

## 2003 Mercury Marauder Program Content

### **Program Customer Type**

- Wants powerful aggressive, fast vehicle. Pro-American. Likes to live on the edge. Vehicle provides a great deal of driving pleasure. Concerned with safety and security, operating costs, easy ingress/egress, good value for the money. May want a Mustang GT or Cobra but needs 4-doors. May reminisce about '60s muscle cars.

### **Product**

- Exterior:
  - Initially available in Black only to define brand image
  - 18"x8" polished forged 5-Spoke alloy wheels with Mercury god's head logo in center caps
  - 235/50R18 97W front & 245/55R18 103W rear BFG G-Force ultra high performance (W-rated) all-season tires
  - New front fascia with "Cibie" branded 55 watt high-illumination 80mm round foglamps
  - New rear fascia with embossed Marauder name
  - Monochromatic treatment on fascias, grille, door handles, decklid trim and taillamps
  - Dark appearance on headlamps, side markers, tail lamps and backup lamps
  - 3½"x24" polished stainless steel rolled edge "Megs" branded exhaust tips
  - Lowered front end and high rear provide muscle-car rake
- Interior:
  - Available in Black and Tutone Gray/Black
  - 5-Passenger seating with Nuedo perforated leather hi-bolster bucket seats, original '63½ Marauder sew-style, contrasting color French seam stitching and debossed Mercury god's head logo in front seat backs
  - 8-way power driver's seat with power lumbar; manual passenger seat; side airbags
  - Highly functional vinyl wrapped and carpeted floor console, with large flocked storage bin, concealed power point, large leather wrapped armrest, rear seat heat ducts, and dual cupholders
  - Floor shifter with O/D lockout button, dot-matrix tech finish bezel and leather wrapped knob
  - Perforated leather wrapped steering wheel with audio and climate controls
  - Premium dual media (CD/cassette) radio
  - Center-stack mounted satin aluminum "Autometer" branded Pro-Comp oil pressure & voltmeter gauges
  - Satin aluminum gauges including 7000 rpm tach with 6200 rpm redline
  - I/P and door trims with dot-matrix tech finish inserts
  - Rear seat armrest with dual cupholders
  - Floor mats with stitched Marauder name
- Powertrain / Chassis:
  - All aluminum 4.6L 4V with 300 Hp @ 5750 rpm and 310 Ft-lb @ 4250 rpm
  - 4R70W+ transmission with brazed 11¼" 160K high-stall torque converter and 6000 rpm WOT shift speed
  - 3.55 limited slip axle and black E-coat rotors, hats & calipers for rust protection
  - New hi-flow air cleaner, zip tube, upper intake, Cobra lower intake & Cobra dual bore 57mm throttle body
  - New exhaust manifolds with hi-flow 2¼" true-duals exhaust and Cobra like sound
  - Lowered front police springs, retuned stabars, "Tokico" monotube shocks & rear load leveling/handling air springs
  - Estimated NHRA 0-60 in mid-6 seconds, ¼-mile in high 14s @ 95 mph; .86 g's on skidpad; 23.0 mpg M-H
- Options:
  - "Alpine" branded audiophile system with 100 watt amplifier and subwoofer
  - Trunk mounted 6-CD changer
  - Power passenger seat with power lumbar
  - Adjustable pedals
  - Moonroof (late availability)
  - Trunk organizer
  - Dealer installed spoiler and engine heater
- Planned 2003 Job #2 Actions (September 2002):
  - 2 additional exterior colors (Dark Blue Pearl and a tbd dark gray or dark red)
  - Traction Control with Cobra type calibration; mini-spare replaces full size spare
  - Heated seats
  - Canadian Marauder

### **Marketing Strategy**

- Marauder Target Customer Demographics
  - Gender (% male): 80-85
  - Income (\$000) 60-80
  - College Educated (%): 60
  - Married (%): 65
  - Average age 45
- Competition
  - Primary: None in market place since '96 Impala SS
  - Secondary: Bonneville SSEi, Chrysler 300M, Grand Prix GTP, Regal GS Sport, & V8 SUVs
  - Other: Displaced performance sedan owners (Impala, Grand National, 442, etc) as well as Hot Rod, NASCAR, and Muscle Car enthusiasts
- Pricing -- ~\$30K MSRP
- Timing – Available in showrooms Summer 2002
- Volume -- 10,500 upa US & Canada