



2004 MY

Vehicle Line: **Crown Victoria**

## Marketing Strategy and Mix Recommendations

### Marketing Strategy Key Points:

- Crown Victoria is an understated symbol of achievement for traditional large car-buyers who seek the features offered in American cars they knew growing up--smooth ride, room, comfort, V-8 power, and rear wheel drive. Crown Victoria's safety, size, and dependability provide customers with peace of mind, and the knowledge they made a smart decision.
- Crown Victoria enhances the strong safety reputation it has built with the government's highest 5-Star crash rating for the driver and front passenger.
- Highlight the safety and convenience of the LX Premier Group (60L) – New for 2004 Model Year. Returning LX buyers will want to order the LX Premier Group on the LX (200A) in order to maintain the level of equipment and features to which they have become accustomed. Customers ordering Side Air bags, Leather Seats or Electronic Instrumentation on the LX (200A) must also order the LX Premier Group.
- Inform customers on the benefits of Crown Victoria's Suspension that was new for the 2003 Model Year, especially when coupled with the Handling and Performance Package. The Handling and Performance Package's Rear Air Suspension, Improved Shocks & Springs, Torque Converter and the 3.27 Rear Axle Ratio provide a substantial upgrade to any LX Series. This package is standard equipment on all LX Sport Series (230A).
- Emphasize the importance of the optional All-Speed Traction Control System in cold weather states to maximize Crown Victoria's all-season capability, as well as its relevance in warm weather states when road conditions are slick.
- Optional Side Air Bags available on LX (when ordered with LX Premier Group) and LX Sport and Anti-Lock Braking System (ABS) on all arrays.
- Power Adjustable Pedals further build on Crown Victoria's comfort, safety, and convenience heritage. The Power Adjustable Pedals have proven to be extremely successful on other Ford Division vehicles and should be fully leveraged to surprise and delight Crown Victoria customers.
- Simple, less complex offering including the Crown Victoria, LX and LX Sport that provides outstanding value and equipment at several price points.

### Recommended Mix:

### Series and Option Mix Recommendations

#### **SERIES:**

- |                  |     |
|------------------|-----|
| • Crown Victoria | 20% |
| • LX             | 60% |
| • LX Sport       | 20% |

#### **OPTIONAL EQUIPMENT:**

- |   |     |
|---|-----|
| • LX Premier Group on LX Series                 | 60% |
| • Side Air Bags                                 | 40% |
| • Leather Seats                                 | 90% |
| • Traction Control                              | 40% |
| • Power Adjustable Accelerator and Brake Pedals | 30% |
| • Handling and Performance Package              | 40% |
| • Dual Media                                    | 70% |
| • 6-Disc CD Changer                             | 30% |

Date: 12/01/03

## 2004 CROWN VICTORIA MAJOR PRODUCT CHANGES

### OVERVIEW

The 2004 Crown Victoria offers greater value in 2004 through minor adjustments to the packaging of features. One major change for the 2004 Model Year is the elimination of chrome treatments on the door handles and front/rear bumper fascias on the Crown Victoria Standard (P73/100A). Returning LX Series customers will want to order the LX (P74/200A) with the optional LX Premier Group (60L) in order to maintain the level of equipment to which they have become accustomed.

### MODEL/SERIES AVAILABILITY CHANGES

- Crown Victoria
- LX
- LX Sport

### NEW EQUIPMENT AND OPTIONS

- LX Premier Group: The following equipment is no longer standard equipment on the LX Series, but is now available in one option group:
  - Power Passenger Seat
  - Power Passenger Lumbar
  - AM/FM/Single Cassette/Single CD Stereo
  - EATC
  - Leather-wrapped Steering Wheel with Audio/Climate Controls
  - Electrochromic Mirror
- Heated Mirrors are now Optional: Dealers in northern states should order 100% of units with Heated Mirror Option
- Laminated Side Glass: This new offering provides the following benefits:
  - Improved protection for the vehicle's occupants from flying glass in the event of an accident
  - Extra security against "smash and grab" theft
  - Reduces outside road and wind noise
  - Filters out most of the sun's harmful UV radiation thus reducing heat buildup and fading of the interior
- Electronic Instrumentation now requires the ordering of the LX Premier Package on the LX Series
- Power Moonroof available on LX and LX Sport

