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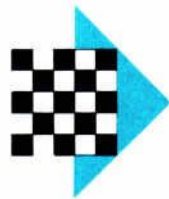
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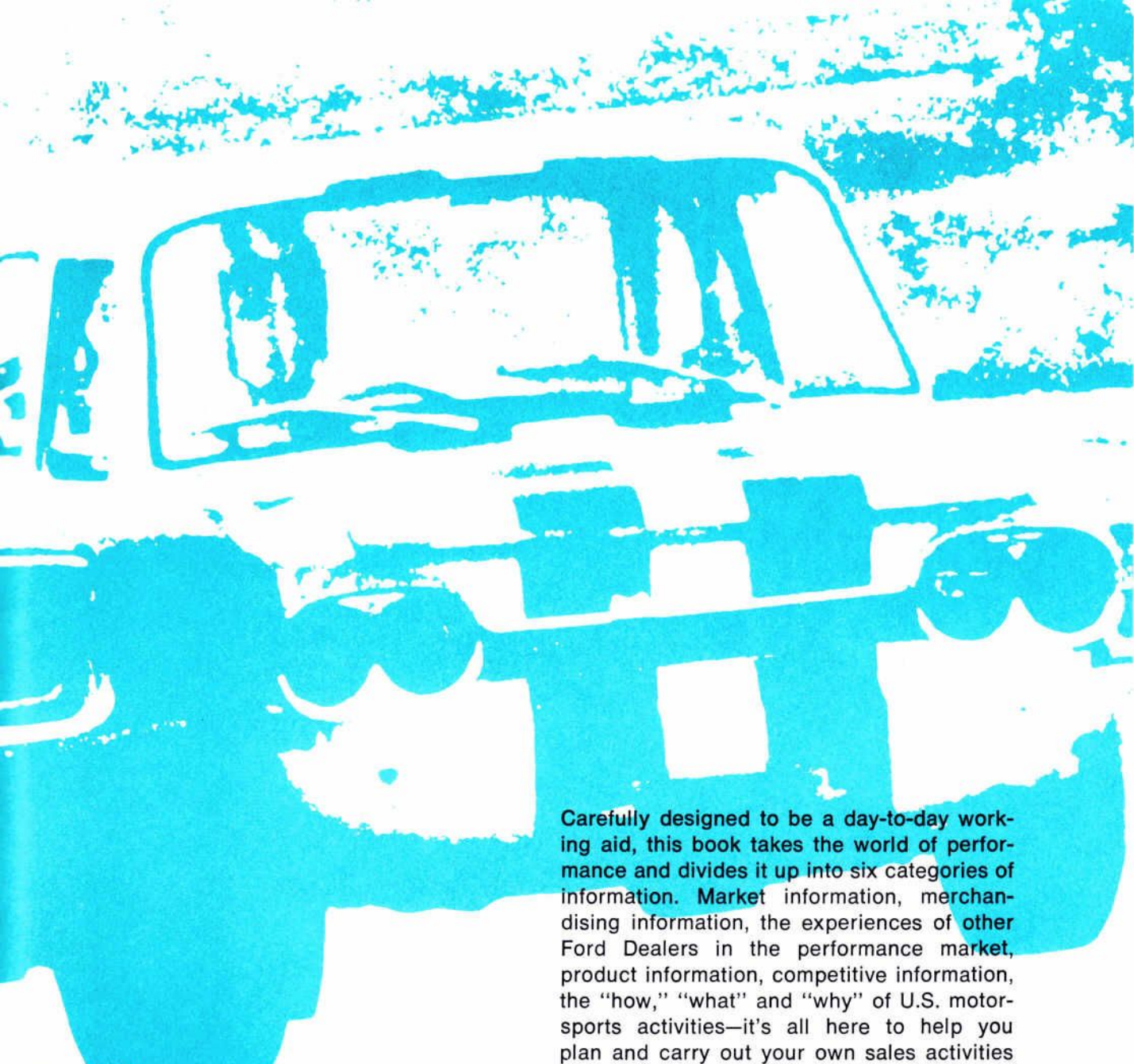
performance

Section 1,
Part 1



In 1962, Ford sensed a resurgence of interest in performance. To take advantage of it, the Company returned to racing. And what has happened in the ensuing six years would make the predictions of the most starry-eyed optimist seem conservative.

Performance has grown so big so fast and in so many directions that it is nearly impossible to chart the phenomenon accurately. The figures keep going just one way—up. And they move so rapidly that what they revealed yesterday seems almost like ancient history today. Whether it's new millions attending the races, new registrations in the burgeoning "super car" field, or skyrocketing increases in the sales of performance parts and accessories, it all adds up to VERY BIG business.



Fortunately, you are in a position to take greater advantage of the boom in performance than anyone else in America. And this is true even if up to now you have had very little contact with the performance market. First, as a Ford Dealer, you have Ford's great winner's image going for you. Ford's been racing for years—been winning for years—and this automatically puts you on the No. 1 performance team. Second, you have some of the hottest performance machinery ever made available to performance fans—the new Cobra and the new Mustang Mach I fired up with the sensational new 428 CJ V-8. And, third, you have the advantage of the most aggressive advertising and merchandising effort ever to back a dealer in the performance segment of the market. This book is a part of that effort.

Carefully designed to be a day-to-day working aid, this book takes the world of performance and divides it up into six categories of information. Market information, merchandising information, the experiences of other Ford Dealers in the performance market, product information, competitive information, the "how," "what" and "why" of U.S. motor-sports activities—it's all here to help you plan and carry out your own sales activities in the performance marketplace.

In addition, this book is designed to be a guide on how to make your dealership the performance center of your trading area. At the same time, it is a training manual for any of your personnel to whom performance may still be somewhat of an unknown quantity. And, to keep this book a valuable reference guide far into the future, additional material will be sent you to augment and update what is now here.

So—welcome to the world of performance. It's an exciting, fast-moving, youthful world. And it's a world filled with outstanding sales and profit potential today which gives every indication of even greater potential in the months and years to come.

**"The winner was a stock car . . .
Any one of our cars would do as well.
Better get in line if you want August delivery."**

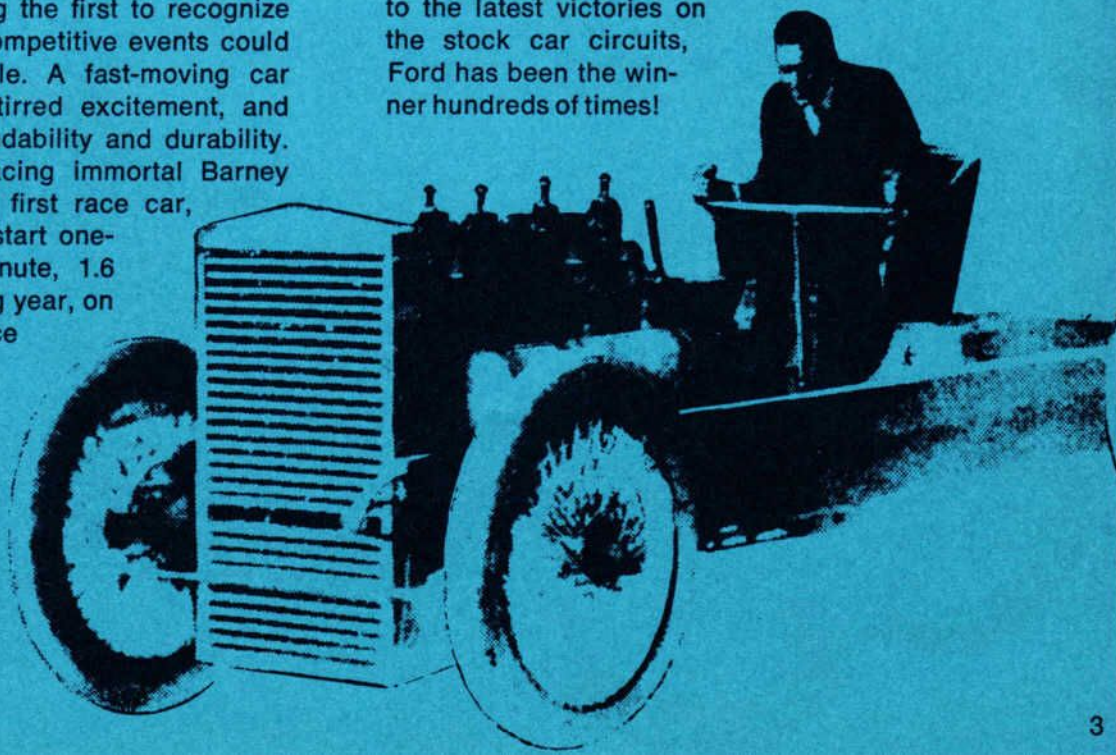
Look familiar? Those lines might have run just last week in an advertisement in any newspaper in the country. And, though you have a feeling you've seen them just recently, chances are you've never seen them before. They are excerpts from a newspaper ad run by Henry Ford in 1909. But these few words—written 60 years ago—point out that very little has changed, actually, in utilizing performance to sell cars.

In the minds of many, performance is a brand-new thing. That's wonderful; we wouldn't shatter their happy illusions for the world. But the truth is, performance and automobile competition have been around as long as the automobile itself. And since the very first "gas buggies," down through the years of the flivvers, the Stutz Bear Cats, the first Ford V-8's and now the lusty "super cars," performance and car popularity (and sales!) have gone hand in hand. The industry is simply rediscovering the most exciting, most glamorous and one of the most basic truths of this business: Performance Sells Cars. And nothing else sells them quite so well.

Henry Ford, one of the first performance buffs, was also among the first to recognize what taking part in competitive events could do for the automobile. A fast-moving car attracted attention, stirred excitement, and also proved its dependability and durability. As early as 1903, racing immortal Barney Oldfield drove Ford's first race car, "999," to a standing start one-mile record of 1 minute, 1.6 seconds. The following year, on the cinder-covered ice of Lake St. Clair, Ford himself drove "999" to a flying mile record of 34.9 seconds. Down through the years the greatest names in the industry,

both American and European, have fielded racing teams at Indianapolis, Le Mans, Monaco, Sebring, Daytona, Nurburgring, and so many others. Some of the grand old names are gone; some manufacturers, once very active in racing, have "officially" retired from the sport. But Ford continues to race and win and garner so much glory for Ford products that other makers are now changing their attitudes toward open competition.

And no wonder. With the close of 1968, Ford enjoyed the greatest single year's return yet on the investment it has made in the sport since the Company returned to racing in 1962. From the magnificent win at Le Mans to the latest victories on the stock car circuits, Ford has been the winner hundreds of times!



Specially modified Torinos swept the 1968 NASCAR, USAC and ARCA championships. Six of the top ten NASCAR drivers drove Fords. Six of the top ten USAC Championship contenders (Indianapolis-type cars) were Ford-powered. In Formula One (Grand Prix) standings, Ford-powered cars finished 1-2-3. Talk about a grand slam! And Ford is just hitting its stride—even bigger wins (and more of them) are in prospect for 1969!

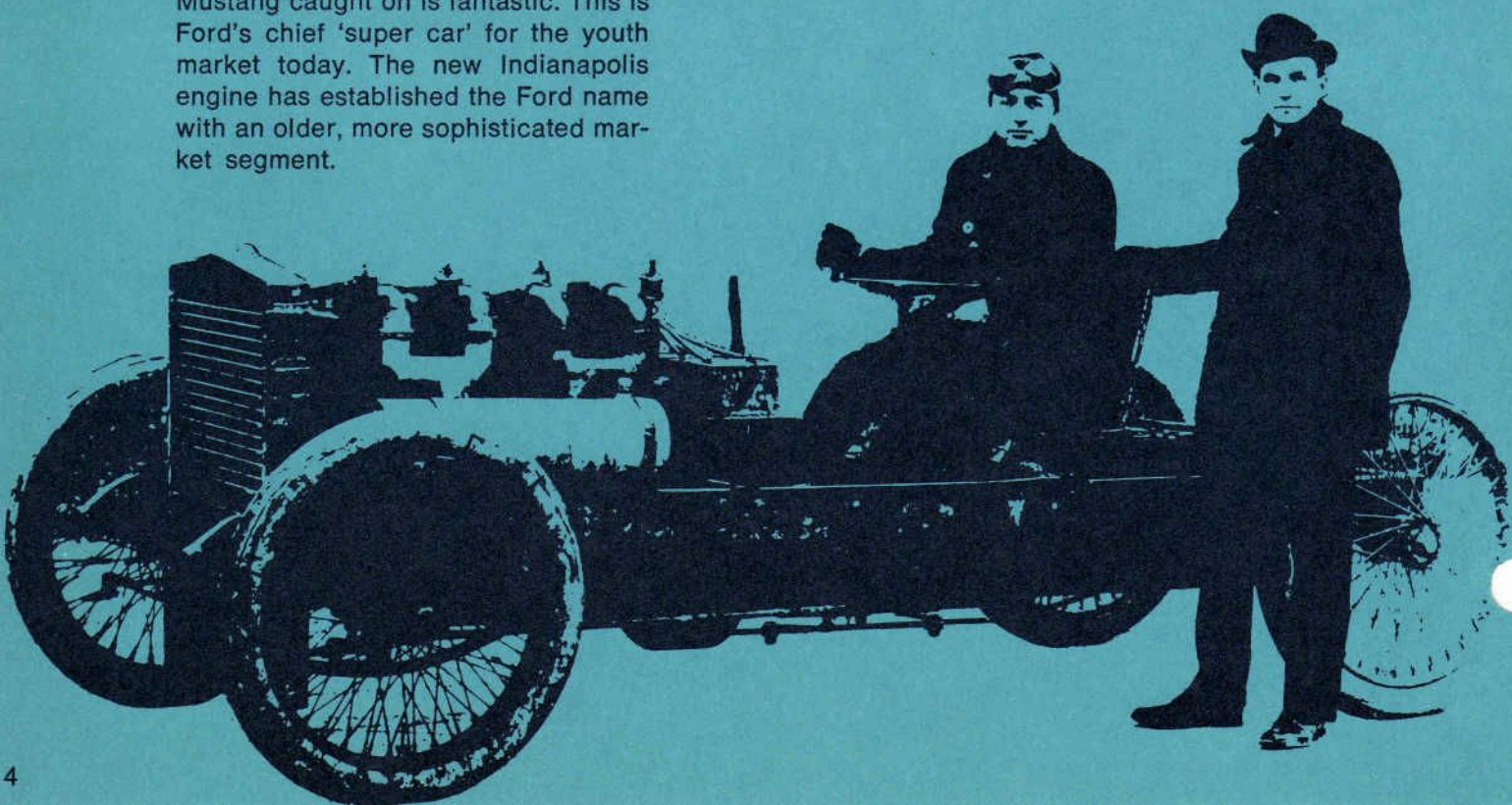
Ford has felt for a long time that racing and performance were good for the Company as well as for dealers. A youthful image, a reputation for dependability and durability, an attitude of the public that Ford is "with it," constantly moving ahead . . . these are just a few of the benefits Ford sought to gain through participation in racing. And here is just one kind of confirmation of Ford's belief from an article in *Popular Hot Rodding* by Jeff Neal:

"Ford products have been much more popular with the youth market in the last five years, since the racing program got well under way. The way the Mustang caught on is fantastic. This is Ford's chief 'super car' for the youth market today. The new Indianapolis engine has established the Ford name with an older, more sophisticated market segment.

". . . Ford engineers think the racetrack brings us *better* cars, too. There have been literally dozens of cases where components have been modified on late Ford cars because of failures on the racetrack.

". . . We feel that racetrack development definitely does filter down to the everyday passenger cars in a direct line, at least in companies like Ford that are *trying* to make racing work for them. Companies that aren't, are making a big mistake and we feel their products suffer as a result."

When other people talk about us that way, we *know* that the reasons why Ford is in racing not only make a lot of sense to us, but to a lot of other people, too.





what is performance?

Ever since we've had automobiles, we've had performance buffs. They haven't always been recognizable—as such—in fact, many would be the last to admit it—but they've been there all the time. There is in every one of us something of the performance buff. Because there is something innervating and exciting about an automobile in motion . . . and the greater the action, the greater the excitement.

From small youngsters in pedal cars and tricycles imagining themselves to be Mario Andretti or Parnelli Jones to us “oldsters” who secretly share the same kind of kick

when we get away cleanly at the light or zoom along the turnpike, we're “hooked” to some degree on performance. It's the thing that makes Indianapolis the best-attended single sporting event of all time. It's the thing that attracts bigger and bigger crowds to more and more racing, rallying, dragging and performance events each year. It's the thing that has spawned dozens of new motorsports magazines and has sent their circulations soaring up and up each year. (There are buffs who may never drive a fire-breathing performance machine but who experience, vicariously, the thrills of doing so each month in the pages of *Hot Rod*, *Car and Driver*, *Road & Track* and other motorsports magazines.)

Just what is performance? Performance can mean many different things to different people at the same time. It's being able to pass quickly and safely on the highway. It's the pure and simple exhilaration that comes from driving a smooth-handling, responsive automobile. It's the sense of pride one has in a finely tuned, beautifully wrought piece of machinery. Performance is all of these things and more. For performance ultimately is a state of mind—an attitude toward the motor car. And it's a state of mind that everyone, at some time or other, has.

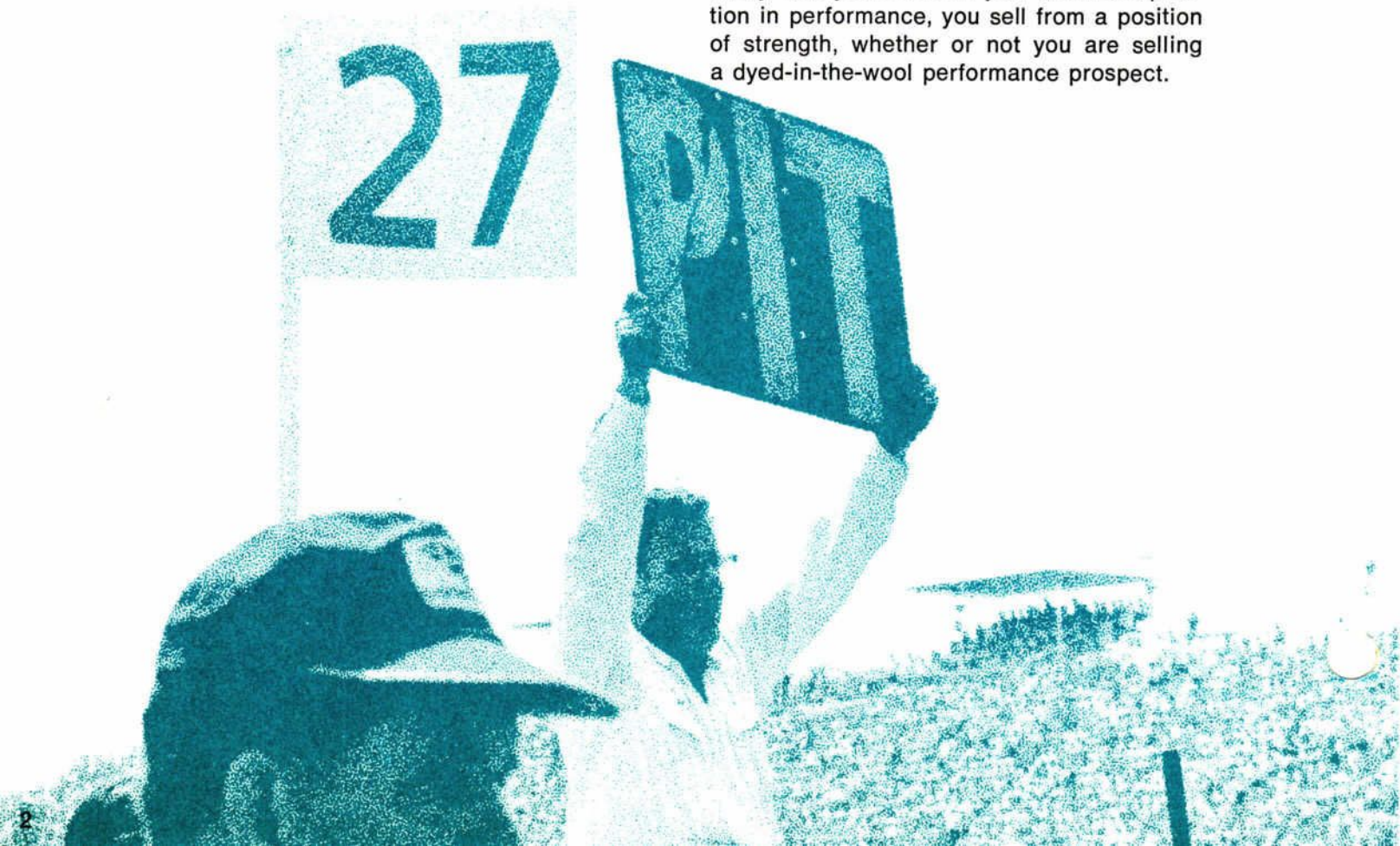
Sometimes this attitude is expressed not so much in the active car qualities of power, handling, braking, etc., as it is in appearance aspects. Hood scoops that imply extra muscle under the hood, chromed pipes, raised suspensions, steel wheels, and all the other appurtenances that suggest performance to the onlooker.

