



# THEN & NOW

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**F**ord wants everyone to know it has been a great 100 years, but the next century looks just as bright.

Through a five-day weekend in June, the company celebrated its centennial in style. There were concerts and fireworks, tours and technology, examples of products from each of its 100 years and many thousands of Ford enthusiasts from top executives to employees, dealers and customers.

mud on the field. But there was no shortage of things to do and see on the 152 acres surrounding Ford World Headquarters in Dearborn, including tents full of Fords, Mercurys, Lincolns, Jaguars, Volvos, Land Rovers, Aston Martins and Mazdas, and a continuously evolving display of 3,200 customer-owned historic cars and trucks.

The first day featured Ford motorsports drivers and cars and a reception with

presentations and drives of the company's 2004 offerings and ending with an interesting off-the-record look – hosted by Design Vice President J Mays – at 13 of the 65 new vehicles promised for North America in the next five years.

Although we couldn't take photographs and can't divulge specific details, we can tell you that the production version of the 2005 Mustang is terrific – pretty much a ringer for the

## FORD GIVES A RARE LOOK AT WHAT'S IN THE PRODUCT PIPELINE

But as much as the Detroit area event was a celebration of all that Ford Motor Company has accomplished over 10 decades, it also was an opportunity for Ford to show that it plans to be a vibrant car company for another 100 years.

Opening day brought a drenching rain that soaked the soil into a bog and caused the next night's Earth, Wind and Fire concert to be canceled because of

Ford Chairman and CEO William Clay "Bill" Ford Jr. (great-grandson of founder Henry) who, at age 46, has responsibility for the world's fourth largest company and its 350,000 employees. His main message was that the "revitalization," begun when he took over two years ago, is ahead of schedule.

The next day was product and technology day, beginning with

two-seat show car that debuted at this year's North American International Auto Show. Most of the other future Fords, Lincolns and Mercurys looked pretty good as well.

We also drove a fairly impressive fuel cell Focus and another Focus with a supercharged, hydrogen-powered 2.3-liter internal combustion engine and a Modular Hybrid Transmission – the





● Ford swings into second century with celebration of its first 100 years

same powertrain featured in Ford's ultra-green Model U concept vehicle that also debuted at this year's Detroit auto show.

Overall, it was an impressive peek at where Ford's headed. "This should end speculation about whether Ford has a future," one seen-it-all cynic commented.

The evening's media dinner was hosted by vice president, Global Marketing, Janet Valentic, who teamed with *Automobile* editor in chief Jean Jennings (playing a kooky car psychic in a massive red wig) for an amusing bit on Ford's role in American popular culture. Presented for analysis were the original TV (1955 Lincoln) Batmobile, the fat-fendered Ford coupe "Greased Lightning" driven by John Travolta in *Grease* and the supercharged Saleen Mustang driven by Josh Hartnett and Harrison Ford in this summer's *Hollywood Homicide*.

Saturday brought a tour of the





Henry Ford Museum and the refurbished historic Greenfield Village, followed by a barbecue dinner featuring food basted and grilled by top Ford executives. Saturday's concert was Beyoncé Knowles, Friends and Family, and Sunday's was country superstar Toby Keith. By the time the whole shebang was done on June 16 (Ford's actual 100th anniversary), an estimated 225,000 folks had attended, more than double the 100,000 anticipated.

The festivities were entertaining, but crucial to Ford's recovery from its

current sales slump are the new vehicles that begin arriving in dealer showrooms this fall, particularly the all-new 2004 F-150 pickup. America's best-selling truck for 26 years and top-selling vehicle for 21 straight years, more than 27.5 million F-Series have been sold since its 1948 debut.

After two days spent driving the new F-Series in San Antonio, Texas, immediately after the show in Dearborn ended, we can declare the new truck vastly improved in every way. The only drawback is industry speculation that

