

2008 Mustang Take Rate Report

Data Refresh Date : 17-Dec-2009

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	MUSTANG GT CONV DELUXE	MUSTANG GT COUPE DELUXE	MUSTANG SHELBY GT500 CONV	MUSTANG SHELBY GT500 COUPE	MUSTANG V6 CONV DELUXE	MUSTANG V6 COUPE DELUXE	Total
	10,538 (147)	37,006 (138)	2,066 (121)	7,501 (86)	12,099 (68)	39,557 (106)	108,767 (115)
Accent Stripe							
ALLOY TAPE STRIPE			15.97% (113)	11.21% (61)			1.08% (76)
BLACK TAPE STRIPE	0.75% (164)	0.95% (167)			29.56% (61)	27.08% (135)	13.53% (118)
EBONY TAPE STRIPE			23.57% (140)	18.08% (74)			1.69% (92)
PEARL GOLD TAPE STRIPE	0.11% (95)	0.16% (165)			15.00% (66)	7.71% (120)	4.54% (101)
PINK TAPE STRIPE					4.16% (157)	2.45% (156)	1.35% (156)
SATIN BLACK TAPE STRIPE	23.33% (108)	13.24% (97)					6.76% (100)
SHELBY BLUE TAPE STRIPE			5.86% (147)	17.57% (85)			1.32% (91)
SHELBY SILVER TAPE STRIPE			5.32% (125)	4.72% (71)			0.43% (84)
WHITE TAPE STRIPE	0.25% (149)	0.62% (120)	27.06% (115)	30.81% (72)	14.35% (65)	18.39% (105)	11.16% (94)
Air Conditioning							
MANUAL AIR CONDITIONING	100.00% (147)	100.00% (138)	100.00% (121)	100.00% (86)	100.00% (68)	100.00% (106)	100.00% (115)
Ambient Pkg							
AMBIENT LIGHTING	57.08% (149)	46.00% (128)	87.51% (126)	85.99% (90)	18.37% (124)	15.06% (157)	36.29% (129)
Anti Theft System							
ACTIVE ANTI-THEFT SYSTEM	64.63% (158)	55.95% (137)	100.00% (121)	100.00% (86)	25.27% (150)	21.36% (184)	44.67% (141)
Appearance Pkg							
BULLITT PACKAGE		15.60% (107)					5.31% (107)
EXTERIOR SPORT APPEARANCE PKG					49.91% (20)	37.68% (66)	19.25% (52)
GT500 RED STRIPE APP PKG			11.67% (114)				0.22% (114)
GT APPEARANCE PACKAGE	54.74% (120)	43.56% (117)					20.12% (118)
V6 APPEARANCE PACKAGE						0.38% (163)	0.14% (163)
V6 PONY PACKAGE					33.34% (118)	34.75% (153)	16.35% (145)
WARRIORS IN PINK					4.16% (157)	2.45% (156)	1.35% (156)
Axle							
3.31 RATIO LIMITED SLIP AXLE	72.11% (127)	55.80% (127)	100.00% (121)	86.60% (73)			33.84% (117)
3.31 RATIO REGULAR AXLE					100.00% (68)	100.00% (106)	47.49% (97)
3.55 RATIO LIMITED SLIP AXLE	27.89% (197)	28.60% (175)					12.43% (180)
3.73 RATIO LIMITED SLIP AXLE		15.60% (107)		13.40% (169)			6.23% (116)
Bodyside Molding							

	MUSTANG GT CONV DELUXE	MUSTANG GT COUPE DELUXE	MUSTANG SHELBY GT500 CONV	MUSTANG SHELBY GT500 COUPE	MUSTANG V6 CONV DELUXE	MUSTANG V6 COUPE DELUXE	Total
	10,538 (147)	37,006 (138)	2,066 (121)	7,501 (86)	12,099 (68)	39,557 (106)	108,767 (115)
Bodyside Molding							
BODYSIDE MOLDINGS	3.88% (41)	1.08% (35)			47.49% (7)	23.91% (6)	14.72% (8)
Brakes							
ANTI-LOCK BRAKES	100.00% (147)	100.00% (138)	100.00% (121)	100.00% (86)	76.24% (58)	43.38% (96)	76.77% (116)
