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04 The Next F-150



THE 2004 FORD F-150: "THE BEST PICKUP TRUCK EVER."

-Detroit Free Press

Never before have so many new levels of toughness, driveability and comfort been crafted into a full-size pickup. The new F-150 is the first-and-only pickup to offer:

- 4 doors in each of 3 cabs (Regular Cab, SuperCab and SuperCrew)
- 3-valve engine technology (5.4L Triton® V8)
- Wheel-torque-based electronic throttle control in a full-size pickup

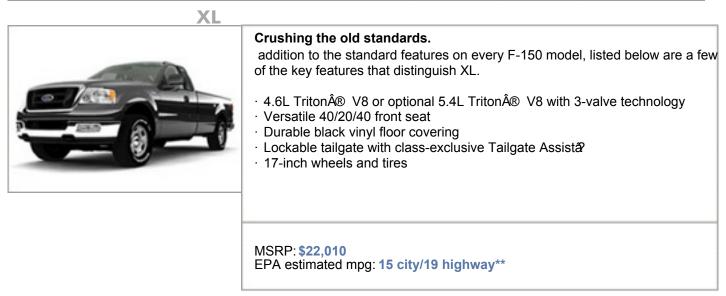
The Next F-150 also offers best-in-class*:

- Towing capacity
- Payload**
- Low-end torque***

- · Overhead rail storage system
- A 5.5' box on a SuperCab
- · Power second-row windows on SuperCab
- - Cargo box volume
 - Interior volume
 - Frame strength

It is also the quietest full-size pickup interior* and, of course, it's always Built Ford Tough.

*Class is full-size pickups under 8,500 GVWR, starting below \$45,000. **When properly equipped. ***The 5.4L Triton 3-valve V8 achieves 80% of peak torque at 1,000 RPMs.



A sporty, sleek look at the right price.

In addition to the standard features on every F-150 model, listed below are a few of the STX features that differentiate it from XL.

 $\cdot\,$ Sleek monotone appearance with body color front and body color rear step bumper and grille surround

- · AM/FM Stereo with single CD player
- · Optional audiophile system with 6-disc in-dash CD changer and subwoofer
- Unique 172° sport cast aluminum wheels



MSRP: \$22,660* EPA estimated mpg: 15 city/19 highway**





The F-150 XLT redefines versatility and affordability.

In addition to the standard features on every F-150, listed below are a few of the features found on XLT in addition to those provided with STX.

- · Chrome front and chrome rear step bumper
- Standard Overhead Rail Storage System on SuperCab and SuperCrew (without power moonroof)
- · Power windows, locks and mirrors
- · Rear window with fixed privacy glass

MSRP: \$24,970* EPA estimated mpg: 15 city/19 highway** The high-powered option for 4X4 enthusiasts, off the road and on the high In addition to the standard features on every F-150, listed below are a few found on FX4 in addition to those provided with XLT.

- · Off-road tuned shocks
- · Optional captain Ts chairs with flow-through center console and floorshifter
- · Optional 182 · machined cast aluminum wheels
- · Black leather-wrapped steering wheel
- $\cdot\,$ Skid plates and limited slip axle



MSRP: \$30,485* EPA estimated mpg: 14 city/18 highway**

LARIAT

The ultimate hybrid of power and luxury.

In addition to the standard features on every F-150, listed below are a few of the Lariat features that are unique to Lariat.

- Power heated side mirrors with external mirror-mounted turn signal indicators
- · Brushed nickel grille insert with chrome surround
- 182° bright aluminum wheels
- · Warm woodgrain appearance interior accents and trim

MSRP: \$30,245* EPA estimated mpg: 15 city/19 highway**

* Starting Manufacturers Retail Price, excluding taxes, title and registration fees. Optional equipment not included.

- ** EPA estimated city/highway mpg based on base engine/transmission configuration.
- † Always wear your safety belt and secure children in the rear seat.

The New F-150 is designed to do just one thing... Never let you down.



Best-In-Class Payload And Towing Capability**...

Towing leadership is second nature to the new F-150. It offers the highest available conventional towing ability in its class*. You'll need some optional equipment like the Trailer Tow Package, but if you tow that much, you probably already know that.



We Engineered An Even More Powerful Triton V8...

