

1993

PROBE



CONSULTANT GUIDE



TO: ALL FORD SALES CONSULTANTS
SUBJECT: THE 1993 PROBE CONSULTANT GUIDE

The upcoming launch of the all-new 1993 Probe provides you with an important sales and customer satisfaction opportunity:

- The Probe's revolutionary exterior styling, driver-oriented instrument panel, state-of-the-art performance engines and new features will bring many new import intenders and women shoppers to your dealership
- To ensure a positive buying experience that leads to loyal owners, these Probe customers will expect a prompt greeting, a thorough product presentation and ongoing follow-up after the sale

The purpose of the 1993 Probe Consultant Guide is to provide you with the information you will need to maximize your 1993 Probe sales and customer satisfaction with this audience.

THE CONSULTANT GUIDE

This Guide includes:

- A Marketing Overview
- Product information
- Competitive product information
- Walkaround Presentations
- A Delivery/Follow-up section
- Product Questions/Quiz

Based on your input to previous training materials, special emphasis was placed on including comprehensive competitive information as well as a page of representative color chips.

ACTION REQUESTED

- Familiarize yourself with the Probe and competitive product information contained in this Guide for utilization when demonstrating Probe to shoppers and delivering Probe to customers
- Test your product knowledge by completing the Probe product questions and by participating in the Probe puzzle contest
- Provide the Education and Training Department with your feedback via the attached self-addressed mailer survey

The launch of the 1993 Probe is very important to Ford Motor Company. This is why we're asking you to study your Probe product materials and work hard not only to sell Probe, but to ensure the customer satisfaction that is necessary for repeat buyers — and positive referrals.

J. F. Gwaltney, Manager
Education and Training Department

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WHY USE THIS GUIDE?

- ▶ To learn what's new about the 1993 Probe so you can sell to your full potential
- ▶ To learn about the differences between Probe and Probe GT prospects
- ▶ To learn about the Small Specialty market segment and Probe's main competition so you can sell Probe's strengths
- ▶ To organize and tailor a feature/function/benefit six-position walkaround presentation according to the wants and needs of your customers

WHAT'S THE BEST WAY TO USE THIS GUIDE?

Each section will help you towards understanding Probe product knowledge so you can get the "BIG PICTURE". You can best benefit from the time you spend with this Guide if you:

- ▶ Understand the **OBJECTIVES** at the beginning of every section
- ▶ Answer the **PRODUCT QUESTIONS** on pages 31-32. They provide immediate feedback on what you have learned and indicate the section you may wish to review if you missed a question or two

OBJECTIVES

This section will provide you with an overview of Probe marketing strategies and sales objectives. When you've completed this section, you will be able to:

- Understand the Small Specialty market segment, the buyer and the purchase motivations of the prospects who will be most interested in Probe. This will allow you to tailor your product presentation appropriately
- Use the "5 Key Reasons To Buy Probe" as a way to summarize your Probe product walkaround presentation to prospects
- Discuss the Probe lineup, Focus Model PEP contents and demonstrate Probe's value to customers

THE STRATEGY

Probe's leading-edge, revolutionary styling will help you establish this vehicle as the undisputed design leader in the Small Specialty market segment.

The all-new Probe offers:

- Standard features and Preferred Equipment Packages designed to provide excellent value, superior performance and handling
- An outstanding interior package with a driver-oriented cockpit plus well-executed "surprise and delight" features

Probe will primarily appeal to import intenders, most of whom will be making their first Small Specialty market segment purchase.

- Only one third of all buyers repurchase a vehicle in this market segment

The two largest groups of potential buyers will be:

- Current Small Specialty market segment buyers
- Basic small move-up owners

Probe offers major conquest opportunities for Ford dealerships — and Ford salespeople. Because of its newness, it is anticipated to create high-volume showroom traffic, including a large number of new prospects for Ford.

Probe's all-new exterior, interior and powertrain will position it as the most up-to-date offering in this highly competitive market segment.

Please note the 1991 sales results of the major competition for the 1993 Probe:

VEHICLE	1991 TOTAL VOLUME CALENDAR YEAR SALES
► Diamond Star vehicles	
- Plymouth Laser	28,201
- Eagle Talon	29,853
- Mitsubishi Eclipse	49,278
► Total Diamond Star	107,332
► Toyota Celica	60,186
► Nissan 240SX/200SX	31,498
► Saturn Sport Coupe	17,080
► Probe	76,295

NOTE: The 1993 Mazda MX6 is more aggressively styled than the current model. Consequently it has the potential to become a major competitor "down the road" with projected sales volume midway between the Nissan 240SX and Toyota Celica's 1991 level.

THE SMALL SPECIALTY MARKET SEGMENT

Probe is characterized as a small specialty car. This market segment is comprised of 24 manufacturers and 47 models. The chart on page 3 demonstrates:

- The Small Specialty market segment now accounts for 9% of the total car industry sales volume based on 1991 calendar year unit sales
- Probe is projected to leapfrog Mustang and become the market segment leader with 12.4% of the Small Specialty market segment for the 1993 model year
- Combined with Mustang, Ford is targeted to achieve 22.6% of this market segment for the 1993 model year
- No competitor offers a stronger entry, or combination of entries in the Small Specialty market segment than Ford. The introduction of the 1993 Probe will only enhance Ford's dominance

THE BUYERS

The 1993 Probe is available in two series — Probe and Probe GT. You can expect two different groups of shoppers. Although there is no substitute for consulting with your customers, the targeted Probe buyers will generally fit this profile:

- Age: 32 years
- Income: low \$40,000s
- Female/Male: 55%/45%
- Married: 45%
- College graduates: 50%
- Upscale occupations: 50% (managerial/professional/technical)
- Living in a metro/suburban area: 70%
- People per family: average of three

The Probe GT customer profile varies from the Probe prospect. Expect to see buyers who fit this profile:

- Age: 35 years
- Income: around \$50,000
- Female/Male: 40%/60%
- Married: 50%
- College graduates: 55%
- Upscale occupations: 60% (managerial/professional/technical)
- Living in metro/suburban area: 70%
- People per family: approximately three

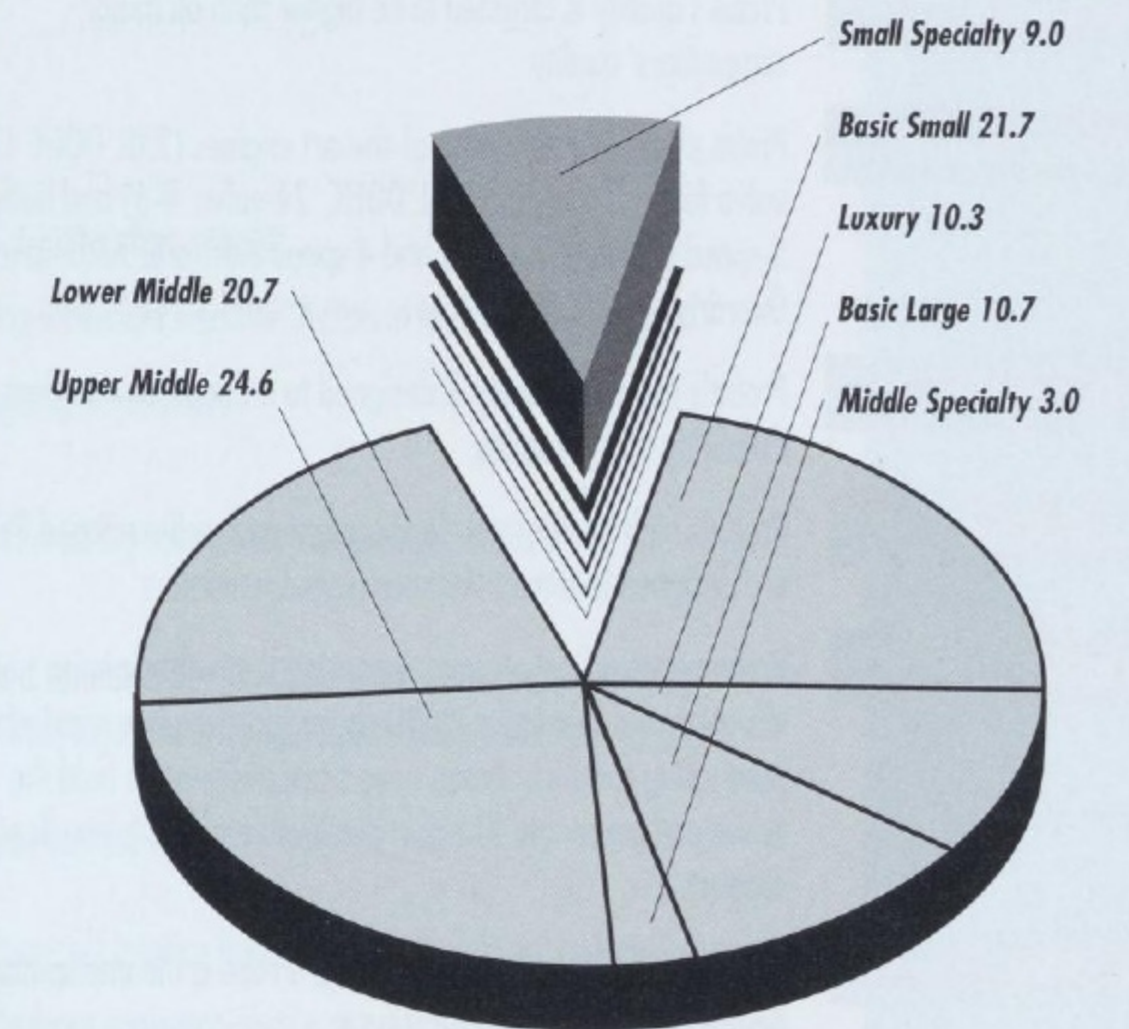
WHAT MOTIVATES THESE BUYERS?

When Small Specialty market segment buyers were surveyed about the reasons they purchased their vehicles, they responded with the top 15 reasons listed on page 4.

As the chart shows, you will be able to demonstrate how the 1993 Probe fulfills these top buying motivations.

It's important to use this information when you're presenting the 1993 Probe to your customers.

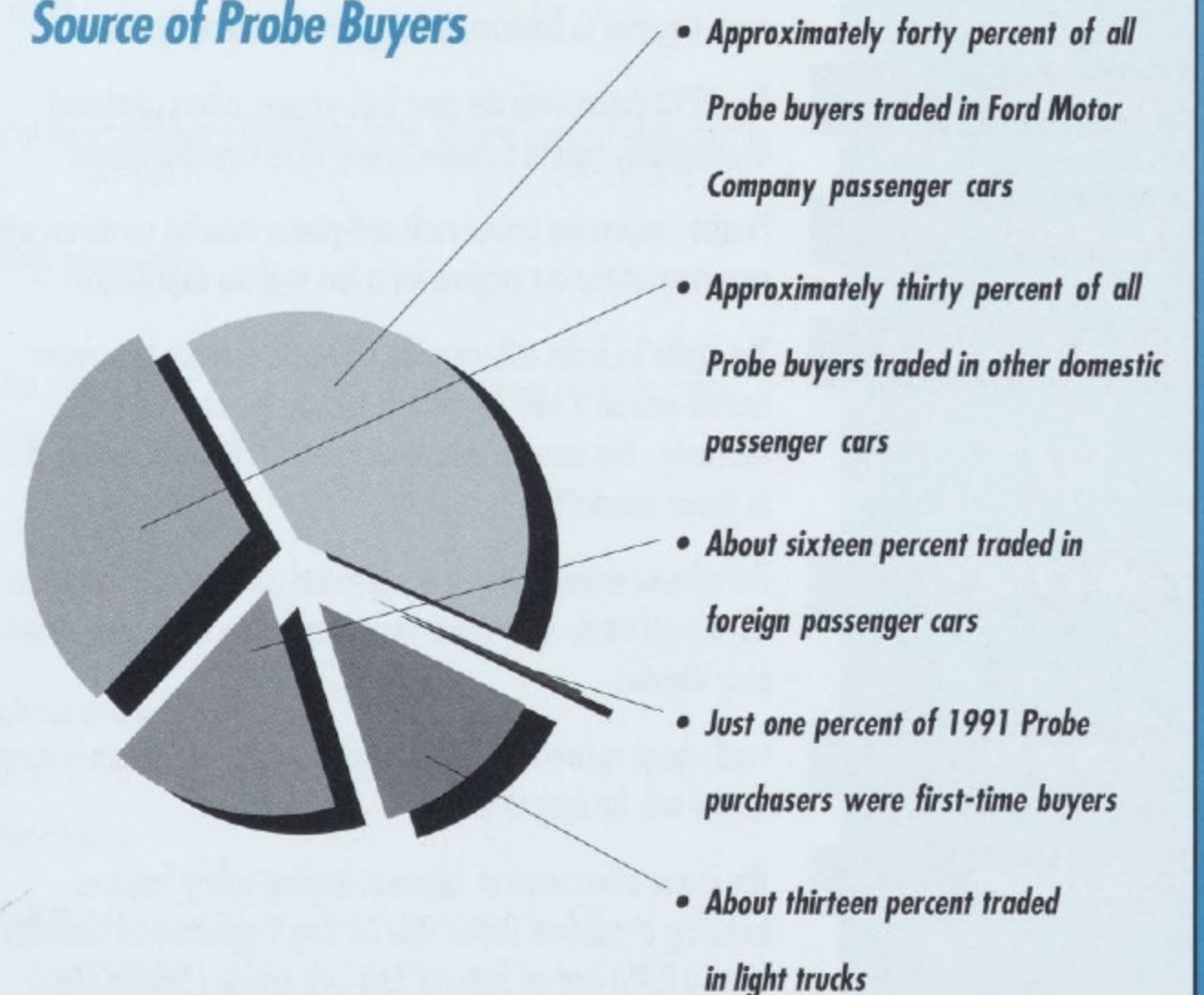
Various Car Market Segment Percentages of the Industry



DID YOU KNOW?

According to the New Vehicle Buyer Survey, the source of 1991 Probe buyers is as follows:

Source of Probe Buyers



SMALL SPECIALTY SEGMENT PURCHASE REASONS

- 1. Well-made vehicle** Probe's quality is targeted to be higher than all major competitors' quality
- 2. Good engine/transaxle** Probe offers two new state-of-the-art engines (2.0L DOHC 16-valve four-cylinder and 2.5L DOHC 24-valve V-6) and both 5-speed manual overdrive and 4-speed electronic Automatic Overdrive transaxles
- 3. Durability/reliability** Probe's targeted quality is designed to enhance its excellent durability and reliability
- 4. Price/deal offered** Probe's high level of standard content and well-equipped PEPs are designed to attract value-conscious customers
- 5. Riding comfort** Probe offers a finely tuned suspension that will minimize noise, vibration and harshness (NVH) characteristics while maximizing pure riding comfort. Probe's seats are designed to hold the driver and passenger firmly in place while offering excellent support
- 6. Exterior styling** Leading-edge, revolutionary styling. Probe is the undisputed design leader and latest offering in a style-conscious market segment
- 7. Value for the money** Probe offers Preferred Equipment Packages for value-conscious and creature comfort-seeking customers. Combined with a high level of standard equipment, Probe is good value for the money
- 8. Ease of handling** Probe's four-wheel independent suspension, stabilizer bars, spring rates, MacPherson struts and Quadra-link rear suspension work together to become an integrated handling system
- 9. Fuel economy** The 1993 Probe, with the new 2.0L engine, offers combined city/highway figures superior to any of its key competitors
- 10. Fun to drive** Precise, responsive power rack-and-pinion steering combines with new state-of-the-art engines for a fun-to-drive experience
- 11. Warranty coverage** The Probe includes a 3-year/36,000-mile bumper-to-bumper limited warranty with a 6-year/100,000-mile corrosion warranty. This comprehensive warranty is competitive with all of its major competitors
- 12. Interior styling** The all-new driver-oriented wraparound instrument panel places all controls within easy reach and places important gauges within easy viewing
- 13. Dealer service** Ford's huge network of highly trained service technicians ensures service will be easy to find
- 14. Safety features** The Probe offers market segment-leading safety features, including a standard Driver Side Air Bag Supplemental Restraint System (SRS) and an optional Anti-lock Braking System (ABS)
- 15. Power/pickup** The Probe and Probe GT's engines offer brisk, authoritative power and pickup. The GT's V-6 engine is untouched when it comes to silky smooth pickup power

THE KEY REASONS TO BUY

As you can see, there are many reasons to buy Probe. The "5 Key Reasons to Buy" listed below are ones that you want to be sure to point out and discuss with every prospect during your Probe walkaround presentation.

