



GET A CORNER ON PERFORMANCE 

performance... it's the going thing

WHAT IS A "PERFORMANCE" CAR?

Most car owners are familiar with the word "performance." It means being able to pass quickly and safely on the highway as much as it's winning on the racing circuit. And, while performance means different things to different drivers, it can be summed up as those qualities of power, handling and braking which make a car "the going thing" for competitive events or street use, depending on its owner's needs.

Appearance signifies performance, too. Hood scoops tip you off there's more than average "muscle" under the hood. Slick tires represent traction, acceleration ability, better overall control. Steel wheels ("revolvers"), striping, chromed pipes, hood lock pins, raised suspensions . . . these are marks that identify performance cars. You see more of them on more cars every day—and you will every day from now on!

Because of the big proportion of youthful buyers in the car market, new and used, performance and performance cars are the BIG thing that is going to get BIGGER and BIGGER.

In just a few short years, performance cars have mushroomed from just a few models in limited numbers to a grand array of sizes, types, shapes, horse-powers—you name it—now commanding a very respectable (and growing!) segment of the market, and one of the most lucrative segments of the market.

With such top offerings as Mustang Mach I, the Cobra and the husky 428 Cobra Jet V-8, you have every opportunity to make performance your "going thing" and make it pay off big.

HOW BIG IS THE "PERFORMANCE" MARKET?

In 1966, when the Fairlane GT was

introduced, it captured a quarter of the entire intermediate hot-car market, even in the face of strongly entrenched competition which included Pontiac GTO, Chevelle SS, Buick Gran Sport, and Oldsmobile 4-4-2. The following year, two more competitors entered this growing field—Plymouth GTX and Dodge R/T. Even in this expanded market, Fairlane GT in 1967 cornered almost 17% of the sales.

No fewer than nine intermediate performance cars jockeyed for position when the 1968 model-year was launched. The new Torino GT was an immediate success, and has been the front runner since introduction. Torino GT is currently enjoying a 24.6% share of the performance car market and a 1% share of total industry.

Another important segment of the performance market, along with the intermediate super cars, are the sporty compacts with hot engines—Mustang, Cougar, Camaro, Firebird and Barracuda (all with optional high performance V-8's). This group alone took 5.9% of industry sales in 1968.

Looking at the two separate areas of the performance car market, the intermediates (Torino GT, GTO, etc.) captured 80% of the sales, while the sporty compacts (Mustang GT, Camaro Z-28, etc.) took the other 20% of the market. These figures, of course, do not include cars that are purchased with *some* optional performance equipment, which accounts for many more sales.

The sales figures also support what many experts have been saying all along: prospects are attracted to show-rooms to see the new, unusual, the different—and these are the performance cars in most cases. Everyone likes what he sees—and many buy performance cars outright. But just as important is the big group of buyers who will *come to see the performance cars and buy other models*. These sales represent the rub-off influence of

your performance cars. And, make no mistake, it can be considerable and highly profitable for you!

Let's take a look at just one part of it—the "muscle" or "super" cars among the intermediates . . . the hottest market segment in years!

Based on an 8.9 million car year projected by automotive experts, total '68 "muscle" car sales should top 450,000. This figure represents over 5% of the *total* market—a figure that has grown consistently almost every month.

"MUSCLE" CAR SALES % OF INDUSTRY



(SPORTY COMPACTS) (INTERMEDIATE SIZE)

NOTE: This chart reflects only true muscle cars with high performance engines, not others sold as "sporty" models, with *some* optional performance equipment. The "sporty" models make up another large segment of the market.

Still another part of the performance story is the growing spectator interest in competitive events. Auto racing is the fastest growing spectator sport in the world. Total attendance is second only to horse racing. Fans flock to the tracks. At Watkins Glen, 75,000 fans pay \$10.00 each to watch the annual rally. The Riverside 500 packs in 80,000. The National Drag Championship, 100,000. The granddaddy of them all, the Indy 500 draws 200,000 fans for each of the two time trials, and it's been estimated that 400,000 are present for the event on Memorial Day. Altogether, it adds up to big interest in a big, exciting sport. And the interest is growing. *Car and Driver* magazine estimates that there will be 60 million fans annually paying to see auto sports in the next few years.

WHAT'S COMPETITION UP TO?

Competition, like Ford, is expanding in this vital, profitable market. Today, young people dominate the new car market—and with the young people (and the young at heart) performance is the going thing. They're performance-oriented. They want a car that has style, a car that moves, a car that will reflect their mood.

