

2006MY

Vehicle Line: CROWN VICTORIA Marketing Strategy and Mix Recommendations

Marketing Strategy Key Points:

- Crown Victoria is an understated symbol of achievement for traditional large car-buyers who seek
 the features offered in American cars they knew growing up--smooth ride, room, comfort, V-8
 power, and rear wheel drive. Crown Victoria's safety, size, and dependability provide customers
 with peace of mind, and the knowledge they made a smart decision
- Crown Victoria enhances the strong safety reputation it has built with the government's highest 5-Star crash rating for the driver and front passenger

Key Messages:

- Highlight the safety and convenience of the LX Premier Group (60L) Returning LX buyers will
 want to order the LX Premier Group on the LX (200A) in order to maintain the level of equipment
 and features to which they have become accustomed. Customers ordering Side Air Bags or
 Leather Seats on the LX (200A) must also order the LX Premier Group
- Emphasize the importance of the optional All-Speed Traction Control System in cold weather states to maximize Crown Victoria's all-season capability, as well as its relevance in warm weather states when road conditions are slick
- Optional side air bags available on LX (when ordered with LX Premier Group) and LX Sport and Anti-Lock Braking System (ABS) on all arrays
- Power adjustable pedals further build on Crown Victoria's comfort, safety, and convenience heritage. The power adjustable pedals have proven to be extremely successful on other Ford Division vehicles and should be fully leveraged to surprise and delight Crown Victoria customers
- Simple, less complex offering including the Crown Victoria, LX and LX Sport that provides outstanding value and equipment at several price points

Recommended Mix*:

	Crown Vic	LX	LX Sport
	20%	60%	20%
Engine Type			
4.6L 8-Cyl. Engine	100%	100%	100%
Key Packages			
LX Premier Group	_	65%	_
Handling and Performance Pkg.	_	40%	100%
Key Options			
Side Impact Air Bags	_	40%	45%
Electronic Instrumentation	_	25%	_
Leather Seating Surfaces	_	65%	100%
Traction Control	40%	40%	40%
Power Adjustable Accelerator and Brake	30%	30%	30%
Dual Media	50%	70%	100%
6-Disc CD Changer	_	30%	50%

^{*} Rates above represent full model year retail projections

2006 CROWN VICTORIA MAJOR PRODUCT CHANGES

The 2006 Crown Victoria includes minor exterior, interior and functional changes.

MODEL/SERIES/AVAILABILITY

- Crown Victoria Standard
- LX
- LX Sport

EXTERIOR CHANGES

- Optional 16" chrome plated wheel is now available on LX
- New rear windshield in-glass radio antenna instead of rear guarter mast antenna
- Trip computer is now standard equipment on LX and LX Sport models
- Color Added:
- Tungsten Clearcoat Metallic (T8)
- Color Deleted:
 - Midnight Grey Clearcoat Metallic

INTERIOR CHANGES

- Electronic Automatic Temperature Control (EATC) is now Std. on LX and removed from the LX Premier Group
- Light Camel trim replaces Medium Parchment trim
- Medium Light Stone trim replaces Light Flint trim
- Charcoal Black trim replaces Midnight Black trim

FUNCTIONAL CHANGES

 Optional Perimeter Alarm System now available on Standard/LX/LX Sport arrays

2006 CROWN VICTORIA ORDER COMBINATIONS

Crown Victoria Standard Series

Body Code: P73Order Code: 100A

Crown Victoria LX Series

Body Code: P74Order Code: 200A

Crown Victoria LX Sport Series

➤ Body Code: P74

➤ Order Code: 230A

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.

