

Ford 'Tunes In' To Desire For Quality Stereos

Back in the Muscle Car Era, before the Arab Oil Embargo and EPA "gas guzzler" taxes, American drivers measured their daily drivers in terms of cubic inches.

Nowadays many modern car buyers are more interested in watts.

In fact, Bill Neal, editor of *Car Audio and Electronics* magazine, says the average 23-year-old spends about \$3,000 for his car stereo system.

That's a market statistic that hasn't been overlooked by Ford.

The manufacturer, in fact, went to California before the introduction of the new 1993 Lincoln Mark VIII to get consumers' opinions on the car's JBL audio system.

The results were favorable. Listeners preferred the JBL system to the Delco-Bose Gold system used in the Cadillac Eldorado and found it equal to that of the Lexus/Nakaminchi system in the Lexus SC 400.

But that wasn't enough to impress Don Duncan, marketing business development manager of Ford's Electronics Division.

He looked over the results of the survey and told his acoustics specialist to get "back to the drawing board."

The JBL system was tested and retested until Duncan was convinced the bass and frequency response of the JBL was superior to all the rest.

Ford builds all its own radios, power amplifiers and graphic equalizers. Outside contractors provide the company with the speaker systems.

Since the development of the Ford Taurus in the early 1980s, Ford assigns an audio team to work closely with other Ford engineers from the beginning of each new car project. Duncan supervises a staff of 40 which is responsible for developing new technology for radios and cellular phones and designing such items as instrument clusters and remote keyless entry systems.

Ford's emphasis on premium sound and advanced electronics is not unique. Vincent Muniga of Cadillac admits, "We do promote it. We just got back from Europe and the people there were simply amazed at the stereo systems in our cars."

But Ford's dedication to superior quality sound systems hasn't always been a corporate priority.

Market research in the early 1980s showed that consumers between the ages of 18 and 32 shared the view that Ford had terrible radios.

"That was a rude awakening," Duncan admits. But it did serve as impetus for Ford

Ford Owner Guide Recommends Use Of Motorcraft SAE 5W-30

TriState Mustang Club Bulletin

The 1993 Ford vehicle owner guide recommends SAE 5W-30 for most passenger cars and light trucks. Extensive engine and fleet testing, which demonstrated the benefits of SAE 5W-30 engine oils, have made it Ford's oil of choice.

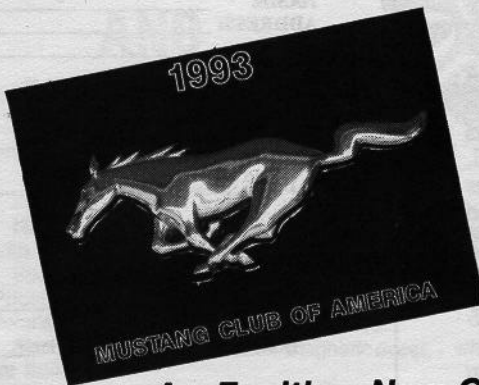
The myth suggesting SAE 5W-30 oil is "too thin" for normal and warmer climates has been shattered as further information has been gained through research. This "thinner" oil (meeting the owner guide recommended performance) has been shown to improve wear protection when compared to all higher viscosity engine oils such as SAE 10W-30, SAE 10W-40, and SAE 15W-40. This improved wear protection is primarily due to the fact that SAE 5W-30 oils are more pumpable, allowing the oil to get to surfaces requiring lubrication faster.

Lower temperatures make it even more necessary to use a "thinner" oil because of the tendency of oil to thicken as

temperatures drop. In Ford testing between zero and 20 degrees F, the SAE 5W-30 oil provided overhead valve train lubrication 20 to 30 seconds sooner than SAE 10W-40 grades. It is important to note that during those 20 to 30 seconds with the SAE 10W-40 oil, the engine was running without any lubrication in the overhead valve train. This concern with all higher viscosity engine oils occurs during each cold engine start.

Fuel efficiency has been shown to increase by approximately one-half of one percent over SAE 10W-30 and almost one percent over 10W-40 when using SAE 5W-30 in industry standardized engine tests. This is due to less drag on internal moving parts by using this "thinner" oil.

Therefore, with these improvements in performance and fuel efficiency, Ford has chosen 5W-30 motor oils meeting owner guide requirements as its preferred viscosity grade for passenger car service.



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