

NEWS FROM THE



WORLD OF FORD

IMMEDIATE RELEASE

FORD RV BACKGROUNDER

The Ford family of fun vehicles offers the ideal recreational vehicle chassis, trucks and cars to match the desires and budgets of Americans on the go.

"Recreation vehicles (RV) are the fun and practical way to see America," said David W. Tarrant, Ford Division RV manager. "They offer top values in carefree vacations whatever the lifestyle--from roughing it off-road in a sleeping bag to the large, luxurious travel trailer or motor home.

"The Ford RV lineup ranges from cutaway chassis for the big, luxurious Class "C" motor homes -- with gross vehicle weights (GVW) up to 11,000 pounds--to the high-technology, front-wheel-drive two seater cars that can tow trailers weighing up to 1,000 pounds."

The complete Ford RV lineup includes Econoline vans and Club Wagons, the tough Ford Bronco, the distinctively styled and rugged--but smaller--Bronco II, Ford F-Series pickups, the high-mileage Ranger compact pickup, and all models of Ford cars.

Econoline Vans and Club Wagon

Largest of the Ford offerings is the Econoline motor home cutaway chassis, a special RV chassis with the rear of the driver's compartment cutaway to accommodate modern motor homes. The cutaway chassis is available with 138-inch, 158-inch and long 176-inch wheelbases and GVWs up to a hefty 11,000 pounds.



Ford is the leading manufacturer of chassis for Class "C" motor homes. No other automotive manufacturer offers the 176-inch wheelbase for the larger of the mini motor homes and Ford is the only manufacturer offering an 11,000-pound-GVW chassis.

Additionally, the Ford chassis is the only cutaway using frame construction, and Ford offers the largest engine for motor homes, a 460-cubic inch V-8.

New for the cutaway chassis motor homes and other 1983 Econoline and Club Wagon models is the economy of the 6.9-liter V-8 diesel engine--available in mid-March--with 26 more horsepower than its closest competitor.

The Econoline vehicles feature an outfront engine design that makes it easier to get to the engine compartment and provides more space for cab area passengers. Hood openings allow service attendants to check as many as 28 key engine items quickly from the front of the vehicle.

Econoline vans and Club Wagons are ideal for towing trailers up to 10,000 pounds or for van or camper conversions. Both feature body-on-frame construction, rubber body mounts that enhance passenger comfort and the ruggedness and good ride of Ford's Twin-I-Beam independent front suspensions, plus an optional auxiliary fuel tank that provides a 40.1-gallon combined fuel capacity.

Bronco

The Ford Bronco is designed for family fun--on and off the road. With the standard flip/fold rear bench seat and optional front bench seat, it has plenty of room and comfort for six passengers and 51.8 cubic feet of cargo space.

With the rear seat folded, there is more than 81 cubic feet, and that increases to more than 102 cubic feet of space with the rear seat removed.

The standard power team for the Bronco is a 4.9-liter six-cylinder engine with four-speed manual transmission. Also available are 5.0- and 5.8-liter V-8 engines.

With the optional Trailer Towing Package, it can tow up to 5,500 pounds.

Like all Ford 4x4s, Bronco is built tough with exclusive Twin-Traction Beam independent front suspension, ladder-type frame, integral front axle differential carrier/skid plate, two-speed transfer case, P-metric radial tires and manual-locking, free-running hubs.

Bronco II

New for 1983 is Bronco II, offering many of the same tough components (ladder-type frame, Twin-Traction Beam independent front suspension, etc.) as its bigger "cousin," and an all-new trim size that provides great maneuverability.

With a standard 2.8-liter V-6 engine and four-speed manual transmission, Bronco II is ideal for in-town cruising or off-road performance, and it can tow trailers weighing up to 4,050 pounds.

F-Series Pickups

Ford's F-Series pickups are the best in class when it comes to towing the big Class IV trailers. Ford offers both gas and diesel V-8 engines for its F-Series pickups, allowing gross combination weights up to 18,500 and 15,700 pounds, respectively. That is 1,000 to 2,200 pounds more than comparable competitive pickups can offer.

Regular cab pickups provide spacious comfort for three adults, and Ford's super and crew cabs--the ultimate in Ford pickup room--seat six adults with ease.

Ford full-size F-Series 4x4 models also are available in regular, super and crew cab models. All F-Series pickups are available with the Ford trailer towing/camper package.

Standard equipment on Ford 4x4s includes an integral front axle differential carrier skid plate and "free running" front hubs that allow energy-saving, part-time four-wheel-drive. Automatic locking hubs that can be engaged or disengaged without leaving the inside of the cab also are available.

Engine choices range from the thrifty 4.9-liter, six-cylinder engine to the high-performance, 7.5-liter gasoline V-8 and powerful 6.9-liter diesel.

Ranger

The compact Ranger is Ford's compact concept in high-mileage pickups. It is ideal for pulling a trailer or carrying a camper. With the optional 2.8-liter V-6 engine, automatic transmission and the optional Trailer Towing Package, the Ranger pickups can pull trailers weighing up to 4,500 pounds (4x2).

With its easily removable tailgate, the Ranger pickup can be quickly equipped with a slide-in camper, and with the Camper Package--which is not offered by its chief competitor--the Ranger can accommodate various styles of camper bodies.

Engine choices include the standard efficiency of a 2.0-liter and 2.3-liter gas engines, a 2.2-liter diesel and a 2.8-liter V-6, the new power leader in the compact pickup market.

Ranger pickups are available in 4x2 and 4x4 models.

Ford Cars

Ford's 1983 passenger-car lineup covers the spectrum of trailer-towing needs. The Ford LTD Country Squire station wagon, for example, offers almost 90 feet of loadspace with the rear seats down, and a trailer towing capacity up to 5,000 pounds is available with optional equipment on all models.

The all-new, trim, aerodynamic and more efficient five-passenger 1983 Ford LTD offers optional equipment for Class II trailers up to 3,500 pounds, and the super aerodynamic, high-technology Thunderbird--with its standard 3.8-liter V-6 engine--can tow trailers up to 2,000 pounds. With an optional V-8 engine and medium-duty trailer towing package, towing capability increases to 3,500 pounds.

Even the highly fuel efficient, front-wheel-drive "world car," the Ford Escort and the EXP, a two-seat front-wheel-drive sport coupe can tow trailers up to 1,000 pounds.

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NEWS FROM THE



WORLD OF FORD

FORD BRONCO II

GOES ALMOST TOPLESS

IMMEDIATE RELEASE

Flip-open-and-remove rear quarter windows and a flip-open sunroof are new options that give the 1984 Ford Bronco II an open-air feeling almost comparable to a hardtop convertible.

Also new are rear-window wiper/washer/defroster and two or four premium bucket seats with electric lumbar adjustment, specially designed for the Bronco II.

Bronco II was an immediate hit when introduced last March as a 1984 model, and has several "running changes" this fall.

Heading the lineup is a new Eddie Bauer model produced in conjunction with the premier manufacturer of outdoor equipment and clothing. The Eddie Bauer Bronco II has a distinctive look created by special tu-tone paint with accent stripes, Eddie Bauer signature plaques on the outside of the vehicle and on the instrument panel, and a sueded knit cloth interior with Eddie Bauer accents.

