

2004 THUNDERBIRD MAJOR PRODUCT FEATURES

OVERVIEW

- The 2004 Thunderbird continues to deliver a unique combination of classic American "relaxed sportiness", offering balanced performance with touring comfort. This blend of heritage styling and modern convenience continues to attract a new generation of buyers to Ford showrooms and provides dealers a powerful connection point with a very loyal group of customers.

FUNCTIONAL FEATURES

- 3.9L 32V DOHC 8-cylinder aluminum V8 engine with variable cam timing and electronic throttle control
- All-speed traction control
- 2-Speed, variable interval wipers
- 5-Speed automatic transmission with overdrive
- Power tilt and telescoping steering column
- Automatic temperature control with dual-zone driver/passenger controls
- Steering wheel with audio and speed control features
- Power retractable convertible top
- Drop glass (automatic sealing mechanism for side windows)

SAFETY FEATURES

- Driver and passenger, front and side air bags
- Perimeter alarm with LED indicator
- Battery saver
- SecuriLock™ and Smart Locks
- LATCH (Lower Anchors and Tethers for Children)

INTERIOR FEATURES

- Homelink® universal 3-button garage door opener**
- Newly styled seats with leather seating surfaces**
- Newly styled aluminum appliqué trim**
- Improved overhead lighting with map lights**
- AM/FM Stereo IN-Dash 6-CD w/Clock Audiophile Sound System**
- Leather wrapped steering wheel
- 6-Way driver and 2-way passenger power seats
- Carpeted floor mats
- Rear storage shelf

EXTERIOR FEATURES

- New chrome chevron w/integrated V8 badge on front fenders**
- New 16-spoke 17" painted cast aluminum wheels and center caps (included on Deluxe Convertible Array 100A)**
- Newly styled 7-spoke 17" chrome wheels and center caps (included on Premium Convertible Array 130A)**
- New 16-spoke 17" micro-machined wheels and center caps (no charge option on Premium Array 130A)**
- P235/50VR17 BSW 17 all-season tires
- "Afterburner" tail lamps
- Bright-tipped exhaust and windshield surround

MAJOR OPTIONS

- Light Sand Appearance Package**
- Full and Partial Interior Color Accent Packages**
- Removable top with heated glass rear window. Includes storage cart and cover.**
- Optional Soft Boot available on Deluxe and Premium Convertible Arrays**
- Merlot convertible top (14M no charge option) available mid-model year (exterior: not available with D3, EI or JP; interior: not available with BR, 68F, 68C and 68D with BR interior)**
- SelectShift™ Transmission (SST) (optional on all arrays)
- Supplemental parking lamps (no charge option)

EXTERIOR COLORS

- New Color:**
 - Platinum Silver (JP)**
- Two new fashion colors for 2004 MY only:**
 - Merlot (FX)**
 - Vintage Mint Green (EI)**
- Carryover Colors:**
 - Torch Red (D3)
 - Evening Black (UA)

INTERIOR COLORS

- Black Ink (BW)
- Torch Red (BR) – Req. Interior Color Accent Packages (68C or 68D)
- Performance White (BZ) – Req. Interior Color Accent Package (68D)**
- Light Sand (BQ) – Req. Interior Color Accent Packages (68F)**

OPTION PACKAGES

- Light Sand Appearance Package (68F)**
 - Package Includes:**
 - Light Sand color applied to convertible top, optional soft boot, full seats (with contrasting black stitching), circumference of steering wheel and shift knob**
 - Bronze Metallic tinted appliques on instrument panel, center stack, shifter bezel and scuff plates**
 - Light Sand applied to floor mat edging**
 - Cream colored applied to instrument cluster gauges**
 - Not available with Black Accent Package (68B) or Interior Color Accent Packages (68C or 68D)**
- Full Interior Color Accent Package (68C)
 - Available in Torch Red accent
 - Color applied to seat insert, top of steering wheel and shift knob, lower instrument panel and lower console, door trim insert
 - Not available with Black Accent Package (68B), Light Sand Appearance Package (68F) or Partial Interior Color Accent Package (68D)
- Partial Interior Color Accent Package (68D)
 - Available in Torch Red or **Performance White accents**
 - Torch Red (68D) or **Performance White (68D)**: Color applied to seat insert, top of steering wheel and shift knob
 - Not available with Black Accent Package (68B), Light Sand Appearance Package (68F) or Full Interior Color Accent Package (68C)
- Black Accent Package (68B)
 - High-gloss black accent applied to top portion of steering wheel and shift knob
 - Only available with Black Ink (BW) interior trim
 - Not available with Interior Color Accent Packages (68C or 68D) or Light Sand Appearance Package (68F)

