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04 | F-150 Heritage



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HERE'S THE INFORMATION YOU REQUESTED



A tough truck for the toughest jobs.

When you get into an F-150 Heritage, you're choosing a truck with over 55 years of tradition and ingenuity behind it. That means the power to tow up to 8,300 pounds. The strength to haul up to a 2,690-lb. payload. And the ability to plow through the roughest conditions with your choice of legendary Triton® power or the 4.2L V6 and available shift-on-the-fly four-wheel drive. It all adds up to a truck with a proven heritage of Built Ford Tough.

F-150 Heritage Lineup Overview

XL



A truck that takes its business seriously.

Listed below are a few of the key features included on the F-150 Heritage XL model in addition to those standard on the XL with Work Truck Group.

- 4.2L SEFI V6 Engine and 5-speed manual overdrive transmission (NA on SuperCab 4x4 or SuperCab 4x2 with 157" wheelbase)**
- Front cloth bench seat
- 16" Styled Steel wheels with Chrome center cap
- AM/FM stereo/cassette/clock

MSRP: **\$19,920***

EPA estimated mpg: **17 city/20 highway****

XLT

It's top-of-the-line in traditional toughness.

Listed below are a few of the key features included on the F-150 Heritage XL model in addition to those standard on the XL with Work Truck Group.

- 4.2L SEFI V6 Engine and 5-speed manual overdrive transmission (NA on SuperCab 4x4 or SuperCab 4x2 with 157" wheelbase).
- Front cloth 40/60 split bench with driver/passenger lumbar and recliners
- AM/FM stereo with single CD player, digital clock and four speakers
- Power windows, locks and mirrors



MSRP: **\$22,590***

EPA estimated mpg: **17 city/20 highway****

* Starting Manufacturers Retail Price, excluding taxes, title and registration fees. Optional equipment not included.

** EPA estimated city/highway mpg based on base engine/transmission configuration.

† Always wear your safety belt and secure children in the rear seat.

Ford F-150 Heritage vs. Chevrolet Silverado

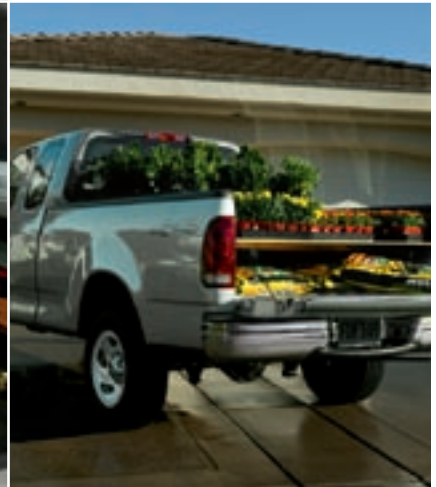
F-Series has been the world's best-selling full-size pickup truck 26 years running. A reputation this strong doesn't happen by chance. Just ask the readers of AutoWeek, who recently named F-150 Heritage the best truck in America for 2003. Take a look for yourself and see how Ford F-150 Heritage stacks up against the Chevrolet Silverado. And be sure to visit www.fordvehicles.com for even more comparisons.

"America's Best Truck" – AutoWeek July 7, 2003

SPECIFICATIONS	2004 Ford F-150 Heritage XLT SuperCab 4x2	2004 Chevy Silverado 1500 Regular Cab
Standard Seating	3	3
AM/FM Radio	Standard	Standard
Cassette Player	Standard	Not Available
CD Player	Optional	Standard
Manual Transmission	Standard	Standard
Automatic Transmission	Optional	Optional
4-Wheel ABS Brakes	Standard	Standard
Rear Suspension	Standard	Standard
Horsepower@RPM	202@4800	195@4600
Torque@RPM	252@3400	260@2800
Brakes (rear)	Disc	Disc
Wheelbase (in.)	119.9	119
Front Head Room (in.)	40.8	41
Front Leg Room (in.)	40.9	41.3
Warranty, Basic (months)	36	36
Warranty, Basic (miles)	36,000	36,000



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Capability inside and out.

F-150 Heritage SuperCab gives you the flexibility to fit you, your passengers, and all of your gear. Inside, you'll find room for up to six passengers and an interior with the strength to handle everyday wear and tear. There's even a 40/60 split bench rear seat that flips up for added storage. And out back, two-tier loading capability provides sturdy, two-level carrying of the most demanding payloads.



