



2005MY
Vehicle Line: FIVE HUNDRED
Marketing Strategy and Mix Recommendations

Marketing Strategy Key Points:

- All-new premium Ford Sedan
- Reinforces the Ford Brand leadership message of package and affordability
- Revitalizes the Ford car business in the upper middle and large car segments by producing an innovative retail car for Ford Division
- The Five Hundred will offer incomparable passenger room, command seating and the peace of mind of all wheel drive

Key Selling Points:

- Highest seating position of any sedan
- Confident and commanding driving experience
- Effortless entry and exit
- Exceptional interior roominess
- Safety and confidence of AWD
- Unparalleled convenience and storage

Recommended Mix:

| | Retail Mix*** | | |
|---------------------------------|---------------|------|---------|
| | SE | SEL | Limited |
| | 35% | 45% | 20% |
| <i>Drivetrain</i> | | | |
| FWD | 90% | 85% | 70% |
| AWD | 10% | 15% | 30% |
| <i>Engine Type</i> | | | |
| 3.0L Duratec Engine | 100% | 100% | 100% |
| <i>Key Packages</i> | | | |
| Safety and Security | 20% | — | — |
| Safety | — | 40% | 60% |
| <i>Key Options</i> | | | |
| HomeLink® | — | — | 60% |
| Leather Seating | — | 55% | S |
| Memory Adjustable Pedals, Power | — | — | 50% |
| Moonroof, Power | — | 40% | 70% |
| Reverse Sensing System | — | 25% | 40% |
| Traction Control**** | 100% | 100% | 100% |

*** Rates above represent full model year projections. A separate effort is underway to protect for a richer mix of product in the first few months of the launch (2004CY portion). More information will be communicated when available.

****Traction Control is a 100% required No Charge Option through December 2004.

2005 FIVE HUNDRED MAJOR PRODUCT SUMMARY

The following equipment is standard as indicated. Each series includes the standard equipment of the previous series, except where additions/exceptions are noted:

| SE | SEL | LIMITED |
|--|--|--|
| <p><u>Powertrain/Functional</u></p> <ul style="list-style-type: none"> • Brakes – 4-Wheel disc Anti-Lock Braking System (ABS) • Engine – 3.0L 4V V6 Duratec • Transmission – Continuously Variable Transmission (CVT) <p><u>Exterior</u></p> <ul style="list-style-type: none"> • Headlamps – halogen • Keypad/autolock • Locks – power • Mirrors – folding exterior power side • Moldings – painted body color bodyside • Remote keyless entry w/2 fobs • Tires – P215/60Rx17 BSW • Trim – chrome on front & rear fascias, grille surround & side windows • Wheels – 17" painted aluminum • Windshield wipers – fixed interval <p><u>Interior</u></p> <ul style="list-style-type: none"> • Accessory delay • AM/FM stereo/clock/single CD • Armrest – rear seat armrest w/cupholders • Battery saver • Climate control – single zone air conditioning • Coat hooks (2) • Console – front row center w/armrest, storage & 2 cupholders • Console – overhead • Cupholders/bottle holders (8) • Driver window – one-touch up/down • Dual electric horn • Floor mats – carpeted, front & rear • Glass – solar tinted • Glove box – locking, damped • Grab handles – front & rear (3 total, no driver side) • Instrument panel storage bin • Map pockets, front seat back • Mirror – day/night interior rearview • Power points – 12V power points (2) • Power steering • Premium Sound Package (NVH isolation) • Reading lamps for rear seat passengers • Seats – 5-passenger seating • Seats – driver, 6-way power • Seats – driver, manual lumbar • Seats – passenger seat, 2-way manual • Seats – rear seat back, 60/40 split & fold-flat • Seats – rear seat fixed head restraints • Speed control on steering wheel • Steering column – tilt adjustable, manual • Sunvisors – sliding w/illuminated vanity mirrors <p><u>Safety/Security</u></p> <ul style="list-style-type: none"> • SPACE Architecture (Side Protection And Cabin Enhancement) • Belt-Minder® (driver & passenger) • Child safety locks – rear door • Illuminated entry • LATCH System • Occupant Classification System • Personal Safety System™ • SecuriLock® Passive Anti-Theft System (PATS) | <p><i>All SE content, plus:</i></p> <p><u>Powertrain/Functional</u></p> <ul style="list-style-type: none"> • Transmission – 6-speed automatic transmission (AWD requires CVT) <p><u>Exterior</u></p> <ul style="list-style-type: none"> • Fog lamps • Headlamps – automatic • Mirrors – heated folding exterior power side, body color • Moldings – chrome bodyside moldings • SEL badge • Tires – P215/60Rx17 BSW • Wheels – 17" aluminum <p><u>Interior</u></p> <ul style="list-style-type: none"> • A/C ducts in rear of front console (for rear seat passengers) • AM/FM stereo/clock/CDx6/MP3 • Dual zone air conditioning w/automatic temp control • Head restraints – rear seat adjustable • Message center w/compass • Mirror – electrochromic interior • Outside temperature display • Seats – driver, 8-way power • Seats – fold-flat passenger • Seats – passenger, 2-way power • Shift knob – leather-wrapped • Steering wheel – leather-wrapped • Steering wheel audio controls • Woodgrain appearance on instrument panel appliqué, center stack & center console <p><u>Safety/Security</u></p> <ul style="list-style-type: none"> • Anti-theft perimeter alarm • Perimeter lighting | <p><i>All SEL content, plus:</i></p> <p><u>Exterior</u></p> <ul style="list-style-type: none"> • Grille – painted bright • LIMITED badge • Mirrors – memory heated folding exterior power side, chrome • Tires – P225/55Rx18 BSW tires • Wheels – 18" bright aluminum <p><u>Interior</u></p> <ul style="list-style-type: none"> • AM/FM stereo/clock/CDx6/MP3/Audiophile w/subwoofer • Analog clock in instrument panel • Cargo net • Console – vinyl-wrapped center armrest w/stitching • Memory settings for driver seat & exterior mirrors • Rear seat storage armrest w/cupholders • Seats – heated driver & passenger • Seats – leather seating surfaces • Seats – passenger, 4-way power • Seats – passenger, manual lumbar |

