



2003 MY

Vehicle Line: **Crown Victoria** Marketing Strategy and Mix Recommendations

Marketing Strategy Key Points:

- Crown Victoria's totally new front suspension works with a new rack and pinion steering gear and an innovative new frame to provide improved ride and outstanding handling. Its linkage geometry was computer designed to minimize the effects of road disturbances. Giving the car great "down the road" stability along with precise and instant steering response. Monotube shock absorbers in all four corners of the car ensure comfort and control over even the worst road surfaces.
- LX Sport (230A) is aimed at buyers who seek style, improved features, and greater performance.
- 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.
- Optional Side Air Bags available on LX and LX Sport and standard Anti-Lock Braking System (ABS) on all arrays.
- 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.
- 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.
- Job #1 March 26, 2002
- 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 | 25% |
| • LX | 60% |
| • LX Sport | 15% |

OPTIONAL EQUIPMENT:

- | | |
|--|-----|
| • Side Air Bags | 40% |
| • Convenience Group (power adjustable pedals and remote keyless entry) | 20% |
| • Leather (No-charge on LX and LX Sport) | 90% |
| • Traction Control | 40% |
| • Power Adjustable Accelerator and Brake Pedals | 30% |
| • Handling and Performance Package | 50% |
| • 6-Disc CD Changer | 20% |

Strategy: Inform customers on the new Front Suspension benefits and utilize the Power Adjustable Pedals to appeal to Crown Victoria's mature customer base. In addition, take advantage of Traction Control in cold weather states to maximize Crown Victoria's all season capability.

Date: 01/22/02

2003 CROWN VICTORIA MAJOR PRODUCT CHANGES

OVERVIEW

The 2003 Crown Victoria has several new features including an all new front suspension with new rack and pinion. This new suspension will provide improved ride and handling and minimize the effects of road disturbances, giving the car great "down the road" stability along with precise and instant steering response. Side air bags and standard Anti-Lock Braking System (ABS) have been added to improve Crown Victoria's safety.

MODEL/SERIES AVAILABILITY CHANGES

- Crown Victoria
- LX
- LX Sport

NEW EQUIPMENT AND OPTIONS

- Side air bags available on LX and LX Sport
- Wiper activated headlamps

EXTERIOR CHANGES

- New wheel on LX and wheel covers on Crown Victoria Standard Series
- **Colors Deleted:**
 - None

INTERIOR CHANGES

- Overhead console standard on LX and LX Sport
- New dual media radio, AM/FM cassette with single CD standard on all arrays
- **Colors Added:**
 - Light Flint replaces Light Graphite
- **Colors Deleted:**
 - Dark Denim Blue

FUNCTIONAL CHANGES

- Standard Anti-Lock Braking System (ABS)
- New front suspension with rack and pinion steering
- Standard valet key

NOTE: The 17" wheel and tire for the LX Sport will be delayed 60 days past Job #1. All LX Sport orders will be held until the 17" wheel and tire are available.

