



2005MY

**Vehicle Line: Mustang Coupe
Marketing Strategy and Mix Recommendations**

Marketing Strategy Key Points:

- 2005 marks a new era of America's Muscle Car – Ford Mustang
- The all-new, from-the-ground-up, 2005 Mustang continues to target both performance enthusiasts and image seekers
- V6 buyers continue to get an exciting offering with the V6 Sport Appearance Package. This package aimed straight at image seekers, includes a rear spoiler and lower body performance tape stripe with Mustang logo
- For those customers interested in dressing up the interior of their Mustang, the Interior Upgrade and Interior Color Accent Packages are available
- Mustang also continues to offer audio options that place Mustang at the forefront of technology and performance. These include:
 - Shaker 500 Audio System offered on Deluxe and Premium configurations
 - Shaker 1000 Audio System (918) offered on Premium configurations
- New optional driver and passenger seat side-mounted air bags provide side impact head protection and rollover protection

Recommended Mix:

Series	Retail Mix
V6 Mustang Coupe "Deluxe"	55%
V6 Mustang Coupe "Premium"	13%
Mustang GT Coupe "Deluxe"	12%
Mustang GT Coupe "Premium"	20%

NOTE: Rates above represent full model year projections for both Coupe and Convertible. Convertible launches in Spring 2005. Please see your individual 2005MY Regional Recommended Mix on the Mustang Brand Exchange at www.FMCdealer.com.

Key Options Rates:

Anti-Lock Brakes w/Traction Control (552)	57%
Side Air Bags (43A)	10%
V6 Sport Appearance Pkg. (spoiler & tape stripe) (54V)	30%
Interior Color Accent Pkg. (68R)	10%
Interior Upgrade Pkg. (18G)	40%
Shaker 500 Audio System (912)	54%
Shaker 1000 Audio System (918)	10%

*Rates above represent full model year projections for both Coupe and Convertible

2005 MUSTANG COUPE MAJOR PRODUCT CHANGES

OVERVIEW

The all-new, from the ground up, 2005 Mustang Coupe features interior appearance and package upgrades designed to maintain its leadership in the Sports Car segment.

MODEL/SERIES/AVAILABILITY

- Mustang continues with consistent and easy to order arrays. 4 arrays for Mustang Coupe deliver content and value (V6 Deluxe, V6 Premium, GT Deluxe, GT Premium)

EXTERIOR CHANGES

- All-new bold American exterior styling
- New 16" painted cast aluminum wheels and optional 16" bright machined wheel with chrome spinner on V6
- 17" Premium painted cast aluminum wheels and optional new 17" bright aluminum wheels on GT
- New grille-mounted fog lamps
- New Colors Added:**
 - Windveil Blue Clearcoat Metallic (P3)
 - Mineral Grey Clearcoat Metallic (TK)
 - Legend Lime Clearcoat Metallic (P1)
 - Performance White Clearcoat (HP)
 - Satin Silver Clearcoat Metallic (TL)

INTERIOR CHANGES

- All-new interior with standard four (4) gauge instrument cluster, "Heritage" 3-spoke steering wheel and center console with storage
- New 4-way manual adjustable driver seat with 2-way manual adjustable head restraint (standard on V6 Deluxe and available with cloth only)
- New 6-way power adjustable driver seat with 2-way manual adjustable head restraint and power lumbar (standard on V6 Premium and GT)

FUNCTIONAL CHANGES

- New 4.6L OHC 3V aluminum V8 engine with 300hp (replaces 4.6L 2V V8 engine)
- New 4.0L SOHC V6 engine with 200hp (replaces 3.9L OHV V6 engine)
- New T5 5-speed manual transmission (standard V6)
- New TR3650 manual transmission (standard on GT)
- New optional 5-speed automatic transmission (available on V6 and GT)
- New suspension optional handling suspension (GT)
- New Shaker 500 and Shaker 1000 Audio Systems with CDx6 player and MP3

