

To: Spectraup

From: Bobby Howard

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2005-MY Mustang Start Up Scheduling for Select Dealers

05/21/2004

To: All Ford Dealers
Subject: 2005-MY Mustang Start Up Scheduling for Select Dealers

Background

As committed by Steve Lyons at the recent Spring Dealer Meetings in Las Vegas, all Dealers, including Select Dealers, will have the opportunity to have two 2005-MY Mustangs scheduled during the Cum October start up allocation period.

2005-MY Mustang Start-up Scheduling for Select Dealers

- The Select Dealer Cum October start up allocation period will be Week 26 (July 1 –7,2004) and Weeks 36 – 39 (September 9 – October 1, 2004).
- Select Dealers will be contacted by their Region to choose one of the following options:
 - opt-in for the scheduling of (2) 2005-MY Mustangs
 - or**
 - opt-in for the scheduling of (1) 2005-MY Mustang,
 - or**
 - opt-out completely of the scheduling of a 2005-MY Mustang. If a dealer prefers to opt-out, completely, a 2005-MY Mustang will not be scheduled during Cum October start up.
- Regions will schedule one 2005-MY Mustang for every Select Dealer that opts in prior to scheduling a second for Select Dealers that opt in for the second 2005-MY Mustang.
- There are no guarantees that the first units scheduled during the start up will be the first ones received by dealers. Other variables, such as commodities and transportation, can delay the arrival of these units.
- Allocation of the 2005-MY Mustang Convertible option will be determined at a later date.

Resumption of Normal Scheduling for Select Dealers

- After the 2005-MY Mustang start up scheduling, Select Dealer allocation will be based on the standard "sales and availability" formula. The formula is based on weighted 2003-CY retail sales and registration history.
 - It is not anticipated that the 2005-MY Mustang will be on the Select Dealer Monthly Allocation program (free demand) until some time in the first quarter of the 2005 calendar year and when production can support demand.
- For questions or more information, feel free to contact your Zone Manager.



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