Featured Specifications - Interior Features

SEATING	F-150 Heritage XL	F-150 Heritage XLT
Seat, front cloth bench (optional with Work Truck Group)	S	-
Seat, front cloth 40/60 split bench with recliners, armrest/storage, and manual lumbar support for driver and passenger (includes overhead console and seat integrated restraints on SuperCab) (optional with Work Truck Group – Fleet only)	O	S
Seats, front cloth captain's chairs with floor console and manual lumbar support for driver and passenger	-	O
Power Seat, Driver (includes autolamp; automatic transmission required with captain's chairs)	-	O
Seat, rear 40/60 split bench flip-up (SuperCab)	S	S
CLIMATE CONTROL	F-150 Heritage XL	F-150 Heritage XLT
Air Conditioning (Optional with Work Truck Group)	S	S
ENTERTAINMENT SYSTEMS	F-150 Heritage XL	F-150 Heritage XLT
AM/FM stereo/cassette/digital clock	S	-
AM/FM stereo/single CD player/digital clock with 4 speakers, RBDS, integrated amp and equalizer (Not Available With Work Truck Group)	O	S
AM/FM stereo/cassette/single CD player/digital clock (dual media), 4 premium speakers, RBDS, integrated amp and equalizer (Not Available With Work Truck Group)	O	O
AM/FM stereo/6-disc, in-dash CD changer with integrated amp and equalizer	-	O
INSTRUMENTATION	F-150 Heritage XL	F-150 Heritage XLT
Instrumentation -- voltmeter, oil pressure gauge, engine coolant temperature gauge, speedometer, odometer and fuel gauge	S	S
Tachometer	-	S
DRIVER ASSISTANCE	F-150 Heritage XL	F-150 Heritage XLT
Windshield Wipers, Interval	S	-
Windshield Wipers — Speed Dependent Interval	-	S
Speed control/tilt steering wheel (optional with bench seat on XL)	O	S
Steering wheel, black polyurethane	S	-
Steering wheel, Color Coordinated leather wrapped	-	S
Power adjustable brake and accelerator pedals (requires automatic transmission)	O	O
REARVIEW MIRRORS	F-150 Heritage XL	F-150 Heritage XLT
Mirror, inside day/night rearview	S	S
Mirrors, black exterior manual	S	-
Mirrors, black exterior power	-	S
CONSOLES	F-150 Heritage XL	F-150 Heritage XLT
Console, overhead - includes compass, outside air temperature indicator. storage for sunglasses and garage door opener	-	S
CUPHOLDERS	F-150 Heritage XL	F-150 Heritage XLT
Ash tray/cupholders, dual instrument panel mounted	S	S
OTHER CONVENIENCE ITEMS	F-150 Heritage XL	F-150 Heritage XLT
Auxiliary powerpoint, front	S	S
Underhood light	S	S
Dome light with dual map lights	S	S
Front door map pockets	S	S
Grab handles – Driver and right-front passenger	S	S

Visor – Cloth (driver strap/passenger mirror)	S	-
Visor – Cloth (driver and passenger, covered mirror)	-	S
Convenience Group – Includes speed control, tilt steering wheel, overhead console and tailgate lock (optional on XL and XL Work Truck Group w/ 40/60 split bench seat)	O	S

FLOOR COVERING	F-150 Heritage XL	F-150 Heritage XLT
Black vinyl	S	-
Color coordinated carpet with carpeted floor mats (front and rear on SuperCab) (Not Available With Work Truck Group)	O	S

WINDOWS AND GLASS	F-150 Heritage XL	F-150 Heritage XLT
Power windows and locks with delayed accessory power and one-touch down on driver's side window	-	S
Glass, flip-out 2nd row with privacy tint (SuperCab)	-	S
Rear window – Fixed with solar tint (XLT Regular Cab Only)	S	S
Rear window – Manual sliding	O	O
Rear window – Fixed with privacy tint (XLT SuperCab only)	-	S

Featured Specifications - Exterior Features

BUMPERS	F-150 Heritage XL	F-150 Heritage XLT
Bumpers, chrome front and rear step	S	S

MOLDINGS	F-150 Heritage XL	F-150 Heritage XLT
Moldings, box rail and tailgate	S	S

LIGHTING	F-150 Heritage XL	F-150 Heritage XLT
Fog Lamps (standard on XLT 4x4, optional on XLT 4x2)	O	S
Cargo box light – Integrated into center high-mounted stop lamp	S	S

TAILGATE	F-150 Heritage XL	F-150 Heritage XLT
Tailgate, removable	S	S
Tailgate, locking	-	S

