

2003 Mercury Marauder

Program Type

- Powerful, aggressive sedan for customers seeking both four door convenience and a great deal of driving pleasure – 2nd Quarter 2002 availability

Product

- Exterior Features
 - Initially available only in Black; Dark Shadow Gray late availability
 - Monochromatic treatment of fascias, grille, door handles, deck lid trim, and tail lamps
 - Smoked appearance on headlamps, side marker lamps, tail lamps, and backup lamps
 - Exposed bright exhaust tips
 - Cibie high intensity fog lamps
- Interior Features
 - Available in either Black or tutone Gray/Black
 - Five passenger seating; high bolster bucket seats with unique sew style; driver's power seat
 - Floor console with floor shifter, large storage bin, rear seat heat ducts, and dual cupholders
 - Center stack mounted Autometer Pro-Comp oil pressure and voltmeter gauges
 - Brushed aluminum gauges, including 7000 rpm tachometer
 - Overhead console with compass, homelink, dual sunglass storage, valet clip, and dual map lights
 - Rear seat arm rest with dual cupholders
 - Leather wrapped steering wheel with redundant audio and climate controls
- Powertrain and Functional Improvements
 - Aluminum 4.6L 4V V8 with 300+ HP and 300+ ft-lb of torque
 - 4R70W transmission with 11.25" high stall torque converter
 - 3.55:1 limited slip rear axle
 - Dual bore 57 mm. throttle body
 - High flow 2-1/4" diameter true dual exhaust system
 - 18" x 8" forged/polished alloy five spoke wheels
 - 235/50ZR18 front / 245/55ZR18 rear BFG G-Force ultra high performance all-season tires
 - Retuned handling suspension
- Planned 2003 Job #2 Actions (3rd Quarter 2002)
 - Add True Blue exterior color
 - Canada and potentially GCC availability
 - Traction control
 - Potentially higher top speed and tow capacity
 - Added overhead console features: down lighting and telematics (phone, concierge, SOS, service)

Marketing Strategy

Target Customer / Demographics

- Pro-American; likes to live life on the edge
- Concerned with safety and security, operating costs, easy entrance and exit, good value
- Household Income \$60,000 - \$80,000
- 80-85% Male / 65% Married / 60% College Graduate

Competition

- Primary: None in market since 1996 Chevrolet Impala SS
- Secondary: Pontiac Bonneville SSEi and Grand Prix GTP, Chrysler 300M, Buick Regal GS Sport
- Other: Displaced performance vehicle owners (Impala, Grand National, 442, etc) as well as Hot Rod, NASCAR and Muscle Car enthusiasts

Summary

- Image vehicle for those seeking a Mustang Cobra, but requiring the utility of a four-door sedan