



2007MY
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, safety, command seating and the peace of mind of all wheel drive

Key Selling Points:

- National Highway Traffic Safety Administration's 5-star Crash Test Ratings in four categories (without available side airbags).
- Best-in-class interior room and versatility.
- Largest trunk of any sedan sold in North America.
- Fold-flat front passenger seat enables fitting an object up to 9 feet in the vehicle.
- Highest seating position of any sedan
- Confident and commanding driving experience
- Effortless entry and exit
- Safety and confidence of AWD
- Unparalleled convenience and storage

Recommended Mix:

	Retail Mix	
	SEL	Limited
	65%	35%
<i>Drivetrain</i>		
AWD	30%	35%
FWD	70%	65%
<i>Engine Type</i>		
3.0L Duratec Engine	100%	100%
<i>Key Packages</i>		
Interior Convenience Package	60%	—
Interior Power Package	50%	—
Limited Convenience Package	—	70%
Safety and Security	25%	—
Safety	—	60%
<i>Key Options</i>		
Family Entertainment System	10%	10%
Leather Seating	55%	S
Moonroof, Power	50%	65%
Navigation System	20%	40%
Reverse Sensing System	40%	70%
Traction Control	45%	55%

2007 FIVE HUNDRED MAJOR PRODUCT CHANGES

OVERVIEW

The 2007MY Five Hundred is Ford's Flagship Sedan offering incomparable passenger room, command seating the peace of mind of all wheel drive.

MODEL/SERIES/AVAILABILITY

- SEL and Limited

EXTERIOR CHANGES

- Painted Bright Grille now standard on SEL
- **Colors Added:**
 - Alloy Clearcoat Metallic (G5)
 - Dune Pearl Clearcoat Metallic (ND)
- **Colors Deleted:**
 - Dark Shadow Grey Clearcoat Metallic
 - Pueblo Gold Clearcoat Metallic

INTERIOR CHANGES

- Dealer-installed, All Weather Floor Mats-Black (97M) are available as optional Factory Invoiced Accessories on SEL and Limited.

OPTION CHANGES

- 18" 8-spoke Chrome-clad wheels available as standalone on SEL and Limited series.
- Chrome mesh grille available as standalone on SEL and Limited series
- Heated Seats now available on SEL (requires Leather Seating, Interior Convenience Package and Interior Power Package)
- Family Entertainment System (requires Interior Convenience Package and not available with Power Moonroof or with Satellite Radio)
- Navigation System available on SEL (requires Interior Convenience Package)
- Satellite Radio available on SEL and Limited (Not available with Family Entertainment System and requires Interior Convenience Package on SEL)

PACKAGE CHANGES

- Interior Convenience Package now available on SEL (includes fog lamps, CDX6, Audio Climate Control – Dual EATC, autolamp and outside temp display)
- Interior Power Package now available on SEL (includes 8-way power driver seat and adjustable pedals, non-memory)
- Limited Convenience Package now available on Limited (includes memory adjustable pedals, universal garage door opener and reverse sensing and cargo net)
- Chrome Package now available on SEL and Limited (includes chrome mesh grille and unique chrome cladding on existing 18" 8-spoke wheel)

2007 FIVE HUNDRED ORDER COMBINATIONS

SEL

- Body Code: P24
- Order Code: 110A

Limited

- Body Code: P25
- Order Code: 120A

SEL AWD

- Body Code P27
- Order Code 140A

Limited AWD

- Body Code: P28
- Order Code 150A

04/17/06 ORDER GUIDE UPDATES

- Vehicle Personalization Package renamed as Chrome Package
- Key Selling Points section updated
- Added picture of 18" Chrome-clad wheel

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.