TIE-DOWNS	F-150 Heritage XL	F-150 Heritage XLT
Tie-down hooks, cargo box	S	S

TOW HOOKS	F-150 Heritage XL	F-150 Heritage XLT
Tow hooks, front (4x4) – requires fog lamps on XL	O	S

RUNNING BOARDS AND STEP BARS	F-150 Heritage XL	F-150 Heritage XLT
Black platform running boards (Styleside 4x2 only)	O	O
Black tubular running boards (Styleside 4x4 and all flareside)	O	O
Chrome tubular running boards	-	O

OTHER	F-150 Heritage XL	F-150 Heritage XLT
Lightweight aluminum hood with hood open assist mechanisms	S	S

Featured Specifications - Power and Handling

ENGINES	F-150 Heritage XL	F-150 Heritage XLT
4.2L EFI V6 Engine with 5-speed manual overdrive transmission (NA on SuperCab 4x4 or SuperCab 4x2 with 157" wheelbase)	S	S
4.2L EFI V6 Engine with electronic 4-speed automatic overdrive transmission (NA on SuperCab 4x4 or SuperCab 4x2 with 157"	O	O

wheelbase)		
4.6L EFI Triton™ V8 Engine with electronic 4-speed automatic overdrive transmission (Std. XL/XLT SuperCab 4x4. Required engine on SuperCab 4x2 with 157" WB)	O	O
5.4L EFI Triton™ V8 Engine with electronic 4-speed automatic overdrive transmission (Included and only available with the 7700 lb. Payload Group A and alternative fuel packages).	O	O
5.4L V8 Bi-Fuel Prep Engine/4-Speed Automatic – Gasoline/propane (LPG) or gasoline/natural gas (CNG). Optional on 4x2 and 4x4 Regular and SuperCab Styleside models with 139" wheelbase (requires 7700-lb. Payload Group A)	O	O
5.4L V8 Natural Gas/Electronic 4-Speed Automatic O/D – dedicated natural gas (CNG) only. Available on XL 4x2 Regular Cab Styleside models with 139" wheelbase (requires 7700-lb. Payload Group A)	O	-

4X4 FEATURES	F-150 Heritage XL	F-150 Heritage XLT
Electronic shift-on-the-fly (requires V8 engine and automatic transmission)	-	O
2-speed mechanical shift-on-the-fly 4-wheel-drive system	S	S
Skid plates – fuel tank skid plate standard on Regular Cab 120" wheelbase Styleside	O	O
Fail-safe engine cooling system	S	S
Gas shock absorbers	S	S
Stabilizer bar – Front	S	S
Suspension – Front: independent Short- /Long-Arm (SLA); rear: 2-stage leaf with auxiliary springs	S	S
Limited-slip rear axle	O	O

WHEELS	F-150 Heritage XL	F-150 Heritage XLT
16" Styled Steel – Chrome hub on XL; Grey hub on XL Work Truck Group	S	-
16" Polished Aluminum	-	S
16" Cast Aluminum, 5-spoke	-	O

TIRES	F-150 Heritage XL	F-150 Heritage XLT
P235/70R16 BSW A/S(5), 4x2/4x4 – NA on Regular Cab with 120" wheelbase & 4.2L V6 engine	S	S
P235/70R16 OWL A/S (4), 4x2/4x4 - NA on Regular Cab with 120" wheelbase & 4.2L V6 engine. BSW A/S spare.	O	O
P255/70R16 BSW A/S (5), 4x2/4x4 - Standard on Regular Cab with 120" wheelbase and 4.2L V6 engine and included with Payload Group #3	S	S
Spare Tire (wheel and lock)	S	S
P255/70R16 OWL A/S (4), 4x2 (BSW A/S spare)	-	O
LT245/75R16 BSW A/S (5), 4x2 – NA with Polished Aluminum wheel. Included with the 7700 lb. Payload Group A	O	O
LT245/75R16 OWL A/T (5), 4x4 – NA w/ Polished Aluminum wheel. Included with the 7700 lb. Payload Group A	O	O

TRAILER TOWING PACKAGES	F-150 Heritage XL	F-150 Heritage XLT
Trailer Tow Wiring, 4-Pin Connector	S	S
Class III Trailer Tow Package – includes 7-pin and 4-pin trailer wiring harness; Class III frame mounted hitch receiver; heavy duty shock absorbers and 72-AH battery, auxiliary transmission oil cooler (with auto transmission)	O	O