These "5 Key Reasons To Buy" provide you and your customers with an easy-to-remember summary of Probe's key features and attributes.

- 1. Two distinct models** — Probe offers two distinct models — Probe and Probe GT — with all new powertrains, interior trims and exterior fascia themes.
- 2. All-new, leading-edge exterior design with driver-oriented interior** — A sporty exterior design with an ergonomic interior for a total driver-oriented vehicle.
- 3. State-of-the-art engines** — State-of-the-art 2.0L DOHC 16 valve I-4 and 2.5L DOHC 24-valve V-6 (only V-6 engine among key segment competitors) engines deliver efficient, responsive performance.
- 4. Segment-leading safety features** — Probe and Probe GT offer a standard Driver Side Air Bag Supplemental Restraint System (SRS) and an optional Anti-lock Braking System (ABS).
- 5. Affordable high technology** — Probe is designed to feature high-quality, high-technology steering, braking and suspension systems at an affordable price.

THE LINEUP

Probe will be available in two series, distinct by powertrain offering and exterior styling cues.

- | | |
|---|----------------------------------|
| ▶ Probe packages: | Projected % of Total Probe Sales |
| - PEP 251A | 25% |
| - PEP 253A | 45% |
| ▶ The Probe series offers PEP 251A, designed to attract the style-conscious buyer who primarily wants value for the money | |
| ▶ The high-volume PEP 253A will appeal to the buyer who wants more comfort and convenience | |
| ▶ Probe GT packages: | Projected % of Total Probe Sales |
| - PEP 261A | 15% |
| - PEP 263A | 15% |
| ▶ The Probe GT series offers enhanced performance, ride and handling, and is also available with two PEPs | |
| ▶ PEP 261A will attract the value-oriented, performance-oriented shopper | |
| ▶ PEP 263A will appeal to the performance driver seeking high levels of comfort and convenience | |

THE FOCUS MODEL

The 1993 Probe Focus Model is the Probe with PEP 253A. Although this Preferred Equipment Package will appeal to the Probe customer looking for more comfort and convenience, it offers tremendous value. PEP 253A includes:

FEATURE

- ▶ Manual air conditioning
- ▶ Rear window defroster
- ▶ Dual electric remote-control mirrors
- ▶ Tilt steering column
- ▶ Convenience Group
 - Tinted glass
 - Interval windshield wipers
 - Remote fuel door/liftgate releases
 - Battery Saver
 - Convenience lights
 - Headlamps-on reminder chime
- ▶ Color-keyed bodyside moldings
- ▶ AM/FM electronic cassette radio with Premium Sound
- ▶ Remote keyless entry
- ▶ Speed control
- ▶ Power Group
 - Power side windows with driver and passenger side express-down feature (operable from driver's side)
 - Two-way power door locks
- ▶ Light Group
 - Illuminated Entry System
 - Dual illuminated visor vanity mirrors
 - Fade-to-off dome lamp with map lights

BENEFIT

- Helps provide a cool, comfortable interior
- Aids rear vision during inclement weather. Assists in melting ice and snow
- Allow convenient fingertip adjustment
- Allows driver to adjust steering column for customized comfort
- Keeps interior cool and comfortable. Reduces glare for increased visibility
- Adjustable speed for varying climatic conditions. Provide added safety and driver convenience
- For added convenience and safety
- Time-delay feature turns off interior lights accidentally left on, reducing chance of getting "stranded"
- Provide lighting under the hood, in the glove box, a fade-to-off dome lamp, door/liftgate ajar light, low fuel light and low washer fluid light
- Reminds driver to turn off headlamps. Reduces chance of drained battery
- Help protect bodysides against dings and dents
- For high-quality audio
- Allows unlocking of doors without a key from up to 33 feet away. Helps provide added security
- For highway driving convenience
- Power windows for convenience. Express-down feature allows driver to fully lower windows with the press of a switch
- For extra convenience and safety
- For added nighttime safety
- For extra convenience
- Map lights provide spot illumination

QUIZ ANSWERS

- | | |
|-------|---------|
| 30. C | page 13 |
| 29. A | page 20 |
| 28. D | page 20 |
| 27. D | page 22 |
| 26. B | page 21 |
| 25. C | page 7 |
| 24. B | page 16 |
| 23. A | page 17 |
| 22. B | page 14 |
| 21. B | page 16 |
| 20. C | page 14 |
| 19. B | page 14 |
| 18. D | page 10 |
| 17. B | page 10 |
| 16. A | page 10 |
| 15. D | page 10 |
| 14. A | page 10 |
| 13. D | page 11 |
| 12. B | page 9 |
| 11. B | page 8 |
| 10. D | page 9 |
| 9. C | page 8 |
| 8. C | page 7 |
| 7. B | page 8 |
| 6. C | page 3 |
| 5. A | page 3 |
| 4. A | page 2 |
| 3. D | page 17 |
| 2. D | page 4 |
| 1. C | page 5 |
- Answer on:

EXTERIOR

OBJECTIVES

This section will describe Probe's:

- ▶ Style and design
- ▶ Exterior features
- ▶ Tires, wheels and wheel covers

When you've completed this section, you'll be able to:

- ▶ Discuss the features that contribute to Probe's aerodynamic, sporty, fresh appearance
- ▶ Discuss Probe's tires, wheels and wheel cover availability
- ▶ Point out the exterior styling cues that differentiate the Probe from the Probe GT

THE DESIGN

Every time Ford Motor Company launches a new vehicle, they test consumer reaction to that vehicle.

Some vehicles get a very strong consumer reaction.

A few start pulses pounding and get blood racing.

Remember when you were young and one particular car took your breath away because its styling just knocked you out?

That's the reaction Probe's been getting around the country.

These are some quotes taken directly from consumers:

"Totally Hot!"

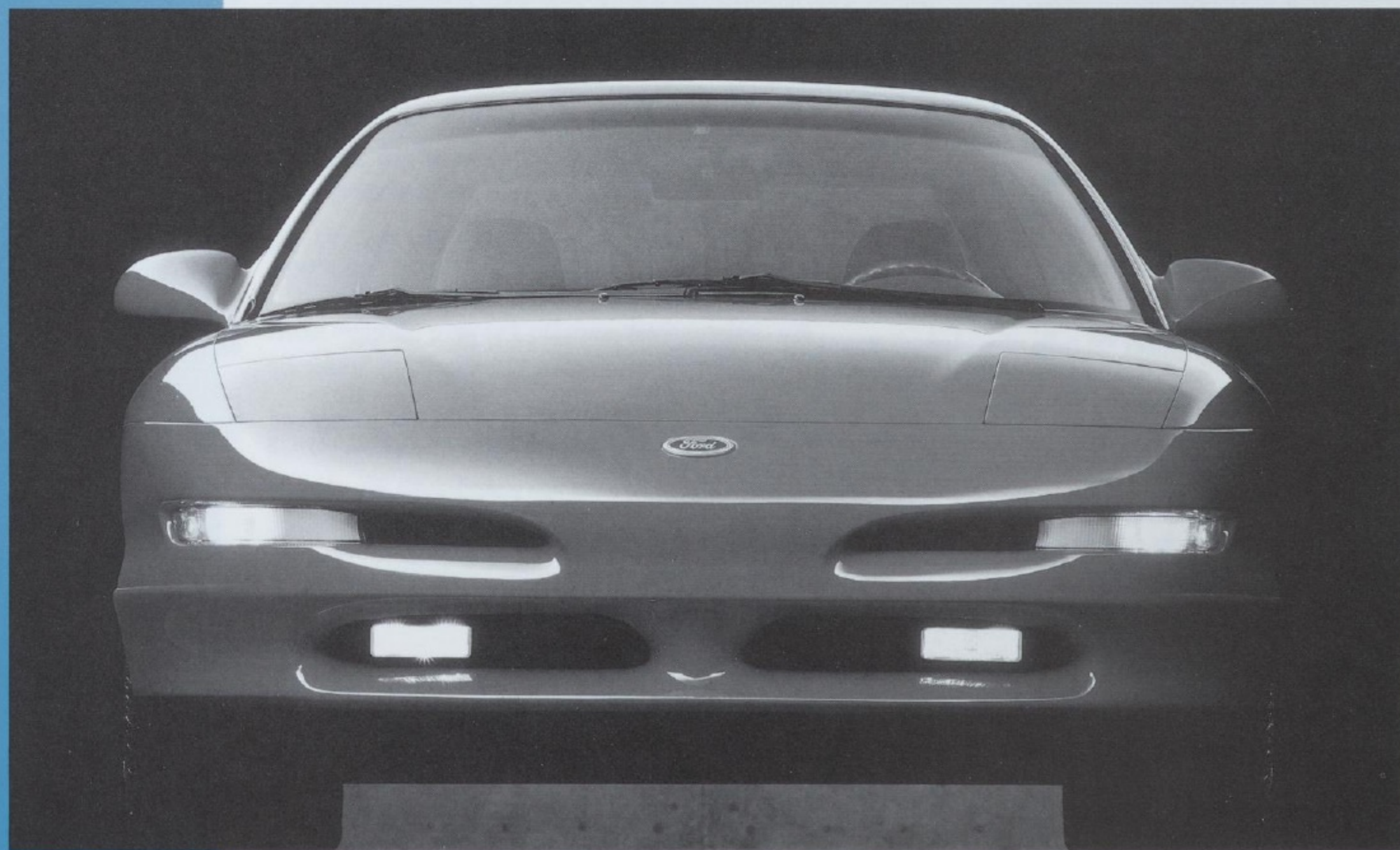
"It's elegant!"

"More stylish than Celica!"

"Looks like a sports car, looks like a European model!"

"I think this would do a job on Laser!"

"It's got some of the Porsche lines!"



PROBE STYLING CUES

Right away, you will see that the 1993 Probe has evolved into a new, more exciting design. You can't miss it!

But you need to be able to point out the styling cues that make the 1993 Probe stand out from the rest of the crowd.

These 1993 Probe styling cues include:

- ▶ A more streamlined, sleek look due to:
 - a cowl, or hoodline, that's lower by 2.7 inches than its predecessor
 - increased windshield size and angle, contributing to cutting-edge "cab-forward" styling
 - concealed halogen headlamps
 - flush door handles
- ▶ A more aggressive, solid look due to:
 - a stance that's over two inches wider in front and in the rear
 - a new front fascia
 - a wheelbase that's longer than the current model by 3.9 inches



THE EXTERIOR COLORS AND INTERIOR TRIMS

Your customers will be able to choose from a selection of ten vivid, bold colors for their new Probe. These colors are as follows:

- ▶ Black
- ▶ Vibrant White

Clearcoat Metallic:

- ▶ Electric Red
- ▶ Bimini Blue
- ▶ Electric Blue
- ▶ Steel Blue Frost
- ▶ Bright Calypso Green
- ▶ Silver

Tinted Non-Metallic:

- ▶ Rio Red
- ▶ Bright Yellow

What do these colors look like? Turn to the inside back cover of this brochure to find actual color chip samples. How does Probe stack up against the competition in the area of exterior color and interior trim choice? Let's take a look:

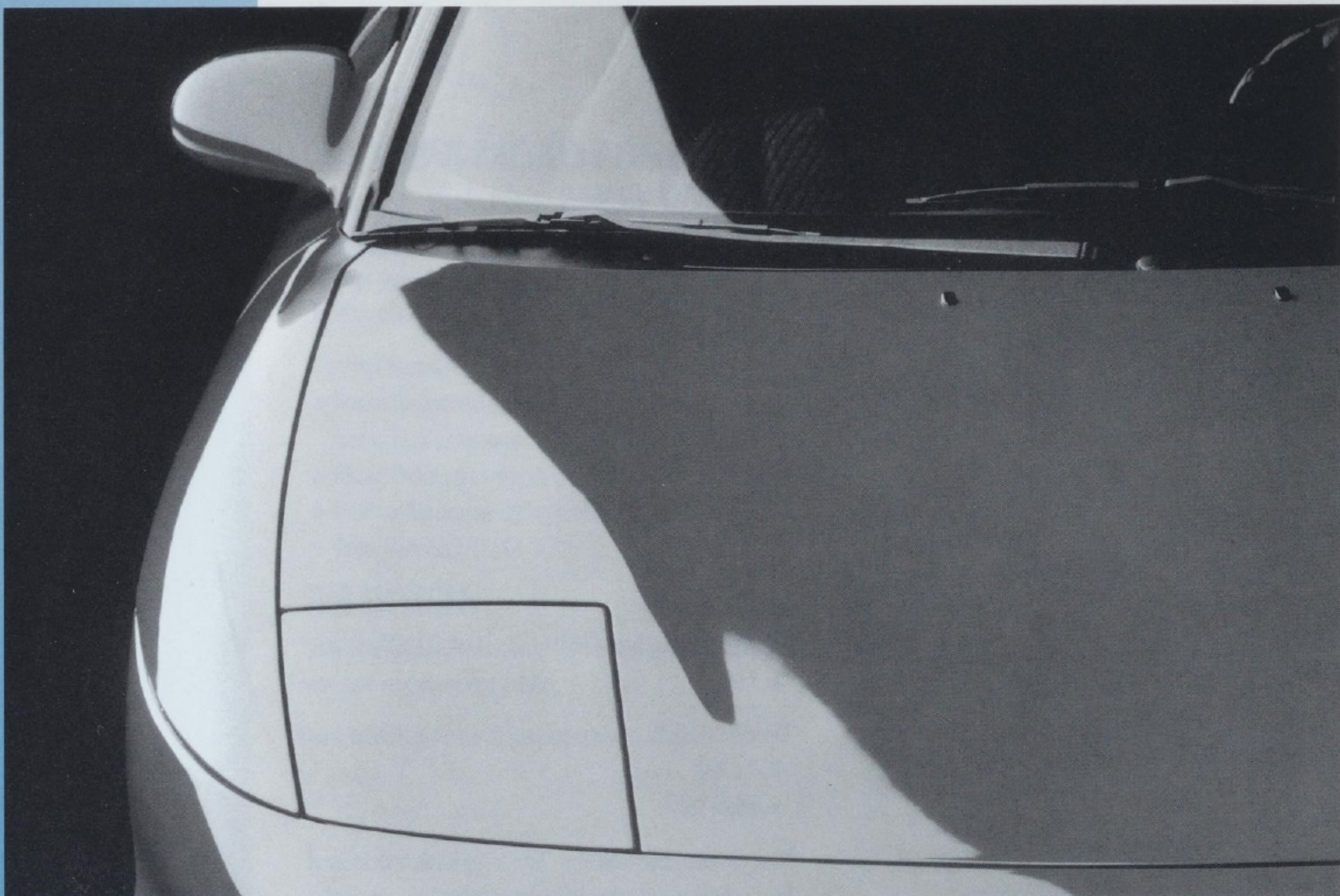
Competitive Comparison Color and Trim Chart

	Ford Probe	Plymouth Laser	Nissan 240SX	Toyota Celica ST	Saturn SC
Exterior Colors Available	10	8	8	9	10
Interior Trim Colors Available	4	3	2	2	3
Leather Seating Surfaces Availability	Opt.	N/A	N/A	N/A	Opt.
	Ford Probe GT	Plymouth Laser Turbo	Nissan 240SX SE	Toyota Celica GT-S	
Exterior Colors Available	10	8	8	9	
Interior Trim Colors Available	4	3	2	2	
Leather Seating Surfaces Availability	Opt.	N/A	Std.	Opt.	

Note: Bold copy indicates a Probe advantage

Only Saturn Sport Coupe can match Probe's offering of ten exterior colors.

No major competitor matches Probe's available interior trim selection!



