

*people
product
pride*

Kentucky Truck Plant

A "Q1" Facility.

Welcome to the Kentucky Truck Plant (KTP) where more skilled workers with more years of experience have built more quality trucks for more different jobs than anywhere else in America.

KTP is a recent recipient of the Ford Motor Company "Q1" designation, one of only a very few manufacturing facilities in America so recognized.

This brochure helps celebrate the story.





The popular city truck, the low-tilt Ford Cargo, is one of KTP's newest products. Cargo is powered by the new Ford Diesel.

The largest truck manufacturing facility in the Western world.

KTP — covering over 400 football fields, with over 68 acres under roof — is the largest truck manufacturing facility of its kind in the Western world. Built in 1969, KTP specializes in the production of Ford medium and heavy duty trucks.

The first tractor off the line was an L-Series model, showcasing what was to become a Ford hallmark: the Louisville Cab.

Today, over a million and a half units later, our most modern aerodynamic tractors incorporate the original dedication to performance and toughness that is the Ford tradition.

- A General Offices
 - Data Process Center
 - Special Order Engineering
 - Pilot Model Inspection Room
- B Frame Rail Piercing
- C Electrocoat Primer Bath
- D Paint Booths
- E Final Assembly — Lines 1, 2 & 3
- F Pre-Delivery Inspection
- G Dynamometer
- H Kentucky Truck Equipment Center (KTEC)
- I Test Track