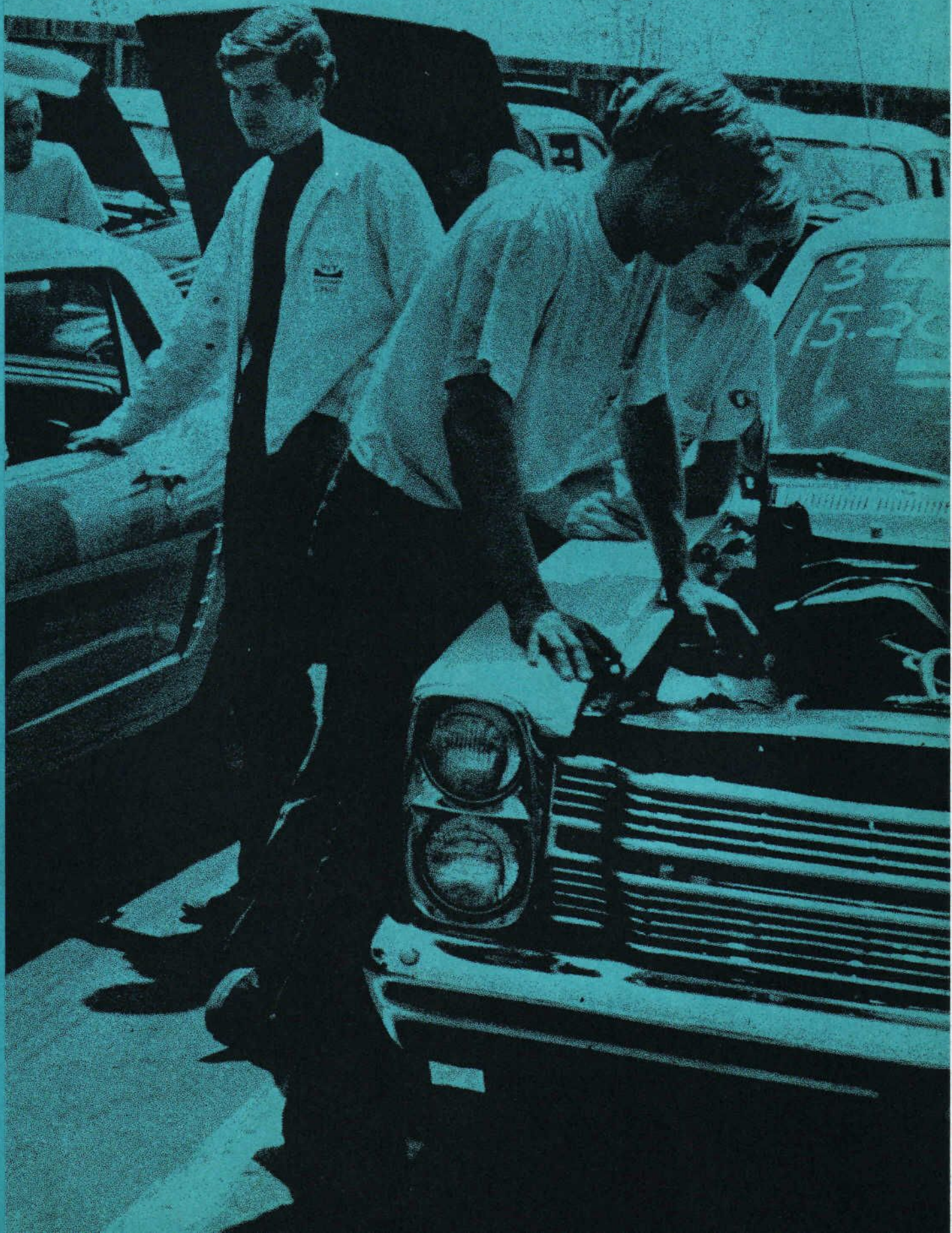
To the real buff, performance is husky V-8 muscle and the ability to translate it into swift movement. It's not so much a matter of having the most horsepower as it is having the best ratio of weight to horsepower. This brings the entire car into consideration. For the buff, a big car with a big engine is *not* his

concept of performance; but a car with a weight-to-power ratio of less than 10 to 1 . . . ah, now you're talking his language.

Whatever it is, there's no doubt that performance is a powerful factor in influencing car purchases. Ever since we've had automobiles, various manufacturers have found that performance on the track has had rub-off influence in the showroom. And now with the growing number of hot performance models available to the general consumer, these performance cars themselves have a rub-off effect on the more sedate models.

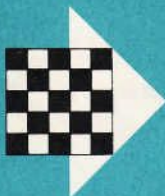
Because there's some of the performance buff in all of us, many prospects are attracted to the showroom to see the unusual, the different, the exciting—and these most often are the performance cars. In many cases, however, these prospects wind up buying other models of the same series—a Fairlane 500 instead of the Cobra; or a Mustang Hardtop in place of the Mach I. These sales are substantial and highly profitable—a performance rub-off benefit. Indeed, it is becoming more and more apparent that the concept of performance as a state of mind can be used to sell Ford cars of all kinds—from the low-priced Falcon to the luxurious Thunderbird. Every time you sell from your dominant position in performance, you sell from a position of strength, whether or not you are selling a dyed-in-the-wool performance prospect.





the performance market is the

Section 2,
Part 2



It's not something projected for the future—it's happening *today*. Youth is dominating the marketplace. Over half of the buyers and soon-to-be buyers are twenty-five or under. They're knowledgeable, they have money to spend and they're looking for the new and different. They're setting a fast pace in fashions and trends, and, most important of all, they've made a tremendous impact in the performance segment of the automobile market.

Any number of surveys point to the dominance of youth and the young at heart among automobile buyers. Their influence is felt in every aspect—from sporty styling to sporty bucket seats; from “hotter-looking” models to hotter-performing engines. Stripes, mag wheels, hood scoops, “4-on-the-floor,” big-bore V-8's (400-plus cubes) . . . all are very definitely “in.” And the surveys point to the continuance of the strong youthful influence—with all of its performance ramifications—for a considerable time to come.

Youth is booming the attendance at race tracks and performance events all over the country. So much so that racing is the *fastest-growing* sport of them all. This year, over 60 million people will pay to see automobile races! That's an estimate projected from a firm and very impressive base. For example,



the annual Daytona 500 NASCAR stock car race draws over 100,000 people and has been close-circuit televised to an audience of more than 20 million. The Riverside 500 stock car race attracts this same kind of turnout, and in 1967, pulled an audience of 80,000 on the same day and in the same city where the Pro Bowl football championship drew 53,000. At Watkins Glen, New York, each fall, 75,000 spectators pay \$10.00 per person for the sports car races. The NHRA National Drag Races attract 100,000 to each of their quarterly events.

youth market

Of course, the "granddaddy of 'em all" is Indianapolis. The statistics for Indy, always impressive, reflect the great growth in racing interest. Though official attendance figures are never revealed, Indianapolis attracts an estimated 200,000 spectators for each of the two qualifying weekends preceding the big race. Then on Memorial Day, estimates place the 500 Race crowd at from 350,000 to 500,000 people. And Indy has the largest radio audience for a single event in the world!

Who is the typical performance enthusiast? There are a good many surveys which attempt to pinpoint an answer to this question. Though they approach the subject from many different directions, the substance of their findings is essentially the same as results of a survey conducted last July 4 at the Firecracker 400 at Daytona. Fully 60% of those interviewed were under 30 years old. These were real racing enthusiasts, too; nearly half of them drove 300 miles to get to the race, and most of them stayed two or three days.

The typical enthusiast is no "black-leather-jacket" youth, either. Thirty-five percent of those interviewed had completed two or more years of college. In fact, students (18%) and professional people (24%) made up a very

impressive 42% of the sample. And these people have sufficient income to buy above-average automobiles. Forty-four percent reported annual incomes from \$10,000 to \$15,000.

As you might expect, car ownership is very high within this segment. Seventy percent owned one car, 27% owned two cars. The car enthusiast favors late models, too, with over 60% owning a 1968 or '67 model. The typical enthusiast in the Firecracker 400 survey showed himself to be overwhelmingly a new car buyer by almost 70% of the segment.

As interesting as these facts proved themselves to be, our survey did not stop there. It went one step beyond to test buying intentions, and here we got perhaps the most revealing answers of all. When asked if they intended to buy a new 1969 model car, 44% replied definitely "yes" and another 13% said "maybe." And when asked the principal motivation in their next car purchase, over 70% replied unhesitatingly: "*performance.*"

Thus we see that the performance market *is* the youth market. There is money being spent here in impressive sums for cars that have the exciting flavor of performance. This is a market you should be sharing in *today*.

size and growth of the performance market

During the early fifties there was a limited market for cars which promised extra performance potential. The Jaguar XK-E, Mercedes SL, the Porsche, the American Corvette and the original Shelby Cobra were a few of those which caused much excitement among performance buffs. But the formidable price tags of the cars in this group—\$5,000 and up—kept the market small and highly specialized.

This didn't mean that the number of people who wanted to own a true performance car was small. On the contrary, interest in performance cars was greater than sales figures indicated at the time and this segment has continued to grow (as mirrored in increasing race attendance figures, the zooming circulations of car magazines). This was confirmed in no small degree by the introduction and subsequent success of the Mustang. Mustang proved that the *look* and a lot of the *feel* of performance could be packaged in a popularly priced car. Suddenly, every American could be a buff—and they "joined the club" by the hundreds of thousands!

About this same time, performance took on a new dimension. Stock models among the intermediates and sport compacts (Mustang-size cars) began to look and feel "more muscular." Bigger V-8's went under the hood. Stripes appeared on the rocker panels. Handling packages, 4-on-the-floor, tachs, mag wheels (and wheel covers that looked like "mags") became the more popular options. After a couple of years revving up offstage, a brand-new kind of performance car burst onto the market like a bombshell. The "muscle" or "super" car was born. It hit the ground running and is setting the fastest pace in the industry. In 1968, the intermediate and sport compact super cars totalled a whopping 505,002—fully 6.02% of the industry—and all indications point to this new segment of the market going far beyond that figure in 1969.

It should be said right here that the definition of a true super or muscle car is, technically, any car with a weight-to-horsepower ratio of less than 10 to one. The majority of these cars are intermediates and sport compacts ("pony" cars). That allows for a lot of leeway, and that's why there were 19 cars listed under this heading (see charts 1 & 2) in 1968 with even more in '69. It's hard to believe that the Pontiac GTO had this segment all to itself in 1964 with the hardly exciting market penetration figure of 0.4%. In the four years since, 10 more cars have joined GTO and the intermediate super cars now command a very respectable 4.00% of total industry. And, of course, to these must be added the eight sport compact super cars which didn't exist as such in 1964. They now command fully 2.02% of total industry.

CHART 1
1968 SUPER CAR MARKET
(total production)
INTERMEDIATES

Super Car	Total
Pontiac GTO	87,684
Chevelle SS	57,595
Plymouth Road Runner	46,054
TORINO GT	37,800
Olds 4-4-2	33,607
Plymouth GTX	18,941
Dodge Charger R/T	18,307
Buick Special GS 400	13,178
Dodge Coronet R/T	10,849
Dodge Super Bee	8,002
Mercury Cyclone GT	3,843
TOTAL	335,860
Percent of domestic industry	4.00

CHART 2
1968 SUPER CAR MARKET
(total production)
SPORT COMPACTS

Super Car	Total
Pontiac Firebird	88,618
Javelin SST	23,559
Camaro SS	25,129
Dodge Dart GTS	8,745
Barracuda S	7,224
MUSTANG GT	7,156
Chevy II Nova SS	5,944
Mercury Cougar GT	2,767
TOTAL	169,142
Percent of domestic industry	2.02

Naturally, there are many cars which come close to the super car definition and these make the performance market even bigger, richer and more inviting. (In fact, if you include all Torino GT V-8's, not just those above 320 hp, Torino GT tops the intermediate performance cars for 1968 by quite a wide margin; there were 103,384 produced in all!) There are a good many buyers who want just a little more muscle in the engine compartment and a little more jazz on the outside, and the comparatively tamer Torinos, Fairlane 500's and Mustangs are for them. Performance, after all, is a thing of individual taste and interpretation.

It's interesting to note that the standard size cars, too, enjoyed quite a large number of performance-accented sales — 107,000. Though the true super car devotee may derisively refer to cars in this category as "sleds," they represent another fine profit opportunity for the alert performance dealer. And since the total here is 63% of all sport compact super cars for '68, this segment alone adds up to quite a bit of performance profit. Additionally, Ford Dealers have the dominance of the XL going for them.

CHART 3
1968 PERFORMANCE CAR MARKET
(total production)
STANDARDS & SPECIALTY MODELS

Standard Model	Total
FORD XL	52,000
Chevrolet Impala SS	38,200
Plymouth Sport Fury	16,800
TOTAL	107,000
Percent of domestic industry	1.27
Specialty Model	Total
Chevrolet Corvette	28,566
American Motors AMX	6,725
Buick Riviera GS	5,337
SHELBY GT	4,450
TOTAL	45,078
Percent of domestic industry	0.54

The specialty models (chart 3) constitute another strong segment of the market. Though not a large piece of the pie, each car sold here carries a considerably higher price tag and represents a considerably higher gross. Furthermore, when you put yourself in this part of the performance market, you position yourself to take advantage of sales and profit opportunities which might otherwise have passed you by simply because the prospect wanted "something a little different."

Though not included here, we should also mention that foreign makes sold 59,375 performance cars in this country in 1968. They ranged all the way from the moderately priced Austin-Healey at \$1,995 to the custom-built Ferrari at \$14,700. In that spread there are certainly many excellent prospects for your Cobra or Mach I—and, needless to say, the price tag will never bother them.

Looking back over what the performance market amounted to in 1968, the figures reveal it to be nothing short of phenomenal. Adding up the super cars, the standards and the specialty models, there were 657,080 domestic performance cars produced, accounting for 7.83% of the industry.

Add to these the "appearance" performance cars—the ones whose owners specified smaller engines but a full helping of stripes, hood scoops, mag wheel covers, etc.—and the total performance market in 1968 approached 1,400,000 cars!

And, as impressive as these totals are, every '69 sales chart and every survey clearly indicates that the year ahead will make this one look like "warm-up time."

In size, rate of growth and profit potential per unit, there has *never* been a market to compare with this one—the one that America's great interest in performance has generated.

va-troo

Section 2,
Part 4



competition in the performance market

OM!

"Boy, there are kids out there and they have money."

-Pete Estes

Former Chevrolet General Manager

Here is a cross section of competitive activities in the performance area. Strengths, as well as weaknesses, are noted.

This, however, does not pretend to be definitive. It could not be. The subject is not a static one and resists a routine cataloguing. New performance feats, advertising campaigns and promotions are continually in the making.

It is presented to alert you to the many kinds of effort our competitors are making to lure a greater share of the performance dollar their way.

CHEVROLET:

Chevrolet is committed to performance promotions with heavy emphasis on the street performance of its products.

Chevrolet takes for granted a healthy street-image rub-off from competitive wins by Chevrolet-equipped cars. *Motor Trend* magazine (Oct. '68) quoted former Chevrolet General Manager, Pete Estes, as saying, "We only planned on selling about 400 Z-28s (Camaro) in 1968, but, instead, we had 7,000 orders. Boy, there are kids out there and they have money. And when they hear how Mark Donohue cleans up in Trans-Am with a Z-28, they've just got to have one for themselves. In 1969, we plan to sell 27,000. Can you imagine? 27,000!"

In short, Chevrolet is out to increase its share of the youth market via performance machinery and options, and to sell conventional models to showroom visitors attracted by these higher-priced performers.

Chevrolet Sports Shop and Sports Department promotions (similar to Ford's Performance Corner) set aside part of a dealer's showroom for displays of performance cars and parts. The youthful Olympic ski champion, Jean-Claude Killy, is closely identified with the Camaro and the Sports Shop. Again, the market target is the young, performance-minded prospect.

Chevrolet maintains its traditional domination of performance parts and engine sales. Chevy has the winner's reputation on the country's dragways and Chevy engines and parts are touted by enthusiast publications as the way to go to win. This is because high performance Chevrolet parts are interchangeable in most cases with the regular high-volume and early-model Chevrolet V-8's and can be purchased at relatively low prices. Ford recognizes this advantage in performance parts availability, flexibility and prices and is committed to meet and beat Chevrolet in this market.

This year, Chevrolet-powered cars dominated the Can-Am and Trans-Am road racing series, did well in Baby Grand (sporty stock cars), but was well down the list in NASCAR stock car team standings, and had no representation in top USAC or ARCA individual driver standings.

Stock all-out Chevrolet performance models include the 427 CID Corvette and Impala SS-427, the Chevelle SS-396 and the 302 CID Z-28 Camaro.

The Chevelle SS accounted for about 17% of the 1968 intermediate super car market:

Chevelle SS	57,595
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18% of the sport compact super car market was Chevrolet's:

Camaro SS	25,129
Chevy II Nova SS	5,944
	<hr/>
	31,073

PLYMOUTH:

The drag-hero racing team of Ronnie Sox and Buddy Martin will continue to tour the country with the successful in-dealership Plymouth Supercar Clinics they began in 1967. The informal, 3-hour presentations feature drag racing films and a nuts-and-bolts question and answer session. A Sox/Martin car is displayed on the showroom floor. Clinics are oriented to the average, non-professional, performance enthusiast.

Plymouth offers its massive 426 CID Hemi V-8 as the top-of-the-line of several high performance engines. Plymouth Road Runner, GTX and Barracuda models are promoted as brute street performers. Engine and model claims are supported by a good rub-off showing on the stock car racing ovals. Plymouth is second, only to Ford, in NASCAR team points, individual driver standings, and on the ARCA circuits.

Plymouth captured 19% of the 1968 intermediate super car market:

Road Runner	46,054
GTX	18,941
	<u>64,995</u>

Barracuda S, Plymouth's entry in the sport compact super car segment, added another 7,224 and took 4% of its segment.

DODGE:

Its super cars are promoted as the "Dodge Scat Pack . . . the cars with the Bumblebee stripes." This campaign is aimed straight at the street/strip enthusiast, using a smoke and fire belching bee-turned-dragster as its muscle car identification. Like Plymouth, its corporate brother, Dodge also fields a touring Super Car Clinic, hosted by star drag-man, Dick Landy.

Overall, Dodge in 1968 has run third in stock car race wins. Performance models offered include the Swinger 340 (340 CID V-8 only) as well as the Coronet R/T, Super Bee and Charger R/T models. These feature the street/strip proven 426 CID V-8 Hemi as an option (also available on Charger 500*).

Other models offer 383 and 440 CID performance engines.

1968 Dodge intermediate super cars had a 11% market penetration:

Charger R/T	18,307
Coronet R/T	10,849
Super Bee	8,002
	<u>37,158</u>

Dodge had 5% of the sport compact super car market:

Dart GTS	8,745
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*Dodge catalog states the Charger 500 "is offered specifically for the high-performance race track. It is available only to qualified performance participants and is being built to special order on a limited-production basis."

PONTIAC:

This GM division has a highly exploitable reputation among semi-professional drag eliminators. Pontiac continues to advance its image to the youth market as a manufacturer of polished, tractable street/strip machinery.

As it has in recent years, the sales-dominant GTO tops the Pontiac line of performance models, with the 400 CID V-8 Ram Air IV, (370 hp) engine as an option. The same engine is offered on the Firebird 400 at 345 hp. A Ram Air 400 (366 hp) is offered on the GTO and a 400 H. O. (non-ram air) with 335 hp is offered on Firebird. One Grand Prix model features a 428 CID V-8. Several models can be equipped with a Sprint (performance) Package centered on a 250 CID OHC-6.

The Judge is Pontiac's newest entry in the super car field. Introduced with much impressive-looking advertising in the buff magazines, the Judge is trading on a TV witticism and fancy rear-end spoiler. Its power plant (366 hp Ram Air 400) is available on other Pontiac "supers"—and for less money.

Pontiac enjoyed 26% of the intermediate performance car market in 1968:

GTO	87,684
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Among sport compact performance cars, Pontiac accounted for 52% of 1968 total:

Firebird	88,618*
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*60,879 Firebirds were equipped with the 350 CID V-8—265 hp. The remaining 27,739 were 320 hp and above.

MERCURY:

"Streep" (from street 'n strip) is the coined word Mercury ties in with its high performance efforts. The identification is backed up by a good record of competitive wins. In 1968, Cougar placed first in Baby Grand (for stock sporty cars) standings and ran fourth in NASCAR (stock car team points) competition. Mercury/Cougar "streeper" wins by Dan Gurney, Cale Yarborough and "Dyno" Don Nicholson should continue to provide a useful performance rub-off.

Performance models: Marauder X-100, Cyclone C.J., Cougar C.J., Cougar XR-7. Engines: 351 and 429 CID V-8's, 428 CID Ram Air V-8.

