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Automotive/Aerospace Industries Research and Analysis

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***Ford F-150 Named Truck of The Decade By Automotive/Aerospace Industry Website;
GT is Performance Car of 2005***

Chicago. – *February 4, 2004* eMOTION! REPORTS.com, an automotive/aerospace industries research and analysis site (www.emotionreports.com) that targets professionals within the academic, media, corporate and government sectors, announced the second phase of its annual vehicle awards program which now includes aerospace. Categories include *Car of The Year*, *SUV of The Year*, *Technological Achievement of the Year* and special awards in both categories.

“In September, we named Cadillac CTS/CTS-V as *Car of The Year 2003/04*; Lincoln Aviator as *SUV of The Year 2003*, Toyota Prius as *Technological Achievement of 2003/04*, Bombardier’s Global Express as *Business Jet of The Decade* and Boeing’s superlative Globemaster III as *Airlifter of The Decade*,” said Publisher Myron D. Stokes, an award-winning journalist/analyst formerly with *Newsweek*, *Newsweek International* and *Newsweek Japan*.

“We are pleased to announce at the Chicago Auto Show, recognized internationally as one of the premier automotive industry events, that Ford’s 2004 F-150 is named ***Truck of The Decade*** and Ford GT as ***Performance Car of 2005***. The first question that will no doubt come to mind is why, in a veritable sea of great competition, F-150 can be designated as such? I think it best to let our awards committee answer the query, who note that ‘...*F-150 is the best selling truck in the world and has been for a significant time period. The assumption was it would be difficult to continue that level of success with a new design -- and the consumer acceptance uncertainty that goes along with same -- amidst a plethora of excellent, competing designs.*

‘*What inspired this committee to grant **Truck of The Decade** status to F-150 is the fact that, besides stellar design and engineering attributes, not the least of which is the 3*

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valve-per-cylinder, variable camshaft Triton 5.4L V-8 powerplant, exclusive to segment outboard rear shock absorbers and new levels of integrated passenger safety systems, it is the first Ford product built utilizing the new simplified Flexible Manufacturing process now in place at five plants. This reality guarantees future F-150 model introductions at much reduced investment than the competition and improves cost competitiveness. Moreover, standardization of flexible tooling and equipment and operating procedures improves manufactured quality and operating cost. These factors will allow F-150 to maintain its leadership throughout this decade and beyond.

'An in-depth investigation of the system by our team revealed the critical importance of this process.

'We are also aware of the role played by several key manufacturing executives, inclusive of Abid Ghuman and John Fleming, who, under the direction of Jim Padilla, pioneered and shepherded the acceptance, assimilation and utilization of a process that stands above and apart from that of presumed similar systems at Toyota, Honda and GM.

'It can be said that these two Ford corporate components, F-150 and cell-based flexible body shop, are at the epicenter of an emergent, identifiable and sustainable Ford revitalization. And, when joined by Ford 500, will provide unstoppable momentum.

'It is clear that the implementation of this truly generic process designed for easy conversion to accommodate any product, will impact on Ford's bottom line near, mid and long term. It also seems to have been a bit under sung. This is not to say that there wasn't significant coverage, it's just that it was presented as the latest in a long line of minimally supportable flexible manufacturing claims.

'Nothing is further from the truth.

'According to Ford's own annual report, it expects to save upwards of 2 billion in 8 years. These figures are based on 70 percent implementation at present, and will grow considerably beyond this with total, system wide, usage. It goes without saying that Ford will experience the profitability benefits of improved model frequency through model change affordability.

"The beauty of it is that Ford will never have to truly 're-tool' in the traditional sense; only product specific components have to be changed. Furthermore, the process used existing technology which was subsequently enhanced. Indeed, cost containment was and is the order of the day.

'The short story is, that by conferring Truck of The Decade accolades on F-150, we are acknowledging its place, and the process that builds it, in Ford's turnaround.

‘The eMOTION! REPORTS.com awards committee commends and applauds the extraordinary efforts of the F-150 design, engineering and manufacturing teams, and most importantly, the results.’”

