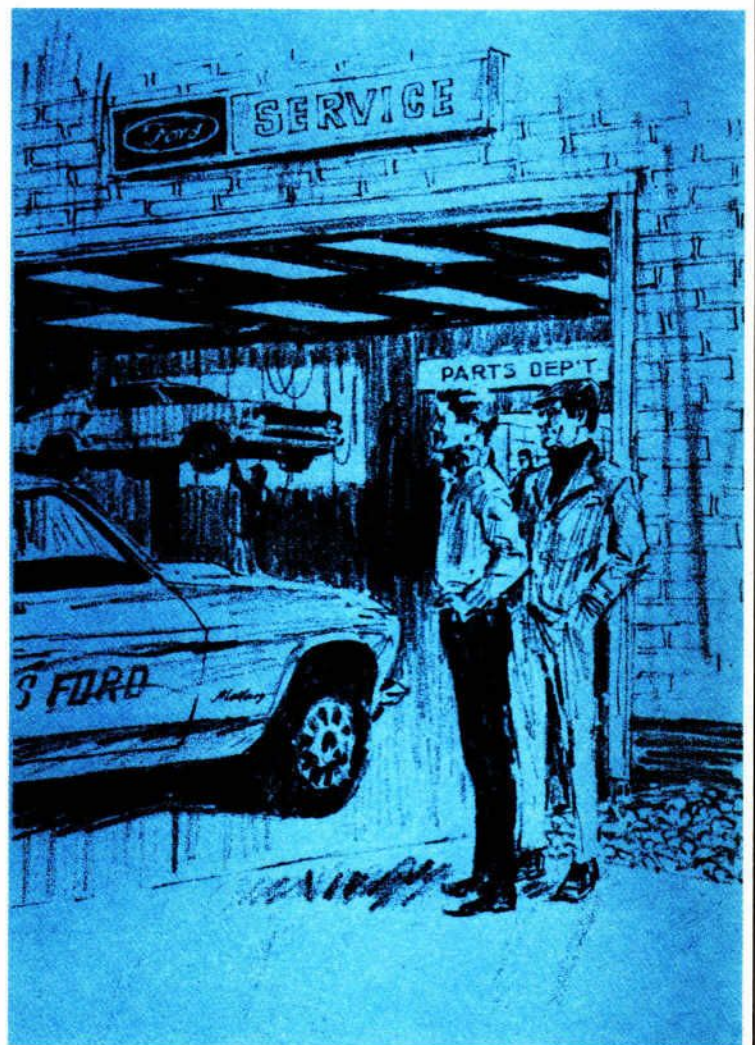


Really Participate in Performance with a FORD Drag Club



Extra sales, bigger profits for YOU!

DRAG RACING is a big sport getting bigger!