AMERICAN MOTORS:

Performance is the heart of the vigorous American Motors program to shake off its "old man's car" image and woo the youth market. A clutch of Rebel and Javelin "funny cars" tour dealer showrooms and set occasional drag records. Private and factory-backed Javelins and Ramblers compete valiantly, though with only now-and-then wins, against the best of the stockers. American Motors lauds its very real accomplishments (the Breedlove/AMX world record Class C & B runs at Bonneville) and even exploits near victories as evidence of its competitive spirit. The company promises an intensification of its performance campaign.

Hot engines offered are 343 and 390 CID V-8's. In 1968, AMC's Javelin SST registered 14% of the sport compact super car market. The two-seater AMX equalled that penetration among specialty performance cars.

BUICK:

Satisfied not to contend for "hot" street/strip identification; a lower level NASCAR competitor.

Performance engines include 350-, 400- and 430 CID V-8's. Big displacements, yes, but at unfavorable power-to-weight ratios.

Buick advertising projects its GS-400 model as a refined "enthusiast's car." The Riviera GS is luxury oriented.

GS-400 production (13,178) in 1968 accounted for about 4% of intermediate super cars. In the specialty car grouping, Riviera GS production (5,337) had a 12% penetration.

OLDSMOBILE:

Olds courts the super car dollar with its W-machines ("W" designates Force-Air Induction) in the 4-4-2, F-85 and Cutlass S.

Olds has negligible rub-off from an undistinguished '68 record in NASCAR competition. The 4-4-2 gets good play in enthusiast publications as a comfortable, but strong, street machine.

Muscle engines are 400 and 350 CID V-8's. Force-Air Induction optional on both.

In 1968, among the intermediate super cars, the 4-4-2 achieved about 10% penetration with its 33,607 units.



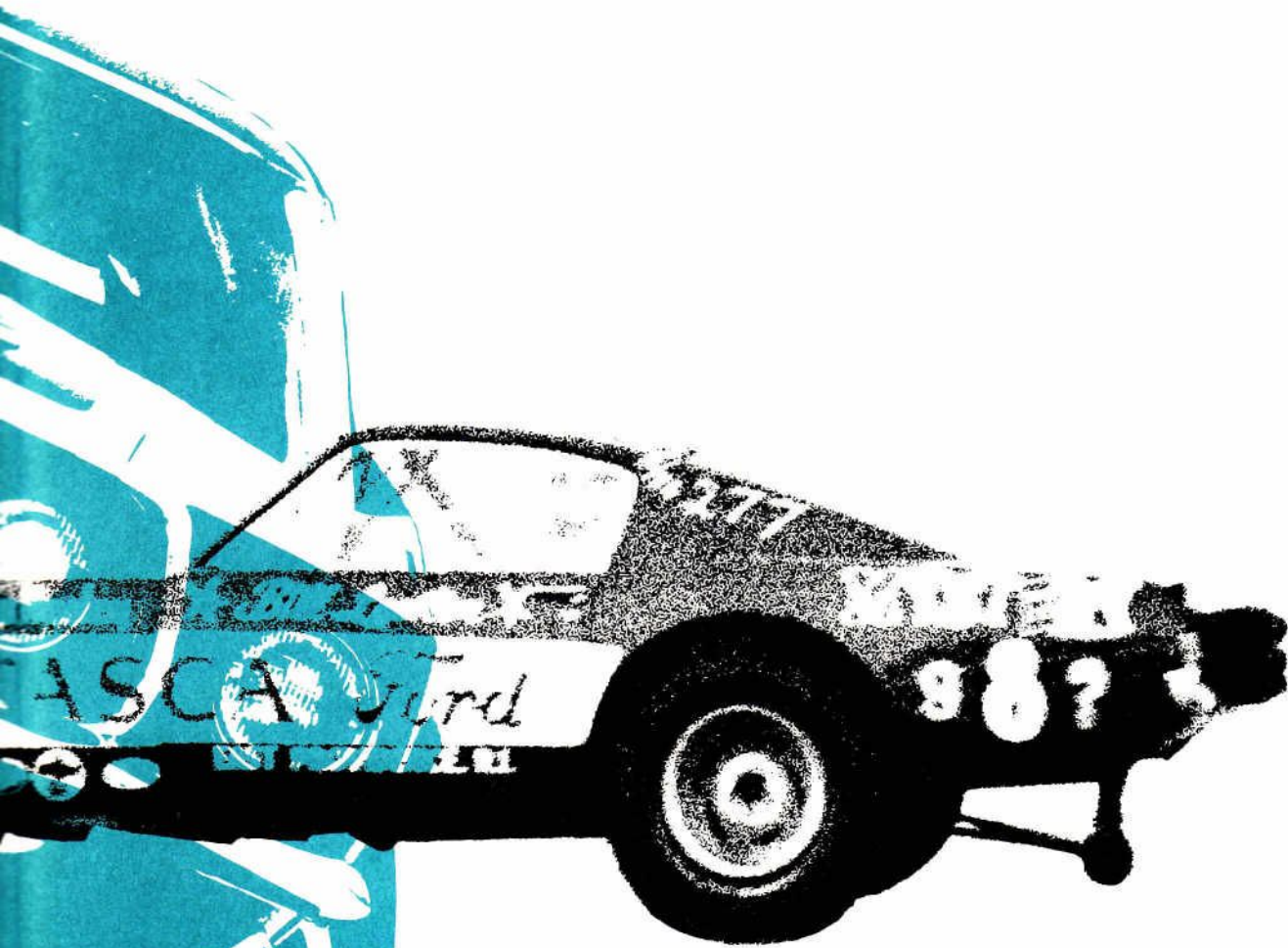
what is a performance dealer?

Section 3,
Part 1



The typical performance dealer is, first of all, a man who has watched with great interest the emergence and growth of this market since its first appearance. And he has carefully noted its steady growth month after month. He has noted, too, that the buyers in this market are young and knowledgeable and that they have the financial resources to pay for the cars they favor, the ones offering extra performance. He has come to the conclusion that in the performance market there is very much the same kind of profit opportunity which came with the introduction of the Mustang.

If the "qualifications" of a performance dealer up to this point sound like those of any Ford Dealer, it's no coincidence. The performance market is an opportunity wide-open and waiting for every Ford Dealer.



A surprising number of Ford Dealers have been deeply involved in performance ever since it offered promising sales potential. Many of these dealers came by it naturally; that is, they were located in trading areas where performance interest was high, sparked often by local races and other competitive events. These dealers set out to dominate the performance market—to make themselves “Mr. Performance” in their trading area—and they are now cashing in on their aggressive head start.

Many were the first Shelby dealers. They were the first Mustang Club sponsors. And even before the Mustang Club, many were sponsoring their own performance clubs as well as stock cars and dragsters in local competition. Everywhere they could make the impression of “Mr. Performance,” they did.

They reflected their performance image in their advertising and promotion. But most important was what they did in the dealership to add authority as well as luster to their image. They hired performance specialists (or trained them themselves) for the sales and service departments. They added performance items in the parts department; they set aside a portion of their used car lots for performance trade-ins. In short, they set up a performance corner within their Ford dealership to handle the special needs of the performance customer. In some cases the investment was large, both in people and money. But in most cases, the investment has paid off handsomely in proportion to the upsurge in the market.



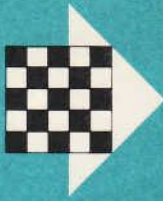
**Section 3,
Part 1**

(Continued from inside pages)

Most Ford Dealers, of course, do not fit into this category. But there is a good deal of what the performance specialists have learned that can be of great value to you and every other Ford Dealer who is thinking: "What is a performance dealer?" This manual is based on what they have learned and what they have proven in the marketplace.

To begin with, the question should probably be stated: "What kind of a performance dealer do I want to be?" You know your trading area best. So ask yourself if you are getting your share of the performance business—new car sales, used car sales, parts and service—that now exists in your market. How is competition doing? Are they getting some of your share of this very profitable market? And what about the future? Are you in a position today to move ahead with the youth and performance market and take advantage of the bigger opportunities it has to offer in the days ahead?

Set your goal as a performance dealer. You can go all out and seek to completely dominate the performance market in your area. Or you can aim for a well-balanced selling effort equally divided between performance models and your regular lines. Or, as a third alternative, you may choose to concentrate on your regular lines and sell performance models for their extra profit potential. You choose the level of performance participation that's right for you and your area. Whichever you choose, you'll find that projecting a strong performance image will help you in *all* of your selling operations.



how to become a performance dealer

Even if you're a large dealer with many resources, you won't become a performance specialist overnight. That may not be your ambition, of course, but it doesn't mean you can't begin now to enjoy the sales rub-off of a good performance image.

Whatever your degree of involvement, you'll discover that learning to sell performance is just that: a learning process. All-out sponsorship of a competitive car, for example, can be a trial-and-error trauma littered with blown engines and hopes. We wouldn't advise you to get into performance image-building by first fielding a car. That should come only after you lay the groundwork for day-to-day performance selling. Some successful performance dealers, who've backed cars on their own initiative, admit to having tried to do too much at first in competition. Their advice is applicable to any of your performance activities:

1. Do one thing at a time.
2. Learn as you go.
3. Expand as you learn.
4. Don't expect money alone to produce wins or sales.

Capital is a factor, of course, but so are a skilled staff and your own skillful management. All of them are very important. You may decide to forego all-out participation in competition for now. But there are many other areas to consider as you plan your operations as a performance dealer. Only you can make these judgments and adapt the suggestions in this manual to your dealership.

STUDY THE MARKET

Find out what the total potential for performance sales is in your area. Check the membership rolls of the local chapters of the National Hot Rod Association, Sports Car Club of America, area dragway associations, and high school car buff groups. If you sponsor one, your own Mustang Club is a good place to start. Then get acquainted with the other car enthusiasts in your area, the cars they drive and the events they compete in.

Compare notes with dealers already active in performance and take a close look at yourself. Even if you don't presently sponsor a Mustang Club, drag club or a competition car, you may rate as more of a performance dealer than you think. And that's a good start. Review your sales of performance cars and parts. How do your performance sales compare with other dealers you've talked to? Check out your service department. Talk to your mechanics. Are you getting your share of the performance trade? Does your service department accept or turn away work on the more exotic machinery? What do the youngsters think of you?

If you enjoy a good word-of-mouth reputation among enthusiasts as the place to rely on for performance service and parts, or just "atmosphere," you probably already have a substantial base on which to expand your image. If you find you're regarded as "just another Ford Dealer," you can profit from that knowledge, too. In any case, studying the market and your present position in it is the place to start as you become a performance dealer.

SET A MARKETING GOAL

After you've related yourself to your performance market, decide how much of that market you really want to capture. Let's face it, if your percentage is ambitious, your investment in time, staff and money will have to correspond.

Yes, you can hang out your performance shingle with a modest effort and show a profit. By displaying a performance car and budgeting a few dollars for enthusiast ads, you can say "Look at me. Now, I'm a performance dealer, too." Waving that red flag is all it takes to attract some enthusiasts because they're hot to buy *any* performance car.

But, to seize the largest share of potential performance sales, or even to make a minor performance investment pay off with *long-term* sales, requires a consistent advertising and merchandising program including new cars, used cars, parts and service. Don't expect your full share of this specialized market without a well-balanced program and plenty of follow-through. You will share in it, but whether it will be a *full* share or not is the question. Many of your sales will be made via the street/strip grapevine, which is great—when the grapevine works for you. But, as in selling *any* product, if word gets around the grapevine that you can't answer the buff's needs after an initial sale, they'll go to those who can.

It's up to you to decide how big a performance dealer you want to be. After you study your market, set your target and line up your sights. Then start shooting for the bull's-eye. You may not score perfectly your first time out. But stick with it and before long your target score should tell you a lot about how much you can expect to get out of performance.

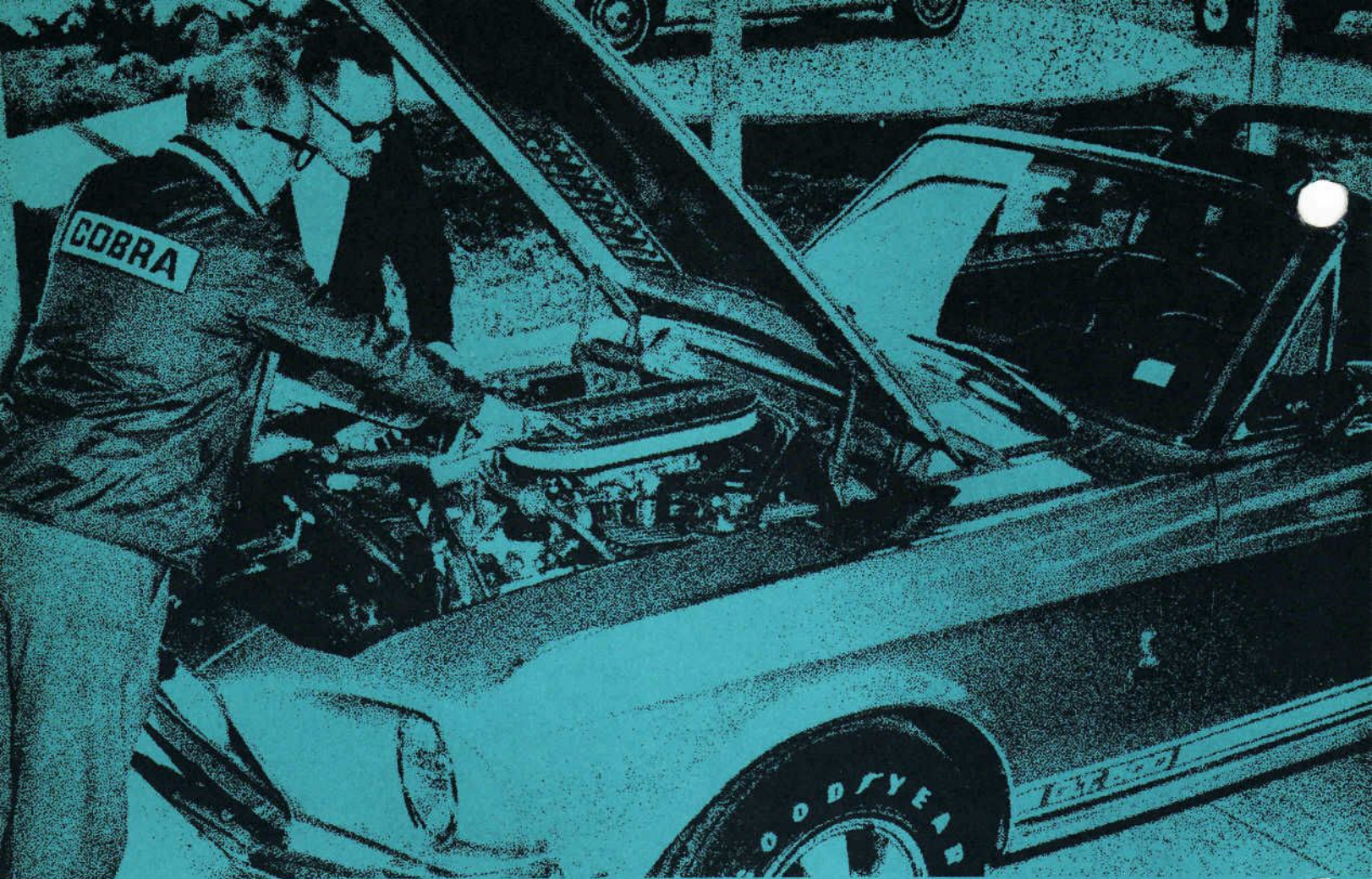
EMPLOY A PERFORMANCE SALES SPECIALIST

The more you become involved in performance, the more you'll feel the need for a performance specialist on your sales staff. He'll be the man best qualified to attract, close and follow up on the sale of new or used performance cars.

He should, first of all, be a good salesman. The basic techniques of making conventional sales are just as necessary in selling performance products. Additionally, however, he should have:

- **Technical knowledge.** He should understand and be able to relate Ford performance products to the competition. His prospects will be technically better informed and demanding than the average showroom visitor. An ability to talk "shop" genuinely and authoritatively with street/strip enthusiasts is the surest way to gain their confidence, loyalty and sales.
- **Enthusiasm.** To performance prospects, an automobile rates very high on the emotional scale. Your specialist should feel the same way. He should be able to identify with his prospects, meet them as equals, and be a sympathetic listener. Even if he can't answer every technical question, most enthusiasts will go more than half way in dealing with your man as long as he is genuinely interested in what they're talking about. They will respond with repeat sales and word-of-mouth recommendations to other buffs and the grapevine will report your man as an A-OK guy.

Where do you find such a man? Look to your own sales staff first. Chances are, like other Ford Dealers, you'll be able to successfully train one of your present salesmen and do it fairly quickly.



EMPLOY SERVICE AND PARTS SPECIALISTS

These specialists are necessary to complete your basic performance team. They must be ready to deliver what you promise as a performance dealer. In performance, every initial sale is the beginning of a profitable customer-dealer relationship. And many follow-up sales are made in the service and parts departments.

We are talking here about properly servicing the new and used performance cars *you* sell. We're *not* suggesting that you organize your service department into an all-out "speed shop." If your dealership is large and can carry such an operation, so much the better. But, if you're an average-size dealer, you'll probably want to farm out large scale modifications and exotic tuning to the more specialized speed merchants. (There's plenty of room for both of you in the world of performance.) It's an asset, however, to have a service/parts team which can discuss these modifications intelligently with customers, suggest the work to be done and recommend a shop where it can be done.

Of course, service to the performance enthusiast means a lot more than just routine maintenance. He expects that his car is going to get the *full* treatment from a performance expert. While that may make him sound like a fussy customer, consider these pluses: he expects better service but he expects to pay more for it and doesn't quibble about the cost; he's an extremely loyal service customer, coming back again and again to the place he's well served; he's a "walking advertisement" that money can't buy—he'll make sure all of his friends know about you and your service, if it is good.

What kind of people does it take to fill the shoes of performance service and parts specialists? In the case of your service specialist, he should be above all a *darned good mechanic*. Next, he should have a yen for performance . . . the whole idea of honing an engine to get a little more zap out of it than the other guy's. He should like performance cars and performance people. He should like to talk performance with just

about anybody who will listen. (This, after all, is a large part of his job.) He should be knowledgeable without being a "know-it-all"; he should be genuinely interested in the needs of your performance customers and want to give them the best service to be had.

Your performance parts specialist, while somewhat less the technician, still must be the kind of expert who can suggest the right cam, or carb, or head, or piston, or pinion which will help to deliver that extra bit of power. Even more importantly, he should know all the shortcuts in ordering and shipping so that parts deliveries run smoothly and waiting time is minimized. He, too, should have a genuine interest in helping your performance customers get more out of their cars. And he should function as a member of the team always working in close harmony with your service specialist.

Where do you find specialists like these? Perhaps they are among your present dealership personnel; perhaps you'll have to go out and hire them. Don't expect to find them ready made. You'll have to do some training yourself, at least insofar as to what your performance goals are and how you expect these men to help you achieve them. But the effort and time you invest in training those specialists will pay back dividends as long as you are a performance dealer.

INSURANCE

As you are probably already aware, insuring performance cars can offer some discouraging obstacles. However, these are by no means insurmountable and a number of Ford Dealers tell us that meeting these obstacles head-on puts you well on your way to finding the solution.

Some insurance companies simply do not insure performance cars—period. Those that do almost invariably require stiff premiums, sometimes as much as 225% over premiums for ordinary automobile coverage. (Insurance premiums of \$500 per year are not at all unusual for the owners of some perfor-

mance cars.) Surprisingly, the average performance enthusiast doesn't let the high cost of insurance discourage him. He knows it will be high and he's usually prepared to pay the additional cost long before he signs the order.

Of course there are many variables which go into determining performance car rates. Age, marital status, previous driving record all count most heavily. A young man under 25, unmarried and with a couple of traffic violations, is going to have difficulty getting insurance for *any* car, whether it's a Mach 1 or a Falcon. When he can get insurance, it's going to be expensive. By contrast, a married man of 30 with a clean driving record will have no problems and his insurance will be at lower rates. Both will pay more if their choice is a performance car with an engine which exceeds the 10 to one weight-to-horsepower ratio. (The rate increase is usually from 10% to 18%.) But the greatest determining factor in increased rates is the prospective owner himself.

Because of these wide-ranging variables (and because a number of companies are revising their standards regarding performance cars), it is impossible to particularize. However, here are some tips straight from Ford Dealers who work out insurance arrangements for their performance customers every day. Most of what they have to suggest is based on good, common sense.

First, find out the insurance agents in your area who write policies on performance cars. Find out from them what the limitations are (both regarding owners and types of cars), what coverages are available (collision, comprehensive, P.L. & P.D., etc.) and what average premiums run. Ask them frankly and straightforwardly for their help in smoothing out any problems that might arise. You'll be surprised at the number of helpful suggestions they may have for you.

Then be ready to advise your performance customers and direct them to agents who can provide the best coverage at the best price with a minimum of red tape.

