

# MUSTANG

## NEW FOR 2004

- 40th Anniversary exterior badges on the front fenders of all 2004 models
- Limited 40th Anniversary Package
- Mach 1 limited production run
- New exterior colors – Competition Orange, Screaming Yellow, Crimson Red



Mustang introduced at the New York World's Fair.

April 17, 1964

250,000th Mustang sold.

Dec. 12, 1964

Additional Mustang production begins at the Metuchen, N.J., plant.

Jan. 28, 1965



The Mustang convertible is one of the best-selling droptops in the industry and combines with the Thunderbird to make Ford Division the dominant convertible sales leader.

## OVERVIEW

Mustang's rich performance heritage and distinct styling have made it the top-selling sports car for 17 years straight. With its 40th anniversary on April 17, 2004, the original pony car keeps getting better.

With its low profile, long hood and short rear deck, the first Mustang promised affordable performance, style and enough options for buyers to express their own personalities. The original Mustang is still considered one of the greatest automotive success stories of all time, accounting for more than 8 million sales since introduction.

Today, Mustang's heritage in performance and design translates into unmatched owner loyalty and sales results in the hotly contested small-specialty segment. The legendary Mustang is a preferred racer on local tracks all over the country. For 2004, Ford is fanning the flames of enthusiasm with two special-edition Mustangs – the 40th Anniversary Package and the return of the Mach 1 performance model.

The Ford Mustang also combines with its Thunderbird stablemate to make Ford Division the convertible sales leader – the brand accounts for almost a third more convertible sales than the next leading competitor.

Mustang comes in Standard, Deluxe and Premium packages in a choice of coupe or convertible with a V-6 or V-8 engine mated to automatic or five-speed manual transmissions. It is built in Dearborn, Mich.

## DESIGN AND EQUIPMENT

Mustang represents affordable performance and style.

In anticipation of next year's milestone, every 2004 Mustang will have 40th Anniversary badges on the front fenders. The all-new 40th Anniversary Package offers performance-oriented exterior and interior upgrades to V-6 and GT models. Exterior enhancements include Arizona Beige Metallic performance stripes on the hood, lower rocker panels and decklid complemented by upgraded wheels (16-inch for the V-6 and 17-inch Bullitt wheels for the GT) with a special Arizona Beige Metallic accent.

The special 40th Anniversary models are available in an exclusive Crimson Red exterior, as well as Black and Oxford White, with body-colored, fold-in side mirrors and a Medium Parchment interior. The cars offer as standard the interior upgrade package that includes a four-way head restraint, painted center console surround and shifter bezel in metallic gray, along with brushed aluminum door lock knobs, shift boot trim ring and pedals. The special interior also includes unique floor mats with an embroidered 40th Anniversary logo and a matching badge on the center console. Convertible models offer an upgraded Medium Parchment soft retractable top that's more durable and sound resistant. These limited-edition models will be available at the beginning of the 2004 model year.

The 2004 Mustang has reduced wind noise thanks to expandable foam seals around the body, particularly the outside door handles and belt moldings on both doors.



Mustang becomes most successful selling new car by selling 418,812 cars during its first year.

April 16, 1965



One millionth Mustang rolls off the line at Dearborn Assembly plant.

March 2, 1966

Mustang 390 GT wins *CARS* magazine's "Top Performance Car of the Year."

April 1967

Standard comfort and convenience features include air conditioning, power windows and door locks, tilt steering column, full-length center floor console, remote keyless entry system and interval windshield wipers.

Reclining cloth front bucket seats are standard, as are 50/50 split-folding rear seat backs on coupe models. A six-way power driver's seat is available, as are leather-trimmed bucket seats.

An interior overhead storage net is standard on all coupes. The Mustang convertible features a power retractable fabric top with a hydraulic system that allows for quick raising and lowering. The convertible top features a scratch-resistant glass rear window and optional black semi-hard boot, which protects the top from dust when lowered and provides an aerodynamic exterior appearance.

## POWERTRAIN

The standard Mustang engine is a 3.8-liter OHV V-6, producing 193 horsepower and 225 foot-pounds of torque. The engine features split-port induction, which helps optimize fuel economy, along with enhanced-flow cylinder heads and anti-friction piston coatings.