### EXTERIOR CHANGES

- Door Handles on the LX Sport are now Body Color
- Crown Victoria Standard door handles are now Molded-in-Black and chrome "rub strip" has been removed from front/rear bumpers

### EXTERIOR CHANGES (Continued)

- **Colors Added:**
  - Silver Birch Clearcoat Metallic (JP) (late 2003MY intro)
  - Dark Blue Pearl Clearcoat Metallic (DX) (late 2003MY intro)
  - Midnight Gray Clearcoat Metallic (TV)
  - Dark Toreador Red Clearcoat Metallic (JL)
- **Colors Deleted:**
  - Silver Frost Clearcoat Metallic
  - Aspen Green Clearcoat Metallic
  - Matador Red Clearcoat Metallic
  - Gold Ash Clearcoat Metallic

### INTERIOR CHANGES

- New Overhead Console design on LX and LX Sport includes Compass and Dome/Map Light

### FUNCTIONAL CHANGES

- Cargo Net Deleted – Trunk Organizer is still optional
- Heated Mirrors are now Optional

### HOW TO ORDER A 2004 CROWN VICTORIA

#### STEPS TO ORDER: (after reviewing pre-configured arrays)

1. Select Body Code
  - P73 – Standard
  - P74 – LX
  - P74 – LX Sport
2. Select Order Code
  - 100A – Standard
  - 200A – LX
  - 230A – LX Sport
3. Review Available Option Codes
4. Select Color & Trim

## 2004 CROWN VICTORIA MAJOR STANDARD EQUIPMENT

	Crown Victoria	LX	LX Sport
<b>EXTERIOR</b>			
<b>BUMPERS</b> — Concealed with one-piece full wrap cover, body color	•	•	•
Bright insert in bumper		•	
<b>GLASS</b> — Solar tinted, full	•	•	•
<b>GRILLE</b> — Chrome	•	•	
Body color (Dark Toreador Red, Black, Midnight Gray and Silver Birch)			•
<b>LIGHTS</b> — Low profile dual aero headlamps with Crystalline krypton long life bulbs	•	•	•
<b>MIRRORS</b> — Black fold-away dual remote control power	•	•	•
<b>MOLDINGS</b> — Black rocker panel	•	•	•
Black windshield and backlight	•	•	•
Blacked out door frame/windows	•	•	•
Bright surround on side windows	•	•	•
Color keyed bodyside	•	•	•
<b>PAINT</b> — Clearcoat	•	•	•
Anti-chip paint primer	•	•	•
Body color B-pillar	•	•	•
Dual bodyside paint stripes		•	
<b>URETHANE PROTECTION</b> — Lower bodyside	•	•	•
<b>VALET KEY</b> — Standard on all arrays (NA with NGV)	•	•	•
<b>WHEEL COVERS</b> — Deluxe locking	•		
<b>INTERIOR</b>			
<b>AIR BAG, DUAL FRONT SUPPLEMENTAL RESTRAINT SYSTEM, DUAL STAGE</b> — Driver and right front passenger	•	•	•
<b>CARPETING</b> — 12.0-oz. color keyed floor	•	•	•
<b>CIGARETTE LIGHTER</b> — Illuminated	•	•	•
<b>CLOCK</b> — Electronic digital with dimming feature	•	•	•
★ <b>CONSOLE, OVERHEAD</b> — High series includes compass and dome/map light		•	•
<b>COURTESY LAMP SWITCHES</b> — In all four doors	•	•	•
<b>CUPHOLDERS</b> — Dual ashtray mounted	•	•	•
<b>DEFROSTER GRILLE</b> — With integral vertical ribs	•	•	•
<b>DOOR TRIM PANELS</b> — Full length armrests, warning reflectors, pull straps, upper vinyl, lower carpeting	•	•	•
Carpeted lower	•	•	•
Lighted door lock buttons, window controls and power seat controls on armrests	•	•	•
<b>FUSE PANEL</b> — Easy access, labeled	•	•	•
<b>GAUGE CLUSTER</b> — Four (volt, oil pressure, water temperature and fuel)	•	•	•
<b>GLOVE BOX</b> — Illuminated, large bin, lockable with dampened glove box door	•	•	•
<b>HEAD RESTRAINTS</b> — 2-Way	•	•	•
<b>INSTRUMENT CLUSTER</b> — Analog gauges	•	•	•
<b>INSTRUMENT PANEL</b> — Woodgrain appliqués with side window demisters	•	•	•
<b>LAMPS</b> — Dual instrument panel courtesy with theater (slow dim/delayed off) feature	•	•	•

