



04 *Thunderbird*

Effective 03/01/04

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*.



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 AMERICAN CLASSIC? ONLY HAPPILY EVER AFTER AWAITS.

THUNDERBIRD IN *Merlot* — 2004 ONLY

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

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



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

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



WARM SAND *Carries* YOUR FEET.

A GENTLE BREEZE CARRIES
THE SCENT OF *Summer*.

AND A RAGTOP *Dream* CONTENTEDLY WAITS TO
CARRY YOU TO YOUR NEXT DESTINATION.

THUNDERBIRD
PACIFIC COAST ROADSTER IN *Monterey Mist Green*

LIMITED EDITION SHOWN WITH ASH INTERIOR
AND DARK ASH SOFT BOOT

THUNDERBIRD IN *Light Ice Blue* - 2004 ONLY
PREMIUM MODEL SHOWN WITH OPTIONAL LIGHT SAND
APPEARANCE PACKAGE AND SOFT BOOT

COLLECTORS TAKE NOTE: WE'VE ADDED TWO LIMITED-PRODUCTION DREAM CARS FOR 2004. ONLY 1,000 THUNDERBIRD PACIFIC COAST ROADSTERS EXIST IN THE WORLD. THE NEW LIGHT ICE BLUE LIMITED COLOR IS ONLY AVAILABLE FOR THE DURATION OF THE 2004 MODEL YEAR. EACH OF THESE BEAUTIES WILL ONLY BE AROUND FOR A LIMITED TIME, SO HURRY TO YOUR DEALER BEFORE THE DREAM FADES AWAY.

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
portholes 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



LIGHT ICE BLUE*

Available with Thunderbird in Light Ice Blue

*Limited colors for 2004 model year only.

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.



THUNDERBIRD PREMIUM WITH OPTIONAL
LIGHT SAND APPEARANCE PACKAGE AND SOFT BOOT



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

BLACK INK INTERIOR
Standard with all Thunderbird colors.

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

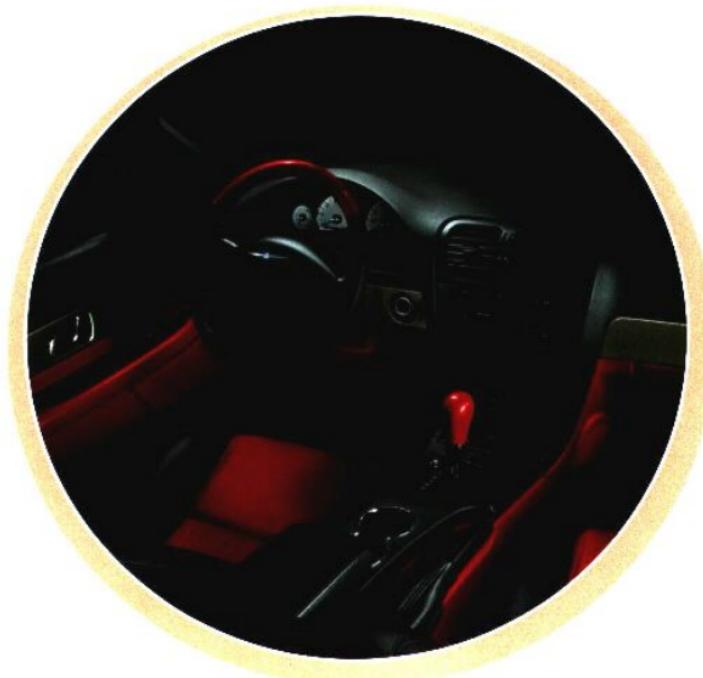
Optional interior package features color applied to the seat inserts, top of steering wheel and gear shift knob. Available with these exterior colors: Evening Black, Torch Red, Vintage Mint Green (Performance White only) and Light Icy Blue (Performance White only).





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.

