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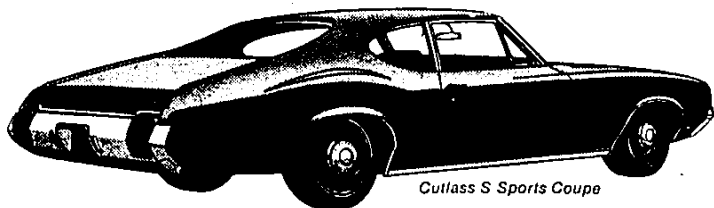
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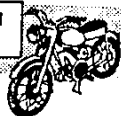
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FINGER LICKIN' GOOD -- Two-year-old Scott Houran of Taylor, Mich., samples a piece of birthday cake he shares with Ford Division's favorite two-year-old, Maverick. Scott and Maverick both made their public debuts on April 17, 1969 -- Scott in Oakwood Hospital in Dearborn, Mich. (Maverick's hometown) and Maverick in nearly 6,000 Ford dealerships from coast-to-coast. Since that time Scott has gained 20 pounds, added 14 inches to his height and learned that nothing is more fun than a birthday party. In its two years, Maverick has added two new models to its family tree, earned a reputation as "The Simple Machine," and has found itself a home in 634,357 hearts and garages.

Birthday Celebrated By Ford's Maverick

Ford's Maverick, --No. 1 seller among the domestic compact during the 1970 and 1971 model years-- celebrated its second anniversary Saturday, (April 17)

Maverick sales through March totaled 634,357.

"The key factor in Maverick's sales success is the car's reputation as a 'Simple Machine'--durable, economical and dependable," said John Naughton, Ford vice president and Ford Division general manager.

"Statistics prove that Maverick still is easier and cheaper to repair than any car in its class," Mr. Naughton said. "In fact, most maintenance and repair functions are completed more quickly on the Maverick than on the leading import."

A study of scheduled maintenance procedures over the first 12,000 miles showed that Maverick maintenance procedures cost less than half of the leading import. Scheduled maintenance for the Maverick included two checkups--at 6,000 and 12,000 miles--and covered such items as change of oil and oil filter, fuel filter, air cleaner and emission control valve.

Maverick has remained relatively unchanged since its introduction. "While we haven't altered the Maverick, we have made some significant additions," Mr. Naughton said. "We introduced the four-door and Grabber models last fall and offered the economical 302-CID V-8 as an option in January."