

RRS Newsletter

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WHY NOT GO THE EXTRA MILE?

That's the approach Robinson Restoration and Service feels is such an important part of what we're about.

FORD MOTOR FINALLY WAKES UP.....

Ford Motor Company CEO Jim Farley now finds himself trying to convince the Board of Directors that they need affordable cars.



As the average transaction price of a motor vehicle in America today now exceeds \$47,389 and with inflation growing and talk of recession on the lips of most Americans, monthly payments of \$900 and higher are driving buyers out of the market.

Jim's thoughts most likely resemble what he sees selling in the UK and Europe; small, economical fuel mileage makers that come to market for nearly half what today's F-150 pickups base price for.



Turns out that Ford's bread-n-butter pickups and SUVs have climbed to the top-of-market price wise — in short, just too expensive for the volume of buyers Ford had come to take for granted.

To Farley's point, Ford needs a line-up of small and compact sedans to fill the price gap.



Ford once had an amazing sedan and compact car line-up but, over time they let it die with lack of attention it was receiving from the company's marketing and engineering teams. Trucks and SUVs were making so much profit for the company that there was no glory in being the voice of the sedan and small car product lines, until now.

Ford, like so many others, got its ass kicked by investing so heavily in the promise of huge electric vehicle sales rates that never occurred, and still hasn't happened.



In Ford's case, throw in the billions being lost to recall campaigns and the big picture looks gloomy.

As Ford's worldwide product selection of compact and affordable vehicles is such that it can avoid monster investment and long development times to bring new product to market in the United States pretty quickly.

Certainly, compact cars aren't going to make the company rich again, but if, and that's a huge "if", Ford can build them with quality, they could keep their showrooms busy and the brand front-of-mind for consumers.

Join us on the
"Robinson Restoration & Service"
YouTube Channel for the rest of the story.....



Twenty-minute infomercials are ALWAYS 19-minutes too long. They only serve to convince you NOT to buy the product they're selling.



**For The Robinson Restoration & Service Approach,
simply go to our NEW Website:**

<https://www.rrstexasusa.com> | <https://www.rrstexas.com>

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**We're passionate about Classic, Antique, Collector, Historical
& Vintage Car Restoration & Service**

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