

# 2007 Expedition Pricing

## 2007 FORD EXPEDITION: BOLDER, MORE CAPABLE AND MORE STANDARD SAFETY FEATURES FOR LESS

- Redesigned 2007 Ford Expedition will add standard AdvanceTrac® with RSC® (Roll Stability Control) and three-row Safety Canopy™ side curtain airbags – and start below \$30,000.
- Across the range, 2007 Expedition base MSRPs will average \$4,300 less than 2006 models, despite more comfort, capability and new standard equipment.
- All new, extended length Ford Expedition EL introduced to cater to customers who need more seating and cargo capacity than the standard model.
- All Expeditions will offer the best package of warranty and roadside assistance of any full-size SUV.
- Ford is expecting as much as a 9-percentage point improvement in resale values.

DEARBORN, Mich., July 24, 2006 – The new, redesigned 2007 Ford Expedition is bolder, more comfortable and capable, and it will feature standard Safety Canopy™ three-row side air curtains, AdvanceTrac® with RSC® (Roll Stability Control) and a starting price below \$30,000, including destination and delivery. In addition, the Expedition will offer the best warranty and roadside assistance package of any full-size SUV.

Across the Expedition range, manufacturer's suggested retail prices (MSRPs) have been reduced an average of \$4,300, compared with 2006 models, despite more standard equipment. Base MSRPs for the 2007 Expedition range from \$29,995 to \$40,745.

Prices for comparable 2006 models range from \$33,480 to \$44,460. All prices include destination and delivery charges of \$820.

The new Expedition limited warranty – like all 2007 Ford brand products – begins with bumper-to-bumper coverage for three years or 36,000 miles and includes five years or 60,000 miles of powertrain coverage. The warranty is fully transferable and there are no deductibles. Complimentary roadside assistance is offered for the full duration of the warranty.

“The Way Forward plan is driving our product strategy, which is founded on bold American design, innovation and creating real value for consumers,” said Al Giombetti, president of Ford and Lincoln Mercury Marketing and Sales. “We’re already seeing meaningful improvements in the resale value of Ford products as we launch new vehicles, add more standard features and content and introduce straightforward pricing.”

For example, Ford is estimating that the 36-month lease-end residual values of the 2007 Ford Expedition will be as high as 49 percent – a 9-point increase compared with the 2006 model.

### **More Capable, More Comfortable,**

Since its introduction in 1997, Expedition has led the full-size SUV segment through innovation, introducing several firsts to the full-size SUV segment – including independent rear suspension, fold-flat seats with an available power-folding third row, Safety Canopy side air curtains and AdvanceTrac® with RSC® (Roll Stability Control).

For 2007, Ford has redesigned the Expedition from top to bottom, and made many innovative features and technologies standard equipment, including.

- A bold new exterior design inspired by Ford F-Series pickup trucks.

- 5.4-liter Triton® V-8 engine (300 hp, 365 lb.-ft torque) and a new 6-speed automatic transmission which deliver best-in-class 9,200 pounds maximum towing capacity – 300 pounds more than last year.
- Second-generation independent rear suspension provides improved ride and handling.
- Seating for up to nine passengers in an all-new interior featuring improved comfort, appearance and craftsmanship.
- Front row Captain’s Chairs are now standard.
- New second- and third-row seats fold flat and level. Expedition’s third row seats offer a full foot more legroom than the Chevrolet Tahoe and Suburban, and the Toyota Sequoia.
- New standard safety features include AdvanceTrac® with RSC® and Safety Canopy™ three-row side air curtains. The Expedition is the only full-size SUV to start under \$30,000 with standard three-row air curtains.
- The Expedition’s frame has been redesigned to further improve vehicle-to-vehicle compatibility in front-impact collisions.

New options for 2007 include 20-inch chrome-clad wheels, a new DVD-based navigation system, SIRIUS satellite radio, and a power liftgate.

Other available equipment includes PowerFold™ third row seats and a second-row bench with a Centerslide™ middle seat section.

### The Ford Expedition EL

Extensive research – including feedback gleaned from Expedition’s 1.4 million-customer owner base – led Ford to design the new, extended length Ford Expedition EL.

With 92 percent of Expedition customers using their vehicle for vacations, 60 percent transporting outdoor sports gear and 84 percent routinely carrying more than three passengers behind the first row, cargo space is highly valued – especially when all three rows of seats are being used.

That led Ford engineers to stretch the Expedition’s wheelbase and body a total of almost 15 inches to create an additional 24 cubic feet of storage space behind the third row – 130 percent more than the standard model.

### Expedition Prices at a Glance

For 2007, Ford has simplified the Expedition lineup to three trim levels – XLT, Eddie Bauer and Limited – and reduced starting prices an average of \$4,300.

The Expedition XLT is the new entry-level model, with a starting price that is \$3,485 lower than the previous base model, the Expedition XLS.

All Expedition and Expedition EL models are available with 4x4 capability for an additional \$2,900. The all-new Expedition EL is priced \$2,650 above the comparably equipped base Expedition series.

| 2006 Model             | Year-Over-Year Base Price Comparison* |                        | 2007 MY<br>Base Pricing | Difference |
|------------------------|---------------------------------------|------------------------|-------------------------|------------|
|                        | 2006 MY<br>Base Pricing               | 2007 Model             |                         |            |
| Expedition XLS         | \$33,480                              | Expedition XLT         | <b>\$29,995</b>         | \$ (5,485) |
| Expedition XLT         | \$35,480                              | Expedition Eddie Bauer | <b>\$36,395</b>         | \$ (3,200) |
| Expedition Eddie Bauer | \$39,595                              | Expedition Limited     | <b>\$37,845</b>         | \$ (3,500) |
| Expedition Limited     | \$41,345                              |                        |                         |            |

\*All prices for 2006 and 2007 models include \$820 destination and delivery

Detailed package and pricing information will be available at [www.fordvehicles.com](http://www.fordvehicles.com).