Please see Standard Equipment pages for more details.

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.

2005 FIVE HUNDRED STANDARD EQUIPMENT

The following items are standard on every all-new 2005MY Ford Five Hundred

POWERTRAIN/FUNCTIONAL

- Brakes – 4-wheel Anti-Lock Braking System (ABS)
- Engine – 3.0L 4V V6 Duratec
- Fuel tank – 19.0 gallon

EXTERIOR

- Headlamps – halogen
- Keypad/autolock
- Mini-spare tire
- Mirrors – folding exterior power side mirrors
- Power windows, locks and mirrors
- Remote keyless entry with (2) fobs
- Trim – chrome on front and rear fascias, grille surround and side windows
- Windshield wipers – fixed interval

INTERIOR

- 12V power points (2)
- Accessory delay
- Battery saver
- Coat hooks (2)
- Cupholders/bottle holders (8)
- Driver window – one-touch up/down
- Console
 - Front row center w/armrest, storage & (2) cupholders
 - Overhead w/dome light, maplight & sunglass holder
- Floor mats – carpeted (front & rear)
- Grab handles – front & rear (3 total, no driver side)
- Grocery bag hooks in trunk
- Headlamps – halogen
- Heated backlite (rear window defroster)
- Horn – dual electric

INTERIOR (Continued)

- Instrumentation (tachometer, lamp outage, low washer fluid, low oil pressure, fuel cap, oil change, door ajar & low coolant indicator)
- Glass – solar tinted
- Glove box – locking, damped
- Lamps – reading lamps for rear seat passengers
- Map pockets & bottle holders in four door panels
- Power steering
- Premium Sound Package (sound isolation)
- Seats:
 - 5-Passenger seating
 - Front row bucket seats
 - Front seat back map pockets
 - Rear seat 60/40 split fold-flat seat back
- Speed control on steering wheel
- Steering column – tilt adjustable, manual
- Storage bin – instrument panel
- Sunvisors – sliding driver & passenger with illuminated mirrors
- Trunk release – power remote (inside vehicle)

