



2006 MY
Vehicle Line: THUNDERBIRD
Marketing Strategy and Mix Recommendations

Marketing Strategy Key Points:

- 2006MY will be the final year of production of the new Thunderbird. This, combined with the low volume of 2006MY Thunderbirds that will be produced, should make 2006MY Thunderbirds relatively rare and collectable.
- Initially, Thunderbirds were purchased as the 3rd or 4th vehicle in the household. Lately, more customers are buying Thunderbirds as their primary means of transportation. One trait unites all Thunderbird buyers, however: "style and design" are the primary reasons for purchasing the car.
- Most Thunderbird customers also have a keen sense of the collectibility of the car. This is reinforced by three things: the relatively short production run of the Thunderbird, the exclusive colors (called "Limited Colors") introduced each model year and each model year's limited edition feature car. To enhance the collectibility of the 2006 Thunderbird, the 50th Anniversary Limited Edition Thunderbird will be available mid-model year and new, short run, "Limited Colors" are available: Bronze and Medium Steel Blue (available at Job #1, with other surprise colors later in the model year). These colors replace the exclusive-to-2004MY Limited Colors Merlot, Vintage Mint Green and Light Ice Blue Metallic.
- Interior appearance packages have been updated to coincide with new exterior colors. Performance White color returns, joining Medium Steel Blue and Torch Red as a Partial Color Accent Package.
- The Light Sand Appearance Package continues for 2006 and consists of:
 - Light Sand color applied to the convertible top, optional soft boot and full seats (with contrasting black stitching)
 - Bronze Metallic tinted appliques on the instrument panel, center stack, shifter bezel and door sill scuff plates
 - Light Sand color is applied to floor mat edging and cream-colored instrument cluster gauges
- All Thunderbird communications should emphasize the "calm, cool and collectible" nature of the car: the Thunderbird's surprising, yet relaxed sportiness, sensual design and relative rarity.

Key Messages:

- It is **strongly encouraged** that all Thunderbirds be ordered with the optional Supplemental Parking Lamps (51P), as well as the Optional Soft Boot (46A), as they dramatically improve the appearance of the car. The supplemental parking lamps are offered at no cost.

Recommended Mix:

Key Packages		Retail Mix*
▪ Deluxe		6%
▪ Premium		94%
Key Options		Retail Mix*
• Optional Removable Top (13T)		80%
• Optional Soft Boot (46A)		100%
• Supplemental Parking Lamps (51P)		100%
• Select Shift Transmission (53S)		60%
▪ 17" Optional Micro-Machined Wheels (64B)		20%

**2006 THUNDERBIRD
MAJOR PRODUCT CHANGES****OVERVIEW**

The 2006 Thunderbird continues to deliver a unique combination of classic American "relaxed sportiness", offering balanced performance with touring comfort. This blend of heritage styling and modern convenience continues to attract a new generation of buyers to Ford showrooms and provides dealers a powerful connection point with a very loyal group of customers.

EXTERIOR CHANGES

- Exclusive "50th Anniversary" fender chevron on both right and left front fenders of all 2006MY Thunderbirds
- **Standard Colors Added:**
 - Pewter (HJ)
- **Standard Colors Deleted:**
 - Platinum Silver
- **Limited Colors Added:**
 - Lime Sorbet (HK)
 - Dark Blue Pearl (DX)
- **Limited Colors Retired:**
 - Medium Steel Blue
 - Bronze
 - Inca Gold

INTERIOR CHANGES

- Return of Performance White (68H) Partial Color Accent Package. Performance White color applied to leather on seat insert, high gloss paint on top of steering wheel and high gloss paint on shift knob
 - Medium Steel Blue and Torch Red Partial Interior Color Accent Packages (68L) feature colored leather steering wheel in lieu of high gloss paint

2006 THUNDERBIRD ORDER COMBINATIONS**Convertible "Deluxe"**

- Body Code: P60
- Order Code: 100A

Convertible "Premium"