GT models have a standard 4.6-liter SOHC V-8 that produces 260 horsepower at 5,250 rpm and 302 foot-pounds of torque at 4,000 rpm. The engine features large valves, equal-length intake manifold runners and cams with high lift and long duration to maximize engine air intake for increased horsepower. A coil-on-plug ignition system provides improved ignition control for more consistent starting. Combustion chambers are shaped for optimum power and fuel efficiency, and aluminum upper main, upper thrust and rod bearings help improve engine durability.

For 2004, both V-6 and V-8 engines have improved refinement with stiffer accessory drive brackets and improved bearings to reduce variability. The Mustang GT uses the Tremec TR3650 manual transmission.

The 2004 Mustang continues with a retuned suspension. Mustang uses a modified

## MACH 1 'SHAKES' UP COMPETITORS

The new Mustang Mach 1 was born out of the passion of Mustang enthusiasts across America. Team Mustang, fresh off the success of the 2001 Mustang Bullitt GT, created a "one-off" project car in the summer of 2001 and took the car to various Mustang club events across the country.

Perhaps the most visually arresting design cue on the 2004 Mach 1 is the "shaker" scoop. The ram air scoop, fitted through an opening in the hood, channels fresh air to the intake, increasing the breathing and optimizing intake turbulence for improved power and torque. The scoop and the center power-dome hood are finished in low-gloss black.

The experience of sitting inside Mach 1, with its woven leather seats, is a blast from the past. The seats have increased lateral support and are covered in one-of-a-kind "comfort weave" black leather that is reminiscent of the material that was unique to the original Mach 1.

Mach 1 is powered by a 4.6-liter, 32-valve, dual-overhead-cam V-8. The engine makes use of specially calibrated cams, a modified upper intake to accommodate the ram-air system, a heated PCV, a forged crank (cast crank in automatic transmission application) and performance exhaust manifolds combining to produce more than 300 horsepower.

MacPherson strut front suspension to allow each wheel to react to road imperfections independently, while its weight balance of 57 percent front, 43 percent rear contributes to agility.

Four-bar link rear suspension and power rack-and-pinion steering are standard on all Mustang models. A traction-lock rear axle, standard on the GT, transfers driving force to the rear wheel with the best traction for

Mach 1's suspension matches its power with crisp road manners. The vehicle is lowered one-half inch compared with the GT and is equipped with a firmer suspension for better-balanced ride and improved handling

characteristics. The performance handling package includes new front and rear coil springs with adapted load and rate, re-valved Tokico struts and shocks and added frame rail connectors to stiffen the body.

The original Mach 1 was introduced in 1968 as a concept car with a hatched fastback, aggressive hood and side scoops and a unique paint scheme. In 1969, the Mach 1 was one of three new Mustang models that made it into production. It featured the familiar fastback body with simulated side scoops high on the quarter panel, an aggressively raked air dam on the front, spoiler on the rear, "comfort-weave" leather seats and the now-famous "shaker hood scoop" mounted directly onto the carburetor, fitting through an opening in the hood.



improved performance on slippery or uneven surfaces, or under strong acceleration.

## SAFETY AND SECURITY

Mustang comes standard with second-generation air bags and advanced safety belts with outboard pretensioners, BeltMinder™ (p. 140), and the theft-deterrent SecuriLock™ system (p. 141). Mustang also has LATCH (Lower Anchors and Tethers for Children) (p. 141).

Mustang II wins *Motor Trend's* "Car of the Year" award.



February 1974

The California Highway Patrol purchases 400 Mustangs to help troopers keep up during high-speed pursuits.

February 1983

Mustang SV0 introduced as 1984 model.



Fall 1983

Rough racing-prepared Mustang wins its first IMSA GTO race.

1984

Available anti-lock brakes enhance stopping power, while all-speed traction control harnesses drive forces.

The Mustang is fitted with an emergency trunk release handle to guard against trunk entrapment.

A complete list of safety and security features is available beginning on page 140.

## MAJOR OPTIONS AND EQUIPMENT

**Mustang:** 3.8L V-6, tilt steering, air conditioning, intermittent wipers, tinted glass,

AM/FM/CD stereo and power windows and mirrors.