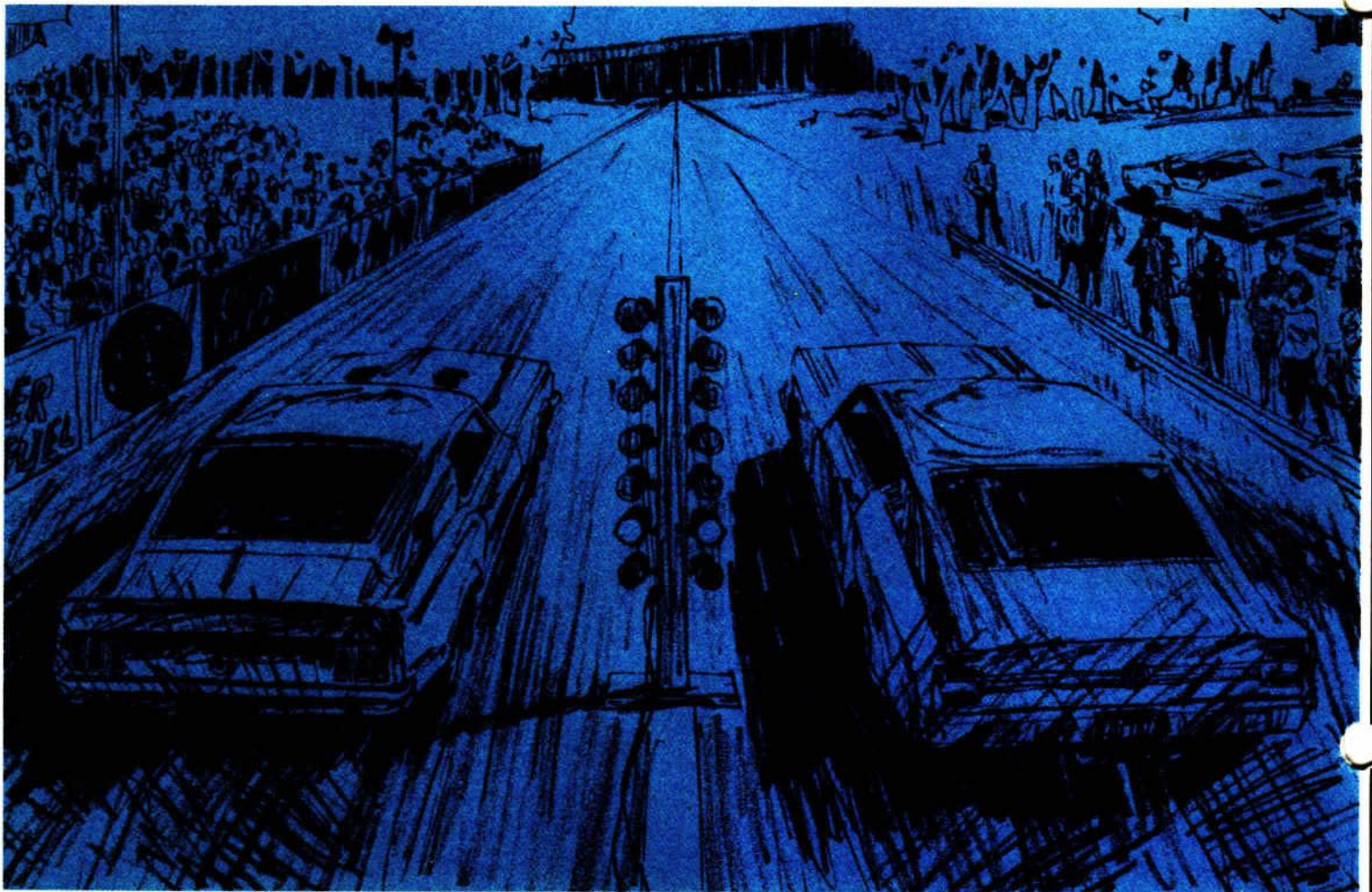
Ask any American youth between the age of 16 and 60, and if he's a performance buff, he can give you ET'S and speed specs on the stars of the strip. He may be one of the 20,000,000 Americans who annually attend drag races, or he may be one of the 800,000 who participate in this sport. In any case, Ford has a helping hand and a message to deliver to those 20 million enthusiasts. The helping hand will show the amateur dragger how to get more safe fun and action out of drag racing by joining a drag racing club, and using supervised strips it will show you how to increase your performance market penetration.

In most sanctioned drag races, the cars complete in

pairs, with the losing car in each pair being retired or eliminated. When one car has beat all the others in its class, it becomes the *Eliminator* and qualifies for points or a prize.

Popularity Increasing—In a comparatively few years, —thanks largely to the NHRA and the AHRA, under whose rules most drag racing operates—drag racing has become a well-organized, highly respected, and rigidly-controlled sport. It has become a BIG sport, involving over 800,000 participants at 10,000 events a year and attracting a yearly total of more than 20,000,000 spectators. Each year sees the number of events increasing, along with an ever-growing number of spectators.

What kind of car?—One reason for drag racing's growing popularity is the fact that practically any vehicle can compete. Drag racing cars may be stock factory cars, or they may be vehicles specially designed and built for drag racing. Under NHRA rules, there are nine major classifications in drag racing: 1) Super stock, 2) Stock, 3) Stock sports, 4) Modified production, 5) Street, 6) Moderate competition, 7) Competition, 8) Dragster, 9) Fuel dragster.



FORD Product Seminar

To tie you in with the Drag crowd, gain publicity and goodwill, promote salesroom traffic and increase Parts sales, Ford Division makes available to you and other Ford dealers on a pre-scheduled basis, two dramatic new drag units.

Two nationally known drag personalities will accompany each unit. The visit of the unit means an attention-getting, crowd-drawing night time show in your dealership—a real highlight in the automotive life of your community.