HOW TO ORDER A 2003 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

2003 CROWN VICTORIA MAJOR STANDARD EQUIPMENT

	Crown Victoria	LX
EXTERIOR		
BUMPERS — Concealed with one-piece full wrap cover, body color with bright insert	•	•
★ VALET KEY — Available on all arrays	•	•
GLASS — Solar tinted, full	•	•
GRILLE — Chrome	•	•
LIGHTS — Low profile dual aero headlamps with Crystalline krypton long life bulbs	•	•
MIRRORS — Heated, color keyed fold-away dual remote control power	•	•
MOLDINGS — Black rocker panel	•	•
Black windshield and backlight	•	•
Blacked out door frame/windows	•	•
Bright surround on side windows	•	•
Color keyed bodyside	•	•
PAINT — Clearcoat	•	•
Anti-chip paint primer	•	•
Black out B-pillar	•	•
Dual bodyside paint stripes	•	•
URETHANE PROTECTION — Lower bodyside	•	•
★ WHEEL COVERS — Deluxe locking	•	•
INTERIOR		
AIR BAG, DUAL FRONT SUPPLEMENTAL RESTRAINT SYSTEM, DUAL STAGE — Driver and right front passenger	•	•
CARGO NET	•	•
CARPETING — 12.0-Oz. color keyed floor	•	•
CIGARETTE LIGHTER — Illuminated	•	•
CLOCK — Electronic digital with dimming feature	•	•
★ CONSOLE, OVERHEAD — High-series includes sunglass storage, valet clip, compass, dome/map light	•	•
COURTESY LAMP SWITCHES — In all four doors	•	•
CUPHOLDERS — Dual ashtray mounted	•	•
DEFROSTER GRILLE — With integral vertical ribs	•	•
★ DOOR TRIM PANELS — Full length armrests, warning reflectors, pull straps, upper vinyl, lower carpeting	•	•
Vinyl soft upper appliqué	•	•
Carpeted lower	•	•
Lighted door lock buttons, window controls and power seat controls on armrests	•	•
Ashtrays in rear above armrests	•	•
DUAL SUNVISORS — Cloth covered with retention clips	•	•
Illuminated mirrors	•	•
FUSE PANEL — Easy access, labeled	•	•
GAUGE CLUSTER — Four (volt, oil pressure, water temperature and fuel)	•	•
GLOVE BOX — Illuminated, large bin, lockable w/dampened glove box door	•	•
HEAD RESTRAINT — 2-Way	•	•
INSTRUMENT CLUSTER — Analog gauges	•	•
INSTRUMENT PANEL — Woodgrain appliqué with side window demisters	•	•
LAMPS — Dual instrument panel courtesy with theater (slow dim/delayed off) feature	•	•
LIGHTS — Dual beam dome with map lights	•	•
Luggage compartment	•	•
Illuminated entry	•	•
Rear seat reading lamps	•	•
LUGGAGE COMPARTMENT TRIM — Luxury full carpet	•	•
★ MAP POCKETS — Integral front door and front seat back map pockets	•	•
MIRROR — Day/night inside rearview	•	•
Electrochromic	•	•
PASSENGER ASSIST HANDLES — Folding front passenger/rear LH/RH	•	•
PERSONAL SAFETY SYSTEM W/DUAL STAGE AIR BAGS, 2ND GENERATION — Driver and right front passenger	•	•
★ RADIO — Electronic AM/FM stereo with cassette/single CD	•	•

LEGEND: ★ = New for this model year.