03/27/06

2007 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:

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 – 6-speed automatic transmission (AWD requires CVT) <p><u>Exterior</u></p> <ul style="list-style-type: none"> • Grille – painted bright • Headlamps – halogen • Keypad/autolock • Locks – power • Mirrors – folding exterior power side, body color • Remote keyless entry w/2 fobs • SEL badge • Tires – P215/60R17 BSW • Trim – chrome on front & rear fascias, grille surround & side windows • Wheels – 17" aluminum • Windshield wipers – fixed interval <p><u>Interior</u></p> <ul style="list-style-type: none"> • A/C ducts in rear of front console (for rear seat passengers) • 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 – damped • Grab handles – front & rear (3 total, no driver side) • Instrument panel storage bin • Map pockets, front seat back • Message center w/compass • Mirror – electrochromic interiors • 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 power & fold-flat – Rear seat back, 60/40 split & fold-flat – Rear seat fixed head restraints • Shift knob – leather-wrapped • Speed control on steering wheel • Steering wheel – leather-wrapped • Steering wheel audio controls • Steering column – tilt adjustable, manual • Sunvisors – sliding w/illuminated vanity mirrors • Woodgrain appearance on instrumental panel appliqué, center stack & center console <p><u>Safety/Security</u></p> <ul style="list-style-type: none"> • 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) • SPACE Architecture (Side Protection And Cabin Enhancement) 	<p><i>All SEL content, plus:</i></p> <p><u>Exterior</u></p> <ul style="list-style-type: none"> • Fog lamps • Headlamps – Auomtaic • LIMITED badge • Mirrors – memory heated folding exterior power side, chrome w/puddle lamps • 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 • Console – vinyl-wrapped center armrest w/stitching • Dual zone air conditioning with temperature control • Head restraints – rear seat adjustable • Memory settings for driver seat & exterior mirrors • Outside temperature display • Rear seat storage armrest w/cupholders • Seats <ul style="list-style-type: none"> – Driver, 8-way power w/memory settings – Heated driver & passenger – Leather seating surfaces – Passenger, 4-way power – Passenger, manual lumbar – Passenger Seat, manual lumbar <p><u>Safety/Security</u></p> <ul style="list-style-type: none"> • Anti-theft perimeter alarm • Perimeter Lighting

Please see Standard Equipment pages for more details.

Product Changes and Features Availability

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2007 FIVE HUNDRED STANDARD EQUIPMENT

The following items are standard on every all-new 2007MY 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

- Grille – painted bright
- 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

- Accessory delay
- Battery saver
- Coat hooks (2)
- Cupholders/bottle holders (8)
- Driver window – one-touch up/down
- 12V power points (2)
- 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
- Glass – solar tinted
- Glove box – locking, damped
- 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)
- 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
 - Passenger Seat, fold-flat seat back
 - Rear seat 60/40 split fold-flat seat back
- Shift Knob and Steering wheel – leather wrapped
- Speed and audio controls 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)
- Woodgrain appearance on instrument panel appliqué center stack & center console

SAFETY/SECURITY

- Belt-Minder® (driver and passenger)
- Child safety locks, rear door
- Front Passenger Sensing System
- Illuminated entry
- LATCH (Lower Anchors and Tethers for CHildren) System (2) or (3) in 2nd row
- 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 2007MY Ford Five Hundred

POWERTRAIN/FUNCTIONAL	SEL	LIMITED
3.0L Duratec w/CVT transmission	• (AWD)	• (AWD)
3.0L Duratec w/6-speed automatic transmission	• (FWD)	• (FWD)
KEY EXTERIOR FEATURES		
Chrome on exterior mirrors		•
Fog lamps		•
Grille - Painted bright w/chrome surround	•	•
Mirrors		
Body color – folding exterior power side mirrors	•	
Memory – chrome, heated folding power side mirrors w/puddle lamps		•
Electrochromic interior rearview mirror	•	•
Tires		
P215/60Rx17 BSW tires	•	
P225/55Rx18 BSW tires		•
Wheels		
17" 7-spoke aluminum wheel w/exposed lug nuts	•	
18" 8-spoke aluminum wheel w/bright finish		•
KEY INTERIOR FEATURES		
Air conditioning		
Dual-zone Electronic Automatic Temperature Control (EATC)		•
Single zone manual air conditioning	•	
Audio/Entertainment		
AM/FM stereo/clock/single CD	•	
AM/FM stereo/clock/CDx6/MP3/Audiophile w/subwoofer		•

★ = New for this model year.