In 1964, Pontiac GTO was rewarded with a 100% of the intermediate hot car market in its first year. For the 1965 model-year, GTO shared the market with a newcomer, Chevelle SS. Together, these two cars managed to corner 1.7% of the *total* domestic market. The hot car, the performance car, was on its way. And dealers smiled all the way to the bank.

Small wonder why others were encouraged to enter the race in 1966—including Fairlane GT, Buick Gran Sport and Oldsmobile 4-4-2. During the '68 model-year, the hot new Torino GT and Pontiac GTO wrote up almost half of the hot car orders, while seven other entries juggled the rest of the market segment.

Immediate success was met by a newcomer in the performance car pack—Plymouth's Roadrunner. 44,500 units were sold in 1968, for a 11.1% share of the muscle car market, and a full 6.0% share of Plymouth's entire production for the year.

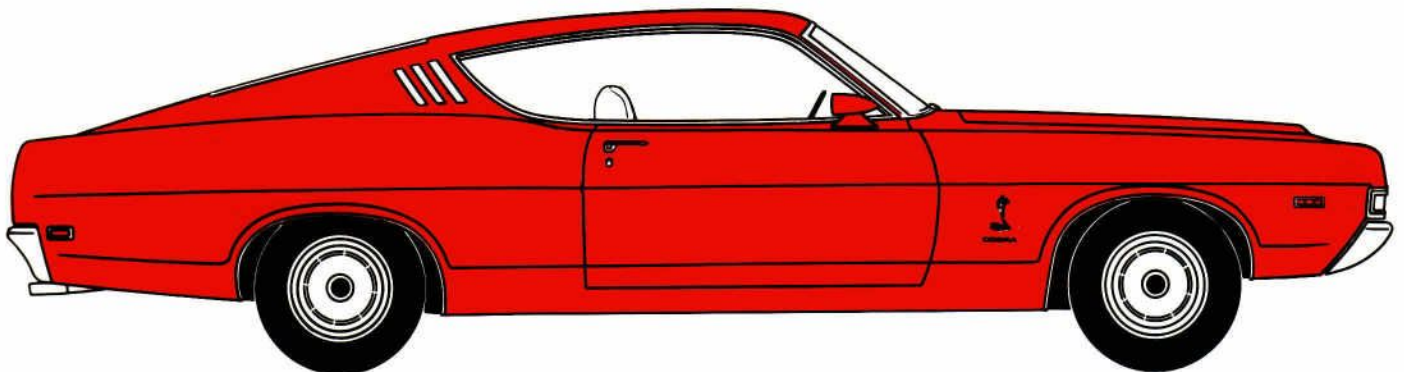
In 1969, you can expect competition to have their big guns ready to go against Ford's intermediate performers, Torino GT and Cobra. There'll be some stiff competition against the new Mach I, too, from Chevy and others.

FORD MEANS BUSINESS

With three all-new entries in the performance car field—Cobra, the Mustang Mach I and the 428 Cobra Jet V-8—Ford has a lot going right from the starting gate. With these new units, Ford puts the topping on performance car appeal with prospects who want big, hot mills under the hood, and handling characteristics to match.

With these three all-new units in the 1968 lineup, there will be plenty of rub-off for your other Ford products. Use the Mach I to sell the other Mustangs—even your Falcons. Use the Cobra models to sell your complete Fairlane lineup. In addition, because of heavier traffic created by the new performance cars, you'll have extra opportunities to sell parts and service, and more used cars.

Ford's going all out to promote your Performance Corner. The national advertising program (detailed next page) has been developed to appeal to performance buffs—whether they want a car for street use or for the strip. With the new Cobras, or the Mach I, prospects can pick the car they want, tuned to the level of performance they want, just as the units come out of the showroom. The Cobra, of course, is equipped with a 428 engine and four-on-the-floor, standard. The Mach I has the new 351 engine with the traditional three-on-the-floor as standard equipment. The Cobra Jet 428 is optional. These units represent complete high performance vehicles—and are bound to pack solid appeal for every buff.



the message is coming on strong

And the message is performance . . . in magazine and newspaper ads, in radio and television commercials. Performance is the "Going Thing" in '69, and it's in one of the biggest advertising campaigns ever directed toward this segment of the car market. The campaign will tell Ford's unparalleled performance story in a factual, hard-hitting way . . . and in terms the performance enthusiast can understand and appreciate. The story is a great one. New performance and racing marks are being set by Ford almost every day. Getting that story across to your prospects is sure to increase traffic for your Performance Corner . . . and can result in increased sales, not only of performance vehicles, but of other models as well. For nothing motivates a buyer like confidence in the vehicle he buys, whether it's a Mach I or a Mustang Grandé. Ford's performance advertising is designed to instill that confidence in all Ford lines.