The award was presented Ford Division President Steve Lyons today during the Chicago Auto Show Media Preview.

“Product excellence is what it’s all about in this business and awards like eMOTION! REPORTS’ ‘Truck of the Decade’ and ‘Performance Car of the Year’ mean a lot to us because they validate what our customers are telling us,” said Steve Lyons, Ford Division president.

Ford GT

In naming Ford GT ***Performance Car of 2005***, Stokes noted that the fact of a GT having been sold at a charitable auction helped qualify the vehicle for what may be perceived as an advance award. “In yet another example of Ford’s strong efforts to maintain its position and preserve its place in automotive history, the company is reintroducing its legendary LeMans winning GT. The car’s performance specifications speak for themselves, which will grant the 2005 GT an ability to achieve terminal velocities and a level of vehicular athleticism on par or exceeding the world’s best exotics. But we aren’t presenting an award for such -- high performance is a given -- we are instead acknowledging the fact the company understands the GT’s unique place in the annals of automobiledom. That the committee choose GT for several reasons other than performance is borne out by their comments in stating ‘...*The re-introduction of GT grants Ford this special award for corporate vision, acknowledgement of brand historicity and legacy perpetuation. This is best expressed in a recent historical analysis of the company’s much acclaimed efforts at LeMans which we desire to share with all concerned: “Perhaps Ford’s most important motorsports victory of all time was Henry’s defeat of Alexander Winton in 1901, but the company’s international fame in the post World War II era is anchored by LeMans. That first 1964 finish – seventh place behind six Ferraris – planted the cornerstone for a progression of LeMans success never equaled before or since by a major automobile manufacturer.*

“The breakthrough year was 1966 when the cars placed 1,2,3 at LeMans. In 1967, Foyt and Gurney scored their famous victory with the 7-liter Mk IV. A few years later, the FIA permitted 5-liter “production” cars, and believe it or not, the boys in Great Britain massaged their Ford GT road car production numbers enough to qualify. John Wyer organized the Gulf team and scored a few more long distance – and LeMans – wins with the Ford GT’s in the original five-liter configuration.

“The Ford GT is a car that has won so convincingly over an extended time span that it leaves no doubt of its significance in racing history. In its wisdom, and in celebration of its centennial and rich racing heritage, Ford has resurrected the name and the car

itself.” ‘The committee believes that many share similar sentiments, and we congratulate Ford Motor Company management for their courage in approving the GT project.’

“Both the new F-150 and the Ford GT super car are generating excitement among our customers leading into a very big year for new Ford products,” said Lyons.

Internet Ranking, eMOTION! REPORTS.com and “SUV of The Year”

Notably, the Internet ranking of eMOTION! REPORTS.com is significant: A Google search on “suv of the year” returned upwards of 1,030,000 references with e!R placing eighth; a Yahoo! search on same returned 667,000 results with the site placing seventh and a Google search on the term “suv of the year award” returned 52,000 results with e!R placing first.

The awards of F-150 as *Truck of The Decade* and Ford GT as *Performance Car of 2005* were produced by *Quality Metal Images* of Troy, Michigan, and who were also responsible of eMOTION! REPORTS.com first awards presented in 2002 to Ford for Thunderbird, Land Rover for 2003 Range Rover – acknowledged as “first in the world” for this legendary SUV -- and GM for Buick Rendezvous and Olds Aurora.

Launched in 2001, eMOTION! REPORTS.com continues to function as a source and resource to media and academia. It has also created an environment wherein white papers and other scholarly works -- such as the recently released “Quantum Parallel: The Saint-Hilaire Quasiturbine As the Basis For a Simultaneous Paradigm Shift In Vehicle Propulsion Systems”-- can be presented to a broadened, yet still very defined, audience. The site utilizes a dedicated server provided and managed through Seneca Communications (www.senecacom.net) a firm currently producing advanced Voice-over IP (VoIP) communications solutions both here and abroad. Matthew Siporin, Web Editor.

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