

## FORD DEALERS FROM ALL OVER U.S.A. INVADE NEW YORK...

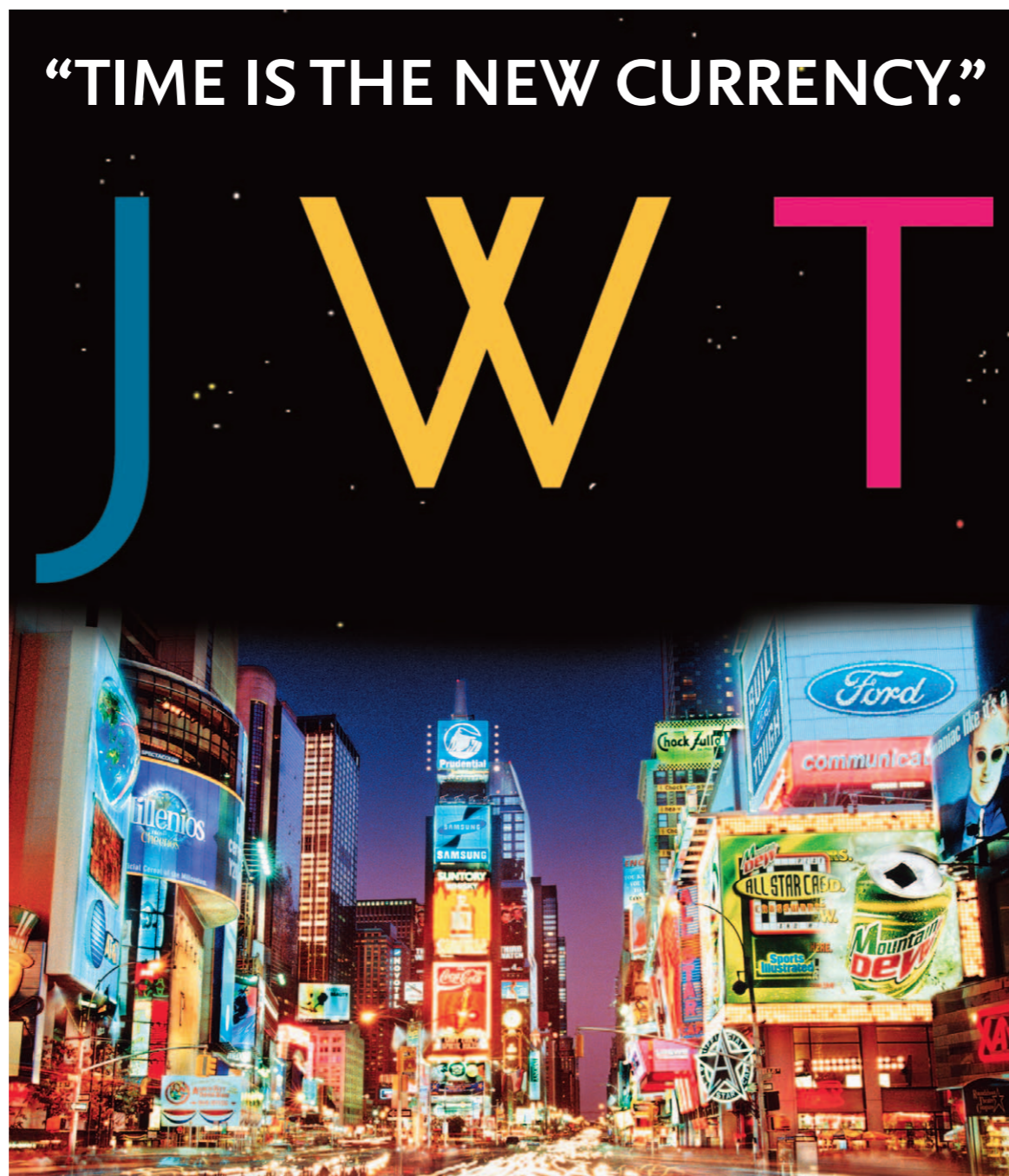
### ... New Yorkers are ecstatic!

NEW YORK, April 6 - Ford Dealers and FDAF Chairmen from all over the United States have converged upon New York City for three days of fun, friends, and entertainment. Activities on the first night will include cocktails in the West Lobby of the Four Seasons Hotel, dinner at the Cosmopolitan Suite (also at the Four Seasons) and then off to *Mamma Mia!*, one of the hottest plays on Broadway.

"We feel this is the best way to thank the dealers for their business," said Bob McClowry of JWT, the FDAF advertising agency. "This has become an annual event and a great getaway ... it's as fun for us as it is for the dealers and their guests."

Activities on the second day will include a continental breakfast at the Madison Park and Foyer, a business meeting for Chairmen in the Metropolitan Suite, lunch at the Cosmopolitan Suite with host Peter King, *The Monday Morning Quarterback* from *Sports Illustrated* with a surprise guest, and winding up the day with dinner at Metrazur in Grand Central Station. The third day is checkout and travel day.

Every Ford Dealer attending this three-day getaway will receive a full itinerary upon check-in at the Four Seasons, included in their welcome packets.



