



2008MY

Vehicle Line: **MUSTANG**

Marketing Strategy and Mix Recommendations

Marketing Strategy Key Points:

- 2008 Mustang features well-equipped arrays, providing your Mustang customers with both key appearance and performance-oriented content.
- Side Impact Air Bags have now been made standard on all Mustang body & series combinations.
- 2008 V6 Deluxe packaging has been simplified to promote more ordering consistency on the showroom floor.
- Interior appearance and package upgrades are designed to maintain leadership in the Sports Car segment.

- New options include:
 1. Ambient Lighting
 2. HID Headlamps
 3. 18" wheel on V6 Premium (coupe only)

- New packages include:
 1. V6 Safety & Security Package
 2. Warriors In Pink Package

Recommended Mix:

<i>Series</i>	<i>Retail Mix</i>
Mustang GT Convertible "Deluxe"	8%
Mustang GT Convertible "Premium"	10%
Mustang GT Coupe "Deluxe"	8%
Mustang GT Coupe "Premium"	12%
V6 Mustang Coupe "Deluxe"	35%
V6 Mustang Coupe "Premium"	10%
V6 Mustang Convertible "Deluxe"	8%
V6 Mustang Convertible "Premium"	9%

Key Options Rates:

Comfort Group (53B)	30%
GT Appearance Package (54G)	15%
GT California Special (54C)	5%
HID Headlamps(51H)	20%
Interior Ambient Lighting (95M)	30%
Interior Upgrade Pkg. (18G)	75%
Optional 18" Wheel on V6 (64B) (coupe only)	5%
Premier Trim with Color Accent (68B)	15%
Shaker 500 Audio System option on Deluxe arrays (912)	15%
Shaker 1000 Audio System (918)	20%
SIRIUS®Satellite Radio System (50S)	30%
Sport Exterior Appearance Pkg. (54V)	30%
Sport Interior Appearance Package w/Color Accent (18M)	20%
Touch Screen DVD Based Navigation System (58X)	10%
V6 Pony Pkg. (54P)	20%
V6 Safety & Security Package (43S)	35%
Warrior's In Pink Package (54S)	5%

NOTE: Rates above represent full model year projections for both Coupe and Convertible. Please see your individual 2008MY Regional Recommended Mix on the Mustang Brand Exchange at www.FMCdealer.com.

2008 MUSTANG MAJOR PRODUCT CHANGES

OVERVIEW

- 2008 Mustang features well-equipped arrays, providing your Mustang customers with both key appearance and performance-oriented content.
- Interior appearance and package upgrades are designed to maintain leadership in the Sports Car segment.

STANDARD EQUIPMENT CHANGES ★

- Side impact air bags on all series

EXTERIOR COLOR CHANGES

New Colors Added: ★

- Silver Clearcoat Metallic (Replacing Satin Silver) (YN)
- Dark Candy Apple Red Clearcoat Metallic (Replaces Redfire) (JV)
- Vapor Clearcoat Metallic (Replacing Tungsten) (ZY)

NEW OPTION CHANGES ★

- Ambient interior lighting (95M)
- HID headlamps (51H)
- V6 18" Wheels Premium Polished Forged Wheels (64B) (coupe only)

NEW PACKAGE CHANGES ★

V6 Safety & Security Package - Includes:

1. Anti-Lock Brakes
2. Traction Control
3. Active Anti-Theft System
4. Wheel Locking Kits

Warriors In Pink Package (54S) ★

- Requires:
 1. V6 Premium (Coupe or Convertible)
 2. Automatic Transmission Option (44L)
- Pony Package content (54P) plus below:
- Pony badge replaced by Pink Ribbon with a Pony in the middle of the ribbon
- Lower Rocker Tape Stripe comes in pink metallic color
- GT Leather Seats w/Pink Contrast Stitching
- IUP Package Steering wheel w/Pink Stitching
- Charcoal Floor Mats w/pink trim and pink embroidered ribbon and Pony Logo
- Coupe or Convertible
- Available in Black, Performance White, and Silver Metallic Exterior Colors

2008 MUSTANG COUPE ORDER COMBINATIONS

V6 Coupe Deluxe 4.0L 2V V6, 5-Speed Manual

- Body Code: T80
- Order Code: 110A

V6 Coupe Premium 4.0L 2V V6, 5-Speed Manual

- Body Code: T80
- Order Code: 120A

GT Coupe Deluxe 4.6L 3V V8, 5-Speed Manual

- Body Code: T82
- Order Code: 130A

GT Coupe Premium 4.6L 3V V8, 5-Speed Manual

- Body Code: T82
- Order Code: 140A

2008 MUSTANG CONVERTIBLE ORDER COMBINATIONS

V6 Convertible Deluxe 4.0L 2V V6, 5-Speed Manual

- Body Code: T84
- Order Code: 150A

V6 Convertible Premium 4.0L 2V V6, 5-Speed Manual

- Body Code: T84
- Order Code: 160A

GT Convertible Deluxe 4.6L 3V V8, 5-Speed Manual

- Body Code: T85
- Order Code: 170A

GT Convertible Premium 4.6L 3V V8, 5-Speed Manual

- Body Code: T85
- Order Code: 180A

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.

2008 MUSTANG MAJOR PRODUCT SUMMARY

The 2008 Mustang features our well-equipped arrays, providing your Mustang customers with both key appearance and performance-oriented content.