WHEELS AND TIRES

- ▶ Probe features standard P195/65R 14 89S BSW all-season tires and 14-inch wheel covers
- ▶ For a sportier look, optional P205/55R 15 87S tires with 15-inch aluminum wheels are available for Probe series
- ▶ Probe GT features P225/50VR 16 91V BSW performance tires and 16-inch five-spoke aluminum wheels



14" Wheel Covers

- Standard on Probe
- N/A on Probe GT



15" Cast Aluminum Wheels

- Optional on Probe
- N/A on Probe GT



16" Cast Aluminum Wheels

- Standard on Probe GT
- N/A on Probe

PROBE GT STYLING CUES

Probe GT has a more aggressive, performance-oriented exterior appearance than Probe. Some cues that enhance this image include:

Feature	Benefit
▶ Unique front and rear fascia	Enhances performance image
▶ Integrated rectangular fog lamps	Aid visibility in inclement weather
▶ Lower bodyside cladding	Extra prevention against road abrasion
▶ Clear front combination lamp lens	Provides a sporty look

THE FUEL TANK

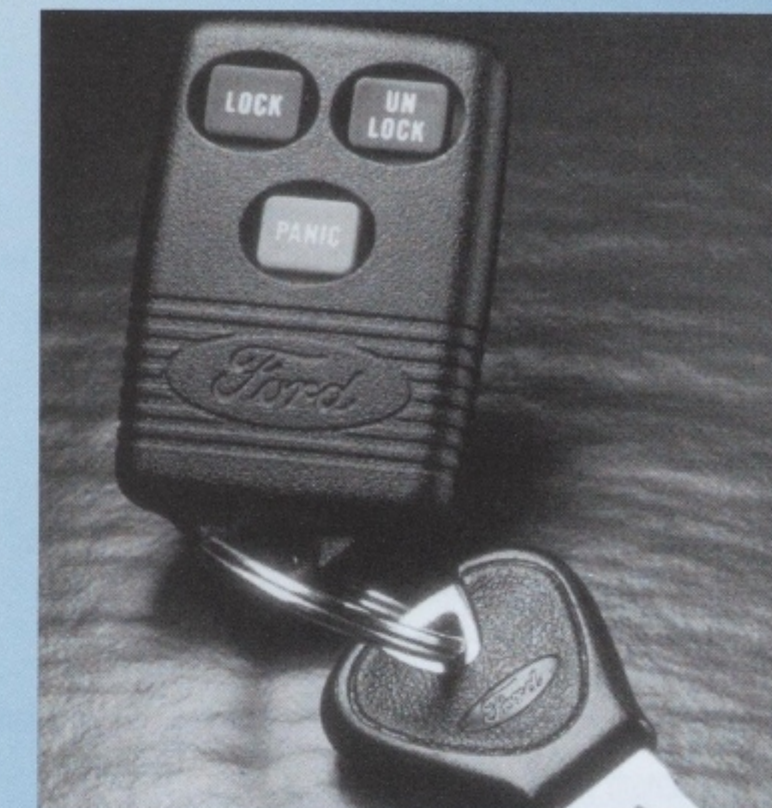
Probe's fuel tank offers features that your customers will appreciate:

Feature	Benefit
▶ A generous 15.5-gallon fuel tank	For extended cruising
▶ A standard tethered fuel filler cap	Impossible to lose
▶ The Convenience Group's remote fuel filler door release	Included in all Probe PEPs for excellent value

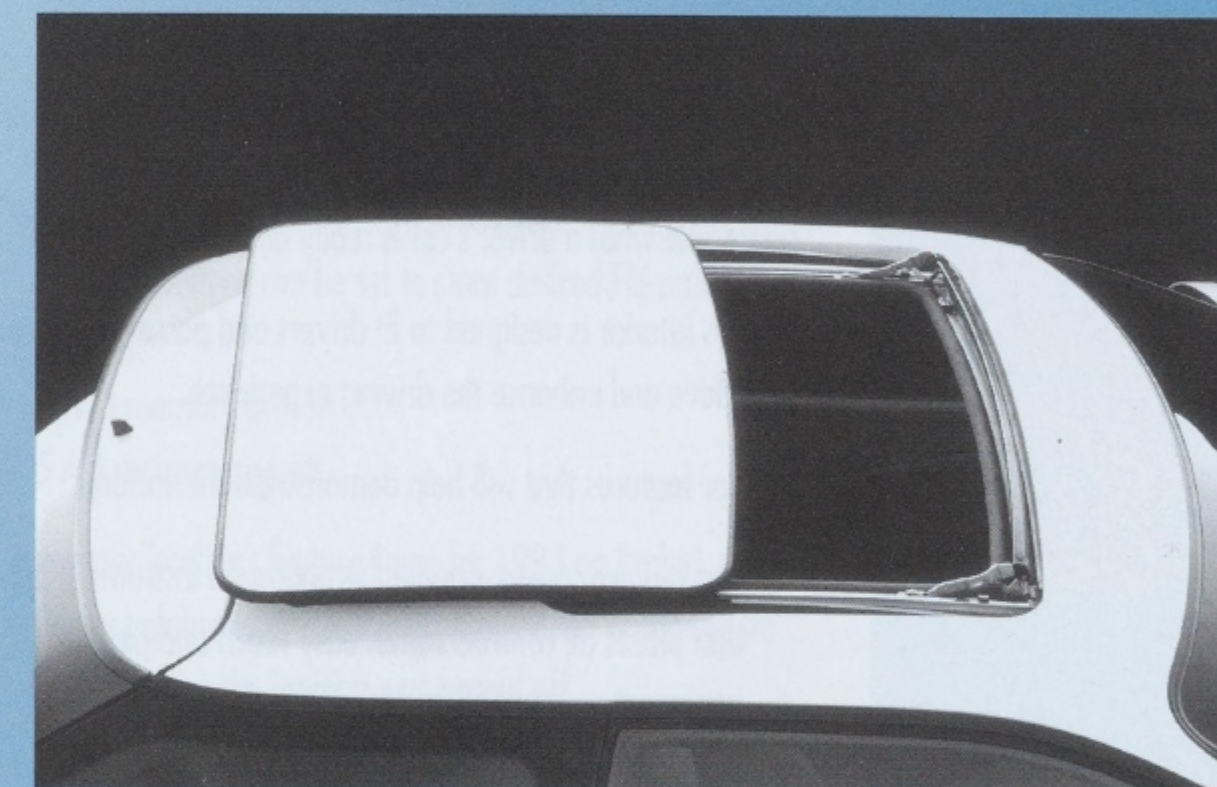
EXTERIOR OPTIONS

Probe and Probe GT feature exterior options that can be purchased alone or as part of one of the Preferred Equipment Packages. These attractive features include:

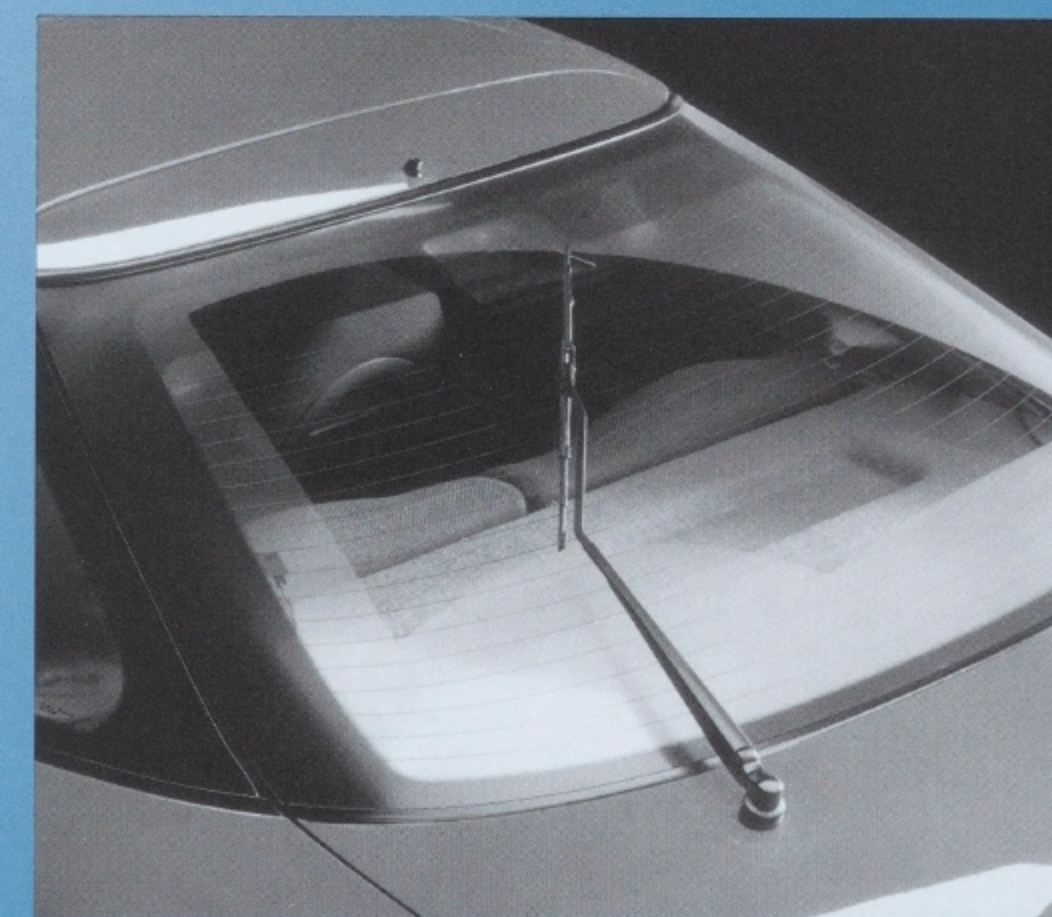
Feature	Benefit
▶ Remote Keyless Entry System, operable from up to 33 feet away	For extra security; includes alarm function convenience
▶ Power outside sliding sunroof	For open air sportiness
▶ Heated dual electric remote-control mirrors	Heated feature helps remove snow, ice and mist Remote-control feature adds fingertip convenience
▶ Rear wiper/washer	Helps provide clear rearward vision



For added security, available in the '93 Probe is the new Remote Keyless Entry System.



Let in more sunshine and fresh air with the new power outside sliding roof option.



Enhance rearward vision year-round with the optional rear wiper/washer and new heated dual electric remote-control mirrors. (mirrors not shown)

INTERIOR

OBJECTIVES

When you've completed this section, you will be able to:

- ▶ Call attention to Probe's all-new interior
- ▶ Demonstrate Probe's seating features
- ▶ Discuss Probe's interior safety features
- ▶ Help your customers appreciate Probe's new driver-oriented instrument panel
- ▶ Identify the differences between the Probe interior and the Probe GT interior

THE COCKPIT

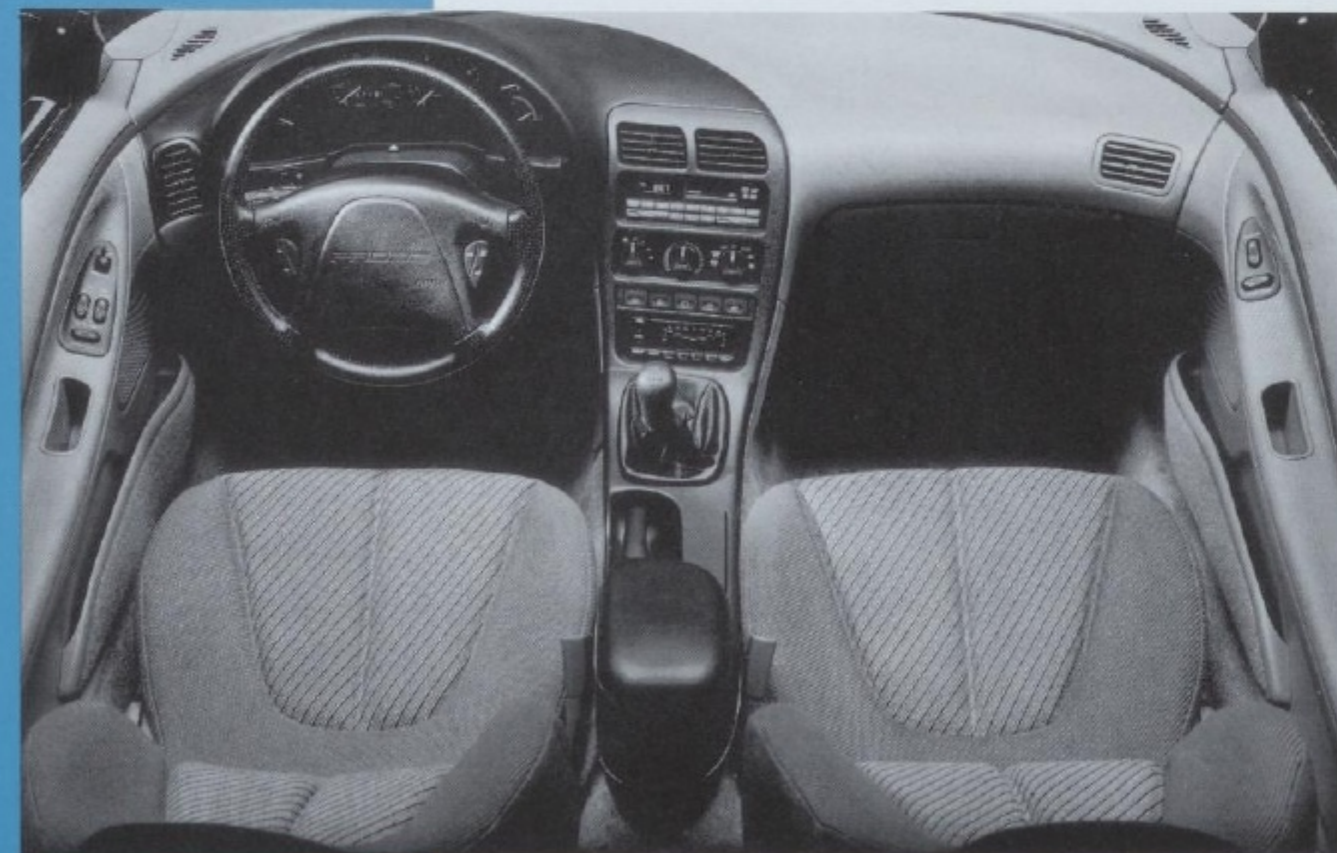
Probe's exterior promises performance and good driving, but when your customers experience Probe's cockpit, they will appreciate what a driver's car is really all about.

Probe's interior is designed to fit drivers and passengers like a fine glove and enhance the driving experience.

Interior features that will help demonstrate this include:

- ▶ The all-new, driver-oriented wraparound instrument panel that places all controls within easy reach and places important gauges within easy viewing
- ▶ Probe's center console with rear ashtray
- ▶ Probe GT's full center console with folding armrest, storage compartment, cup holder and rear ashtray

The Probe GT driver-oriented cockpit



- ▶ More total interior volume than any major competitor
- ▶ Standard performance instrument cluster
 - 120-mph speedometer - fuel gauge
 - (140-mph on GT) - water temperature gauge
 - odometer
 - trip odometer - oil pressure gauge
 - tachometer - voltmeter
- ▶ Probe GT features a leather-wrapped steering wheel and gearshift knob
- ▶ Optional power side windows with driver and front passenger express-down feature, operable from the driver's side

THE COMFORT

Probe and Probe GT offer comfortable, functional seats because they incorporate many features that drivers look for. These features include:

- ▶ Standard cloth front bucket seats with dual recliners and integral cloth headrests
- ▶ Driver and passenger front seatback recline with memory so the seatback will return to desired position automatically, for easy back seat access
- ▶ 50/50 fold-down rear seat for added versatility
- ▶ Probe offers more rear seat hip room than any of its major competitors

Probe GT adds:

- ▶ Driver side power lumbar support and seatback side bolsters for customized seating comfort
- ▶ Seatback stowage compartment for convenient placement of maps, small parcels and the like
- ▶ Unique GT seat and door panel trim

Optional seating features on Probe and Probe GT include:

- ▶ Leather bucket seating surfaces for an added touch of classy luxury
- ▶ Manual driver's height adjust seat for easy adjustment according to body type
- ▶ Six-way power driver's seat for seat adjustment with fingertip convenience

THE SAFETY

Probe is a performance-oriented, stylish car, but it also offers cutting-edge interior safety features that include:

- ▶ Standard Driver Side Air Bag Supplemental Restraint System (SRS)
 - Designed to activate in a frontal impact roughly equivalent to striking a parked car of comparable size at 28 miles per hour
 - From initial impact to full deployment, the air bag inflates in less than 1/10th of a second and it begins to deflate in just a fraction of a second
- ▶ Passenger side power window lockout feature
 - For added safety and security
- ▶ Rear child seat tether anchor
 - Helps hold a child seat securely in place

The 1993 Probe offers a full range of safety and security features. For a complete safety/security comparison, refer to the "Probe vs. Key Competition — Safety and Security" charts on pages 22 and 23.

AUDIO SYSTEMS

From Beethoven to Van Halen to Harry Connick Jr. to Garth Brooks, your 1993 Probe customers will have a wide range of musical tastes.

Probe has a large selection of audio systems and new audio system enhancements that will appeal to your customers, no matter what their requirements are.

It is up to you to demonstrate these audio features to your prospects, especially when on a demonstration drive. Prospects need to see how easily the functions work.

Education and Training will be sending you the "Ford Electronic Sound Systems Operating Guide" in late May to provide complete details on the operation of the new audio systems.

