



**2004 MY  
Vehicle Line: Escape  
Marketing Strategy and Mix Recommendations**

**Marketing Strategy Key Points:**

- *Escape combines genuine SUV characteristics and Ford SUV heritage in "the right amount of SUV" for many Ford customers. Key points to emphasize:*
  - *Outstanding Roominess*
  - *Optional V6 Power*
  - *Optional 4x4 Capability*
  - *Independent Rear Suspension*
  - *Received 19 out of 20 Stars in government crash tests*
- *National Focus Vehicles:*
  - *Limited Series (order codes U04/500A, U94/600A) with Limited Luxury Comfort Package (62S)*
  - *XLT V6 FWD and 4x4 (order code U03/310A and U93/400A) with XLT Appearance Package (474)*
  - *XLT V6 FWD and 4x4 (order code U03/310A and U93/400A) with No Boundaries Package (47S)*

**Key Messages:**

- *For 2004, the most appealing vehicles are now more accessible due to changes to the Limited and XLT Appearance Package:*
  - *Limited: The base price of the Limited was reduced to make it more accessible. Limited now includes: A-gloss monochromatic exterior appearance, front and rear premium leather trimmed seats with side air bags, auto-dimming rearview mirror, dual sunvisors with illuminated mirrors and AM/FM 6-Disc In-Dash Audio system.*
  - *Limited Luxury Comfort Package: A new optional package was added for customers who desire added comfort and luxury. The new Limited Luxury Comfort Package includes MACH CDx6 In-Dash/7 Speakers with Automatic Volume Control, heated seats – driver & passenger, heated side view mirrors-driver & passenger, and Reverse Sensing System.*
  - *XLT Appearance Package: This package is now more accessible, as it no longer requires the XLT Premium (a 2003MY array not available for 2004MY). The XLT Appearance Package includes: painted Dark Shadow Grey lower body side cladding, bumpers, and wheel lip molding, step bars, bright-machined aluminum wheels and A/S OWL tires.*

**Recommended Mix:**

<b>Series</b>	<b>Retail Mix</b>
XLS I4	2%
XLS V6	21%
XLT V6	57%
Limited	20%

**Key Option Rates:**

<b>Key Options</b>	<b>Retail Mix</b>
Side Air Bags	30%
MACH CD X6	30%
Moonroof	34%
Step Bars	35%
No Boundaries Package	10%
Leather Comfort Group	38%
XLT Appearance Package	15%
Limited Luxury Comfort Package	12%

*Rates are % of total Escape*

04/14/03

## 2004 ESCAPE MAJOR PRODUCT CHANGES

### OVERVIEW

For 2004 MY, the most appealing vehicles are now more affordable. The Limited price has been reduced and an optional Limited Luxury Comfort Package has been added, giving Escape customers the choice of a well-optioned Limited, as well as the ability to order the Luxury Comfort Package for added luxury. The XLT Appearance Package no longer requires the XLT Premium (a 2003MY array, not available in 2004MY), and is therefore more affordable. The XLT Appearance Package gives the Escape a distinctive look with painted Dark Shadow Grey lower bodyside cladding, bumpers, and wheel lip molding for a bold two-tone exterior appearance.

### MODEL/SERIES/AVAILABILITY

- Escape arrays for 2004MY have been consolidated. Now, 7 arrays deliver the most comprehensive equipment levels (XLS, 3; XLT, 2; Limited, 2)
- Retained XLS, XLT and Limited Series
- Eliminated low demand arrays
  - XLS Sport
  - XLT Popular (4x2)
- Improved accessibility of XLT Appearance Package
  - Eliminated XLT Premium array (a 2003MY requirement)
- Improved accessibility of Limited
  - Reduced MSRP of Limited
  - Added optional Luxury Comfort Package
- Removed "Popular" and "Popular 2" nomenclature from arrays 120A, 220A, 310A and 400A

### EXTERIOR CHANGES

- **Colors Deleted:**
  - Chrome Yellow Clearcoat

### NEW SERIES

- New Limited Series
  - A-Gloss monochromatic exterior appearance
  - Front and rear premium leather trimmed seats with side air bags
  - AM/FM 6-Disc in-dash audio
  - Sunvisors with illuminated mirrors
  - Auto-dimming rearview mirrors
  - 16" bright-machined aluminum wheels

