

IT'S HERE

Full size, 4 door, 9 passenger

EXPEDITION

Compromises and half measures are for the other guy. You cut your own path. And you'll never do it more easily than by driving the new benchmark of full size, sport utility vehicles - the all-new, full size, four-door, nine passenger Expedition for 1997.

STYLING AND SERIES AVAILABILITY

- Expedition 4-door XLT 4X2
- Expedition 4-door XLT 4X4
- Expedition 4-door Eddie Bauer 4X2
- Expedition 4-door Eddie Bauer 4X4

WHAT EXPEDITION DRIVERS SAY

From minivans: "Like a lot of our friends, our needs have changed and we have outgrown the 'suburbia' image of our minivan. We can justify a vehicle that fits our practical needs but with a full-size SUV we can express ourselves: it's fun to drive a powerful truck."

From full-size pick-ups: "My pick-up fills my utility needs with some space sacrifices. It's pricey, but I could have it all with a full-size SUV."

From compact SUVs: "The functionality offered by full-size SUVs gives me more of what I already need and have. Behind the wheel of a full-size SUV, I will feel confident about the decision I've made and I'm going to enjoy it."

SECURITY

Expedition offers a class-leading combination of features and benefits that thoroughly address the buyer's peace-of-mind. Including:

- Dual air bags
- Side door intrusion beams
- 4-wheel anti-lock disc brakes
- remote keyless (illuminated) entry
- child safety locks on second row doors



WHY CHOOSE EXPEDITION OVER THE COMPETITION?

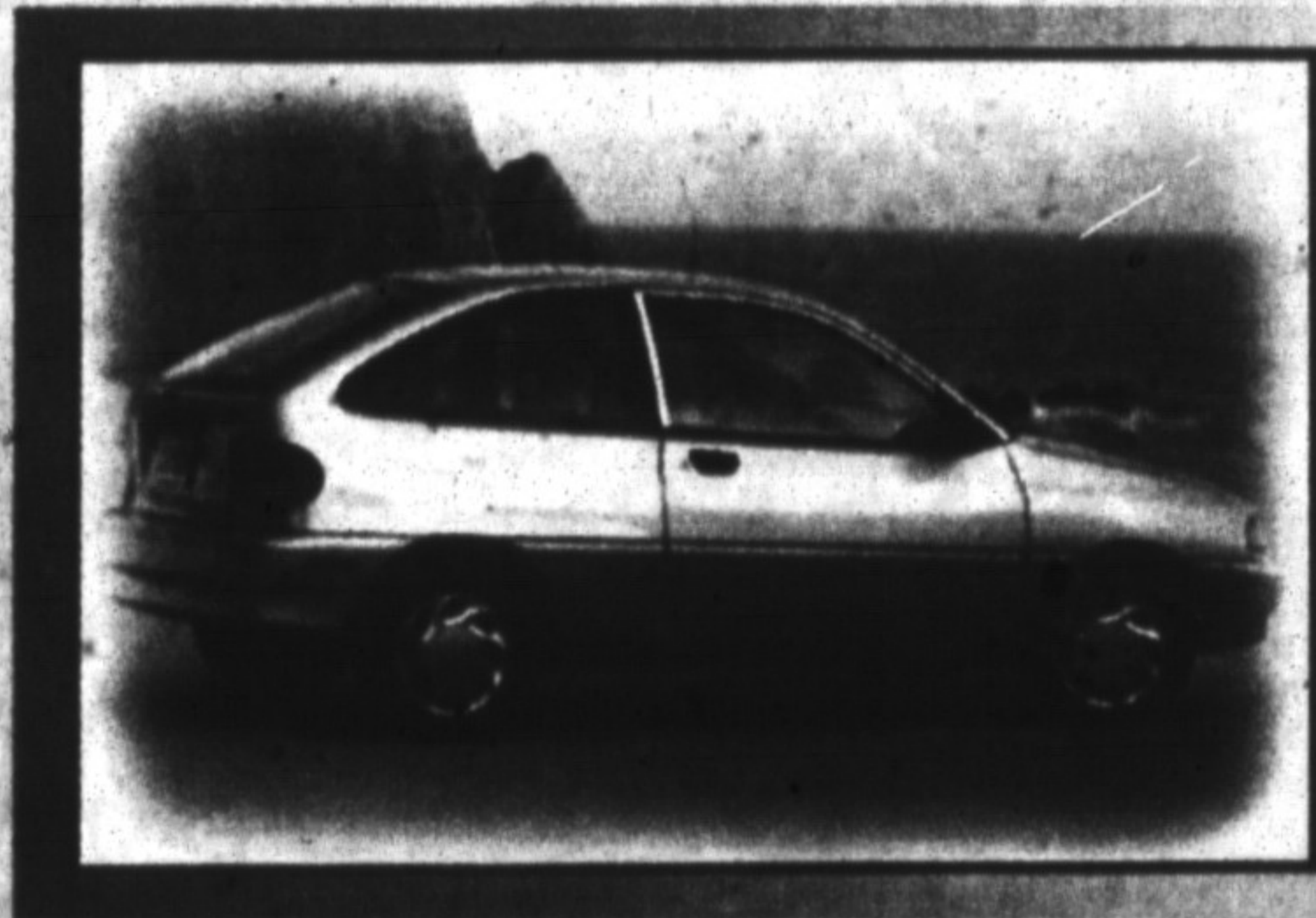
- Trailer towing capacity
- Passenger room
- Powertrain refinement
- Comfort and convenience features
- Payload capacity
- Safety features
- Ride and handling

FUNCTIONAL ADVANTAGES

- Fog-Safe Cooling System - A segment exclusive.
- Speed-sensitive interval windshield wipers - A segment exclusive.
- Fully-boxed frame - Tahoe, Yukon and Suburban frames are boxed only on the front half of the vehicle.
- Control Trac 4-wheel drive - Tahoe, Yukon and Suburban do not offer the convenience of the 4WD AUTO feature that automatically adjusts torque distribution as driving

conditions dictate.

- Standard 16" wheels w/optional 17" - Tahoe, Yukon and Suburban offer standard 15" wheels, with optional 16" wheels.
- Variable rate coil spring rear suspension - Tahoe, Yukon and Suburban come with multi-stage leaf springs.
- Load-leveling suspension (not avail. w/ XLT PEP 565A) - Tahoe, Yukon and Suburban do not offer this option.
- Speed-sensitive variable assist power steering - Tahoe, Yukon and Suburban offer a less sophisticated variable ratio system.
- 3629 kg. (8,000 lb.) 4X2/ 3583 kg. (7,900 lb.) 4X4 trailer towing - Substantially more than Tahoe, Yukon and Suburban 1500.
- Autolamp headlight illumination (Std. Eddie Bauer, Opt. XLT) - A segment exclusive.



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