



04 | Thunderbird



Thank you for your interest in Ford Thunderbird.

If you want to make an impression, do it in a Thunderbird. Its emphasis on style already makes it a standout, but you can also customize it by choosing from five exterior colors (two exclusives for '04), six hardtop colors and six different interior packages. And no matter what combination you come up with, you'd probably have to drive a long time before passing another one like it. Because you not only get all the style of a Thunderbird, you get surprising performance as well.

But there's more to being a Ford owner than just driving a great vehicle. There are perks like the My Ford owner website where you can manage all of your vehicle information in one place. Register today at www.fordvehicles.com. Come in for a test-drive today and notice which direction heads are turning as you pass by.



2004 Exclusive – Merlot Premium model with optional Light Sand Appearance Package and optional Light Sand soft boot



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The Thunderbird experience.

Thunderbird is about style. And the design cues that make it stand out. Like the crease you'll find in its decklid. A subtle touch and yet, it wouldn't be a Thunderbird without it. Or the porthole window in the removable top. There isn't another car with a window like it. And then, there are the lights. There's no mistaking the front and rear lights of a Thunderbird as it passes by. But the experience isn't just about style, it's also about showing that style off. So, get on the road quickly with a V8 engine that transfers its power directly to the pavement through rear-wheel drive. And have fun while you're there with the available SelectShift Automatic® transmission that provides the control of a manual without the trouble of a clutch. Because no matter where you go or how long you stay, you'll get noticed in a Thunderbird.



Thunderbird Deluxe in Platinum Silver with Black Ink interior and optional Black Ink soft boot



2004 Exclusive – Optional Light Sand Appearance Package and optional Light Sand soft boot

1 Need to get somewhere fast? The standard 32-valve 3.9L V8 engine delivers the power of 280 horses and 286 lbs.-ft. of torque. **2** There are six interior color choices when it comes to Thunderbird – all in premium leather trim. The Partial Color Accent Package in Performance White is shown here. **3** This AM/FM Audiophile™ Sound System has a 6-disc in-Audiophile is a trademark of Audiophile, Inc.

dash CD player and is SIRIUS Satellite Radio capable.* **4** The newest look in Thunderbird interiors is the Light Sand Appearance Package. The instrument cluster gauges are cream-colored, Bronze Metallic-tinted appliques can be found throughout and the leather-trimmed seats feature contrasting black stitching. The package comes with matching Light Sand convertible top. *SIRIUS capable. SIRIUS is a dealer-installed option.

Match the top to your T-Bird.

First, pick which of the five Thunderbird exterior colors you like best. Then pair it with an optional removable top to complete the look. You'll find every possible coordinating exterior color and removable top here.



3. Vintage Green



5. Platinum Silver



1. Merlot



2. Evening Black



4. Torch Red



6. Performance White

1 Coordinates with Merlot. **2** Coordinates with Evening Black, Torch Red, Vintage Mint Green, Platinum Silver or Merlot. **3** Coordinates with Vintage Mint Green. **4** Coordinates with Torch Red. **5** Coordinates with Evening Black, Torch Red, Vintage Mint Green or Platinum Silver. **6** Coordinates with Evening Black, Torch Red and Vintage Mint Green.

Torch Red Premium model with Black Ink interior



Take flight in a Thunderbird.

How could you leave a Torch Red Thunderbird sitting in a driveway? Of course, every T-Bird has been designed to take to the open road, but there's just something about that red one. And when paired with the Torch Red full interior color package, the white gauges in the analog instrument cluster really come to life. Fortunately, Thunderbird comes with the power of a V8. This 32-valve 3.9L eight-cylinder engine delivers 280 horses and 286 lbs.-ft. of torque. And that means you can really put the corner-gripping 4-wheel independent suspension to work. Enjoy.



Exclusive 2004 Color – Vintage Mint Green Premium with Black Ink interior and optional soft boot

Driven to distract.

Every year, Thunderbird offers two unique colors that define the model year. In 2004, it's the Vintage Mint Green shown here and the Merlot shown on the first page. Both come with standard Black Ink interiors. However, for a more noticeable look, the Green can be paired with the Performance White Partial Color Accent Package. And the Light Sand Appearance Package offsets the Merlot perfectly. Their exclusive run makes them a collector's item that's sure to turn heads for years to come.



