OPTIONAL LIGHT SAND  
APPEARANCE PACKAGE, SOFT BOOT AND 17" MICRO-MACHINED WHEELS



ONCE UPON A TIME IS NOW.

LIKE THE ORIGINAL, THE 2004 THUNDERBIRD IS SURE TO ATTRACT A  
CROWD WHEREVER IT GOES. HOW LONG WILL YOU WAIT TO OWN THIS  
COLLECTIBLE CLASSIC? ONLY HAPPILY EVER AFTER AWAITS.



WARM SAND *Caresses* YOUR FEET.

A GENTLE BREEZE CARRIES  
THE SCENT OF *Summer*.

AND A *Vintage Mint Green Dream* CONTENTEDLY WAITS TO  
CARRY YOU TO YOUR NEXT DESTINATION.

THUNDERBIRD IN *Vintage Mint Green*  
PREMIUM MODEL SHOWN WITH BLACK INK INTERIOR  
AND OPTIONAL SOFT BOOT



THE SCARLET SKY *Smolders* AS THE SUN DIPS BEYOND SIGHT.

THE WARM SUMMER WIND SETS YOUR HAIR AFLUTTER  
IN A WILD DANCE OF *Freedom.*

YOU NOW BELIEVE IN *Destiny.*

AND IT'S A *Thunderbird* IN TORCH RED.

THUNDERBIRD IN *Torch Red*  
PREMIUM MODEL SHOWN WITH BLACK INK INTERIOR  
AND OPTIONAL SOFT BOOT

THE STARS SPARKLE LIKE A MILLION DIAMONDS

CAST ACROSS THE *Moonstruck* SKY.

THE HEAVENS ARE *Rejoicing*.

FOR THEY HAVE GAZED DOWN UPON THUNDERBIRD

IN *Evening Black*.



THUNDERBIRD IN *Evening Black*  
PREMIUM MODEL SHOWN WITH OPTIONAL 17" MICRO-MACHINED  
WHEELS AND REMOVABLE TOP

A SOFT WHISPER CALLS YOUR NAME  
FROM ACROSS A

*Hidden Courtyard.*

YOU WONDER IF YOU ARE *Dreaming.*  
BUT KNOW YOU MUST FOLLOW.

*Enchantment* HAS FOUND YOU  
IN A PLATINUM SILVER THUNDERBIRD.



THUNDERBIRD IN *Platinum Silver*  
DELUXE MODEL SHOWN WITH BLACK INK INTERIOR  
AND OPTIONAL SOFT BOOT

THE *Sun* BECKONS TO YOU  
WITH A *Glowing* SMILE.

WITH THE PUSH OF A BUTTON,  
YOU *Invite* HIM IN.



HOW MANY *Dreams* LET YOU  
CHOOSE YOUR COLORS?

THIS ONE DOES. OVER THE YEARS, THUNDERBIRD'S GRACEFUL LINES AND SENSUAL CURVES HAVE BEEN THE OBJECT OF COUNTLESS LATE-NIGHT VISIONS. IMAGINE YOURSELF CRUISING THE SEASIDE STRIP, TOP DOWN, HEARING THE WAVES ROAR AND FEELING THE STREET'S ENERGY. IT'S WELL WITHIN REACH WHENEVER YOU FOLD DOWN THE STANDARD BLACK CONVERTIBLE TOP. SHOULD YOU ORDER 2004'S AVAILABLE NEW LIGHT SAND APPEARANCE PACKAGE, THE TOP IS LIGHT SAND. TO FURTHER ACCENTUATE YOUR THUNDERBIRD, A REMOVABLE

TOP CAN BE ORDERED IN A MATCHING

OR COMPLEMENTARY COLOR.

WHATEVER YOU CHOOSE, GET  
READY FOR YOUR DREAM  
TO TAKE FLIGHT.



THE *Sun* BECKONS TO YOU  
WITH A *Glowing* SMILE.

WITH THE PUSH OF A BUTTON,  
YOU *Invite* HIM IN.



WINDOW TO YOUR *Soul*.

AND IT'S A PORTHOLE, OF COURSE. THUNDERBIRD'S AVAILABLE REMOVABLE TOP, FEATURING A HEATED GLASS REAR WINDOW, COMES WITH ITS OWN STAND (SHOWN BELOW) FOR CONVENIENT STORAGE. SO AS THE LEAVES FALL AND MORNING'S CHILL ARRIVES TO STAY, SIMPLY PUT THE REMOVABLE TOP IN PLACE AND THE CRUISING CAN CONTINUE ALL YEAR LONG. WITH THOSE INIMITABLE PORTHOLE ON THE SIDES, THE TOP GIVES YOU AND YOUR THUNDERBIRD A COMPLETELY NEW LOOK. IN

NO TIME AT ALL. SUMMER ROADSTER BECOMES ELEGANT FOUR-SEASON TOURER. AND FALL COLORS OR WINTER SNOW LIE JUST OUTSIDE YOUR WINDOW.



