

# BLUE OVAL RISING

## FORD LEADS THE WAY

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Photos by Mary Jean Wesche and  
Ford Motor Company

**A**s we celebrate the 45<sup>th</sup> anniversary of the launch of America's original and only continuously produced Pony Car—Mustang—it is a good time to take a look at all the exciting, new products from the Ford Motor Company. As Mustang enthusiasts, we embrace the new and improved 2010 Mustang. However, we should also look at all the other good things that are happening at Ford Motor Company.

After working on the Ford Division and Ford Racing business for more than 20 years, I had the opportunity to see a lot of good and not so good happen with the company. Before I moved to Detroit to work on the Lincoln-Mercury account, Carroll Shelby gave me this piece of advice that I have cherished and found to be true to this day. He said, "You are a car guy, most people in the car business are not. Most are ingrown from the state of Michigan, think Carroll and Shelby are girl's names and a Cobra is a reptile to be found in a zoo! There are some great people in the automobile industry, but you are going to have to find them," Shelby concluded. I was fortunate to find many great people at J Walter Thompson, Ford Division, Ford SVT, Ford Engineering, and Product Development and at Ford Racing. For me, like most everyone reading this article, the Blue Oval holds a certain magic. During my time working on the Ford business, I always loved going to Dearborn and into the different Ford Motor Company buildings and departments. I remember a meeting I attended in Art Hyde's office. Art was Chief Program Engineer for Mustang. He assembled a highly talented group of engineers and product planners and is responsible for all the good engineering and product content that went into the all new 2005 Mustang. As I listened to the group, known as Team Mustang, discuss the Mustang's development, I thought of Carroll Shelby's advice and

said to myself, "Yes, Carroll, you were correct. I have found a whole room full of really good people."

When you study the history of the American Automobile Industry, there are periods where certain companies and their divisions grew and prospered. From 1956-1970, Pontiac Motor Division went from near oblivion to the number three sales position in sales behind Ford and Chevrolet. Why? Because during that time frame the division was run by Bunkie Knudsen, Pete Estes, and John DeLorean. These gentlemen were engineers/marketers and car guys who made sure that Pontiac engineered and manufactured the products that people wanted and were proud to drive and be seen in.



The number of innovative Pontiac vehicles that came out of that era is staggering. When those talented folks left and turned the division over to non-automotive types Pontiac went into decline, never to be number three in sales again.

In the mid-1980s Ford introduced the Taurus and, for the first time in modern history, beat General Motors in mid-sized segment. This was not an accident or lucky shot in the dark. At the time Ford Motor Company's President was Donald Petersen—a car guy, brilliant engineer, and product planner who had been a member of the 1964 Mustang launch team. In 1973, while heading up Ford truck operations, he introduced the F-150 Super Cab, thereby

transforming the pickup truck from a work vehicle into one that could be used for personal use. When introduced, the company sold 20,000 Super Cabs in a three-month period—during a gas crisis! Ford was first to market with a "Super Cab" soon to be followed by the entire domestic and import competition. With this and many other product innovations to his credit, it is easy to see that Don Petersen assembled a talented team that launched the Taurus. People forget that during this time Taurus—not Camry, not Accord, or any other "cars of the Emperor"—was the number one selling car in America for a number of years in a row.

Fast forward to 2009, there are some really good car people at Ford Motor Company in both the engineering and marketing operations. Of course it all starts at the top and since Alan Mulally became President and Chief Executive Officer, good things are happening. Having family in Seattle, who work for Boeing, I heard only good things about Mulally from all of them after he saved Boeing from going out of business.

He not only saved the company, he made Boeing a major player in the aircraft industry after all the "so called pundits" had written the company's obituary. They felt Mulally would turn Ford Motor Company around. They were correct, he certainly has begun!