- Body Code: P60
- Order Code: 130A

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 THUNDERBIRD 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:

Deluxe (100A)	Premium (130A)
<u>Powertrain/Functional</u> • Brakes – Anti-Lock Braking System (ABS) • Convertible top – cloth, power retractable • Drop glass (automatic sealing mechanism for side windows) • Engine – 280HP, 3.9L 32V DOHC aluminum V8 engine w/variable cam timing & electronic throttle control • Traction control – all-speed • Transmission – 5-speed automatic w/overdrive <u>Exterior</u> • Bumpers – body color front & rear • Dual exhaust – bright tipped • Headlamps – automatic on/off w/delay • Mirrors – dual power • Moldings – bodyside protection • Paint – clearcoat • Perimeter alarm • Rocker moldings – body color • Wheels – 16-spoke 17" painted cast aluminum wheels & center rings <u>Interior</u> • Air conditioning • Audio – AM/FM stereo in-dash 6-CD w/clock • Audiophile Sound System – SIRIUS™ satellite capable • Automatic temperature control – dual (driver & passenger) • Console w/storage • Cupholders – dual front • Defroster – rear window • Delayed accessory power shutoff • Door trim map pockets • Floor covering – carpeted • Floor mats – carpeted • Footrest – driver • HomeLink® garage door opener • Lighting – interior & maplights • Mirror – day/night rearview • Power windows & door locks • Remote keyless entry • Seats – leather-trimmed buckets seating (incl. recliners, driver lumbar support, power 6-way driver & power 2-way passenger) • Steering wheel – leather-wrapped w/audio & speed control feature • Tachometer <u>Safety/Security</u> • Air bags – driver/front passenger (deactivation switch on passenger side) • Battery saver • Illuminated entry w/theater dimming feature • SecuriLock® Passive Anti-Theft System	<i>All Deluxe content, plus:</i> <u>Powertrain/Functional</u> • Wheels – 7-spoke 17" chrome wheels & center rings <u>Interior</u> • Seats – heated driver & passenger

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.

2006 THUNDERBIRD STANDARD EQUIPMENT

The following items are standard on every 2006MY THUNDERBIRD vehicle:

POWERTRAIN/FUNCTIONAL

- Brakes – Anti-Lock Braking System (ABS)
- Convertible top – power retractable
- Drop glass – automatic sealing mechanism for side windows
- Engine – 280HP, 3.9L 32V DOHC aluminum V8 engine w/variable cam timing & electronic throttle control
- Traction control – all-speed
- Transmission – 5-speed automatic w/overdrive

EXTERIOR

- Cladding – exclusive "50th Anniversary" fender chevron on both right & left front fenders
- Exterior Colors
- One new Standard Color:
 - Pewter (HJ)
- Two new Limited Colors:
 - Lime Sorbet (HK)
 - Dark Blue Pearl (DX)
- Carryover colors:
 - Torch Red (D3)
 - Evening Black (UA)
- Rear window defroster
- Tail lamps – "Afterburner"
- Tires – P235/50VRx17 A/S BSW
- Trim – bright-tipped exhaust & windshield surround
- Wheels
 - 16-Spoke 17" painted cast aluminum wheels & center caps (incl. on 100A Deluxe Convertible Array)
 - 7-Spoke 17" chrome wheels & center caps (incl. on 130A Premium Convertible Array)
 - 16-Spoke 17" micro-machined wheels & center caps (no charge option on 130A Premium Array)
- Windshield wipers – 2-speed variable interval