2006 CROWN VICTORIA MAJOR PRODUCT SUMMARY

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

Standard Series	Standard Series LX Series LX Sport					
Standard Series						
Deventusin/Eurotional	All Standard Series content, plus:	All LX Series content, plus				
Powertrain/Functional	Exterior	Powertrain/Functional				
Brakes	Remote keyless entry system	Handling & Performance Package –				
– Power assisted	w/Smartlock (2 key fobs included)	revised springs, monotube shocks, rear				
– 4-Wheel disc	Wheels – 16" alloy split-spoke	stabilizer bar, rear air suspension, dual				
Drivetrain – RWD (rear wheel drive)	<u>Interior</u>	exhaust, 3.27 axle ratio, 11.25" 155K				
Engine – 4.6LOHC SEFI 8-cylinder	Air conditioning – Electronic Automatic	torque converter				
Steering – power w/variable assist	Temperature Control (EATC)	Exterior Description of the Political Control				
 Transmission – 4-speed automatic 	Audio – AM/FM stereo w/single CD	• Tires – P235/55HRx17 A/S BSW				
Exterior	Console – overhead w/compass & dome	Wheels – 17" 5-spoke alloy				
Glass – solar tint	lamp	<u>Interior</u>				
Mirrors – dual power	Lamps – rear seat reading lamps	Audio – AM/FM stereo w/cassette/single				
Moldings – color keyed bodyside	Trip computer	CD				
Wheels – 16" steel w/locking cover		Console w/storage bin, padded armrest,				
 Windshield wipers – variable intermittent 		concealed power point, dual cupholders				
Interior		& center stack mini storage bin				
Air conditioning – manual control		Floor shift w/leather wrapped handle				
 Audio – AM/FM stereo cassette 		Mirror – electrochromic rearview				
 Autolamp – automatic on/off headlamp 		Seats				
w/delay		5-Passenger				
Floor mats – front & rear		 Driver/passenger adjustable lumbar 				
Headlamps – wiper activated		 Leather seating surfaces w/8-way 				
Key – valet		power driver/passenger				
Power windows/locks		Spare tire – conventional				
Seats – luxury cloth w/8-way power		Steering wheel				
driver		Leather-wrapped				
Speed control		 Redundant audio & climate controls 				
Sunvisors w/covered mirrors						
Safety/Security						
 Air bags – 2nd generation driver & front 						
passenger						
Battery saver feature						
Emergency inside trunk release						
Illuminated entry w/theater dimming						
feature						
 Personal Safety System™ 						
<u> </u>	Diagonago	Standard Equipment pages for more details				

Please see Standard Equipment pages for more details.

Product Changes and Features Availability

- 2 -

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

2006 CROWN VICTORIA STANDARD EQUIPMENT

The following items are standard on every 2006MY CROWN VICTORIA vehicle:
POWERTRAIN/FUNCTIONAL INTERIO

- 100,000-Mile tune-up interval
- Alternator 130-amp.
- Battery maintenance-free, 72-amp.
- **Brakes**
 - Anti-lock
 - Power, 4-wheel disc
 - Parking
 - Brake shift interlock
- Battery saver turns off lights after 30 minutes
- Body on frame construction
- Coolant recovery system
- Decklid release electric remote control Drivetrain RWD (rear wheel drive)
- Fail safe cooling
- Fan dual-speed electrodrive
- Fuel tank 19.0 gallon
- Hood assists gas cylinder
- Horn corporate note
- Ignition system electronic distributorless
- Locks power door
- Stabilizer bar front
- Shock absorbers nitrogen pressurized
- Speed control
- Sound Insulation Package
- Spare tire & wheel
- Steering power, speed-sensitive, variable assist
- Suspension
 - Front short/long arm, coil spring w/stabilizer bar
 - Rear Watt's linkage
- Transmission electronically controlled automatic overdrive w/O/D lockout
- Upper ball joints low friction, lube for life
- Voltage regulator electronic
- Windows
 - Power w/driver express-down
- Rear defroster

EXTERIOR

- Antenna hidden in rear window defroster
- Bumpers
 - Concealed w/one-piece full wrap cover, body color
 - Front & rear, 5-mph impact absorbing, body color
- Exhaust system stainless steel
- Fuel filler cap tethered
- Glass solar tinted, full
- **Headlamps**
 - Low profile dual aero headlamps w/crystalline krypton longlife bulbs
 - Automatic w/variable delay
- **Mirrors**
 - Black, electric remote control
 - Side, black fold-away dual remote control power
- Moldings
 - Color keyed bodyside
 - Flush black around side windows, windshield, backlight
 - Rocker panel, black
- Fascias body color
- Paint clearcoat w/anti-chip primer
- Valet key
- Windshield
 - Washers dual jet
 - Wipers interval

INTERIOR

- Air conditioning
- Ashtray front
- Audio speakers door-mounted, located above armrests, (2) additional speakers mounted in package tray