Climate Controlled Seat							
HEATED SEATS	63.19% (140)	30.18% (133)			19.13% (121)	7.14% (166)	21.11% (138)
Comfort Grp							
COMFORT GROUP	56.74% (126)	26.93% (124)			16.93% (114)	5.83% (155)	18.66% (127)
Convertible Boot Cover							
CONVERTIBLE BOOT COVER	79.03% (150)		100.00% (121)		38.34% (131)		13.82% (140)
Convertible Roof							
CLOTH CONVERTIBLE ROOF	54.81% (151)		100.00% (121)		16.33% (139)		9.03% (142)
VINYL CONVERTIBLE ROOF	45.19% (142)				83.67% (54)		13.69% (82)
Convertible Roof Color							
BLACK	89.36% (146)		100.00% (121)		77.11% (70)		19.13% (109)
PARCHMENT	10.64% (151)				22.89% (63)		3.58% (88)
Daytime Running Lights							
DAYTIME RUNNING LAMPS	13.43% (104)	4.32% (103)	6.73% (116)	3.49% (86)	34.75% (30)	14.59% (26)	12.31% (47)
Emissions							
49 STATES	74.63% (137)	75.50% (124)	100.00% (121)	100.00% (86)	64.82% (78)	72.79% (113)	75.39% (113)
CALIFORNIA	25.37% (174)	24.50% (180)			35.18% (49)	27.21% (88)	24.61% (122)
Engine							
4.0L SOHC V6 ENGINE					100.00% (68)	100.00% (106)	47.49% (97)
4.6L 3V OHC V8 ENGINE	100.00% (147)	100.00% (138)					43.71% (140)
5.4L SC 4V V8 ENGINE			100.00% (121)	100.00% (86)			8.80% (94)
Engine Block Heater							
ENGINE BLOCK HEATER	12.02% (107)	5.45% (109)			6.91% (96)	3.31% (129)	4.99% (111)
Engine Cover							
ENGINE COVER WITH PONY EMBLEM	54.74% (120)	43.56% (117)					20.12% (118)
Exhaust Tips							
BRIGHT ROLLED EXHAUST TIPS	64.36% (120)	48.66% (117)					22.79% (118)
PACKED EXHAUST TIPS		15.60% (107)					5.31% (107)
FIA Cargo Net							
CARGO NET *ACCY	13.29% (99)	4.16% (95)	0.34% (113)	0.08% (15)	11.39% (91)	3.47% (102)	5.25% (97)
FIA Exhaust Tips							
CHROME EXHAUST TIP	2.46% (127)	1.43% (165)			12.50% (93)	6.50% (117)	4.48% (115)

	MUSTANG GT CONV DELUXE	MUSTANG GT COUPE DELUXE	MUSTANG SHELBY GT500 CONV	MUSTANG SHELBY GT500 COUPE	MUSTANG V6 CONV DELUXE	MUSTANG V6 COUPE DELUXE	Total
	10,538 (147)	37,006 (138)	2,066 (121)	7,501 (86)	12,099 (68)	39,557 (106)	108,767 (115)
FIA Floor Mats							
WTHR FLR MTS *ACCESSORY*	2.40% (90)	1.84% (145)			0.53% (73)	0.70% (150)	1.17% (132)
FIA Front Cover							
FRNT END COVER *DLR-INSTLD-ACC	0.29% (59)	0.09% (151)			0.07% (32)	0.02% (170)	0.07% (104)
FIA Fuel Door							
METALLIC FUEL FILLER DOOR	7.76% (169)	0.85% (153)			2.30% (176)	0.79% (170)	1.59% (167)
FIA Full Cover							
FULL VEH COVER	1.41% (85)	0.37% (140)	41.09% (119)	23.21% (76)	0.45% (142)	0.06% (136)	2.71% (93)
FIA Hands Free Connection							
MOBILE EASE HANDS FREE *ACCY	0.01% (490)	3.58% (143)				1.15% (153)	1.63% (146)
FIA Remote Starter							
POWERCODE REMOTE START *ACCY	3.36% (106)	1.01% (73)			2.60% (110)	0.99% (145)	1.32% (109)