### JWT REBORN AFTER 140 YEARS - "TIME IS THE NEW CURRENCY"

WORLDWIDE - J. Walter Thompson, the largest agency in the U.S. and the fourth largest in the world, has relaunched itself as a "billion-dollar startup," with a whole new role, purpose and belief. J. Walter Thompson has also changed its name to JWT, with new colors in its logo. The colors: Juniper, Wheat and Tabasco - JWT. The initials are James Walter Thompson's, a former U.S. Marine who, at the age of 33, purchased a New York company selling ad space in religious journals and named the firm after himself.

"We are now living in a world where the consumer is savvy, time conscious, easily distracted and in control. It's a consumer who is totally at odds with 'dumbed down,' formulaic, repetitive and voluminous messaging. Our greatest value to clients is our ability to recognize a changing world in which the customer is King, the currency is time and the rewards are measured in the length and strength of relationships. This understanding defines our role, purpose and belief," said JWT worldwide CEO Bob Jeffrey, explaining the agency's rationale for its reinvention. JWT's new point of view recognizes that time is at a premium, and advertising needs to focus on buying people's time. Their new motto: Time Is The New Currency.

### Mamma Mia! FDAF CHAIRMEN WILL HIT BROADWAY HARDER THAN GODZILLA!



Broadway cast from *Mamma Mia!*

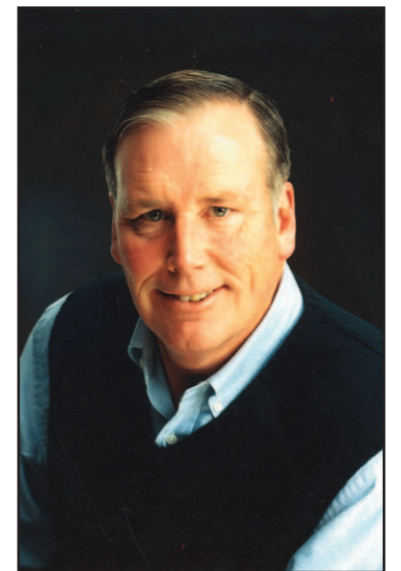
NEW YORK, April 6 - Today, Ford Dealers and FDAF Chairmen will hit Broadway and see a Broadway hit.

7:30 p.m. Eastern Daylight Time, the people of New York will feel the tremors of hundreds of FDAF Chairmen as they go to experience one of the hottest plays on Broadway - *Mamma Mia!*

DO NOT BE ALARMED! These dealers are relatively harmless. They will be seeing *Mamma Mia!*, a highly acclaimed musical. Here's what reviewer Ben Brantley of *The New York Times* had to say about the play: "*Mamma Mia!* manipulates you, for sure, but it creates the feeling that you're somehow a part of the manipulative process. And while it may be widely described as a hoot by theatergoers embarrassed at having enjoyed it, it gives off a moist-eyed sincerity that is beyond camp."

### McClowry: "Welcome and Thank You"

NEW YORK, April 6 - Bob McClowry, Executive Vice President and Senior Executive Management Director of JWT, thanks all FDAF leaders and distinguished guests at the annual FDAF Chairman's meeting. This year marks the 61st anniversary of JWT's relationship with the FDAFs. "It is because of you, the Ford Dealers, that our advertising and marketing efforts are the envy of the industry," said McClowry. "We are very grateful for your FDAF business, and this is our way of telling you how much we appreciate working with you. Welcome to New York City and thank you for joining all of us from JWT. If there is anything you need (or want), please don't hesitate to ask any member of your JWT Team."



Bob McClowry

### FORD DEALERS CAN'T GET CUSTOMERS OUT OF NEW MODELS

NATIONWIDE - A whole new Ford advertising campaign has hit the streets and airwaves of the entire country. It's called the *Ford National Test Drive Event*.

The *Ford National Test Drive Event* is a strategically fun campaign that was directed by comedy director, Larry August of Avalon Films. Full newspaper ads and point-of-purchase materials are available to back it up.

"It's a very humorous campaign that takes place in and around a Ford dealership," said JWT Executive Creative Director, George Piliouras. "The idea is, Ford Dealers have

no problem getting people into their vehicles. They just can't get them out!"

In one of the spots, a customer named Jack goes on a test-drive with a salesman for three days. Because Jack loved the vehicle so much, he didn't want to stop driving it. At the end of the spot both men have several days' worth of beard, and the salesman says, "Jack, we're starting to stink."

There will be five single spots available for dealer use: Five Hundred, Freestyle, F-150, Focus and Explorer, and two combination spots: F-150/Explorer, and Five Hundred / Freestyle.

### MONDAY MORNING QUARTERBACK IS LUNCHEON KEYNOTE SPEAKER



Peter King

NEW YORK, April 7 - If you have ever read *Sports Illustrated* and you have even the slightest interest in the NFL, you have read *The Monday Morning Quarterback*. On Thursday, April 7, you will have the

chance to meet him personally. Because on April 7, Peter King, *The Monday Morning Quarterback*, will be our special guest host at lunch at the Four Seasons in the Cosmopolitan Suite. King will also bring a special surprise guest.

Peter King, a senior writer for *Sports Illustrated*, joined the magazine in 1989 after spending nearly a decade as an award-winning newspaper journalist. He is one of the country's premier pro football writers. With his lively *Monday Morning Quarterback* column, King is also a key contributor on the NFL beat for *SI.com*.

We'll see you from noon until 2 p.m. at the Four Seasons Hotel, Cosmopolitan Suite.