2003 CROWN VICTORIA MAJOR STANDARD EQUIPMENT

	Crown Victoria	LX
INTERIOR (Continued)		
RADIO SPEAKERS — Door mounted, located above armrests (two add. radio speakers mounted in pkg. tray)	•	•
RELEASE HANDLES — Easy access inside door	•	•
SAFETY BELTS — 3-Point active for front and rear outboard occupants (comfort adjustment on front safety shoulder belts)	•	•
SCUFF PLATES — Color keyed, front and rear doors	•	•
SEATS — Split bench with center fold-down armrests trimmed in cloth/power driver seat	•	•
Driver/passenger power lumbar		•
Driver power 6-Way seat adjuster with 10" seat track travel	•	•
SPARE TIRE COVER — Carpeted	•	•
TILT STEERING WHEEL — Mounted stalk controls for washer/wipers, hi/low headlamp beam, turn signal, and flash-to-pass	•	•
TRIP ODOMETER	•	•
TRUNK — Deep well	•	•
FUNCTIONAL		
AIR CONDITIONING — Manual with positive shutoff registers	•	
Electronic air temperature control		•
ALTERNATOR — 130-Amp	•	•
ANTENNA, RADIO — Hidden in rear window defroster	•	•
ANTI-LOCK BRAKING SYSTEM	•	•
BATTERY, MAINTENANCE FREE — 72 AH	•	•
BATTERY SAVER — Turns off lights after 30 minutes	•	•
BODY-ON-FRAME CONSTRUCTION	•	•
BRAKE SHIFT INTERLOCK	•	•
BRAKING SYSTEM — Power 4-wheel disc	•	•
CHILD SAFETY LATCHES ON REAR DOORS	•	•
COOLANT RECOVERY SYSTEM	•	•
DECKLID RELEASE — Electric remote control	•	•
DEFROSTER, REAR WINDOW	•	•
DRIVER FOOTREST — Under carpet	•	•
ENGINE — 220HP ¹ , 4.6L overhead cam, SEFI V8	•	•
EXHAUST SYSTEM — Stainless steel	•	•
FAIL SAFE COOLING	•	•
FAN — Dual speed electrodrive	•	•
FLOOR MATS — Carpeted front and rear	•	•
FRONT STABILIZER BAR	•	•
★ FRONT SUSPENSION — Short/long arm, coil spring with stabilizer bar	•	•
FUEL FILLER CAP — Tethered	•	•
FUEL TANK — 19.0 gallon	•	•
HEADLAMPS — Automatic with variable delay	•	•
HEADLAMPS-ON REMINDER CHIME	•	•
HEAT DUCTS — Rear floor mounted	•	•
HEATED EXTERIOR SIDE MIRRORS — Color keyed, fold-away dual remote control power	•	•
HOOD ASSISTS — Gas cylinder	•	•
HORN — Corporate note	•	•
IGNITION SYSTEM — Electronic distributorless	•	•
JACK — Scissors	•	•
LOCKS, POWER DOOR	•	•
MINI-SPARE TIRE AND WHEEL	•	
PARKING BRAKE — Single stroke	•	•
PASSENGER CAPACITY — Six	•	•
PARKING BRAKE RELEASE — Automatic with manual emergency override	•	•
PERSONAL SAFETY SYSTEM — Dual stage front airbags, crash severity sensors, safety belt pretensioners and seat position sensors	•	•
PLASTIC HEAD IGNITION KEY — Primary only	•	•
POWER STEERING — Speed sensitive variable assist	•	•

¹ Estimate

LEGEND: ★ = New for this model year.

2003 CROWN VICTORIA MAJOR STANDARD EQUIPMENT

	Crown Victoria	LX
FUNCTIONAL (Continued)		
REAR STABILIZER BAR	•	•
REAR SUSPENSION — Watt's linkage	•	•
REMOTE KEYLESS ENTRY — w/Smart Lock		•
SECURILOCK™ — Passive anti-theft system	•	•
SHOCK ABSORBERS — Nitrogen pressurized	•	•
SOUND INSULATION PACKAGE	•	•
SPEED CONTROL	•	•
TIRES — P225/60SRx16 All-season BSW	•	•
TRANSMISSION — Electronically controlled automatic overdrive with OD lockout	•	•
UPPER BALL JOINTS — Low friction, lube for life	•	•
VOLTAGE REGULATOR — Electronic	•	•
WHEEL RIMS — HSLA (16 x 7)	•	•
WINDOWS — Power with express down driver window	•	•
WINDSHIELD WASHERS — Dual jet	•	•
WINDSHIELD WIPERS — Interval	•	•

LEGEND: ★ = New for this model year.