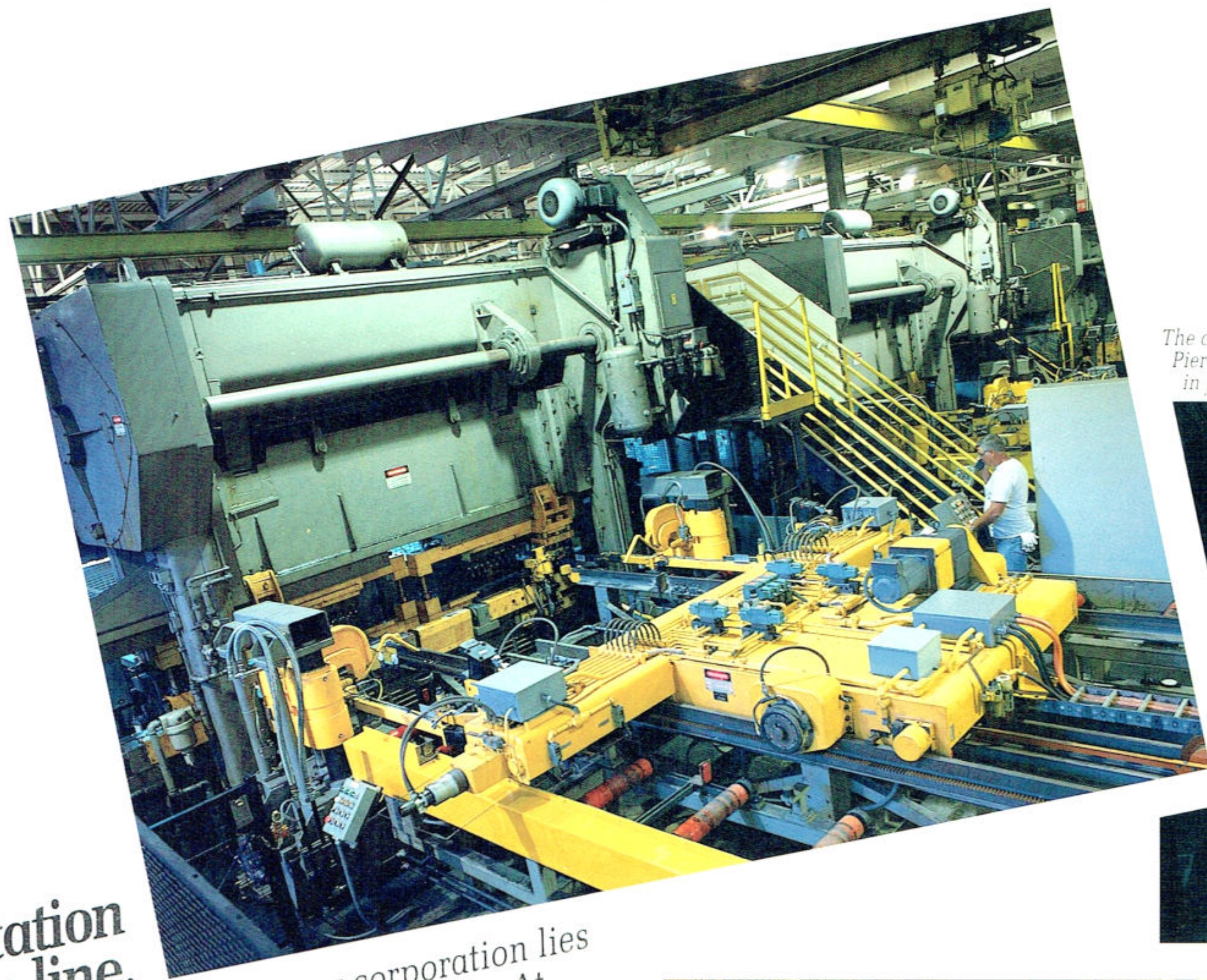


Our reputation is on the line.

The strength of any corporation lies in the measure of its reputation. At KTP we've been putting our reputation on the line...well over **1.5 million** times. That's how many trucks we've built since we opened in 1969.

Our trucks are built Ford tough. Beginning with the frame. The 16.5 million dollar 200-ton Frame Press at KTP is unique. No competitor can match it. With it, frame rails are punched — not drilled — with computer-controlled smoothness and precision-measured in tolerances falling within ten-thousandths of an inch.

No unnecessary holes are punched; frame rail strength is maintained. In addition, the pin-point accuracy of each placement assures proper alignment of crossmembers and brackets to guarantee a square frame. Holes don't almost line up. You don't almost have a reputation. At KTP almost isn't good enough.



The computerized Numerical Control Frame-Piercing System represents the state-of-the-art in frame production.



The AeroMax 120 is the fuel savingest big Ford ever. Here it is being fitted with an AeroBullet Sleeper.



The Ford AeroForce, pictured above from left to right: the LTL-9000, AeroMax 106 and AeroMax 120.



In the Audit Facility random vehicles undergo uniform product assessment. Here an AeroMax 120 is undergoing laser beam rear axle inspection.

The AeroForce.

Some of the best things in America begin in Kentucky. AeroMax 120. AeroMax 106. And the LTL-9000. These are the big performers. The most fuel efficient Class 8 linehaulers — The Ford AeroForce. Built only in Kentucky. At KTP.



The AeroMax 120 features a set-back front axle, long parabolic taper leaf front springs plus a hydro-mount cab for impressive handling and ride.



In the Pilot Room the first truck of a special order is inspected by the customer, the dealer plus field sales and service personnel.

But AeroForce is more than a name. It's an attitude. **The Ford Attitude.** Reflected in the product. In the place. And in the character of the people who work there.

Introduced as a 1992 model, the long conventional **AeroMax 120** delivers what no Ford over-the-road linehauler has ever delivered before. In aerodynamic design. In performance. In operating comfort. And ease of maintenance. You can spend more money on a truck, but you won't get any more truck for the money.

The medium conventional **AeroMax 106**, noted for its exceptional maneuverability and good fuel economy, is ideal for hub-and-spoke operations. The long-nosed conventional **LTL-9000** has earned its name in applications where the longer wheelbase of a traditional set-forward design is a prime consideration.

More quality trucks for more different jobs.

Ford builds and sells trucks in every weight class, from the Low Profile F-Series delivery truck to the LTLS-9000 heavyweight dump. It's the **Ford WorkForce**.