THE PERFORMANCE CORNER ON TELEVISION

The all-out advertising campaign was spearheaded by the announcement of the Performance Corner, using five minutes of the introduction TV commercials. They appeared on "The FBI" where 22 million viewers got the message, and on the NFL color telecasts, with approximately 20 million viewers per game.

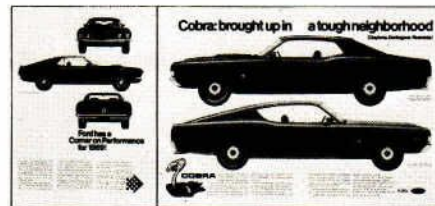
Follow-up TV advertising includes seven commercial minutes on NFL games, and 13 commercial minutes in the telecasts of the 1969 Summer Olympics. Another three commercial minutes will be aired on the ever-popular "The FBI." Add to this potent schedule a number of participating TV spots, including such shows as Rowan & Martin, and Ford performance commercials will have made a whopping 488 million impressions on TV viewers by the end of November.

RADIO WILL CARRY THE MESSAGE TO MORE SPORTS FANS

Ford performance commercials will be heard on the Van Patrick Sports Show, carried by some 500 radio stations of the Mutual Broadcasting System. The Notre Dame Pre-Game show with Ara Parseghian will also bear performance commercials to a large audience of prime performance prospects. In addition, spot radio will be used in the major performance markets to reach a vast general audience and direct prospects to your Performance Corner.

BUFF MAGAZINES BRING THE STORY TO THE ATTENTION OF MILLIONS

The October issue of seven major performance buff magazines carried the announcement of the Performance Corner. The ads featured the hot new Cobra, and the Mustang Mach I. Performance enthusiasts have seen these, and are talking about them. Publications included *Car and Driver*, *Road & Track*, *Hot Rod*, *Motor Trend* and three other specialized magazines.



BUFF MAGAZINES—2,452,000 circulation. 3-page full-color unit—October issues.



BUFF MAGAZINES—2,644,000 circulation. 8-page, full-color insert—January issues.



LIFE, SPORTS ILLUSTRATED, BUFF MAGAZINES—11,525,000 circulation. Single page, black and white—October 11 issue of LIFE, October 7 issue of SPORTS ILLUSTRATED, December issues of BUFF MAGAZINES.

MICKY THOMPSON BREAKS OVER 295 RECORDS—MAGAZINES CARRY THE FACTS

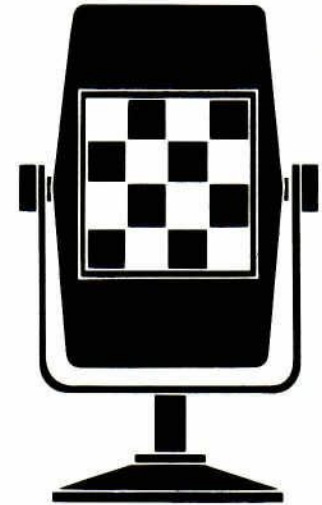
Following up the announcement advertising, was an ad featuring the record-breaking performances of the 1969 Mustangs at Bonneville Salt Flats. The Mustangs broke over 295 speed and endurance records. The complete story was told in over 11½ million copies of *Life*, *Sports Illustrated*, and eight buff magazines. And as other racing and endurance records are set by Ford, you can be sure the results will be circulated to performance car enthusiasts via most of the same magazines.

8-PAGE INSERT GOES TO ENTHUSIASTS

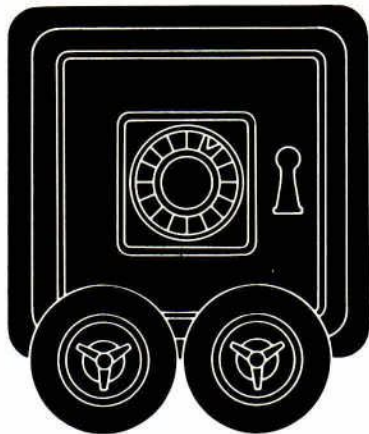
Mid-December will see the introduction of a major first for Ford—a special 8-page, full-color performance insert will appear in seven of the most popular buff magazines. These have a total circulation of 2,644,000. These are not ordinary readers but out-and-out enthusiasts—real performance buffs. Young, active, and affluent, they make up the cream of the performance car prospects. They will be fully informed of the performance cars and options offered by Ford this year.