### SPECIAL PACKAGE CHANGES

- New Limited Luxury Comfort Package
  - MACH CDx6 In-Dash Audio System with 7 speakers and automatic volume control
  - Heated seats – driver & passenger
  - Heated side view mirrors – driver & passenger
  - Reverse sensing system
- New No Boundaries Package (formerly XLT Sport array in 2003MY):
  - No Boundaries Rack System
  - Trailer Towing Class II
  - 16" painted aluminum wheels
  - P235/70R16 A/T OWL tires
  - Step bars
  - Additional colors available: Gold Ash, True Blue, Aspen Green & Satin Silver

### SPECIAL PACKAGE CHANGES (Continued)

- XLT Appearance Package is now available on XLT (formerly available on XLT Premium in 2003 MY)
  - A-gloss Dark Shadow Grey lower bodyside cladding, bumpers & wheel lip moldings
  - Step bars
  - 16" bright-machined aluminum wheels
  - P235/70R16 A/S OWL tires

### HOW TO ORDER A 2004 ESCAPE

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

1. Select Body Code
  - U02 – XLS FWD
  - U03 – XLT FWD
  - U04 – Limited FWD
  - U92 – XLS 4X4
  - U93 – XLT 4x4
  - U94 – Limited 4X4
2. Select Order Code
  - 100A – Value
  - 120A, 220A, 310A, 400A
  - 500A, 600A – Limited
3. Review Available Option Codes
4. Select Color & Trim

### 2004 ESCAPE ORDER COMBINATIONS

#### XLS FWD 2.0L Zetec I4, 5-Speed Manual

- Body Code: U02
- Order Code: 100A

#### XLS FWD 3.0L Duratec V6, Automatic

- Body Code: U02
- Order Code: 120A

#### XLS 4x4 3.0L Duratec V6, Automatic

- Body Code: U92
- Order Code: 220A

#### XLT FWD 3.0L Duratec V6, Automatic

- Body Code: U03
- Order Code: 310A

#### XLT 4x4 3.0L Duratec V6, Automatic

- Body Code: U93
- Order Code: 400A

#### Limited FWD 3.0L Duratec V6, Automatic

- Body Code: U04
- Order Code: 500A

#### Limited 4x4 3.0L Duratec V6, Automatic

- Body Code: U94
- Order Code: 600A

### Product Changes and Features Availability

Features, options and package content subject to change. Please check [www.fmcdealer.com](http://www.fmcdealer.com) or Dealer eStore for the most current information.

