2011 Mustang Take Rate Report

Data Refresh Date : 13-Mar-2011

	MUSTANG GT CONV	MUSTANG GT COUPE	MUSTANG SHELBY GT500	MUSTANG SHELBY GT500	MUSTANG V6 CONVERTIB	MUSTANG V6 COUPE	
Page 1 of 1			CONV	COUPE	LE		Total
	5,126 (83)	21,296 (70)	932(91)	4,094 (83)	9,645 (31)	27,557 (63)	68,650 (64)
Air Conditioning							
DUAL ZONE ELEC A/C	31.10% (76)	12.39% (58)	75.32% (83)	67.49% (81)	4.86% (38)	3.33% (47)	13.23% (68)
MANUAL AIR CONDITIONING	68.90% (86)	87.61%(71)	24.68% (114)	32.51% (88)	95.14% (31)	96.67% (64)	86.77% (63)
Anti Theft System							
ACTIVE ANTI- THEFT SYSTEM	65.10% (91)	55.18%(71)	100.00% (91)	100.00% (83)	21.80% (65)	23.87% (74)	41.94% (76)
Axle 2.73 RATIO							
LIMITED SLIP AXLE 3.15 RATIO					89.76% (30)	83.63% (63)	46.18% (54)
LIMITED SLIP AXLE 3.31 RATIO	61.12%(81)	35.10% (67)					15.45% (72)
LIMITED SLIP AXLE 3.55 RATIO	29.07% (82)	21.90% (75)			10.24% (47)	16.37% (61)	16.97% (68)
LIMITED SLIP AXLE	9.81% (97)	9.52% (74)	28.97% (92)	25.79% (79)			5.62% (79)
3.73 RATIO LIMITED SLIP AXLE		33.49% (68)	71.03%(90)	74.21% (84)			15.78% (74)
Brakes BREMBO							
BRAKE PACKAGE	10.61% (84)	19.05% (47)					6.70% (51)
Comfort Grp COMFORT							
PACKAGE	75.34% (81)	44.35% (68)			29.55% (53)	19.06% (64)	31.18% (67)
ELECTRONICS PACKAGE			0.32% (0)	0.17% (0)			0.01% (0)
Convertible Boot Cover							
CONVERTIBLE BOOT COVER	83.61% (90)		100.00% (91)		24.58% (65)		11.05% (82)
Convertible Roof CLOTH							
CONVERTIBLE ROOF	93.29% (85)		100.00% (91)		6.91% (41)		9.29% (81)
VINYL CONVERTIBLE ROOF	6.71% (58)				93.09%(31)		13.58% (32)
Convertible Roof Color							
BLACK	99.43% (83)		100.00% (91)		81.23% (34)		20.20% (56)

STONE	0.57% (40)				18.77% (20)		2.68% (20)
Daytime Running							
Lights							
RUNNING LAMPS	21.67% (65)	6.45% (39)	21.46% (159)	6.99% (168)	15.13% (30)	9.49% (15)	10.26% (41)
Emissions							
49 STATES	74.70% (78)	69.37% (68)	100.00% (91)	100.00% (83)	59.78% (37)	69.98% (67)	70.91% (66)
CALIFORNIA	25.30% (96)	30.63% (74)			40.22% (23)	30.02% (54)	29.09% (57)
Engine 3.7L 4V TI-VCT							
V6					100.00% (31)	100.00% (63)	54.19% (55)
5.0L 4V TI-VCT V8	100.00% (83)	100.00% (70)					38.49% (72)
5.4L SC 4V V8 ENGINE			100.00% (91)	100.00% (83)			7.32% (84)
Engine Block Heater							
ENGINE BLOCK HEATER	13.48% (65)	5.11% (66)			5.35% (41)	3.02% (57)	4.56% (59)
FIA Accessory Pkg							
GT COUPE/CONVT ACCESSORY							
PKG 4	8.23% (83)	5.13% (61)					2.21% (67)
FIA Convert Access Pkg							
GT CONVERTIBLE ACCESSORY PKG 6	8.00% (77)						0.60%(77)
	,						
V6/GT CONVERT ACCESSORY PKG2	2.77% (80)				2.45% (63)		0.55% (69)
FIA Coupe Access Pkg GT COUPE							
ACCESSORY PKG 5		6.97% (57)					2.16% (57)
V6/GT COUPE ACCESSORY PKG1		2.55% (73)				2.91% (70)	1.96% (71)
FIA Decklid Panel							
DECKLID PANEL	10.77% (78)	9.52% (62)			2.45% (63)	2.91% (70)	5.27% (66)
FIA Full Cover							
SHELBY GT500 CAR COVER			48.28% (72)	50.05% (79)			3.64% (78)
FIA Hood Scoop							
HOOD SCOOP	16.23% (80)	12.10% (59)					4.97% (64)
FIA Hood Side Stripes							