THE LOCAL SCENE

In addition, you can support this national campaign locally. Advertising materials designed especially for the Performance Corner are available from your FDAF Committee, or the Dealer Advertising Mat Service. Plan to use local advertising and increase your selling opportunities.



FORD PERFORMANCE CAR AD SCHEDULE				
	SEPT.	OCT.	NOV.	DEC.
LIFE			Mustang Salt Flats Records Ad	
SPORTS ILLUSTRATED			Mustang Salt Flats Records Ad	
CAR BUFF MAGAZINES		Announcement Spread	Mustang Salt Flats Records Ad	8-Page Insert—Ford Performance Digest
TELEVISION	2 Minutes	20 Minutes FBI NFL Football Olympics Rowan & Martin Participation		
RADIO		Van Patrick Sports Show Notre Dame Pre-Game		



performance means profits...

If by "performance" we were talking about the hottest, *fastest-growing* segment of the market alone, we'd be talking about BIG profits. But it's more than that.

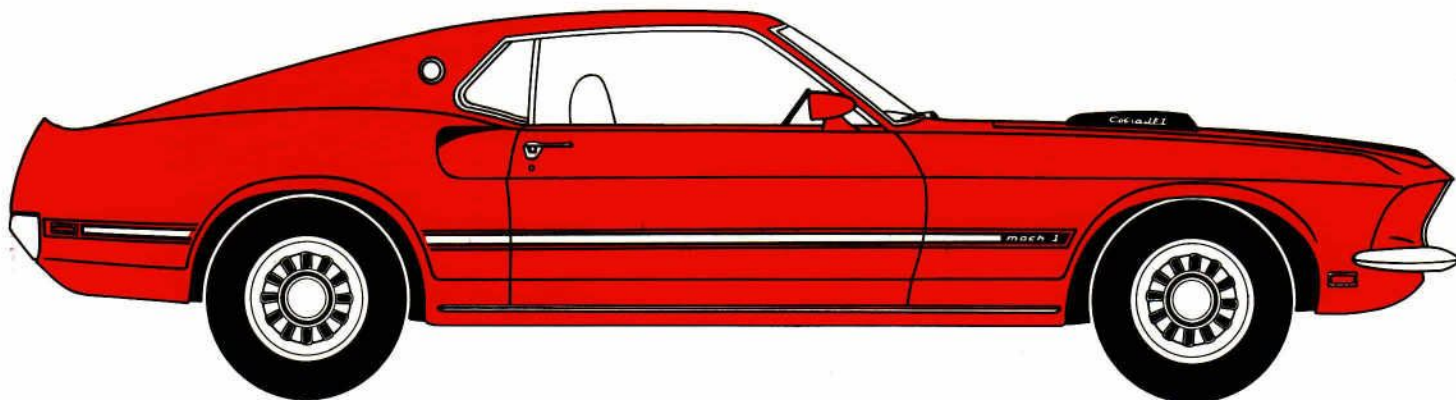
If by "performance" we were only talking about the specialized, big-ticket road machinery where an engine option alone can add \$500 to \$800 to the price of the car, we'd be talking about BIG profits. But it's more than that.

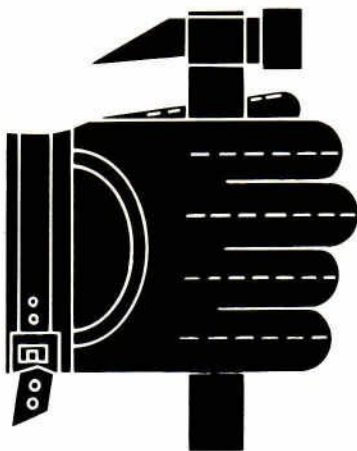
If by "performance" we were just talking about hot-car rub-off that can attract customers for *all* the cars you have to sell . . . help build bigger parts sales . . . help move used cars, too, we'd be talking about BIG profits.

We're talking about REALLY BIG PROFITS because we're talking about

all of these when we talk PERFORMANCE! That's why it will pay you handsomely over and over again to build your own PERFORMANCE CORNER!