USED PERFORMANCE CARS

Every Ford performance dealer we've talked to assures us that selling used performance cars is no problem. In fact, most often they are the premium offerings on the used car lot. They're in strong demand; they display well because they call attention to themselves; they bring substantially more than comparable models without performance equipment. No gimmicks or special effort is needed to keep them moving profitably—just good, solid used car merchandising practices.

First, know your market and know which models are drawing the most attention. Keep right up to the minute on prices, too. Try to keep your selection varied and priced across the board . . . something for everybody.

Set off your performance models by themselves on one portion of your lot. Have a Performance Corner for your used cars, too; a perfect merchandising tie-in. Give them lots of "atmosphere decorations" . . . checked flags, pennants, etc.

Be sure every car is spic and span inside and out. Carefully check out all reconditioning work to be sure each car is in "as advertised" running order. Reconditioning will run the full gamut from a tune-up on a "like new" Shelby to a near-complete overhaul on some nameless hot rod. Often you can save yourself a reconditioning investment in the "older iron" by bargain pricing it to appeal to some youngster who's handy with tools and has more initiative than money. Tell him frankly what the car needs and you may promote a parts sale at the same time.

Some dealers merchandise their reconditioning and call attention to it with windshield stickers. These can take the form of a "10 Point Performance Check" (listing engine, transmission, rear end, suspension, etc.), or they list the specific areas where reconditioning work was done and parts replaced.

Remember, you can get as technical as you want to in reporting the condition of a used car to the performance buyer. He appreciates all the mechanical particulars. But, don't forget, he's a smart buyer; he won't stand still for anything that even faintly resembles a "snow job." Treat the used performance car buyer with the same kind of genuine interest and desire to be helpful as you do the new car buyer. Nine chances out of ten he'll come back to you for his next car.



performance dealer activities

After you've organized your dealership on a performance footing, you're ready to project your performance image. Subsequent sections of this manual detail Ford merchandising programs you can tie in with, such as the Performance Corner and Mustang Clubs. In this section, we'll suggest activities you can originate on your own to build your performance reputation.

GO WHERE THE ACTION IS

Have representatives from your dealership attend all the competitive automobile events. Become synonymous with performance by being seen, heard, and spoken about wherever fast machinery is in its element. This won't cost much money, but will require time and some effort.

- **Fraternize with the buffs.** Begin, for example, by using a performance car as a crowd-stopping showroom-on-wheels. Emblazon it with your dealer signature and drive it to a local sports car event. Park among the spectators' cars. Be prepared to introduce yourself and to show the car. Don't think you won't be noticed. Enthusiasts will be drawn to you. Pop the hood and reveal the goodies. Offer quick tours around the block. Be informal and don't "sell," as such.

Enjoy yourself. When you leave, you'll have spent only gas money, enhanced your performance image, hooked into the enthusiast grapevine, made a few friends, and perhaps, even a sale. Of course, you might not sell the performance car but a Torino or Mustang GT rub-off sale is quite possible.

Do the same at the local drag strip, racing oval or rally. Identify with the buffs and they will identify with you. That camaraderie can only pay off in goodwill and sales.

Suggestions: Do the buffs a favor. Offer your dealership station wagon as a tow vehicle for drag or race drivers who might have trouble getting to or from their events. Opportunities for this are more frequent than you imagine. Also, make one of your high performance cars available to local newspaper and radio-TV personalities for use during special events or for the time that their personal cars, whatever the make, are being serviced.

- **Exhibit where it counts.** Auto shows, country fairs and similar events usually permit dealers to rent low-cost space for formal car exhibitions. Of greatest importance to you is the availability of such space at drag strips, race courses, etc.

Exhibit both high performance cars and parts and station a salesman to man the display at all times to answer questions and take the names of prospects.

- **Sell parts trackside.** This won't be worth your while unless you consistently attend competitive events involving Ford-powered cars. You won't sell many emergency parts to drivers, themselves, because they usually come "loaded for bear" with ample replacements. You can, however, make your presence and assistance felt to pave the way for parts sales before they pack for the track next time. Your largest trackside profit comes from selling Ford parts and dress-up accessories to spectators after they've seen Ford win at the races.
- **Donate trophies.** Drag and track promoters are eager and grateful to get trophies donated in your dealership's name. Don't restrict such trophies to Ford-powered cars, though. If a Hemi Dodge wins the Top Eliminator trophy you've donated, that's news which will pay off biggest for you in the end. That linking of your name with winners is what you're after. Exploit your donations by insuring adequate publicity at the event, in newspaper and radio sports coverage and in your dealership follow-up advertising.

BRING THE ACTION TO YOU

These activities can enhance your performance image with reasonable expense and without a long-term commitment:

- **Open your dealership to enthusiasts' club events.** Even if you don't sponsor a Ford drag club or Mustang Club, you can hold an invitational *concours d'elegance* (car show) for local hot rod or sports car clubs or offer your dealership as the starting point of a rally or gymkhana. The club involved will stage the event for you. You might provide light refreshments along with inexpensive plaques to winners.

Don't be reluctant to offer your facilities to clubs made up of other makes or sports imports. Owners of these cars are among your best sources for prospects and conquests.

- **Be a performance information center.** Hang a bulletin board and display race results, with emphasis on local events. Keep the bulletin board current and meaningful. Make yours newsworthy and useful to the buffs. Subscriptions to such weeklies as *National Dragster* and *Competition Press & Auto Week* will help you keep it a source for what has, is, and is about to happen throughout the performance world.

A performance magazine rack will impress both enthusiasts and the general showroom visitor. Offer the weeklies listed above as well as the basic monthlies: *Car and Driver*, *Road & Track*, *Hot Rod*, *Sports Car Graphic*. Read them yourself, too. They're the surest way to keep informed and keep pace with the fast-moving, ever-changing performance market.

- **Project a strong performance image.** Start with your showroom; make it obvious that "here's where the action is." Your Performance Corner (see Section 6) with its exciting competition-oriented display materials will do part of the job. Your display cars can do a lot to sell your image and themselves. Regardless of what's under the hood, make sure they *look* the part of performance cars. Hood scoops, tape stripes, racing mirrors, wide-oval tires, styled steel wheels—the whole bit. And, don't overlook the additional display impact

of your used car lot. Put your used performance cars right up front where they'll attract greatest attention. This kind of prominent emphasis, consistently employed, will give you and your dealership a performance image second to none.

- **Open a performance ticket service.** Simple and easy. Just arrange to sell tickets in your showroom to local and national racing events. What better way to tie yourself in solidly with performance and bring in the buffs?

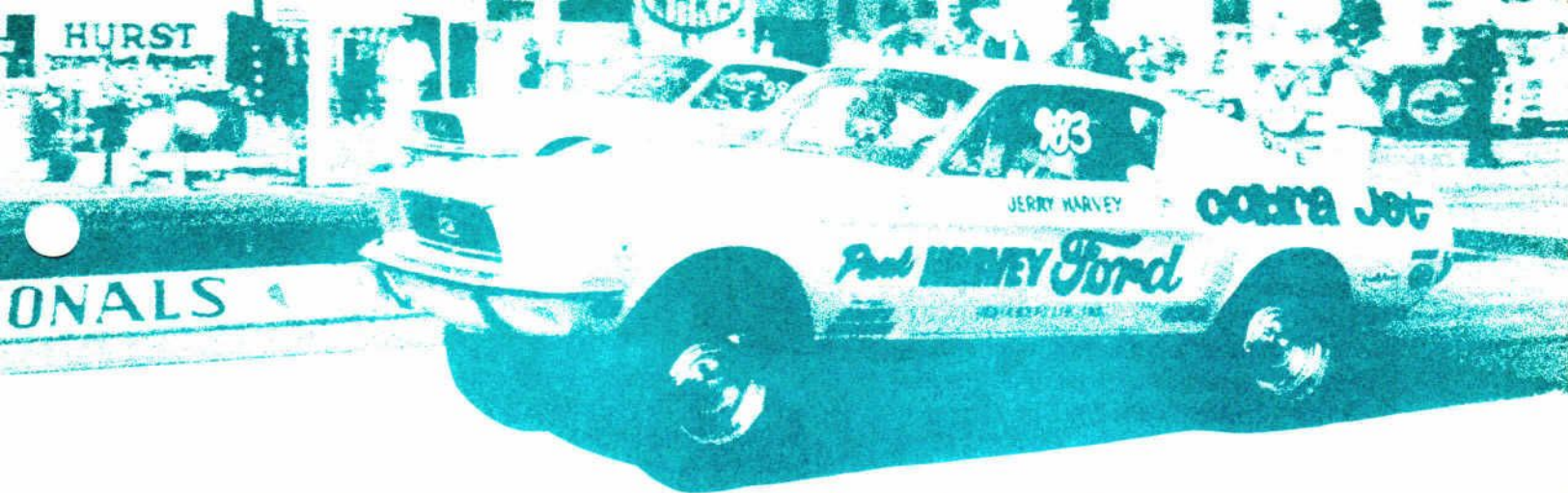


PARTICIPATE IN COMPETITION

This is a most positive way to clinch your image as a performance dealer. While sponsorship can be expensive and sometimes frustrating, the rewards are extremely profitable, exhilarating, and give you an inside track to the youth market. There are several ways to participate.

- **Indirect sponsorship.** This approach to competitive involvement requires only a limited investment and commitment. The technique has been successfully developed by a number of dealers, among them Hayward Ford in the San Francisco Bay area.

Hayward Ford fields no competitive car of its own, as such. Their performance manager energetically scouts local drag strips, contacts promising drivers of privately owned cars and offers them a discount (not a giveaway) on Ford Performance parts in return for an identification signature on the cars. Seven or eight cars regularly run under the Hayward banner. The dealership reaps the benefits of a performance rub-off without a money-to-metal involvement in the fate or upkeep of the cars and still sells performance parts, besides.



Ostensibly, this is a cozy arrangement for a dealer, but it can backfire. Drag spectators are notoriously myopic in distinguishing between a bad driver and a badly prepared car. A consistently mediocre driver does you no good and can even give you a negative rub-off. Don't let every lead-foot who fancies himself a top eliminator fly your colors just because he buys parts from you. A small decal for most will be enough. Full dealer identification should be reserved only for those who prove to be the most conscientious and capable entries.

Aside from such parts discounting and distant involvement in competition, you might choose to donate parts outright and offer technical help and the use of your service facilities after normal hours. Again, don't offer your services to just everyone. A prima-donna driver will be a waste of time if he won't cooperate with your specialists and refuses their advice. Respect a private entry's ownership of the car, but also make it a privilege to be associated with you. Most pros and sincere semipro are eager for such a relationship and will do everything they can do to show their genuine appreciation.

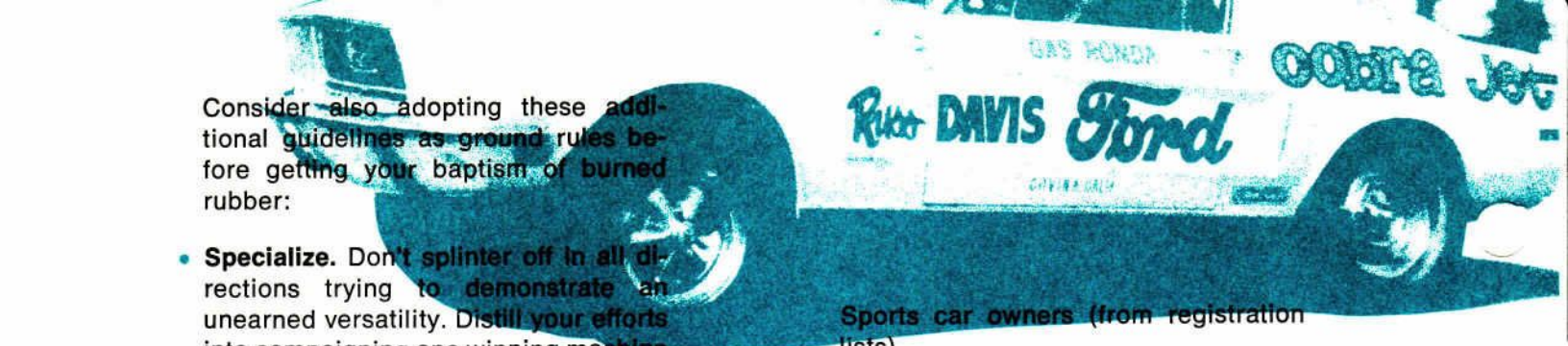
Don't overlook the possibility of assisting your own sales or service specialists who either do or would like to run a competition car. Your most determined and dependable strip/oval pilots can be right inside your own doorstep. Dealers who have backed up staff members in their private racing efforts have found such support a priceless morale booster as well as a great public image builder.

- **Direct sponsorship.** Before you commit yourself to running a dealership-owned competition car, get all the racing experience you can by assisting private entries. The exposure will help you decide whether staying at that level or operating your own machinery (or both) is the best route to your performance goals.

Separating the men from the boys is the rule of all-out competition. Don't take on more than you can handle. Even the local level can be the wrong level if you're not ready to risk the investment. Fielding a winning machine will cost you money. Fielding a loser will bring you the same bills and will not help you achieve your performance goals.

If you expect to make competition your forte, you have to be ready to lose before you win. There are times when the "Christmas Tree" lights up and that 1,320 feet seems like the Grand Canyon. Your car may skitter off into the ditch, do an axle-snapping wheelie, blow an engine or clutch, or wheeze through the traps like a crippled snail. You'll wonder why you're open-mouthed at the side of the strip with your clothes spotted with oil and a wad of track fees and parts requisitions bulging your pockets, instead of back in your nice, quiet dealership watching the tire-kickers.

That is the "other side" of all-out competition and direct sponsorship. We'd be doing you a disservice not to stress it as much as winning. If you can face it, as well as finance it, you'll be able to run with the best and exploit your share of wins.



Consider also adopting these additional guidelines as ground rules before getting your baptism of burned rubber:

- **Specialize.** Don't splinter off in all directions trying to demonstrate an unearned versatility. Distill your efforts into campaigning one winning machine instead of two or more indifferent performers. Enter *one* type of racing in *one* class and stick to it. Take on others only when you have the trophies and skill to back up that ambition.
- **Publicize everything you do.** Keep the public eye on you when you are preparing to compete, when you are competing and when you have competed. Alert all area sports writers and sportscasters with advance publicity. Work closely with race officials to insure proper identification and exposure over the PA system (aside from the race proper, this may have to take the form of paid announcements). Don't overlook the promotion advantages of running a crowd-pleaser that fails to finish, but still can make sports page copy. Display your car in your showroom after every competition.

Regardless of the form of your competition sponsorship, *check your insurance!* Review your dealership's position relative to possible liability with your legal counsel and insurance broker. Don't assume that race promoters' insurance coverage extends to contestants or that your dealership liability insurance covers competition activity.

Finally, remember that the secret of how to parent a winning racing machine has yet to be written down by anyone. That championship combination of design, tuning, and driving skills can only be wrested from actual experience by a sensitive all-out team effort.

ADVERTISE

Keep area buffs informed of all your performance activities, service facilities and competition efforts with direct mail announcements to:

- Dealership customers interested in performance cars
- Racing drivers and promoters
- News media reporters and their representatives

Sports car owners (from registration lists)

- Professional and other prominent people in your area
- Members of hot rod and sports car clubs (from membership rolls)
- Wholesale parts customers, operators of garages and service stations
- Owners of speed shops and auto parts stores
- Chamber of Commerce, YMCA, athletic associations and college fraternities

Sell new or used performance cars with ads in local newspapers and, on occasion, in regional or local publications of the National Hot Rod Association, Sports Car Club of America, and other enthusiast clubs.

Regular advertising in local papers pays off in prospects who look to you for the latest in performance. Many dealers find the sports pages particularly productive. You can extend this strategy with good results to sports shows on radio and TV. Feature the top offerings among the performance models you sell daily.

KEEP YOUR STAFF PERFORMANCE-CONSCIOUS

Hold regular sales meetings with your performance sales and service specialists. Don't take the performance market and your place in it for granted. Continually review:

- Enthusiast fads you can capitalize on
- Upcoming hot rod or sports car club and drag/track events you can tap into
- Customer satisfaction with your service department
- What is new along the street/strip grapevine and in enthusiast publications
- Your standards of professionalism and technical proficiency

One final tip: Performance prospects are attracted by a finely tuned staff as well as a finely tuned car. Sluggish cars and sluggish thinking definitely "turn them off." Keep yours revved up!

"Kids are smart! No one's going to fool them with some banners saying he's a performance dealer...they know what's happening."

—Ed Schoenherr

Edward J. Schoenherr, president and owner since 1956 of Stark Hickey Ford in Royal Oak, Michigan, didn't become a performance dealer overnight. His suburban Detroit dealership has been tuned to the Motor City's zeal for muscled machinery for more than a decade. In many ways, his success as a performance dealer reflects his early love of boat racing.

In 1946, a Ford Six powered one of his boats to a world record. His Allison-engined hydroplane, "My Sweetie," brought him the National Sweepstakes, the President's Cup and the 1949 Gold Cup. At the time Ed sold "My Sweetie," it was considered the Number One boat on the U.S. Harmsworth Team.

Ed was general manager of another Detroit Ford dealership for eight years before becoming the owner of Stark Hickey Ford. His business instinct and great interest in performance aimed his dealership toward Detroit area dragways, where it began cutting its performance teeth in 1957. That year, Stark Hickey-bannered cars began competing for racing laurels and enthusiasts' loyalties and have never stopped.

Currently, a Stark Hickey Shelby challenges the best in local Detroit sports car racing. A Mustang Cobra Jet keeps the dealership in the forefront of the national drag world; the car shattered a world's record in its class in 1968 and has been a consistently impressive performer.

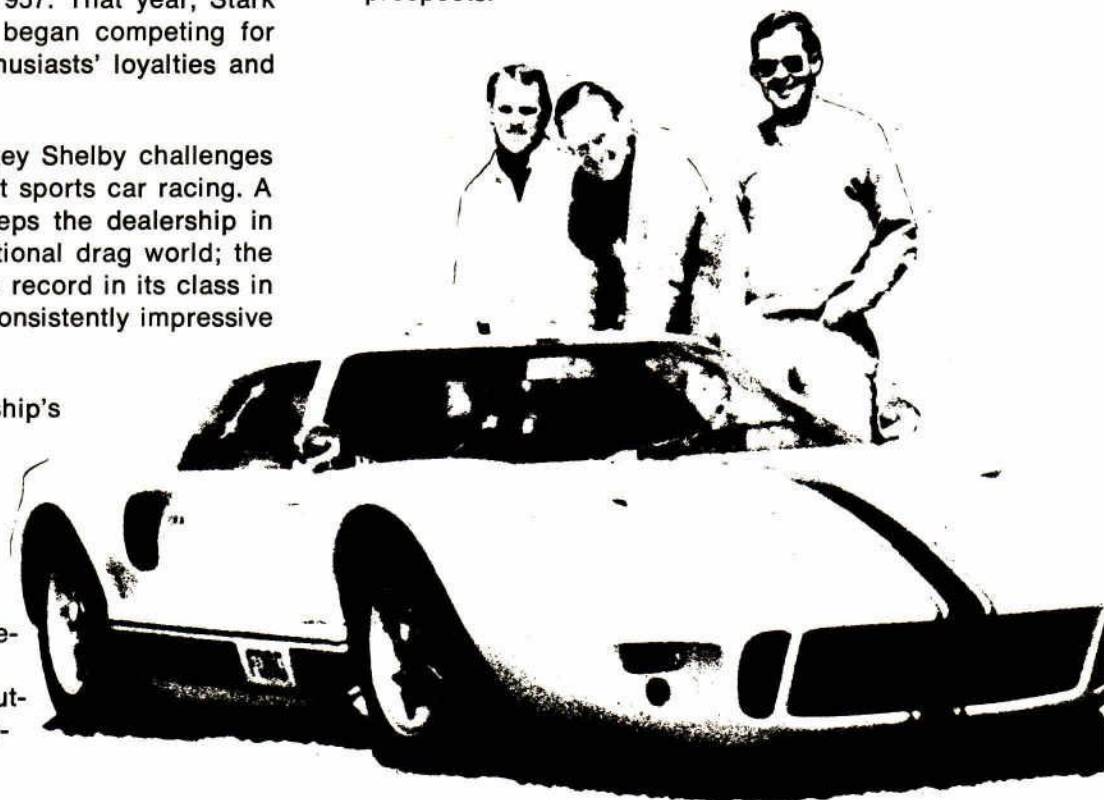
Ed sums up his dealership's competitive activity this way: "If the kids see a Stark Hickey Ford car shut down everything else and win, they know Stark Hickey must know something about performance." That kind of put-your-money-where-your-

dealer experiences in the performance market

Section 3,
Part 4



mouth-is philosophy, as other dealers have found, is hard to argue with. "But," he emphasizes, "you've got to go all the way. You've got to be ready with service and parts—the performance hardware. And you've got to show genuine interest in performance the same way the youngsters do." In this latter area, Ed's two sons Rick and John are special assets to the dealership. Both young men are active in their father's business; they know performance—have done some race driving—and can speak authoritatively to performance prospects.



