



04 | Excursion



steve ricciardelli

HERE'S THE INFORMATION YOU REQUESTED.

Custom-designed for:

steve ricciardelli

Thank you for your interest in the Ford Excursion. In your brochure, you'll find:

- Details about available luxuries like leather seating surfaces and a Rear Seat DVD Entertainment System with wireless headphones.
- A closer look at towing features such as the standard hitch receiver and the newly enhanced trailer tow mirrors.
- More information about the available 6.0L Power Stroke® Turbo Diesel and 5-speed TorqShift™ transmission, both class exclusives.
- Great current offers and incentives that make driving an Excursion more accessible than ever.
- The location of your nearest Ford Dealers. You can even click on the Dealer name below to visit their website and view a map.

Rathert - Fox Ford - Merc Inc	101 Anaconda Wolf Point, MT 59201	(406) 653-1350
Eissinger Equipment / Savage Ford Inc	Hwy 200 Box A Circle, MT 59215	(406) 485-2751
American Ford	100 Ford Avenue Glendive, MT 59330	(406) 345-3673

Great Purchasing & Finance Offers *

Model	Start-End		Cash Back		APR Alternative 36/48/60/72		Cash Back & APR
Excursion (Excl. 6.0L)	7-Jul-04	2-Aug-04	\$3000	or	0.0/0.0/0.0/2.9	or	\$2000 0.9/1.9/2.9
Excursion 6.0L	7-Jul-04	2-Aug-04	\$2000	or	0.0/1.9/2.9/4.9	or	\$1000 1.9/2.9/3.9

Great Leasing Offers **

Model	Start-End		Cash Back
Excursion (Excl. 6.0L)	7-Jul-04	2-Aug-04	\$2000

* NOT ALL BUYERS WILL QUALIFY. 36 month Ford Credit APR financing at \$27.78 per month; 48 month Ford Credit APR financing at \$20.83 per month; 60 month Ford Credit APR financing at \$16.67 per month; 72 month Ford Credit APR financing at \$15.15 per month per \$1000 financed with 10% down OR \$3000 cash back with standard APR rates. Take new retail delivery from dealer stock by 8/2/2004. See dealer for qualifications and complete details. Residency restrictions apply. Incentives are subject to change. A combined customer cash reduced financing rate option is available on most models. Regional programs may vary.

** Take new retail delivery from dealer stock by 8/2/2004. See dealer for residency requirements and complete details. Incentives shown may only represent a sampling of current offers. Go to your dealer or www.fordvehicles.com for complete details.

The incentives listed on this brochure were correct at the time they were posted. Your local Ford dealer is the best source for up-to-date incentive and leasing information. Residency restrictions apply.

Experienced My Ford yet? Get an inside look at the benefits of Ford ownership at the My Ford owner website. It's a one-stop spot for managing important vehicle information – 24/7, whenever you need it. It's free to register for personalized maintenance schedules, incentives and offers, and much more. You can even access your Ford Credit information and online bill payment services! Log on to www.myford.fordvehicles.com to get started.



Excursion Eddie Bauer



Beneath its unrivaled comfort – unexpected strength.

When you require SUV capability and convenience, you can rely on the features that make Excursion a class leader. Things like best-in-class* cargo space and interior room. For you, that means having 146.4 cu. ft. of cargo volume and the ability to seat eight adults. But what really sets Excursion apart from the rest is its trucklike work ethic. It not only has a class-leading 425 lbs.-ft. of torque, but it's also the only SUV in its class* to offer a diesel engine – the 6.0L Power Stroke® Turbo Diesel. The advantage to driving an SUV that's both capable and tough? Knowing that no matter what the day calls for, you can count on it.

*Class is heavy-duty wagons. Cargo and load capacity limited by weight and weight distribution.

Excursion Lineup Overview

XLS



Flexibility and comfort are part of the package.

In addition to the standard features on every Excursion model, listed below are a few of the key features included on the XLS.

- Front 40/20/40 split bench seat w/driver and passenger manual lumbar
- Premium AM/FM dual media stereo, cassette and single CD player
- Power windows and doors locks, Remote Keyless Entry, keyless entry keypad and dual power heated mirrors
- Black Running Boards

MSRP: **\$37,230***
EPA estimated mpg: **N/A****

XLT

Powerful, spacious and ready for adventure.

