



2005 MY
Vehicle Line: THUNDERBIRD
Marketing Strategy and Mix Recommendations

Marketing Strategy Key Points:

- Thunderbird continues to be successful in it's mission: it has drawn more new customers to Ford and has higher customer satisfaction than any other Ford vehicle.
- Initially, Thunderbirds were purchased as the 3rd or 4th vehicle in the household. Lately, more customers are buying Thunderbirds as their primary means of transportation. One trait unites all Thunderbird buyers, however: "style and design" are the primary reasons for purchasing the car.
- Most Thunderbird customers also have a keen sense of the collectibility of the car. This is reinforced by three things: the relatively short production run of the Thunderbird, the exclusive colors (called "Limited Colors") introduced each model year and each model year's limited edition feature car. To enhance the collectibility of the 2005 Thunderbird, the 50th Anniversary Limited Edition Thunderbird will be available mid-model year and new, short run, "Limited Colors" are available: Bronze and for the final 3 months of the 2005 model year production run only, Inca Gold. Inca Gold replaces Medium Steel Blue as a Limited Color for 2005MY. These colors replace the exclusive-to-2004MY Limited Colors Merlot, Vintage Mint Green and Light Ice Blue Metallic.
- Interior appearance packages have been updated to coincide with new exterior colors. For the final 3 months of the 2005MY, Performance White Interior Partial Color Accent Package returns and replaces Medium Steel Blue Partial Color Accent Package.
- The Light Sand Appearance Package continues for 2005 and consists of:
 - Light Sand color applied to the convertible top, optional soft boot and full seats (with contrasting black stitching)
 - Bronze Metallic tinted appliqué on the instrument panel, center stack, shifter bezel and door sill scuff plates
 - Light Sand color is applied to floor mat edging and cream colored instrument cluster gauges

Key Messages:

- All Thunderbird communications should emphasize the "calm, cool and collectible" nature of the car: the Thunderbird's surprising, yet relaxed sportiness, sensual design and relative rarity.

Recommended Mix:

Key Packages	Retail Mix*
• Deluxe	6%
• Premium	94%
Key Options	Retail Mix*
• Optional Removable Top (13T)	80%
• Optional Soft Boot (46A)	100%
• Supplemental Parking Lamps (51P)	100%
• Select Shift Transmission (53S)	60%
• 17" Optional Micro-Machined Wheels (64B)	20%

Additional Recommendations and Information

- It is **strongly encouraged** that all Thunderbirds be ordered with the optional Supplemental Parking Lamps (51P), as well as the Optional Soft Boot (46A), as they dramatically improve the appearance of the car. The supplemental parking lamps are offered at no cost.

2005 THUNDERBIRD MAJOR PRODUCT CHANGES

OVERVIEW

The 2005 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.

EXTERIOR CHANGES

- Exclusive "50th Anniversary" fender chevron on both right and left front fenders of all 2005MY Thunderbirds
- **Colors Added:**
 - Inca Gold (BI)
 - Bronze (T2)
- **Colors Deleted:**
 - Medium Steel Blue (replaced by Inca Gold for last 3 months of 2005MY production)
 - Merlot (2004 MY)
 - Vintage Mint Green (2004 MY)
 - Light Ice Blue Metallic (2004 MY)

INTERIOR CHANGES

- Newly styled aluminum appliqué trim on doors and center stack
- Addition of map pockets on driver and passenger seat backs
- Addition of Performance White (BZ) Partial Interior Color Accent Packages. Color is applied to leather on seat insert, top of steering wheel and shift knob
 - Partial Interior Color Accent Package also available on Torch Red (BR)

2005 THUNDERBIRD ORDER COMBINATIONS

Convertible "Deluxe"

- Body Code: P60
- Order Code: 100A

Convertible "Premium"

- Body Code: P60
- Order Code: 130A

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 THUNDERBIRD 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:

Deluxe (100A)	Premium (130A)
<p><u>Powertrain/Functional</u></p> <ul style="list-style-type: none"> • Brakes – Anti-Lock Braking System (ABS) • Convertible top – cloth, power retractable • Drop glass (automatic sealing mechanism for side windows) • Engine – 280HP, 3.9L 32V DOHC aluminum V8 engine w/variable cam timing & electronic throttle control • Traction control – all-speed • Transmission – 5-speed automatic w/overdrive <p><u>Exterior</u></p> <ul style="list-style-type: none"> • Bumpers – body color front & rear • Dual exhaust – bright tipped • Headlamps – automatic on/off w/delay • Mirrors – dual power • Moldings – bodyside protection • Paint – clearcoat • Perimeter alarm • Rocker moldings – body color • Wheels – 16-spoke 17" painted cast aluminum wheels & center rings <p><u>Interior</u></p> <ul style="list-style-type: none"> • Air conditioning • Audio – AM/FM stereo in-dash 6-CD w/clock • Audiophile Sound System – SIRIUS™ satellite capable • Automatic temperature control – dual (driver & passenger) • Console w/storage • Cupholders – dual front • Defroster – rear window • Delayed accessory power shutoff • Door trim map pockets • Floor covering – carpeted • Floor mats – carpeted • Footrest – driver • HomeLink® garage door opener • Lighting – interior & maplights • Mirror – day/night rearview • Power windows & door locks • Remote keyless entry • Seats – leather-trimmed buckets seating (incl. recliners, driver lumbar support, power 6-way driver & power 2-way passenger) • Steering wheel – leather-wrapped w/audio & speed control feature • Tachometer <p><u>Safety/Security</u></p> <ul style="list-style-type: none"> • Air bags – driver/front passenger (deactivation switch on passenger side) • Battery saver • Illuminated entry w/theater dimming feature • SecuriLock® Passive Anti-Theft System 	<p><i>All Deluxe content, plus:</i></p> <p><u>Powertrain/Functional</u></p> <ul style="list-style-type: none"> • Wheels – 7-spoke 17" chrome wheels & center rings <p><u>Interior</u></p> <ul style="list-style-type: none"> • Seats – heated driver & passenger

Please see Standard Equipment page 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.

★ = New for this model year.

2005 THUNDERBIRD STANDARD EQUIPMENT

The following items are standard on every 2005MY THUNDERBIRD vehicle:

POWERTRAIN/FUNCTIONAL

- Brakes – Anti-Lock Braking System (ABS)
- Convertible top – power retractable
- Drop glass – automatic sealing mechanism for side windows
- Engine – 280HP, 3.9L 32V DOHC aluminum V8 engine w/variable cam timing & electronic throttle control
- Traction control – all-speed
- Transmission – 5-speed automatic w/overdrive

EXTERIOR

- Cladding – exclusive "50th Anniversary" fender chevron on both right & left front fenders
- Exterior Colors
- Two new Collectible Colors for 2005MY only:
 - Inca Gold (BI)
 - Bronze (T2)
- Carryover colors:
 - Torch Red (D3)
 - Evening Black (UA)
 - Platinum Silver (JP)
- Rear window defroster
- Tail lamps – "Afterburner"
- Tires – P235/50VRx17 A/S BSW
- Trim – bright-tipped exhaust & windshield surround
- Wheels – 16-spoke 17" micro-machined wheels & center caps (no charge option on 130A Premium Array)
- Windshield wipers – 2-speed variable interval

INTERIOR

- Air conditioning – automatic temperature control w/dual-zone driver/passenger controls

INTERIOR (Continued)

- Audio – AM/FM stereo in-dash 6-CD w/clock Audiophile Sound System & SIRIUS™ satellite radio capability
- Defroster – rear window
- Floor mats – carpeted
- HomeLink® – universal 3-button garage door opener
- Interior Colors:
 - Performance White (BZ) – req. Interior Color Accent Package (68H)
 - Black Ink (BW)
 - Torch Red (BR) – req. Interior Color Accent Packages (68C or 68L)
 - Light Sand (BQ) – req. Interior Color Accent Package (68F)
- Lighting – overhead w/maplights
- Seats – leather seating surfaces w/map pockets
- Steering column – power tilt & telescoping
- Steering wheel w/audio & speed control features
- Storage shelf – rear
- Trim – newly-styled aluminum appliqué trim on the doors & center stack

SAFETY/SECURITY

- Air bags
 - Driver & passenger, front & side air bags
 - Air bag deactivation switch on passenger side
- Battery saver w/automatic headlamps-off delay
- LATCH System (Lower Anchors & Tethers for Children)
- Perimeter alarm w/LED indicator
- SecuriLock® & SmartLock

The following features are standard on select all-new 2005MY THUNDERBIRD vehicles:

KEY EXTERIOR FEATURES	Deluxe	Premium
Wheels		
16-Spoke 17" painted cast aluminum wheels & center caps	•	
7-Spoke 17" chrome wheels & center caps		•
KEY INTERIOR FEATURES		
Seats – heated driver & passenger		•

★ = New for this model year.