Ed believes in action, winning races and trophies to support his dealership's image, but hasn't neglected other promotional techniques, either. "One thing alone," he insists, "isn't going to do it." The Stark Hickey showroom features the Performance Corner along with a display of Ed's personal GT-40, the same type Ford won with at Le Mans. He strongly endorses the Performance Corner, but is quick to advise dealers not to rely on it and other showroom trappings alone to build a meaningful performance image. "These kids are smart! No one's going to fool them with some banners saying he's a performance dealer. If a competitor down the street (Woodward Avenue) thinks he can become a performance dealer by just putting up some paper and displaying a few cars, he's in for a surprise. *I'm* going to get the business, not him."

Ed Schoenherr is a total performance dealer. He and his customers know it. He advertises regularly in local motorsport newspaper pages. He displays a line of performance cars in front of his showroom, on Saturday night and Sunday when the dealership is closed, for maximum exposure to heavy weekend street traffic and to get the news of his offerings along the grapevine. He backs up his image with performance service and parts specialists, four performance sales specialists, an inventory of \$10,000 in performance parts and use of the dealership's Diagnostic Center. He won't permit sale of a new or used performance car by Stark Hickey Ford without first checking it out thoroughly in the Center. As a get-acquainted gesture, he invites buffs to bring their cars into the Center and check out their brake horsepower on its dynamometer. "It's a goodwill builder and prospecting device all in one," Ed says.

As one of the country's first Shelby dealers, Ed points out that "... some dealers couldn't sell a Shelby because they don't have salesmen who can talk the language—rear end ratios, lockers, and that sort of thing. Well, the same is true of all performance cars and equipment. You've got to have people who know what they're talking about. Most of the time you have to train your own specialists, but it's well worth it."

The proof of Ed Schoenherr's talent at closing performance sales is response like this: "We get letters from all over about Shelby and performance cars. A lot of them are from servicemen in Vietnam who read the buff magazines and dream about owning one when they get out of the service. Yes, we sell quite a lot to veterans and we expect to sell a lot more."

He estimates the median age of his performance customers at about 25 or 26 with good sales also made among professional people ("a lot of doctors and lawyers buy Shelys") as well as the tweed-cap-and-pipe crowd in the over-40 bracket.

Ed admits that insurance for buyers of performance cars is "one of the biggest problems confronting a dealer. We try to direct them to companies that will cover them, but a sizable down payment is required or no one wants them." It's important to bear in mind, however, that the typical performance buyer knows his insurance will be expensive and he's prepared to pay for it. "By steering the prospect to insurance agents who will cover him," Ed points out, "you can be of real help to him, and he won't forget it."

Even with much self-evident obstacles as financing and insurance, performance sales continue to swell the Stark Hickey sales graph. Ed sells only a few really "stripped-down" new cars; these are bought by those who actively intend to race on the strip. Most customers buy their performance cars optioned up with "the whole works." His used performance cars "go out as fast as they come in. And we don't do anything out of the ordinary to move them, either. Just our regular advertising. Why, all we have to do is put a Shelby in our front line on the lot and it moves."

Performance cars may almost seem to sell themselves at Stark Hickey Ford, but that illusion wouldn't be possible without the total organization-for-performance conceived and made workable by hard-working Ed Schoenherr. He's been successful because he's made performance an integral part of the good, solid management practices of his dealership.

“This young man with long hair and holes in his sweater came in . . . everybody shied away from him. I took the time to show him a Shelby Cobra. He paid \$8,000 for it in cash!”

—Hank Medeiros

Hayward Ford, a 19-year dealership in Hayward, California, near San Francisco, has shown a 25% increase in sales since it began catering to the youth and performance market.

The reason for this growth is Hank Medeiros. He was hired as Hayward Ford's performance manager when it acquired a Shelby franchise five years ago. Hank's successful direction of Hayward Ford in selling to the youth and performance market is understandable; he was just a youngster himself when he fell in love with automobiles.

Fresh out of high school in 1937, Hank began driving midget auto racers. He crewed as a mechanic with the first Dean Van Lines Special Indy car, went on to own several stock cars and Offy midgets and assisted in managing various racing groups.

His thorough job of building Hayward Ford's performance image has produced sales to buffs in such distant places as Holland and Hawaii, and to a Navy commander in the Philippines. This virtual round-the-world selling success has been achieved without a heavy investment in racing and no advertising, as such, outside his immediate San Francisco market area.

Hayward Ford doesn't own or support a drag racing car, yet there are eight cars now in active competition carrying the Hayward Ford signature. One of these, a "funny" car, is rated as the fastest "unblown" (non-supercharged) car in its class in the world. When such a car makes news, so does Hayward Ford. Like most good ideas, Medeiros' method of getting this tremendous publicity is a fairly simple one, although, as he says, "It takes time to do it."

He scours the local drag strips for private entries that show championship potential and offers a discount on high performance parts in exchange for painting the Hayward Ford name on the cars. "I don't give them the parts," Hank says, "but I do give them a discount and helpful tips if they agree to carry the dealership's name on their cars. When they win, we win. Yet the publicity costs us only a fraction of actual car ownership."

The pulling power of this technique surprises Hank Medeiros himself. "You should see the letters I get. From South America, Europe, all over. My filing cabinets are overflowing and it's all because the buffs read about our cars in the racing trade press and the hot rod magazines. You can be sure I answer them *all* and give them the information and brochures they ask for." Many of his letters are from servicemen stationed in Vietnam. "Some of them even send me down payments on cars they want waiting for them when they're discharged."

Exposure through indirect racing sponsorship is his prized promotional plum, but Hank stokes the publicity fires in many other ways, too. He is in demand as a lecturer on racing to high school and college groups, service clubs, and the California Highway Patrol. He sells tickets to local and national racing events and lends a Hayward Ford station wagon as a tow car for racers who need help in getting to the tracks. He passes out thousands of Autolite and Ford parts decals to youngsters and sends out over 500 direct mail pieces a month to local doctors, lawyers, and other professional people. "I attend all the auto shows, drag and racing events I can and offer my personal car (a Hayward Ford-bannered Shelby GT 500) as a pace car and hospitality vehicle." The dealership also periodically mails out to customers and prospects a tabloid-size newspaper with chatter and news about people living in southern Alameda County.

All this activity, plus his many friendships with people in racing, result in high performance parts sales of more than \$10,000 a month. Credit must also be given to Medeiros' ability to identify and deal with the youth market. "I *want* to deal with the kids," he emphasizes, "whether they have the money to buy now or not. If I give them some of my time and attention now, they'll come back to me when they are finally able and buy from me for years to come. I don't overlook their ability to influence others to buy today, either."

In dealing with younger prospects, he points out, it's wise to remember that "personal styles may change, but a dollar is a dollar no matter whose pocket it comes out of." Hank gave an object lesson to his fellow salesmen in this regard not long ago. "This young man with long hair and holes in his sweater came into the showroom asking about our performance cars. Everybody shied away from him and finally he got to me. I talked to him, listened, and showed him one of our Shelby Cobras. He bought it and paid \$8,000 for it in *cash!* That's right, cash. He's still wearing the same sweater with the holes, but now he's driving a Shelby from Hayward Ford. That incident made an impression," says Hank with a smile. "Now all 26 of our salesmen sell performance stronger than ever and they don't let *anyone* leave the showroom without being treated like a preferred customer."

As Hank points out, "Any good automobile salesman can sell performance if he takes the time to learn what he's selling and takes a real interest in the person whom he's selling. Another dealer told me some of his salesmen look down on kids, and I think that's a serious mistake. Performance and the young people who want it are here to stay."

While Medeiros slants his efforts toward performance prospects, he points out that he doesn't overlook regular prospects who make up the majority of the market. "We sell performance to them, too. A customer interested in a standard 2-door Fairlane can be sold an XL if only someone will take the time to do it. He *can* be sold a car that can perform and still carry his whole family. That's probably the car he secretly wanted when he came in." Thus Hayward Ford's image as a performance dealer helps generate and close an increasing number of automobile sales of all kinds.

Hayward Ford backs up its high performance car sales with a team of three performance mechanics and two parts specialists in addition to its regular service and parts facilities. A number of the dealership's performance customers bring their cars directly to Medeiros for his service advice and recommendations. This is more than a tribute to Hank Medeiros' expertise. It's the best kind of supporting proof for his theory that sincere interest in the performance customer returns dividends directly to you over and over again.

"My advice to a dealer just getting into performance? First you walk, then jog, and then run. Easy does it till you get the feel of it."

—Bob Tasca

In 1961, Bob Tasca, owner of Tasca Ford Sales in Providence, Rhode Island, directed his dealership toward performance selling and image-building, as he says, "... almost in self-defense."

A review of repeat business had shown it to be less than satisfactory. Something was wrong, so Bob made a personal survey among customers who had switched to other car makes. "You can imagine my feelings," he explains, "when I found that out of 34 people I talked to, 18 had gone to Chevy." The survey was a "real eye-opener" that prompted an obvious question: Why?

A detailed check of the records showed that many of his customers and walk-ins who didn't buy were under twenty-five. Further interviewing showed that they were prospects looking for more than what the average automobile offered. They wanted muscle and real performance. Moreover, they wanted to buy where they felt at home, at a dealership that talked their language. "We faced facts," Bob says. "We didn't have what they wanted."

Armed with these facts, Tasca Ford Sales began orienting its advertising and selling toward youth. Its performance image improved when Bob began entering a '62 Ford 406 V-8 in drag competition. "We set out to win," he says, "and we did."

Tasca-sponsored cars have indeed been winners. In one year alone, 1966, the Tasca Mystery 8 (a fuel-injected, 2400-lb. Mustang) won the following victories: A/XS class honors in the NHRA Nationals at Indianapolis; Heads-Up Eliminator title in the NASCAR Winter Championships at De Land, Fla.; the stock-unlimited gas title in the Winter-nationals at Irwindale, Calif.; and the Mr. Stock Eliminator title in the NASCAR Spring-nationals at Richmond, Va. "Now," Bob says,



"within a 30-day period, we can definitely count more than a dozen customers who come in because they saw our Tasca cars winning. And we're sure there are a lot more we can't count." Repeat business is now 87% and Bob expects his continued performance activities to push that percentage even higher. Twenty percent of the dealership's gross sale of parts is in the high-performance area. This figure, too, will undoubtedly rise.

With eight years of performance experience behind him, Bob Tasca knows that such a successful revamping of his dealership's image didn't happen overnight. He readily admits to having tried to do too much, too quickly with his first cars on the drag strip. However, he learned from these initial mistakes. His advice is sound. "First you walk, then jog," Bob says, "and then run. Easy does it till you get the feel of it. Start out small, then build yourself up as you learn."

He's also quick to point out, "Not every Ford Dealer should get into performance on the gung-ho basis we have. It wouldn't be practical for many. But I wholeheartedly recommend that every dealer give his dealership the best performance image he can."

Once dealers decide to get into drag racing, even on a limited scale, Bob feels it'll pay off. You don't have to have a strip close to home either. "We have no drag strip in Rhode Island. The closest to us is the Connecticut Dragway, 82 miles away. There, last November ('68), 32,000 people paid \$3.50 to get in and watch our Mystery 7 Mustang beat an imported MoPar from Chicago. And in 27 degree weather at that."

Bob suggests drag racing as a good direct-sponsorship dealer activity, because "... any Johnny or Joey can participate. Any dealer can help Johnny or Joey, give them advice with their drag racers or other performance cars, and that's just the beginning. Once you give the performance buyer what he wants and gain his confidence, he stays loyal. And he's a repeat customer over and over if the job's done right."

To insure that the precise job of performance servicing is done correctly, Bob has three performance service technicians on his staff. "In the beginning, though, I hired and trained my own performance service technician. We got along with just the one for a while. Then, all the new business started catching up with us." Tasca Ford, additionally, has both performance parts and performance sales specialists so that prospects are handled properly before and after the sale.

Selling Ford performance parts to a customer, Bob emphasizes, "... is just good business. Be sure any parts you sell him are Ford, because you, as a Ford Dealer, want him tied to you."

Surprisingly, Bob says, "90% of our sales of performance cars and parts are right out of stock. With experience, you just naturally know what to order. We don't sell race cars, but we find that performance on the track has a great impact on sales. We must race on Sunday what we can sell on Monday. And we do."

Bob advertises used performance cars as "useful" performance cars. He has each one reconditioned carefully and displays them together in a group. They sell quickly, giving the dealership as much as \$500 more for a '67 performance Mustang, for example, than a '67 without performance equipment. "Right now, more people are buying 'used performance' than new," he says, and adds, "but you have to handle the performance buyer, whether new or used, properly. Show you're really interested in him."

One method Bob Tasca successfully uses to show interest in the buffs and gain their loyalties is to conduct an informal performance clinic at the dealership once a week. Twenty to sixty buffs attend. Bob makes a special effort to attract as many non-Ford owners as possible to these sessions. He recommends such clinics to other Ford Dealers and advises, "If once a week is too often for your staff or your needs, try twice a month or even once a month. But have them. They pay for themselves."

Is the limit to the performance market in sight? Bob Tasca firmly believes the opposite is true. "In 1963," he states, "33% of the auto market was made up of young buyers. Now, it's 40% and going up month by month. And, with the cars Ford's building and will be building, and their record in performance, we can be Number One if we keep our eye on the market."

Along with its growth, Bob recognizes that an important change took place in the performance market sometime in 1968. "Until recently," he points out, "the performance buyer wanted a stripped-down job. Now he wants more comfort, more looks. Fancy wheels. C stripes. You name it. For example, 20% of our performance buyers want stereo along with the muscle. They want a car to go to church in on Sunday, but one that's ready to flex its muscles any other time."

Bob Tasca is convinced that performance will continue to be a substantial part of the automobile business and that it will attract good customers and a good profit. He says, "Any Ford Dealer can profit surprisingly well from performance business if he makes up his mind now to go after it."

"Some dealers might not want teen-agers hanging around the showroom. Well, I don't feel that way. I think they can influence their fathers in the kind of car they buy."

—Paul Harvey



The Paul Harvey Ford dealership in Indianapolis, Indiana, is five minutes away from the famed Indy "500" brickyard. That location, so near the focal point of American auto racing, is a coincidence, but the identification of the dealership with performance is not. Owner Paul Harvey has long been dedicated to the idea that a performance image sells automobiles. As general manager for several years, and then co-owner as well, of Bob Ford Inc. in Dearborn, Mich., Paul built up a store of high performance savvy before opening his Indianapolis dealership in 1966. In his first year of business in Indianapolis, he won every Ford Division award including parts, service, accountant and Distinguished Achievement honors.

Paul's association with performance is more than a business venture; it's a family affair. His 24-year-old son, Jerry, is a nationally known drag racing celebrity who has driven super stock cars to a number of world records. Father and son became interested in drag racing in 1960. Under the Bob Ford banner, they successfully campaigned cars from coast to coast for three years, then they began vying for laurels in cars lettered with the Paul Harvey Ford signature. The Mustang Cobra Jet piloted by Jerry in 1968 has been such a popular championship eliminator that plastic kit models of the car, complete with "Paul Harvey" decals, are being marketed nationwide. Jerry now works full-time in the dealership after receiving his master's degree in business administration last June. He will campaign a 1969 Cobra Jet this season.

The rub-off publicity from such racing activity is incalculable. As Paul Harvey says, "Business is booming." One of the Midwest's leading Ford dealerships, Paul Harvey Ford currently sells more than 250 new and used units a month. It accounts for sales of more high performance cars than any other automobile dealership in Indiana and enjoys a brisk business in high performance parts and service work. "We regularly sell cars all over," Paul points out, "Texas and Georgia, for example. And, we've often sold drag cars to other dealers and helped them set them up. The benefit from our involvement in performance is a tremendous increase in publicity, local and national."

Building a performance image via drag racing has proved successful for Paul Harvey. He doesn't, however, recommend this as the best approach to dealers who want a share of the performance market, but don't share in the enthusiasms of the sport. "I really enjoy drag racing," he says. "I spend my weekends with my son at the drag strip. I get acquainted with the young people there and spend time with them." He doesn't believe that a dealer can build a performance reputation by simply "... painting his name on the side of a car. How's a dealer who's never been to a drag strip going to talk to these young fellows when they come into his showroom?"

Furthermore, Paul feels it's a mistake for dealers who may be baffled by the fads and fancies of the youth market not to try to understand the market and exploit its potential. For example, he regularly displays his racing cars in the showroom, attracting large numbers of people, many of them boys too young to buy cars of any kind. But he encourages them to come in anyway.

"Some dealers," he says, "might not want teen-agers hanging around his showroom. Well, I don't feel that way. I think they can influence their fathers in the kind of cars they buy." He feels so strongly about identifying with young people and gaining their loyalty that he suggests, "When the war in Vietnam ends, I think we'll have a youth market even greater than it is today. Performance then will be even more important."

Because of his experience in drag racing and his detailed knowledge of high performance machinery, Paul Harvey is a unique owner-manager who also wears the hat of his deal-

ership's performance sales specialist. His salesmen handle normal sales of Cobras and Mach 1's, but Paul makes it standard procedure to personally handle those customers who ask more than the usual technical questions or want custom modifications. "It's not that I'm a better salesman," he insists, "but I am better versed on the technical problems of high performance cars. I may clinch the sale of a high performance car, but the original salesman gets the credit and commission for the sale." Such a team approach to the special problems of selling performance results in increased sales. It also means that no potential performance sale is overlooked, and customers come away knowing that their individual performance needs have been given the most personal, professional consideration.

As you would expect, this attention to customer satisfaction extends to the parts and service department. The dealership's performance service specialists are regarded so highly that other dealers both in and out of Indianapolis refer the highly specialized work to them. And, when the annual NHRA Nationals occupy the local drag strip on Labor Day weekend, the service department is open 24 hours a day to the top Ford-powered contenders. Performance personnel include mechanic Bill Rider, who has set up Jerry Harvey's racing cars for many years. Marty Barratt, a parts department employee, is a regional technical inspector for the National Hot Rod Association. Another performance parts specialist, Earl Fillinger, actively competes Ford-powered boats. With such technical expertise on tap, it's no wonder that the dealership is a performance center.

Paul Harvey only needs to refer to his growing overall sales volume for confirmation that selling performance helps sell all kinds of cars. It's clear, however, that along with all the promotional, advertising, and parts and service sales effort geared to performance, Paul Harvey adds the essential ingredient that makes the entire operation click: himself. He's not just using a figure of speech when he admits, "I'm here night and day." His attention to detail, his business philosophy and methods have made an enthusiasm for drag racing pay off. He's interested in how his son does at the strip. But he's just as concerned about satisfying customers and prospects who come to his showroom, whether they come to buy or just to stare at his high performance cars.

"We use our Shelby cars as traffic builders. People like to come to our showroom and just look at them. Many of them end up buying something else, but we still come out ahead."

—Ron Brinkhoff

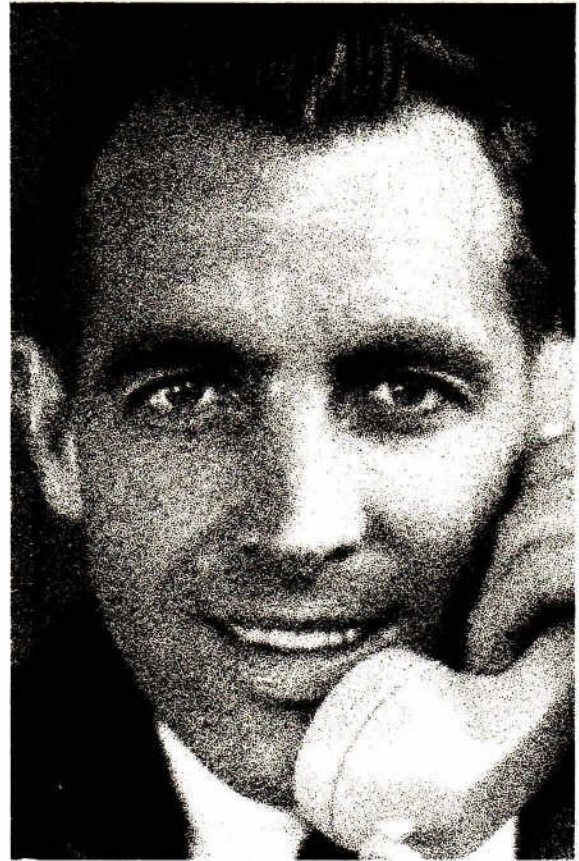
Courtesy Ford, in Littleton (Denver) Colorado, has an impressive, 50-car capacity showroom and an equally impressive sales record. A large percentage of its sales are performance sales, although Courtesy Ford's performance image is no longer dependent on the sponsorship of racing cars.

Until two years ago, owner Jeff Davis did sponsor stock cars in racing. With the flamboyant Curtis Turner driving, Courtesy Ford cars twice won the car-killing Pikes Peak hill climb. The publicity value of such achievements still lingers, but has been surpassed by Courtesy Ford's consistent exploitation of other performance image-building techniques.

