

Acura fires its first ad agency

Continued From 13B

clearly its biggest account, representing all but about dlr

30 million in ad billings. The agency won the Acura account in 1984 and the import made

its debut in March 1986.

"I wish them well," Hart said by telephone. "I think we did everything we possibly could."

Profits are the word at Ford

Continued From 13B

Outside the United States, Ford recorded a \$619 million loss on automotive operations, compared with a \$388 million loss a year ago.

Ford lost \$226 million in South America, compared with a loss of \$102 million a year ago. Much of that loss was blamed on new vehicle launch expenses in Brazil.

Ford has been struggling to rebuild its Brazilian unit since it ended a joint venture with Volkswagen in December. The split left Ford dealers there with an inadequate product line, and the company has been rushing to get new vehicles into that market, McCammon said.

"Things have turned out

worse than expected," McCammon said. "We're going to solve the product problem, but it's going to take a little while." Continued losses are expected in the fourth quarter.

Ford's European operations lost \$472 million, compared with a \$320 million loss in the year-ago period, in part because of the costs of launching new models.

"We were unhappy with our European results," McCammon said. "It's been building up for some time. We do have a cost problem there."

He said continued cost-cutting and some new products that are being launched, notably the subcompact Ka and a redesigned Mondeo sedan, should lead to a sub-

stantial improvement there in the fourth quarter.

Ford's U.S. automotive operations earned a third-quarter record of \$634 million, up 42 percent from \$447 million a year ago. The gain was led by strong sales of Ford's redesigned F-series pickup, the nation's top-selling vehicle, and the new Expedition, a full-size sport utility vehicle.

Much of Ford's profit came from its financial services group, which posted earnings of \$671 million, up 20 percent from \$558 million a year ago. Even without the one-time gain from the sale of USL Capital, the unit's profit would have set a third-quarter record.

Chrysler must pay \$11.2 million

The Associated Press

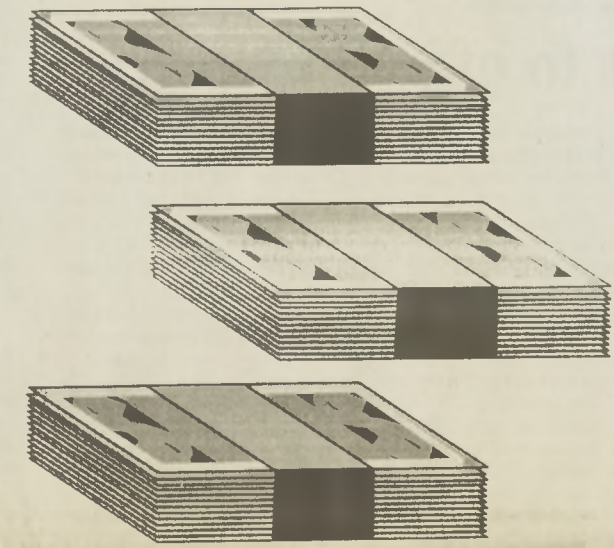
LAS VEGAS, N.M. - Chrysler Corp. has been ordered to pay survivors of a car wreck that killed two young women \$11.2 million after a gas tank exploded.

The 1993 wreck killed Angela Archuleta, 20, and Gail Martinez, 21. The driver, James Sandoval, and Archuleta's brother Brian survived.

Sandoval said he had been drinking and was speeding near Las Vegas, N.M. at the time of the accident. He said he swerved to avoid a car, ran into a sign post, a culvert and a wall before the 1984 Chrysler Laser flipped.

During the trial, Brian Archuleta said he tried to pull his sister and Martinez out of the car as it caught fire, but that the gas tank exploded.

"These girls should not have died. They should have walked away from this accident," said Diego Zamora, the Santa Fe attorney representing the



Archuletas.

A jury on Saturday said Chrysler was primarily responsible for the deaths of the two women, who suffocated and burned to death. The jury awarded the Archuletas \$7 million, Brian Archuleta \$3.75 million and Sandoval \$750,000.

Chrysler Corp. officials in Detroit, Mich., did not immediately return calls.

During the trial, Chrysler lawyers said the car maker had met the required safety tests and that millions of cars with this design have been on the road without any other gas tank fires.

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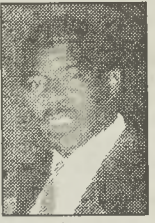
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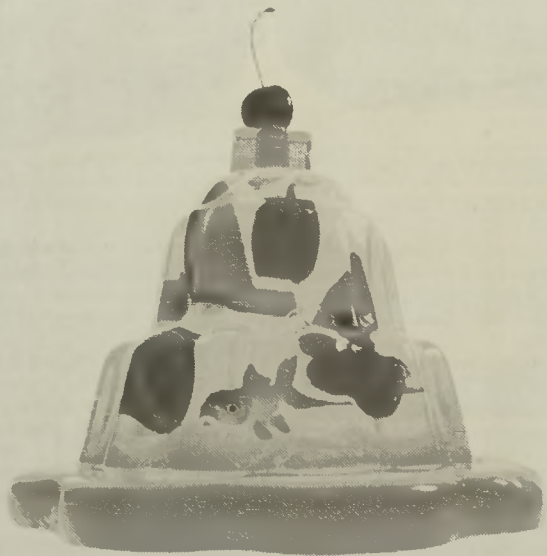
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