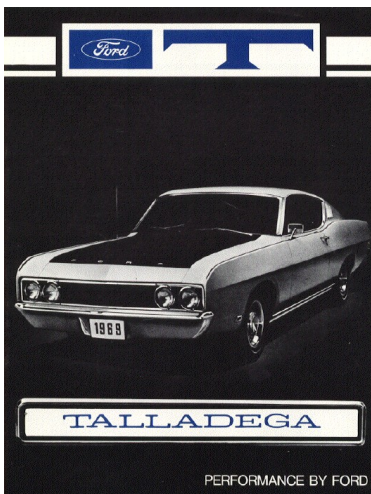


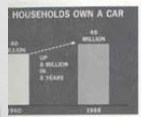
Cyclone Montego Torino REGISTRY UPDATE 9/13 covering 68-69



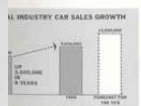


Red, white, & blue!





80 million American households automobile. Today, 62 million have



result of all this has been a dramatic 20% increase in car sales in 1980 from 8.1 million in 1960. Forecasts of 12 to 13 million per year are being made for the

The U.S. car market is not only bigger today... it's also different

MANY OLD, TRADITIONAL BUYING PATTERNS HAVE CHANGED... MANY NEW BUYER DEMANDS HAVE EMERGED



More multi-car families, more women drivers and more car usage in congested urban areas have created new demands for the intermediate size cars: Montego, Fairlane, Chevrolet, Buick Wildcat, Tempest, Buick Special, Olds F-85 and Corvair.

The impact of youth and youthful thinking has generated a demand for sports specialty cars (like Cougar, Mustang, Camaro, Ford Mustang, and Barracuda) plus the new high-performance "muscle cars" (like the Cyclone CJ, Roadrunner, GTX, Charger, Cobra Jet and Super Bee).

The major increase in total car sales over the past few years has come about through the emergence of these new demands for the intermediate, sports-specialty and "muscle" cars.

The important thing is...who's cashing in on these new demands?