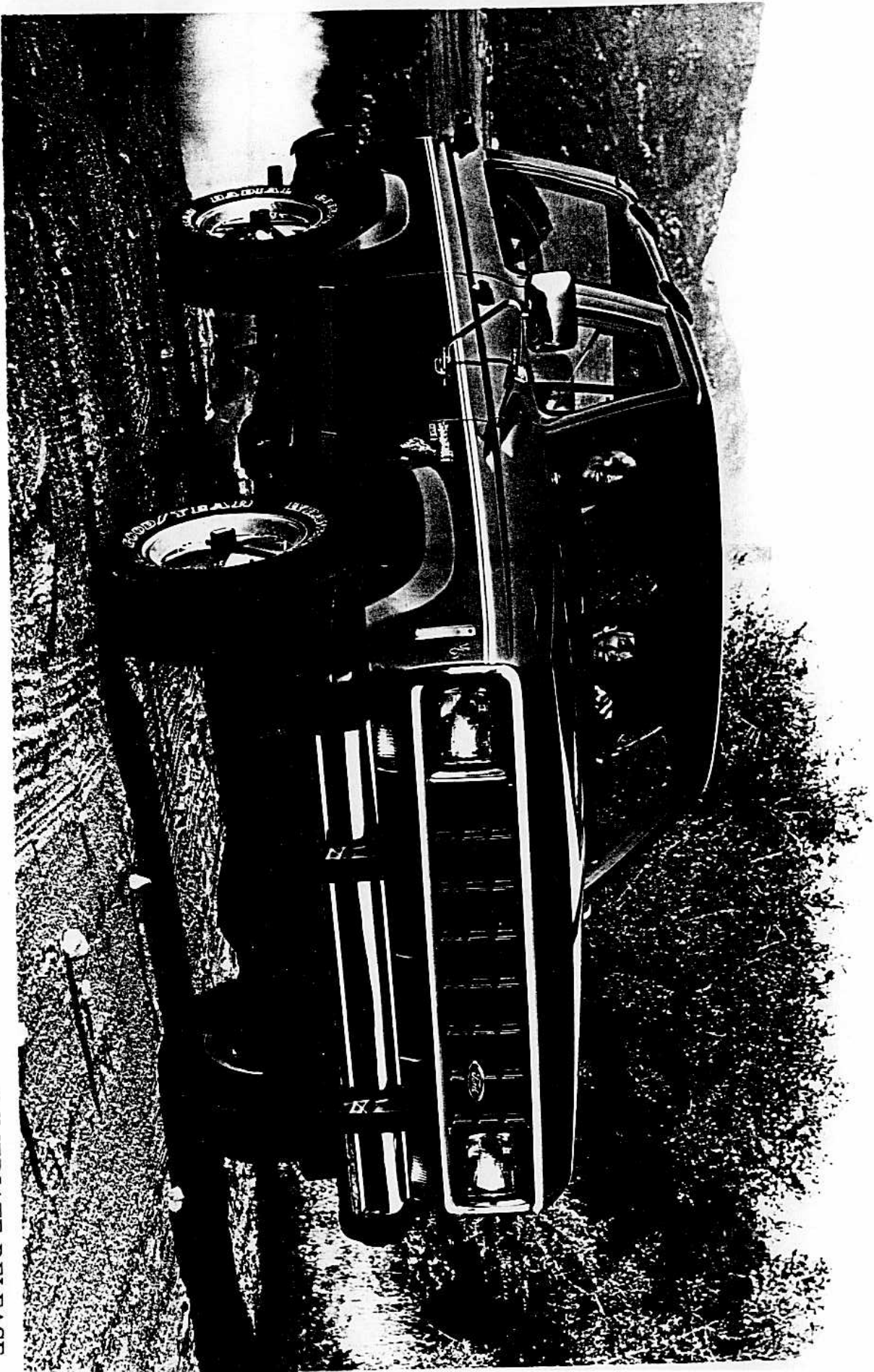
Eddie Bauer models also feature cast aluminum wheels, all-terrain tires, gauge package, convenience package, light group, floor console, AM/FM stereo, premium front bucket seats with electric lumbar adjustment and tilt steering wheel -- in addition to top-of-the-line equipment levels of XLT models.

Standard on Bronco II are a 2.8-liter EEC-IV-equipped V-6 engine four-speed manual transmission, 23-gallon fuel tank, power steering, power brakes, and manual-locking, free-wheeling front hubs.



To improve the base Bronco II appearance, interior and exterior upgrades have been made standard. Chrome bumpers replace black on the base Bronco II for 1984 and the base interior has expanded use of color-keyed components and a thicker, 16-ounce carpet. The XLT model has new door trim panels for improved appearance, and a high-trim XLS package also is available.

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IMMEDIATE RELEASE

OPEN-AIR MODE — The 1984 Bronco II has new options this fall, including flip-open-and-remove rear quarter windows and a flip-open sunroof giving the vehicle an open-air feeling almost comparable to a hardtop convertible. Other new options include a rear window wiper/washer/defroster and two or four premium bucket seats with electric lumbar adjustment.

PUBLIC AFFAIRS, FORD TRUCK OPERATIONS

20,000 ROTUNDA DR., BOX 2053, DEARBORN, MICHIGAN 48121

IMMEDIATE RELEASE

GEARED UP TO GO

The 1984 Eddie Bauer Bronco II has a distinctive look, with signature plaques on the exterior and instrument panel, special tu-tone paint with accent stripes, and tan sueded knit cloth interior with Eddie Bauer accents. It comes with an Eddie Bauer gear bag and map folder, plus a certificate for discount on additional Eddie Bauer merchandise. Options include new flip-out-and-remove rear quarter windows (lower photo) and flip-open sunroof.

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NEWS FROM THE



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Release Any Time

NORTH AMERICAN AUTOMOTIVE OPERATIONS
MANUFACTURING AND ASSEMBLY PLANTS
UNITED STATES AND CANADA

Assembly Plants

<u>Name</u>	<u>Addresses</u>	<u>1984 Products</u>
Atlanta (December, 1947)	P.O. Box 82271 Hapeville, GA 30354 (404) 763-6000	Thunderbird LTD Marquis Cougar
Chicago (February, 1924)	12600 Torrence Avenue Chicago, IL 60633 (312) 646-3100	LTD Marquis
Dearborn (July, 1918)	P.O. Box 1659 Dearborn, MI 48121 (313) 322-3000	Mustang Capri
Edison (March, 1948)	P.O. Box F Edison, NJ 08817 (201) 548-2000	Escort Lynx
Kansas City (January, 1957)	P.O. Box 11009 Antioch Station Kansas City, MO 64119 (816) 452-1150	Light Trucks Super-Cab Tempo Topaz
Lorain (May, 1958)	5401 Baumhart Road Lorain, OH 44052 (216) 282-6121	Thunderbird Cougar Econoline Van Club Wagon
Louisville (April, 1955)	P.O. Box 32990 Louisville, KY 40232 (502) 366-9511	Ranger Bronco II
Michigan Truck (February, 1963)	P.O. Box 808 Wayne, MI 48184 (313) 722-7000	Bronco Light Trucks

