

DOMESTIC

SPECIAL

ORDER

DSO

...the way to go!

...THE WAY TO

THE FORD DOMESTIC SPECIAL ORDER (DSO) SYSTEM

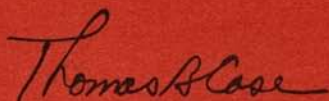
The recent growth of the special order vehicle business and the increased complexity of Ford's vehicle lines make increased awareness of this phase of our business essential. We believe this pamphlet will help promote a better mutual understanding so that special orders can be used properly to help you sell Ford cars and trucks.

Dear Ford Dealers:

Special Orders (DSO's) are big business and are available so that you can obtain added business and increase profits. They are a must to be competitive in the fleet and heavy-duty truck business.

Your District Sales Office and the Special Order Activities at Louisville (Heavy-Duty Truck) and Dearborn (Passenger Cars, Light- and Medium-Duty Trucks) are organized to assist you in every way possible to obtain more business through special orders.

This brochure has been prepared to help you use and take advantage of the DSO system.



**Thomas B. Case
Special Order Manager
General Sales Office
Ford Division**

WHAT IS A DSO?

A DSO (Domestic Special Order) is an order for an option the Ford Motor Company does not offer as a part of its regular product line because there is insufficient demand for the installation to warrant the normal expenses associated with a regular production option.

The DSO document is used to coordinate the many activities associated with producing a special vehicle. Sales, Engineering, Purchasing, Manufacturing, and the Assembly Plants are all affected by special vehicle production requirements.

WHEN IS A DSO NECESSARY?

Ford's high-volume production system requires a DSO to provide you with three types of special installations:

- When the required equipment is not offered as standard or RPO (Regular Production Option). Example: A roof-mounted siren on a Galaxie 4-Door Sedan.
- When you want to juggle regular options from one series to another. Example: F-700 brakes on an F-600.
- When you want to delete equipment from a standard unit. Example: Delete tachometer from an F-950.

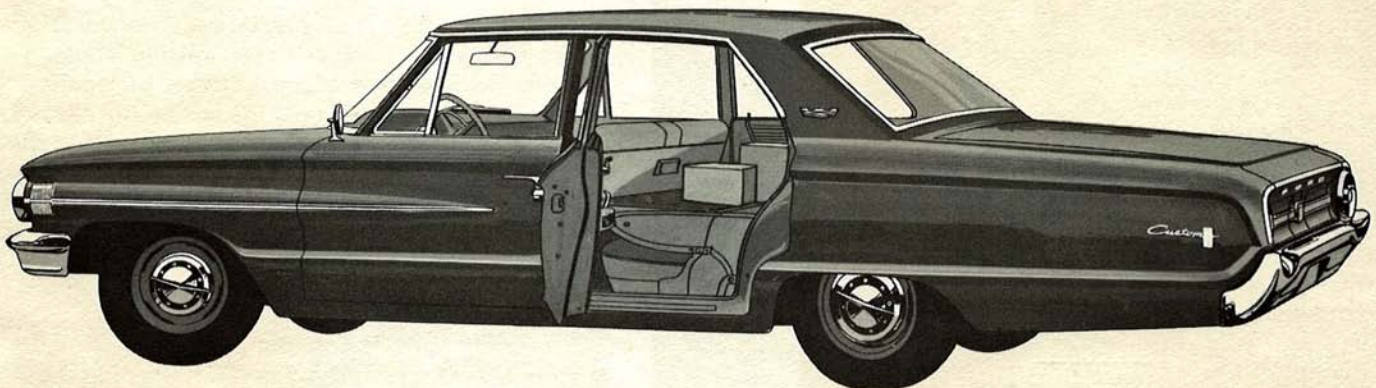
GO FOR ADDED FLEET SALES



TAXICAB



POLICE CAR



CUSTOM 500 WITH REAR-SHELF INSTALLATION



P-350 CHASSIS WINDSHIELD MODEL



B-700 SCHOOL BUS



HT-950-D

WHY DSO?

The DSO system is designed specifically to enable the Ford dealer to supply the specific needs of fleet and heavy-duty truck customers who insist on a tailor-made product for their special application. In dealing with this type of customer, the availability of special equipment may be the difference between a "Sale" and "No Sale."

HOW DSO's ORIGINATE

A DSO starts when you discover that you cannot fulfill the needs of one of your fleet or heavy-duty truck customers with the standard or RPO offerings of the Ford Division and you determine that special equipment is required to get the order. *We assume that all other avenues, such as local installation of equipment, have been explored before you, as a dealer, decide to go the DSO route.*

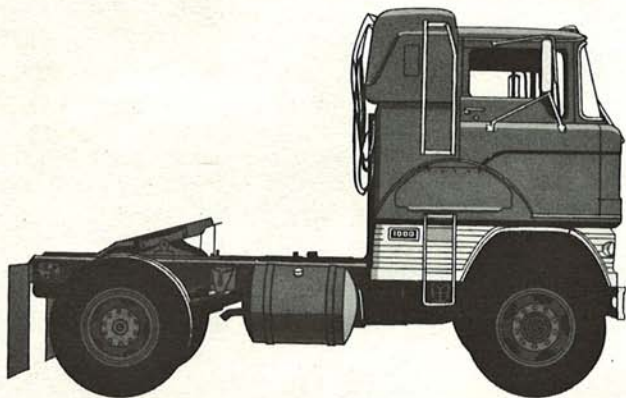
After it develops that a DSO is necessary, you ask the District Sales Office if the special equipment is available. Each District Sales Office is provided with a Special Equipment Price and Availability List. If the special equipment you require is not on this list, then the District Sales Office checks the Special Vehicle Activity in Dearborn or Louisville to determine if the equipment can be installed. The Special Vehicle Activity develops price and delivery information to provide an answer to your customer's inquiry. With this information, you can tell your customer what can be done for him.

