

T-5 PROGRAM

Styling Chronology

November 1961 Styling developed two models for Ford Division Review.
Median (Exhibit I) preferred; Cardinal based (Exhibit II).

March 26, 1962 Program status reviewed with top Management. Median rejected.
Alternative roof reviewed and rejected.

May 29, 1962 Allegro developed and shown (Exhibit III). Considered not sporty enough.
About six variations developed using same theme.

July 31, 1962 Management essentially approved program but rejected model (Exhibit IV).
Styling Office asked to start again.

August 12, 1962 Management review of eight new proposals, the best of which were tested (Exhibit V).

September 10, 1962 Program approved (informally) (Exhibit VI).

Conclusion

There was finally (after considerable time) an adequate number of alternative styling themes for a conscious choice, on the part of the Division, for recommendation to the Styling Committee.



5-29-62
S-545617

11

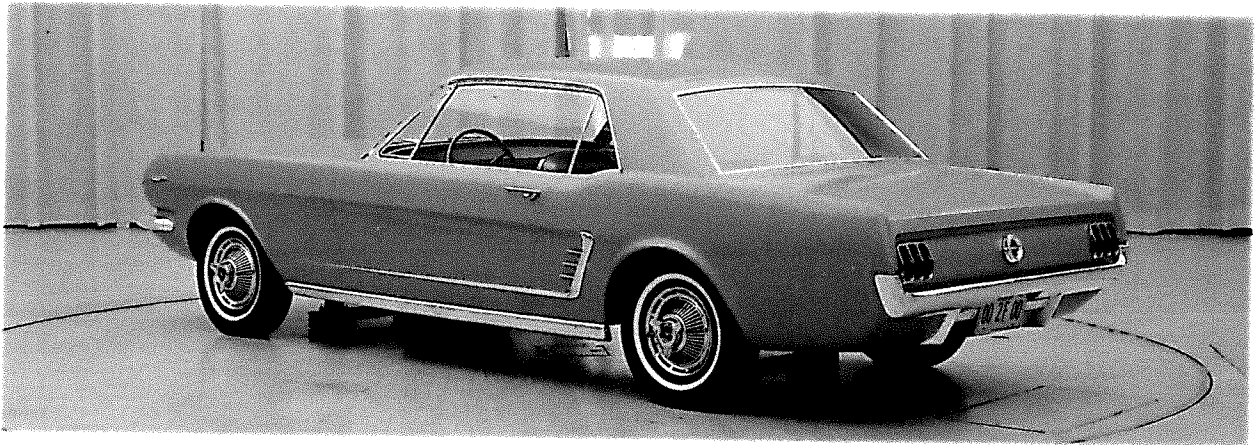


11-13-61
S-4948-19



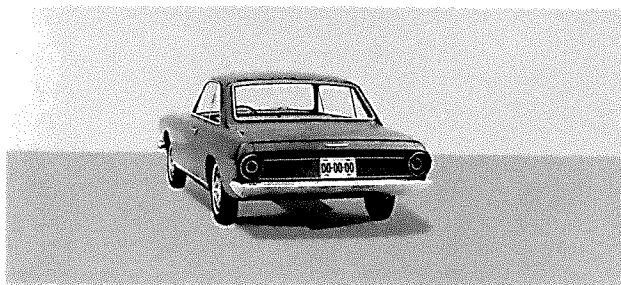
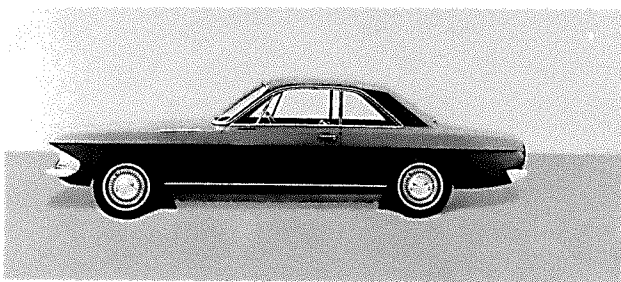
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5-4948-3



