



**BUILD  
BUYING TRAFFIC**

**with**

***PERFORMANCE  
ACTIVITIES***

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# The **PERFORMANCE** Market is . . .

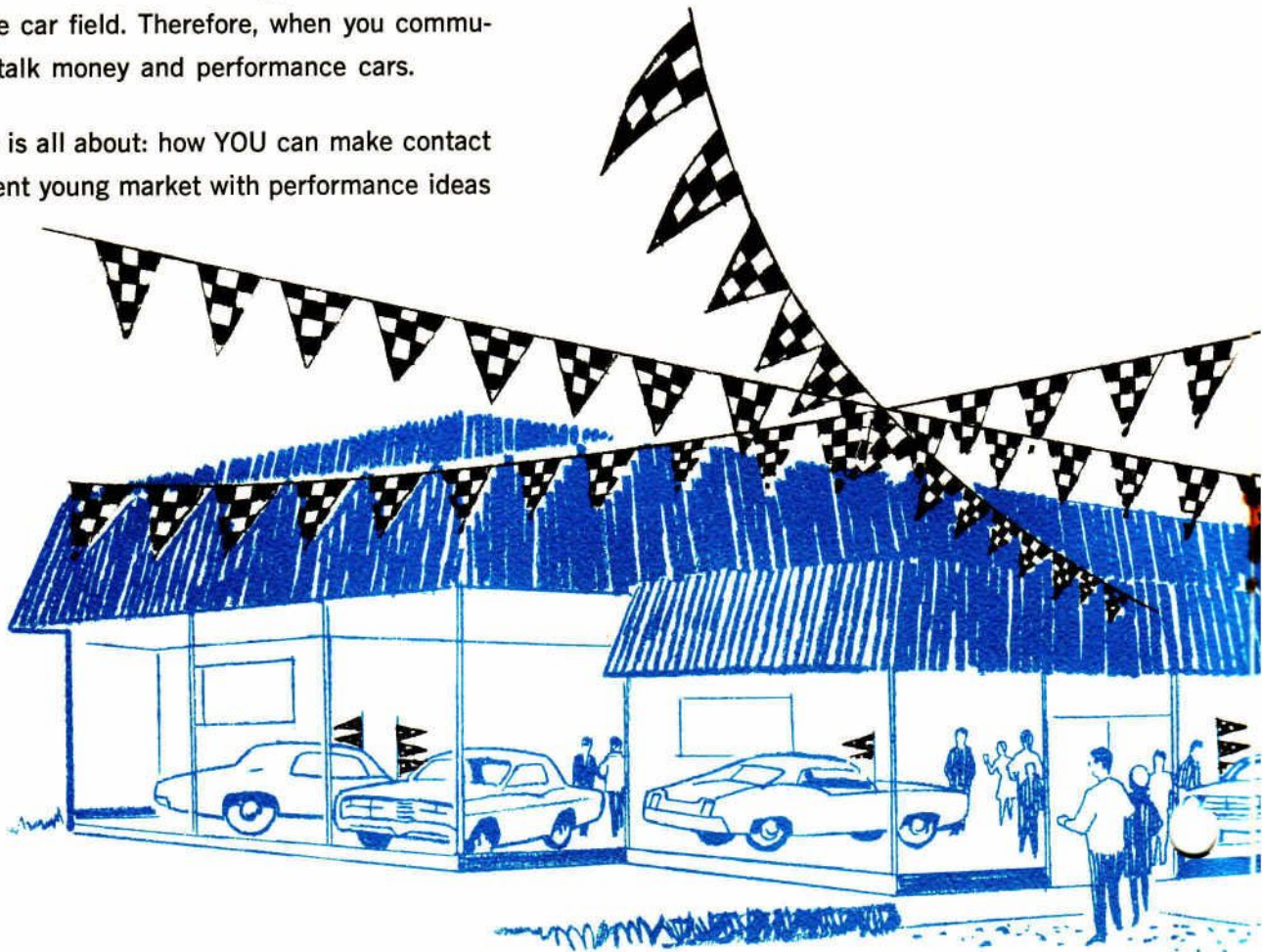
**BIG:** and it's a young market too! Today, over 60 per cent of all automotive showroom traffic is under 30, and these young people place their buying emphasis on cars that project an exciting, move-out image. This performance-oriented young market is . . .