**EVENING BLACK**  
Available with all Thunderbird exterior colors



**TORCH RED**  
Available with Thunderbird in Torch Red



**PLATINUM SILVER**  
Available with Thunderbird in Platinum Silver



**MERLOT**  
Available with Thunderbird in Merlot



**PERFORMANCE WHITE**  
Available with Thunderbird in Evening Black, Torch Red and Vintage Mint Green



**VINTAGE MINT GREEN**  
Available with Thunderbird in Vintage Mint Green



THUNDERBIRD PREMIUM WITH OPTIONAL  
LIGHT SAND APPEARANCE PACKAGE AND SOFT BOOT



AN INVITING WORLD OF  
COMFORT AND *Elegance*  
IS *Destined* TO CARRY YOU AWAY.



STOPS YOU ON A DIME *Before* YOU START.

INSIDE, THUNDERBIRD CAN BE AS MILD – OR AS WILD – AS YOU DESIRE. CHOOSE FROM A VAST ARRAY OF LEATHER-TRIMMED INTERIOR CHOICES AND ACCENT PACKAGES. HIGHLIGHTED BY A NEW LIGHT SAND APPEARANCE PACKAGE (SHOWN BELOW). SELECT A PARTIAL INTERIOR COLOR ACCENT PACKAGE TO SPLASH THE SEATS, TOP SECTION OF THE STEERING WHEEL AND GEAR SHIFT KNOB IN YOUR COLOR OF CHOICE. THE FULL INTERIOR COLOR ACCENT PACKAGE ALSO INCLUDES THE LOWER INSTRUMENT PANEL, LOWER CENTER CONSOLE AND DOOR TRIM INSERTS IN THAT COLOR SCHEME. ALL PACKAGES ACCENTUATE THUNDERBIRD'S BEAUTIFUL EXTERIOR

COLOR PALETTE, AND ALLOW YOU TO PRODUCE YOUR OWN UNIQUE THUNDERBIRD, INSIDE AND OUT.



#### LIGHT SAND APPEARANCE PACKAGE

Optional interior package includes a Light Sand convertible top and available soft boot, plus Light Sand color applied to the steering wheel and gear shift knob. The leather-trimmed seats feature contrasting black stitching. Also includes Cream-colored instrument cluster gauges and Bronze Metallic-tinted appliques on the instrument panel and door panels, shifter bezel and door sill scuff plates. Available with all exterior colors except Vintage Mint Green.

THUNDERBIRD PREMIUM WITH OPTIONAL  
LIGHT SAND APPEARANCE PACKAGE AND SOFT BOOT



AN INVITING WORLD OF  
COMFORT AND *Elegance*  
IS *Destined* TO CARRY YOU AWAY.



**BLACK INK INTERIOR**

Standard with all Thunderbird colors.



**BLACK ACCENT PACKAGE**

Optional interior package features high-gloss black accents applied to the top portion of steering wheel and gear shift knob. Available with all exterior colors.



**PARTIAL INTERIOR COLOR ACCENT PACKAGE -  
PERFORMANCE WHITE (SHOWN) OR TORCH RED**

Optional interior package features color applied to the seat inserts, top of steering wheel and gear shift knob. Available only with the following exterior colors: Evening Black, Torch Red and Vintage Mint Green (Performance White interior only).



**FULL INTERIOR COLOR ACCENT PACKAGE - TORCH RED**

Optional interior package features color applied to the seat inserts, lower instrument panel, lower center console, door trim inserts, top of steering wheel and gear shift knob. Available only with Evening Black and Torch Red exterior colors.

LOVE IS A  
*Many Splendored*  
THUNDERBIRD.



SEEK THE REALLY OPEN *Road.*

THUNDERBIRD HAS ALWAYS EMBODIED THE LOVE AFFAIR BETWEEN DRIVER AND OPEN ROAD. THAT'S WHY IT REMAINS V8-POWERED. WITH A 280-HP, 32-VALVE DOHC 8-CYLINDER ENGINE, AN AVAILABLE SELECTSHIFT™ TRANSMISSION PROVIDES THE CONTROL OF A MANUAL TRANSMISSION AND THE CONVENIENCE OF AN AUTOMATIC. FOR ITS INHERENT RIDE AND HANDLING ADVANTAGES, ENGINE POWER IS TRANSFERRED TO THE PAVEMENT THROUGH REAR-WHEEL DRIVE. NEW 17" WHEELS FOR 2004 COMBINE WITH ALL-SPEED TRACTION CONTROL TO HELP MAINTAIN A FIRM FOOTING. AND SINCE WE'RE TALKING LEGENDARY RAGTOP® HERE, FEEL FREE TO OPEN UP AND LET THE SUN DANCE ACROSS THE FINE LINES OF THUNDERBIRD'S INSTRUMENT PANEL. A NEW SIRIUS SATELLITE RADIO-CAPABLE AUDIOPHILE 6-DISC IN-DASH SOUND

SYSTEM PROVIDES THE MUSICAL ACCOMPANIMENT. THE LONG AND WINDING ROAD AWAITS.



