

Ford Motor Company  
News Bureau  
New York World's Fair  
Flushing 52, New York  
Telephone: 888-4532  
(area code 212)

IMMEDIATE RELEASE

"MUSTANG" HEADS STABLE OF WORLD'S FAIR CARS IN FORD WONDER ROTUNDA

People who like to browse at auto shows should make the Ford Wonder Rotunda at the New York World's Fair a must.

No fewer than 200 Ford-built vehicles -- crowned by a special collection of idea cars -- are on public display at all times in the Ford Pavilion.

The idea car collection includes such Ford creations as Mustang I, Cougar I, Cougar II, Allegro, Aurora and others.

Ford Motor Company's newest production car, the Mustang, also has a featured role in the Pavilion.

The Ford Wonder Rotunda offers visitors a chance to ride the Mustang -- along with other new model Ford, Mercury, Falcon, Comet, Thunderbird and Lincoln Continental cars -- on the "Magic Skyway" ride created for Ford by Walt Disney and designed by his WED Enterprises, Inc.

Ford Motor Company has taken special pains to offer a veritable showcase for up-to-the-minute ideas in car design.

Even before they enter through Ford's glass doors, fair-goers see others already riding new convertibles in transparent tunnels circling the Wonder Rotunda on the "Magic Skyway."

Once inside, in air-conditioned surroundings, they see Ford-built cars from around the world, blended tastefully into Disney-designed "International Gardens." Here are cars which traveled to the Fair from Ford factories in Canada, Mexico, England, Germany, Italy and Australia.

In a place of honor is the car that started it all -- a replica of the famous Quadricycle built by Henry Ford in 1896.

After a series of "Adventures In Science," culminating in a display of three-eighth-scale dream cars built by Ford stylists, visitors descend a gliding ramp to a show area where full-size dream cars are spotlighted on pedestals.

Ford and Mercury performance cars from the great raceways of the world are on display, along with trophies won in open competition by Ford-built automobiles.

Visitors also see a never-ending line of "products on parade" -- the latest Ford-built cars, trucks and tractors -- gliding past a Disney-designed, animated background of city and country scenes.

Finally, in an air-conditioned showroom dedicated to Ford Motor Company dealers, visitors have an opportunity to examine new cars inside and out. And, for those who are simply looking for a comfortable place to rest -- a high-priority item at any fair -- this area has "chairs" fashioned from the latest bucket seats available on Ford products.

At the Fair, the show's the thing, but Ford also means to make its Pavilion a virtual paradise for people who love automobiles.

###