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# *Marauder Cycle Plan*

## September 2001 Budget Approval

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# *Marauder Cycle Plan*

2003 MY J2

Aug '02

- Canadian Marauder
- Traction Control
- Mini Spare
- Partial Engine Cover
- Total Investment \$
- \$ variable cost save
- 500+tbu upa incremental
- TBD PBT; TBD TARR

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## *Marauder Cycle Plan*

- Canada
  - 500 upa
  - Requires metric cluster (mask), DRLs (harness) & labels
  - \$ tooling and STAP complexity; \$ engineering
- Traction Control
  - Std equipment recommended with wide tires and high torque
  - TBD upa incremental
  - Requires recalibrated Grand Marquis TCU
  - Not available until J2 due to seasonal development
  - \$ Bosch calibration/engineering; \$ cost penalty
- Partial engine cover
  - Underhood appearance improvement recommendation
  - \$ vendor F&T; \$ engineering; \$ cost penalty

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## *Marauder Cycle Plan*

- **Black DLO**
  - A top request by potential customers
  - Includes darker rubber components
  - \$ tooling; \$ STAP complexity; \$ cost penalty
- **Mini-spare**
  - New size required due to recent WCR ratio criteria
  - Replaces full size spare as std equipment; full size becomes opt
  - 22# save
  - 155/80R18 Goodyear tire available in marketplace
  - New 18x4 spun aluminum wheel required
  - \$ tooling ; \$ engineering; \$ cost save

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# *Marauder Cycle Plan*

2004 MY

Aug '03

Std Content

- Weight offsets for 4250# class; P&E; appearance & image
- GCC Marauder; 140 mph Vmax; 3500# Tow Capacity
- Next generation taillamps
- Floor console mods for optional 6-CD
- Total investment \$
- \$ cost penalty + \$ per unit amortization for 30K units
- 500 upa incrementality
- TBD PBT; TBD TARR

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## *Marauder Cycle Plan*

### Weight and Appearance Improvements

- 2003 Marauder is in 4500# class
- 80# minimum needed by 2004 to make 4250# class
- Even with 3.55 axle, Marauder low end torque is insufficient
- 4250# class improves economy
- Improved economy may allow 3.73 gear & performance
- Following weight offsets also improve appearance & image

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## *Marauder Cycle Plan*

- Baer/PBR brakes
  - Painted aluminum 4-piston front calipers with Baer logo; 2-piston rear
  - Larger, cross-drilled & grooved rotors; aluminum hats w/aircraft fasteners
  - 20# save total F&R
  - Improved braking, appearance and hot rod image
  - \$ vendor F&T and complexity; \$ engineering
  - \$200 cost increase (pricing increase to maintain profit margins)
- Hedman/Borla exhaust
  - Hedman x-pipe and Borla lightweight rolled stainless mufflers
  - 10# save
  - Improved power, torque, Cobra sound and traditional hot rod image
  - \$ vendor F&T; \$ engineering; \$ cost variance

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## *Marauder Cycle Plan*

- Aluminum hood with power bulge or scoop
  - 20# save, improved appearance and hot rod image
  - Provides clearance for potential supercharger
  - \$ F&T STAP complexity; \$ vendor tooling; \$ engineering
  - \$ cost penalty + \$ for 2 year amortization of \$ mil tooling
- Aluminum decklid with integrated spoiler and LED CHMSL
  - Deletes appliqué and backup lamps (move to taillamps)
  - Differentiated rear appearance vs Crown Vic
  - 23# save and improved appearance
  - \$ F&T STAP complexity; \$ vendor tooling; \$ engineering
  - \$ cost penalty + \$ for 2 year amortization of \$ mil tooling



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## *Marauder Cycle Plan*

- **GCC**
  - 500 upa
  - Same \$ wsd pricing as US
  - 130 mph minimum top speed
  - Requires 4" driveshaft, improved cooling and homologation
- **140 MPH**
  - TBD upa incremental
  - 2003 J1 top speed is 120 mph due to cooling
  - 140 mph std desired for all markets
  - Requires 4" driveshaft and improved cooling
- **3500# Tow Capacity**
  - TBD upa incremental
  - 2003 J1 tow capacity is 2000# (Class I - common w/Grand Marquis)
  - 3500# (Class II) std desired
  - Requires improved cooling

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## *Marauder Cycle Plan*

- Next generation taillamps with integrated backup lamps
  - Required with new decklid
  - \$ F&T; \$ engineering
- Cooled front seats (heated added in 2003)
  - \$ vendor F&T; \$ engineering
  - \$ variable cost penalty; tbd increased pricing/profit
- Wiring and bracket for opt 6-CD in floor console
  - Present trunk mounted opt 6-CD
  - Majority of customers prefer in-console location
  - Allows for either location
  - \$ tooling; \$ engineering; tbd price/profit increase