SAFETY/SECURITY

- Belt-Minder® (driver and passenger)
- Child safety locks, rear door
- Illuminated entry
- LATCH (Lower Anchors and Tethers for CHildren) System (2) or (3) in 2nd row
- Occupant Classification System
- Personal Safety System™ (seat belt pretensioners, load-limiting retractors, dual stage front air bags, driver seat position sensing, crash severity sensing)
- SecuriLock® Passive Anti-Theft System (PATs)
- Side Impact Protection System

The following features are standard on selected all-new 2005MY Ford Five Hundred

| POWERTRAIN/FUNCTIONAL | SE | SEL | LIMITED |
|---|----|---------|---------|
| 3.0L Duratec w/CVT transmission | • | • (AWD) | • (AWD) |
| 3.0L Duratec w/6-speed automatic transmission | | • (FWD) | • (FWD) |
| KEY EXTERIOR FEATURES | | | |
| Chrome | | | |
| Chrome on bodyside moldings | | • | • |
| Chrome on exterior mirrors | | | • |
| Fog lamps | | • | • |
| Grille | | | |
| Black w/chrome surround | • | • | |
| Painted bright w/chrome surround | | | • |
| Mirrors | | | |
| Body color – folding exterior power side mirrors | • | | |
| Body color – heated folding power side mirrors w/puddle lamps | | • | |
| Memory – chrome, heated folding power side mirrors w/puddle lamps | | | • |
| Tires | | | |
| P215/60Rx17 BSW tires | • | • | |
| P225/55Rx18 BSW tires | | | • |
| Wheels | | | |
| 17" 7-spoke aluminum wheel w/painted finish | • | | |
| 17" 7-spoke aluminum wheel w/exposed lug nuts | | • | |
| 18" 8-spoke aluminum wheel w/bright finish | | | • |
| KEY INTERIOR FEATURES | | | |
| Air conditioning | | | |
| Single zone manual air conditioning | • | | |
| Dual-zone Electronic Automatic Temperature Control (EATC) | | • | • |

2005 FIVE HUNDRED STANDARD EQUIPMENT

| KEY INTERIOR FEATURES (Continued) | SE | SEL | LIMITED |
|--|----|-----|---------|
| Audio/Entertainment | | | |
| AM/FM stereo/clock/single CD | • | | |
| AM/FM stereo/clock/CDx6/MP3 | | • | |
| AM/FM stereo/clock/CDx6/MP3/Audiophile w/subwoofer | | | • |
| Convenience | | | |
| Additional steering wheel-mounted controls (audio) | | • | • |
| Autolamp – automatic on/off headlamps | | • | • |
| Message center/trip computer w/compass | | • | • |
| Outside temperature display | | • | • |
| Materials | | | |
| Carbon fiber on instrument panel appliqué, center stack & center console | • | | |
| Shift knob – urethane | • | | |
| Shift knob – leather-wrapped | | • | • |
| Steering wheel – color coordinated urethane | • | | |
| Steering wheel – color coordinated leather-wrapped | | • | • |
| Woodgrain on instrument panel appliqué, center stack & center console | | • | • |
| Mirrors | | | |
| Day/night interior rearview mirror | • | | |
| Electrochromic interior rearview mirror | | • | • |
| Seats | | | |
| Front row bucket seats/rear seat w/60/40 split fold-flat seat back, cloth trim | • | • | |
| Front row bucket heated seats/rear seat w/60/40 split fold-flat seat back, leather trim (rear storage armrest incl. w/leather seats) | | | • |
| Driver seat – 6-way power (fore/aft, tilt front up/down, tilt rear up/down) | • | | |
| Driver seat – 8-way power (6-way plus power recline) | | • | • |
| Passenger seat – 2-way manual (fore/aft) | • | | |
| Passenger seat – 2-way power (fore/aft) | | • | |
| Passenger seat – 4-way power (fore/aft, power recline) | | | • |
| Passenger seat – manual lumbar | | | • |
| Passenger seat – fold-flat seat back | | • | • |
| Adjustable rear seat head restraints | | • | • |
| Storage | | | |
| Rear armrest w/cupholders (2) | • | • | |
| Rear storage armrest w/cupholders (2) (included w/leather seats) | | | • |
| Trunk cargo net | | | • |