FIA Splash Guard							
SPLASH GUARDS - REAR *ACCY	1.13% (101)	0.66% (104)			1.29% (125)	0.48% (140)	0.65% (118)
FIA Trip Tunes							
TRIPTUNESTM ADVANCE *ACCY	5.33% (163)	3.16% (156)			2.36% (147)	1.71% (160)	2.48% (157)
Fleet Incentive Programs							
	4.57% (7)	1.22% (7)			2.79% (10)	0.66% (9)	1.41% (8)
CPA FLEET INCENTIVE (56A)	0.06% (44)	0.03% (128)	0.05% (26)	0.04% (100)		0.00% (41)	0.02% (90)
DEMO REPURCHASE	0.02% (0)						0.00% (0)
FLEET RENTAL PROGRAM						0.00% (11)	0.00% (11)
IN-SERVICE REPURCHASE (56Z)		0.01% (0)			31.00% (2)	10.95% (5)	7.43% (4)
LONG TERM FLT. INCENTIVE (56K)	0.04% (98)	0.01% (43)			5.15% (2)	17.22% (3)	6.84% (3)
NATIONAL FLEET INCENTIVE (56M)	0.01% (22)	0.07% (13)			0.01% (36)	0.01% (11)	0.03% (14)
RENTAL REPURCHASE (56G)					11.99% (0)	0.18% (4)	1.40% (1)
TOTAL RENTAL INCENTIVE					0.19% (0)	0.16% (8)	0.08% (6)
Floor Mats							
FRONT FLOORMAT DELETE				13.40% (169)			0.92% (169)
FRT FLOOR MATS MUSTANG LOGO	23.33% (108)	13.24% (97)			33.34% (118)	34.75% (153)	23.11% (132)
MUSTANG SALLY FRONT FLOORMATS					4.16% (157)	2.45% (156)	1.35% (156)
PREMIUM FLOORMATS						1.98% (105)	0.72% (105)
Fuel Caps							
BP FUEL CAP DELETE	23.21% (106)	19.89% (104)	11.13% (115)	13.72% (73)	38.07% (36)	26.21% (65)	23.94% (75)
Headlamps							
HID HEADLAMPS	37.03% (175)	33.97% (149)	81.46% (125)	84.19% (89)	5.76% (200)	4.46% (239)	24.76% (144)

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	10,538 (147)	37,006 (138)	2,066 (121)	7,501 (86)	12,099 (68)	39,557 (106)	108,767 (115)
Hood Accent							
BLACK SATIN HOOD SCOOP						1.98% (105)	0.72% (105)
HOOD SCOOP	54.74% (120)	43.69% (116)					20.17% (117)
Interior Upgrade Pkg							
GT500 PREMIUM TRIM PACKAGE			97.19% (121)	96.33% (87)			8.49% (94)
PREMIER TRIM PACKAGE	15.39% (137)	9.07% (138)			1.07% (197)	0.52% (214)	4.88% (142)
IP Side D'cor							
CHARCOAL ALUMINUM PANEL	24.32% (136)	19.17% (129)			8.25% (136)	9.68% (155)	13.32% (138)
GUN METAL OVER ALUMINUM PANEL		15.60% (107)					5.31% (107)
SATIN ALUMINUM PANEL	60.88% (147)	47.43% (143)			26.68% (139)	26.82% (159)	34.76% (148)
TITANIUM ALUMINUM PANEL			100.00% (121)	100.00% (86)			8.80% (94)
MISC Pkgs							
BULLITT INTERIOR PACKAGE		15.60% (107)					5.31% (107)
DRIVER ORNAMENTATION PACKAGE	2.32% (284)	4.34% (268)			43.38% (3)	19.56% (4)	13.64% (37)
INTERIOR SPORT APPEARANCE PKG	1.39% (184)	1.64% (164)			0.99% (172)	1.66% (216)	1.41% (189)
INTERIOR UPGRADE PACKAGE	85.21% (144)	66.60% (139)			34.93% (138)	36.50% (158)	48.07% (145)
SHELBY INTERIOR PACKAGE			100.00% (121)	100.00% (86)			8.80% (94)
Order Code							
ORDER CODE 110A-DLX COUPE V6						48.04% (64)	17.47% (64)