The new 5.4L 3-valve Triton[®] V8 puts out more of what you want. More power. 15% more than before. And it delivers instant gratification when you accelerate, with best-in-class low-end torque. How? The 5.4 L Triton[®] 3-valve V8 achieves 80% of peak torque at 1,000 RPMs. But when it gets down to it, we know that what matters is how it makes you feel. Powerful.



The Sound Of The Quietest Pickup.* Period.

A total sound engineering approach helped create the quietest full-size pickup*. A stiffer frame and body, shear body mounts, thicker side glass, door seals, special sound insulation and Quiet Steel work together to reduce unwanted noise and vibration. Sound nice?



And We Built The Strongest F-150 Frame Yet.

The new F-150 frame is fully boxed with through-rail welded crossmembers and hydroformed front rails. The result is a frame that is twice as strong torsionally. The 2004 F-150 has the strongest frame in its class.* With it, the new F-150 delivers a truck that drives better and works harder than ever before.

* Class is full-size pickups under 8,500 GVWR, starting below \$45,000 ** When properly equipped.

Quiet Steel is a registered trademark of MSC.

Featured Specifications - Interior Features

SEATING	XL	STX	XLT	FX4	Lariat
Cloth 40/20/40 front seat with manual driver lumbar	S	S	-	-	-
Premium cloth 40/20/40 front seat with manual driver and passenger lumbar	-	-	S	-	-
Sport cloth 40/20/40 front seat with manual driver and passenger lumbar	-	-	-	S	-
Leather trimmed 40/20/40 front seat with manual driver and passenger lumbar	-	-	-	-	S
Seats (rear) SuperCab and SuperCrew only. 60/40 flip up split seat. Rear seat fabric matches front seat (when leather front seat is ordered on SuperCab and/or FX4 SuperCrew rear seat will be premium vinyl)	S	S	S	S	S
Vinyl 40/20/40 front seat	0	-	-	-	-
Premium cloth captain's chairs with center console and manual driver/ passenger lumbar support (SuperCab and SuperCrew only – Super 4x4 XLT requires ESOF)	-	-	0	-	-
Sport cloth captain's chairs with flow-through console and floor shifter (SuperCab and SuperCrew only)	-	-	-	0	-
Sport leather-trimmed captain's chairs with flow through console and floor shifter (SuperCab and SuperCrew only)	-	-	-	0	-
Leather trimmed captain's chairs with flow through console and floor shifter	-	-	-	-	0
DELUXE HEATED SEAT PACKAGE includes: Heated driver and passenger seats, power passenger seat, driver memory seat, memory power adjustable pedals	-	-	-	-	0
Power driver's seat (SuperCab and SuperCrew only)	-	-	0	0	S

CLIMATE CONTROL	XL	STX	XLT	FX4	Lariat
Air Conditioning	S	S	S	S	S
Electronic Automatic Temperature Control (EATC)	-	-	-	-	S

ENTERTAINMENT SYSTEMS	XL	STX	XLT	FX4	Lariat
AM/FM stereo/clock	S	-	-	-	-
AM/FM stereo/clock/single CD	0	S	S	S	-
AM/FM stereo/clock/ cassette/single CD	0	0	0	0	S
AM/FM Stereo/6-Disc, In-dash CD Changer	-	0	0	0	0
Audiophile (requires 6-Disc, In-dash CD Changer)	-	0	-	0	0
Rear Seat DVD Entertainment System (N/A with Power Moonroof) - SuperCrew only (late availability)	-	-	0	0	0

INSTRUMENTATION	XL	STX	XLT	FX4	Lariat
Tachometer	-	-	S	S	S
Display center (Incl. warning messages and text functions – i.e. door ajar)	S	S	S	S	-
Message Center with trip computer. (Incl. display center features plus distance to empty, low brake fluid level, avg. fuel economy, multiple language display choices and temperature readout options)	-	-	-	-	S
Fuel gauge, voltmeter, oil pressure, engine coolant temp, speedometer and odometer	S	S	S	S	S

DRIVER ASSISTANCE	XL	STX	XLT	FX4	Lariat
Interval wipers	S	S	-	-	-
Speed dependent interval wipers	-	-	0	0	0
Tilt steering wheel	S	S	S	S	S
Power adjustable pedals	0	0	0	0	S
Speed control	0	0	S	S	S
Black urethane steering wheel	S	S	-	-	-
Color coordinated urethane steering wheel	-	-	S	-	-
Black leather-wrapped, steering wheel	-	-	-	S	-
Color-coordinated leather-wrapped steering wheel	-	-	-	-	S
Additional steering wheel mounted controls (audio and climate)	-	-	-	-	S
Reverse Sensing System (requires Trailer Tow Package)	-	-	0	0	0

