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Autolite Makes It Big.

In early 1967, the new Autolite Division of Ford Motor Company was beginning to make its presence felt in the marketplace. News and information on this parts division dominated Ford's in-house publications. Autolite benefited from considerable media exposure as well.

On April 23rd of that same year, Autolite hosted an ABC Special on Humphrey Bogart. This was Sunday night, prime time exposure, so people found out fast about the Autolite Division. More national exposure was gained with a print campaign that sent out full page ads to virtually every major magazine from *Readers Digest* to *Hot Rod*.



By June of '67, Autolite was a co-sponsor of the Emmy Awards Show being broadcast to over 16 million homes. It was the biggest advertising program the automotive parts business had ever seen. They even gave away a new T-Bird to one lucky viewer.

In July, the month immediately following the prestigious

24 Hours of LeMans, Autolite was already touting their convincing wins with GT Mark II's and Mark IV's dominating the field. Autolite even locked down the Indy 500 win that year. What a way to start a parts division. - RJ

Special thanks to the extensive Ford Literature collection of Jim Osborn.

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