

Ford technology on exhibition at North American International Auto Show

At first impact, the Ford Division Exhibit for the 1994 North American International Auto Show is big and boldly colored with striking geometric lines and all the bells and whistles that show-goers have come to expect. With the new Mustang as a focal point on one of 10 feature platforms and turntables, the exhibit's carpeted runway pulls visitors in until they arrive at the heart of the exhibit: the technology center.

However, technology does not exist in a vacuum in this one area. Rather, from the design of the physical structure to the prototype vehicles themselves, technological innovations are evident from all perspectives. It begins with Livonia-based Exhibit Works' pioneering design of a 20' tall, 24' wide, 110' long exhibit structure which can be set up or taken down in one fluid motion.

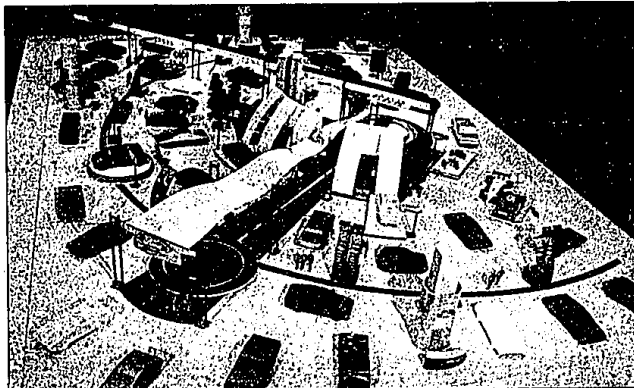
The innovation was Exhibit Works' response to Ford's challenge to contain assembly costs. Using the new design technology, once the exhibit has been assembled at floor level, forklifts can pull it from the ground to a standing position in less than 10 minutes. By eliminating the need and

expense associated with sending workers 20' into the air to bolt the dramatic overhead aspects of an exhibit into place, Exhibit Works can save 15 to 20 percent on overall set-up and dismantle costs.

Once it was demonstrated that set up and production costs could be contained, Exhibit Works was free to push their creative capabilities into the future. One result is a dramatic and visually intriguing 96' long wave of perforated metal material which acts as a canopy of color and light luring visitors from the Mustang into the center of the exhibit.

Another Exhibit Works innovation is the addition of internationally-acclaimed industrial designer Syd Mead illustrations reproduced to 50' wide by 10' tall. The mood-setting photo-murals further emphasize Ford's focus on technology by portraying futuristic scenes and the "technology with a purpose" which will be incorporated into new Ford products.

Exhibit Works' design also gives Ford the opportunity to spotlight the technologies the automaker is using to protect the environment. An additional 16' tall by 20' wide wall assembly



The 110' long x 24' wide x 20' tall exhibit, designed and produced by Livonia-based Exhibit Works, will be pulled from ground to standing at Cobo Arena in one fluid motion with the aid of two forklifts. This technology was pioneered by Exhibit Works in response to Ford's challenge to contain set-up costs. Traditionally, the upper reaches of an exhibit are assembled by workers hoisted on lifts.

presents information about subjects including Ford's standard-setting recycling guidelines (followed by Ford as well as their

suppliers); alternate fuel vehicles (electric, compressed natural gas, flex fuel and dual fuel); manufacturing process and office waste

minimization programs; and initiatives aimed at leading the industry as a good corporate citizen. Visitors will have an opportu-

nity to become further involved with the exhibit's technology by accessing 10 computer modules with CDI interactive video disc systems to learn about specific topics. Options include current technologies such as air bag and handling systems as well as future technologies such as vision enhancement for driving in low visibility weather and voice activated controls. Visitors can also participate in an interactive safety-based quiz.

According to Exhibit Works Vice President of Design Dave Dekker, "Our goal with this exhibit was to position Ford as a technological leader producing high quality products for an increasingly sophisticated market. The exhibit succeeds because it emphasizes these same points not only with visible marketing messages but also with the integrity of the exhibit design and engineering. This will result in a consistent and credible message to the consumer."

The North American International Auto Show runs from January 8 to January 16 at Cobo Arena. The Ford Exhibit is located in the front center of the hall.

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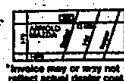


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