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# *Marauder Cycle Plan*

2004 MY

Aug '03

X100 Feature Car

- 5K unit limited production run; 3K incremental
- Wheel/tire development critical timing path
- Potential tbd pullahead, excluding above '04 content
- Cragar 18" front / 19" rear wheels
- Edlebrock finned aluminum cam covers
- X100 badging and floormats
- Special one time exterior color
- Performance enhancing 3.73 axle ratio
- \$ investment; \$ cost penalty; TBD wsd
- TBD PBT; TBD TARR

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## *Marauder Cycle Plan*

- New 18" front & 19" rear 5-spoke chrome wheels
  - Either Cragar S/S or American Racing Torq-Thrust
  - Traditional hot rod appearance & image
  - 245/50R19 BFG G-Force KDWS rear tire required
  - Optional on base Marauder in following MY
  - No F&T (wheel and tire suppliers absorb)
  - \$ /car cost reduction vs present wheel
  - \$ engineering
- Edlebrock red/machined finned aluminum cam cover
  - Traditional hot rod appearance & image
  - Vendor tooling partially absorbed & amortized
  - \$ Romeo complexity; \$ engineering; \$ cost penalty

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## *Marauder Cycle Plan*

- X100 badging and floormats
  - Body and engine badging duplicating '69 Marauder script
  - Embroidered floormats with X100 script
  - \$ tooling; \$ cost
- Special limited run exterior color
  - May share Harley F150 Dark Cherry or a unique new Mystic
  - \$ engineering if mystic; \$ STAP special handling
  - \$ cost penalty if mystic
  - TBD pricing
- 3.73 axle ratio
  - Performance enhancer...5% more rear wheel torque vs 3.55
  - Carryover into following MY at < 33%
  - \$ F&T Visteon complexity; \$ engineering

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# *Marauder Cycle Plan*

2005 MY

Aug '04

- Supercharged 4.6L 2V
- 6-Speed auto with Autostick
- Modified floor console for 6-speed
- TBD incrementality
- \$ cost save for S/C; \$ cost penalty for 6-speed
- \$ mil including 10% provision
- \$ required end-September to contain 2005 timing

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## *Marauder Cycle Plan*

- Supercharged all aluminum 4.6L 2V
  - 335 hp & 355 ft-lb (2003 4V ref: 300 hp & 310 ft-lb)
  - Substantially more low end grunt and flatter torque curve
  - 0-60 mph 1.5 sec improvement vs 4V
  - The true hot rod image
  - Provides 4V capacity for Town Car
  - First step toward potential Mercury Performance S/C engine line
  - Synergies with potential S/C Mountaineer
  - Saves 20# and \$ vs 4V
  - \$ F&T; \$ outside engineering; \$ Mercury engineering

Note: Would counter rumored 2004 MY 345 hp Impala SS and 2005 MY 350 hp Chrysler 300N sedan and Hemi-C convertible (October 2001 Motor Trend, pgs 28-29)

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## *Marauder Cycle Plan*

- **6-Speed auto with autostick**
  - Provides improved performance, economy, quality & fun
  - With S/C 4.6 @ 4250#, high probability of sub-6 second 0-60
  - \$ F&T; \$ engineering
  - **ISSUE:** \$ cost penalty; pricing required to maintain margins
- **Floor console modifications**
  - Required with 6-speed auto
  - Provides improved ergonomics, appearance & larger cups
  - \$ F&T; \$ engineering



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# *Marauder Cycle Plan*

2005 MY

Aug '04

Convertible

- Marauder, Grand Marquis LSE & Ultimate
- New doors, quarters, modified decklid for 4-bar link hinges
- Body and frame stiffeners
- Mini-spare stored in RH quarter
- Auto pop-up rollbar
- 5-bow lined cloth top w/powered sheet metal boot
- SIR front seats and narrower rear seats for top stack package
- Power rear side glass & heated glass backlite
- Single center header-mounted top latch
- Overhead console functions relocated to floor console

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## *Marauder Cycle Plan*

- Negotiations with manufacturers and system integrators progressing
  - Manufacturers: Magna, Karmann, & Dura Convertible
  - System integrators: Roush & Blue Fusion
  - Magna preliminary ballpark quote is \$ mil and being studied
- Manufactures being asked to absorb investment
  - Manufacturers would share in Mercury convertible profits
  - Assumes Mercury dealer contracted volume commitments
  - Ford Motor Co. must guarantee contingent liability
  - Roush/Karmann has expressed willingness to consider
- Preliminary discussions with STAP have taken place
- Investment (E) \$; variable cost (E) \$
  - Dependent on manufacturers absorption
  - Dependent on content and STAP manufacturing alts
- WSD (E) \$; volume (E) 15K upa
- TBD PBT; TBD TARR