By setting aside part of your showroom as the PERFORMANCE CORNER, you identify yourself as "Mr. Performance" in your trading area. It's the place where prospects and customers will expect to see the latest news . . . the latest cars . . . the last word in PERFORMANCE!





build your own performance corner... to build more traffic, and more profits

Everything you need to identify yourself and your dealership as performance headquarters is in the Performance Corner Package (detailed on next page). A complete selection of semi-permanent display materials to identify a portion of your showroom, identification for your salesmen and jumbo postcards to spread the word by mail. Order form is enclosed; fill it out and return it quickly. (There's a separate package of additional materials—listed and described on inside back cover—which you'll want to consider.)

When your Performance Corner Package arrives, delegate one of your salesmen to supervise setting it up. (He'll be the man on your staff who's most knowledgeable on the subject of performance . . . the man who can take charge in this area as your performance sales specialist.) Then, right in the center, place one of your brand-new '69 performance stars—a sleek Mustang Mach I or Cobra. Now you're getting into the performance business!

There are dozens of ways you can exploit your Performance Corner. Mail out the jumbo postcards to performance-minded prospects . . . invite them in to visit the Corner. Feature the Corner in your local advertising; perhaps, you'll

want to introduce your performance sales specialist at the same time. Installation of your Performance Corner provides an occasion for local publicity. Give it the "grand opening" treatment second only to new car announcement itself. Then, be on the alert for any performance event in your area which you can exploit from your Performance Corner. Display posters announcing upcoming events. Hold a pre-race get-together in the showroom. Use the Corner for a big victory celebration. Everything you put into the Performance Corner will come back to you in the form of big and new promotion and profit opportunities . . . now and years from now!

your performance corner...can be the performance center of your trading area!

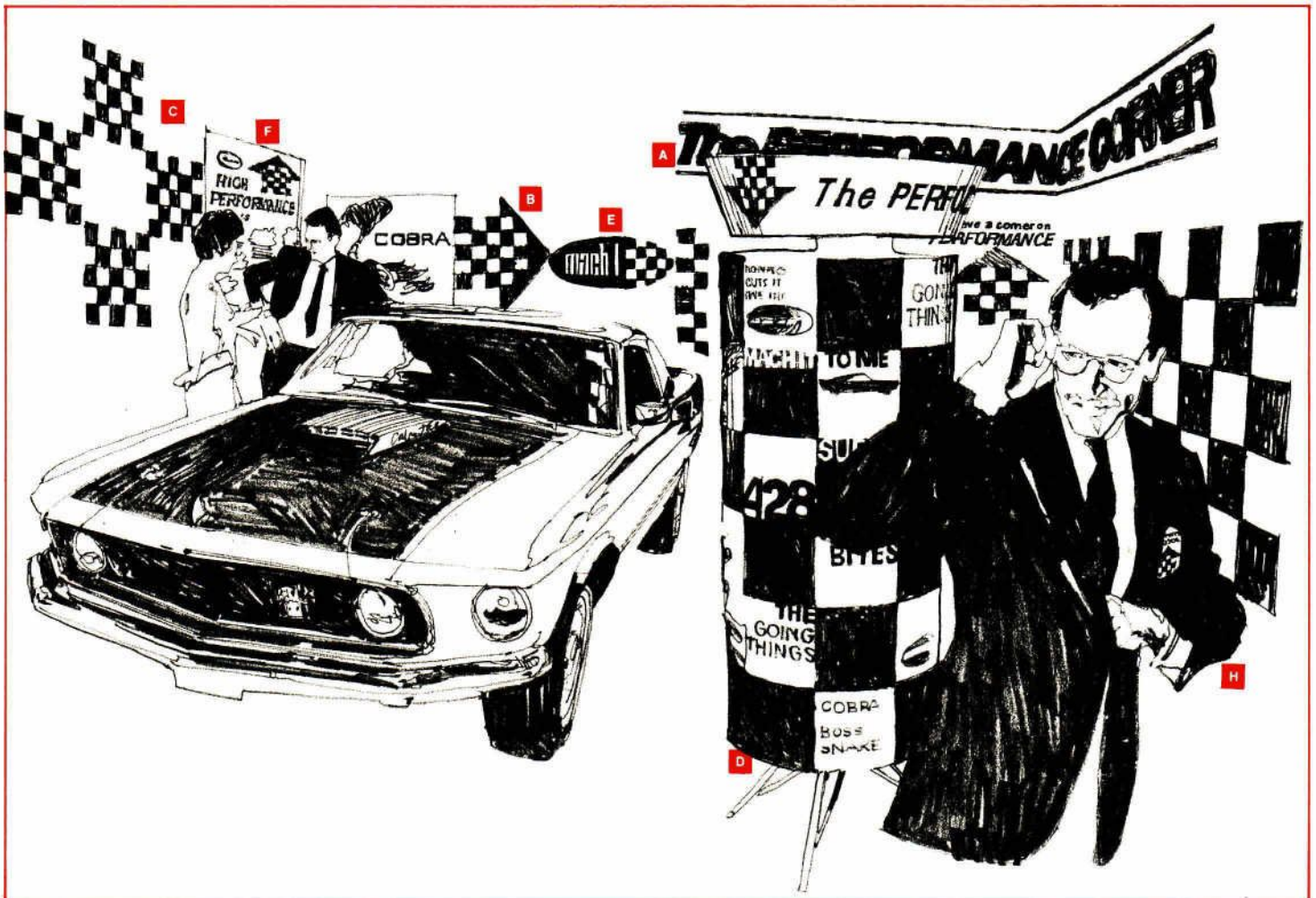
The basic kit of materials is complete and has all the items you'll need to set up your own Performance Corner with one, two, three or more cars.