**LEGEND:** ★ = New for this model year.    ¹ = Estimate

## 2004 CROWN VICTORIA MAJOR STANDARD EQUIPMENT

	Crown Victoria	LX	LX Sport
<b>INTERIOR (Continued)</b>			
<b>LIGHTS</b> — Dual beam dome with maplights	•		
Luggage compartment	•	•	•
Illuminated entry	•	•	•
Rear seat reading lamps		•	•
<b>LUGGAGE COMPARTMENT TRIM</b> — Luxury full carpet	•	•	•
<b>MAP POCKETS</b> — Integral front door and front seat back map pockets	•	•	•
<b>MIRROR</b> — Day/night inside rearview	•	•	
Electrochromic			•
<b>PASSENGER ASSIST HANDLES</b> — Folding front passenger/rear LH/RH	•	•	•
<b>PERSONAL SAFETY SYSTEM WITH DUAL STAGE AIR BAGS, 2<sup>nd</sup> GENERATION</b> — Driver and right front passenger	•	•	•
<b>RADIO</b> — Electronic AM/FM stereo with Cassette	•		
★ Electronic AM/FM stereo with Single CD		•	
Electronic AM/FM stereo with Cassette/Single CD			•
<b>RADIO SPEAKERS</b> — Door-mounted, located above armrests (two additional radio speakers mounted in package tray)	•	•	•
<b>RELEASE HANDLES</b> — Easy access inside door	•	•	•
<b>SAFETY BELTS</b> — 3-Point active for front and rear outboard occupants (comfort adjustment on front safety shoulder belts)	•	•	•
<b>SCUFF PLATES</b> — Color keyed, front and rear doors	•	•	•
<b>SEATS</b> — Split bench with center fold-down armrests trimmed in cloth/power driver seat	•	•	
5-Passenger seating with driver/front passenger bucket seats trimmed in leather			•
Driver power lumbar			•
Passenger power lumbar			•
Driver power 8-way seat adjuster with 10" seat track travel	•	•	•
Passenger power 8-way seat adjuster with 10" seat track travel			•
<b>SPARE TIRE COVER</b> — Carpeted	•	•	•
<b>SUNVISORS</b> — Cloth covered with mirrors and retention clips	•	•	•
<b>TILT STEERING WHEEL</b> — Mounted stalk controls for washer/wipers, hi/low headlamp beam, turn signal and flash-to-pass	•	•	•
<b>TRIP ODOMETER</b>	•	•	•
<b>TRUNK</b> — Deep well	•	•	•
<b>FUNCTIONAL</b>			
<b>AIR CONDITIONING</b> — Manual with positive shutoff registers	•	•	
Electronic Automatic Temperature Control (EATC)			•
<b>ALTERNATOR</b> — 130-Amp	•	•	•
<b>ANTENNA, RADIO</b> — Hidden in rear window defroster	•	•	•
<b>ANTI-LOCK BRAKING SYSTEM</b>	•	•	•
<b>BATTERY, MAINTENANCE FREE</b> — 72-AH (78-AH std on NGV)	•	•	•
<b>BATTERY SAVER</b> — Turns off lights after 30 minutes	•	•	•
<b>BODY-ON-FRAME CONSTRUCTION</b>	•	•	•
<b>BRAKE SHIFT INTERLOCK</b>	•	•	•
<b>BRAKING SYSTEM</b> — Power 4-wheel disc	•	•	•

