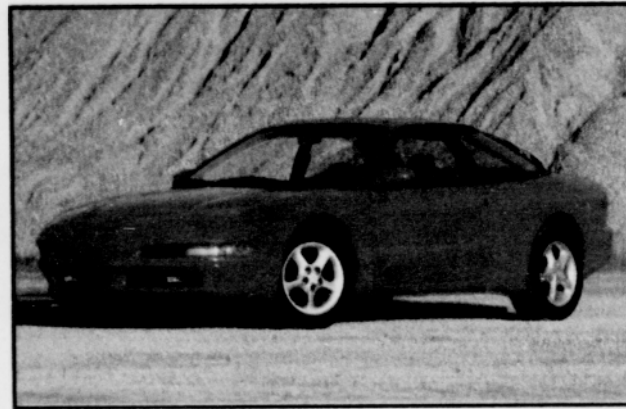


FORD

THUNDERBIRD - Offers a new interior, new exterior styling features and a newly available optional engine. The striking new interior begins with a driver-oriented wrap-around cockpit, featuring an all-new instrument panel, dual console-mounted cup holders, illuminated door switches and rotary controls for the headlamps and air conditioner. Dual air bags are standard equipment. The new front and rear design treatments provide a more aggressive stance that is complemented by new bodyside molding, hood, body-colored outside mirrors, and a fresh wheel design.

TAURUS - Ford Taurus adds a number of safety features, including standard dual air bags and improved disc brakes. Taurus SHO also gets speed-rated tires for better turning control. All 1994 Taurus models have the CFC-free system.

PROBE - Probe is better than ever with its dual air bags



FORD PROBE

heads into the new model year with improved safety, while continuing its traditional superior ride and handling. The six-passenger Crown Victoria now has dual air bag supplemental restraint system (SRS) as standard equipment. Safety options include an anti-lock braking system with traction assist. Crown Victoria's fuel efficiency is aided by its extensive use of lightweight aluminum parts.

TEMPO - The Ford Tempo combines comfort and performance with solid value for the 10th straight year. The Tempo is available in two series--GL (two- and four-door sedans) and LX (four-door sedan). The GL comes with a 2.3-liter four-cylinder engine, the LX a 2.0-liter V-6 engine. A driver's air bag supplemental restraint system may be ordered.



FORD TAURUS

and CFC-free air conditioning as standard equipment. There are two series--Probe, with a 118-horsepower 2.0 liter four-cylinder engine with double overhead camshafts, and Probe GT, with a twin-cam 24-valve V-6 engine whose cast-aluminum block and cylinder heads generate 164 horsepower.

ESCORT - The nation's best-selling small car for over a decade, Ford Escort adds a new driver's air bag, body-colored bodyside moldings and door handles, and variable-speed intermittent wiper for 1994. One-Price Escorts are equipped with a driver's air bag, AM-FM stereo radio, an air conditioning system free of CFCs, dual electric remote-control mirrors and other features included in a special equipment package.

ESCORT GT - The sporty Escort GT is freshened for 1994 with new aluminum 15-inch wheels, a new leather wrapped steering wheel and an anti-lock braking system (ABS) is optional on GT. On Escort wagon, 14-inch wheels and tires provide improved traction and handling.

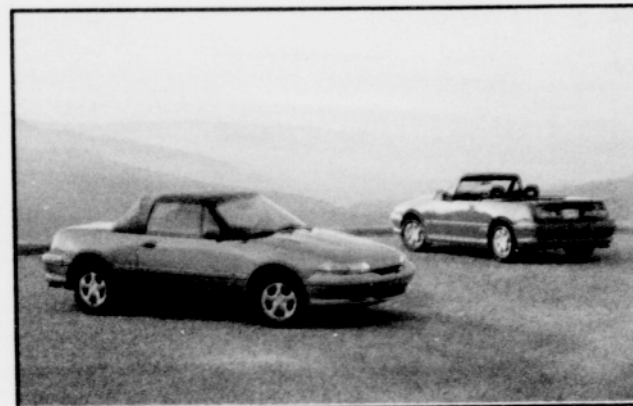
CROWN VICTORIA - The full-size Crown Victoria

LINCOLN MARK VIII - Premium all-leather seats, real wood on console later in the model year, memory outside mirrors, remote memory recall for seats and mirror positions, and 16-inch chrome road wheels showcase Lincoln Mark VIII for 1994. In addition eight new exterior colors and two interior trims are available on 1994 models.

MERCURY CAPRI - A standard front passenger-side air bag (SRS) and CFC-free air conditioning system are new in the 1994 Mercury Capri. The Capri offers new 14 inch five-spoke alloy wheels, while XR2 gets new 15-inch seven-spoke alloy wheels. New front and rear bumpers and new headlamps and taillamps also are featured on both Capri models.

MERCURY TRACER - Standard driver-side air bag, new body color door handles, 120 mph speedometer, eight new exterior colors, one interior color and CFC-free air conditioning are among the new offerings on the 1994 Mercury Tracer.

MERCURY TOPAZ - The optional driver-side air bag



MERCURY CAPRI

(SRS) gets a new three-point active belt system. CFC-free air conditioning will be available later in the model year.

MERCURY SABLE - CFC-free air conditioning, color keyed door handles, nine new exterior colors and three new interior colors are among many new touches on the popular Mercury Sable. A "hands-free" cellular telephone also becomes available as an option.

MERCURY COUGAR XR7 - Besides adding state-of-the-art EEC-V engine controls, Cougar also gets a new grille and taillamps, seven new exterior and two interior colors, and an all-new interior including dual air bags (SRS).

MERCURY GRAND MARQUIS Updated features include front- and rear-door side impact protection, ten new exterior colors and two new interior colors.

MERCURY VILLAGER - The new minivan gets a standard driver-side air bag, CFC-free air conditioning and a new battery saver feature.



LINCOLN TOWN CAR

feature for 1994 Lincoln continental models. CFC-free air conditioning will be available later in the model year.

Quality Care Preventive Maintenance.
Six ways to help keep your car from growing old.

① Inspect brakes every 30,000 miles to help ensure safe stopping ability.

② Change your oil and oil filter every 3,000-7,500 miles (depending on your driving habits and as outlined in your owners manual) to maintain engine performance.

③ Check coolant, clamps, and hoses annually to help prevent overheating.

④ Change spark plugs and tune up engine every 30,000 miles to help your engine burn fuel efficiently.

⑤ Check air conditioning system annually for cooling efficiency and to help keep the environment clean.

⑥ Change air filter every 30,000 miles to help prevent a loss of power.

Your car can't take care of itself. There are things you should do to help ensure it runs properly. The first step is to see your Ford or Lincoln-Mercury Dealer and get Quality Care Preventive Maintenance. It's expert service on your car or truck performed by trained Quality Care technicians who know exactly what your car needs and when. They use only genuine Ford or Motorcraft parts. And they do it all at a competitive price. Your car is only as old as it feels. And with Quality Care Preventive Maintenance, you'll keep it feeling fine.