• = Available

2005 THUNDERBIRD FUNCTIONAL EQUIPMENT

AXLE AVAILABILITY

Axle Ratio = 3.58

WHEEL AVAILABILITY



16-Spoke 17" Painted Aluminum Wheel
Std. on Deluxe (100A)



7-Spoke 17" Chrome Aluminum Wheel
Std. on Premium (130A)



16-Spoke Micro-Machined Aluminum Wheel
No Charge Option w/Premium (130A)

03/14/05

2005 THUNDERBIRD OPTIONAL EQUIPMENT

	Body Code Order Code	P60	
		P60 100A	P60 130A
WHEELS			
16-Spoke 17" Micro-Machined Wheels & Center Caps	64B	—	NCO
GROUPS & PACKAGES (See Packaged Options/Emissions Page for pkg. content)			
Black Accent Package, Steering Wheel & Shift Knob (NA w/68C, 68L Interior Color Accent or 68F Light Sand Appearance Pkgs.)	68B	O	O
Full Interior Color Accent Package (NA w/68B Black Accent, 68L Partial Interior Accent or 68F Light Sand Appearance Pkgs.)	68C	—	O
Light Sand Appearance Package (NA w/68B Black Accent, 68C Full Interior Color or 68L Partial Interior Color Accent Pkgs.)	68F	—	O
Partial Interior Color Accent Package – Performance White Trim Color (Available only with Inca Gold (BI) Exterior paint, NA w/68B/Black Accent, 68C Full Interior Color or 68F Light Sand Appearance Pkgs.)	68H	—	O
Partial Interior Color Accent Package – Torch Red or Medium Steel Blue Trim Color (NA w/68B Black Accent, 68C Full Interior Color, 68H Partial Interior Color or 68F Light Sand Appearance Pkgs.)	68L	—	O
OTHER OPTIONS			
Convertible Soft Boot (std. in Black, Light Sand w/68F Light Sand Appearance Pkg.)	46A	O	O
Removable Top w/Heated Glass Rear Window	13T	—	O
Select Shift™ Transmission (SST)	53S	O	O
Supplemental Parking Lamps	51P	NCO	NCO

★ = New for this model year.

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

2005 THUNDERBIRD COLOR & TRIM AVAILABILITY

		Interior Color				
		Black Ink	Torch Red	★Performance White	★Medium Steel Blue	Light Sand
THUNDERBIRD	Leather-Trimmed Bucket Seats	BW				
THUNDERBIRD w/Interior Color Accent Packages¹ (68C, 68F or 68L)	Leather-Trimmed Bucket Seats		BR	BZ	BB	BQ
EXTERIOR COLOR/INTERIOR COLOR ACCENT	Code	Availability				
No Interior Accent Package						
★Inca Gold	BI	•				
Torch Red	D3	•				
Platinum Silver	JP	•				
★Bronze	T2	•				
Evening Black	UA	•				
Thunderbird with Black Accent Package² (68B)						
★Inca Gold	BI	•				
Torch Red	D3	•				
Platinum Silver	JP	•				
★Bronze	T2	•				
Evening Black	UA	•				
Thunderbird with Partial Interior Color Accent Package¹ (68L/68H)						
★Inca Gold	BI			•		
Torch Red	D3		•			
Platinum Silver	JP			•	•	
Evening Black	UA		•			
Thunderbird with Full Interior Color Accent Package¹ (68C)						
Torch Red	D3		•			
Evening Black	UA		•			
Thunderbird with Light Sand Appearance Package¹ (68F)						
Torch Red	D3					•
Platinum Silver	JP					•
★Bronze	T2					•
Evening Black	UA					•
REMOVABLE COLOR TOP	Code	Availability (Optional Removable Top Color)				
Thunderbird with Optional Removable Top (130A)						
★Inca Gold	BI	• (RG)		• (R2/RG)		
Torch Red	D3	• (RA, RR, R2)	• (RA, RR, R2)			• (RA, RR, R2)
Platinum Silver	JP	• (RA, RB)			• (RA, RB)	• (RA, RB)
★Bronze	T2	• (RZ)				• (RZ)
Evening Black	UA	• (RA, R2, RB)	• (RA, R2, RB)			• (RA, R2, RB)

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
- ★RG – Inca Gold
- ★RZ – Bronze

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 (68L): Torch Red (BR). Color applied to seat insert, top of steering wheel and shift knob. Medium Steel Blue (BB) comes with matching Medium Steel Blue cloth convertible top.