INTERIOR

- Air conditioning – automatic temperature control w/dual-zone driver/passenger controls
- Audio – AM/FM stereo in-dash 6-CD w/clock Audiophile Sound System & SIRIUS™ satellite radio capability
- Defroster – rear window
- Floor mats – carpeted
- HomeLink® – universal 3-button garage door opener
- Interior Colors:
 - Performance White (TBD) (req. 68H Partial Interior Color Accent Package)
 - Black Ink (BW)
 - Torch Red (BR) (req. 68C or 68L Interior Color Accent Packages)
 - Medium Steel Blue (BB) (req. 68L Partial Interior Color Accent Package)
 - Light Sand (BQ) (req. 68F Interior Color Accent Package)
- Lighting – overhead w/maplights
- Seats – leather seating surfaces w/map pockets
- Steering wheel
 - Steering column – power tilt & telescoping
- Steering wheel w/audio & speed control features
- Storage shelf – rear
- Trim – newly-styled aluminum appliqué trim on the doors & center stack

SAFETY/SECURITY

- Air bags
 - Driver & passenger, front & side air bags
 - Air bag deactivation switch on passenger side
- Battery saver w/automatic headlamps-off delay
- LATCH System (Lower Anchors & Tethers for Children)
- Perimeter alarm w/LED indicator
- SecuriLock® & SmartLock

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

KEY EXTERIOR FEATURES	Deluxe	Premium
<u>Wheels</u>		
16-Spoke 17" painted cast aluminum wheels & center caps	•	
7-Spoke 17" chrome wheels & center caps		•
KEY INTERIOR FEATURES		
Seats – heated driver & passenger		•

★ = New for this model year.

• = Available

2006 THUNDERBIRD FUNCTIONAL EQUIPMENT

AXLE AVAILABILITY

Axle Ratio = 3.58

WHEEL AVAILABILITY



16-Spoke 17" Painted Aluminum Wheel
Std. on Deluxe (100A)



7-Spoke 17" Chrome Aluminum Wheel
Std. on Premium (130A)



16-Spoke Micro-Machined Aluminum Wheel
No Charge Option w/Premium (130A)

2006 THUNDERBIRD OPTIONAL EQUIPMENT

		P60	
	Body Code Order Code	P60 100A	P60 130A
WHEELS			
16-Spoke 17" Micro-Machined Wheels & Center Caps	64B	—	NCO
KEY INTERIOR FEATURES			
Seats – Heated Driver & Passenger		—	S
GROUPS & PACKAGES (See Packaged Options/Emissions Page for pkg. content)			
S			
Black Accent Package, Steering Wheel & Shift Knob (NA w/68C, 68L Interior Color Accent or 68F Light Sand Appearance Pkgs.)	68B	O	O
Full Interior Color Accent Package (NA w/68B Black Accent, 68L Partial Interior Accent or 68F Light Sand Appearance Pkgs.)	68C	—	O
Light Sand Appearance Package (NA w/68B Black Accent, 68C Full Interior Color or 68L Partial Interior Color Accent Pkgs.)	68F	—	O
Partial Interior Color Accent Package – Torch Red or Medium Steel Blue Trim Colors (NA w/68B Black Accent, 68H Performance White Partial Interior Color Accent, 68C Full Interior Color or 68F Light Sand Appearance Pkgs.)	68L	—	O
Performance White Partial Interior Color Accent Package – (NA w/68B Black Accent, 68L Partial Interior Color Accent (Torch Red or Medium Steel Blue) or 68F Light Sand Appearance Pkgs.)	68H	—	O
OTHER OPTIONS			
Convertible Soft Boot (std. in Black, Light Sand w/68F Light Sand Appearance Pkg.)	46A	O	O
Removable Top w/Heated Glass Rear Window	13T	—	O
Select Shift™ Transmission (SST)	53S	O	O
Supplemental Parking Lamps	51P	NCO	NCO