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

Mustang V6 Deluxe	Mustang V6 Premium	Mustang GT Deluxe	Mustang GT Premium
<p><u>Powertrain/Functional</u></p> <ul style="list-style-type: none"> • Brakes – power vented 4-wheel disc • Engine – 4.0L SOHC V6 • Rear window defroster • Remote keyless entry • Speed control – steering wheel-mounted • Transmission – 5-speed manual • Tire Pressure Monitoring System (TPMS) <p><u>Exterior</u></p> <ul style="list-style-type: none"> • Exhaust – stainless steel single • Headlamps – complex reflector halogen w/integral park/turn lamps • Mirrors – dual power side-mounted • Spare wheel/tire – mini • Tires – P215/65R16 A/S • Wheels – 16" painted aluminum w/bright machined face <p><u>Interior</u></p> <ul style="list-style-type: none"> • Air conditioning – manual • Audio – premium AM/FM stereo w/single CD & clock • Auxiliary Audio Input Jack • Console – center w/full armrest & storage • Cupholders (2) • Floor mats – front, color keyed w/driver retention hook • Footrest – driver • Instrument cluster – chrome accent four-gauge instrument cluster & air registers • Lamps – center-mounted dome (Coupe only) • Lighted bezel (Convertible only) • Map pockets – front door • Power points (2) • Seats <ul style="list-style-type: none"> – Cloth buckets w/50/50 split-fold rear (Coupe only) – Manual 2-way adjustable passenger – Manual 4-way adjustable driver w/height adjust • Steering wheel – tilt w/speed control • Window/door locks – power <p><u>Safety/Security</u></p> <ul style="list-style-type: none"> • Illuminated entry • LATCH (Lower Anchors and Tethers for Children) System in rear outboard seats • Personal Safety System® for driver and front passenger • SecuriLock® Passive Anti-Theft System • Side Air Bag ★ 	<p><i>All V6 Deluxe content, plus:</i></p> <p><u>Exterior</u></p> <ul style="list-style-type: none"> • Wheels – 16" painted aluminum w/bright machined face w/chrome spinner <p><u>Interior</u></p> <ul style="list-style-type: none"> • Audio – Shaker 500 Audio System (AM/FM stereo w/CDx6, 8-speakers & MP3) • Seats – 6-way power adjustable driver w/2-way adjustable head restraint & power lumbar 	<p><u>Powertrain/Functional</u></p> <ul style="list-style-type: none"> • Brakes <ul style="list-style-type: none"> – Anti-Lock Braking System (ABS) w/Traction Control – Power vented 4-wheel disc • Engine – 4.6L 3V V8 engine • Rear window defroster • Remote keyless entry • Transmission – 5-speed manual <p><u>Exterior</u></p> <ul style="list-style-type: none"> • Exhaust – stainless steel dual • Front fog lamps – in grille • Headlamps – complex reflector halogen w/integral park/turn lamps • Mirrors – dual power side-mounted • Spare tire/wheel – mini • Spoiler – rear • Tires – P235/55ZR17 performance A/S • Wheels – 17" premium painted cast aluminum <p><u>Interior</u></p> <ul style="list-style-type: none"> • Air conditioning – manual • Audio – premium AM/FM stereo w/single CD & clock • Auxiliary Audio Input Jack • Console – center w/full armrest & storage • Cupholders (2) • Floor mats – front, color keyed w/driver retention hook • Instrument cluster – chrome accent four-gauge instrument cluster & air registers • Lamps – center-mounted dome (Coupe only) • Lighted bezel (Convertible only) • Map pockets – front door • Power points (2) • Seats <ul style="list-style-type: none"> – 6-way power adjustable driver w/2-way adjustable head restraint & power lumbar – Cloth buckets w/50/50 split-fold rear (Coupe only) – Manual 2-way adjustable passenger • Steering wheel – tilt w/speed control • Window/door locks – power <p><u>Safety/Security</u></p> <ul style="list-style-type: none"> • Illuminated entry • LATCH (Lower Anchors and Tethers for Children) System in rear outboard seats • Personal Safety System® for driver and front passenger • SecuriLock® Passive Anti-Theft System • Side Air Bag ★ 	<p><i>All GT Deluxe content, plus:</i></p> <p><u>Interior</u></p> <ul style="list-style-type: none"> • Audio – Shaker 500 Audio System (AM/FM stereo w/CDx6, 8-speakers & MP3) • Seats – leather sport buckets

Please see Standard Equipment page for more details.

Product 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.

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2008 MUSTANG STANDARD EQUIPMENT

The following items are standard on every 2008MY MUSTANG vehicle:

POWERTRAIN/FUNCTIONAL

- Brakes – power vented 4-wheel disc
- Rear window defroster
- Remote keyless entry
- Transmission – 5-speed manual

EXTERIOR

- Headlamps – complex reflector halogen headlamps
- Mirrors – dual power side-mounted
- Moldings – color keyed rocker on GT and black on V6
- Windshield wipers – variable interval

INTERIOR

- Air conditioning – manual
- Auxiliary audio input jack
- Console – center w/full armrest & storage
- Cupholders (2)
- Floor mats – color keyed carpeted front w/driver retention hook
- Footrest – driver
- Instrument cluster – chrome accent four-gauge instrument cluster & air registers
- Lamps
 - Center-mounted dome (Coupe only)
 - Lighted bezel (Convertible only)

INTERIOR (Continued)

- Locks – power, windows & doors
- Map pockets – front door
- Power points (2)
- Seats
 - Manual 2-way adjustable passenger
 - Split-fold 50/50 rear (Coupe only)
- Speed control
- Steering wheel – tilt
- Storage system – fold-flat rear seat storage system (Coupe only)
- Windows – one touch down/up front window

SAFETY/SECURITY

- Belt-Minder®
- Illuminated entry
- LATCH System (Lower Anchors & Tethers for CHildren) on rear outboard seat locations
- Personal Safety System® for driver and front passenger
- Safety belt restraint system – manual 3-point shoulder & lap safety belt system on all seating positions, incl. center seating position
- SecuriLock® Passive Anti-Theft System
- Side Air Bag ★
- Side intrusion door beams

The following features are standard on select all-new 2008MY MUSTANG vehicles:

POWERTRAIN/FUNCTIONAL	V6 Deluxe	V6 Premium	GT Deluxe	GT Premium
Engine				
4.0L SOHC V6	•	•		
4.6L OHC 3V V8			•	•
Exhaust System				
Stainless steel single exhaust	•	•		
Stainless steel dual exhaust			•	•
Transmission				
T5 5-speed manual	•	•		
TR3650 5-speed manual			•	•
KEY EXTERIOR FEATURES				
Fog lamps			•	•
Spoiler – rear			•	•
Tires				
P215/65R16 A/S	•	•		
P235/55ZR17 Z-branded performance A/S			•	•
Wheels				
16" painted aluminum w/bright machined face	•			
16" painted aluminum w/bright machined face w/chrome spinner		•		
17" premium painted cast aluminum			•	•
KEY INTERIOR FEATURES				
Audio				
Premium AM/FM stereo w/single CD & clock	•		•	
Shaker 500 Audio System – AM/FM stereo w/CDx6, 8-speakers & MP3		•		•
Seats				
Manual adjustable driver seat w/2-way head restraint (no lumbar)	•			
Power adjustable 6-way driver seat w/2-way head restraint & power lumbar		•	•	•
SAFETY/SECURITY				
Brakes – Anti-Lock w/Traction Control			•	•
Side Air Bag ★	•	•	•	•

★ = New for this model year.