In addition to the standard features on every Excursion model, listed below are a few of the key features included on the XLT.

- Front Captain's Chairs w/6-way Power Driver and Passenger Seat and manual lumbar
- Premium AM/FM dual media stereo, cassette and single CD player
- Auto Lamp
- Rear Audio Controls



MSRP: **\$38,220***
EPA estimated mpg: **N/A****

EDDIE BAUER



Sporty good looks and loaded with comfort.

In addition to the standard features on every Excursion model, listed below are a few key features included on the Eddie Bauer.

- Premium two-tone leather seating surfaced Captain's Chairs with 6-way driver and passenger seats and manual lumbar
- Premium AM/FM dual media stereo, cassette and single CD player
- Electronic Automatic Temperature Control (EATC)
- Power adjustable pedals

MSRP: **\$41,305***
EPA estimated mpg: **N/A****

LIMITED

Getting you away from it all in luxury and style.

In addition to the standard features on every Excursion model, listed below are a few key features included on the Limited.

- Premium Leather seating surfaced Captain's chairs with logo
- Heated front seats with memory driver seat and power adjustable pedals with memory
- Premium AM/FM Stereo with 6-disc in-dash CD player
- Deluxe steering wheel with dual A/C and audio controls



MSRP: **\$42,630***

EPA estimated mpg: **N/A****

* 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.

Ford Excursion vs. Chevrolet Suburban

You've seen that Excursion is a leader in many ways. Now you can take a look at the numbers for yourself to see how Ford Excursion stacks up against the Chevrolet Suburban. For even more comparisons, be sure to visit www.fordvehicles.com.

SPECIFICATIONS	2004 Excursion 4x4 Limited 6.0L Engine	2004 Suburban 2500 4WD
Standard Seating	8	9
Automatic Climate Control	Standard	Standard
AM/FM Radio	Standard	Standard
Cassette Player	Standard	Standard
CD Player	Standard	Standard
Power Windows	Standard	Standard
Power Door Locks	Standard	Standard
Automatic Transmission	Standard	Standard
4-Wheel ABS Brakes	Standard	Standard
Rear Suspension	Standard	Standard
Horsepower@RPM	325@3300	325@5200
Torque@RPM	560@2000	365@4000
Brakes (rear)	Disc	Disc
Wheelbase (in.)	137	130
Front Head Room (in.)	41	40.7
Front Leg Room (in.)	42.3	41.3
Warranty, Basic (months)	36	36
Warranty, Basic (miles)	36,000	36,000



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Diesel strength – unmatched by any other.

The 6.0L Power Stroke® Turbo Diesel is built to handle your towing demands with 560 lbs.-ft. of best-in-class* torque, 325 hp and 11,000 lbs. of towing capacity (when properly equipped). So what makes it perform better than any other? One reason is the new Electronic Variable Response Turbocharger (EVRT™) which provides more airflow during demanding moments like towing from a dead stop and climbing steep grades. More airflow results in its powerful low-end torque, reduced turbo lag and quicker response.

And to harness all of that strength? Opt for the TorqShift™ 5-speed automatic transmission with its exclusive Tow/Haul mode. When towing up steep grades, this transmission finds its gear without hesitation. And when going downhill with a heavy load, it automatically downshifts when more engine braking is needed. So what is the result when all three – the 6.0L Power Stroke® Turbo Diesel, TorqShift™ transmission and Tow/Haul mode – work in unison? A new level of performance.

*Class is heavy-duty wagons.



Featured Specifications - Interior Features

SEATING	XLS	XLT	Eddie Bauer	Limited
1st row 40/20/40 split bench cloth with driver and passenger side manual lumbar	S	-	-	-
Captain's chairs with 6-way driver and passenger seat and manual lumbar	-	S	S	S
Driver side memory seat	-	-	-	S
2nd row 60/40 split bench with center armrest	S	S	S	S
3rd row removable fold-flat bench	S	S	S	S
Head restraints on outboard positions (1st and 2nd row only)	S	S	S	S
Belt Minder™	S	S	S	S
Heated Seats (LH/RH front only)	-	-	O	S
Premium Leather Seating Surfaces with Logo	-	-	-	S
Premium Two-Tone Leather Seating Surfaces	-	-	S	-
Captain's Chairs, 2nd Row Dual Bucket Seats with Inboard Armrests,	-	-	O	O
Leather seating surfaces	-	O	-	-