**LEGEND:** ★ = New for this model year.    ¹ = Estimate

**2004 CROWN VICTORIA  
MAJOR STANDARD EQUIPMENT**

	Crown Victoria	LX	LX Sport
<b>CHILD SAFETY LOCKS ON REAR DOORS</b>	•	•	•
<b>FUNCTIONAL (Continued)</b>			
<b>COOLANT RECOVERY SYSTEM</b>	•	•	•
<b>DECKLID RELEASE</b> — Electric remote control	•	•	•
<b>DEFROSTER, REAR WINDOW</b>	•	•	•
<b>DRIVER FOOTREST</b> — Under carpet	•	•	•
<b>ENGINE</b> — 224HP <sup>1</sup> , 4.6L overhead cam, SEFI V8	•	•	
239HP <sup>1</sup> , 4.6L overhead cam, SEFI V8			•
<b>EXHAUST SYSTEM</b> — Stainless steel, single exhaust	•	•	
Stainless steel, dual exhaust			•
<b>EXTERIOR SIDE MIRRORS</b> — Molded in black, fold-away dual remote control power	•	•	•
<b>FAIL SAFE COOLING</b>	•	•	•
<b>FAN</b> — Dual speed electrodrive	•	•	•
<b>FLOOR MATS</b> — Carpeted front and rear	•	•	•
<b>FRONT STABILIZER BAR</b>	•	•	•
<b>FRONT SUSPENSION</b> — Short/long arm, coil spring with stabilizer bar	•	•	•
<b>FUEL FILLER CAP</b> — Tethered	•	•	•
<b>FUEL TANK</b> — 19 gallon	•	•	•
<b>HEADLAMPS</b> — Automatic with variable delay	•	•	•
<b>HEADLAMPS-ON REMINDER CHIME</b>	•	•	•
<b>HEAT DUCTS</b> — Rear floor-mounted	•	•	•
<b>HOOD ASSISTS</b> — Gas cylinder	•	•	•
<b>HORN</b> — Corporate note	•	•	•
<b>IGNITION SYSTEM</b> — Electronic distributorless	•	•	•
<b>JACK</b> — Scissors	•	•	•
<b>LOCKS, POWER DOOR</b>	•	•	•
<b>PARKING BRAKE</b> — Automatic release	•	•	
<b>PASSENGER CAPACITY</b> — Six (LX Sport seats 5)	•	•	•
<b>PERSONAL SAFETY SYSTEM</b> — Dual stage front air bags, crash severity sensors, safety belt pretensioners and seat position sensors	•	•	•
<b>PLASTIC HEAD IGNITION KEY</b> — Primary only	•	•	•
<b>POWER STEERING</b> — Speed sensitive variable assist	•	•	•
<b>REAR SUSPENSION</b> — Watt's linkage	•	•	•
<b>REMOTE KEYLESS ENTRY</b> — with Smart Lock		•	•
<b>SECURILOCK®</b> — Passive anti-theft system (NA with NGV)	•	•	•
<b>SHOCK ABSORBERS</b> — Nitrogen pressurized	•	•	•
<b>SOUND INSULATION PACKAGE</b>	•	•	•
<b>SPARE TIRE AND WHEEL</b> — Mini spare	•	•	
Conventional spare			•
<b>SPEED CONTROL</b>	•	•	•
<b>TIRES</b> — P225/60Rx16 All Season BSW	•	•	
P235/55HRx17 All Season BSW			•
<b>TRANSMISSION</b> — Electronically controlled automatic overdrive with OD lockout	•	•	•
<b>UPPER BALL JOINTS</b> — Low friction, lube for life	•	•	•
<b>VOLTAGE REGULATOR</b> — Electronic	•	•	•
<b>WHEEL RIMS</b> — High-strength low-alloy (16 x 7)	•	•	•
<b>WINDOWS</b> — Power with express-down driver window	•	•	•
<b>WINDSHIELD WASHERS</b> — Dual jet	•	•	•
<b>WINDSHIELD WIPERS</b> — Interval	•	•	•