Name the industry. There's a Ford truck already at work: construction, beverage, pickup and delivery, municipal, refuse, linehaul and agriculture.

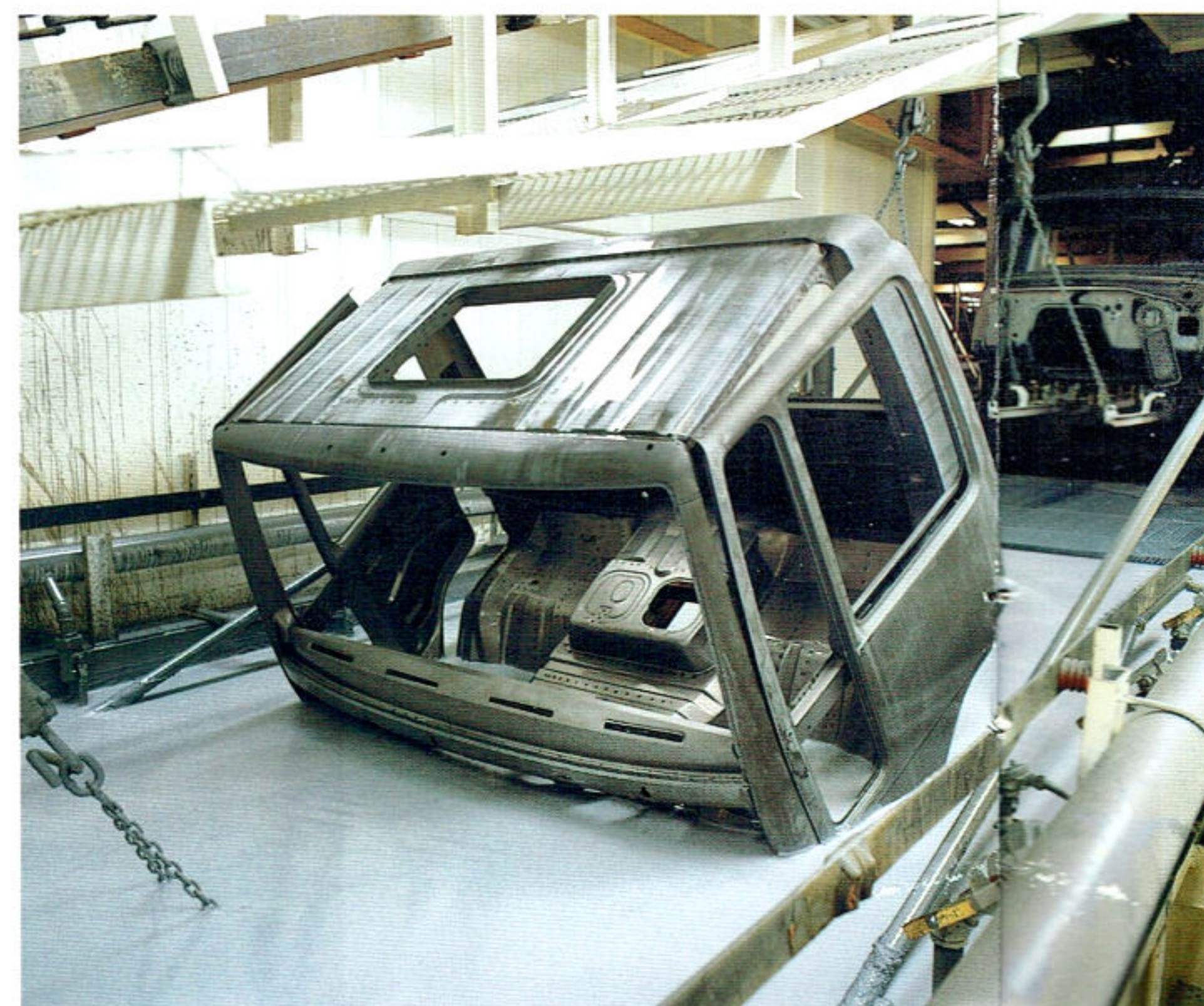
Name the job. There's a Ford ready to take it on. The economical F-Series. The versatile L-Series. The "Baby 8" AeroMax 8000. The rugged LTLS-9000. And Ford Cargo, powered exclusively by the Ford Diesel.