IF YOU HAVEN'T LOOKED AT FORD LATELY, LOOK AGAIN.

FEATURED SPECIFICATIONS

Mechanical	Deluxe	Premium
3.9L 32-Valve Aluminum DOHC V8 Engine with 280 Horsepower @ 6000 rpm and 286 lbs.-ft. of Torque @ 4000 rpm	S	S
4-Wheel Anti-Lock Braking System (ABS)	S	S
5-Speed Automatic Transmission with Overdrive	S	S
All-Speed Traction Control	S	S
Power 4-Wheel Ventilated Disc Brakes	S	S
SelectShift Automatic® Transmission	O	O
Safety/Security	Deluxe	Premium
Front and Side Airbags* for Driver and Passenger (Passenger Side Deactivation Switch)	S	S
LATCH – Lower and Top Tether Anchors for Child Safety Seat (Passenger Side)	S	S
SecuriLock® Passive Anti-Theft System	S	S
Side Intrusion Door Beams	S	S
Interior	Deluxe	Premium
Air Conditioning with Dual-Zone Electronic Automatic Temperature Controls	S	S
AM/FM Audiophile™ Sound System with 6-Disc In-Dash CD Changer, Clock, SIRIUS Satellite Radio Capable**	S	S
Analog Instrument Cluster with Tachometer	S	S
Auto Headlamps with On/Off Delay	S	S
Center Console with Storage and Leather-Topped Armrest	S	S
Homelink® Universal Transmitter	S	S
Dual Visor Vanity Mirrors	S	S
Illuminated Entry with Theater-Dimming Feature and Header Map Lights	S	S
Leather-Wrapped Steering Wheel with Audio and Speed Controls	S	S
Power 6-Way Driver's Seat and 2-Way Passenger's Seat	S	S
Power Tilt/Telescoping Steering Column	S	S
Power Windows and Door Locks	S	S
Premium Black Leather-Trimmed Seats with Recliners	S	S
Rear Window Defroster	S	S
Remote Keyless Entry System	S	S
Heated Seats	–	S
Black Accent Package Includes: High-Gloss Black Accent Applied to Top of Steering Wheel and Gear Shift Knob	O	O
Full Interior Color Accent Package Includes: Torch Red Applied to Seat Inserts, Lower Instrument Panel, Lower Center Console, Door Trim Inserts, Top of Steering Wheel and Gear Shift Knob	–	O
Partial Interior Color Accent Package Includes: Torch Red or Performance White Applied to Seat Inserts, Top of Steering Wheel and Gear Shift Knob	–	O
Light Sand Appearance Package Includes: Light Sand Applied to Convertible Top, Available Soft Boot, Leather-Trimmed Seats with Black Stitching, Steering Wheel, Gear Shift Knob and Floor Mat Edging, Bronze Metallic-Tinted Appliqués on Instrument Panel, Center Stack, Shifter Bezel, Door Panels and Door Sill Scuff Plates, and Cream-Colored Instrument Cluster Gauges	–	O
Exterior	Deluxe	Premium
17" 16-Spoke Painted Aluminum Wheels	S	–
17" 7-Spoke Chrome Aluminum Wheels	–	S
17" 16-Spoke Micro-Machined Aluminum Wheels	–	O
Removable Top with Rear Window Defroster	–	O
Convertible Top Soft Boot	O	O
Dual Exhaust with Bright Tips	S	S
Dual Power Sideview Mirrors	S	S
Perimeter Alarm	S	S
Power Retractable Black Convertible Top	S	S
Windshield Wipers – 2-Speed, Variable Intermittent	S	S

S = Standard O = Optional – = Not Available

*Always wear your safety belt and deactivate the passenger side airbag when securing a rear-facing child safety seat.

**SIRIUS is a dealer-installed option.

Audiophile is a trademark of Audiophile, Inc.



17" 16-Spoke Painted Aluminum Wheel
Standard on Deluxe



17" 7-Spoke Chrome Aluminum Wheel
Standard on Premium



17" 16-Spoke Micro-Machined Aluminum Wheel
Optional on Premium



Evening Black



Torch Red



Vintage Mint Green



Platinum Silver



Merlot