REARVIEW MIRRORS	XL	STX	XLT	FX4	Lariat
Rearview mirror	S	S	S	S	-
Self-dimming rearview mirror	-	-	-	-	S
Side mirrors, manual paddle-type	S	S	-	-	-
Power side exterior mirrors	-	-	S	S	-
Power, heated side mirrors with external mirror mounted turn signal indicator	-	-	-	-	S
DELUXE MIRROR PACKAGE. Includes: Power, heated side mirrors with external mirror mounted turn signal indicator, self-dimming rear view mirror	-	-	Ο	0	S

CONSOLES	XL	STX	XLT	FX4	Lariat
Overhead Storage System (SuperCab and SuperCrew only) Includes large storage bin on SuperCab (N/A with Power Moonroof)	-	-	S	S	S
Overhead mini-console with small storage bin (Regular cab only)	-	-	S	S	-

CUPHOLDERS	XL	STX	XLT	FX4	Lariat
Cupholders, instrument panel (two) – (NA with MSOF)	S	S	S	S	S
Cupholders, rear (two) SuperCab and SuperCrew	S	S	S	S	S

OTHER CONVENIENCE ITEMS	XL	STX	XLT	FX4	Lariat
Outside temperature and compass	-	-	S	S	S
Power point, front	S	S	S	S	S
Rear power point (SuperCab and SuperCrew)	S	S	S	S	S
Power locks with remote keyless entry	-	-	S	S	S
Visors with driver and passenger covered mirrors	S	S	S	S	-
Visors with driver and passenger lighted, covered mirrors	-	-	-	-	S
Grab Handles - Front - A-Pillar, driver and passenger sides - Rear - B-Pillar (SuperCrew) or SIR tower (SuperCab)	S	S	S	S	S
Delayed accessory power	-	-	S	S	S
HomeLink®	-	-	-	-	S

INTERIOR COURTESY LIGHTING	XL	STX	XLT	FX4	Lariat
Dome light and two map lights (standard Regular Cab and XL/STX SuperCab)	S	S	S	S	S
Fade-to-off interior lighting	-	-	S	S	S
Interior lights, rear (rear dome light with SuperCab, rear map/dome light with SuperCrew)	-	-	S	S	S

FLOOR COVERING	XL	STX	XLT	FX4	Lariat
Black vinyl floor covering	S	S	-	-	-
Color-coordinated carpet and carpeted floormats (not available with Audiophile in STX)	0	0	S	-	-
Color-coordinated carpet and Black rubber off-road floormats	-	-	-	S	-
Color-coordinated carpet and unique color-coordinated carpeted floormats	-	-	-	-	S

	VI	STX	VIT	EV A	Loriot
WINDOWS AND GLASS	XL	517	XLT	FX4	Lariat
First row manual windows	S	S	-	-	-
Power sliding rear window	-	-	-	-	0
First row, power, one-touch down driver side	-	-	S	S	S
Second row fixed windows (Regular Cab)	S	S	S	S	-
Second row power windows (SuperCab & SuperCrew)	-	-	S	S	S
Rear window with fixed solar tint glass	S	S	-	-	-
Rear window with fixed privacy tint glass	-	-	S	S	-
Rear window with fixed privacy tint glass and defroster	0	0	0	0	S
Rear Window, Manual Sliding with Privacy Tint (N/A with Defroster)	0	0	0	0	0
Rear Window, Power sliding with Privacy Tint (N/A with Defroster; requires Power Driver Seat) - SuperCab and SuperCrew only	-	-	0	0	0
Moonroof, Power (Includes Overhead Mini-Console without Storage; NA with Overhead Storage System) SuperCab and SuperCrew only	-	-	0	0	0

Featured Specifications - Exterior Features

BUMPERS	XL	STX	XLT	FX4	Lariat
Chrome front and rear step bumpers (on Lariat w/ monotone paint)	S	-	S	-	S
Body color front and rear step bumpers (on FX4 with monotone paint only)	-	S	-	S	-
Dark Shadow Grey front and rear step bumpers (with two-tone paint)	-	-	-	S	-
Arizona Beige front and rear step bumpers (with two-tone paint)	-	-	-	-	S