Ron Brinkhoff, Courtesy Ford's general manager, readily confirms the success of these efforts by pointing to the dealership's numerous sales of performance cars. "We usually stock a lot of performance models," he says, "but we don't have many around now, because we've been selling them as fast as we've been getting them! I have some 25 Cobras and 15 to 20 Mach I Cobra Jets on order right now."

Somewhat ironically, Ron observes, "The Mustang Mach I Cobra Jet has been such a popular seller here, it's taken some of our Shelby business. Selling for about \$1,000 less, that's understandable. But, people who ordinarily wouldn't consider buying a Shelby buy the Cobra Jet, so, either way, we get the sales."

About competition, Ron says, "I don't think they have anything to match the Mach I. Our main competition in this area is from the Chrysler Hemis, but we've taken in a lot of them in trade on Cobra Jets. I've got quite a few '68 Road Runners on the used car lot. It seems that if a buff finds a hotter machine than the one he's driving, he trades."



Prospecting for performance customers at Courtesy Ford is a systematic operation. The dealership regularly sends out literature to owners of sports and high performance cars of both foreign and domestic makes. "We get the names of these prospects," Bob points out, "from mailing lists. Besides these personal mailings, we make a lot of phone calls and usually emphasize our performance cars in the full-page color ad we run once a week in both of the local newspapers."

Courtesy Ford goes after its prospects, but its continuous showroom display of performance cars also gets prospects to come in. "We use our Shelby cars as traffic builders," Ron says. "People like to come to our showroom and just look at them. Many of them end up buying something else, but we still come out ahead. High performance cars sell our other cars, too."

The dealership's Mustang Club was recently formed, but already has 35 members with a constantly growing roster. "We're really happy with the Mustang Club here," Ron says. "It meets in an upstairs room at the dealership and is coming along nicely. The members already have staged a few rallies and are making posters to attract new members. We think it's going to work out well for us."

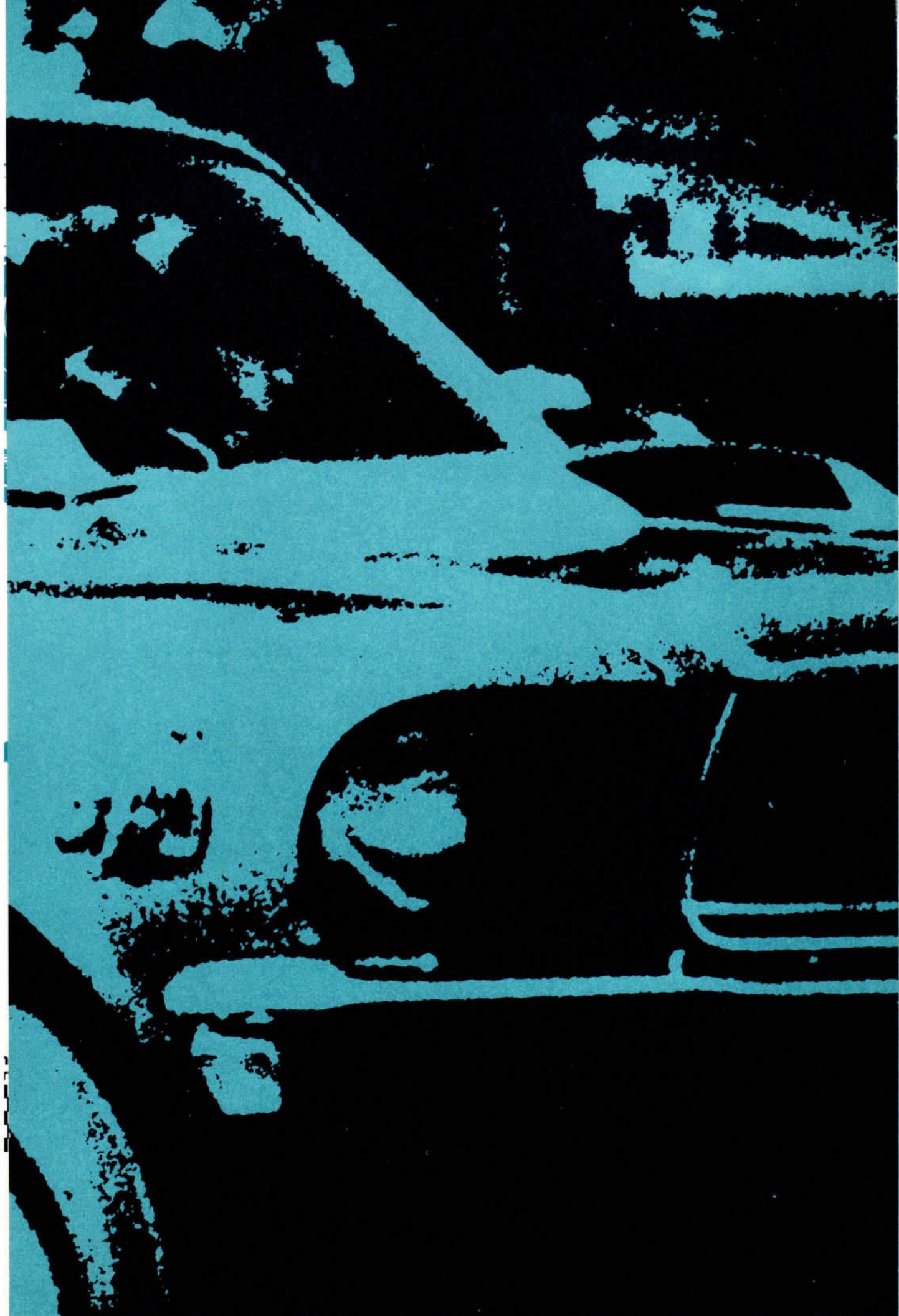
Courtesy Ford's promotion-minded management hasn't overlooked the Performance Corner, either. Ron believes, "It's a good merchandising idea. We've ordered all the materials in the Performance Corner package, and we've set aside the showroom space to display them effectively. The Performance Corner can't be anything but helpful to a Ford Dealer who wants to attract performance prospects."

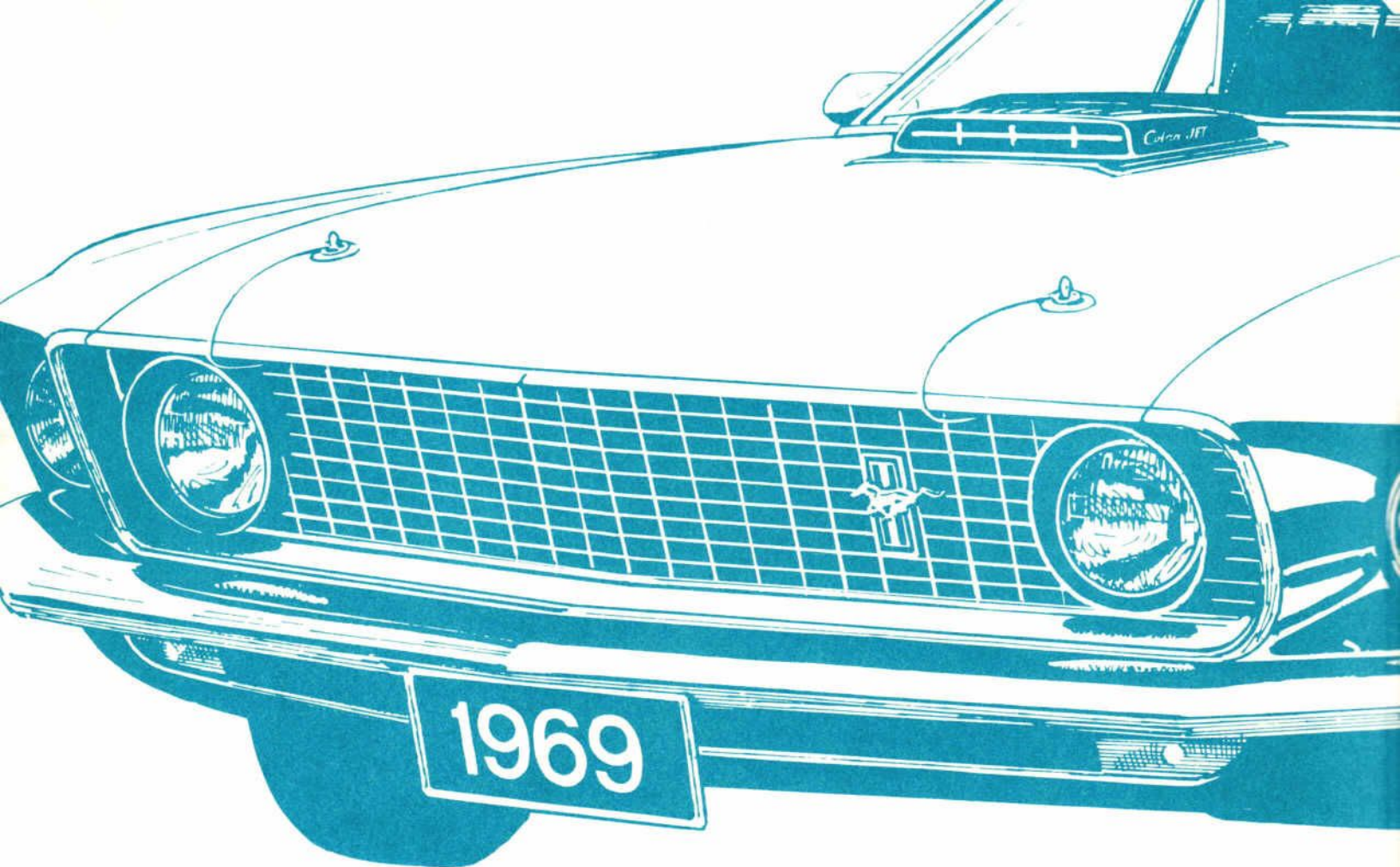
Should every Ford Dealer try to share in the performance market? "I don't see how a dealer can afford not to," Ron answers. "The performance market can only get bigger. After all, the young set is all over these days. They're the ones who are buying, and, there seem to be more and more of them every day. We've sold high performance cars to 50- and even 60-year-olds, but they're exceptions. We find most of our performance customers to be between 16 and 28.

"We haven't found financing to be a problem with such young people, either. Many of them come in with money in hand. And, we've always been able to acquire insurance for our performance customers. These young people want the cars so badly they're willing to pay the higher insurance premiums usually necessary for ownership. Frankly, money seems to be no object to our average performance customer."

An important part of Courtesy Ford's success in selling performance is a daily sales meeting. "We have one every morning here at 9:00," Ron observes. "The idea is to get all of our salesmen (a staff of about 35) to thinking enthusiastically about performance. They're all combination men. They sell new and used cars, everything, including performance models; but we feel a little extra effort is needed to keep them alerted to the special demands of selling performance. Along with emphasizing demonstration rides, I'd say if a dealer could get his salesmen into a performance frame of mind, he'd have a good foundation for paying off all his other promotional activities."

And at Courtesy Ford it's the daily putting into practice of such basics of good automobile selling that is paying off in performance for the dealership.





mustang mach I

Section 4, Part 1



In Mach I, Mustang, the car that originated a whole new breed of cars and won over America with its sporty good looks, now has all the muscle anyone could ask for. Mach I comes on strong with its brand-new 351-cubic-inch V-8—and strongest with the big 428 Cobra Jet option.

But, just as the original Mustang had a lot more to offer than simply styling, so Mach I represents a terrific package with extra goodies for the performance prospect. In the Mustang tradition, the list of standard equipment is impressive and unbeatable at the price. Only Mach I offers all these features:

- Knitted Vinyl, High-Back Bucket Seats
- Luxury-Grade Interior
- Electric Clock
- Deluxe Steering Wheel with Rim-Blow Horn
- Sound Barrier Package (55 lb. of extra insulation)
- Two-Tone Hood with Exposed Locking Pins
- Color-Keyed Dual Racing Mirrors
- 351-Cubic-Inch V-8 Engine
- Fully Synchronized 3-Speed Floor Shift
- Chrome-Plated Styled-Steel Wheels
- Wide-Tread Belted White Sidewall Tires
- Special Handling Suspension
- Hood Scoop
- Body Side Stripe
- Pop-Open Gas Cap
- Rocker Panel Moldings

To see just how big this Mach I package is,



let's look at it from the viewpoint of competition and what they have to put against it.

First, choice items like high-back buckets with knitted vinyl, dual racing mirrors, Rim-Blow steering wheel and the sound barrier package are available *only* on Mach I. Competition doesn't offer them as standard or options. Next, a luxury-grade interior comparable to Mach I's is available only as an *option* on competition. Chrome-plated, styled-steel wheels are either optional or unavailable on competitive cars. A 351 CID V-8 (or equivalent) is offered standard only by Pontiac Firebird. A fully synchronized 3-speed floor shift is standard only on Firebird and Chevrolet Camaro. So, as you can see, (and performance prospects will too), competitive super cars come off a pretty poor second-best to Mach I in features. About the only way they can come near catching up is with options. But of course that boosts the price—and Mach I scores again.

For example, take Camaro, one of Mach I's biggest competitors. Against the Mach I sticker price of \$3122.00, the comparable Camaro Sports Coupe is listed at \$2638.00.

But to make the two cars comparable, you have to add a few expensive items to Camaro. They include:

- \$247.50 SS Option (\$311.75 less \$64.25 for power front disc brakes)
- 110.60 Custom Interior
- 131.65 Rallye Sport Package
- 34.80 Sport-Styled Steering Wheel
- 53.75 Console
- 73.75 Mag-Spoke Wheel Covers
- 15.80 Electric Clock

\$667.85

Add this \$667.85 of options necessary to bring Camaro up to a comparable feature level with Mach I and Camaro's price becomes \$183.85 more than Mach I. And even at that *bigger* price, Camaro doesn't offer high-back buckets with knitted vinyl, dual racing mirrors, Rim-Blow steering wheel and the sound barrier package! The same kind of revealing comparisons can be put together for each of Mach I's competitors. It's a potent sales weapon, and your salesmen should be ready to use it at any time to open the eyes of performance prospects who are in a comparison frame of mind.

THE COMPETITION

As you're probably well aware by now, there are many pretenders when it comes to super cars. There are a great number of competitive models which try to **look** like performers, but they just don't have it in the engine department. Actually, only a handful are in the same league with Mach I. For quick refer-

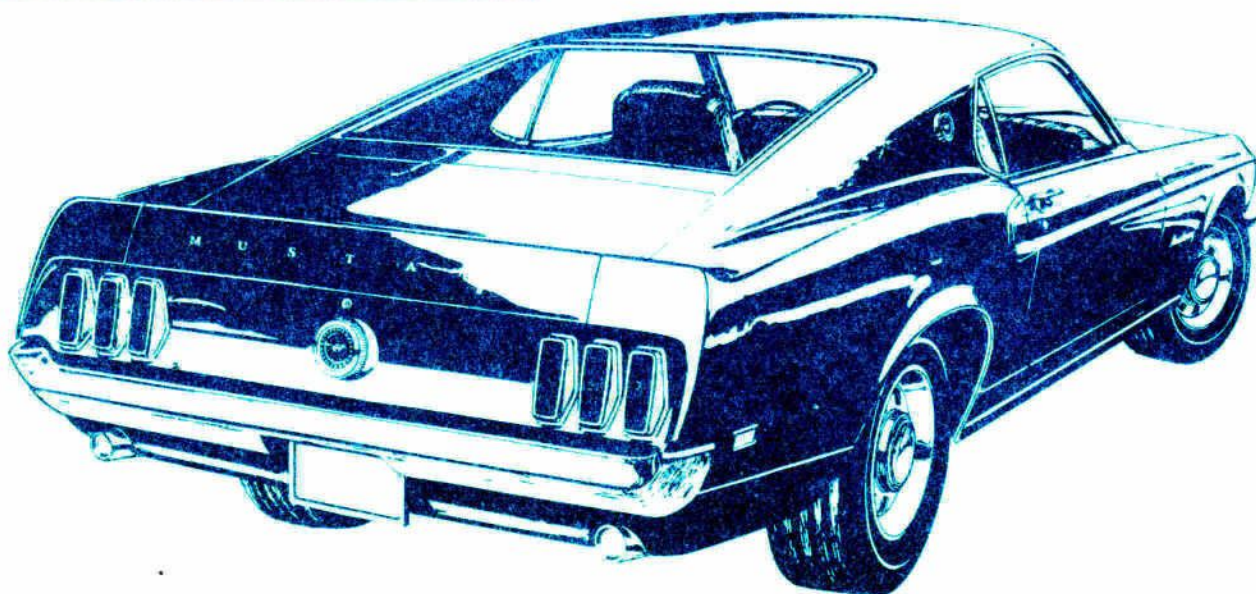
ence, we've listed them here together with the size of their base performance engines and the range of their engine options. Zero in on the owners of these cars in your trading area. Among them are your top Mach I prospects.

Super Car	Comparable Engine (Cu. In. — Carb.)	Engine Options/Top Offering
MUSTANG MACH I	351 2V (250 hp)	Three V-8's/428 4V Cobra Jet Ram-Air (335 hp)
Plymouth Barracuda	318 2V (230 hp)	Three V-8's/383 4V (330 hp)
AMC Javelin SST	343 4V (280 hp)	One V-8/390 4V (315 hp)
Pontiac Firebird	350 2V (265 hp)	Four V-8's/400 4V Ram Air IV (345 hp)
Chevrolet Camaro	350 4V (255 hp)	Four V-8's/396 4V (375 hp)
Chevy II Nova SS	350 4V (300 hp)	Two V-8's/396 4V (375 hp)
Dodge Dart GTS	340 4V (275 hp)	One V-8/383 4V (300 hp)
Dodge Swinger 340	340 4V (275 hp)	One V-8/383 4V (300 hp)

When it comes to proving who's who among sport compact super cars — that is, laying it on the line in a quarter-mile acceleration face-off — here are some interesting statistics. A Mach I with the 428 Cobra Jet V-8 was put against two top competitors: a Camaro with its SS 396 Ram Air package and a Firebird with Pontiac's 400 Ram Air. All cars were *unmodified*, just as they would come from the dealership. Here's how all three cars fared:

As mentioned, it was an *unmodified* Mach I that turned in the fine account of itself. Some very interesting things happen when you make just a few modifications here and there on Mach I and many of your performance prospects will want to know about them. Following are a number of suggestions and tips for getting more out of Mach I on the street, at the strip, or as a top performer in both places.

QUARTER-MILE ACCELERATION		
Car	Elapsed Time	Top Speed
MUSTANG MACH I	13.70 sec.	103.30 mph
Pontiac Firebird	13.96 sec.	100.72 mph
Chevrolet Camaro	14.50 sec.	96.69 mph



HOW TO GET MORE OUT OF MACH I

We don't pretend that what we've included here is going to answer the performance preferences of every prospect. (That would amount to quite an extensive volume.) But what is here should take care of most of your prospects. For those who want to go

further in honing the performance edge of Mach I, see Parts 8 and 9 of this section for descriptions of Autolite high performance parts and parts kits plus additional suggestions and tips.

Street Only	Street/Strip	Drag Strip Only ("C" Stock)
<ul style="list-style-type: none"> • 428 Cobra Jet Ram-Air • Traction-Lok Differential • SelectShift Cruise-O-Matic Transmission • Power front disc brakes • 3.50:1 axle ratio • Tachometer • Tires: F70-14 belted wide-tread with raised white lettering or FR 70-14 wide-tread radials 	<ul style="list-style-type: none"> • 428 Cobra Jet Ram-Air (for racing, block damper and choke stove for cold air only) • Traction-Lok Differential • (Transmission choice depends on competition class) • (See Tips) • Drag Pack • 3.9:1 axle ratio • Tachometer • Tires: 8.90-14, 7-inch wide rear slicks for strip use 	<ul style="list-style-type: none"> • 428 Cobra Jet Ram-Air (cold air only—delete choke stove, damper valve, filter, etc.) • Traction-Lok Differential • (Transmission choice depends on competition class) • Standard drum brakes • Drag Pack • 4.30:1 axle ratio • Tachometer • Tires: 8.90-14, 7-inch wide rear slicks

Axle Ratio Selector—428 Cobra Jet Engines

- For highway service, best fuel economy — 3.25:1
- For added acceleration in city-suburban use — 3.50:1
- Street/drag strip use — fuel economy and engine rpm at highway speeds objectionable — (non-stock oversize rear tires or cheater slicks suggested) — 3.9:1
- Drag strip use only (8.90-14, 7-inch wide slicks or cheater slicks suggested)—4.30:1
Note: Service axle ratios higher than 4.30:1 may be required in many competition applications.

General Tips

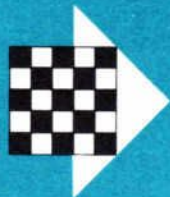
- In competition, heavy optional equipment should be avoided except where added weight is required to meet class requirements. Some representative option weights:

Air Conditioning	75 lb.
Power Steering	28 lb.
Power Front Disc Brakes	17-24 lb.
Power Windows	21 lb.
Stereo Tape	16 lb.
Bucket Seats	15 lb.
Console	12 lb.
AM/FM Stereo Radio	9 lb.
Vinyl Top	8 lb.
AM Radio	7 lb.

