

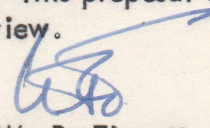
*See Note to Pass and Brien*  
July 18, 1967  
4:00 PM '67

Intra-Company Communication

TO: Mr. J. J. Nevin ✓  
Mr. T. C. Page

Attached is a copy of the 1968 corporate performance activity budget presentation that was approved by Mr. Ford last week. Three items are of particular interest:

- 1) The recommended Autolite program -- including the "world's fastest electric car" project -- was approved with no discussion. However, apparently at Mr. Frey's instigation, "conceptual approval" was requested for Autolite-Ford Parts Division to study the GM system of distributing high performance parts in order to improve the availability of this type part to Ford racing enthusiasts (see page 34 of the presentation). I am unclear regarding how or why this proposal was developed but have informed Mr. Passino we need from him a more detailed recommendation in this area.
- 2) The Company will not return to LeMans in 1968, and the current GT Mark IV vehicle will probably be discontinued. An "open" version of this car, however, will be entered in modified sports car races in 1968 -- notably the six event Canadian-American series. We do not believe the decision to drop the Mark IV will affect any of our currently planned advertising, promotion or identification programs since other cars of this type and general configuration are currently under development (principally the Mach II and G7A).
- 3) The performance activity recommended new, higher performance engines and power trains be developed as RPO in order to provide the kind of equipment that current Chevrolet and Pontiac offerings provide. This would not only enable our dealers to capitalize on performance at point of sale but provide better production "packages" for inexpensive adaptation to performance activities. This proposal was remanded to Mr. Frey for his immediate review.

  
W. P. Tippet

cc: Messrs. G. W. Dixon  
J. T. Doyle  
A. P. Garner  
E. G. O'Brien  
J. B. Vanderzee