However, to further highlight your performance cars and build more traffic, expand your Performance Corner and extend it to other areas of your dealership. Adding materials you can get locally, such as strings of checkered pennants, stanchions, and checkered floor covering or tile to items from the basic Performance Corner Kit, you can build a sharp display in your Service Department. Your service customers will get your "performance message" while waiting to pick up their cars.

Also consider an outdoor display. Check high-traffic areas such as the entrance to your showroom, or a spot on your used car lot. Exploit these areas, using the basic materials and others available locally. A tent makes a great outdoor showroom. You can even put your Performance Corner on the road—in shopping center parking lots, in theater lobbies, basketball and football games, rallies and other local events.

Performance Corner Kit materials include:

- A.** Giant 2' x 18' "Performance Corner" Texaprint banner, printed on both sides. Colorful, bright, attractive, attention-getting. Identifies the part of your showroom you've designated as your Performance Corner.
- B.** Set of six Performance Corner symbols, 2' x 2', printed on both sides so they can be used on windows or walls. Sure to spice up your display. Use them all or as many as you like.
- C.** Set of six 2' x 2' checkered squares to add a performance flavor to your display. Printed both sides.
- D.** Six-foot lighted circular floor stand. A deluxe display highlighting some of the high volume Cobra performance parts, and your performance cars. Leave the light on all night and let it sell for you after hours.
- E.** Acetate window trim including Cobra, Mach I and Performance Corner symbols. Very striking. Commands attention.
- F.** Large 48" x 60" performance parts poster. Tells prospects that high performance parts are available through your dealership. Large illustrations. Sharp, to-the-point descriptions.
- G.** A quantity of Ford's Performance Digest for 1969. Details Ford's hot numbers for '69—in the kind of language that provokes interest and lets prospects know Ford is the going thing in performance.
- H.** Set of five salesmen's lapel buttons. Good conversation openers. Sharp looking.
- I.** Set of six sample jumbo postcards. Shows Mach I and Cobra SportsRoof in full color. Interesting "nuts-and-bolts" details on reverse side.
- J.** Set of 12 Cobra decals.