- Though slightly heavier, SportsRoof models have a slight advantage in static weight distribution over Hardtops.
- Disc brakes are suggested for street use. Drum brakes are preferred for drag racing because of their lighter weight and freedom from brake drag.
- Do not "rake" a chassis. Where legal, maximum weight transfer is obtained by raising both front and rear the maximum amount allowed by the rules.
- Rear suspensions should be raised by lowering front spring and rear shackle brackets. Do *not* use blocks or long shackles.
- Driveline and front suspension should be realigned following raising of chassis or installation of different size tires at front and rear.
- To reduce rear wheel hop, shim rear axle pinion bumper until it barely contacts floor pan at driving weight. Then clip each end of leaf springs ahead of rear axle.

the COBRA

Section 4,
Part 2



**"Torino Wins 1968 NASCAR
Championship!"**

"Torino 1968 USAC Winner!"

"Torino 1968 ARCA Champ!"

Headlines like these have been screaming across the pages of newspapers and buff magazines ever since Torino took the top five places in the 1968 Riverside 500—the very first race it entered! Torino has established a racing reputation that performance buffs everywhere are still talking about.

You, as a performance dealer, can translate these wins directly onto your showroom floor with the exciting street machine, the '69 Cobra. Right in your Performance Corner you can sell the roar and the romance of the racetrack plus the winner's reputation and image with Cobra.

The skyrocketing reputation of the Cobra has caused the *Rodder and Super Stock*, a national performance buff magazine, to predict in their March issue that "1969 may turn out to be THE YEAR OF THE SNAKE."

Rodder and Super Stock goes on to say . . . "First on the agenda of really new things from Ford is the Fairlane Cobra, a refined Dearborn version of the very successful Plymouth Road Runner. Ford learned a lot from Plymouth's first-year mistakes, as proved by the abundance of image trim and the more livable interior. . . . The Cobra is a 116-inch wheel-base genuine super car which weighs in at approximately 3,600 pounds with the usual equipment. Just one look at the Cobra's appointments and you realize exactly who the car was designed for." A little further along, the magazine terms the Cobra "... a very desirable street machine."

Car Life, in its January '69 issue, conducted a Cobra road test. At one point, they ran it against a Road Runner with about \$500 worth of special high performance parts and tuning. The Plymouth was expected to "blow the doors off" the Ford. It did beat the Cobra, but as the magazine said: "The joke was on us. . . . We expected to show how much the enthusiast can get with extra money and parts, but we learned that the big, plush Cobra can hold its own, even in a rigged match race."

Car Life's summary also said a lot for Cobra. "The Cobra's performance was surprisingly good, the price is within reason, the fastback roof (we think) is the best looking around. . . . The Cobra may not eat all birds for breakfast; but when it does, it doesn't chew with its mouth open."

The winner's image and the reputation Cobra is earning for itself in the buff magazines and on the street will draw performance enthusiasts into your Performance Corner like a magnet. Your performance sales specialist can then take over and point out the features that make the Cobra so desirable. Here are just a few of them:

- 428-Cubic-Inch 4V V-8 Engine
- 4-Speed Fully Synchronized Floor Shift
- Competition Suspension
- Six-Inch Wheel Rims with Hub Caps
- Wide-Tread White Sidewall Belted Tires
- Exposed Hood Lock Pins
- Black-Painted Grille and Cobra Identification
- Wheel Lip Moldings
- Lower Back Panel Moldings



The Cobra's standard competition suspension is just what performance prospects want. It's beefed up for minimum body roll and maximum directional stability. It has high-rate front and rear springs, a large diameter front stabilizer bar, and high damping shocks for the best combination of performance ride and handling.

THE COMPETITION

As with Mustang Mach I competition, there are many pretenders when it comes to the intermediate muscle cars. These competitive models try to look like performers, but they just don't have it in the engine department. Here, for your quick reference, is a listing of the Cobra's *true* competitors according to the size of their base performance engines and the range of their engine options. Owners of these cars are among your prime Cobra prospects. Go after them!

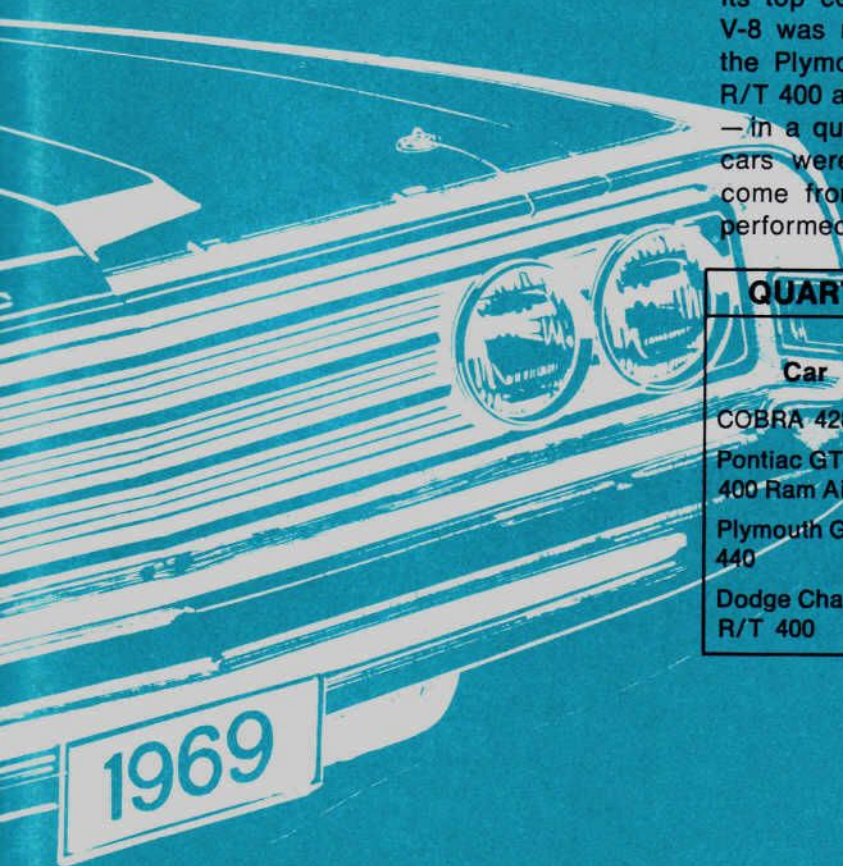
Super Car	Comparable Engine (Cu. In.—Carb.)	Engine Options/Top Offering
COBRA	428 4V (335 hp)	1 V-8 Cobra Jet Ram-Air (335 hp)
Chevelle SS 396	396 4V (325 hp)	2 V-8's 396 4V (375 hp)
Plymouth Road Runner	383 4V (335 hp)	1 V-8 426 Hemi V-8 (425 hp)
Pontiac GTO	400 4V (350 hp)	2 V-8's 400 Ram Air IV (370 hp)
Plymouth GTX	440 4V (375 hp)	1 V-8 426 Hemi V-8 (425 hp)
Dodge Coronet R/T	440 4V (375 hp)	1 V-8 426 Hemi V-8 (425 hp)
Dodge Charger R/T	440 4V (375 hp)	1 V-8 426 Hemi V-8 (425 hp)
Dodge Super Bee	383 4V (335 hp)	1 V-8 426 Hemi V-8 (425 hp)
Buick Skylark GS 400	400 4V (340 hp)	1 V-8 400 Stage I (350 hp)
Olds 4-4-2	400 4V (325 hp)*	1 V-8 400 W-30† (360 hp)

*with automatic transmission, 350 hp with manual

†Force-Air package

Here's how Cobra stacks up against three of its top competitors. The Cobra with its 428 V-8 was matched against these hot ones — the Plymouth GTX 440, the Dodge Charger R/T 400 and the Pontiac GTO 400 Ram Air IV — in a quarter-mile acceleration face-off. All cars were *unmodified*, just as they would come from the dealership. The Cobra outperformed the field as these statistics show:

QUARTER-MILE ACCELERATION		
Car	Elapsed Time	Top Speed
COBRA 428 CJ	14.0 sec.	101.0 mph
Pontiac GTO 400 Ram Air IV	14.5 sec.	102.0 mph
Plymouth GTX 440	14.6 sec.	95.6 mph
Dodge Charger R/T 400	14.9 sec.	95.0 mph



(Continued from inside pages)

Remember, it was an *unmodified* Cobra that turned in this fine performance. Some very interesting things happen when you make just a few modifications here and there on the Cobra and many of your performance prospects will want to know about them. Following are a number of suggestions and tips for getting more out of the Cobra on the street, at the strip, or as a top performer in both places.

HOW TO GET MORE OUT OF THE COBRA

As with Mustang Mach I, what is included here is not going to answer the performance preferences of every prospect. For those who want to go further in honing the performance edge of the Cobra, see Parts 8 and 9 of this section for descriptions of Autolite high performance parts and parts kits, plus additional suggestions and tips.

Street Only	Street/Strip	Drag Strip Only ("C" Stock)
<ul style="list-style-type: none">• 428 Cobra Jet Ram-Air• Traction-Lok Differential• SelectShift Cruise-O-Matic Transmission• Power front disc brakes• 3.50:1 axle ratio• Tachometer• Tires: F70-14 belted wide-tread with raised white lettering or FR 70-14 wide-tread radials	<ul style="list-style-type: none">• 428 Cobra Jet Ram-Air (for racing, block damper and choke stove for cold air only)• Traction-Lok Differential• (Transmission choice depends on competition class)• (See Tips)• Drag Pack• 3.9:1 axle ratio• Tachometer• Tires: 8.90-14, 7-inch wide rear slicks for strip use	<ul style="list-style-type: none">• 428 Cobra Jet Ram-Air (cold air only —delete choke stove, damper valve, filter, etc.)• Traction-Lok Differential• (Transmission choice depends on competition class)• Standard drum brakes• Drag Pack• 4.30:1 axle ratio• Tachometer• Tires: 8.90-14, 7-inch wide rear slicks

Axle Ratio Selector—428 Cobra Jet Engines

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 - For added acceleration in city-suburban use—3.50:1
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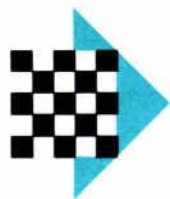
General Tips

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Air Conditioning	75 lb.
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- Rear suspensions should be raised by lowering front spring and rear shackle brackets. Do *not* use blocks or long shackles.
- Driveline and front suspension should be realigned following raising of chassis or installation of different size tires at front and rear.
- To reduce rear wheel hop, shim rear axle pinion bumper until it barely contacts floor pan at driving weight. Then clip each end of leaf springs ahead of rear axle. Replace axle to leaf spring U-bolts with service bolts having longer threads; then, tighten bolts and tightly compress rubber iso-clamp pads between axle and springs.

Section 4,
Part 3

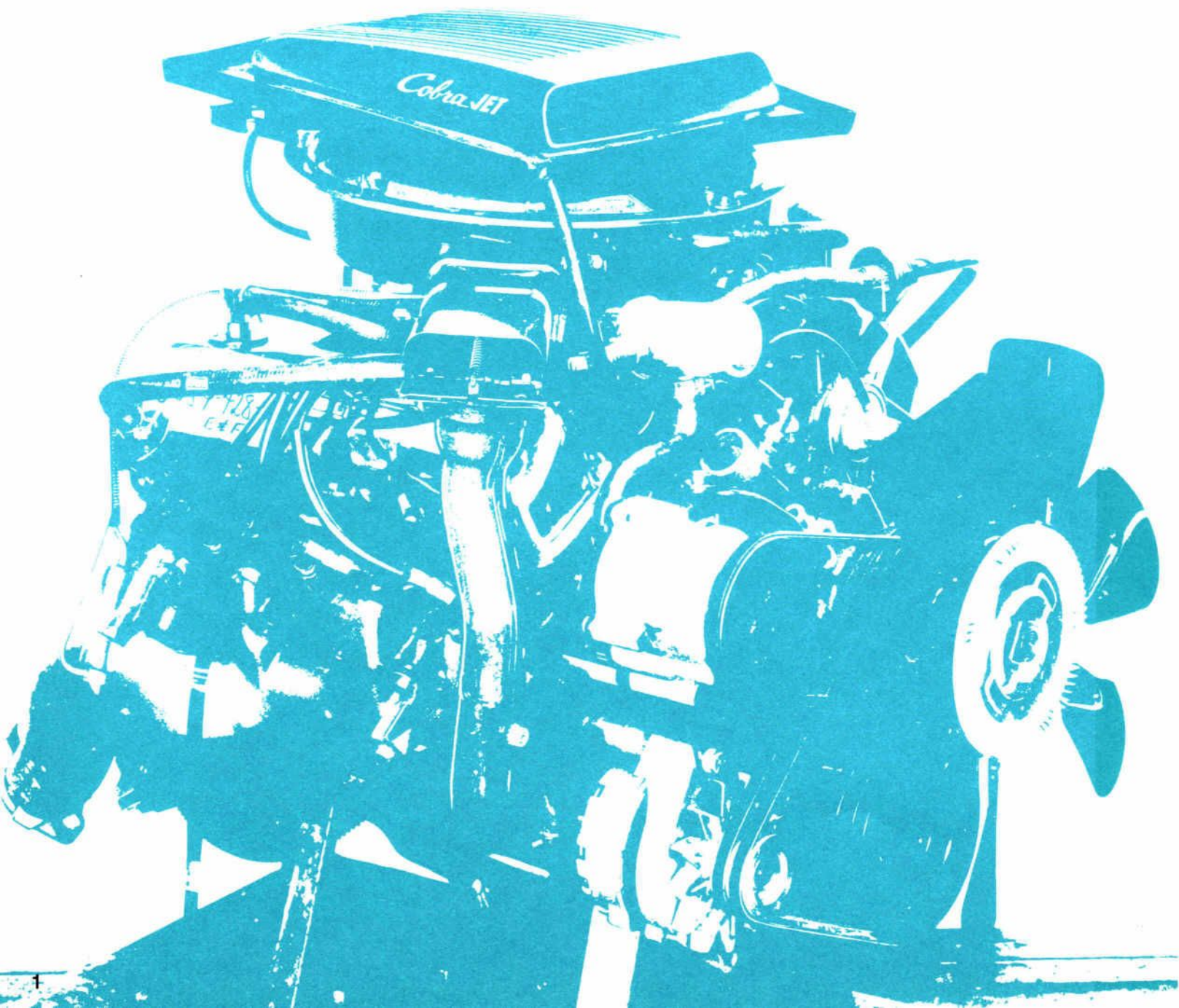


428

cobra jet V-8

THE PERFORMANCE WORLD ACCLAIMS A MILESTONE

Do you, as a Ford Dealer, really know what last year's introduction of the 428 Cobra Jet V-8 means and, more importantly, will mean to you as you consider involving yourself more deeply in performance selling?



We ask this, because while you certainly have already sold Ford products powered by this engine, you may not have fully appreciated the significance of those sales and your participation in a performance breakthrough. For you, and for Ford, the 428 Cobra Jet is more than another "hot" engine offering. It is an historic event.

Certainly, everyone in the performance world is "from Missouri." Editors of enthusiast publications react with calm to the copy claims of new performance products; their readers do too. These buffs can't be stampeded into buying machinery offering only surface glitter and pseudo-performance. Only facts and actual performance impress them. That's why historic events in the performance world are uncommon.

One such event, with striking parallels to the impact of the 428 Cobra Jet's introduction, was the 1948 unveiling of the Jaguar XK-120 and its DOHC 6-cylinder engine. Enthusiasts of the day were stunned by the realization that they could drive this car off the showroom floor and top speeds of 110 mph with no further modifications. Ten thousand XK-120's were sold in two years, no small feat for the performance market of the time. Many of these initial owners were lured to showrooms by such news as the running of a stock Jaguar (though without a windshield and with an underpan) at a Belgian road course at 132 mph! Two decades ago, such stock performance was a phenomenon. It seemed incredible that such a car could actually be bought for less than \$4,000.

Now, we're not in the business of selling Jaguars; furthermore, it would not be unfair to point out that there is no contest in comparing the venerable, but aging design of current Jaguar innards with the potent 428 Cobra Jet V-8. We can, however, benefit psychologically and begin to understand the significance of the Cobra Jet engine when we put it in the same historical perspective as the birth of the XK-120.

Today, the Cobra Jet V-8, available in many Ford cars listing at less than \$4,000 and even less than \$3,500, is a phenomenon in the performance world. The performance press agrees.

Hot Rod Magazine (March, '68) hailed the introduction of the 428 Cobra Jet as "the fastest running pure stock in the history of man."

Popular Hot Rodding (April, '68) confirmed that startling first impression by calling its performance "nothing short of spectacular" and added, almost in awe, "... we know of some tests being conducted with a couple of 428 Mustangs, by none other than Dyno Don Nicholson, and would you believe 11.40 ET's with speeds considerably above 120 mph?"

Speed and Supercar (Aug., '68) considered the performance-per-dollar appeal of the 428 Cobra Jet as a key feature: "You can expect it to perform just as good as the (Ford) 427 at least up to the hydraulic-lifter rev limit of 5600-5800 rpm. The low-speed torque should be even better because of the longer stroke—and perhaps the best news of all is that the new 428 Cobra Jet will cost only about half of the street 427."

Motor Trend (Oct., '68) raved that the 428 Cobra Jet "turns the Mach I into one of the fastest cars in the world."

Rodder and Super Stock (Nov., '68) tested a Mustang GT equipped with a 428 Cobra Jet and said, "... we've never seen a faster car right out of the showroom with no tune . . . closed stock exhaust, full smog equipment and street tires. In this trim, our test 'Stang blasted through the traps at 13.59 and 105.62 mph on the very first run ever on the car. It had only 225 miles on it."

Hi-Performance Cars (Feb., '69) highlighted a Mach I with: "What impressed us as much as the radical look and super sano interior was the power potential ganged up in that 428-cubic-inch cast iron monster under the ventilated hood."

Such continuing critical acclaim for the 428 Cobra Jet from the moment of its introduction to the present is evidence that Ford has dramatically set the stage for the introduction of even more formidable high performance engines. In time, the year of the Cobra Jet will be looked upon as the year of Ford's historic breakthrough in performance.

428 COBRA JET FEATURES

The design of the 428 Cobra Jet starts with the 428 Thunderbird block and stops there. The rest is a combination of components with features that make the 428 Cobra Jet unique:

- 335 hp at 5400 rpm with 440 lbs-ft of torque
- Cast iron heads, from the 427 Series 1 competition engine, with large, rectangular intake ports (2.34" x 1.34") and 30° exhaust valve seat angle
- Largest displacement engine available in sports compact car category
- Plated copper-lead, steel-backed main and connecting rod bearings
- Connecting rods, crankshaft and oil pump are like those on the 428 Police Interceptor engine
- Dual point distributor
- Intake and exhaust valve springs have surge-dampers to permit high rpm's
- Precision-cast aluminum pistons, for strength with light weight, are "dished with eyebrows" to push compression to 10.6:1
- Header-type cast iron exhaust manifolds
- Intake manifold is a cast iron duplicate of the renowned 427 4V aluminum manifold
- 735-cfm 4V Holley carburetor (the "thirst quencher")

- Ram-Air cold air induction system option. Uses a functional hood scoop or (depending on car model) a built-in air cleaner "shaker" scoop which protrudes through hood cut-out. Both installations use an air cleaner assembly which has a door in the front of the air cleaner actuated by carburetor air temperature; this draws air from a "stove" on the exhaust manifold as long as the inlet air temperature remains below 130°. Another door in the top of the air cleaner is activated by a drop in manifold vacuum. When the throttle is almost fully opened (at 5 inches of mercury manifold depression) the door opens, letting in cold, external air directly into the carburetor through the functional scoop. This cold, dense air flow gives a substantial improvement in usable horsepower at the rear wheels.

Ford's Ram-Air system is unique in *automatically* selecting warm or cold air for the smoothest, most efficient operation of the 428 Cobra Jet. Competitive forced-air systems require use of a manual control to shut out cold air when not desired. (The cold air system on Buick's GS 350 and 400 models has *no* provision for shutting off outside air!)

torino talladega

Section 4,
Part 4



As great as Torino was on the nation's stock car tracks in 1968, the Talladega is ready to go it one better. Talladega takes over where the '68 Torino left off and the sky is the limit. Named for the new super speedway opening this year in Talladega, Alabama, this is a *very* special performance car. Its sleek shape was perfected in the wind tunnel to make Talladega sleeker still—to reduce drag and front end lift. Under the non-gloss "racing black" hood is the big, strong 428 Cobra Jet, the engine that makes all the Talladega's promise come true.

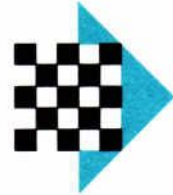
The accompanying brochure gives you all the facts and figures on the Talladega. You'll find it *highly* interesting reading—a complete description of just one of Ford Division's great new performance machines.

Talladega will be the Number One drawing card at stock car tracks throughout the country. It can provide you the same kind of drawing card in your Performance Corner.

shelby

products

Section 4,
Part 6



In the world of automobiles where the extraordinary is often the ordinary, it is generally agreed that performance cars are something special. Yet, even in this rarefied atmosphere, there are automobiles that stand above the rest.