NOTE: Bolded text denotes new availability for 2004 model year.

Product Changes and Features Availability

Features, options and package content subject to change. Please check www.fmcdealer.com or Dealer eStore for the most current information.

2004 THUNDERBIRD MAJOR STANDARD EQUIPMENT

EXTERIOR**CONVERTIBLE TOP** — Cloth power retractable★**FRONT FENDERS** — With newly styled decorative chrome chevron and integrated V8 badge**GRILLE** — Chrome**HOOD** — With decorative hood scoop**LIGHTS** — Complex reflector halogen headlamps w/integral park/turn lamps**MIRRORS** — Dual electric remote control**MOLDINGS** — Bright windshield molding surround, and bright rear license plate surround**PAINT, CLEARCOAT****ROCKER MOLDINGS** — Body color★**WHEELS** — Newly styled 16-spoke 17"x 7.5" painted cast aluminum with mini-spare**INTERIOR****AIR BAGS, SUPPLEMENTAL RESTRAINT SYSTEM - SECOND GENERATION** — Driver and passenger front air bags with passenger deactivation switch and side air bags**BELTS, SAFETY** — Driver and passenger three point active restraint system, with Belt Minder™**CARPET** — Deluxe**CIGARETTE LIGHTER PORT AND AUXILIARY POWER POINT****CLOCK** — Integrated and continuous display digital clock in-radio**CONSOLE** — Driver/passenger console with leather armrest and storage in console**CUP HOLDERS** — Two front cup holders**DECKLID RELEASE, POWER** — Electric release on door; emergency release in trunk; auxiliary mechanical release behind driver seat**FLOOR MATS, CARPETED****FOOTREST, DRIVER'S****GLOVE BOX, LOCKING** — Locking glove box latch with convenience hook★**HOMELINK® GARAGE DOOR OPENER** — Universal 3-button function**INSTRUMENTATION** — Analog cluster including tachometer, trip odometer, speedometer (MPH/KPH)★**LIGHTING** — Courtesy lamps: new overhead lighting with dual swivel lamps, footwell, illuminated entry theater dimming, lighted trunk, lighter switches and glove box**LUGGAGE COMPARTMENT TRIM AND CARPET****MIRRORS** — Day/night interior rearview mirror★**SEATS** — Newly styled seats with seating capacity for two

Leather driver/passenger seating surfaces, with manual recline and manual tilt forward

2-Way adjustable seat head restraints

Power 6-way driver seat adjust with manual lumbar adjustment

Power 2-way passenger seat adjust

LATCH (Lower Anchors and Tethers for Children) child restraint system on passenger seat

STALK MOUNTED CONTROLS — Includes controls for turn signals, wipers/washer, high beam headlamps and flash-to-pass**STEERING WHEEL, LEATHER WRAPPED** — Steering wheel leather wrapped with steering wheel mounted speed control & supplemental radio controls**STEERING WHEEL, WITH CENTER HORN** — Power tilt/telescoping steering column**STORAGE SHELF** — Behind seats**VISOR, CLOTH** — Dual cloth visors with covered vanity mirrors**FUNCTIONAL****ALARM** — Perimeter anti-theft system**ANTENNA** — Windshield mounted in-glass**AUTOMATIC HEADLAMP ON/OFF WITH VARIABLE DELAY****AIR CONDITIONING** — Dual automatic temperature control (DATC) for driver and passenger**ALTERNATOR** — Heavy duty 110-amp**BATTERY, MAINTENANCE FREE, HEAVY DUTY** — 72-AH**BATTERY SAVER****BRAKES, POWER** — 4-Wheel ventilated disc Anti-Lock Braking System (ABS)**DEFROSTER** — Rear window**DELAYED ACCESSORY POWER SHUT OFF****DEMISTERS, SIDE WINDOW****LEGEND:** ★ = New for this model year.

