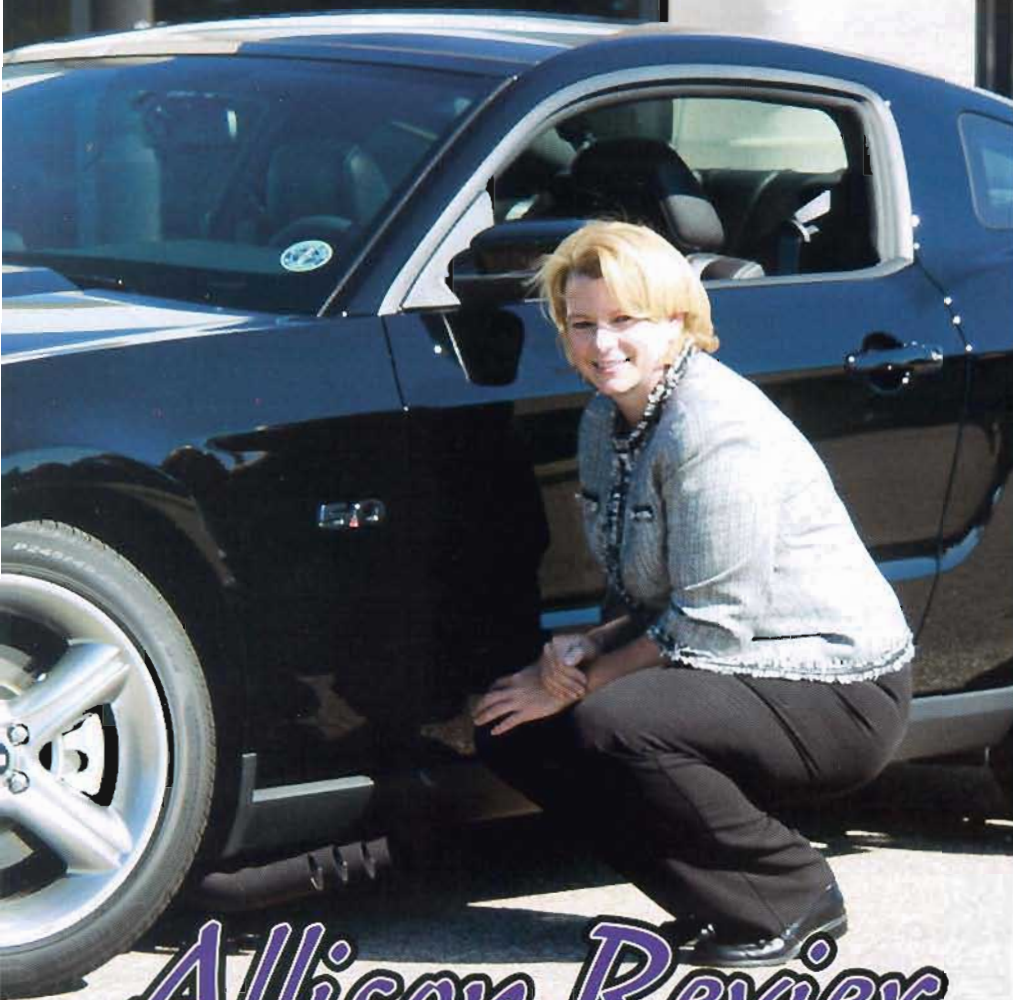


AUTOMOTIVE HALL OF FAME



ROLLIN' IN MY 5.0

Allison Revier

MUSTANG PRODUCT MARKETING MANAGER

Text and Photos by Mary Jean Wesche

Allison Revier has worked for Ford motor company for seven years. She has held various titles within Ford Motor Company, including Marketing Manager for Florida, working with Regional Dealerships out of the Orlando area.

Currently, Allison is the Mustang Product Marketing Manager, having worked with the Mustang team on the Bullitt, GT500KR, AV8R, Warriors in Pink Mustangs for 2010 and 2011, the 2011 5.0 GT, and most recently the Boss 302.

Allison was instrumental in bringing the 2011 V6 and the first-ever Mustang Club of America Edition to market. She's currently working on future Mustang models. Allison explains her role on the Mustang Team as the liaison between design and engineering.

Allison is a Mustang "girl" from the get-go! She drives this beautiful Black 2011 5.0 daily! She's personalized it with door sill plates that read (in purple, her favorite) "Rollin' in my 5.0." We're curious if she has Vanilla Ice playing on her iPod.

Allison's father worked for Ford for

nearly 19 years. She has loved Mustangs since she was old enough to drive. Allison said she has owned about 11 Mustangs, all were V8s. Prior to this 2011 GT, she drove a Race Red 2010 GT.

Allison graduated from Michigan State University with a BA in Merchandising. She is a proud card-carrying member of the Mustang Club of America.

I photographed Allison's Mustang on July 1 of this year at the Automotive Hall of Fame in Dearborn, Michigan. The day prior to the photo shoot, she was asked if she'd "loan" her GT to Ford's R&D department to try a new part. What they installed are Zoomie Headers. (Or what Austin Craig refers to as, "a John Force Funny Car Side Exhaust!") The sound was beyond description, wild to say the least. There is a switch in the center console to turn the "exhaust notes" on and off at Allison's will, or when local law enforcement is within ear range.

Allison's GT is equipped with a glass roof, automatic transmission, and rear spoiler delete. Stealthy looking? You bet, still ultra-feminine, befitting Allison's personality. Her interior "My Color" choice is set to purple. But, don't let that fool you. Allison knows her Mustangs. She is a dyed-in-the-wool enthusiast who promotes the Mustang with passion. She is a perfect fit within the Design and Engineering teams, producing some of the most exciting Mustangs to come along in several years.

All who are Mustang enthusiasts are fortunate that Ford has Allison Revier in place to help promote current and future Mustangs. **MT**



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