2003 Crown Victoria		Crown Victoria		LX		
		Body Code	P73	P74	P74	P74
		Order Code	100A	200A	230A ¹	
POWERTRAIN		Standard	LX	LX - Sport		
Displacement (liters)		4.6L OHC SEFI	4.6L OHC SEFI	4.6L OHC SEFI		
Transmission, Automatic		Std.	Std.	Std.		
Axle Ratio		2.73	2.73	3.27		
Horsepower @ rpm (SAE net)		220 @ 4750	220 @ 4750	235 @ 4750		
Torque (lb.-ft. @ rpm)		265 @ 4000	265 @ 4000	276 @ 4000		
Compression Ratio		9.4:1	9.4:1	9.4:1		
Electronic Engine Controls: EEC-V, OBD II		Std.	Std.	Std.		
Electronic Ignition System		Std.	Std.	Std.		
Multi-Port Fuel Injection		Std.	Std.	Std.		
SUSPENSION/CHASSIS						
Brakes, Anti-Lock Braking System (ABS)		Std.	Std.	Std.		
Brakes, Power Assisted Front & Rear Disc		Std.	Std.	Std.		
Fuel Tank Capacity (gal)		19	19	19		
Spare Tire/Wheel Mini		Std.	—	Std.		
Stabilizer Bar, Front		Std.	Std.	Std.		
Suspension, Front Short/Long Arm		Std.	Std.	Std.		
Suspension, Rear Watt's Linkage		Std.	Std.	Std.		
Tire, Size/Type		P225/60TR16 All Season BSW	P225/60TR16 All Season BSW	P235/55R17 All Season BSW		
Wheel Size/Appearance		16" Steel Deluxe Wheelcovers	16" Alloy	17" Alloy ¹ 5-Spoke		
KEY EXTERIOR FEATURES						
Bumpers, Body-Color Front & Rear		Std.	Std.	Std.		
Glass, Solar Tint		Std.	Std.	Std.		
Key, Valet		Std.	Std.	Std.		
Mirrors, Heated Dual Power		Std.	Std.	Std.		
Molding, Black Rocker		Std.	Std.	Std.		
Molding, Body Color Bodyside		Std.	Std.	Std.		
Steering, Power w/Variable Assist		Std.	Std.	Std.		
Urethane Protection, Lower Bodyside		Std.	Std.	Std.		
Windshield Wipers, Interval		Std.	Std.	Std.		
KEY INTERIOR FEATURES						
Air Bags, Front Driver & Passenger		Std.	Std.	Std.		
Air Conditioning, Electronic Air Temperature Control (EATC)		—	Std.	Std.		
Air Conditioning, Manual		Std.	—	—		
Armrest, Front Seat Dual Fold-Down		Std.	Std.	Std.		
Audio:						
— AM/FM Stereo w/Cassette/Single CD		Std.	Std.	Std.		
Autolamp, Automatic On/Off Headlamp w/Delay		Std.	Std.	Std.		
Console, Center (incl. storage bin w/padded armrest, concealed power point, dual cup holders, & a center stack mini storage bin)		—	—	Std.		
Console, Overhead (incl. map & dome lights, sunglass holder, valet clip & compass)		—	Std.	Std.		
Defroster, Rear Window		Std.	Std.	Std.		
Floor Mats, Carpeted		Std.	Std.	Std.		
Floor Shifter, Leather Wrapped Handle w/O/D Lockout Button		—	—	Std.		
Illuminated Entry, w/Theater Dimming Feature		Std.	Std.	Std.		
Locks, Power Door		Std.	Std.	Std.		
Mirror, Auto Dim Rearview		—	Std.	Std.		
Seats:						
— Luxury Cloth w/8-Way Power Driver		Std.	—	—		
— Luxury Cloth w/8-Way Power Driver/Passenger		—	Std.	—		
— Leather 5-Passenger w/8-Way Power Driver/Passenger		—	—	N/C		
— Driver/Passenger Power Lumbar		—	Std.	Std.		
SecuriLock™ Anti-Theft		Std.	Std.	Std.		
Speed Control		Std.	Std.	Std.		
Steering Wheel, Audio/Climate Controls		—	Std.	Std.		
Steering Wheel, Leather Wrapped		—	Std.	Std.		
Windows, Power Driver Express-Down Feature		Std.	Std.	Std.		
GROUPS/PACKAGES						
Handling Package	41G	—	Optional	Std.		
Convenience Group (incl. power adjustable pedals, remote keyless entry)	60S	<i>Optional</i>	—	—		
AVAILABLE OPTIONS						
Air Bags, Side, Driver & Passenger	59M	—	Optional	<i>Optional</i>		
Audio, 6-Disc CD Changer	919	—	Optional	<i>Optional</i>		
Brakes, All Speed Traction Control	553	<i>Optional</i>	Optional	<i>Optional</i>		
Electronic Instrumentation	155	—	Optional	—		
License Plate Bracket	153	<i>Optional N/C</i>	Optional N/C	<i>Optional N/C</i>		
Pedals, Power Adjustable	59C	<i>Optional</i>	Std.	Std.		
Remote Keyless Entry w/Smart Lock (Prevents locking keys inside)	144	<i>Optional</i>	Std.	Std.		
Seats, Leather w/8-Way Power Driver/Passenger	L	—	Optional N/C	—		
Spare Tire/Wheel, Conventional 16"	508	<i>Optional</i>	Std.	—		
Spare Tire/Wheel, Conventional 17"	502	—	—	Optional		
Tires, P225/60TR16 WSW	T33	<i>Optional</i>	Optional	—		
Trunk Storage Unit (Deletes cargo net)	13C	—	Optional	<i>Optional</i>		