## 2004 ESCAPE MAJOR STANDARD EQUIPMENT

	XLS	XLT	Limited
<b>EXTERIOR</b>			
<b>BUMPER</b> — Front Bumper: MIC Grey, 2 ½ mph	•	•	
Rear Bumper: MIC Grey, with step, 2 ½ mph	•	•	
Front Bumper: A-Gloss, body color, 2 ½ mph			•
Rear Bumper: A-Gloss, body color, with step 2 ½ mph			•
<b>BODYSIDE CLADDING</b> — Bottom of doors and full rocker panel	•	•	
Rocker Moldings — Grey	•	•	
Rocker Moldings — A-Gloss body color			•
Liftgate Molding — Black	•	•	
Liftgate Molding — A-Gloss body color			•
<b>DOOR HANDLES</b> — Full grip ergonomic (MIC black)	•	•	
Full grip ergonomic (A-Gloss)			•
<b>FOG LAMPS</b> — Front		•	•
<b>GLASS</b> — Windshield (dot matrix pattern)	•	•	•
All other glass (solar tint)	•	•	•
<b>GRILLE</b> — Black surround with black mesh center	•		
Chrome surround with black mesh center		•	•
<b>LIGHTS</b> — Aerodynamic halogen headlamps	•	•	•
3-color taillamps	•	•	•
Stop light, center high mount	•	•	•
<b>LOCKS, DOOR</b> — Power, 2 keyless remotes with 2-step unlocking key fob and cylinder	•	•	•
<b>MIRRORS (SIDE VIEW)</b> — MIC Black power adjust/manual fold	•	•	•
<b>PAINT</b> — All Clearcoat	•	•	•
<b>ROOF SIDE RAILS</b> — Black	•		
<b>ROOF RACK</b> — Black with 2 horizontal bars		•	•
<b>WHEELS</b> — 15" X 6.5" 5-Spoke styled steel wheel with cap	•		
16" x 7" 5-Spoke cast aluminum wheels		•	
16" Bright machined 16"x7.5" 5-spoke aluminum wheels			•
<b>INTERIOR</b>			
<b>AIR BAGS</b> — Second generation driver and front passenger	•	•	•
<b>AIR BAGS</b> — Side front			•
<b>AIR CONDITIONING</b> — Manual	•	•	•
<b>ASSIST HANDLES</b> — 1 <sup>st</sup> row (4), 2 <sup>nd</sup> row (2)	•	•	•
<b>AUDIO</b> — AM/FM single CD w/clock, 4-speaker system	•		
AM/FM CD6 In-Dash, 4-speaker system		•	•
<b>CONSOLE, BASE FLOOR</b> — 5 cupholders, storage bin, configured with 2.0L Zetec I4 Engine	•		
<b>CONSOLE, PREMIUM, FLOOR</b> — 4 cupholders, armrest and storage bin, configured with 3.0L Duratec V6 Engine		•	•
<b>CONSOLE, OVERHEAD</b> — Dual Storage Bins (1 sunglass bin and 1 garage door opener bin)			•
<b>FLOORMATS</b> — Color keyed carpeted front and rear with driver retention hook		•	•
<b>GLOVE BOX, LOCKING</b>	•	•	•
<b>ILLUMINATED ENTRY</b>	•	•	•
<b>INSTRUMENT CLUSTER</b> — White face	•	•	•
<b>INSTRUMENT PANEL AND WARNING SIGNALS</b>	•	•	•
Auto speed control indicator			•
Front fog "ON" indicator		•	•
Tachometer	•	•	•
<b>INTERIOR LIGHTS</b> — Off delay	•	•	•
Center dome with map lamps	•	•	•
Rear cargo area light	•	•	•
<b>LOWER VALENCE PANEL BIN</b>	•	•	•
<b>MAP POCKETS</b>		•	•
<b>MIRROR (REARVIEW)</b> — Day/night	•	•	
Auto-Dimming rearview mirror with Auto Headlamps			•
<b>POWER POINT</b> — Power point with cap	•	•	•
<b>REAR FLOOR HEAT DUCTS</b>	•	•	•
<b>REMOTE KEYLESS ENTRY</b>	•	•	•
<b>SAFETY BELT RESTRAINT SYSTEM</b> — Color keyed	•	•	•
Manual 3-point shoulder safety belt system with pretensioners and adjustable D-ring, driver and front passenger	•	•	•
Manual 3-point shoulder safety belt system on rear outboard seats	•	•	•
LATCH System (lower anchors and tethers for children) in rear outboard seat locations	•	•	•
Belt Minder™	•	•	•

