



**THIS YEAR AT INDY,
THEY ASKED US TO TAKE THE LEAD.**



Energizer



Havoline

Havoline

5

Energizer
Gillette
BASF

Dirt Devil

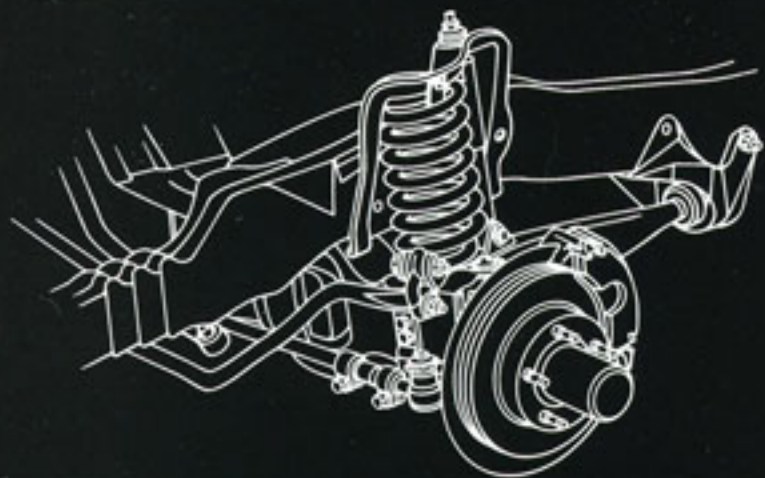
Bosch

PPG

ANDERSEN
CONSULTING

Staveland





FLYING HIGH IN DURABILITY.

Now that state-of-the-art technology is yours to own, we're making sure you can own it for a long time. Built Ford Tough. We think of that as our secret recipe. It comes from the talent of our

engineers,

mechanics and

drivers. The

quality of our
components.

And the tortur-

ous hours of

testing – where

you can usually

find us some-

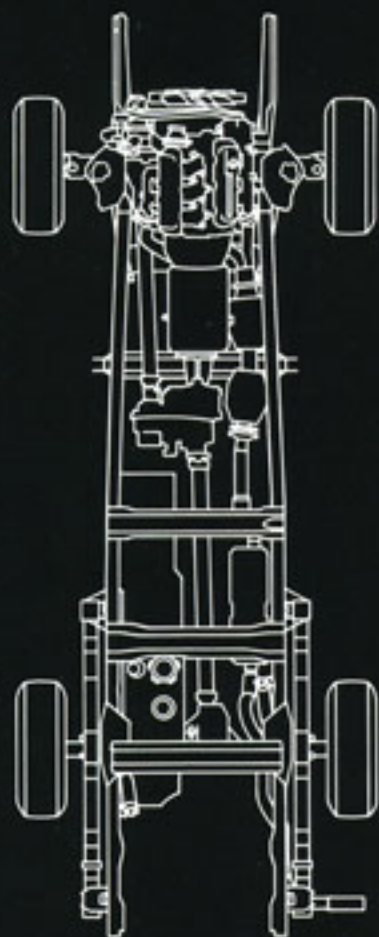
where between razor sharp rock and the

burning hot sun. If you can appreciate

that logic now, imagine how happy

you'll be watching your odometer roll

like there's no tomorrow.



Ranger XLT 4X4



F-150 XLT 4X4



Explorer Sport



Bronco



1993 PPG
IndyCar World Series
Champion



1993 IMSA
GTS Driver's
Champion



1993 Off-Road
Truck Manufacturer's
Champion

You have to be good to bring race technology to the street. You have to be even better to bring race-winning technology to the street.

At Ford, we've seen our share of the checkered flag. In 1993, we took ten championships. Eight new speed records. Plus, more than seventy major racing victories. Once again, Ford brought home more trophies than any other competitor.

AND LOOK WHERE IT'S GOTTEN US.



1994
Motor Trend
Car of the Year.

And in keeping with our "we race, you win" tradition, it only made sense that our latest

addition to your circuit, the all-new Ford Mustang, got some recognition of its own. To be specific, 1994 Motor Trend Car of the Year honors. All in all, it's going to be nice to lead the pack with that kind of distinction.

Perhaps you'd like to join us.



HAVE YOU DRIVEN A FORD LATELY?



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10% post-consumer waste.