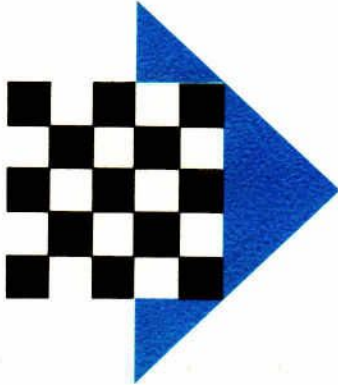
**IMAGINATIVE:** they like the sight and sound of progress and they are participating by buying the most exciting cars produced. Five years ago Mustang caught this market as it was forming. Today Mach 1, Torino and the entire lineup of performance Fords will be checked out by this analytical young market that is . . .



**AFFLUENT:** young performance car buyers today have a disposable income approaching \$21 billion annually . . . and they spend \$7 billion on transportation. This growing market offers Ford dealers a tremendous sales opportunity to move forward in the muscle car field. Therefore, when you communicate with youth – talk money and performance cars.

That's what this book is all about: how YOU can make contact with this active, affluent young market with performance ideas that SELL!





### OUTDOOR PERFORMANCE CORNER . . .

Project a performance image outside as well as inside the showroom. Select a high visibility corner of the used car lot and string checkered pennants to a central point. Under this checkered umbrella have a local sign painter paint 2-foot white squares on the black top to simulate a black and white checkered flag. Slip checkered antenna pennants on the used performance vehicles, hang a performance banner; and you've got a performance corner that won't quit building traffic.



### PORTABLE PERFORMANCE CORNER . . .

People, all people, are interested in performance cars. Letter one of your dramatic '69s and park it in the local shopping plaza . . . park it in front of the student union on the local campus . . . take it to the football game or any sporting event. Heads will turn and you will be registering future sales traffic for your dealership.

### NOVICE ROAD RALLYE . . .

Sponsor a fun-type road rallye as a tie-in activity with your outdoor performance program. Contact a Mustang Car Club in your area or write: National Council of Mustang Clubs, Box 4321, Dearborn, Michigan 48126. The NCMC will send you a booklet on how to hold a fun-type rallye. You must provide all necessary rallye material and prizes. Awards could be performance-oriented; free brake job, free lube for one year or free tune-ups. The idea, of course, is to get the word around that your dealership is in the performance business. Further, all rallye activities start and finish at your operation.



# A DAY AT THE DRAGS

Research figures indicate 20 million spectators pay to watch 500,000 participants compete on the 750 drag strips around this country annually. The exposure and product visibility potential is enormous. Many car dealers, Ford, and competitive, sponsor cars and drag teams so that their product and their people can be seen where the action is. You can gain the same amount of product and name visibility by conducting a program that is growing in popularity, we call it a day at the drags. Here's the program outline:

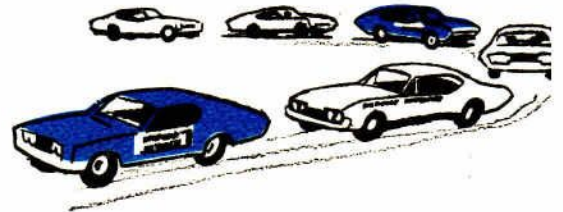
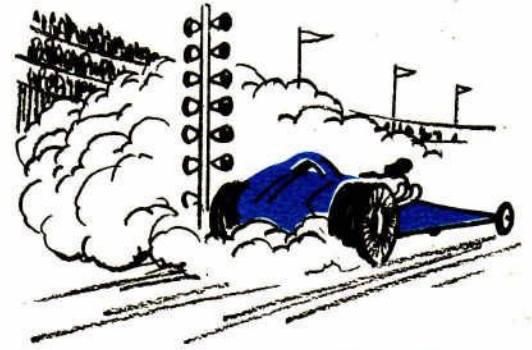
If you have a drag strip in or around your community you've got a program here that will place your name and your products before a large enthusiastic audience.

Appoint one of your best young salesmen to be drag program coordinator. He will check the strip and select a day at least 3 to 4 weeks in the future that will permit the program to be properly publicized and organized. He will check ticket availability and block seating possibilities. You may wish to discount them to prospects who come in to shop. You may choose to give the tickets away to those who show up on the appointed day. In any case, hold the group together if possible.

Place dealer identification on the cars and caravan to the drag strip. This method of moving to the activity gives your cars maximum exposure and builds camaraderie within your group.

Your drag coordinator will have found out about parking before your group arrives, and if possible have them park together. Checkered pennants and a banner will do much to build and project a performance image for your dealership. You may wish to provide hot dogs and coffee and/or soft drinks to your group, free. Take along an Econoline van with the dealership name on it or letter a new station wagon as the headquarters vehicle. If you have a particularly knowledgeable mechanic who understands dragging you may wish to have him attend the activity to answer questions and explain technicalities. Above all, publicize the event with radio spots and ads. Many large dailies have a free motorsports section for such activities. Place a notice on the high school or college bulletin board — you won't lack for participants.