• - Available

2007 FIVE HUNDRED STANDARD EQUIPMENT

KEY INTERIOR FEATURES (Continued)	SEL	LIMITED
Convenience		
Additional steering wheel-mounted controls (audio)	•	•
Autolamp – automatic on/off headlamps		•
Message center/trip computer w/compass	•	•
Outside temperature display		•
Materials		
Shift knob – leather-wrapped	•	•
Steering wheel – color coordinated leather-wrapped	•	•
Woodgrain on instrument panel appliqué, center stack & center console	•	•
Seats		
Adjustable rear seat head restraints		•
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)		•
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)		•
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	•	•
Rear armrest w/cupholders (2)	•	
Rear storage armrest w/cupholders (2) (included w/leather seats)		•

★ = New for this model year.

• - Available

2007 FIVE HUNDRED FUNCTIONAL EQUIPMENT

AXLE AVAILABILITY

Final Drive Ratio: 3.46 (FWD 6-Spd)

Final Drive Ratio: 5.19 (AWD CVT)

WHEEL AVAILABILITY



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



Chrome Clad 18" 8-spoke Aluminum
Wheel, Optional on SEL and Limited (64H)



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

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2007 FIVE HUNDRED OPTIONAL EQUIPMENT

		SEL	LIMITED
DRIVE TYPE			
FWD (Front Wheel Drive)	Body Code	P24	P25
	Order Code	110A	120A
AWD (All Wheel Drive)	Body Code	P27	P28
	Order Code	140A	150A
KEY INTERIOR OPTIONS			
Seats			
Front Row Bucket Seats/Rear Seat w/60/40 Split Fold-Flat Seat Back – Leather Trim	H	O ¹	S ¹
Front Row Heated Seats (Std. on Limited and requires H, Interior Convenience Package and Interior Power Pkg. on SEL))	63H	O	S
GROUPS & PACKAGES (see Packaged Options/Emissions page for pkg., content)			
Interior Convenience Package (incl., Fog Lamps, CDX6 Audio, Climate Control-Dual EATC, Autolamp and outside Temp Display)	85B	O	—
Interior Power Package (incl., 8-way power Driver's seat and Adjustable Pedals, Non-memory)	85A	O	—
Limited Convenience Package (incl., Memory Adjustable Pedals, Universal Garage Door Opener, Reverse Sensing and Cargo Net)	85L	—	O
Safety & Security Package	53G	O	—
Safety Package	53F	—	O
Chrome Package (incl., Chrome Mesh Grille and unique Chrome Cladding on existing 18" 8-spoke Wheel)	53H	O	O
OTHER OPTIONS			
Family Entertainment System, DVD (Requires Interior Convenience Package for SEL and NA w/62S Satellite Radio and NA w/439 Power Moonroof)	96E	O	O
Moonroof – Power (NA w/96E FES)	439	O	O
Navigation System (Requires Interior Convenience Package (85B)on SEL; For Alaska– available only in Anchorage and Fairbanks)	58N	O	O
Reverse Sensing System	76R	O	P
Satellite Radio (NA w/96E FES and requires Interior Convenience Package for SEL)	62S	O	O
Traction Control (incl. with AWD)	553	O	O
Chrome Mesh Grille	60G	O	O
18" 8-spoke Chrome–Clad Wheel	64H	O	O
FLEET ONLY OPTIONS (w/valid FIN code)			
Daytime Running Lamps	942	F	F
Engine Block Heater	41H	F	F
FACTORY INVOICED ACCESSORIES (Dealer Installed)			
All Weather Floor Mats-Black	97M	O	O

¹ Order Code H (Leather seating) comes with front heated seats only on the Limited series, not on SEL series.

★ = New for this model year.