PAYLOAD PACKAGES	F-150 Heritage XL	F-150 Heritage XLT
7700-lb. Payload Group A – Upgrades GVWR to 7700 lbs. Available with Alternative Fuel Packages on 4x2/4x4 Regular Cab and SuperCab Styleside with 139" wheelbase only. (Requires 5.4L V8 and automatic transmission.) Includes upgraded radiator; heavy-duty frame, shock absorbers, springs and 72-AH battery; and 14-plate oil cooler. Also includes higher capacity 16" styled-steel 7-lug wheels, LT245/75R16 BSW A/S tires (4x2) or LT245/75R16 OWL A/T tires (4x4) and 3.73 axle with optional 3.73 limited slip rear axle. Payload Group #3 – Upgrades GVWR to a maximum of 6600 lbs.	O	O

Available with 4x2 Regular Cab Styleside 139" wheelbase. Requires V8 engine and automatic transmission. Includes P255/70R16 BSW A/S tires, 3.55 axle with an optional 3.55 limited slip rear axle and heavy-duty springs.

O

O

Work Truck Group – Includes Grey front and rear bumpers; wheel hub ornaments; grille surround with one piece egg crate grille insert ; vinyl bench seat; deletes air conditioning. (AC available as a free-standing option).

O

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Featured Specifications - Safety and Security

OCCUPANT PROTECTION	F-150 Heritage XL	F-150 Heritage XLT
Child seat tethers	S	S
LATCH – Lower anchors and tether anchors for child safety seats	S	S
Safety belt energy management retractors – Front outboard	S	S
Safety belt pretensioners – Front outboard	S	S
Airbags, second generation driver and right front passenger†	S	S
Passenger airbag deactivation switch for use with child seat	S	S
Shoulder belt height adjusters for front outboard seating positions (Regular Cab and XL SuperCab)	S	S
Alert chimes – Headlamps-on, key-in-ignition, safety belt, door ajar	S	S
Belt-Minder® safety belt reminder (driver)	S	S
Brake/shift interlock (with automatic transmission)	S	S
Fuel pump inertia shutoff switch	S	S
Side-intrusion door beams	S	S

ACCIDENT AVOIDANCE	F-150 Heritage XL	F-150 Heritage XLT
4-Wheel Anti-Lock Braking System and 4-wheel disc	S	S

ANTI-THEFT OR SECURITY	F-150 Heritage XL	F-150 Heritage XLT
SecuriLock™ Passive Anti-Theft System	S	S
Remote keyless entry (with 2 key fobs and illuminated entry)	-	S

S = Standard O = Optional - = Unavailable

Ford Division reserves the right to change product specifications at any time without incurring obligations.

† Always wear your safety belt and secure children in the rear seat.

Color Options & Wheel Styles



16" Styled
Steel Wheel



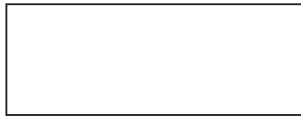
16" Polished
Aluminum Wheel



16" Cast
Aluminum Wheel



16" 7-Lug Gray
Styled Steel Wheel



Oxford White



Arizona Beige Metallic



Bright Red



Medium Toreador
Red Metallic



Dark Highland
Green Metallic



True Blue Metallic



Silver Metallic



Dark Shadow
Grey Metallic



Black

Dealer Accessories

Your local Ford Dealer has just the right truck for you, plus a host of accessories to tailor it perfectly to your needs.

Remote Start

Warm it up. Cool it down. The remote start key fob allows you to start your F-150 Heritage from a distance with the push of a button.



Satellite Navigation System

The Satellite Navigation System with removable front panel helps you find your way and also functions as a radio and CD player.

Keyless Entry System

This remote Keyless Entry System lets you unlock the doors with a programmed code. And because it operates by radio frequency, there's no hardware required for mounting.



Why Ford Credit?

At Ford Credit, auto financing is our specialty. Whether you purchase or opt for a Red Carpet Lease, we offer a range of terms and features that make your experience hassle-free. Contact your local Ford Dealer or visit us on the Web at www.fordcredit.com.



Roadside Assistance

Every new Ford includes the assurance of a 24-hour emergency Roadside Assistance Program provided during the 3-year/36,000-mile limited warranty period. Ask your Ford Dealer for complete details on this program, which includes such services as fuel delivery, tire change, jump start, or even help when you're locked out of your vehicle.

New Vehicle Limited Warranty

Under the New Vehicle Limited Warranty, you receive bumper-to-bumper coverage for 3 years/36,000 miles with no deductible. You also receive corrosion perforation coverage for five years with unlimited mileage and no deductible. Ask your Ford Dealer for a copy of the warranty.