• = Available

2008 MUSTANG FUNCTIONAL EQUIPMENT

AXLE AVAILABILITY

**Axle Ratio = 3.31 V6
Manual/Automatic and GT
Automatic Transmissions (Limited
Slip on GT)**

**Optional Axle Ratio = 3.55 Limited
Slip GT Manual Transmission Only
(455)**

WHEEL AVAILABILITY



16" Painted Aluminum Wheel w/Bright Machined Face
Std. on V6 Deluxe (94B)



16" Painted Aluminum Wheel w/Bright Machined Face w/Chrome Spinner
Std. on V6 Premium & Opt. on V6 Deluxe (941)



17" Premium Painted Cast Aluminum Wheel
Std. on GT Deluxe & Premium (64F)

Wheel Image Coming Soon

18" V6 Premium Polished Forged Wheel(64B)★
Optional on V6 Premium(coupe only)



17" Bright Machined Cast Aluminum Wheel w/Large Tri-bar Pony Center Cap Opt. on GT Deluxe & Premium & V6 Premium (64D)



18" Polished Aluminum Wheel w/Small Tri-bar Pony Center Cap Opt. on GT (64W) Included in Cal Special Package (54C)



18" Premium Aluminum Wheel Opt. on GT (64E)

Wheel Image Coming Soon

17" Premium Painted Cast Aluminum Wheel w/Small Tri-bar Pony Center Cap
Std. on V6 Pony Package (64F) available with Pony Package (54P) only

★ = New for this model year.

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2008 MUSTANG COUPE OPTIONAL EQUIPMENT

		V6 Coupe Deluxe	V6 Coupe Premium	GT Coupe Deluxe	GT Coupe Premium
BODYSTYLE					
Coupe	Body Code	T80	T80	T82	T82
	Order Code	110A	120A	130A	140A
ENGINE					
4.0L SOHC V6					
Horsepower @ rpm (SAE net) – 210 @ 5300	99N	S	S	—	—
Torque (lb-ft. @ rpm) – 240 @ 3500					
4.6L 3V V8					
Horsepower @ rpm (SAE net) – 300 @ 5750	99H	—	—	S	S
Optional 3.55 ratio axle. Only avail. on Manual Transmission	455	—	—	—	O
Torque (lb-ft. @ rpm) – 320 @ 4500					
TRANSMISSION					
T5 5-Speed Manual Transmission	44F	S	S	—	—
TR3650 5-Speed Manual Transmission	44K	—	—	S	S
5R55S 5-Speed Automatic Transmission	44L	O	O	O	O
WHEELS					
16" Painted Aluminum w/Bright Machined Face	94B	S	O ¹	—	—
16" Painted Aluminum w/Bright Machined Face w/Chrome Spinner	941	—	S	—	—
17" Premium Painted Cast Aluminum	64F	—	—	S	S
17" Bright Machined Cast Aluminum	64D	—	O	O	O
18" Premium Aluminum (incl. P235/50/ZR18 A/S Tire)	64E	—	—	O	O
18" Polished Aluminum (incl. P235/50/ZR18 A/S Tire)	64W	—	—	O	O
18" Premium Polished Forged Also available on Pony Package 54P	64B	—	O	—	—
SAFETY/SECURITY					
V6 Safety & Security Package (ABS / Traction Control / Anti-Theft / Wheel Locking Kits)	43S	O	O	—	—
Active Anti Theft System (incl. perimeter inclination & intrusion alarms)	14A	—	—	O	O
Wheel Locking Kits	17L	—	—	O	O
HID Headlamps	51H	—	O ³	O ⁵	O ⁵
KEY EXTERIOR OPTIONS					
Spoiler Delete Option	13D	S	S	O	O
Tape Stripe Delete (avail. only on V6 Pony Package 54P & Sport Exterior Appearance Package 54V)	52S	O	O	—	—
KEY INTERIOR OPTIONS					
Audio					
Shaker 500 Audio System – AM/FM Stereo w/In-Dash CDx6, MP3 & 8-Speakers	912	—	S	O	S
Shaker 1000 Audio System – AM/FM Stereo w/In-Dash CDx6, MP3 & 10-Audiophile Speakers	918	—	O ³	O	O
SIRIUS® Satellite Radio (req. 912 Shaker 500 or 918 Shaker 1000 Audio System or DVD Navigation; N/A in Hawaii or Alaska)	50S	—	O	O	O
Touch Screen DVD Based Navigation System	58X	—	O ^{2,3}	—	O ²
Ambient Lighting	95M	—	O	O	O
Seats					
6-Way Power Adjustable Driver Seat w/2-Way Adjustable Head Restraint & Power Lumbar	21A	—	S	S	S
Leather Seating Surfaces – Buckets	J	—	O	—	—
Leather Seating Surfaces – Sport Buckets	K	—	O ⁴	O	S
Heated Driver and Passenger Seats (Requires Leather)	65A	—	O	O	O
GROUPS & PACKAGES (See Package Options/Emissions Page for pkg. content)					
Comfort Group (req. Leather Seats; incl. heated driver & passenger seats, 6-way power passenger seat & electrochromic mirror w/compass	53B	—	O	O	O
Sport Interior Appearance Package w/color accent (incl. leather-wrapped steering wheel w/satin aluminum spokes, aluminum pedal covers, satin aluminum-plated shifter lever w/automatic or bright shift knob w/manual transmission plus Black interior components (seats, carpet, mats, and front door panel inserts), Cloth or leather seats providing contrast in Graphite & Parchment Interiors)	18M	—	O	O	O
Sport Exterior Appearance Package (incl. rear spoiler & sport tape stripe on lower rocker)	54V	O	O	—	—
GT Appearance Package (54G) which incl. Hood Scoop, Bright Rolled Exhaust Tips, and Pony Emblem Engine Cover	54G	—	—	O	O

¹ 16" Painted Aluminum w/Bright Machined Face without spinner optional for Fleet only with valid FIN code.