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

## 2004 ESCAPE MAJOR STANDARD EQUIPMENT

	XLS	XLT	Limited
<b>INTERIOR (Continued)</b>			
<b>SEATS —</b> Safety belt pretensioners (front seats)	•	•	•
Front Seats: Low back bucket, cloth	•		
Front Seats: Low back bucket, premium cloth, driver and passenger map pockets, 6-way power driver seat		•	
Front Seats: Low back bucket, premium leather trimmed seats, driver and passenger map pockets, 6-way power driver seat			•
Rear Seats: Bench, cloth and seat back with tip/fold/flat latch, 2-way head restraints	•		
Rear Seats: 60/40 split bench, reclining premium cloth and seat back with tip-fold-flat latch, 2-way head restraints		•	
Rear Seats: 60/40 split bench, reclining premium leather trimmed seats with tip-fold latch, 2-way head restraints			•
Removable rear seat cushion	•	•	•
<b>SECURILOCK™/IMMOBILIZER – ANTI-THEFT SYSTEM</b>	•	•	•
<b>STEERING WHEEL —</b> Black with tilt	•		
Black speed control/tilt		•	
Black leather wrapped with speed control/tilt			•
Center horn pad	•	•	•
<b>VISORS —</b> Cloth driver and passenger, with dual covered vanity mirror	•	•	
Sunvisors with illuminated vanity mirrors			•
<b>WINDOWS —</b> Power windows with one-touch down on driver door	•	•	•
<b>FUNCTIONAL</b>			
<b>2.0L ZETEC I-4 ENGINE</b>	•		
5-Speed manual transmission	•		
<b>3.0L DURATEC V6 ENGINE</b>		•	•
4-Speed automatic transmission		•	•
<b>FWD —</b> Front wheel drive	•	•	•
<b>BRAKES —</b> Anti-lock brake system (ABS)		•	•
Power front disc, rear drum	•	•	•
<b>AUTO HEADLAMP OFF DELAY</b>	•	•	•
<b>ACCESSORY DELAY</b>	•	•	•
<b>BATTERY SAVER</b>	•	•	•
<b>CARGO AREA RETRACTABLE COVER</b>			•
<b>CARGO FLOOR HOOKS (4)</b>	•	•	•
<b>PERIMETER ALARM</b>		•	•
<b>PRIVACY GLASS</b>		•	•
<b>REAR DOORS —</b> Child safety locks	•	•	•
<b>SIDE INTRUSION DOOR BEAMS</b>	•	•	•
<b>SUSPENSION —</b> 4-Wheel independent suspension	•	•	•
<b>TIRES —</b> P225/70R15 BSW all-season tire	•		
P235/70R16 BSW all-season tire		•	•
SPARE TIRE — Convenience (under cargo area floor)	•	•	•
<b>WHEEL NUT WRENCH &amp; JACK</b>	•	•	•
<b>WIPERS &amp; WASHERS, FRONT —</b> Variable intermittent/low/high	•	•	•
<b>WIPERS &amp; WASHERS, REAR —</b> Rear 2-speed and defroster	•	•	•