2006 THUNDERBIRD COLOR & TRIM AVAILABILITY

		Interior Color				
		Medium Steel Blue	Black Ink	Torch Red	★Performance White	Light Sand
THUNDERBIRD	Leather-Trimmed Bucket Seats		BW			
THUNDERBIRD w/Interior Color Accent Packages ¹ (68C, 68F or 68L)	Leather-Trimmed Bucket Seats	BB		BR	TBD	BQ
EXTERIOR COLOR/INTERIOR COLOR ACCENT		Code	Availability			
No Interior Accent Package						
Torch Red	D3		•			
★Dark Blue Pearl	DX		•			
★Pewter	HJ		•			
★Lime Sorbet	HK		•			
Evening Black	UA		•			
Thunderbird with Black Accent Package ² (68B)						
Torch Red	D3		•			
★Dark Blue Pearl	DX		•			
★Pewter	HJ		•			
★Lime Sorbet	HK		•			
Evening Black	UA		•			
Thunderbird with Partial Interior Color Accent Package ¹ (68L)						
Torch Red	D3			•	•	
★Dark Blue Pearl	DX				•	
★Pewter	HJ	•			•	
★Lime Sorbet	HK	•			•	
Evening Black	UA			•	•	
Thunderbird with Full Interior Color Accent Package ¹ (68C)						
Torch Red	D3			•		
Evening Black	UA			•		
Thunderbird with Light Sand Appearance Package ¹ (68F)						
Torch Red	D3					•
★Dark Blue Pearl	DX					•
★Pewter	HJ					•
Evening Black	UA					•
REMOVABLE COLOR TOP		Code	Availability (Optional Removable Top Color)			
Thunderbird with Optional Removable Top (130A)						
Torch Red	D3		• (RR, RA, R2)	• (RR, RA, R2)	• (RA, RR, R2)	• (RR, RA, R2)
★Dark Blue Pearl	DX		• (RD, R2)		• (RD, R2)	• (RD, R2)
★Pewter	HJ	• (RP, RA, R2)	• (RP, RA, R2)		• (RP, RA, R2)	
★Lime Sorbet	HK	• (RL, R2)	• (RL, R2)		• (RL, R2)	
Evening Black	UA		• (RA, R2)	• (RA, R2)	• (RA, R2)	• (RA, R2)

Optional Removable Top Color Legend

NOTE: Enter 2-digit code in the "roof section of the order"

- RA – Evening Black
- ★ RP – Pewter
- R2 – Performance White
- RR – Torch Red
- ★ RD – Dark Blue Pearl
- ★ RL – Lime Sorbet

¹ **Full Interior Color Accent Package (68C):** Color applied to seat insert, lower instrument panel and center console, door trim insert, top section of steering wheel and shift knob. All other components are Black Ink.

Partial Interior Color Accent Package (68L): Torch Red (BR) and Medium Steel Blue (BB). Color applied to seat insert, top of steering wheel and shift knob. Medium Steel Blue (BB) comes with matching Medium Steel Blue cloth convertible top.

Light Sand Appearance Package (68F): Color applied to convertible top, soft boot, full seats (with contrasting black stitching), steering wheel, shift knob, Bronze Metallic tinted appliques, center stack, shifter bezel, scuff plates, Light Sand colored floor mat edging and cream colored instrument cluster gauge.

² **Black Accent Package (68B):** High-gloss black accent applied to top portion of steering wheel and shift knob.

2006 THUNDERBIRD PACKAGED OPTIONS/EMISSIONS

BLACK ACCENT PACKAGE (68B)**Availability:**

- Only available with Black Ink (BW) interior trim

Includes:

- High-gloss black accent applied to top portion of steering wheel and shift knob

Restrictions:

- Not available with Interior Color Accent Packages (68C or 68L) or Light Sand Appearance Package (68F)

FULL INTERIOR COLOR ACCENT PACKAGE (68C)**Availability:**

- Available in Torch Red accent

Includes:

- Color applied to leather on seat insert, lower instrument panel and lower console, door trim insert, leather steering wheel and leather shift knob

Restrictions:

- Requires Torch Red (BR) interior trim

Not available:

- Black Accent Package (68B)
- Partial Interior Accent Package (68L)
- Light Sand Appearance Package (68F)
- Black Ink (BW) interior trim

LIGHT SAND APPEARANCE PACKAGE (68F)**Includes:**

- Light Sand color applied to convertible top, optional soft boot, full seats (with contrasting black stitching), steering wheel, shift knob, Bronze Metallic tinted appliques on instrument panel, center stack, shifter bezel and scuff plates
- Light Sand color applied to floor mat edging
- Cream colored instrument cluster gauges

Restrictions:

- Requires Light Sand (BQ) interior trim

Not available:

- Black Accent Package (68B)
- Full Interior Accent Package (68C)
- Partial Interior Accent Package (68L)
- Black Ink (BW) interior trim

PARTIAL INTERIOR COLOR ACCENT PACKAGE (68L)**Availability:**

- Available in Torch Red (BR), Medium Steel Blue (BB) or Performance White (TBD) accents

Includes:

- Color is applied to leather on seat insert, top of steering wheel and shift knob
- Performance White Package features high gloss steering wheel top and shift knob
- Medium Steel Blue (BB) features matching Medium Steel Blue cloth convertible top

Requires:

- Requires Torch Red (BR) or Medium Steel Blue (BB) interior trim

RADIO, AUDIOPHILE ELECTRONIC AM/FM STEREO w/IN-DASH 6-CD/CLOCK & SIRIUS™ SATELLITE RADIO CAPABILITY**Includes:**

- 180-Watts RMS (360-watts peak power)
- 60-Watt parametrically equalized amplifier
- 90-Watt subwoofer amplifier
- 30-Watt center image amplifier
- 5.5" x 7.5" subwoofer speakers
- 2-Way audiophile speakers in 5.5" x 7.5" enclosure (2)
- 2.5" mid-range/tweeters (4)
- AM/FM stereo
- On-glass radio antenna
- Integrated clock
- Customer interface
- Rotary on/off volume control
- Speed-compensated volume control
- (18) memory presets (6) AM, (12) FM
- Auto-station set
- Ambience effect
- (3) modes of parametric equalization (driver, all seat, top down)
- Radio Data System (RDS)
- Compact disc
- 6-Disc in-dash changer
- Three-second anti-skip memory buffer on CD
- Random shuffle (all discs)
- Random shuffle (one disc)
- Direct disc access via auto-presets
- SIRIUS™ Satellite Radio capable (requires dealer-installed kit and Sirius™ service – monthly subscription fee applies)

MISCELLANEOUS

Pre-delivery only ¹	361
COV Required.....	79V

50-STATE EMISSIONS

Standard on all units.....	425
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ENGINE BLOCK HEATER

Standard and only available in AK, MN, ND, SD, MT, WI and WY states. Other states available via FCSD.. **41H**

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.

2006 THUNDERBIRD POWERTRAIN/DIMENSIONS

FUEL ECONOMY

ENGINE DISPL.	TRANSMISSION	50 STATES			
		F.E. LABEL		ESTIMATED ANNUAL FUEL COST	MEMO: UNADJUSTED COMBINED
		ADJUSTED CITY	HIGHWAY		
RWD					
3.9L V8	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
ALL				
3.9L V8	5-Speed Automatic	10.75:1	280 @ 6000	286 @ 4000

DIMENSIONS*

INTERIOR DIMENSIONS	Measurements
Head Room (inches)	37.2
Shoulder Room (inches)	57.3
Leg Room Maximum Extension (inches)	42.7
Total Passenger Volume (cu-ft)	52.6
Cargo Capacity (cu-ft)	8.5
EXTERIOR DIMENSIONS (inches)	
Wheelbase	107.2
Overall Length	186.3
Overall Width	72.0
Overall Height	52.1
Ground Clearance	8.0
Front Vehicle Track	60.5
Rear Vehicle Track	60.2

*All dimensions are preliminary figures