

2004 SVT MUSTANG COBRA
MAJOR PRODUCT CHANGES

OVERVIEW

- The 2004 Ford SVT Mustang Cobra continues with some minor changes for the model year. Interior changes will include Dark Charcoal leather paired with either Medium Graphite or Dark Charcoal accents. A Mystichrome Package featuring special exterior paint and unique interior appointments will be offered.

EXTERIOR CHANGES

- **Colors Added:**
 - Torch Red Clearcoat (D3)
 - Screaming Yellow (D6)
 - Competition Orange (CY)

MYSTICHROME PACKAGE

- Available in either coupe or convertible
- Includes special Mystichrome exterior paint and special Mystichrome leather inserts on seats and steering wheel
- Package includes optional chrome aluminum wheels

OPTION PROGRAM CHANGES

- Rear spoiler is standard, choose code 13K in delete section for rear spoiler delete
- 17" chrome aluminum wheels, choose option code 64V
- Mystichrome Package, choose option code 68M

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.

2004 SVT MUSTANG COBRA MAJOR STANDARD EQUIPMENT

	Coupe	Convertible
EXTERIOR		
BODY — Fascia, unique front fascia and rear bumper w/molded Cobra nomenclature	•	•
BRACKET, FRONT LICENSE PLATE — Molded into front bumper	•	•
CONVERTIBLE TOP — Power retractable with unique cloth material		•
FENDER/DECKLID BADGE — Bright Cobra emblem on fender, bright SVT emblem on decklid	•	•
HOOD — Dual reverse flow scoops	•	•
LIGHTS — Aerodynamic halogen headlamps	•	•
Black bordered complex reflector halogen headlamps w/integral park/turn lamps	•	•
★Unique round fog lamps	•	•
Wrap around taillamps with rear turn signal	•	•
MIRRORS — Color keyed dual electric remote control, fold away; right hand convex	•	•
WHEELS — 17" x 9" cast aluminum	•	•
INTERIOR		
AIR BAG, SUPPLEMENTAL RESTRAINT SYSTEM — Driver and right front passenger	•	•
BELTS, SAFETY — 3-Point active restraint system	•	•
BELT MINDER®	•	•
CARPET — 12-oz. carpet w/front floor mats	•	•
CLOCK — Integral with radio	•	•
CONSOLE — With armrest, integral storage bin, dual cupholders, dual power points, parking brake boot and removable ash container in one cupholder location	•	•
CONTROLS, STALK-MOUNTED — Includes controls for turn signals, interval wipers/washer, high beam headlamps and flash-to-pass	•	•
FOOTREST, DRIVER	•	•
GLOVE BOX — Locking	•	•
INSTRUMENTATION — Electro-luminescent 160 mph speedometer, tach and trip odometer	•	•
Incl. temp, fuel, oil pressure, boost gauge, check engine/low fluid warning lights (low fuel only)	•	•
LIGHT GROUP — Lamps in dome w/front door ajar switches & cargo compartment, & headlamps-on alert chime ¹	•	•
PEDALS — Sport pedals with aluminum covers	•	•
POWER POINT — 12V	•	•
SEATS — Sport buckets w/unique leather/preferred suede trim incl. power 6-way driver's seat, power lumbar and adjustable side bolsters, dual map pockets, 4-way adjustable head restraints (Cobra emblem embroidered into seat back)	•	•
Split/fold-down rear seat backs	•	
SHIFT KNOB — Leather wrapped with 6-speed shift pattern	•	•
STEERING WHEEL, LEATHER WRAPPED	•	•
TILT STEERING WHEEL W/CENTER HORN	•	•
TRIM — Dark Charcoal with Medium Graphite or Dark Charcoal accents	•	•
Cloth headliner with cloth sunvisors		•
Cloth headliner	•	
VISOR — Dual illuminated mirrors w/covers	•	•
FUNCTIONAL		
AIR CONDITIONING — Manual	•	•
ALTERNATOR — Heavy duty 130-amp	•	•
AXLE, TRACTION-LOC — With 3.55 ratio	•	•
BATTERY, MAINTENANCE FREE, HEAVY DUTY — 58-Amp	•	•
BRAKES, POWER — Anti-Lock Braking System (ABS) with 4-wheel disc	•	•
DECKLID RELEASE, POWER (Internal)	•	•
DEFROSTER, REAR WINDOW	•	•
DEMISTERS, SIDE WINDOW	•	•
DOOR LOCKS, POWER	•	•
ELECTRODRIVE COOLING FAN	•	•
ENGINE — Supercharged 4.6L 4V DOHC V8	•	•
EXHAUST SYSTEM — Dual exhaust, stainless steel	•	•