HOOD & SIDE STRIPES PKG 3	1.01% (95)	0.91% (91)			1.00% (72)	1.31% (98)	1.03% (92)
FIA Remote Starter							
POWERCODE REMOTE START FIA Side	7.49% (67)	2.34% (48)			2.92% (45)	1.88% (37)	2.45% (48)
Scoop							
SIDE SCOOPS	31.97% (84)	20.98% (67)			2.45% (63)	2.91% (70)	10.41% (71)
FIA Spoiler							
PEDESTAL REAR SPOILER	35.10% (84)	23.29% (65)					9.84% (70)
FIA Stripes Pkg							
SIDE STRIPE	1.01% (95)	0.91% (91)			1.00% (72)	1.31% (98)	1.03% (92)
FIA Window Louvers							
QUARTER WINDOW LOUVERS		9.52% (62)				2.91% (70)	4.12% (64)
Fleet Incentive Programs							
	5.87% (6)	1.60% (3)		1.27% (0)	2.18% (9)	0.42% (3)	1.49% (5)
CPA FLEET INCENTIVE (56A)	0.53% (114)	0.38% (138)			0.01%(0)	0.03% (29)	0.17% (123)
FLEET RENTAL PROGRAM IN-SERVICE					0.06% (37)	0.05% (36)	0.03% (36)
REPURCHASE (56Z)		0.00% (0)			24.53% (2)	4.18% (3)	5.12% (3)
LONG TERM FLT. INCENTIVE (56K)	1.29% (3)	1.60% (2)			8.78% (2)	7.33%(2)	4.77% (2)
MAIN STREET FLEET INCENTIVE		0.02% (46)					0.01% (46)
NATIONAL FLEET INCENTIVE (56M)	0.04% (69)	0.01% (23)			0.01% (147)	0.01% (51)	0.01% (56)
RENTAL REPURCHASE (56G)		0.01% (59)			15.00%(1)	0.05% (0)	2.13% (1)
TOTAL DDR	0.02% (0)	0.00% (0)			0.05% (3)	0.04% (15)	0.03% (10)
TOTAL FSLP INCENTIVE						0.01% (96)	0.00% (96)
Floor Mats							
FRONT FLOOR MAT DELETE FRT FLOOR	0.43% (0)	0.67% (5)	0.54% (96)	0.39% (60)			0.27% (11)
MATS MUSTANG LOGO					38.53% (58)	38.25% (70)	20.77% (67)

GT BLACK CARPET FLOOR MATS	21.75% (86)	11.70% (72)					5.25% (76)
SHELBY FLOORMATS			99.46% (90)	99.61% (83)			7.29%(84)
Headlamps			, ,	. ,			
HID HEADLAMPS	40.91% (88)	25.04% (67)	100.00% (91)	100.00% (83)	5.63% (53)	4.27% (54)	20.65% (74)
Interior Upgrade Pkg							
DRIVER ORNAMENTATI ON PACKAGE PREMIUM	0.02% (282)	0.00% (228)			11.49% (2)	1.69% (5)	2.29% (3)
INTERIOR PACKAGE SHELBY	96.68% (84)	86.45% (72)			72.66% (36)	56.85% (59)	67.06% (63)
INTERIOR PACKAGE			100.00% (91)	100.00% (83)			7.32% (84)
Mirrors Exterior							
PAINTED SIDE MIRROR	100.00% (83)	100.00% (70)	100.00% (91)	100.00% (83)	34.15% (58)	32.94% (71)	63.83% (72)
MISC Pkgs							
CALIFORNIA SPECIAL PACKAGE	21.75% (86)	11.70% (72)					5.25% (76)
EXTERIOR SPORT APPEARANCE							
PKG					49.62% (15)	44.24% (63)	24.73% (50)
V6 MCA EDITION V6 PONY					4.38% (53)	7.26% (59)	3.53% (58)
PACKAGE					34.15% (58)	30.99% (73)	17.24% (69)
V6 UPFITTER PACKAGE					0.19% (91)	0.84% (57)	0.36% (59)
Moonroof							
GLASS ROOF Order Code		6.99% (63)		15.19% (87)		2.78% (53)	4.19% (66)
ORDER CODE						0.89% (37)	0.36%(37)
ORDER CODE 110A P8A						2.95% (34)	1.18% (34)
ORDER CODE 115A P8A						1.38% (71)	0.55% (71)
ORDER CODE 130A P8C		5.20% (51)					1.61% (51)
ORDER CODE 140A P8C		1.85% (107)					0.57% (107)
ORDER CODE 145A P8C		0.81% (82)					0.25% (82)
ORDER CODE 150A P8E					9.66% (45)		1.36% (45)
ORDER CODE 170A P8F	20.68% (68)						1.54% (68)