GRILLES	XL	STX	XLT	FX4	Lariat
Chrome grille surround	S	-	-	-	S
Body color grille surround	-	S	S	S	-
Black "bar style" grille insert	S	S	-	S	-
Black "honeycomb" grille insert	-	-	S	-	-
Brushed nickel "honeycomb" grille insert	-	-	-	-	S

BODY MOLDINGS	XL	STX	XLT	FX4	Lariat
Wheel lip moldings, Dark Grey	-	-	-	S	-
Wheel lip moldings, body color (Lariat two-tone will be Arizona Beige)	-	-	-	-	S

XL	STX	XLT	FX4	Lariat
S	S	S	S	S
-	-	0	0	0
	XL S	XL STX S S	XL STX XLT S S S O	S S S S

LIGHTING	XL	STX	XLT	FX4	Lariat
Fog lamps (std. on XLT 4x4, FX4 and Lariat; opt. on XL, STX and XLT 4x2)	0	0	S	S	S
Clear headlamps	-	S	-	-	-
Autolamp, automatic on-off headlamps	-	-	S	S	S
Cargo lamp with integrated high mount stop lamp	S	S	S	S	S

TAILGATE	XL	STX	XLT	FX4	Lariat
Tailgate, removable with key lock and Tailgate Assist	S	S	S	S	S

TIE-DOWNS	XL	STX	XLT	FX4	Lariat
Cargo box tie-down hooks (four)	S	S	S	S	S

тожноокз	XL	STX	XLT	FX4	Lariat
Tow hooks, front (two) – (4x4 only)	S	S	S	S	S

BED EXTENDERS	XL	STX	XLT	FX4	Lariat
Bed Extender (only avail. with 5.5' Box)	-	0	0	0	0
	VI	etv	VIT	EVA	Loriot

AFPEARANCE FACKAGES		317		ГЛ4	Larial	
Lariat upgrade accessories group. Includes chrome tubular cab steps, power sliding rear window, simulated woodgrain interior trim	-	-	-	-	0	

RUNNING BOARDS AND STEP BARS	XL	STX	XLT	FX4	Lariat
Running Boards, Black Platform (SuperCab and SuperCrew)	-	-	0	-	0
Running Boards, Black Tubular (Regular Cab only on XLT)	0	0	0	0	-
Running Boards, Bright Polished Tubular (late availability)	-	0	0	0	0

Featured Specifications - Power and Handling

ENGINES	XL	STX	XLT	FX4	Lariat
4.6L EFI V8/Electronic 4-Spd. Auto O/D 5.4L 3V EFI V8/Electronic 4-Spd. Auto O/D	S O	S	S O	- S	- S
	Ũ		Ũ	0	0
TRANSMISSIONS	XL	STX	XLT	FX4	Lariat
5-speed manual overdrive transmission (Std. Regular Cab and SuperCab)	S	S	S	-	-
4-speed automatic overdrive transmission (Std. SuperCrew,	0	0	0	_	S
Lariat/King Ranch SuperCab)	·	C	•		C
		071			
FUEL SYSTEM 26 Gallon (Std. with Regular cab 6.5' box and SuperCab 5.5' box)	XL S	STX S	XLT S	FX4 S	Lariat S
27 Gallon (Std. with Regular Cab 8' and SuperCab 6.5' boxes. Also std. with Regular/SuperCab 4x2 w/ 8' box and Heavy Duty Payload	S	S	S	S	S
Pkg. – XL/XĽT only.) 30 Gallon (SuperCrew)	_	_	S	S	S
35.7 Gallon (optional on Regular Cab w/ 8' and SuperCab w/ 6.5'	6	0	-	-	-
boxes. Required w/ Heavy Duty Payload Pkg. on 4x4 Regular and SuperCab w/ 8' box; opt on 4x2 – XL/XLT only.	0	0	0	0	0
STEERING	XL	STX	XLT	FX4	Lariat
Power rack and pinion steering	S	S	S	S	S
AXLES	XL	STX	XLT	FX4	Loriot
Limited slip rear axle	O XL	0	0		Lariat O

DRIVE SYSTEM	XL	STX	XLT	FX4	Lariat
Electronic shift-on-the-fly (4X4 only)	-	0	0	-	0