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

2004 Escape FWD		XLS Value	XLS	XLT	Limited	
		Body Code	U02	U02	U03	U04
		Order Code	100A	120A	310A	500A
<b>POWERTRAIN</b>						
Type.....		ZETEC I4	DURATEC V6	DURATEC V6	DURATEC V6	
Displacement (litres).....		2.0L	3.0L	3.0L	3.0L	
Horsepower @ rpm (SAE net).....		127 @ 5400	201 @ 5900	201 @ 5900	201 @ 5900	
Torque (lb-ft.) @ rpm.....		135 @ 4500	196 @ 4700	196 @ 4700	196 @ 4700	
Compression Ratio.....		9.6:1	10.0:1	10.0:1	10.0:1	
Transmission, Manual.....		5-Speed	—	—	—	
Transmission, Automatic.....		—	4-Speed	4-Speed	4-Speed	
— Axle Ratio.....		2.93	2.93	2.93	2.93	
Control Trac II 4x4 system, Automatic.....		—	—	—	—	
<b>SUSPENSION/CHASSIS</b>						
Fuel Tank Capacity (gal).....		16	16	16	16	
Tires Size/Type.....		P225/70R15 A/S BSW	P225/70R15 A/S BSW	P235/70R16 A/S BSW	P235/70R16 A/S BSW	
Wheels Size/Appearance.....		15" Styled Steel	15" Styled Steel	<b>16" Aluminum</b>	<b>16" Bright Mach. Alum.</b>	
Wheelbase (inches).....		103	103	103	103	
<b>KEY EXTERIOR FEATURES</b>						
Ext. Door Handles, Fascias & Claddings, A-Gloss.....		—	—	—	<b>Std.</b>	
Lamps, Fog.....		—	—	<b>Std.</b>	<b>Std.</b>	
<b>KEY INTERIOR FEATURES</b>						
Air Bags, Driver & Front Passenger.....		Std.	Std.	Std.	Std.	
Air Conditioning, Manual.....		Std.	Std.	Std.	Std.	
<b>Audio:</b>						
— AM/FM Single CD w/Clock, 4-Speakers.....		Std.	Std.	—	—	
— AM/FM 6-Disc In-Dash (CD6), 4-Speakers.....		—	—	<b>Std.</b>	Std.	
Console, Floor w/5 Cupholders, Storage Bin & Coinholder.....		Std.	—	—	—	
Console, Overhead w/Dual Storage Bins.....		—	—	—	<b>Std.</b>	
Console, Premium w/4 Cupholders & Armrest.....		—	<b>Std.</b>	Std.	Std.	
Glass, Privacy.....		—	—	<b>Std.</b>	Std.	
Mirror, Auto-Dimming Rearview.....		—	—	—	<b>Std.</b>	
Power Group (incl. power windows, power locks, power mirrors & keyless entry).....		Std.	Std.	Std.	Std.	
<b>Seats:</b>						
— Front Low Back Bucket w/Head Restraint, Cloth.....		Std.	Std.	—	—	
— Front Low Back Bucket, w/Head Restraint & Pockets, Premium Cloth.....		—	—	<b>Std.</b>	—	
— Front Low Back Bucket w/Head Restraint, Leather Trimmed Seats.....		—	—	—	—	
— Front Low Back Bucket w/Head Restraint, Premium Leather Trimmed Seats.....		—	—	—	<b>Std.</b>	
— Power Driver Seat.....		—	—	<b>Std.</b>	Std.	
— Rear Cloth Bench w/Tip-Fold-Flat Latch.....		Std.	Std.	—	—	
— Rear Premium Cloth 60/40 Split Seat w/Tip-Fold-Flat Latch.....		—	—	<b>Std.</b>	—	
— Rear Leather 60/40 Split Seat w/Tip-Fold-Flat Latch.....		—	—	—	—	
— Rear Premium Leather Trimmed 60/40 Split Seat w/Tip-Fold-Flat Latch.....		—	—	—	<b>Std.</b>	