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Name	Addresses	1984 Products
Norfolk (April, 1925)	P.O. Box 780 Norfolk, VA 23501 (804) 494-2010	Light Trucks
Oakville (May, 1953)	P.O. Box 1300 Oakville, Ont. L6J5C9 (416) 845-2511	Tempo Topaz Escort Lynx
Kentucky Truck (August, 1969)	P.O. Box 32310 Louisville, KY 40232 (502) 426-2000	Medium Heavy Extra-Heavy Trucks
Ohio Truck (October, 1973)	650 Miller Road Avon Lake, OH 44012 (216) 282-6121	Econoline Van Club Wagon (Bodies only)
Ontario Truck (September, 1965)	P.O. Box 4000 Oakville, Ont. L6J5E7 (416) 845-2511	Light Truck Medium-duty Trucks
St. Louis (March, 1948)	6250 North Lindberg Blvd. Hazelwood, MO 63041 (314) 731-1300	Crown Victoria Grand Marquis
St. Thomas (December, 1967)	P.O. Box 2005 St. Thomas, Ont. N5P3W1 (519) 631-6540	Crown Victoria Grand Marquis
Twin Cities (May, 1925)	966 S. Mississippi River Blvd. St. Paul, MN 55116 (612) 696-0607	Light Trucks
Wayne (October, 1952)	Box 803 Michigan Avenue Wayne, MI 48184 (313) 722-7000	Escort Lynx EXP
Wixom (August, 1957)	5000 Grand River P.O. Box 19 Wixom, MI 48096 (313) 349-2000	Mark VII Continental Lincoln Town Car

MANUFACTURING PLANTS

<u>Name</u>	<u>Addresses</u>	<u>1984 Products</u>
Batavia Transaxle (March, 1980)	1981 Front Wheel Drive Cincinnati, OH 45103 513-732-4000	Automatic transaxles for Excort, Lynx, Tempo, Topaz
Buffalo Stamping (September, 1950)	3660 Lakeshore Road Buffalo, NY 14219 518-824-2300	Body panels for most car and truck lines (Detail available)
Canton Forge (January, 1948)	Georgetown Road NE Canton, OH 44711 216-456-4311	Axle shafts, ring gears, steering and suspension com- ponents, and other components
Chesterfield Trim (January, 1976)	26090 Mound Road Mt. Clemens, MI 48047 313-322-1676	Seat covers, vinyl tops
Chicago Stamping (April, 1956)	1000 E. Lincoln Chicago Hghts. IL 609411 312-757-5700	Body panels for most car and truck lines (Detail available)
Cleveland Engine 1 (September, 1951)	17601 Brookpark Road Cleveland, OH 44142 216-676-7000	4.9-liter six-cylinder engines for Econoline Vans and light trucks; 5.0-liter eight-cylinder engines for cars and light trucks
Cleveland Engine 2 (February, 1955)	18300 Five Pts. Road Cleveland, OH 44142 216-676-7000	Parts for other engine plants
Dearborn Engine (September, 1941)	3001 Miller Road Dearborn, MI 48121 313-322-3000	1.6-liter engine for Escort and Lynx; fuel tanks
Dearborn Frame (March, 1946)	3001 Miller Road Dearborn, MI 48121 313-322-3000	Body panels for most car and truck lines (Detail available)
Dearborn Stamping (October, 1938)	3001 Miller Road Dearborn, MI 48121 313-322-3000	Body panels for most car and truck lines (Detail available)
Dearborn Tool & Die (October, 1939)	3001 Miller Road Dearborn, MI 48141 313-322-1300	Manufacture dies for assembly and stamping plants

Name	Addresses	1984 Products
Essex Engine (April, 1981)	2885 Lauuzon Pkwy. Windsor, Ont. 519-944-8600	3.8-liter V-6 engines
Indianapolis Steering Gear (August, 1957)	6900 English Avenue Indianapolis, IN 46219 812-352-4100	Steering gears; power steering pumps; steering columns; misc. parts
Lima Engine (May, 1957)	N. Sugar Road Lima, OH 45802 419-226-7000	2.3-liter 4-cylinder OHC; 2.3-liter 4-cylinder HSC; 3.3-liter 6-cylinder, and 6.1-liter, 7.0-liter and 7.5-liter V-8s
Livonia Transmission (March, 1953)	36200 Plymouth Road Livonia, MI 48150 313-523-3000	Automatic Overdrive Transmissions, Flywheels, components
Maumee Stamping (May, 1974)	930 Illinois Avenue Maumee, OH 43537 419-893-7621	Body panels for most cars and truck lines (Details available)
Monroe Stamping (March, 1954)	3200 E Elm Avenue Monroe, MI 48161 313-241-6600	Body panels for most car and truck lines (Detail available)
Northville (July, 1920)	235 E. Main St. Northville, MI 48167 313-523-3803	Fuel tanks
Sharonville Transmission (August, 1958)	3000 Sharon Road Sharonville, OH 45201 513-782-7800	Automatic Transmissions for mid-sized cars and light trucks.
Sterling Heights Axle (August, 1956)	39000 Mound Road Sterling Hgts., MI 48078 313-826-5000	Rear axles and drive shafts
Utica Trim (May, 1982)	50500 Mound Road Utica, MI 48087 313-731-3700	Seat cushions, trim panels, headlining, urethane foam bumpers

<u>Name</u>	<u>Addresses</u>	<u>1984 Products</u>
Van Dyke Axle (May, 1968)	41111 Van Dyke Van Dyke, MI 48078 313-826-5000	Front and rear suspension parts, wheel-hubs, spindles and stampings
Walton Hills Stamping (September, 1954)	7845 Northfield Walton Hills, OH 44146 216-232-5200	Body panels for most car and truck lines (Detail available)
Windsor Engine (1932)	2950 Metcalfe Street Windsor, Ont. 519-257-4000	5.8-liter V-8 engines
Woodhaven Stamping (1964)	20900 West Road Woodhaven, MI 48183 313-675-0200	Body panels for most car and truck lines (Detail available)

3/9/84

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NEWS FROM THE



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FORD TRUCKS FEATURE MORE POWER FOR 1984

Visitors to the Ford truck exhibit at 1984 auto shows will discover that the tough ones have added power for 1984.

Ford's 1984 Econoline Vans, Club Wagons and standard-size pickup trucks and utility vehicles offer a highly modified 5.8-liter 4V high-output (HO) V-8 engine, the most powerful available on any light truck, van or utility vehicle in the industry with a gross vehicle weight (GVW) under 8,500 pounds.

Rated at 210 horsepower at 4000 RPM and 304 foot-pounds of torque at 2800 RPM, the engine is a modified version of Ford's 5.8-liter Windsor (W) V-8.

Power-boosting modifications, in addition to the 4V carburetor, include a new camshaft, larger air cleaner and lower-back-pressure exhaust system with a heat-crossover valve.

Other 1984 truck highlights include:

Bronco II

The new Bronco II features durability with style, a standard V-6 engine, and a proven four-wheel-drive transmission redesigned for the smoothest shifting in any 4x4.

New options and features for 1984 include flip-and-remove quarter windows, captain's chairs, a sun roof, a rear wiper and defroster, and a ski rack.