As a final performance touch you may wish to letter a particularly good looking Mach I Mustang and spot it in your group. It will attract attention — and these people will know you're in the performance business and ready to sell full bore.



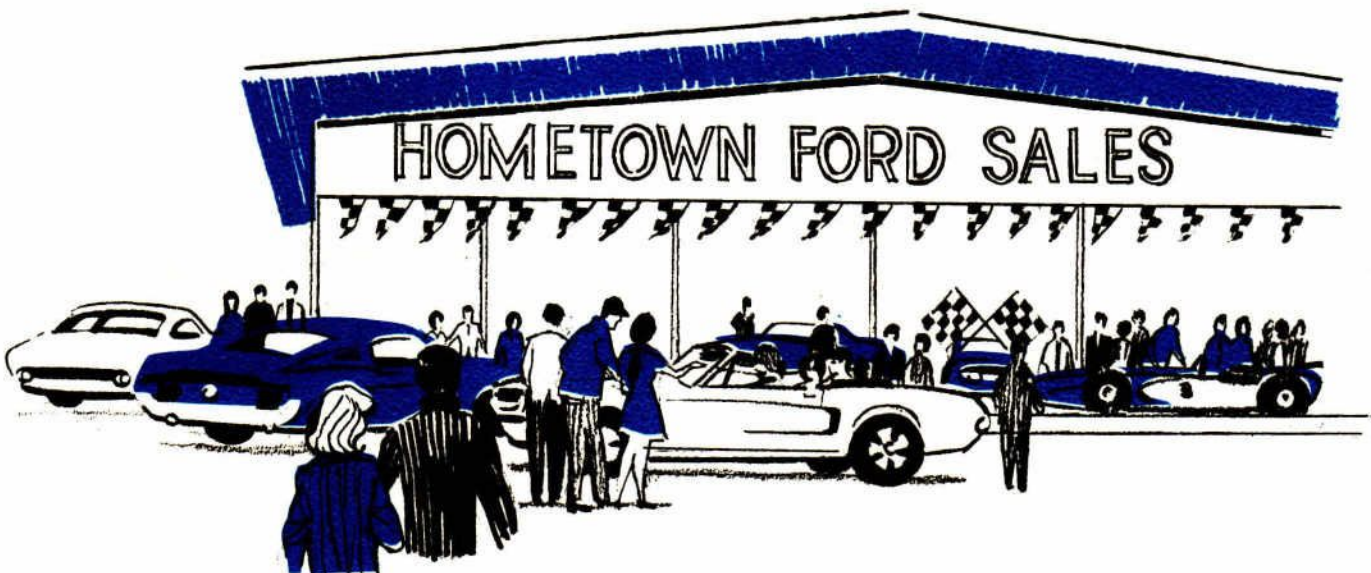
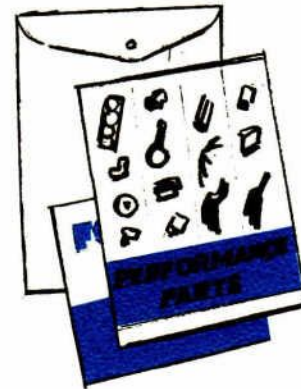
# PERFORMANCE NIGHT

Many dealers are drawing attention to their dealerships through sponsorship of a pure performance clinic activity. The format is simple; invite the prospects into your dealership for an evening of car-talk, light refreshments, performance films and discussions on tune-up tips or performance tuning techniques. The main purpose of this activity is to show your prospects and customers that you are interested in them and their cars. In the informal atmosphere of your dealership you will be able to communicate more fully with your customers. Clear the showroom area of all but one hot performing car. Set up coffee and doughnuts at one end of the room and bring in collapsible chairs. Decorate the dealership with checkered pennants and flags.

Place a small display ad in your local paper announcing the event. It should be billed as a performance clinic with product discussions as the main topic. Here's the basic meeting format . . . tailor the activity to suit your specific situation.

The meeting can be handled by your parts and service manager or a local recognized authority in the performance field, (drag, or race track owner, sports car driver or local newspaper sports writer). Subject matter can cover the entire performance spectrum from the specifications on the Mach I Mustang to the Mustang Six discussion in the June issue of Autolite "Shop Tips."

Contact the Ford Film Library, the American Road, Dearborn, Mich. 48121, for information regarding availability and selection of racing movies.