Sunvisors w/Illuminated Mirror.....		—	—	—	<b>Std.</b>	
<b>GROUPS/PACKAGES</b>						
<b>Convenience Group</b> (incl. perimeter alarm, floor mats, speed control).....	<b>66B</b>	<i>Optional</i>	<i>Optional</i>	<b>Std.</b>	Std.	
<b>Leather Comfort Group</b> (incl. black leather wrapped steering wheel, leather trimmed seats, front buckets & 60/40 split rear seat).....	<b>63G</b>	—	—	<i>Optional</i>	<b>Std.</b>	
<b>XLT Appearance Package</b> (incl. A-gloss Dark Shadow Grey fascias, bodyside claddings, bumpers and wheel lip moldings, 16" bright machined wheels, A/S OWL tires & step bars) (N/A w/47S No Boundaries Pkg.).....	<b>47A</b>	—	—	<i>Optional</i>	—	
<b>No Boundaries Package</b> (incl. No Boundaries roof rack, wheel lip moldings, 16" painted alum. wheels, A/T OWL tires & step bars) (incl. 536 Trailer Tow and N/A w/474 XLT App. Pkg.).....	<b>47S</b>	—	—	<i>Optional</i>	—	
<b>Luxury Comfort Package</b> (incl. MACH CDX6 in-dash 7-speakers w/auto. volume control, driver/pass. heated seats, heated driver/pass. side view mirrors, Reverse Sensing System).....	<b>62S</b>	—	—	—	<i>Optional</i>	
<b>AVAILABLE OPTIONS</b>						
Air Bags, Side Front.....	<b>67A</b>	<i>Optional</i>	<i>Optional</i>	<i>Optional</i>	<b>Std.</b>	
Audio, AM/FM Single CD & Cassette, Clock 4-Speakers <sup>2</sup> .....	<b>586</b>	<i>Optional</i> <sup>2</sup>	<i>Optional</i> <sup>2</sup>	<i>Optional</i>	—	
Audio, MACH Audio CDX6 In-Dash w/7-Speakers <sup>3</sup> .....	<b>588</b>	—	—	<i>Optional</i>	<i>Optional</i>	
Brakes, Anti-Lock Braking System (ABS).....	<b>67B</b>	<i>Optional</i>	<i>Optional</i>	<b>Std.</b>	Std.	
Cargo Area Retractable Cover.....	<b>655</b>	<i>Optional</i>	<i>Optional</i>	<i>Optional</i>	<b>Std.</b>	
Moonroof, Power w/Shade & Mini Overhead Console <sup>4</sup> .....	<b>43M</b>	—	—	<b>Optional</b>	<i>Optional</i>	
Roof Rack w/Horizontal Bars.....	<b>615</b>	<i>Optional</i>	<i>Optional</i>	<b>Std.</b>	Std.	
Step Bars, Side <sup>5</sup> .....	<b>186</b>	<i>Optional</i>	<i>Optional</i>	<b>Optional</b>	—	
Tires, P235/70R16 A/S OWL <sup>6</sup> .....	<b>T63</b>	—	—	<i>Optional</i>	—	
Trailer Towing, Class II (req. by 47S No Bound. Pkg.).....	<b>536</b>	—	<i>Optional</i>	<i>Optional</i>	<i>Optional</i>	
Wheels, 15" Aluminum.....	<b>645</b>	<i>Optional</i>	<b>Optional</b>	—	—	
<b>FLEET ONLY OPTIONS – VALID WITH FIN CODE</b>						
Daytime Running Lights.....	<b>942</b>	—	—	<i>Optional</i>	—	
Engine Block Heater.....	<b>41H</b>	<i>Optional</i>	<i>Optional</i>	<i>Optional</i>	<i>Optional</i>	
Glass, Privacy.....	<b>924</b>	<i>Optional</i>	<i>Optional</i>	<b>Std.</b>	Std.	

