

2003 Mercury Marauder <SC/PA> (4/01/02 J#1)

Background

- The '94-'96 Chevy Impala SS resurrected an American icon --- the large 4-door muscle car. In '96 Chevrolet sold 42K units in North America (4K Export), spawned a cult following, numerous car clubs, web pages and envious resale values of 80-110%. '96 Impala ALG 3.5 year retention values are 50% vs 20% typical Ford products.
- The Mercury Marauder is a high performance large car based on the Mercury Grand Marquis. It is intended to capitalize on the success of the Impala by filling the void that now exists and to rekindle the essence of the original '63½-'65 and '69-'70 Marauders.
- Marauder will create image, excitement, and a halo effect, as have Impala, Lightning, Cobra and other image cars.
- The Marauder concept car was first shown at SEMA '98 and subsequently at other public events, generating significant excitement around the concept. The concept car is shown in the recently published David Newhardt book "Mercury Muscle Cars".
- In July, the Marauder was shown at the LM Dealer Council Meeting and was well received by the dealers, as a vehicle that would potentially draw a fresh customer group into the Mercury showroom.

Marketing Strategy (Attachment I)

- Key Markets – Primarily U.S. with sales potentially in the GCC as well.
- Positioning Statement—To the individualist, Mercury Marauder is the unconventionally fun, full-sized vehicle which delivers pure driving pleasure (performance, ride, room).
- Target Customer – The Marauder is targeted to attract a much younger customer versus the present Grand Marquis (35-55 vs. 70 years old), 80%+ of which are male with an annual income of \$60-80K.
- Needs Based Segments – Primary target is *Men Behaving Badly* (3.1%) --- people who are looking for a powerful, aggressive, fast vehicle, are pro-American, and like to live on the edge. Other target segments are *Driveway Detailers* (2.5%) and *Want It /Buy It* (1.9%). These segments represent 7.5% of the market or well over 1 million buyers.
- Why Buys
 - ◇ Engaging Driving Experience – Handling and high torque engine deliver unexpected performance for a large car.
 - ◇ Expressive Styling – Aggressive stance & rake, large wheels & tires, dark monochromatic exterior, large polished exhaust tips, and prominent fog lamps convey bold performance.
- Competition – Although no true 4-door muscle car is in the market today, the anticipated Dodge Charger and Holden Commodore SS w/Corvette engine would present the greatest challenge. Marauder will attract displaced owners of the Impala SS and buyers of the following supercharge vehicles: Regal GS Sport, Grand Prix GTP, Bonneville SSEi, and the anticipated '99 SEMA Olds Intrigue OSV. It will also provide an alternative to individualists moving out of trucks.

Product Assumptions

- Exterior – High performance 18" rear / 17" front tires, 5-spoke polished forged aluminum wheels, body color fascias/ trim/grille, round fog lamps, polished 3.5" exhaust tips, "Marauder" in rear fascia.
- Interior – Five passenger seating with floor shift and center console. Unique high bolstered leather seats, tech trim ilo woodgrain, instrument cluster includes brushed aluminum gauges w/tach.
- Powertrain – 300+ HP 4.6L high tech engine w/ maximized low-end torque (320 ft-lb min desired; 307 ft-lb status). 4R70W+ trans.
- Suspension – Retuned Grand Marquis Handling Package with HD police frame.
Performance – Estimated Motor Trend 0-60 of 6.5 seconds (7.0 sec Ford). Not a guzzler (>22.5 mpg M-H).