**LEGEND:** ★ = New for this model year. <sup>1</sup> = Estimate

2004 Crown Victoria		Crown Victoria	Natural Gas Vehicle (NGV)	LX		
		Body Code	P73	P73	P74	P74
		Order Code	100A	110A	200A	230A
		Standard	Standard	LX	LX Sport	
<b>POWERTRAIN</b>						
Displacement (liters) .....		4.6L OHC SEFI	4.6L OHC SEFI	4.6L OHC SEFI	4.6L OHC SEFI	
Transmission, Automatic .....		Std.	Std.	Std.	Std.	
Axle Ratio .....		2.73	3.27	2.73	3.27	
Horsepower @ rpm (SAE net) .....		224 @ 4750	180 @ 4500	224 @ 4750	239 @ 4750	
Torque (lb.-ft. @ rpm) .....		265 @ 4000	235 @ 4000	265 @ 4000	276 @ 4000	
Compression Ratio .....		9.4:1	9.4:1	9.4:1	9.4:1	
Electronic Engine Controls: EEC-V, OBD II .....		Std.	Std.	Std.	Std.	
Electronic Ignition System .....		Std.	Std.	Std.	Std.	
Multi-Port Fuel Injection .....		Std.	Std.	Std.	Std.	
<b>SUSPENSION/CHASSIS</b>						
Brakes, Anti-Lock Braking System (ABS) .....		Std.	Std.	Std.	Std.	
Brakes, Front & Rear Disc .....		Std.	Std.	Std.	Std.	
Fuel Tank Capacity (gal) .....		19	11.9 gge	19	19	
Spare Tire/Wheel .....		Mini-Spare	Conventional Steel Wheel	Mini-Spare	Conventional Steel Wheel	
Stabilizer Bar, Front .....		Std.	Std.	Std.	Std.	
Suspension, Front Short/Long Arm .....		Std.	Std.	Std.	Std.	
Suspension, Rear Watt's Linkage .....		Std.	Std.	Std.	Std.	
Tire, Size/Type .....		P225/60R16 All-Season BSW	P225/60R16 All-Season BSW	P225/60R16 All-Season BSW	P235/55HR17 All-Season BSW	
Wheel Size/Appearance .....		16" Steel Deluxe Wheelcovers	16" Steel Deluxe Wheelcovers	16" Alloy 12-Spoke	17" Alloy 5-Spoke	
<b>KEY EXTERIOR FEATURES</b>						
Bumpers, Body-Color Front & Rear .....		Std.	Std.	Std.	Std.	
Glass, Solar Tint .....		Std.	Std.	Std.	Std.	
Key, Valet .....		Std.	—	Std.	Std.	
Mirrors, Dual Power .....		Std.	Std.	Std.	Std.	
Molding, Black Rocker .....		Std.	Std.	Std.	Std.	
Molding, Body Color Bodyside .....		Std.	Std.	Std.	Std.	
Steering, Power w/Variable Assist .....		Std.	Std.	Std.	Std.	
Urethane Protection, Lower Bodyside .....		Std.	Std.	Std.	Std.	
Windshield Wipers, Interval .....		Std.	Std.	Std.	Std.	
<b>KEY INTERIOR FEATURES</b>						
Air Bags, Front Driver & Passenger .....		Std.	Std.	Std.	Std.	
Air Conditioning, Electronic Air Temperature Control (EATC) .....		—	—	—	Std.	
Air Conditioning, Manual .....		Std.	Std.	Std.	—	
Armrest, Front Seat Dual Fold-Down .....		Std.	Std.	Std.	Std.	
<b>Audio:</b>						
— AM/FM Stereo w/Cassette .....		Std.	Std.	—	—	
— AM/FM Stereo w/Single CD .....		—	—	Std.	—	
— AM/FM Stereo w/Cassette/Single CD .....		—	—	—	Std.	
Autolamp, Automatic On/Off Headlamp w/Delay .....		Std.	Std.	Std.	Std.	
Console, Center (incl. storage bin w/padded armrest, concealed power point, dual cup holders & a center stack mini storage bin) .....		—	—	—	Std.	
Defroster, Rear Window .....		Std.	Std.	Std.	Std.	
Floor Mats, Carpeted .....		Std.	Std.	Std.	Std.	
Floor Shifter, Leather-Wrapped Handle w/O/D Lockout Button .....		—	—	—	Std.	
Headlamps, Wiper Activated .....		Std.	Std.	Std.	Std.	
Illuminated Entry, w/Theater Dimming Feature .....		Std.	Std.	Std.	Std.	
Locks, Power Door .....		Std.	Std.	Std.	Std.	
Mirror, Auto Dim Rearview .....		—	—	—	Std.	
<b>Seats:</b>						
— Luxury Cloth w/8-Way Power Driver .....		Std.	Std.	Std.	—	
— Driver/Passenger Power Lumbar .....		—	—	—	Std.	
SecuriLock® Anti-Theft .....		Std.	—	Std.	Std.	
Speed Control .....		Std.	Std.	Std.	Std.	
Steering Wheel, Audio/Climate Controls .....		—	—	—	Std.	
Steering Wheel, Leather Wrapped .....		—	—	—	Std.	
Windows, Power Driver Express-Down Feature .....		Std.	Std.	Std.	Std.	
<b>GROUPS/PACKAGES</b>						
<b>Handling &amp; Performance Package</b> .....	41G	—	—	Optional	—	
<b>LX Premier Group</b> (Incl. EATC, power passenger seats w/power passenger lumbar controls, leather-wrapped steering wheel w/audio / climate controls, AM/FM/cassette/single-CD stereo, auto-dim rearview mirror) .....	60L	—	—	Optional	—	
<b>LX Sport Handling &amp; Performance Package</b> .....	41K	—	—	—	Std.	
<b>AVAILABLE OPTIONS</b>						
Air Bags, Side, Driver & Passenger (req. 60L LX Premier Group on LX Series) .....	59M	—	—	Optional	Optional	
All Speed Traction Control .....	553	Optional	—	Optional	Optional	
Audio, AM/FM Stereo w/Cassette/Single CD .....	58K	Optional	—	Optional	Std.	
Audio, 6-Disc CD Changer (req. 58K AM/FM Stereo w/Cassette/Single CD) .....	919	—	—	Optional	Optional	
Electronic Instrumentation (req. 60L LX Premier Group) .....	155	—	—	Optional	—	
Heated Rearview Mirrors .....	61K	Optional	Optional	Optional	Optional	
Laminated Side Glass .....	68G	—	Optional	Optional	Optional	
License Plate Bracket .....	153	Optional N/C	Optional N/C	Optional N/C	Optional N/C	
Moonroof, Power (req. 60L LX Premier Group) .....	13G	—	—	Optional	Optional	
Pedals, Power Adjustable .....	59C	Optional	Optional	Optional	Optional	
Remote Keyless Entry w/Smart Lock (prevents locking keys inside) .....	144	Optional	—	Std.	Std.	
Seats, Leather 6-Pasenger w/8-Way Power Driver/Passenger (requires 60L LX Premier Group) .....	Y	—	—	Optional	—	
Spare Tire/Wheel, Conventional 16" .....	508	Optional	Std.	Optional	Std.	
Tires, P225/60R16 WSW .....	T33	Optional	—	Optional	—	
Trunk Storage Unit (deletes cargo net) .....	13C	—	—	Optional	Optional	