Partial Interior Color Accent Package (68H): Performance White (BZ), available only on Inca Gold (BI) Exterior Paint. 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 appliques, center stack, shifter bezel, scuff plates, Light Sand colored floor mat edging and cream colored instrument cluster gauge.

² **Black Accent Package (68B):** High-gloss black accent applied to top portion of steering wheel and shift knob.

2005 THUNDERBIRD PACKAGED OPTIONS/EMISSIONS

BLACK ACCENT PACKAGE (68B)

Availability:

- Only available with Black Ink (BW) interior trim

Includes:

- High-gloss black accent applied to top portion of steering wheel and shift knob

Restrictions:

- Not available with Interior Color Accent Packages (68C or 68L) or Light Sand Appearance Package (68F)

FULL INTERIOR COLOR ACCENT PACKAGE (68C)

Availability:

- Available in Torch Red accent

Includes:

- Color applied to leather on seat insert, lower instrument panel and lower console, door trim insert, leather steering wheel and leather shift knob

Restrictions:

- Requires Torch Red (BR) interior trim

Not available:

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

LIGHT SAND APPEARANCE PACKAGE (68F)

Includes:

- 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

Restrictions:

- Requires Light Sand (BQ) interior trim
- Not available on Inca Gold (BI) Exterior Paint Color

Not available:

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

PARTIAL INTERIOR COLOR ACCENT PACKAGE (68L)

Availability:

- Available in Torch Red (BR) or Medium Steel Blue (BB) accents

Includes:

- For both Torch Red and Medium Steel Blue, color is applied to leather on seat insert, top of steering wheel and shift knob

Restrictions:

- Requires Torch Red (BR) or Medium Steel Blue (BB) interior trim

PARTIAL INTERIOR COLOR ACCENT PACKAGE (68H)

Availability:

- Available in Performance White (BZ)
- Color is applied to leather on seat insert, top of steering wheel and shift knob

RADIO, AUDIOPHILE ELECTRONIC AM/FM STEREO w/IN-DASH 6-CD/CLOCK & SIRIUS™ SATELLITE RADIO CAPABILITY

Includes:

- 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-Way audiophile speakers in 5.5" x 7.5" enclosure (2)
- 2.5" mid-range/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 (6) AM, (12) FM
- Auto-station set
- Ambience effect
- (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
- SIRIUS™ Satellite Radio capable (requires dealer-installed kit and Sirius™ service – monthly subscription fee applies)

MISCELLANEOUS

Pre-delivery only ¹	361
COV Required.....	79V

50-STATE EMISSIONS

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

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

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 THUNDERBIRD POWERTRAIN/DIMENSIONS

FUEL ECONOMY

ENGINE DISPL.	TRANSMISSION	50 STATES			
		F.E. LABEL ADJUSTED		ESTIMATED ANNUAL FUEL COST	MEMO: UNADJUSTED COMBINED
		CITY	HIGHWAY		
RWD					
3.9L V8	5-Speed Automatic	18	24	\$1,200	23.5

ENGINE HORSEPOWER AND TORQUE RATINGS

ENGINE DISPL.	TRANSMISSION	NOMINAL COMPRESSION RATIO	50 STATES	
			HORSEPOWER	TORQUE
			H.P. @ RPM	FT. LB. @ RPM
ALL				
3.9L V8	5-Speed Automatic	10.75:1	280 @ 6000	286 @ 4000

DIMENSIONS*

INTERIOR DIMENSIONS	Measurements
Head Room (inches)	37.2
Shoulder Room (inches)	57.3
Leg Room Maximum Extension (inches)	42.7
Total Passenger Volume (cu-ft)	52.6
Cargo Capacity (cu-ft)	8.5
EXTERIOR DIMENSIONS (inches)	
Wheelbase	107.2
Overall Length	186.3
Overall Width	72.0
Overall Height	52.1
Ground Clearance	8.0
Front Vehicle Track	60.5
Rear Vehicle Track	60.2

*All dimensions are preliminary figures