NOTE: **Bolded text indicates an upgrade from the previous array.**
The Crown Victoria NGV will be available early 2003 CY. Order bank scheduled to open September 2002.

¹All LX Sport orders (230A) will be held for 60 days past Job #1. Once the 17" wheel and tire are available, all LX Sport orders will be released.

**2003 CROWN VICTORIA
GROUP/MISCELLANEOUS OPTIONS**

ELECTRONIC INSTRUMENTATION

- Tripminder computer
- Electronic digital instrumentation

HANDLING AND PERFORMANCE PACKAGE (41G)

- Revised springs, monotube shocks and stabilizer bar
- P225/60TRx16 BSW "touring" tires
- Four 16" cast aluminum wheels
- Rear air suspension
- Dual exhaust
- 3.27 axle ratio

Not available with:

- Other wheel/wheel cover or tire options

MISCELLANEOUS

Predelivery Only ¹	361
Predelivery w/Undercoat ¹	362
Local/State Ordinance Deviation	931
Priced DORA	C09

¹ Dealer must have a pre-existing contract with a pre-delivery service company in order to take advantage of this option.

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 registration when the vehicle is being delivered to a non-California Emissions, non-Cross-Border States location. Requires 422 California Emissions System. Vehicles must be registered in California Emissions States.

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.

2003 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	
CROWN VICTORIA							
Luxury Cloth Split Bench		QC		QH		QW	
LX							
Luxury Cloth Split Bench		AC		AH		AW	
Leather Seating Surfaces, Split Bench		LC		LH		LW	
LX SPORT							
Leather Seating Surfaces, 5-Passenger		TC		TH		TW	
EXTERIOR COLOR		AVAILABILITY/PAIN T STRIPE					
COLOR	CODE	A	S	A	S	A	S
CROWN VICTORIA/LX							
Arizona Beige Clearcoat Metallic	AQ			•	j	•	j
Chestnut Clearcoat Metallic	B4			•	c	•	c
Matador Red Clearcoat Metallic	DT	•	p	•	c	•	p
Spruce Green Clearcoat Metallic	FS	•	b	•	b	•	b
Deep Wedgewood Blue Clearcoat Metallic	LL	•	p	•	p		
Light Ice Blue Clearcoat Metallic	LS	•	q			•	q ¹ , b ²
Aspen Green Clearcoat Metallic	P5	•	c ¹ , p ²	•	c	•	c ¹ , p ²
Silver Frost Clearcoat Metallic	TS	•	b			•	b
Black Clearcoat	UA	•	p	•	c	•	p
Vibrant White Clearcoat	WT	•	p	•	c	•	p
LX SPORT Monochromatic Exterior							
Matador Red Clearcoat Metallic	DT	•		•		•	
Deep Wedgewood Blue Clearcoat Metallic	LL	•		•			
Silver Frost Clearcoat Metallic	TS	•				•	
Black Clearcoat	UA	•		•		•	

Note: Accent Stripe will be automatically coordinated.

Note: Luxury Cloth Split Bench (A) includes Power Driver's Seat Recliner and Power Lumbar.

Note: Leather Seating Surfaces Split Bench (L) 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.

¹ With Crown Vic Series.

² With LX Series.

2003 CROWN VICTORIA FUEL ECONOMY

		50 STATES			
		F.E. LABEL ADJUSTED		ESTIMATED ANNUAL FUEL COST	MEMO: UNADJUSTED COMBINED
ENGINE DISPL.	TRANSMISSION	CITY	HIGHWAY		
ALL					
4.6L OHC SEFI V8	Electronic Automatic Overdrive	TBD	TBD	TBD	TBD