A special Bronco II is available in conjunction with Eddie Bauer, Inc., the premier manufacturer of outdoor clothing and



equipment in the United States. The firm has outfitted all of the U.S. teams that have climbed Mt. Everest, and has a reputation for quality and toughness, like Ford trucks. The Eddie Bauer model Bronco II features unique trim and special standard-equipment items.

F-Series

The Ford F-Series pickup has been the best selling vehicle in America -- car or truck -- since 1977.

A SuperCab styleside pickup has been added to the line for 1984. The F-250 heavy-duty 4x4 SuperCab has an 8,600-pound GVW rating and 3,870-pound payload, and provides 37.4 cubic inches of cargo space behind the front seat.

The standard powertrain for the new pickup is Ford's 5.8-liter 2V engine with a four-speed manual transmission. Also available on the F-250 4x4 and other pickups with GVW's of 8,500 pounds or more are a 7.5-liter V-8 gasoline engine and a 6.9-liter diesel that is 19 percent more powerful than the 6.2-liter Chevrolet diesel engine and 49 percent more fuel-efficient than Ford's similar-size V-8 gasoline engine.

Equipped with either of these engines, an automatic transmission and dual rear wheels, regular cab F-Series trucks can haul Class IV trailers weighing up to 12,000 pounds.

The F-150 is the F-Series base model for 1984. The base 1984 model offers the same values as previous models with F-100 nomenclature, which is discontinued.

Econoline Vans and Club Wagons

Ford Econoline vans and Club Wagons for 1984 feature functional improvements including a change in clutch actuation from manual to hydraulic and a clutch interlock system that prevents starting the engine until the clutch pedal is fully depressed. Also new are standard steel-belted radial tires on E-150 vans and Club Wagons, and a 40-gallon behind-the-axle tank for the E-350 cutaway.

Power door locks are optional with hinged side cargo doors.

For 1984, the base model Econoline is the E-150, offering all the product advantages and values of previous E-100 models. E-100 nomenclature is discontinued.

Ranger

The 1984 Ranger has several improvements including a new heavy-duty chassis cab, extensive changes to the XLT trim, new color-keyed panel and steering-wheel components, new cloth seats and door trim, and repositioning of the automatic transmission shift lever so that a center occupant has more leg room.

Bronco

Ford Bronco also will receive the new high-output 5.8-liter V-8 engine for 1984. It will be teamed with Ford's Select-Shift automatic transmission, completing a powertrain lineup that includes the standard 4.9-liter six-cylinder engine and a 5.0-liter V-8.

Bronco, the industry's only full-sized utility vehicle with independent front suspension, offers up to six-passenger seating and trailer-towing capabilities up to 5,500 pounds.

IMMEDIATE RELEASE

TOUGH FUN -- Bronco II is a new, smaller four-wheel-drive vehicle from Ford Motor Company that combines tough off-roading features, such as Twin-Traction-Beam independent front suspension and ladder-frame construction, with V-6 power and outstanding maneuverability in an attractive, fuel-efficient package. The compact Bronco II is built on a 94-inch wheelbase. For experienced off-roaders, Bronco II's toughness shows itself on the trails. For the newcomer to four-wheeling, it offers a new dimension of fun and freedom for personal transportation and recreation activities. Bronco II will be introduced in dealership showrooms March 10.

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2/7/83



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NEWS FROM THE



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IMMEDIATE RELEASE

The dramatically designed, high-technology Thunderbird and Thunderbird Turbo Coupe, the new-sized Bronco II utility vehicle, the aerodynamic, resized LTD, the exciting Mustang convertible, and the high-performance Escort GT highlight Ford Division's product offerings for 1983 -- part of the largest array of new vehicles launched by Ford Motor Company in its 80-year history.

The products are featured attractions of the Division's 1983 auto show exhibit.

"We know our reputation rides on four wheels -- and we are very proud of our 1983 wheels," said Louis E. Lataif, Ford vice president and Ford Division general manager. "Our cars and trucks represent a sizable portion of the \$3 billion that the company has invested to bring the 1983 models to market."

Mr. Lataif described the '83 models:

THUNDERBIRD

The all-new Thunderbird is a high-technology car wrapped in a new envelope -- a dramatic alternative to the boxy, formal styling offered by Ford's domestic competitors. The car's new styling, distinctive and beautifully functional, will solidify Ford's lead in the application of aerodynamics to car design. Thunderbird's coefficient of air drag is .35 -- lowest of any domestic competitor in its class. Aerodynamic design features include concealed drip moldings, sloping hood, tapered fenders and quarter panels, sharply raked windshield and backlite, contoured parking lamps and an integrated decklid spoiler.



Thunderbird offers outstanding ride and handling. Standard suspension is new, with gas-filled shocks and struts for a smooth ride. Options include electric remote-control outside mirrors; a rearview mirror that automatically dims when it picks up overtaking headlights; pivoting front-vent windows; a keyless entry system; articulated seats; clearcoat metallic paints; a remote-locking fuel-filler door; a Tripminder® computer; a voice alert system; a new generation of electronic radios with a number of new state-of-the-art features, and even a canvas-wrapped emergency kit.

THUNDERBIRD TURBO COUPE

The Thunderbird Turbo Coupe is a new road machine that blends a clean aerodynamic design with luxury, high technology and all-around performance to challenge sophisticated European touring coupes at about half their price. A new high-output, turbocharged 2.3-liter engine with multiple-port fuel injection, five-speed manual overdrive transmission and special handling suspension are exceptionally well-balanced to mesh the driver and machine in a single harmonious unit. The Turbo Coupe has two recessed fog lamps, a minimum of chrome trim, and fully articulated performance-type bucket seats. The special handling suspension has two rear axle dampers and two gas-pressurized rear shock absorbers.

The heart of the Turbo Coupe is a potent 2.3-liter four-cylinder engine that is turbocharged and fuel-injected -- but with a difference. The turbocharger is Ford's first use of a "blow-through" design. This system, which places the turbocharger ahead of the throttle, provides faster response by maintaining a slight pressure in the inlet system to help overcome the low-speed lag of more conventional systems. The fuel-injection system is designed to provide maximum performance and efficiency from idle to wide-open throttle. The multiple-port injection gives each cylinder port its own injector. This produces excellent efficiency in fuel distribution. In Ford tests, the Turbo Coupe consistently delivers zero to 60 mph times of about nine seconds. Fuel economy is 33 mpg on the highway and 21 in the city.

BRONCO II

The Bronco II is a new compact four-wheel-drive vehicle that combines traditional Ford toughness, outstanding maneuverability and V-6 power in an attractive, fuel-efficient package. Built on a 94-inch wheelbase, it has an integral steel roof, wrapover rear-side glass panels and a one-piece rear liftgate. Bronco II features a proven four-wheel-drive system that is easier to engage than any 4x4 Ford ever offered. Its strength also comes from ladder-frame construction and a Twin-Traction-Beam suspension which allows front wheels to take the jolts of off-roading independently -- a design pioneered by Ford in 1979 on the full-sized Bronco and 4x4 F-Series pickups.