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

code

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2007 FIVE HUNDRED COLOR & TRIM AVAILABILITY

		Interior Color		
		Pebble (Tan)	Shale (Grey)	Black
SEL	Cloth Seats	C7	CT	—
	Leather-Trimmed Seats	H7	HT	—
LIMITED	Leather-Trimmed Seats	H7	—	HW
EXTERIOR COLOR		Code	Availability	
SEL				
	Titanium Green Metallic	DV	•	•
	Dark Blue Pearl Clearcoat Metallic	DX	•	•
	Red Fire Clearcoat Metallic	G2	•	•
★	Alloy Clearcoat Metallic	G5	•	•
	Silver Birch Clearcoat Metallic	JP		•
★	Dune Pearl Clearcoat Metallic	ND	•	
	Black Clearcoat	UA	•	•
	Oxford White Clearcoat	YZ	•	•
LIMITED				
	Titanium Green Metallic	DV	•	•
	Dark Blue Pearl Clearcoat Metallic	DX	•	•
	Merlot Clearcoat Metallic	FX	•	•
	Red Fire Clearcoat Metallic	G2	•	•
★	Alloy Clearcoat Metallic	G5	•	•
	Silver Birch Clearcoat Metallic	JP		•
★	Dune Pearl Clearcoat Metallic	ND	•	•
	Black Clearcoat	UA	•	•
	Oxford White Clearcoat	YZ	•	•

★ = New for this model year.

• - Available

**2007 FIVE HUNDRED
PACKAGED OPTIONS/EMISSIONS**

CHROME PACKAGE (53H)

Availability:

- Optional on SEL and Limited

Includes:

- Chrome Mesh Grille
- Unique Chrome Cladding on existing 18" Wheel

INTERIOR CONVENIENCE PACKAGE (85B)

Availability:

- Optional on SEL

Includes:

- Fog Lamps
- CDX6 Audio
- Climate Control – Dual EATC
- Autolamp
- Outside Temp Display

INTERIOR POWER PACKAGE (85A)

Availability:

- Optional on SEL

Includes:

- 8-way power Driver's seat
- Adjustable Pedals, Non-memory

LIMITED CONVENIENCE PACKAGE (85L)

Availability:

- Optional on Limited

Includes:

- Memory Adjustable Pedals
- Universal Garage Door Opener
- Reverse Sensing
- Cargo Net

SAFETY AND SECURITY PACKAGE (53G)

Availability:

- Optional on SEL

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 Limited

Includes:

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

MISCELLANEOUS OPTIONS

COV Required.....	79V
Priced DORA	C09

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. **Note:** In Maine and Vermont, dealers cannot order vehicles for customers in non-California Emission State locations (except Public Service/Emergency Vehicles – 936)

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/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.

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

FACTORY INVOICED ACCESSORIES – DEALER INSTALLED

ALL WEATHER FLOOR MATS (97M)

Availability:

- Optional on SEL and Limited

Includes:

- 4 piece set: front and rear mats black

★ = New for this model year

2007 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	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	6-Spd Auto	10.0	203 @ 5750	207 @ 4500
AWD				
3.0L 4V V6 Duratec	CVT Auto	10.0	203 @ 5750	207 @ 4500

DIMENSIONS

MODEL	Measurements
Front Tread (inches)	64.6
Overall Length (inches)	200.7
Overall Height (inches)	61.5
Overall Width (inches)	74.5
Rear Tread (inches)	65.0
Wheelbase (inches)	112.9
FRONT/REAR SEATING	
Head Room (front/rear) (inches)	39.4/38.7
Hip Room (front/rear) (inches)	53.7/53.7
Leg Room (front max./rear min.) (inches)	41.3/41.3
Seating Capacity	5
Shoulder Room (front/rear) (inches)	57.8/57.6
PASSENGER/LUGGAGE/FUEL CAPACITY	
Fuel Capacity (gal)	20.0
Luggage Capacity (cu. ft.)	21.2
Liftover Height (inches)	26.5
Passenger Volume (cu. ft.)	107.1
Total Interior Volume (inches)	128.1