

SVO Marketing Manual - Volume

Volume

The Mustang SVO will be an exclusive car in quantity as well as in quality.

It will be a truly limited production offering:

	1984	1985	1986
Financial Planning Volume	8,200	8,200	8,200
Capacity Planning Volume	12,000	12,000	12,000
Projected Maximum Capacity	15,000	15,000	15,000

Historically speaking, well-engineered, desirable enthusiasts' cars of limited production have commanded high dealership grosses, often a waiting line of customers, and exceptional resale value. The Porsche 944 offers a current example of this. The Mustang SVO should be received similarly.

The fact that Ford dealers will have a highly desirable car in limited quantity -- in contrast to the usual "hard sell" profile attributed to domestic franchises -- can do much to boost the image of the Ford franchise and Ford products in general.

It should be emphasized that SVO volume will not be increased at the expense of quality, irrespective of consumer demand. A "sold out" condition should be viewed as desirable.