Bronco II's standard 2.8-liter V-6 engine is powerful, yet economical to operate. Fuel economy ratings are in the low 20's for city driving and high 20's for the highway with a standard four-speed manual transmission. The vehicle has such standard features as the V-6 engine, power steering, power brakes, reclining front bucket seats, a split fold-down rear seat, full carpeting and an expanded capacity (23 gallons) fuel tank. Bronco II's V-6 is the first Ford truck engine to use the fourth-generation Electronic Engine Control (EEC-IV), an on-board computer designed for the best mix of fuel economy, emissions control and performance. Optional transmissions are a three-speed automatic and a five-speed manual overdrive.

LTD

The all-new LTD is aerodynamically styled and sized for today's market, and retains the comfort and quiet ride associated with the LTD nameplate. A perfect companion car to the LTD Crown Victoria, the resized LTD is a family sedan with a plush, five-passenger interior. The car is 900 pounds lighter and 18 inches shorter than the Crown Victoria, helping to achieve fuel-economy ratings of 26 mpg in the city and 40 on the highway for the greatly improved 2.3-liter, four-cylinder engine with four-speed manual transmission. The Crown Victoria -- offered on a 114-inch wheelbase -- still is available for buyers who want the classic, traditional American car...spacious, six-passenger roominess, a well-insulated ride, overall quietness, comfort and ease of handling.

The new LTD has a large 15.1-cubic foot, deep-well trunk; a luxury-car ride provided by gas-filled shocks and struts; improved corrosion protection with expanded use of galvanized steel and zincrometal; longer, seven-inch seat travel; engine shock absorbers to isolate vibrations and many other large and small customer benefits. The car comes in two body styles: a four-door sedan and a station wagon. Both have a high level of standard equipment, including reclining front split-bench seats. Four engine choices are available: the 2.3-liter, four-cylinder with either the four-speed manual (standard) or automatic transmission; the 3.3-liter I-6 with automatic transmission (optional on the sedan and standard on the station wagon); the 3.8-liter V-6 with Automatic Overdrive Transmission (optional on both models), and a 2.3-liter propane-fueled engine available as a regular production option on the sedan.

MUSTANG

The Mustang convertible combines the freedom and excitement of a "soft top" with the power and performance of a GT. A hotter four-barrel version of Ford's high-output 5.0-liter V-8 engine with a four-speed manual transmission -- the same powertrain standard on the Mustang GT -- is optional on the convertible. The car has outstanding 0-60 miles-per-hour muscle, cornering capability matching that of exotic cars, highway fuel economy in the mid-20's, and a sticker-price advantage over other convertibles.

The convertible, which comes only in the top-of-the-line GLX series, has a fully usable rear seat; roll-down quarter windows; a glass -- not plastic -- rear window; a complete, factory-installed structural reinforcement package that reduces noise, vibration and harshness, increases corrosion protection and strengthens the body; a power top; rack-and-pinion steering; power front disc brakes; standard 3.8-liter V-6 engine; dual Halogen headlamps; dual remote-control rearview mirrors; deluxe wheel covers and reclining low-back bucket seats.

All 1983 Mustang models have undergone an exterior styling change, featuring a sleek new front-end design and new taillamps. The car has been streamlined to reduce wind resistance, cutting its drag coefficient from .39 to .37. The 5.0-liter engine has been refined for even better performance in 1983. The most notable change is a four-barrel carburetor replacing the present two-barrel -- making the car nearly one second quicker from 0-60 miles per hour. (Motor Trend magazine reported 6.9-second 0-60 mph on the 1982 5.0-liter V-8.) The engine will develop 175 horsepower at 4000 rpm, compared with the 157 horsepower of the 1982 two-barrel V-8.

ESCORT

The front-wheel-drive Escort -- America's best-selling car, foreign or domestic, in 1982 -- offers significant improvements again for 1983 with a high performance GT model, five-speed manual transaxle, electronic fuel injection (EFI), the world's most advanced electronic engine controls and many other new features. Exceptional handling, the flexibility provided by a smooth-shifting five-speed transaxle and 0 to 50 miles-per-hour acceleration of about 8.5 seconds have strong appeal to those who want driving a car to be an exhilarating experience.

The sporty Escort GT for '83 has a new appearance inside and out with functional front and rear spoilers, molded wheelip extensions, fog lamps, flat black exterior trim, unique taillamp treatment, new reclining sport seat that provides excellent lateral support, distinctive sports steering wheel, a console, full instrumentation with arc yellow graphics, and a specially tuned exhaust designed to give this performance car more power and a sportier sound.

Also standard on the GT is the 1.6-liter CVH four-cylinder engine with a sophisticated multiple-port, electronic fuel injection system. The system enables precise control of the air/fuel mixture for each cylinder and results in improved driveability, lively part-throttle response and good fuel economy. The EFI version of the 1.6-liter engine will develop about 82 horsepower at 5200 rpm, compared to 70 horsepower at 4600 rpm for the base engine. An integral part of the EFI system is the world's most advanced Electronic Engine Control system -- so powerful it can process a million commands a second. The new fourth-generation system, EEC-IV, incorporates the latest microprocessor technology to control engine operation precisely and instantly over the full range of driving conditions.

EXP

With two new powertrain options and a new transaxle, the front-wheel-drive EXP -- America's best-selling two seater -- now has the flexibility, handling and features to attract performance-oriented buyers. For 1983, the standard powertrain is a refined 1.6-liter 2V engine with low-friction and fast-burn capability improvements for better fuel economy, and a four-speed manual transaxle with overdrive fourth gear. In 1982½, a new 1.6-liter higher-output engine was introduced, providing significantly more power for no extra cost.

For 1983, it is again available with either the automatic or a new optional five-speed manual transaxle -- along with the new 1.6-liter multiple-port EFI engine. The latter will accelerate the car from 0 to 60 mph in about 11 seconds with minimal loss in fuel economy. A new 13-gallon fuel tank extends EPA-rated highway cruising range to nearly 600 miles. Other new options are a right-hand remote-control convex mirror, a remote-release fuel-filler door and larger P175/80R13 tires.

FAIRMONT FUTURA

Since Fairmont's introduction in the fall of 1977, American drivers have bought nearly 1.5 million of them, and it still holds the industry's first-year sales record. For 1983, Fairmont retains the roomy interior, excellent driving position and visibility that are hallmarks of the Fairmont platform. It also offers the agile handling that made it a standout among American cars when it was introduced, and the low purchase and operating costs that still give it an edge over its domestic competitors and have made it a long-running hit with American families.

In the 1982 model year, the Fairmont lineup was simplified into a single series including two- and four-door sedans (both offering six-passenger seating) and a two-door sport coupe. All three body styles incorporate the high series grille, bodyside treatment and interior trim formerly restricted to the top-of-the-line Fairmont Futura. Improvements to the 1983 model include a better-performing 2.3-liter standard engine (new carburetor, fast-burn technology, long-reach spark plugs, redesigned exhaust manifold and an air conditioning cut-off). The 3.3-liter six-cylinder engine is optional.

FORD PICKUPS

The Ranger compact pickup line is enhanced by the addition of a new diesel engine, four-wheel drive and a new five-speed manual transmission. Ranger's new optional diesel engine is a naturally aspirated 2.3-liter I-4. With its standard four-speed manual transmission, the diesel rates an EPA label of 33 and 41. It will develop about 59 horsepower at 4000 rpm and 90 foot-pounds of torque at 2500 rpm. The Ranger 4x4 is powered by a 2.3-liter I-4 gas engine, the larger of Ranger's two gasoline engines (the 2.0-liter I-4 OHC is standard on 4x2 models). Both short- (108 inches) and long-wheelbase (114 inches) models are available with the 4x4 option. The four-wheel-drive models feature Twin-Traction-Beam, a totally independent front suspension derived from the 4x2's Twin-I-Beam design.