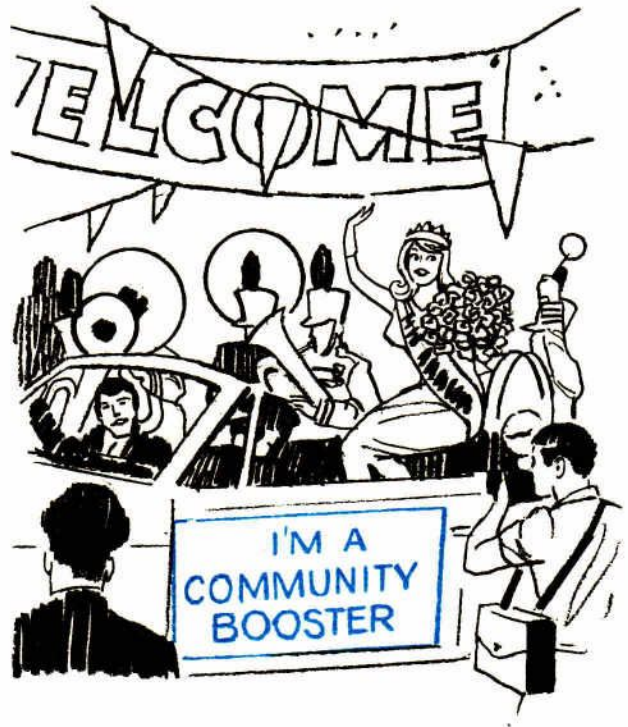
## PERFORMANCE COMMUNITY BOOSTER . . .

Participate in Progress by lending a helping hand to build your community into a friendlier and more progressive place to live and do business.

“Adopt” the local high school and find out their transportation needs for their school queen and her court. Contact the local church and line up a group of teenagers for a litter pick-up squad to clean up a section of road in or around your community.

Call any one of the local service clubs and offer the services of one of your personnel and a performance car to assist in any community spirited activity.

Sponsor a Little League Baseball team. Bowling groups need sponsors. In a word, participate and the word will get around that your dealership is the action-center of the community.



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## CAR CLUBS . . .

Car Clubs have gained recognition as effective dealership promotional tools requiring little capital outlay in return for considerable publicity potential.

Car Clubs are the in thing today. Road rallyes, beach parties, skiing trips, motorsport corrals plus community improvement projects have placed the dealership sponsored car club in the forefront.

For full information on how to set up and conduct an effective Mustang club, write or call: National Council of Mustang Clubs

Box 4321

Dearborn, Michigan 48126

313 - 582-4762



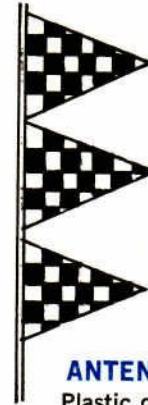
# PITKIT

**ATTRACT BUYING ATTENTION . . .** These durable black and white checkered display materials can be used in every area of the dealership — new car, used car, service or truck. They can be used as an extension of your Performance Corner and may also be used to compliment other performance activities.



## POLE CLUSTER SET

Pole Cluster set completely assembled. Each set consists of 3 flags permanently attached to  $\frac{3}{4}$ " x 4" pole complete with holders and mounting: 2 per kit.

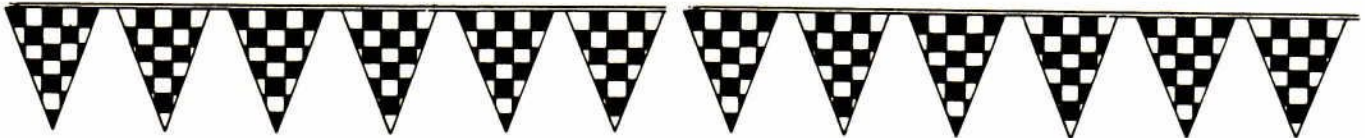


## ANTENNA PENNANTS

Plastic checkered pennants permanently stitched to an all-weather sleeve: set of 10 per kit.

## PENNANT ROPES

50 ft. nylon rope with checkered plastic pennants: set of 5 per kit.



## BANNERS

Giant 3' x 10' drill-cloth banners for outdoor use. Grommets and ropes permit the banner to be used in a number of locations.

## ADDITIONAL ITEMS



**PYLONS:** High visibility, vinyl pylons help dress-up the outdoor or on-the-floor performance display. Place a pylon at each corner of that performance car on the floor and you have an instant display. Use the pylon to outline your performance area on the used car lot or use them to control traffic in and around the dealership.



**TROPHIES:** Handsome silver trophies can be used to complement any performance display. These twelve-inch trophies have an engraved plate on their base with message: "1st Place Performance Champion". It can be placed on the hood of one of your performance cars in the showroom or it can be given away at any dealership sponsored event.

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