SAFETY CHANGES

- New optional driver and passenger seat side-mounted air bags provide side impact head protection and rollover protection
NOTE: Must be ordered with 18G Interior Upgrade Package
- New 2nd Generation Front Air Bag System for driver and passenger
- New optional Active Anti-Theft System (includes intrusion and incline sensor module, alarm sounder separate from horn, unique anti-theft locksets and 60-AH battery)
- LATCH (Lower Anchors and Tether for Children) system

NEW PACKAGE CHANGES

Interior Upgrade Package:

- Satin aluminum instrument panel appliqué – ribbed pattern
- Leather-wrapped steering wheel with satin aluminum spokes
- Satin aluminum-plated shift lever with automatic transmission
- Bright polished register rings and leather-wrapped sport shift knob for manual transmission
- Satin aluminum-plated door handles
- Special new bright polished six (6) gauge cluster with MyColor Feature and message center
- Satin aluminum door sill scuff plate with bright Mustang lettering insert
- Dark Charcoal Aberdeen pattern front door panels

Interior Color Accent Package:

- Dark Charcoal interior environment with Dark Charcoal carpet
- Red sport bucket leather front and rear seating surfaces with red front door trim inserts and red floor mats (requires Interior Upgrade Package, Dark Charcoal interior and leather sport bucket seating surfaces)

V6 Exterior Sport Appearance Package:

- Rear spoiler with lower bodyside sport tape stripe with Mustang logo

2005 MUSTANG COUPE ORDER COMBINATIONS

V6 Coupe Deluxe 4.0L 2V V6, 5-Speed Manual

- > Body Code: T80
- > Order Code: 110A

V6 Coupe Premium 4.0L 2V V6, 5-Speed Manual

- > Body Code: T80
- > Order Code: 120A

GT Coupe Deluxe 4.6L 3V V8, 5-Speed Manual

- > Body Code: T82
- > Order Code: 130A

GT Coupe Premium 4.6L 3V V8, 5-Speed Manual

- > Body Code: T82
- > Order Code: 140A

Product Changes and Features Availability

Features, options and package content subject to change. Please check www.fmcdealer.com or Dealer eStore for the most current information.

2005 MUSTANG COUPE MAJOR PRODUCT SUMMARY

The 2005 Mustang features four well equipped arrays, providing your Mustang customers with both key appearance and performance-oriented content.

The following equipment is standard as indicated. Each series includes the standard equipment of the previous series, except where additions/exceptions are noted:

