



The



BIGGEST

TOTAL

PERFORMANCE

SHOW ON



EARTH



is coming your way!

Ford puts you in the performance
business with the...

Ford Total Performance



ance

ce Show



WHERE?

Every major motorsport event in 1969 is a potential show place for the great Ford Total Performance Show. And, it is planned to take this show into Ford Districts at the dealer level to give added impetus to performance car and parts sales throughout model year '69. This Show generates traffic and sales-excitement at the dealer, district and national levels.

So, tie-in!

WHY? PERFORMANCE PEOPLE PERFORMANCE CARS AND PARTS

Last year over 50 million spectators clicked the turnstiles at race tracks and drag strips across the country. The Ford Performance Show "plays" to this vast audience. These are the performance people who "turn-on" and buy at the sight of performance machines and parts.

You have the parts. Ford has the show—
Put 'em together and away we go!

WHEN? ...NOW!

The Performance Show began its 1969 scheduled run in Riverside California. At that race it focused the attention of the 80,000 race fans on Ford—its performance cars—its performance parts and its dealers. As a direct result of the Performance Show activity at the dealer level one Ford dealer registered a 100 per cent sales increase during the one day performance program.

Tie-in with the Total Performance Show!

For full details call or write:

Ford Total Performance Show

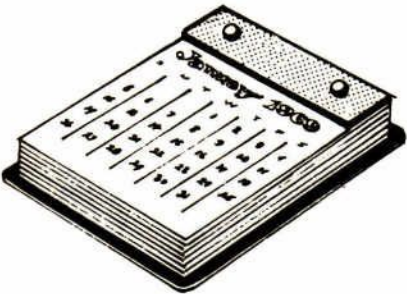
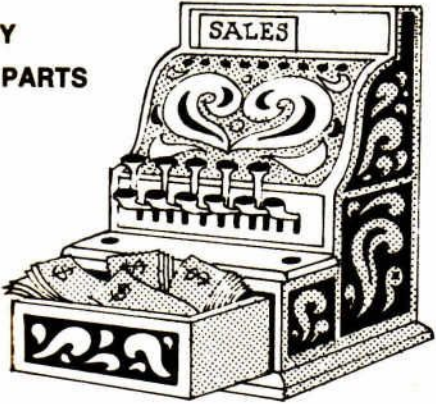
Box 501
Dearborn, Michigan 48120
(313) 582-2780



Ford Total Performance Show



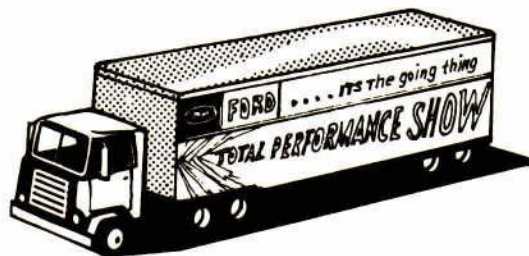
BUY
ID PARTS



What?

The Ford Total Performance Show is the biggest most spectacular performance show on earth. A show that has everything going for it . . . record-holding race cars, high performance parts, the sounds of speed, and all this excitement is displayed under the most dramatic structure ever conceived.

The Ford Total Performance Show wins you a big share of the spotlight at important events in your marketing area—Motorsport Events, Special Sales Activities, Auto Shows, Major Fairs—all the events where crowds of prospects gather.

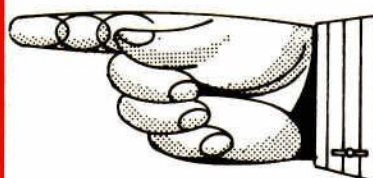


With the Ford Total Performance Show you capitalize on the excitement, the drama, the crowd-appeal of the racetrack—the drag strip. It spotlights the actual performance cars that he can buy, modify and run to win. And right along with the performance cars is the biggest display of performance parts ever assembled in one show.

This exciting, attention-getting Show and its music, commercials and publicity builds Performance Parts sales for you by saturating your market area with the sound of Performance. It strikes a responsive chord with every performance-conscious car owner in your area. The result: a booming increase in your sales of the profitable High Performance Parts that are a MUST for every Performance enthusiast.

This mighty muscle show is on the road now! It can be scheduled to build showroom traffic in your area.

Interested?



Read on



Here's the show designed for YOU!

The 40-foot tractor trailer that carries the Show becomes the central stage when the Show is set up and in operation. Four huge canopy wings extend from it—one from each end, one from each side. Each wing provides an area in which to display a Performance car. There's ample room around each car for the crowd to circulate, inspect the cars, and pick up Performance literature.

Occupying the center of the Show, the trailer supports eighteen huge displays of High Performance parts.

The crowd is reminded by signs, as well as by voice over inside and outside mikes, that these parts are available

from YOU, right now! Powerful, stimulating promotion that boosts your across-the-counter business!

Overall canopy dimensions: 80 feet long x 48 feet wide x 13.6 feet high. The show will set up on any reasonably level piece of firm ground, blacktop or cement. The site must be clear of obstruction by curbs, poles or overhead wires and should be located in a strategic, high-traffic area. Self supporting if need be, the Show can generate its own electricity for operating the lighting and sound equipment without having to hook into the local power facility.