² Not Available with Premium AM/FM base radio or Shaker 1000

³ Requires V6 Safety & Security Package

⁴ Optional on 120A only when ordered w/68B Premier Color Trim & (18G) Interior Upgrade Pkg.

★ = New for this model year

S = Standard O = Option
P = Package
F = Fleet
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2008 MUSTANG COUPE OPTIONAL EQUIPMENT

		V6 Coupe Deluxe	V6 Coupe Premium	GT Coupe Deluxe	GT Coupe Premium
GROUPS & PACKAGES (See Package Options/Emissions Page for pkg. content) (Continued)					
GT California Special (54C) Leather Sport Buckets w/unique Cal Special contrasting Dove or Parchment "GT Leather" inserts, California Special badged floor mats, unique front fascia, larger air intake, chin spoiler 1.5" lower than GT, unique rear fascia with race car like "diffuser", side scoops, unique tape stripe and bright rolled exhaust tips	54C	—	—	—	O
Interior Upgrade Package (incl. bright polished six-gauge instrument cluster w/My Color feature, bright shift knob & satin register vents w/satin aluminum spokes on steering wheel, door latches, door scuff plate. Also incl. message center, leather-wrapped steering wheel & Dark Charcoal Aberdeen pattern front door panel inserts); Req. either 67L or 67D instrument panel appliqué below	18G	—	O	O	O
Satin Aluminum Instrument Panel Appliqué (requires 18G)	67L	—	O	O	O
Woven Charcoal Aluminum Instrument Panel Appliqué w/ribbed pattern (requires 18G)	67D	—	O	O	O
Premier Trim w/Color Accent Package – Requires 18G package and GT Leather (K) – NA w/Pony (54P) or Cal Special (54C) – Includes wrapped & stitched IP brow & center console lid, upgraded door armrests (w/stitching), aluminum pedal covers, and solid colored seats. – Available in 5 interior colors combinations.	68B	—	O	—	O
V6 Pony Package – Includes unique Pony grille with chrome bezel and fog lamps, rear spoiler, 17" painted cast aluminum wheel w/bright machined rim, Z-branded A/S tires, unique tri-bar Pony center cap, Pony front fender badges, lower door tape stripe available in black, white or pearl gold and carpeted front floor mats w/unique brushed chrome "MUSTANG" badge in 2008MY interior colors	54P	—	O	—	—
V6 Warriors In Pink Pkg. ★ – Requires: 1. Automatic Transmission Option (44L) – Includes: Pony Package content (54P) plus below:	54S	—	O	—	—
FLEET ONLY OPTIONS (w/valid FIN code)					
Anti-Lock Brakes w/Traction Control	552	F	F	S	S
Bodyside Moldings	961	F	F	F	F
Driver Ornamentation Package (formerly Interior Sport)	18R	F	F	F	F
Engine Block Heater	41H	F	F	F	F
Floor Mat Delete	12H	F	F	F	F
Smoker's Package	63B	F	F	F	F
Day Time Running Lamps ⁵	61R	F	F	F	F
GENUINE FORD ACCESSORIES, PRE-INSTALLED – Limited Production Offerings					
Requires the use of 31S & D95 Ship-Thru Codes.					
Cargo Net, Retention – Envelope Style – Not Available with Shaker 1000 Audio (918).	605	O	O	O	O
Mobile-Ease™ Hands Free – for owner supplied BlueTooth enabled Cell Phones – Not Available on Convertible Models (T84, T85).	602	O	O	O	O
Power Code™ Remote Start System – Requires and only available with Automatic Transmission (44L)	603	O	O	O	O
Racing Stripes Available in Black, White, or Pearl Gold N/A on V6 Pony Pkg., Warriors In Pink Pkg., any V6 Convertibles equipped with Exterior Sport Appearance Pkg., GT Appearance Pkg. or Cal Special Pkg.	47A	O	O	O	O
Splash Guards, Molded – Rear Only; V6 with Logo; GT without Logo – N/A for GT California Special (54C).	604	O	O	O	O
Factor Invoiced Accessories – Genuine Ford Accessories delivered separately from the vehicle for Dealer Installation					
All Weather Floor Mats	90W	O	O	O	O
Cover, Front End (Mask) – Black Vinyl with Logo – N/A for GT California Special (54C)	972	O	O	O	O
Cover, Full Vehicle – Noah Cloth, with Pony Logo and Mustang Script – Only Available for vehicles equipped with a Rear Deck Lid Spoiler.	971	O	O	O	O
Exhaust Tips, Chrome – Single for V6; Dual for GT – Not Available with GT Cal Special (54C) or GT App Pkg. (54G).	90E	O	O	O	O
Trip Tunes™ Advance – iPod® Audio Connection for owner supplied iPod® – (Note: iPod® legal disclaimer will go somewhere like in the Edge OG.)	97P	O	O	O	O

* Requires Anti-Lock Brakes w/Traction Control Fleet Option

⁵ Requires Active Anti-Theft (14A)

★ = New for this model year

S = Standard O = Option
P = Package
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Ford Division

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2008 MUSTANG CONVERTIBLE OPTIONAL EQUIPMENT