Mustang V6 Deluxe	Mustang V6 Premium	Mustang GT Deluxe	Mustang GT Premium
<p><u>Powertrain/Functional</u></p> <ul style="list-style-type: none"> • Brakes – power 4-wheel disc • Engine – 4.0L SOHC V6 • Rear window defroster • Remote keyless entry • Transmission – 5-speed manual <p><u>Exterior</u></p> <ul style="list-style-type: none"> • Exhaust – stainless steel single • Headlamps – complex reflector halogen w/integral park/turn lamps • Mirrors – dual power side-mounted • Spare wheel/tire – mini • Tires – P215/65R16 A/S • Wheels – 16" painted cast aluminum <p><u>Interior</u></p> <ul style="list-style-type: none"> • Air conditioning – manual • Audio – premium AM/FM stereo w/single CD & clock • Console – center w/full armrest & storage • Cupholders (2) • Lamps – center-mounted dome (Coupe only) • Footrest – driver • Floor mats – front, color keyed w/driver retention hook • Instrument cluster – chrome accent four (4) gauge instrument cluster & air registers • Map pockets – front door • Power points (2) • Seats – cloth buckets w/50/50 split fold rear (Coupe only) • Seats – manual 4-way adjustable driver w/ height adjust • Seats – manual 2-way adjustable passenger • Speed control • Steering wheel – tilt • Window/door locks – power <p><u>Safety/Security</u></p> <ul style="list-style-type: none"> • Air bags – 2nd generation front driver & passenger • Illuminated entry • LATCH (Lower Anchors and Tethers for CHildren) system in rear outboard seats 	<p><i>All Deluxe content, plus:</i></p> <p><u>Exterior</u></p> <ul style="list-style-type: none"> • Tires – P215/65R16 A/S • Wheels – 16" bright machined cast aluminum w/chrome spinner <p><u>Interior</u></p> <ul style="list-style-type: none"> • Audio – Shaker 500 Audio System (AM/FM stereo w/CDx6, 6-speakers & MP3) • Seats – 6-way power adjustable driver w/2-way adjustable head restraint & power lumbar • Seats – leather bucket (optional on Premium Coupe) 	<p><u>Powertrain/Functional</u></p> <ul style="list-style-type: none"> • Brakes – Anti-Lock Braking System (ABS) w/Traction Control • Brakes – power 4-wheel disc • Engine – 4.6L 3V V8 engine • Rear window defroster • Remote keyless entry • Speed control – steering wheel-mounted • Transmission – 5-speed manual <p><u>Exterior</u></p> <ul style="list-style-type: none"> • Exhaust – stainless steel dual • Front fog lamps – in grille • Headlamps – complex reflector halogen w/integral park/turn lamps • Mirrors – dual power side-mounted • Spare tire/wheel – mini • Spoiler – rear • Tires – P235/55ZR17 performance A/S • Wheels – 17" premium painted cast aluminum <p><u>Interior</u></p> <ul style="list-style-type: none"> • Air conditioning – manual • Audio – premium AM/FM stereo w/single CD & clock • Console – center w/full armrest & storage • Cupholders (2) • Floor mats – front, color keyed w/driver retention hook • Instrument cluster – chrome accent four (4) gauge instrument cluster & air registers • Lamps – center-mounted dome • Map pockets – front door • Power points (2) • Seats – cloth sport buckets w/50/50 split fold rear (Coupe only) • Seats – 6-way power adjustable driver w/ 2-way adjustable head restraint & power lumbar • Seats – manual 2-way adjustable passenger • Steering wheel – leather-wrapped, tilt • Window/door locks – power <p><u>Safety/Security</u></p> <ul style="list-style-type: none"> • Air bags – 2nd generation front driver & passenger • Illuminated entry • LATCH (Lower Anchors and Tethers for CHildren) system in rear outboard seats 	<p><i>All Deluxe content, plus:</i></p> <p><u>Interior</u></p> <ul style="list-style-type: none"> • Audio – Shaker 500 Audio System (AM/FM stereo w/CDx6, 6-speakers & MP3) • Seats – leather sport buckets

Please see Standard Equipment page for more details.

Product Changes and Features Availability

Features, options and package content subject to change. Please check www.fmcdealer.com or Dealer eStore for the most current information.

★ = New for this model year.

2005 MUSTANG COUPE STANDARD EQUIPMENT

The following items are standard on every 2005MY MUSTANG vehicle:

POWERTRAIN/FUNCTIONAL

- Brakes – power 4-wheel disc
- Rear window defroster
- Remote keyless entry
- Transmission – 5-speed manual

EXTERIOR

- Headlamps – complex reflector halogen headlamps w/integral park/turn lamps
- Mirrors – dual power side-mounted
- Moldings – color keyed rocker
- Windshield wipers – variable interval

INTERIOR

- Air conditioning – manual
- Console – center w/full armrest & storage
- Cupholders (2)
- Footrest – driver
- Floor mats – color keyed carpeted front w/driver retention hook
- Instrument cluster – chrome accent four (4) gauge instrument cluster & air registers
- Lamps – center-mounted dome
- Locks – power, windows & doors

INTERIOR (Continued)

- Map pockets – front door
- Power points (2)
- Seats
 - Split-fold 50/50 rear (Coupe only)
 - Manual 2-way adjustable passenger
- Speed control
- Steering wheel – tilt
- Storage system – fold-flat rear seat storage system (Coupe only)
- Windows – one touch down/up front window

SAFETY/SECURITY

- Air bags – 2nd generation driver & front passenger
- Belt-Minder®
- Child safety locks – rear doors
- Illuminated entry
- LATCH system (Lower Anchors & Tethers for Children) on rear outboard seat locations
- Safety belt restraint system – manual 3-point shoulder & lap safety belt system on all seating positions, incl. center seating position
- Side intrusion door beams

The following features are standard on select all-new 2005MY MUSTANG vehicles:

POWERTRAIN/FUNCTIONAL	V6 Deluxe	V6 Premium	GT Deluxe	GT Premium
Engine				
4.0L SOHC V6	•	•		
4.6L OHC 3V V8			•	•
Exhaust System				
Stainless steel single exhaust	•	•		
Stainless steel dual exhaust			•	•
Transmission				
T5 5-speed manual	•	•		
TR3650 5-speed manual			•	•
KEY EXTERIOR FEATURES				
Fog lamps			•	•
Spoiler – rear			•	•
Tires				
P215/65R/R16 A/S	•	•		
P235/55ZR17 Z-branded performance A/S			•	•
Wheels				
16" painted cast aluminum	•			
16" bright machined aluminum w/chrome spinner		•		
17" premium painted cast aluminum			•	•
KEY INTERIOR FEATURES				
Audio				
Premium AM/FM stereo w/single CD & clock	•		•	
Shaker 500 Audio System – AM/FM stereo w/CDx6, 6-speakers & MP3		•		•
Seats				
Manual adjustable driver seat w/2-way head restraint (no lumbar)	•			
Power adjustable 6-way driver seat w/2-way head restraint & power lumbar		•	•	•
SAFETY/SECURITY				
Brakes – Anti-Lock w/Traction Control			•	•

★ = New for this model year.

• = Available

2005 MUSTANG COUPE FUNCTIONAL EQUIPMENT

AXLE AVAILABILITY

Axle Ratio = 3.31 V6 Manual/Automatic and GT Automatic Transmissions

Axle Ratio = 3.55 GT Manual Transmission Only

WHEEL AVAILABILITY



16" Painted Cast Aluminum Wheel
Std. on V6 Deluxe (648)



16" Bright Machined Cast Aluminum w/Chrome Spinner
Std. on V6 Premium & Opt. on V6 Deluxe (64T)



17" Premium Painted Cast Aluminum
Std. on GT Deluxe & Premium (64F)



17" Bright Machined Cast Aluminum
Opt. on GT Deluxe & Premium (64D)

05/24/04

2005 MUSTANG COUPE OPTIONAL EQUIPMENT

		V6 Coupe Deluxe	V6 Coupe Premium	GT Coupe Deluxe	GT Coupe Premium
BODYSTYLE					
Coupe	Body Code Order Code	T80 110A	T80 120A	T82 130A	T82 140A
ENGINE					
4.0L SOHC V6					
Horsepower @ rpm (SAE net) – 200 @ 5400	99N	S	S	—	—
Torque (lb-ft. @ rpm) – 235 @ 5000					
4.6L 3V V8					
Horsepower @ rpm (SAE net) – 300 @ 5400	99H	—	—	S	S
Torque (lb-ft. @ rpm) – 320 @ 5400					
TRANSMISSION					
T5 5-Speed Manual Transmission	44F	S	S	—	—
TR3650 5-Speed Manual Transmission	44K	—	—	S	S
5R55S 5-Speed Automatic Transmission	44L	O	O	O	O
WHEELS					
16" Painted Cast Aluminum	648	S	—	—	—
16" Bright Machined Cast Aluminum w/Chrome Spinner	64T	O	S	—	—
17" Premium Painted Cast Aluminum	64F	—	—	S	S
17" Bright Machined Cast Aluminum	64D	—	—	O	O
Wheel Locking Kits	17L	O	O	O	O
SAFETY/SECURITY					
Active Anti-Theft System (incl. perimeter inclination & intrusion alarms)	14A	O	O	O	O
Anti-Lock Brakes w/Traction Control	552	O	O	S	S
Front Seat Side-Mounted Air Bags (req. 18G Interior Upgrade Pkg.)	43A	O	O	O	O
KEY INTERIOR OPTIONS					
Audio:					
Shaker 500 Audio System – AM/FM Stereo w/In-Dash CDx6, MP3 & 6-Speakers	912	O	S	O	S
Shaker 1000 Audio System – AM/FM Stereo w/In-Dash CDx6, MP3 & 9 Audiophile Speakers	918	—	O	O	O
Seats:					
6-Way Power Adjustable Driver Seat w/2-Way Adjustable Head Restraint & Power Lumbar	21A	O	S	S	S
Leather Seating Surfaces – Buckets	J	—	O	—	—
Leather Seating Surfaces – Sport Buckets	K	O ¹	O ¹	O	S
GROUPS & PACKAGES (See Package Options/Emissions Page for pkg. content)					
Exterior Sport Appearance Package (incl. rear spoiler & sport tape stripe on lower rocker)	54V	P	P	—	—
Interior Upgrade Package (incl. bright polished six (6) gauge instrument cluster w/My Color feature, leather-wrapped shift knob & satin register vents w/satin aluminum spokes on steering wheel, I/P, door latches, door scuff plate. Also incl. message center, leather-wrapped steering wheel & Dark Charcoal Aberdeen pattern front door panel inserts)	18G	P	P	P	P
Interior Color Accent Package (incl. red leather front & rear seating surfaces w/red front door trim inserts & red floor mats) (req. 18G Interior Upgrade Pkg. & KR Dark Charcoal Interior Trim)	68R	P	P	P	P
Spoiler Delete Option	13D	—	—	O	O
FLEET ONLY OPTIONS (w/valid FIN code)					
Bodyside Moldings	961	F	F	F	F
Engine Block Heater	41H	F	F	F	F
Floor Mat Delete	12H	F	F	F	F