CLIMATE CONTROL	XLS	XLT	Eddie Bauer	Limited
Air Conditioning, Front and Auxiliary Rear with Rear Controls	S	S	-	-
Air Conditioning, Front EATC & Rear Auxiliary A/C Controls	-	-	S	S

ENTERTAINMENT SYSTEMS	XLS	XLT	Eddie Bauer	Limited
Premium AM/FM dual media 80-watt with amp., cassette and single CD	S	S	S	-
Premium AM/FM, in-dash 6CD, with dual play, 80-watt with amp	O	O	O	S
Rear seat audio controls	-	S	S	S
AM/FM Dual Media with single CD and clock (no charge option for Eddie Bauer and Limited)	-	-	O	O
Rear Seat Entertainment System (DVD) with wireless headphones—XLT requires XLT Travel Package	-	O	O	O

COMFORT AND CONVENIENCE	XLS	XLT	Eddie Bauer	Limited
Color-keyed instrument panel with side window demisters	S	S	-	-
Two-tone instrument panel with side window demisters	-	-	S	S
Analog instrumentation with transmission temperature gauge, oil pressure, water temperature, speedometer/odometer, and tachometer	S	S	S	S
Power adjustable pedals	O	O	S	S
Power adjustable pedals with memory	-	-	-	S
Deluxe steering wheel w/dual A/C and audio controls	-	-	-	S
Leather-wrapped steering wheel with speed control and tilt steering	S	S	S	-
Reverse Sensing System	-	O	S	S
Courtesy lighting: Underhood, glove box, front dome/map, overhead rear cargo, front lower door courtesy reflector and 2nd row and 3rd row map lights	S	S	S	S
Wipers - front intermittent, speed dependent	S	S	S	S
Wiper - Rear intermittent/ washer/defroster	S	S	S	S
Day/Night rearview mirror	S	S	-	-
Electrochromic rearview mirror	-	O	S	S
Trailer Tow, Power/Heated Glass mirrors with integrated turn signals and clearance lights, manual telescopic, forward fold arms	O	O	O	O
Sunvisors - Color-keyed cloth with lighted vanity mirror and secondary blades	S	S	S	-
Sunvisors - Color-keyed cloth with lighted vanity mirror, secondary blades, with Homelink®	-	-	-	S

Floor console with 4 cupholders, storage bin, rear radio controls	-	S	S	S
Overhead console – Garage door opener and storage compartment	S	S	-	-
Overhead console with trip computer and power rear quarter window controls, garage door opener storage compartment	-	-	S	S
Cupholders – Up to 6 on XLS, up to 8 on XLT, Eddie Bauer, and Limited	S	S	S	S
Assist Handles – 1st row and 2nd row, driver and passenger side	S	S	S	S
Autolock	S	S	S	S
Autolamp	-	S	S	S
Door panels: Soft armrest, padded upper vinyl insert, dual map pockets, carpet on lower molded in speaker grille	S	S	-	-
Door panels: Soft armrest, padded upper vinyl insert, dual map pockets, carpet on lower molded in speaker grille with upper woodgrain insert	-	-	S	S
Homelink® (remote garage door opener)	-	-	-	S
Power door locks with childproof rear doors	S	S	S	S
Power points - 4 on XLS, 5 on XLT, Eddie Bauer and Limited	S	S	S	S
Rear window defroster	S	S	S	S
Headliner – One piece Rhonby cloth	S	S	S	S
Cargo mat, reversible	-	-	O	O
Cargo net with tie downs	S	S	S	S
Carpet - color-keyed with 1st & 2nd row Floor mats	S	S	S	S
12-oz Floormats	S	S	S	S
Comfort & Convenience Group (incl. Captain's chairs, power driver & passenger seat, paint stripe, rear audio controls)	-	S	-	-
Premium Comfort & Convenience Group (incl. Captain's chairs, power driver & passenger seat, power rear quarter window, trip computer with compass & distance to empty, paint stripe, rear audio controls) (paint stripe N/A on Limited)	-	-	S	S
Eddie Bauer Premier Group (includes heated seats, memory driver's seat, memory adjustable pedals, deluxe steering wheel with dual A/C & audio controls, HomeLink®, AM/FM Stereo with In-Dash 6-CD)	-	-	O	-
XLT Travel Package (includes trip computer with compass and distance to empty, rear power quarter windows)	-	O	-	-