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ORDER CODE 180A P8F	1.37% (80)						0.10% (80)
ORDER CODE 240A P8C		0.84% (91)					0.26% (91)
ORDER CODE 820A P8J				7.60% (162)			0.45% (162)
ORDER CODE 850A P8K			21.67% (159)				0.29% (159)
RAPID SPEC 100A					9.60% (10)	10.26% (60)	5.47% (48)
RAPID SPEC 101A					16.91% (22)	29.96% (73)	14.40% (64)
RAPID SPEC 200A					2.06% (25)	5.52% (21)	2.50% (21)
RAPID SPEC 201A					32.71% (12)	12.90% (41)	9.78% (28)
RAPID SPEC					24.49% (63)	28.04% (77)	14.70% (74)
RAPID SPEC							
203A RAPID SPEC					4.38% (53)	7.26% (59)	3.53% (58)
300A RAPID SPEC	3.32% (49)	13.55% (53)					4.45% (53)
400A RAPID SPEC	37.09% (99)	48.49% (79)					17.81% (82)
401A RAPID SPEC	21.65% (73)	18.32% (58)					7.30%(61)
402A	15.90% (86)	10.95% (72)					4.58% (76)
RAPID SPEC 805A					0.01% (29)	0.13% (45)	0.06% (44)
RAPID SPEC 810A					0.18% (95)	0.70% (59)	0.31% (62)
RAPID SPEC 820A			78.33% (72)	92.40% (77)			6.57% (76)
Paint (Exterior)							
BLACK	30.08% (88)	30.40% (58)	35.52% (90)	35.56% (74)	14.43% (47)	22.56% (62)	25.36% (63)
GRABBER BLUE	4.06% (62)	4.19% (70)	4.08% (61)	4.05% (82)	5.29% (22)	4.67% (61)	4.52% (58)
INGOT SILVER METALLIC	6.20% (103)	7.49% (83)	6.01% (99)	5.08% (95)	13.11% (22)	10.43% (70)	9.20% (66)
KONA BLUE METALLIC	10.28% (60)	13.06% (62)	13.95% (70)	14.09% (63)	11.85% (34)	14.17% (56)	13.20% (56)
PERFORMANCE WHITE	12.17% (103)	11.00% (86)	10.73% (95)	10.28% (94)	16.10% (32)	11.06% (71)	11.78% (72)
RACE RED	12.68% (83)	11.65% (88)	21.14% (116)	21.03% (106)	11.58% (31)	11.21% (77)	12.23% (78)
RED CANDY METALLIC TINTED CC STERLING	16.25% (76)	9.85% (81)			16.60% (29)	11.28% (67)	11.13% (64)
GRAY METALLIC	7.34% (71)	11.01% (55)	8.58% (66)	9.89% (76)	10.66% (27)	13.84% (48)	11.72% (50)
YELLOW BLAZE MET TRI-COAT	0.94% (76)	1.36% (79)			0.38% (58)	0.79% (77)	0.86% (77)
Performance Pkg							
SVT PERFORMANCE PACKAGE			71.03% (90)	74.21% (84)			5.39% (85)
V6 PERFORMANCE PACKAGE						1.95% (51)	0.78% (51)
Power Seats							