		V6 Convertible Deluxe	V6 Convertible Premium	GT Convertible Deluxe	GT Convertible Premium
Convertible	Body Code	T84	T84	T85	T85
	Order Code	150A	160A	170A	180A
ENGINE					
4.0L SOHC V6					
Horsepower @ rpm (SAE net) – 210 @ 5300	99N	S	S	—	—
Torque (lb-ft. @ rpm) – 240 @ 3500					
4.6L 3V V8					
Horsepower @ rpm (SAE net) – 300 @ 5750	99H	—	—	S	S
Optional 3.55 ratio Axle. Only avail. on Manual Transmission	455	—	—	—	O
Torque (lb-ft. @ rpm) – 320 @ 4500					
TRANSMISSION					
5R55S 5-Speed Automatic Transmission	44L	O	O	O	O
T5 5-Speed Manual Transmission	44F	S	S	—	—
TR3650 5-Speed Manual Transmission	44K	—	—	S	S
WHEELS					
16" Painted Aluminum w/Bright Machined Face	94B	S	O ¹	—	—
16" Painted Aluminum w/Bright Machined Face w/Chrome Spinner	94I	—	S	—	—
17" Premium Painted Cast Aluminum	64F	—	—	S	S
17" Bright Machined Cast Aluminum	64D	—	O	O	O
18" Premium Aluminum (incl. P235/50/ZR18 Z-Branded A/S Tire)	64E	—	—	O	O
18" Polished Aluminum (incl. P235/50/ZR18 A/S Tire)	64W	—	—	O	O
SAFETY					
V6 Safety & Security Package (ABS / Traction Control / Anti-Theft / Wheel Locking Kits)	43S	O	O	—	—
Active Anti-Theft System (incl. perimeter inclination & intrusion alarms)	14A	—	—	O	O
Wheel Locking Kits	17L	—	—	O	O
HID Headlamps -requires V6 Safety & Security Pkg. on V6	51H	O	O ²	O ³	O ³
KEY EXTERIOR OPTIONS					
Convertible Soft Boot	59B	—	O	O	O
Cloth Convertible Top	86C	—	O	O	O
Spoiler Delete Option	13D	S	S	O	O
Tape Stripe Delete (avail. only on V6 Pony Package 54P & Sport Exterior Appearance Package 54V)	52S	O	O	—	—
Metallic Fuel Filler Door Satin Plated Aluminum	60I	O	O	O	O
Key Interior Options					
Audio					
Shaker 500 Audio System – AM/FM Stereo w/In-Dash CDx6, MP3 & 8-Speakers	912	—	S	O	S
Shaker 1000 Audio System – AM/FM Stereo w/In-Dash CDx6, MP3 & 10-Audiophile Speakers	918	—	O ²	O	O
SIRIUS® Satellite Radio (req. 912 Shaker 500 or 918 Shaker 1000 Audio System or DVD Navigation (58X); N/A in Hawaii or Alaska)	50S	—	O	O	O
Touch Screen DVD Based Navigation System	58X	—	O ^{4 2}	—	O ⁴
Ambient Lighting	95M	—	O	O	O
Seats					
6-Way Power Adjustable Driver Seat w/2-Way Adjustable Head Restraint & Power Lumbar	21A	—	S	S	S
Leather Seating Surfaces – Buckets	J	—	O	—	—
Leather Seating Surfaces – Sport Buckets	K	—	O ⁵	O	S
Heated Driver and Passenger Seats (Requires Leather)	65A	—	O	O	O

¹ 16" Painted Aluminum w/Bright Machined Face without spinner optional for Fleet only with valid FIN code.

² Requires V6 Safety & Security Package

³ Requires Active Anti-Theft (14A)

⁴ Not available with Premium AM/FM base radio or Shaker 1000

⁵ Optional on 160A only when ordered w/68B Premier Color Trim & (18G) Interior Upgrade Pkg.

★ = New for this model year

S = Standard O = Option
P = Package
F = Fleet
Ford Division

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2008 MUSTANG CONVERTIBLE OPTIONAL EQUIPMENT

		V6 Convertible Deluxe	V6 Convertible Premium	GT Convertible Deluxe	GT Convertible Premium
Convertible	Body Code	T84	T84	T85	T85
	Order Code	150A	160A	170A	180A
GROUPS & PACKAGES (See Package Options/Emissions Page for Pkg. Content and Restrictions)					
Comfort Group (req. leather seats; incl. heated driver and passenger seats, 6-way power passenger seat and electrochromic mirror w/compass)	53B	—	O	O	O
Sport Interior Appearance Package w/color accent (incl. leather-wrapped steering wheel w/satin aluminum spokes, aluminum pedal covers, satin aluminum-plated shifter lever w/automatic or bright shift knob w/manual transmission plus Black interior components (seats, carpet, mats, and front door panel inserts), Cloth or leather seats providing contrast in Graphite & Parchment Interiors)	18M	—	O	O	O
Sport Exterior Appearance Package (incl. rear spoiler & sport tape stripe on lower rocker)	54V	O	O	—	—
GT Appearance Package (incl. hood scoop, bright rolled exhaust tips, and Pony emblem engine cover)	54G	—	—	O	O
GT California Special (incl. Leather Sport Buckets w/unique Cal Special contrasting Dove or Parchment "GT Leather" inserts, California Special badged floor mats, unique front fascia, larger air intake, chin spoiler 1.5" lower than GT, unique rear fascia w/race car like "diffuser", side scoops, unique tape stripe, and bright rolled exhaust tips)	54C	—	—	—	O
Interior Upgrade Package (incl. bright polished six-gauge instrument cluster w/My Color feature, bright shift knob & satin register vents w/satin aluminum spokes on steering wheel, door latches, door scuff plate. Also incl. message center, leather-wrapped steering wheel & Dark Charcoal Aberdeen pattern front door panel inserts). Requires either 67L or 67D instrument panel appliqué below	18G	—	O	O	O
Satin Aluminum Instrument Panel Appliqué (requires 18G)	67L	—	O	O	O
Woven Charcoal Aluminum Instrument Panel Appliqué w/ribbed pattern (requires 18G)	67D	—	O	O	O
Premier Trim w/Color Accent Package – Requires 18G package and GT Leather (K) – NA w/Pony (54P) or Cal Special (54C) – Includes wrapped & stitched IP brow & center console lid, upgraded door armrests (w/stitching), aluminum pedal covers, and solid colored seats. – Available in 5 interior colors combinations.	68B	—	O	—	O
V6 Pony Pkg. – Includes unique Pony grille w/chrome bezel and fog lamps, rear spoiler, 17" painted cast aluminum wheel w/bright machined rim, Z-branded A/S tires, unique tri-bar Pony center cap, Pony front fender badges, lower door tape stripe available in black, white or pearl gold and carpeted front floor mats w/unique brushed chrome "MUSTANG" badge in 2008MY interior colors	54P	—	O	—	—
V6 Warriors In Pink Pkg. ★ – Requires: 1. Automatic Transmission Option (44L) – Includes: Pony Package content (54P) plus below:	54S	—	O	—	—
FLEET ONLY OPTIONS					
Anti-Lock Brakes w/Traction Control	552	F	F	S	S
Bodyside Moldings	961	F	F	F	F
Driver Ornamentation Package (formerly Interior Sport)	18R	F	F	F	F
Day time Running Lamps ⁶ *	61R	F	F	F	F