ORDER CODE 115A						1.00% (62)	0.36% (62)
ORDER CODE 120A-PREM COUPE V6						50.96% (147)	18.54% (147)
ORDER CODE 130A-DLX GT COUPE		22.23% (167)					7.56% (167)
ORDER CODE 140A-PREM GT COUPE		77.34% (130)					26.31% (130)
ORDER CODE 145A		0.44% (67)					0.15% (67)
ORDER CODE 150A-DLX CONV V6					46.10% (34)		5.13% (34)
ORDER CODE 160A-PREM CONV V6					53.90% (97)		6.00% (97)
ORDER CODE 170A-DLX CONV GT	19.90% (135)						1.93% (135)
ORDER CODE 180A-PREM CONV GT	80.10% (150)						7.76% (150)
ORDER CODE 820A-SHELBY COUPE				100.00% (86)			6.90% (86)
ORDER CODE 850A-SHELBY CONV			100.00% (121)				1.90% (121)
Paint (Exterior)							
ALLOY CLEARCOAT METALLIC	3.62% (129)	5.32% (117)	4.26% (115)	4.16% (66)	6.50% (59)	8.33% (92)	6.28% (96)
BLACK CLEARCOAT	25.01% (125)	25.03% (111)	32.96% (112)	21.33% (81)	15.94% (83)	17.55% (86)	21.19% (101)
DARK CANDY APPLE RED CLEARCOAT	19.46% (133)	13.00% (163)			17.27% (70)	15.50% (125)	13.87% (131)
GRABBER ORANGE CLEARCOAT	2.66% (93)	3.54% (162)	3.87% (94)	2.80% (72)	0.97% (109)	3.04% (93)	2.94% (120)

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	10,538 (147)	37,006 (138)	2,066 (121)	7,501 (86)	12,099 (68)	39,557 (106)	108,767 (115)
Paint (Exterior)							
HIGHLAND GREEN CLEARCOAT		11.74% (92)					4.00% (92)
PERFORMANCE WHITE CLEARCOAT	13.85% (151)	9.45% (147)	15.97% (137)	20.00% (89)	14.68% (70)	11.30% (109)	11.98% (117)
SILVER CLEARCOAT METALLIC	2.58% (149)	3.23% (202)		6.32% (173)	8.22% (52)	7.82% (107)	5.54% (122)
TORCH RED CLEARCOAT	7.83% (130)	5.72% (171)	22.36% (135)	19.64% (86)	15.14% (38)	10.08% (100)	9.83% (105)
VAPOR CLEARCOAT METALLIC	8.15% (158)	10.35% (144)	11.81% (140)	12.89% (71)	8.76% (98)	12.40% (118)	10.91% (124)
VISTA BLUE CLEARCOAT METALLIC	15.33% (210)	11.53% (165)	8.76% (83)	12.86% (72)	9.36% (66)	10.44% (102)	11.30% (132)
WINDVEIL BLUE CLEARCOAT MET	1.49% (145)	1.08% (206)			3.17% (89)	3.54% (148)	2.15% (147)
Power Seats							
POWER 6-WAY DRIVER'S SEAT	100.00% (147)	100.00% (138)	100.00% (121)	100.00% (86)	65.07% (96)	54.31% (144)	79.50% (132)
Radio							
AM/FM STEREO/6-CD IN DASH/MP3	90.07% (145)	88.04% (139)	67.18% (120)	73.87% (81)	64.17% (96)	53.99% (144)	71.83% (132)
DVD BASED NAVIGATION SYSTEM	7.96% (171)	4.85% (165)	32.82% (123)	26.13% (100)	0.90% (81)	0.32% (139)	5.06% (135)
PREMIUM STEREO W/CD & CLOCK	1.96% (105)	7.12% (108)			34.93% (16)	45.69% (61)	23.11% (59)
Regional Equipment Grp							
GT CALIFORNIA SPECIAL	23.33% (108)	13.24% (97)					6.76% (100)
Restraint System							
DUAL FRONT & SEATSIDE AIR BAG	100.00% (147)	100.00% (138)	100.00% (121)	100.00% (86)	100.00% (68)	100.00% (106)	100.00% (115)
Safety and Security Pkgs							