Featured Specifications - Exterior Features

APPEARANCE	XLS	XLT	Eddie Bauer	Limited
Chrome front bumper with Medium Platinum valance	S	S	-	-
Front bumper with painted Arizona Beige with Arizona Beige Valance	-	-	S	-
Front bumper with painted body color with accent color valance	-	-	-	S
Chrome rear bumper with Black step pad	S	S	-	-
Rear bumper painted Arizona Beige with Arizona Beige step pad	-	-	S	-
Rear bumper with painted body color with accent color step pad	-	-	-	S
Grille – Chrome surround with Grey inserts and Ford oval	S	S	-	-
Grille – Body color surround with Arizona Beige inserts and Ford oval	-	-	S	-
Grille – Body color surround with body color insert and Ford oval	-	-	-	S
2 Front Tow Hooks	S	S	S	S
Black non-illuminated running board	S	S	-	-
Arizona Beige illuminated running board (Black illuminated with Limited, Black exterior)	-	-	S	S
Chrome tubular running boards (4x4 only) (Late availability – Eddie Bauer and Limited only)	-	O	O	O
Power heated mirrors, non-bright, low-gloss aero	S	S	-	-
Power turn signal heated, non-bright, low-gloss aero mirrors	-	-	S	S
Crystalline headlamps	S	S	S	S
Integrated fog lamps	-	-	S	S

Rear Tri-Door - Top half liftgate and two lower cargo doors	S	S	S	S
Roof rack	S	S	S	S

PROTECTION	XLS	XLT	Eddie Bauer	Limited
Body color molding	S	-	-	-
Bodyside Cladding – Platinum	-	S	-	-
Bodyside Cladding – Arizona Beige with wheel lip moldings	-	-	S	-
Bodyside Cladding – Body color with wheel lip moldings and chrome inserts	-	-	-	S
Transfer Case Skid Plate (4x4 only)	O	O	O	O

WINDOWS AND GLASS	XLS	XLT	Eddie Bauer	Limited
Power windows with one-touch down on driver's side	S	S	S	S
Privacy glass	S	S	S	S
Power rear quarter windows	-	-	S	S

Featured Specifications - Power and Handling

POWER	XLS	XLT	Eddie Bauer	Limited
5.4L SEFI Triton® V8 (N/A on Eddie Bauer 4x4 or Limited 4x4)	S	S	S	S
6.8L Triton® V10 (Optional on Eddie Bauer 4x4 and Limited 4x4)	O	O	S	S
6.0L V8 Power Stroke® Diesel	O	O	O	O
Multi-Port Fuel Injection	S	S	S	S
4-Speed Automatic Overdrive Transmission (available with gas engines only)	S	S	S	S
5-Speed Torqshift™ Automatic Transmission (available with 6.0L Power Stroke® Diesel only)	S	S	S	S
Alternator—130 amp (Gas engines only)	S	S	S	S
Alternator — 140 amp (Diesel engines only)	S	S	S	S
Maintenance-free battery; 78 AH (750 C.C.A.) with battery saver feature	S	S	S	S

HANDLING	XLS	XLT	Eddie Bauer	Limited
Power Steering	S	S	S	S
Suspension, Twin I-Beam Front (4x2)	S	S	S	S
Suspension, Monobeam and Leaf Spring Front (4x4)	S	S	S	S
Stabilizer bar, front	S	S	S	S
Springs, front (3800 lbs.)	S	S	S	S
Springs, rear leaf (5240 lbs.)	S	S	S	S
Stabilizer bar, rear (4x4 only)	S	S	S	S
Open Differential Rear Axle	S	S	S	S
Limited Slip Axle	O	O	O	O
Rear axle (4X2: 7000 lbs., 4X4: 7000 lbs.)	S	S	S	S
Front axle (4X2: 4700 lbs., 4X4: 5200 lbs.)	S	S	S	S
Electronic shift-on-the-fly (4X4 only)	S	S	S	S
HD Trailer Towing Package (Includes trailer hitch receiver with 11,000 capacity, 7-wire harness, trailer brake wiring kit and trailer towing guide)	S	S	S	S