Please take the time to familiarize yourself with this brochure so you can properly demonstrate the radio's features and its benefits during the demonstration drive and during delivery.

Standard Audio System

Even Probe's standard audio system offers features found on a more sophisticated system.

These features include:

- ▶ Electronic manual tuning
 - Pushing the Tune +/- button momentarily causes the radio to tune to the next radio station on the band
- ▶ Seek
 - Pushing the Seek button momentarily causes the radio to automatically seek up or down in frequency until a received station produces a stop pulse



- ▶ Memory presets
 - Memory buttons can be set to store desired FM and AM stations
 - 10 FM memory presets
 - 5 AM memory presets

- ▶ Automatic loudness feature (new for 1993 on Probe)
 - Resets volume to preset level if the volume had been set louder before the ignition was turned off

- ▶ Integral clock
 - Built-in clock provides digital accuracy

- ▶ 24 watts of continuous average power

- ▶ All Probe radio systems employ front and rear dual-cone speakers
 - Dual-cone speakers provide one cone for treble response and another cone for bass response
 - Front round 5 1/4" dual-cone speakers mounted in front doors
 - Rear 5 1/2" x 7 1/2" dual-cone speakers mounted in rear quarter panels

Premium System

This system adds cassette deck capability to the above system. An external amplifier helps provide added wattage.



Electronic AM/FM Stereo Radio (Standard on Probe)

Electronic AM/FM Radio with Premium Sound Cassette (Standard on Probe GT)

Cassette features include:

- ▶ **Dolby® Noise Reduction**
 - Provides equalization and noise reduction when playing tapes recorded using the Dolby® process
- ▶ **Soft-Touch cassette tape eject**
 - Allows the user to eject the cassette by simply pressing the eject button
- ▶ **Fast-winding controls**
 - Allow the user to advance or rewind the tape at a high speed
- ▶ **Reverse control**
 - Allows user to switch between sides one and two of the tape
- ▶ **Automatic Music Search (AMS)**
 - Allows user to quickly locate the start of the tape program being played or skip to the next program
- ▶ **56 watts of continuous average power**
- ▶ **Rear 5 1/2" x 7 1/2" dual-cone premium speakers** for more solid, accurate fidelity

COMPACT DISC PLAYER

For the most discriminating auto audiophiles, Probe offers the compact disc player system with some of the most sophisticated audio features available.



AM/FM Stereo Radio with Compact Disc Player

Besides the features listed above, this system adds or substitutes:

- ▶ **Auto preset button**
 - Allows the user to automatically store the first five strong stations of the current band (FM1, FM2 or AM) into the memory button locations
- ▶ **Scan**
 - Causes the radio to tune either forward or backward through the radio frequencies, stopping at valid stations to audit the music for five seconds

- ▶ **141 watts of continuous average power**
- ▶ **CD player functions**
 - Compression enhances low-level audio to compensate for interior vehicle noise
 - Scan allows the user to sample the first eight seconds of the disc selections
- ▶ **A subwoofer** for an even more realistic foundation to the music and a more accurate bass response

OPTIONAL COMPONENTS

Besides the impressive selection of available sound systems, your Probe customers also have a choice of optional components to enhance their interior audio environment even more.

These options include:

- ▶ **A graphic equalizer**
 - Seven bands allow the user to customize the audio environment
 - A defeat button allows the equalizer to be disabled for a flat audio response
 - A display button allows the user to toggle through five different preprogrammed equalization settings for various types of music. The equalization types available are for various music types: jazz, pop, vocal, classical and rock
 - Four user-programmable memory presets are available for storing user-preferred equalization settings
- ▶ **A power antenna**
 - For convenient raising and lowering

In addition to the factory options, the following upgrades are available through the dealer upgrade program:

- ▶ **A trunk-installed 10-CD changer**
- ▶ **The AM/FM cassette can be replaced with the CD radio**
- ▶ **The graphic equalizer can be added to all but the base system**



Graphic Equalizer

Many Probe prospects will be as interested in audio performance as they are in how the vehicle does on the road. You have a

wide range of audio features to show your customers. Here's how Probe's audio features stack up against the competition.

THE AUDIO FEATURES

Note: Bold Copy — Probe Advantage

	1993 Ford Probe	1992 Plymouth Laser	1992 Toyota Celica	1992 Nissan 240SX	1992 Saturn SC
Radio Features					
Electronic AM/FM Stereo Radio					
- AM/FM Station Presets	Std.	Std.	Std.	N/A	Std.
- Separate Bass and Treble Controls	5/10	5/5	6/6	6/6	7/7
- Front/Rear Fader and Left/Right Balance Controls	Std.	Std.	Std.	N/A	Std.
- Digital Clock	Std.	Std.	N/A	N/A	Std.
- Auto. Loudness	Std.	N/A	N/A	N/A	N/A
- Seek Up/Down	Std.	Std.	Std.	N/A	Std.
Electronic AM/FM Cassette Radio with Premium Sound					
- Dolby® NR	Opt.	Opt.	Opt.	Std.	Opt.
- Auto. Music Search	Std.	Std.	Std.	Std.	Std.
- Fast-Winding Controls	Std.	N/A	N/A	N/A	N/A
- Tape Reverse	Std.	Std.	Std.	Std.	Std.
7-Band Graphic Equalizer					
- Memory Presets	Opt.	Opt.	N/A	N/A	Opt. ⁽¹⁾
- Auto. Select Settings	Std.	N/A	N/A	N/A	N/A
Compact Disc Player					
- Scan Feature	Opt.	Opt.	Opt.	Opt.	Opt.
- Compression	Std.	Std.	Std.	Std.	Std.
- Trunk-Installed 10-CD Changer	Std.	N/A	N/A	N/A	N/A
Power Antenna					
	Opt.	N/A	Opt. ⁽²⁾	Std.	N/A

¹ 5-band only.
² Optional on ST; standard on GF-S.

As you can see, Probe beats the competition by offering:

- ▶ **More FM presets** than any key competitor
- ▶ **Unique features** like automatic loudness control and fast-winding controls
- ▶ **A graphic equalizer** with advanced features like memory presets and automatic select settings

TECHNOLOGY

OBJECTIVES

When you've read this section, you should be able to:

- ▶ Highlight Probe's available engines and transaxles
- ▶ Tell customers about the specific benefits of the standard and optional transaxles available on the two Probe series
- ▶ Explain the suspension features that provide Probe with its outstanding ride and handling characteristics
- ▶ Point out the Probe GT suspension enhancements that contribute to its tauter, more sporty ride and handling
- ▶ Tell customers about the standard and optional braking configurations available on Probe and Probe GT

THE ENGINES

The 1993 Probe features two all-new, state-of-the-art engines. Your customers will want to know what specific high-tech features these engines offer — and their benefits.

- ▶ Probe features the spirited, economical 2.0L Double Overhead Cam (DOHC) 16-valve four-cylinder engine
 - Horsepower: 115 @ 5500 rpm
 - Five more horsepower than the 1992 Probe GL engine
 - Torque: 124 ft.-lbs. @ 3500 rpm

- ▶ Probe GT features the exhilarating, performance-oriented 2.5L DOHC 24-valve V-6 all-aluminum engine
 - Horsepower: 164 @ 6000 rpm
 - Nineteen more horsepower than the 1992 Probe GT engine
 - Torque: 156 ft.-lbs. @ 4000 rpm

No major competitor — Plymouth Laser RS Turbo, Toyota Celica GTS or Nissan 240SX SE — offers a standard or optional V-6 engine.

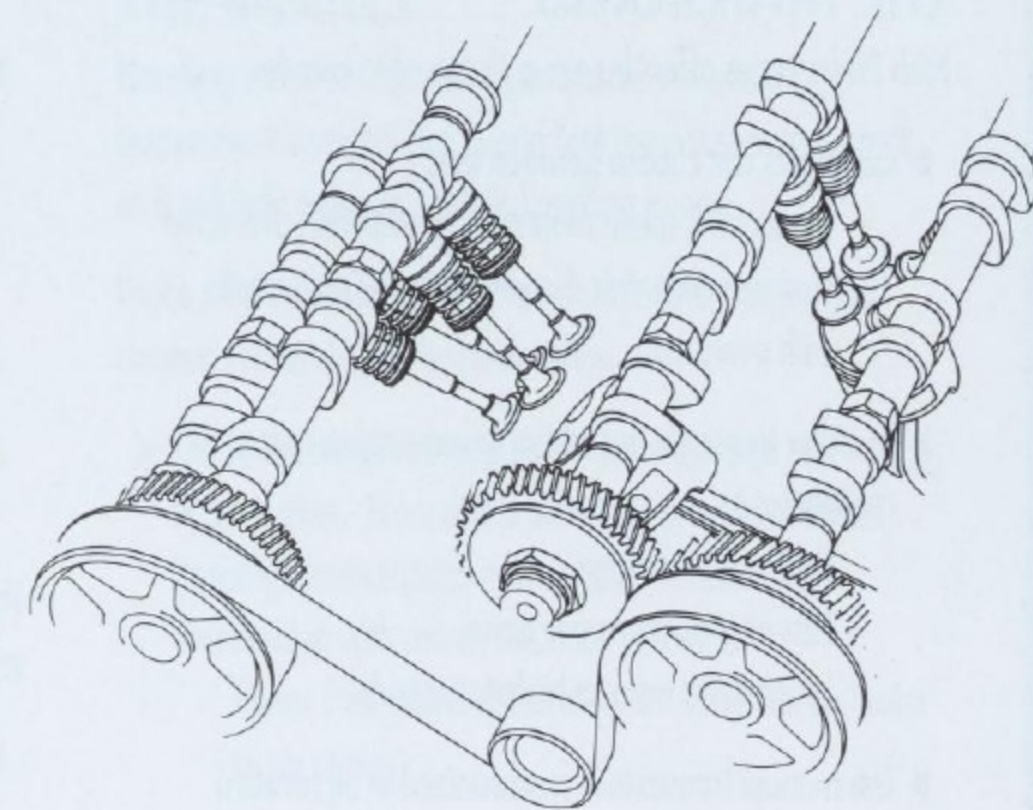
What can you tell customers about the features these engines share?

- ▶ Overhead cam design provides engine efficiency at higher engine speeds
 - Probe engines feature Double Overhead Cam (DOHC)
 - The 1992 2.2L engines (GL and GT) offered Single Overhead Cam (SOHC) design
 - Previous Probe owners may notice that the standard engine offers a smaller displacement (2.0L vs. 2.2L)
 - Point out that efficient DOHC design contributes to more horsepower

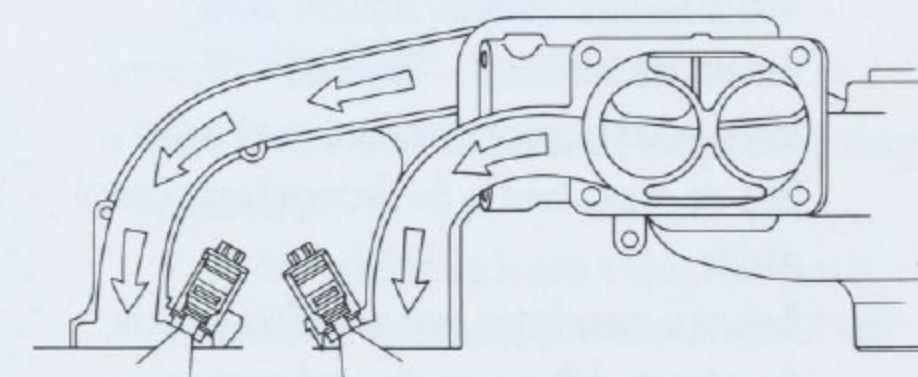
- An engine with DOHC is more efficient than an engine with pushrods because DOHC provides a shorter, more efficient route from the energy source to the pistons

- ▶ Multiple-valve design helps provide efficient higher-end performance by offering better breathing capacity
 - Multi-valve technology simply means that because of a larger intake and exhaust valve area, the engine receives more air for better breathing. More air and better breathing means more complete combustion for each drop of fuel
 - Point out that the 1993 2.0L and 2.5L engine design features four valves per cylinder instead of three valves per cylinder as found on 1992 Probe GL and GT engines. More valves, more air and better breathing mean more complete combustion of each drop of fuel

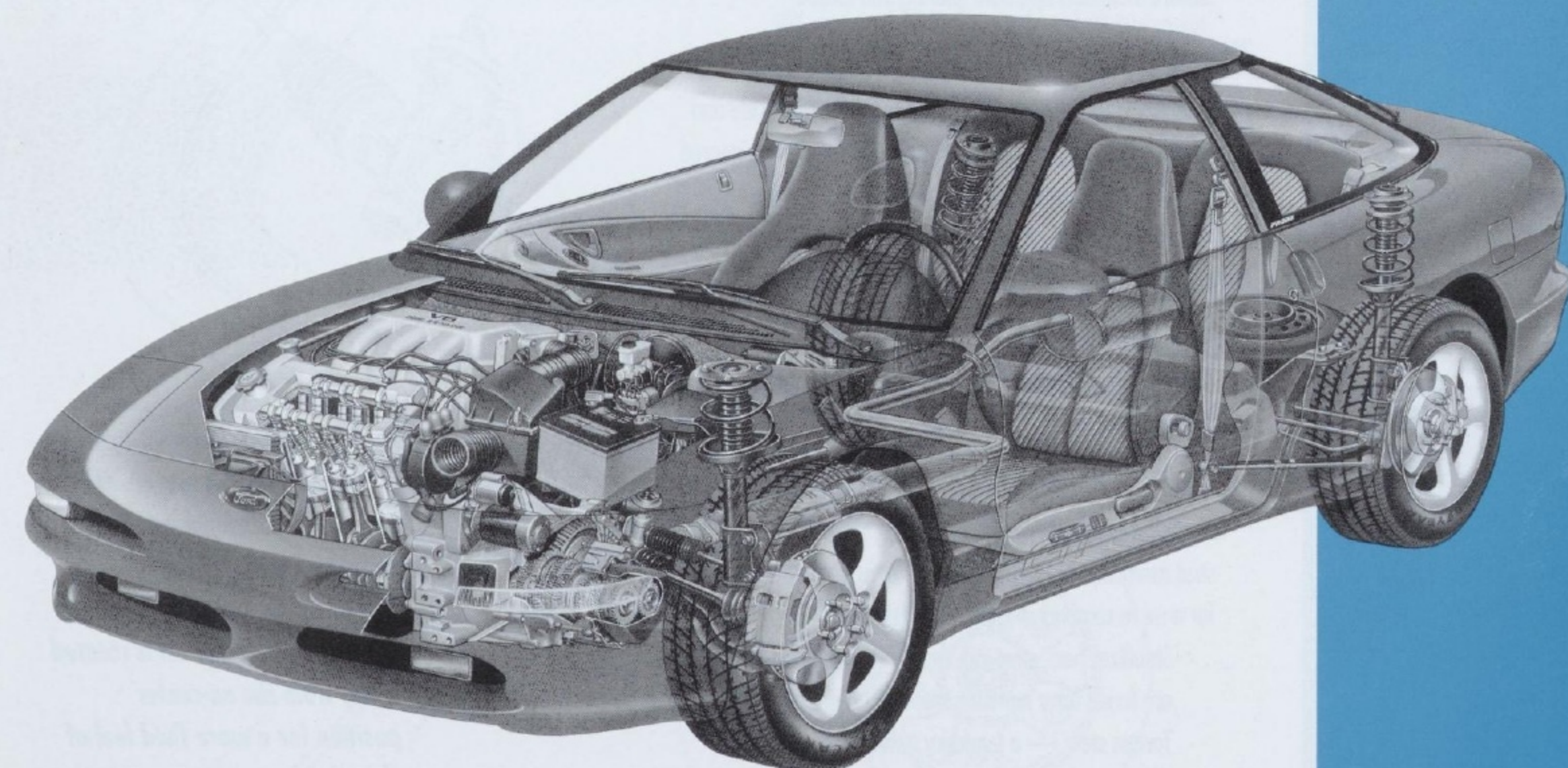
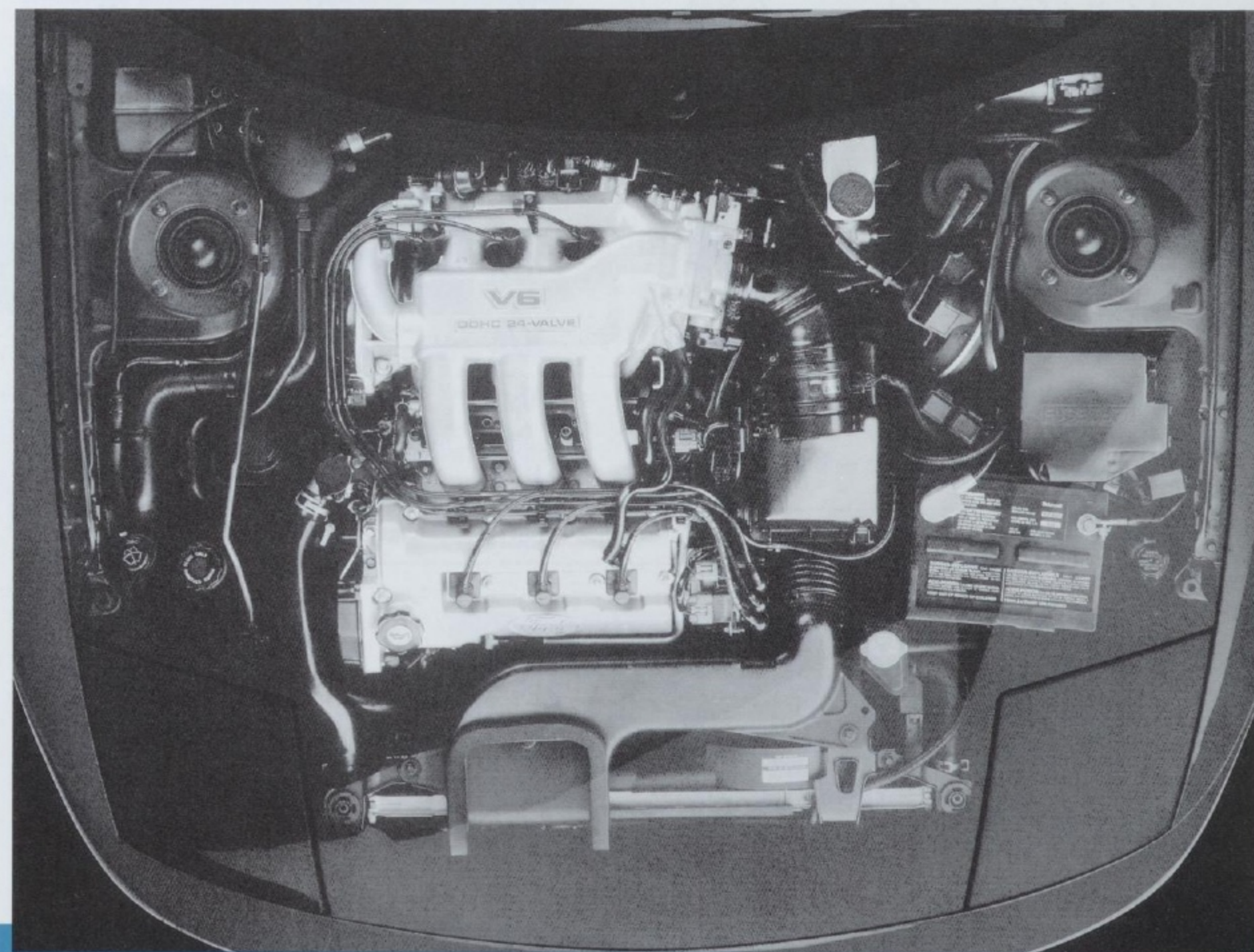
- ▶ Computer-controlled multiple-port electronic fuel injection provides a fuel injector at every cylinder fuel intake port. Multiple-port electronic fuel injection maximizes combustion and performance by precisely monitoring and regulating the amount of fuel delivered to each intake port



