

# *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.

### ***The Name Game.....***

**At Ford everything old is new again when it comes to model names.**



New in 1957 Ford Ranchero

***Over the last thirty years, Ford has managed to delete from their line-up, over thirty different models.***

**Frankly, in our view, it only proves Ford doesn't really understand, or try very hard, to market cars.**



1962 Ford Ranchero



New for 2025 Ford Ranchero

A number of these dropped vehicles were actually very good products, but Ford often behaves like the government of California, destroying older buildings in the interest of newer ones. *Sad!*

Here are just a few of the models Ford killed: Crown Victoria, Falcon, Festiva, Ranchero, Probe, Capri, T-Bird, Pinto and on-and-on.

Trust us, that's just a small sample of the names Ford has abandoned. Example: Bronco, Ranger, Edge, Mustang-E and coming soon, Taurus, Continental, **and most shameful, Ranchero (but not as a light-weight pick-up like before).**

Apparently, the folks at Ford marketing departments can't think of new original names, or more honestly, they're hoping to squeeze out some brand recognition, saving them millions in branding expense. No matter the reason, it's an ugly pattern of killing off good products so that later you can rebirth the name with a new vehicle attached. .



Discontinued in 1979 Ford Ranchero

**Thought for the day!**

***“Be smart enough to ALWAYS wear your seatbelt. You’ll notice that they’re usually attached to things that can crash”.***

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**<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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