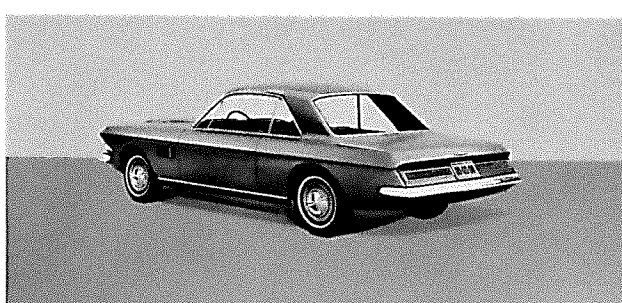
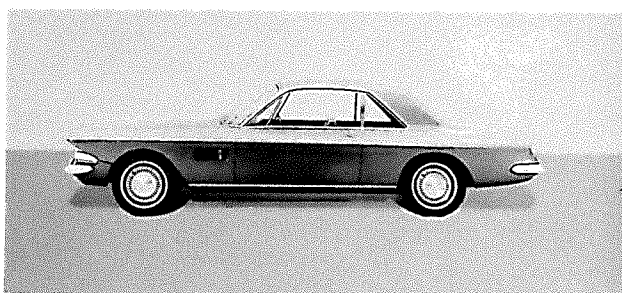


PROPOSALS TESTED

K-1

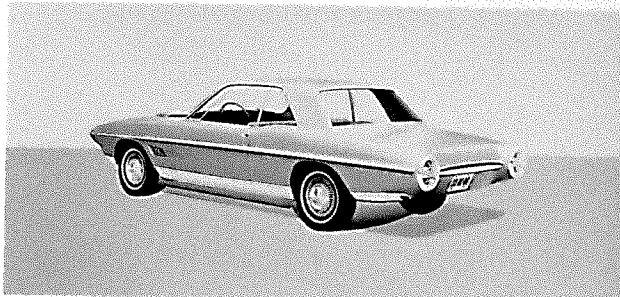
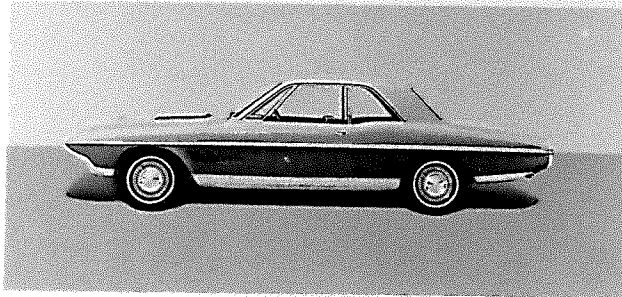


P-2

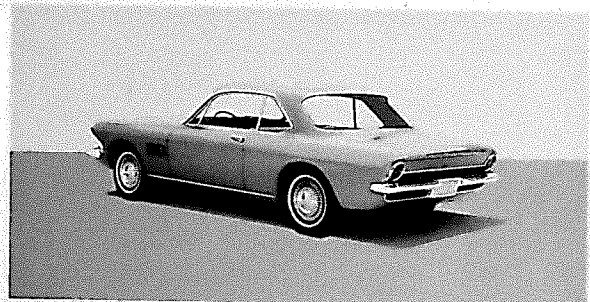
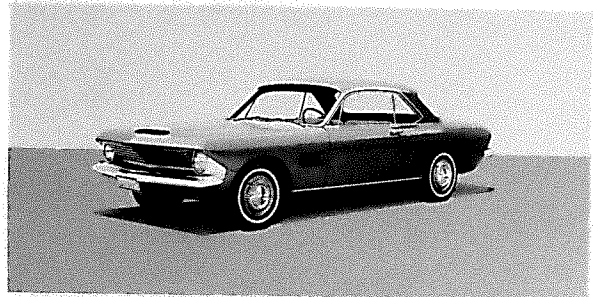


PROPOSALS TESTED

S-4

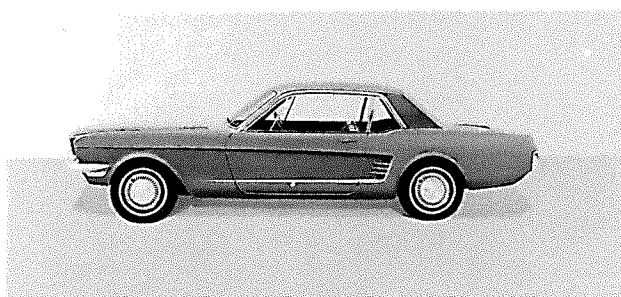
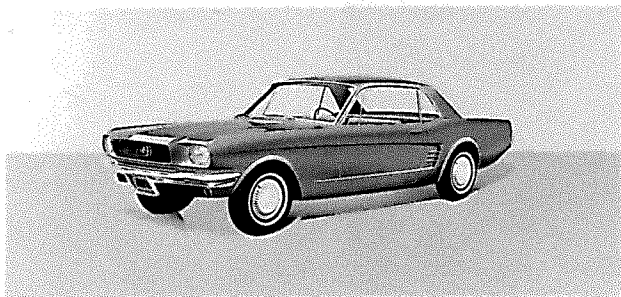


L-103



PROPOSALS TESTED

M-7



R-8