- **INTERIOR** (Continued)
- Cigarette lighter illuminated
- Clock electronic digital w/dimming feature
- Defroster grille w/integral vertical ribs
- - Floor mats carpeted front & rear
 - 12.0 oz. carpeting color keyed
 - Footrest driver, under carpet
- Glove box illuminated, large bin, lockable w/dampened door
- Heat ducts rear floor-mounted
- Instrument panel
 - Fuse panel easy access, labeled
 - Gauge cluster (4) analog gauges (volt, oil pressure, water temperature & fuel)
 - Woodgrain appliqués w/side window demisters
 - Trip odometer
- Lights
 - Courtesy light switches in all four doors
 - Dual instrument panel courtesy w/theater (slow dim/delayed off) feature
- Luggage compartment & illuminated entry
- Release handles easy access inside door
- Reminder chime headlamps left on, key in ignition, driver seat belt unfastened
- Seat power driver, 8-way adjustable w/10" seat track travel
- Spare tire cover carpeted
- Steering column tilt w/mounted stalk controls for washer/wipers, hi/low headlamp beam, turn signals & flash-to-
- Sunvisors cloth covered w/retention clips & vanity mirrors
- Trim
 - Cupholders dual ashtray-mounted
 - Door trim panels full length armrests, warning reflectors, pull straps, upper vinyl, lower carpeting w/lighted door lock buttons/window controls/power seat controls on armrests
 - Luggage compartment trim luxury full carpet
 - Map pockets integral front door& front seat back map pockets
 - Passenger assist handles -folding front passenger/ rear LH/RH
 - Scuff plates color keyed front& rear doors

• Trunk – deep well SAFETY/SECURITY

- Air bag dual front supplemental restraint system, dual stage driver & right front passenger
- Battery saver turns off interior lights after 30 minutes
- Belt-Minder® System
- Child safety lock (rear doors)
- Chime safety belt reminder, headlamp-on, door open/key-inianition
- Emergency inside trunk release
- Front & rear crumple zones
- Fuel shutoff deactivates fuel pump upon rear impact
- Head restraints 2-way
- Jack scissors
- LATCH system (Lower Anchors & Tethers for CHildren) on rear outboard seat locations
- Personal Safety System™
 - Electronic crash severity sensor
 - Dual stage driver & right front passenger air bags
 - Personal Safety System Restraint Control Module
 - Driver seat position sensor
 - Front outboard safety belt pretensioners
 - Front outboard safety belt energy management retractors
- Safety belts 3-point active for front & rear outboard occupants SecuriLock® - passive anti-theft system
- Side door intrusion beams high strength

- ★ = New for this model year.
- Available

- 3 -Ford Division

2006 CROWN VICTORIA STANDARD EQUIPMENT

The following features are standard on select all-new 2006MY CROWN VICTORIA vehicles:

The following features are standard on select all-new 2006MY CROWN VICTORIA	A vehicles:		
POWERTRAIN/FUNCTIONAL	Standard Series	LX Series	LX Sport Series
Engine			•
4.6L 224hp SEFI V8 w/overhead cam	•	•	
4.6L 239hp SEFI V8 w/overhead cam			•
Exhaust			
Stainless steel single exhaust	•	•	
Stainless steel dual exhaust			•
<u>Suspension</u>			
Rear air suspension			•
KEY EXTERIOR FEATURES			
Bumper – bright insert in bumper		•	
<u>Grille</u>			
Chrome	•	•	
Body color			•
Paint stripes			
Dual bodyside paint stripes		•	
<u>Tires</u>			
P225/60Rx16 A/S BSW	•	•	
P235/55HRx17 A/S BSW			•
<u>Wheels</u>			
Deluxe steel wheel covers	•		
16" alloy split-spoke		•	
17" 5-spoke alloy			•
KEY INTERIOR FÉATURES			
Air conditioning			
Manual w/positive shutoff registers	•		
Electronic Automatic Temperature Control (EATC)		•	•
Audio			
Electronic AM/FM stereo w/cassette	•		
Electronic AM/FM stereo w/single in-dash CD		•	
Electronic AM/FM stereo w/cassette & single in-dash CD			•
Mirror			
Day/night inside rearview	•	•	
Electrochromic rearview			•
Seats			
6-Passenger seating – cloth split bench w/center fold-down, armrests trimmed in	١ •	•	
cloth w/power driver seat			
5-Passenger seating – driver & front passenger bucket seats trimmed in leather			•
w/power passenger & driver			
Overhead console			
Dual beam dome w/maplights in lieu of overhead console	•		
Includes compass and dual use dome/maplight		•	•
SAFETY/SECURITY			
Remote keyless entry w/Smartlock (2 key fobs included)		•	•
Spare tire			
Mini-spare Mini-spare			
Conventional spare	•	•	

^{★ =} New for this model year.