Four valves per cylinder (two for intake, two for exhaust), actuated by belt-driven dual overhead camshafts, promote high-flow/velocity breathing and rapid-burn combustion.



Computer-controlled, multiple-port electronic fuel injection provides precise fuel metering for efficiency and smooth running.



Probe GT — A high-tech performance car.
(Unidirectional tires shown are not available)



DR. HORACE POWER WELCOMES
ANY QUESTIONS YOU MAY HAVE
ABOUT TECHNOLOGY FOUND
ON THE 1993 PROBE.

HIS FAX NUMBER REMAINS:

1-313-446-4597

*The high-tech
Probe GT engine*

THE TRANSAXLES

Each Probe series offers buyers a choice of transaxles.

- ▶ Customers can choose between the:
 - Standard 5-speed manual transaxle with overdrive
 - Optional electronic 4-speed automatic transaxle with overdrive
- ▶ In either transaxle, overdrive lowers engine rpm and contributes to:
 - Reduced fuel usage
 - Less engine/transaxle noise
 - Less engine wear at highway speeds
- ▶ The manual transaxle is synchronized in all forward gears for smooth shifting
- ▶ The optional automatic transaxle features electronic governing for smooth, precise shifts
 - With an electronic transaxle, automatic shifting decisions are determined — governed — by many factors including engine speed, road speed, engine load, etc. as monitored by the Electronic Engine Control module
 - Because so many factors enter into shifting decisions, the automatic shifts are smoother and more precise
- ▶ A driver-activated fourth gear overdrive lockout feature maintains optimum gearing and torque

THE SUSPENSION

Probe shoppers will be looking for a crisp, comfortable ride and responsive handling. The Probe's handling system is engineered to respond quickly and precisely to driver inputs at highway-speed maneuvering as well as in lower-speed cornering. You have quite a story to tell, with suspension features like:

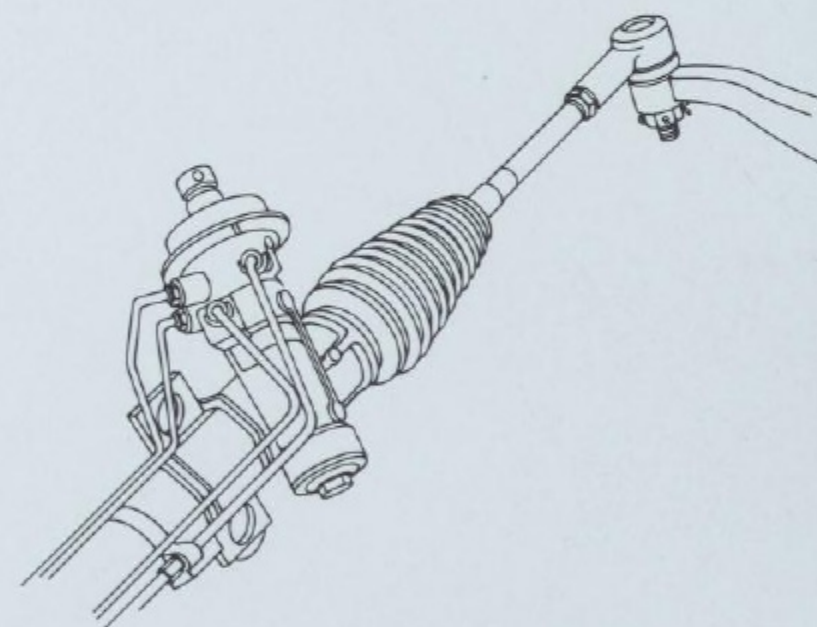
- ▶ Four-wheel independent suspension that allows each wheel to track over road imperfections without jarring the other wheels
- ▶ In the front, MacPherson strut front suspension combines a coil spring and shock absorber into a single strut assembly that requires only a lower control arm for a more compact suspension component
 - Stabilizer bars, strut valving, spring rates and bushings are tuned for a handling feel that is tight and solid
 - Torque steer — a tendency to turn in a particular direction when hard power is applied — is virtually eliminated

- ▶ In the rear, Quadra-link strut-type rear suspension with:
 - Single trailing arms and upper strut-mounted coil springs
 - A rear stabilizer bar to limit body roll during hard cornering
 - Strut-mounted coil springs for reduced noise, vibration and harshness (NVH)
 - Combined hydraulic struts for improved ride

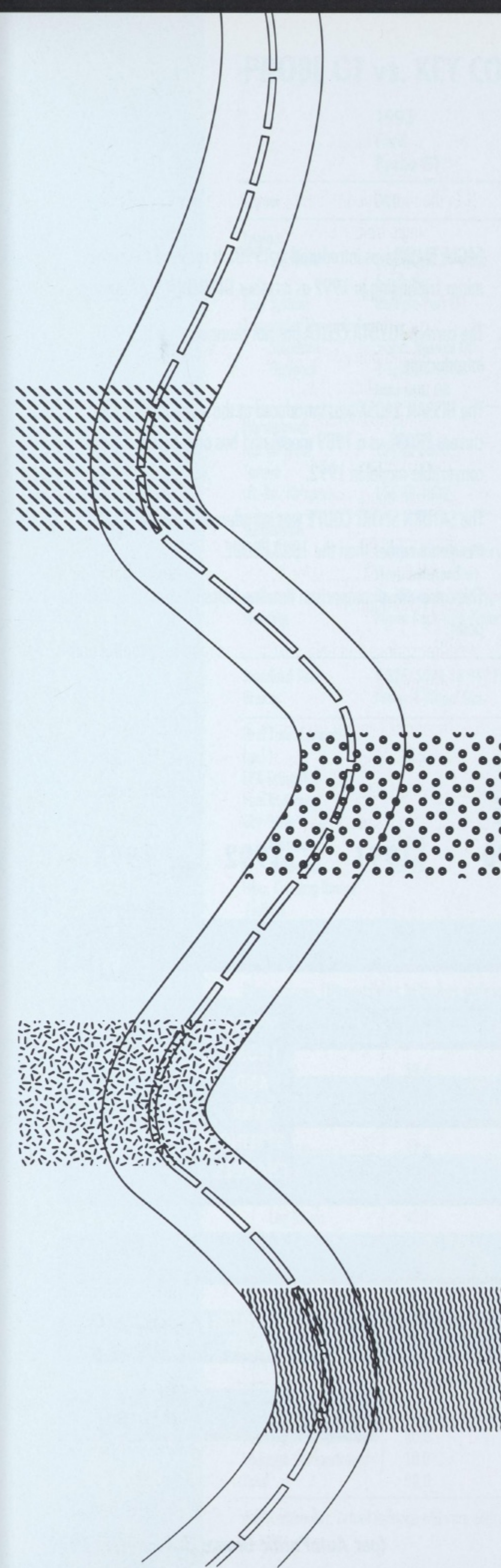
The Probe GT offers even more performance characteristics due to suspension upgrades like:

- ▶ Larger front and rear stabilizer bars that contribute to even more body roll control for flatter, more controlled handling during hard turns
- ▶ Stiffer springs that help provide good road feel, control and performance

You can also tell your customers that Probe's 102.9-inch wheelbase — longer than its major competitors (Plymouth Laser, Toyota Celica, Nissan 240SX and Saturn Sport Coupe) — contributes to a smooth ride.



Rack-and-pinion power steering is precise and responsive. On-center feel is firm, enhancing straight-line stability. Power-assist effort increases gradually as the wheel is rotated away from the on-center position for a more fluid feel of the wheel.



THE BRAKES

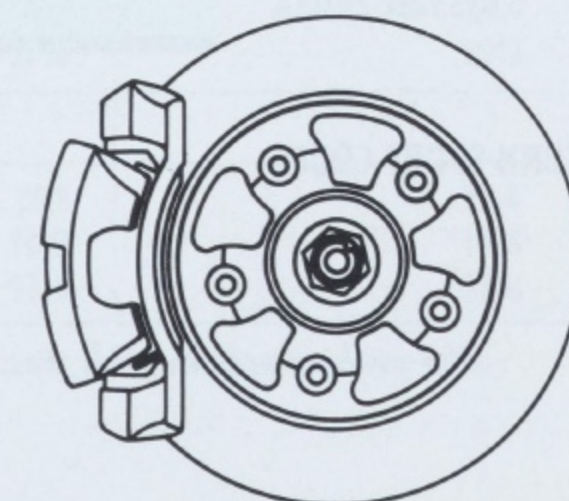
Handling includes more than good acceleration and suspension characteristics. Good braking is just as important, as it will help enhance Probe's handling image.

Probe offers standard and optional braking systems which compare favorably to the competition.

- ▶ The Probe series features power front disc and rear drum brakes. Front disc brakes help provide excellent stopping characteristics as they take the brunt of deceleration with more resistance to fade
 - Power four-wheel disc brakes are available on Probe as an option
- ▶ Probe GT features four-wheel power disc brakes as standard equipment. Power four-wheel disc brakes help provide sure stopping power due to:
 - Better brake modulation
 - Resistance to fade
- ▶ The Probe GT with PEP 263A features the Anti-lock Braking System (ABS)
 - The Anti-lock Braking System is also available as a stand-alone option on both Probe and Probe GT with PEP 261A
 - The Anti-lock Braking System helps prevent braking-induced wheel lockup on most road surfaces
 - ABS senses wheel lockup (as in a skid) and reacts almost instantaneously to help provide the driver with the ability to retain steering control and help avoid potential accident situations

BRAKES

	Probe	Probe GT
Front Disc/Rear Drum Brakes	Std.	N/A
4-Wheel Disc Brakes	Opt.	Std.
Anti-lock Braking System	Opt.	Opt.



DID YOU KNOW?

NVH refers to Noise, Vibration and Harshness, usually as perceived by vehicle occupants. Engineers modify engine, suspension and chassis components to reduce a vehicle's NVH characteristics for a driving experience that offers optimal comfort and quietness. People often refer to the symptoms of NVH as those annoying bumps and rattles.



DR. HORACE POWER WELCOMES ANY QUESTIONS YOU MAY HAVE ABOUT TECHNOLOGY FOUND ON THE 1993 PROBE.

HIS FAX NUMBER REMAINS: 1-313-446-4597



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THE COMPETITION

OBJECTIVES

Upon completion of this section, you'll be able to:

- Identify Probe's major competitors
- Identify the strengths of both Probe, Probe GT and their key competition

COMPETITIVE PRODUCT CYCLES

Many Small Specialty market segment shoppers will be interested in Probe simply because it's the newest player on the block. You can reinforce this attitude by pointing out how long Probe's major competitors have maintained their current design.

PLYMOUTH LASER and MITSUBISHI ECLIPSE were introduced in 1989 1/2. In 1992, they received only minor front and rear freshening as well as a fresh interior.

EAGLE TALON was introduced in 1990. It received the same minor freshening in 1992 as its other DIAMOND STAR cousins.

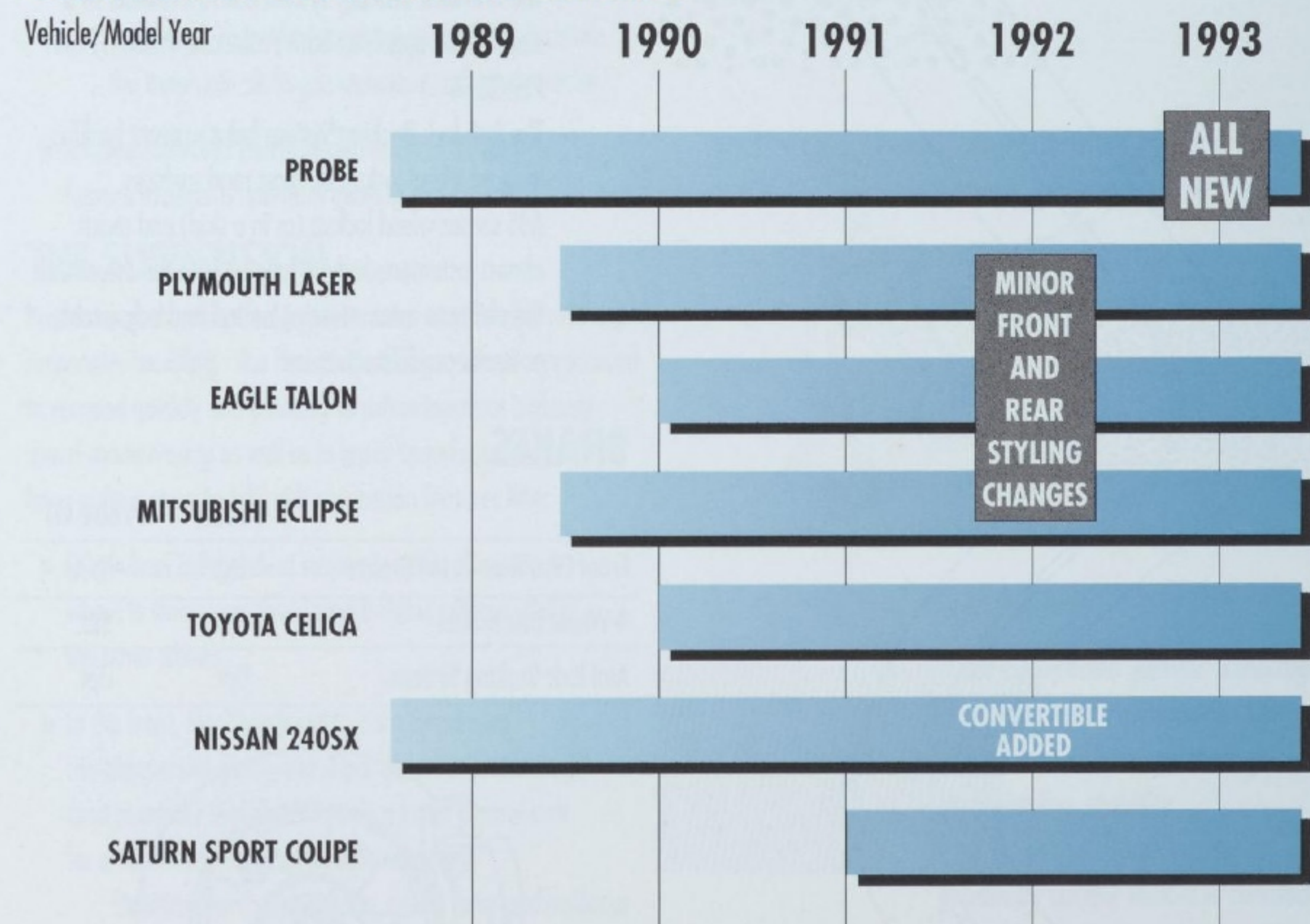
The current TOYOTA CELICA has not changed since its 1990 introduction.