Other features are lubed-for-life ball joints and adjustable camber; pin-rail front disc brakes for smooth braking and even lining wear; computer-set precision front-end alignment to minimize front tire wear; computer-selected front and rear springs that match the ride and attitude of each truck -- including its optional equipment weight -- to the payload, and P-metric radial tires with less rolling resistance to aid fuel efficiency.

Ford's industry-leading F-Series pickups are improved with several new drivetrain choices -- including a new heavy-duty diesel engine, a new model and several trim and option changes for 1983. A new 6.9-liter V-8 diesel engine is available in F-250 heavy-duty and F-350 pickups with manual transmission and GVW ratings of 8500 pounds and up. The new engine should develop about 160 horsepower at 3300 rpm -- about 19 percent more horsepower than Chevrolet's 6.2-liter diesel -- and 307 foot-pounds of torque at 1400 rpm. It gives these heavy-duty pickups a significant fuel-economy advantage over comparable gasoline-powered versions.

In the same 8500 and over GVW-rated pickups, a new 7.5-liter 4V gasoline engine is available to improve trailer-towing capability. Both the gas and diesel engines are mated with a new heavy-duty four-speed manual transmission. In addition, Ford's Automatic Overdrive Transmission is available with the 4.9-liter I-6 engine in 4x2 F-100 and F-150 pickups. The same engine is offered with a three-speed automatic for light-duty (under 8500 GVW) 4x4 applications.

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NEWS FROM THE



WORLD OF FORD

IMMEDIATE RELEASE

Bronco II, a new smaller four-wheel-drive vehicle that combines traditional Ford toughness, outstanding maneuverability and V-6 power in an attractive, fuel-efficient package will be introduced in March at Ford dealerships.

Four Wheeler magazine said Bronco II will "turn heads and start tongues wagging" and that it "isn't going to take a back seat to any other rig on the road."

The compact Bronco II is built on a 94-inch wheelbase. It has an integral steel roof, wrapover rear-side glass panels and a one-piece rear liftgate.

"Bronco II is a new kind of vehicle, designed for on-the-go American lifestyles," said Louis E. Lataif, Ford vice president and general manager of Ford Division. "Its toughness shows itself on the trails for the traditional off-roader. For those who never owned a 4x4, Bronco II offers a new dimension of fun and freedom for personal and recreational transportation."

It features a proven four-wheel-drive system that is easier to engage than any 4x4 Ford ever offered, Mr. Lataif said. Bronco II's strength also comes from ladder-frame construction and a Twin-Traction-Beam suspension which allows front wheels to take the jolts of off-roading independently -- a design pioneered by Ford in 1979 on the full-size Bronco and 4x4 F-Series pickups.



"Bronco II's standard 2.8-liter V-6 engine is powerful, yet economical to operate," Mr. Lataif declared. "Projected Environmental Protection Agency ratings are in the low 20's for city driving and high 20's for the highway with a standard four-speed manual transmission."

The vehicle, which goes into production later this month, carries a preliminary base sticker price of \$9,998, including such standard features as the V-6 engine, power steering, power brakes, reclining front bucket seats, a split fold-down rear seat, full carpeting and an expanded capacity (23 gallons) fuel tank. Some of these items are available at extra cost on Chevrolet's S-10 Blazer, and others are not available.

Bronco II's V-6 is the first Ford truck engine to use the fourth-generation Electronic Engine Control (EEC IV), an on-board computer designed for the best mix of fuel economy, emissions control and performance. Optional transmissions are a three-speed automatic and a five-speed manual overdrive.

Bronco II shares many features with the four-wheel-drive Ford Ranger pickup truck, which gets the V-6 engine in January. A two-speed transfer case allows the driver to select low- or high-gear ranges for 4x4 operation. Four-wheel-drive can be engaged while moving once the front hubs have been manually locked, and Bronco II also offers optional automatic-locking hubs.

For optimum ride smoothness, Bronco II offers computer-selected springs, variable according to option content. Rear springs are overslung to maximize ground clearance.

"From a performance standpoint, the Bronco II really works," according to Petersen's 4-Wheel and Off-Road magazine in a story to be published shortly. It has "exceptionally short fore and aft overhangs for getting in and out of tight spots with minimal sheet metal scraping. Bronco II is second to none in the mini-utility class for...rock climbing, mud-bogging horsepower and torque."

The new multi-purpose vehicle also scored well in Ford consumer research clinics with persons who have never owned a four-wheel-drive vehicle, but were attracted to its efficient size and fun-to-drive features.

"If big Broncos are acceptable in the suburbs -- and they must be because you see them everywhere with no mud or desert dust on them -- then Bronco II is bound to be vastly desirable among suburbanites," said Pat Bedard, editor-at-large for Car and Driver magazine.

"It's a sprightly, bite-size Bronco, and that's just what the job requires. This new one is first cousin to a car in the way it behaves, and like a sports car that goads you into driving it."

Mr. Bedard drove a prototype Bronco II on the paved handling course at Ford's Dearborn (Mich.) Proving Ground. Manny Esquerra, perennial off-road racing champion who brought home overall victories in 1982 SCORE and High Desert series races driving a Ranger pickup truck, sees Bronco II in a different light. He drove it off-road at Ford's (Kingman) Arizona Proving Grounds.

"Off-road is where Bronco II really shines," Mr. Esquerra said. "Its independent front suspension has plenty of travel to handle rough surfaces that vary from rock-hardness to bottomless silt. The tough chassis and V-6 power means that Bronco II should do very well on the off-road racing circuit, and its smooth ride isn't going to wear out the driver."

Options include three trim levels, including a luxurious XLT and a sporty XLS package. Limited-slip front and rear axles, snow-plow preparation package, door vent windows, a unique swing-away outside spare tire carrier and an overhead console with a map light and digital clock also are optional. Other extras are fingertip speed control, skid plates, floor console with audio cassette storage and a graphic display module to signal low-fuel, low-washer fluid and headlamp and taillamp malfunctions.

A trailer-towing package allows Bronco II to haul boats or camping trailers weighing up to 4,050 pounds.

Also available are heavy-duty shock absorbers, heavy-duty battery, cast aluminum wheels, air conditioning, tilt steering wheel, tinted glass, privacy glass and low-mount, swing-away rearview mirrors.

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NEWS FROM THE



WORLD OF FORD

FORD BRONCO II

GOES ALMOST TOPLESS

IMMEDIATE RELEASE

Flip-open-and-remove rear quarter windows and a flip-open sunroof are new options that give the 1984 Ford Bronco II an open-air feeling almost comparable to a hardtop convertible.

Also new are rear-window wiper/washer/defroster and two or four premium bucket seats with electric lumbar adjustment, specially designed for the Bronco II.

Bronco II was an immediate hit when introduced last March as a 1984 model, and has several "running changes" this fall.

