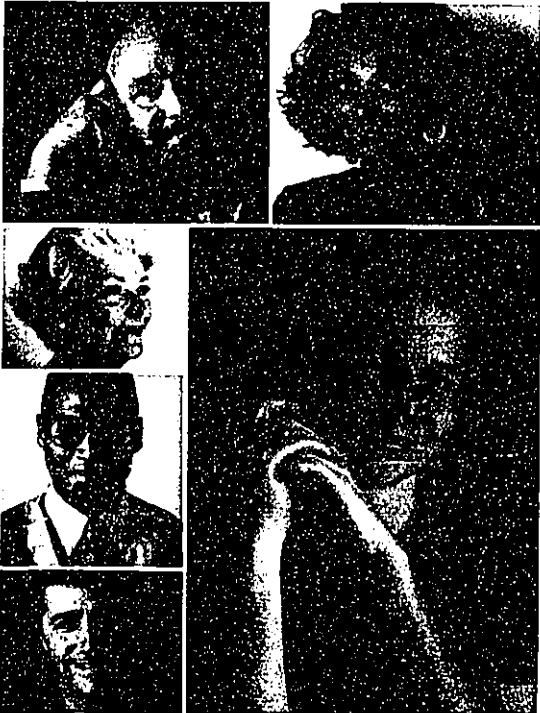


BEFORE OUR DESIGNERS CREATE A CAR THEY TALK TO OUTSIDE *EXPERTS*.

WORKING TOGETHER WE CAN SAVE LIVES



SEVERAL times a year we invite people to come and brainstorm with Ford Motor Company designers and engineers. We talk about cars, sure. But often we talk about NON-CAR THINGS: computers, appliances, music, the environment, quality in very general terms. We know that to design cars and trucks with relevance and appeal, you have to *LISTEN* to your customers. It's part of the learning process that leads us to quality.

• FORD • FORD TRUCKS •  • LINCOLN • MERCURY •

QUALITY IS JOB 1.