

# 2005 Mustang Convertible Pricing

- 2005 Ford Mustang V-6 Convertible remains the lowest-priced V-6 convertible in the industry, starting at \$24,495.
- 2005 Ford Mustang GT Convertible is the most affordable 300-horsepower drop-top on the road, starting at \$29,995.

LOS ANGELES, Jan. 5, 2005 - Ford Division today announced that the 2005 Ford Mustang Convertible is the most affordable V-6 and V-8 drop-top sports car in America - starting at \$24,495 for the V-6 model or \$29,995 for the V-8 GT. The 210-horsepower Mustang V-6 convertible is the most powerful convertible under \$25,000, while the V-8 powered Mustang GT is the most affordable 300-horsepower convertible muscle car.

Mustang Convertible has thrived for 40 years by staying true to the basic formula established in 1964: great drop-top design combined with affordable wind-in-the-hair performance. The new 2005 Ford Mustang Convertible builds on that tradition with the most solid, best handling and most refined open-air driving character yet of this American legend.

"Through the years, Mustang Convertible has always been a bold, powerful option for people looking to drop the top, smell the fresh breezes and let their troubles float away," said Steve Lyons, Ford Division president. "Forty years later, that need is stronger than ever, and the 2005 Ford Mustang Convertible stands ready to serve as the most affordable drop top in America."

This spring, the Mustang Convertible will join the all-new Mustang Coupe, which arrived in Ford dealer showrooms in October and has been an instant sensation with new car buyers. To date, more than 20,000 of the 2005 Mustang coupes have been sold, with tens of thousands more orders still waiting to be fulfilled.

Mustang "mania" has been running rampant throughout America, with customers going to extreme measures to secure their piece of the American legend. One customer in Texas was so anxious to take delivery of his new Mustang that he insisted on paying for transportation to and from the company's distribution center in Kansas City. Others claim that they are near-celebrities since taking delivery of their new Mustangs, with on-lookers drooling over their new purchase at every stoplight.

## **2005 Ford Mustang V-6 Convertible**

The most attainable Mustang Convertible is the well-equipped V-6 Deluxe model, which has a base manufacturer's suggested retail price (MSRP) of \$24,495. This includes the destination and delivery charge. Taxes, title and license fees are not included.

Major standard equipment includes:

- 210-horsepower, 4.0-liter SOHC V-6 engine with Tremec 5-speed manual transmission
- 16-inch painted cast aluminum wheels with all-season tires
- Air conditioning, dual power mirrors and rear window defroster
- AM/FM stereo with single CD player
- Four-wheel power disc brakes
- Ford Personal Safety System™, with standard front passenger sensing to tailor the deployment of the front passenger air bag
- Power door locks with remote keyless entry and power windows with driver and passenger door one-touch up/down

The Mustang V-6 Convertible Premium model starts at \$25,320 and adds 16-inch bright machined aluminum wheels with chrome spinner, Shaker 500 audio system with six-disc CD changer and MP3

capability and six-way power adjustable driver seat.

Major options and appearance packages available on all Mustang V-6 Convertible models include an exterior sport appearance package (\$295), interior upgrade package (\$450), 5-speed automatic transmission (\$995), anti-lock brakes with all-speed traction control (\$775), side air bags (\$370), leather seating surfaces (\$695), an active anti-theft system (\$255) and a convertible soft boot for \$195.

**2005 Ford Mustang GT Convertible** The industry's most affordable 300-horsepower drop-top sports car is the Ford Mustang GT Convertible Deluxe model, which has a base MSRP of \$29,995. This includes the destination and delivery charge. Taxes, title and license fees are not included.

Major standard equipment includes:

- 300-horsepower, 4.6-liter SOHC 3-valve V-8 engine with Tremec 5-speed manual transmission
- Four-wheel power disc brakes with four-channel anti-locking braking and all-speed traction control
- Stainless steel dual exhaust with unmistakable Mustang sound
- Front fog lamps in grille, a rear spoiler and tilt steering wheel
- 17-inch painted cast aluminum wheels with Z-rated performance tires
- Air conditioning, dual power mirrors and rear window defroster
- AM/FM stereo with single CD player
- Ford Personal Safety System™, with standard front passenger sensing to tailor the deployment of the front passenger air bag
- Power door locks with remote keyless entry and power windows with driver and passenger door one-touch up/down

The Mustang GT Convertible Premium model, which adds a Shaker 500 audio system with six-disc CD player and MP3 capability and Aberdeen leather-trimmed embossed sport bucket seats, begins at \$31,175.

Major options available on all Mustang GT Coupe models include an interior upgrade package (\$450), interior color enhancement package (\$175), 5-speed automatic transmission (\$995), side air bags (\$370), 17-inch bright machined aluminum wheels (\$195), active anti-theft system (\$255), Shaker 1000 audio system (\$1,295) and a convertible soft boot for \$195.

The 2005 Ford Mustang Coupe and Convertible are manufactured at the Auto Alliance International assembly plant in Flat Rock, Mich. The Convertible model will begin arriving in Ford showrooms in the spring.