2005 FIVE HUNDRED FUNCTIONAL EQUIPMENT

AXLE AVAILABILITY

Final Drive Ratio: 3.46 (FWD 6-Spd)

Final Drive Ratio: 4.98 (FWD CVT)

Final Drive Ratio: 5.19 (AWD CVT)

WHEEL AVAILABILITY



17" 7-Spoke Aluminum Wheel
w/Painted Finish
Std. on SE (64A)



17" 7-Spoke Aluminum Wheel
w/Exposed Lug Nuts
Std. on SEL (64D)



18" 8-Spoke Aluminum Wheel
w/Bright Finish
Std. on LIMITED (64E)

07/01/04

2005 FIVE HUNDRED OPTIONAL EQUIPMENT

| | | SE | SEL | LIMITED |
|--|------------|------|------|---------|
| DRIVE TYPE | | | | |
| FWD (Front Wheel Drive) | Body Code | P23 | P24 | P25 |
| | Order Code | 100A | 110A | 120A |
| AWD (All Wheel Drive) | Body Code | P26 | P27 | P28 |
| | Order Code | 130A | 140A | 150A |
| KEY INTERIOR OPTIONS | | | | |
| Seats: | | | | |
| Front Row Bucket Seats/Rear Seat w/60/40 Split Fold-Flat Seat Back – Leather Trim | H | — | O | S |
| GROUPS & PACKAGES (see Packaged Options/Emissions page for pkg. content) | | | | |
| Safety & Security Package | 53G | O | — | — |
| Safety Package | 53F | — | O | O |
| OTHER OPTIONS | | | | |
| HomeLink® (universal garage door opener) | 175 | — | — | O |
| Moonroof – Power | 439 | — | O | O |
| Power Adjustable Pedals – Memory | 90B | — | — | O |
| Reverse Sensing System | 76R | — | O | O |
| Traction Control (100% Required No Charge Option through December 2004) | 553 | O | O | O |
| FLEET ONLY OPTIONS (w/valid FIN code) | | | | |
| Daytime Running Lamps | 942 | F | F | F |
| Engine Block Heater | 41H | F | F | F |

S = Standard, O = Optional, P = Packaged Option, F= Fleet w/valid FIN code

04/08/04

2005 FIVE HUNDRED COLOR & TRIM AVAILABILITY

| | | Interior Color | | |
|----------------|-------------------------------------|----------------|--------------|-------|
| | | Pebble (Tan) | Shale (Grey) | Black |
| SE | Cloth Seats | C7 | CT | — |
| SEL | Cloth Seats | C7 | CT | — |
| | Leather-Trimmed Seats | H7 | HT | — |
| LIMITED | Leather-Trimmed Seats | H7 | — | HW |
| EXTERIOR COLOR | | Code | Availability | |
| SE | | | | |
| | Dark Shadow Grey Clearcoat Metallic | CX | • | • |
| | Titanium Green Clearcoat Metallic | DV | • | • |
| | Dark Blue Pearl Clearcoat Metallic | DX | • | • |
| | Red Fire Clearcoat Metallic | G2 | • | • |
| | Pueblo Gold Clearcoat Metallic | G3 | • | |
| | Silver Frost Clearcoat Metallic | TS | | • |
| | Black Clearcoat | UA | • | • |
| | Oxford White Clearcoat | YZ | • | • |
| SEL | | | | |
| | Dark Shadow Grey Clearcoat Metallic | CX | • | • |
| | Titanium Green Clearcoat Metallic | DV | • | • |
| | Dark Blue Pearl Clearcoat Metallic | DX | • | • |
| | Red Fire Clearcoat Metallic | G2 | • | • |
| | Pueblo Gold Clearcoat Metallic | G3 | • | |
| | Silver Frost Clearcoat Metallic | TS | | • |
| | Black Clearcoat | UA | • | • |
| | Oxford White Clearcoat | YZ | • | • |
| LIMITED | | | | |
| | Dark Shadow Grey Clearcoat Metallic | CX | • | • |
| | Titanium Green Clearcoat Metallic | DV | • | • |
| | Dark Blue Pearl Clearcoat Metallic | DX | • | • |
| | Merlot Clearcoat Metallic | FX | • | • |
| | Pueblo Gold Clearcoat Metallic | G3 | • | • |
| | Silver Frost Clearcoat Metallic | TS | | • |
| | Black Clearcoat | UA | • | • |
| | Oxford White Clearcoat | YZ | • | • |

