

Quality is Job 1.SM



Profile in quality #8: Control.

At Ford, Mercury and Lincoln every car and truck we build is designed to put the driver in control. It's called human engineering—the interaction of man and machine. From the feel of the road, to the feel of the wheel, to the touch of a button, its objective is to provide the driver with comfort, confidence and ease of operation. When quality is job 1—you don't do it any other way.

Ford, Mercury, Lincoln, Ford Trucks.
**Our goal is to build the highest quality cars
and trucks in the world.SM**



Buckle up—together we can save lives.