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

<sup>1</sup> Not available with Moonroof.

<sup>2</sup> Fleet only availability on XLS and XLS Value.

<sup>3</sup> Do not order in conjunction with Luxury Comfort Package.

<sup>4</sup> Overhead console with dual storage bins is not available with moonroof. Moonroof cannot be order with No Boundaries Package.

<sup>5</sup> On XLS, Step Bar N/A w/15" styled steel wheels – req. 645 15" aluminum wheels. Std. w/474 XLT Appearance Package and w/47S No Boundaries Pkg.

<sup>6</sup> A/S OWL tires are not available with No Boundaries Package. No Boundaries Package requires A/T OWL tires.

2004 Escape 4x4		XLS	XLT	Limited
		Body Code U92	U93	U94
Order Code		220A	400A	600A
<b>POWERTRAIN</b>				
Type		DURATEC V6	DURATEC V6	DURATEC V6
Displacement (liters)		3.0L	3.0L	3.0L
Horsepower @ rpm (SAE net)		201 @ 5900	201 @ 5900	201 @ 5900
Torque (lb-ft. @ rpm)		196 @ 4700	196 @ 4700	196 @ 4700
Compression Ratio		10.0:1	10.0:1	10.0:1
Transmission, Manual		—	—	—
Transmission, Automatic		4-Speed	4-Speed	4-Speed
— Axle Ratio		2.93	2.93	2.93
Control Trac II 4x4 system, Automatic		Std.	Std.	Std.
<b>SUSPENSION/CHASSIS</b>				
Fuel Tank Capacity (gal)		16	16	16
Tires Size/Type		P225/70R15 A/S BSW	<b>P235/70R16 A/S OWL</b>	<b>P235/70R16 A/S BSW</b>
Wheels Size/Appearance		15" Styled Steel	<b>16" Alum</b>	<b>16" Bright Mach. Alum</b>
Wheelbase (inches)		103	103	103
<b>KEY EXTERIOR FEATURES</b>				
Ext. Door Handles, Fascias & Claddings, A-Gloss		—	Std.	Std.
Lamps, Fog		—	Std.	Std.
<b>KEY INTERIOR FEATURES</b>				
Air Bags, Driver & Front Passenger		Std.	Std.	Std.
Air Conditioning, Manual		Std.	Std.	Std.
<b>Audio:</b>				
— AM/FM Single CD w/Clock, 4-Speakers		Std.	—	—
— AM/FM 6-Disc In-Dash (CDx6), 4-Speakers		—	Std.	Std.
Console, Floor w/5Cupholders, Storage Bin & Coinholder		—	—	—
Console, Overhead w/Dual Storage Bins		—	—	Std.
Console, Premium 4 Cupholders & Armrest		Std.	Std.	Std.
Glass, Privacy		—	Std.	Std.
Mirror, Auto-Dimming Rearview		—	—	Std.
Power Group (incl. power windows, power locks, power mirrors & keyless entry)		Std.	Std.	Std.
<b>Seats:</b>				
— Front Low Back Bucket w/Head Restraint, Cloth		Std.	—	—
— Front Low Back Bucket w/Head Restraint & Pockets, Premium Cloth		—	Std.	—
— Front Low Back Bucket w/Head Restraint, Leather Trimmed Seats		—	—	—
— Front Low Back Bucket w/Head Restraint, Premium Leather Trimmed Seats		—	—	Std.
— Power Driver Seat		—	Std.	Std.
— Rear Cloth Bench w/Tip-Fold-Flat Latch		Std.	—	—
— Rear Premium Cloth 60/40 Split Seat w/Tip-Fold-Flat Latch		—	Std.	—
— Rear Premium Leather Trimmed 60/40 Split Seat w/Tip-Fold-Flat Latch		—	—	Std.
— Rear Leather Trimmed 60/40 Split Seat w/Tip-Fold-Flat Latch		—	—	—
Sunvisors w/Illuminated Mirror		—	—	Std.
<b>GROUPS/PACKAGES</b>				
<b>Convenience Group</b> (incl. perimeter alarm, floor mats, speed control)	66B	Optional	Std.	Std.
<b>Leather Comfort Group</b> (incl. black leather wrapped steering wheel, leather trimmed seats, front buckets & 60/40 split rear seat)	63G	—	Optional	Std.
<b>XLT Appearance Package</b> (incl. A-gloss Dark Shadow Grey fascias, bodyside claddings, bumpers & wheel lip moldings, 16" bright machined wheels, A/S OWL tires & step bars) (NA w/47S No Boundaries Pkg.)	474	—	Optional	—
<b>No Boundaries Package</b> (incl. No Boundaries roof rack, wheel lip moldings, 16" painted alum. wheels, A/T OWL tires & step bars) (incl. 536 Trailer Tow and N/A w/474 XLT App. Pkg.)	47S	—	Optional	—
<b>Luxury Comfort Package</b> (incl. MACH CDx6 in-dash 7-speakers w/auto. volume control, driver/pass. heated seats, heated driver/pass. side view mirrors, Reverse Sensing System)	62S	—	—	Optional
<b>AVAILABLE OPTIONS</b>				
Air Bags, Side Front	67A	Optional	Optional	Std.
Audio, AM/FM Single CD & Cassette, Clock, 4-Spkrs <sup>2</sup>	586	Optional <sup>2</sup>	Optional	—
Audio, MACH Audio, CDx6 In-Dash w/7-Speakers <sup>3</sup>	588	—	Optional	Optional
Brakes, Anti-Lock Braking System (ABS)	67B	Optional	Std.	Std.
Cargo Area Retractable Cover	655	Optional	Optional	Std.
Moonroof, Power w/Shade & Mini Overhead Console <sup>4</sup>	43M	—	Optional	Optional
Roof Rack w/Horizontal Bars	615	Optional	Std.	Std.
Step Bars, Side <sup>5</sup>	186	Optional	Optional	—
Tires, P235/70R16 A/S OWL	T63	—	Std.	—
Trailer Towing, Class II (req. by 47S No Bound. Pkg.)	536	Optional	Optional	Optional
Wheels, 15" Aluminum	645	Optional	—	—
<b>FLEET ONLY OPTIONS - VALID WITH FIN CODE</b>				
Daytime Running Lights	942	—	Optional	—
Engine Block Heater	41H	Optional	Optional	Optional
Glass, Privacy	924	Optional	Std.	Std.
Tires, P235/70R16 A/T OWL (req. 64R alum. wheels)	T64	Optional	Optional	—
Wheels, 16" Painted Aluminum (req. T64 tires)	64R	Optional	Optional	—

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

<sup>1</sup> Not available with Moonroof.

<sup>2</sup> Fleet only availability on XLS.

<sup>3</sup> Do not order in combination with Luxury Comfort Package.

<sup>4</sup> Overhead console with dual storage bins is not available with moonroof. Moonroof cannot be ordered with No Boundaries Package.