2005 FIVE HUNDRED
PACKAGED OPTIONS/EMISSIONS

SAFETY AND SECURITY PACKAGE (53G)

Availability:

- Optional on SE

Includes:

- Anti-theft perimeter alarm
- Heated exterior mirrors
- Perimeter lighting
- 2-Row Safety Canopy™ with rollover sensor
- Side impact air bags

SAFETY PACKAGE (53F)

Availability:

- Optional on SEL and Limited

Includes:

- 2-Row Safety Canopy™ with rollover sensor
- Side impact air bags

MISCELLANEOUS OPTIONS

Pre-delivery Only¹ **361**

50 STATE EMISSIONS SYSTEM

Standard on all units **425**

ENGINE BLOCK HEATER

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

NOTE: Fleet Only – Engine block heater optional in all states with valid FIN code

¹ For eligible California dealers only. Dealers must have a pre-existing contract with a pre-delivery service company in order to take advantage of this option.

2005 FIVE HUNDRED POWERTRAIN/DIMENSIONS

FUEL ECONOMY

| ENGINE DISPL. | TRANSMISSION | 50 STATES | | | |
|--------------------|------------------------|------------------------|---------|----------------------------------|---------------------------------|
| | | F.E. LABEL ADJUSTED | | ESTIMATED ANNUAL FUEL COST | MEMO: UNADJUSTED COMBINED |
| | | CITY | HIGHWAY | | |
| FWD | | | | | |
| 3.0L 4V V6 Duratec | CVT Auto 6-Spd Auto | TBD | TBD | TBD | TBD |
| AWD | | | | | |
| 3.0L 4V V6 Duratec | CVT Auto | TBD | TBD | TBD | TBD |

ENGINE HORSEPOWER AND TORQUE RATINGS

| ENGINE DISPL. | TRANSMISSION | NOMINAL COMPRESSION RATIO | 50 STATES | |
|--------------------|----------------------|---------------------------------|--------------------------|--------------------------|
| | | | HORSEPOWER H.P. @ RPM | TORQUE FT. LB. @ RPM |
| FWD | | | | |
| 3.0L 4V V6 Duratec | CVT Auto CVT Auto | 10.0 10.0 | 203 @ 5750 203 @ 5750 | 207 @ 4500 207 @ 4500 |
| AWD | | | | |
| 3.0L 4V V6 Duratec | CVT Auto | 10.0 | 203 @ 5750 | 207 @ 4500 |

DIMENSIONS*

| MODEL | Measurements |
|--|--------------|
| Wheelbase (inches) | 112.9 |
| Overall Length (inches) | 200.7 |
| Overall Height (inches) | 60.1 |
| Overall Width (inches) | 74.5 |
| Front Tread (inches) | 64.6 |
| Rear Tread (inches) | 65.0 |
| FRONT/REAR SEATING | |
| Seating Capacity | 5 |
| Head Room (front/rear) (inches) | 39.4/38.7 |
| Shoulder Room (front/rear) (inches) | 57.8/57.6 |
| Hip Room (front/rear) (inches) | 53.7/53.7 |
| Leg Room (front max./rear min.) (inches) | 41.3/41.3 |
| PASSENGER/LUGGAGE/FUEL CAPACITY | |
| Passenger Volume (cu. ft.) | 107.1 |
| Luggage Capacity (cu. ft.) | 21.2 |
| Fuel Capacity (gal) | 19.0 |
| Liftover Height (inches) | 26.5 |
| Total Interior Volume (inches) | 128.1 |

*All dimensions are preliminary figures