

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

BUCKLE UP-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 1SM