2004 THUNDERBIRD
MAJOR STANDARD EQUIPMENT

FUNCTIONAL (Continued)**DOOR LOCKS, POWER** — With autolock feature**ENGINE** — 3.9L V8 aluminum 32-valve double overhead cam (DOHC) engine with variable cam timing and electronic throttle control**EXHAUST SYSTEM** — Bright tipped dual exhaust**FUEL PUMP INERTIA SHUT-OFF SWITCH****FUEL TANK** — 18 gallons; tethered cap**GLASS, TINTED** — Solar tint windshield, side glass and rear window; gradient tint band on windshield**HEATER/DEFROSTER/VENTILATION** — Power ventilation with four instrument panel registers with positive shutoff**HORN** — Dual note**KEY** — Master single key system**PARKING BRAKE** — Tunnel mounted with integral boot**RADIO** — Electronic AM/FM stereo with in-dash 6-disc changer and Audiophile Sound System**REMOTE/KEYLESS ENTRY** — Remote power door lock and decklid release**SECURILOCK™** — Passive anti-theft system, prevents start of vehicle without properly encoded ignition key**SMART LOCKS** — Lock disabling prevents locking keys inside**STEERING, VARIABLE ASSIST POWER STEERING****SUSPENSION** — 4-Wheel independent SLA (Short/Long Arm) front and rear suspension with gas shock absorbers and front and rear stabilizer bars**TIRES** — P235/50VR17 BSW all season**TRACTION CONTROL** — All-speed traction control**TRANSMISSION** — 5-Speed automatic with overdrive**WINDOWS** — Power windows/includes driver side express down feature and drop glass**WINDSHIELD WIPERS, INTERMITTENT** — 2-Speed, variable interval wipers**LEGEND:** ★ = New for this model year.

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2004 Thunderbird

Convertible

Convertible

Body Code

P60

P60

Order Code

100A

130A

POWERTRAIN

	Deluxe	Premium
Type.....	32V DOHC V8	32V DOHC V8
Displacement (liters).....	3.9	3.9
Horsepower @ rpm (SAE net).....	280 @ 6000	280 @ 6000
Torque (lb.-ft. @ rpm).....	286 @ 4000	286 @ 4000
Compression Ratio.....	10.75:1	10.75:1
Automatic Transmission, 5-Speed.....	Std.	Std.
— Axle Ratio.....	3.58	3.58

SUSPENSION/CHASSIS

Anti-Lock Braking System.....	Std.	Std.
Brakes, Power Assisted - Front/Rear Discs.....	Std.	Std.
Fuel Tank Capacity (gal).....	18.0	18.0
Shock Absorbers, Gas Charged.....	Std.	Std.
Stabilizer Bar, Front and Rear.....	Std.	Std.
Steering, Variable Power Assisted Rack & Pinion.....	Std.	Std.
Suspension, 4-Wheel Independent.....	Std.	Std.
Tire Size/Type.....	P235/50VRx17 All-Season BSW	P235/50VRx17 All-Season BSW
Traction Control, All-Speed.....	Std.	Std.
Wheel Size/Appearance.....	17" Painted	17" Chrome

KEY EXTERIOR FEATURES

Bumpers, Body Color Front & Rear.....	Std.	Std.
Convertible Top, Power Retractable.....	Black	Black
Dual Exhaust, Bright-tipped.....	Std.	Std.
Mirrors, Dual Power.....	Std.	Std.
Moldings, Bodyside Protection.....	Std.	Std.
Paint, Clearcoat.....	Std.	Std.
Perimeter Alarm.....	Std.	Std.
Rocker Moldings, Body Color.....	Std.	Std.
Windshield Wipers, 2-Speed, Variable Interval.....	Std.	Std.

