FORD MOTOR COMPANY INDUSTRIAL ARCHIVES

ACCESSION AR-65-88

PRODUCTION PROGRAMS

BOX INVENTORY OF CONTENTS

1 FORD DIVISION-PROGRAM COORDINATION DEPARTMENT RECORDS

PROGRAM PRESENTATIONS TO OPERATING COMMITTEE

1953

Program 81-September 14, 1953

-Excerpts from Program 81 (Sept. 14, 1953)

Agenda: Economic Outlook (T. A. Anderson)
New Car Price Discounting and Resale Values (E. H. Sonnecken)
Dealer Profit Position (J. Tereshenko)
Ford Sales & Stocks-Current Performance vs Objectives (G. M. Sheriff)
Industry vs Ford Sales & Stocks (T. Buchanan)
Program 81 Scheduled production, sales, stocks, engines and transmissions (R. J. Allen)
Car mix considerations (T. Buchanan)
Optional Equipment & Accessories (W. J. Simpson)

Program 82-October 12, 1953

Agenda: Economic Outlook
New Car Prices and Resale Values
Ford Sales & Stocks-Current Performance vs Objectives
Ford Sales & Stocks vs. Industry
1954 Program for Sales Readership
Program 82 Scheduled Production, Sales and Stocks

Program 83-November 16, 1953

Agenda: Economic Outlook
New Car Prices and Resale Values
Ford Production-Sales-Stocks vs. Industry
Dealer Financial Status-Current Sales Position
Special Considerations Affecting 1st Half 1954 Schedule
Program 83 Scheduled production, sales & stocks
Amended to include information presented to Scheduling Committee on November 18, 1953.

Program 84-December 14, 1953

Agenda: Economic Outlook
New Car Prices and Resale Values
Current Sales-Stocks Position
Dealer Financial Status
Review of 1st Half 1954 Production Plan
Program 84 Scheduled Production, Sales and Stocks
Amended to include information presented to Scheduling Committee December 18, 1953.
Box 1 (Continued)

PROGRAM PRESENTATIONS TO SCHEDULING COMMITTEE

1954

Program 86 - February 22, 1954
Agenda: Economic Outlook
New Car Prices and Resale Values
Review of Procedure Followed in the Development of
Program 86
Dealer Financial Status
Program 86 Scheduled Sales, Stocks and Production

Program 88 - April 28, 1954
Agenda: Program 88 Presentation
Options-Accessories
Economic Outlook
Prices - New and Used

Program 89 - May 28, 1954
Agenda: Program 89 Presentation
Options-Accessories
Economic Outlook
Prices - New and Used

Program 90 - June 29, 1954
Agenda: Program 90 Presentation
Options-Accessories
Economic Outlook
Prices - New and Used

Program 91 - July 30, 1954
Agenda: Program 91 Presentation
Back-up, Mix, Changeover, etc.
Options-Accessories
Economic Outlook - Prices

Program 92 - August 31, 1954
Agenda: Car Program---Program 92 Presentation
Economic Outlook
Prices - New and Used
Mix, etc. 1955 model introduction
Options-Accessories

Program 93 - September 30, 1954
Agenda: Car Program
Retail sales, penetration and stocks
Truck Program
Program 93 production, stocks, etc.
Dealer Loss Positions, Financial data, etc.
Changeover, mix, etc.
Options-Accessories
Economic Outlook

Program 94 - November 1, 1954
Agenda: Car Program, Truck Program...Program 94 presentation
Program 94 production, stock, etc.
Options-Accessories
Dealer Financial data
Sales data
Economic Outlook
Prices - New and Used
PROGRAM PRESENTATIONS TO SCHEDULING COMMITTEE-1954 (Continued)

Program 95-November 29, 1954
Agenda: Program 95 presentation
Program 95 production schedules, mix, etc.
Economic Outlook
Prices-New and Used

Program 96 (Not dated)
Agenda: Car Program
Retail Sales, Penetration & Stocks
Program 95 and 96 Comparisons
Contingency Program
Program 96 Production schedules
Truck Program
Dealer Financial Data

CHARTS FOR SCHEDULING COMMITTEE MEETINGS

1953
January
February
April (2 copies)
June
July
August
September
October
November

1954
January
February
March
April
May
June (2 copies)
July (3 copies)
August
September (2 copies)
November 1, 1954
29, 1954
December 30, 1954

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Inventoried May 14, 1965