The NISSAN 240SX was introduced at the same time as the current PROBE as a 1989 model and has only added a convertible model in 1992.

The SATURN SPORT COUPE was introduced as a 1991 model, two years earlier than the 1993 PROBE.

This competitive comparison timeline helps illustrate this selling point.

COMPETITIVE COMPARISON TIMELINE



(per AutoPacific Group; 3rd quarter, 1991)

THE PROBE'S STRENGTHS

The Small Specialty market segment is highly competitive. Probe provides a long list of competitive strengths you can point out to competitive shoppers, including:

STRENGTH	BENEFIT
► Leading-edge revolutionary styling <ul style="list-style-type: none"> - a longer wheelbase than any other major competitor - low cowl - wider, lower-profile vehicle with greater front and rear tread than any major competitor - cab-forward styling, the latest advance in automotive design 	<p>A long wheelbase contributes to a smooth ride</p> <p>Contributes to excellent visibility, cutting-edge styling and overall safety</p> <p>Wide tread aids stable ride</p> <p>Cab-forward styling helps establish Probe as style leader</p>
► The latest offering in a highly style-conscious segment	Small Specialty market segment shoppers gravitate to the newest offerings
► Two all-new engines <ul style="list-style-type: none"> - 2.0L DOHC 16-valve 4-cylinder with city EPA fuel economy figures superior to any of the major competition and highway EPA figures superior to most major competition and equal only to Saturn Sport Coupe - 2.5L DOHC 24-valve V-6 	<p>Higher fuel economy estimates mean real dollar savings</p> <p>No major competitor offers the smoothness and power of a V-6 engine</p>
► Segment-leading security features	Help provide more peace of mind for your customers
► Standard Driver Side Air Bag Supplemental Restraint System	For added protection in frontal and near-frontal collisions
► Superior riding comfort	Adds to pleasurable driving experience
► Probe GT's large P225/50VR 16 91V BSW Performance tires	Widest tires of any major competitor. A wider tire contributes to better acceleration and braking. Also provides more road adhesion
► Wider choice of exterior and interior colors <ul style="list-style-type: none"> - Probe and Probe GT offer more interior trim colors than any major competitor - Probe offers more exterior colors than any major competitor except Saturn SC - Probe GT offers more exterior colors than any major competitor 	A wider choice of colors means more options for your customer
► Interior ergonomics	Makes for driver-oriented interior
► The most total interior volume of any major competitor	For a more spacious, comfortable interior
► Seatback memory function	Returns front seatback to original position for easy access to rear seat
► Excellent all-around visibility	Contributes to overall safety
► A wider selection of state-of-the-art audio systems, enhancements and features than the major competitors	Gives your customers more ways to customize their interior environment and provides them with the level of audio sophistication they want

THE COMPETITION'S STRENGTHS

Of course, Probe's major competitors have their own strengths that you will have to counter when comparison shoppers mention them.

Key competitive strengths (vs. Probe) include:

MODEL AND STRENGTH	HOW TO COUNTER
Toyota Celica	
► High-quality image	Probe's quality is targeted to be higher than Toyota Celica's
► Multiple body styles	The convertible, which accounts for 8.4% of the Celica sales mix, is a unique body style that Probe does not offer. Probe does offer a sliding power roof for fresh air. It is less expensive than the Celica convertible model
► Contemporary styling	No major changes since 1990
► Dual cup holders	Probe's single cup holder is part of uniquely styled console, comfortably positioned for driver
► AWD derivative	Accounts for only 0.5% of Celica sales mix. AWD version retails for more than \$23,000
DIAMOND STAR (Plymouth Laser, Eagle Talon, Mitsubishi Eclipse)	
► Multiple nameplates	No body style exclusivity
► Contemporary styling	Only minor freshening in '92, basically the same since introduced in 1989 1/2 - 1990
► Unique powertrains	Probe GT offers only V-6 among major competitors
► Standard four-wheel disc brakes	Probe GT features standard four-wheel disc brakes. All Probes offer optional ABS which includes four-wheel disc brakes, while only Laser RS offers optional ABS
► AWD derivative	Probe's front-wheel drive offers excellent traction characteristics for much less than the cost of the AWD — a \$2,000 option
► Turbo derivatives	With Probe GT's V-6 engine, there is no turbo lag, compared to their I-4
Nissan 240SX	
► Multiple body styles	Some shoppers prefer sedans. Show them a Ford Escort LX-E if they must have a sedan
► Convertible model	Point out Probe's sliding power roof option at a fraction of the cost
► Standard four-wheel disc brakes	Probe GT offers standard four-wheel disc brakes. Probe with optional four-wheel disc brakes is significantly less expensive on a retail basis than Nissan 240SX SE Fastback. Probe offers the optional Anti-Lock Braking System. Nissan 240SX does not
Saturn Sport Coupe	
► All-new in 1991 with contemporary styling	No changes since 1991. This body style is now two years older than the 1993 Probe

PROBE vs. KEY COMPETITION — SPECIFICATIONS

Note: Bold Copy — Probe Advantage

	1993 Ford Probe	1992 Plymouth Laser	1992 Toyota Celica ST	1992 Nissan 240SX	1992 Saturn SC
Layout	FWD	FWD	FWD	RWD	FWD
Engine					
- Standard	2.0L DOHC 16-valve 4-cylinder	1.8L 4-cylinder	1.6L DOHC 4-cylinder	2.4L DOHC 16-valve 4-cylinder	1.9L DOHC 4-cylinder
Fuel System	Multiple-Port EFI	Multiple-Port EFI	Multiple-Port EFI	Sequential Multiple-Port EFI	Multiple-Port EFI
Transaxle/Transmission					
- Standard	5-Spd. Manual OD	5-Spd. Manual OD	5-Spd. Manual OD	5-Spd. Manual OD	5-Spd. Manual OD
- Optional	4-Spd. Electronic Automatic OD	4-Spd. Automatic OD (non-electronic)	4-Spd. Electronic Automatic OD	4-Spd. Electronic Automatic OD	4-Spd. Electronic Automatic OD
Horsepower (hp @ rpm)	115 @ 5500	92 @ 5000	103 @ 6000	155 @ 5600	124 @ 6000
Torque (ft.-lbs. @ rpm)	124 @ 3500	105 @ 3500	102 @ 3200	160 @ 4400	122 @ 4800
Suspension Front/Rear	Independent MacPherson Strut/Quadra-Link Strut Type	Independent MacPherson/ Trailing Arm (non-independent)	Independent MacPherson/ Independent Dual Link	Independent MacPherson/ Multi-Link Coil Spring (non-independent)	Independent MacPherson/ Independent
Steering	Power Rack-and-Pinion	Manual Rack-and-Pinion (Power Opt.)	Variable-Assist Power Rack-and-Pinion	Power Rack-and-Pinion	Power Rack-and-Pinion
Standard Tires	P 195/65R 14 89S	P 185/70R 14	P 185/65R 14	P 195/60R 15	P 195/60R 15
Brakes	Power Front Disc/ Rear Drum	Power 4-Wheel Disc	Power Front Disc/ Rear Drum	Power 4-Wheel Disc	Power Front Disc/ Rear Drum
Fuel Tank Capacity (gal.)	15.5	15.8	15.9	15.9	12.8
EPA Estimated Fuel Economy City/Hwy.*					
- Manual	26/33	23/32	25/32	22/27	24/33
- Automatic	24/30	23/30	24/31	21/26	23/32
Hwy. Cruising Range (miles)					
- Manual	511.5	505.6	508.8	429.3	422.4
- Automatic	465.0	474.0	492.9	413.4	412.8
Dimensions (Dimensions in inches unless otherwise specified)					
Wheelbase	102.9	97.2	99.4	97.4	99.2
Tread					
- Front	59.8	57.7	57.9	57.5	56.8
- Rear	59.8	57.1	56.5	57.5	56.0
Front					
- Head Room	37.8	37.9	37.7	37.8	37.6
- Shoulder Room	52.0	53.9	52.0	52.0	53.0
- Hip Room	53.9	55.1	52.1	50.7	51.3
- Leg Room	43.1	43.9	42.9	42.0	42.5
Rear					
- Head Room	34.8	34.1	33.3	33.3	35.0
- Shoulder Room	53.9	52.4	49.2	51.8	51.3
- Hip Room	51.6	45.7	47.7	44.3	49.2
- Leg Room	28.5	28.5	27.9	23.8	26.4
Curb Weight (lbs.)	2619	2531	2447	2730	2341
Interior Volume (cu. ft.)					
Passenger Compartment	80.0	80.8	76.2	70.8	76.4
Luggage Compartment	18.0	10.2	10.6	14.2	10.9
Total	98.0	91.0	86.8	85.0	87.3

* EPA estimates. Actual mileage will vary with maintenance, options, driving conditions and driving habits.

PROBE GT vs. KEY COMPETITION — SPECIFICATIONS

Note: Bold Copy — Probe Advantage

	1993 Ford Probe GT	1992 Plymouth Laser RS Turbo	1992 Toyota Celica GT-S	1992 Nissan 240SX SE
Layout	FWD	FWD	FWD	RWD
Engine				
- Standard	2.5L DOHC 24-valve 6-cylinder	2.0L DOHC 16-valve 4-cylinder Turbo	2.2L Twin Cam 16-valve 4-cylinder	2.4L DOHC 16-valve 4-cylinder
Fuel System	Multiple-Port EFI	Multiple-Port EFI	Multiple-Port EFI	Sequential Multiple-Port EFI
Transaxle/Transmission				
- Standard	5-Spd. Manual OD	5-Spd. Manual OD	5-Spd. Manual OD	5-Spd. Manual OD
- Optional	4-Spd. Electronic Automatic OD	4-Spd. Electronic Automatic OD	4-Spd. Electronic Automatic OD	4-Spd. Electronic Automatic OD
Horsepower (hp @ rpm)	164 @ 6000	190 @ 6000	135 @ 5400	155 @ 5600
Torque (ft.-lbs. @ rpm)	156 @ 4000	203 @ 3000	145 @ 4400	160 @ 4400
Suspension Front/Rear	Independent MacPherson Strut/Independent Quadra-Link Strut Type	Independent MacPherson Strut/Trailing Arm (non-independent)	Independent MacPherson Strut/Independent Dual Link	Independent MacPherson Strut/Multi-Link Coil Spring (non-independent)
Steering	Power Rack-and-Pinion	Power Rack-and-Pinion	Variable-Assist Power Rack-and-Pinion	Power Rack-and-Pinion
Standard Tires	P 225/50VR 16 91V Performance	P 205/55R 16 Performance	P 215/50VR 15 Performance	P 195/60R 15
Brakes	Power 4-Wheel Disc	Power 4-Wheel Disc	Power 4-Wheel Disc	Power 4-Wheel Disc
Fuel Tank Capacity (gal.)	15.5	15.8	15.9	15.9
EPA Estimated Fuel Economy City/Hwy.*				
- Manual	21/26	21/28	22/29	22/27
- Automatic	20/26	19/23	21/28	21/26
Hwy. Cruising Range (miles)				
- Manual	403.0	442.4	461.1	429.3
- Automatic	403.0	363.4	445.2	413.4
Dimensions (Dimensions in inches unless otherwise specified)				
Wheelbase	102.9	97.2	99.4	97.4
Tread				
- Front	59.4	57.7	58.3	57.7
- Rear	59.4	57.1	56.9	57.5
Front				
- Head Room	37.8	37.9	37.7	37.8
- Shoulder Room	52.0	53.9	52.0	52.0
- Hip Room	53.9	55.1	52.1	50.7
- Leg Room	43.1	43.9	42.9	42.0
Rear				
- Head Room	34.8	34.1	33.0	33.3
- Shoulder Room	53.9	52.4	49.2	51.8
- Hip Room	51.6	45.7	49.2	44.3
- Leg Room	28.5	28.5	27.9	23.8
Curb Weight (lbs.)	2815	2756	2943	2748
Interior Volume (cu. ft.)				
Passenger Compartment	80.0	80.8	73.4	70.8
Luggage Compartment	18.0	10.2	13.4	14.2
Total	98.0	91.0	86.8	85.0

* EPA estimates. Actual mileage will vary with maintenance, options, driving conditions and driving habits.

SAFETY AND SECURITY

When selling in the '90s, safety should be at the top of your mind. Why? Because more than ever, customers are safety-conscious.

Safety can mean a number of things to your prospects:

- ▶ Accident avoidance features
- ▶ Occupant protection features
- ▶ Security features

Probe offers many standard and optional safety features that will appeal to your prospects.

And your female buyers will be interested in Probe's leading-edge security features . . . features like the optional Anti-Theft System and remote keyless entry.

Here's a rundown of how Probe stacks up against its key competitors in the areas of safety and security:

PROBE vs. KEY COMPETITION — SAFETY AND SECURITY FEATURES

Note: Bold Copy — Probe Advantage

	1993 Ford Probe	1992 Plymouth Laser	1992 Toyota Celica ST	1992 Nissan 240SX	1992 Saturn SC
Safety Features					
Driver Side Air Bag Supplemental Restraint System <ul style="list-style-type: none">- Additional driver protection in frontal and near-frontal collisions	Std.	N/A	Std.	N/A	Opt.
Anti-Lock Braking System <ul style="list-style-type: none">- Eliminates braking-induced wheel lockup	Opt.	Opt. ⁽¹⁾	N/A	N/A	Opt.
4-Wheel Disc Brakes <ul style="list-style-type: none">- Efficient stopping	Opt.	Std.	N/A	Std.	N/A
Heated Dual Electric Remote-Control Mirrors <ul style="list-style-type: none">- Clears and adjusts mirrors without opening the window	Opt.	N/A	N/A	N/A	N/A
Rear Window Wiper/Washer <ul style="list-style-type: none">- Clears rearward visibility	Opt.	N/A	N/A	N/A	N/A
Rear Window Defroster <ul style="list-style-type: none">- Clears window for increased visibility	Opt.	Opt.	Std.	Std.	Std.
Rear Child Seat Tether Anchor <ul style="list-style-type: none">- Additional child seat restraint	Std.	N/A	N/A	N/A	N/A
Passenger Side Window Lockout Feature <ul style="list-style-type: none">- For added safety	Opt.	Opt.	N/A	N/A	N/A
5-mph Bumper <ul style="list-style-type: none">- Tested at twice the speed of the federal standard	Std.	Std.	N/A	N/A	Std.
Security Features					
Anti-Theft System <ul style="list-style-type: none">- Disables vehicle if ignition is tampered with	Opt.	N/A	Opt.	Opt.	N/A
Battery Saver <ul style="list-style-type: none">- Turns off interior lights	Opt.	N/A	N/A	N/A	N/A
Remote Keyless Entry <ul style="list-style-type: none">- Opens doors from up to 33 feet away	Opt.	N/A	N/A	N/A	N/A
Illuminated Entry System <ul style="list-style-type: none">- Nighttime security	Opt.	N/A	N/A	N/A	N/A
2-Way Power Door Lock System <ul style="list-style-type: none">- Unlocks passenger door lock from driver's key lock	Opt.	N/A	N/A	N/A	Opt. ⁽²⁾

(1) Laser RS only.