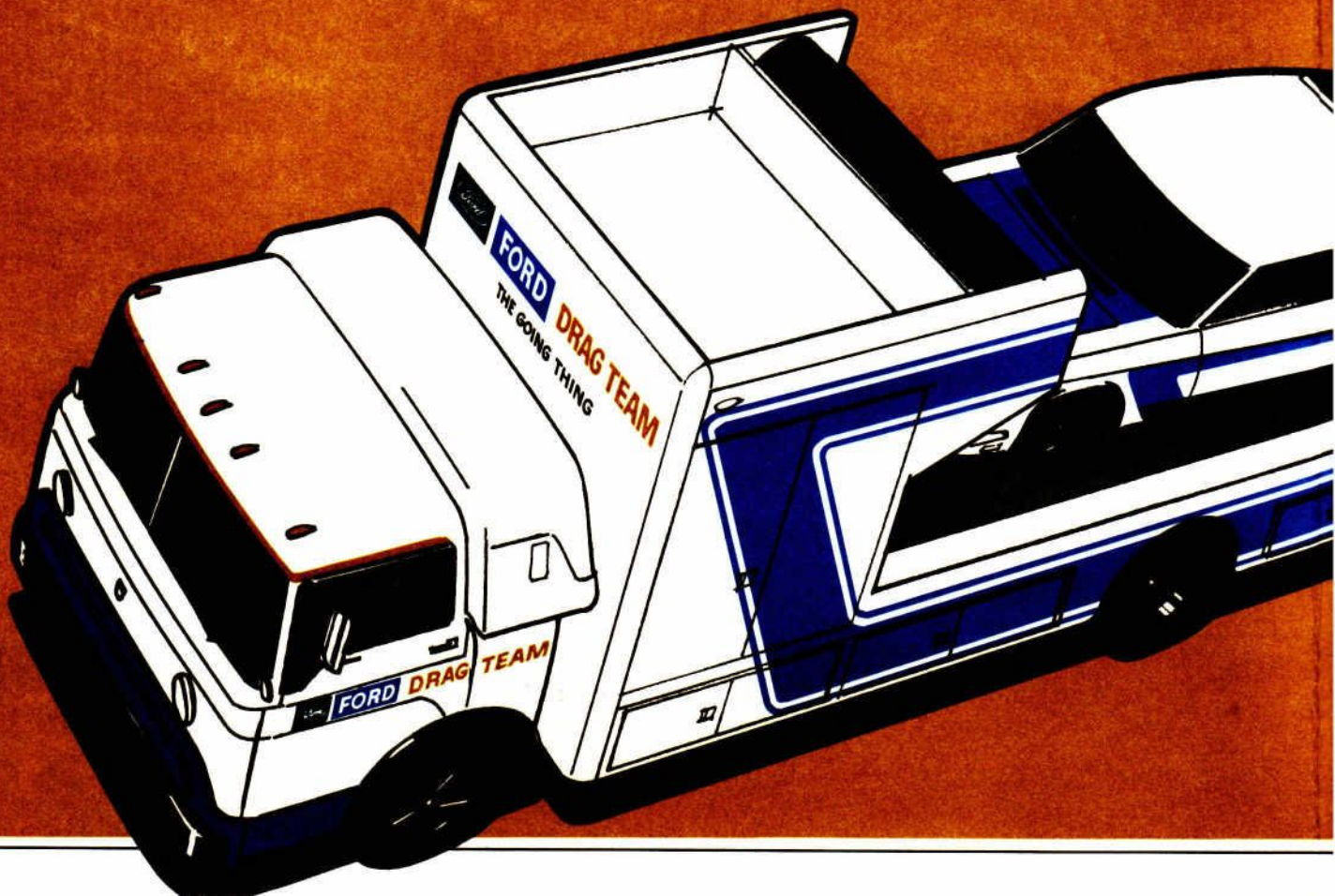
The drag vehicles themselves—super stock Cobra and super stock Mustang, both Cobra jet-powered

and set up to run—are the latest, most sophisticated drag units in their class.

A comprehensive Performance Parts Show is carried with each unit. Doors of the drag transporters open up to show an extensive display of High Performance parts—parts that have appeal to every dragster, every performance enthusiast—parts that spell **extra profit for you!**

The audience (crowds of 300 to 600 are common at these meetings) views an exciting motion picture, learns the latest in performance tuning techniques and the best methods of modifying Ford vehicles for strip competition.