KEY INTERIOR FEATURES

Air Bags, Driver/Front Passenger (Deactivation Switch on Passenger Side).....	Std.	Std.
Air Conditioning.....	Std.	Std.
Audio:		
— AM/FM Stereo In-Dash 6-CD w/Clock.....	Std.	Std.
— Audiophile Sound System.....	Std.	Std.
Battery Saver.....	Std.	Std.
Console w/Storage.....	Std.	Std.
Cupholders, Dual Front.....	Std.	Std.
Delayed Accessory Power Shut Off.....	Std.	Std.
Door Trim Map Pockets.....	Std.	Std.
Driver's Footrest.....	Std.	Std.
Dual Auto Temp. Control (Driver/Passenger).....	Std.	Std.
Dual Vanity Mirrors.....	Std.	Std.
Floor Covering - Carpeted.....	Std.	Std.
Floor Mats - Carpeted.....	Std.	Std.
Headlamps - Auto On/Off w/Delay.....	Std.	Std.
Homelink® Garage Door Opener.....	Std.	Std.
Illuminated Entry w/Theater Dimming Feature.....	Std.	Std.
Leather Wrapped Steering Wheel.....	Std.	Std.
Lighting - Interior & Map Lights.....	Std.	Std.
Power Tilt/Telescoping Steering Column.....	Std.	Std.
Power Windows & Door Locks.....	Std.	Std.
Rear View Mirror - Day/Night.....	Std.	Std.
Rear Window Defroster.....	Std.	Std.
Remote Keyless Entry.....	Std.	Std.
Seat:		
— Leather Bucket Seating (including recliners, driver seat lumbar support, power 6-way driver seat & power 2-way passenger seat).....	Std.	Std.
— Heated Driver & Passenger Seats.....	—	Std.
SecuriLock™ Passive Anti-Theft System.....	Std.	Std.
Speed Control.....	Std.	Std.
Steering Wheel w/Audio & Speed Control Feature.....	Std.	Std.
Tachometer.....	Std.	Std.

GROUPS/PACKAGES (See Group/Misc. Page for Package Content)

Black Accent Package, Steering Wheel & Shift Knob (NA w/68C, 68D Interior Color Accent Pkgs. or 68F Light Sand Appearance Pkg.).....	68B	<i>Optional</i>	<i>Optional</i>
Full Interior Color Accent Package (NA w/68B Black Accent Pkg., 68D Partial Interior Accent Color Pkg. or 68F Light Sand Appearance Pkg.).....	68C	—	<i>Optional</i>
Light Sand Appearance Package - (NA w/68B Black Accent Pkg., 68C Full Interior Color Pkg. or 68D Partial Interior Color Accent Pkg.).....	68F	—	<i>Optional</i>
Partial Interior Color Accent Package - Torch Red or Performance White Trim Color (NA w/68B Black Accent Pkg., 68C Full Interior Color Pkg. or 68F Light Sand Appearance Pkg.).....	68D	—	<i>Optional</i>

AVAILABLE OPTIONS

Convertible Soft Boot (standard in Black, Light Sand w/68F).....	46A	<i>Optional</i>	<i>Optional</i>
Convertible Soft Top, Merlot.....	14M	No Charge Option	No Charge Option
Removable Top w/Heated Glass Rear Window.....	13T	—	<i>Optional</i>
Select Shift™ Transmission (SST).....	53S	<i>Optional</i>	<i>Optional</i>
Supplemental Parking Lamps.....	51P	No Charge Option	No Charge Option
Wheel, 16-spoke 17" Micro-Machined.....	64B	—	No Charge Option

NOTE: Bolded text indicates an upgrade from the previous array.