SAFETY PACKAGE					22.16% (153)	19.50% (191)	9.56% (181)
Satellite Radio							
SIRIUS SAT RADIO W/6 MOS SVC	71.14% (155)	61.09% (141)	84.61% (128)	79.44% (90)	36.85% (122)	31.53% (157)	50.33% (139)
Shelby Prep Pkg							
SHELBY GT500KR PACKAGE				13.40% (169)			0.92% (169)
Smokers Pkg							
SMOKER'S PACKAGE	3.52% (231)	6.76% (231)			0.77% (39)	3.67% (8)	4.06% (143)
Sound System							
PREMIUM SOUND SYSTEM	1.96% (105)	7.12% (108)			34.93% (16)	45.69% (61)	23.11% (59)
SHAKER 1000 AUDIO SYSTEM	11.03% (210)	9.91% (170)	45.74% (125)	49.75% (90)	0.48% (176)	0.41% (252)	8.94% (141)
SHAKER 500 AUDIO SYSTEM	87.01% (139)	82.98% (136)	54.26% (118)	50.25% (82)	64.59% (95)	53.90% (143)	67.95% (131)
Spoiler							
BLACK SATIN DECKLID SPOILER						1.98% (105)	0.72% (105)
GT REAR DECKLID SPOILER	88.66% (132)	75.68% (132)					34.34% (132)
REAR SPOILER DELETE	11.34% (258)	24.32% (155)		13.40% (169)	11.42% (95)	22.50% (95)	19.75% (133)
SHELBY REAR DECKLID SPOILER			100.00% (121)	86.60% (73)			7.87% (85)

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	10,538 (147)	37,006 (138)	2,066 (121)	7,501 (86)	12,099 (68)	39,557 (106)	108,767 (115)
Spoiler							
V6 REAR DECKLID SPOILER					88.58% (65)	75.52% (110)	37.32% (98)
Stripe Delete							
OVER THE TOP STRIPE DELETE			16.51% (118)	19.58% (134)			1.66% (131)
Stripe Over the Top							
OVER-THE-TOP RACING STRIPE				80.42% (74)			5.55% (74)
OVER THE TOP RACING STRIPES	1.11% (153)	1.73% (150)			0.29% (179)	1.65% (159)	1.33% (155)
Tape Stripe							
CALIFORNIA SPECIAL TAPE STRIPE	23.33% (108)	13.24% (97)					6.76% (100)
PONY TAPE STRIPE					30.15% (120)	30.48% (153)	14.44% (145)
SHELBY TAPE STRIPE			77.78% (125)	82.39% (74)			7.16% (85)
TAPE STRIPE					32.69% (22)	24.28% (86)	12.47% (67)
Tape Stripe Delete							
TAPE STRIPE DELETE			22.22% (106)	17.61% (143)	24.57% (52)	20.12% (72)	11.69% (76)
Tires							
235/50/ZR18 TIRE	73.74% (142)	62.11% (123)				10.41% (175)	32.06% (133)
P215/65/R16 A/S TIRE					57.72% (25)	54.94% (66)	26.40% (56)
P235/55/ZR17 A/S TIRE	26.26% (160)	37.89% (162)			42.28% (126)	34.66% (149)	32.74% (152)
P255/45/R18 FRT 285/40R18 RR			100.00% (121)	100.00% (86)			8.80% (94)
Traction Control							
TRACTION CONTROL	100.00% (147)	100.00% (138)	100.00% (121)	100.00% (86)	76.24% (58)	43.38% (96)	76.77% (116)
Transmission							
5-SPEED AUTO TRANSMISSION	58.29% (122)	28.47% (108)			94.35% (65)	84.80% (100)	56.67% (97)
5-SPEED MANUAL TRANSMISSION	41.71% (180)	71.53% (149)			5.65% (116)	15.20% (142)	34.53% (151)
6-SPEED MANUAL TRANSMISSION			100.00% (121)	100.00% (86)			8.80% (94)
Trim Color							
BLACK WITH CHAMOIS ACCENT	1.04% (93)	0.43% (137)			0.09% (104)	0.02% (199)	0.27% (121)