The 1969 Ford Shelby is this kind of automobile.

It is a unique, super-exciting machine that appeals to performance prospects who want something more—something different.

The 1969 Ford Shelby is totally new. It stands apart with an eye-catching limited-production design that has symbolized all Shelby-built vehicles since the introduction of the original Shelby GT-350 in 1965.



Highlighting the Shelby is a distinctive, all-new Ram-Air induction system with a centrally located air intake scoop and two outboard scoops molded into the fiberglass-reinforced plastic hood. The hood scoop contours reflect those designed for jet aircraft by NASA.

The center air scoop is ducted directly into the carburetor air cleaner so that the engine receives a cooler, higher-density fuel-air charge. The twin outboard scoops direct extra cooling air straight into the engine compartment to cut the underhood operating temperature. Two important benefits are improved engine economy and performance.

The 1969 Ford Shelby is your opportunity to capture more of the special segment of the market dominated by the Chevrolet Corvette, whose sales in 1968 topped 28,000. By comparison, in the same period the American Motors AMX tallied 6,725 sales, Buick Riviera GS 5,337 and Shelby 4,450.

Although the total number of specialty model sales is not overwhelming, this segment does represent outstanding profit—all of it *extra* profit above and beyond that of the rest of the performance market. Specialty cars are "high-ticket" machinery and their appeal is to performance enthusiasts who want something more in a car and who expect and are ready to pay for it.

The Ford Shelby should be merchandised in much the same manner as the Mustang Mach I or Cobra. The basic techniques apply since Shelby prospects differ from other performance buyers only in that they are looking for that quality of "something more" in a performance automobile.

For 1969, you can offer these discriminating performance prospects a choice of Sports-Roof or Convertible in both the GT-350 Series and the GT-500 Series. All models offer many outstanding standard features—features that in many cases are not available on other performance cars. They make quite an impressive list.

- All-new, lightweight Shelby-Ford 351-cubic-inch Ram-Air V-8 rated 290 horsepower at 4800 revolutions per minute on the GT-350 models
- Ford 428 CID Cobra Jet Ram-Air V-8 rated 335 horsepower at 5200 revolutions per minute
- Three functional high efficiency NASA-type air scoops on the hood
- Bold reflective racing stripe running front-to-rear at the center of body side panels
- High kick-up deck lid spoiler
- Full-width sequential taillamps

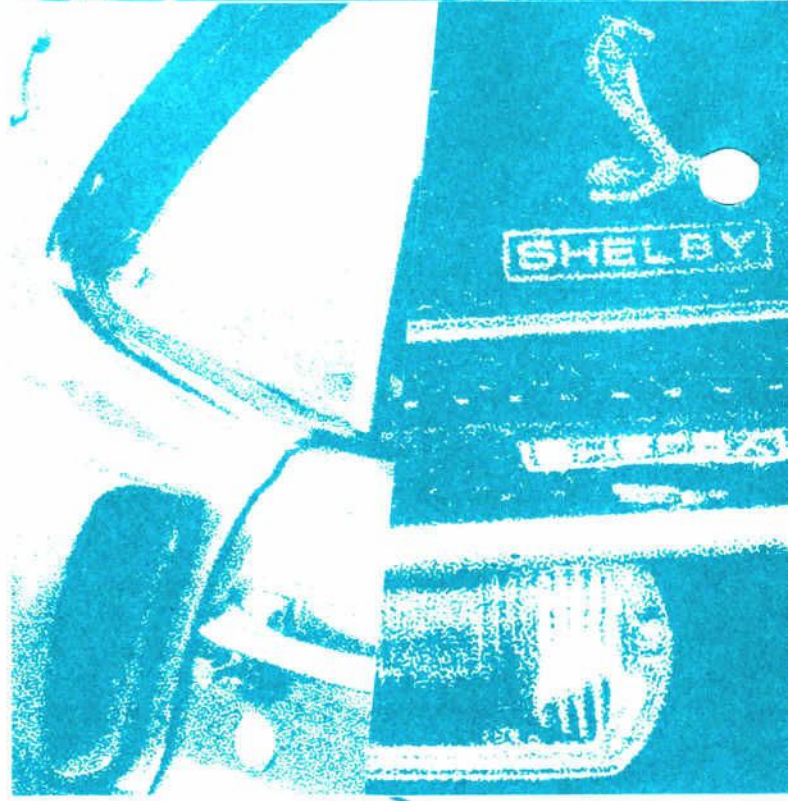
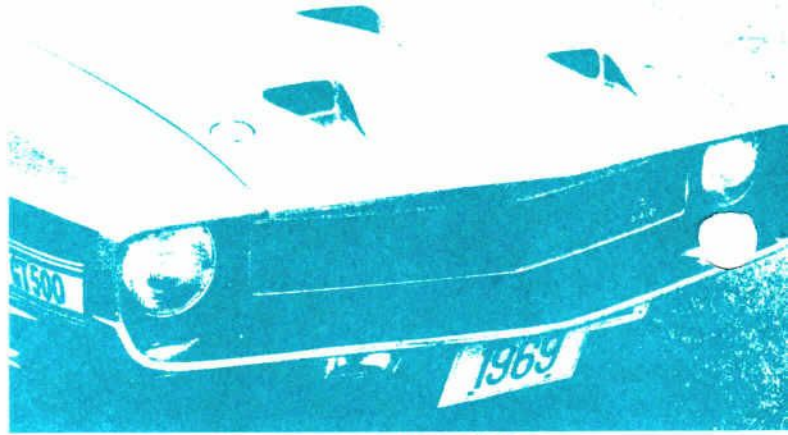
- High-back, sports-styled bucket seats
- Deluxe steering wheel with "Rim-Blow" horn feature
- Floor console
- Simulated teakwood-grain trim
- Fully synchronized 4-speed floor shift
- Wide variety of rear axle ratios
- Independent coil-spring front suspension
- Hotchkiss-type leaf spring rear suspension
- Power front disc brakes
- Drum-type rear brakes with high performance lining
- Collapsible spare tire
- Cast alloy spider wheels
- Super wide-tread tires
- Padded, vinyl-covered roll bar on all models
- Inertia reel-type shoulder harnesses
- Special instrumentation: 140-mph speedometer, 8000-rpm tachometer, and molded-plastic center console

Also, you can offer your prospects a big array of options including the new Ford-designed "Traction-Lok" differential for improved performance and handling characteristics, SelectShift Cruise-O-Matic transmission, Tilt-Away steering wheel, air conditioning, and many more.

FORD SHELBY VS. CORVETTE

The Ford Shelby is a great performance package with some very distinct selling advantages. The best way to see just what you have going for you in the Shelby is to stack it up against the front-runner, Corvette. Against the Shelby GT-500 sticker price of \$4,709.00, the comparable Corvette is listed at \$4,780.95, \$71.95 *more* than the Shelby. But to make the two cars truly comparable, you have to add a few equipment items to the Corvette, and all of them are expensive. They include:

\$131.65	350 hp 350 CID V-8
184.80	4-Speed Transmission
(221.80)	(Automatic)
42.15	Power Brakes
<hr/>	
\$358.60	With 4-Speed
(\$395.60)	(With Automatic)



Add the cost of these options necessary to bring Corvette up to a comparable feature level and Corvette's price becomes \$430.55 more than Shelby (4-speed) and \$467.55 more than Shelby (automatic transmission). Even though prospects in this market segment are ready to pay more for a car, we'll bet they still appreciate savings like these.

Savings aside, the Shelby offers a number of exclusive features not available on Corvette:

- 4-passenger capacity
- Driving lights
- Roll bar on Convertible as well as Sports-Roof
- Deluxe "Rim-Blow" steering wheel
- Collapsible spare tire

- Cast alloy spider wheels
- Inertia reel shoulder harnesses

HOW TO GET MORE OUT OF THE FORD SHELBY

While most performance buyers will be happy indeed with the Shelby "just as it comes," others may desire some modifications for special uses. Here are some general suggestions. What we have included will not, of course, answer the performance preferences of every Shelby prospect. But what is here should take care of most of them. For those who want to go further in honing the performance edge of the Shelby, see Parts 8 and 9 of this section for description of Autolite high performance parts and parts kits plus additional suggestions and tips.

Street Only	Street/Strip	Drag Strip Only ("C" Stock)
<ul style="list-style-type: none"> • 428 Cobra Jet Ram-Air • Traction-Lok Differential • SelectShift Cruise-O-Matic Transmission • 3.50:1 axle ratio • Tires: F70-14 belted wide-tread with raised white lettering or FR 70-14 wide-tread radials 	<ul style="list-style-type: none"> • 428 Cobra Jet Ram-Air (for racing, block damper and choke stove for cold air only) • Traction-Lok Differential • (Transmission choice depends on competition class) • Drag Pack • 3.9:1 axle ratio • Tires: 8.90-14, 7-inch wide rear slicks for strip use 	<ul style="list-style-type: none"> • 428 Cobra Jet Ram-Air (cold air only—delete choke stove, damper valve, filter, etc.) • Traction-Lok Differential • (Transmission choice depends on competition class) • Drag Pack • 4.30:1 axle ratio • Tires: 8.90-14, 7-inch wide rear slicks

Axle Ratio Selector—428 Cobra Jet Engines

- For highway service, best fuel economy—3.25:1
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General Tips

- In competition, heavy optional equipment should be avoided except where added weight is required to meet class requirements. Some representative option weights:

Air Conditioning75 lb.
Power Windows21 lb.
Stereo Tape16 lb.

AM/FM Stereo Radio 9 lb.
AM Radio 7 lb.

- Do not "rake" a chassis. Where legal, maximum weight transfer is obtained by raising both front and rear the maximum amount allowed by the rules.
- Rear suspensions should be raised by lowering front spring and rear shackle brackets. Do *not* use blocks or long shackles.
- Driveline and front suspension should be realigned following raising of chassis or installing different size tires at front and rear.
- To reduce rear wheel hop, shim rear axle pinion bumper until it barely contacts floor pan at driving weight. Then clip each end of leaf springs ahead of rear axle. Replace axle to leaf spring U-bolts with service bolts having longer threads; then tighten bolts and tightly compress rubber iso-clamp pads between axle and springs.

Section 6
Introduction



As you have seen, the performance buyer is a special breed. And because he stands apart, he requires a special kind of merchandising to reach him. He reacts to the zap—the go—the spectacle in performance merchandising.

The several types of merchandising programs in this section are designed to help you appeal to the performance buyer's special interests and enthusiasm. They may be as simple or elaborate as you wish to make them.

The merchandising programs covered here all have the advantage of helping you to build in-dealership traffic and to attract more qualified prospects for performance car sales.

Your promotional and advertising budget, your personnel, plus the physical setup of your dealership will determine the extent and type of your performance merchandising activity.

All of the suggested performance programs in this section, including drag clubs and racing—Total Performance Show presentations—Mustang Clubs—Performance Corner display—and exhibit ideas may involve your salesmen as well as other employees.

The audience these programs will attract will differ in many instances but generally they will bring in prime prospects from the youth market. In this context, you should bear in mind that chronological age is not always a major factor in performance merchandising. Merchandising activity should always be developed to appeal to the younger buyers *and* the young-thinking buyers.

Performance merchandising can generate tremendous—in some cases almost unbelievable—response. For example, STP, the oil additive company, produces 10,000,000 of their familiar decals each year for distribution to buffs through the mail, at service stations and racetracks. Yet the demand is so great that illicit companies are counterfeiting the decals and offering them for sale!

Each activity covered here is more detailed in its own separate insert folder. Study them carefully—select the activities which fit your market and budget—and start using them to make performance friends and sales!



dealer drag clubs

Drag Racing is the Number One performance event in America. It attracts over 20 million paying customers each year—many of them Ford enthusiasts. Over 800,000 participants compete annually in NHRA and AHRA sanctioned events.

Capitalizing on this wide interest, Ford Division has developed a program to help you turn this kind of enthusiasm into sales—both for new and used car and performance parts as well.

Currently, there are two Drag Performance Show units appearing at prebooked Ford dealership locations. Ed Terry and Dick Woods of Hayward, California, and Hubert Platt and Randy Payne, of Atlanta, four of the nation's top dragsters, are heading the teams.

The show features an exciting drag motion picture and an informative engine and performance parts presentation. In addition, the Mach I, the Cobra and the latest in high performance equipment will be discussed.

Each drag team conducts a performance seminar—answers questions—and offers advice on modifying Ford products for top drag performance. The teams will appear on weekends at racing strips and will charter new drag clubs through the week.

Each team will actively sell the merits of a drag club at each presentation to all who are interested, and will point up the club's purpose, benefits, and responsibilities, and pass out membership materials.

The drag clubs offer many advantages and rewards, two of the most prominent and immediate being: (1) they will generate tremendous enthusiasm for Ford products (on the street, at the strip—wherever buffs talk performance, they'll talk up Ford products); (2) the clinics will help buffs turn out more winners on the strip—and when they win, you win.

An advance man will precede each drag team appearance and help you publicize the event in local news media. Utilizing the free press kit available from the advance man, you can promote this special event in your local newspaper, radio and TV ads. In addition to this public relations type of program, Ford also has a package of free drag club materials if you're interested in forming your own dealership-sponsored drag racing club. Membership registrations cards, shoulder patches, windshield stickers, member ID cards, and a club charter are included in the kit.

Section 6,
Part 2



total performance shows

You can reap bonus prospects when you tie in with Ford's spectacular Total Performance Shows that will appear at major motorsports events the year around.

Ford's Total Performance Shows will be carried in 40-foot van touring units that can be set up quickly. Each van's 4000-square-foot canvas-covered display area boasts such specially prepared show cars as a 200-mph "funny" Mustang, a Grand National stocker, a drag car, and others—plus a parts display consisting of 18 separate parts and accessories boards with numbers and prices. The latest in Ford high performance hardware will be shown (engines, parts kits and cars).

There are two show units and they are booked for Ford dealerships during the week and for major races on weekends—and are expected to reach over three million performance buffs in 1969.



mustang clubs

A sure way to project a performance image, make more Mustang sales happen, and increase business in all of your departments is for you to sponsor a Mustang Club.

Mustang Clubs number over 350 with almost 15,000 members and they conduct more competitive events than any other automobile club organization in the world.

In fact, practically everywhere there is performance action—the major NASCAR races at Daytona, Charlotte and Atlanta—the tracks on the Trans-Am Circuit—Mustang Clubs are represented.

Also, Mustang Club members are excellent bird dogs since it is second nature for them to talk up the merits of Mustang and their sponsoring dealer.

And, because Mustang Club members drive more, they buy *more parts and service* than most any group of car owners—and they make their purchases at their sponsoring dealerships.

The National Council of Mustang Clubs was organized by Ford Division to assist you in getting a Mustang Club rolling in your dealership. The Council provides jacket patches, window decals, membership cards, liability insurance for club activities at no cost to you or the club members, and a monthly newspaper for club members.

Mustang Clubs have earned for themselves, their members and sponsoring dealers an enviable reputation. Across the nation, they represent the top motorsports enthusiasts in their communities. In many ways, Mustang Clubs are the hub of the motorsports world locally. When you sponsor a Mustang Club you'll have this kind of recognition and prestige working for you.

In addition, you may wish to enroll your club members or other customers in the Society of Mustangers, an exclusive club for Mustang owners. Many dealers find its nominal cost is the most inexpensive means of welding owners closely to their dealerships.

Membership in the Society includes a membership card and a subscription to *The Mustanger*, a quarterly magazine designed to appeal to the particular interests of Mustang owners. *The Mustanger* contains lively articles on many subjects . . . all kinds of interesting people, places and events. There are features on Ford performance products (with more performance emphasis planned), and information on how to obtain fine merchandise and tours at specially reduced rates. To enroll members, simply write:

Society of Mustangers
P.O. Box 909
Dearborn, Michigan 48121

Send in applicants' names and addresses (be sure to include zip codes) plus \$2.00 for each membership, or specify that the total amount is to be charged to your parts account and give the number. The Society will do the rest.



performance corner

A good way to build traffic is to set up a special Performance Corner in your dealership featuring a hot Mustang Mach I or Cobra and kick it off with a second introduction—a performance introduction!

A Performance Corner Kit is available from Ford Division to help you establish your dealership as performance headquarters in your area. In the kit are a banner, Performance Corner symbols, window trim, Performance Corner Digests, salesman's lapel buttons, jumbo postcards, and a lot more. A checkered black and white rug, literature stand, lighted sign, and additional postcards can also be ordered to add even more spark.

A good way to promote your Performance Corner is to designate one of your salesman as performance specialist and let him preside over this special area of the showroom. And, since performance buffs represent great sales potential for parts, build a permanent parts display and place it near your parts counter or in your Performance Corner to attract attention and stimulate sales among these high buying-rate customers.

With an imaginative Performance Corner, you'll attract the performance crowd from the handling enthusiasts to the appearance buyers, to the super influential muscle car buffs. Your Corner will establish you as a performance dealer whether you're in it all the way, just moving into this new area, or if you're primarily concerned with appealing to the performance image buyers.

Your Performance Corner benefits from one of the biggest advertising campaigns ever directed toward this segment of the car market—national TV, radio, national magazines, and leading buff magazines.

You can attract attention to *your* Performance Corner by supporting it locally with advertising. Performance Corner advertising materials are available from your FDAF Committee or the Dealer Advertising Mat Service.

For full details on how you can set up your dealership as the performance center of your area see the "Get A Corner On Performance" brochure. An order form is included so you can send today for your Performance Corner Kit and other materials.



performance activities kit

Once you have established your Performance Corner, the next step is to merchandise it so that everyone who passes your dealership knows that you're very much in the performance business.

The Performance Activities Kit—or Pit Kit—is designed to do just that. The Pit Kit will help you stop the world before it drives by. The brochure offers outdoor display materials, such as banners, black and white checkered streamers, and flag and antenna pennants. These items, when displayed in an area near the showroom, tell passing performance buffs that *your* dealership is *their* kind of car headquarters.

Also, the Pit Kit contains ideas that will help build performance showroom traffic and make your Performance Corner display a long-term sales booster.

In the Pit Kit you'll get suggestions on:

- How to organize and profit from conducting a performance program at your local drag strip.
- How to zoom in on enthusiasts with a performance night in your showroom.
- How to build a Performance Corner on your used car lot.
- And many more highly promotable ideas to put you up front on the performance bandwagon.

The Pit Kit also offers distinctive pylons to help dress up the outdoors or on-the-floor performance displays and handsome "1st Place Performance Champion" trophies that can be used for display or for presentation to winners of local competitive events.

Examine the Pit Kit brochure and see how its materials and ideas can help you polish your Performance Corner image to high luster.

Section 6,
Part 6



performance merchandise

Round out your Performance Corner activities with the many Cobra and Mach I accessories described in the special Performance Merchandise booklet included here. Items include decals, tie tacks, key chains, lighters; jackets, etc. They're incentives, sales closers, and follow-up gifts for any of your performance promotions. They can be profitably sold outright.

Because these attractive accessories are designed as personal items, there is no suggestion of a heavy-handed commercial tie-in. The absence of a specific advertising message is intended to encourage your prospects to make these items part of their casual wardrobe. And for many that means almost daily wear.

You and your customers will both find the accessories attractively priced. They're available individually or as part of a sales-making 18" x 24" display that will add the colorful, final touch to your Performance Corner.

Make the most from your profitable image as a performance-conscious dealer. Make the most of Cobra and Mach I performance accessories. They'll help spread the good word about you as "Mr. Performance."

Section 6,
Part 7



performance training materials

You can expect a concentrated effort by Ford Division to help you establish, maintain and exploit your position as a performance dealer. The effort begins with your personnel and the specialized training necessary to: (1) fully inform them of the opportunities of the performance market; (2) show them how they can fully exploit the extra sales and profit that performance selling represents.

FORD MARKETING INSTITUTE

FMI, too, will have a special portion of its sales training course devoted exclusively to performance selling. A complete half day of the regular 6-day Basic Retail Selling Course for new salesmen will zero in on all the techniques used by successful performance salesmen. There will also be a 3-day course for experienced salesmen on how to become a performance sales specialist.

Everything from how to prospect to how to close will be discussed—and in some cases illustrated in true-to-life dramatizations. There's no easier, faster way for your salesmen to gain the proven tips and pointers of experts—the specialized performance sales methods they *must* know—than in this FMI course. Its nominal cost will be returned to you many times over in poised, confident salesmen who feel "at home" selling performance. Contact your Ford District Office for complete details as to when and where the next FMI training course will be presented in your area.

PERFORMANCE CORNER NEWSLETTER

The Performance Corner Newsletter will offer all kinds of information to help you sell performance more effectively. For example, Ak Miller, one of the top men in performance, will have a regular column of technical information for you. There will be reports from dealers and salesmen . . . successful selling methods and suggestions for your salesmen. There will be new product news, the latest Ford racing victories, merchandising suggestions from dealers, what's coming up nationally in advertising, and much more. Look for the Newsletter each month; make sure all of your performance personnel see it and benefit from this hot news source.