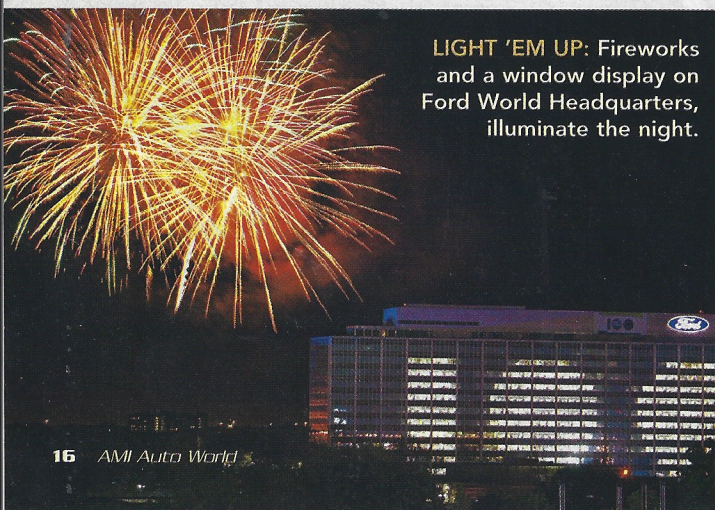
the 2004 model will be more expensive than the truck it replaces. (Prices had yet to be released when this issue went to press.) To ease sticker shock for some buyers, Ford will keep the current F-150 in production for the next year as factories are switched to the new model.

Two new minivans also arrive this fall. Ford Freestar is billed as Ford's "most flexible, most powerful and highest quality" minivan ever. The upscale Mercury Monterey, one of four new Mercury models coming in next three

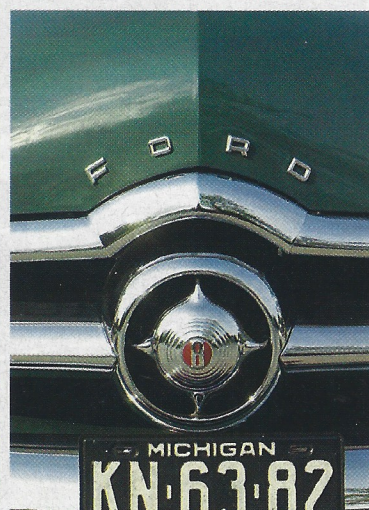
## THE MESSAGE OF CEO BILL FORD JR.: THE COMPANY'S REVITALIZATION IS AHEAD OF SCHEDULE



HERE IT IS: Ford CEO Bill Ford Jr. introduces the company's new F-150 Pickup.



LIGHT 'EM UP: Fireworks and a window display on Ford World Headquarters, illuminate the night.





years, caters to the luxury end of the minivan market.

While the first three Ford GT supercars arrived for the centennial, just 15 months after build approval, regular production of the \$100K-plus '60s Le Mans-winning GT40 replicars begins next year.

Also on deck:

■ A lively 145-horsepower DOHC 2.3-liter four-cylinder Focus engine, pristine enough to earn a PZEV (Partial Zero Emission Vehicle) rating, becomes available nationwide.

■ A 40th Anniversary Mustang will appear in advance of the all-new 2005 Mustang.

■ A handsome Lincoln "LSE" sport appearance package will arrive for the LS sedan.

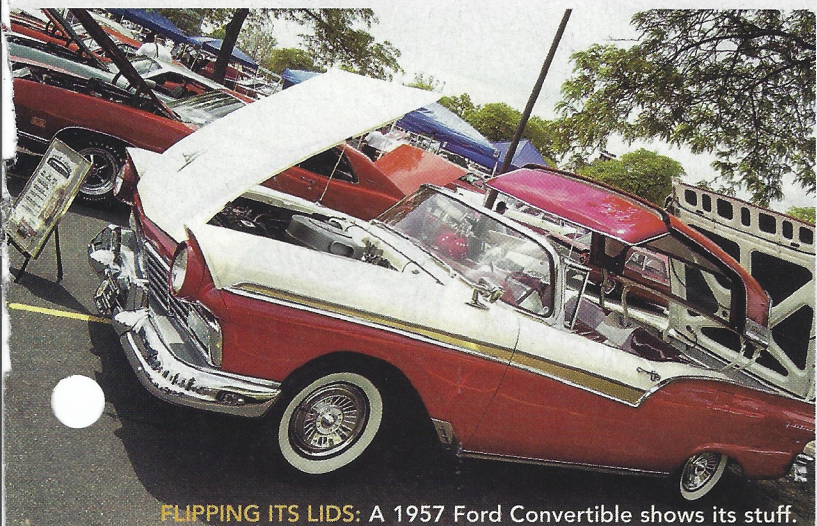
■ With motorcycle legend Harley-Davidson also celebrating its centennial, Ford will offer three varieties of Harley-Davidson editions for the F-Series Super Duty pickup.

■ Ford's Escape Hybrid – a "full" hybrid" combining a 2.3-liter gasoline four-cylinder engine with a 65-kilowatt

electric motor (and capable of running on either) – arrives late this year for fleets and mid-'04 for retail sales at a predicted 35-40 mpg in city driving.

