

SVO Marketing Manual - Strategy

General Marketing Strategy

In its specific targeting on the upscale import market, the Mustang SVO represents a departure from traditional Ford Division broad market positioning. Hence the incremental sales potential of the SVO. It should be noted that the Thunderbird Turbo Coupe represents a product and image transition for Ford toward the SVO, but the SVO goes even farther toward purists' interpretation of a "driver's car".

The SVO is not a car for the masses. It is an exclusive, limited production car for which single-purpose engineering was not compromised in the interest of cost. It is priced accordingly, for the affluent buyer who demands a no-compromise driver's car and is willing to pay for it. In absolute terms, the SVO is expensive. In comparative terms (see Competitive Comparison section), it offers excellent value within its exclusive segment. While the SVO is not a car for the masses, it should benefit the entire Ford product line through image enhancement.

Just as the SVO represents a new product thrust for Ford Division and its dealers, it must be marketed in a manner consciously tailored to appeal to a buyer audience which has generally not patronized Ford Motor Company or any other domestic manufacturer. The target SVO buyer is sophisticated, automotively well-read, technically knowledgeable, and is likely skeptical of American-made cars which he views as claiming year after year to be gran turismo vehicles but never measuring up to his own BMW, Audi, etc. To overcome this skepticism, it will be necessary to "outimport the imports" in the good taste and credibility of our marketing effort.

As a guide for achieving this, the following pages provide examples and directional suggestions in summary format. These suggestions are based upon the singular criterion of presenting the Mustang SVO as a sophisticated car, marketed in a sophisticated fashion, for the sophisticated, serious, driving enthusiast.

Such a person is not sold a car; he buys it. Recognizing this, the SVO should be marketed in the spirit of sharing information and enthusiasm toward the car, to enable the prospect to make his own informed selection. Media coverage (particularly road tests in automotive publications), Ford Division/dealership advertising and merchandising, and salesman representation to the customer must be orchestrated in a consistent overture to achieve this objective.