

**CHRYSLER**

**CONCORDE** - Concorde is Chrysler's world class mid-size entry--the affordable domestic answer to Japanese luxury cars. Its advanced cab-forward architecture provides 'drive' ability--a combination of roominess, comfort, superior handling. Driver and passenger air bags plus new door beams, and structural reinforcements provide state-of-the-art occupant safety. The optional high-performance 3.5-liter 24-valve V-6 engine, a more powerful standard 3.3-liter V-6 engine, an extensive list of standard equipment and a wide range of options are tailored to the customer.

**LeBARON CONVERTIBLE** - LeBaron Convertible for 1994 is focused at the upscale, affordable niche of the convertible market. It is an elegant, fun-to-drive car that also meets the day-to-day need for ride quality, room, comfort and safety amenities. New 'one price' strategy provides a single model with top-of-the-line "GTC" appearance and additional standard equipment. Safety features of the first convertible with an air bag are enhanced by the addition of a passenger air bag. Increased structural rigidity contributes to better ride, handling, quietness and overall sense of durability.

**LeBARON SEDAN** - It offers the styling cues and safety features of full-size traditional luxury vehicles in a somewhat smaller, more affordable package. Two models are offered: Landau has the greater prestige, luxury and power equipment; LE model has more contemporary styling in a less expensive, yet still luxurious package. LeBaron Sedan offers full-size car, with a larger rear seat than competitive cars. It combines the Chrysler name and luxury cues, including available leather seating. Numerous safety features include a standard driver's air bag and available four-wheel anti-lock disc brakes.

**CHRYSLER LHS** - Offers spirited performance and handling with roominess, comfort and the reassurance of passive and active safety features. Sleek, aerodynamic front and rear styling combine with a classic roof line to



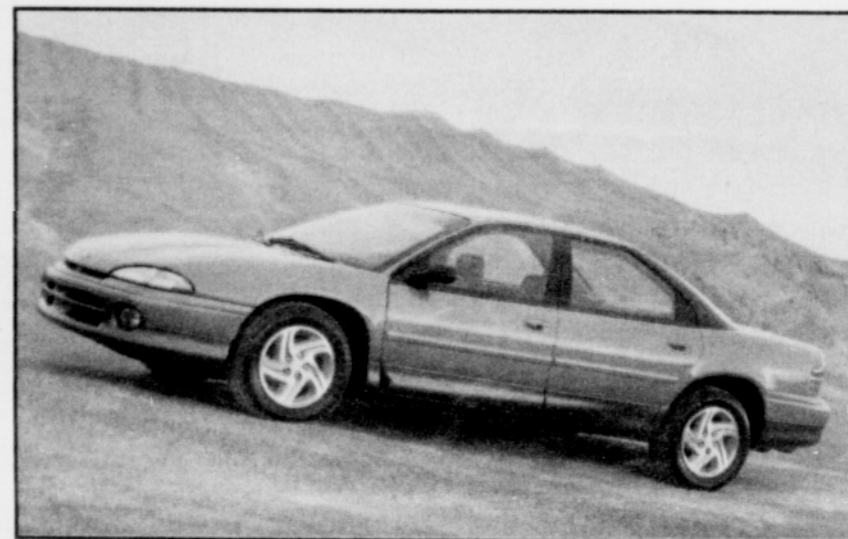
CHRYSLER LeBARON CONVERTIBLE

provide a unique appearance. Full equipment, including super-soft leather upholstery and a power moonroof, places LHS at the forefront in features. Additional standard equipment, including automatic day/night rear view mirror, vehicle theft security alarm and automatic headlights enhance that position.

**NEW YORKER** - Combines a classic roof line with cab-forward architecture for a unique appearance. Roomy, six passenger seating is accentuated by a straight through instrument panel and 50/50 split bench front seat. A fully trimmed trunk with standard cargo net and concealed spare tire provides ample luggage capacity. New side door beams and structural reinforcements, coupled with standard driver and passenger air bags provide state-of-the-art occupant safety.

**PLYMOUTH**

**ACCLAIM** - Offers family car roominess, a high level of standard equipment, and contemporary, yet traditional,



DODGE INTREPID

styling with compact overall dimensions. Standard six-passenger seating, including a spacious rear seat, and a wide range of power train choices are additional Acclaim attractions.

**COLT** - New driver air bag passive restraint system with active three-point belt and carryover front passenger motorized passive belt system with active lap belt provides occupant safety. give Colt a fresh look. Air conditioning is now ozone-friendly.

**LASER** - Is an exciting, high performance, high value, fun-to-drive car with legitimate, competitive sports car credentials. It reflects a youthful, spirited, fun-loving life style. Laser attracts a high proportion of young, highly educated buyers.

**SUNDANCE** - Duster is the only V-6 powered coupe priced under \$10,000. Unmatched roominess and power.



DODGE SHADOW

**DODGE**

**COLT** - The Colt provides consumers excellent fuel economy, with performance and handling characteristics. A driver air bag passive restraint system is standard.

**INTREPID** - Cab-forward design allows the unusual combination of refined aerodynamics styling, exceptional visibility, best-in-class interior room and a spacious cargo area, while a longer wheelbase and long-travel four-wheel independent suspension provide excellent ride and handling.

**SHADOW** - One of America's lowest priced cars, Shadow is well equipped with standard features such as driver's side air bag and passenger-side passive restraint system.

**SPIRIT** - The Spirit has more leg room than any other sedan in its class. Spirit is offered with a flexible fuel option.

**STEALTH** - A unique combination of performance, handling and state-of-the-art technology.

**VIPER** - Its exclusive V-10 engine is the largest and most powerful available today. A back-to-basics car with today's technology and demonstrated engineering excellence.

**JEEP**

**GRAND CHEROKEE** - Is the only vehicle in its class with standard driver-side air bag and four-wheel anti-lock brakes. Versatile four-wheel Quadra-Coil suspension provides a superb highway ride with full off-road capability. A state-of-the-art "Quadra-Trac all-the-time" four-wheel drive system automatically provides maximum traction for both on-and off-road operation.

**WRANGLER** - Wrangler is the fun, affordable Jeep vehicle which provides ultimate off-road driving capability. The authentic, no-compromise fun and freedom machine.

BEFORE OUR DESIGNERS  
CREATE A CAR THEY TALK TO  
OUTSIDE *EXPERTS.*

BUCKLE UP--TOGETHER WE CAN SAVE LIVES.



*SEVERAL times a year we invite people to come and brainstorm with Ford Motor Company designers and engineers. We talk about cars, sure. But often we talk about NON-CAR THINGS: computers, appliances, music, the environment, quality in very general terms. We know that to design cars and trucks with relevance and appeal, you have to LISTEN to your customers. It's part of the learning process that leads us to quality.*

• FORD • FORD TRUCKS •  • LINCOLN • MERCURY •

QUALITY IS JOB 1™