**STANDARD FEATURES**

**Exterior**

- Dual exhaust with bright tips
- Dual power sideview mirrors
- Perimeter alarm
- Power-retractable black convertible top
- Windshield wipers – 2-speed, variable-intermittent

**Interior**

- Air conditioning with dual-zone Electronic Automatic Temperature Controls
- AM/FM Audiophile sound system with 6-disc in-dash CD changer and clock, Sirius Satellite Radio capable\*
- Analog instrument cluster with tachometer
- Auto headlamps with on/off delay
- Center console with storage and leather-topped armrest
- Delayed accessory power shutoff
- Dual visor vanity mirrors
- HomeLink® universal transmitter
- Illuminated entry with theater-dimming feature and header map lights
- Leather-wrapped steering wheel with audio and speed controls
- Power 6-way driver's seat and 2-way passenger's seat
- Power tilt/telescoping steering column
- Power windows and door locks
- Premium black leather-trimmed seats with recliners
- Rear window defroster
- Remote keyless entry system

**Mechanical**

- 3.9L 32-valve aluminum DOHC V8 engine with 280 hp @ 6000 rpm and 286 lb.-ft. of torque @ 4000 rpm
- 4-wheel anti-lock braking system (ABS)
- 5-speed automatic transmission with overdrive
- All-Speed Traction Control
- Power 4-wheel ventilated disc brakes

**Safety/Security**

- Belt-Minder® safety belt reminder
- Front and side-impact airbags\*\* for driver and passenger (passenger-side airbag deactivation switch)
- LATCH – Lower anchors and tether anchors for child safety seat (passenger side)
- SecuriLock® passive anti-theft system
- Side-intrusion door beams

\* Sirius is a dealer-installed option.  
 \*\* Always wear your safety belt and deactivate the passenger-side airbag when using a rear-facing child safety seat.

Competitive comparisons based on 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.

**MODEL-SPECIFIC FEATURES/OPTIONS**

**Deluxe**

**Premium**

**Exterior**

- — 17" 16-spoke painted aluminum wheels
- ● 17" 7-spoke chrome aluminum wheels
- ○ 17" 16-spoke micro-machined aluminum wheels
- ○ Convertible top soft boot
- ○ Removable top with rear window defroster
- ○ Supplemental parking lamps

**Interior**

- ● Heated seats
- ○ Black Accent Package – Includes high-gloss black accent applied to top of steering wheel and gear shift knob
- ○ Full Interior Color Accent Package – Includes Torch Red applied to seat inserts, lower instrument panel, lower center console, door trim inserts, top of steering wheel and gear shift knob
- ○ Partial Interior Color Accent Package – Includes Torch Red or Performance White applied to seat inserts, top of steering wheel and gear shift knob
- ○ Light Sand Appearance Package – Includes Light Sand applied to convertible top, available soft boot, leather-trimmed seats with black stitching, steering wheel, gear shift knob and floor mat edging, Bronze Metallic-tinted appliques on instrument panel, center stack, shifter bezel, door panels and door sill scuff plates, and Cream-colored instrument cluster gauges

**Mechanical**

- ○ SelectShift™ automatic transmission

● Standard ○ Optional — Not Available

**WHEELS**



17" 16-Spoke Painted Aluminum Wheel  
Standard on Deluxe



17" 7-Spoke Chrome Aluminum Wheel  
Standard on Premium



17" 16-Spoke Micro-Machined Aluminum Wheel  
Optional on Premium

	EVENING BLACK	TORCH RED	VINTAGE MINT GREEN	PLATINUM SILVER	MERLOT
CHOOSE YOUR EXTERIOR COLOR.					
CHOOSE A REMOVABLE TOP, IF YOU DESIRE. <small>BLACK CONVERTIBLE TOP IS STANDARD. LIGHT SAND CONVERTIBLE TOP IS INCLUDED WITH OPTIONAL LIGHT SAND APPEARANCE PACKAGE.</small>					
CHOOSE YOUR INTERIOR.					
	Standard Black Ink (shown to left) or Optional Black Accent Package	Standard Black Ink or Optional Black Accent Package	Standard Black Ink or Optional Black Accent Package	Standard Black Ink or Optional Black Accent Package	Standard Black Ink or Optional Black Accent Package
	Optional Full Color Accent Package in Torch Red (shown) or Optional Partial Color Accent Package in Torch Red	Optional Full Color Accent Package in Torch Red (shown) or Optional Partial Color Accent Package in Torch Red			
	Optional Partial Color Accent Package in Performance White	Optional Partial Color Accent Package in Performance White	Optional Partial Color Accent Package in Performance White		
	Optional Light Sand Appearance Package	Optional Light Sand Appearance Package		Optional Light Sand Appearance Package	Optional Light Sand Appearance Package

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

**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](http://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](http://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.**

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