(2) Does not include two-way driver's door lock release feature. Information based on generally available industry data.

Std. = Standard

Opt. = Factory-installed option or package content feature

N/A = Not available on this model

PROBE GT vs. KEY COMPETITION — SAFETY AND SECURITY FEATURES

Note: Bold Copy — Probe GT Advantage

	1993 Ford Probe GT	1992 Plymouth Laser RS Turbo	1992 Toyota Celica GT-S	1992 Nissan 240SX SE
Safety Features				
Driver Side Air Bag Supplemental Restraint System <ul style="list-style-type: none">- Additional driver protection in frontal and near-frontal collisions	Std.	N/A	Std.	N/A
Anti-Lock Braking System <ul style="list-style-type: none">- Eliminates braking-induced wheel lockup	Opt. ⁽¹⁾	Opt.	Opt.	Opt.
4-Wheel Disc Brakes <ul style="list-style-type: none">- Provide sure stopping and resistance to fade	Std.	Std.	Std.	Std.
Heated Dual Electric Remote-Control Mirrors <ul style="list-style-type: none">- Clears and adjusts mirrors without opening the window	Opt.	N/A	N/A	N/A
Rear Window Wiper/Washer <ul style="list-style-type: none">- Clear rearward visibility	Opt.	Opt.	Std.	Std.
Rear Window Defroster <ul style="list-style-type: none">- Clears window for increased visibility	Opt.	Std.	Std.	Std.
Rear Child Seat Tether Anchor <ul style="list-style-type: none">- Additional child seat restraint	Std.	N/A	N/A	N/A
Passenger Side Window Lockout Feature <ul style="list-style-type: none">- For added safety	Opt.	Opt.	N/A	N/A
5-mph Bumper <ul style="list-style-type: none">- Tested at twice the speed of the federal standard	Std.	Std.	N/A	N/A
Fog Lamps <ul style="list-style-type: none">- Improve visibility during inclement weather	Std.	Opt.	Std.	N/A
Security Features				
Anti-Theft System <ul style="list-style-type: none">- Disables vehicle if ignition is tampered with	Opt.	N/A	Opt.	Opt.
Battery Saver <ul style="list-style-type: none">- Turns off interior lights	Opt.	N/A	N/A	N/A
Remote Keyless Entry <ul style="list-style-type: none">- Unlocks doors from up to 33 feet away	Opt.	N/A	N/A	N/A
Illuminated Entry System <ul style="list-style-type: none">- Nighttime security	Opt.	N/A	N/A	N/A
2-Way Power Door Lock System <ul style="list-style-type: none">- Unlocks passenger door from driver's key lock	Opt.	Opt.	Opt. ⁽²⁾	Std. ⁽²⁾

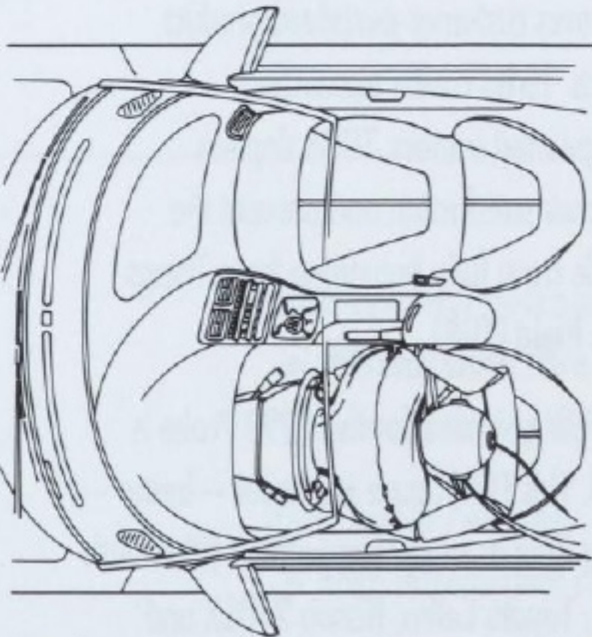
(1) Included in PEP 263A.

(2) Does not include two-way driver's door lock release feature. Information based on generally available industry data.

Std. = Standard

Opt. = Factory-installed option or package content feature

N/A = Not available on this model

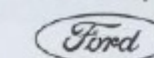


Probe and Probe GT feature the standard Driver Side Air Bag Supplemental Restraint System.

As you can see, Probe offers an all-inclusive list of safety and security features that, when compared to major competitors, puts it in a safety/security class all its own.

PROBE WALKAROUND

Some equipment shown will be optional

 = Unique Ford feature

Highlighted items are included in PEP 253A.

PROBE WITH PEP 253A

When you've finished this section, you will be able to:

- ▶ Identify Probe's major standard features in an orderly fashion
- ▶ Prepare an organized walkaround presentation
- ▶ Identify PEP contents
- ▶ Associate Probe features with their functions and benefits
- ▶ Highlight the Probe's unique advantages vs. the key competition

Besides being style-conscious, Probe prospects will also be interested in technological details like engines and suspensions. Telling your customers about Probe's engine details may help influence more sales.

DID YOU KNOW?

TGW stands for Things Gone Wrong.

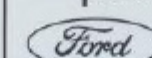
It's an index used industrywide that measures customer-perceived product defects. TGWs create dissatisfied, disappointed owners. TGWs depress customer satisfaction and prevent the vehicle from fully benefiting from Things Gone Right (TGR).

The TGW objective for the 1993 Probe is 1200. This TGW figure is a lower — better — rating than its major competition (Plymouth Laser, Toyota Celica, Nissan 240SX and Saturn SC), a higher-quality objective.

INTERIOR

Standard Driver Side Air Bag Supplemental Restraint System

- ▶ provides added protection in frontal and near-frontal collisions
- ▶ when used with the manual safety belt, represents one of the most advanced occupant protection systems available today

 Superb ergonomics and leading-edge styling

▶ for driver comfort

Seatback memory function

- ▶ returns front seatback to desired position for easy access to rear seat

50/50 fold-down rear seat

- ▶ allows one seatback to be folded while one passenger can sit in remaining rear seat
- ▶ increases storage capacity for added versatility

Manual air conditioning

- ▶ for cool interior comfort

Speed control

- ▶ for highway driving convenience

Tilt steering column

- ▶ allows driver to adjust steering column for customized comfort

Interval windshield wipers

- ▶ adjustable speed for varying climatic conditions; provide added safety and driver convenience

Remote fuel filler door/liftgate releases

- ▶ for added convenience and security

Dual illuminated visor vanity mirrors

- ▶ for extra convenience

Fade-to-off dome lamp with map lights

- ▶ provides safety and security when exiting
- ▶ map lights provide spot illumination for reading maps

Glove box light

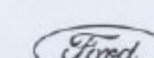
- ▶ lights glove box interior for extra convenience

Headlamps-on reminder chime

- ▶ reminds driver to turn off headlamps

Electronic AM/FM cassette radio with Premium Sound

- ▶ electronic tuning provides drift-free reception
- ▶ Premium Sound provides high-level audio quality

 Power side windows with driver and passenger side express-down feature operable from driver's side

- ▶ power windows provide convenience
- ▶ express-down feature allows driver to fully lower windows with the press of a switch
- ▶ for extra convenience and safety

Door/liftgate ajar light

- ▶ alerts driver to open door or liftgate

Low fuel light

- ▶ informs driver of low fuel condition
- ▶ helps reduce the chance of getting "stranded"

Low washer fluid light

- ▶ signals driver of low washer fluid situation

DRIVER'S SIDE

Dual electric remote-control mirrors

- ▶ allow convenient fingertip adjustment

Tinted glass

- ▶ keeps interior cool and comfortable
- ▶ reduces glare for increased visibility

Color-keyed bodyside moldings

- ▶ help protect from minor dings and dents
- ▶ color-keyed to conform to design theme

Remote keyless entry

- ▶ allows opening of doors without a key
- ▶ helps provide added security
- ▶ operable from up to 33 feet away

UNDER THE HOOD

2.0L DOHC 16-valve four-cylinder engine

- ▶ overhead cam design contributes to engine efficiency at higher engine speeds
- ▶ multiple-valve design helps provide efficient higher-end performance
- ▶ 115 horsepower and 124 ft.-lbs. of torque

Standard 5-speed manual overdrive transaxle

- ▶ synchronized gear meshing in all forward gears
- ▶ overdrive reduces engine wear; improves fuel economy
- ▶ overdrive contributes to reduced engine/transaxle noise

Optional 4-speed electronic Automatic Overdrive transaxle

- ▶ automatic transaxle allows shifting convenience
- ▶ overdrive reduces engine wear; improves fuel economy
- ▶ overdrive contributes to reduced engine/transaxle noise

Power rack-and-pinion steering

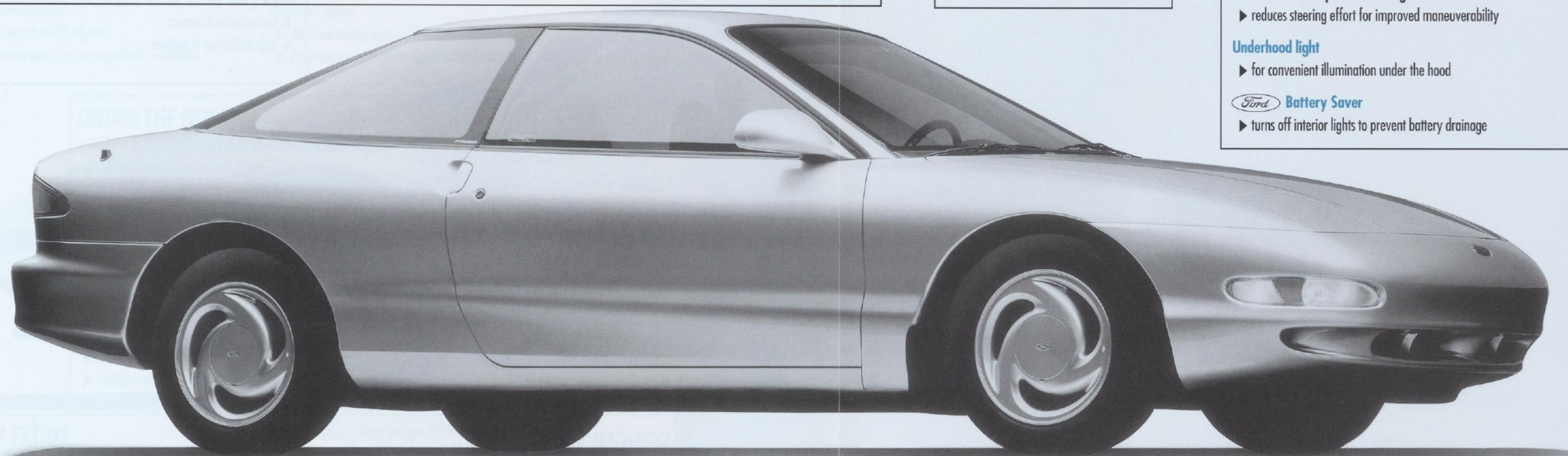
- ▶ reduces steering effort for improved maneuverability

Underhood light

- ▶ for convenient illumination under the hood

 Battery Saver

- ▶ turns off interior lights to prevent battery drainage



AT THE REAR

Hatchback design is a continuation of revolutionary styling

- ▶ for cargo versatility
- ▶ gas struts assist in easy opening/closing

Rear window defroster

- ▶ aids rear vision during inclement weather
- ▶ assists in melting ice and snow

DID YOU KNOW?

Probe will have more than 75% domestic content, establishing it as a domestic vehicle.

PASSENGER'S SIDE

Four-wheel independent suspension

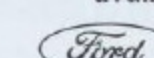
- ▶ contributes to outstanding ride and handling
- ▶ each wheel steps over road imperfections with minimal effect on opposite wheel

Power front disc/rear drum brakes

- ▶ help provide low-effort stopping power

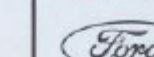
P195/65R 14 89S BSW all-season tires with full wheel covers

- ▶ all-season tires provide year-round traction
- ▶ full wheel covers for a sporty look
- ▶ 15" aluminum wheels with P205/55R 15 87S tires available as an option

 Illuminated Entry System

- ▶ provides well-lit security at night

UP FRONT

 Revolutionary aerodynamic styling

- ▶ contemporary appearance
- ▶ helps reduce wind noise and resistance at highway speeds
- ▶ adds to fuel efficiency

Concealed halogen headlamps

- ▶ hideaway feature helps protect lenses
- ▶ add to Probe's aerodynamic efficiency and styling when lowered

Front-wheel drive

- ▶ helps improve traction on wet surfaces

New front fascia

- ▶ contributes to revolutionary styling and leading-edge design
- ▶ Lower cowl (reduced 2.7 inches vs. 1992 model)
- ▶ for improved driver visibility

Wider stance

- ▶ for more stable turning characteristics

Increased windshield size and angle

- ▶ contribute to Probe's sleek "cab-forward" styling; help increase visibility
- ▶ add to Probe's aerodynamic efficiency

Seatback stowage compartment

- ▶ for convenient stowage of small articles

Unique GT interior seat trim

- ▶ stylish, sporty

50/50 fold-down rear seat

- ▶ allows one seatback to be folded while one passenger can sit in remaining rear seat
- ▶ increases storage capacity for added versatility

Manual air conditioning

- ▶ for cool interior comfort

Speed control

- ▶ for highway driving convenience

Tilt steering column

- ▶ allows driver to adjust steering column for customized comfort

Interval windshield wipers

- ▶ adjustable speed for varying climatic conditions

- ▶ provide added safety and driver convenience

Remote fuel filler door/liftgate releases

- ▶ for added convenience and security

Dual illuminated visor vanity mirrors

- ▶ for extra convenience

Fade-to-off dome lamp with map lights

- ▶ provides safety and security when exiting
- ▶ map lights provide spot illumination for reading maps

Glove box light

- ▶ lights glove box interior for extra convenience

Headlamps-on reminder chime

- ▶ reminds driver to turn off headlamps

Electronic AM/FM cassette radio with

Premium Sound

- ▶ electronic tuning provides drift-free reception
- ▶ Premium Sound provides high-level audio quality

Power side windows with driver and passenger side express-down feature operable from driver's side

- ▶ power windows provide convenience
- ▶ express-down feature allows driver to fully lower window with the press of a switch

Two-way power door locks

- ▶ for extra convenience and safety

Door/liftgate ajar light

- ▶ alerts driver to open door or liftgate

Low fuel light

- ▶ informs driver of low fuel condition

Low washer fluid light

- ▶ signals driver of low washer fluid situation

UNDER THE HOOD

2.5L DOHC 24-valve V-6 all-aluminum engine

- ▶ overhead cam design contributes to engine efficiency at higher engine speeds
- ▶ multiple-valve design helps provide efficient higher-end performance
- ▶ 164 horsepower and 156 ft.-lbs. of torque

Standard 5-speed manual overdrive transaxle

- ▶ synchronous meshing in all forward gears aids smooth shifting
- ▶ overdrive reduces engine wear; improves fuel economy
- ▶ overdrive contributes to reduced engine noise

Optional 4-speed electronic Automatic Overdrive transaxle

- ▶ automatic transaxle allows shifting convenience
- ▶ electronic feature contributes to smooth shifting
- ▶ overdrive reduces engine wear; improves fuel economy
- ▶ overdrive contributes to reduced engine/transaxle noise

Power rack-and-pinion steering

- ▶ reduces steering effort for improved maneuverability

Underhood light

- ▶ for convenient illumination under the hood

Battery Saver

- ▶ turns off interior lights to prevent battery drainage

UP FRONT

Revolutionary aerodynamic styling

- ▶ exciting, performance-promising appearance
- ▶ helps reduce wind noise and resistance at highway speeds
- ▶ adds to fuel efficiency

Concealed halogen headlamps

- ▶ hideaway feature helps protect lenses
- ▶ add to Probe GT's aerodynamic efficiency and styling when lowered

Front-wheel drive

- ▶ helps improve traction on wet surfaces

New unique GT front fascia

- ▶ contributes to revolutionary styling and leading-edge design
- ▶ integrated fog lamps aid visibility during inclement weather conditions and look sporty

Lower cowl (reduced 2.7 inches vs. 1992 model)

- ▶ for improved driver visibility

Wider stance

- ▶ for more stable turning characteristics

Increased windshield size and angle

- ▶ contribute to Probe GT's sleek cab-forward styling; help increase visibility
- ▶ add to Probe's aerodynamic efficiency

DELIVERY AND FOLLOW-UP PROCESS

DELIVERY

Creating a satisfied customer will help bring you repeat business. One way you can ensure satisfaction during your deliveries is by using a delivery checklist to deliver all 1993 Probes in perfect condition when promised.