**Mustang Deluxe adds:** rear spoiler (coupe only), color-keyed floor mats, six-way power driver's seat and cruise control.

**Mustang Premium adds:** MACH 460 audio system with in-dash six-CD changer, rear spoiler, leather-wrapped steering wheel and unique 16-inch wheels and tires.

**GT Deluxe adds:** 4.6L V-8, side scoop, fog lamps, 17-inch wheels, two-tone six-way power cloth sport seats, stainless steel dual

exhaust, upgraded suspension tuning and limited-slip differential.

**GT Premium adds:** MACH 460 audio system with six-CD changer and leather seats.

**Mach 1 adds:** functional "shaker" hood scoop, unique 17-inch wheels, full-size spare, "comfort weave" leather seats, 4.6L four-valve DOHC V-8, rolled-tip dual exhaust and unique suspension tuning with lowered ride height.

## SPECIFICATIONS

### DIMENSIONS AND CAPACITIES

Length	183.2
Width	73.1
Height	53.1
Wheelbase	101.3
Track, f/r	59.9/60.1
Fuel capacity	15.7 gal
Oil capacity	4.8 qt
Coolant capacity	12.6 qt

### INTERIOR

Cargo volume (cu ft)	
coupe	10.9
convertible	7.7
Headroom	
1st	38.1
2nd	35.5
Legroom	
1st	42.6
2nd	29.9
Hip room	
1st	52.3
2nd	47.4
Shoulder room	
1st	53.6
2nd	52.1

### POWERTRAIN

Engine type	
V-6	V-6, iron block, aluminum heads
GT/Mach 1	V-8, iron block, aluminum heads
Bore x stroke	
V-6	3.81 x 3.39
GT	3.55 x 3.54
Mach 1	3.55 x 3.54
Displacement	
V-6	232 cu in, 3802 cc
GT	281 cu in, 4605 cc
Mach 1	281 cu in, 4605 cc

### Compression ratio

V-6	9.3:1
GT	9.4:1
Mach 1	10.0:1
Fuel injection	
	Sequential multi-port electronic
Valvetrain	
V-6	OHV, 2 valves per cylinder
GT	SOHC, 2 valves per cylinder
Mach 1	DOHC, 4 valves per cylinder
Power	
V-6	193 hp @ 5500 rpm
GT	260 hp @ 5250 rpm
Mach 1	310 hp @ 6000 rpm
manual	310 hp @ 6000 rpm
auto	308 hp @ 5800 rpm
Torque	
V-6	225 lb-ft @ 2800 rpm
GT	302 lb-ft @ 4000 rpm
Mach 1	335 lb-ft @ 4200 rpm
manual	323 lb-ft @ 4750 rpm
auto	323 lb-ft @ 4750 rpm
Transmission	
	5-speed manual
	4-speed automatic
Final drive ratio	
	manual automatic
V-6/GT	3.27:1 2.29:1
Mach 1	3.55:1 2.48:1
Gear ratios	
	manual automatic
I	3.35:1 2.84:1
II	1.99:1 1.55:1
III	1.33:1 1.00:1
IV	1.00:1 0.70:1
V	0.68 -

### SUSPENSION

Front	
	Modified MacPherson strut, stabilizer bar
Rear	
	SRA, four-bar link

### STEERING

Type	power rack-and-pinion
Overall ratio	15.0:1
Turning circle, curb-to-curb	37.1 ft

### BRAKES

Front	
V-6	10.8-in vented disc
GT	10.8-in vented disc
Mach 1	13.0-in vented disc
Rear	
V-6	10.5-in disc
GT	10.5-in disc
Mach 1	11.7-in disc

### Assist type

V-6	vacuum, optional ABS
GT	vacuum, optional ABS
Mach 1	vacuum, ABS

### WHEELS AND TIRES

Base wheel and tire	
	16-in aluminum, P225/55R16
Largest wheel and tire available	
	17-in aluminum, P245/45ZR17

### WEIGHTS

#### Base curb weight (lbs)

V-6	3290
GT	3347
Mach 1	3469

## FOR MORE INFORMATION

### Media Information Center

1.800.665.1515, toll-free  
1.313.621.0504, local & international  
<http://media.ford.com>

All dimensions are in inches unless otherwise stated.