WHEELS AND TIRES	XLS	XLT	Eddie Bauer	Limited
16" Chrome Steel Wheels	S	-	-	-
16" Aluminum Wheels with XLT design	-	S	-	-
16" Aluminum Wheels with Eddie Bauer design	-	-	S	-
16" Aluminum Wheels with Limited design	-	-	-	S
LT 265/75R16 OWL all-season tires, (includes spare steel wheel with BSW road tire) (4x2 only)	S	S	S	S
LT 265/75R16 OWL All-Terrain tires, (includes spare steel wheel with BSW road tire) (4x4 only)	S	S	S	S

Featured Specifications - Safety and Security

SAFETY	XLS	XLT	Eddie Bauer	Limited
Driver and passenger passive restraint air bags [†]	S	S	S	S
LATCH (Lower Anchors and Tethers for Children)	S	S	S	S
Child Tethers (3 positions on 2nd row, 1 position on 3rd row)	S	S	S	S
Childproof side door locks	S	S	S	S
Color-keyed lap shoulder, adjustable D-rings in 1st & 2nd row	S	S	S	S
Brakes - 4-wheel disc with 4-wheel Antilock Brake System (ABS)	S	S	S	S

SECURITY	XLS	XLT	Eddie Bauer	Limited
SecuriLock™ Passive anti-theft System	S	S	S	S
Remote keyless entry with keypad	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



16" XLS
Chrome Steel Wheel



16" XLT
Aluminum Wheel



16" Eddie Bauer
Aluminum Wheel



16" Limited
Aluminum Wheel



Oxford White



Pueblo Gold Metallic



Toreador Red Metallic



Estate Green Metallic



Aspen Green Metallic



True Blue Metallic



Silver Birch Metallic



Mineral Grey Metallic



Black

Dealer Accessories

Your local Ford Dealer has just the right Excursion for you, plus a host of accessories to tailor it perfectly to your needs.

Yakima® MegaWarrior Rack System

Pack more gear on the roof with the Yakima® MegaWarrior rack system. Handles everything from luggage to a kayak.



Rear Door Storage

Rear door storage bins and cargo nets keep belongings safe and out of the way.

Swivel Mount Drawbar

With the swivel mount drawbar, you only need to get close to make a trailer connection. Then you can extend and rotate the hitch as needed. It locks automatically once the connection is made.



Why Ford Credit?

At Ford Credit, auto financing is our specialty. Whether you purchase or opt for a Red Carpet Lease, we offer a range of terms and features that make your 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-to-bumper 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.

Helpful Ford Links

Now that you've learned more about this Ford vehicle, we would like to recommend the following links that can help you get all the information you need about finding, purchasing, and owning the Ford that's just right for you:



[Fordvehicles.com](#) - The best place to get information about Ford cars, trucks, and SUVs.

[Build Your Ford](#) - Build and price your vehicle online - From performance to interior colors and everything in between.

[Get a Price Quote](#) - Request a quick price quote from a Ford Dealer in your area.

[Search Dealer Inventory](#) - Find your vehicle at a Dealer near you.

[Certified Pre-Owned](#) - Ford Quality Checked Certified Pre-Owned Dealers - For pre-owned vehicles with Ford confidence!

[Ford Accessories Store](#) - These great accessories can make your Ford vehicle truly unique.

[Ford Credit](#) - Ford Credit online vehicle financing offers the tools you need to aid in your purchase decision including Payment Estimator and instant credit approval.

[My Ford](#) - The official Website for Ford Vehicles Owners. Personalized maintenance schedules, exclusive offers & incentives, your service expense log and much more!

Disclaimer:

Competitive comparisons based on publicly available information and Ford certification date at time of brochure creation. Some features discussed may be optional. Vehicles shown may contain optional equipment. Features shown may be offered only in combination with other options or subject to additional ordering requirements or limitations. Following creation of the brochure, certain changes in standard equipment, options and the like or product delays, may have occurred which would not be included in these pages. Your Ford Dealer is the best source for up-to-date information. Ford Division reserves the right to change product specifications at any time without incurring obligations.