¹ Dome light integrated in mirror on convertible

LEGEND: ★ = New for this model year.

2004 SVT MUSTANG COBRA
MAJOR STANDARD EQUIPMENT

	Coupe	Convertible
FUNCTIONAL (Continued)		
FUEL TANK — 15.7 gallons; tethered cap	•	•
GLASS, TINTED (COMPLETE)	•	•
HORN — Dual note	•	•
PARKING BRAKE — Tunnel mounted	•	•
PASSIVE ANTI-THEFT SYSTEM — SecuriLock®	•	•
POWER POINT, AUXILIARY	•	•
RADIO — Mach 460 electronic AM/FM stereo w/6-disc in-dash CD player	•	•
REMOTE KEYLESS/ILLUMINATED ENTRY	•	•
SPEED CONTROL	•	•
STEERING, POWER RACK AND PINION	•	•
SUSPENSION — Front, modified McPherson strut with stabilizer bars and linear rate coil springs	•	•
Rear, independent rear suspension with cast iron upper and aluminum lower control arms, linear rate springs	•	•
Gas pressurized front struts and rear shock absorbers	•	•
TIRES — P275/40R17 BSW performance	•	•
17" aluminum mini-spare	•	•
TRACTION CONTROL — All-speed system w/brake, spark retard and fuel shutoff strategy. Incl. on/off switch	•	•
TRANSMISSION — 6-Speed manual overdrive	•	•
WINDOWS — Power side, one-touch down driver side	•	•
WINDSHIELD WIPERS — Interval setting, aero windshield wiper blade	•	•

LEGEND: ★ = New for this model year.

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2004 SVT MUSTANG COBRA SERIES/OPTIONS

		Coupe	Convertible		
ORDER CODE		300A	350A		
BODY CODE	2 Door	P48	P49		
	CODE				
MAJOR STANDARD EQUIPMENT					
MAJOR STANDARD EQUIPMENT					
Air Conditioning, Manual.....		S	S		
Braking System, Anti-Lock.....		S	S		
Axle, Traction-Loc.....		S	S		
Convertible Top Soft Boot.....		-	S		
Decklid Release, Power.....		S	S		
Defroster, Rear Window.....		S	S		
Door Locks, Power.....		S	S	Incl. express down driver side window. May be deleted from order, choose 13K in delete section.	
Mirrors, Dual Illuminated Visors.....		S	S		
Remote Keyless/Illuminated Entry.....		S	S		
Speed Control.....		S	S		
Spoiler, Rear.....		S	S		
Traction Control.....		S	S		
Wheels, 17" Cast Aluminum.....		S	S		
Windows, Power Side.....		S	S		
AVAILABLE OPTIONS					
POWERTRAINS					
SC 4.6L 4V DOHC V8 6-Speed Manual.....	99Y/44B	S	S		
California Emissions System.....	422	O	O		
TIRES					
P275/40R17 BSW Performance.....	T27	S	S		
WHEELS					
17" Chrome Aluminum.....	64V	O	O		
SEATS					
Leather Trim Sport Buckets w/Driver Side Power Lumbar.....	M	S	S		
AUDIO					
Mach 460 AM/FM Stereo w/6-Disc CD.....	589	S	S	See Group/Misc. page for content.	
GROUPS/PACKAGES					
<i>Mystichrome Package</i> (includes unique exterior paint, seating surfaces and steering wheel trim).	68M	O	O		

LEGEND: O = Optional S = Standard - = Not Available U = Upgraded
 I = Included in another option or group option. ♦ = May not be available at Job #1.
 ★ = New for this model year.