4X4 FEATURES	XL	STX	XLT	FX4	Lariat
Mechanical Shift-on-the-Fly (MSOF) – Std on XLT Regular Cab and Super Cab	S	S	S	-	-
Electronic Shift-on-the Fly (ESOF) – Std. on XLT SuperCrew (required w/ Capt. Chairs on SuperCab and SuperCrew, optional on other models)	-	-	0	S	S
Skid plates Limited slip axle Axle Upgrade	0 0 0	- 0 0	0 0 0	S O O	0 0 0

WHEELS	XL	STX	XLT	FX4	Lariat
17" Grey Styled Steel	S	-	-	-	-
17" Sport Cast Aluminum	-	S	-	-	-
17" Cast Aluminum	-	-	S	-	-
17" Polished Aluminum	-	-	0	-	-
17" 7-Lug Steel (available w/ Heavy Duty Payload Pkg. – Regular and SuperCab only)	0	-	0	-	-
17" Machined Aluminum (available w/P255/70Rx17 OWL A/T only)	-	-	-	S	-
18" Machined Cast Aluminum (incl. P275/65Rx18 OWL A/T; LT275/65R18C OWL A/T optional)	-	-	-	Ο	-
18" Bright Aluminum	-	-	-	-	S

TIRES	XL	STX	XLT	FX4	Lariat
P235/70Rx17XL BSW A/S (5), 4x2 (Hankook) – Regular and SuperCab	S	-	S	-	-
P235/75Rx17 BSW A/T (5), 4x4 (Hankook) – Regular and SuperCab P255/65Rx17 OWL A/S (4), 4x2 (Continental) (temporary usage spare	S	-	S	-	-
tire – P255/65Rx17 OWL A/S) – Std. on XLT SuperCrew, optional on other models	0	S	0	-	-

P265/60Rx18 OWL A/S (5), 4x2 (Michelin)	-	-	-	-	S
P255/70Rx17 OWL A/T (5), 4x4 (Continental) – Std. on XLT SuperCrew, optional on other models	0	S	S	S	-
P275/65Rx18 OWL A/T (4), 4x4 (Michelin) - (temporary usage spare tire - P275/65Rx18 OWL A/T)	-	-	-	0	S
LT245/70Rx17D BSW A/S (5), 4x2/4x4 (Continental) – Available with Heavy Duty Payload Pkg.	0	-	0	-	-
LT275/65Rx18 OWL A/T (4), 4x4 (Goodyear) (temporary usage spare tire - LT275/65Rx18 OWL A/T)	-	-	-	0	0

TRAILER TOWING PACKAGES	XL	STX	XLT	FX4	Lariat
TRAILER TOW PACKAGE Required for towing over 4,000 lbs. Includes • Class III/IV trailer hitch receiver, 4/7-pin wiring harness, heavy-duty 72-amp battery, upgraded radiator and auxiliary transmission oil cooler.	0	0	0	0	0
SNOW PLOW PREP Increases GVWR for improved payload and towing Includes: Spring upgrades (Availability: Requires 4x4 w/ Heavy Duty Payload Package (Regular/SuperCab only); Not available with SuperCrew; Maximum snow plow weight, including permanent attachments, is 700# Note: Restrictions apply; see your dealer for more information.	0	-	0	-	-

PAYLOAD PACKAGES	XL	STX	XLT	FX4	Lariat
HEAVY DUTY PAYLOAD PACKAGE Increases GVWR to 8200 lbs. for improved payload and towing Includes: 50 state emissions system; LT245/70x17D BSW A/S tires; high capacity 17" 7-lug steel wheels; specially tuned shock absorbers; heavy duty frame and 72 amp battery; spring, radiator and auxiliary transmission oil cooler upgrades, 10.25" gear set, standard 4.10 axle (Optional 4.10 Limited Slip), (Availability: Regular Cab Styleside 8.0' box (145" WB) or SuperCab 8.0' box (163" WB), XL and XLT, Requires 5.4L V8 Engine • Regular and SuperCab 4x4 require 35.7 gallon fuel tank	0	-	0	-	-

OFF-ROAD PACKAGES	XL	STX	XLT	FX4	Lariat
FX4 Off-Road Equipment Group. (4x4 Only) Includes: 17-inch 5-spoke Cast Aluminum wheels (steel spare), stainless steel lug nuts, skid plates,fuel tank transfer case and cross member, heavy-duty Rancho shocks, and 3.55 limited slip rear axle	-	-	0	-	0