Ford executives say these and other new models stem from the company's current internal mantra – marching orders against which product decisions are measured – is to make sure its vehicles deliver "Dependable, Desirable, Affordable Driving Enjoyment."

"Great products made us what we are," Bill Ford says, "and they will take us where we're going."



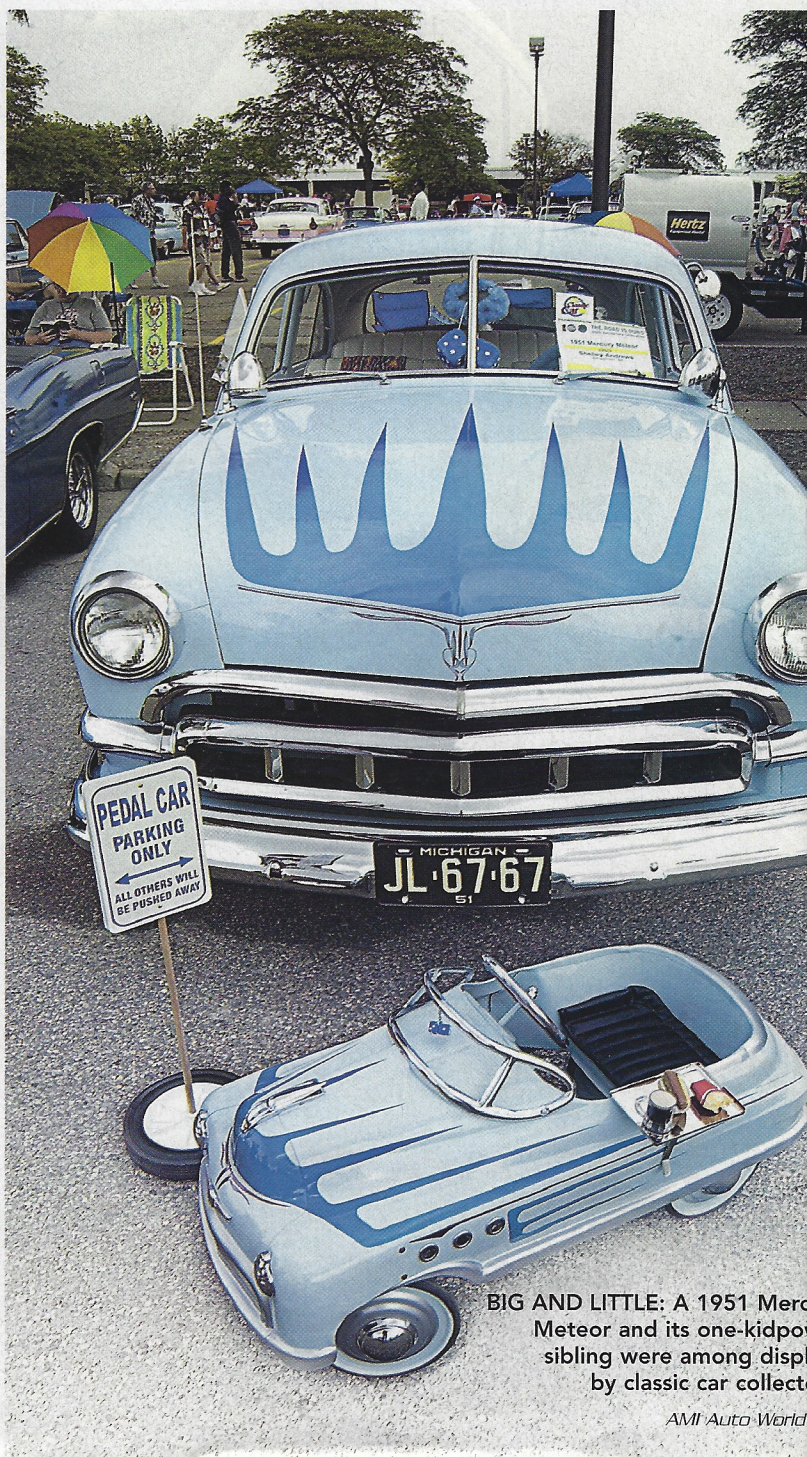
FLIPPING ITS LIDS: A 1957 Ford Convertible shows its stuff.



YET TO COME: New Tech was on display, including this Hydrogen Fuel Cell Focus.



SOON TO ARRIVE: The Mustang concept showed the way of the new 2005 model.



BIG AND LITTLE: A 1951 Mercury Meteor and its one-kidpo sibling were among displayed by classic car collectors.

AMI Auto World