2004 SVT MUSTANG COBRA GROUP/MISCELLANEOUS OPTIONS

RADIO, MACH 460 ELECTRONIC AM/FM STEREO WITH IN-DASH 6-DISC CD AND CLOCK (589)

- 230-Watts RMS (460-watts peak power)
- 60-Watt parametrically equalized amplifier
- 85-Watt subwoofer amplifiers (2)
- 5.5 x 7.5 subwoofer speakers (4)
- 2.5" midrange/tweeters (4)
- AM/FM stereo
- Integrated clock
- Customer interface
- Rotary on/off volume control
- Vehicle speed sensitive volume control
- 18 memory presets (6 AM, 12 FM)
- Auto station set
- Hall effect (DSP mode) (e.g. - news, jazz, hall, church and stadium) available
- Occupancy modes (DSP button) all seats, driver seat, rear seat
- Radio Data System (RDS) available
- 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

MISCELLANEOUS

Pre-delivery only ¹	361
Pre-delivery with Undercoat ¹	362
Local/State Ordinance Deviation.....	931
Priced DORA	C09

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.

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. NA with 428 High Altitude Principle Use.

CALIFORNIA EMISSIONS SYSTEM NOT REQUIRED 423

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.

CALIFORNIA PUBLIC SERVICE/EMERGENCY VEHICLE EXCEPTION 936

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

NON-CALIFORNIA EMISSIONS/NON-CROSS-BORDER STATES DEALER ORDER FOR CALIFORNIA STATES REGISTRATION 93N

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.

07/01/03

2004 SVT MUSTANG COBRA COLOR & TRIM

INTERIOR TRIM TYPE AND COLOR SELECTOR		INTERIOR TRIM COLORS					
NOTE: First letter denotes type, second letter denotes color.		Dark Charcoal w/Dark Charcoal		Dark Charcoal w/Medium Graphite		Dark Charcoal w/Mystichrome	
COBRA 2-DOOR COUPE AND CONVERTIBLE							
Leather/Preferred Suede Seating Surfaces, Sport Buckets with Driver Side Power Lumbar and Adjustable Bolsters		MW		M2		MD	
EXTERIOR COLOR		AVAILABILITY/CONVERTIBLE ROOF					
COLOR	CODE	AVAIL	ROOF	AVAIL	ROOF	AVAIL	ROOF
MUSTANG COBRA							
Competition Orange	CY	•	A				
Torch Red Clearcoat	D3	•	A	•	A		
Screaming Yellow	D6	•	A				
Redfire Clearcoat Metallic	G2	•	A	•	A		
Mystichrome	G6					•	A
Black Clearcoat	UA	•	A	•	A		
Silver Clearcoat Metallic	YN	•	A	•	A		
Oxford White Clearcoat	Z1	•	A	•	A		

CONVERTIBLE ROOF COLOR LEGEND

NOTE: Enter Order Code AA (Black)
in Roof Section of Order Form

A – Black

LEGEND: ★ = New for this model year.

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2004 SVT MUSTANG COBRA POWERTRAIN AVAILABILITY

			50 STATES	
ENGINE	TRANSMISSION	CODE		
COBRA		AXLE TYPE	LS	
		AXLE RATIO	3.55	
SC 4.6L 4V DOHC V8	— 6-Speed Manual	99Y/44B	Std.	

FUEL ECONOMY

		50 STATES			
		F.E. LABEL ADJUSTED		ESTIMATED ANNUAL FUEL COST	MEMO: UNADJUSTED COMBINED
ENGINE DISPL.	TRANSMISSION	CITY	HIGHWAY		
COBRA					
SC 4.6L 4V DOHC V8	6-Speed Manual	17	24	\$1,105	22.5

ENGINE HORSEPOWER AND TORQUE RATINGS

		NOMINAL COMPRESSION RATIO	50 STATES	
			HORSEPOWER	TORQUE
ENGINE DISPL.	TRANSMISSION		HP @ RPM	LB. FT. @ RPM
COBRA				
SC 4.6L 4V DOHC V8	6-Speed Manual	8.5:1	390	390