¹ Optional on 110A/120A only when ordered w/68R Interior Color Accent Pkg. in combination w/KR Dark Charcoal Interior Trim & 18G Interior Upgrade Pkg.

★ = New for this model year.

S = Standard, O = Optional, P = Packaged Option
F = Fleet Option w/valid FIN code
Ford Division

2005 MUSTANG COUPE COLOR & TRIM AVAILABILITY

		Interior Color			
		Medium Parchment	Light Graphite	Dark Charcoal	Dark Charcoal w/Red Interior Color Accent Pkg. (68R) ¹
Mustang V6	"Mustang" Logo Fabric Buckets Verona Grain Leather-Trimmed Buckets	PH JH	P2 J2	PW JW	
Mustang GT	"Stampeding Horse" Logo Fabric Sports Buckets Aberdeen Embossed Leather-Trimmed Sport Buckets	5H KH	52 K2	5W KW	
Mustang V6 & GT	Aberdeen Embossed Red Leather-Trimmed Sport Buckets (Dark Charcoal environment)				KR

EXTERIOR COLOR	Code	Availability (Tape Stripe)			
Carryover Colors					
Torch Red Clearcoat	D3	• (3)	• (1)	• (1)	• (1)
Screaming Yellow Clearcoat	D6			• (1)	
Redfire Clearcoat Metallic	G2	• (3)	• (1)	• (1)	• (1)
Sonic Blue Clearcoat Metallic	SN	• (3)	• (2)	• (2)	
Black Clearcoat	UA	• (3)	• (2)	• (2)	• (2)
All New Colors for 2005					
Performance White Clearcoat	HP	• (3)	• (1)	• (1)	• (1)
Legend Lime Clearcoat Metallic	P1	• (1 or 2)		• (1 or 2)	
Windveil Blue Clearcoat Metallic	P3	• (3)	• (1 or 2)	• (1 or 2)	
Mineral Grey Clearcoat Metallic	TK	• (3)		• (1)	• (1)
Satin Silver Clearcoat Metallic	TL	• (1)	• (1)	• (1)	• (1)

V6 Exterior Sport Appearance (54V)

Tape Stripe Legend

NOTE: Enter Order Code 851 (Black), 852 (White), 853 (Pearl Gold)

- 1 – Black
- 2 – White
- 3 – Pearl Gold

¹ Red Interior Color Accent Pkg. (68R) must be ordered with Interior Upgrade Pkg. (18G) and Dark Charcoal Interior Trim (KR).