⁶ Not available with HID Headlamps (51H)

★ = New for this model year

S = Standard O = Option
P = Package
F = Fleet
Ford Division

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2008 MUSTANG CONVERTIBLE OPTIONAL EQUIPMENT

		V6 Convertible Deluxe	V6 Convertible Premium	GT Convertible Deluxe	GT Convertible Premium
Convertible	Body Code	T84	T84	T85	T85
	Order Code	150A	160A	170A	180A
FLEET ONLY OPTIONS (Continued)					
Engine Block Heater	41H	F	F	F	F
Floor Mat Delete	12H	F	F	F	F
Smoker's Package	63B	F	F	F	F
GENUINE FORD ACCESSORIES, PRE-INSTALLED – Limited Production Offerings – Requires the use of 31S & D95 Ship-Thru Codes.					
Cargo Net, Retention – Envelope Style – Not Available w/Shaker 1000 Audio (918).	605	O	O	O	O
Mobile-Ease™ Hands Free – for owner supplied BlueTooth enabled Cell Phones – Not Available on Convertible Models (T84, T85).	602	—	—	—	—
Power Code™ Remote Start System – Requires and only available with Automatic Transmission (44L)	603	O	O	O	O
Racing Stripes Available in Black, White, or Pearl Gold N/A on V6 Pony Pkg., Warriors In Pink Pkg., any V6 Convertibles equipped with Exterior Sport Appearance Package, GT Appearance Pkg. or Cal Special Pkg.	47A	O	O	O	O
Splash Guards, Molded - Rear Only; V6 with Logo; GT without Logo – N/A for GT California Special (54C).	604	O	O	O	O
Factory Invoiced Accessories – Genuine Ford Accessories delivered separately from the vehicle for Dealer Installation					
All Weather Floor Mats	90W	O	O	O	O
Cover, Front End (Mask) – Black Vinyl with Logo – N/A for GT California Special (54C)	972	O	O	O	O
Cover, Full Vehicle – Noah Cloth, with Pony Logo and Mustang Script – Only Available for vehicles equipped with a Rear Deck Lid Spoiler.	971	O	O	O	O
Exhaust Tips, Chrome – Single for V6; Dual for GT – Not Available with GT Cal Special (54C) or GT App Pkg. (54G).	90E	O	O	O	O
TripTunes™ Advance – iPod® Audio Connection for owner supplied iPod® – (Note: iPod® legal disclaimer will go somewhere like in the Edge OG.)	97P	O	O	O	O

* Requires Anti-Lock Brakes w/Traction Control Fleet Option

★ = New for this model year

S = Standard O = Option
P = Package
F = Fleet
Ford Division

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2008 MUSTANG COLOR & TRIM AVAILABILITY

		Interior Color						
		Medium Parchment	Light Graphite	Dark Charcoal	Black/Parchment Color Accent	Black/Dove Color Accent	Black/Red Color Accent	Black/Chamois Color Accent
Mustang V6	"Mustang" Logo Fabric Buckets	PH	P2	PW				
	Verona Grain Leather-Trimmed Buckets	JH	J2	JW				
Mustang GT	"Stampeding Horse" Logo Fabric Sports Buckets	5H	52	5W				
	Aberdeen Embossed Leather-Trimmed Sport Buckets	KH	K2	KW				
Premier Trim w/Color Accents	Aberdeen Embossed Leather-Trimmed Sport Buckets			KW	KC	KD	KR	K4
Special Packages								
GT Cal Special	Cal Special Dark Charcoal Interior Color Only Leather Seats with Contrasting Environment				MC ¹	MD ¹		
	Charcoal Leather Seats with Pink contrasting stitching and Dark Charcoal Interior Environment			NW				

EXTERIOR COLOR	Code	Coupe Tape Stripe Availability (Tape Stripe require 47A Racing Stripes, 54V V6 Sport Appearance Pkg. or 54P Pony Pkg. or V6 Warriors In Pink Pkg. 54S.)						
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Carryover Colors								
Torch Red Clearcoat	D3	•3	•1	•1	•3	•1	•1	
Alloy Clearcoat Metallic	G5	•3	•2	•2	•3	•2	•2	•2
Vista Blue Clearcoat Metallic	G9	•3	•2	•2	•3	•2		
Performance White Clearcoat	HP	•3	•1	•1orP	•3	•1	•1	•1
Windveil Blue Clearcoat Metallic	P3	•3	•1 or 2	•1 or 2	•3	•1 or 2		•1 or 2
Grabber Orange Clearcoat Metallic	U3			•1 or 2				
Black Clearcoat	UA	•3	•2	•2orP	•3	•2	•2	•2
All New Colors for 2008								
★ Dark Candy Apple Red	JV	•3	•1	•1	•3	•1	•1	•1
★ Silver Clearcoat Metallic	YN	•	•1	•1orP	•	•1	•1	•1
★ Vapor Clearcoat Metallic	ZY	•3	•1 or 2	•1	•3	•1 or 2	•1	