Cargo, perhaps more than any other model, characterizes Ford's commitment to the ever-changing needs of the trucking industry.

Its low-tilt cab, tight wheel cut, plus superb comfort, visibility and handling make it the complete city truck.



The low-tilt Cargo, featuring a 290-degree field of vision, makes it ideally suited for a range of urban applications.



Prior to delivery, each cab undergoes a high-pressure spray test.

Every cab is immersed in a patented priming material, Uniprime. A high voltage charge then bonds the primer to the metal for superior corrosion protection.



A new addition to our Class 8 WorkForce line, the slope nosed LTLS-9000 reflects the tough, lean look of the 90's.

Fathers and sons. J.T. Poston, Shipping, exemplifies the KTP tradition. Both his father and his grandfather worked at Ford Truck assembly plants between 1920 - 1970. J.T. came on board with Ford Heavy Truck in 1963.



More skilled workers with more years of experience.

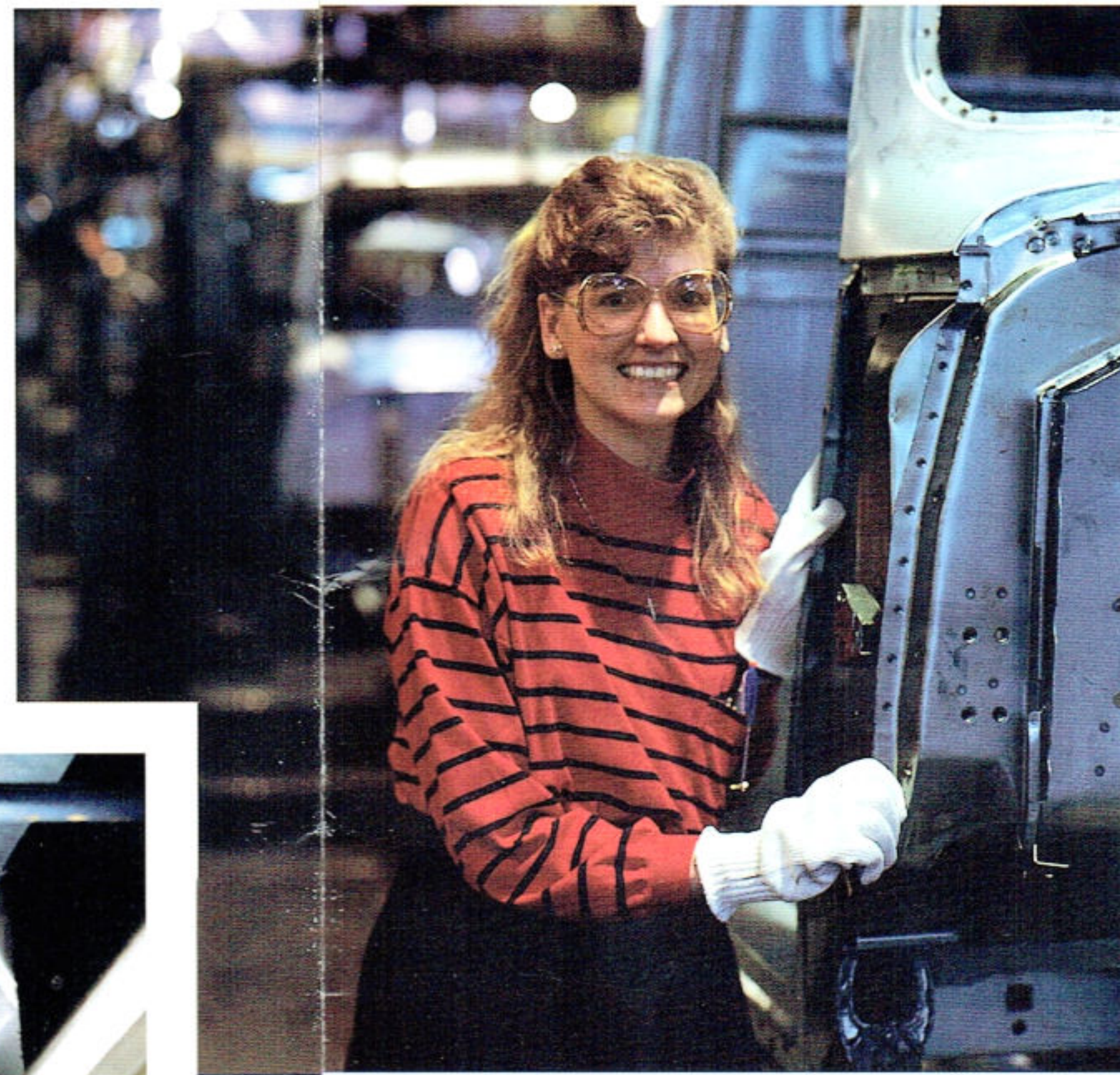
When you ask people who have visited KTP what they remember most, the response might strike you as surprising. It's not so much the technology, however modern. Or the cleanliness, however impressive. Or the size.