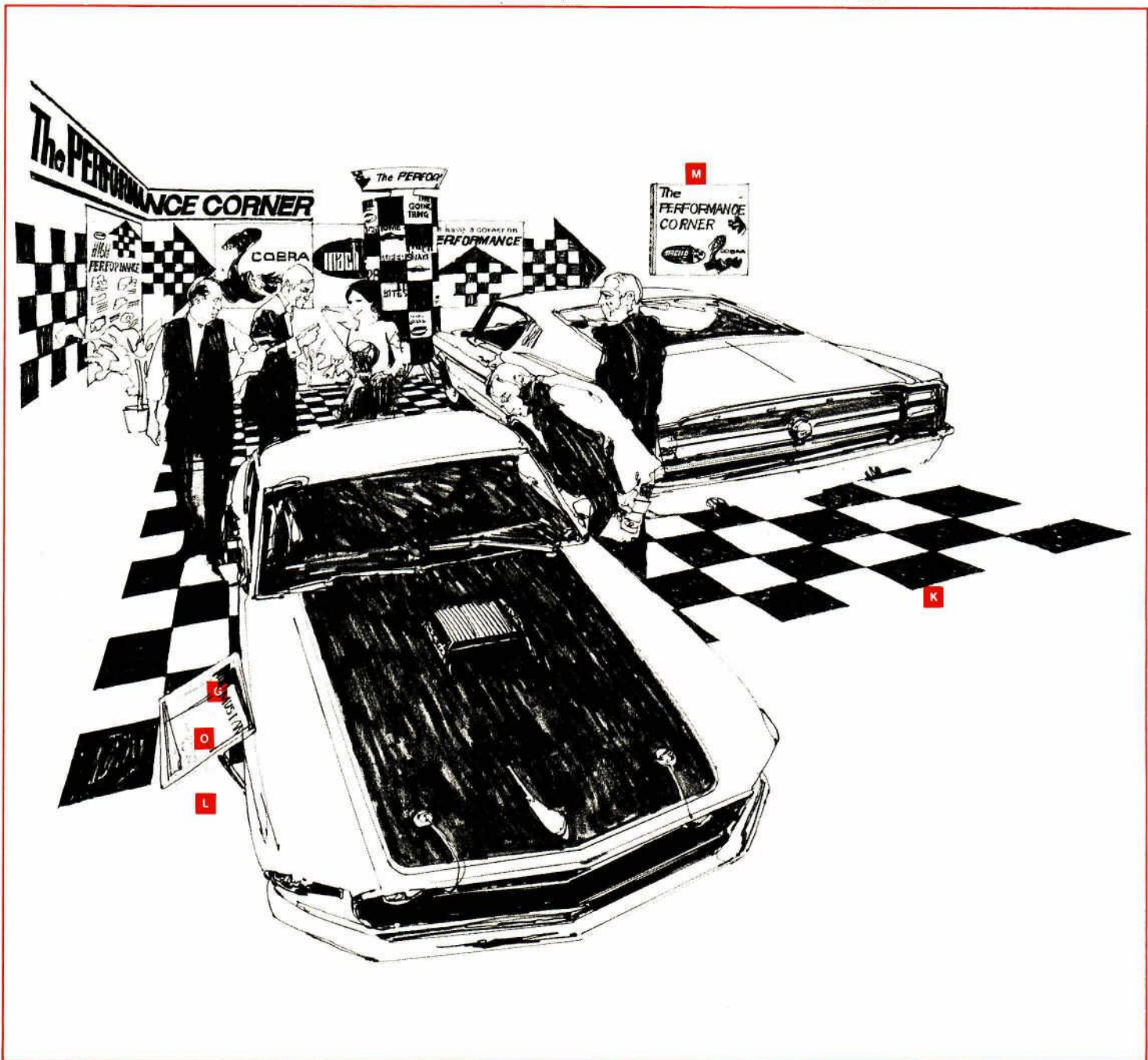
build a display
like this with the
basic performance
corner kit...and
additional items
you can order