Featured Specifications - Safety and Security

OCCUPANT PROTECTION	XL	STX	XLT	FX4	Lariat
Airbag deactivation switch (Reg. Cab)	S	S	S	S	-
Airbags, dual stage front driver and passenger	S	S	S	S	S
Seat belt pretensioners and energy mgmt. retractors on outside front positions. Belt-Minder system for driver and right front passenger seat. Driver's seat position sensor and right front passenger seat occupant classification system. Incl. LATCH feature for child safety seats	S	S	S	-	S
Seat integrated restraints (SIR) – front driver and right passenger (Regular cab and SuperCab)	S	S	S	S	S
2-point restraint (front center passenger)	S	S	S	S	S
Non-SIR restraint – front driver and right passenger with height adjusters (SuperCrew)	-	-	S	S	S
3-Point restraint – all rear seat positions (SuperCab and SuperCrew)	S	S	S	S	S
ACCIDENT AVOIDANCE	XL	STX	XLT	FX4	Lariat
4-wheel anti-lock brakes	S	S	S	S	S

ANTI-THEFT OR SECURITY	XL	STX	XLT	FX4	Lariat
Remote keyless entry, with 2 fobs, illuminated entry and panic button	-	-	S	S	S
Keypad, driver side	-	-	0	S	S
Spare tire and wheel lock	S	S	S	S	S
SecurilockTM Anti-Theft Ignition (PATS)	S	S	S	S	S

S = Standard O = Optional - = Unavailable Ford Division reserves the right to change product specifications at any time without incurring obligations. † Always wear your safety belt and secure children in the rear seat.

Color Options & Wheel Styles



17" Grey Styled Steel Wheel (XL)



17" Machined Aluminum Wheel (FX4)



17" Sport Cast Aluminum Wheel (STX)



18" Machined Cast Aluminum Wheel (FX4 – optional)



17" Cast Aluminum Wheel (XLT)



18" Bright Aluminum Wheel (Lariat)



17" Polished Aluminum Wheel (XLT – optional)



17" 7-Lug Grey Steel Wheel (Heavy Duty Payload Package)



Arizona Beige Metallic

Blazing Yellow





Dark Toreador Red Metallic



Aspen Green Metallic



Medium Wedgewood Blue Metallic



Silver Metallic



Dark Shadow Grey Metallic



Black

Options

After You Catch Your Breath, We'll Give You The Full Tour. Your local Ford Dealer has just the right truck for you. And there are a host of options to tailor it perfectly to your needs.

Overhead Rail Storage System Our class-exclusive Overhead Rail Storage System allows owners to customize their interior storage options. Integrated into the headliner and extending from the rearview mirror to just behind the 2nd-row seats are two brushed-aluminum rails capped by front and rear stationary light clusters and a large, removable storage bin module. Available in XLT, FX4 and Lariat. Additional bins and inserts are available through your Ford Dealer.





Reverse Sensing System Optional on F-150 XLT, FX4 and Lariat is the Reverse Sensing System which is designed to detect objects behind the vehicle and then audibly alert you to their presence. (Requires Trailer Tow Package.)

Deluxe Heated Seats Package Optional on F-150 Lariat, heated front seats are practically indespensable on those cold mornings. Included is a memory function for two separate drivers. Just push the button and watch as the driver's seat and the accelerator and brake pedals adjust to your pre-programmed positions.



Why Ford Credit?

At Ford Credit, auto financing is our specialty. Whether you purchase or opt for a Red Carpet Contract, we offer a range of terms and features that make you experience hassle-free. Contact your local Ford Dealer or visit us on the web at www.fordcredit.com.



Roadside Assistance

Every new Ford includes the assurance of a 24-hour emergency Roadside Assistance Program provided during the 3-year/36,000-mile limited warranty period. Ask your Ford Dealer for complete details on this program, which includes such services as fuel delivery, tire change, jump start, or even help when you're locked out of your vehicle.

New Vehicle Limited Warranty

Under the New Vehicle Limited Warranty, you receive bumper-tobumper coverage for 3 years/36,000 miles with no deductible. You also receive corrosion perforation coverage for five years with unlimited mileage and no deductible. Ask your Ford Dealer for a copy of the warranty.