

Ford Motor Company

AUTOMOTIVE ASSEMBLY DIVISION

GENERAL OFFICE

Intra-Company Communication

January 21, 1963

To: Mr. J. G. Mullaly

cc: Messrs. D. J. Bracken H. W. Foss
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Subject: 200 Convertible Models for 1964-65 World's Fair
(Facilities Planning Study P64A-11.20.2 and Sup #1)

The Automotive Assembly Division has reviewed the program to provide 200 modified convertible models for the 1964-65 World's Fair exhibit in New York as follows:

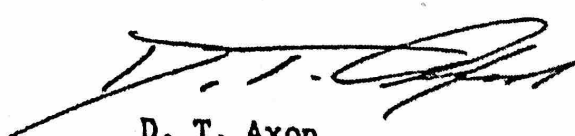
<u>Vehicle Line</u>	<u>Units Required</u>
Lincoln	25
Thunderbird	25
Galaxie	50
Monterey	50
Falcon	25
Comet	25

The preliminary estimate of Automotive Assembly Division expenditures and operating costs associated with this program is \$400,000. This estimate is for 1964 models only and includes "show car treatment", labor and materials for modification and transportation but excludes the cost of the base production vehicle. Similar requirements can be anticipated for the 1965 models.

The above estimate does not include requirements for the rehabilitation of the exhibit models for subsequent sale, which we would not recommend, nor does it include requirements for maintenance at the World's Fair. Our experience with cars provided for public inspection indicates that maintenance requirements will be significant.

Due to the preliminary nature of the engineering information available for this program, our estimate must be considered Trend and is to be used for direction purposes only. We have been advised by Finance Staff that actual costs are to be billed to Central Office.

It is requested that Automotive Assembly Division be informed of the engineering developments of the program as soon as they become available. Furthermore, it is necessary that prototype materials for the mechanisms and modification devices be made available as soon as they are developed to enable finalization of Automotive Assembly Division engineering requirements at the Pilot Plant.


D. T. Axon