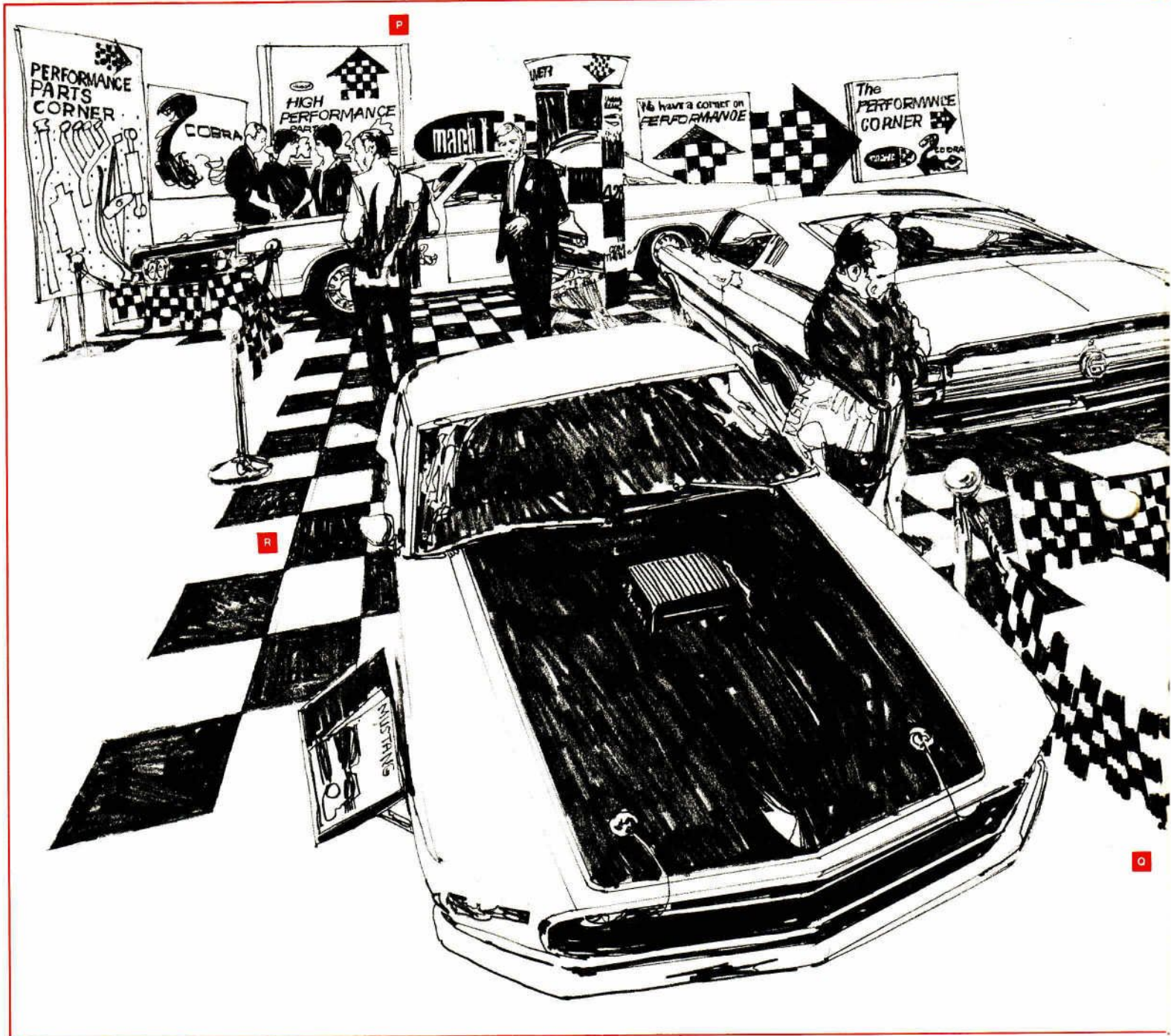
You can build a sharp display with any number of cars, using materials available through Ford. The basic kit items are illustrated here, in addition to the extra materials. They include:

- K.** Checkered black and white rug. Easy-to-handle 9' X 12' size. Durable, long-wearing nylon. A very attractive way to add extra zing to your performance corner.
- L.** Literature stand. A rigid, durable display that becomes part of the vehicle when in place. An attractive

way to offer catalogs(G), brochures, postcards (O), etc., in your Performance Corner.

- M.** Complete lighted sign. Shows Cobra and Mach I symbols. May be ordered as a complete sign, or sign face only. (Designed to replace "Ford Country" face on signs originally ordered by many dealers.)
- O.** Postcards. Jumbo size. Shows Mach I and Cobra SportsRoof and gives highlights. Order in packs of 100.







look what you can
do with the
performance corner
materials...and
other display items
you can get locally!

You'll want to attract as much attention as possible to your hot performance cars—and the rest of the lineup for '69. Use your ingenuity to create a display that will let your prospects know you are ready for them. Contact local suppliers for a variety of attention-getters like those shown opposite, and others you can use to build more interest and create more traffic.
(Illustrated opposite)

- P.** Develop and build a parts board. Use pegboard or other strong material to construct a display to hold actual performance parts. Experience shows that buffs are very interested in parts and this type of display will create added interest and traffic.
- Q.** Arrange with a local theater supplier to have ropes and stanchions installed around your Performance Corner to give it a "department" look.
- R.** Install black and white tile in your Performance Corner for a checkerboard design. In outdoor areas, such as sidewalk or driveways, paint a checkered design.
- S.** Develop or sponsor a local drag club or car club. Let members use your facilities for meetings, victory celebrations, etc.

ORDER TODAY

Get your Performance Corner set up and get in on the big performance business. Your Performance Corner will help build traffic for every department in your dealership. Order the basic kit right away, plus any other additional materials you'll need for this important program. Use the order form enclosed.