POWER 6-WAY DRIVER'S SEAT	96.68% (84)	86.45% (72)	100.00%(91)	100.00% (83)	73.48% (36)	57.37% (59)	74.71% (65)
Radio							
ELECTRONICS PACKAGE	31.10% (76)	12.39% (58)	75.32% (83)	67.49% (81)	4.86% (38)	3.33% (47)	13.23% (68)
PREMIUM STEREO W/CD & CLOCK	3.32% (49)	13.55% (53)			27.34% (19)	43.15% (68)	25.62% (58)
STEREO W/CD & CLOCK	65.59% (88)	74.06% (75)	24.68% (114)	32.51% (88)	67.80% (36)	53.51% (60)	61.15% (65)
Rear Camera							
REAR VIDEO CAMERA Restraint System	19.35% (69)	12.72% (57)			9.18% (48)	8.07% (57)	9.92% (58)
DUAL FRONT & SEATSIDE AIR BAG	100.00% (83)	100.00% (70)	100.00% (91)	100.00% (83)	100.00% (31)	100.00% (63)	100.00% (64)
Safety and Security Pkgs SECURITY							
PACKAGE	63.73% (91)	51.45% (70)			21.80% (65)	22.49% (74)	32.81% (74)
Satellite Radio							
SIRIUS SAT RADIO N/A AK/HI	95.81% (84)	84.15% (73)	100.00% (91)	100.00% (83)	72.23% (36)	55.81% (59)	73.13% (66)
Smokers Pkg SMOKER'S PACKAGE	0.029/ (.282.)	0.06% (20)				0.05% (0)	0.04% (10.)
	0.02% (282)	0.06% (20)				0.05% (0)	0.04% (19)
Sound System							
PREMIUM SOUND SYSTEM	3.32% (49)	13.55% (53)			27.34% (19)	43.15% (68)	25.62% (58)
SHAKER 1000 AUDIO SYSTEM	6.89% (86)	7.95% (77)	4.72% (110)	4.62% (90)			3.32% (81)
SHAKER 500 AUDIO SYSTEM	89.80% (84)	78.50% (72)	95.28% (90)	95.38% (83)	72.66% (36)	56.85% (59)	71.06% (65)
Spare Tire							
17" MINI SPARE TIRE/WHL 18" ALUM					48.28% (2)	17.61%(17)	13.85% (9)
SPARE TIRE/WHL	89.39% (83)	80.95% (75)			9.83% (47)		33.17% (76)
Spoiler							
REAR DECKLID SPOILER	59.75% (79)	70.27% (68)			88.34% (34)	83.33% (66)	72.12% (62)
REAR SPOILER DELETE	40.25% (88)	29.73% (74)			11.66% (13)	16.67% (46)	20.56% (62)
SHELBY REAR DECKLID SPOILER			28.97% (92)	25.79% (79)			1.93% (81)
SHELBY RR DECKLID SPOIL W/GUN			71.03% (90)	74.21% (84)			5.39% (85)
Stripe Accent							

COLORADO							
RED TAPE STRIPE			2.25% (60)	1.61% (79)			0.13% (74)
GRABBER BLUE TAPE STRIPE			1.50% (69)	2.34% (80)			0.16% (79)
RACE RED/BLK TAPE STRIPE							
PER RACE			9.44% (89)	8.18% (88)			0.62% (88)
RED/INGOT TAPE STRIPE PER			12.66% (64)	13.51% (75)			0.98% (73)
SATIN BLACK TAPE STRIPE	22.47% (86)	14.31% (71)	8.69% (108)	5.86% (90)	48.54% (34)	44.57% (68)	31.29% (62)
SHELBY SILVER TAPE STRIPE			7.73% (90)	8.26% (76)			0.60% (79)
WHITE TAPE STRIPE	0.29% (72)	1.62% (76)	5.69% (109)	6.08% (77)	10.92% (35)	15.54% (72)	8.73% (66)
WHITE TAPE STRIPE PERFORM PKG			13.73%(96)	16.39% (100)			1.16% (99)
Stripe Racing							
HOOD STRIPE	1.01% (95)	0.91% (91)			1.00% (72)	1.31% (98)	1.03% (92)
OVER THE TOP RACING STRIPE		3.32% (65)				1.42% (68)	1.60% (66)
OVER-THE-TOP RACING STRIPE			25.86% (96)	24.11% (80)			1.79% (83)
OVER THE TOP STRIPE DELETE	98.99% (83)	95.77% (70)	38.30% (94)	37.81% (79)	99.00%(31)	97.26% (62)	92.83% (62)
SHELBY OTT RACING STRIPE2			35.84% (83)	38.08% (89)			2.76% (88)
Stripe Tape							
GT SIDE TAPE STRIPE	21.75% (86)	11.70% (72)					5.25% (76)
SHELBY SIDE TAPE STRIPE			35.84% (83)	38.08% (89)			2.76% (88)
SHELBY TAPE STRIPE			25.86% (96)	24.16% (80)			1.79% (84)
SIDE TAPE STRIPE					54.76% (32)	51.13% (69)	28.22% (59)
TAPE STRIPE DELETE	78.25% (82)	88.30% (69)	38.30% (94)	37.76% (79)	41.74% (29)	42.77% (56)	59.04% (63)
V6 SPORT TAPE STRIPE					3.49% (55)	6.10% (61)	2.94% (60)
SYNC							
SYNC PACKAGE Tires	96.68% (84)	86.40% (72)	100.00% (91)	100.00% (83)	72.66% (36)	56.82% (59)	74.36% (66)
255/40R19 TIRE		19.05% (47)				1.95% (51)	6.69% (47)