2005 MUSTANG COUPE PACKAGED OPTIONS/EMISSIONS

EXTERIOR SPORT APPEARANCE PACKAGE (54V)

Availability:

- Optional on V6 (110A, 120A)

Includes:

- Rear spoiler
- Lower bodyside sport tape stripe in white, black or pearl gold

INTERIOR UPGRADE PACKAGE (18G)

Availability:

- Optional on all V6 and GT arrays

Includes:

- Satin aluminum finish instrument panel appliqué— ribbed pattern
- Leather-wrapped steering wheel with satin aluminum spokes
- Satin aluminum-plated shift lever with automatic transmission
- Bright polished register rings and leather-wrapped sport shift knob for manual transmission
- Satin aluminum-plated door handles
- Special new bright polished six (6) gauge cluster with MyColor feature and message center
- Satin aluminum door sill scuff plate with bright MUSTANG lettering insert
- Dark Charcoal Aberdeen pattern front door panel inserts

INTERIOR COLOR ACCENT PACKAGE (68R)

Availability:

- Optional on all V6 and GT arrays

Includes:

- Dark Charcoal interior environment with Dark Charcoal carpet
- Red sport bucket leather front and rear seating surfaces with red front door trim inserts and red floor mats

NOTE: Requires 18G Interior Upgrade Pkg. and KR Interior Trim Code

SPOILER DELETE OPTION (13D)

Availability:

- Optional delete on GT arrays

Includes:

- Deletion of rear spoiler on vehicle

NOTE: Spoiler Delete is a no credit option

FLEET ONLY PACKAGES

- Floor Mat Delete (12H)
- Bodyside Moldings (961)

MISCELLANEOUS

Pre-delivery only ¹	361
COV Required	79V

¹ For eligible California dealers only. Dealers 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/NON-CROSS-BORDER STATES DEALER ORDER FOR CALIFORNIA STATES REGISTRATION..... 93N

Required on all units ordered by dealers for California Emissions States registrations when the vehicles are being delivered to non-California Emissions, non-Cross-Border States locations. Also requires 422 California Emissions System.

^{***}CROSS-BORDER STATES

Cross-Border States are Arizona, Connecticut, Nevada, New Hampshire, New Jersey, Oregon, Pennsylvania, and Rhode Island.

ENGINE BLOCK HEATER

Standard and only available in AK, MN, ND, SD, MT, WI and WY states. Other states available via FCSD

NOTE: FLEET ONLY (41H) – Engine Block Heater is optional in all states for customers with a valid FIN code

2005 MUSTANG COUPE POWERTRAIN/DIMENSIONS

FUEL ECONOMY

ENGINE DISPL.	TRANSMISSION	50 STATES			
		F.E. LABEL ADJUSTED		ESTIMATED ANNUAL FUEL COST	MEMO: UNADJUSTED COMBINED
		CITY	HIGHWAY		
RWD					
4.0L SOHC V6	5-Speed Manual	TBD	TBD	TBD	TBD
	5-Speed Automatic	TBD	TBD	TBD	TBD
4.6L 3V V8	5-Speed Manual	TBD	TBD	TBD	TBD
	5-Speed Automatic	TBD	TBD	TBD	TBD

ENGINE HORSEPOWER AND TORQUE RATINGS

ENGINE DISPL.	TRANSMISSION	NOMINAL COMPRESSION RATIO	50 STATES	
			HORSEPOWER	TORQUE
			H.P. @ RPM	FT. LB. @ RPM
RWD				
4.0L SOHC V6	5-Speed Manual	9.7:1	208 @ 5250	240 @ 3500
	5-Speed Automatic	9.7:1	208 @ 5250	240 @ 3500
4.6L 3V V8	5-Speed Manual	9.8:1	300 @ 5750	320 @ 4500
	5-Speed Automatic	9.8:1	300 @ 5750	320 @ 4500

DIMENSIONS*

INTERIOR DIMENSIONS	Measurements
Head Room (inches)	
1 st Row	38.6
2 nd Row	35.0
Shoulder Room (inches)	
1 st Row	55.4
2 nd Row	53.3
Leg Room Maximum Extension (inches)	
1 st Row	42.7
2 nd Row	31.0
EPA Interior Volume Index (cu. ft.)	96.0
Luggage Capacity Trunk (cu. ft)	12.3
EXTERIOR DIMENSIONS (inches)	
Wheelbase	107.1
Overall Length	187.6
Overall Width	74.0
Overall Height	54.5

*All dimensions are preliminary figures