Heading the lineup is a new Eddie Bauer model produced in conjunction with the premier manufacturer of outdoor equipment and clothing. The Eddie Bauer Bronco II has a distinctive look created by special tu-tone paint with accent stripes, Eddie Bauer signature plaques on the outside of the vehicle and on the instrument panel, and a sueded knit cloth interior with Eddie Bauer accents.

Eddie Bauer models also feature cast aluminum wheels, all-terrain tires, gauge package, convenience package, light group, floor console, AM/FM stereo, premium front bucket seats with electric lumbar adjustment and tilt steering wheel -- in addition to top-of-the-line equipment levels of XLT models.

Standard on Bronco II are a 2.8-liter EEC-IV-equipped V-6 engine four-speed manual transmission, 23-gallon fuel tank, power steering, power brakes, and manual-locking, free-wheeling front hubs.



To improve the base Bronco II appearance, interior and exterior upgrades have been made standard. Chrome bumpers replace black on the base Bronco II for 1984 and the base interior has expanded use of color-keyed components and a thicker, 16-ounce carpet. The XLT model has new door trim panels for improved appearance, and a high-trim XLS package also is available.

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NEWS FROM THE



WORLD OF FORD

IMMEDIATE RELEASE

Bronco II -- a new-size utility vehicle with high-style and four-wheeling versatility -- will be introduced by Ford Motor Company in March, 1983.

"Its new size and striking appearance will expand the market beyond that of the traditional 4x4 buyer," Louis E. Lataif, Ford vice president and Ford Division general manager, said.

"A built-tough, go-anywhere vehicle with good fuel economy and good looks, Bronco II will appeal to women and the winter resort crowd as well as the campers, fishermen and hunters," he said. "It has the versatility of a 'second car' and plenty of security for rough-weather driving."

Bronco II has a 94-inch wheelbase -- more than 10 inches shorter than the full-size Bronco -- and will be offered with a 2.8-liter V-6 engine; four- or five-speed manual or automatic transmission, and a two-speed transfer case. Bronco II is 7.6 inches lower than the present Bronco, which also will be offered in 1983.

An unusual feature will be fixed rear-side-glass panels that extend into the roof of the vehicle.

Production of Bronco II will start in January, 1983, at the company's Louisville Assembly Plant, home of the Ford Ranger pickup truck.

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OWNER RELATIONS

1982 SEP 2 PM 3 39

9/1/82



NEWS FROM THE



WORLD OF FORD

IMMEDIATE RELEASE

JA

New features on 1983-model Ford F-Series pickups, Broncos, Econoline Vans and Club Wagons will give consumers more latitude in selecting the most efficient powertrains to handle jobs ranging from light loads to hauling fifth-wheel recreational trailers.

Powertrain choices include a new high-mileage diesel for heavy-duty F-Series pickups, greater availability of Ford's economical Automatic Overdrive Transmission and a 7.5-liter gasoline engine for heavy loads that require big-block eight-cylinder muscle.

The new diesel engine is a 6.9-liter V-8 and will be available this fall in F-250 heavy-duty and F-350 pickups with a new heavy-duty, four-speed manual transmission and GVW ratings of 8,500 pounds or more.

The new engine will develop about 161 horsepower at 3,300 rpm -- 19 per cent more horsepower than Chevrolet's 6.2-liter diesel based on 1982 published figures -- and 307 foot-pounds of torque at 1,800 rpm. In preliminary Ford testing, the diesel achieved considerably better fuel economy than comparable gasoline V-8 engines.

Heavy-duty pickups of 8,500 GVW and above also will get the 7.5-liter V-8 gasoline engine. Equipped with automatic transmission and dual rear wheels, trucks with this engine will be capable of hauling Class IV fifth-wheel trailers weighing up to 12,500 pounds. The engine also is available with the new four-speed manual transmission.

The 7.5-liter engine also will be available on 1983 Econoline Vans and Club Wagons sold in California. It is a carryover powerplant on these vehicle lines for the other 49 states.

-More-



Econolines and Club Wagons will get the 6.9-liter diesel about half-way through the model year. These gas and diesel engines will be available with automatic transmission only. The automatic also will be optional on F-Series diesel models at mid-year.

Other powertrain changes include the availability of Ford's fuel-saving Automatic Overdrive Transmission in F-100 and F-150 pickup models equipped with 4.9-liter six-cylinder engines. AOD also will be offered on Econoline models (less than 8,500 GVWR) with the 4.9-liter six or 5.0-liter V-8 engine.

Bronco -- the country's best-selling full-sized utility vehicle -- will be available this fall for the first time in California with the 4.9-liter engine. An automatic transmission for models equipped with this engine is another first for Bronco.

Ford also will introduce a new four-door Crew Cab Styleside F-350 model for 1983, with ample seating for up to six passengers. It will be available on two- and four-wheel-drive models and is well-suited for recreational trailering and vocational uses.

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9/1/82

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WORLD OF FORD

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NEWS FROM THE



WORLD OF FORD

RELEASE ANY TIME

NORTH AMERICAN AUTOMOTIVE OPERATIONS

ASSEMBLY PLANTS

UNITED STATES AND CANADA

<u>Name</u>	<u>Addresses</u>	<u>1983 Products</u>
Atlanta	P.O. Box 82271 Hapeville, Georgia 30354 (404) 763-6000	*Thunderbird Ford LTD Mercury Marquis
Chicago	12600 Torrence Avenue Chicago, Illinois 60633 (312) 646-3100	Ford LTD Mercury Marquis
Dearborn	P.O. Box 1659 Dearborn, Michigan 48121 (313) 322-3000	Mustang Capri
Edison	P.O. Box F Edison, New Jersey 08817 (201) 548-2000	Escort Lynx
Kansas City	P.O. Box 11009 Antioch Station Kansas City, Missouri 64119 (816) 452-1150	Light Trucks Super-Cab **Tempo **Topaz
Lorain	5401 Baumhart Road Lorain, Ohio 44052 (216) 282-6121	Thunderbird Cougar Econoline Van Club Wagon
Louisville	P.O. Box 32990 Louisville, Kentucky 40232 (502) 366-9511	Ranger *Bronco II
Michigan Truck	P.O. Box 808 Wayne, Michigan 48184 (313) 722-7000	Bronco Light Trucks
Norfolk	P.O. Box 780 Norfolk, Virginia 23501 (804) 494-2010	Light Trucks

* Production starts Jan. 1983

** Production Starts March, 1983



Name	Addresses	1983 Products
Oakville	P.O. Box 1300 Oakville, Ontario, Canada L6J5C9 (416) 845-2511	Ford ***Tempo ***Topaz
Ohio Truck	650 Miller Road Avon Lake, Ohio 44012 (216) 282-6121	Econoline Van(Bodies Club Wagon only)
Ontario Truck	P.O. Box 4000 Oakville, Ontario, Canada L6J5E7 (416) 845-2511	Light Truck Medium-duty Trucks
St. Louis	6250 North Lindberg Blvd. Hazelwood, Missouri 63041 (314) 731-1300	Ford Crown Victoria Mercury Grand Marquis
St. Thomas	P.O. Box 2005 St. Thomas, Ontario, Canada N5P3W1 (519) 631-6540	EXP LN7 Escort Lynx
San Jose	P.O. Box 1101 San Jose, California 95108 (408) 262-2414	EXP LN7 Escort Lynx Light Trucks
Twin Cities	966 S. Mississippi River Blvd. St. Paul, Minnesota 55116 (612) 696-0607	Light Trucks
Wayne	Box 803 Michigan Avenue Wayne, Michigan 48184 (313) 722-7000	Escort Lynx
Wixom	5000 Grand River - P.O. Box 19 Wixom, Michigan 48096 (313) 349-2000	Mark VI Continental Lincoln Town Car

*** Production Starts February, 1983.

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9/29/82

NEWS FROM THE



WORLD OF FORD

IMMEDIATE RELEASE

HARTFORD, Conn., Oct. 12 -- The largest new car and truck launch ever from Ford Motor Company will make 1983 a major turning point in the company's 80-year history, B. J. Coughlan, general marketing manager for Lincoln-Mercury Division, predicted here today.