P225/60R17 A/S							
TIRE P235/50R18 A/S					40.24% (13)	34.77% (59)	19.61% (46)
P235/50K 10 A/S TIRE P245/45R19	29.96% (80)	38.98% (73)			38.60% (58)	39.42% (71)	35.58% (70)
TIRE	59.42% (84)	41.98% (77)					17.46% (79)
P255/40R19 F P285/35R19 R TIRE			28.97% (92)	25.79% (79)			1.93% (81)
P255/40R19 TIRE	10.61% (84)						0.79% (84)
P265/40R19 F P285/35R20 R			74.000((00)	74.040((04)			
TIRE Transmission			71.03% (90)	74.21% (84)			5.39% (85)
1141151111551011							
6-SPEED AUTO TRANSMISSION	61.12% (81)	35.10% (67)			92.99% (31)	80.86% (64)	60.97% (59)
6-SPEED MANUAL TRANSMISSION			100.00% (91)	100.00% (83)			7.32% (84)
6-SPEED MANUAL TRANS MT82	38.88% (86)	64.90%(71)			7.01% (41)	19.14% (58)	31.71% (68)
Trim Color							
BRICK RED W/ CASHMERE CHARCOAL	6.34% (70)	4.56% (66)					1.89% (67)
BLACK W/BLACK			47.00% (97)	43.62% (80)			3.24% (84)
CHARCOAL BLACK W/CASHMERE CHARCOAL	16.37% (78)	13.41%(61)					5.38% (65)
BLACK W/GRABBER BLUE	4.56% (67)	5.15% (56)	1.50% (69)	2.34% (80)			2.10% (60)
CHARCOAL BLACK W/RED CHARCOAL			24.36% (73)	23.30% (80)			1.72% (79)
BLACK W/SILVER CHARCOAL			7.73% (90)	8.26% (76)			0.60% (79)
BLACK W/WHITE			19.42%(100)	22.47% (94)			1.60% (95)
DARK CHARCOAL	59.73% (91)	63.86% (72)			50.94% (42)	71.53% (65)	60.14% (66)
SADDLE	4.96% (66)	4.75% (70)			10.47% (26)	6.30% (54)	5.84% (52)
STONE Trim Pkg Interior	8.04% (65)	8.27% (76)			38.59% (20)	22.17% (61)	17.49% (50)
PREMIER TRIM W/COLOR ACCENT Trim Type	27.27% (74)	23.12% (61)					9.21% (64)
CHORD II							
CLOTH SEATS	3.32% (49)	13.55% (53)			27.34% (19)	43.15% (68)	25.62% (58)
GRAIN LEATHER SEATS	49.02% (79)	34.82% (65)					14.46% (69)
SOHO W/ RACING STRIPE LEATHER			100.00% (91)	100.00% (83)			7.32% (84)

SPECK CLOTH SEATS					0.93% (70)	0.99% (47)	0.53% (53)
TURNED MINI PERF SEATS	47.66% (89)	51.63%(77)			71.73% (36)	55.86% (59)	52.07% (62)
Wheel Locking Kit							
WHEEL LOCKING KIT	65.10% (91)	55.18% (71)	100.00% (91)	100.00% (83)	21.80% (65)	23.87% (74)	41.94% (76)
Wheels							
17" MACHINED ALUMINUM WHEEL					34.93% (13)	18.34% (35)	12.27% (26)
17" PAINTED ALUMINUM WHEEL					26.47% (17)	40.28% (69)	19.89% (59)
18" PAINTED ALUMINUM WHEEL					0.07% (83)	1.60% (83)	0.65% (83)
18" POLISHED ALUM WHEEL	6.71% (75)	6.55% (80)			34.15% (58)	30.99% (73)	19.77% (70)
18" S GRAY PAINTED ALUM WHEEL					4.38% (53)	6.83% (59)	3.35% (58)
18" WIDE SPOKE WHEEL	23.25% (82)	32.43% (71)					11.80% (73)
19" F/20" R ALUM WHEEL			71.03%(90)	74.21% (84)			5.39% (85)
19" MACHINED ALUM WHEEL	9.13% (96)	8.18% (77)					3.22% (81)
19" MACH/PAINTED ALUM WHEEL						1.95% (51)	0.78% (51)
19" PAINTED ALUM WHEEL	50.29% (82)	33.79% (78)	28.97% (92)	25.79% (79)			16.17% (79)
19" PREM PAINTED ALUM WHEEL	10.61% (84)	19.05%(47)					6.70%(51)