More often than not, the answer is, quite simply, the **people**. From the receptionist who greets you in the Administration Building to any one of the specialized teams at KTEC, they are proud of what they do. And eager to share what they know. With an average among them of over twenty-years experience on the job, they are an unusual breed. Some are second or third generation Ford Heavy Truck employees.

When you ask them why they think KTP was awarded "Q1," they like to remind you that "Q1" is not something given. But something earned. That sense of pride and accomplishment is evident everywhere at KTP.

It's the intangible built into every Ford truck that drives North America.

Theresa Hilborn, Body Shop Production Supervisor, and a fourth generation Louisville resident, holds an M.B.A. from the University of Louisville.



Marvin L. Miller, Quality Assurance Supervisor, is part of the Uniform Product Assessment team. A third generation Kentuckian, Marvin has been at KTP since 1972.



Vincent Helm, Heavy Truck Assembler, has been at KTP since it opened in 1969. His brother, Hugh, is a Material Handler on Chassis Line #2.

Henry Ford built and sold his first Delivery Wagon truck in 1900 — three years before the actual founding of the Ford Motor Company itself.

In 1917, Ford produced its first vocationally designed truck chassis, and the remarkable history of Ford Truck was off and running.

No one knows more about trucks than Ford.

Since then, we've earned a reputation for toughness and service in every corner of America.

With the 1931 Model A, 36" Extension. The 1942 Model O1W. The 1954 F-800 V-8. The 1958 F-900, shown here in a rare photo pulling a tandem train.

And the popular C-Series, which enjoyed the longest production run of any vehicle, car or truck, in Ford Motor Company history — from 1957 to 1990.

At Ford, we invented the past. And we're engineering the future.

You could say we've been America's truck company...even before there were truck companies.



