



2006MY
Vehicle Line: FIVE HUNDRED
Marketing Strategy and Mix Recommendations

Marketing Strategy Key Points:

- Ford's Flagship 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
	25%	45%	30%
<i>Drivetrain</i>			
FWD	85%	70%	65%
AWD (requires 553 Traction Control)	15%	30%	35%
<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>			
Continuously Variable Transmission (CVT)	0%	—	—
Family Entertainment System (not available with 439 Power Moonroof)	—	10%	10%
HomeLink®	—	—	65%
Leather Seating	—	55%	S
Memory Adjustable Pedals, Power	—	—	75%
Moonroof, Power	20%	50%	65%
Navigation System	—	—	20%
Reverse Sensing System	—	40%	60%
Traction Control	30%	45%	55%

2006 FIVE HUNDRED MAJOR PRODUCT CHANGES

OVERVIEW

The 2006MY Five Hundred is Ford's Flagship Sedan offering incomparable passenger room, command seating the peace of mind of all wheel drive.

MODEL/SERIES/AVAILABILITY

- SE, SEL and Limited

EXERIOR CHANGES

- **Colors Added:**
 - Silver Birch (JP)
- **Colors Deleted:**
 - Silver Frost Clearcoat Metallic

FUNCTIONAL CHANGES

- Traction control optional on FWD. (Standard on AWD)
- FWD SE, Continuously Variable Transmission is the only transmission available

OPTION CHANGES

- Family Entertainment System available on SEL and Limited
- Leather Seats (H) available on SE
- Navigation System Available on Limited (58N)

2006 FREESTAR VAN ORDER COMBINATIONS

SE

- Body Code: P23
- Order Code: 100A

SEL

- Body Code: P24
- Order Code: 110A

Limited

- Body Code: P25
- Order Code: 120A

SE AWD

- Body Code: P26
- Order Code: 130A

SEL AWD

- Body Code: P27
- Order Code: 140A

Limited AWD

- Body Code: P28
- Order Code: 150A

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.

2006 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 – CVT <p><u>Exterior</u></p> <ul style="list-style-type: none"> • Headlamps – halogen • Keypad/autolock • Locks – power • Mirrors – folding exterior power side, body color • Moldings – painted body color bodyside • Remote keyless entry w/2 fobs • Tires – P215/60R17 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 <ul style="list-style-type: none"> – 5-Passenger seating – Driver, 6-way power – Driver, manual lumbar – Passenger seat, 2-way manual – Rear seat back, 60/40 split & fold-flat – 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 – P215/60R17 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 <ul style="list-style-type: none"> – Driver, 8-way power – Fold-flat passenger – 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 – P225/55R18 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 <ul style="list-style-type: none"> – Heated driver & passenger – Leather seating surfaces – Passenger, 4-way power – Passenger, manual lumbar

Please see Standard Equipment pages for more details.

Product Changes and Features Availability

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2006 FIVE HUNDRED STANDARD EQUIPMENT

The following items are standard on every all-new 2006MY Ford Five Hundred

POWERTRAIN/FUNCTIONAL

- Brakes – 4-wheel Anti-Lock Braking System (ABS)
- Engine – 3.0L 4V V6 Duratec
- Fuel tank – 20.0 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)

INTERIOR (Continued)

- Horn – dual electric
 - 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
 - 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
 - Front Passenger Sensing 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)

The following features are standard on selected all-new 2006MY 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)		•	•

★ = New for this model year.

• - Available

2006 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			•

★ = New for this model year.

• - Available

2006 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)

04/11/05

2006 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	O	S
GROUPS & PACKAGES (see Packaged Options/Emissions page for pkg. content)				
Safety & Security Package	53G	O	—	—
Safety Package	53F	—	O	O
OTHER OPTIONS				
Family Entertainment System, DVD (NA w/439 Power Moonroof)	96E	—	O	O
HomeLink® (universal garage door opener)	175	—	—	O
Moonroof – Power	439	O	O	O
Navigation System (Not available in Alaska)	58N	—	—	O
Power Adjustable Pedals – Memory	90B	—	—	O
Reverse Sensing System	76R	—	O	O
Traction Control (incl. with AWD)	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

★ = New for this model year.

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

2006 FIVE HUNDRED COLOR & TRIM AVAILABILITY

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

★ = New for this model year.

• - Available

**2006 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 Only ¹	361
Priced DORA.....	C09

50 STATE EMISSIONS SYSTEM

Standard on all units.....	425
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ENGINE BLOCK HEATER

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

41H

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.

2006 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	20	27	\$1174	26.5
	6-Spd Auto	21	29	\$876	28.0
AWD					
3.0L 4V V6 Duratec	CVT Auto	19	26	\$1000	25.1

ENGINE HORSEPOWER AND TORQUE RATINGS

ENGINE DISPL.	TRANSMISSION	NOMINAL COMPRESSION RATIO	50 STATES	
			HORSEPOWER	TORQUE
			H.P. @ RPM	FT. LB. @ RPM
FWD				
3.0L 4V V6 Duratec	CVT Auto	10.0	203 @ 5750	207 @ 4500
	CVT Auto	10.0	203 @ 5750	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)	61.5
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