2004 THUNDERBIRD GROUP/MISCELLANEOUS OPTIONS

BLACK ACCENT PACKAGE (68B)

- High-gloss black accent applied to top portion of steering wheel and shift knob
- Only available with Black Ink (BW) interior trim
- Not available with Interior Color Accent Packages (68C or 68D) or Light Sand Appearance Package (68F)

CONVERTIBLE SOFT TOP, MERLOT (14M)

No Charge Option

Requires:

- Merlot (FX) or Evening Black (UA) exterior colors

Not Available:

- Torch Red interior trim (BR)
- Torch Red exterior (D3)
- Vintage Mint Green exterior (EI)
- Platinum Silver exterior (JP)
- Light Sand Appearance Package (68F)
- Full Interior Color Accent Package (68C)
- Partial Interior Color Accent Package (68D) with Torch Red interior trim (BR)

FULL INTERIOR COLOR ACCENT PACKAGE (68C)

- Available in Torch Red accent
- Color applied to seat insert, lower instrument panel and lower console, door trim insert, steering wheel and shift knob

Requires:

- Torch Red (BR) interior trim

Not Available:

- Black Accent Package (68B)
- Partial Interior Accent Package (68D)
- Light Sand Appearance Package (68F)
- Black Ink interior trim (BW)

LIGHT SAND APPEARANCE PACKAGE (68F)

- Light Sand color applied to convertible top, optional soft boot, full seats (with contrasting black stitching), steering wheel, shift knob, Bronze Metallic tinted appliques on instrument panel, center stack, shifter bezel and scuff plates
- Light Sand color applied to floor mat edging
- Cream colored instrument cluster gauges

Requires:

- Light Sand (BQ) interior trim

Not Available:

- Black Accent Package (68B)
- Full Interior Accent Package (68C)
- Partial Interior Accent Package (68D)
- Black Ink interior trim (BW)

PARTIAL INTERIOR COLOR ACCENT PACKAGE (68D)

- Available in Torch Red (68D) or Performance White (68D) accents
- Torch Red and Performance White: Color applied to seat insert, top of steering wheel and shift knob

Requires:

- Torch Red (BR) or Performance White (BZ) Interior Trim

Not Available:

- Black Accent Package (68B)
- Full Interior Accent Package (68C)
- Light Sand Appearance Package (68F)
- Black Ink interior trim (BW)

RADIO, AUDIOPHILE ELECTRONIC AM/FM STEREO WITH IN-DASH 6 CD AND CLOCK

- 180-Watts RMS (360-watts peak power)
- 60-Watt parametrically equalized amplifier
- 90-Watt subwoofer amplifier
- 30-Watt center image amplifier
- 5.5" x 7.5" subwoofer speakers (2)
- 2-Way audiophile speakers in 5.5" x 7.5" enclosure (2)
- 2.5" midrange/tweeters (4)
- AM/FM stereo
- On glass radio antenna
- Integrated clock
- Customer interface
- Rotary on/off volume control
- Speed compensated volume control
- 18 memory presets (6AM, 12FM)
- Auto station set
- Hall effect (DSP mode) (e.g. – news, jazz, hall, church and stadium)
- 3 modes of parametric equalization (driver, all seat, top down)
- Radio Data System (RDS)
- Compact disc
- 6-Disc in-dash changer
- Three second anti skip memory buffer on CD
- Random shuffle (all discs)
- Random shuffle (one disc)
- Direct disc access via auto presets

MISCELLANEOUS

Pre-delivery only ¹	361
Pre-delivery with Undercoat ¹	362
Local/State Ordinance Deviation	931
Priced DORA.....	C09

ENGINE BLOCK HEATER

Standard and only available in AK, MN, ND, SD, MT, WI and WY states. Other states available via FCSD.

CALIFORNIA EMISSIONS STATES/CROSS-BORDER STATES***

CALIFORNIA EMISSIONS SYSTEM..... 422

Required on units for California, Maine, Massachusetts, New York, and Vermont registration. Optional for Cross-Border States.

CALIFORNIA EMISSIONS SYSTEM NOT REQUIRED 423

Control code for units either shipped to California Emissions States dealers or ordered by California Emissions States dealers for registration in non-California States locations.

CALIFORNIA PUBLIC SERVICE/EMERGENCY VEHICLE EXCEPTION 936

Only available on units sold to authorized governmental units and privately-owned ambulance companies. Must also use Code 423 when ordering.