"1983 should rank in importance with the introductions of the Model T (1908), Model A (1927) and 1949 Ford. Each of the prior turning points was followed by important gains in market share and profitability, and 1983 is expected to follow the same pattern.

"I expect 1983 to see Ford cement industry leadership in five areas: product, quality, aerodynamics, electronics and labor-management cooperation." To emphasize the new spirit of labor-management teamwork at Ford, with Mr. Coughlan was Leon Bradford, chassis assembler from Ford's Edison (N. J.) Assembly Plant.

Ford's quest for product leadership is spearheaded by the company's nearly \$3 billion investment in new cars and trucks for 1983.

Highlights of the record new model introduction:

- Thunderbird and Cougar have dramatic new aerodynamic designs that Ford expects to establish the industry's "look" for the decade ahead. The new models are trimmer and more fuel efficient (EPA ratings of 21 mpg city and 29 mpg highway) with the standard 3.8-liter V-6 engine and automatic transmission. The ride and handling are exceptional, due largely to gas-pressurized struts and shock absorbers. A turbocharged Thunderbird will be available at mid-year.



- Marquis and LTD are new mid-sized five-passenger cars that are companions to their full-size namesakes and share with them ride, comfort and features that are remarkably similar. Like Thunderbird, they have aerodynamic styling and gas shocks. EPA fuel economy ratings are 26 mpg city and 40 mpg highway, reflecting the efficiency of the standard 2.3-liter four-cylinder engine and the trim size of the cars (900 pounds lighter and 18 inches shorter than the full-size LTD Crown Victoria and Grand Marquis).
- Mustang and Capri, the fastest American-made high-volume production cars in 1982, are even quicker in 1983 as a four-barrel version of the 5.0-liter high-output engine, plus a five-speed transmission, go into production. A convertible model, last seen in 1973, returns to the Mustang, and the Capri receives an aerodynamic "bubbleback" rear window.
- Escort -- America's best-selling car -- and Lynx receive 85 refinements and add performance models that achieve a remarkable balance between power and handling. Power for the Escort GT and Capri RS comes from a multi-port electronic fuel injected (EFI) version of the 1.6-liter engine and five-speed transmission, and handling is provided by four-wheel independent suspension, rack-and-pinion steering and TR performance suspension with Michelin TRX steel-belted radial tires.
- The F-Series pickup truck line gains several important additions including an F-100 Fuel Saver model with fuel economy ratings of 23 mpg city and 33 mpg highway; 6.9-liter diesel and 7.5-liter gasoline engines for heavy-duty (over 8500# GVW) models; and Crew Cab models for the F-350.
- The Ranger compact truck was introduced in the spring as a 1983 model and quickly passed the three major Japanese models that had dominated the market for many years. New Ranger 4x4 and 2.2-liter diesel engine models are added for the fall selling season.

- The Ford Tempo and Mercury Topaz are front-wheel-drive compact cars that join the lineup next spring. They will have aerodynamic styling and European features to set them apart from the boxy look of competitors. Two- and four-door models will be offered.
- Bronco II, derived from the popular Ranger, completes the 1983 product launch with a spring introduction. Like the full-size Bronco (which will be continued), Bronco II will be a rugged performer off-road, but also has the scaled-down size, comfort features and styling to attract the station wagon set.

Independent research supports Ford's claim of quality leadership, the Ford executive said. The research, conducted among 11,000 owners of 1982-model domestic and foreign cars and light trucks, reported that Ford car quality averages 12 percent better than that of GM and 24 percent better than that of Chrysler. The accuracy of the research was underscored by a Wall Street Journal story that noted, "Neither GM nor Chrysler disputes the finding."

Aerodynamic styling will be the most visible sign of Ford's 1983 products, but owners will gain major fuel economy benefits as well, which was the original reason Ford sought industry leadership in this rapidly developing technology. Aerodynamic designs, which are quantified mathematically by drag coefficient, improve fuel economy by reducing power-robbing wind resistance. The 1983 Thunderbird has a drag coefficient of 0.35 and the LTD and Topaz are close behind at 0.36. Those cars, together with Tempo and Marquis, "are expected to be the best in their market segments in 1983."

Ford's fourth generation electronic engine control (EEC-IV) "clearly gives the company leadership in this arena." EEC-IV controls engine operations precisely and instantaneously, processing up to nearly one million commands per second.

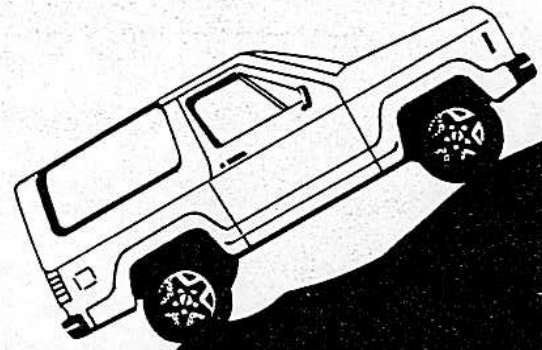
"Electronics will bring more fundamental changes to automobiles in the future than any other form of technology, and we are committed to maintaining our lead over competition."

Leadership in labor-management relations was climaxed by Ford's pioneering agreement with the UAW. The agreement "introduced a new era to the automobile industry. It has enabled both the union and management to step back from decades of confrontation and adopt a trusting and mutually respectful relationship, making possible significant gains in quality and productivity."

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10/6/82

1983



BRONCO II

NEWS MEDIA INFORMATION



RELEASE TUESDAY,
JANUARY 4, 1983

FAMILY ON THE GO -- The number of women entering the market for four-wheel-drive vehicles such as the new smaller Bronco II from Ford Motor Company has increased dramatically in recent years. The percentage of women as principal drivers of utilities increased from seven percent in 1976 to 20 percent in 1982 -- nearly triple -- according to Ford Motor Company research. The Ford data shows a sharp resurgence of utility buying by young people 30 to 34 years of age, and a significant increase among seniors as well. Dr. Marilyn King, Ford manager of contemporary markets, says, "Many women today are discovering that a utility vehicle can match more aspects of their lives than a car. They like them for carrying packages or sports equipment, driving in snow on suburban roads or on off-road vacations. They find they fit a variety of family weekend patterns." Bronco II, which combines traditional Ford toughness with V-6 power and outstanding maneuverability in an attractive, fuel-efficient package, will be introduced in Ford dealer showrooms in March.

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