BLACK WITH DOVE COLOR ACCENT	19.53% (107)	11.17% (98)			0.10% (233)	0.11% (197)	5.74% (102)
BLACK W/PARCHMENT COLOR ACCENT	7.02% (134)	3.93% (113)			0.17% (177)	0.05% (234)	2.05% (122)
CRIMSON RED	5.28% (136)	2.90% (141)	31.17% (112)	12.35% (66)	0.47% (197)	0.20% (213)	3.07% (116)
DARK CHARCOAL	53.25% (166)	71.11% (143)	68.83% (126)	87.65% (89)	42.44% (104)	56.88% (121)	62.11% (129)
LIGHT GRAPHITE	4.03% (147)	6.39% (152)			32.69% (21)	29.72% (80)	17.01% (78)
MEDIUM PARCHMENT	9.84% (143)	4.07% (157)			24.04% (65)	13.02% (98)	9.75% (101)
Trim Type							
CAL SP LTHR STS W/CONTR INS	23.33% (108)	13.24% (97)					6.76% (100)

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	10,538 (147)	37,006 (138)	2,066 (121)	7,501 (86)	12,099 (68)	39,557 (106)	108,767 (115)
Trim Type							
CLOTH BUCKET SEATS					45.87% (33)	69.73% (91)	30.46% (81)
CLOTH SPORT BUCKET SEATS	4.88% (225)	15.57% (187)					5.77% (191)
LEATHER TRIMMED BUCKET SEATS					48.90% (91)	27.29% (138)	15.37% (121)
LEATHER TRIM SPT BUCKET SEATS	71.80% (154)	71.19% (134)			1.07% (197)	0.52% (214)	31.49% (140)
MUST SALLY LEATHER SEATS					4.16% (157)	2.45% (156)	1.35% (156)
NO GRAIN MINI PERF LEATHER			100.00% (121)	100.00% (86)			8.80% (94)
V6 Prep Pkg							
V6 APPEARANCE PACKAGE						1.98% (105)	0.72% (105)
V8 Prep Pkg							
GT UPFITTERS PACKAGE	7.73% (320)	3.77% (297)					2.03% (306)
Wheel Covers							
CHROME SPINNER WHEEL CAP					9.22% (92)	7.15% (129)	3.63% (118)
PONY CENTER CAP	73.74% (142)	62.11% (123)			33.34% (118)	38.80% (154)	46.09% (135)
TRI-BAR PONY CENTER CAP	7.09% (153)	7.25% (161)			4.78% (157)	3.81% (173)	5.07% (163)
UNIQUE SHELBY WHEEL CAP			100.00% (121)	100.00% (86)			8.80% (94)
WHEEL CAP W/BUE FORD OVAL	19.17% (163)	30.64% (162)			52.67% (24)	50.24% (62)	36.41% (89)
Wheel Locking Kit							
WHEEL LOCKING KIT	48.06% (148)	41.39% (127)	100.00% (121)	100.00% (86)	26.05% (150)	21.73% (183)	38.33% (135)
Wheels							
16" BRIGHT MACHINED CAST ALUM					57.72% (25)	54.94% (66)	26.40% (56)
17" BRIGHT MACHINED CAST ALUM	7.09% (153)	7.25% (161)			4.78% (157)	3.81% (173)	5.07% (163)
17" PREMIUM PAINTED CAST ALUM	19.17% (163)	30.64% (162)			37.50% (122)	30.84% (147)	27.67% (150)
18" BLACK PAINTED ALUM WHEEL	0.37% (228)	0.16% (283)					0.09% (262)
18" BRIGHT MACHINED ALUM WHL			100.00% (121)	100.00% (86)			8.80% (94)
18" BULLITT WHEEL		15.60% (107)					5.31% (107)
18" CHROMED ALUMINUM WHEEL	5.89% (119)	2.83% (98)					1.54% (106)
18" POLISHED ALUM FORGED WHEEL						10.41% (175)	3.79% (175)
18" POLISHED ALUMINUM WHEEL	53.44% (148)	33.75% (130)					16.66% (136)
18" PREMIUM ALUMINUM WHEEL	14.03% (123)	9.76% (130)					4.68% (128)