NON-CALIFORNIA EMISSIONS/NON-CROSS-BORDER STATES DEALER ORDER FOR CALIFORNIA STATES REGISTRATION 93N

Required on all units ordered by dealers for California Emissions States registrations when the vehicles are being delivered to non-California Emissions, non-Cross-Border States locations. Also requires 422 California Emissions System.

***CROSS-BORDER STATES

Cross-Border States are Arizona, Connecticut, Nevada, New Hampshire, New Jersey, Oregon, Pennsylvania, and Rhode Island.

¹ Dealer must have a pre-existing contract with a pre-delivery service company in order to take advantage of this option.

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2004 THUNDERBIRD COLOR & TRIM

INTERIOR TRIM TYPE AND COLOR SELECTOR NOTE: First letter denotes type, second letter denotes color.		INTERIOR TRIM COLORS			
		Black Ink	Torch Red	★Performance White	★Light Sand
Thunderbird Bucket Seats with Leather Seating Surfaces		BW			
Thunderbird with Interior Color Accent Packages¹ (68C, 68D, or 68F) Bucket Seats with Leather Seating Surfaces			BR	BZ	BQ
EXTERIOR COLOR		AVAILABILITY			
COLOR	CODE				
Thunderbird					
Torch Red	D3	•			
★Vintage Mint Green	EI	•			
★Merlot	FX	•			
★Platinum Silver	JP	•			
Evening Black	UA	•			
Thunderbird with Black Accent Package² (68B)					
Torch Red	D3	•			
★Vintage Mint Green	EI	•			
★Merlot	FX	•			
★Platinum Silver	JP	•			
Evening Black	UA	•			
Thunderbird with Partial Interior Color Accent Package¹ (68D)					
Torch Red	D3		•	•	
★Vintage Mint Green	EI			•	
Evening Black	UA		•	•	
Thunderbird with Full Interior Color Accent Package¹ (68C)					
Torch Red	D3		•		
Evening Black	UA		•		
Thunderbird with Light Sand Appearance Package¹ (68F) Note: Optional Soft Boot with this package is Light Sand					
Torch Red	D3				•
★Merlot	FX				•
★Platinum Silver	JP				•
Evening Black	UA				•
COLOR		REMOVABLE TOP COLOR			
COLOR	CODE				
Thunderbird with Optional Removable Top (Order Code 130A)					
Torch Red	D3	RA, RR, R2	RA, RR, R2	RA, RR, R2	RA, RR, R2
★Vintage Mint Green	EI	RA, RP, R2		RA, RP, R2	
★Merlot	FX	RA, RM			RA, RM
★Platinum Silver	JP	RA, RB			RA, RB
Evening Black	UA	RA, R2	RA, R2	RA, R2	RA, R2

OPTIONAL REMOVABLE TOP COLOR LEGEND

NOTE: Enter 2-digit code in the "roof" section of the order.

RA – Evening Black
 ★RB – Platinum Silver
 R2 – Performance White
 RR – Torch Red
 ★RM – Merlot
 ★RP – Vintage Mint Green

LEGEND: ★ = New for this model year. • = Available

¹ **Full Interior Color Accent Package (68C):** Color applied to seat insert, lower instrument panel and center console, door trim insert, top section of steering wheel, and shift knob. All other components are Black Ink.

Partial Interior Color Accent Package (68D): Torch Red (68D) and Performance White (68D) - Color applied to seat insert, top of steering wheel and shift knob.

Light Sand Appearance Package (68F): Color applied to convertible top, soft boot, full seats (with contrasting black stitching), steering wheel, shift knob, Bronze Metallic tinted appliqué, center stack, shifter bezel, scuff plates, Light Sand colored floor mat edging and cream colored instrument cluster gauges.

² **Black Accent Package:** High-gloss black accent applied to top portion of steering wheel and shift knob.

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2004 THUNDERBIRD FUEL ECONOMY

		50 STATES			
		F.E. LABEL ADJUSTED		ESTIMATED ANNUAL FUEL COST	MEMO: UNADJUSTED COMBINED
ENGINE DISPL.	TRANSMISSION	CITY	HIGHWAY		
Thunderbird					
3.9L V8	Automatic Overdrive	17	23	\$1,302	22.4