It's a real GO show—all the way!



FORD Drag Clubs

Attention-getter, goodwill builder, safety promoter, showroom traffic maker, Parts Sales producer . . . you'll find your own Ford Drag Club to be all these things—and more!

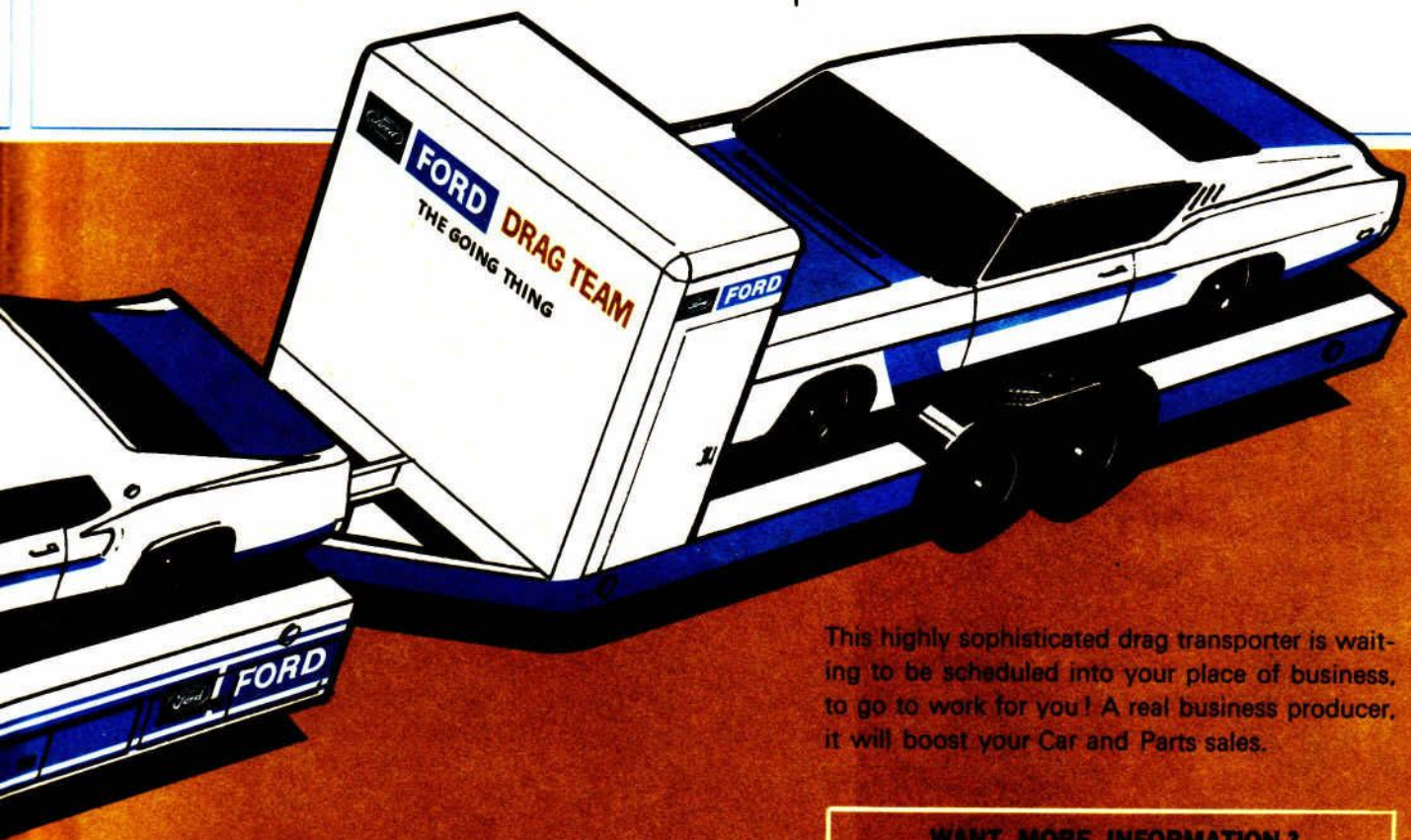
Now, Ford makes it easier than ever to **Participate in Performance** by having your own Ford Drag Club. When you request the Ford Drag Team Show to be scheduled into your dealership, the Show's advance man will precede it and help you take the necessary steps to form your own Drag Club. In addition, he'll make all the necessary press releases to the local news media and he will also provide you with a supply of FREE

identifying materials to be handed out to qualified Club members.

