

# STEREOTYPES

You know, MU fans vs KU fans, Republicans vs Democrats, men vs women, and how about Domestic car vs Import car. During all this discussion about the proposed government bailout (actually, **it's a loan**, not free money), we often hear about the failures of the domestic auto producers. Yes, some of it is rooted in past truths, but at least where Fords are concerned, the old stereotypes are dead and now they just need to somehow be buried.

**Quality?** Ford Motor Company products are now consistently near the top of the most noteworthy quality studies. Most recently, the top consumer magazine said that, for the most part, "...Ford's reliability is now on par with the good Japanese automakers." The leaders at Ford and the hard-working members of the UAW are focusing on quality like never before and know that must never change.

**How about gas mileage?** Another stereotype. Put the Ford models head to head against the imports; Ford Focus vs Toyota Corolla or Ford Escape vs. Honda CRV, etc. and they are better, equal to or within about 1 mpg. Heck, our Focus gets within 1 mpg on the highway of the pint-sized Toyota Yaris. In Kansas City we sell about five full size F-150 pick-ups to every one Toyota Tundra pick-up, so that affects the averages. Our Focus is the #1 selling compact car; the Escape SUV is the #1 selling small SUV; our Edge crossover is the #1 selling crossover utility. But the absolute sales numbers for each of these models is relatively small compared to the full size pick-ups, so the averages and perceptions get slanted.

All that being said, the costs for researching and developing **future** alternate energy like hydrogen, more electrical, etc. are huge; billions of dollars. The government loans will help the automakers continue pursuing these technologies while helping them get through the current economic difficulties which are seriously impacting all automakers worldwide, not just the domestics.

Stereotypes are usually unfair at best and can be tragic at worst. We hope that if you're in the market for a new vehicle, you at least consider a Ford or some domestic car, truck, SUV or crossover.

Thanks for your time and attention.

The Dick Smith Ford Family.