THIS IS HOW DSO's ARE PROCESSED

When you submit your special order to the District Sales Office the special order system starts. This system is designed to obtain the production of special order vehicles on Ford's regular assembly lines. The Special Vehicle Activities in Dearborn and Louisville are responsible for the coordination of this operation. These activities obtain necessary engineering, purchase the required special parts, and instruct the selected assembly plant to install the special equipment on your unit.

Daily status reports are sent to the District offices and assembly plants to assure that all interested activities are informed continuously about the progress of each individual order.

HOW DSO UNITS FIT INTO PRODUCTION

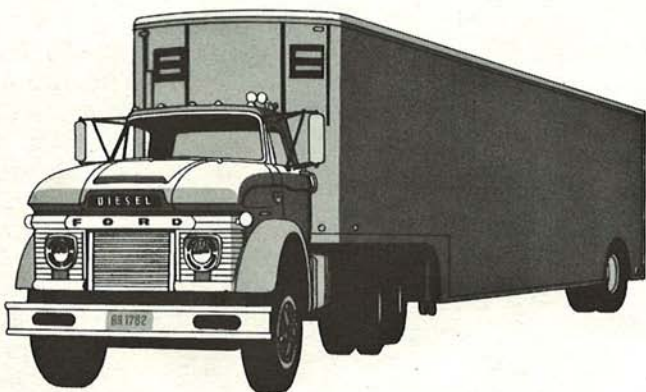


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Ford assembly plants are designed essentially to mass-produce units basically alike. To introduce a specially equipped vehicle into the assembly line, production personnel must be informed in advance so that the special equipment installation can be made at the proper station as the unit passes. When all the special parts for an installation are on hand they are taken to the appropriate stations on the assembly line for installation. Everything must be planned so that it is not necessary to slow the line to install your special equipment. To assure a smooth operation, engineers have designed the special parts to substitute for the regular parts. These special parts are fabricated and installed with the same care and quality as are the regular production parts.

Only with such planning can your special installation be made satisfactorily in Ford's assembly plants for your special vehicle customers.

ADVANCE ENGINEERING PROGRAMS



NT-950-D

We know how fast you and your customers want special order vehicles and we realize that one of our most important assists is fast delivery time.

One way to provide faster delivery service on special vehicles is to get necessary engineering work done before the order is received. Therefore, part of the DSO system is to engineer special options in advance of model introduction for the more popular items. We also decide in advance where to buy the material and whether or not we should maintain an inventory of parts necessary to install a special option. In addition, we establish prices and publish lists of pre-engineered special equipment to each District Sales Office on or before model introduction each year.

Thus, when you send in a request for a special order which has been pre-engineered, delivery time is significantly reduced.

DELIVERY TIME AND PRICE INFORMATION



T-850

Before a customer orders a special vehicle, he usually wants to know HOW MUCH, and if he likes the price he wants to know WHEN. The Special Vehicle Activities publish regularly HOW MUCH and WHEN lists which are officially called "Special Equipment Price and Availability Lists." Each District Sales Office receives these lists. With this information a District can tell you the price and the time required to obtain a production-installed special option. These lists are updated as new special options are added during a model year. If the information is not in the list, then the District will contact Dearborn or Louisville for the price and delivery information you need.

SPECIAL ORDER STATUS INFORMATION

One of the best ways to keep a special vehicle customer happy is to keep him informed, so we put out a daily report on the status of all special orders.

Each District receives a DSO Status Log daily that reports the progress of each special order within the special order and assembly system. In addition, it reports when the unit is scheduled to be released by the assembly plant.



P-5000

DELIVERY TIMING REQUIREMENTS

Since delivery time of a special unit may be the most important factor to you, we are sure you are interested in how this processing time is developed. District Sales Office, Special Vehicle Activities, and Assembly Plant processing times are relatively fixed and do not vary substantially from order to order. However, depending on the complexity of the order, engineering, tooling, and special material procurement times do vary. (A special heavy-duty tandem axle, for instance, takes longer for Engineering to detail and longer for the supplier to manufacture than a heavy-duty radiator.)

This is the reason it is important to ask your District Sales Office how long it will take to produce your special vehicle. Don't guess! The price and availability lists furnished your District Sales Office contain availability timing based on previous experience of the Special Vehicle Activities in procuring the special equipment and scheduling the unit. If the desired equipment has never before been installed, the Special Vehicle Department will provide the District an estimated delivery date for the unit which will, in turn, be passed on to you.



ECONOLINE VAN

SUMMARY

The DSO system can be a vital tool in promoting plus sales and added profit to your dealership.

Ford is a leader in this field and can match or beat competition in the design, build and delivery of special vehicles that your fleet and heavy-duty truck customers demand.

HERE ARE SOME **DSO's** THAT CAN HELP YOU MEET **FLEET & HEAVY- DUTY TRUCK CUSTOMER REQUIREMENTS**

- Police Car equipment
- Taxi equipment
- Heavy-duty Truck equipment—
 - Axles
 - Transmissions
 - Frames
 - Engines
 - Brakes
 - Fuel Tanks
 - Electrical Systems
 - Wheelbases
- Customized interior packages—F-100 and F-250 Trucks
- Station Wagon (flip) second seat—Ford Sedans
- Camper Packages—Econovans
- Refrigerated interior compartments—Econovans
- Special interior rack and bin equipment—Econovans
- Special paint and trim combinations
- Heavy-duty electrical equipment
- Special tires

FORD DIVISION,  MOTOR COMPANY, DEARBORN, MICHIGAN