<sup>5</sup> On XLS, Step Bar N/A w/15" Styled Steel Wheel – requires 645 15" aluminum wheels. Std. w/474 XLT Appearance Package and w/47S No Boundaries Pkg.

<sup>6</sup> A/S OWL tires are not available with No Boundaries Package. No Boundaries Package requires A/T OWL tires

**GROUP/MISCELLANEOUS OPTIONS**

**TRAILER TOW/CLASS II (536)**

- Included trailer hitch receiver
- Included wiring harness with 4-pin connector
- Includes oil cooler
- Up to 3500 lbs. tow capacity

**MISCELLANEOUS**

Pre-delivery only <sup>1</sup> .....	<b>361</b>
COV Required .....	<b>79V</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.

**NOTE: Fleet Only** – Engine block heater optional in all states with valid FIN code.

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

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

**SNOW PLOW USAGE**

Not recommended for snow plowing.

<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.

04/14/03

## 2004 ESCAPE COLOR & TRIM

INTERIOR TRIM TYPE AND COLOR SELECTOR NOTE: First letter denotes type, second letter denotes color.		INTERIOR TRIM COLORS		
		Medium/Dark Flint	Medium/Dark Pebble	Ebony Black
<b>XLS</b>				
Cloth Buckets with Cloth Rear Bench		W2	WH	
<b>XLT</b>				
Premium Cloth Buckets with 60/40 Split Rear Seat Leather Trimmed Buckets with 60/40 Split Rear Seat		22 N2	2H NH	
<b>LIMITED</b>				
Premium Leather Trimmed Buckets with 60/40 Split Rear Seat			5H	5B
EXTERIOR COLOR		AVAILABILITY/STRIPE		
COLOR	CODE			
<b>XLS/XLT</b>				
Gold Ash Clearcoat Metallic	C2		•	
Dark Shadow Grey Clearcoat Metallic	CX	•	•	
Red Fire Clearcoat Metallic	G2	•	•	
True Blue Clearcoat Metallic	L2	•	•	
Aspen Green Clearcoat Metallic	P5		•	
Satin Silver Clearcoat Metallic	TL	•	•	
Black Clearcoat	UA	•	•	
Oxford White Clearcoat	YZ	•	•	
<b>NO BOUNDARIES PACKAGE</b>				
Gold Ash Clearcoat Metallic	C2		•	
Dark Shadow Grey Clearcoat Metallic	CX	•	•	
Red Fire Clearcoat Metallic	G2	•	•	
True Blue Clearcoat Metallic	L2	•	•	
Aspen Green Clearcoat Metallic	P5		•	
Satin Silver Clearcoat Metallic	TL	•	•	
Black Clearcoat	UA	•	•	
Oxford White Clearcoat	YZ	•	•	
<b>XLT APPEARANCE PACKAGE</b>				
Red Fire Clearcoat Metallic	G2	•	•	
True Blue Clearcoat Metallic	L2	•	•	
Aspen Green Clearcoat Metallic	P5		•	
Satin Silver Clearcoat Metallic	TL	•	•	
Black Clearcoat	UA	•	•	
Oxford White Clearcoat	YZ	•	•	
<b>LIMITED</b>				
Gold Ash Clearcoat Metallic	C2		•	•
Dark Shadow Grey Clearcoat Metallic	CX		•	•
True Blue Clearcoat Metallic	L2		•	•
Satin Silver Clearcoat Metallic	TL		•	•
Black Clearcoat	UA		•	•

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

## 2004 ESCAPE FUEL ECONOMY

		50 STATES			
ENGINE DISPL.	TRANSMISSION	F.E. LABEL ADJUSTED		ESTIMATED ANNUAL FUEL COST	MEMO: UNADJUSTED COMBINED
		CITY	HIGHWAY		
<b>FWD</b>					
2.0L Zetec I4	5-Speed Manual	23	28	\$930	29.1
3.0L Duratec V6	4-Speed Automatic	19	25	\$1,107	24.4
<b>4x4</b>					
2.0L Zetec I4	5-Speed Manual	22	25	\$1,011	27.1
3.0L Duratec V6	4-Speed Automatic	18	23	\$1,162	23.6