You are asked for nominal coverage of expenses and to meet a few necessary stipulations:

- (a) Sponsor the Club, promote use of local supervised strips, and take an interest in members' activities. Provide a place for periodic club meetings at your dealership (a separate room is not necessary).
- (b) Conduct Service Clinics occasionally under the direction of your Service Manager and/or other qualified Service personnel.
- (c) Carry out suggested advertising and publicity activities.

All the systems are GO! Now's the time to **Participate in Performance!**



This highly sophisticated drag transporter is waiting to be scheduled into your place of business, to go to work for you! A real business producer, it will boost your Car and Parts sales.

WANT MORE INFORMATION?

Write or call your Ford District Sales Office or:

write Ford Drag Clubs
Box 501
Dearborn, Michigan 48120
313 - 582-1234

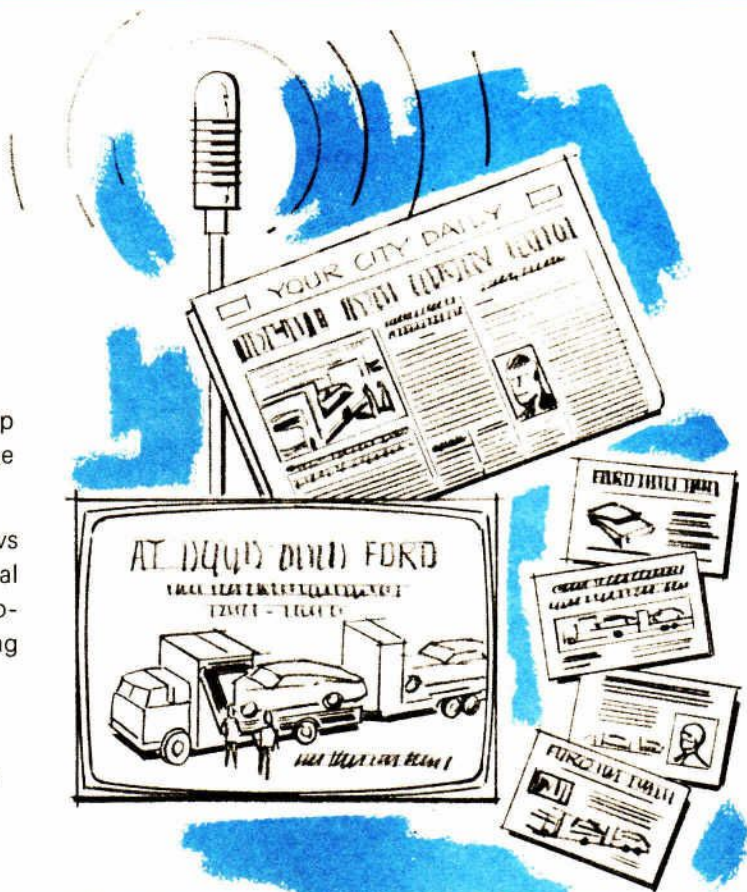
Advertise . . . Promote . . . Identify!

Headline your Drag activities. Pack your dealership with Performance Car and Parts buyers. Advertise . . . Promote . . . Identify!

A basic press kit will be distributed to your local news media by the advance man who precedes the arrival of the drag team show. This kit will contain biographical material on the nationally known drag drivers and a complete write-up on the show.

Your promotion kit will include:

- | | |
|----------------|----------------------|
| Newspaper ads | Radio and TV Scripts |
| TV flash cards | Postcard messages |



Club Member Identification

These free materials will hold drag club members' interest and build Ford Drag Club identity:

- | | |
|----------------|--------------------|
| Shoulder Patch | Windshield Sticker |
| ID Card | Club Charter |

Identification items will be distributed to Ford Drag Club members when they fill out membership registration card.



FORD

Drag Racing builds your parts business!

This is a certainty! Dragsters and performance enthusiasts **MUST** have Performance Parts. Largely due to drag racing's appeal to the masses, Performance Parts sales nationally have soared to an annual total in the hundreds of millions of dollars . . . Cash in on this profitable, fast-growing segment of the automotive market! Avail yourself of the Performance Seminar and Drag Club. You will find it pays to **Participate in Performance!**