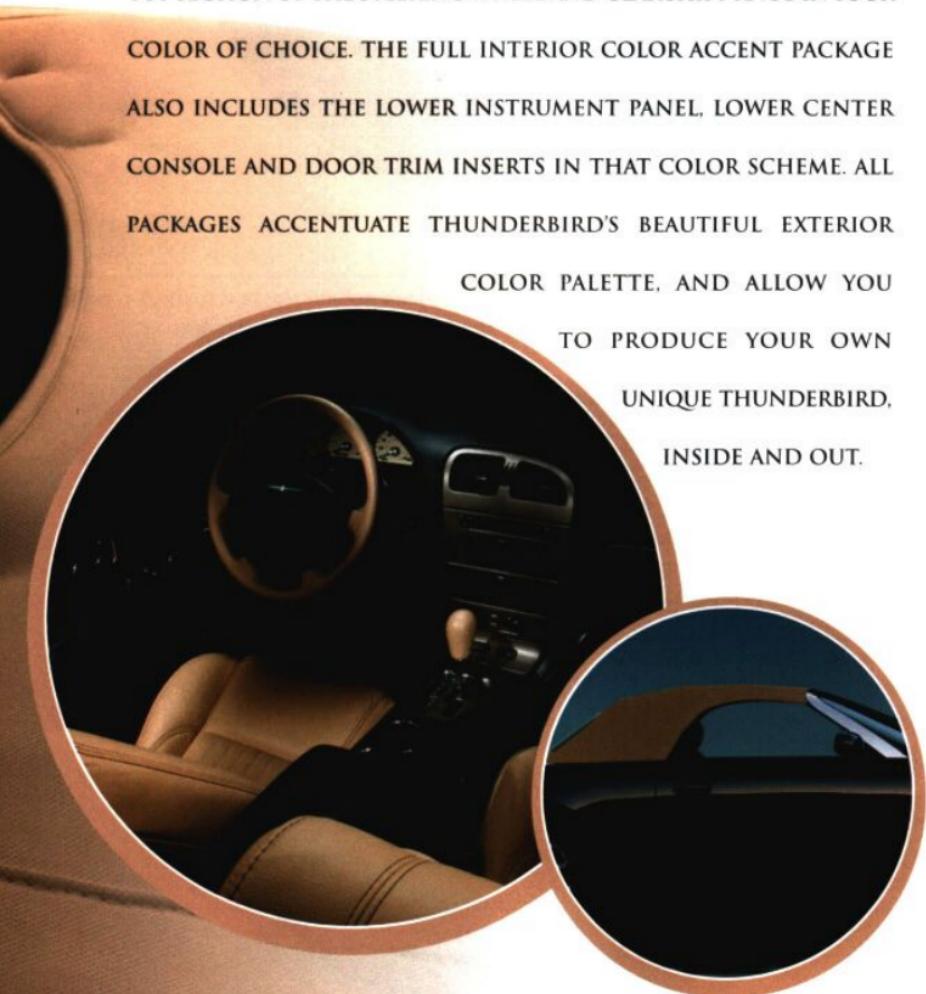


FULL INTERIOR COLOR ACCENT PACKAGE – TORCH RED

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.

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 appliqués on the instrument panel and door panels, shifter bezel and door sill scuff plates. Available with all exterior colors except Vintage Mint Green.

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, FREE TO OPEN UP AND LET THE SUN DANCE ACROSS THE FINE LINES OF THUNDERBIRD'S INSTRUMENT PANEL. A NEW SIRIUS SATELLITE RADIO-CAPABLE AUDIOFILE 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.

Brochure effective for models produced after 3-1-04. 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.



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.



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.

MODEL-SPECIFIC FEATURES/OPTIONS

Deluxe

Premium

Pacific Coast Roadster

Exterior

- — — — 17" 16-spoke painted-aluminum wheels
- ● — 17" 7-spoke chrome aluminum wheels
- ○ — 17" 16-spoke micro-machined aluminum wheels
- — ● 17" 16-spoke micro-machined aluminum wheels with Monterey Mist Green-painted rings around center caps
- ○ — Black convertible top soft boot
- — ○ Dark Ash convertible top soft boot
- ○ ● Removable top with rear-window defroster
- — ● Ash removable top
- ○ ○ Supplemental parking lamps
- — ● Monterey Mist Green Metallic paint
- — ● Light Ash convertible top

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 appliqués on instrument panel, center stack, shifter bezel, door panels and door sill scuff plates, and Cream-colored instrument cluster gauges

- — ● Light/Dark Ash two-tone interior
- — ● Ash two-tone leather-trimmed seats with Preferred Suede® inserts and map pockets
- — ● Cream-colored instrument cluster gauges
- — ● Dark Ash center stack, shifter bezel and appliqués (with unique pattern)
- — ● Limited Edition numbered ID badge mounted inside glove compartment

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



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.

	EVENING BLACK	TORCH RED	VINTAGE MINT GREEN*	PLATINUM SILVER	MERLOT*	LIGHT ICE BLUE*
CHOOSE YOUR EXTERIOR COLOR.						
CHOOSE A REMOVABLE TOP, IF YOU DESIRE.						
BLACK CONVERTIBLE TOP IS STANDARD. LIGHT SAND CONVERTIBLE TOP IS INCLUDED WITH OPTIONAL LIGHT SAND APPEARANCE PACKAGE.						
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 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	Optional Light Sand Appearance Package

*Limited colors for 2004 model year only. See your Ford Dealer today.

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



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

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