*Alan Mulally is President and Chief Executive Officer of Ford Motor Company, he is also a member of the company's Board of Directors. After successfully leading Boeing back from near extinction, Mulally is leading Ford Motor Company's resurgence.*

After ridding the company of a lot of "dead wood" and non-automotive types, "drones" if you will, Alan Mulally has brought in some industry-leading "car guys" to engineer, grow, and stabilize Ford Motor Company.

One of the first people recruited was Jim Farley, Group Vice President, Marketing and Communications, Ford Motor Company. Since joining the company in late 2007, he is leading Ford's effort to connect more closely with customers through integrated global marketing, advertising, digital communications, and brand development. Jim has direct leadership of U.S. marketing, sales, and service for Ford, Mercury, and Lincoln vehicles.

Jim Farley's connection with Ford began when, at 15, he restored a 1966 Mustang and drove it from California to Michigan. His career reads like a "Who's Who" of automotive accomplishment. Prior to joining Ford Motor Company, he was Group Vice President and General Manager of Lexus, responsible for all sales, marketing, and customer satisfaction for Toyota's luxury brand. He obviously did a great job as Lexus has been the luxury segment leader for a number of years. In South Florida we are over-run by the brand!



*Jim Farley is Group Vice President of Marketing and Communications for the Ford Motor Company. Jim's connection with Ford began when he bought and restored a 1966 Mustang when he was 15. After restoring the Mustang he drove it from California to Michigan.*

One of Jim's most notable accomplishments was the launch and rollout of the Scion brand. As the brands corporate manager, Jim Farley was responsible for product development, sales planning and customer service. The Scion brand is highly successful,

resonating with both the youth and older segment buyers. Jim, like all successful automotive leaders before him, knows success is all about the product, the product, the product!

During the time I worked on the Ford business I had the opportunity to work with many interesting and talented people. Unfortunately I never had the chance to work with Robert Parker, recently promoted to Manager of Ford Product Public Affairs. I met Robert at the Mid-America Ford and Shelby Meet after he had been promoted to Ford Division Car Marketing Manager. It took me about two minutes to figure out that Robert was a car guy, an astute marketer, and exactly what Ford Division needed. A good example of his talent and foresight was the Shelby Hertz program in 2006. Knowing that Ford Division will launch a vehicle with considerable media weight or advertising dollars, like they did Mustang in 2005, then substantially

reduce the funding the next, Robert worked with Shelby Automobiles and the Hertz Corporation and brought back the Shelby H model. The results were huge. The Shelby GT-H received tremendous press coverage. The program was a winner for all three companies, kept Mustang in the spotlight, and gave the brand high top of mind awareness for the second consecutive year.

Being a Mustang owner and enthusiast from an early age, Robert Parker knew the Mustang Brand and Ford Motor Company enjoyed a large loyal owner body that was to very important to the present

and future growth of all the Ford vehicle brands. With this in mind he worked with Jim Wicks, Mid-America Event Founder and Director, to continue to build and increase the Ford presence at the event. Reaching out to the Mustang Club of America, Robert worked closely



*Robert Parker (L) Ford Division Product Public Affairs Manager takes time out with MCA President, Steve McCarley (R) during Carroll Shelby's 85th Birthday Bash in 2008. A superb marketing professional and long time Mustang enthusiast, Robert has been instrumental in developing the Ford Division's relationship with the Mustang Club of America.*

*Austin Craig Photo*

and developed an excellent relationship with MCA President, Steve McCarley. As a result the Mustang Club of America is a marketing partner with Ford Motor Company.

Robert asked a group of us to assist with the 2010 Mustang Reveal last November 18 at the Santa Monica airport. He asked us if we could assemble 45 Mustangs, one for each year at the event. I asked, "How about adding a Shelby Mustang for every year?" Robert quickly agreed. Thanks to a lot of hard work by Steve McCarley, Craig Cunningham, President of the Mustang Owners of California, and Jon Schultz, President of the Beach Cities Mustang Club, we were able to have a Mustang of every year on display. Thanks to Jim Wicks, Craig Conley, and Amy Boylan, President of Shelby Automobiles, a Shelby Mustang of every year, including the first 1968 GT500KR produced and Carroll Shelby's personal 2008 GT500KR, were on hand. The exciting event was simulcast to key Mustang markets nationwide and proved to be a huge success. An extravaganza of this magnitude could never happen it wasn't for people like Jim Farley, Robert Parker, and Fritz Wilke, Mustang Marketing Manager.