^{• -} Available

2006 CROWN VICTORIA FUNCTIONAL EQUIPMENT

AXLE AVAILABILITY

Axle Ratio = 2.73 (100A/200A)

Axle Ratio = 3.27 (230A)

WHEEL AVAILABILITY



16" Steel Wheel Std. on Crown Victoria Standard



16" Alloy Split-Spoke Wheel Std. on LX

Image Coming Soon

16" Chrome Plated Wheel Optional on LX



17" 5-Spoke Alloy Wheel Std. on LX Sport

2006 CROWN VICTORIA OPTIONAL EQUIPMENT

DRIVE TYPE				
Rear Wheel Drive (RWD)		Standard	LX	LX Sport
	Body Code	P73	P74	P74
	Order Code	100A	200A	230A
WHEELS				
16" Chrome Plated Wheel	64Q	_	0	_
TIRES				
P225/60R16 WSW	T33	0	0	_
Spare Tire – Conventional 16"	508	0	_	_
Spare Tire – Conventional 16" (avail. w/41G	50L	_	0	S
Handling & Performance Group)	OOL		0	0
KEY EXTERIOR OPTIONS				
Mirrors – Heated Sideview	61K	0	0	0
Moonroof – Power (req. 60L LX Premier Group on	13G		0	0
LX)	100		0	Ŭ
KEY INTERIOR OPTIONS				
Audio:		_		
AM/FM Stereo w/Cassette/Single CD	58K	0	0	S
6-Disc In-Dash CD Changer (avail. w/60L LX	58X	_	0	0
Premier Group)	00/1			
Seats:				
6-Passenger Leather Seating Surfaces (req. 60L	Υ	_	0	_
LX Premier Group)				
GROUPS & PACKAGES (See Packaged Options/E		or pkg. content)		
Handling & Performance Group	41G	_	0	_
LX Premier Group	60L	_	0	_
LX Sport Handling & Performance Package		_	_	S
OTHER OPTIONS				
Air Bags – Side Impact, Passenger & Driver Side	5014		0	0
(req. 60L LX Premier Group or 41K LX Sport	59M	_	0	0
Handling & Performance Pkg.) Glass – Laminated Side	68G		0	0
			•	•
License Plate Bracket Pedals – Power Adjustable	153 59C	O (N/C)	O (N/C)	O (N/C)
Perimeter Alarm System (reg. 144 Remote Keyless	59C	U	U	U
Entry)	66A	0	0	0
Remote Keyless Entry w/SmartLock (prevents	1.1.1	0	C	C
locking keys inside)	144	0	S	S
Traction Control – All-Speed	553	0	0	0
Trunk Storage Unit	13C	_	0	0
_				

2006 CROWN VICTORIA COLOR & TRIM AVAILABILITY

			I	Interior Color	
			Medium Light Stone	Light Camel	Charcoal Black
STANDARD SERIES	6-Passenger Luxury Cloth Split Bench Seats		QL	QJ	QN
LX SERIES	6-Passenger Luxury Cloth Split Bench Seats		QL	QJ	QN
LX ORDERED w/60L LX PREMIER GROUP	6-Passenger Luxury Cloth Split Bench Seats		AL	AJ	AN
	6-Passenger Leather Seating Surfaces Split Bench	Seating	YL	YJ	YN
LX SPORT SERIES	5-Passenger Leather Seating Surfaces		KL	KJ	KN
EXTERIOR COLOR			Availability (Stripe)		
CROWN VICTORIA STANDA					
Arizona Beige Clearcoat Me	tallic	AQ		• (J)	• (J)
Light Tundra Clearcoat Meta	allic	DV	• (Q)	• (Q)	● (B)
Dark Blue Pearl Metallic		DX	● (P)	• (P)	● (P)
Dark Toreador Red Clearcoat Metallic		JL	● (P)	• (C)	• (P)
Silver Birch Clearcoat Metallic		JP	• (B)		● (B)
Light Ice Blue Clearcoat Metallic		LS	• (Q)		● (B)
★Tungsten Clearcoat Metallic		Т8	● (P)		● (P)
Vibrant White Clearcoat Metallic		WT	● (P)	• (C)	• (P)
Black Clearcoat		UA	• (P)	• (C)	• (P)
LX SPORT MONOCHROMAT	IC EXTERIOR				

JP

T8

UA

Note:

- Accent Stripe not available with 100A Crown Victoria Series
- Accent Stripe will be automatically coordinated
- Luxury Cloth Split Bench (A) includes Power Driver Seat Recliner and Power Lumbar
- Leather Seating Surfaces Split Bench (Y) includes Power Driver/Passenger Recliners and Power Lumbar

Standard Paint Stripe Color Legend:

Dark Toreador Red Clearcoat Metallic Silver Birch Clearcoat Metallic

B - Black

C - Light Chestnut

J – Medium Red

★Tungsten Clearcoat Metallic

Black Clearcoat

P - Light Charcoal

Q - Dark Blue

- 7 - Ford Division

^{★ =} New for this model year.

^{• =} Available

05/16/05

2006 CROWN VICTORIA PACKAGED OPTIONS/EMISSIONS

HANDLING AND PERFORMANCE PACKAGE (41G)

Availability:

Optional on LX

Includes:

Revised springs, monotube shocks and rear stabilizer bar P225/60VRx16 all-season BSW tires

(4) 16" case aluminum wheels

Rear air suspension

Dual exhaust

3.27 Axle ratio

11.25" 155K torque converter

Not available with:

Other wheel/wheel cover or tire options

NOTE: Conventional spare tire is available as an orderable option with Handling and Performance Package (41G).

LX SPORT HANDLING AND PERFORMANCE PACKAGE (41K)

Availability:

Standard on LX Sport

Includes:

Revised springs, monotube shocks and rear stabilizer bar P235/55HRx17 all-season BSW tires

(4) 17" 5-spoke alloy wheels

Rear air suspension

Dual exhaust

3.27 Axle ratio

11.25" 155K torque converter

Not available with:

Other wheel/wheel cover or tire options

LX PREMIER GROUP (60L)

Availability:

Optional on LX Series

Includes:

Redundant steering controls for climate and audio Leather-wrapped steering wheel

Power passenger seat

Power lumbar seats

Electrochromic mirrors with auto-dim rearview mirror AM/FM stereo with cassette and single CD player

NOTE: 6-Disc In-Dash CD Changer (58X) is available as an orderable option with LX Premier Group

MISCELLANEOUS

Pre-delivery only	361
COV Required	79V
Priced DORA	COS

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

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

Only available on units sold to authorized governmental units and privately owned ambulance companies. Must also use Code 423 when ordering

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.. **41H**

NOTE: Fleet Only – Engine block heater optional in all states with valid FIN code.

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.

2006 CROWN VICTORIA POWERTRAIN/DIMENSIONS

FUEL ECONOMY

		50 STATES			
		F.E. LABEL		ESTIMATED	MEMO:
		ADJUSTED		ANNUAL	UNADJUSTED
ENGINE DISPL.	TRANSMISSION	CITY	HIGHWAY	FUEL COST	COMBINED
All					
4.6L OHC SEFI V8	Electronic Automatic Overdrive	TBD	TBD	TBD	TBD

ENGINE HORSEPOWER AND TORQUE RATINGS

		NOMINAL 50 STATES		ATES
_		COMPRESSION	HORSEPOWER	TORQUE
ENGINE DISPL.	TRANSMISSION	RATIO	H.P. @ RPM	FT. LB. @ RPM
Standard & LX Series				
4.6L OHC SEFI V8	Electronic Automatic Overdrive	9.4:1	224 @ 4750	265 @ 4000
LX Sport				
4.6L OHC SEFI V8	Electronic Automatic Overdrive	9.4:1	239 @ 4750	276 @ 4000

DIMENSIONS*

	Measurements
INTERIOR DIMENSIONS	
Head Room (inches)	
1 st Row	39.3
2 nd Row	37.9
Shoulder Room (inches	
1 st Row	60.8
2 nd Row	60.3
Leg Room Maximum Extension (inches)	
1 st Row	42.5
2 nd Row	39.6
Total Passenger Volume (cu-ft)	
Combined	TBD
Luggage Capacity Rear Seats (cu-ft)	
Cargo Volume	131.8
Lift-over Height (mm)	20.6
EXTERIOR DIMENSIONS (inches)	
Wheelbase	114.7
Overall Length	212
Overall Width	77.3
Overall Height	56.8
Front Overhang	42.4
Rear Overhang	54.9
Ground Clearance	TBD
Front Vehicle Track – Curb Loading	TBD

^{*}All dimensions are preliminary figures