NOTE: Bolded text indicates an upgrade from the previous array.

## 2004 CROWN VICTORIA GROUP/MISCELLANEOUS OPTIONS

### ELECTRONIC INSTRUMENTATION

- Tripminder computer
- Electronic digital instrumentation

#### Requires:

- LX Premier Group (Option Code 60L)

### HANDLING AND PERFORMANCE PACKAGE (41G/41K) AVAILABLE ON LX AND LX SPORT

- Revised springs, monotube shocks and rear-stabilizer bar
- P225/60Rx16 All-Season BSW tires with 41G on LX series
- Four 16" cast aluminum wheels with 41G on LX Series
- P235/55HRx17 All-Season BSW tires with 41K on LX Sport Series
- Four 17" alloy 5-spoke wheels with 41K on LX Sport Series
- Rear air suspension
- Dual exhaust
- 3.27 axle ratio
- 11.25" 155K torque converter

#### Not available with:

- Other wheel/wheel cover or tire options

### LX PREMIER GROUP (Order Code 60L) AVAILABLE ON LX ONLY

- Electronic Automatic Temperature Control System (EATC)
- Redundant steering controls for climate control (EATC) and stereo
- Leather steering wheel
- Power passenger seats
- Power lumbar seats
- Electrochromic mirrors auto-dim rearview mirror
- AM/FM stereo with cassette and single-CD player
- Required on LX / 200A if side air bags, leather seats or electronic instrumentation are ordered