The company's sponsorship of the upcoming Mustang 45<sup>th</sup> Anniversary Celebration, as well as other marketing actions with the Mustang Club of America, will yield many benefits for both organizations.



Let's take a look at the Ford Motor Company product lineup. One look and you will see why the Blue Oval is rising.

## MUSTANG



The new 2010 Mustang is a hit from any angle you look at the car. Interior upgrades, new aggressive styling, and increased power continue to make the Mustang America's Pony Car. Want more power and performance? Sign up for the Shelby GT500.

Want more? Check out the GT500KR with handling and performance enhancements. Want even more? The GT500 Super Snake from Shelby Automobiles is the way to go. With 725 horsepower, the only other thing you will need is a pilot's license.

## F-150

One look at the new F-150 and it is easy to understand why Ford trucks have been the industry sales leader since President Gerald Ford was in the White House. Once again the F-150 trumps both domestic and import competition with many new features and improvements. The F-150 was named North American Truck of the

Year at the North American International Auto Show and followed up by being selected as *Motor Trend* Truck of the Year. These awards did not happen just because the new F-150 has a chrome grille; the new truck is packed with unmatched safety and performance features, earning the "Top Safety Pick" by the Insurance Institute For Highway Safety. The F-150 also earned a 5-Star Crash Rating. Built Ford Tough is not just an advertising slogan— at Ford it is a way of life.

## EXPLORER

Ford has continuously upgraded an already good vehicle. I recently rented an Explorer with more than 35,000 miles on it. It was quiet, held seven people in comfort, and was an enjoyable ride for the week I drove it.

## TAURUS



The new Taurus is a hit right out of the gate. This car has superb styling, plenty of power and features that meet and surpass every other competitive segment entry. The interior is well laid

out, highly functional and like the whole car has drawn rave reviews from the automotive press.

## TAURUS SHO

At the Chicago Auto Show, Ford unveiled the 2010 Taurus SHO. When Ford calls SHO, "Super High Output" they mean it. Equipped with the new 365-horsepower EcoBoost twin turbo 3.5 liter, the all-wheel-drive SHO gets 25mpg on the highway, too. For those of us who desire more, the key box to check on the order form is "12S." This will transform the SHO into a track-ready performer with 20-inch rubber, upgraded suspension and brakes, plus a taller, more responsive final drive ratio.

The tastefully styled and well equipped Taurus SHO will be available this summer alongside the new Taurus.

## FLEX



I drove a Ford Flex during the preparation for the 2010 Mustang Reveal. In the Los Angeles traffic it was easy to drive, was loaded with features, and totally comfortable to ride in. We also could pack a large number of people with their luggage in the Flex and not feel like you were inside a sardine can.

These are just some examples of how Ford Motor Company is introducing and manufacturing great vehicles that beat and exceed the competition. It is a great time to be a Mustang and Ford enthusiast and watch the Blue Oval rising. It is also a good time to visit your Ford dealer, lease or purchase a new Ford vehicle and, at the same time, really stimulate the economy. **MT**



*The new 2010 Shelby GT500 with 540 horsepower is a winner from every angle.*



*The Fusion Sport offers drivers a 263 horsepower Duratec V6 together with 18-inch wheels and tires, plus an upgraded suspension.*



*The new All-Wheel Drive Ford Taurus SHO comes with the twin turbocharged EcoBoost V6 with 365 horsepower. The drive line combines a high-capacity six-speed Select-Shift transmission with a sophisticated torque sensing all-wheel drive system.*



*The new F-150 was awarded by Motor Trend as "Truck of the Year," and is loaded with new product upgrades and features. Ford F-Series has been the industry sales leader since 1977.*