



Van pooling offers a chauffeur-driven alternative to clogging the freeways with cars.

Ford tailors Club Wagon for van-pooling customers

Chauffeur-driven commuting — once considered a luxury only of the rich — is becoming a reality for many Americans in the form of van pooling.

The U.S. Department of Energy estimates that more than 100,000 commuters at more than 500 firms are now van pooling. All estimates indicate that this usage will increase dramatically.

"Ford Motor Co. actively supports efforts to significantly increase participation in van pooling as a modern alternative to personal-car commuting," said A.L. Whiteman, Ford Division's general fleet, leasing and rental manager.

"Employees participating in van-pool programs can save as much as \$1,200 a year on an average 50-mile daily commute — and save a lot of energy across the country as well."

"A SINGLE 12-passenger vehicle can replace seven cars on the highway. That translates into an average gasoline-savings potential of 5,000 gallons per year."

Ford dealers offer two special optional equipment packages for van-pooling customers. One package is for a Ford Econoline Club Wagon and a choice of plans — purchase, lease or rental — to suit the needs of companies with van-pooling programs.

The special-value packages — which include the 5.8-liter (351-CID) engine, custom chateau-level interior trim, auxiliary fuel tank, rear-door latch and lock and front and rear map lights — provide sticker-price reductions of up to \$134.

The Econoline Van and Club Wagon are emphasized simplicity of operations. The company recently distributed an information booklet to more than 8,000 corporations telling how to develop company-sponsored van pools.

IN THAT program, Ford dealers and their affiliated leasing companies provide technical assistance to interested companies on establishing and maintaining employee van-pool fleets.

Commuters benefit from van-pool programs because, in addition to saving money, "they enjoy the luxury of a chauffeur-driven fleet that helps to make the commute a time to relax instead of being concerned with rush-hour traffic," Whiteman said.

"Advantages for companies are reduced absenteeism and tardiness, public recognition as a good-energy citizen and an easing of parking-lot requirements, which can mean real cost savings for both the company and the employee."

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