### NATURAL GAS VEHICLE (P73 / 110A)

- NGV engine (4.6L EFI)
- 3600 PSI
- NGV hardware
- CNG labeling on exterior
- 3.27 non-locking rear axle ratio with synthetic lube
- Heavy duty front/rear springs
- Heavy duty shocks
- Heavy duty brakes
- 78-AH battery
- Heavy duty front lower control arms
- Engine compartment light
- 11.25", 155K torque converter
- Single exhaust
- Heavy duty steel wheel
- P255/60VR16 all season BSW tires
- Conventional spare tire

### MISCELLANEOUS

Pre-delivery only <sup>1</sup> .....	<b>361</b>
Local/State Ordinance Deviation .....	<b>931</b>
Priced DORA .....	<b>C09</b>

### 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.

#### 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 EMISSIONS/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.

### ENGINE BLOCK HEATER

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

### \*\*\*CROSS-BORDER STATES

Cross-Border States are Arizona, Connecticut, Nevada, New Hampshire, New Jersey, Oregon, Pennsylvania, and Rhode Island.

<sup>1</sup> 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.

**2004 CROWN VICTORIA  
COLOR & TRIM**

INTERIOR TRIM TYPE AND COLOR SELECTOR NOTE: First letter denotes type, second letter denotes color.	INTERIOR TRIM COLORS		
	★Light Flint	Medium Parchment	Dark Charcoal
<b>CROWN VICTORIA</b> Luxury Cloth Split Bench	QC	QH	QW
<b>LX</b> Luxury Cloth Split Bench	QC	QH	QW
<b>LX ordered with LX Premier Group (Order Code 60L)</b> Luxury Cloth Split Bench Leather Seating Surfaces, Split Bench	AC YC	AH YH	AW YW
<b>LX SPORT</b> Leather Seating Surfaces, 5-Passenger	KC	KH	KW

EXTERIOR COLOR		AVAILABILITY/PAIN STRIPE					
COLOR	CODE	A	S	A	S	A	S
<b>CROWN VICTORIA/LX</b>							
Arizona Beige Clearcoat Metallic	AQ			•	j	•	j
Dark Blue Pearl Clearcoat Metallic	DX	•	p	•	p	•	p
Spruce Green Clearcoat Metallic	FS	•	b	•	b	•	b
Dark Toreador Red Clearcoat Metallic	JL	•	p	•	c	•	p
Silver Birch Clearcoat Metallic	JP	•	b			•	b
Light Ice Blue Clearcoat Metallic	LS	•	q			•	b
Midnight Gray Clearcoat Metallic	TV	•	p			•	p
Black Clearcoat	UA	•	p	•	c	•	p
Vibrant White Clearcoat	WT	•	p	•	c	•	p
<b>LX SPORT Monochromatic Exterior</b>							
Dark Toreador Red Clearcoat Metallic	JL	•		•		•	
Silver Birch Clearcoat Metallic	JP	•				•	
Midnight Gray Clearcoat Metallic	TV	•				•	
Black Clearcoat	UA	•		•		•	

**Notes:**

- Accent Stripe not available with 100A Crown Vic Series.
- Accent Stripe will be automatically coordinated.
- Luxury Cloth Split Bench (A) includes Power Driver's Seat Recliner and Power Lumbar.
- Leather Seating Surfaces Split Bench (Y) includes Power Driver/Passenger Recliners and Power Lumbar.

STANDARD PAINT STRIPE COLOR LEGEND
b – Black
c – Light Chestnut
j – Medium Red
p – Light Charcoal
q – Dark Blue

**LEGEND:** ★ = New for this model year. • = Available.



10/15/03

# 2004 CROWN VICTORIA FUEL ECONOMY

		50 STATES			
		F.E. LABEL ADJUSTED		ESTIMATED ANNUAL FUEL COST	MEMO: UNADJUSTED COMBINED
ENGINE DISPL.	TRANSMISSION	CITY	HIGHWAY		
<b>ALL</b>					
4.6L OHC SEFI V8	Electronic Automatic Overdrive	17	25	\$1,050	23.1