During all Probe deliveries, several new operations that your customers may not be completely familiar with should be reviewed. Keep the following delivery tips in mind during your 1993 Probe deliveries when you explain operating controls.

▶ Two-way power door lock system —

The 1993 Probe features a unique two-way power door lock system that you should demonstrate to your customers. Point out that when inserted in the driver side door lock, one key turn opens the driver side door. Turn the key a second time and the passenger side door unlocks.

▶ Power side windows with driver and passenger express-down feature operable from driver's side —

Some customers will believe the driver and passenger windows "stick" in the ON position. Explain that it has an express-down feature that rolls the window down completely at the touch of a button (especially useful at toll booths, drive-up windows, etc.)

Show customers how to use the express-down feature:

- Simply press down firmly on switch, then release
- If full down isn't desired, press switch part-way down until window begins motion and hold until it's in the position desired
- To stop automatic motion of window, press down firmly on the opposite end of switch, then release

▶ Remote Keyless Entry System —

Customers who purchase Probe with the Remote Keyless Entry System will be able to open their cars from up to 33 feet away with the remote transmitter. Point out these system basics:

- The remote feature will operate only when the ignition is in the OFF position

- The transmitter can unlock all doors, lock all doors, or the panic alarm feature can activate Probe's horn and hazard warning lamps
- When the panic button is pressed, the horn will sound and the hazard warning lamps will flash for up to three minutes. The panic mode is turned off when the panic button is pressed a second time or the ignition key is turned to ON or ACCESSORY
- Pressing the transmitter's UNLOCK button will unlock the doors and, if equipped, will disarm Probe's Anti-Theft System
- Pressing the LOCK button will lock Probe's doors and also arm the Anti-Theft System, if equipped. Pressing the LOCK button a second time will sound the horn briefly to verify the doors have been locked and the Anti-Theft System is armed
- Up to four transmitters can be programmed for one Probe

▶ Cargo tie-down net —

One of the "surprise-and-delight" features that customers notice and appreciate, but there are several things you should point out:

- No more than 50 pounds should be placed in the cargo net
- The net attaches to anchors already in the hatch; all anchors must be used or objects will not be secured

For more detailed feature operating information please consult the 1993 Probe Owner Guide which the Education and Training Department will be sending in late May.

THE FOLLOW-UP

And remember to follow up with your buyers by telephone within one week of delivery to ensure total satisfaction. It shows that you're concerned with more than just making sales. It shows you're concerned with their total satisfaction with their new Probe and allows you the opportunity to answer any questions and offer assistance in resolving concerns.

PROBE PRODUCT QUESTIONS

These questions are drawn from this Guide. The answers and their reference pages are on page five. The objective of answering these questions is to help you prepare for the Ford Division Salesperson Certification Program, the recently announced National Auto Dealer Association (NADA) Salesperson Certification Program and to help you sell Probe more effectively:

MARKETING QUESTIONS

1. The Probe Focus Model will attract Small Specialty market segment buyers who want extra comfort and convenience. The 1993 Probe Focus Model is:
A. Probe with PEP 251A
B. Probe GT with PEP 261A
C. Probe with PEP 253A
D. Probe GT with 263A
2. Probe GT offers two Preferred Equipment Packages. The PEP that will appeal to the performance driver seeking high levels of comfort and convenience is:
A. PEP 251A B. PEP 261A C. PEP 253A D. PEP 263A
3. The Anti-lock Braking System helps driver maintain steering control during hard-braking situations. It's included in:
A. PEP 251A B. PEP 253A C. PEP 261A D. PEP 263A
4. The market segment to which Probe belongs is the:
A. Small Specialty
B. Small Sporty
C. Upper Small
D. Basic Small
5. Women are projected to account for ___% of the 1993 Probe sales and ___% of Probe GT sales.
A. 55/40 B. 40/30 C. 30/25 D. 25/10
6. The 1993 Probe is available in which series?
A. Probe GL, Probe LX and Probe GT
B. Probe GL and Probe GT
C. Probe and Probe GT
D. Probe, Probe LX and Probe GT

EXTERIOR QUESTIONS

7. If a Probe series customer wants optional wheels, you can point out the:
A. 14-inch wheel covers
B. 15-inch aluminum wheels
C. 16-inch, 5-spoke aluminum wheels
D. Luxury wheel covers

8. Probe customers will appreciate the wide choice of interior trim and exterior colors — more than any major competitor offers. The total number of interior trim and exterior color choices available on Probe is:
A. 3 and 8 respectively
B. 4 and 9 respectively
C. 4 and 10 respectively
D. 5 and 11 respectively
9. One of the features that contributes to Probe GT's handling and sporty appearance is its ___-inch performance tires.
A. 14 B. 15 C. 16 D. 17
10. Probe offers a generous ___-gallon fuel tank for an extended cruising range.
A. 14 B. 14.6 C. 15 D. 15.5
11. The Probe GT's standard tires are:
A. P205/R14
B. P225/50VR 16 91V
C. P215/50VR16
D. P205/R15
12. The Probe offers many new optional features for 1993. One such feature is the:
A. Flip-top sunroof
B. Power outside sliding roof
C. T-top roof
D. None of the above

INTERIOR QUESTIONS

13. Standard interior safety features on all Probes include:
A. Driver Side Air Bag Supplemental Restraint System
B. Passenger side power window lockout feature
C. Rear child seat tether anchor
D. All of the above
14. All Probes include which seating feature?
A. 50/50 fold-down rear seat
B. Driver's side power lumbar support
C. Power seatback side bolsters
D. Seatback stowage compartment
15. While Probe includes many standard interior seating features that add to comfort and convenience, it also offers several seating options. These include:
A. Leather bucket seating surfaces
B. Manual driver's height adjust seat
C. Six-way power driver's seat
D. All of the above

INTERIOR QUESTIONS (CONT'D)

16. Probe GT adds a feature that helps provide customized seating comfort. That feature is:
A. Driver's side power lumbar support and seatback bolsters
B. Manual driver's height adjust seat
C. Six-way power driver's seat
D. Leather bucket seating surfaces
17. Probe and Probe GT offer a standard seating feature that allows easy access to the back seat. What is that feature?
A. 50/50 fold-down rear seat
B. Driver and passenger front seatback recline with memory
C. Dual recliners
D. Six-way power driver's seat
18. The instrument panel on Probe and Probe GT offers information to the driver at a glance, thanks to thoughtful, well-laid-out analog instrumentation that includes a:
A. Tachometer
B. Water temperature gauge
C. Oil pressure gauge
D. All of the above

TECHNOLOGY QUESTIONS

19. The 1993 Probe's standard engine provides good performance and excellent fuel economy. This engine is the:
A. 2.2L 12-valve I-4
B. 2.0L 16-valve DOHC I-4
C. 1.8L 16-valve SOHC I-4
D. 2.3L 16-valve I-4
20. The 1993 Probe GT's standard engine provides sporty performance. This engine is the:
A. 2.2L 12-valve I-4 turbocharged engine
B. 2.0L 16-valve DOHC I-4
C. 2.5L 24-valve DOHC V-6
D. 3.0L 24-valve DOHC V-6
21. Probe offers excellent ride and handling characteristics due to its four-wheel independent suspension. What is Probe's rear suspension?
A. MacPherson independent
B. Quadra-link strut type
C. Twin torsion beam
D. Live axle
22. One reason that the standard Probe engine offers more horsepower than its predecessor with a slightly smaller displacement, is a design feature that provides engine efficiency at higher speeds. This feature is:
A. Supplementary glow plugs
B. Double overhead cam technology
C. Throttle-body fuel injection
D. Higher coefficient pushrods

23. Probe GT stops as well as it drives because it offers _____ as standard equipment.
A. Four-wheel disc brakes
B. An Anti-lock Braking System
C. Large stabilizer bars
D. Power front disc/rear drum brakes
24. Probe's 5-speed manual overdrive transaxle offers smooth shifting because it is synchronized in:
A. All gears, including reverse
B. All forward gears
C. Only 3rd and 4th gears
D. 2nd and 3rd gears only

COMPETITIVE ADVANTAGE QUESTIONS

25. A longer wheelbase helps provide a smooth ride. The 1993 Probe's wheelbase is ___ inches longer than its predecessor, giving it the longest wheelbase among its key competition.
A. 1.9 B. 2.9 C. 3.9 D. 4.9
26. Probe GT offers a significant performance-oriented feature that its major competitors do not. That feature is the:
A. Anti-lock Braking System
B. V-6 DOHC 24-valve engine
C. Four-wheel independent suspension
D. Power rack-and-pinion steering
27. Which of the following safety and security features is available on Probe — and none of its key competitors — that is especially appealing to women Probe shoppers?
A. Battery Saver
B. Remote keyless entry
C. Illuminated Entry System
D. All of the above
28. The 1993 Probe's 2.0L engine, when mated with the 5-speed manual transaxle, is estimated to realize 26 mpg in the city (EPA) and 33 mpg on the highway (EPA). This combined rating is better than that of which competitor(s)?
A. Plymouth Laser
B. Nissan 240SX and Toyota Celica
C. Saturn Sport Coupe
D. All of the above
29. The 1993 Probe with manual transmission and 2.0L engine offers the longest highway cruising range of any of its 1992 major competitors. Its cruising range is _____ miles.
A. 511.5 B. 465 C. 403 D. 515
30. Even Probe's standard radio offers many advanced features, such as ___ FM presets, more than any key competitor.
A. 8 B. 9 C. 10 D. 11

Name: _____

Dealership: _____

Telephone: _____



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DETROIT, MI

Ford Motor Company
Probe Consultant Guide
14310 Hamilton Ave.
Highland Park, MI 48203



Name: _____

Dealership: _____

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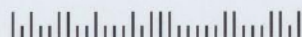
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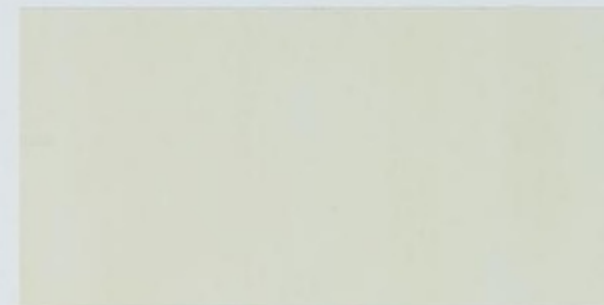
Ford Motor Company
Probe Puzzle Contest
14310 Hamilton Ave.
Highland Park, MI 48203



EXTERIOR PAINT OPTIONS



Black

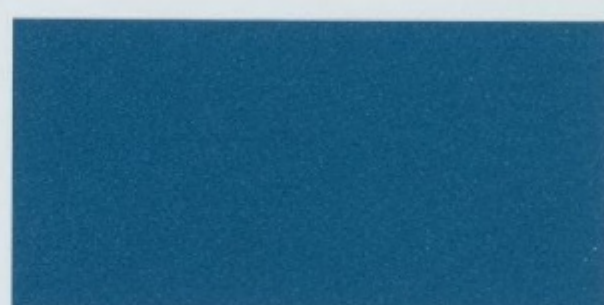


Vibrant White*

CLEARCOAT METALLIC



Electric Red*



Bimini Blue



Electric Blue*



Steel Blue Frost*



Bright Calypso Green



Silver*

TINTED NON-METALLIC



Rio Red



Bright Yellow*

* = New for 1993

WE NEED YOUR FEEDBACK!

Please take a moment to tell us what you think of the 1993 Probe Consultant Guide. We will use your input in the development of future training materials.

1. On a scale of 1 to 10, how would you rate this Guide in terms of supplying you with important information needed for selling the 1993 Probe? (circle one)

10 9 8 7 6 5 4 3 2 1
(very informative) (not informative)

2. Please rate how useful you found each of the following. (circle one)

	5	4	3	2	1	
	(extremely useful)			(not at all useful)		(most useful check one)
Marketing Overview	5	4	3	2	1	<input type="checkbox"/>
Audio Information	5	4	3	2	1	<input type="checkbox"/>
Technology Information	5	4	3	2	1	<input type="checkbox"/>
Competitive Information	5	4	3	2	1	<input type="checkbox"/>
Walkaround Presentations	5	4	3	2	1	<input type="checkbox"/>
Delivery/Follow-up	5	4	3	2	1	<input type="checkbox"/>
Product Questions	5	4	3	2	1	<input type="checkbox"/>
Color Chips	5	4	3	2	1	<input type="checkbox"/>

3. This Guide was ... (Just about right) (Too long) (Too short)
- 3 2 1

4. Based on the information you know about the 1993 Probe and its major competition, which car would you rate best overall?

☐ Ford Probe ☐ Nissan 240SX
☐ Plymouth Laser ☐ Saturn Sport Coupe
☐ Toyota Celica

5. Do you have any suggestions to improve future new product Consultant Guides?

For classification purposes:

6. What is your Ford Certification status?

☐ Participating-Certified
☐ Participating-Not Certified
☐ Not Participating-Not Certified

7. How many years experience do you have as a Ford salesperson?

☐ Less than 1 year
☐ 1-5 years
☐ 6-10 years
☐ More than 10 years

PROBE PUZZLE RULES:

One entry per salesperson.

All puzzle entries must be postmarked before June 28, 1992 to be eligible.

A drawing will take place on July 9, 1992 — Probe Public Introduction Day.

The first fifty (50) correct puzzles drawn will receive \$100 each (total prize monies awarded will be \$5,000).

Campbell & Company will administer the drawing and fulfillment award checks.

Name (please print) _____

Dealership name _____

Telephone # _____

Dealership street address _____

City _____

State _____

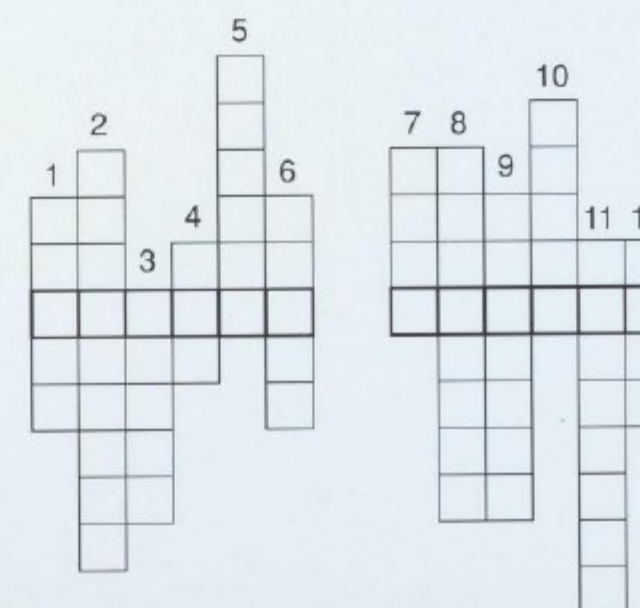
Zip _____

Dealer code _____

Social Security # _____

Salesperson signature _____

Your signature indicates an acknowledgment of the puzzle contest rules.



- The Probe and Probe GT's state-of-the-art _____ system with integrated CD player, Premium Sound, electronic AM/FM radio and graphic equalizer offers many features not available on any major competitor.
- For a smooth ride, Probe and Probe GT offer the longest _____ of any major competitor.
- Probe and Probe GT are the latest product offerings of any major competitor in a _____-conscious segment.
- A _____-cylinder engine is standard on Probe GT, but not available in any major competitor.
- Relative to key safety features, Probe and Probe GT include the standard driver side _____ which is not available on Plymouth Laser or Nissan 240SX.
- The Probe offers the longest standard cruising _____ of any major competitor.
- The Probe's 2.0L DOHC 16-valve four-cylinder engine with manual transmission offers superior city/highway _____ economy compared to any major competitor.
- Probe and Probe GT offer more total _____ volume than any major competitor.
- _____ seat material is optional on Probe, but not available on Plymouth Laser, Nissan 240SX or Toyota Celica ST.
- Probe and Probe GT offer the widest front and rear _____ of any major competitor.
- Probe and Probe GT offer five (5) _____ features like an Anti-Theft System which will especially appeal to women.
- Probe and Probe GT offer more interior _____ colors than any major competitor.



Information based on Motor Vehicle Manufacturers Association Specifications and generally available industry data. At the time of this release, descriptive and illustrative materials contained herein were believed to be correct. Ford Division of Ford Motor Company reserves the right to change specifications, equipment, designs or prices without prior notice and without incurring obligation. Competitive comparisons based on 1992 model year competitive data.



EDUCATION
& TRAINING

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