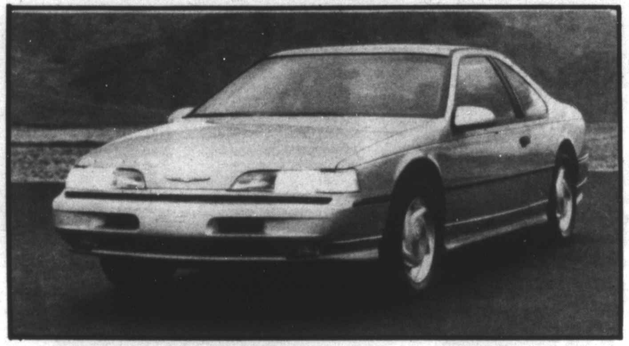
1988 Cars, Did You Know..?

By Don Collins

Automobiles are precious and prized possessions to most people. Because of that, most of us, especially men, think we know everything about them — which cars are the most expensive and the cheapest; which are the "gas guzzlers," which city has the most auto thefts, etc.

Test yourself. See how many of the following facts and figures — provided by the National Automotive Thefts Bureau, Motor Vehicle Manufacturers, Consumer Report Magazine, Automobile Book, and Auto Age Magazine — you know.



DID YOU KNOW:

— The average price of a 1988 new car is $14,000.

— The average price of a used car in '88 is $5,500.

— Fifty-eight percent of new car buyers were male and 42% female in 1987.

— Forty-four percent of new car buyers of 1987 models preferred four-door hatchbacks.

— The average age of new car buyers in 1988 is forty.

— The younger the buyer of a new car this year, the least likely it will be a woman.

— Forty-eight percent of Chevrolet and Chevette owners in 1987 said they wouldn't buy either model again.

— The principle use of a car, for most people, is to go to and from work.

— In 1987, 71% of new car owners financed their own car.

— In the same year, 47% financed their car for 48 months.

— Lincoln manufacturers have the best car warranty policies this year.

— Yugo manufacturers have the worst warranty policies.

— Americans will spend over $350 billion to own and operate their cars in 1988.

— It costs an average of $3,061 a year and $8.39 a day to operate a car.

— The 1988 fuel miser is the Chevrolet Spring Metro (54/58 miles per gal. with a cost of $266 annually.

— The "guzzler" is the Lamborghini Countach (6/10 mpg), with a cost of $2,156 annually.

— There are 162 million licensed drivers in the U.S., of which 84 million are male and 78 million are female.

— Iowa is the only state in which most of the drivers are women.

— Twenty-seven percent of car owners keep their cars for five years.

— In 1987, 25% of new car owners were under 30, 24% were 30-39, 19% were 40-49, 13% were 50-59 and 19% were 60 and over.

— This year, at least 25% of all new models will be designed to automatically protect passengers in crashes of at least 30 miles per hour.

Safety

— Using safety belts is the single most effective means of protecting yourself in an accident.

— Fifty-seven percent of all drivers don't wear seat belts.

— Over 45,000 people will be killed this year in auto accidents.

— Your chances are 25% greater of being killed if ejected in an accident.

Accidents

— Each of us can expect to be in a serious accident once every 10 years.

— An auto-related death occurs every 10 minutes and an injury every nine seconds.

— About 50% of deaths and serious injuries occur in frontal crashes.

— Men have more accidents than women because they drive more, particularly males between 21 and 34.

— In 1986, of all accidents, 32,820 involved male drivers and 13,186 involved women drivers.

— Teenagers between 15 and 17 are killed more from traffic accidents than from any other means.

— Three out of four accidents happen within 25 miles of the motorists' homes.

— Accidents occur more on city streets than on the highway.

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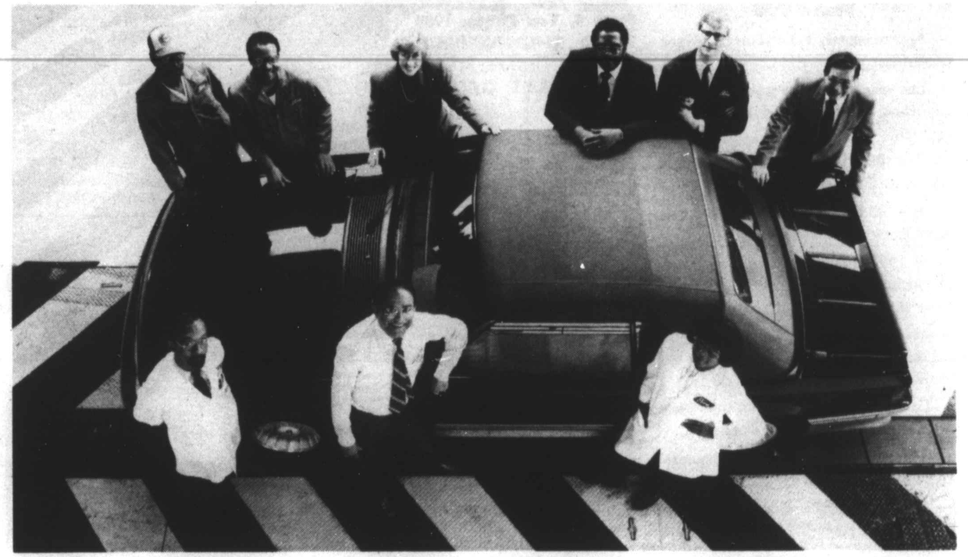
Teamwork:



Profile in Quality #6: *At Ford Motor Company we've all made a commitment to quality. And the results have been rewarding. Nationwide surveys have shown that for 8 years running, owners of Lincoln, Mercury and Ford cars and light trucks have reported fewer problems, on average, than owners of any other vehicles designed and built in North America.* This is another example of what happens when management and employees work together for a common goal. At Ford, that goal is quality.*

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One more reason Ford Motor Company has designed and built the highest quality American cars and trucks for 8 years running.

Ford

Quality is Job 1.

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Buckle up—Together we can save lives.

*Based on an average of owner-reported problems in a series of surveys of '81-'88 models designed and built in North America.