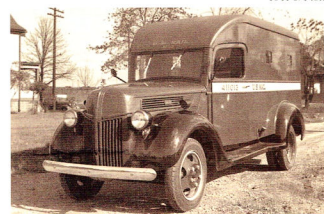
1931 Model A, 36" Extension



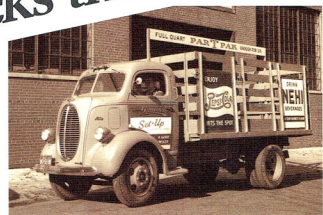
1934 Model BB



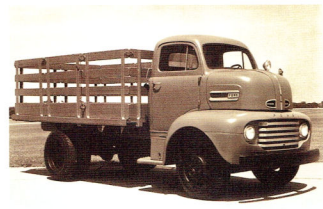
1937 Model 51



1941 3/4-ton



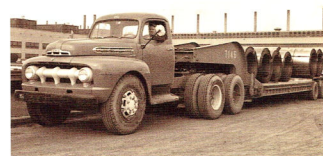
1942 Model O1W Cab-over



1948 F-1



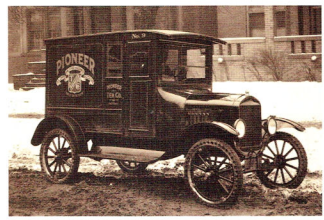
1948 F-5



1951 F-1



1918 Model TT



1925 Model T



1953 F-700 V-8



1953 T-800 V-8



1954 F-800 V-8



1954 C-800



1958 F-900



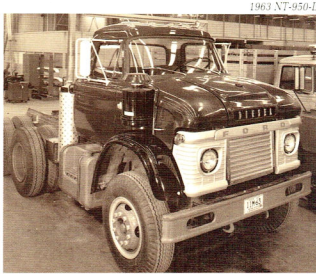
1958 C-950



1962 F-1000



1962 T-850



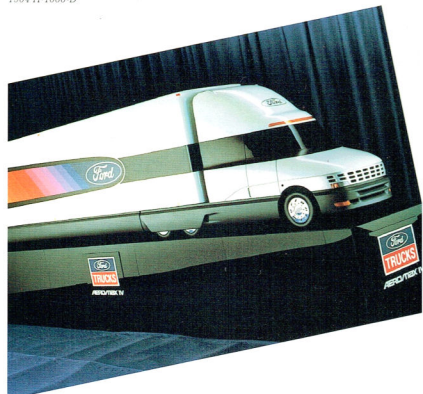
1963 NT-950-D



1963 N-Series



1964 H-1000-D



Yesterday...Today...Tomorrow. From the 1900 Delivery Wagon, through Cargo, to the shape of things to come — the futuristic AeroMax V — Ford has been America's truck company.

The Ford Attitude.

There's a way of doing business at Ford Heavy Truck that sets it apart from all the rest — **the Ford Attitude.**

You can see it at KTP in the faces of the people who work there. In the way they approach their jobs.

You can see it in the way we've modernized our specifying and ordering procedures.

The Ford Heavy Truck Performance Predictor, for example, takes the science of powertrain specifying into the computer age.

With the large number of engines and drivetrain combinations available today, how do you pick the right one for your application?

The Predictor knows. It analyzes powertrain specifications and predicts vehicle performance — before you order.

It calculates startability, gradeability, shift points, speedability and reserve horsepower with unparalleled accuracy.

Visit your Ford Heavy Truck dealer. Take a computer test drive today.

The trucking industry has changed dramatically, especially in the last decade. And to remain competitive, we had to change with it. With new products, plus innovative support programs designed to meet the changing needs of the people who use them.

Pre-engineered tractors and trucks from our Work-Ready and Rapid-Spec Programs are built on job-proven specifications.

A number of vehicles for a variety of popular applications are kept in inventory at KTP for quick delivery.

Work-Ready units carry Ford Extended Service Coverage (ESC) at no extra charge. On Rapid-Spec trucks, ESC is optional.

ESC helps drive down the cost of ownership by increasing the basic warranty protection on many items, including the drivetrain.

The Ford LineHauler Club, specially designed for the over-the-road operator, provides members with a 24-hour Emergency Hotline supported by a network of participating Ford Heavy Truck dealers — plus over 26,000 suppliers of towing and repair services, fuel and tires.

Optional "Plus" benefits allow qualified members to charge non-warranty emergency repairs and more under guidelines established by the Club.

Participating Ford LineHaul Club dealers are required to write up a repair order within half-an-hour of a vehicle's arrival at the dealership, and to **begin repair work within four hours** after approval (within the dealer's normal business hours).

For additional information on the LineHauler Club, contact your local Ford Heavy Truck dealer.

The Ford LineHauler Club — just one more example of how the Ford Attitude can make life on the road a little easier. And business a whole lot better.