GT California Special Package (Coupe and Convertible, Black (85X) Stripe only)								
Vista Blue Clearcoat Metallic	G9				• (M)	• (A)		
Performance White Clearcoat Metallic	HP				• (A, M)	• (A)		
★ Dark Candy Apple Red	JV				• (A, M)	• (A)		
Grabber Orange	U3				• (A)			
Black Clearcoat	UA				• (A, M)	• (A)		
Warriors In Pink Package (Coupe, Pink Stripe (85P) only)								
Performance White Clearcoat Metallic	HP			• A/P				
Black Clearcoat	UA			• A/P				
★ Silver Clearcoat Metallic	YN			• A/P				

EXTERIOR COLOR	Code	Convertible/ Tape Stripe Availability (Tape Stripe requires 47A Racing Stripes, 54V V6 Sport Appearance Pkg., 54P Pony Pkg., Warriors In Pink Pkg. 54S.)						
Carryover Colors								
Torch Red Clearcoat	D3	•A1/M3	•A/1	•A/1	•A1/M3	•A/1	•A/1	
Alloy Clearcoat Metallic	G5	•A3/M3	•A/2	•A/2	•A3/M3	•A/2	•A/2	•A/2
Vista Blue Clearcoat Metallic	G9	•M/3	•A/2	•A/2	•M3	•A/2		
Performance White Clearcoat	HP	•A/1, M/3	•A/1/P	•A/1	•A1/M3	•A/1	•A/1	•A/1
Windveil Blue Clearcoat Metallic	P3	•A1/M3	•A/1	•A/1	•A1/M3	•A/1		•A/1
Black Clearcoat	UA	•A3/M3	•A/2/P	•A/2	•A3/M3	•A/2	•A/2	•A/2
All New Colors for 2008								
★ Dark Candy Apple Red	JV	•A/1, M/3	•A/1	•A/1	•A1/M3	•A/1	•A/1	•A/1
★ Silver Clearcoat Metallic	YN	•A/M	•A/1/P	•A/1	•A/M	•A/1	•A/1	•A/1
★ Vapor Clearcoat Metallic	ZY	•A1	•A1/2	•A1	•A1/M3	•A1/2	•A/1	

Convertible Roof Color Legend

NOTE: Enter Order Code:

AA (Black), MM (Parchment) CA (Black Cloth) Black Cloth available wherever Black Vinyl

AA – Black Vinyl
AM – Parchment Vinyl
CA – Black Cloth Roof

V6 Exterior Sport Appearance (54V), Pony Pkg., (54P) & (47A) Stripes Tape Stripe Legend

NOTE: Enter Order Code:

851 (Black), 852 (White), 853 (Pearl Gold)

1 – Black
2 – White
3 – Pearl Gold
85X – Cal Special Tape Stripes Black

V6 Warriors IN Pink Pkg. Stripe Legend(54S)

Note : Pink Stripes Only on 85P

Pink

¹ Cal Special only available with Black Tape Stripe (46P)

- ★ = New for this model year.
● = Available

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2008 MUSTANG PACKAGED OPTIONS/EMISSIONS

COMFORT PACKAGE (53B)

Availability:

- Optional on V6 & GT (120A,130A,140A,160A,170A,180A)

Requires:

- Leather seats

Includes:

- 6-way power passenger seat
- Electrochromic mirror with compass
- Heated driver and passenger seats

GT APPEARANCE PACKAGE (54G)

Availability:

- Optional on GT(130A,140A,170A,180A)

Includes:

- Bright Rolled Exhaust Tips
- Hood Scoop
- Pony Emblem Engine Cover

GT CAL SPECIAL (54C)

Availability:

- Only available on GT Premium(140A,180A)

Not available with:

- Premier Trim w/Color Accent Package (68B)
- Sport Appearance Package w/Color Accent (18M)

Includes: Only available on GT Premium (140A & 180A)

- Black w/Dove or Black w/Parchment interior environments
- Black leather seats with unique Cal Special Dove or Parchment "GT Leather" inserts
- Bright Rolled Exhaust Tips
- Cal Special Badged Floor mats
- Includes 18" Polished Aluminum Wheel (64W)
- Side Scoops
- Unique Front & Rear Fascia
- Unique Tape Stripes

HEATED DRIVER AND FRONT PASSENGERS SEATS (65A)

Availability:

- Optional on V6 & GT(120A,130A,140A,160A,170A,180A)

Not available with:

On V6 Deluxe Coupe(110A) or Convertible(150A)

Requires:

- Leather
- Power Driver Seat (21A)
- Heated seats with GT Cal Special (54C) requires Comfort Package (53B)

INTERIOR UPGRADE PACKAGE (18G)

Availability:

- Optional on V6 and GT (120A,130A,140A,160A,170A,180A)

Requires(One of the following):

- Charcoal Aluminum finish instrument panel appliqué-ribbed pattern (Optional) (67D)
- Satin Aluminum instrument panel appliqué (Standard) (67L)

Includes:

- Bright polished register rings and bright shift knob for manual transmission
- Dark Charcoal Aberdeen pattern front door panel inserts
- Leather-wrapped steering wheel with satin aluminum spokes
- Satin aluminum door sill scuff plate with bright MUSTANG lettering insert
- Satin aluminum-plated door handles
- Satin aluminum-plated shift lever with automatic transmission
- Special new bright polished six-gauge cluster with My Color feature and message center

PREMIER TRIM WITH COLOR ACCENT PACKAGE (68B)

Availability:

- Optional on V6 Premium and GT (120A, 140A, 160A, 180A)

Not available with:

- V6 Deluxe array or GT Deluxe (110A, 130A, 150A, 170A)
- Not available with Cal Special, Pony Package, Warrior In Pink Pkg. (54C, 54P & 54S)

Requires:

- 18G Interior Upgrade Package and GT leather seats (K) (Single Colored Seats)

Includes:

- Aluminum Pedal Covers
- Chamois, Red, Black, Dove and Parchment sport bucket leather front and rear seating surfaces with matching color front door trim inserts and floor mats
- Color accent coming from Black, Parchment, or Graphite Interiors
- Satin aluminum-plated shift lever with automatic transmission or bright shift knob with manual transmission
- Wrapped and stitched instrument panel brow, console lid, upgraded door arm rests

SPORT EXTERIOR APPEARANCE PACKAGE (54V)

Availability:

- Optional on V6 (110A, 120A, 150A, 160A)

Not available with:

- Warrior In Pink (54S)
- Pony Package (54P)

Includes:

- Rear spoiler
- Lower bodyside sport tape stripe in white, black or pearl gold

Restrictions:

- Not available in Satin Silver with Medium Parchment or Black Parchment Color Accent (KC)

NOTE: Tape Stripe Delete is a no credit option (52S)

SPORT INTERIOR APPEARANCE PACKAGE W/COLOR ACCENT (18M)

Availability:

- Optional on V6 and GT (120A,130A,140A,160A,170A,180A)

Not available with:

- When ordered in conjunction with (54P) Pony Package you will get the Pony Package floor mats

Includes:

- Aluminum Pedal Covers
- Black interior components providing contrast with Graphite or Parchment interiors
- Leather-wrapped steering wheel with satin aluminum spokes
- Satin aluminum-plated shift lever with automatic transmission or bright shift knob with manual transmission

2008 MUSTANG PACKAGED OPTIONS/EMISSIONS

V6 PONY PACKAGE (54P)

Availability:

- Optional on V6 Premium(120A, 160A)

Not available with:

- Sport Exterior Appearance Package (54V)
- Premier Trim with Color Accent Package (68B)
- The following color combination: Silver Metallic (YN) exterior with Medium Parchment (H) interior
- Warrior In Pink Pkg. (54S)

Includes:

- 17" painted cast aluminum wheel with bright machined rim, Z-branded all-season tires and = Ford Oval center cap
- Carpeted front floor mats with unique brushed chrome "MUSTANG" badge in 2008MY interior colors
- Lower door tape stripe, available in black, white or pearl gold
- Pony front fender badges
- Pony lower door tape stripe in all 2008MY colors
- Rear spoiler
- Unique Pony grille with chrome bezel and fog lamps

Optional:

- 18" Premium Polished Forged Wheel (64B) (Coupe only)

NOTE: Tape Stripe Delete is a no credit option (52S)

V6 SAFETY & SECURITY PACKAGE (43S) ★

Availability:

- Optional on V6 (110A, 120A, 150A, 160A)

Includes:

- Anti-Lock Brakes w/Traction Control
- Active Anti-Theft System (perimeter inclination & intrusion alarms)
- Wheel Locking Kits

V6 Warriors In Pink (54S)

Availability:

- Optional on V6 Premium (120A, 160A)
- Exterior Colors include Performance White, Black, and Silver Metallic

Not Available with:

- V6 Deluxe
- Manual Transmission
- 54V Sport Exterior Appearance Package
- Sport Interior Appearance Package with Color Accent (18M)
- Premier Trim (68B)
- Pony Package (54P)
- Heated Seats (65A)
- Comfort Package (53B)

Requires:

- Automatic Transmission (44L)

Includes:

- Pony Package content (54P) plus below:
- Pink Ribbon and Pony Fender Badge
- Pink Mustang Rocker Tape Stripe
- Charcoal Leather Seats with Pink Contrast Stitching
- Charcoal Floor mats with pink ribbon and pink contrast stitching
- Aluminum Spoke Steering wheel with pink contrast stitching
- Unique Pony grille with chrome bezel and fog lamps
- Lower door tape stripe, available in Pink

GENUINE FORD ACCESSORIES, PRE-INSTALLED – Limited Production Offerings

- Requires the use of 31S & D95 Ship-Thru Codes
- Installed Options at the Mustang Modification Center
- Options will appear on Invoice

MISCELLANEOUS

COV Required	79V
Price DORA	C09

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 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. **Note:** In Maine and Vermont, dealers cannot order vehicles for customers in non-California Emission State locations (except Public Service/Emergency Vehicles – 936)

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/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.

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 is optional in all states for customers with a valid FIN code

★ = New for this model year

2008 MUSTANG POWERTRAIN/DIMENSIONS

FUEL ECONOMY

ENGINE DISPL.	TRANSMISSION	50 STATES			
		F.E. LABEL ADJUSTED		ESTIMATED ANNUAL FUEL COST	MEMO: UNADJUSTED COMBINED
		CITY	HIGHWAY		
RWD					
4.0L SOHC V6	5-Speed Manual	TBD	TBD	TBD	TBD
	5-Speed Automatic	TBD	TBD	TBD	TBD
4.6L 3V V8	5-Speed Manual	TBD	TBD	TBD	TBD
	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
RWD				
4.0L SOHC V6	5-Speed Manual	9.7:1	210 @ 5300	240 @ 3500
	5-Speed Automatic	9.7:1	210 @ 5300	240 @ 3500
4.6L 3V V8	5-Speed Manual	9.8:1	300 @ 5750	320 @ 4500
	5-Speed Automatic	9.8:1	300 @ 5750	320 @ 4500

DIMENSIONS*

INTERIOR DIMENSIONS	Measurements
Head Room (inches)	
1 st Row	38.6
2 nd Row	35.0
Shoulder Room (inches)	
1 st Row	55.4
2 nd Row	53.3
Leg Room Maximum Extension (inches)	
1 st Row	42.7
2 nd Row	31.0
EPA Interior Volume Index (cu. ft.)	96.0
Luggage Capacity Trunk (cu. ft)	12.3
EXTERIOR DIMENSIONS (inches)	
Wheelbase	107.1
Overall Length	187.6
Overall Width	74.0
Overall Height	54.5

*All dimensions and horsepower/torque ratings are preliminary figures